



# Rutland County Council

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## **SOCIAL VALUE POLICY**

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## 1. INTRODUCTION

- 1.1 The aim of this Policy is to set out how Rutland County Council will deliver social value through its commissioning and procurement activities and to set the Council's priorities in relation to social value.
- 1.2 Local authorities are required to consider how economic, social, and environmental well-being may be improved by services that are to be procured, and how procurement may secure those improvements under the provisions of the Public Services (Social Value) Act 2012.
- 1.3 Rutland County Council want to use this opportunity to bring Social Value considerations into all aspects of our work, not just those defined under the legislation, as such the intention is that this Policy will be:
  - i) mandatory for all procurements for services over the EU thresholds;
  - ii) considered by officers for all other procurements on a case by case basis
- 1.4 It is the Council's intention to implement this Policy on a phased basis over the next three years (see Appendix A, Section 7).

## 2. WHAT IS 'SOCIAL VALUE'

- 2.1 The Public Services (Social Value) Act 2012 provides the following broad definition of Social Value:

*"If a relevant authority proposes to procure or make arrangements for procuring the provision of services, or the provision of services together with the purchase or hire of goods or the carrying out of works...the authority must consider how what is proposed to be procured might improve the **economic, social and environmental well-being** of the relevant area and, in conducting the process of procurement, how it might act with a view to securing that improvement." It must also "consider whether to undertake any consultations as to matters to be considered"*

- 2.2 The term 'social value' refers to approaches which maximise the additional benefits that can be created through the delivery, procurement or commissioning of goods and services, above and beyond those directly related to those goods and services.

## 3. POLICY AND LEGISLATION

- 3.1 The Public Services (Social Value) Act 2012 came into force on 31st January 2013. It provides a legal obligation for local authorities and other public bodies to consider the social good that could come from the procurement of services before they embark upon it. The aim of the Act is not to alter commissioning

and procurement processes, but to ensure that, as part of these processes, councils give consideration to the wider impact of the services delivery.

3.2 It allows authorities, for example, to choose a supplier under a tendering process who not only provides the most economically advantageous service, but one which goes beyond the basic contract terms and secures wider benefits for the community.

3.3 The wording of the Act states that the authority must consider:

- How the proposed procurement might improve the economic, social and environment well-being of the relevant area.
- How the process of procurement could help bring about that improvement.
- Whether to consult relevant stakeholders on how social value could be created through the procurement.

3.4 The Act specifies that the authority must consider only matters that are relevant to what is proposed to be procured; and, in doing so, must consider the extent to which it is proportionate in all the circumstances to take those matters into account.

3.5 Social value is therefore about using the money we have more strategically, to produce a wider benefit than would otherwise have been achieved.

## **4. OBJECTIVES**

4.1 The objectives of this policy reflect the Council's definition of Social Value and are consistent with the wider Rutland County Council Corporate Plan and the vision for Rutland.

4.2 Our social value outcomes relate to three main themes:

- 1. Supporting economic growth for Rutland**
- 2. Reducing demand for public services in Rutland by increasing resilience and independence (supporting health and wellbeing).**
- 3. Looking after the local environment**

4.3 Within these themes, the overall outcomes will be:

- Increasing the proportion of services and goods provided locally.
- Greater circulation of the Rutland pound in local supply chains, thereby maximising the 'multiplier effect'.
- Supporting the creation of jobs, skills and training opportunities
- Promotion of opportunities for small and medium-sized enterprises (SMEs), social enterprises and voluntary and community organisations.

- Greater 'social innovation' across the commissioning landscape
- Better value for money through capturing longer-term savings for the Council as a whole.
- Better connections across services, with a greater understanding of how services interact to support outcomes and impact on the wider community.
- Savings through reductions in demand across a range of service areas
- Increased community-led activity, resilience and local problem solving

## 5. THE SCOPE OF RUTLAND'S APPROACH

5.1 The social value approach encompasses the full commissioning cycle: service planning and review; decision making and policy development; and the procurement of both goods and services.

5.2 To achieve the outcomes we will:

- Invest in ways that most benefit our local communities.
- Use community capacity building approaches as a means of regenerating local communities, both socially and economically.
- Recognise that solutions jointly developed and owned by communities, the Council and businesses offer practical and sustainable outcomes.
- Improving cross-service connections, recognising how commissioning in one service or business area can support delivery of targets on another.
- Value and grow our relationship with the voluntary and community sector and small businesses.
- Embed our approach to social value in all of our policy development and procurement activity; and promoting social value in our relationships with other organisations – recognising that the more we apply social value the greater the overall outcomes for Rutland.
- Promote employment and economic sustainability – tackle unemployment and facilitate the development of skills
- Promote equity and fairness – target effort towards those in the greatest need or facing the greatest disadvantage and tackle deprivation
- Promote environmental sustainability – reduce wastage, limit energy consumption and procure materials from sustainable sources

### 5.3 Measuring social impact

5.3.1 The impact of social value activities on the local community and on people's wellbeing will be measured to ascertain the extent to which this policy is supporting the delivery of improved outcomes.

5.3.2 Contracted providers will be monitored via contract monitoring mechanisms to ensure that the social value targets and actions they set out in tender documents are implemented and continue over the life of the contract.

5.3.3 Measurement is set out in the Framework in Section 6 below.

## 6. RUTLAND'S SOCIAL VALUE OUTCOME FRAMEWORK

- 6.1 The Framework sets out the outcomes Rutland wants to achieve via Social Value. The measurements below are *examples only* of how we might monitor suppliers to establish whether they are supporting these outcomes. As part of the procurement process, providers will be expected to suggest their own opportunities for social value and set out how they will measure and monitor them.
- 6.2 It is not envisaged that all contracts will achieve all outcomes, but that as a minimum, suppliers will be working towards at least three and across more than one theme.

Outcome – What are we trying to achieve?	Measurement – What could this mean for suppliers? <sup>1</sup>
<b>Theme: Supporting the Local Economy</b>	
<b>Local people in sustainable employment</b>	<ul style="list-style-type: none"> <li>• Create x number of traineeships (including apprenticeships) for local residents</li> <li>• Provide x number of days of meaningful work experience for local residents</li> <li>• Support x number of people back to work by providing career mentoring for job clubs, including mock interviews, CV advice, and careers guidance</li> <li>• Employ x number of any group of people who typically face additional challenges in competing in the job market</li> </ul>
<b>Thriving local businesses</b>	<ul style="list-style-type: none"> <li>• Support x number of new business start-ups by running practical workshops with enterprise clubs</li> <li>• Support the local economy by spending x% of total expenditure in the local supply chain</li> <li>• Support the local economy by spending x% of total expenditure with SME businesses through the supply chain</li> </ul>
<b>Bringing additional funding into the county</b>	<ul style="list-style-type: none"> <li>• Attract £x worth of inward investment into the county</li> <li>• Secure positive profile for Rutland through x number of positive stories in regional or national media</li> </ul>
<b>Theme: Reducing Demand for Public Services</b>	
<b>Raise the standard of living for local people</b>	<ul style="list-style-type: none"> <li>• Increase rates of pay for lowest-paid staff by x%</li> <li>• Improve the skills levels of existing staff by training x% of the workforce to a minimum NVQ standard</li> <li>• Reduce average sickness absence by x% through an improved health, wellbeing and support package for staff</li> <li>• Identify all staff who are carers and ensure flexible</li> </ul>

<sup>1</sup> These are examples of what might be measured – providers will be expected to suggest their own as part of a procurement process

	<p>working practices are implemented to support these responsibilities within x weeks of contract start date</p>
<p><b>Local people and communities enabled and empowered to support themselves and each other</b></p>	<ul style="list-style-type: none"> <li>• x% of service users supported to self-help</li> <li>• Contribute x number of hours of business planning support / financial advice / legal advice / HR advice to community and voluntary organisations through an Employer-Supported Volunteering scheme</li> <li>• Provide facilities for use by community and voluntary organisations for x number of hours per year</li> <li>• Work with community and voluntary organisations to create x number of new volunteering opportunities</li> <li>• Support local third sector organisations through the supply chain by spending x% of total expenditure with community and voluntary sector providers</li> </ul>
<p><b>Reduction in health, education and other inequalities</b></p>	<ul style="list-style-type: none"> <li>• Increase rates of pay for lowest-paid staff by x% in line with the Living Wage guidance</li> <li>• Reduce average sickness absence by x% through an improved health, wellbeing and support package for staff</li> <li>• Identify all staff who are carers and ensure flexible working practices are implemented to support these responsibilities within x weeks of contract start date</li> <li>• Supporting young people into work by delivering employability support (e.g. CV advice, mock interviews, careers guidance) to x number of school and college students</li> <li>• Support prevention by running education and publicity campaigns with specific targets (e.g. support x number of staff / residents / service users to stop smoking / increase their physical activity / access money advice)</li> </ul>
<p><b>Theme: Looking after the Local Environment</b></p>	
<p><b>Reducing waste and promote recycling</b></p>	<ul style="list-style-type: none"> <li>• Reduce overall energy consumption / water consumption by x% per year</li> <li>• Achieve x% of staff travelling to work by cycle or on foot to reduce carbon emissions</li> <li>• Increase the use of renewable energy / community generated renewable energy as a proportion of total energy consumption by x% over the lifetime of the contract (without increasing overall energy consumption)</li> </ul>
<p><b>Improving the local environment</b></p>	<ul style="list-style-type: none"> <li>• Increase the planting on unused areas of land on premises/ have a minimum of x% green space for employees to make use of</li> <li>• Litter pick in the surrounding area x times per year with employees</li> </ul>

## **7. NEXT STEPS**

- 7.1 To support continual development, the Council will share (with permission) good practice examples between providers, and will promote successes to encourage growth in Social Value across the local supply chain.
- 7.2 Staff and residents can contribute to the Policy and its implementation by suggesting how else Rutland County Council can consider Social Value within its own business and through its contracted services.
- 7.3 The Social Value Policy will be implemented on a phased basis across the Council, and will be monitored and reviewed on an annual basis.

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## **Appendix 1 – Application of Rutland’s Social Value Policy**

This Appendix gives overview guidance on how the policy will be applied.

The Policy ***must be*** applied to all procurements as set out in legislation. Wider implementation of the Policy will be phased in over a twelve month period – this Appendix will be updated accordingly as the Policy is rolled out.

### **1. Legal Requirements**

The Act only applies to service contracts above the current European Union threshold, but not to works and supply contracts. At present the thresholds are £164,176 and £589,148 for Schedule 3 services, and are subject to change.

If the procurement is carried out in emergency circumstances and it is impractical to comply with the Act, then the Council may disregard the requirements to the extent that it is not practicable to comply with them.

Officers must comply with these requirements.

### **2. Consultation**

Under the Public Services (Social Value) Act 2012, the Council must consider only those matters that are relevant to the proposed procurement, and it must be proportionate in all the circumstances to take those matters into account.

The Act only requires the Council to consider whether to consult; there is no duty actually to consult. Further, the Act does not set out who should be consulted.

The Act does not prescribe how the results of any consultation should shape a procurement which is then undertaken. However, any decision taken whether to consult or not, or how much weight should be given to any consultation response, should be taken fairly and reasonably.

The Council will consult on its website unless circumstances dictate that it is not appropriate. According to the nature of the service the Council may consult in other ways. Consultation responses will be considered carefully and taken into account.

However the weight to be given to such responses will be a matter for the Council’s discretion, balancing all relevant factors.

### **3. Specification Development and Tender Evaluation**

The manner in which evidence of Social Value benefits are to be provided is not prescribed by the Act or this policy. Dependent on the requirements of each procurement exercise, the Council may choose to specify requirements explicitly within

a tender or ask suppliers to come up with their own innovative ideas, bearing in mind the themes and outcomes set out in this policy.

Irrespective, the Council must be clear as to how Social Value elements have been weighted in the evaluation and decision-making process. Individual officers undertaking tenders will be responsible for ensuring that Social Value has been considered, and as part of the procurement process, must record how this policy has been applied. This should be clearly set out in any Cabinet report requesting approval for procurement.

Tender documents should require suppliers to be clear within their tender responses which outcomes they will be achieving and how they will measure these, in order to report to the Council.

#### **4. Best Value**

Under the duty of Best Value, local authorities must consider overall value. This will include economic, environmental and social value but the duty also requires the Council to secure continuous improvement in the way in which its functions are exercised, having regard to a combination of economy, efficiency and effectiveness.

Whilst looking at Social Value, the Best Value duty remains paramount and should continue to be a key factor in the weighting and evaluation of bids.

#### **5. Monitoring of Social Value**

As part of the contract monitoring mechanisms, contract managers are expected to ensure social value is captured on, at least, an annual basis. This must be clearly recorded and monitored against the original tender submissions, within which suppliers should have stated what they were going to achieve and how it would be measured. Any additional Social Value outcomes achieved during the life of the contract by suppliers should also be captured and recorded.

#### **6. Compliance with Social Value Requirements**

As noted, the Council is required to meet Social Value under the Public Services (Social Value) Act 2012, and as such this policy will be subject to internal monitoring and to monitoring by the Crown Commercial Services (CCS) division of the Cabinet Office.

Internally, spot-checks may be undertaken on behalf of the Director of Resources on individual procurement activity and/or on a corporate or Directorate basis. In addition, the compliance with this policy may be subject to Internal Audit and/or review by Audit & Risk Committee.

Nationally, CCS undertakes 'Mystery Shopping' exercises of local authorities and can request information on compliance with the Act at any time. CCS can impose requirements on the Council where it believes it is non-compliant and/or where the Council cannot provide sufficient evidence of compliance; this can include requirements to suspend, or abandon and restart procurements.

Further advice on Social Value and ensuring that it is appropriately considered and included within procurements can be obtained from the Welland Procurement Unit.

## **7. Further Information**

Further information and guidance is available from the Cabinet Office at:  
<https://www.gov.uk/government/publications/social-value-act-information-and-resources/social-value-act-information-and-resources>