



Introduction to Social Value

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About The Business Growth Hub



We offer extensive, fully-funded business support to Greater Manchester based SMEs (including Social Enterprises, B-Corps etc).

- Business support programmes cover a wide range of subject areas such as Business Start-up & Growth, Digitalisation, Skills & Talent, Social Value (amongst many other areas).
- We can offer 1 to 1 support or cohort programmes depending on your organisation's needs.

The Business Growth Hub can support you in:

- Achieving your growth ambitions
- Expanding your partnership network
- Moving in to new business areas driven by market needs or stakeholders
- Specialist advice from experienced professionals in the areas your organisation requires



Agenda

- What is Social Value?
- Social Value in Greater Manchester
- Responding to Social Value Assessment Questions
- Reporting and Measuring Social Value
- Q&A



What is Social Value?



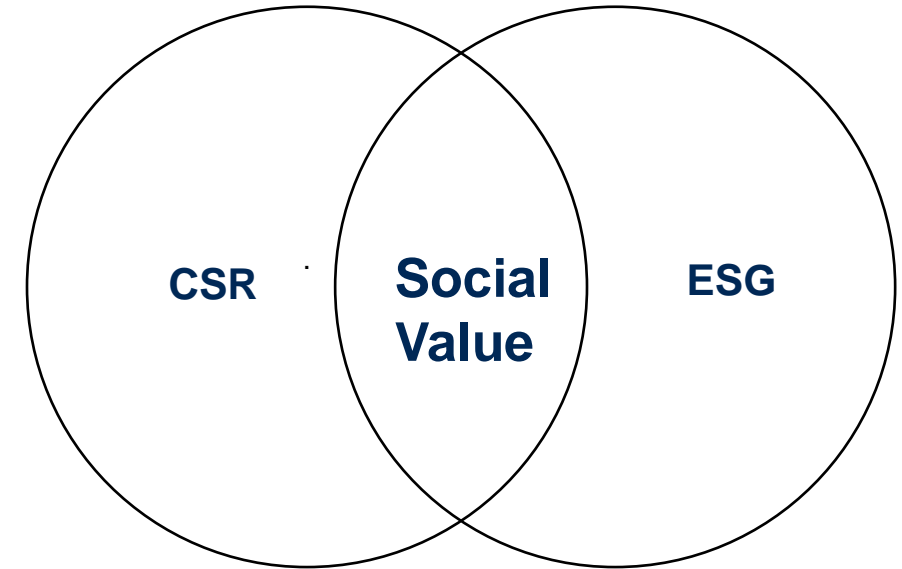


What is social value?

- In simple terms, Social Value is **the value an organisation and its' supply chains contribute to society beyond a reported profit.**

Ultimately, it is the collaboration of an organisation with society to improve the community, economy and environment around it.

- It embraces both CSR and ESG principles but works in a way which embeds community needs at the heart of an organisation's activities.



CSR
(Corporate Social Responsibility)

Measuring the responsibility of a privately owned business to play a positive role in the community and environment through the way they do business.

ESG
(Environmental, Social & Governance)

Measuring businesses' impact on the environment and society as well as how robust and transparent its governance is in terms of company leadership, executive pay, audits, internal controls, and shareholder rights.



Key social value themes

Are you doing any of these things already in your business? If so, you're already displaying social value!

Promoting
employment and
skills

Health and
wellbeing
initiatives

Local supply
chains

Environmental
considerations (GM
Net Zero by 2038)

Equality, Diversity
and Inclusion
considerations

Volunteering and
community
engagement





Social Value - Legislation

“Improvements in the social, economic and environmental wellbeing of the relevant area should be considered”
– **Public Services Act 2012**

“Social value should be explicitly evaluated in all central government procurement... rather than just ‘considered’ as currently required under the Public Services (Social Value) Act 2012”
– **Procurement Policy Note 06/20**





- Best 'Value for Money' proposition for the procuring authority.
- Requires bidders to think about how they can deliver wider economic, social and environmental benefits for each and every contract.
- Procurement policy note (PPN 06/20) and Social Value Model introduced in 2020 to provide a level of consistency in evaluating social value within contracts – increased shift towards quality over quantity.
- SV Weightings in STAR contracts typically **20%** of the overall tender.

Reflection point: Focus on what you are already doing to generate social value before looking at writing your social value proposal



What this means for your Business

- Procurers increasingly expect you to have a credible plan for delivering and measuring social value **on each contract**.
- Pragmatically you should focus on
 - What you do on a day-to-day basis to create SV?
 - What you plan to do in relation to a particular tender or bid to create SV?
 - How you plan to measure and report your SV?
- To do this you may find it useful to have:
 1. Social Value Strategy / Action Plan
 2. An understanding of best practice of social value in procurement
 3. Measurement framework and annual statement or report

See 'Useful Links & Resources'



Social Value in Greater Manchester





Social Value Case Study – SV Delivered Example

Lisburne SEND Demolition

Winning Bidder: P.P. O'Connor Group Limited (GM – Stretford)

P.P. O'Connor Group Limited went over and above their commitments and delivered 122% of their SV:

DELIVERED SOCIAL&LOCAL ECONOMIC VALUE
£ 26,938

COMMITTED SOCIAL&LOCAL ECONOMIC VALUE
£ 21,924



Outcomes

- NTL3 - Local school and college visits - P.P. O'Connor will contact Castle Hill School and will offer a presentation / talk on careers available to the pupils in their final years to encourage the younger generation into the construction industry
- NTL5 No. of apprenticeships on the contract – P.P O'Connor have employed one apprentice on this project for the duration of the scheme.
- NTL13 - Total amount (£) spent in LOCAL supply chain through contract - P.P. O'Connor have engaged with the local supply chain local to subcontract elements such as soft strip, tree removal, fencing and any notifiable asbestos removal – This was £13,000 worth of spend through local supply chain
- NTL16 No. hours volunteering time provided to support local community projects - P.P. O'Connor will provide a total of 5 hours per member of staff to volunteer to support any local community projects through this scheme

NT3, NT5, and NT16 are mapped TOMs that feed directly into Stockport Council's corporate priorities.





Social Value Case Study – SV Delivered Example

Mortuary Services – Body Storage

Winning Bidder: STOCKPORT NHS FOUNDATION TRUST
(GM Stockport)

Stockport NHS foundation trust went over and above their commitments and delivered 153% of their SV:

DELIVERED SOCIAL&LOCAL ECONOMIC VALUE
£ 84,138

COMMITTED SOCIAL&LOCAL ECONOMIC VALUE
£54,782



STAR
P R O C U R E M E N T

Outcomes

- NT1 – 3 Permanent staff members employed for this contract, living locally with Stockport postcodes
- NT9 – Training opportunities -City & Guilds Level 3 Certificate in Medical Terminology -offered on the back of this contract – Worth £986
- NT20 – Staff were given an hour to access a wellbeing programme covered by the employee

NT1 and NT9 and NT20 are mapped TOMs that feed directly into Stockport Council's corporate priorities.



Portfolio Project Management (PPM) Tool - Project Plan Services,

PROJECT PLAN SERVICES

Status: Delivery

Contract Value: £59,000

Target SLEV: £ 55,202 COMMITMENT

Target %SLEVA: 93.6% COMMITMENT

All commitments above are mapped to Stockport TOMs and link directly into Stockport's Corporate priorities.

NT	TOM Description	SV £ Commitment	Commitments Description
NT1	No. of full time equivalent local employee (FTE) hire or retained for the duration of the contract	£53,492.00	2 FTEs will be employed locally from Stockport on this contract
NT8	No. of staff hours spent on local school and college visits supporting pupils e.g. delivering career talks, curriculum support, literacy support, safety talks (including preparation time)	£118	We will visit local schools presenting to undergraduates about career opportunities
NT15	Donations or in-kind contributions to local community projects	£1,000	donation to Stockport community projects
NT16	No. hours volunteering time provided to support local community project	£592	5 x FTEs spending 1 day each working on community projects in Stockport



PPE/Workwear Supplies - Arden Winch & Co Ltd

ARDEN WINCH & CO LTD

Status: Delivery

Contract Value: £25,566

Target SLEV: £ 28,113 COMMITMENT

Target %SLEVA: 109.96% COMMITMENT

All commitments above are mapped to Stockport TOMs and link directly into Stockport's Corporate priorities.

NT	TOM Description	SV £ Commitment	Commitments Description
NT1	No. of full time equivalent local employee (FTE) hire or retained for the duration of the contract	£26,746	1 FTEs will be employed locally from Stockport on this contract
NT2	No. of hours providing career mentoring	£ 502	5 hours of Zoom meetings to give Stockport students career and interview advice from a company Director at Arden Winch.
NT4	No. of training opportunities on contract	£494	2 weeks in-house training or over Zoom to different area's of our business. For example office based, or warehouse based or in our embroidery logo facility
NT15	Donations or in-kind contributions to local community projects	£200	We would donate a full junior football kit to a local Stockport school
NT10	Provision of expert business advice to VCSEs and SMEs	£171	We will provide 2 hours of Zoom meetings for a Director to give meaningful business advice to Stockport SMEs



Responding to Bids/Tenders





Bid Readiness considerations

Prior to putting together a social value proposal, give consideration to the following:

- Understand our place in the marketplace and our strengths and weaknesses
- Do we have a strong offer vs competitors?
- Do we have a sufficient track record and evidence to show we will be successful in delivering this offer?
- What internal resource (time and money) is required to write a bid and deliver the proposal?
- Do we have the right staff and local partnerships to deliver?
- Up to date corporate policies, strategies and accreditations



...if you answered no...

- Consider the steps you need to take to develop your business
- Create an action list
- Consider a partnership, consortium or joint venture to develop your capacity and understanding
- Speak to prospective buyers and seek their views
- Research similar tenders and reverse engineer your capabilities

Measuring and Reporting Your Social Value

IMPACT REPORT

Garden Needs CIC

Jan 2015 to December 2015



Garden Needs is your community Garden Centre set in the heart of the Salford community.

As well as being a local sustainable Garden Centre for the entire community providing excellent plants, we also deliver the 'Amazing' programme of training, volunteering opportunities, a rolling programme of seasonal activities, and opportunities to develop micro enterprises.

Our Vision is to . . . be the pioneer in connecting people with nature and inspiring them to lead healthier and happier lives.

Trading since 2013, Garden Needs supports people dealing with mental health recovery, general wellbeing and learning disabilities to engage with our regular service activity of horticulture, volunteering opportunities, a rolling programme of seasonal activities and training and garden maintenance services.

Here are 10 things you need to know about Garden Needs CIC

1: Garden Needs works out of a tranquil hidden Garden Centre in Higher Broughton, bordering Kersal Dale woodland. Every day we hear birdsong and the wind in the branches and leaves.

2: Our closest partners are Social adVentures and Mind in Salford who we work with very closely in both our social responsibilities and in our care for our volunteers.

3: Over 300 people from families to corporate volunteers have engaged with activities at Garden Needs over the last year. Activities have included:

- Gruffalo walks
- Halloween
- Music in mind dementia workshops
- Summer celebrations
- Over 65's group
- Business in the Community days
- Christmas wreath making

4: Our volunteers say that Garden Needs is: **Companionship; Happiness; Tolerance; a place of friendship; where I can be myself; where I can learn.**

5: Garden Needs through its outreach activities has engaged with 4 schools 72 children and 22 families helping them grow fresh vegetables and learn how to cook them.

6: Garden Needs' mental health programme aims to help 50% of those we engage to progress with their sense of mental health recovery.

7: We have supported 41 referred individuals from Salford to feel better about their mental health through peer supported recovery - 116% of target set.

9: 12 of our volunteers have re-entered the workplace either back into their previous line of work or new career roles

10: Our past volunteers say:
"I wouldn't be here today if it wasn't for Garden Needs"
"Garden Needs is a place for everyone and where everyone has a place"
"Best little corner in Salford"

Garden Needs is looking for additional investment to significantly expand and deliver the 'Amazing' programme across Greater Manchester during 2016-17.

Garden Needs is a community interest company that has been trading since 2013. The business was originally established out of a successful Mind in Salford 'ecominds' project.

For more information, please contact:

T: 01617925448

E: simon@gardenneeds.org.uk

W: <http://www.gardenneeds.org.uk>



Understanding your impact

- Essential to understand the impact your SV has created
- Businesses should focus on capturing data on outputs and outcomes
- Data collected can be utilised for annual reporting, investors, bids, PR, and attracting talent
- Many different methodologies and models can be used to measure your impact (see 'Useful Links & Resources' section)
- Tracks immediate results (outputs), short/medium term changes (outcomes) and longer-term differences (impacts)



Example: Social Value Activities

Target Group	Outcome	Indicator	Impact	(£) Value	Value
Young People	Fewer NEET's (not in Education, Employment or Training)	Increased (real) opportunities for young people	Increased disposable income & increased skills in GM workforce	£168.08 Apprentice value per week (National TOM's)	Increase future career prospects and earnings

Target Group	Outcome	Indicator	Impact	(£) Value	Value
GM Businesses	Increased resilience in the local supply chain	Meet The Buyer event – no. of attendees	<i>Stronger established relationships and new relationships built with local suppliers</i>	£1 per £ invested in to the Meet the Buyer event (National TOM's)	Increase collaboration and resilience in the local supply chain

Social Value Reporting

- Best practice is to generate social value reporting periodically throughout the life of each contract, in line with the SV Themes & Outcomes of the relevant measurement framework being utilised.
- Ensure your SV delivery is on track with your commitments and escalate any risks to your contract manager.
- Highlight the key successes in delivery of social value. Case studies, photographs & testimonials are always very powerful!
- Ensure a mix of quantitative **and** qualitative data.
- Highlight any key learnings/recommendations that you can take forward to future projects.

Corporate Social Responsibility One Page Impact Report

This page covers the one page impact report of company CSR activity such as providing food, shelter, donation, conducting charity and many more.

Company
Logo

- Company CSR activity impact report on the community
- Add text here
- Add text here
- Add text here

17,420 Clothing
Items Distributed

4,160 Hygiene kits
Distributed

7,580 Clients &
Meals Served

Beggars for
the Poor

Changing Lives Forever

19
Sessions with
Trained Facilitators &
Mentors

13
Graduates

460
Volunteer hours Helping Client
Candidates lift themselves out of poverty

5,859 Individuals received the
furnishings they needed to
create a home

95,000+ Hours
Volunteered
across Ministries

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CONTACT INFO

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FOOD BUSINESS

135,070
Total pantry
visits

335
Weekly home
deliveries

\$69.10
Retail value per
pantry visit

75,630
Persons served
among 20,905
households

6.4 million
\$ of food donated &
purchased

\$ 9.3 million
of food provided

\$615,375
of Goods Furnished





Additional support and resources

- Global Value Exchange
- Manchester Cost Benefit Analysis
- Social Value Portal – Theme's Outputs and Measures (TOM's)
- ONS (Office for National Statistics)
- Social Value UK
- GM Good Employment Charter
- Social Enterprise UK
- The Growth Company
- Local Authority Website(s)
- LinkedIn
- Google News (saved searches)
- GM Social Value Network
- The Business Growth Hub



“Don’t look for perfection, look for progress”

- The sooner you embed Social Value in to your day to day business operations the better.
- Align response to local, regional, national, global agenda’s where possible – where does your piece of the jigsaw fit?
- Harness employee’s passion to help drive social change
- Build proactive partnerships with local organisations, networks and sectors – agree on mutual benefits, build sustainability and trust
- Drill down in to “what is the true value of this activity”
- Mirror language where possible
- You are in the driving seat of how you allocate resources – take time to speak with others “you don’t know what you don’t know”



Thank you for listening!

Any Questions?

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