



NORWICH
City Council

Social Value in Procurement
Framework

October 2019

Introduction

What is social value?

Social value is about getting more value out of the money we spend. It provides a framework for maximising the positive impact of our procurement on council priorities, such as supporting the local economy or reducing inequality. Delivering social value involves working with and influencing our contractors to tailor the way they deliver a contract so that it maximises the wider social, environmental and economic benefits for our residents.

Social value asks the question 'If £1 is spent on the delivery of services, can that same £1 be used to also produce a wider benefit to the community?'

What is the Social Value Act?

The [Public Services \(Social Value\) Act](#) came into force on 31 January 2013. It requires people who commission public services to think about how they can also secure wider social, economic and environmental benefits. Before they start the procurement process, commissioners should think about whether the services they are going to buy, or the way they are going to buy them, could secure these benefits for their area or stakeholders.

What is the role of this framework?

Our social value procurement framework provides a clear but flexible approach to valuing delivery of wider social, economic and environmental benefits through our procurement and ongoing contract management. It aims to:

- Provide clarity for contractors (potential and existing) on the kinds of social value outcomes we would like to see, how they relate to our corporate objectives and how these outcomes could be measured
- Promote innovation in our supply chain by encouraging contractors to redesign service delivery models and work with partners to maximise social value

The framework builds on the council's existing approach to social value which, for example, requires contractors to pay the Living Wage Foundation's living wage and encourages local employment. It also aims to promote and share best practice already happening within our partners and contractors (for an example of this see the case study box below).

Social value case study: Norwich Norse Environmental Ltd

Norse delivers social value within its services in a range of ways, including:

- Offering work experience opportunities for young people, including via a supported programme for people with learning difficulties
- Offering employment opportunities for long-term unemployed residents and ex-offenders
- Creating apprenticeships and working with partners to support young people not in employment to access these
- Supporting community activity through staff volunteer work days and local events

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Corporate Priority	Examples of specific social value outcomes	Examples of possible indicators
People living well	Increased employment opportunities for residents	<p>Numbers of new jobs/ apprenticeships/ traineeships created for Norwich residents</p> <p>Number of local residents provided with support to apply for these jobs (potentially via local partner organisations)</p>
	Increased income levels for local people	<p>Proportion of staff on or above the Real Living Wage</p> <p>Proportion of existing staff who are offered training opportunities (e.g. to Level 2/3/4)</p>
	Increased employment levels amongst long-term unemployed and other target groups	<p>Number of residents interviewed or given the opportunity to be employed on the contract from the following priority groups: long-term unemployed, young people not in employment, education or training, ex-offenders</p> <p>10% or more of the workforce (measured in person hours as a percentage of total contact person hours) to be sourced and trained through Building Futures in Norwich</p> <p>Number of unemployed people to be provided with employability support, e.g. career mentoring, mock interviews, CV advice, careers guidance or work experience opportunities</p>
	Increased support for reducing inequalities priorities, e.g. by providing ancillary services or securing investment or in kind contributions	<p>Number of residents to benefit from provision of targeted ancillary services delivered alongside core services, e.g. school meal contractors delivering holiday hunger programmes</p> <p>Level of investment in, or in-kind contributions to local reducing inequalities priorities, e.g. fuel poverty</p>
	Improved health and wellbeing of employees	Proportion of employees offered health and wellbeing support programmes
Great neighbourhoods,	Reduction in energy and water use	Proposed reduction in energy consumption / carbon emissions per year of the contract

housing and environment		Proportion of staff who walk, cycle or use public transport to get to work Proportion of contract covered by ISO 14001 or equivalent standards
	Reduction in levels of waste generated	Proposed reduction in the amount of waste generated/sent to landfill compared to previous contract Increased levels of reuse and recycling by employees or residents
	Increased biodiversity in our open spaces and housing estates	Proposed reduction in the use of pesticides Increased area of open spaces managed for wildlife Number of community biodiversity projects delivered
	Increased community engagement to inform service delivery and promote positive campaigns	Number of residents engaged with as part of a community involvement or communication campaign
Inclusive economy	Support for local businesses, through supply chain and wider opportunities	Proportion of supply chain expenditure to go to Norfolk businesses Number of new business start-ups supported, e.g. by running practical workshops with enterprise clubs Prompt payment commitments built into T&C
	Support for community and voluntary sectors, through supply chain opportunities, partnership working or in kind support	Proportion of total supply chain expenditure to be spent with community and voluntary sector providers based in Norfolk Number of hours of advice or support provided to community and voluntary organisations through an Employer-Supported Volunteering scheme Number of hours per year facilities provided for use by community/voluntary organisations
	Improved employment prospects for young people,	Number of young people provided with employability support, e.g. CV advice, mock interviews, careers guidance or work experience opportunities

	particularly those in deprived areas	Number of sessions to be delivered in local schools in deprived areas to support learning (e.g. contractors sharing knowledge and expertise about their discipline) or to raise aspirations and understanding of employment options
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