

SUPPLIERS GUIDE TO DELIVERING SOCIAL VALUE

Blackpool Council



Suppliers Guide to Delivering Social Value

Contents






Introduction	3
Social Value - What do we mean?	3
Why does the Council do it & why does it affect suppliers?	4
What can suppliers do to help?	4
Blackpool Council's Supplier Charter	4
Important changes to the Procurement Process	5
Our Social Value Objectives	5
Table of Objectives with Further, Useful Information	6
Case Studies	11

Suppliers Guide to Delivering Social Value

Introduction

As a public body Blackpool Council has a legal obligation under the Public Services (Social Value) Act 2012 to consider the social good that can be derived from the procurement of services.

The principle of social value 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 ensuring 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 to treating 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.

As Blackpool Council increasingly uses the term 'Social Value', this guide has been created with the intention of helping suppliers understand what we mean and how they might be able to help deliver it.

Social Value – What Do We Mean?

Defining Social Value:

Social value is '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 to society and the economy, whilst minimising damage to the environment'.

Sustainable Procurement Force (2006)

'Thinking social value' considers how resources are used, it should shift the focus from the bottom-line price or cost of a service towards the overall collective benefit to a community. It is no longer simply about what is being delivered, **how** a service is delivered must also be taken into account.

Social value asks the question 'if £1 is spent on delivering a service, can that same £1 also be used to gain wider community benefit?'

Suppliers Guide to Delivering Social Value

Why does the Council do it & why does it affect suppliers?

In these economically and socially challenging times it is essential that we secure maximum benefit from the Council's limited resources and make sure that we tie together the opportunities the Council, businesses and the third sector have for working together.

Each year in Blackpool the council spends in the region of £170m from its revenue & capital budgets with third party providers. The Council wants to work with providers in all sectors and users of services, to ensure that better outcomes can be secured for the people of Blackpool.

What can suppliers do to help?

In order to deliver Social Value objectives, suppliers can think about how the services they provide can help to contribute towards wider community benefit.....*it isn't always just about delivering a service the way it has always been delivered!*

Suppliers can contribute to the delivery of social benefits to bring long-term good to the borough in many ways. At Blackpool Council, we have identified three priority social objectives (see page 4-6) which will form the basis of our approach to evaluating tenders/quotations in the future.

A key part of social value that is important to understand is that it's delivery shouldn't have an additional cost associated with it.

Suppliers Charter

Blackpool Council's Supplier Charter is a statement of intent of the council's commitment to its suppliers and the expectations it has of current and potential suppliers.

The Charter sets out some guiding principles, which Blackpool Council will adhere to and which it will invite its contracted suppliers to adopt. Charter signatories will consider how they can make a positive contribution to improve the economic, social and environmental well-being of Blackpool.

All successful suppliers will be required to evidence compliance with the Charter in their tender submission and will be expected to sign the Supplier Charter to indicate their commitment to Social Value.

Suppliers Guide to Delivering Social Value

Important changes to the Procurement Process

HOW WE WILL EVALUATE TENDERS:

Delivering Social Value is now a mandatory part of the procurement process at Blackpool Council. From 1st January 2017, the council's evaluation model for every tender or quotation will include questions relating specifically to Social Value and Sustainability, constituting 20% of the overall score.

In light of the new evaluation weightings, prospective suppliers are encouraged to be innovative when developing tender or quotation bids to maximise social value & deliver wider social benefits across the community.

Additionally, suppliers' ability to comply with the principles of the charter will form part of the new evaluation model. It will be imperative for suppliers to demonstrate compliance with the charter through their tender/quotation submission.

Blackpool Council's Priority Social Value Objectives

Because the area of social value is so broad and the social, environmental and economic issues that Blackpool faces are so vast the Council felt that it would be useful to focus in on what it considers to be its priority areas. With this in mind 3 social value priority objectives have been identified:

- 1) Create opportunities for our service users to benefit
- 2) Encourage social engagement through participation in positive activities
- 3) Raising educational attainment in the workplace/schools

It is recognised that prospective suppliers may need assistance to develop their tender submission to maximise social value deliverables which result in positive outputs and outcomes in line with our Social Value Priority Objectives. The table below contains some ideas and useful links and contact details which prospective suppliers are encouraged to use to help form the basis of their approach in their tender submission.

Suppliers Guide to Delivering Social Value

Social Objective	Evidence to support social value objective	Ideas for Delivery	Specific Examples	How the responsibility would be measured or evaluated	Links / Contact Details & Notes for Further Information	Lead department / contact	Link to Priority / Theme of the Council Plan
1) Create opportunities for our service users to benefit	Highest LAC numbers across the country (currently 497)	<p>Development, training and employment opportunities for our Looked After Children;</p> <ul style="list-style-type: none"> employment days education events work experience placements apprenticeships 	<p>1. Provide job or apprenticeship opportunities</p> <p>2. Provide Traineeship placement opportunities(leading to an apprenticeship)</p> <p>3. Participate in the 'Chance 2 Shine' scheme – 4 - 8 week work experience programme (contact Positive Steps for information)</p> <p>4. Offer school work experience placement (1 or 2 weeks)</p>	<p>Engagement with the employer.</p> <p>Monitoring of specific commitment.</p> <p>Tracking of permanent placements with local employers.</p>	<p>Blackpool & Fylde College provide various apprenticeship training programmes</p> <p>https://www.blackpool.ac.uk/apprenticeships</p> <p>Blackpool Build Up is a unique and highly successful training programme run by B&FC in partnership with Jobcentre Plus and local employers. Set up in 2008, the programme targets unemployed adult residents (over 19 years of age) from Blackpool, Fylde and Wyre and surrounding areas</p> <p>https://www.blackpool.ac.uk/buildup</p> <p>Positive Steps into Work is a Council service designed to get unemployed people back into work, and at the same time, help local businesses to recruit local people into their jobs. It's all part of our commitment to regenerating Blackpool and making it a better place to live, work and do business.</p> <p>We offer a full recruitment service which includes discussing your workforce needs, helping you to produce job descriptions so that you find the right staff with the skills and qualities you're looking for, sending you our customers CV's to help you make the right choices, organising interviews, and we'll even find you a suitable venue to conduct the interviews if that's what you need.</p> <p>We can also give you up-to-date information on any schemes that might help your business to grow and help you to speak to the right people</p>	Economic Development	Community Resilience

Suppliers Guide to Delivering Social Value

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					<p>about accessing funding for free training from local training providers or recruiting Apprentices. Whatever you need, just ask, and if we don't know then we'll almost certainly know someone who does. The best part of all is that our services come absolutely free as, by helping us to get people into work, you're helping to make a real difference to the lives of local people.</p> <p>To speak to someone about recruiting new staff contact the Positive Steps into Work team on 01253 477300 or email positivesteps.intowork@blackpool.gov.uk</p> <p>Proposed Pilot Health and Social Care Academy</p> <p>Blackpool is the lowest waged economy in England. In addition to one of the lowest basic skills and qualifications levels. Many people in Blackpool therefore face significant barriers to accessing employment. The aim of the proposed academy is to join up work on the Fylde Coast between health and social care providers and Blackpool and Fylde College to provide a skills escalator and framework that widens access and participation in employment and over time develops individual skills and qualifications to progress in a career in health or social care.</p>		



Suppliers Guide to Delivering Social Value

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	Constructing the Future - Shared Apprenticeship Service, Calico Enterprise Ltd	Calico runs the Shared Apprenticeship Service (Constructing the Future - CTF) on behalf of CITB across the North West. CTF is the only Shared Apprenticeship Service in this region to be funded and fully supported by CITB.	The scheme allows employers to enjoy all the benefits of an apprentice, without the direct employment responsibility as this is taken up by CTF. Partner employers are recharged for wage costs, only for the time the apprentice is on placement. The scheme provides a solution to employers involved in the procurement process so they can make a commitment to a young person, even though their contract on site may only be for a short period. It also allows commissioners to create opportunities for local young people on short term contracts. Procurement is pooled within a region and the apprentice rotated from one contractor to another until	<p><u>Case study</u></p> <p>Blackpool Council, Blackpool Coastal Housing</p> <p>Lovell has been selected by Blackpool Council as preferred developer for a £22 million redevelopment programme which will transform the town's Queens Park housing estate into a vibrant new neighbourhood. As part of this contract, Blackpool Council were keen to see apprenticeship opportunities created for local people. Therefore Blackpool Council included in the procurement contract with Lovell 520 training weeks for phase 1 of the project and a minimum of 520 training weeks for phase 2.</p>	<p>A major driving force is the new apprenticeship levy.</p> <p>For further information contact Judith Mills on 01253 476368 or at judith.mills@blackpool.gov.uk</p> <p>Constructing the Future Lancashire's vision is to educate, inspire, and support people to develop careers in the construction sector.</p> <p>For further information on CtFL, please contact:</p> <p>CITB SAS Coordinator - Sharon Johnson</p> <p>Telephone - 07747 766407</p> <p>sharon.johnson@citb.co.uk</p> <p>Shared Apprenticeship Service Manager – Jane Smith</p> <p>jsmith@calico.org.uk</p> <p>Telephone - 01282 686310</p> <p>https://calicoenterprise.org.uk/calico-careers/constructing-the-future/</p>	Corporate Procurement & Projects	Community Resilience

Suppliers Guide to Delivering Social Value

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			<p>they have completed their full Apprenticeship Framework at level 2 or 3. This means that employers can still play an important part in training as the scheme allows them to take on an apprentice for as short a duration as 3 months with no commitment to the apprentice at the end. This way of training can give the apprentice a more diverse and wider experience of the industry.</p> <p>Over 200 apprenticeships have been created since the launch in 2010 and 90% of completers progress into permanent employment.</p>	<p>As each phase was less than 2 years in duration and Lovell is not based in Blackpool they approached Constructing the Future-Shared Apprenticeship Service to help them deliver these local training obligations. Phase 1 of the contract translated into 10 apprenticeships for local young people; phase 2 has translated into 9 apprenticeships for local people and a further 3 apprentices from further afield have been safeguarded.</p> <p>Blackpool Council now write apprenticeship training into all applicable contracts. These mainly include construction related contracts but extend to social care contracts as an example.</p>	https://www.citb.co.uk/citb-apprenticeships/shared-apprenticeship-scheme/		
	Near double the national average for ESA allowance claimants. (12%)	<p>Provide jobs for our supported employment customers (hard to reach groups)</p> <p>Provide help with CV's and offer interview practice</p>	<p>1) Provide job or apprenticeship opportunities</p> <p>2. Provide Traineeship placement</p>	Performance measure – participation numbers		Places	Strong Economy

Suppliers Guide to Delivering Social Value

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	Prevalence of specialist NEET cohorts e.g. teenage parents, offenders – varies between 20 and 50 in each group	and advice (hard to reach groups)	opportunities(leading to an apprenticeship) 3. Participate in the 'Chance 2 Shine' scheme – 4 - 8 week work experience programme (leads on to a job)	% of employees who would be employed via local support schemes			
	HeadStart is building a resilience revolution across the whole town, with lottery funding we have a vision to build a resilient town that supports everyone who lives and works in Blackpool.	The ultimate goal is to have less young people developing mental health issues, but we know it takes a village to raise a child so we are encouraging the whole community to join our revolution and help make Blackpool a great place to live and grow up in. We have 16 different projects that we deliver, offering support for every young person aged 10-16 and also offering that much needed extra support to young people who need it.	We work closely with schools, children's services, health, police, the business community and our voluntary and charitable organisations to link up all the opportunities on offer to ensure no young person falls through the net. The attached links provide a number of ways in which you can support the Headstart Resilience Revolution	KPI's to be established to measure selected support options	<p>Further details available from</p> <p>Pauline.wigglesworth@blackpool.gov.uk</p> <p>contact telephone number – 07920807023</p> <p>or</p> <p>Jessica.Thomas@blackpool.gov.uk contact telephone number – 01253 476746</p> <div>  Feedback form.docx  Resilience Framework New.pdf </div>	Children's Services HeadStart Projects	Community Resilience

Suppliers Guide to Delivering Social Value

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2) Encourage social engagement through participation in positive activities	<p>Estimates from the place survey suggest that volunteering is low in Blackpool (1 in 5)</p> <p>In addition to the benefit to the community, volunteering can be seen as a valuable opportunity for employees to develop their skills and broaden their perspective</p>	<p>Blackpool Council is committed to making a meaningful contribution to the local community, and wants to encourage employees to undertake volunteering within an Employer Supported Volunteering (ESV) programme, recognising that each individual has the right to volunteer.</p> <p>The Council holds a 'bank' of opportunities that organisations can be involved in.</p>	<p>Companies can engage with the Council's Corporate Volunteering Programme volunteering their time and skills to participate in local 'Volunteer Days' together with Blackpool Council employees and other partners on a number of approved volunteer projects/ activities organised throughout the year.</p>	<p>Responsibility on the company and the individuals participating.</p> <p>Performance measure – participation numbers, events engaged in, local communities supported, monitoring of event records, media interest and promotion</p>	<p>More information can be sought from Blackpool Council on the current opportunities available to companies.</p> <p>Neil Froggett – Coordinator for Community volunteers neil.froggett@blackpool.gov.uk</p> <p>Sally Shaw – Head of Corporate Delivery sally.shaw@blackpool.gov.uk</p>	Corporate Delivery Unit	Community Resilience
	<p>56% of surveyed residents felt litter was a big problem in a KBT survey</p>	<p>Promote Keep Blackpool Tidy (KBT);</p> <ul style="list-style-type: none"> organise a neighbourhood event 	<p>Work in conjunction with Keep Blackpool Tidy</p> <p>LOVEmyBEACH is a campaign with a huge challenge: to work collectively to keep our local</p>	<p>Site inspections, or event documentation</p>	<p>Keep Blackpool Tidy https://www.blackpool.gov.uk/Campaigns/Keep-Blackpool-Tidy/Keep-Blackpool-Tidy.aspx</p> <p>Love My Beach http://lovemybeach.org/resources/page3</p>	Community & Environmental Services	Community Resilience

Suppliers Guide to Delivering Social Value

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		<ul style="list-style-type: none"> participate in Love my Beach campaign seek to increase recycling rates 	beaches and bathing waters clean. You don't have to live by the sea to make a difference.				
	Blackpool's educational attainment is below average	Introduce a policy where all employees are given the opportunity to study and gain a nationally recognised qualification to Level 2 or above	<p>Evidence good employment practices in relation to upskilling/training practices.</p> <p>Provide opportunities for employees to gain nationally recognised qualifications through post-entry training schemes.</p> <p>Working with Schools Standards & Effectiveness</p> <p>Working in conjunction with Early Help for Children & Families</p>	% of qualified staff in the workplace	<p>Contact Blackpool Council's Economic Development Team for business advice and workplace qualifications information.</p> <p>Telephone - 01253 477333</p> <p>Schools Standards & Effectiveness</p> <p>Liaise with Amanda Whitehead - Blackpool Council</p> <p>amanda.whitehead@blackpool.gov.uk</p> <p>Telephone - 01253 476786</p> <p>Early Help for Children & Families</p> <p>Liaise with Mike Taplin - Blackpool Council</p> <p>mike.taplin@blackpool.gov.uk</p> <p>telephone 01253 476738</p>	Early Help for Children & Families	Strong Economy & Community Resilience

Suppliers Guide to Delivering Social Value

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3) Raising educational attainment in the workplace/schools	Blackpool's educational attainment is below average	Deliver career fairs or development days at local schools		Performance measure – participation numbers , monitoring of event records and promotional activity		Schools Standards & Effectiveness	Community Resilience

Suppliers Guide to Delivering Social Value

Case Studies:

There are many examples of where Blackpool Council has worked with suppliers to deliver Social Value. We have included some Case Studies here to give a better understanding of how suppliers have actually helped to deliver social value in practice.

TALBOT GATEWAY

BACKGROUND:

The redevelopment of the new Talbot Gateway area providing a new central business district and civic quarter with 1.1 million sq. ft. of development - including hotels, grade A offices, a supermarket, retail units, cafes, restaurants and a new transport interchange.

A number of candidates who secured work through the Talbot Gateway projects, had been previously unemployed and were all confirmed job seekers, all of whom were either short term unemployed (up to 13 weeks unemployed) and JSA claimants, or longer term unemployed as classified by Job Centre Plus reporting data.

FACTS & FIGURES:

345 = the number of people claiming JSA long term helped into work

8 = the number of apprentice opportunities

24 = the number of work experience opportunities created

SCHOOLS PROGRAMME

BACKGROUND:

The Local Education Partnership has recognised the positive impact that the Building Schools for the Future programme could have on the local economy within Blackpool, both in terms of job creation, apprenticeship opportunities and financial benefits to the local supply chain.

FACTS & FIGURES:

3,790 = the total number of apprenticeship and work opportunity weeks across 7 projects.

32% = the percentage of the local supply chain spend taking place within Blackpool

123 = the number of career workshops & talks facilitated for Blackpool & Fylde students.

Suppliers Guide to Delivering Social Value



QUEENS PARK HOUSING RE-DEVELOPMENT

BACKGROUND:

Queens Park is a Blackpool Council-owned housing estate, only a short distance from the town centre and the beach. The estate currently consists of 495 residential units in 5 tower blocks. The Council has made the decision to redevelop the estate into a safe and attractive sustainable community. Over a period of approximately 7 years the whole estate will be demolished in phases and replaced with low-rise housing, public and private spaces and community facilities.

FACTS & FIGURES & DELIVERING SOCIAL VALUE:

As each phase was less than 2 years in duration and Lovell is not based in Blackpool they approached Constructing the Future-Shared Apprenticeship Service to help them deliver these local training obligations. Phase 1 of the contract translated into 10 apprenticeships for local young people; phase 2 has translated into 9 apprenticeships for local people. A further 3 apprentices from further afield have been safeguarded

-  Employment opportunities have primarily been targeted to FY post codes
-  The project has built strong links with local organisations to provide training and development

FURTHER INFORMATION:

If you require any additional advice or information please e-mail Blackpool Council's Procurement & Projects Team at procurement@blackpool.gov.uk