The Skills and Business Hub
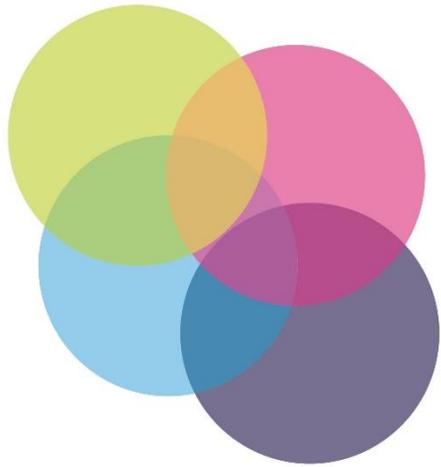
From Classroom To Boardroom

Social Values
Guide

February 2026

Version 1.0

The Skills and Business Hub

Contents

From Classroom To Boardroom

About The Skills and Business Hub

The Skills and Business Hub is an independent, not-for-profit organisation supporting businesses, individuals and educators across Berkshire.
Whether a business is growing, an individual is building their career, or an organisation is investing in skills development, we provide the guidance, tools and partnerships needed to take the next step.

We believe sustainable economic growth begins with people - empowered individuals, thriving businesses and connected communities. Founded in 2011 as the Berkshire Local Enterprise Partnership (LEP), we operated for over a decade as a government-funded body focused on regional development. Today, we have evolved into a dynamic, purpose-driven organisation committed to meeting the skills and business needs of Berkshire and beyond.

Our work spans high-impact programmes and strategic initiatives that bring together education, enterprise and innovation to unlock potential and create opportunities from classroom to boardroom.

Prospectus
June 2025
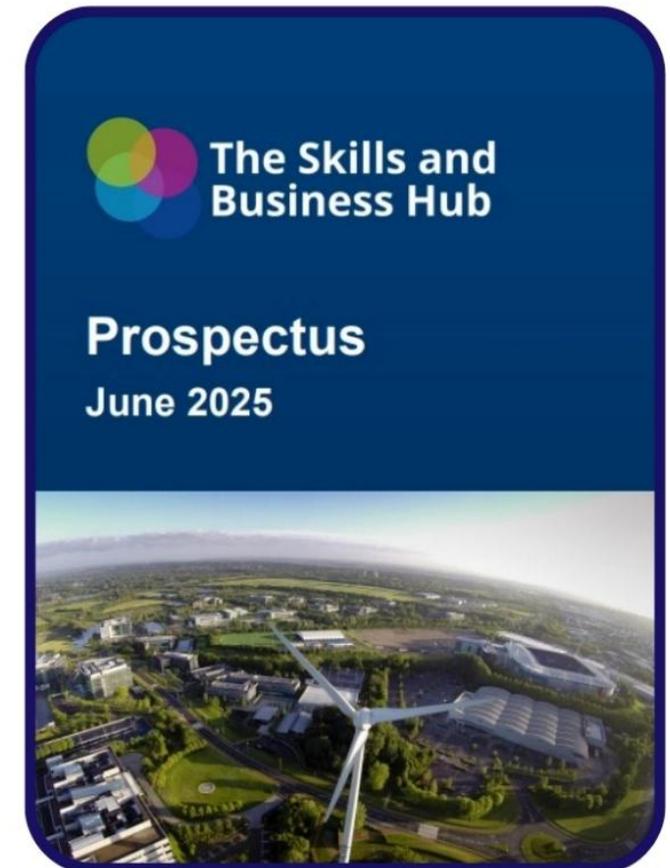
[View the prospectus](#)

2. The Skills and Business Hub's Social Value Guide

The Skills and Business Hub's Social Value Guide is designed to help employers in Berkshire understand, demonstrate and measure the social value created through engagement with our programmes. It provides a clear route for aligning employer activity to nationally recognised frameworks and local priorities.

This guide supports employers to:

- Align their engagement activities with nationally recognised themes and outcomes.

- Understand how their contributions benefit Berkshire's community, economy, and environment.

- Evidence the wider value created through skills, employment, education partnerships and inclusive recruitment

The guide is aligned with the UK Government's Procurement Policy Note (PPN) 06/20: The Social Value Model [Procurement Policy Note 002](#), which sets out how social value must be embedded and evidence in publicly funded programmes and contracts. By mapping your engagement with our programmes against the Model's themes, outcomes and Model Award Criteria (MACs), you can more effectively demonstrate the social impact your organisation delivers.

3. Understanding Social Value

3.1 What is social value?

Social value is the additional positive impact created for people and communities beyond an organisation's core economic activity. It captures the wider benefits delivered through actions that increase equality, improve wellbeing, strengthen communities and support environmental sustainability.

From a skills perspective, social value is often generated through:

- **Education partnerships** - expand aspiration and opportunity.

- **Workforce development** - enhance skills and employability.

- **Inclusive recruitment** - open doors for people facing barriers.

Social value is not a standalone programme but is the outcome of purposeful engagement, measured through the changes experienced by individuals, communities and the local economy.

3.2 Why social value matters

Social value is increasingly critical for employers because it delivers:

- **Procurement Advantage:** Public sector contracts must include a minimum 10% social value weighting in bid evaluations under the UK Procurement Act 2023. Clear, measurable social value strengthens bids and competitive advantage.

- **Brand & Reputation:** Purpose driven organisations build trust with customers, stakeholders and communities.

- **Recruitment and Talent:** Employees are drawn to organisations that demonstrate strong values and invest in social impact

- **Community and Environmental Impact:** Reducing inequalities, closing skills gaps and contributing to environmental sustainability strengthens Berkshire's resilience and future prosperity.

Our social value approach helps employers demonstrate alignment with a rapidly evolving policy and procurement landscape.

4. Social Value Measurement Frameworks

Understanding recognised measurement frameworks helps ensure consistency and transparency when reporting social value.

4.1 National TOMs Framework (Themes, Outcomes, Measures) National TOMs Framework

The National TOMs framework quantifies social value using KPIs and financial proxy values. Its themes include:

- Community
- Work

- Economy
- Planet

A public version of the TOMS measures can be accessed here: National TOMS measures

4.2 UK Government Social Value Model (PPN 06/20)`UK Government Social Value Model

This model embeds social value into public sector procurement through five themes:

- COVID-19 recovery
- Tackling economic inequality

- Fighting climate change
- Equal opportunity

- Wellbeing

Each theme contains policy outcomes and award criteria (MACs) that must be evidenced.

Understanding the difference [The Social Value Model versus the National TOMs: What's the difference?](#)

While the TOMs framework provides a detailed set of measurable indicators, the Social Value Model provides the mandatory structure for public sector contracts. Many organisations use both to ensure robust reporting.

4.3 Connecting Frameworks to Action

Employers often ask: "*How do we turn frameworks into meaningful activity?*" The Skills and Business Hub provide a clear, practical route. By aligning engagement with our programmes delivered by the Growth Hub, Skills and Apprenticeship Hub and Berkshire Careers Hub, employers can demonstrate social value in ways that are measurable, meaningful and aligned to Berkshire's Local Skills Improvement Plan (LSIP1.0 1.0) and the Berkshire Economic Strategy.

Each section below outlines how employer engagement directly maps to national frameworks and local priorities.

5. How to Use This Toolkit

1. Identify your engagement activities (e.g. careers talks, apprenticeships).

2. Map those activities to relevant TOMs measures, Social Value Model outcomes and LSIP1.0 1.0 priorities.

3. Collect evidence (e.g., hours, weeks, training delivered, financial investment). *Confirm codes/units and financial proxy values before reporting.

4. Report outcomes (e.g., young people supported, employment outcomes, skills gained).

6. Employer Engagement Across The Skills and Business Hub Programmes

6.1 Berkshire Careers Hub

The Berkshire Careers Hub brings together schools, colleges, employers and apprenticeship providers with a shared goal to make it easier for education settings to prepare young people for their next steps by:

- Placing labour market intelligence and employer engagement at the heart of careers education.

- Working with local businesses and employers to inspire young people and help them become the future talent our region needs.

- Enhancing and developing careers education across Berkshire so that it is meaningful, high-quality and inspirational for all young people.

6.2 Employer Standards – Social Value Contribution

The Employer Standards, launched by the Careers and Enterprise Company, provides a national structure for high-quality employer engagement. By completing the nine-point self-assessment, employers ensure their activities are purposeful and have a high impact.

These activities map directly to both the UK Social Value Model and National TOMs, enabling employers to evidence outcomes such as improved employability, reduced barriers for disadvantaged groups and strengthened community links.

Employer Standard 1-9	Example Social Value Theme	Example TOMs Measures	Example Model Award Criteria (MACs)	Example Berkshire LSIP1.0 Alignment	Example Berkshire Economic Strategy Alignment	Example Expected Outcomes
Provide meaningful opportunities	Jobs → Improved skills for local people	NT8 (hours delivering careers talks);	MAC 2 – Skills for growth (educational attainment & skills gaps); MAC 7a –	ICT; Screen Industries; Construction	People, Work & Skills	Young people gain real-world experience;

		NT9 (training weeks)	Remove barriers for young/underrepresented into training/apprenticeships			improved employability
Be inclusive	Jobs → More opportunities for disadvantaged people	NT3 (long-term unemployed FTEs); NT4 (NEET FTEs); NT6 (jobs for people with disabilities)	MAC 6a – Opportunities for those facing barriers/deprived areas; MAC 6c – Tackle inequalities for underrepresented groups	Cross-sector inclusion; Care	People, Work & Skills	Increased diversity; reduced barriers to entry
Evaluate and improve	Community → Stronger community links	NT8 (curriculum support hours)	MAC 2 – Skills for growth (educational attainment & skills gaps)	Leadership & Management; Transferable Skills	Business Environment	Continuous improvement of outreach; better alignment with needs
Build essential skills and explain their relevance	Jobs → Improved skills for local people	NT9 (training weeks supported)	MAC 2 – Skills for growth (educational attainment & skills gaps)	Digitalisation; Leadership & Management	Economic Productivity	Enhanced essential skills; readiness for future roles
Prepare young people for application processes	Jobs → Improved employability	NT11 (support under-24s); NT7 (mentoring hours)	MAC 1a – Create & retain high-quality jobs	Care; Business & Professional Skills	People, Work & Skills	Higher success rates in applications; confidence in selection processes

Raise awareness of pathways into work	Community → Empower communities	NT8 (hours delivering careers talks)	MAC 1a – Create & retain high-quality jobs	ICT; Health & Life Sciences; Construction	People, Work & Skills	Better understanding of career routes; informed decision-making
Engage over the long term	Community → Stronger community links	NT8 (repeat engagement hours)	MAC 2 – Skills for growth (educational attainment & skills gaps)	All LSIP1.0 priority sectors	Business Environment	Sustained relationships; long-term talent pipeline
Partner with others	Economy → Inclusive growth & local supply chains	Local SME support measures; NT8	MAC 3a – Diverse supply chain (support SMEs & VCSEs); MAC 3b – Collaborate with communities & anchor partners	Business & Professional Skills	Business Performance; Economic Productivity	Shared best practice; collaborative delivery of careers education
Value the engagement	Community/Economy → Drive inclusive growth	NT8 (hours delivering careers talks); NT9 (training weeks)	MAC 2 – Skills for growth (educational attainment & skills gaps); MAC 7a – Remove barriers for young/underrepresented into training/apprenticeships	Leadership & Management; Transferable Skills	Business Environment	Careers education embedded in business plans; measurable impact

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6.3 Enterprise Advisers – strategic social value

Enterprise Advisers are senior business volunteers who work strategically with schools and colleges to strengthen careers education, aligned to the Gatsby Benchmarks of Good Career Guidance Gatsby. Acting as a bridge between education and industry, they support leadership teams to develop effective, labour market aligned careers programmes.

Enterprise Adviser activity contributes to social value through:

- Supporting young people facing barriers

- Strengthening community links

- Enhancing employability and skills development

- Improving alignment between education and local economic needs

Example Enterprise Adviser Activity	Example Social Value Theme	Example TOMs Measures	Example Model Award Criteria (MACs)	Example Berkshire LSIP1.0 Alignment	Example Berkshire Economic Strategy Alignment	Example Expected Outcomes
Raising the quality of careers provision	Community → Stronger community links	NT8 (curriculum support hours)	MAC 2 – Skills for growth (educational attainment & skills gaps); MAC 7a – Remove barriers for young/underrepresented into training/apprenticeships	Leadership & Management; Transferable Skills	Business Environment; People, Work & Skills	Improved quality of careers education; better student outcomes
Connecting more employers and increasing high quality experiences for young people	Jobs → Improved employability	NT8 (hours delivering careers talks)	MAC 1a – Create & retain high-quality jobs	ICT; Construction; Care	People, Work & Skills	More meaningful encounters; enhanced sector awareness
Developing the knowledge and skills of careers	Jobs → Improved skills for local people	NT8 (support hours for CPD)	MAC 2 – Skills for growth (educational attainment & skills gaps); MAC 7a – Remove barriers for	Leadership & Management; Digitalisation	Business Performance; People, Work & Skills	Stronger leadership capacity;

leaders and education leaders			young/underrepresented into training/apprenticeships			improved guidance quality
Boosting skills pathways including apprenticeships, technical pathways and vocational routes	Jobs/Economy → Improved skills; Support local businesses	NT9 (training weeks); NT10 (apprenticeship weeks)	MAC 2 – Skills for growth (educational attainment & skills gaps)	Digitalisation ; Net Zero; Vocational Routes	Economic Productivity; People, Work & Skills	Increased apprenticeship uptake; stronger vocational routes
Focusing on interventions for economically disadvantaged young people	Community → Empower communities	NT11 (support under-24s); NT3 (long-term unemployed FTEs)	MAC 6a – Opportunities for those facing barriers/deprived areas; MAC 6c – Tackle inequalities for underrepresented groups	Care; Cross-sector inclusion	Business Environment; People, Work & Skills	Reduced NEET rates; improved social mobility
Aligning careers provision to local economic needs	Economy → Inclusive growth & local supply chains	NT8 (curriculum alignment hours)	MAC 3a – Diverse supply chain (support SMEs & VCSEs)	All LSIP1.0 priority sectors	Economic Productivity; Business Performance	Better match between education and employer demand; reduced skills gaps

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6.4 Cornerstone Employers - collective impact and leadership

Cornerstone Employers take a leadership role in shaping local careers education. Their activities are strategically aligned to the Gatsby Benchmarks and Employer Standards Framework, ensuring high quality, sustained engagement.

Cornerstone Employer engagement delivers measurable social value by:

- Targeting disadvantage

- Supporting pathways into priority sectors

- Strengthening employer-education partnerships

- Increasing access to meaningful encounters and workplace experiences

Example Cornerstone Employer Activity	Example Social Value Theme	Example TOMs Measure	Example Model Award Criteria (MACs)	Example Berkshire LSIP1.0 Alignment	Example Berkshire Economic Strategy Alignment	Example Expected Outcomes
Leading collaborative careers outreach	Wellbeing; Equal Opportunity	NT8 – Support for local schools (staff hours)	MAC 8 – Improve physical & mental wellbeing	Leadership & Management; Transferable Skills	People, Work & Skills	Improved quality of careers provision; stronger employer-education partnerships
Targeting disadvantaged schools and young people	Tackling Economic Inequality	NT99 – School visits supported	MAC 6a – Opportunities for those facing barriers/deprived areas; MAC 6c – Tackle inequalities for underrepresented groups	Care; Cross-sector inclusion	Business Environment	Increased access for disadvantaged learners; reduced NEET rates
Providing work experience and placements	Equal Opportunity	NT12/NT13 – Work placements (weeks)	MAC 7a – Remove barriers for young/underrepresented into training/apprenticeships; MAC 7b – Create pipeline opportunities for future workforce	ICT; Construction; Health & Life Sciences	Economic Productivity	Enhanced work-readiness; stronger talent pipeline

Hosting careers events and taster days	Wellbeing	NT100 – Employment taster days (£ invested)	MAC 8 – Improve physical & mental wellbeing	Screen Industries; Digitalisation	People, Work & Skills	Greater awareness of career pathways; informed decision-making
Supporting sector-specific skills initiatives	Tackling Economic Inequality	NT50 – Initiatives to promote local skills (£ invested)	MAC 2 – Skills for growth (educational attainment & skills gaps)	Digitalisation ; Net Zero ; Vocational Routes	Economic Productivity; Business Performance	Increased uptake of apprenticeships and technical pathways; reduced skills gaps
Support with the promotion of Careers Hub initiatives and activities	Community → Empower communities, Equal Opportunity	NT8 – Support for local schools and careers initiatives (staff hours); NT50 – Initiatives to promote local skills (£ invested)	MAC 6a – Opportunities for those facing barriers/deprived areas; MAC 7a – Remove barriers for young/underrepresented into training/apprenticeships	Cross-sector inclusion; Leadership & Management; Transferable Skills	People, Work & Skills; Business Environment	Increased employer participation in careers activity; wider reach of careers initiatives; improved access to high-quality employer encounters for young people

6.5 Meaningful Work Experience

High quality work experience broadens aspirations, develops essential skills and supports smooth transitions into the workforce. Activities aligned to updated Gatsby Benchmark 6 can be mapped to TOMs measures, Social Value Model outcomes and LSIP1.0 priorities. Employers supporting Net Zero transition can demonstrate social value by promoting green careers in schools and colleges, offering insight days linked to renewable energy or low carbon technologies and providing work experience placements in sustainability related roles.

Programme Intention	Example Social Value Theme	Example TOMs Measure	Example Model Award Criteria (MACs)	Example Berkshire LSIP1.0 Alignment	Example Berkshire Economic Strategy Alignment	Example Expected Outcomes	Gatsby Benchmark 6 Checklist
Prioritise young people who are missing out and provide targeted support	Equal Opportunity	NT4/NT6 – Recruitment of NEET young people or	MAC 6a – Opportunities for those facing barriers/deprived areas; MAC 6c – Tackle inequalities	Care; Cross-sector inclusion	Business Environment; People, Work & Skills	Reduced NEET rates; improved social mobility	Employer-led design; Progressive learning outcomes; Multiple

		individuals with disabilities	for underrepresented groups				encounters; Feedback and reflection; Alignment to local labour market; Inclusive access
Start early, allowing access to multiple, different industries and occupations	Wellbeing	NT8 – Support for local schools (staff hours)	MAC 8 – Improve physical & mental wellbeing	ICT; Screen Industries; Construction; Health & Life Sciences	People, Work & Skills; Economic Productivity	Early exposure to careers; improved aspiration and informed choices	Employer-led design; Progressive learning outcomes; Multiple encounters; Feedback and reflection; Alignment to local labour market; Inclusive access

Include experiences that are employer-led in their design	Community → Stronger links	NT8 – Curriculum co-design/support hours	MAC 2 – Skills for growth (educational attainment & skills gaps)	All LSIP1.0 priority sectors	Business Environment; Economic Productivity	High-quality, relevant experiences aligned to labour market needs	Employer-led design; Progressive learning outcomes; Multiple encounters; Feedback and reflection; Alignment to local labour market; Inclusive access
Be underpinned by learning outcomes, to ensure a progressive high-quality approach	Jobs → Improved skills for local people	NT9 – Training weeks supported	MAC 2 – Skills for growth (educational attainment & skills gaps); MAC 7b – Create pipeline opportunities for future workforce	Digitalisation; Leadership & Management	Economic Productivity; People, Work & Skills	Structured progression; measurable skills development	Employer-led design; Progressive learning outcomes; Multiple encounters; Feedback and reflection; Alignment to

							local labour market; Inclusive access
Enable meaningful relationships between the employer and young person	Wellbeing	NT8 – Support for local schools (staff hours)	MAC 8 – Improve physical & mental wellbeing	Leadership & Management; Transferable Skills	Business Performance; People, Work & Skills	Stronger networks; improved confidence and employability	Employer-led design; Progressive learning outcomes; Multiple encounters; Feedback and reflection; Alignment to local labour market; Inclusive access
Offer meaningful experiences as defined in updated	Wellbeing; Equal Opportunity	NT12/NT13 – Work placements (weeks); NT100 – Employment	MAC 8 – Improve physical & mental wellbeing	Vocational & Technical pathways; Apprenticeships	Economic Productivity; People, Work & Skills	Enhanced work-readiness; increased uptake of	Employer-led design; Progressive learning outcomes;

Gatsby Benchmark 6		taster days (£ invested)				technical routes	Multiple encounters; Feedback and reflection; Alignment to local labour market; Inclusive access

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7. The Skills and Apprenticeship Hub – employer routes to social value

The Skills and Apprenticeship Hub supports employers and individuals across Berkshire in understanding and accessing skills development, training, and apprenticeship opportunities. Engaging with the Skills and Apprenticeship Hub enables employers to:

- Support access to training and upskilling

- Provide mentoring, work experience, and sector insights

- Expand inclusive recruitment practices

- Create or grow apprenticeship opportunities

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These activities align directly with TOMs measures and Social Value Model outcomes.

Example Employer Activity	Example Social Value Theme (TOMs)	Example TOMs Measures (examples)	Example Model Award Criteria (MACs)	Example Berkshire LSIP1.0 alignment	Example Berkshire Economic Strategy alignment	Example Expected outcomes
Deliver careers talk, attendance at jobs / careers fairs	Jobs → Improved skills for local people / Improved employability of young people	NT8 (hours delivering careers talks); NT11 (hours supporting under-24s with CVs/mock interviews)	MAC 2 – Skills for growth (educational attainment & skills gaps); MAC 7b – Create pipeline opportunities for future workforce	Support transferable skills (Digitalisation; Business & Professional) and connect priority sectors (e.g., ICT, Screen, Construction).	People, Work & Skills focus; pipeline into Creative Digital Skills Academy (talent awareness)	Increased awareness of sector pathways; improved employability skills; stronger early-stage talent pipeline.
Provide careers mentoring or mock interviews to jobseekers/	Jobs → More opportunities for disadvantaged people / Improved employability	NT7 (hours mentoring unemployed 24+); NT11 (hours supporting under-24s)	MAC 6a – Opportunities for those facing barriers/deprived areas; MAC 6c – Tackle inequalities for	Addresses LSIP1.0 priority Care and Construction entry routes; supports Leadership & Management	People, Work & Skills; Business Performance (reducing hiring friction).	Higher interview readiness; increased transitions into training/apprenticeships; diversity in early careers cohorts.

			underrepresented groups	(confidence, progression).		
Offer work experience/industry projects / shadowing opportunities	Jobs → More local people in employment / Improved skills	NT1/NT2 (local FTE employed on contract—where applicable); NT8 (hours supporting learning)	MAC 2 – Skills for growth (educational attainment & skills gaps); MAC 7a – Remove barriers for young/underrepresented into training/apprenticeships	Aligns with ICT, Screen, Health & Life Sciences practical exposure; supports Digitalisation skill development.	People, Work & Skills; Economic Productivity (work-readiness)	Faster work-readiness; improved conversion from education to employment; reduced time-to-hire.
Host teacher/lecturer encounters and curriculum co-design workshops	Community/Jobs → Improved skills for local people; Stronger community links (TOMs theme mapping)	NT8 (hours delivering curriculum support); (plus localised measures via TOMs plugins where appropriate).	MAC 2 – Skills for growth (educational attainment & skills gaps)	Strengthens LSIP1.0 employer-education bridge noted as a key need; informs curriculum for priority sectors.	People, Work & Skills; Business Environment (education-industry alignment)	Better curriculum relevance; more learners progressing into local sectors; improved productivity via skills fit.

Create or expand apprenticeships (Level 2–Level 6+)	Jobs → Improved skills for local people	NT10 (apprenticeship weeks supported to completion)	MAC 4a – Additional environmental benefits (net zero etc.)	Directly addresses LSIP1.0 sector needs (e.g., Construction, Logistics, Care) and Leadership & Management pathways.	People, Work & Skills; Business Environment (structured talent pipelines)	Sustainable, skilled entry routes; improved retention; measurable social value (apprenticeship outputs).
Hire inclusively by expanding opportunities to candidates from underrepresented groups	Jobs → More opportunities for disadvantaged people	NT3 (long-term unemployed FTEs), NT4 (NEET FTEs), NT6 (jobs created for people with disabilities)	MAC 6b – Increase representation of disabled people; MAC 6a – Opportunities for those facing barriers/deprived areas	Supports cross-sector inclusion across LSIP1.0 priorities; meets Care, Logistics, Construction demand.	People, Work & Skills; Business Performance (wider talent pools)	Increased diversity; reduced vacancy rates; social value uplift via recognised TOMs proxies.
Co-design or commission Skills Bootcamps to meet immediate skills gaps e.g. Construction (retrofit, heat	Jobs/Economy → Improved skills; Support local businesses (mapped by TOMs to skills outcomes)	Use NT9 (training opportunities – no. weeks supported to completion) alongside NT8/NT11 to evidence	MAC 2 – Skills for growth (educational attainment & skills gaps)	Targets sector-specific needs MAC 4a – Additional environmental	Economic Productivity; People, Work & Skills.	Rapid upskilling aligned to vacancies; interview-fast-track; reduced recruitment and onboarding costs.

pumps, carbon management,)	COVID-19 Recovery; Fighting Climate Change	engagement and outcomes. NT9 – Accredited training for new employees (no. weeks)	Construction & Built Environment; Skills for Net Zero Economy	benefits (net zero etc.)	Business Performance (BP4 – green economy); Business Environment (BE4 – net zero); Economic Productivity (EP2 – specialisms)	Learners completing Bootcamps; green credentials obtained; installations completed; tCO_2e savings
Embedding Skills Bootcamps into strategic workforce plans; participation in sector cluster forums	Economy → Inclusive growth	NT9, NT8	MAC 2 – Skills for growth (educational attainment & skills gaps); MAC 7b – Create pipeline opportunities for future workforce	Cross-sector strategic alignment	Business Environment; Economic Productivity	Long-term talent pipeline; reduced skills gaps
Guaranteed interviews or job offers for Skills Bootcamp graduates	Equal Opportunity; Tackling Economic Inequality	NT11; NT3	MAC 2 – Skills for growth (educational attainment & skills gaps)	Multiple LSIP1.0 priority sectors	People, Work & Skills	Higher transition rates into employment; reduced unemployment

Provide Net Zero / sustainability skills training or projects e.g. Installing or maintaining EV charge points; local workforce training on EV infrastructure; green procurement and low-carbon construction methods; tCO$_2$e savings generated through EV rollout.	Planet → Environmental sustainability (TOMs theme)	Use TOMs environmental measures (local plugins) alongside NT9/NT8 for skills delivery hours/weeks.	MAC 4a – Additional environmental benefits (net zero etc.)	Directly supports LSIP1.0 Skills for a Net Zero Economy across sectors (Construction; Logistics; ICT).	Business Environment (transition to net zero); Economic Productivity (green innovation)	Accelerated net-zero capability; reduced emissions; enhanced employer brand and compliance readiness.
Donate used IT equipment to	Tackling Economic Inequality	NT16 – In-kind donations	Digitalisation cross-sector	MAC 2 – Skills for growth (educational	Business Performance (BP2 – digital capability);	Devices donated; beneficiaries; % entering

digital inclusion partners		(equivalent £ value)		attainment & skills gaps)	People, Work & Skills (PWS2)	training/work; digital skills outcomes
Offer SME supply-chain support (e.g., bid clinics to help businesses apply for apprenticeships or Bootcamps).	Economy → Inclusive growth & local supply chains (TOMs theme)	Use TOMs economy/community measures (e.g., local SME support) alongside NT8 for capacity-building sessions.	MAC 3a – Diverse supply chain (support SMEs & VCSEs); MAC 3b – Collaborate with communities & anchor partners	Supports LSIP1.0 Business & Professional skills and sector capacity (Construction, Screen).	Business Performance; Economic Productivity (SME capability, local multiplier)	Stronger local ecosystem; more employers able to host apprentices/Bootcamps; resilience in supply chains.
Sponsor or join Workforce Development Partnerships via the LSIP1.0	Community/Economy → Empower communities; Drive inclusive growth (TOMs theme)	Evidence via NT8/NT9/NT10/NT11 depending on commitment (hours, training, apprenticeships).	MAC 2 – Skills for growth (educational attainment & skills gaps)	Embedded within LSIP1.0 delivery model (partnerships; co-development of provision).	Business Environment; People, Work & Skills—strategic coordination across employers/educators.	System-level change: clearer pathways, modular provision, reduced skills gaps at sector level.

Screen sector placements & training with BFI Skills Cluster (Shinfield/Bray)	Equal Opportunity; Wellbeing	NT8/NT100 – Education support/taster days; NT12/NT13 – placements	Screen Industries	MAC 7a – Remove barriers for young/underrepresented into training/apprenticeships	People, Work & Skills (PWS2); Transformational Project – Creative Digital Skills Academy	No. placements; progression into screen roles; skills bootcamps delivered

8. Apprenticeship Levy Transfers

Employers paying the Apprenticeship Levy can transfer 50% of unused funds each year to support apprenticeship training and assessment for other businesses. Levy Transfer Guidance

Targeted transfers can generate high social value when directed to:

- SMEs in local supply chains

- Sector skills shortages

- Underrepresented, disadvantaged or early career learners

Example Employer activity	Example Social Value Theme	Example TOMs Measures	Example Model Award Criteria (MACs)	Example Evidence to collect
Transfer levy funds to SMEs to fund apprenticeships	Jobs → Improved skills for local people	NT10 – Apprenticeship weeks supported	MAC 3a – Diverse supply chain (support SMEs & VCSEs)	No. of apprentices funded; weeks to completion
Target transfers to priority sectors (e.g. Construction / Net Zero, ICT, Care)	Economy → Inclusive growth	NT9 / NT10	MAC 2 – Skills for growth (educational attainment & skills gaps)	Sector, standard, completion data; Levy transfer for EV technician apprenticeships; Funding SMEs delivering EV works
Use levy transfer to support disadvantaged learners	Equal Opportunity	NT3 / NT4 / NT6 / NT10a	MAC 6a – Opportunities for those facing barriers/deprived areas; MAC 6c – Tackle inequalities for underrepresented groups	Learner characteristics; outcomes
Support supply-chain partners via levy transfer	Economy → Resilient supply chains	Local SME support measures	MAC 3a – Diverse supply chain (support SMEs & VCSEs); MAC 3b – Collaborate with communities & anchor partners	SME recipient details: apprentices supported

NOTE: Where apprenticeship levy transfers are used, employers should evidence outputs and outcomes enabled by the transfer, such as apprenticeship starts, training weeks, completions and progression into employment, not the value of the levy transfer itself. The financial value of the transfer should be reported as contextual evidence.

9. Berkshire LSIP1.0 Priority Sector Mapping

The Berkshire Local Skills Improvement Plan (LSIP1.0) identifies the sectors that are critical to the region's economic growth, productivity, and future workforce needs. Mapping employer activity to these priority sectors helps ensure that skills development, training, and apprenticeship opportunities directly address local labour market demand. By aligning social value activity with LSIP1.0 priorities, employers can demonstrate meaningful contribution to Berkshire's long-term economic resilience, talent pipeline development, and Net Zero ambitions.

Berkshire LSIP1.0 Priority Sector	How Levy Transfer Can Be Targeted - examples	Example UK Social Value Model Outcomes	Example National TOMs Measures	Example Model Award Criteria (MACs)	Example Expected Social Value Outcomes
Construction & Built Environment (incl. Retrofit / Net Zero / EV charging)	Transfer levy funds to SMEs delivering construction, retrofit, heat pump or civil engineering apprenticeships	Skills for Growth; Fighting Climate Change; Breaking Down Barriers to Opportunity	NT10 – Apprenticeship weeks; NT9 – Training weeks; Environmental measures (where applicable)	MAC 4a – Additional environmental benefits (net zero etc.)	Increased skilled workforce; retrofit capacity growth; accelerated net zero delivery; SME capability uplift

ICT, Digital & Cyber	Target levy transfer to SMEs offering digital, software, data, cyber or IT support apprenticeships	Skills for Growth; Innovation; Productivity	NT10 – Apprenticeship weeks; NT9 – Training weeks	MAC 7b – Create pipeline opportunities for future workforce	Reduced digital skills gaps; stronger tech pipeline; productivity gains across the local economy
Screen Industries & Creative Digital	Fund apprenticeships in production, post-production, VFX, games or creative technologies through SMEs and micro-businesses	Equal Opportunity; Skills for Growth; Wellbeing	NT10 – Apprenticeship weeks; NT12/NT13 (where linked to placements)	MAC 2 – Skills for growth (educational attainment & skills gaps)	Increased access to high-growth creative careers; diverse entry routes; retention of talent in Berkshire
Health, Care & Life Sciences	Transfer levy to care providers, health SMEs or life sciences firms to fund clinical, laboratory, care or leadership apprenticeships	Breaking Down Barriers; Wellbeing; Skills for Growth	NT10 – Apprenticeship weeks; NT3/NT4/NT6 (where priority groups apply)	MAC 6a – Opportunities for those facing barriers/deprived areas	Workforce resilience; reduced vacancies; improved care quality; inclusive recruitment
Logistics, Distribution & Supply Chain	Support hauliers, warehousing and logistics SMEs with funded apprenticeships in driving, operations, safety or management	Inclusive Growth; Skills for Growth; Productivity	NT10 – Apprenticeship weeks; NT9 – Training weeks	MAC 2 – Skills for growth (educational attainment & skills gaps)	Improved retention; safety and compliance skills; stronger regional logistics capacity

Business & Professional Services	Transfer levy to SMEs offering apprenticeships in finance, HR, leadership, project management or accountancy	Skills for Growth; Inclusive Growth	NT10 – Apprenticeship weeks; NT9 – Training weeks	MAC 7b – Create pipeline opportunities for future workforce	Management capability uplift; SME productivity; leadership pipeline
Leadership & Management (Cross-Sector)	Fund leadership and management apprenticeships within SMEs across LSIP1.0 priority sectors	Skills for Growth; Innovation; Productivity	NT9 – Training weeks; NT10 – Apprenticeship weeks	MAC 2 – Skills for growth (educational attainment & skills gaps)	Improved organisational performance; SME resilience; scalable growth
Vocational & Technical Pathways (Entry-Level / Under-24s)	Target levy transfer to entry-level apprenticeships supporting young people or first-time SME employers	Breaking Down Barriers to Opportunity; Equal Opportunity	NT10a – Apprenticeships for designated groups; NT4 – NEET FTEs	MAC 6a – Opportunities for those facing barriers/deprived areas	Reduced youth unemployment; improved social mobility; sustainable talent pipelines

9. Berkshire Growth Hub – business engagement and social value

The Berkshire Growth Hub delivers fully funded support from the Department of Business and Trade to small and medium sized businesses, from start-up to high growth. Whether you are launching or ready to grow and scale your business, we can provide tailored guidance to help you achieve real results.

Our support is part of the Business Growth Service: to transform how businesses access government and partner support by creating an inspiring, seamless, and trusted experience that connects all businesses to the right advice and support when they need it most.

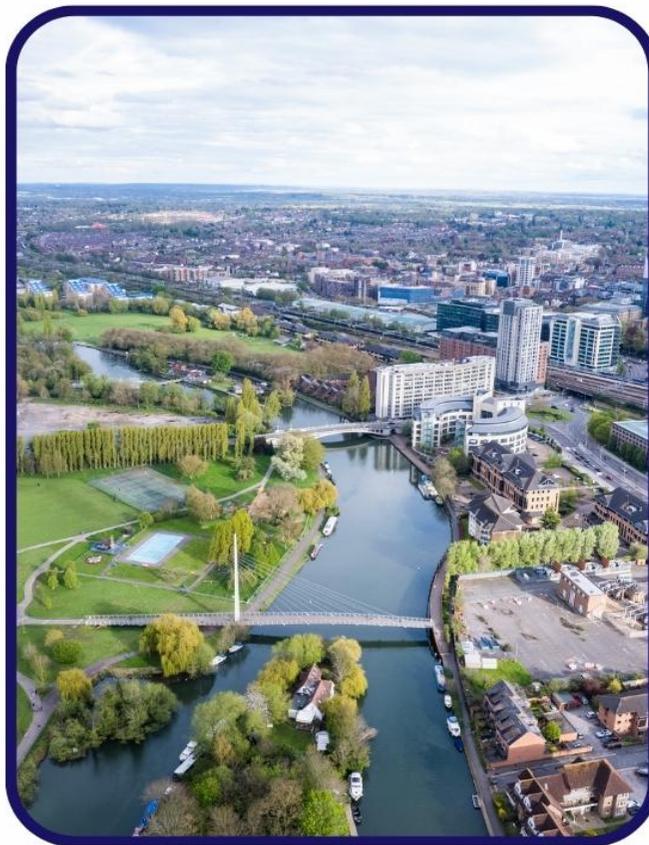Berkshire Growth Hub activity contributes to social value through:

- Skills referrals
- SME mentoring
- Leadership and management development

Example Engagement Activity	Example Social Value Model Theme	Example TOMs Measure (Ref/Unit)*	Example Berkshire LSIP1.0 Alignment	Example Model Award Criteria (MACs)	Example Berkshire Economic Strategy Alignment	Example Expected Outcome / KPI
Referral of SMEs to a Skills Bootcamp e.g. digital, green, construction or business skills	Employment: Supporting individuals into work; Skills & Training - Increasing participation in training	Number of individuals supported to gain qualifications; Training opportunities created	LSIP1.0 Priority: Addressing digital skills gaps, improving pathways for adults, Supporting employer-led upskilling	MAC1.1 - Improved employability outcomes. Upskilling for future workforce, Supporting local people into higher-skilled jobs	Inclusive and productive workforce, Green and digital transition, SME competitiveness	Number of referrals to Skills Bootcamps
SME mentoring and pro-bono advice (via Growth Hub, sector partnerships)	Tackling Economic Inequality	Buyer-specific TOMs for SME support (e.g., hours of expert advice)	All sectors; Business & Professional skills	MAC 2 – Skills for growth (educational attainment & skills gaps)	Business Performance (BP1 – startups & survival; BP3 – productivity heroes)	Hours of mentoring; SMEs supported; survival/growth rates; case studies
Leadership & Management short courses for SMEs (Henley Business School, etc.)	Wellbeing	Buyer-specific TOMs/learning KPIs (e.g., participants, modules completed)	Cross-sector: Leadership & Management	MAC 7a – Remove barriers for young/underrepresented into training/apprenticeships	People, Work & Skills (PWS3 – leaders equipped for growth); Business Performance (BP3)	Participants trained; leadership practice adoption; growth/productivity metrics

Disability Confident Scheme – demonstrating inclusive employment

Participation in the Disability Confident Scheme evidences an employer's commitment to inclusion. Activities such as recruiting, retaining and supporting people with disabilities can be mapped to TOMs measures and Social Value Model themes.

Disability Confident Activity	Social Value Theme	Example TOMs Measure
Recruiting individuals with disabilities	Equal Opportunity	NT6 – Unemployed individuals with disabilities recruited
Retaining local employees with disabilities	Tackling Economic Inequality	NT128 – Local people with disabilities employed or retained
Providing workplace adjustments and support	Wellbeing	NT39 – Mental health awareness campaigns (£ invested)
Offering inclusive apprenticeships or internships	Equal Opportunity	NT10a – Apprenticeships for designated groups (weeks)
Promoting disability inclusion in recruitment	Equal Opportunity	NT50 – Initiatives to promote local skills (£ invested)

The Skills and Business Hub

DELIVER MEANINGFUL SOCIAL VALUE

PARTNER WITH US

By engaging with our programmes and initiatives, you can actively contribute to Berkshire's skills, workforce and economic priorities while generating demonstrable social value. Every activity from supporting skills development to offering work experience or participating in sector initiatives creates measurable impact aligned to national social value frameworks and local needs.

We encourage employers to get involved, strengthen their talent pipelines and showcase the meaningful difference they make through purposeful engagement with The Skills and Business Hub.

Join our business community and help shape Berkshire's future workforce.

Email us at: info@skillsandbusinesshub.org

The Skills and Business Hub

From Classroom To Boardroom

To find out more and to join our growing business community, please contact our team and start your journey with us.

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