

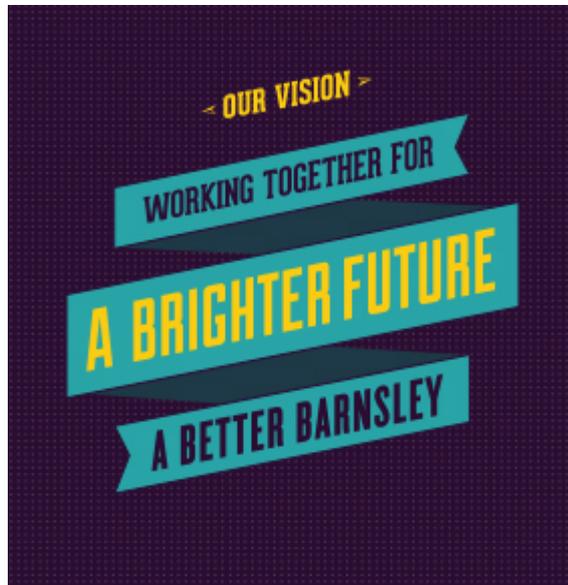


# **BARNSLEY**

Metropolitan Borough Council

## **SOCIAL VALUE POLICY**

**2018**



## Introduction

The Public Services (Social Value Act 2012) places a duty on the council to have regard to economic, social and environmental well-being in connection with public services contracts; and for connected purposes.

The Act puts a legal obligation on an authority to consider social value in all procurements that must comply with the Public Procurement Regulations 2015 and it should be considered in procurement below this threshold as good practice.

The Act requires authorities to consider the economic, environmental and social benefits of their approaches to procurement at the pre-procurement stage and should consider the following as part of the obligations under the act:

1. How what is proposed to be procured might improve the economic, social and environmental wellbeing of the “relevant area”
2. How in conducting a procurement process it might act with a view to securing that improvement
3. Consultation prior to procurement e.g. communities and users of services, local firms, voluntary sector and other local organisations.

When considering how a procurement process might improve the social, economic or environmental well-being of a relevant area the authority must only consider matters which are relevant to what is proposed to be procured. The authority must also only consider those matters to the extent to which it is proportionate to the service to be delivered.

## Social Value Principles

The Principles of Social Value provide the basic building blocks to enable decisions that take a wider definition of value into account. The principles also focus on the questions that need to be addressed so that the information can be used to better inform decisions.

1. **Involve stakeholders**– Inform what gets measured and how this is measured and valued in an account of social value by involving stakeholders
2. **Understand what changes** – Articulate how change is created and evaluate this through evidence gathered, recognising positive and negative changes as well as those that are intended and unintended
3. **Value the things that matter** – Making decisions about allocating resources between different options needs to recognise the values of stakeholders. Value refers to the relative importance of different outcomes. It is informed by stakeholders’ preferences
4. **Only include what is material** – Determine what information and evidence must be included in the accounts to give a true and fair picture, such that stakeholders can draw reasonable conclusions about impact
5. **Do not over claim** – Only claim the value that activities are responsible for creating.
6. **Be transparent** – Demonstrate the basis on which the analysis may be considered accurate and honest, and show that it will be reported to and discussed with stakeholders

## 7. **Verify the result** – Ensure appropriate independent assurance.

### **Purpose of the Policy**

The purpose of the policy is to ensure the council is complying with its duty and to maximise the benefits of the Act. The policy will serve to embed social value principles and make it the duty of everyone involved in procurement and project delivery to be responsible for the delivery of social value outcomes to deliver economic, social and environmental well-being advantages for Barnsley and its citizens.

The policy will build on achievements already made in social value through commissioning and procurement by providing a council wide co-ordinated approach to and maximising the benefits of the potential of social value.

The policy will align with the council's corporate priorities and outcomes which are detailed in appendix one.

### **The Social Value Benefits**

The social value policy will assist the council in achieving its outcomes by the following, but not limited to, the actions below:

- Maximise value for money on a whole life basis
- Generate benefits for the residents to the Barnsley area
- Consolidate the work of the area councils and the work of volunteers
- Benefit the local economy
- Minimise damage to and enhance the local environment
- Encourage innovative approaches to social, environmental, health and economic issues in our borough
- Deliver sustainable solutions, benefiting our communities beyond the length of a contract
- Create job opportunities and improve skills in the borough e.g. apprenticeships etc.
- Encouraging a diversity in the market of suppliers and providers by ensuring procurement processes encourage SMEs and the voluntary sector to participate.

### **How Will the Council Build in Social Value into Commissioning and Procurement Processes?**

The council needs to consider social value from the beginning of the commissioning and procurement process so to ensure social value is built in to the delivery of any contract and not treated as an afterthought where social value outcomes are of secondary importance.

The following actions should be considered at the pre-procurement stage by commissioners and procurers to a level appropriate to the procurement and social value achievable:

Consultation with:

- Stakeholders/Service Users to shape the specification or statement of outcome requirements
- Suppliers/Providers to understand what they can provide and they are able to deliver and understand the council's objectives. Any pre market consultation should ensure that no supplier/provider is disadvantaged through the tender process.

Consultation, if considered appropriate, needs to be undertaken taking into account the needs and requirements of the people and organisations being consulted, the size of the procurement and the likely social, environmental and economic impact of the procurement. Consultations should be "digital by default" and carried out on line but the authority should consider the best way of getting the views of others who may not be familiar with digital processes.

### **Designing the Service**

In designing the service and developing the specification, commissioners and procurers must understand how it might improve the economic, social and environmental wellbeing of the citizens and the Borough of Barnsley by:

- Aligning the procurement to the council's strategic outcomes
- Enable innovation within commissioning and procurement to deliver social value outcomes
- Consider cross directorate initiatives to maximise the social value opportunities.

It is important when developing the specification that social value is considered in proportion to goods, services or works to be delivered ensuring the main objective of the procurement is achieved.

### **Innovation**

Innovative solutions which take into account wider economic, environmental and social concerns should be built into and sought from the procurement process enabling suppliers/providers to put forward alternative solutions or social benefits previously considered.

### **How Social Value will be achieved through the Commissioning and Procurement Process**

The council will ensure its commissioning and procurement processes embed social value by:

- Building social value into Business Units business plans
- Undertaking market engagement to explain the concept of social value and to understand the markets ability to deliver and what innovation they can deliver
- Specifying social value outcomes that are proportionate and relevant to the specification of the service required and evaluates tenders in accordance with those social value outcomes

and the specification. The evaluation criteria and weighting used in the tender evaluation should also reflect appropriate proportionately

- Building sustainable solutions into the specification and tender submissions  
Encouraging suppliers/providers to be innovative in their submission and do not try to restrict the submissions where possible to particular themes
- Requiring potential suppliers/providers to identify added social value benefits that their proposals (tender submission) will bring to the borough and its residents, including at pre-qualification stage where appropriate
- Social value benefits/outcomes to be delivered are clearly defined to enable accurate monitoring of the achievement of the benefits through the contract management.

### **Contract Management**

The council will ensure the delivery of social objectives and benefits through:

- Effective and robust contract management to ensure social value objectives defined in the commissioning and procurement processes are delivered following the award of contract, once the service is operationalised
- It is vital the tender documentation and the contract specify the key performance indicators by which the delivery of social value can be measured and these should be proportionate to the value of the contract
- By the collation of data related to social value from the contract management of contracts to demonstrate the added benefits and effects of the delivery of social value objectives
- Performance on social value will be reported in the corporate quarterly indicators demonstrating social value achievements and benefits.

**Appendix One**  
**Key Social Value Indicators/Outcomes**  
**Future Council 2020 Outcomes**

**Future Council 2020 Outcomes**

All social value outputs and outcomes shall relate and assist to achieve the Barnsley Council's Future Council 2020 outcomes:

***See Appendix B***

## Appendix Two

### Examples of Social Value Good Practice in Barnsley

#### Case Studies - Examples of Good Practice Performed by Barnsley MBC

The appendix is illustrating examples of social value already being implemented in the council to date and demonstrate the benefits that have been gained to the council and its citizens.

All the case studies give examples of the procurement documentation and the clauses/evaluation criteria/performance indicators to highlight social value benefits to be obtained through the procurement.

#### Case Study One - Better Barnsley Bond

The council wanted to ensure the town centre re-development left a legacy that extended beyond the town centre.

The Better Barnsley Bond was introduced in all the town centre development procurements/contracts and is detailed below.



#### 1.0 Overview of the Better Barnsley Bond

The Better Barnsley Bond is a fund created from the mandatory contribution of a sum of money from providers who have been contracted with the council to deliver works or services service contracts on the Better Barnsley Project.

The fund was established to support training, employment and community initiatives in Barnsley to benefit from the major development of the town centre.

To date the requirement for a contribution to the fund from providers has been included in the Better Barnsley Procurement Events.

The Better Barnsley Bond is advertised by the council across various forums, particularly at Area Council and Ward Alliance level to invite applications from groups or individuals across the Borough.

#### 2.0 Clauses in Better Barnsley Projects

The procurements published by the council (NPS), on behalf of the Better Barnsley Projects, have included standard wording to explain the bond and ask for tenderers confirmation.

## Added Value Benefits Achieved Through the Better Barnsley Bond

The prestigious Glassworks development which will transform the town centre of Barnsley has delivered the following additional social benefits:

<b>Activity</b>	<b>Target</b>	<b>Achieved</b>
<b>School/College/ University Visits to Site</b>	<b>30</b>	<b>28</b>
<b>School/College/ University Workshops</b>	<b>10</b>	<b>61</b>
<b>Activities to Support Voluntary Organisations</b>	<b>10</b>	<b>14</b>
<b>Barnsley Community Build</b>	<b>10</b>	<b>13</b>
<b>Work Experience &lt;18</b>	<b>12</b>	<b>25</b>
<b>Work Experience &gt;18</b>	<b>12</b>	<b>28</b>
<b>High Skills Qualification</b>	<b>12</b>	<b>5</b>
<b>Apprenticeship Project Initiated</b>	<b>7</b>	<b>7</b>
<b>Apprenticeship</b>	<b>15</b>	<b>17</b>
<b>Progression into Employment</b>	<b>25</b>	<b>7</b>

## **Case Study Two - Area Councils Procurement**

### **Introduction**

Barnsley Council approved new area governance arrangements in November 2012 to support and enable the delivery of its Corporate Plan priorities.

Six area councils were established:

- Central
- Dearne
- North
- North East
- Penistone
- South

Each area council can set its own priorities to meet specific aims and needs of the communities they serve and therefore have included social value in all their procurements to maximise the benefits from their procurement for the local communities they serve.

The following is a list of social value achievements through procurements in one particular area council though all the area councils have had successes in achieving social value benefits through their procurements and contracts.

### **North Area Council**

The following are a list of projects, contracts, procurements and exerts from the contract documentation that was issued to prospective providers and the final part of the case study is a report of the area council to celebrate the successes and achievements of the area council and its providers and partners.

### **Project One - Anti-Poverty Project**

The North Area Council wanted to commission a provider to deliver a service which will ensure that residents of the North Area Council have access to information, support and guidance.

The outcome of the service was to empower local residents to manage their own circumstances, relieve stress and help to improve the health and wellbeing of the individuals.

The volunteer training is a key aspect of this piece of work. It is intended to empower community volunteers who will be capable of delivering support and signposting by local people for local people. This would be designed to empower residents and contribute to more resilient communities.

### **Social Value Objectives**

The contract required providers to actively contribute to the achievement of specific social value objectives:

- Recruitment and deployment of volunteers, where appropriate, to support low level advice and guidance
- Promotion of employment, education & training opportunities within the North Area
- Work with local VCS organisations and groups, where appropriate
- Contribution to the development of strong community networks

- The promotion of community and individual self-help and the growth of resilience
- Local spend & contribution to the local economy
- All persons employed to deliver this contract will be paid a living wage

## **Project Two - Creating a Cleaner and Greener Environment in Partnership with Local People**

The provider's primary focus will be to work in partnership with local people to achieve results and build community resilience in relation to environmental improvement and community ownership.

Enable local residents and business owners to participate via a community development and participation model resulting in an improved, clean, well presented and welcoming physical environment in the North Area Council area. The Project will contribute to improved community ownership within the local area. This may include practical, proactive tasks including the following issues: littering, dog fouling, shrub bed maintenance, cutting back etc.

The council were looking for a provider that can take a lead role in motivating and engaging local people in volunteering and social action. Engaging with local residents, community groups and volunteers was essential to the success of this initiative and community development.

Sustainability, community support, self-reliance, resilience and reciprocity should therefore be built into the service design and delivery. Also where possible, work experience placements, apprentice opportunities and local labour should be used.

### **Social Value Objectives**

The successful provider is required to actively contribute to the achievement of specific social value objectives:

- Employment and training opportunities within the locality
- Use of local Voluntary Community Organisations and community groups
- Recruitment and deployment of volunteers
- Development of strong community networks, community self-help and resilience
- Engaging with local residents to initiate social action
- Working with existing "friends of" groups and community groups to encourage local action
- Local spend
- Use of local supply chains

All persons employed by the provider to deliver this project must be paid the current UK living wage.

## Performance Report on Social Value Achievements:

### Young People

Performance Indicator (combined with North East)	Target	Achieved to date
Summer internship to be delivered over summer 2016	90	71%
Development of five year plans tailored to the needs of students who attended	60	95%
Improved confidence about the future	60	74%

N.B. New performance indicators will be developed once the role of young person's participation worker has been defined.

### Health and Wellbeing

Performance Indicator	Achieved to date
Local residents experienced improved health and wellbeing	86%
Local people feel more able to manage their own affairs	70%

### Performance Indicators for Environmental Wellbeing and Specific Examples of Community Involvement

Performance Indicator	Cumulative
Social action events	27
Community groups supported	6
Areas adopted by residents	0
Volunteers recruited to Twiggs events	128
Areas of blight targeted	48
Local business engagement	13
Restorative justice sessions	1
Local spend	95%