

In first 8 months (£293k):

- 5% Social Value Added
- 5 Local People Employed
- 3 New Apprentices
- £1,800 equivalent supporting local community
- £3,800 equivalent supporting the environment

Case Study

## A46 Binley - Adding Social Value

|            |                                |
|------------|--------------------------------|
| PROJECT    | A46 Binley Highway Improvement |
| CUSTOMER   | National Highways              |
| LOCATION   | Binley, Coventry               |
| CONTRACT   | DIP Framework                  |
| COMPLETION | 2023                           |





## Need

At the end of 2020, the government launched the Social Value Model for procurement to promote new jobs and skills, encourage economic growth and prosperity, tackle climate change and ‘level up’ the UK.

The model levers action in support of the 2018 Social Value Act and it is linked to two new government approved standards: the Impact Evaluations Standard (IES); and the National Social Value Measurement Framework (TOMS). Either of which can be used by businesses.

Applying the standard and meeting the social value commitment on Infrastructure projects needs a systematic approach. An approach founded on early local engagement with stakeholders, well planned activities and the active support of our people and customers. Importantly, there must be auditable evidential records.

## Solution

As a business we have selected the Impact Evaluations Standard (IES) metrics and the Thrive software to record the evidence and calculate social value.

Our Social Value Manager (SVM) helps develop each project plan incorporating any tender specific requirements. Often that involves initial contact with local schools and groups to flesh out specific ways in which we can support them. It also requires local information on employment and skills gaps and particular customer initiatives. With the Thrive software set up; the project team takes full responsibility and the SVM audits the evidence. Client reports are generated at the touch of a button.

## Outcome

In just eight months on the A46 Binley Junction in Coventry we have generated £293k of social value, working closely with National Highways, our suppliers, schools, and the community:

1. **Equal Opportunity** – Active recruitment, means 8% are currently from under-represented and disability groups.
2. **Fighting Climate Change** – 260 hours was accrued through positive activities like litter picking on the A46 verge, donating soil for a charity project in Birmingham and working with the Warwickshire Wildlife Trust at a local nature spot.
3. **Tackling Economic Inequality** – with new job opportunities for five local people as

the Stakeholder Manager, an Engineer, a Quantity Surveyor, a Site Security Officer, and an Administrator. Providing student work experience and placements for two local trainee engineers and creating three new apprenticeships for an engineer, a data analyst, and a quantity surveyor.

4. **Wellbeing** - has been particularly critical this year, with the Covid restrictions. Everyone has been encouraged to join in community projects, support others through mental health training and keep fit and healthy. As a result, we have spent 160 hours on Community Integration including:
  - o Five project information days attracting over 300 local people and businesses with excellent feedback.
  - o Supporting the Halo Foodbank with regular volunteering, food collections, a charitable run and training room hire.

Alongside this we have Improved Health and Wellbeing by training extra Mental Health First Aiders; holding surgeries for Mental Health and Healthy Eating; and suicide awareness, following a member of the public's attempt on their life.

This structured, evidence-based approach to planning, executing, and recording activities using Thrive, recognises the projects valuable social value contribution.