



CIOB

The Chartered
Institute of Building

CIOB Social Value Baseline Report

November 2022

Report by





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About CIOB

The Chartered Institute of Building (CIOB) stands for the science, ethics and practice of built environments across the world. It aims to improve the quality of life for those using and creating the built environment.

Vision

Improve the quality of life for the users and creators of the built environment.

Mission

Drive up professional standards, push forward innovation. Influence political decision and strengthen talent across the CIOB global community.

Values

Professionalism

Champion standards and professional ethics in the science and practice of building and construction.

Integrity

Strive for equity and fairness in CIOB decision making and treatment of others.

Excellence

Pursue the highest standards of quality in everything the CIOB does.

Respect

Consider the impact of CIOB actions will have on individuals and the public good.

What the CIOB does

The CIOB has a central role in the management, leadership, education and development of the industry.

For its members

Guiding and educating them as they embark on their careers.

For policymakers

Defining the standards for all to meet.

For the public

Creating an environment they can live and work in safely, comfortably and confidently.



‘Leading the Cultural Shift’ as a driver for Social Value

The aspiration to lead a cultural shift towards ever increasing professionalism in the construction industry is built on the foundation of the CIOB being the world’s largest and most influential professional body for construction management and leadership.

Since the Institutes formation in 1834 the CIOB has been promoting the science, ethics and practice of building and construction for the benefit of society and its stated aim to ‘lead a cultural shift towards professionalism in construction’ forms just one part of a bold ambition to become the ‘global professional body of choice for clients’.



A key element of driving this cultural shift, and the major generator of social value at the CIOB, is the central role the CIOB plays in the management, leadership, education, and development of the industry. Social value is created by the impact of activity on the individual, primarily in the case of the CIOB, how members benefit from the wide-ranging resources, training and mentoring available to them.

Leading the cultural shift towards professionalism in construction is a challenging ambition but one that is much needed in an industry facing numerous challenges and needing to continuously improve and progress in the battle against modern slavery, addressing a mental health crisis of significant proportions, and an industry requiring a step change in transitioning to become truly diverse and inclusive.

Additionally, the industry has a central role to play in issues including climate change, the quality of the built environment, and the industry also accounts for approximately 8% of employment in the UK. As younger people increasingly search for jobs where they can make a real difference to the world in which we live, and roles that provide both purpose and career development, the built environment offers far more opportunities than most.

The same is also true of the impact of the industry in terms of social value, people’s health and wellbeing, their life chances and the potential for social mobility are intrinsically linked to the built environment in which they live and work.

Social value is best summed up by ‘what changes’ and the CIOB brand story is a vision of long lasting, significant,

positive change. Set up in 2021, following 18 months of consultation with the membership, the brand reflects the drive within the CIOB to create change in the industry on a wide range of issues from excellence and quality in construction to wellbeing and transformational, sustainable change in design and delivery.



The vision set by the brand story is a blueprint for excellence in social value, leading on positive change and affecting all those who encounter the design, construction and end uses of the built environment.

The built environment has a significant role to play in delivering social value, and the CIOB is uniquely placed to play an influential role in shaping this. The CIOB has over 47,000 members worldwide who work in the development, conservation and improvement of the built environment and the organisation sits at the heart of a management and leadership career in the built environment. It’s influence in the industry is unrivalled.

Membership

47,104

Members

4,749

New Members

1,945

Upgrades to Chartered
Membership and Fellowship

Training

128,815

Total Academy
users online

453

CPD packages
purchased through
CIOB Academy

5,954

Times free CPD was accessed
on CIOB Academy platform

Influence

12

Meetings held with
policy makers

20

Briefings for
UK Parliament

25

Responses made to
parliament, government
consultations and inquiries

*Figures taken from 2021 CIOB Annual Review

The work of the CIOB is further shaped by a three-year Corporate Plan 2019-2022 which has the following five corporate aims.

1. Moral Compass. Lead a cultural shift towards professionalism in construction

2. Science and Practice. Drive innovation in the science and practice of construction management

3. Leading Voice. Position CIOB as the conscience of the construction industry

4. Talented Community. Strengthen talent and diversity across the global CIOB community

5. Agile CIOB. Progress an agile and future focussed CIOB to deliver the four external aims

The Context of Social Value*

Social value is not a new concept, organisations including the CIOB have been working for hundreds of years towards the public good. However, the attempts over recent years to build social value as a core element of winning public sector contracts has seen a sea change in the way social value is considered.

The change is not just in the public sector but is cascading into the private sector, both at a major corporate level but also with smaller companies through accreditations such as B Corp, where social and environmental principles are placed at the centre of their operations.

The key piece of legislation behind this is the Public Services (Social Value) Act 2012 dictating that public sector procurement should seek to bring with it a demonstrable social value. Social value is now becoming a crucial factor in winning work, ranging from 10% to as high as 30% in tender scoring, meaning it has become imperative for major contractors and their supply chains to both understand and deliver social value during the contract term of their work. Due to the significant sums spent by the Government on construction and infrastructure programmes, this is an area where the focus on social value has been at a premium.

The importance of social value has been further strengthened by UK Government producing its Social Value Model* in 2020. The model provides a framework for public procurement to 'account for' rather than just 'consider' social value in the procurement decisions it makes.

The Model champions the creation of new jobs and skills to assist in:

- [COVID-19 recovery](#)
- [Equal opportunity](#)
- [Fighting climate change](#)
- [Tackling economic inequality](#)
- [Wellbeing](#)

These are all drivers which sit comfortably within the remit of the work of the CIOB and alongside UK Government's commitment to 'Get Britain Moving', potentially bringing to the fore the ethics and integrity within the industry that the CIOB has consistently championed.

Social value is also becoming an important element in the Environmental, Social and Governance (ESG) reporting which has seen huge growth in the last decade and is used as part of the investment decision making process when investing in companies and the industry.

The impact of social value is therefore becoming increasingly important in the construction industry and the built environment.

* The Social Value Model is covered in more detail in Appendix 3.

Stakeholder Engagement

Central to the principles of social value is the engagement of stakeholders in the process. The CIOB provides its members with numerous opportunities for engagement, to become involved with the Institute's work, and help shape the activities of the CIOB, as well as benefitting from the significant resources that membership provides.

One comprehensive method of engagement is the Members Survey, sent to all members worldwide and covering all aspects of the operation of the Institute. The membership survey is analysed and used to inform the provision of services as well as acting as a useful insight into current levels of member satisfaction.

Membership hubs operate in every region, acting as the engine room for membership activities at a local level worldwide. There is also an extensive events calendar returning to full operation following the pandemic.

In addition to this the CIOB Awards are recognised worldwide for their standing and rigour, the pinnacle of which is the prestigious Construction Manager of the Year Award. These awards also deliver examples of best practice and innovation across the industry and have recently expanded to include categories that celebrate excellence in Sustainability and Equality, Diversity, and Inclusion (EDI). The Global Student Challenge is currently undergoing a revamp onto a new platform that allows greater alignment to the values of the CIOB. The Challenge is recognised as supporting students to apply their theoretical knowledge to practical challenges as teams compete from around the globe.

This menu of touch points and opportunity for engagement meets a central element of delivering social value.

The CIOB also engages with a much wider stakeholder base than just its membership, influencing Government, working with industry bodies, educational establishments and a cross section of companies working in the built environment. This wide range of stakeholder engagement provides a solid foundation for generating social value.

3.1M
Users of CIOB online

71,000
Engagements on
CIOB social media

2.5M
Readers of CIOB
magazines online

*Figures taken from 2021 CIOB Annual Review

What Generates Social Value at CIOB

Under the 'What the CIOB does' heading on page 2 of this report, is the sub-heading 'for its members – 'Guiding and educating them as they embark on their careers'. The way the CIOB guides, educates, trains, supports and develops its thousands of members is the central element of delivering social value at the Institute.

The key activities generating social value are:

CIOB Academy – the engine room for driving social value within the CIOB through its constant engagement with members and the wider industry. For an organisation with 47,000 members worldwide, it is not surprising that the impact of its training is significant and this ranges from a variety of training courses to a wide range of CPD packages (both free and purchased), and Massive Open On-line Courses (MOOCs).

Technical Guidance and Codes of Practice – The codes of practice developed by the CIOB, and the technical guidance sheets and information readily available online, drive the industry forward on a path of continuous improvement and help to maintain and improve standards. This provides the practical day-to-day support and advice which supplements some of the more theoretical training and guidance.

Mentoring – The recently established mentoring programme has proved successful for members both as mentors and mentees (and in some cases both), the intention is to expand this programme, which has already benefitted over 280 users and launch it more formally linked closely with another key programme for the future 'Tomorrow's Leaders' (see opposite).

Global Student Challenge – As is evident in the name, the Global Student Challenge is open to teams of students worldwide. The changing of the platform for setting the challenge is allowing greater alignment with the principles of the CIOB, allowing the challenge to better reflect the CIOB's positioning on 'Leading the Cultural Shift', innovation and thought leadership.

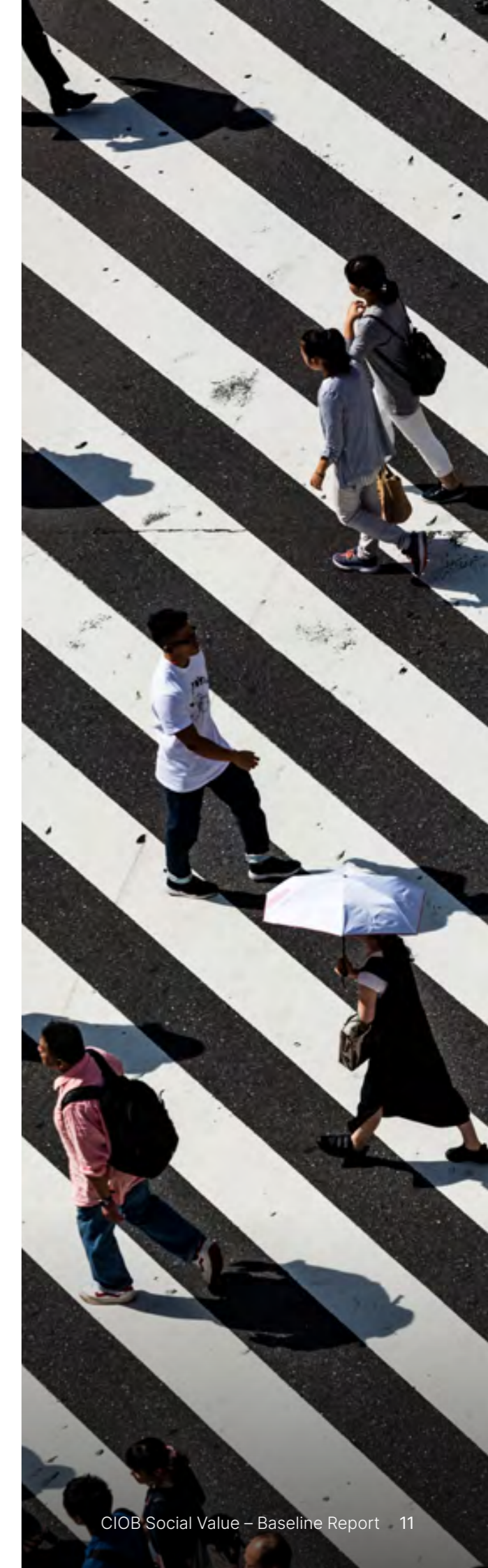


CIOB Assist – CIOB Assist is open to members and ex-members of the Institute and their dependent families to help people deal with challenging times. CIOB Assist donates an average of £50,000 per annum to members and their dependent families experiencing difficulties. The partnership with Anxiety UK is now well established and a further £32,000 has been invested in this partnership to support members and staff during 2021. Based on the information given behind the reasons for support e.g. financial, health etc. it has been possible to assign different financial proxies for the support given such as examples like 'relief from anxiety' and 'relief from the burden of debt'.

Key areas for the future where it is not currently possible to quantify social value include:

Membership Hubs – The work carried out by CIOB hubs in the community, including engaging with schools and colleges to promote and give insight into the industry, could all generate social value.

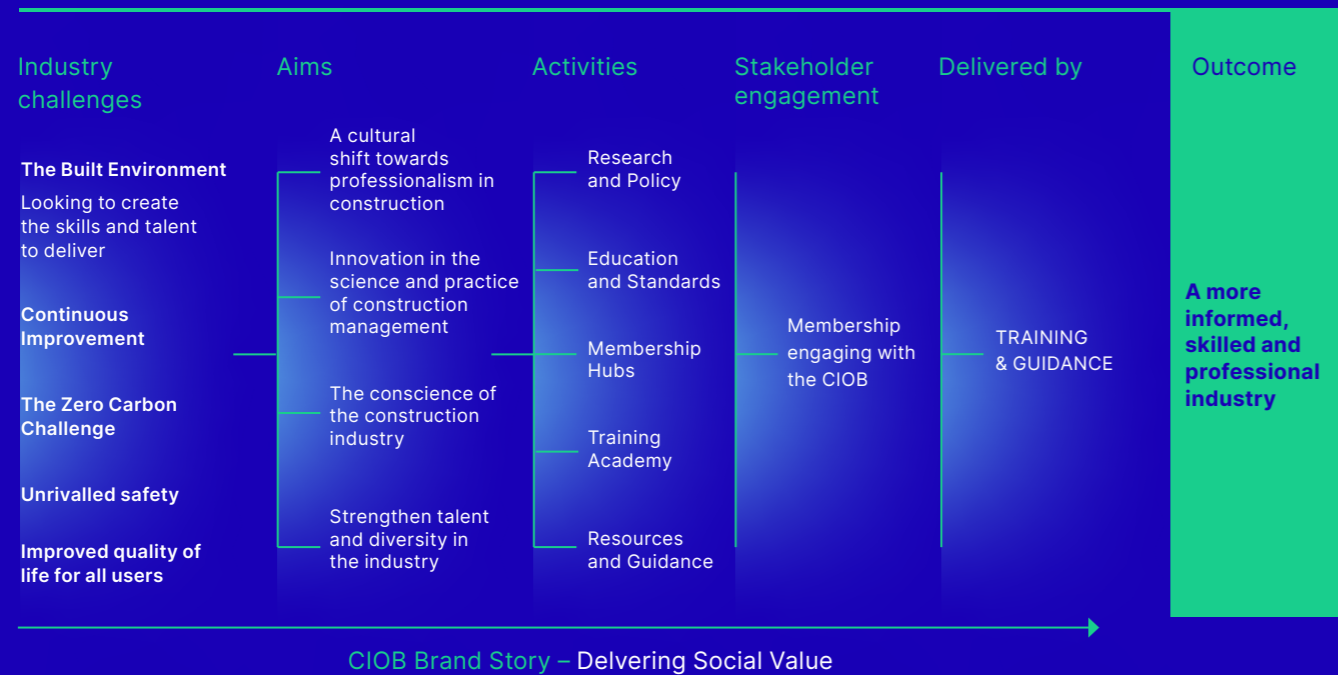
Tomorrow's Leaders – Tomorrow's Leaders is aimed at supporting members from the earliest point of their careers and providing a more 'curated' journey through the opportunities offered by membership including improved tagging of resources, showing how best to use the significant resources available. The reach of the programme touches all significant stakeholder groups at the CIOB and is likely to increase social value.



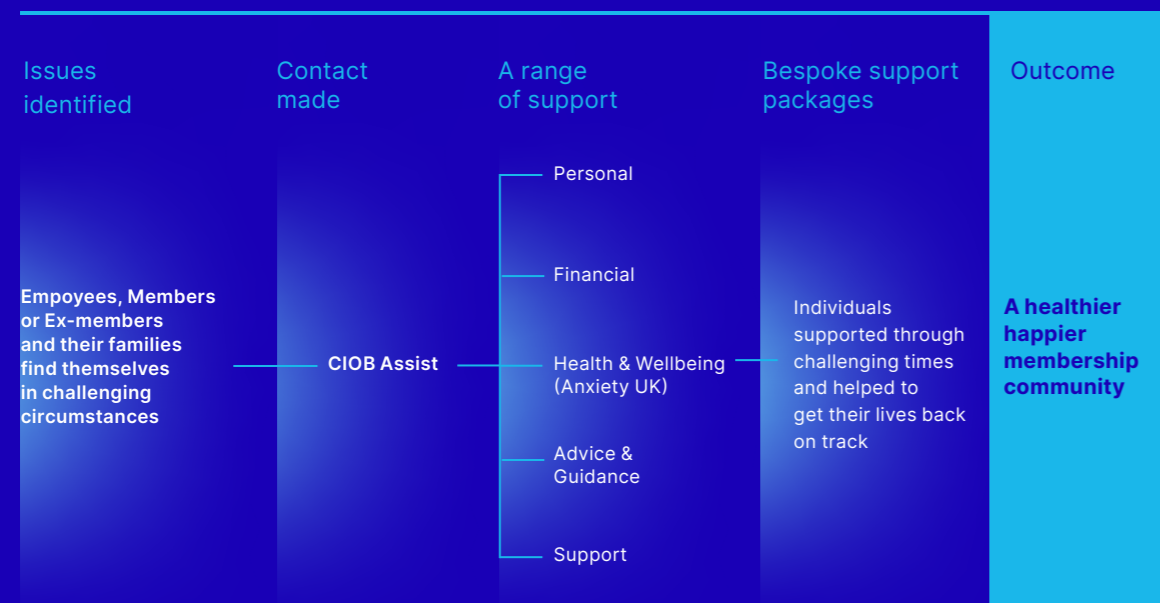
Theory of Change

A theory of change diagram looks to give a visual example of the way actions and activities help to generate the change an organisation is looking to deliver.

Leading the cultural shift



CIOB Assist



Social value calculation

CIOB activity	Social value measure	Amount of people benefitting	Average social value	Sub total	Minus deadweight	Social value	% utilised	Final social value figure
Training courses delivered	Vocational training	1434	3,648	5,231,232	177,862	5,053,370	100	5,053,370
CPD completions	Vocational training	4884	3,648	17,816,832	605,772	17,211,060	100	17,211,060
Mentoring	High confidence	284	12,623	3,584,932	792,270	2,792,662	100	2,792,662
Downloads of learning material	Job related training not provided by the employer	7373	1,304	9,614,392	19,229	9,595,16	50	4,797,582
Global student challenge	Vocational training	234	3,648	853,632	29,023	824,609	100	824,609
MOOC's	Vocational training	533	3,648	1,944,384	66,109	1,878,275	100	1,878,275
Tomorrow's Leaders								
Membership hubs								
Total								32,557,558

CIOB assist	Social value measure	Amount of people benefitting	Average social value	Sub total	Minus deadweight	Social value	% utilised	Final social value figure
Financial support	Relief from the burden of debt	126	16,776	2,113,776	25,365	2,088,411	50	1,044,206
Wellbeing support	Relief from depression and anxiety	24	25,889	621,336	121,161	500,175	75	250,088
Ill-health support	Good overall health	5	20,791	103,955	18,088	85,867	60	51,520
Debt advice	Relief from the burden of debt	1	16,776	16,776	201	16,575	100	16,575
Employment advice	Secure job	2	10,569	21,138	7,229	13,909	50	6,955
Other	Obtain advice locally	132	2,773	366,036	31,113	334,923	50	167,462
Total								1,536,806
Overall Total								34,094,364

Amount invested in services in 2021 = £12m, Social value per £1 invested in services = £2.84

For every **£1** invested
in CIOB services
£2.84 of social
value is generated



Summary

The work of the CIOB is multi-dimensional and the true value of its social value will ripple out over several years and possibly even decades. The Institute's work on education and standards, on research and influence may take some time to come to fruition in its impact on people and communities and will shape activity for future generations. Clients, contractors, and developers may reap the rewards, in social value terms, of the constant work being undertaken in the background by the Institute.

The direct impacts, which the estimation of social value relies upon, are therefore best reflected within the CIOB by the delivery of services to its members in terms of the vocational and job-related training, and wider resources they benefit from.

The impact of the work of the CIOB directly impacts many of the aspects of the construction process. Not only does it support the skills and technical expertise that enable its members to deliver their work to the highest standards, but it also focuses on safety, health, and wellbeing and many of the aspects addressing the issues related to working in a high powered, stressful environment. The CIOB looks to deliver the skills to maximise job performance and look after the individual, and additionally to ensure the built environment meets the needs of society.

For those members facing more significant challenges CIOB Assist is there to help, from supporting those struggling to achieve chartered status, to members needing financial assistance and those who may need more in-depth support. The partnership with Anxiety UK, for example, is now well established and their support is open to both members and staff.



The Tomorrow's Leaders programme, launched in October 2022, but already operating as a follow on to its predecessor Novus, will provide a more curated journey for members through the process to achieving and maintaining chartered status. Tomorrow's Leaders is likely to see an increased level of social value in the coming years.

The CIOB membership hubs are not yet captured in the social value calculations but the impact of increasing data capture here is likely to deliver large increases in social value, with light touch overview suggesting engagement levels of the average CIOB hub with schools, colleges, and wider stakeholders approaching 1,000 touch points every year.

The work of the CIOB addresses the DNA of the construction industry, helping to shape how our cities and communities are designed and created and this initial social value baseline is conservative in nature.

Using the principles of Social Return on Investment (SROI) Collins McHugh has estimated the value of CIOB's social impacts, based on quantitative statistical information given to us by the Institute and by qualitative context provided by discussions with a range of key personnel. Barry Collins has over 25 years' experience in Corporate Social Responsibility (CSR) and Social Value Reporting and is a trained social value practitioner (Social Value UK). Collins McHugh is a licenced provider of the AA1000As standard for Social Value Auditing.



Appendix 1 - CIOB Linking to United Nations Sustainable Development Goals



In addition to the social value created by the activities of the CIOB, the work of the Institute adds to the vision of the United Nations Sustainable Development Goals (SDGs) the shared blueprint for peace and prosperity for people and the planet, now and into the future. Adopted by all United Nations Member States in 2015 the 17 SDGs are an urgent call for action by all countries – developed and developing – in a global partnership.

The primary SDGs where the Institute is contributing are as follows:



SDG 4 – Quality Education - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

CIOB Contribution - A core aspect of the operation of the CIOB, the stewardship of standards and accreditations and the focus on keeping and enhancing the quality of qualifications. The delivery of quality training, certifications and skills development.



SDG 9 – Industry, Innovation and Infrastructure – Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

CIOB Contribution - The CIOB is a champion for both innovation and inclusive approaches to the built environment and of knowledge sharing across different countries.



SDG 11 – Sustainable Cities and Communities - Make cities and human settlements inclusive, safe, resilient, and sustainable.

CIOB Contribution - The built environment is the central feature here with the quality of buildings and environments in which people live central to the sustainability of our cities and communities. The CIOB works extensively to address all these issues.



SDG 13 – Climate Action – Take urgent action to combat climate change and its impacts.

CIOB Contribution - The reduction of carbon emissions is a key driver for the CIOB. Both in the way the built environment is currently managed and also in terms of the design, construction and operation of the built environment going forward to create a more sustainable future and a net-zero economy.



SDG 17 – Partnerships for the Goals – Strengthen the means of implementation and revitalize the global partnership for sustainable development.

CIOB Contribution - The CIOB collaborates worldwide and therefore is ideally placed to facilitate the sharing of information and best practice in the 100+ countries where the Institute has members.

Direct links to the UN SDGs do not necessarily increase social value, but they provide further background and context. The CIOB's Brand Story also complements the UN SDGs in its vision and intent.

Appendix 2 - Social Value Calculation Rationale

There are several different methodologies to measure social value, and in our initial review of social value in 2021, we used financial proxies from the Social Value Bank produced by the Housing Association Charitable Trust (HACT). We began this measurement process with the intention of using the National Themes, Outputs and Measures (National TOMs) process devised by the Social Value Portal. However, on reflection the operation of the CIOB and its social value impacts are better served, and the value of its impacts better articulated by a small cross section of HACT's Social Value Bank proxies. This is based on the following rationale:

The TOMs process, although well utilised in construction and development is primarily trying to reflect the impact brought by specific contractual agreements to build and develop different infrastructure projects. Driving the largest values in its methodology are employment, apprenticeships, supply chain spending and reduction in carbon and waste.

It can easily be argued that these are all topics with which the CIOB are directly or indirectly involved, and that the CIOB are helping to shape the agenda, most recently with the procurement toolkit. However, a direct causal link is both difficult to evidence and many other parties are engaged on this along the way, raising the potential of double counting and the possibility of overclaiming.

The Social Value Bank is more reflective of the impact on individuals and provides better measurement criteria for the impact on members and the value associated with the activities of the CIOB.

The work of the CIOB in leading the cultural shift, championing, and supporting the increase in professionalism, and its work in influencing Government and the industry in general is led by the CIOBs training, education, research, and standards. The education, training, and guidance provided by the CIOB to support its membership to reach the highest standards in the industry is best reflected by the financial proxies in the Social Value Bank.

We have used a narrow band of financial proxies, which could become broader in future dependent on the requirements of the CIOB. The narrow band of proxies used to establish the figure in this report, still generate a highly impressive figure.

The proxies we have used also have the benefit, in most cases, of not requiring an increased burden of record keeping and data collection, although a small increase in this area in relation to CIOB Assist and mentoring activity, may be required. The use of a narrow band or proxies also means that the figures are kept conservative and meet the eight principles of Social Value Reporting.

- Involve stakeholders.
- Understand what changes.
- Value the outcomes that matter.
- Only include what is material.
- Do not over-claim.
- Be transparent.
- Verify the result.
- Be responsive.

Specific financial proxies utilised and reasoning

Vocational Training (£3,648) – This figure reflects the ‘average’ value to those undertaking vocational training in any format. We have used it in this calculation for direct training courses undertaken by the membership, CPD completions (we have used the lower figure for completions rather than those accessing CPD as a more accurate reflection of impact), Global Student Challenge and MOOCs. In the case of MOOCs we have used a holding figure based on those downloading certificates from last year. We will update this when we get the certificate download figure for 2021. Again, we have used the number downloading certificates (which is substantially less than attending/accessing MOOCs) as it reflects a higher value placed on the training. The evidence trail for all three areas is the training accessed and the name of the participant.

High Confidence (£12,623) – This financial proxy has been utilised to reflect the more personal and focused impacts likely to be delivered by the mentoring process. For those taking up the mentoring option, it is likely that they are seeking more expertise and understanding of different aspects of their career and an increase in confidence at the end of the mentoring process. For future measurement a before and after evidence trail would be required.

Job related Training not Provided by Employer (£1,304) – For downloads of codes of conduct, technical guidance sheets etc that support individuals with the knowledge and guidance required to carry out their day-to-day roles, we have used the ‘job related training’ financial proxy. We have only used 50% of this figure to reflect the audit trail goes no further than the downloading of material, although the sense is that this is a valued resource well used in the industry, so the opportunity exists to increase this % in future years.

CIOB Assist

Relief from the Burden of Debt (£16,776) – For those receiving financial support from CIOB Assist we have used the relief from burden of debt proxy. As there will be different levels of financial support, and different levels of ‘burden’ we have only used 50% of the figure to ensure the figure remains conservative.

Relief from Depression and Anxiety (£25,889) – With the partnership with Anxiety UK well established, we have used 75% of the figure for people being supported through periods of depression and anxiety. It may be a % of people are still undertaking support, or possibly the support has not managed to relieve the depression/anxiety in some cases, which is our rationale for not using a 100%.

Good Overall Health (£20,791) – we have used this to reflect those receiving support in relation to ill-health. It is only a small figure and we have used 60% (3 of 5).

Secure Job (£10,569) – Only small figures here, so we have taken the view that for 1 of the 2 people assisted, they achieved greater job security.

Appendix 3 - Overview of UK Government’s Social Value Model 2020

Theme 1:

COVID-19 Recovery Policy Outcome: Help local communities to manage and recover from the impact of the pandemic

Why is this a priority?

The COVID-19 pandemic has exacerbated existing economic and social challenges and created many new ones. Social value provides additional benefits which can aid the recovery of local communities and economies, especially through employment, re-training and return to work opportunities, community support, developing new ways of working and supporting the health of those affected by the virus.

Theme 2:

Tackling Economic Inequality Policy Outcome: Create new businesses, new jobs and new skills

Why is this a priority?

The Industrial Strategy sets out government’s vision to make the UK the best place to start and grow a business. It describes how government must shape our business environment to take on the challenges and opportunities of new technologies and new ways of doing business. The strategy also describes government’s plan to help businesses create better higher-paying jobs in every part of the UK. Developing the skill levels of the current and future workforce is the essential enabler for this. A nationwide focus on jobs and skills, especially in high growth sectors with known skills shortages, will help to narrow disparities between communities. Providing better jobs also helps employers to attract and retain the talent they need to grow and thrive.

Theme 2:

Tackling economic inequality Policy Outcome: Increase supply chain resilience and capacity

Why is this a priority?

Growing and diversifying supply chain opportunities is at the heart of government’s Industrial and Civil Society Strategies. An economy with diverse, resilient and innovative supply markets is a cornerstone of prosperity. It provides the best environment to start and grow a business. Markets with a broad range of suppliers of different types can offer better value for money, promote innovative solutions and give public services access to expertise and knowledge on complex issues.

Theme 3:

Fighting Climate Change Policy Outcome: Effective stewardship of the environment

Why is this a priority?

UK Government’s 25 Year Environment Plan sets out goals for improving the environment within a generation and details how it will work with communities and businesses to do this. To meet the goals and targets it has set, government has identified key six areas in the plan through which it will focus action. Activities in support of additional environmental improvements form the Model Award Criteria for this policy outcome in the model. The Reporting Metrics are based around the reduction of three of the target areas in the Greening Government Commitments: greenhouse gases, waste and water. In addition, there are Reporting Metrics relating to protecting and improving the environment, and creating green spaces.

Theme 4:

Equal Opportunity Policy Outcome: Reduce the disability employment gap

Why is this a priority?

In its strategy for the Future of Work, Health and Disability government has set out its vision for a society where everyone is ambitious for disabled people and people with long-term health conditions, and where people understand and act positively upon the important relationship between health, work and disability.

Theme 4:

Equal Opportunity Policy Outcome: Tackle workforce inequality

Why is this a priority?

UK Government is committed to tackling inequality and giving everyone across the country the opportunity to fulfil their potential. The Good Work Plan affirms government’s ambition that all work should be fair and decent, and that everyone, regardless of where they live in the UK or which sector they work in, should be able to benefit from high quality jobs.

Theme 5:

Wellbeing Policy Outcome: Improve health and wellbeing

Why is this a priority?

Benefits that can be driven through social value are an important tool in improving wellbeing. UK Government has partnered with Mind, the mental health charity, in the creation of the Mental Health at Work website, which includes documents, guides, tips, videos, courses, podcasts, templates and information from key organisations across the UK, all aimed at helping employers get to grips with workplace mental health. Government encourages employers to better support all employees, including those with mental health problems, to remain in and thrive through work.

Theme 5:

Wellbeing Policy Outcome: Improve community integration

Why is this a priority?

In the Civil Society Strategy UK Government sets out how it wants all people to be able to thrive, connect with each other, and give back to their communities, whilst having a sense of control over their future and that of their community. As part of its drive to level up the UK economy, government is committed to enabling communities everywhere to collaborate with local private and public sector organisations in creating a shared vision for the places in which they live and work.



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