

SANDWELL COUNCIL
PUBLIC SERVICES (SOCIAL VALUE) ACT 2012
SOCIAL VALUE POLICY TOOLKIT

Version 2 13/03/23



Social Value Policy Tool Kit

1.0 Purpose and Background

- 1.1 The policy sets out how Sandwell Council will deliver social value through its commissioning and procurement activities and sets out the Council's priorities in relation to The Public Services Social Value Act 2012.
- 1.2 There are four main themes to meet the Social Value and Sandwell Council's Vision 2030 Ambitions. To meet these themes and ambitions they have been aligned to indicators to highlight potential outcomes.
- 1.3 Corporate Procurement has taken the steps to ensure that social value is also aligned to corporate policy and procedures to meet the Inclusive Economy Deal and Community Wealth Building requirements.
- 1.4 The themes of Prosperity; Inclusion; Health and Childhood and Community are recognised. Outcomes and measures are set against these.
- 1.5 Outcomes chosen are recognised under the Social Value - National Themes Outcomes and Measures (TOMs) Framework. The TOM's Framework comprises 38 measures to capture social value and specifically designed to embed local priorities and sign post businesses to areas of the greatest need in our communities. Sandwell are working to a proportion of these TOMs specific to Sandwell's need.
- 1.6 The TOM's examples identified in the Social Value Matrix are made up with examples of ideas around the theme area and what measurements can be set to help support the outcomes. There are many more examples to be recognised from the National TOM's and will be agreed against each individual contract to ensure the social value meets the area need.



2.0 What do Commissioning/Procurement Officers need to do?

2.1 The Procurement and Contract Procedure Rules have been amended to advise officers of the need to consider the requirements of The Public Services Social Value Act 2012, to ensure:

- It is the additional benefit to the community from a commissioning / procurement process over and above the direct purchasing of goods, services and outcomes;
- It attracts more private investment that can create jobs, deliver growth and provide social returns on investment;
- It is about maximizing the impact of public expenditure;
- It considers more than just the financial transaction, it factors in the benefits of health, happiness, wealth, safe and resilient communities and enables sustainable change and improvement for all. These types of value often accrue to different people, communities or organisations.
- In the scoring process against social value questions can be given within the Quality scoring 10% to 20% (See appendix 1).
- Training in this area can be given.

3.0 Service Specification

3.1 To have a better understanding with regards to what can be provided, officers must engage with organisations within the market. Early engagement is an ideal time to discuss requirements and help identify what social value outcomes can be achieved.

3.2 It will be an ideal opportunity to evidence, in a transparent manner, that social value must be part of the contract requirements.

3.3. While the details will vary from contract to contract there are statutory common elements that should be considered:

- A reference to the policy and any legal implications of compliance to the Act.
- Measurable Performance Indicators relating to the required outputs and monitoring and performance requirements.



4.0 Social Value Matrix

4.1 The following matrix highlights the main objectives of Social Value please note this is not an exhaustive list and if officers identify other outcomes that can be achieved then they should be considered: -

THEMES	VISION INDICATORS	OUTCOMES	MEASURES
PROSPERITY	Jobs: Promote Local Skills and Employment Meets all ambitions from 1 to 10	More local people in employment: Creation of new jobs in the local economy for Sandwell residents to access.	% of people employed on contract as consequence of targeted recruitment and training % of people into skilled private sector jobs % of people into sustainable jobs.
		More opportunities for disadvantaged people – Supporting people into work – delivering employability support to: Schools; College students; vulnerable groups; Ex-offenders and others who typically face additional challenges in the competing labour market.	No. of training/ job opportunities created for NEETs; No. of jobs created for people with disabilities; % of dedicated staff hours supporting specific projects.
		Improved skills for local people and to create opportunities for: Traineeships; Apprenticeships and delivery of meaningful work experience.	No. of targeted training and jobs % created through community benefits; % of dedicated staff hours supporting Schools and other educational needs i.e. mock interviews, cv building and/or career talks.
		Improved employability of young people by providing: Careers guidance; Up-skilling; Delivering or supporting mentoring projects.	No. of business engagement to schools/education % of dedicated staff hours supporting Schools and other educational needs i.e. mock interviews, cv building and/or career talks.
		Raising young people’s aspirations and ambitions by providing and supporting: Career mentoring and guidance; Job clubs; Mock interviews and CV guidance.	% of time spent to support a specific school/project with careers advice; % of dedicated staff hours supporting Schools and other educational needs i.e. mock interviews, cv building and/or career talks.



<p style="text-align: center;">INCLUSION</p>	<p style="text-align: center;">Growth: Supporting Growth of Responsible Regional Business Meets Ambitions: 1,2,3,6,8,9,10</p>	<p>Providing more opportunities for local SMEs and VCSEs: Supporting new business start-ups; Run practical workshops e.g. including procurement and social value topics to support businesses and communities.</p>	<p>Total % of contract spend with local SME's</p> <p>% of contracts with the supply chain that includes requirements on sustainable procurement to meet economic, social and environmental values.</p>
		<p>Improving staff wellbeing: Physical and Mental health.</p>	<p>No. Advice workshops per year on general health and wellbeing – example: mindfulness; Mental First Aid.</p>
		<p>Ethical Procurement is promoted: Social Value embedded in supply chain and support fair and ethical trading in the supply chain.</p>	<p>% of what support or value is recognised as consequence of the contract.</p>
		<p>A workforce and culture that reflect the diversity of the local community: Providing number of hours to support a community project; Supporting volunteering opportunities; Donation of materials, time etc.</p>	<p>% Time agreed for staff (and supply chain) to adopt number of volunteering hours per year or duration of a project. Help provide materials, expertise to support a local community initiative.</p>
		<p>Social Value embedded in the supply chain to help deliver an employer supported voluntary scheme; Also with opportunities for staff to engage within business, schools and community – creating opportunities such as: Business support; Financial advice; Legal advice; other professional advice such as HR; In Kind support to a community project.</p>	<p>% Time agreed for staff (and supply chain) to adopt number of volunteering hours per year - provided to local community initiatives capturing as good news and important added value that is specific to a cause.</p>
		<p>Children getting best start in life: Healthy pregnancies; early years and child development; School readiness; support</p>	<p>% of staff hours supporting health care projects/ charities etc.</p> <p>% of staff hours supporting kick start projects for early</p>



HEALTH AND CHILDHOOD	Social: Healthier, Safer and more Resilient Communities Meets Ambitions: 1,2,5,7,10	against child poverty.	years, nursery and pre-school.
		Creating a healthier community by Introducing wellbeing workshops such as: Eating well on low budgets; Mindfulness and Meditation; Healthy weight and physical activity.	% Showing support initiatives aimed to encourage healthier eating and lifestyles; % Supportive Education initiatives on social, emotional and mental wellbeing; %support for people on low income levels.
		Vulnerable people are helped to live independently: Volunteering time to help vulnerable groups.	% of voluntary hours supporting older people in health and independence; % in various workshops to support up skilling.
		More working with the Sandwell community, helping to provide facilities for use of community and voluntary organisations such as: Providing number of hours per year; Supporting other volunteering opportunities; Creation of new volunteering opportunities; Monetary contributions to fund raising /charities etc.	No. hours supporting projects etc. Good news stories are welcomed – working with other organisations.
COMMUNITY	Environment: Protecting and Improving Our Environment Meets Ambitions: 2,6,7,8,10	Help crime reduction: Creating work experience/training opportunities for young ex-offenders; Supporting a Crime Prevention Project for young people who are disengaged.	% voluntary hours supporting other services to help reduce crime; % Support in up skilling and become job ready programmes
		Climate Impacts are reduced by: Reduced waste – recycling and upcycling schemes; Reduce energy and water consumption; upcycling, recycling initiatives.	% reduced waste; % support household to be more energy efficient; % may be outcome providing good news story of an innovative project or scheme that dedicated hours/materials/resources have been donated too.
		Air pollution is reduced by: Carbon emissions and Other pollution.	% reduced carbon emissions initiative.



5.0 What could we consider?

5.1 In order to gauge the impact and added value of social value outcomes in a measurable and reportable way, the Council will use the National Themes, Outcomes and Measures (TOMs) Framework for Measuring Social Value that has been developed by Social Value Portal UK. These can be linked to the Council's Vision 2030 ten ambitions, with a set of indicators that enable it to be measurable. These indicators set out below can be used as questions as part of the tendering process:

- Growth, Skills and Employment: promoting growth and development where we operate to ensure that our communities develop new skills and gain meaningful employment.
- Promoting Local Businesses: recognising the importance that local businesses play within the community in terms of job creation, working with local supply chains and wealth generation; promoting sustainability of existing businesses to support their growth and income directly linked to their success through their ability to pay business rates.
- Creating Healthier, Stronger Communities: with budget cuts and restricted services, we recognise that we need to build stronger and deeper relationships with the voluntary and social enterprise sector within our supply chain; helping build local knowledge and resilience.
- Helping build local knowledge, resilience and healthy workforce
- Protecting and Improving our Environment: working with local businesses and communities to ensure Sandwell is cleaner, greener and safer to live.
- Social Innovation: recognising opportunities to promote innovation amongst our suppliers and looking to showcase best practice.
- Planning and Development: ensuring that consideration of social value sits alongside Community Benefits within the early stages of project planning and development.
- Digital Strategy/ Inclusion: supporting residents, communities, VCSEs and SMEs to have the skills and capability to use the internet as more and more information and services become accessible online.



6.0 Social Value National TOMs

National TOM's has been designed as a qualitative tool that can connects the intended purpose of each measures to the Goals, and the Targets within each Goal to which it can contribute:

NT 1: Local Jobs – 52 weeks (proxy value*: £28,213.00)	NT11: Support Unemployed into work – under 24's (no. hrs x no. attendees proxy value £94.28)	NT21: Diversity training to Supply Chain Record only	NT30: Community charter or stakeholder plan Record only
NT 2: % Local Jobs (ringfenced) Record only	NT12: Work Placements (1 – 6 weeks unpaid proxy £143.94)	NT22: Ethical Procurement Record only	NT31: CO2 reduction (not transport related) Record only
NT 3: Long Term Unemployed (52 p.wks or longer proxy £14,701.56)	NT13: Work Placements (paid min. or living wage proxy £143.95)	NT23: Procurement to include Social Value. Record only	NT32: Car miles saved Record only
NT 4: NEETs (proxy value £12,435.62)	NT14: Voluntary, Community and Social Enterprise Spend (proxy value £0.12)	NT24: Initiatives to reduce crime (preventative youth/security etc.) (include staff time proxy £1.00)	NT33: Low or no emission vehicles Record only
NT 5: Young Offenders (proxy value £14,108.07)	NT15: Business advice to support VCSEs (proxy value no. staff x hrs £84.00)	NT25: Initiatives to tackle Homelessness (include staff time proxy v £1.00)	NT34: Voluntary Hours for green infrastructure (proxy no of hours x £14.43)
NT 6: People with disabilities into work (proxy value £12,769.68)	NT16: Equipment/Resources donated to VCSEs (proxy value £1.00)	NT26: Health/ Wellbeing related initiatives (include staff time proxy £1.00)	NT35: Sustainable Procurement Record only
NT 7: Support Unemployed into work (Under 24's no. per hour proxy value pw £94.28)	NT17: Voluntary hours to support VCSEs (proxy no of hours x £14.43)	NT27: Initiatives to strengthen community networks (include staff time proxy v £1.00)	NT36: Other: £ Invested (value of the investment)
NT 8: School Engagement (no of staff hours £14.43)	NT18: Local Supply Chain Spend through contract (proxy value £0.60)	NT28: Donations to local community projects (Actual donation value)	NT37: Other: expert support hours per session (proxy v £84.00)
NT 9: Vocational Training Qualifications (L2 -L4+ no. pw proxy value £234.87)	NT19: Local SMEs Supply Chain Spend through the contract (proxy value £0.60)	NT29: Voluntary hours to local community projects (proxy no of staff hours x £14.43)	NT38: Other: voluntary hours (no. of hours proxy hours £14.43)
NT10: Apprenticeships (L2-L4+ no.pw proxy value £168.04)	NT20: Staff wellbeing (proxy value hrs x no attendees £95.00)		

* NB Proxy values is an approximation of a value to help measure SROI, where an exact measurement is impossible to obtain. This data from National TOMs Framework.



Putting a value on 'Social Value'

The National TOMs are supported by a set of 'Proxy Values' as indicated in the above matrix. This allows users to assess the financial impact that measures will have on society in terms of fiscal savings and local economic benefits. It is of course recognised that social value is not all about 'money' but nonetheless this is an important metric to help understand the scale and breadth of impact that a measure can make. Importantly, it allows procuring bodies to compare tenders in a way that is proportional and relevant to the bid, and to better justify a procurement decision.

7.0 Social Value Weighting

The Social Value Portal recommends that a standalone weighting of 10-20% for social value is included alongside the Quality/Price matrix for evaluating procurements. This is to ensure that contractors take social value seriously in their bids:

- All bidders are provided with a full menu of the Measures and Values, so that they can select and propose how many activities they are prepared to offer to the council as part of their bid.
- The total sum of all the values that the bidder offers represents the overall Social Value offer to the council.
- Bidders are required to submit evidence setting out how they will deliver against these activities. This is recognised as a Social Value Delivery Plan which will include an Employment Skills Plan.
- Once Contract awarded and a Social Value Delivery Plan has been accepted this can be measured (depending on the type/size/value of contract) either directly with Social Value Portal or the Council's Social Value Impact Officer.



8.0 Social Value Employment Skills Plan

As part of every council tender process it is prudent that Social Value is recognised as a clause or wording to describe Sandwell Council's Social Value ethos and its clear requirement to meet community benefits for its citizens. The Social Value Employment Skills Plan (SVESP) has been developed with an aim to clearly communicate the Social Value priorities for Sandwell and help as a measuring tool to capture outcomes once agreed between the principal contractor and the council. SVESP is a set of benchmarks to firstly propose a commitment within the tender and set realistic key performance Indicators against the cost and duration of works, once the contract is awarded and this is part of the contractual agreement.

Commissioners will:

- Embed Social Value in their commissioning strategies and planning
- Incorporate appropriate and proportionate Social Value requirements which reflect on their procurement, contracts and grants documentation

Planning Officers will:

- Embed Social Value Employment Skills Plan in all Pre - Planning Applications that are over No. of 10 Units, or over a capacity of 10,000 sq. in commercial developments, schools, hospital builds etc.

Social Value & Employment & Skills:

- Identify Social requirements to support employment and skills priorities. It will ask for opportunities to be created from the main contractor, sub-contractors and supply chain. This can be to meet the growth needs of the businesses and enable residents from all backgrounds to obtain skills and attributes that are required, supporting the local talent pool and increase numbers of residents to be better equipped to compete in the local labour market. Helping also to recognise work progression and succession to then open-up more opportunities for entry level jobs.



- To create apprenticeship opportunities and upskilling existing staff.
- Create opportunities for work experience with residents 16+ and also paid and un-paid work experience for 18+ and support people otherwise disadvantaged and long-term unemployed.

Social Value & Environmental:

- Identify environmental requirements as part of a commitment to the Climate Change Strategy. This could be a calculation against CO2 Emissions reduction; Waste Reduction to landfill; water waste and/or innovated ideas to reducing, reusing and recycling.
- To create opportunities to engage with a local community project or school around Biodiversity and Ecology. Looking at the local eco-system and help to promote or sustain green space.

Social Value & Creating Healthier Communities:

- Support and interventions with community organisations, possibly to look to engage with residents on health initiatives.
- Support and engagement with helping older, disabled and vulnerable groups, befriending schemes and digital inclusion etc.
- Voluntary hours to engage with community groups or small businesses, needing expertise advice and sharing best practice.

Social Value & Economy:

- To support and encourage a more sustainable way of procurement with contracts to use local produce or local materials.
- To ensure that the (£) spent on Local Supply Chain is within a dedicated area of miles. (Rule of thumb is 30 miles) however we are looking to encourage 10 and 20 mile radius on some contracts that are more applicable.



- To open-up more opportunities for the local supply chain, creating more opportunities through works packages to attract SME's, Miro businesses and VCSE's.
- To encourage and pay the Real Living Wage to ensure a fair level of pay to all contracting labour.

Example of what an SVESP will look like which can be tailored against contract:

	Benchmarks of Key Performance Indicators	Pro. No's.	Person weeks	Nat. TOMs *
1	Meaningful Work Experience (18yrs +) encourage paid work/ or expenses to be paid. These numbers can be based on work placements or opportunity equivalent to 2 person weeks being a minimum.			NT12
2	School Engagement / Community Activities /Social Value/ work experience 16+ – examples: individual engagement or virtual work shop activities such as CV building - career talks – also arrangement with neighbouring schools / community centres / social enterprises over the contract period. Identify a need within the community area to work with, support, voluntary hours etc.			NT7 NT8 NT17 NT29
3	Creation of new apprenticeships starts or paid employment direct/indirect or equivalent against duration of 104 person weeks - either working towards a full NVQL2 or other trainees looking to aspire to an apprenticeship/ upskilling can be considered for the short-term duration of works, these are paid National minimum wage. <i>(Traineeship opportunities for duration of trades on site can be discussed).</i>			NT9 NT10
4	More opportunities for local SME's and VCSE's. encouraging principal contractors to work with SME's and Mico businesses. Support smaller lots for them to gain work etc. Helping to measuring local spend on local supply chain through contract.			NT18 NT19
5	Supporting existing apprentices to progress onto further NVQ Levels, HND etc. Measured on a person weeks Basis.			NT10
6	Jobs created on site or as consequence of works within the supply chain – to include long term unemployed and vulnerable groups - as new jobs measured on minimum 26 per weeks or equivalent person weeks – example: grounds worker, general labouring operative; gate person; FLT operative; cleaning operative.			NT1 NT3 NT4 NT5 NT6
7	Commit to Green and Sustainable Outcomes – Savings in C02 emissions on contract (usually measured via Tonnes at end of contract). Voluntary time dedicated to the creation or management of a biodiversity or green programmes, helping to support better places to live.			NT 31 NT34
	*National TOM's are shown as an example to the type of opportunities that can be recognised on this project and the monetary return against each outcome.			



Please see attached. SVESP as example of delivery plan.

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