

Social Value for Commissioners, Contract Managers and Procurement Officers

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Janet Gittins – Planning & Partnership Manager,
Shropshire CCG

Neil Evans – Commissioning Development
Manager, Shropshire Council

What is Social Value?

“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”

- Public Services (Social Value) Act 2012
- Applies to all public sector contracting authorities
- Requires us whilst procuring to:
 - Consider how a procurement might improve the economic, social and environmental well-being of the area
 - Consider how we might act with a view to securing improvement
- **Maximise the difference** we can make through our activity

Shropshire Social Value Group

- Membership:



- Developed a Social Value Framework:
 - set of common principles
 - set of suggested Social Value outcomes
- Monitors implementation of Social Value incl. good practice
- Health & Social Value Programme
- Social Value Charter – in development

Our Social Value Principles

- All SV contributes to organisational outcomes
- SV bespoke to each commissioning / procurement exercise
- SV relevant and proportionate to subject matter
- Every procurement will include at least one SV outcome as part of award criteria
- Tenders scored on SV response
- Tenders scored on approach to measurement of SV

What Have We Done So Far?

- SV 'prompt' in all procurement documentation
- Through procurement:
 - Volunteering opportunities
 - Developing service users as peer support workers
 - 'Meet the buyer' events for local SMEs when sub-contracting works
 - Energy efficiency advice for tenants and private sector landlords
 - Additional funding through external grants or income maximisation
 - Training or employment opportunities
 - Cementing social links between people and organisations

What can you encourage the market to do?

- Read the Social Value Framework and understand how their organisation can contribute
- Speak to us / share – we're still learning as well!
- Be proactive – there are lots of other great resources on the internet
- Be proactive – get involved in early market engagement where possible
- If tendering for services:
 - Check the specification
 - Answer SV tender questions as comprehensively as possible but make it relevant
 - Think about how they will demonstrate the Social Value they say will be delivered – evidence, reporting, relevance
 - Who else can help them to deliver great Social Value?

Development Areas

- Social Value Charter:
 - Voluntary
 - Principles:
 - Supporting the Shropshire economy (start with this)
 - Promoting wellbeing in Shropshire
 - A great place to live
- Measuring & Reporting

Draft Economic Value Metrics

Supporting / purchasing from the local supply chain where possible	% supply chain spend with Shropshire-based businesses and organisations
Supporting or creating the conditions for growth in the Shropshire economy	<p>Investment brought in to Shropshire:</p> <ul style="list-style-type: none"> • Financial value of investment • As a % of contract value <p>Contribution to initiatives which support local economic growth – this to be provided as a narrative</p>
Developing education, skills and training opportunities within the Shropshire economy	<p>During a 12 month period:</p> <ul style="list-style-type: none"> • No. apprenticeships • No. training places offered • No. work experience places offered • % of staff offered training / continuing professional development • No. new qualifications achieved by staff / trainees
Employment opportunities for local people	<p>No. jobs created:</p> <ol style="list-style-type: none"> 1. In total 2. For Shropshire residents
Good conditions of employment and fair wage rates and structures	<p>% employees who rate employment conditions favourably</p> <p>Sickness rates</p> <p>Staff turnover</p>

Group Discussions – Making it Work

In groups – for each of the following talk about your experience, issues / difficulties and solutions:

- Defining SV and specifying it
- Procurement (incl. evaluation)
- Contracting
- Measuring and monitoring

What other support might you need?

Contacts

Janet Gittins, Planning & Partnerships Manager, Shropshire CCG

Tel: 01743 277545 ext 2115

janetgittins@nhs.net

Neil Evans, Commissioning Manager, Shropshire Council

Tel: 01743 253019

neil.evans@shropshire.gov.uk

<http://www.shropshire.gov.uk/doing-business-with-shropshire-council/social-value/>