**Corporate Procurement**

**Social Value Guide for Suppliers**

**Produced 2015**

**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 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.

As Blackpool Council increasingly use 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.

**WHAT DO THE COUNCIL MEAN BY SOCIAL VALUE?**

**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?’*

**WHY DOES BLACKPOOL COUNCIL DO THIS AND 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 £165m from its revenue & capital budgets with third parties. The Council want to work with providers in all sectors and users of services, to ensure that better outcomes can be secured for the people of Blackpool.

**SOCIAL VALUE OBJECTIVES**

Blackpool Council aims to achieve the following Social Value objectives:

* Promote employment and economic sustainability – creating new jobs and volunteering opportunities.
* Raise the living standards of local residents – offering a living wage, flexible working conditions and training opportunities.
* Promote participation and citizen engagement – working with young people, offering programmes to the local community to up skill people so they can provide support in the local community.
* Build the capacity and sustainability of the voluntary and community sector – working to build partnerships so support can be provided.
* Promote equity and fairness – raising awareness of equity and fairness in the local community.
* Promote environmental sustainability – reduce, reuse, repair and recycle goods.

**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; a few examples of this are listed below.

* Encouraging the widespread adoption of a living wage;
* Creating skills and training opportunities (e.g. apprenticeships or on the job training);
* Creating employment opportunities for the long-term unemployed or NEETs (those not in education, employment or training). Blackpool Council’s Positive Steps into Work scheme is a free, friendly service that will support your business to meet its recruitment needs. Click the icon for more information –



* Offering work placements to school children and young adults;
* Providing career advice and information for young people on specific careers, such as construction, architecture or engineering;
* Offering curriculum support to schools, with contractors sharing knowledge and expertise about their discipline;
* Providing additional opportunities for individuals or groups facing greater social or economic barriers.
* Creating supply chain opportunities for SMEs and social enterprises;
* Creating opportunities to develop third sector organisations.
* Improving market diversity;
* Encouraging community engagement;
* Supporting initiatives that target hard to reach groups;
* Making community & business facilities (such as school libraries, leisure facilities & business premises) available to targeted groups that otherwise would struggle to access such facilities;
* Encouraging ethical and fair trade purchasing.

**SUPPLIER CHARTER**

Blackpool Council’s Supplier Charter is a statement of intent of the Council’s commitment to our suppliers and the expectations we have of current and potential suppliers.

The Charter sets out some guiding principles which Blackpool Council will adhere to and to 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.

Signing the Supplier Charter is the first thing suppliers can do to indicate their commitment to Social Value.

**LOVEmyBEACH**

LOVEmyBEACH is a campaign with a huge challenge: to work collectively to keep our local beaches and bathing waters clean. You don’t have to live by the sea to make a difference.

Blackpool Council is looking to get local businesses signed up to LOVEmyBEACH. To find out more and to view the LOVEmyBEACH business pack to find out what you can do to help the campaign go to [http://lovemybeach.org/resources/page3](http://lovemybeach.org/resources/page3#_blank)

**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 us 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 that have secured work through the Talbot Gateway projects have been previously unemployed and were all confirmed job seekers, all of which 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.

**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:**

**10** = the number of apprenticeships created

* Employment opportunities targeted to FY post codes
* Building strong links with local organisations to provide training and development

**BLACKPOOL COUNCIL MOBILE RECYCLING SERVICE**

**BACKGROUND:**

A Blackpool census revealed that 36% of residents did not own a car. The only household waste recycling centre in Blackpool is in the north of the town on Bristol Avenue which residents without a car find it difficult to get to. The concept of a brand new, exciting and completely free mobile recycling service was created for the residents of Blackpool - Rover your mobile recycling unit. The service has been designed to help residents who find it difficult to dispose of their unwanted recyclable goods.

A volunteer assists with the provision of the service who is aiming to get back into work. They are gaining first-hand experience of being part of a team, dealing with people and providing high level customer service whilst learning about waste and recycling.

**FACTS & FIGURES & DELIVERING SOCIAL VALUE:**

**100%** = the amount of waste collected which is recycled or reused.

* Electrical items will be passed over to help people learn electrical skills such as PAT testing.
* Spectacles are collected and are donated to Vision-Aid, a charity aiming to help people in the third world.
* All items which can be sold will be sold back into the community at extremely reasonable prices to help people who wouldn’t usually be able to afford them.

**PUBLIC HEALTH – DRUG & ALCOHOL SERVICE**

**BACKGROUND:**

Drug and alcohol misuse in the northwest region of England is the worst in the UK, and Blackpool has some of the worst levels of drug and alcohol related harm (health, disorder, violence) in the region. Months of life lost due to alcohol in Blackpool, which is the difference in life expectancy between Blackpool and England that is alcohol related, is 21 for males and 9.5 for females, the highest in England. The area has some of the highest levels of alcohol related harm in the country, not only direct health effects such as premature death and chronic liver disease, but other consequences such as disorder and violence.

**FACTS & FIGURES & DELIVERING SOCIAL VALUE:**

**200** = the target number of individuals per annum, averaging 3 hours contribution per week participating in peer mentoring and volunteering.

* Committed to placements from local educational establishments. Including apprenticeships and internships.
* The service is home grown, owns and invests in its local property, locally delivers all services and looks to local suppliers as preferred providers as a financial, economic contribution to Blackpool and to meet its environmental commitment.
* The service is directly improving the health and wellbeing of the most disadvantaged and safeguarding the protection of the most vulnerable.

**BLACKPOOL COUNCIL ADULT & CHILDRENS DOMICILIARY CARE**

**BACKGROUND:**

Through our various care at home providers; we know that our residents have access to a range of good quality services to meet their needs. An increasing and ageing population and continued restrictions in local government spending is likely to mean significant change to adult social care in coming years. As a result, we wish to stimulate a diverse, responsive and innovative adult care at home market to meet required outcomes during these challenging times.

**EXAMPLES OF WHAT BIDDERS HAVE OFFERED:**

* Provide guaranteed interviews for target groups e.g. people with a disability, long term unemployed, and returning to work adults.
* Provide part time flexible work for university/college students.
* Deliver presentations and talks about ‘Careers in Care’ at local schools and colleges and provide work experience opportunities in our office.
* Source goods and services locally wherever possible to increase the economic wellbeing of the immediate area.
* Positive relationships with the local job centres throughout the North West to ensure all our staff are locally employed.
* Enable all our staff to work towards NVQ level 2 – 4.
* Offer loans to enable those who have been out of work over a long period of time to transition into work.
* Reward staff for travelling in a more environmentally friendly manner wherever possible, such as walking, cycling or using public transport.

**SUMMARY:**

Delivering Social Value is now an integral part of the procurement process; Specific social value linked method statement questions are built into the Council’s evaluation model for every tender or quotation exercise. Prospective suppliers are encouraged to be innovative when developing tender or quotation bids to maximise social value & deliver wider social benefits across the community.

**FURTHER INFORMATION:**

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