



Social Impact Report 2023

✓ social value validated by



Heidelberg Materials



Overview

This report looks at the social impact generated for society by Heidelberg Materials UK between January and December 2023. All data used in this report has been externally validated by Loop.

Our total social impact for 2023 is:

£98,043,952

This is comprised of the following:

Social

Social value measured through improved wellbeing of our stakeholders-e.g. donations to charities, training and qualifications, community visits and stakeholder engagement.

£4,583,689

Environmental

Representing habitat creation and protection, reduction in CO₂e against baseline and improvements to air quality.

£60,381,886

Economic

Savings to government and taxpayers and economic benefits to HMRC and in increased earnings e.g. creating new jobs which support local economic growth.

£33,078,376



Social Value

Our stated Social Impact has been established through the delivery of a range of different KPI's, using the Loop social monetisation tool. The following demonstrates a select few of these:



18,179 hours of stakeholder engagement



107 Mental Health First Aiders trained



380,065 tonnes of CO₂e reduced through innovative solutions



499 new people, 44 apprentices and 11 graduates employed



1,720 volunteering hours recorded



3,251 jobs safeguarded



75,893 hours of training and 423 level 2/3/4 and professional qualifications delivered



Over £1bn invested in the local economy



Breakdown of metrics

Metric	2022	2023	Change in Social Impact
Total Social Impact	£53,972,406	£98,043,952	↑
Volunteering days (recorded)	87 days	215 days	↑
Cash donations (recorded)	£146,288	£128,596	↓
Site visits (hours on site)	14,053.5	18,179	↑
Carbon dioxide equivalent (CO ₂ e) - net reduction (tonnes)	128,493	380,065	↑
New employees	673	499	↓
Jobs safeguarded - general	3,342	3,251	↓
Jobs safeguarded - contractors		5	↑
Jobs created - graduates	7	11	↑
Apprentice roles created	38	44	↑
Supply chain spend	£997,659,100	£1,023,066,224	↑
Psychosafety conversations throughout business		227	↑
In-work training delivered (level 2/3/4)	237	247	↑
General in-work training delivered (hours)	64,960	75,893	↑
In-work training professional	290	176	↓
Mental Health First-Aiders trained in 2023	107	107	—
Mental health medium impact - counselling calls	135	124	↑
Mental health lower impact- advice calls	47	40	↑
STEM activity (hours recorded)		430	↑





Metrics used

In 2022 the National Social Value Standard (SVS), the measurement framework used by the Loop software, underwent a significant update to its metrics and valuations.

This was due to the fact that the nature of monetisation in social value is still maturing and evolves significantly every year. The three key areas that drove the updates to SVS are:

1. New data – whether that is regular updates to ONS and other economic data, or new academic studies and government best practice.
2. New methodologies – for example, the HM Treasury’s Green Book introduction of the new wellbeing measure (WELLBY) was a positive development but impacted a huge number of valuations.
3. More time and investment – the team behind Loop and the SVS have continued to grow, and their economists have been able to spend more time researching and modelling robust valuations.

These changes were necessary to make the SVS metrics and valuations closely aligned to the HM Treasury Green Book – pursuing a true Cost-Benefit Analysis (CBA) approach. Stakeholder scrutiny has continued to increase, and it is no longer acceptable to not be using the latest data and guidance. The figures need to stand up to detailed scrutiny and any concerns about over-inflated values or green-washing, and these changes to SVS have enabled that. There are annual updates to the framework to ensure it stays at the forefront of social value monetisation developments, though these changes will not be as significant as the re-baselining that took place in 2022.

Loop has a number of materials available that explain all of these changes and why they were necessary. As well as provide positions on the differences and issues with other frameworks and methodologies.

Finally, this has been the second year we at Heidelberg Materials have assessed our net habitat creation using Biodiversity Net Gain (BNG) Units, in accordance with Defra’s latest BNG metrics; building on our commitment to transparent reporting.

