



SOCIAL VALUE POLICY



Social Value Policy

1.0 Purpose and Background

- 1.1 This 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 social value.
- 1.2 It is recognised that social value policy will contribute towards achieving the Council's Vision 2030, which is made up of 10 ambitions (appendix 1) that are interconnected and rely on organisations across the borough working together to make it a reality. The Council have created a suite of indicators to track its journey to 2030, some of which will allow it to use inclusive growth to measure success. The ten ambitions that make up Vision 2030 focus on creating a resilient borough in terms of both Sandwell's people and the place.

2.0 Defining Social Value

- 2.2 The Public Services (Social Value) Act 2012 requires commissioners to think about how they achieve outcomes in a more integrated way at the pre-procurement stage. Rather than thinking about services in isolation or in the short term, this approach requires commissioners to consider long term costs, sustainability and how inclusion of additional social value outcomes can potentially reduce pressures in other areas and provide capacity and funding for improved community benefits.
- 2.3 The Act does not define what is meant by 'social value'. Therefore, the Council will adopt the definition of social value as set out by the Sustainable Procurement Taskforce. Social value is defined as: -
"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 not only to the organisation, but also to society and the economy, whilst minimising damage to the environment".
- 2.4 The following points highlight the main objectives of Social Value: -
- 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, resilient communities and enables sustainable change and improvement for all. These types of value often accrue to different people, communities or organisations in different ways and are not always easy to measure.

3.0 Our Social Value Outcomes

- 3.1 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 the National Social Value Taskforce. These can be linked to the Council's Vision 2030, which has ten ambitions, and the Inclusive Journey Tracker, with a set of indicators that enable it to measure progress against its ambitions. The Journey tracker is means of measuring Inclusive Growth and how the economic benefits of prosperity are shared across the population and place. To help commissioners to consider the most appropriate outcomes and measures, some examples of outcomes and measures are given in appendix 2. In addition appendix 2 also shows the links the themes in TOMs to the Councils Vision 2030 and the ambitions.

- 3.2 The following are some examples of objectives and social themes to help achieve added value that relate to Sandwell Councils Vision 2030.
- 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.

3.3 **Part of qualitative evaluation of bidders will be weighted towards social value question.**

With regard to the application of weighting within the tendering process, it is proposed that weightings are applied between the ranges of 5% - 30% of the quality evaluation, as set out in the Procurement and Contract Procedure Rules. Where elements of Social Value are essential to the delivery of the project then these can be included in the specification and will not necessarily be subject to separate scoring or weighting on social value; and in some instances, a PASS/FAIL weighting could be applied to demonstrate key deliverables within the specification.

- 3.4 Applications to provide services from organisations should therefore demonstrate their, and where appropriate their supply chains', ability to add economic, social and environmental value to the borough above and beyond simply providing the tendered service and provide evidence which would contribute to the outcomes set out in appendix 2

4.0 **Implementation**

- 4.1 The Council will develop an Implementation Framework, which sets out the Council's approach to delivering its Social Value Policy. The Council will ensure that social value is embedded in its commissioning cycle, that governance arrangements are in place to deliver social value and guidance and examples are available on indicators that will be used to consider the potential social value that could be delivered with regard to the Council's social value outcomes.
- 4.2 Social Value is to sit within all procurement activity across the council, including the social economy sector's wider remit towards the inclusive growth picture of Sandwell, to support and enable opportunities that will benefit Sandwell residents, communities and business growth.
- 4.3 It is important that commissioners are specific and clear about what we want suppliers to offer so that we can evaluate the value of the offer and include it as a contractual commitment. However, there is also a recognition that we may need to take a more flexible approach for some contracts in identifying outcomes and measures for Social Value and that we are not too prescriptive initially, but allow commissioners to indicate the outcomes and measures that



are relevant and proportionate to the contract; wherever possible and relevant they will be able to show how the outcomes will contribute to the Vision 2030. This approach recognises that there can be no ‘one size fits all’ model.

- 4.4 Statutory requirements of the Social Value Act 2012 only apply to service contracts (and goods or works contracts where there is a service element) above the appropriate threshold in the Public Contracts Regulations. However, it is the intention of the council to embed this policy within all commissioning and procurement activity regardless of value. In order to apply proportionately and prioritise resources to achieve greater social value, a suggested approach is set out within the following table:

Value	Process
Under £50,000	A light touch approach to social value will be applied with Procurement Lead Officers and staff members encouraged to consider social value in the process of obtaining quotations.
£50,000 – EU Thresholds	Procurement Lead Officers will guide specifications and tender documents to ensure that TOMs are considered within the procurement process and are applied where practical.
EU Thresholds and above	Procurement Lead Officers will guide specifications and tender documents to ensure that considerations are made at commissioning stage and that TOMs are included within the tender process, ensuring that evaluation scores and weightings are clearly set out, and that an action plan is implemented during the contract period.

- 4.5 Adopting a council wide approach will ensure consistency and ensure that all social value activity will be captured and allow reporting of data.

5.0 Monitoring and Review

- 5.1 The Social Value Policy will be monitored on an ongoing basis through reports via the Social Value Portal UK and measurements of outcomes to be reported to Cabinet Member for Core Services and cabinet as appropriate.





Sandwell's Vision 2030


In 2030, Sandwell is a thriving, optimistic and resilient community.


It's where we call home and where we're proud to belong - where we choose to bring up our families, where we feel safe and cared for, enjoying good health, rewarding work, feeling connected and valued in our neighbourhoods and communities, confident in the future, and benefiting fully from a revitalised West Midlands.

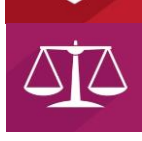
Ambitions for People

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1. Sandwell is a community where our families have high aspirations and where we pride ourselves on equality of opportunity and on our adaptability and resilience.
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2. Sandwell is a place where we live healthy lives and live them for longer, and where those of us who are vulnerable feel respected and cared for.
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3. Our workforce and young people are skilled and talented, geared up to respond to changing business needs and to win rewarding jobs in a growing economy.
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4. Our children benefit from the best start in life and a higher quality education throughout their school careers with outstanding support from their teachers and families.
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5. Our communities are built on mutual respect and taking care of each other, supported by all the agencies that ensure we feel safe and protected in our homes and local neighbourhoods.


Ambitions for Place

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6. We have excellent and affordable public transport that connects us to all local centres and to jobs in Birmingham, Wolverhampton, the airport and the wider West Midlands.
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7. We now have many new homes to meet a full range of housing needs in attractive neighbourhoods and close to key transport routes.
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8. Our distinctive towns and neighbourhoods are successful centres of community life, leisure and entertainment where people increasingly choose to bring up their families.
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9. Sandwell has become a location of choice for industries of the future where the local economy and high performing companies continue to grow.
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10. Sandwell now has a national reputation for getting things done, where all local partners are focused on what really matters in people's lives and communities.

