

Guest Speaker

Nathan Goode



We are delighted to be working with Stephen Roberts, Commissioning Lead, to explore the best way of assisting members in evidencing their social value. Through his work in the North East of England, we have been introduced to the Social Value Portal. We are also pleased that Nathan Goode and his colleagues have travelled to the island today to meet with us and various other stakeholders.

As stated in our charity manifesto, helping charities demonstrate their social value is crucial for unlocking additional resources for them. We believe it is important for all charities, regardless of their size, to show the impact they are having in our local community. This is vital not only for recruiting volunteers but also for fundraising efforts.

For donors, whether they are individual philanthropists or corporates, it is essential to know how effectively their money is being used and the difference it is making in their communities. Increasingly, the States of Guernsey are incorporating social value or community impact into their procurement processes. By encouraging corporates to publish their social value, we can increase their awareness of its impact, and to undertake more CSR.

Imagine an environment where all of us use a current measure to make that difference.

For this reason, we are excited to invite Nathan Goode to share with us the work of Social Value Portal. It is particularly important to establish an easy way for you, our members, to input the necessary information, as this is vital to its success.

Over to you then, Nathan. No pressure.



Towards a Social Value Economy in Guernsey

Presentation to the Association of Guernsey Charities

13th April 2026



Agenda

- 1 A bit about us

- 2 The Social Value landscape

- 3 Making it work

- 4 The Social Value TOM System™

- 5 How could this work for Guernsey?

- 6 Questions



1. A bit about us



Social Value Portal: 2014 – 2017 – 2026

Social Value Portal (“SVP”) was founded in 2014, in response to the UK Social Value Act, which for the first time required public sector buyers to consider Social Value in their tenders. The Act was a catalyst for local authorities who seized the opportunity to bring more benefit to their communities through their spending.

We developed a methodology (the Social Value TOM System™) and an online platform to make this opportunity a reality.

In 2017, the TOM System became the first publicly available Social Value standard. Since then, both social value and SVP have gone from strength to strength, with the TOM System going global for the first time in 2025.



A bit about us



As pioneers of the movement for over 10 years, and creators of the leading measurement standard, we have guided thousands of public and private organisations to maximise and prove their impact.



Guy Battle
CEO and Founder, Social Value Portal



10yrs

Leading and shaping the industry

10,000+

Projects delivered

24,000+

Workspace users

100+

Cross-sector specialists

Founders

of the Social Value Taskforce

£100bn

Delivery pledge by 2026

Who we work with

Organisations leading the Social Value agenda





2. The Social Value landscape



What is Social Value?

Social Value (of course) is *what charities do*

But we need other actors to understand it too!

We say to business that it is

“the value contributed to society that goes *beyond* business as usual”

We quantify Social Value in terms of benefits to the **economy, the community and the environment.**



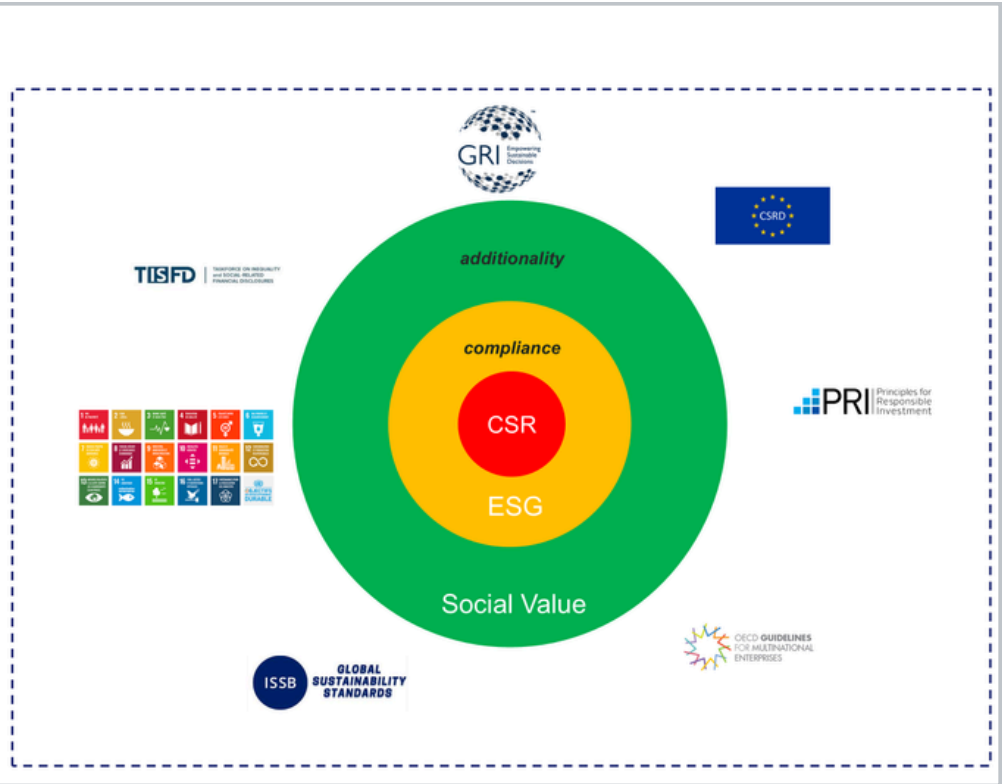
Why is Social Value good for business?

Social Value addresses a broad need for responsible business.

It enables business to tell the story of its positive contribution to communities, not just focusing on compliance through ESG reporting.

It is good for charities, too, because it opens the route for partnerships and funding.

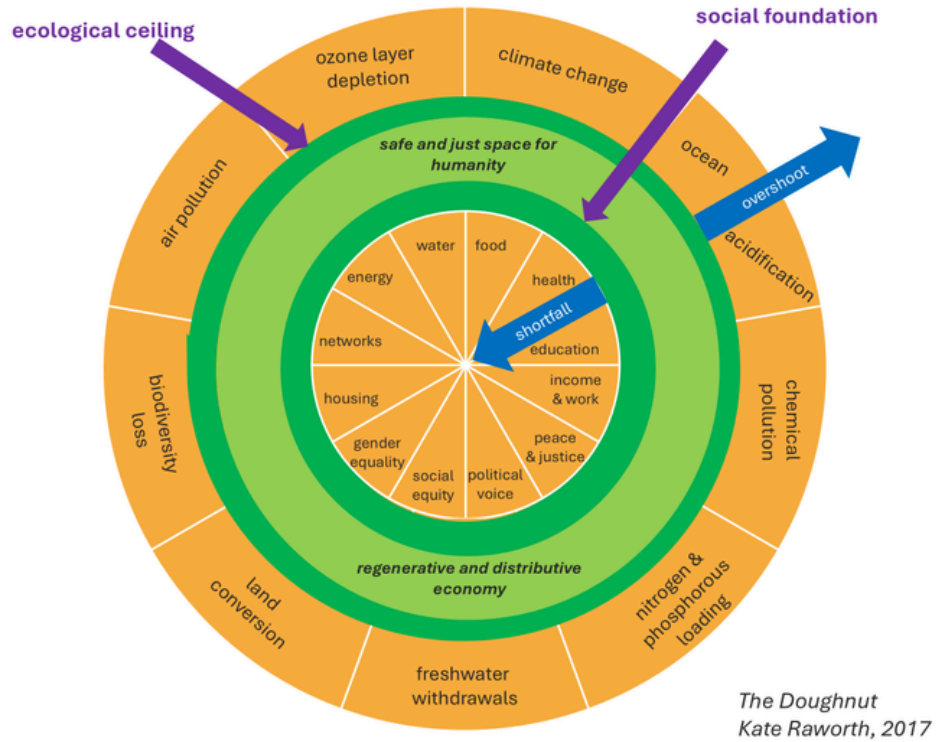
But business still needs to follow the expected standards of accountability, transparency and consistency for its corporate reporting.



How does an economy become a Social Value Economy?

“The twenty-first century task is clear: to create economies that promote human prosperity in a flourishing web of life”

Kate Raworth, Doughnut Economics



Towards a Social Value Economy

“How can we tell the Social Value story of a place in a way that recognises the contributions of the different actors and points us to a better future?”



3. Making it work



The County Durham Pound

(pop 538,000)



The Partners

£995m procurement spend

2,300+ suppliers

c. 30,000 employees

Their Challenges

No consistent approach to social value in the supply chain

No coordinated approach to social value delivery

No collaboration to address local needs and priorities and pool resources

69% of spend leaking outside of County Durham

Their Opportunities

Embed social value into procurement to unlock +25% social value
£248m social value

Reduce leakage by focusing on driving more local economic value

Unleash people power – all employees volunteering just 1 day a year would be **210,000 hours** of time to support local charities and community groups

A record £250m of Social Value in the first 12 months

Based on £995m in annual procurement and approximately 30,000 total employees



300 job opportunities for the long-term unemployed



100% of workforce with access to multidimensional wellbeing progs



40% of spend (£398m) was local and 60% of that with MSMEs



210,000 hours volunteering local charities and community groups



Nearly 30,000 apprenticeship weeks



300 job opportunities for NEETs



100% of workforce provided equality, diversity and inclusion training



10% of spend (£99.5m) in the 3rd sector



600 job opportunities for disabled people

4. The Social Value TOM System™



What is the TOM System?

A way of measuring Social Value that allows organisations to put a financial value on the good things they do.

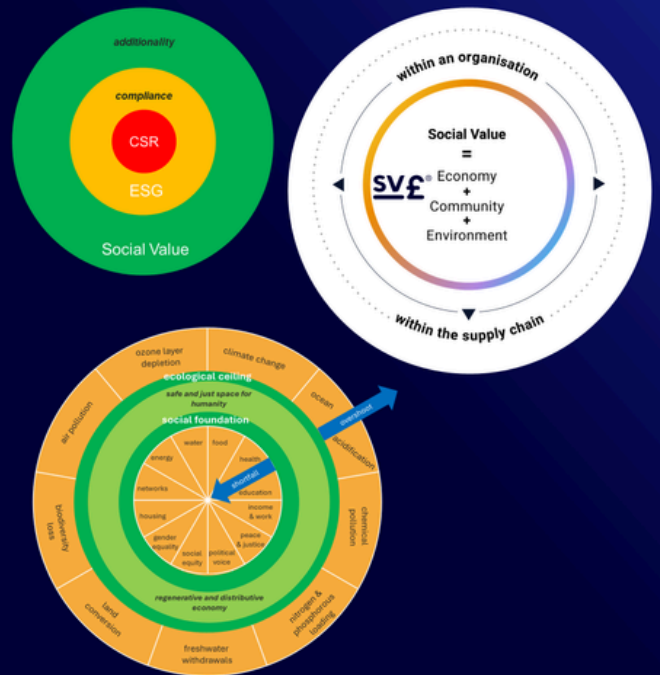
Organisations doing their own thing in isolation only gets us so far.

The power of social value lies in having a shared purpose, with a common agenda.

The TOM System:

1. Gives organisations a common language for Social Value.
2. Turns good intentions into measurable, financially expressed impact.
3. Adds credibility and auditability.
4. Supports benchmarking and continuous improvement.
5. Is practical and adaptable, not static.

The TOM System makes Social Value measurable, credible, and comparable enough to drive real decisions.



Some measures from the TOM System

Economic




TE1.1

Outcome Building diverse and sustainable supply chains

Measure description Spending with suppliers in Wales

Unit £

Evidence requirement (1) Breakdown of £ spent.
(2) Goods/services procured.
(3) Name and location of suppliers.

Value type *"Impact"* - calculates multiplier effect of spend or investment

Economic




TE1.3

Outcome Building diverse and sustainable supply chains



Measure description Spending with not-for-profit suppliers in Wales

Unit £

Evidence requirement (1) Breakdown of £ spent (not donations) with not-for-profit organisations in supply chain.
(2) Types and quantities of goods/services procured from each not-for-profit organisation.
(3) Names of not-for profit organisations.

Value type *"Impact"* - calculates multiplier effect of spend or investment

Cultural

TC4.1

Outcome Building cultural wellbeing

Measure description Personalised Welsh language training

Unit no. hrs (total session duration)*no. attendees

Evidence requirement (1) Number of language sessions, number of people receiving language training, and duration of sessions and dates.
(2) Language qualification scheme
(3) Names of partner organisations where appropriate.

Value type *"Outcome"* - calculates immediate effect for the individual

Environment




TP2.1

Outcome Protecting and restoring biodiversity and ecosystems

Measure description Support for environmental conservation & ecosystem management

Unit £ invested inc. time, materials, equipment etc

Evidence requirement (1) Details and breakdown of resources invested for relevant initiatives.
(2) Dates, locations and types of initiatives.
(3) Names of partner organisations where appropriate.

Value type *"Input"* - calculates cost to deliver social value





Social Value Measurement Challenges

Social Value measurement is inextricably connected to **people, place and time**.



There is a **trade-off** between **how precise** SV measurement can be and **how comparable** the results can be.

Social value is different everywhere and in every context. But we still need to be able to compare and aggregate.

The TOM System is designed for comparability whilst maximizing the amount of benefit that can be reliably captured.

Are you doing or enabling any of these...?



Employing locally



Training



Sustainable procurement



Apprenticeships



Reducing carbon emissions



Volunteering



...then you can report Social Value using the TOM System

“The world cannot be understood without numbers. But the world cannot be understood with numbers alone”

*Hans Rosling,
Factfulness*



Employing a long-term unemployed person:

£50k+

Of Social Value



1 week level 1,3,4+ training:

£347

Of Social Value



Per kilo plastic reduction

£116

Of Social Value



4 weeks of apprenticeships

£310

Of Social Value



Removal of 1 tonne of CO₂ emissions:

£252

Of Social Value



50 hrs of community project volunteering:

£900

Of Social Value

It's not just about the numbers, but the numbers help to tell the story

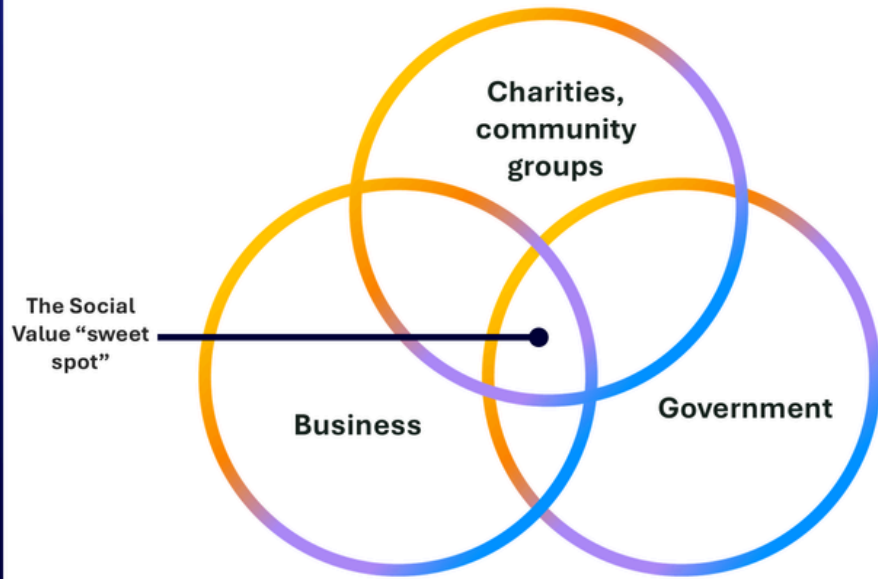


5. How could this work for Guernsey?



**A shared agenda
for Social
Value...**

**...using a
common
framework to
join the dots**



A language of Social Value built for Guernsey, *with Guernsey*



Robust and trusted

Flexible and forward-thinking

Co-created with Guernsey

Built on the learnings of 10 years of Social Value in the UK

A Social Value measurement system capturing the value created by all actors, incorporating local data

Developed in collaboration with the Guernsey Government, Charities and Funding bodies



and finally...

Don't be ashamed to do good...kindness is catching
Rutger Bregman, Humankind – A Hopeful History

**The key question is not “how can I make a difference”, but
“how can we make the difference”**
Roman Krznaric, The Good Ancestor
