

# Hull City Council - Social Value Policy Statement

## 1 Purpose and Background

- 1.1 This document sets out the Hull City Council's approach to the delivery of Social and Environmental Value. A complementary document the "Social Value Toolkit" provides advice to officers upon the preparation of tender documents that take into account Social and Environmental Value.
- 1.2 The Council is required to consider, before commencing the procurement process, how the economic, social and environmental well-being of the city may be improved through the procurement of its services (Public Services (Social Value) Act 2012). The intent is to ensure that the opportunity is taken to enhance the commissioning process through ensuring the delivery of wider strategic objectives for the community that are integral to contracts that the Council lets.
- 1.3 The aim of this policy is to identify the priority areas for the Council for delivering social value through its commissioning and procurement activities and to identify the framework and mechanisms for monitoring the achievement of social value.

## 2 Definition

- 2.1 Social value has been defined as: **"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 not only to the organisation, but also to society and the economy, whilst minimising damage to the environment"**.
- 2.2 In practice social value seeks to enhance and place a tangible value upon the social benefits that can be delivered through procurement, by explicitly identifying, valuing and monitoring those additional benefits within the procurement process and monitoring their delivery thereafter. This in turn helps reduce the overall cost of public service provision by reducing demand for the delivery of public services.
- 2.3 It is essential that "social value" is not seen as an add on to the procurement process, but rather a core component of contracts that are let to support delivery of the wider benefits that the Council is seeking to realise.

## 3 Our Social Value Outcomes

- 3.1 The Council has developed a set of outcomes that will allow it to consider the economic, social and environmental well-being of the city and its residents when commissioning and procuring goods and services. These outcomes are based on the vision, values and priorities contained in the City Plan.

3.2 The City Plan provides a broad based series of themes toward an over-arching strategic objective of creating “7,500 jobs in the city and see the majority of those jobs go to those on benefits”.

3.3 The Plan has five key themes, all of which touch upon the delivery of Social and Environmental Value and provide a common thread to be considered within procurement activity. These are set out in the table at Appendix 1.

#### **4. Management of this policy**

4.1 The Consideration of social value will be built into all the stages of the Council’s commissioning cycle – when reviewing service provision; conducting a needs analysis; consulting stakeholders and/or the marketplace through meet the buyer events; and through specifying the services to be procured.

4.2 Approaches to the procurement process that support the engagement of small and medium enterprises in the contracting process will be promoted, for example:

- Publicising procurement in advance of procurement processes
- Meet the buyer events related to tender processes
- Using a core standard Pre-Qualification Questionnaire
- Reducing the tender workload by retaining core information for re-use
- Breaking larger contracts into lots to enable small and medium enterprises to bid.

4.3 Where social value forms part of the subject matter of the contract it can be taken into account when evaluating a bidder’s suitability to provide a service and be reflected at all stages of the procurement process. However, it is essential that social value performance can be verified and monitored. Unverifiable requirements are unlawful and ineffective

4.3 Accordingly where appropriate in its procurement activities, the council will specify social value outcomes that are proportionate and relevant to the specification of the service required and will evaluate tenders in accordance with those social value outcomes and the specification, and subsequently monitor performance of delivery of the identified social outcomes.

4.4 The Council has identified a set of indicators that can be used to measure and track the social value delivered through contracting arrangements. When commissioning goods and services, commissioners and procurement leads must consider the indicators for inclusion into the award criteria or as a performance obligation, where appropriate. These indicators are not an exhaustive list, and commissioners and procurement leads may wish to consider additional indicators.

4.5 The Council will use its existing governance arrangements, through both its democratic governance, as set out in the Council’s Constitution, in order to ensure scrutiny and control of procurement decisions so that the Council achieves social value, where appropriate.

4.6 Monitoring information that is produced will be used to contribute to the Joint Strategic Needs Assessment for the City and will therefore be captured and monitored through the procurement process.

4.7 Council wide information management systems will be used to provide a single monitoring arrangement.

City Plan Objective	Health & Wellbeing /Community Safety/Environmental strategic context	Possible Areas for Social Value criteria	Potential areas for Social Value KPIs	Outcomes
<p><b>Overarching objective:</b>  <b>7,500 jobs in the city and see the majority of those jobs go to those on benefits</b></p>	<p>2011 benchmark  28.5% of children living in households where there is no working adult present, compared with 15.9% in England  CSP Strategic Aim:  More people in training, paid or unpaid work.</p>	<ul style="list-style-type: none"> <li>• Investment</li> <li>• Job Creation/retention</li> <li>• Training</li>   <li>• Support for development of new businesses</li> </ul>	<ul style="list-style-type: none"> <li>• % Spend/investment in the city</li> <li>• % employees from Hull CC postcode</li> <li>• Number of permanent jobs created in the city</li> <li>• Number of permanent jobs secured in the city</li> <li>• Provision/completion of apprenticeship places</li> <li>• Apprentices/staff gaining qualifications</li> <li>• Percentage of employees benefiting from learning and development opportunities</li> <li>• Measures to support skills development among sub-contract supply chain SME (“Small and Medium Enterprise”)</li> <li>• Commitment to pay fair price to SMEs</li> <li>• Prompt payment arrangements for SME supply chain companies</li> <li>• Support to supply chain of Small and Medium Enterprises through advice on business planning and employment</li> <li>• Underwriting investment risk for SMEs when acting as sub-contractor</li> <li>• Support for meet the buyer events</li> </ul>	<p>Increased employment and prosperity  Improved Health and Well being</p>

		<ul style="list-style-type: none"> <li>• Contribution to the regeneration needs of the city</li> </ul>	<ul style="list-style-type: none"> <li>• Contribution to city regeneration boards/forums</li> </ul>	
<b>Harness all Hull's assets to become the leading UK Energy City</b>	<ul style="list-style-type: none"> <li>• increased flood risks to Urban Building infrastructure;</li> <li>• Increased energy demand for cooling and potential for overheating;</li> <li>• Combating Flood and coastal erosion risk</li> </ul>	<ul style="list-style-type: none"> <li>• Increased employment</li> <li>• Incentivising travel to work/school on foot/by cycle/by public transport</li> <li>• Reductions in public transport carbon footprint</li> <li>• Education in how to use energy efficiently to minimise energy use</li> <li>• Tree planting</li> </ul>	<ul style="list-style-type: none"> <li>• Investment and Jobs created</li> <li>• Reduced carbon footprint</li> <li>• Measures of travel to work/school on foot/by cycle/by public transport</li> <li>• Use of energy from renewable sources</li> <li>• % waste to landfill</li> <li>• Training opportunities (see above)</li> <li>• Buildings which minimize use of non-renewable resources</li> <li>• Delivery miles (eg food miles)</li> <li>• Measures to minimize /neutralize energy use of business</li> <li>• Recycling of materials</li> <li>• Minimize waste through Packaging etc</li> <li>• % of waste generated through contract recycled</li> <li>• % of contractor drivers undertaken "green driver" training</li> <li>• % of sub-contractor drivers undertaken "green driver" training</li> </ul>	<p>Increased employment in the energy sector, Improved public transport; community heating through district heating schemes, reduced fuel poverty, energy efficient homes, healthier lifestyles, pleasant tree lined environment.</p>
<b>Making Hull a world-class visitor destination</b>	<ul style="list-style-type: none"> <li>• Quicker, cheaper shipping routes link the city with key global markets</li> <li>• Ensuring wide</li> </ul>	<ul style="list-style-type: none"> <li>• Events made possible</li> <li>• increases to visitor numbers</li> <li>• Volunteer</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsorship/promotion/advertising</li> <li>• Volunteer hours</li> <li>• Volunteer workshops</li> </ul>	<p>Increased employment in the recreation and leisure industries; attractive environment to bring up families;</p>

	range of high quality events and activities is available for Children and Young People of all ages and abilities and their families			high quality entertainment and social life; rich cultural life; greater prosperity.
<b>Help Residents to make their money go further</b>	<ul style="list-style-type: none"> <li>• 2010 Benchmark indicates that 32.9% of children in Hull were living in poverty compared to the England average of 15.9%</li> <li>• Warmer temperatures provide suitable climatic conditions for new crops in the UK;</li> <li>• Agricultural land more prone to Flooding;</li> <li>• Fish and shellfish projected to move northwards;</li> </ul>	<ul style="list-style-type: none"> <li>• Community growing of nutritious food</li> <li>• informing and supporting communities to establish community market place to loan to one another time and money;</li> <li>• Voluntary time and sponsorship of community activities</li> </ul>	<ul style="list-style-type: none"> <li>• Adoption of the living wage</li> <li>• reduction of children in poverty;</li> <li>• publication of key materials (eg safety information) in different languages/audio format</li> <li>• reduction in levels of obesity</li> <li>• reduction in smoking</li> <li>• long term unemployed into employment;</li> <li>• creating opportunities for employment for care leavers, people with disabilities etc</li> <li>• employees taking up health checks, education of staff in good health; creating sustainable supply chain opportunities for small and medium employers in the city</li> </ul>	Reduced energy use, healthier families
<b>Prevention and Early intervention</b>	<ul style="list-style-type: none"> <li>• 26.1% of children entering reception class at school are overweight and by year 6 36.8% are</li> </ul>	<ul style="list-style-type: none"> <li>• access to support and reduction in anti-social behaviour and crime</li> <li>• Community Safety: reduction in re-</li> </ul>	<ul style="list-style-type: none"> <li>• reductions in health inequalities</li> <li>• reduced levels of substance misuse;</li> <li>• reductions in domestic violence</li> <li>• reductions in children in care</li> </ul>	Safer city: Improved attendance; Increased employment, Reductions in obesity, heart conditions and

	<p>overweight</p> <ul style="list-style-type: none"> <li>• Hull life expectancy below national average (3 years male; 2.49 years female, with 10 year variances between wards)</li> <li>• HWB Strategic Aim: People know that there are lifestyle changes that they can make which will reduce their chances of getting and dying from cancer or heart disease.</li> <li>• HWB Strategic Aim: People understand how to reduce the risk of cancer and heart disease</li> <li>• CSP: Reductions in people involved in Anti-social behaviour</li> <li>• CSP: Improved outcomes in substance misuse and mental health</li> <li>• Milder winters are projected to result in a major</li> </ul>	<p>offending</p> <ul style="list-style-type: none"> <li>• Potential Measures: reduced levels of substance misuse; reduced re-offending rates; reduced absence rates due to ill health; reductions in level of smoking; percentage of workforce undertaking health checks</li> <li>• Relevant Outcomes: Safer city: Improved attendance; Increased employment, Reductions in obesity, heart conditions and cancer; reduced conflict.</li> <li>• Volunteer time in schools</li> </ul>	<ul style="list-style-type: none"> <li>• reduced re-offending rates;</li> <li>• reduced absence rates due to ill health;</li> <li>• reductions in level of smoking;</li> <li>• percentage of workforce health checks;</li> <li>• Lead contractor providing support to SMEs for health checks</li> </ul>	<p>cancer; reduced conflict.</p>
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	reduction in the risk of cold-related death and illness;			
<b>Safeguarding the most vulnerable</b>	<ul style="list-style-type: none"> <li>• Young people are confident and are able to deal with the problems they might face</li> <li>• Provision of a safe and efficient transport system that contributes to the social, environmental and economic well being of the City and provides equal opportunities for everyone to access key services using, where possible, 'green' alternatives to the private car'</li> <li>• CS Strategy: Providing an Environment in which unacceptable behavior is challenged</li> </ul>		<ul style="list-style-type: none"> <li>• Apprenticeships targeted at hard to reach groups (long term unemployed/care leavers)</li> <li>• reduction in health inequalities</li> <li>• increased independent living</li> <li>• Equality profile of service users</li> </ul>	<ul style="list-style-type: none"> <li>• Reductions in dependency</li> </ul>