

Social Value

Shropshire Council

What is Social Value?

“A process whereby organisations meet their needs for goods, services, works and utilities in a way that achieves value for money on a whole life basis in terms of generating benefits to society and the economy, whilst minimising damage to the environment”

- Public Services (Social Value) Act 2012
- Applies to all public sector contracting authorities
- When procuring we must consider how to secure social, economic and environmental outcomes
- **Maximise the difference** we can make through our activity

Shropshire Social Value Group

Membership:



**Shropshire Providers
Consortium**
Delivering services with added social value

Our Social Value Principles

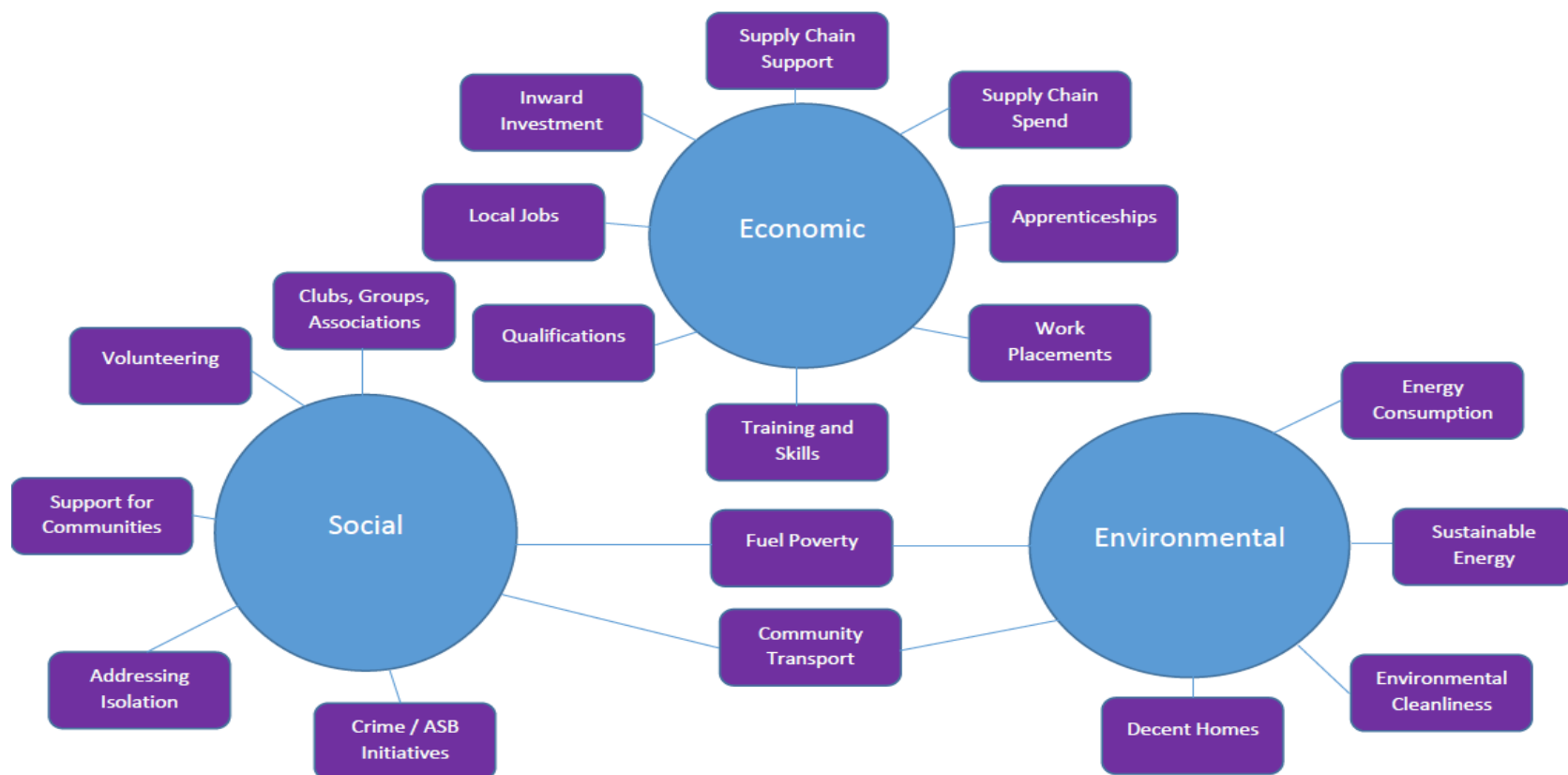
- All SV contributes to council outcomes
- SV bespoke to each commissioning / procurement exercise
- SV relevant and proportionate to subject matter
- Every procurement will include at least one SV outcome as part of award criteria
- Tenders scored on SV response
- Tenders scored on approach to measurement of SV

Our Social Value Outcomes



Social Value

Maximise the positive Social, Economic and Environmental impact of the way we operate, buy or commission



What Social Value Has Been Generated So Far?

- Through procurement:
 - Volunteering opportunities
 - Developing service users as peer support workers
 - 'Meet the buyer' events for local SMEs when sub-contracting works
 - Energy efficiency advice for tenants and private sector landlords
 - Additional funding through external grants or income maximisation
 - Training or employment opportunities
 - Cementing social links between people and organisations
 - Job application and interview skills for long-term unemployed

What can we encourage the market to do?

- Read the Social Value Framework and understand how their organisation can contribute
- Speak to us / share – we're still learning as well!
- Be proactive – there are lots of other great resources on the internet
- Be proactive – get involved in early market engagement where possible
- If tendering for services:
 - Check the specification
 - Answer SV tender questions as comprehensively as possible but make it relevant
 - Think about how they will demonstrate the Social Value they say will be delivered – evidence, reporting, relevance
 - Who else can help them to deliver great Social Value?

Why should organisations do this?

- Improves opportunity for success in bidding for public sector contracts
- Good social value is recognised in our scoring of tenders
- Social Value credentials may influence customer buying decisions
- Opportunity for being the 'Social Value Partner' in supply chains

Development Areas

- Social Value Charter:
 - Set of guiding principles and simple commitments
 - Voluntary – any organisation can choose to be a signatory
 - Principles:
 - Supporting the Shropshire economy (start with this)
 - Promoting wellbeing in Shropshire
 - A great place to live
- Measuring & Reporting SV

Economic Value Measures

Supporting / purchasing from the local supply chain where possible	% supply chain spend with Shropshire-based businesses and organisations
Supporting or creating the conditions for growth in the Shropshire economy	<p>Investment brought in to Shropshire:</p> <ul style="list-style-type: none"> Financial value of investment As a % of contract value <p>Contribution to initiatives which support local economic growth – this to be provided as a narrative</p>
Developing education, skills and training opportunities within the Shropshire economy	<p>During a 12 month period:</p> <ul style="list-style-type: none"> No. apprenticeships No. training places offered No. work experience places offered % of staff offered training / continuing professional development No. new qualifications achieved by staff / trainees
Employment opportunities for local people	<p>No. jobs created:</p> <ol style="list-style-type: none"> In total For Shropshire residents
Good conditions of employment and fair wage rates and structures	<p>% employees who rate employment conditions favourably</p> <p>Sickness rates</p> <p>Staff turnover</p>

Contact & Further Reading

Neil Evans, Commissioning Development Manager

Tel: 01743 253019

socialvalue@shropshire.gov.uk

<http://www.shropshire.gov.uk/doing-business-with-shropshire-council/social-value/>