



A Social Value Charter for Shropshire: Metrics and Measurement

The Social Value Charter for Shropshire sets out how public sector commissioners, service providers, voluntary, community & social enterprise organisations and businesses will aim to improve the social, economic and environmental wellbeing of Shropshire.

Development of a Social Value Charter is essentially a commitment by Charter signatories (which can be the public bodies but is also designed for providers) to deliver on a number of principles. If they deliver, the aim is that they will achieve a 'Charter Mark' with a longer term aim that we will only do business with Charter signatories and, potentially, Charter Mark holders.

One of the things that we, and many other areas, are trying to get better at is demonstrating and measuring the social value that is delivered. This is crucial to the implementation of the Charter because we will need to establish metrics, thresholds and benchmarks which will demonstrate achievement of the Charter Mark.

The initial focus is around Economic value – the Charter principle which we want organisations to sign up to is 'Supporting the Shropshire Economy' with the following specific commitments being demonstrated:

- a. Supporting / purchasing from the local supply chain where possible
- b. Supporting or creating the conditions for growth in the Shropshire Economy
- c. Developing education, skills and training opportunities within the Shropshire economy
- d. Employment opportunities for local people
- e. Good conditions of employment and fair wage rates and structures

A review of the approaches to measurement taken in other areas and discussion with the council's Economic Growth Specialist in the Performance, Intelligence and Policy team has resulted in some draft metrics to support / demonstrate the achievement of these commitments; there may well be more than one measure for each commitment.

It would not be expected or practical that all Charter signatories would report on and demonstrate achievement of all the proposed metrics. Options for use of the metrics and award of the Charter Mark include:

1. Set a minimum number of metrics to be achieved to qualify for the Charter Mark. With each signatory agree which metrics and minimum performance targets to be achieved on an individual signatory basis, OR
2. Set a minimum performance target for each metric. With each signatory agree which metrics they will meet to qualify for the Charter Mark, OR
3. With each signatory agree a combination of metrics and performance targets proportionate to their organisation.

The draft metrics to support demonstration of these commitments are as follows:

Supporting / purchasing from the local supply chain where possible	% supply chain spend with Shropshire-based businesses and organisations
Supporting or creating the conditions for growth in the Shropshire economy	Investment brought in to Shropshire: <ul style="list-style-type: none"> • Financial value of investment • As a % of contract value Contribution to initiatives which support local economic growth – this to be provided as a narrative
Developing education, skills and training opportunities within the Shropshire economy	During a 12 month period: <ul style="list-style-type: none"> • No. apprenticeships • No. training places offered • No. work experience places offered • % of staff offered training / continuing professional development • No. new qualifications achieved by staff / trainees
Employment opportunities for local people	No. jobs created: <ol style="list-style-type: none"> 1. In total 2. For Shropshire residents
Good conditions of employment and fair wage rates and structures	% employees who rate employment conditions favourably Sickness rates Staff turnover

Following approval / comment by the Social Value Group the Charter, metrics and options for award of the Charter Mark will form the basis of a consultation exercise prior to formal approval by the public sector bodies in Shropshire.