

**SOCIAL VALUE HANDBOOK**

**2024-2025**





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## SECTION 1 : DEFINING SOCIAL VALUE

WHAT SOCIAL VALUE MEANS AND WHY IT MATTERS



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## 1.1 WHAT IS THE CWMNI EGINO SOCIAL VALUE HANDBOOK?

**The purpose of this Social Value Handbook is to support the achievement of Cwmni Eginio's mission – creating the conditions for a thriving North Wales by facilitating the maximum social, economic and environmental benefits from new nuclear investment in the region.**

Core to our existence is a drive to ensure that investment in new nuclear benefits North Wales, contributes positively towards a thriving region and improves quality of life overall – or, in other words, to create 'social value'. This handbook sets out what we will do and how we will do it, including:

- » **What we mean** when we talk about 'social value'.
- » **What success would look like** for the people, economy and places of North Wales.
- » **How we will deliver** based on the underlying principles and approach that will guide us.
- » **What we will do** to deliver positive outcomes in short term and help to create the right conditions for longer term benefits.
- » **How we will monitor our progress** to make sure that we deliver on our commitments.

### WHY IS THIS IMPORTANT?

For Cwmni Eginio, delivering social value goes way beyond meeting the statutory requirements of legislation such as the Public Services (Social Value) Act 2012 and Well-being of Future Generations (Wales) Act 2015.

Social value is integral to who we are and what we're about. We firmly believe that having the region's best interests at heart is simply 'the right thing to do' – and in so doing we can create much better conditions for the successful delivery of future nuclear projects.



This Handbook is not intended to provide a definitive list of every action Cwmni Egino will take. Neither does it describe what, where, when and how benefits will be delivered regionally as a result of future nuclear projects.

Rather, it provides a framework, setting out the priority areas, ways of working and supporting processes which will ensure that the delivery of social value is hard-wired into everything we do: culturally, and operationally.

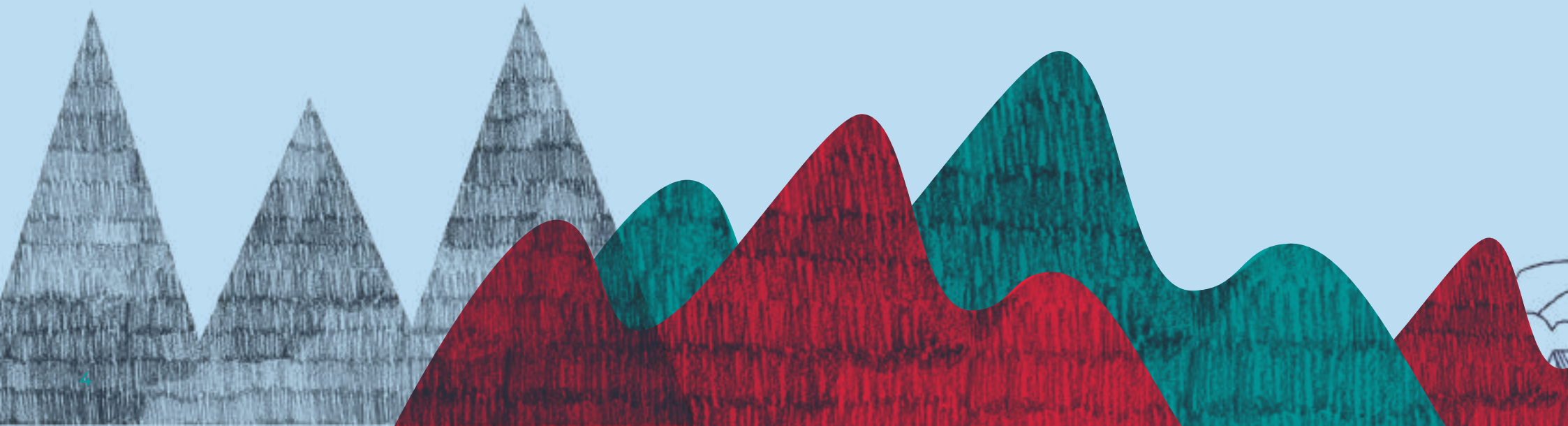
We will report on progress annually, and continuously review our activities in light of feedback and external developments which impact our role and/or capabilities.

## WHO IS THIS HANDBOOK FOR?

**For our staff, contractors and delivery partners:** this is a key reference document, which should be used to actively inform decision-making at every opportunity.

**For our wider communities:** it is our commitment to keeping the interests of the people of North Wales at the front and centre of our minds – one which we should be held accountable for.

It should be read in conjunction with the Cwmni Egino Engagement Handbook, which defines Cwmni Egino's approach to the meaningful involvement of our stakeholders and communities in key aspects of its work.

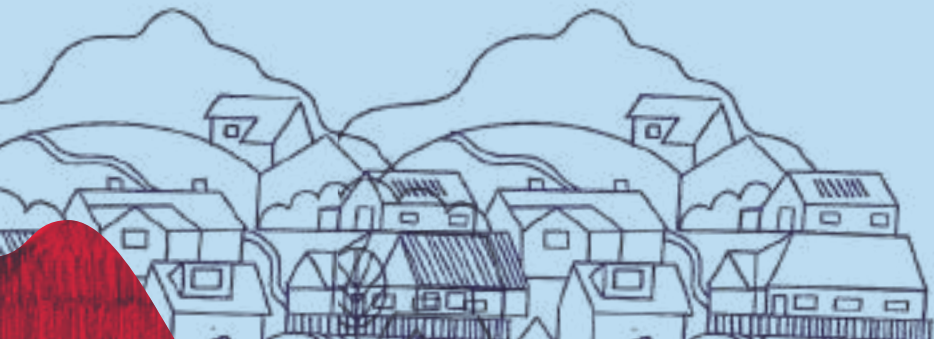


## 1.2 WHO ARE WE?

**Cwmni Eginio is a company wholly owned by Welsh Government, set up to capture opportunities from nuclear development.**

Our mission is to help create the conditions for a thriving North Wales by facilitating the maximum social, economic, and environmental benefits from new nuclear investment in the region. This includes creating opportunities for everyone to be part of the region's nuclear journey.

We recognise that our mission is broad, and one that we cannot achieve alone or all at once. However, with new nuclear projects likely to come to fruition over the coming years, Cwmni Eginio is already putting in place the building blocks for identifying and achieving these benefits and laying the organisational foundations for whatever our role in supporting nuclear investment may be in the future.



## THE STORY SO FAR

Cwmni Egino was set up in 2021 to explore socio-economic growth opportunities from new nuclear development in North Wales, initially focussing on the possibility of future deployment at the site of the former nuclear power station in Trawsfynydd.

There is currently no certainty about where, when and how new nuclear projects will be delivered in the UK (beyond Hinkley Point C and Sizewell C).

This inevitably means that Cwmni Egino's future role within the UK nuclear programme and our ability to deliver our mission in the long term may need to change as the future programme is clarified.

However, the following assumptions can be made:

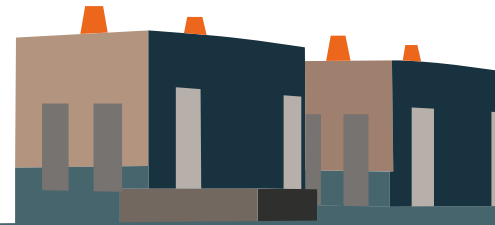
- » It is highly likely that there will be significant investment in nuclear over the next few decades as part of meeting energy security and net zero ambitions. This will create a demand for a varied and skilled workforce, with many 1,000s of job and business opportunities across the UK.
- » North Wales is strongly positioned to benefit from this investment; Cwmni Egino's work evidences the viability of small scale nuclear at Traws, whilst the purchase of the Wylfa site by the UK Government that signals positive prospects for new nuclear on Anglesey.
- » North Wales has a strong nuclear heritage, skills infrastructure, cross-sector collaborative networks and a clear need for socio-economic intervention which makes it a strong candidate for nuclear investment.

## TRAWSFYNYDD

We have been looking in detail at the opportunities for small-scale new nuclear development at Trawsfynydd. This has culminated in a business proposition evidencing the possibility of deploying small scale nuclear at Trawsfynydd, and potentially to be one of the first small-scale nuclear sites in the UK.

During 2024/25, Great British Nuclear (GBN) will be deciding on the technologies and siting of two small modular reactor (SMR) projects to be taken forward with the aim of approval in the next parliament (i.e. by the end of the decade). We continue to make the case for one of those projects to be located at Trawsfynydd but recognise that the decision is ultimately beyond our control.

We are also considering alternative routes to new nuclear development at Trawsfynydd so that other options can be taken forward should the site not be selected by GBN in the first tranche of SMR projects. We remain confident that there will be future investment at Trawsfynydd, and our work further strengthens the case for there to be so.





Cwmni Eginio offers a vehicle – rooted within North Wales – to facilitate partnership working so that we can take advantage of the opportunities presented by new nuclear.

Although we are a small organisation with limited capacity, we have established strong organisational capability and expertise, as well as positive stakeholder relationships – locally, regionally, and across the UK. We are strongly placed to work with others and lead the way towards a region that thrives *because* (and not *despite*) of new nuclear.



## CIVIL NUCLEAR ROADMAP

The UK Government published a Civil Nuclear Roadmap in January 2024 that sets out its ambition for 20 GW of new nuclear by 2050 and the steps that are needed to achieve it. In addition, a number of important investments have been made to underpin this Roadmap.

These developments underline the positive prospects for significant investment in new nuclear in the UK over the coming decades, as part of the UK Government's response to energy security and net zero priorities. This presents a significant opportunity for North Wales to benefit from the UK nuclear programme.

We have already established a relationship with GBN, and there are discussions regarding Cwmni Eginio's role in delivering the UK's nuclear ambitions, securing benefits here in North Wales being our top priority.





## OUR ROLE

We recognise that our ability to realise tangible, long term benefits is somewhat constrained at present and will remain so until decisions have been made about future nuclear projects and, crucially, Cwmni Egino's role in delivering them. As a small team, we also recognise that time, resources, capacity and funding are additional limitations.

By taking incremental steps now, however, we can pave the way towards fully delivering our core mission and the vision for a thriving North Wales.

Whilst some key decisions that will determine the region's future outlook are not within our gift, we will prioritise actions that will help to unlock opportunities and benefits through influencing, partnering, supporting and investing in activities which help to position and enable North Wales to benefit fully from future investment.

In the short term, we will leverage our facilitation role by supporting and collaborating with other organisations who share our mission of ensuring that new nuclear projects (and other major developments) are designed and delivered in a way which makes a meaningful, lasting difference for local communities.

Once new nuclear projects have been selected, these short term activities will help to develop and inform more detailed delivery strategies for each project lifecycle stage – from detailed development and construction, through to operations and decommissioning. This will enable future approaches and activities to be context-specific, relevant and valued by people in the region.

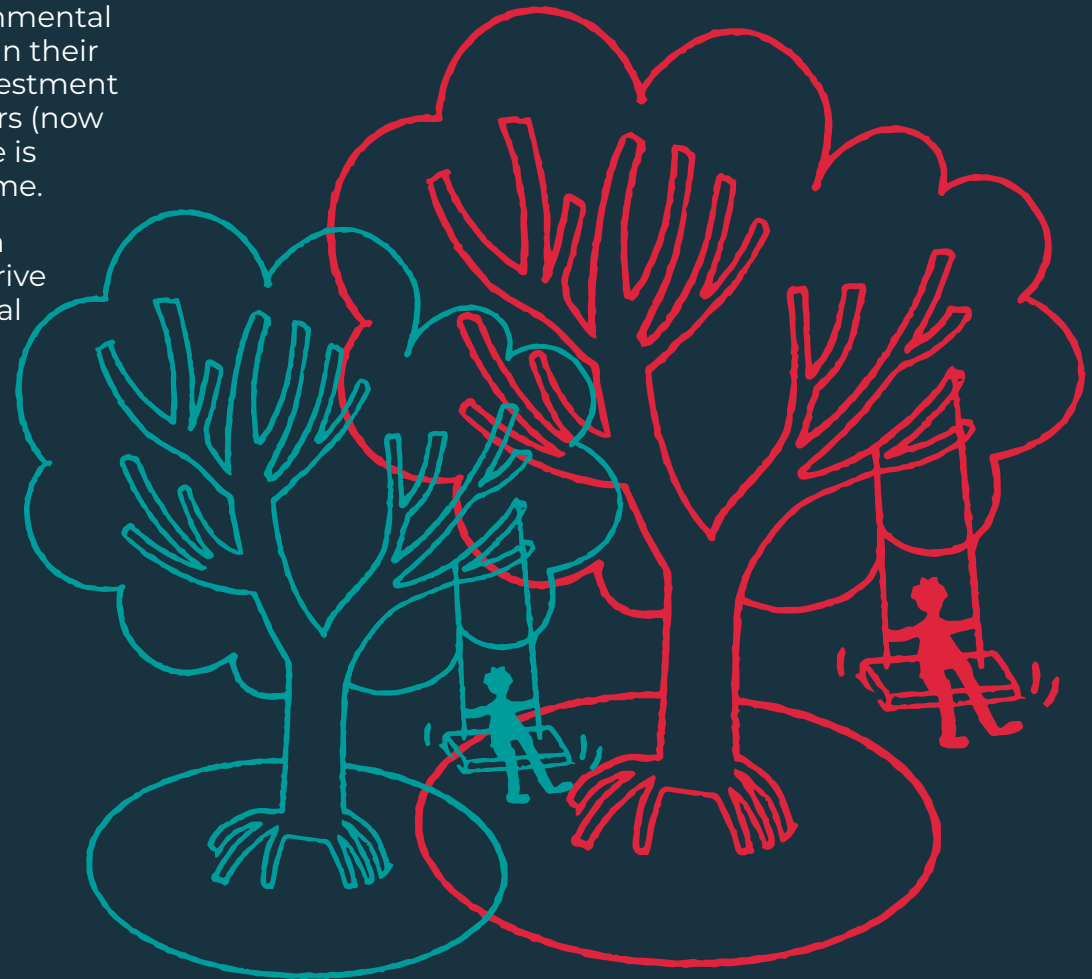
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### 1.3 WHAT IS SOCIAL VALUE?

**Whenever we talk about social value, we mean making a real and positive difference to the lives of the people of North Wales, through the delivery of social, economic and environmental benefits.**

We see social value as fundamentally being about people's wellbeing, and the role that social, economic and environmental factors, including the Welsh language and culture, have in their lives. Our focus is on the benefits any form of nuclear investment and development could have with respect to these factors (now and in the future), and ensuring that a positive difference is made to the lives of those who call North Wales their home.

Whilst legislation sets minimum legal requirements with regards to social value (e.g. through procurement), we strive to go far beyond these requirements by embedding social value into our culture, mindset and ways of working.



## A GLOSSARY OF SOCIAL VALUE TERMINOLOGY

Throughout this document, some terms will be used again and again. Here's what we mean when we use them:

### Outcomes

The changes resulting from projects, activities and actions.  
These may be intentional or unintentional, and positive or negative.

### Benefits

The positive changes resulting from projects, activities and actions.  
These may be direct or indirect, and include economic, environmental, social and cultural benefits: all those things will contribute to a thriving North Wales and improve the quality of life for the people who live here.  
We will target those benefits which are sustainable and long lasting.  
These may also be referred to as 'positive impacts'.

### Social Value

The sum total of all the benefits brought about by our projects, activities and actions.

### Wellbeing

Wellbeing is a positive state of being, for a person, community or society. It encompasses:

- » Economic Wellbeing: ensuring that people have access to fair employment, a thriving economy, and resources that support economic stability and growth.
- » Social Wellbeing: encompasses the aspects of life that enable individuals to lead fulfilling lives, including health, education, cultural expression, and community cohesion.
- » Environmental Wellbeing: concerned with maintaining and enhancing the natural environment, ensuring sustainable use of resources, and addressing issues like climate change and biodiversity.
- » Cultural Wellbeing: Involves promoting and preserving cultural heritage, fostering Welsh language and identity, and supporting the arts and cultural activities.

In Wales, wellbeing is measured through a set of 50 'National Wellbeing Indicators'.





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**Stakeholders**

Organisations, professional bodies and people we engage with in a professional capacity. This may include statutory organisations, public bodies, elected representatives, voluntary organisations and interest groups.

**Community**

People who are connected to Cwmni Egino in a non-professional capacity. Typically, members of the general public who are interested in and/or will be impacted by our work, in some shape or form.

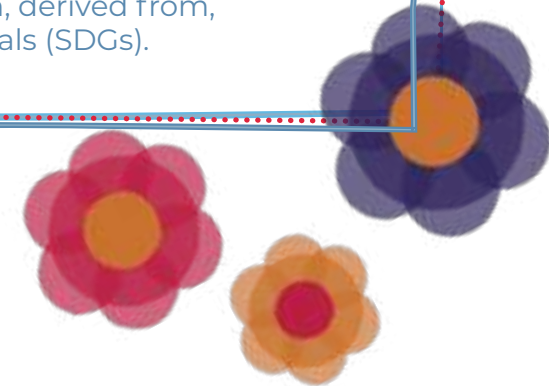
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**Checking our references**

Our definitions are derived from a range of key national and international references. See Section 3.2 for a full list of sources.

**THE WELLBEING OF FUTURE GENERATIONS ACT**

Our approach to social value is well aligned with the Wellbeing of Future Generations (Wales) Act 2015, which defines '7 wellbeing goals' and '5 ways of working' to improve the social, cultural, economic and environmental wellbeing of Wales. These are, in turn, derived from, and align with the UN Sustainable Development Goals (SDGs).



## LAYERS OF BENEFIT

Nuclear developments bring with them a combination of inherent, embedded and additional benefits.

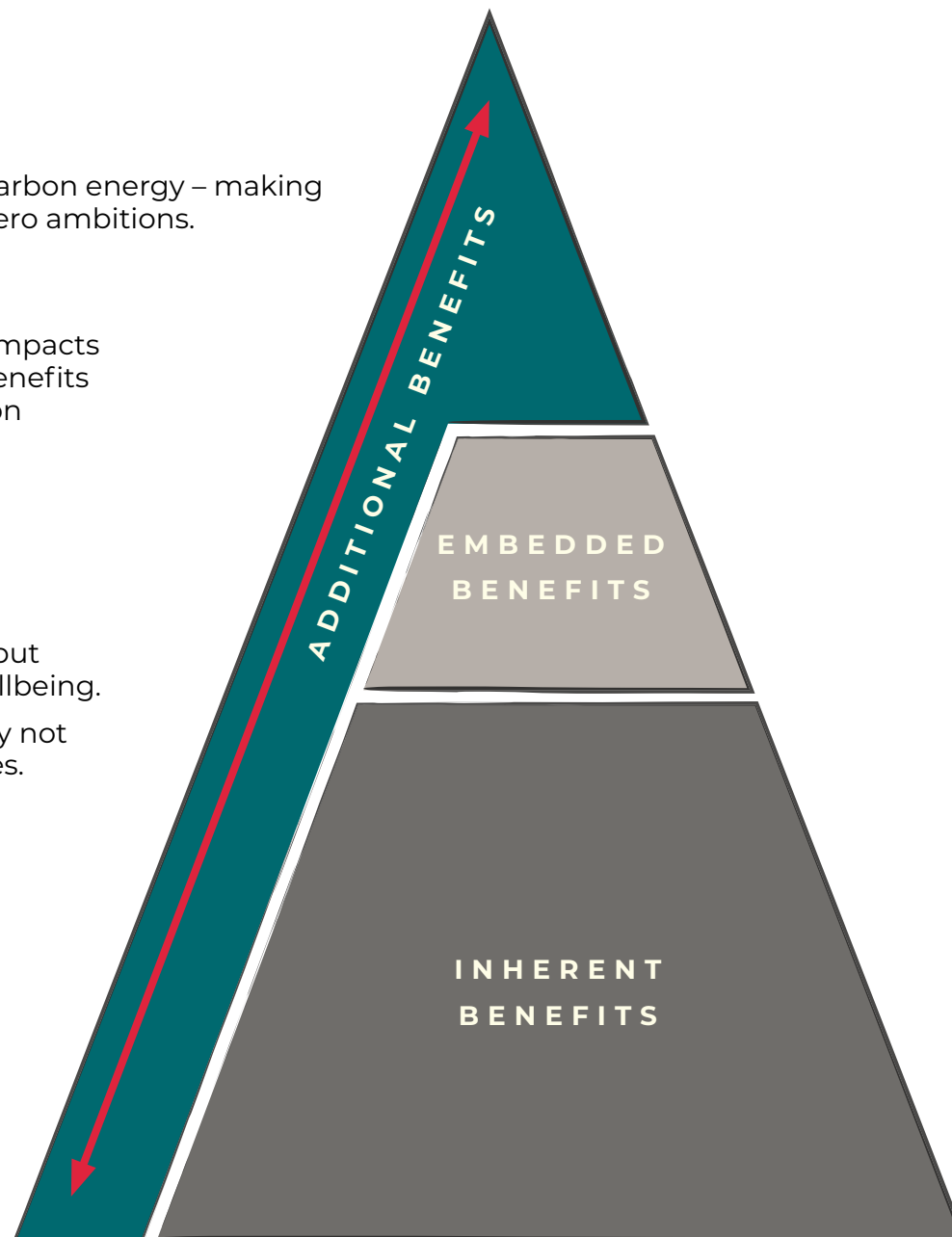
- » **Inherent Benefits:** these include the increased supply of low carbon energy – making a significant contribution to the UK’s energy security and net zero ambitions.
- » **Embedded Benefits:** these include job creation and associated skills and supply chain development.
- » **Additional Benefits:** these relate to additional outcomes and impacts that are achieved as a result of *how* inherent and embedded benefits are realised, and the ways of working which support the creation of social value – for example, through the implementation of employee initiatives which boost the Welsh language.

Across all three layers, the opportunity for ‘benefit’ is balanced against potential risks, for example:

- » A new low carbon energy supply may bring inherent benefits, but aspects of the project could be damaging to people’s wider wellbeing.
- » Job creation may bring embedded benefits, but those jobs may not support the people and communities local to development sites.
- » An additional benefit which supports one community, may harm or disadvantage another.

Cwmni Egino’s focus will be on developing and promoting an approach that will enable nuclear developments undertaken in North Wales to be delivered in a way that:

- » Mitigates against the risk of unintended negative impacts.
- » Maximises the potential additional benefits which inherent and embedded benefits can bring.
- » Extends the scope, diversity and reach of the additional benefits which follow.



## 1.4 THE BENCHMARKS OF SUCCESS

**If we are successful in our mission, the social, economic and environmental benefits we deliver should help to contribute to a thriving North Wales.**

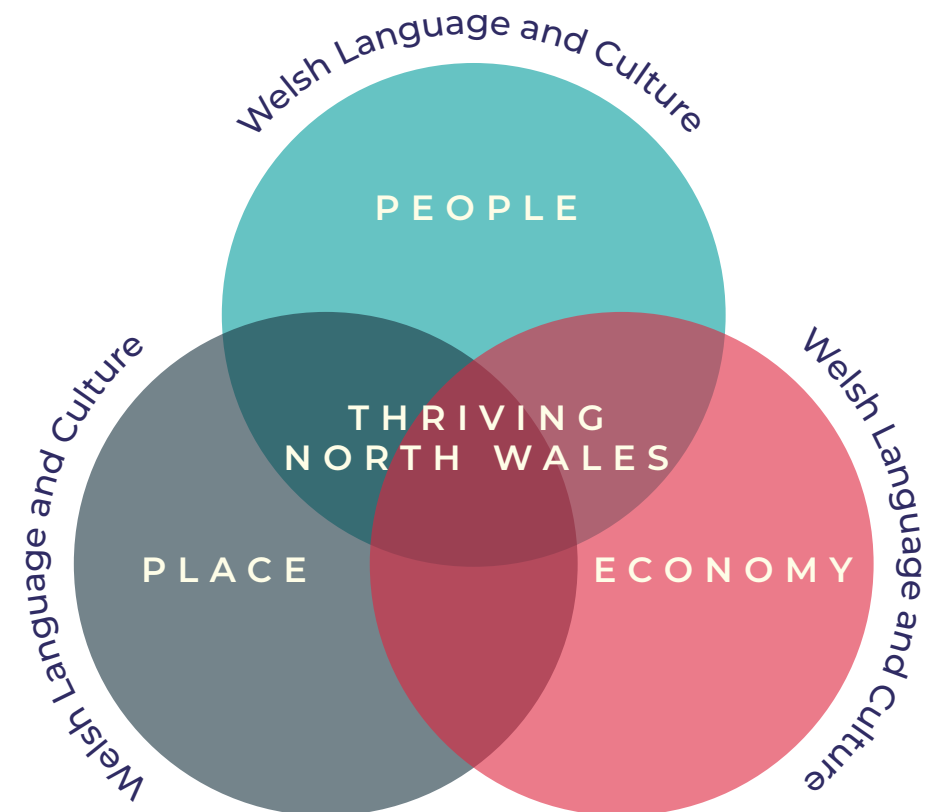
Many communities within the region are ready to welcome inward investment, but the message from people here is clear; new nuclear projects should not be delivered to the detriment of the area's social, economic and environmental wellbeing – which includes the Welsh language and culture.

### A THRIVING WELSH LANGUAGE

The Welsh language is an integral part of the culture of North Wales, and is interwoven in the social, economic and environmental fabric of the region. We want to create opportunities to promote and facilitate the use of the Welsh language so it can thrive, harnessing the opportunity that the language provides to help create cultural wealth, as well as a sense of place and belonging.

Fundamentally, there's a desire for a region where there are opportunities for prosperity across three inextricably linked key pillars – people, economy and place.

Our vision of a thriving North Wales comprises our visions for the people, the place and the economy, with the Welsh language a running thread between each. We describe these below.





## OUR VISION FOR PEOPLE

North Wales has optimum conditions for people to make choices that enable them to achieve a fulfilling life, whatever that means to them. There is suitable provision to enable people to be happier, healthier, more resilient, and they have the means and resources to access and benefit from attractive, viable, safe, and well-connected communities.

If the vision is achieved, people will be able to say:

- » I AM CONFIDENT ABOUT MY FUTURE.
- » THERE ARE OPPORTUNITIES FOR ME TO LIVE A FULFILLING LIFE IN NORTH WALES.
- » I HAVE AMPLE OPPORTUNITY TO PARTICIPATE IN THE ARTS, SPORTS AND RECREATION WITHIN THE REGION.
- » I FEEL MORE RESILIENT IN THE FACE OF CHALLENGES.
- » I HAVE ACCESS TO GOOD QUALITY HOUSING.
- » I AM HEALTHIER AND HAVE BETTER ACCESS TO HEALTH SERVICES.
- » I FEEL SAFE AND SUPPORTED WITHIN MY LOCAL COMMUNITY.
- » MY COMMUNITY NETWORKS ARE EMPOWERED AND SUPPORTED.
- » I FEEL PROUD OF, AND CONNECTED TO, MY LOCAL AREA.
- » I CAN USE THE WELSH LANGUAGE NATURALLY AND CONFIDENTLY, AND FEEL SUPPORTED IN DOING SO.





## OUR VISION FOR ECONOMY

North Wales is an innovative, productive, and low carbon environment which generates wealth and builds economic resilience that local people benefit from. People have the education, skills, and support to take advantage of the opportunities available, which are accessible for all.

If the vision is achieved, people will be able to say:

- » THERE ARE LONG-TERM, DIVERSE, AND FAIR EMPLOYMENT OPPORTUNITIES OPEN TO ME.
- » MY WORKING CONDITIONS ARE GOOD.
- » I CAN ACCESS THE SKILLS AND SUPPORT I NEED TO CAPITALISE ON OPPORTUNITIES.
- » I DO NOT FACE BARRIERS TO ECONOMIC PARTICIPATION.
- » THERE ARE ACCESSIBLE OPPORTUNITIES FOR YOUNG PEOPLE IN THE LOW CARBON SECTOR.
- » OUR SMALL BUSINESSES AND COMMUNITY ORGANISATIONS ARE SUPPORTED TO GROW AND DEVELOP.
- » I CAN AFFORD TO LIVE IN MY COMMUNITY.
- » I SPEND MONEY LOCALLY AND CONTRIBUTE TO MY LOCAL ECONOMY.
- » I HAVE BENEFITED FROM THE INNOVATION AND RESEARCH TAKING PLACE IN MY AREA.
- » DEVELOPMENTS ARE ENHANCING, NOT HARMING, THE GROWTH OF THE WELSH LANGUAGE.





## OUR VISION FOR PLACE

North Wales is an attractive place for people to live and enjoy, the natural and human made environment in North Wales is protected and enhanced, and there is support for sustainable social, economic, and environmental initiatives that add mutual value to community life, the environment, and linguistic and cultural wellbeing.

If the vision is achieved, people will be able to say:

- » I VALUE THE PLACE WHERE I LIVE AND FEEL MOTIVATED TO TAKE RESPONSIBILITY FOR MY LOCAL AREA.
- » MY COMMUNITY HAS A THRIVING CIRCULAR ECONOMY.
- » MY COMMUNITY IS CLEAN AND POLLUTION FREE.
- » MY COMMUNITY HAS ACCESS TO WELL-MAINTAINED GREEN SPACES.
- » MY COMMUNITY HAS A RICH BIODIVERSITY.
- » MY COMMUNITY HAS GOOD GREEN INFRASTRUCTURE AND PUBLIC SPACES.
- » THE NATURAL ENVIRONMENT AND CULTURAL HERITAGE OF MY COMMUNITY ARE SAFEGUARDED, PROTECTED AND PROMOTED.
- » DEVELOPMENTS IN MY COMMUNITY ARE SENSITIVELY DESIGNED AND CONSTRUCTED.
- » MY COMMUNITY IS SUPPORTED TO ADAPT TO THE EFFECTS OF CLIMATE CHANGE.
- » MY COMMUNITY IS SUPPORTED TO MEET KEY WELSH LANGUAGE MILESTONES INCLUDING CYMRAEG 2050.









## SECTION 2 : DELIVERING BENEFIT

HOW WE WILL BRING BENEFITS TO  
THE PEOPLE OF NORTH WALES



## 2.1 OUR GUIDING QUESTIONS

To ensure we optimise all opportunities to bring benefits to North Wales, we will begin with a simple set of questions which we will ask ourselves consistently, and across all areas of our work and decision-making.

Whenever we prepare to take action, we will ask:

1	How will our actions contribute to our vision of a thriving North Wales?
2	How will our actions benefit people across North Wales fairly and equitably?
3	How will our actions have a lasting legacy, whatever the future may hold?
4	How will we work with partners, stakeholders and communities to mitigate risks, and maximise benefits?

These questions will be integral to the design, planning and management of our work, and the answers to them will form the basis of action plans, setting out how we will deliver benefits through each and every aspect of what we do.

### » OUR CORPORATE VALUES

Our guiding questions are underpinned by Cwmni Egino's corporate values:

**Trust & Respect:** Treating others as we'd like to be treated – nurturing two-way relationships based on mutual trust and respect; listening and learning from others as much as sharing our own knowledge and experience

**Excellence & Delivery:** Being the best we can be – continuously developing ourselves; challenging our thoughts and actions; and delivering on our purpose and vision with confidence, pragmatism and agility.

**Collaboration & Inclusion:** Having an open house – working collaboratively with others, optimising opportunities for everyone to take part, welcoming diverse voices and views.

A golden thread across these corporate values is the Welsh Language and Culture. We ensure that we treat the Welsh language with parity, and take all available opportunities to celebrate, promote and grow the Welsh language through our work. Our approach to this is set out through our Welsh Language Policy.



## 2.2 LAYING THE FOUNDATIONS : 2024/2025

In the short term, we will focus on three key themes, each cutting across all areas of our work, and each reflecting the greatest opportunities for us to help deliver real and lasting benefits for North Wales from where we find ourselves today.



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## PRIORITY ONE : LEADING BY EXAMPLE

**We will model the positive behaviours we wish to see throughout the nuclear sector, other major investment sectors, and across the region.**

During 2024/2025 we will work considerately and in accordance with our values and principles, we will promote ethical and responsible ways of working, and we will share our learning with all those who can benefit from it.

GUIDING QUESTION	COMMITMENT
How will our actions contribute to our vision of a thriving North Wales?	We will ensure our own organisational practices maximise opportunities for benefits to be brought to North Wales.
How will our actions benefit people across North Wales fairly and equitably?	We will share our learning across North Wales and uphold our values and principles directly, and through our supply chain and partnerships.
How will our actions have a lasting legacy, whatever the future may hold?	We will strive to support and positively influence our regional and national partners – learning and growing together.
How will we work with partners, stakeholders and communities to mitigate risks, and maximise benefits?	We will abide by the ‘Sustainable Development Principle’ of the Wellbeing of Future Generations (Wales) Act 2015, and work alongside all those who equally follow this principle in their work. We will invite the challenge, and seek the support, of our staff, stakeholders and communities to ensure we continuously sustain positive ways of working.

### » WHAT WE’VE DONE SO FAR

To date, our actions with respect to this theme include developing a Cwmni Eginio Engagement Handbook, and a fit-for-purpose Welsh Language policy, and establishing positive stakeholder and community relationships.

*See Appendix for our ‘Leading by example’ outline action plan.*



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## PRIORITY TWO : WORKING WITH OTHERS

**Our mission goes far beyond what we can achieve in isolation.**

During 2024/2025 we will work closely with our regional partners, and others, to help create the conditions for lasting and long-term benefits to be realised for the region.

GUIDING QUESTION	COMMITMENT
How will our actions contribute to our vision of a thriving North Wales?	We will support the work of all those who share our vision and invite them to support ours.
How will our actions benefit people across North Wales fairly and equitably?	We will work with local, regional and national partners representing all parts of North Wales.
How will our actions have a lasting legacy, whatever the future may hold?	We will work with partners within and beyond the nuclear sector, investing in firm foundations for all possible futures.
How will we work with partners, stakeholders and communities to mitigate risks, and maximise benefits?	We will actively engage with a diverse range of stakeholders, asking 'how can we help?' and 'how can we work together?'. We will develop relationships with those who support the marginalised, disadvantaged and under-represented to inform and challenge our decision-making.

### » WHAT WE'VE DONE SO FAR

To date, our actions with respect to this theme include holding workshops and attending community events to better understand local aspirations, instigating an outreach initiative working to capture the social history of nuclear energy generation at Trawsfynydd through a 'Community Narrative' project, establishing a Memorandum of Understanding with Bangor University, and supporting the delivery of a schools programme with Gwynedd Council and M-SParc.

*See Appendix for our 'Working with others' outline action plan.*

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## PRIORITY THREE : PROMOTING AND SUPPORTING THE REGION

### North Wales is primed for inward investment.

Throughout 2024/2025 we will champion North Wales as a desirable destination for nuclear investment, and work with our partners to present the case for wider inward investment opportunities across the region.

GUIDING QUESTION	COMMITMENT
How will our actions contribute to our vision of a thriving North Wales?	We will champion inward investment into North Wales, in the nuclear sector and beyond.
How will our actions benefit people across North Wales fairly and equitably?	We will make the case for nuclear (and other) investments to deliver benefits across the region.
How will our actions here have a lasting legacy, whatever the future may hold?	We will champion investments in the foundational skills and infrastructure that can underpin any number of potential futures.
How will we work with partners, stakeholders and communities to mitigate risks, and maximise benefits?	We will identify and develop initiatives in collaboration with our partners, and in alignment with regional social, economic and environmental agendas.

#### » WHAT WE'VE DONE SO FAR

To date, our actions with respect to this theme include undertaking skills mapping, commissioning a supply chain capability study, working with Bangor University to identify positive case studies of benefits realisation that North Wales could emulate, and playing an active part in cross-region, multi-sector networks and initiatives.

*See Appendix for our 'Promoting and supporting the region' outline action plan.*



## 2.3 DELIVERING CHANGE : 2025 AND BEYOND

As we look to 2025 and beyond, the Future-Engage-Deliver (FED) model, will provide a framework to help us maximise our social value potential, and to take the right opportunities, with the right people, at the right time.

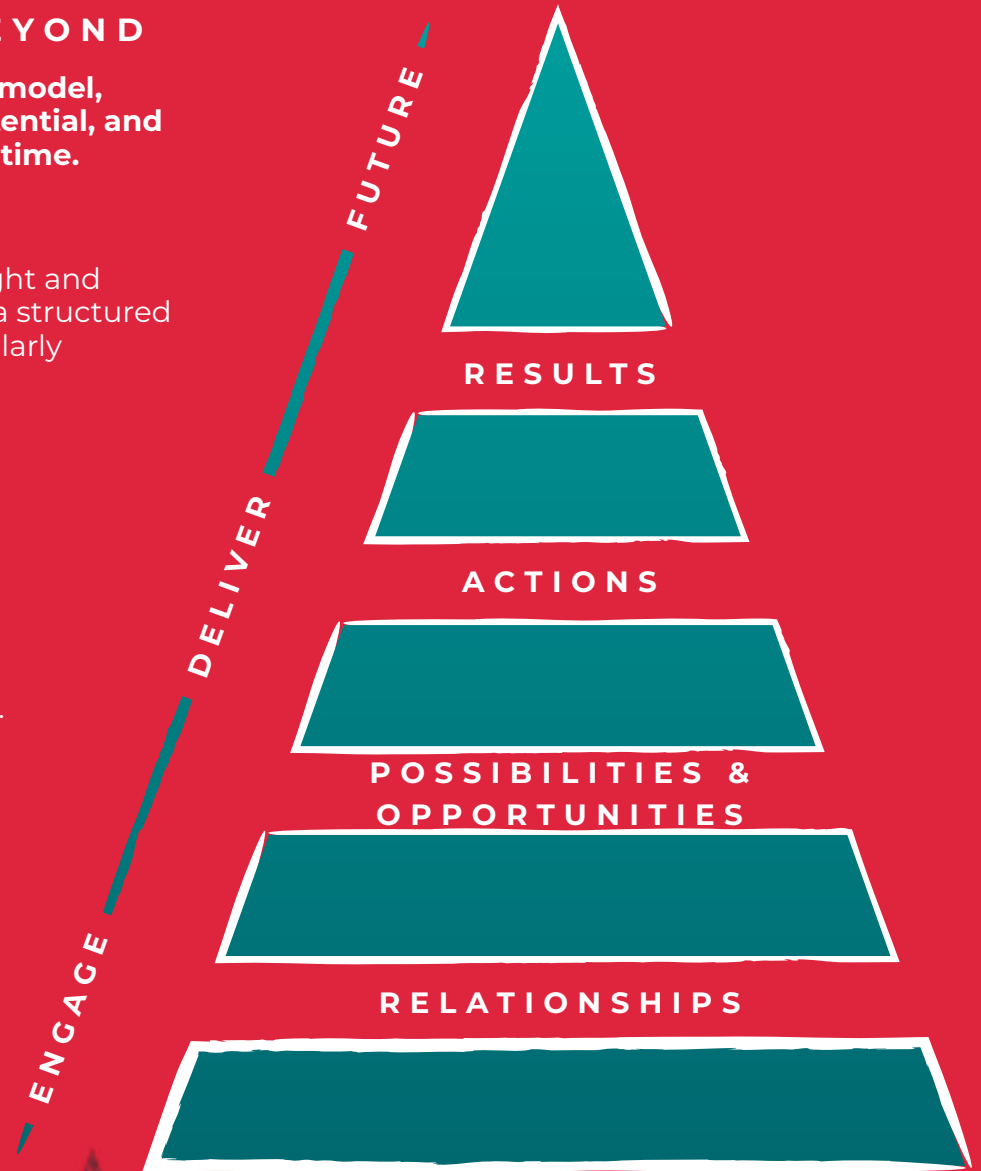
### WHAT IS FED?

Designed as a strategic framework, FED encourages strategic foresight and fosters alignment and commitment to shared goals. It also provides a structured approach to delivering benefits and realising social value. It is particularly suited to complex and uncertain initiatives and varied stakeholders.

The approach involves three steps:

1. **Future:** We develop (and co-develop) a vision for the future.
2. **Engage:** We engage with people to build that future with
3. **Deliver:** We utilise available resources to make it happen.

As such, the approach makes explicit connections between the relationships we forge, and the ultimate results we set out to achieve.



## HOW WILL FED HELP US TO DELIVER SOCIAL VALUE?

The FED model is well aligned with Cwmni Egino's wider social value approach.

FED STEP	WHAT THIS MEANS FOR CWMNI EGINO?
Future	Cwmni Egino's vision for the future is a 'thriving North Wales' defined by the benchmarks of success set out in this Handbook. It has been informed by the involvement of wide-ranging stakeholders, community representatives and members of the public, and it is strongly aligned with wider regional visions for the development of North Wales.
Engage	The key themes (of leading by example, working with others, and promoting and supporting the region) which Cwmni Egino will focus its efforts around in 2024/2025, will all help to engage people with its vision. They will extend Cwmni Egino's networks, raise awareness of its work, and build trust in it as an organisation.
Deliver	<p>'Delivery' for Cwmni Egino relates to the specific actions it takes, and initiatives it supports, in working towards the realisation of its vision.</p> <p>The core components of this vision (people, place and economy) and Cwmni Egino's role and remit will frame possibility, but opportunities and actions will organically fall out of its engagement – always responsive to the circumstances at any given time, and always identified <i>with</i> (and not <i>for</i>) Cwmni Egino's communities, stakeholders and regional and national delivery partners.</p>

In short, the application of the FED model for us means:

- 1. That we should continue to invest in wide-spread, meaningful engagement.** The possibilities open to Cwmni Egino are a function of our relationships, the opportunities open to us are a function of our possibilities, and the results we can deliver are a function of how we turn possibility into action. It all starts with engagement.
- 2. Partnership working should be central to Cwmni Egino's social value approach.** Partnership extends the resources at our disposal, extends the range of actions it can take and contribute to, and extends the breadth and depth of the benefits it can deliver – whilst simultaneously mitigating risk and protecting legacy.
- 3. Plans should be iterative and responsive.** In delivering benefits, Cwmni Egino must be responsive to live challenges and opportunities. A clear framework (as set out in this Handbook) should guide and quality assure our activity, but not restrict its ability to be agile in delivery.







## 2.4 SUPPORTING STRUCTURES

Cwmni Eginio's commitment to social value is reflected in our governance, our policies, and across our key organisational processes.

The ways in which our commitment to delivering the social value approach is embedded across the organisation are summarised in the table below.

FACTOR	DESCRIPTION	CURRENT / PLANNED ACTIONS
<b>Governance</b>	There is clear accountability for delivering against our objectives.	<ul style="list-style-type: none"> <li>» Social Value is a standing item on Board and Senior Management meetings</li> <li>» Accountability is assigned for delivering specific initiatives</li> <li>» Progress is monitored regularly</li> </ul>
<b>Culture</b>	There is strong leadership for delivering our mission.	<ul style="list-style-type: none"> <li>» Social Value is embedded in recruitment documentations, job descriptions and staff handbook/inductions</li> <li>» Volunteer days are allocated and used to deliver initiatives targeted toward our priority objectives</li> </ul>
<b>Policies &amp; processes</b>	Our mission and objectives are embedded within our policies and processes.	<ul style="list-style-type: none"> <li>» We have established clear Welsh language commitments</li> <li>» Additional social value weighting is included in our procurement policies</li> <li>» Social value commitments are included in contracts</li> </ul>
<b>Communications &amp; engagement</b>	Our approach to delivering our mission is communicated in a clear and genuine way to all stakeholders and communities	<ul style="list-style-type: none"> <li>» A clear approach to meaningful engagement, as outlined in our Engagement Handbook</li> <li>» There are open communications channels to develop a feedback loop for communities and stakeholders</li> </ul>
<b>Skills &amp; understanding</b>	Senior Leadership Team and employees have adequate skills and understanding to help achieve Cwmni Eginio's mission and deliver benefits	<ul style="list-style-type: none"> <li>» Staff training on topics such as contract and supplier management, social value/impact, biodiversity, circular economy etc.</li> </ul>
<b>Collaboration &amp; partnerships</b>	Cwmni Eginio works collaboratively with stakeholders, the local community, and partners to identify and realise the maximum benefits for North Wales.	<ul style="list-style-type: none"> <li>» Strong stakeholder relationships and working partnerships established, enabling continued collaboration</li> </ul>



## SECTION 3 : MONITORING OUR PROGRESS

MAKING SURE WE'RE MAKING A DIFFERENCE

## 3.1 MEASURING IMPACT

In measuring our progress, we will use a variety of methods, combining numbers and stories to build a rich picture of the changes our work in bringing about for communities, and the way in which this is being done.

### EVALUATION PRINCIPLES

Across the full breadth of our evaluation activities, we will:

1	Adopt qualitative methods (capturing the stories and experiences of our communities and beneficiaries), alongside quantitative methods (providing context and a macroscopic picture).
2	Evaluate the changes we have delivered in the short-term (outcomes) alongside the wider long-term changes we may be contributing to (impacts).
3	Evaluate our processes - not just what we are achieving, but how we are achieving it, and the extent to which we are remaining true to our values and principles.
4	Ask difficult questions - exploring not only the benefits we may be delivering, but being open to any unintended and negative consequences our work may be bringing about.
5	Work in partnership wherever possible, with relevant evaluation experts, and aligning our approaches with wide evaluation and assessment of wellbeing and social value across North Wales.



## EVALUATION APPROACHES

Whilst there is no pre-defined list of the evaluation methods we should employ, the table on the following page provides illustrative examples of the variety and diversity of methods at our disposal.

### NATIONAL TOMS

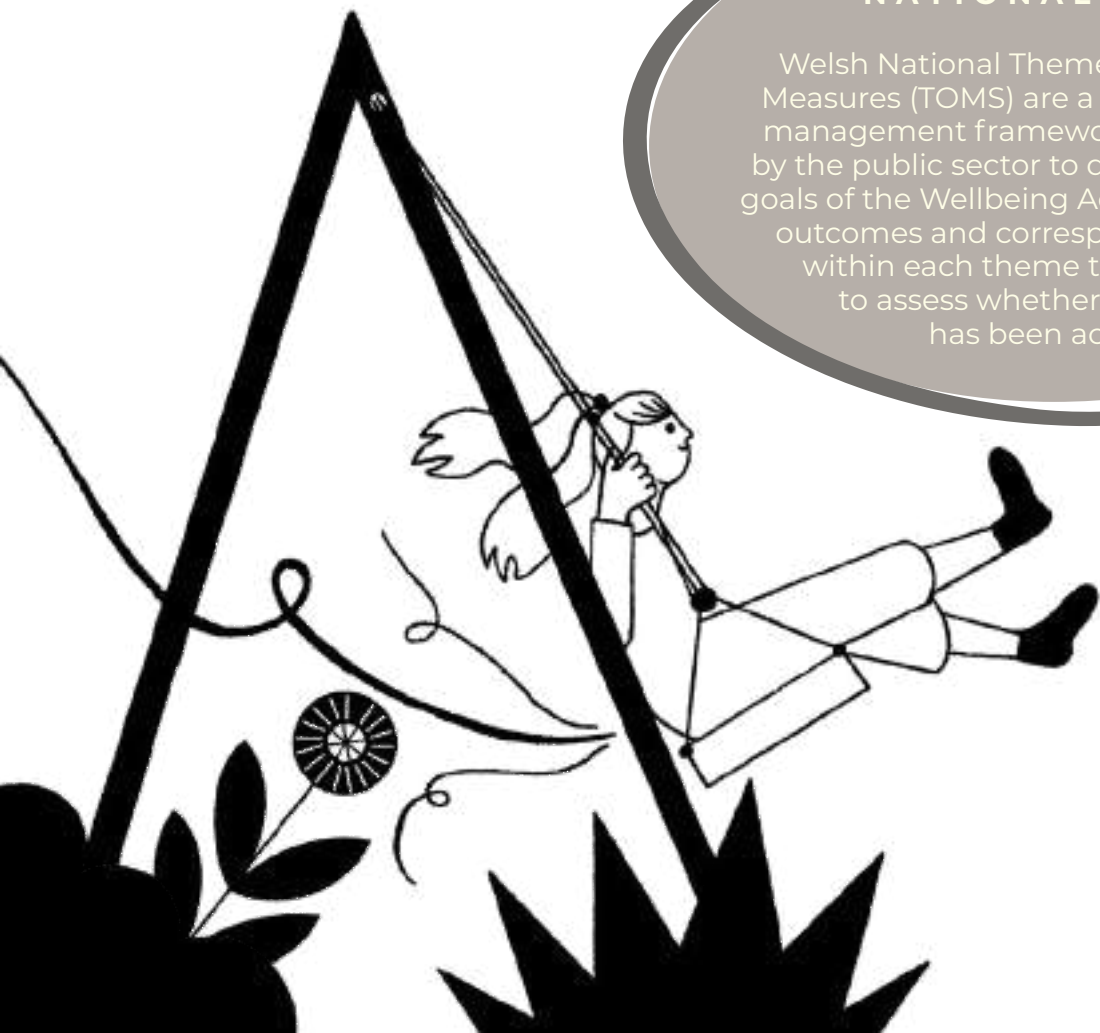
Welsh National Themes, Outcomes and Measures (TOMS) are a measurement and management framework widely adopted by the public sector to deliver against the 7 goals of the Wellbeing Act. It sets out several outcomes and corresponding measures within each theme that can be used to assess whether the outcome has been achieved.

### SHARING OUR LEARNING

Our evaluation findings will be collected, analysed, and reported both internally and externally on an annual basis. We will make these findings openly available, sharing our achievements, our mistakes and our learning with all those who can benefit, and encouraging a growing region-wide conversation around social value. We want our social value journey to provide the inspiration, and template, which others can follow.

### A REGIONAL APPROACH

Across North Wales, evaluation and assessment of wellbeing and wider social, economic and environmental factors are undertaken by bodies including our Public Services Boards, Regional Partnership Boards, Ambition North Wales, Local Authorities, Corporate Joint Committees and more. We will proactively collaborate to build on what is understood and help to strategically fill gaps in areas where questions remain.



METHOD	DESCRIPTION	FURTHER INFORMATION
<b>Sticky wall</b>	A sticky wall is a wall onto which people can stick their feedback, in response to any question or prompt.	<a href="#">Evaluation Support Scotland</a> provide a method sheet for the use of the Sticky Wall approach.
<b>Surveys</b>	Self-reported outcomes resulting from an activity at a certain point in time. Digital or in-person, administered or self-administered.	<a href="#">Harvard University</a> offer a 'tip sheet' on question working for surveys.
<b>Key Informant Interviews</b>	Key informant interviews are in-depth interviews with people who have a particularly well-informed perspective on a project or activity	<a href="#">BetterEvaluation</a> provide an introduction to conducting key informant interviews.
<b>Appreciative enquiry</b>	Appreciative Inquiry is a participatory approach which focuses on what is working, not what isn't working.	<a href="#">Taith</a> provides step-by-step instructions for delivering an appreciative inquiry exercise.
<b>Positive Deviance</b>	Positive deviance is a strengths-based approach, where you identify the things which are going really well, explore them, and build on them.	The <a href="#">Positive Deviance Initiative</a> offer a free 'Field Guide' to the positive deviance approach
<b>Most Significant Change</b>	Most Significant Change is participatory monitoring and evaluation approach that involves the collecting and selecting of 'stories' from people with wide ranging perspectives on a project.	The <a href="#">developers</a> of the Most Significant Change technique provide a detailed instruction manual for its use.
<b>Time series analysis</b>	Comparing the change to a baseline of data for a specific group or place to the performance after the activity has taken place.	<a href="#">BetterEvaluation</a> provide an introductory guide to time series analysis.
<b>Longitudinal study</b>	Collects information on the same group at repeated intervals over an extended period of time.	<a href="#">Closer</a> produce a detailed guide to undertaking longitudinal studies.

Shorter-term measure of impact



Longer-term measure of impact

## 3.2 USEFUL REFERENCES

The following third-party resources provide further guidance, context and information regarding social value and associated practices.

### Social Value

- » **Glossary of engagement terminology:** The Co-production Network for Wales provide a detailed glossary of engagement terminology (<https://info.copronet.wales/glossary-of-engagement-terminology/>).
- » **Social Value International:** The global network focused on social impact and social value ([www.socialvalueint.org](http://www.socialvalueint.org)).
- » **Social Value UK:** The primary membership organisation in the UK for people and organisations committed to meaningful measurement, management and creation of social value ([www.socialvalueuk.org](http://www.socialvalueuk.org)).
- » **Social Value Cymru:** A Mantell Gwynedd led service, providing social value support, advice and consultancy services to third sector organisations across Gwynedd and beyond (<https://mantellgwynedd.com/eng/svc/social-value-cymru.html>).
- » **Social Value Wording** – A comprehensive glossary: Thrive provide a comprehensive glossary to the common vocabulary associated with social value (<https://www.thrive-platform.com/wp-content/uploads/2024/03/Thrive-Social-Value-A-Comprehensive-Glossary.pdf>).

### The Wellbeing of Future Generations (Wales) Act 2015

- » **Future Generations Commissioner for Wales:** The website of the Future Generations Commissioner for Wales provides a detailed introduction to the Act and its 'Involvement' principle ([www.futuregenerations.wales](http://www.futuregenerations.wales)).

### Monitoring and Evaluation

- » **BetterEvaluation:** The knowledge platform of the Global Evaluation Initiative (GEI), a global coalition of organizations and experts working together to support country governments to strengthen monitoring, evaluation, and the use of evidence in their countries. ([www.betterevaluation.org](http://www.betterevaluation.org)).
- » **Measuring What Matters:** The Co-production Network for Wales provide a simple toolkit to identify the evaluation methodologies best aligned with your needs ([info.copronet.wales/measuring-what-matters/](http://info.copronet.wales/measuring-what-matters/)).

### Future-Engage-Deliver

- » **The FED Team:** Homepage of Steve Radcliffe and associates, developers of the FED model (<https://www.futureengagedeliver.com/>)



We have been working with small businesses to develop this Handbook and our approach to social value and engagement, working proactively with them to build their capacity and connect them to further opportunities.



### Useful Projects

[www.usefulprojects.co.uk](http://www.usefulprojects.co.uk)

Useful Projects is a sustainability consultancy, Social Enterprise and B Corp helping organisations tackle a variety of challenges – spanning net zero carbon, circular economy and social value creation.



### Ateb

[www.atebcymru.wales](http://www.atebcymru.wales)

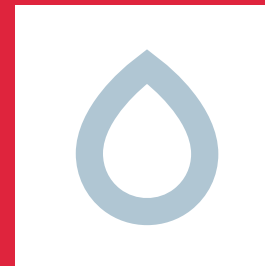
Ateb works with organisations across the UK to make the most of opportunities that come with providing bilingual services and communication, including designing and delivering Welsh language strategies and policies.



### Ynys Resources

[www.ynysresources.co.uk](http://www.ynysresources.co.uk)

Based on Anglesey, Ynys Resources specialise in driving positive change through circular economy strategies, value chain collaboration, social value creation, and resource efficiency optimisation.



### Droplet

[www.droplet.co.uk](http://www.droplet.co.uk)

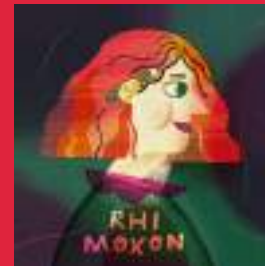
Droplet is a creative agency rooted in North Wales, working across the UK and internationally to deliver creative, multi-platform design projects.



### Co-production Lab Wales

[www.coprolab.wales](http://www.coprolab.wales)

Co-Production Lab Wales work across sectors to help teams apply the values of co-production to their work, from collaborative working, through meaningful engagement, to full co-production and citizen involvement.



### Rhi Moxon

[www.rhimoxon.com](http://www.rhimoxon.com)

Rhi is a Wrexham-based freelance illustrator, printmaker, and graphic artist who brings the intangible and conceptual into life through colour and art.

# APPENDIX A : OUTLINE ACTION PLANS





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## 2024/25 OUTLINE ACTION PLAN: LEADING BY EXAMPLE

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COMMITMENT	ACTION/S
We will ensure our own organisational practices maximise opportunities for benefits to be brought to North Wales.	<ul style="list-style-type: none"><li>» Review company policies, documents and procedures to ensure that they are aligned and reflective of our Social Value approach.</li><li>» Embrace bilingualism in the delivery of our services and in our operational activities – including the adoption and implementation of our Welsh Language Policy.</li></ul>
We will share our learning across North Wales and uphold our values and principles directly, and through our supply chain and partnerships.	<ul style="list-style-type: none"><li>» Publish our Social Value Handbook and share our journey and learnings with stakeholders and all/any interested parties.</li><li>» Share information and research findings relating to our mission and vision with relevant stakeholders.</li></ul>
We will strive to support and positively influence our regional and national partners – learning and growing together.	<ul style="list-style-type: none"><li>» Leverage our role and stakeholder relationships to advocate for the social, economic and environmental wellbeing (inc. the Welsh language) to be central considerations when delivering regional benefits from future projects.</li><li>» Take a lead role in co-ordinating cross-sector working and benefits delivery across the region</li><li>» Establish collaborative arrangements and initiatives with key regional players, e.g. Bangor University.</li></ul>
We will abide by the ‘Sustainable Development Principle’ of the Wellbeing of Future Generations (Wales) Act 2015, and work alongside all those who equally follow this principle in their work. We will invite the challenge, and seek the support, of our staff, stakeholders and communities to ensure we continuously improve our ways of working.	<ul style="list-style-type: none"><li>» Continue to promote two-way communication with our stakeholders and communities, working collaboratively to identify opportunities and solutions that promote the wellbeing of people in the region.</li></ul>

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## 2024/25 OUTLINE ACTION PLAN: WORKING WITH OTHERS

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### COMMITMENT

### ACTION/S

We will support the work of all those who share our vision and invite them to support ours.

- » Circulate and use our Social Value Handbook to stimulate conversations about our mission, vision and future priorities/opportunities.

We will work with local, regional and national partners representing all parts of North Wales.

- » Further develop cross-sector regional partnerships and collaborative initiatives.

We will work with partners within and beyond the nuclear sector, investing in firm foundations for all possible futures.

- » Undertake a study to better understand existing and potential supply chain capacity, capability and opportunities, as well as areas for future interventions and support.
- » Work with partners to co-produce and promote resources and outreach activities aimed at improving public awareness/understanding of nuclear energy in the context of the wider low carbon sector, including potential future employment opportunities..
- » Continue to support the Egni STEM outreach project, alongside Gwynedd Council and M-SParc.

We will actively engage with a diverse range of stakeholders, asking 'how can we help?' and 'how can we work together?'. We will develop relationships with those who support the marginalised, disadvantaged and under-represented to inform and challenge our decision-making.

- » Continue to actively engage and participate in relevant fora, networks and events across the region, e.g. North West Nuclear Arc, Wales Nuclear Forum, North Wales & Mersey Dee Business Council.
  - » Continue to promote two-way communication with our stakeholders and communities, working collaboratively to identify opportunities and solutions that promote the wellbeing of people in the region.
  - » Further develop our relationship with third sector organisations.
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## 2024/25 OUTLINE ACTION PLAN: PROMOTING AND SUPPORTING THE REGION

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COMMITMENT	ACTION/S
We will champion inward investment into North Wales, in the nuclear sector and beyond.	<ul style="list-style-type: none"><li>» Continuously promote North Wales through our core messaging, communications and engagement channels.</li><li>» Promote a region-wide perspective and unified voice.</li><li>» Support initiatives aimed at retaining and/or attracting back talent to North Wales.</li></ul>
We will make the case for nuclear (and other) investments to deliver benefits across the region.	<ul style="list-style-type: none"><li>» Promote opportunities for Welsh supply chain companies to benefit from new nuclear projects.</li><li>» Promote current and future regional employment opportunities (in nuclear and related sectors).</li><li>» Facilitate and promote cross-sector working and knowledge sharing.</li></ul>
We will champion investments in the foundational skills and infrastructure that can underpin any number of potential futures.	<ul style="list-style-type: none"><li>» Identify potential interventions (now and in the future) to support people and businesses in North Wales to capitalise on the opportunities presented by inward investment</li><li>» Work with other regional players to better understand the potential for joined up thinking and working in relation to benefits realisation (e.g. around skills &amp; outreach activities) .</li><li>» Promote the Egni STEM outreach project, alongside Gwynedd Council and M-SParc.</li></ul>
We will identify and develop initiatives in collaboration with our partners, and in alignment with regional social, economic and environmental agendas.	<ul style="list-style-type: none"><li>» Take a lead role in co-developing, designing and implementing short term, targeted social value initiative(s) in the region</li></ul>

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## APPENDIX B : DEVELOPING OUR APPROACH



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## HOW OUR APPROACH WAS DEVELOPED

**This summarises the previous work done for Cwmni Egino around social value that informed the development of this document, and the methodology used to create it.**

### LOCAL NEEDS ASSESSMENT AND SOCIAL VALUE STRATEGY

Ove Arup & Partners (Arup) were commissioned to develop a Local Needs Analysis and social value strategy for the Trawsfynydd site. The Local Needs Analysis focussed mainly on the Gwynedd local authority area, providing a socio-economic baseline to understand local needs from a quantitative data perspective. It also provided an overview of the stakeholder landscape, existing current and planned social value activity and possible partners, and understand the UK, Wales, regional, and local policy context. Case studies were also collected to understand how other projects have addressed social value in the region.

A Social Value Strategy was subsequently developed, focussing on the delivery of social value through nuclear development at the Trawsfynydd site. It established Cwmni Egino's spheres of influence and the levers it has to deliver social value throughout the lifecycle of a nuclear project, and identified eight themes to depict the emerging areas of opportunity for Cwmni Egino to influence social value outcomes. Outcomes were categorised into a prioritisation matrix, based on Cwmni Egino's ability to influence and the performance of relevant indicators and feedback from stakeholders.

### STAKEHOLDER ENGAGEMENT

In conjunction with Arup's work, two workshops with local stakeholders were facilitated by Co-Production Lab Wales to inform the Social Value Strategy. The first was comprised of key stakeholders from the region from the private and public sectors to test the emerging social value outcomes. The second was an open invitation for the members of the Rural Futures Steering Group to explore what Cwmni Egino's priorities should be in the on-going development and delivery of social value.

### BASELINE REVIEW

Following the previous work around social value specific to the Trawsfynydd site, Useful Projects and Ynys Resources Ltd. were appointed in January 2024 to provide specialist support to Cwmni Egino in the same workstream but focussing instead on the wider geography of North Wales as a result of Cwmni Egino's potentially evolving role.

First, a baseline review was conducted to understand the socio-economic and environmental context in North Wales and the existing social value/impact policy and measurement landscape. This was done to ensure this Handbook addresses the needs of communities in North Wales, aligns with the objectives of the public sector and other Welsh organisations, and future-proofs our own initiatives for measurement using the Welsh National TOMs, a widely adopted impact measurement framework.



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This baseline review included:

- » **Review and analysis of local needs in North Wales using the following sources:**
  - » Local Needs Analysis of Gwynedd (Arup, 2022)
  - » Anglesey Well-Being Assessment (Public Service Board, 2022)
  - » Gwynedd Well-Being Assessment (Public Service Board, 2022)
  - » Assessment of Local Wellbeing: Conwy and Denbighshire (Public Service Board, 2021)
- » **Review of regional Wellbeing Plans and Objectives:**
  - » Anglesey and Gwynedd (Public Service Board, 2023 – 2028)
  - » Conwy and Denbighshire (Public Service Board, 2023 – 2028)
- » **Review of peers' social value approaches including:**
  - » Adra
  - » Bangor University
  - » Nuclear Decommissioning Authority
  - » Social Value Forum
  - » Dwr Cymru
  - » North Wales Police
  - » Transport for Wales
- » **Review of the Wellbeing for Future Generations Act including:**
  - » 7 wellbeing goals
  - » 5 Ways of working
- » **Review of the Welsh National Themes, Outcomes, Measures (TOMs)**
- » **Review of Ambition North Wales Board**, who are a joint committee and decision-making body overseeing the North Wales Growth Deal, a regional economic growth deal with 5 programmes covering the North Wales region and align with the Wellbeing Goals. Website <https://ambitionnorth.wales/>
- » **Review of the North Wales Regional Economic Framework**



## MAPPING OUR VISION AGAINST THE WELSH TOMS

WELSH LANGUAGE & CULTURE		
» The Welsh Culture is promoted	» Native wildlife, nature and heritage sites are protected	» Innovation to support a more vibrant culture
ECONOMY	PEOPLE	PLACE
<ul style="list-style-type: none"> <li>» Improved skills for low carbon transition</li> <li>» More opportunities for disadvantaged people</li> <li>» More opportunities for the Third Sector and Civil Society Organisations (VCSEs)</li> <li>» Improved employability of young people (under 24y.o.)</li> <li>» More support for target curriculum activities</li> <li>» Reducing Inequalities</li> <li>» Improved skills for people</li> <li>» More people in employment</li> <li>» Innovation to support a more prosperous Wales</li> <li>» Innovation to support a more equal Wales</li> <li>» Social value embedded in the supply chain</li> </ul>	<ul style="list-style-type: none"> <li>» Creating a healthier community</li> <li>» Improving staff wellbeing</li> <li>» A workforce and culture that reflect the diversity of the local community</li> <li>» Crime is reduced</li> <li>» Vulnerable people helped to live independently</li> <li>» Support for disadvantaged young people and their families</li> <li>» More working with the Community</li> <li>» Fair Work</li> <li>» Innovation to support more cohesive communities in Wales</li> <li>» Innovation to support a healthier Wales</li> <li>» Ethical procurement is promoted in Wales</li> <li>» Ethical procurement is promoted globally</li> </ul>	<ul style="list-style-type: none"> <li>» Resource efficiency and the circular economy are promoted</li> <li>» Carbon Emissions are reduced</li> <li>» Green spaces and biodiversity are protected and enhanced</li> <li>» Safeguarding the environment</li> <li>» Air Pollution is reduced</li> <li>» Innovation to support a more resilient Wales</li> <li>» Sustainable procurement is promoted</li> <li>» Innovation to support a globally responsible Wales</li> </ul>

## CO-DESIGN WITH CWMNI EGINO AND PARTNERS

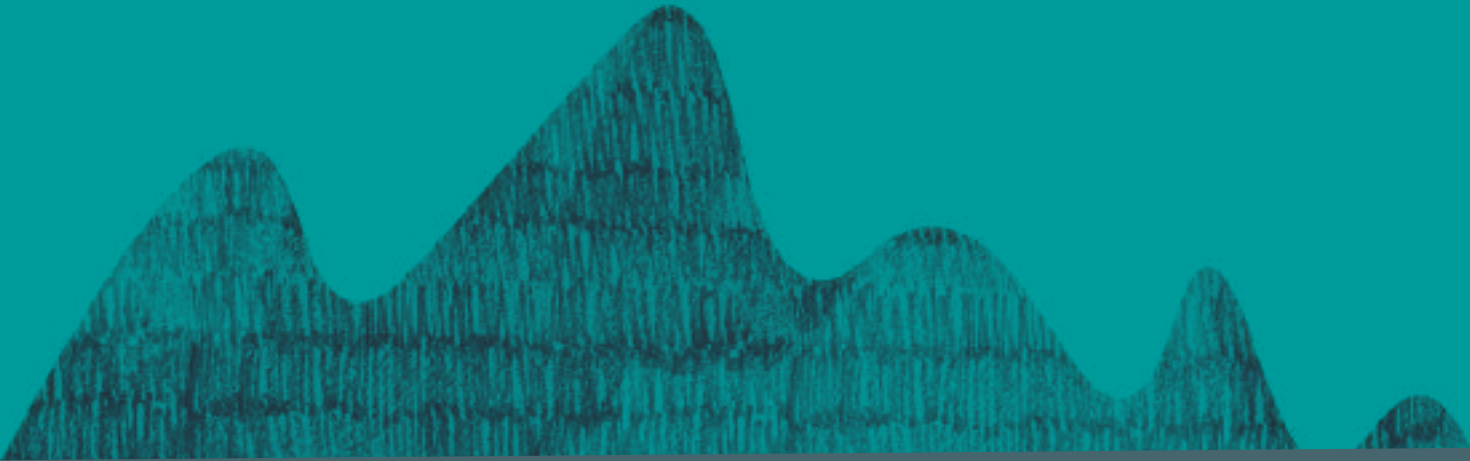
The Cwmni Eginio team were also engaged to co-design this Handbook, including:

- » Interviews with each member of the Cwmni Eginio team to gain an understanding of the organisation, the nuclear development context in North Wales, and aspirations for impact.
- » Workshops with the Cwmni Eginio team and relevant partners (engagement and Welsh language consultants)
  - » Workshop 1: review the baseline and explore a strategic framework.
  - » Workshop 2: agree mission, themes, and principles.





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