

# East Suffolk Councils Social Value Policy

## 1. Aims and Objectives:

- Ensure the capital invested with our partners, contractors and suppliers contributes to the delivery of the East Suffolk Business plan key objectives (Enabling Communities, Economic Growth and Financial Self Sufficiency), with particular regard to social, economic and environmental objectives.
- Through East Suffolk District Councils' *Enabling Communities Strategy*, support communities to build their capacity, connectivity, cohesiveness and independence to enable them to be more resilient and improve the quality of their lives.
- Maximise the social value return on the councils' capital invested with our partners, contractors and suppliers by providing *simple support* and ensuring that they use their skills, connections and capacity to support the reduction of East Suffolk's health inequalities, such as mental and physical health conditions and poverty.
- Positively contribute to improved outcomes for individuals, families and communities through the provision and support of education, learning, training, employment and skills.
- Through implementing the East Suffolk District Councils' Environmental Policy, protect, enhance and make sustainable use of our environment through: our own operations; those we commission/procure; the businesses and communities we work with.

## 2. What is social value?

East Suffolk Districts Councils' recognise that "Social value" is about maximising the impact of public expenditure. 'It is a way of thinking about how our scarce resources are allocated and used. It involves looking beyond the cost of each individual contract and looking at what the collective benefit to a community is when a public body awards an appropriate contract. Social value asks the question: If £1 is spent on the delivery of works, supplies and services, can that same £1 be used, to also produce a wider benefit to the community.'<sup>1</sup>

By considering our commissioning in a social value context and in terms of the *social return on investment* (SROI), we can generate wider benefit for the community, achieve added value and efficiencies from our spending through partners, contractors' suppliers and third parties and enable a more joined up approach to building capacity and resilience across our communities.

## 3. East Suffolk District Councils' Commitment to social value principles:

East Suffolk District Councils' work to comply with aspects of the [Public Services \(Social Value\) Act 2012](#) to improve social, environmental and economic wellbeing within our communities. This policy is intended to support East Suffolk's wider communities and enable them to build their capacity and resilience to enhance the quality of life for all of our residents. The policy will positively contribute to the delivery of the [East Suffolk Business Plan](#), by addressing the social, economic and environmental challenges of our diverse area, while at the same time protecting and enhancing all that is best and unique about our natural and built environment. Therefore East Suffolk District Councils' will apply, as appropriate

the broad principles of social value to all commissioning and procurement arrangements, irrespective of the value of the Works, Services and Supplies exceeding or falling below the EU Public Contract Regulations 2015 financial thresholds, whilst ensuring that the requirements placed on partners, contractors and suppliers is proportionate and relevant to the supplies and services to be provided

This Social Value Policy demonstrates the Councils' commitment to delivering social value benefits through its commissioning and procurement processes. The policy builds on existing commissioning and procurement practices and underlying principles of:

- Sustainable Procurement.
- Taking a value for money approach, rather than lowest cost when evaluating bids, to take into account how the whole life cycle cost can include social, economic and environment requirements and advancement.
- Considering the most appropriate form of consultation including market engagement as appropriate, accounting for requirements of people and organisations being consulted, financial value and the likely impact of procurement. Ward members and Town and parish Members to be included in the consultation process as appropriate.

#### **4. How East Suffolk District Councils' will embed social value:**

4.1 The commissioners across the Councils' and all those involved in externally sourcing contracts will consider and meet the following criteria:

- a. The entity to be procured will improve the social, environmental and economic well-being of East Suffolk and its specific areas;
- b. The entity delivered will contribute directly to the delivery of the Councils' key priorities and shared vision (as set out in the East Suffolk Business Plan); ;
- c. The Councils' will consult and engage with partners and communities as necessary to maximise the social, environmental and economic benefits for our communities.
- d. Contract management with named accountable individuals', to ensure that agreed social value activity is monitored and tracked as part of any contracting arrangements.

4.2 Adopted Principles:

- i. It is recognised that there can be no 'one size fits all' model. Under the requirements of the Public Services (Social Value) Act 2012, consideration only needs to be given to 'matters that are relevant to what is proposed to be procured and, in so doing, commissioners must consider the extent to which it is proportionate' and appropriate. The Councils' procurement officers and clients will be proportionate and appropriate when procuring to reflect the works, services and supplies.
- ii. It is the role of commissioners and procurement officers to consider, on a contract by contract basis, the potential social value outcomes that could be delivered through the procurement process and the most appropriate procurement strategy to achieve this.

- iii. Social value priorities for the commissioned Works, Services and Supplies should be embedded throughout procurement process and be clear in procurement documentation. Commissioners, procurement officers and clients will be responsible for agreeing relevant social value criteria, as well as being open and transparent in terms of defining how social value elements will be weighted and evaluated.
- iv. Local communities (of both place – where people live – and interest – things that they have in common) should be engaged in shaping and deciding what is important to them, as well as being consulted on the supplier proposals and how they might contribute to social value delivery within the community.
- v. The manner in which evidence of social value outcomes are to be provided is not prescribed by the Act or this policy. Dependent on the procurement strategy of each procurement process, East Suffolk District Councils' may choose to specify requirements explicitly within procurement documentation or request potential suppliers to develop their own innovative ideas and demonstrate how they, and, where appropriate, their supply chains, will add economic, social and environmental value, above and beyond simply providing the works, services and supplies. Where appropriate evidence of previous social value may be required to be submitted by potential suppliers in the procurement process.
- vi. Improve transparency, wherever possible and practicable, steps should be taken to enable East Suffolk District Councils' to report centrally on added social value achieved through the commissioning and procurement arrangements.
- vii. Examples of best practice from both within the Councils and other local authorities should be developed to inform future commissioning activity.
- viii. Responsibility for monitoring and embedding social value across East Suffolk District Councils' commissioning and procurement arrangements will form part of the Councils' Procurement Strategy. The Customer Services team will be responsible for supporting commissioners in any future review of this Social Value Policy and for reporting annually. Strategy to be reviewed annually.

#### 4.3 Priority Aims

**East Suffolk District Councils' Social Value Priority Aims:**

- ix. Our Social Value Priority Aims include, but are not limited to developing sustainable local employment, training, volunteering and work experience opportunities. These include apprenticeships and internships specifically designed to address disadvantaged and hard to reach target groups e.g. NEETS (Not In Education, Employment or Training), long-term unemployed and people with disabilities to increase social mobility.
- x. Provide effective business support to facilitate the growth of small and medium-sized enterprises including new entrants and social enterprises.
- xi. Support the development and resilience of market towns, which are attractive to residents, businesses and visitors and promote local tourism.
- xii. Improve the health and wellbeing of local communities by enabling and supporting them to build their own capacity to do more for themselves, take care of themselves and to be independent, resilient and safe.

- xiii. Increase levels of physical activity across East Suffolk and promote access for all communities and age groups to sport and recreational amenities.
- xiv. Support delivery of the East Suffolk District Councils' poverty strategy, by addressing food and fuel poverty and reduce levels of child poverty and health inequalities through extended financial inclusion and early help support.
- xv. Develop an East Suffolk approach to digital inclusion and extend the use of social media, to promote access to services and to help address inequalities.
- xvi. Encourage the development of local emergency plans and contribute to ongoing activity to make East Suffolk a safer place and to reduce the fear of crime.
- xvii. Reduce social isolation and loneliness across East Suffolk
- xviii. Facilitate sustainable behaviours through the provision of suitable services (e.g. recycling and composting provision, environmental protection and enforcement), knowledge sharing and community engagement and support.
- xix. Assisting organisations to achieve the balance between economic viability and improved environmental management and sustainability.
- xx. Being an exemplar in our own efficient and responsible use of natural resources, future proofing and maximisation of environmental benefits through development and implementation of our service, project and procurement opportunities.

4.3 Required Outcomes and Measures – Success in terms of social outcomes will be measured by the *distance travelled* of the action<sup>2</sup> - the difference that the action has made to East Suffolk Communities and visitors and the measurable outputs.

	<b>Indicative Outcomes / Objectives:</b>	<b>Possible Methods:</b>	<b>Possible Indicators / Measures:</b>
<b>Environmental</b>	<ul style="list-style-type: none"> <li>• The actions identified in the East Suffolk Environmental Policy have been carried out, reported in and continual improvement opportunities identified and added into next years action plan.</li> <li>• Environmental impact and sustainability considered and where appropriate acted upon/included as a part of all service, procurement and project decisions.</li> <li>• Supplies and services procured in line with Government Buying</li> </ul>	<ul style="list-style-type: none"> <li>• Annual report on the East Suffolk Environmental Action plan and updated action plan from 2017 onwards.</li> <li>• Checklist to be developed and then completed by all undertaking new service, procurement and project decisions to determine what needs to be considered and who to be consulted. Take appropriate action to seize mitigation opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Produce a corresponding report and action plan and make publically available.</li> <li>• Completed checklists produced and made available on FRED for internal monitoring. Any action taken as a result reported via the East Suffolk Environmental Action plan.</li> </ul>

	<b>Indicative Outcomes / Objectives:</b>	<b>Possible Methods:</b>	<b>Possible Indicators / Measures:</b>
	Standards where they exist.		
<b>Economic</b>	<ul style="list-style-type: none"> <li>• More employment, training and work experience opportunities for the local community.</li> <li>• Additional local employment, skills and training opportunities for target disadvantaged groups (e.g. under-represented groups, people with physical or learning disabilities, people with mental health problems, NEETs and the long-term unemployed).</li> <li>• Local people maximise their knowledge and skills and access greater employment opportunities.</li> <li>• Create further opportunities for local micro-providers, small and medium enterprises to enter the supply chain or to provide added value by linking services to local needs.*</li> </ul> <p>* NB care needs to be taken to ensure that EC Treaty procurement principles are upheld.</p> <ul style="list-style-type: none"> <li>• The Towns and Villages in East Suffolk remain at the heart of Economic and Social Activity.</li> <li>• Town centres are competitive, providing diverse retail and commercial services and excellent customer choice.</li> <li>• The attractiveness of our towns and villages is improved through</li> </ul>	<ul style="list-style-type: none"> <li>• Support new business start-ups by running with Partners, practical workshops with enterprise clubs.</li> <li>• Create additional and meaningful work placements /experience/ apprenticeships, training opportunities.</li> <li>• The Recruitment Process is fully inclusive.</li> <li>• Create additional and meaningful work placements/experience/apprenticeships, training opportunities.</li> <li>• Encourage the local economy by spending x% of total expenditure in the local supply chain (e.g. within East Suffolk and surrounding areas).</li> <li>• Invest in the local Voluntary, Community and Social Enterprise Sector (VCSE) to support service delivery and initiatives.</li> <li>• Businesses are encouraged to have a local presence where possible to facilitate local employment.</li> <li>• Encourage or sponsor streetscape improvements such as hanging baskets, litter bins and other general maintenance activities.</li> <li>• Work with locality based business groups and other organisations to support town markets and events.</li> </ul>	<ul style="list-style-type: none"> <li>• Support X number of new business start-ups by running with Partners, practical workshops with enterprise clubs.</li> <li>• Provide X person days / weeks of training / apprenticeship work per £X millions of contract.</li> <li>• X% of newly created posts employ local residents / students / or target disadvantaged groups and hard to reach target groups who typically face additional challenges in competing in the labour market.</li> <li>• Attract £x worth of inward investment into Suffolk.</li> <li>• Advertise all / x-type opportunities in local media (Papers, Job Centre Plus, MyGo).</li> <li>• X number of new jobs created in Suffolk.</li> <li>• Number of suppliers paying a living wage.</li> <li>• X number of businesses operating apprenticeship schemes or work placements or mentoring arrangements of which x number are prioritised for young people in care or care leavers.</li> <li>• X number of local people accessing apprenticeships work placements within services commissioned.</li> <li>• X % of the workforce to be on trainee and development programmes.</li> <li>• Level of qualifications achieved by trainees supported.</li> <li>• Evidencing a reduction in the demand for public services.</li> <li>• The value (£) of sponsorship or volunteering attracted into a locality that supports town and village enhancement and vitality.</li> </ul>

	<b>Indicative Outcomes / Objectives:</b>	<b>Possible Methods:</b>	<b>Possible Indicators / Measures:</b>
	<p>public realm and streetscape enhancement.</p> <ul style="list-style-type: none"> <li>• Our towns and villages are enhanced through high quality events that contribute towards the economic growth and vitality of a locality.</li> </ul>		<ul style="list-style-type: none"> <li>• £x invested into local town and village community streetscape.</li> <li>• X number of local events provided or supported with local organisations or businesses.</li> </ul>
<b>Social</b>	<ul style="list-style-type: none"> <li>• Improved health and wellbeing of local residents and employees and reduced social inequalities across East Suffolk.</li> <li>• East Suffolk Communities engaged, supported and able to help themselves and able to put their own ideas into practice.</li> <li>• East Suffolk Communities, especially those areas with greatest need, supported in partnership by local providers and businesses playing an active role.</li> <li>• More active communities engaging in a broad offer of physical, leisure, sport and recreational activities.</li> <li>• A workforce that is representative of the communities we serve, that is equal and diverse.</li> <li>• The fear of crime reduced locally, with a wider distribution of emergency plans, developed by communities and in place across east Suffolk.</li> <li>• Reduced poverty, particularly child poverty, across East Suffolk with current regenerational cycles of deprivation also reduced.</li> <li>• Digital technology developed and</li> </ul>	<ul style="list-style-type: none"> <li>• Provide 'health clubs' or workshops to raise awareness of mental and physical health and wellbeing, including keeping fit and active, healthy eating and healthy lifestyles.</li> <li>• Provide career mentoring and local employment support and work experience opportunities to schools, colleges and local communities e.g. mock interviews, Curriculum Vitae (CV) advice, personal budgeting, work readiness and careers guidance.</li> <li>• Allow community groups to use premises, facilities and equipment where appropriate and safe to do so.</li> <li>• Support community groups to manage physical assets in the community (e.g. community buildings) effectively.</li> <li>• Support local community groups and organisations, including Voluntary and Community Sector (VCS), with advice and knowledge sharing e.g. volunteering schemes, coaching, mentoring and trustee and school governor positions.</li> <li>• Proactively engage with mixed and diverse minority groups within communities to encourage and promote equality and diversity in the provision and operation of services e.g. hold a Black, Minority and Ethnic (BME) world cafe event.</li> <li>• Provide work experience, job shadowing, taster sessions and mentoring to under-</li> </ul>	<ul style="list-style-type: none"> <li>• Additional number of facilities made available to targeted groups and increased number of hours they are used.</li> <li>• Additional number of health clubs introduced and the number of local residents attending.</li> <li>• Additional number of people, particularly young people and those from wider communities, supported through mentoring, employment and coaching activities.</li> <li>• Number of additional service users or employees engaging in volunteering or becoming trustees and governors.</li> <li>• Number of hours of business planning support, financial advice, legal advice or Human Resource advice provided to community and voluntary organisations.</li> <li>• Number of community events held or supported to reach under represented groups including BME communities to promote access to services.</li> <li>• Number of new schemes introduced, or existing schemes supported, to support older people and other vulnerable groups to be more active within the community e.g. dementia friendly community groups.</li> <li>• Number of computers reconditioned, donated and redistributed to communities.</li> <li>• Number of hours provided to support communities with IT training and support.</li> </ul>

	<b>Indicative Outcomes / Objectives:</b>	<b>Possible Methods:</b>	<b>Possible Indicators / Measures:</b>
	<p>in place across East Suffolk facilitating improved access to services and social connectivity addressing inequalities.</p> <ul style="list-style-type: none"> <li>• Digital inclusion and access for all communities across East Suffolk with particular inclusion of the most deprived wards and parishes.</li> </ul>	<p>represented groups and to those furthest from the job market.</p> <ul style="list-style-type: none"> <li>• Coordinate and run a befriending scheme to reduce social isolation for older people or other vulnerable groups or financially contribute to existing schemes (for example Men’s Sheds or Care Farms).</li> <li>• Support local communities with the development of their business plans, funding bids or emergency planning preparation.</li> <li>• Provide or support existing business development workshops and opportunities e.g. Information Technology (IT), business planning and CV writing.</li> <li>• Support digital inclusion, including opportunities to get online in local venues and provision of workshops to promote internet safety and IT development. Donation of reconditioned personal computers and IT equipment to deprived communities.</li> <li>• Introduce and demonstrate family and carer friendly employment policies and local recruitment opportunities.</li> <li>• Support carers in the organisation or community to fulfil their caring role.</li> <li>• Work with local practitioners and partner organisations to target young people who are involved or at risk of offending and positively engage and direct them towards positive activities.</li> <li>• Encourage older people to remain active within the community, lead active lifestyles to support independent living and manage long-term conditions.</li> <li>• Support the establishment of additional Dementia Friendly Communities across East Suffolk through active engagement in</li> </ul>	

	Indicative Outcomes / Objectives:	Possible Methods:	Possible Indicators / Measures:
		Dementia Action Alliances. <ul style="list-style-type: none"> <li>• Encourage employee volunteering in support of local community initiatives and organisations.</li> </ul>	

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1. Public Services (Social value) Act 2012  
[http://www.socialenterprise.org.uk/uploads/files/2012/03/public\\_services\\_act\\_2012\\_a\\_brief\\_guide\\_web\\_version\\_final.pdf](http://www.socialenterprise.org.uk/uploads/files/2012/03/public_services_act_2012_a_brief_guide_web_version_final.pdf)
  2. A Guide to Social value on Investment  
<http://www.neweconomics.org/publications/entry/a-guide-to-social-return-on-investment>