

TELFORD & WREKIN COUNCIL

COMMITTEE AND DATE Business and Finance Scrutiny Committee 16th March 2022

TITLE Social Value pledges update 2022

REPORT OF Corporate Procurement, Lead Cabinet Member Cllr Rae Evans

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

To provide the Scrutiny board with an update as to the introduction of and implementation of social value through the Council's procurement activity over the past 12 months.

2. RECOMMENDATIONS

1. To note the update with regards the social value pledges from successful suppliers tender submissions through the procurement process from across Council activity.
2. To note the ongoing development of social value delivered in 2021 from 2020/2019 pledges.

3. IMPACT OF ACTION

In line with the Public Services (Social Value) Act 2012 and update in 2018, there is a legal requirement on public bodies to consider economic, environmental and social benefits when procuring services.

The Act enables suppliers to spread their corporate social responsibility through the Contracts they tender for. Social Value helps deliver a wider community benefit over and above that of the Contracted services.

1. **SUMMARY IMPACT ASSESSMENT**

COMMUNITY IMPACT	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	<p>Social value is about collaboration for the collective good and has positive impacts on each of the Council's priorities;</p> <p>Every child, young person and adult lives well in their community.</p> <p>Everyone benefits from a thriving economy.</p> <p>All neighbourhoods are a great place to live.</p> <p>Our natural environment is protected, we take a leading role in addressing the climate emergency.</p> <p>A community focussed, innovative council providing efficient, effective and quality services.</p>
	Will the proposals impact on specific groups of people?	
	No	Everyone will have a positive impact from social value, even when the social value offer is targeting specific groups.
TARGET COMPLETION/DELIVERY DATE	<i>Continuous</i>	
FINANCIAL/VALUE FOR MONEY IMPACT	No	There are no direct financial implications arising from the recommendations in this report TAS 28.2.22
LEGAL ISSUES	No	The Social Value Act 2012 requires the Council, to consider how it can improve the economic, social and environmental wellbeing of our area through the procurement processes for services contracts subject to public procurement regulations.

		The details set out in this report detail the ways in which the Council has lawfully sought to ensure it achieves maximum social value from its procurement activity. Legal advice has been provided on an ongoing basis as and when required. RP 1/3/22
OTHER IMPACTS, RISKS & OPPORTUNITIES	No	This report sets out the social value strategy and the outcomes from the procurement process.
IMPACT ON SPECIFIC WARDS	No	Impact on all wards within the borough. Enhancing positive impact on the community and creating positive changes in wellbeing, employment, social cohesion and environment.

PART B) – ADDITIONAL INFORMATION

History and Context

The Social Value Act (2012) requires the Council to have regard to Economic, Social and Environmental elements within the procurement process. The outcome is to generate collaboration and well-being for the community in connection with public services contracts. As a Council, we have focused our social value elements around the Council's priorities and structured it based on the National Themes, Outcomes, Measurements¹ (TOMS) Framework

To support the Act a National Social Value Taskforce was founded in 2016 to establish best practice for the integration of social value in public procurement and commissioning. The taskforce bridges the gap between public sector and private to encourage meaningful contribution to the creation of healthy, thriving and resilient communities. The TOMS framework provides a national foundation that all organisations can adopt to support the delivery of social value to the community.

Themes – Are the overarching strategic themes that Telford & Wrekin Council is looking to pursue.

Outcomes – The objectives or goals of Telford & Wrekin Council is looking to achieve that will contribute to the Theme.

Measures – The measures that can be used to assess whether these Outcomes have been achieved.

The Act applies to procurement opportunities above the procurement thresholds, however, in 2018 the Council extended the Act's requirements to

¹ [The National TOMs - Social Value Portal](#)

include social value opportunities from £10,000 where appropriate while being mindful of proportionately.

Where specific social value questions are applied in opportunities, these are based around the Council's priorities;

We will Protect, Care and Invest to create a better borough.

- Our priorities to deliver this are:
 - *Every child, young person and adult lives well in their community.*
 - *Everyone benefits from a thriving economy.*
 - *All neighbourhoods are a great place to live.*
 - *Our natural environment is protected, we take a leading role in addressing the climate emergency.*
 - *A community focussed, innovative council providing efficient, effective and quality services.*

There is also a commitment to apply at least 10% evaluation criteria to social value on all contracts above £10,000 (where appropriate).

The procurement team made a clear statement on the importance and the inclusion of social value to all Managers at the Leadership Forum back in November 2018.

Social value is pledged in the tender offer and delivered over the contract term which does not fit into one reporting year, therefore the information below is a split into 2021 pledges and 2020 deliverables.

5. INFORMATION

The Council actions 2021

- Refreshed the social value questions within the Council's request for quote and tender templates. There are 4 mandatory questions that have to be included (where appropriate) to all opportunities. The questions consist of signing up to and delivering pledges for care leavers, being a carer friendly and disability friendly employer and finally an open question requesting the supplier advises the Council of its social value offer.
- Updated the social value questions and evaluation criteria in the minor, major and use of consultants Dynamic Purchasing System (a purchasing framework) for Construction.

- Presentation delivered on social value to the Telford Business Board late September 2021 to encourage local suppliers to join the list of local suppliers on the Live Well portal to promote their social value offer.

Social Value pledges in 2021

Even though social value sits within Procurement and we champion it, social value actually belongs to all Council officers commissioning and procuring services. Everyone's contribution through their opportunities above £10k has helped to achieve the following:

Successful suppliers pledged social value across a variety of procurements of differing values over the past 12 months.

Waste Contract - Veolia pledge

- £15k to Community projects through Envirogrant
- £10k to other projects, to include Job Box and citizen advice
- Worked in partnership with charities to include a Better Tomorrow on the reuse of furniture where it still has a life
- Engagement with primary schools on how to recycle

Environmental Contract - Idverde pledge

- £10,000 towards community projects. This enabled us to fund more of the applications from established community groups to deliver improvements for their area.
- Apprentices appointed as part of the Community Action Team model currently we have 9 apprentices and 1 vacancy in Lawley.
- Supported the recruitment of kick start apprentices we had 3 through the programme 2 of which are still with us in a full time role.
- Funding towards awards and recognition we are supporting e.g. funded a table for the Keep Great Britain Tidy awards where Street Champions were shortlisted for an award and funding for Pride in our Community awards at the end of March £1,750.

Gypsy, traveller and travelling show people accommodation assessment – Arc4 pledge

- Social value: Ask client to nominate a charity and Arc4 will donate 1% of consultancy fees (minimum of £250).

Waste Arising's Study– Deborah Sacks pledge

- Social value: Opportunities will be sought to work with schools and the wider community to share an understanding of the planning process and the circular economy.

PROS Needs Assessment and Developer Contributions Strategy -The Environment Partnership (TEP) pledge

- Social value – Would welcome the opportunity to explore possibility of Telford & Wrekin Council becoming a Community Partner. TEP staff are offered a paid day per year to volunteer with local community partners and provide up to £500 support for materials and equipment.

Water Cycle Study – JBA pledge

- Will offer training through the JBA Trust including in schools, through placements and knowledge exchange. Also provide online learning resources which can be provided to schools to support both the STEM and geography syllabuses. Offer to advertise future apprenticeship opportunities through local job websites/ information feeds to schools and colleges.

Milk tender - Johal Dairies pledge

- Advertise using Job Centre Plus (shop and online) and are always keen to work in partnership with other local organisations.
- Will offer work experience for local students, especially those from within disadvantaged areas and are active to support family members of existing employees as required in terms of work experience. They already have employees working at our Wolverhampton Depot from within the Telford area.
- Supporters of small business and therefore like to work in partnership with other businesses in the delivery areas due to the understanding and expertise that they have in their areas.
- There are a number of roles within the organisation that could be carried out by people regardless of any health conditions. Johal Dairies have also invested in systems to allow employees to work from home giving further opportunity to provide employment for employees who may not be able to travel to the workplace.
- Johal Dairies are a flexible employer and due to the nature of the roles, work can be carried out around caring responsibilities. They have a number of Business Development Managers that look after children or elderly relatives, however they plan their own working hours to ensure they can manage their caring and business responsibilities.

Tree planting Tender - Treeman Tree Specialist Ltd pledge

- 2 apprentices working on contract team – use contract to benefit their learning experiences
- Working with volunteer groups who are assisting with the tree planting in Town Park, providing training and information
- When carrying out tree works at schools, will try to enrich playground areas e.g. by enhancing forest school areas, putting up bird boxes

(from a local group based at Horsehay that are made by adults with learning difficulties), providing wildlife factsheets for children

Holy Trinity Academy 300 Place Expansion project – Wilmott Dixon pledge

- 2 local direct employees (FTE) hired or retained (for retendered contract) on contract for one year or the whole duration of the contract, whichever is shorter
- 2 local people (FTE) on contract for one year or the whole duration of the contract, whichever is shorter, employed through the supply chain as a result of your procurement requirements.
- 1 employee (FTE) hired on the contract who are long term unemployed (unemployed for a year or longer) as a result of a recruitment programme
- 1 employee (FTE) hired on the contract who are not in employment, education, or training (NEETS) as a result of a recruitment programme.
- 250 of hours of support into work provided to unemployed people through career mentoring, including mock interviews, CV advice, and careers guidance (over 24yo).
- 250 of staff hours spent on local school and college visits e.g. delivering careers talks, curriculum support, literacy support, safety talks (including preparation time).
- 30 site visits for school children or local residents.
- 40 weeks of training opportunities on the contract (BTEC, City and Guilds, NVQ, HNC) that have either been completed during the year or that will be supported by the organisation until completion in the following years - level 2,3,4+
- 140 weeks of apprenticeships on the contract that have either been completed during the year or that will be supported by the organisation until completion in the following years - Level 2, 3, 4+.
- 500 of hours dedicated to support young people into work (e.g. CV advice, mock interviews, career guidance) (under 24yo).
- 30 weeks spent on meaningful work placements or pre-employment course; 1-6 weeks student placements (unpaid).

St Georges Primary New Car Park project - Rio Asphalt & Paving Co Ltd pledge

- Local employment - creation of 3 new FTE jobs throughout the contract period and to supporting 3 apprenticeships within the business. 75% of employees living within a 10-mile radius of the business.
- Buy Local - sourcing materials good and services locally. This has a twofold benefit in that it supports local business and that it reduces the environmental impact by not transporting goods long distances. Where it is not possible to use SMEs they use supply depots, quarries and tarmac plants local to the project sites thus supporting local business

Supplier's social value delivered in 2021 from 2020 pledges

The procurement team requests officers of the Council to report back on the social value offers they have received through their tenders. Here are some previous year's deliverables.

A Better Tomorrow project investment of £5k

Funded a vehicle hire to help reuse furniture from Veolia's bulky waste collections and HRCs.

Citizens Advice Bureau Brookside Project investment of £5k

Veolia funded Citizens Advice to have an outreach in the community centre, one morning per week, on an appointment basis, in a confidential setting – interview room, this would make life easier for the people living in the area to come and meet with our adviser to discuss their issues or indeed for information. For disabled people the fact that Citizens Advice is there would make a big difference as it would encourage people to come out of their homes, reduce social isolation and make a big difference to the lives of residents in Brookside.

Citizens Advice commented - We have supported 138 clients in Brookside with various enquiries equating to 611 issues. Which means on average, we supported each client with 4.4 issues. The majority of the cases are benefit related, followed by debt and housing. 65% of these clients were supported via telephone, 20% email, 11% Face to Face and 4% by letter. This has mainly been down to Covid regulations meaning clients were mainly advised via telephone. The funding you gave us supported us to provide additional adviser resources who carried out booked appointments for the residents of Brookside, primarily via telephone. It also went on admin staff costs to support with booking appointments, keeping diaries up to date, providing excellent customer service and ensuring clients who contacted us from Brookside were contacted to book an appointment within 3 working days.

School Workshops project investment of 29 workshops

Workshops have been delivered since the start of this contract year and we have engaged with 888 pupils about good waste management and looking after the environment. This year saw our Engagement Officer develop new resources focused around Reuse and Litter to further educate the next generation.

Reuse project

Launched in May 2021 working with local charities, A Better Tomorrow, Age UK, Telford and Wrekin Interfaith Council and most recently the British Red Cross.

Veolia Environmental Trust Project investment of £30k

Funding of over £600,000 has been awarded since Veolia took over the contract in 2014. Most recently St George's Recreation Ground has received a grant of £30,000 to refurbish their nearly 100 year old building.

Kick Start Apprentices project investment of 3 apprentices

Veolia have supported the Kick Start initiative with 2 apprentices recruited to date and interviewing for a third candidate presently.

Pride Awards 2022 Sponsorship investment of £900

Veolia are sponsoring the awards for the Pride evening in March and will be in attendance on the night. We have also nominated one of our collection crews who went over and above to help a resident in trouble earlier this year.

Case Studies of social value delivered in 2021 from 2020 pledges

If social value is embedded in the procurement process it must be quantifiable. It's not easy to measure what social value means to an individual, a group or a community, but something that has a positive impact will make a difference, here are some case studies to help quantify the outcomes of the 2020 social value offers.

Case Study One investment £900

Telford and Wrekin CVS Young Carers received an EnviroGrant of £900 to deliver a Young Carers' cookery project. The aim of which was for young carers to learn life skills in cookery and to be able to explore healthy eating, try new foods and cook safely. Young Carers very often have to either prepare their own meals, or that of the family and we very much thank Veolia for supporting the carers in granting us the money to be able to offer workshops to support them.

Outcomes:

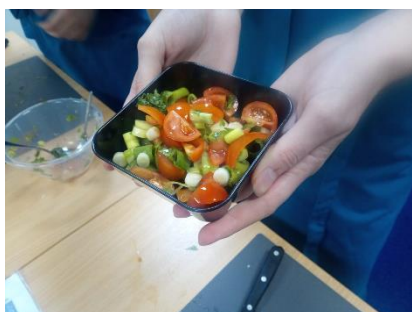
- 36 attendances at 6 x cookery sessions with 20 different young carers accessing the sessions.
- Life skills activities give young carers an opportunity to create something personal to them that supports their wellbeing and learning in a fun, engaging and relaxing way
- The sessions promoted relationships, friendships through collaboration.
- Was educational and supported confidence and self-esteem.
- Carers learned life skills, how to cook healthily and try healthy foods, with the potential to support physical health and wellbeing, education and learning, building confidence and self-esteem in their new skills, as the programme developed.
- All of the activities made a difference in the young carer's lives in reducing social isolation.
- Feedback:

"I enjoyed being part of a group and had made a new friend in the process "

"I've had a lot of fun, I would like to do this again"

"I've thoroughly enjoyed this evening."

"I am doing cookery at school and this is helping."



Case Study Two investment of £800

Lightmoor Village Primary School were awarded an EnviroGrant to create a Sensory Garden, getting the children involved to make it. The children in class 1 and class 2 helped prepare and plant all the sensory plants and different textured surface materials. Since the garden has been completed all our classes have spent time in there, using the space to complete class work, discuss outdoor topics and even have a picnic! Next year we intend to use the space on a regular basis for our Nurture group as the surroundings create a relaxed and safe environment.



Case Study 3 investment of £200

'Friends of Holmer Lake and Madebrook received a grant to begin a Community Orchard. They now have 5 historic, local variety apple trees, a designated wildflower meadow area and ambitions to add extra features such as seating and extra fruit trees/shrubs using future grant funding too.

“Thank you for allowing us to start developing this area, it has really brought a former redundant/sterile amenity grassed area up to a whole new level, with big aspirations for its future.”

Plans for 2022

The Social Value Swap Shop has been available on Live Well Telford since autumn 2020 but a formal launch did not take place due to the pandemic business pressures. We are now planning a dedicated marketing campaign with our Comms Team to encourage more local organisations to place their wants and needs in the 'swap shop' and more business to pledge their support.

Once there are a sufficient number of suppliers who can deliver social value locally, the live well portal can be promoted in the tender documents. National suppliers can then collaborate with local suppliers to deliver their social value commitment via the local supplier (where applicable).

By summer 2022 we will have refreshed our social value policy and also provide a social value statement which demonstrates the achievement and successes this process can bring to all residents of the borough.

6. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

The impact of maximising social value across the Council has resulted in additional services and support being made available to groups supporting vulnerable and disadvantaged people, educational settings to future proof our positive environmental behaviour and securing a step to permanent employment. Social value being mandated in tendering and contracts should not result in any negative impacts as the additional value is provided by the suppliers as part of their corporate social responsibility, business values and ethos at no additional cost to the buyer.

7. PREVIOUS MINUTES

N/A

8. BACKGROUND PAPERS

N/A

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