

Guide to the County Durham Family TOMs

June 2022



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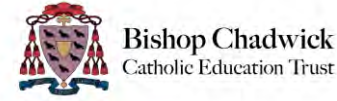


Overview of the County Durham Pound project

County Durham Pound Project core objective



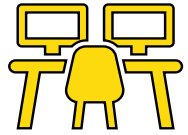
The County Durham Family partners





Aims and objectives for County Durham Pound project

Together with the core objective, the following aims and objectives have been identified as ones to aspire to for the local businesses and people of County Durham:



Create more jobs for local people



Prioritise better health and wellbeing



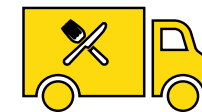
Focus on equality, diversity and inclusion



Reduce our impact on the environment

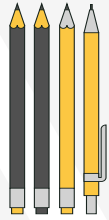


Support with meaningful training and upskilling



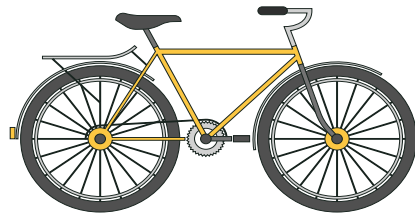
Help communities, groups and charities

Mechanisms for unlocking social value



Procurement

As partners choose how to spend in their organisations they will want to ensure that what they buy creates additional benefits for the local community. This may mean partners collaborating on tenders, bids or contracts



Organisational activities and programmes

These include all workplace initiatives that increase social value for employees or the wider organisation e.g. Equality, Diversity and Inclusion policies, Cycle to Work schemes, employability programmes for local people and employee engagement initiatives



Grant funding

The partners may choose to offer grants to support social value initiatives. These include funding for community projects, not-for-profit organisations or helping local businesses with innovation and the circular economy



Capital spending

This is the money spent in the partner organisations on physical assets. To increase social value this could mean replacing lighting with LED or adding solar panels to a building



Planning (where applicable)

Providing evidence of the social value the partners hope to generate through new development is becoming more of a focus for planning applications

What is social value and the National TOMs framework?



Social value serves as an umbrella term for the wider economic, social and environmental effects of an organisation's activities and actions.

The National Social Value Taskforce and the National TOMs

The National Social Value Taskforce developed a national measurement solution called the National TOMs (Themes, Outcomes and Measures).

The Taskforce is chaired by the Local Government Association and supported by Cabinet Office and Crown Commercial Services.

The National TOMs framework has been widely adopted across both public and private sectors



Balfour Beatty

BAXENDALE

BIG SOCIETY CAPITAL

Birmingham City Council



Cabinet Office

CBI THE VOICE OF BUSINESS



Crown Commercial Service

Department for Digital, Culture, Media & Sport



ENGIE

fsb Experts in Business

FUJITSU

GREATER LONDON AUTHORITY

GMCA GREATER MANCHESTER COMBINED AUTHORITY

h&f hummersmith & fulham

Home Office

Iwfm Institute of Workplace and Facilities Management



Local Government Association

LFB LONDON FIRE BRIGADE

Lyreco

Ministry of Defence

nepo

Nuneaton SIGNS

SCAPE

Social Enterprise UK

Social Value Portal

SOCIAL VALUE UK

sodexo



Local Government Association



STAR PROCUREMENT

SK STONE KING

Suffolk County Council

supplychainfuture5

SURREY COUNTY COUNCIL

The Panoply

TRANSPORT FOR LONDON EVERY JOURNEY MATTERS



Wates

WEST MIDLANDS COMBINED AUTHORITY

WILLMOTT DIXON FOUNDATION

WIRRAL

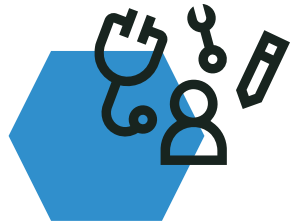
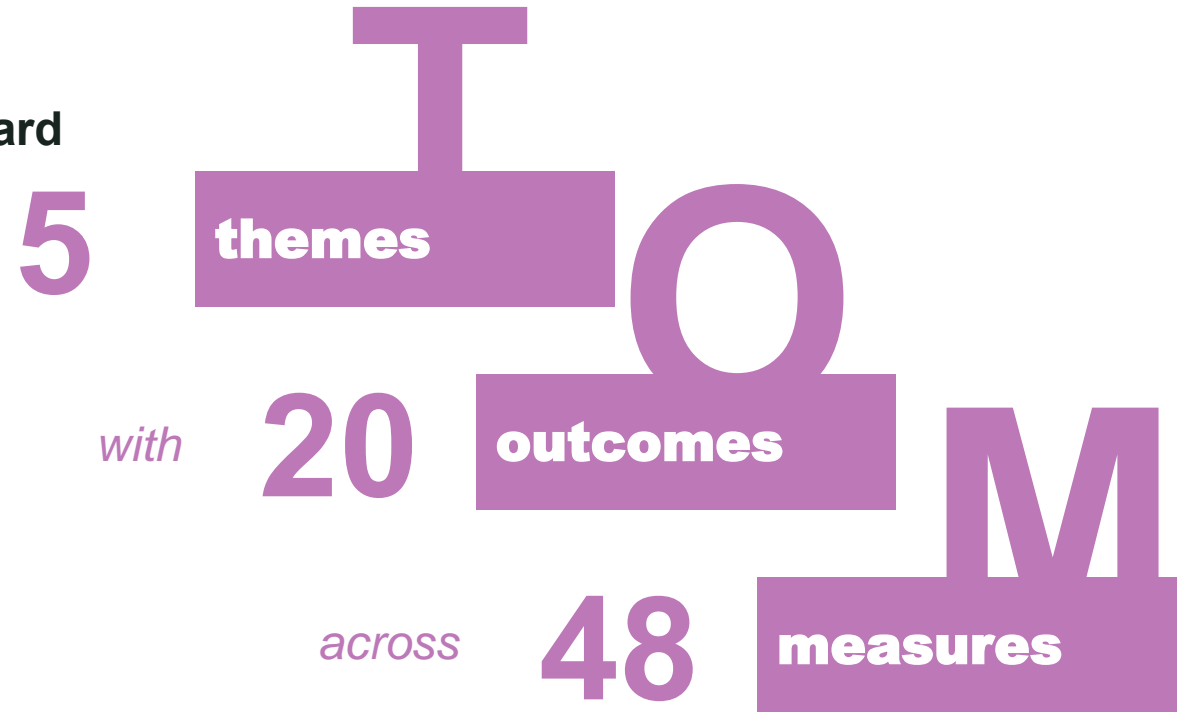
Wythenshawe Community Housing Group



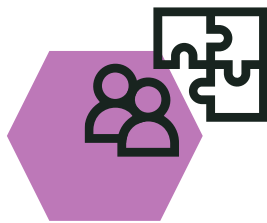
About the National TOMs Framework

One social value measurement and reporting standard

- Consistent measurement solution that **creates a level playing field for businesses**
- Designed to **embed social value into procurement** or measurement activities
- Allows **benchmarking** and **comparability**
- Gives practical ways of **creating more social value** for communities
- Themes of **visionary** social value creation



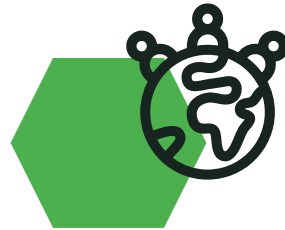
Jobs



Growth



Social



Environment








Innovation



How the National TOMs is applied

Example application of the National TOMs

THEME	OUTCOME	MEASURE	UNIT	VALUE
 JOBS: Local skills and employment	More opportunities for disadvantaged people	No. ex-offenders employed	No. people	£23,119/pp
	More opportunities for local SMEs and VCSEs	Spend in local supply chain	£ spent	Local Spend
 GROWTH: Responsible and local business	More working with the community	No. voluntary hours	No. hrs	£16.07/hr
	Reducing inequalities			
 SOCIAL: Healthier, safer & more resilient communities	Vulnerable people are helped to live independently			
	Carbon emissions are reduced	Tonnes CO ₂ e reduced	tCO ₂ e	£69.35/tCO ₂ e
 ENVIRONMENT: Decarbonising and safeguarding our world	Air pollution is reduced			
	Safeguarding the natural environment			
 INNOVATION: Social innovation				
TOTAL SOCIAL VALUE = SUM (MEASURES x VALUE)				

Putting a value on social value

Social value goes far beyond a socio-economic analysis and asks, not only how many jobs are created, but who gets that job and what is the benefit and value of that person being employed.



Once we consider “what would have happened anyway”...

+ £23,119



From experienced users



The TOMs are a great vehicle to support knowledge and understanding of what we want from bidders.

Local council procurement agency



We can target TOMs to deliver to more bespoke measures linked to the corporate priorities. So, we get ‘Real things for real people’.

Large public sector procurement agency



We needed to align ourselves with best practice tool to complement the needs of local authorities. The TOMs has enabled us to meet that need and expand understanding around consistent measurement for our teams.

Large public sector supplier, construction services





Case study – Nuneaton Signs

Nuneaton Signs uses the National TOMs to calculate and report successes. Overall, their aim is to understand how to take social value further.

For business improvement, the TOMs Framework enables the team to look at every stage of each process, and they can identify opportunities to increase social value.

This has meant looking far more closely at the supply chain. The company has always looked at its supply chain in terms of capability and capacity. However, there is now a greater emphasis on whether a supplier is giving the best value.

ambition to generate £3m social value

pledge to create 6 new apprenticeships

goal of 80% people in social education initiatives from under-represented groups

target to plant 300 trees

goal of 80% staff to participate in key subject annual learning



“ Being able to measure our social value is incredibly important to us, as business is more than just the bottom line. We want to do business for good, and by measuring what we are doing allows us to set goals and look at different aspects of the business going forward.

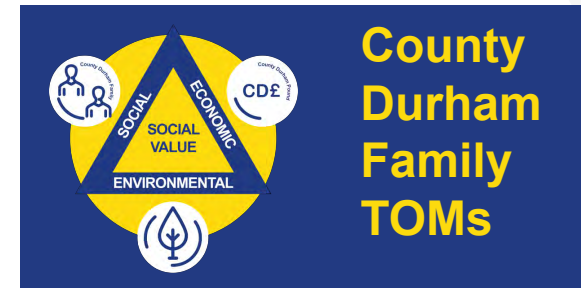
Michelle York, Commercial Director, Nuneaton Signs

County Durham Family TOMs - a place-based approach



What are the County Durham Family TOMs?

Using the National TOMs framework as a starting point, the County Durham Family TOMs were built by selecting specific Measures that reflect the current activities and initiatives being undertaken by the partners that are generating social, economic and environmental value. Proxy values were assigned to each Measure where possible turning the Framework into a Social Value Calculator.



County Durham Family TOMs were selected as meaningful to the county by aligning them to the findings of the Local Needs Analysis, CLES analysis and the local knowledge and visions of the partners. They needed to be deliverable within the capacity of the partner organisations and proportionate to their underlying business activity.





Priorities from County Durham Family members

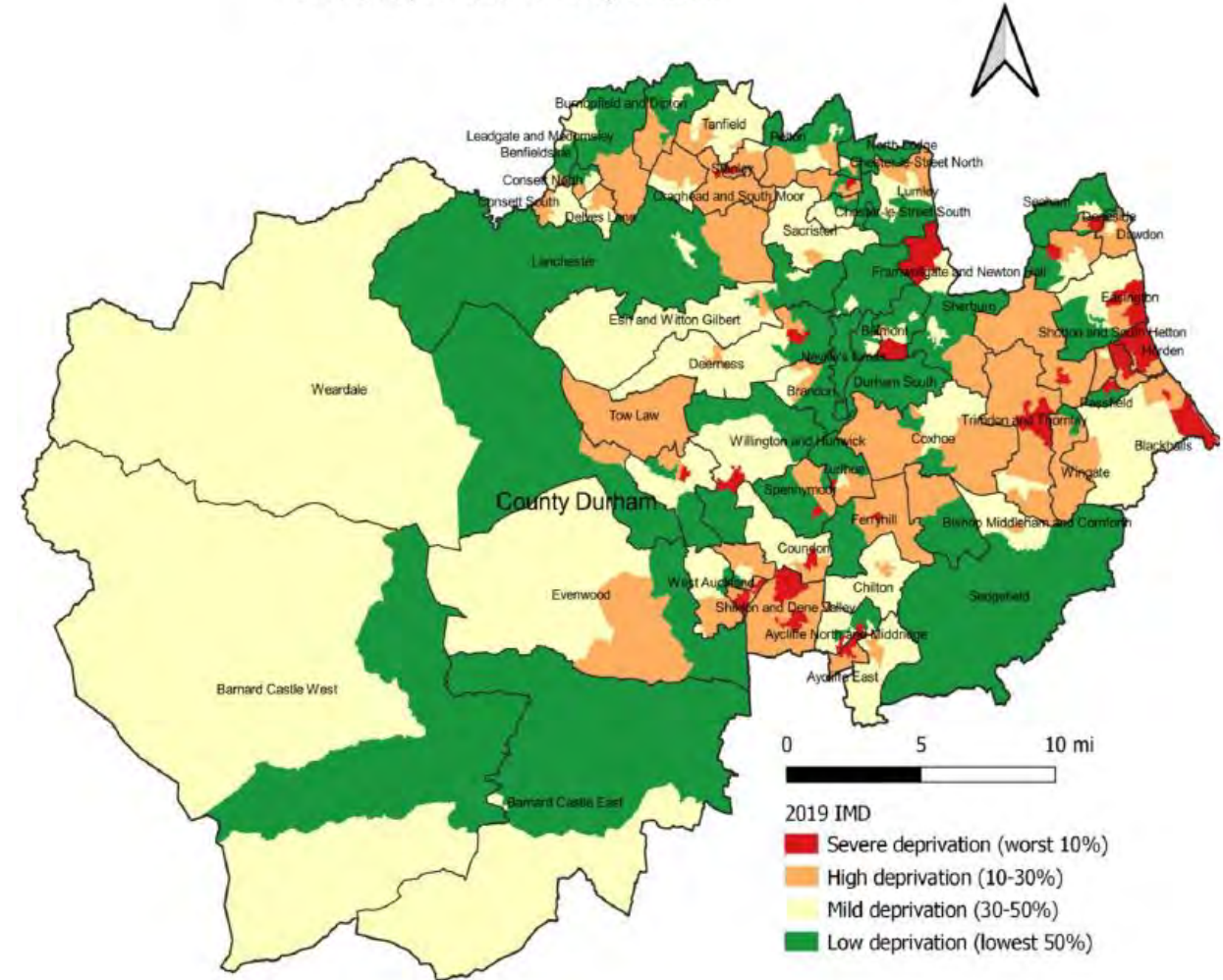
- Social isolation
- Jobs and apprenticeships
- Training and upskilling
- Tackle inequalities
- Economic inclusion
- Volunteering
- Employee health & wellbeing
- Decarbonisation
- Equality, Diversity & Inclusion (EDI)
- Antisocial behaviour
- COVID-19 recovery
- Community safety

Key insights from Local Needs Analysis

The Indices of Multiple Deprivation (IMD) are a measure of relative deprivation used to rank neighbourhoods across the UK

Overall deprivation - County Durham

DOMAIN		SUBDOMAIN
INCOME Measures the proportion of the population experiencing deprivation relating to low income		Income deprivation affecting: 1. Children 2. Older people
EMPLOYMENT Measures the proportion of the working age population in an area involuntarily excluded from the labour market		
EDUCATION, SKILLS & TRAINING Measures the lack of attainment and skills in the local population		1. Adult Skills 2. Children & Young people attainment
HEALTH Measures the risk of premature death and the impairment of quality of life through poor physical or mental health		
CRIME Measures the risk of personal and material victimisation at local level		
BARRIERS TO HOUSING & SERVICES Measures the risk of personal and material victimisation at local level		1. Proximity of local services 2. Access to affordable housing
LIVING ENVIRONMENT Measures the quality of both the 'indoor' and 'outdoor' local environment		1. Indoor – quality of housing 2. Outdoor – Air quality & road traffic accidents





Some key insights

- There are three small areas within County Durham (known as Lower-layer Super Output Areas – LSOAs - which have a population of roughly 1,500 people) that rank within the lowest 100 in England for Employment deprivation – that’s out of a total 32,844
- The wards with the highest proportion of residents that experience the greatest levels of Overall deprivation across County Durham are Aycliffe West, Peterlee East, Craghead and South Moor, Shildon and Dene Valley, Shotton and South Hetton, Tow Law, and Woodhouse Close which all have 100% of their population living in areas that experience high to severe Overall deprivation
- Over two thirds of the county’s resident population live in areas experiencing high to severe levels of Health deprivation
- County Durham has a higher percentage of 16 and 17 year old NEETs and lower GCSE attainment levels than the North East regional average

But remember:

- The unemployment rate is 28% lower than the regional average
- County Durham sends 11% more household waste to recycling, reuse and composting compared to the regional average
- Compared to the regional average, the number of rough sleepers in the county is 85% lower



County Durham Family Social Value (TOMs) Framework

THEMES	OUTCOMES
Jobs: Promote Local Skills and Employment	<ul style="list-style-type: none"> More local people in employment More opportunities for disadvantaged people Improved skills Improved employability of young people
Growth: Supporting Growth of Responsible Regional Business	<ul style="list-style-type: none"> More opportunities for local MSMEs and VCSEs Improving staff wellbeing and mental health
Social: Healthier, Safer and more Resilient Communities	<ul style="list-style-type: none"> Communities are safer and stronger regarding crime and anti-social behaviour Creating a healthier community Vulnerable people are helped to live independently More working with the Community
Environment: Decarbonising and Safeguarding our World	<ul style="list-style-type: none"> Carbon emissions are reduced Air pollution is reduced Resource efficiency and circular economy solutions are promoted
Innovation: Promoting Social Innovation	<ul style="list-style-type: none"> Social innovation to create local skills and employment Social innovation to support responsible business Social innovation to enable healthier safer and more resilient communities Social innovation to safeguard the environment and respond to the climate emergency

- **5 Themes**
- **17 Outcomes**
- **36 (core) Measures**

Click to access the full County Durham Family TOMs framework



TOMs advice & guidance

What do we capture?



Social Value

- Measures where we can see net additional benefits to **both** the local community and wider society.
- Does not change in the framework on a project basis.

Local Economic Value

- Measures where the benefit to the direct *local economy is impacted through local spend and local employment on a specific contract.
- Uses alternative GVA multipliers & Median Salaries based on the location and industry

* The local area has been defined as the area within County Durham's boundary.

Do's and Don'ts: DO account for employment correctly



Remember that FTE, stands for full-time employment on the contract.



Example 1: If you hire 3 local people to work on an 8-week contract, this equals 0.5 FTE



Example 2: If you hire 1 local person on a 12-month contract, but they will dedicate only half of their time to this contract, this equals 0.5 FTE

Time spent on project (Full Time)	Full Time Equivalent
12 months	1
6 months	0.5
3 months	0.25
1 month	0.083
1 week	0.019



Do's and Don'ts: DON'T double count



What is Double Counting?



Double counting is when you count the target / deliverable under two or more measures.



Example 1: If hours volunteering in the local community are claimed, these same hours cannot also be claimed under hours volunteering on local school / college visits.



Example 2: If you count local employed under NT1, you cannot also count these wages within your local supply chain spend NT18.

Do's and Don'ts: DO remember the definition of local



All social value commitments should be appropriate to the local area (within County Durham's boundary)



Definition of local – within County Durham's boundary





Do's and Don'ts:

DON'T include core contract work



Social value is all about additional value, therefore you cannot count any work or volunteering that is part of the 'core contract' offer



Example 1: If your 'core contract' offer includes low-emission vehicles, then the carbon savings from these vehicles cannot be included within the supplier's social value offer



Example 2: If your 'core contract' offer involves supporting people back to work, this cannot be included within your social value offer



Do's and Don'ts: DO remember proportionality



None of the TOMs measures are mandatory and suppliers should ensure that their proposals are relevant and proportional to this specific contract



The proposal must relate directly to the contract in question and should be proportional to the overall contract value (for example: social value bids that are in excess of 100% of the contract price may not be deliverable)



The proposal must relate directly to the initial term of the contract in question (not including any potential extensions) unless otherwise stated

Do's and Don'ts:

DO provide supporting information for every commitment



The supporting information that you provide is an important contributor to your qualitative submission



Example 1: You commit to 16 hours of school talks



Supporting description: Identify local schools to work with, provide a break-down of the figure, explain the support that will be provided



Example 2: You commit to hiring 3 local people (FTE)



Supporting description: Explain how jobs will be advertised, provide a breakdown of the FTE figure, identify key local partners that will be partnered with to secure these employees



**Social Value
Portal**

socialvalueportal.com

**If you would further information, please email:
countydurhampound@durham.gov.uk**