



# Social Impact Report 2023

Produced by Social Value Company

OMR  
Consultancy

# Contents

- 1 Our Mission
- 2 Social Value and Us
- 3 The Headlines
- 4 The Finer Details
- 5 Intrinsic Social Value Report
- 6 Wellbeing Report
- 7 EDI Report
- 8 KPI report
- 9 How This Report is Generated
- 10 Report Summary
- 11 Glossary

# Building Sustainable Futures Through Conscious, Responsible Actions



The best way to find yourself is to lose yourself in the service of others.

Mahatma Gandhi

# Our Mission



David French  
Founder

**At OMR Consultancy, we deeply understand the integral role of social value in recruitment.**

Our mission transcends mere business objectives, aiming to create a lasting, positive impact on individuals and communities. Social value is at the heart of our strategy, driving us to foster inclusive growth and meaningful opportunities.

Compiling this report has been a journey of reflection and pride. It highlights not just our achievements but our commitment to continuous improvement and transparency. We're thrilled with the insights gained and the tangible impacts we've made.

Looking forward, our dedication to social value is unwavering. We're committed to adapting and enhancing our approaches to meet societal needs effectively. For us, recruitment is a platform for positive change, influencing lives one placement at a time. This report is both a testament to our journey and a promise for a more impactful future.





# **OMR Consultancy** **Driving** **Meaningful** **Change**

# Social value and us....

At OMR Consultancy, we believe that business isn't just about profit; it's about making a positive impact in the communities we serve. Our commitment to social value is more than a corporate responsibility; it's a core part of who we are and what drives us every day. In everything we do, from the products we offer to the partnerships we forge, we aim to create meaningful value for all our stakeholders.

Social value is the quantifiable impact of our actions that contribute to societal well-being. This could range from job creation and educational programs to sustainable practices and community development.

By striving to maximise this value, we're not just improving our business; we're bettering lives and driving meaningful change.



## We are:

✔ Mission-Driven

✔ Stakeholder-Focused

✔ Values-Integrated

✔ Impact-Measured

✔ Agents for Positive Change

# The Headlines

Total Social Value

**£44,676,329**

Social Value Ratio

**£3.72**

Social Value Rating



# The finer details...

Social Impact

**£11,964,509**

Economic Impact

**£32,491,715**

Environmental Impact

**£220,103**

Intrinsic Social Value

**£3,799,805**

Sustainability

**£220,103**

EDI

**£20,921**

Wellbeing

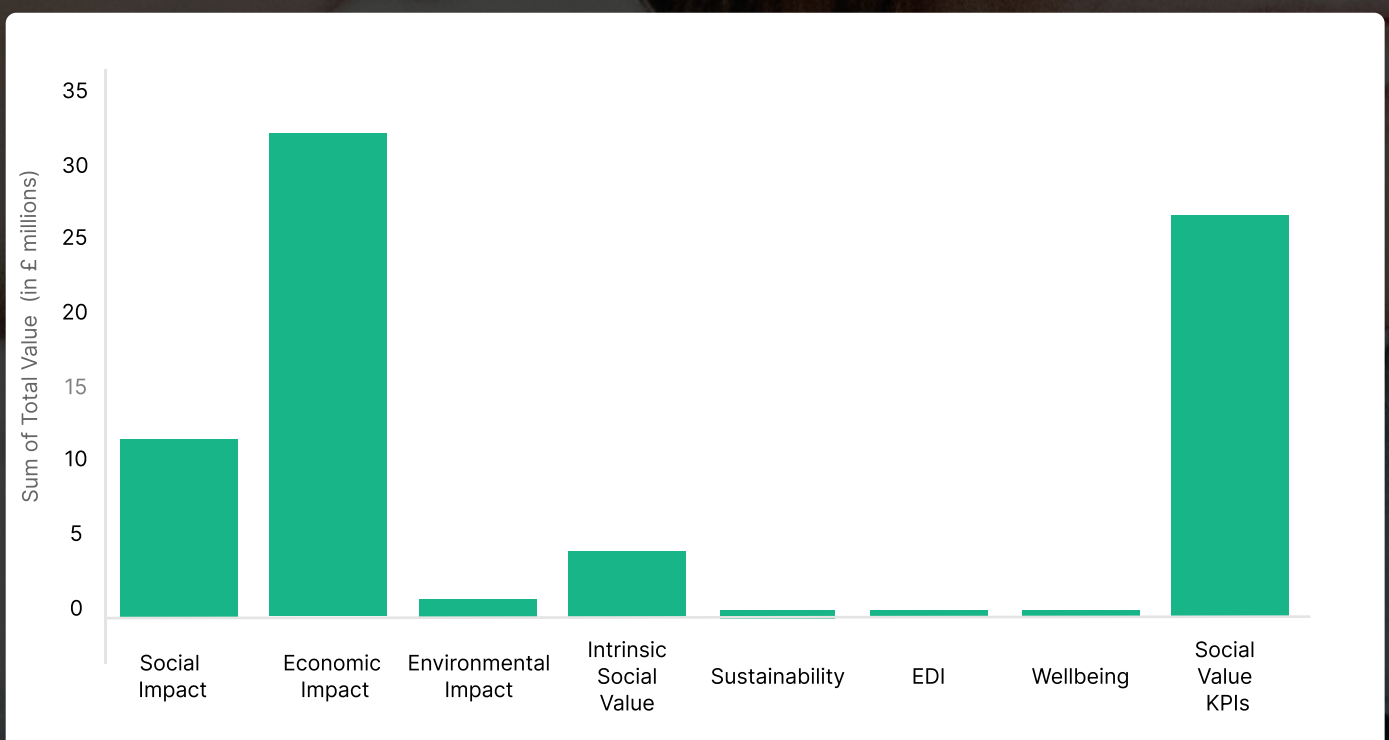
**£77,246**

Social Value KPIs

**£40,558,253**

Social Value Ratio

**£3.72**





# Intrinsic Social Value...

Total Intrinsic Social Value

**£3,799,805**

Economic Productivity (GVA)

**£1,308,274**

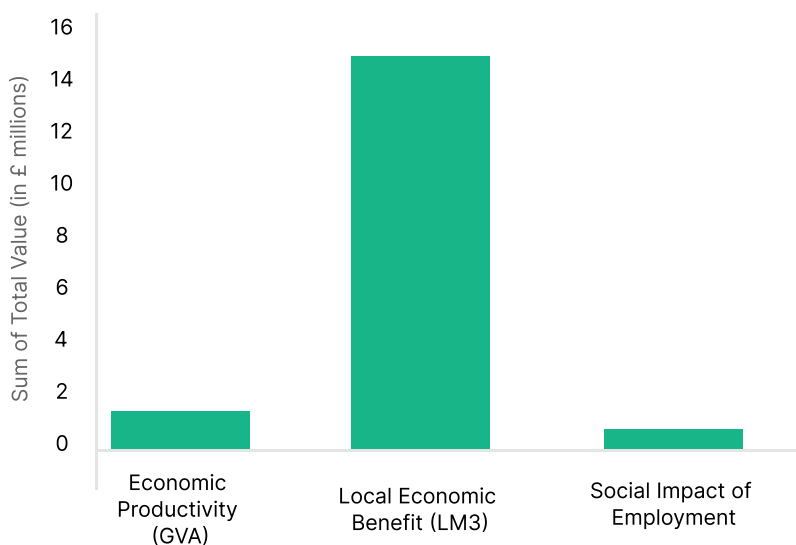
Local Economic Benefit (LM3)

**£1,543,901**

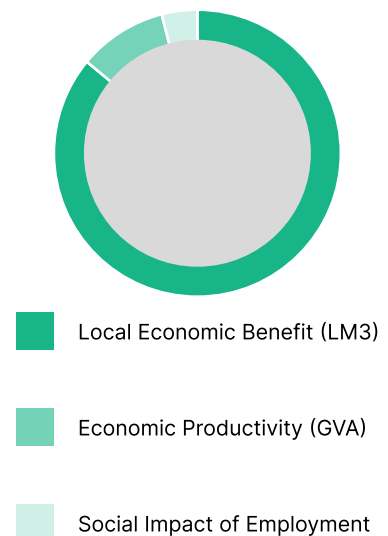
Social Impact of Employment

**£947,603**

Total Value by Intrinsic Social Value KPIs



Intrinsic Social Value



## About this report...

This Intrinsic Social Value report offers a multifaceted evaluation of our societal contributions. The Total Intrinsic Social Value metric quantifies the collective social benefits we bring, from employee well-being to community engagement. Our Economic Productivity, measured in terms of Gross Value Added (GVA), reflects the value we generate in the broader economy.

The Local Economic Benefit, indicated by the LM3 metric, assesses our impact at the community level, capturing how our operations benefit local businesses and residents. Finally, the Social Impact of Employment metric captures the ripple effects of job creation, from skill development to poverty reduction. Together, these indicators provide a comprehensive, data-driven overview of our intrinsic social contributions.

# Wellbeing...

Total Wellbeing Social Value

**£77,246**

EAP & MHFA Support

**£7,394**

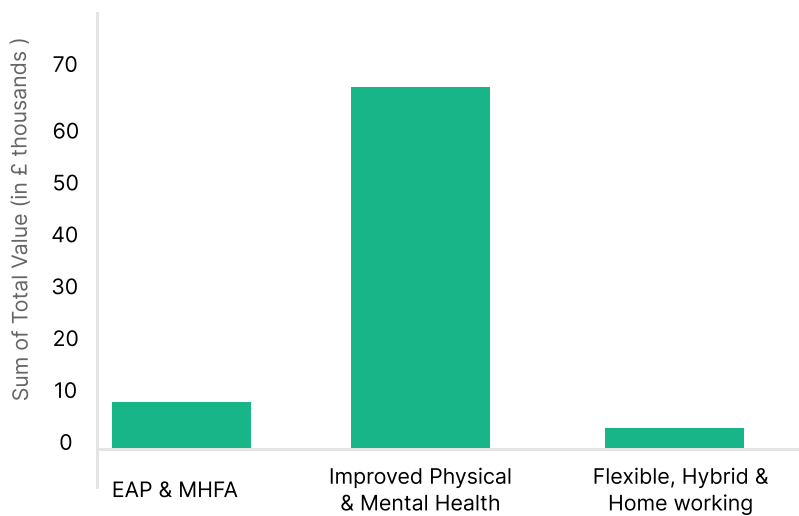
Improved Physical & Mental Health

**£67,029**

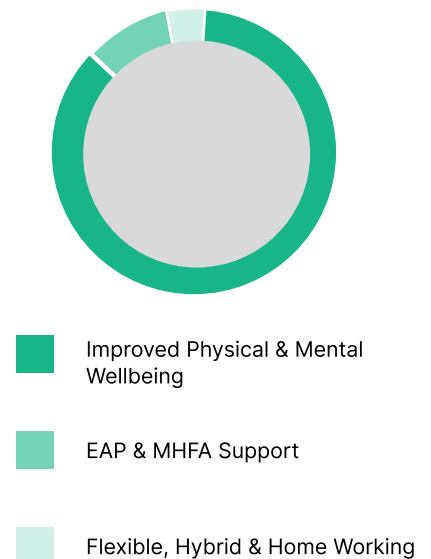
Flexible, Hybrid & Home Working

**£2,823**

Total Value by Wellbeing Social Value KPIs



Wellbeing Social Value



## About this report...

This Wellbeing Report presents key metrics to quantify our commitment to employee health and well-being. The Total Wellbeing Social Value Score encapsulates the overarching benefits our initiatives bring to both employees and the wider community. Metrics on Improved Physical & Mental Health reveal the tangible health benefits gained through our programs.

This Wellbeing Report presents key metrics to quantify our commitment to employee health and well-being. The Total Wellbeing Social Value Score encapsulates the overarching benefits our initiatives bring to both employees and the wider community. Metrics on Improved Physical & Mental Health reveal the tangible health benefits gained through our programs.

# EDI...

## Equality, Diversity & Inclusion

Total EDI Value

**£20,291**

EDI Representation

**£7,368**

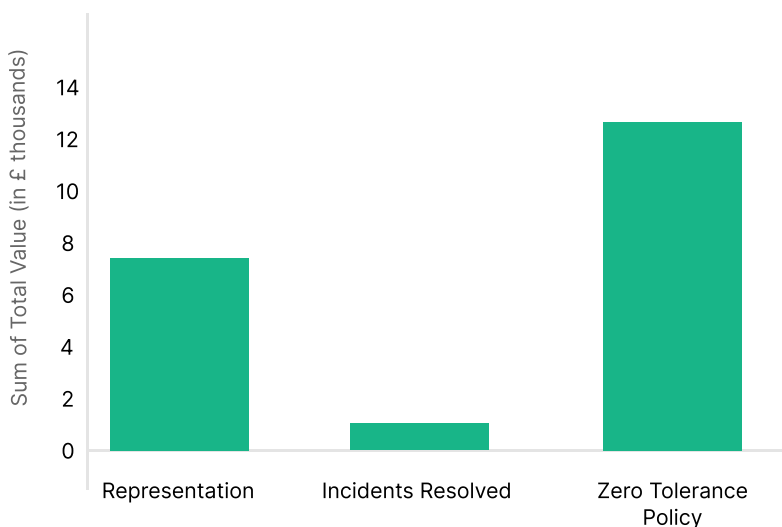
EDI Incidents Resolved

**£830**

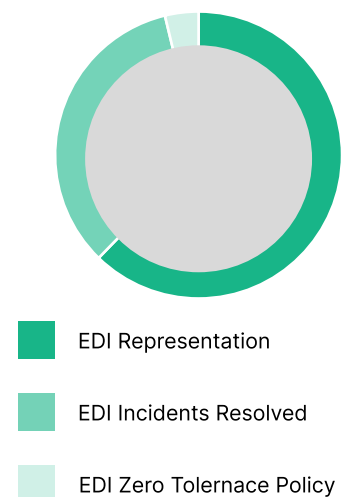
EDI Zero Tolerance Policy

**£12,453**

Total Value by EDI Impact



EDI Social Value



## About this report...

The EDI report consolidates key metrics that showcase our commitment to fostering a diverse and inclusive work environment. The total EDI Value serves as a comprehensive measure of our equality, diversity and inclusion initiatives. EDI Representation provides a snapshot of the diversity within our workforce, serving as a gauge for how well we mirror the communities we serve.

The number of EDI Incidents Resolved signifies our proactive stance in addressing and resolving issues related to equality and inclusion. Additionally, our EDI Zero Tolerance Policy confirms our unwavering commitment to creating a respectful and inclusive workplace for all. The report aims to offer a transparent, data-driven overview of our ongoing efforts in these crucial areas.

# Sustainability...

Total Sustainability Value

**£220,103**

Carbon Reduction

**£1,161**

Car Miles/Business Travel Miles

**£201,813**

Supporting Biodiversity

**£3,015**

Access to Sustainability Policy

**£830**

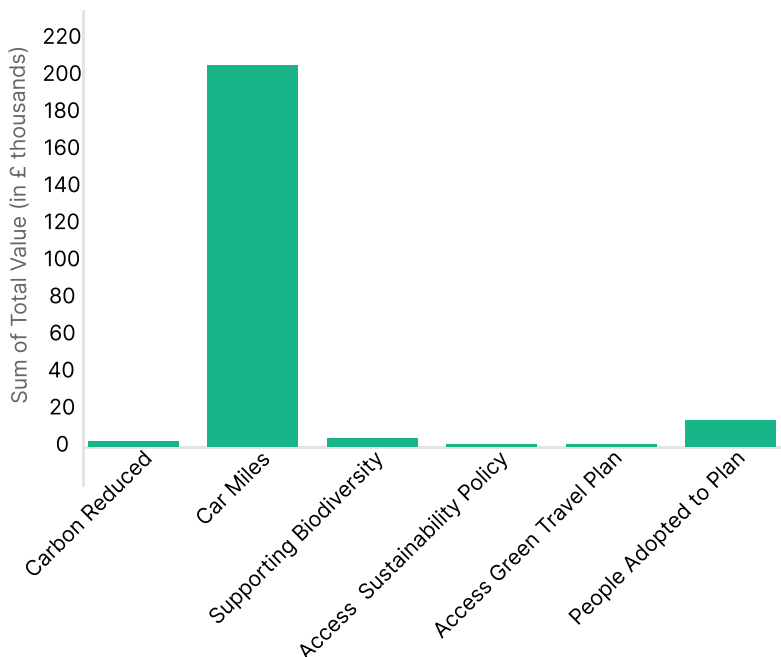
Access to Green Travel Plan

**£830**

People Adopted to Green Travel Plan

**£12,453**

Total Value by Sustainability KPIs



Sustainability Social Value

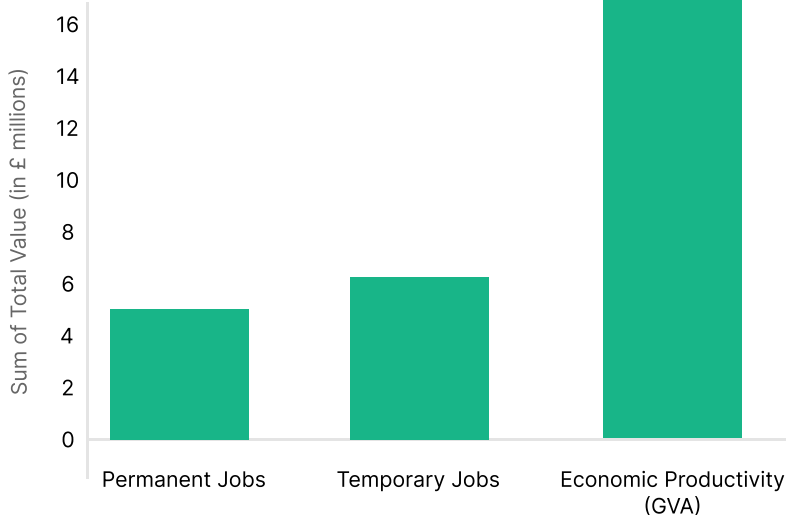
- Car Miles/Business Travel Miles
- Supporting Biodiversity
- Carbon Reduced
- Access to Sustainability Policy
- People Adopted Green Travel Plan
- Access to green Travel Plan

# KPIs Report...

## KPI Dashboard

Theme	KPI Category	Social Value KPI	No.of People	Total KPI Value
Employment	Jobs Created	Permanent Jobs Created	163	£4,665,137
Employment	Jobs Created	Temporary Jobs Created (Avg 6 months)	437	£6,253,574
Employment	Jobs Created	Economic Productivity (GVA) from Permanent & Temporary Jobs	600	£16,667,406
Employment	Jobs Created	Local Economic Benefit (LM3) from Permanent & Temporary Jobs	600	£12,972,136

## Total Value by KPI



## Social Value KPIs Total

Total Social Value  
Created for our Clients  
inn2022/23

**£40,558,253**

## About this report...

This KPI Report features a comprehensive dashboard that categorises various performance indicators, allowing for an in-depth assessment of our organisational effectiveness. Each category lists the number of people impacted and the corresponding KPI value, offering granular insights into different facets of our operations.

The report also includes an Overall Social Value KPI Total Value, providing a summative measure of our societal impact. Additionally, the KPI Value by Social Value KPI section further breaks down the impact we're making in specific social value metrics. Altogether, this report aims to offer a thorough, data-driven evaluation of our performance across multiple dimensions, including social value.

# How this report is generated...

In the pursuit of cultivating a more inclusive and responsible society, we have teamed up with Social Value Company who meticulously devised a comprehensive process to gauge our impact.

They assess and track our Social Impact and Social Value through various means:

**Intrinsic Social Value, Sustainability, Equality, Diversity, and Inclusion (EDI), Wellbeing, and Additional Social Value KPIs.**

In generating our comprehensive social value report, Social Value Company employs a variety of methodologies to gauge impact and quantify social, economic, and environmental value. These methodologies are in alignment with the Government's approach to social value calculation.

The methodologies encompass:

**HM Treasury Green Book:** Utilised for Cost Benefit Analysis and Cost Effectiveness Analysis, this methodology aids in accounting for fiscal savings and HMRC.

benefits derived from capital investments and interventions, leveraging the Unit Cost Database.

**Cabinet Office Social Return on Investment:** Formulated in collaboration with Social Value UK and Social Value International, this methodology quantifies the value of improvements in individual, community, and economic wellbeing.

**Environmental Impact Analysis:** This is employed to account for carbon reduction, attainment of Net Zero targets, waste and resource reduction, biodiversity enhancement, and planetary protection.

**Economic Impact Analysis:** This methodology evaluates the multiplier effect of expenditure within the economy and the economic advantages of employment in terms of enhanced productivity.

Through a blend of rigorous data collection, meticulous analysis, and established frameworks, this report epitomises our steadfast commitment to societal betterment.

# Report Summary...

In 2023, OMR Consultancy achieved remarkable results in delivering social value. We are proud to report that we delivered **£44,676,329** in Social Value, demonstrating our commitment to creating positive outcomes for our staff, local communities, and the businesses we collaborate with.

This significant achievement showcases our dedication to making a meaningful impact. Our total social value of **£44,676,329** translates to an impressive social return on investment (SROI) of **£3.72 for every £1 spent** or invested through our clients. This metric reflects the effectiveness of our initiatives in generating social, economic, and environmental benefits.

As an organisation, we take pride in our Social Value Star Rating, which currently stands at **4 stars**. This rating underscores our commitment to creating value beyond financial metrics. We are steadfast in our mission to elevate this rating year by year, continually enhancing our social, economic, and environmental impact.

Looking ahead, we are excited about the opportunities that lie before us. We remain dedicated to delivering initiatives and projects that foster positive change and drive sustainable growth. Our focus on social value remains unwavering, and we will continue to work closely with our stakeholders to ensure that our efforts benefit society, the economy, and the environment.

**Thank you to our employees, partners, and clients for their unwavering support. Together, we will create a brighter, more sustainable future for all.**





**This report was produced by Social Value Company on  
behalf of OMR Consultancy**

**Get your social value impact report:  
[www.socialvaluecompany.com](http://www.socialvaluecompany.com)**



**OMR Consultancy**  
Business Centre  
Northgate House  
Hatfield  
Herts  
AL20 1YS

**[omrconsultancy.co.uk](http://omrconsultancy.co.uk)**

# Glossary...

## **Additional Social Value KPIs**

This is the added social impact created through the services we deliver.

## **EAP (Employee Assistance Program)**

A confidential service provided by employers to support employees' emotional well-being and work-life balance. Typically offers services like counselling, stress management, and referrals to specialised professionals.

## **EDI (Equality, Diversity, and Inclusion)**

A framework for ensuring fair treatment, equal opportunity, and representation for everyone in the workplace, regardless of characteristics such as age, gender, ethnicity, or disability.

## **ESG (Environmental, Social, and Governance)**

A set of criteria used to evaluate a company's impact on society and the environment, as well as its ethical and governance practices. Often used by investors to assess long-term sustainability and ethical impact.

## **GVA (Gross Value Added)**

A measure of the value generated by a company, sector, or economic activity, often used to assess the contribution to the wider economy. It represents the value of goods and services produced minus the cost of inputs and raw materials.

## **Intrinsic Social Value**

The inherent worth or benefit generated by an organisations activities or services, often difficult to quantify but nonetheless important for understanding an organisations broader societal impact.

## **KPIs (Key Performance Indicators)**

Quantifiable metrics used to evaluate the success of an organisation, employee, or specific activity in meeting objectives. KPIs serve as actionable benchmarks for performance assessment.

## **LM3 (Local Multiplier 3)**

A tool for measuring the impact of spending on the local economy. It evaluates how money circulates within a local area, with higher scores indicating greater local economic benefit.

# Contd...

## **MHFA (Mental Health First Aid)**

A training program designed to teach individuals how to assist someone experiencing a mental health crisis. The program focuses on recognising symptoms, offering initial help, and guiding the person towards appropriate professional support.

## **Social Value**

A measure of the positive impact an organisation has on society through its operations, activities, or initiatives. This can include social, economic, and environmental effects.

## **SROI (Social Return on Investment)**

Social Return on Investment (SROI) is a comprehensive framework and methodology used to measure and quantify the social, environmental, and economic value created by an organisations activities and initiatives. It assesses the impact of investments or actions by examining both the tangible and intangible outcomes they produce. SROI helps organisations understand and communicate the broader value they provide to society, stakeholders, and communities by translating their efforts into a ratio that represents the social benefit generated for every unit of resource invested. It is a valuable tool for decision-making, accountability, and demonstrating the positive contributions made toward social and environmental well-being.

## **Wellbeing**

This is the social impact created through supporting the mental, physical and financial wellbeing of all our stakeholders.