



Coventry City Council

DRAFT Social Value Policy

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1 Purpose and Background

- 1.1 Coventry City Council is required to consider, before commencing the procurement process, how the economic, social and environmental well-being of the city may be improved through the procurement of its services as part of the Public Services (Social Value) Act 2012. 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 a council, 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.
- 1.2 The aim of this policy is to set out how Coventry City Council will deliver social value through its commissioning and procurement activities and to set out the Council's priorities in relation to social value. The Government issued guidance on social value in its Best Value Statutory Guidance in September 2011. This can be accessed at: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/5945/1976926.pdf

2 Defining Social Value

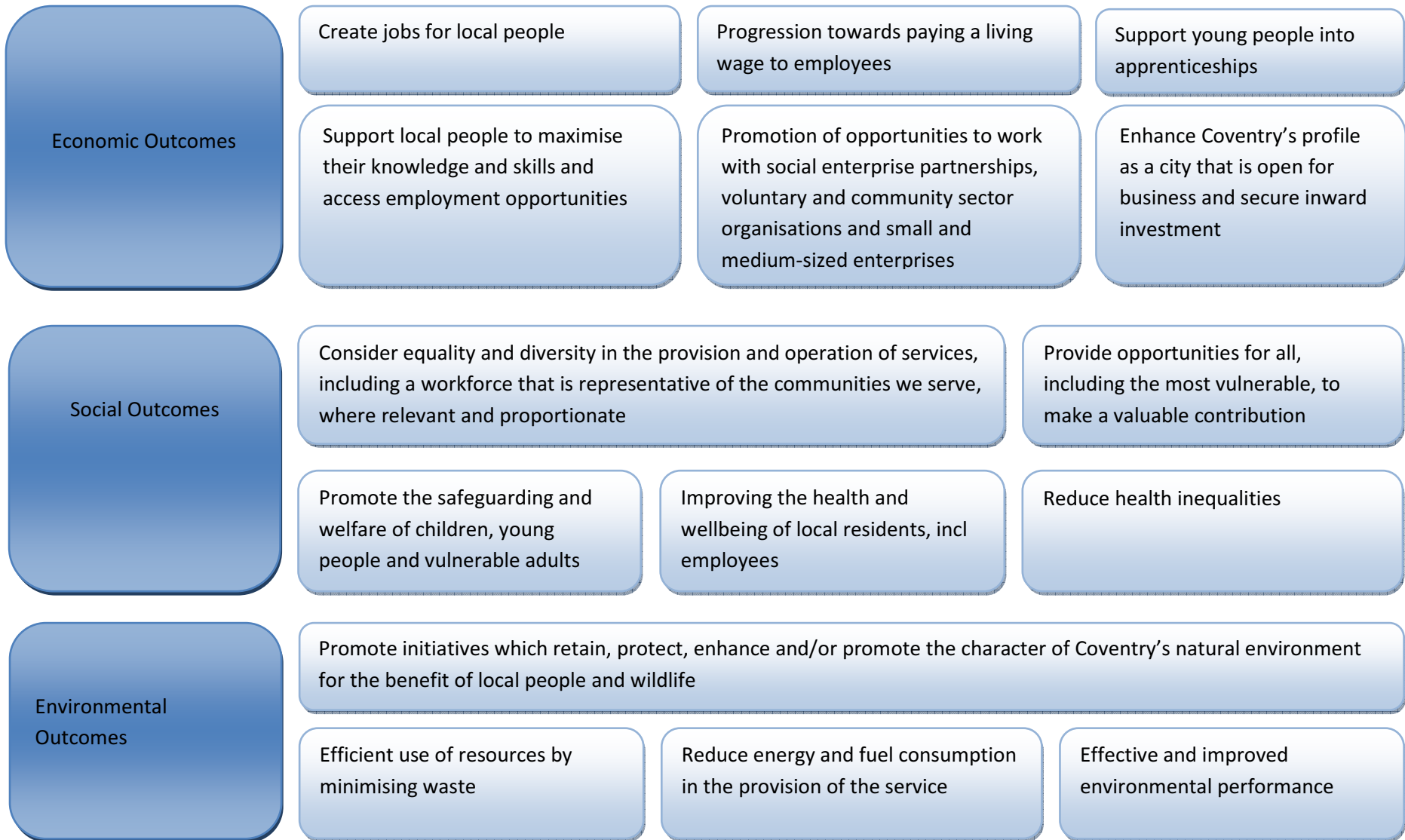
- 2.1 The Act does not define what is meant by 'social value'. Therefore, the Council will adopt the definition of social value as set out by the Sustainable Procurement Taskforce. Social value is defined as:
a process whereby organisations meet their needs for goods, services, works and utilities in 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

3 Our Social Value Outcomes

- 3.1 The Council has developed a set of outcomes that will allow it to consider the economic, social and environmental well-being of the city and its residents when commissioning and procuring goods and services. These outcomes are based on the vision, values and priorities contained in the Council Plan (www.coventry.gov.uk/councilplan/).
- 3.2 The Council procures a wide range of goods and services, and it is recognised that there can be no 'one size fits all' model. This policy will, therefore, need to be applied in a proportionate manner and be tailored to reflect the service or goods to be procured. It is the role of service commissioners and procurement leads 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 these.
- 3.3 Where appropriate in its procurement activities, the council will specify social value outcomes that are proportionate and relevant to the specification of the service required and will evaluate tenders in accordance with those social value outcomes and 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 city above and beyond simply providing the tendered service and provide evidence which would contribute to the outcomes set out below.

Our Social Value Outcomes where relevant and proportionate



4 Scope

- 4.1 The Act applies to services contract and contracts which combine service with the purchase or hire of goods. However, the Council has for many years considered social, economic and environmental issues when procuring goods and services. Therefore, the Council will continue to encourage consideration of social value outcomes in all contracts above the EU threshold, where it can be evidenced that it is relevant to the subject matter of the contract.
- 4.2 For those contracts that fall below the EU threshold, the approach should be to maximise these outcomes where possible.
- 4.3 In order to ensure that the Council adheres to the Act and to EU law, the social value sought from a contract must be relevant and proportionate in respect of the proposed contract.

5 Consultation

- 5.1 In discharging its statutory duties, the Council is required to consider whether consultation should take place as part of the commissioning process, so as to allow the community and voluntary sectors to be more closely involved. Consultation should be considered as part of the process of looking at how a procurement might be offered for tender which would improve the area's economic, social and environmental well-being.

6 Implementation

- 6.1 The Council has also developed an Implementation Framework (attached at Appendix 1), which sets out the Council's approach to delivering its Social Value Policy. The Framework sets out how the Council will ensure that social value is embedded in its commissioning cycle, the governance arrangements in place to deliver social value and a set of indicators that will be used to consider the potential social value that could be delivered with regard to the Council's social value outcomes.

7 Responsibility

- 7.1 The delivery of the Social Value Policy is the responsibility of Executive Director Resources, reporting to Cabinet Member Strategic Finance and Resources. All procurement decisions will be managed through the procurement processes, as set out in the Council's constitution.

8 Monitoring and Review

- 8.1 The Social Value Policy will be monitored on an ongoing basis through reports on procurement to the Cabinet Member responsible for procurement.

Appendix 1: Implementation Framework

1 The Council will ensure that social value is delivered through a number of approaches:

1.1 Commissioning Cycle

1.1.1 The opportunities to secure improvements to social, environmental or economic wellbeing will vary from service to service. Consideration of social value is built into all the stages of the Council's commissioning cycle – when reviewing service provision; conducting a needs analysis; consulting stakeholders and/or the marketplace; and specifying the services to be procured. This offers more genuine opportunities to community and voluntary groups to become involved, whilst maintaining our focus on obtaining value for money. (hyperlink to Service Commissioning Checklist to be inserted)

1.2 Governance Arrangements

1.2.1 The Council will use its existing governance arrangements, through both its democratic governance, as set out in the Council's Constitution, and its Strategic Category Panels, in order to ensure scrutiny and control of procurement decisions so that the Council achieves social value, where appropriate.

1.2.2 The Strategic Category Panels ensure that the Council achieves the best possible outcomes using the resources available, as efficiently as possible. By embedding social value into the Procurement Outline Document (POD), which is taken to Strategic Category Panels for approval, the Council will meet its obligations under the Public Services (Social Value) 2012 Act. In order to embed social value into our processes, the changes will be set out in the Rules for Contract document and associated policies to take effect as soon as possible.

1.3 Social Value Indicators

1.3.1 The Council has identified a set of indicators that can be used to measure and track the amount of social value delivered through contracting arrangements. When commissioning goods and services, commissioners and procurement leads must consider the indicators for inclusion into the award criteria or as a performance obligation, where appropriate. These indicators are not an exhaustive list, and commissioners and procurement leads may wish to consider additional indicators.

Social Value Indicators, where relevant and proportionate

Outcome		Indicators
Economic	Create jobs for local people	<ul style="list-style-type: none"> No of new jobs created within the city Number of local people in employment within services commissioned
	Progression towards paying a living wage to employees	<ul style="list-style-type: none"> No of suppliers paying a living wage
	Support young people into apprenticeships	<ul style="list-style-type: none"> No of businesses operating apprenticeship schemes/work placements No of local people accessing apprenticeships/work placements within services commissioned
	Support local people to maximise their knowledge and skills and access employment opportunities	<ul style="list-style-type: none"> No of training places/apprenticeships/work placements No of local people supported to gain a qualification No of employees benefiting from L&D activities Level of qualifications achieved
	Promotion of opportunities to work with social enterprise partnerships, voluntary and community sector organisations and small and medium-sized enterprises	<ul style="list-style-type: none"> No of contracts with social enterprise partnerships Evidence that suppliers work with voluntary and community organisations via contracting/sub-contracting arrangements
	Enhance Coventry's profile as a city that is open for business and secure inward investment	<ul style="list-style-type: none"> No of new investment projects Amount of new money invested in the city No of foreign owned businesses in the city New business registration rate
Social	Consider equality and diversity in the provision and operation of services, including a workforce that is representative of the communities we serve, where relevant and proportionate	Indicators based on individual service requirements <i>Examples:</i> <ul style="list-style-type: none"> Service caters for the specific needs of users. Equality profile of service users

Outcome	Indicators	
	Provide opportunities for all, including the most vulnerable, to make a valuable contribution	Indicators based on individual service requirements <i>Examples:</i> <ul style="list-style-type: none"> • <i>Increase in volunteering</i>
	Promote the safeguarding and welfare of children, young people and vulnerable adults	Indicators based on individual service requirements <i>Examples:</i> <ul style="list-style-type: none"> • <i>Fewer children in LA care</i> • <i>Reducing incidents of domestic violence</i>
	Improving the health and wellbeing of local residents, including employees	Indicators based on individual service requirements <i>Examples:</i> <ul style="list-style-type: none"> • <i>Provision of facilities and resources for the wider community</i> • <i>No of businesses with a workplace health charter</i>
	Reduce health inequalities	Indicators based on individual service requirements and linked to Council Plan indicators
Environmental	Promote initiatives which retain, protect, enhance and/or promote the character of Coventry's natural environment for the benefit of local people and wildlife	<ul style="list-style-type: none"> • Increased biodiversity • Amount of green space available
	Efficient use of resources by minimising waste	<ul style="list-style-type: none"> • Amount of waste sent to landfill • Recycling rates • Reduced packaging
	Reduce energy and fuel consumption in the provision of the service	<ul style="list-style-type: none"> • Reduced carbon footprint of business
	Effective and improved environmental performance	<ul style="list-style-type: none"> • Certification to Environmental Management System Standard or evidence of equivalent environmental management system, for example an Environmental Policy in place