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| STAR Logo | Icon depicrting a tree, 3 people holding hands, and a GBP pound sign |
| **Social Value Case Study** | |
| **Content Management System** | |
| **What was the project?**  Rochdale Borough Council introduced a new website Content Management System (CMS) that will encourage self-service, be used as a transactional hub to provide access to services, enhance user engagement and experience, improve the reputation of the borough as a great place to live, spend leisure time and do business and help the council reduce costs year-on-year. The system will provide the local authority with its primary website and any number of additional websites they wish to produce. | Rochdale Council Logo |
| **Outcomes**   * Two days committed by a Senior Designer to prepare and deliver an interactive website design and accessibility awareness workshop. * Educational visit to a local school to increase awareness and importance of the website design and build industry. * Continue engagement with school and Council involving them both in user research and acceptance testing phases for educational purposes by tracking and monitoring students as part of the educational visit. |
| **Project Team**  Rochdale Council: Digital Services Team  STAR Procurement: Gary Lee |
| **How were the Social, Economic & Environmental Issues (“Social Value”) Addressed?**  The Council underwent a soft market testing exercise to understand the breadth of possibilities available to it and engaged with peers including SMEs and businesses from the North West and beyond to ascertain current market conditions. STAR used this process to form the basis of the open Invitation to Tender; the opportunity was published on the Chest, and promoted via Contracts Finder.  The award criteria was discussed and agreed, and due to the importance the project team applied to Social Value in terms of benefits to the local community and economy a Social Value weighting was set at 20% of the overall score.  The winning tenderer’s (Spacecraft Ltd) social value response and outcomes have been managed via the Social Value Portal. | |
| **Want to know more?**  [E-mail Us](mailto:procurement@star-procurement.gov.uk) or phone us: 0161 912 1616 | **Lessons Learned**  This exercise has demonstrated that social value responses to the tender can win contracts; particularly if suppliers provide similar inputs to quality elements of the bid. This was a relatively low value tender, but good opportunities can be delivered by creative suppliers. |
| **Leading transformation through procurement and cooperation** | |