

South Norfolk Council's Social Value Policy

1. Aims and Objectives:

- Ensure the monies invested with our partners, contractors and suppliers contributes to the delivery of the Councils Business plan key objectives (Health Wellbeing and Early Help, Economic Growth, Productivity and Prosperity, and Place Communities and Environment), with particular regard to social, economic and environmental objectives.
- Through South Norfolk Councils Health and Wellbeing approach, support communities to build their capacity, connectivity, cohesiveness and independence to enable them to be more resilient and improve the quality of their lives.
- Maximise the social value return on the councils' capital invested with our partners, contractors and suppliers by providing *simple support* and ensuring that they use their skills, connections and capacity to support the reduction of South Norfolk's health inequalities, such as mental and physical health conditions and poverty.
- Positively contribute to improved outcomes for individuals, families and communities through the provision and support of education, learning, training, employment and skills.

2. What is social value?

South Norfolk Councils' recognise that "Social value" is about maximising the impact of public expenditure. 'It is a way of thinking about how our resources are allocated and used. It involves looking beyond the cost of each individual contract and looking at what the collective benefit to a community is when a public body awards an appropriate contract. Social value asks the question: If £1 is spent on the delivery of works, supplies and services, can that same £1 be used, to also produce a wider benefit to the community.'¹

By considering our commissioning in a social value context and in terms of the *social return on investment* (SROI), we can generate wider benefit for the community, achieve added value and efficiencies from our spending through partners, contractor's suppliers and third parties and enable a more joined up approach to building capacity and resilience across our communities.

3. South Norfolk Councils' Commitment to social value principles:

South Norfolk Council will comply with the [Public Services \(Social Value\) Act 2012](#) to improve social, environmental and economic wellbeing within our communities. This policy is intended to support South Norfolk's wider communities and enable them to build their capacity and resilience to enhance the quality of life for all of our residents. The policy will positively contribute to the delivery of the [South Norfolk Council Business Plan](#) by addressing the social, economic and environmental challenges of our diverse area, while at the same time protecting and enhancing all that is best and unique about our natural and built environment. Therefore South Norfolk Council will apply, as appropriate, the

broad principles of social value to all commissioning and procurement arrangements, irrespective of the value of the Works, Services and Supplies exceeding or falling below the EU Public Contract Regulations 2015 financial thresholds.

This Social Value Policy demonstrates the Councils' commitment to delivering social value benefits through its commissioning and procurement processes. The policy builds on existing commissioning and procurement practices and underlying principles of:

- Sustainable Procurement.
- Taking a value for money approach, rather than lowest cost when evaluating bids, to take into account how the whole life cycle cost can include social, economic and environment requirements and advancement.
- Considering the most appropriate form of consultation including market engagement as appropriate, accounting for requirements of people and organisations being consulted, financial value and the likely impact of procurement.

4. How South Norfolk Council will embed social value:

4.1 The commissioners across the Councils' and all those involved in externally sourcing contracts will consider and meet the following criteria:

- a. The entity to be procured will improve the social, environmental and economic well-being of South Norfolk and its specific areas;
- b. The entity delivered will contribute directly to the delivery of the Councils' key priorities and shared vision (as set out in the Business Plan);
- c. The Councils' will consult and engage with partners and communities as necessary to maximise the social, environmental and economic benefits for our communities.
- d. Contract management with named accountable individuals', to ensure that agreed social value activity is monitored and tracked as part of any contracting arrangements.

4.2 Adopted Principles:

1. It is recognised that there can be no 'one size fits all' model. Under the requirements of the Public Services (Social Value) Act 2012, consideration only needs to be given to 'matters that are relevant to what is proposed to be procured and, in so doing, commissioners must consider the extent to which it is proportionate'. The Councils' procurement officers and clients will be proportionate when procuring to reflect the works, services and supplies.
2. It is the role of commissioners and procurement officers to consider, on a contract by contract basis, the potential social value outcomes that could be delivered through the procurement process and the most appropriate procurement strategy to achieve this.

3. Social value priorities for the commissioned Works, Services and Supplies should be embedded throughout procurement process and be clear in procurement documentation. Commissioners, procurement officers and clients will be responsible for agreeing relevant social value criteria, as well as being open and transparent in terms of defining how social value elements will be weighted and evaluated.
4. Local communities, of both place (where people live), and interest (things that they have in common) should be engaged in shaping and deciding what is important to them, as well as being consulted on the supplier proposals and how they might contribute to social value delivery within the community.
5. The manner in which evidence of social value outcomes are to be provided is not prescribed by the Act or this policy. Dependent on the procurement strategy of each procurement process, the Council may choose to specify requirements explicitly within procurement documentation or request potential suppliers to develop their own innovative ideas and demonstrate how they, and, where appropriate, their supply chains, will add economic, social and environmental value, above and beyond simply providing the works, services and supplies. Where appropriate evidence of previous social value may be required to be submitted by potential suppliers in the procurement process.
6. Examples of best practice from both within the Council and other local authorities should be developed to inform future commissioning activity.
7. Responsibility for monitoring and embedding social value across the Councils commissioning and procurement arrangements will form part of the Councils' Procurement Strategy. The Communities team and the Procurement Manager will be responsible for supporting commissioners in any future review of this Social Value Policy and for reporting annually. Strategy to be reviewed annually.

4.3 Priority Aims

South Norfolk Councils ' Social Value Priority Aims:

1. Our Social Value Priority Aims include, but are not limited to developing sustainable local employment, training, volunteering and work experience opportunities. These include apprenticeships and internships specifically designed to address disadvantaged and hard to reach target groups e.g. NEETS, long-term unemployed and people with disabilities to increase social mobility.
2. Provide effective business support to facilitate the growth of small and medium-sized enterprises including new entrants and social enterprises.
3. Support the development and resilience of vibrant market towns, which are attractive to residents, businesses and visitors and promote local tourism.
4. Support delivery of the South Norfolk Council Health and Wellbeing strategy through improving the health and wellbeing of local

communities by enabling and supporting them to build their own capacity to do more for themselves, take care of themselves and to be independent, resilient and safe. Also,

5. Increase levels of physical activity across South Norfolk and promote access for all communities and age groups to sport and recreational amenities, addressing health inequalities through extended financial inclusion and early help support.
6. Develop an approach to digital inclusion and extend the use of social media, particularly financial and social issues through not accessing services and support online.
7. Reduce social isolation and loneliness across South Norfolk.
8. Facilitate sustainable behaviours through the provision of suitable services (e.g. recycling and composting provision, environmental protection and enforcement), knowledge sharing and community engagement and support.
9. Assisting organisations to achieve the balance between economic viability and improved environmental management and sustainability.

4.3 Required Outcomes and Measures – Success in terms of social outcomes will be measured by the *distance travelled* of the action² - the difference that the action has made to South Norfolk Communities and visitors and the measurable outputs.

	Indicative Outcomes / Objectives:	Possible Methods:	Possible Indicators / Measures:
Environmental	<ul style="list-style-type: none"> • Reduce the demand for energy, improve energy efficiency and where appropriate consider renewable energy technologies. • Manage the waste collected through encouraging reusing and recycling behaviors. • Encouraging and supporting local biodiversity, landscape character, the built environment and enhancing 	<ul style="list-style-type: none"> • • • • • • • Support recycling events/awareness raising to encourage residents to increase the amount of recycling. • 	<ul style="list-style-type: none"> • .

	Indicative Outcomes / Objectives:	Possible Methods:	Possible Indicators / Measures:
	the cultural and historic interest of the district.		
Economic	<ul style="list-style-type: none"> • More employment, training and work experience opportunities for the local community. • Additional local employment, skills and training opportunities for target disadvantaged groups (e.g. people with mental health problems, NEETs and the long-term unemployed). • Local people maximise their knowledge and skills and access greater employment opportunities. • More opportunities for local micro-providers, small and medium enterprises to enter the supply chain or to provide added value by linking services to local needs. • The Towns and Villages in South Norfolk remain at the heart of Economic and Social Activity. • Town centres are competitive, providing diverse retail and commercial services and excellent customer choice. • The attractiveness of our 	<ul style="list-style-type: none"> • Support new business start-ups by running with Partners, practical workshops with enterprise clubs. • Create additional and meaningful work placements/experience/apprenticeships, training opportunities. • Support the local economy by spending x% of total expenditure in the local supply chain (i.e. within South Norfolk). • Invest in the local Community Sector to support service delivery and initiatives. • Businesses are encouraged to support or sponsor local streetscape improvements such as hanging baskets, litter bins and other general maintenance activities. • Businesses are encouraged to work with locality based business groups and other organisations to support town markets and events. 	<ul style="list-style-type: none"> • Support X number of new business start-ups by running with Partners, practical workshops with enterprise clubs. • Provide X person days / weeks of training / apprenticeship work per £X millions of contract. • X% of newly created posts employ local residents / students / or target disadvantaged groups and hard to reach target groups who typically face additional challenges in competing in the labour market. • Attract £x worth of inward investment into South Norfolk. • X number of businesses operating apprenticeship schemes or work placements or mentoring arrangements of which x number are prioritised for young people in care or care leavers. • X % of the workforce to be on trainee and development programmes. • Level of qualifications achieved by trainees supported. • Evidencing a reduction in the demand for public services. • The value (£) of sponsorship or volunteering attracted into a locality that supports town and village enhancement and vitality.

	Indicative Outcomes / Objectives:	Possible Methods:	Possible Indicators / Measures:
	<p>towns and villages is improved through public realm and streetscape enhancement.</p> <ul style="list-style-type: none"> • Our towns and villages are enhanced through high quality events that contribute towards the economic growth and vitality of a locality. 		<ul style="list-style-type: none"> • £x invested into local town and village community streetscape. • X number of local events provided or supported with local organisations or businesses.
Social	<ul style="list-style-type: none"> • Improved health and wellbeing of local residents and employees and reduced social inequalities. • South Norfolk communities engaged, supported and able to help themselves and able to put their own ideas into practice. • South Norfolk Communities, especially those areas with greatest need, supported in partnership by local providers and businesses playing an active role. • More active communities engaging in a broad offer of physical, leisure, sport and recreational activities. • A workforce that is representative of the communities we serve, that is equal and diverse. • Digital technology developed 	<ul style="list-style-type: none"> • Provide support for communities to raise awareness of mental and physical health and wellbeing, including keeping fit and active, healthy eating and healthy lifestyles. • Provide career mentoring and local employment support and work experience opportunities to schools, colleges and local communities e.g. mock interviews, CV advice, personal budgeting, work readiness and careers guidance. • Allow community groups to use premises, facilities and equipment where appropriate and safe to do so. • Support local community groups and organisations, including VCS, with advice and knowledge sharing e.g. volunteering schemes, coaching, and mentoring. • Provide work experience, job shadowing, taster sessions and mentoring to those furthest from the job market. 	<ul style="list-style-type: none"> • Additional number of facilities made available to targeted groups and increased number of hours they are used. • Additional number of people, particularly young people and those from wider communities, supported through mentoring, employment and coaching activities. • Number of additional service users or employees engaging in volunteering • Number of hours of business planning support, financial advice, legal advice or HR advice provided to community and voluntary organisations. • Amount of funding / resource allocated to support schemes to help older people and other vulnerable groups to be more active within the community e.g. dementia friendly community groups.

	Indicative Outcomes / Objectives:	Possible Methods:	Possible Indicators / Measures:
	<p>and in place across South Norfolk facilitating improved access to services and social connectivity addressing inequalities.</p>	<ul style="list-style-type: none"> • Support the running of a befriending services to reduce social isolation for older people or other vulnerable groups or financially contribute to existing schemes (for example Men's Sheds or Care Farms). • Support local communities with the development of their business plans, funding bids or emergency planning preparation. • Provide or support existing business development workshops and opportunities e.g. IT, business planning and CV writing. • Support digital inclusion, including opportunities to get online in local venues and workshops to understand internet safety and opportunities. • Introduce and demonstrate family and carer friendly employment policies and local recruitment opportunities. • Support carers in the organisation or community to fulfil their caring role. • Work with local practitioners and partner organisations to target young people who are involved or at risk of offending and positively engage and direct them towards positive activities. • Encourage older people to remain active 	

	Indicative Outcomes / Objectives:	Possible Methods:	Possible Indicators / Measures:
		<p>within the community, lead active lifestyles to support independent living and manage long-term conditions.</p> <ul style="list-style-type: none"> • Support the development of additional Dementia Friendly Communities across South Norfolk • Encourage employee volunteering in support of local community initiatives and organisations. 	

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1. Public Services (Social value Act 2012) - http://www.socialenterprise.org.uk/uploads/files/2012/03/public_services_act_2012_a_brief_guide_web_version_final.pdf
 2. A Guide to Social value on Investment <http://www.neweconomics.org/publications/entry/a-guide-to-social-return-on-investment>