

Social Value Policy for Blackpool Council

1.0 Purpose

This policy sets out the legal context for social value and the six social value objectives that Blackpool Council has agreed to deliver through commissioning and procurement activities.

The policy will be supported by a framework/toolkit which sets out the expected outcomes for each objective and provides examples of how suppliers could contribute towards these outcomes. The case study section of the framework is being developed and will provide social value examples from within and outside Blackpool.

2.0 Background and Scope

The Public Services (Social Value) Act 2012 came into force on 31st January 2013. It is now 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 the commissioning and procurement processes, but to ensure that, as part of these processes, councils give consideration to the wider impact of the services delivery. 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.

Blackpool Council is an Associate Member of AGMA (Association of Greater Manchester Authorities). AGMA has developed a template Social Value Procurement Policy to be adopted by commissioning authorities which offers a standardised approach, but can also be modified to be specific to each authority. This policy is based on the AGMA template incorporating appropriate social value outcomes into the procurement process.

It could be argued that this type of approach has been adopted as good practice across Blackpool and Greater Manchester before the Act came into force. However, together the Act and this policy provide an opportunity to deliver a cohesive yet flexible and innovative approach to generating social value through public procurement.

The statutory requirements of the Public Services (Social Value) Act 2012 only apply to public service contracts above EU thresholds. However, in order to incorporate the good practice associated with Social Value into mainstream commissioning and procurement practice, it is the intention to embed this policy and associated Social Value Framework within all commissioning and procurement activity wherever proportionate and practicable.

This policy statement sets out Blackpool Council's aims in this regard. In particular it seeks to:

- Set out a definition of Social Value for Blackpool
- Sets out the policy context for Social Value in Blackpool
- Set out the priority policy objectives
- Sets out a Blackpool Social Value Framework/Toolkit

The framework/toolkit will provide advice and guidance to Council officers to build social value benefits into the commissioning and procurement process. It will also support prospective suppliers to help them demonstrate how to deliver social, economic and community benefits through

contracting and tendering. A series of outcomes which the Council is seeking to deliver which can be measured and monitored as part of the contract monitoring regime will also be included.

3.0 Defining Social Value

The Act does not define what is meant by 'social value'. Therefore AGMA and its members 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 good, 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 economy, whilst minimising damage to the environment.

Social Value is something that can be embedded within the procurement at all scales for both services and capital purchasing. Consideration of Social Value is a pre-procurement activity and the principal point of intervention needs to be between strategic/corporate procurement teams and commissioners. It is believed that at that point, consideration can be given to the opportunity the procurement exercise can offer towards Social Value and the weighting that could be attached to the SV element.

4.0 Policy Context

The Blackpool Council Plan 2013-15 sets out how the authority will work to improve the quality of life and future prospects of every citizen, worker, investor and learner in the town. The Council Plan is based around three themes, each with an associated set of priorities:

We will raise aspiration by:

- Tackling child poverty, raising aspirations and improving educational achievement
- Safeguarding and protecting the most vulnerable

We will become a more prosperous town by:

- Expanding and promoting our tourism, arts, heritage and cultural offer
- Attracting sustainable investment and creating quality jobs
- Encouraging responsible entrepreneurship for the benefit of our communities

We will create healthy communities by:

- Improving health and wellbeing especially for the most disadvantaged
- Improving housing standards and the environment we live in by using housing investment to create stable communities
- Creating safer communities and reducing crime and anti-social behaviour

By incorporating social value into our procurement and commissioning activities, the Council is taking a huge step towards achieving its priority to encourage responsible entrepreneurship for the benefit of our communities, as well as contributing to many of the Council's other priorities.

The principle of social value also aligns with the Council's values, which inform the way we make decisions, the way we work, and the way we develop and provide services to the people of Blackpool. The Council's values ensure that:

- We are **accountable** for delivering on the promises we make and take responsibility for our actions and the outcomes achieved
- We are committed to being **fair** to people and treat everyone we meet with dignity and respect
- We take pride in delivering **quality** services that are community focussed and are based on listening carefully to what people need
- We act with integrity and we are **trustworthy** in all our dealings with people and we are open about the decisions we make and the services we offer
- We are **compassionate**, caring, hard-working and committed to delivering the best services that we can with a positive and collaborative attitude

This Public Service Reform agenda sets out a collaborative and ambitious programme with two linked aims:

- to re-design public services to build the independence and self-reliance of Blackpool's residents; and,
- to collaboratively invest in public service interventions to help Blackpool Council sustainably reduce demand for their services.

These reforms are expressly designed to encourage families, individuals and communities to lead more productive and fulfilling lives. This Social Value Policy, the Blackpool and AGMA Social Value Framework that supports it and the Social Value activities that it generates will form a key element in the delivery of Public Sector Reform.

5.0 Social Value Objectives

The objectives of this policy reflect Blackpool Council's values and priorities as set out in the Council Plan 2012-15. They also reflect Blackpool and AGMA's definition of Social Value (set out in Section 3.0):

- **promote employment and economic sustainability** – tackle unemployment and facilitate the development of skills
- **raise the living standards of local residents** – working towards living wage, maximise employee access to entitlements such as childcare and encourage suppliers to source labour from within Blackpool
- **promote participation and citizen engagement** - encourage resident participation and promote active citizenship
- **build the capacity and sustainability of the voluntary and community sector**– practical support for local voluntary and community groups
- **promote equity and fairness** – target effort towards those in the greatest need or facing the greatest disadvantage and tackle deprivation across the borough
- **promote environmental sustainability** – reduce wastage, limit energy consumption and procure materials from sustainable sources

6. Social Value Framework

The framework below details a number of key outcomes against a range of themes linked to the delivery of the six objectives set out in section 5. The framework includes a series of indicators which informs suppliers and provides a basis upon which the objectives of this policy can be measured and monitored.

Objective	Outcomes: What are we trying to achieve?	What could this mean for suppliers? What could they deliver (Examples Only – this is NOT an exhaustive list)	Case Studies / the art of the possible – ideas to initiate discussions / innovations
1. Promote Employment & Economic Sustainability	Outcome 1: More local people in work	<ul style="list-style-type: none"> • Create x number of new jobs in the local economy • Create x number of traineeships (including apprenticeships) for local residents • Provide x number of days of meaningful work experience for local residents • Support x number of people back to work by providing career mentoring for job clubs, including mock interviews, CV advice, and careers guidance • 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 • Employ x number of ex-offenders (or other group of people who typically face additional challenges in competing in the labour market 	<p>Affordable Housing Schemes (Queens Park & Rigby Road)</p> <p>Central Business District (Bickerstaffe House, Sainsburys& 4 star Hotel)</p> <p>BCH Decent Homes Framework</p> <p>Property Minor Works/Day to Day framework</p>
	Outcome 2: Thriving local businesses	<ul style="list-style-type: none"> • Support x number of new business start-ups by running practical workshops with enterprise clubs • Support the local economy by spending x% of total expenditure in the local supply chain - this could be measured with tools such as LM3 • Support the local supply chain by spending x% of total expenditure with businesses/organisations 	<p>CPR stipulate that 2/3 quotations must be sourced from businesses with FY postcode</p> <p>Get started service/business start-up grants</p> <p>43% of third party spend with local suppliers with an FY postcode</p>

		with an FY postcode	
	Outcome 3: Responsible businesses that do their bit for the local community	<ul style="list-style-type: none"> • Attract £x worth of inward investment into the borough • Secure positive profile for Blackpool through x number of positive stories in the national media • Support the Fairtrade status by ensuring that x% of food products in the supply-chain is Fairtrade • Secure £x-worth of investment in, or in-kind contributions to, fuel poverty initiatives in Blackpool 	<p>Non-Fair Trade products (tea, coffee, sugar, etc) removed from corporate contract suppliers catalogue</p> <p>Green Deal/Affordable Warmth Lancashire wide project proposal. 12 month pilot followed by establishment of a CIC being examined.</p>
2. Raise the living standard of local residents	Outcome 4: A Local workforce which is fairly paid and positively supported by employers	<ul style="list-style-type: none"> • Work towards encouraging our suppliers and service providers paying staff the Living Wage • Increase rates of pay for lowest-paid staff by x% • Improve the skills levels of existing staff by training x% of the workforce to Level 2/3/4 (for example) • Reduce average sickness absence by x% through an improved health, wellbeing and support package for staff • Identify all staff who are carers and ensure flexible working practices are implemented to support these responsibilities within x weeks of contract start date 	<p>Living Wage implemented for all Council paid employees in April 2013, and wholly owned Council companies working towards payment of Living Wage</p> <p>Suppliers Charter encourages third-party providers/suppliers to work towards payment of Living Wage</p>
3. Promote Participation and Citizen Engagement	Outcome 5: Individuals and communities enabled and supported to help themselves	<ul style="list-style-type: none"> • x% of service users supported to self-help • Coordinate and run a befriending scheme to reduce social isolation (and thus prevent the consequences of social isolation) for x number of older people 	Employee assistance programme
4. Build capacity and sustainability of the Voluntary and	Outcome 6: An effective and resilient third sector	<ul style="list-style-type: none"> • Contribute x number of hours of business planning support / financial advice / legal advice / HR advice to community and voluntary organisations through an Employer-Supported 	<p>One-off grant contribution made to support the Advice Link Partnership in 2014/15</p> <p>Council to commission Infrastructure and Advice services from the Voluntary</p>

Community Sector		<p>Volunteering scheme</p> <ul style="list-style-type: none"> • Provide facilities for use by community and voluntary organisations for x number of hours per year • Work with community and voluntary organisations to create x number of new volunteering opportunities in Blackpool • Support local third sector organisations through the supply chain by spending x% of total expenditure with community and voluntary sector providers based in Blackpool 	Sector in 2015/16.
5. Promote Equity and Fairness	Outcome 7: A reduction in poverty, health and education inequalities.	<ul style="list-style-type: none"> • Work towards encouraging our suppliers and service providers paying staff the Living Wage • Increase rates of pay for lowest-paid staff by x% • Reduce average sickness absence by x% through an improved health, wellbeing and support package for staff • Identify all staff who are carers and ensure flexible working practices are implemented to support these responsibilities within x weeks of contract start date • 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 • Reduce the cost of energy supply through collaborative switching schemes 	<p>Living Wage implemented for all Council paid employees in April 2013, and wholly owned Council companies working towards payment of Living Wage</p> <p>Suppliers Charter encourages third-party providers/suppliers to work towards payment of Living Wage</p> <p>Participate in national collaborative energy switching scheme</p> <p>Employee support programme/chance2shine work placements/positive steps into work schemes</p>
	Outcome 8: Acute problems are avoided and	<ul style="list-style-type: none"> • x% overall spend disinvested from acute interventions and reinvested in prevention 	Year 7 junior savers account established with B,W & F Credit Union

	costs are reduced by investing in prevention.	<ul style="list-style-type: none"> • 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) 	School Breakfast scheme introduced in January 2013
6. Promote Environmental Sustainability	Outcome 9: We are protecting our physical environment and contributing to climate change reduction.	<ul style="list-style-type: none"> • Reduce the amount of waste generated by x% compared to previous contract • Reduce the amount of waste sent to landfill by x% compared to previous contract • Reduce carbon emissions by x% per year • Reduce overall energy consumption / water consumption by x% per year • 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) • Support x number of households to better manage their energy demands through improvements in the fabric of their homes, bringing them out of fuel poverty and contributing to climate change goals 	Green Deal/Affordable Warmth Lancashire wide project proposal (CHiL). 12 month pilot followed by establishment of a CIC being examined.