

Rochdale Council - Social Value

1. Introduction

Rochdale Council are committed to ensuring that investment undertaken in the Rochdale borough provides added social, environmental and economic value for residents. This document provides an overview of Rochdale's social, environmental and economic values to enable you to identify the added value you can offer through your bid.

Social Value Priorities

Rochdale Council is signed up to delivery of social value in accordance with the Greater Manchester Social Value Framework, which identifies the priority key themes and outcomes for Greater Manchester. Delivery against the following themes identified is of great importance to Rochdale Council:

- a) Promote employment & economic sustainability – tackle unemployment and facilitate the development of skills.
- b) Raise the living standards of local residents – paying or working towards the Living Wage, maximising employment and targeting those in greater need to develop career opportunities for local people.
- c) Promote involvement in the local community, eg volunteering through practical support to the local voluntary and community groups.
- d) Promote environmental sustainability – reducing waste and energy consumption and procuring materials from sustainable sources, promoting and supporting sustainable modes of transport.

2. Your Bid

Within your bid, you should try to address the social value objectives highlighted above, but in particular those identified as opportunities by the Council within this tender/quotation.

Your bid submission should include:

- A clear commitment to what you will deliver in relation to the social value theme.
- A proposal on how you will monitor, report and demonstrate the social value outcomes you have committed to deliver.

Rochdale Council are particularly interested in any support bidders can provide to existing projects, organisations and groups in the borough which are addressing the social value themes highlighted. Where relevant, bidders should therefore identify how existing local projects and organisations will be utilised in delivery of these social value themes, in order to avoid duplication of activity.

If you require support to identify these existing projects and organisations, and the support you may be able to offer them, the Economic Affairs Team at Rochdale Council is able to assist. The team can be contacted on the details below.

Telephone: 01706 925636

Email: economic.affairsteam@rochdale.gov.uk

Your Social Value submission should be at nil cost the Council. It should also be in addition to the specification of the contract, and you should articulate what you will deliver for this contract rather than what you have previously delivered.

3. Social Value Priorities

a) Promote Employment & Economic Sustainability in Rochdale

Outcome 1: More local people in work

Rochdale Council is committed to increasing employment levels across the borough and is particularly keen to support groups facing long term barriers to employment.

Barriers can include: a lack of relevant skills or work experience, or a need to secure employment with flexible hours to fit in with other commitments such as school term times or caring responsibilities.

Rochdale Council can advise employers on how to design flexible employment opportunities and set up work trials, work experience placements and apprenticeships.

Rochdale Council has the Government's *Disability Confident* Level 2 award and encourages its suppliers to be a good employer of disabled people. You can become a *Disability Confident* employer by recruiting and retaining disabled people and people with health conditions for their skills and talent. It can benefit your business by:

- Enabling you to draw from the widest possible pool of talent.
- Enabling you to secure high quality staff who are skilled, loyal and hard working.
- Saving time and money on the costs of recruitment and training by reducing staff turnover.
- Helping you keep valuable skills and experience.
- Reducing the levels and costs of sickness absences.
- Improving employee morale and commitment by demonstrating that you treat all employees fairly.

In Rochdale, we also encourage businesses to develop links with schools and colleges to help inspire the next generation of employees, help prepare young people for the world of work and improve educational attainment. Support can include careers talks/fairs, mock interviews, advice on CV preparation, workplace visits and work experience.

For information or advice:

Telephone: 01706 925636

Email: economic.affairsteam@rochdale.gov.uk

Outcome 2: Support local businesses to thrive

Rochdale Council encourages contractors to use local suppliers and businesses (based in the borough) within the supply chain, where possible, in order to support the local economy.

Bidders should demonstrate their commitment to purchasing goods and services locally within the borough of Rochdale as a % of their total expenditure. The Council does not have a definitive list of all the businesses in the borough and the goods and services they provide but has a good knowledge of the range of businesses to business suppliers. There is also a well-established range of business networks in the borough which are recommended as a good way to build relationships with other local businesses, who could be your customers or suppliers in the future.

If you are successful in winning a large contract, a good way to demonstrate a commitment to supporting local businesses is to organise a Meet the Buyer Event with specific information on the range of goods and services your business will need to buy. The Council can provide advice and help you promote such an event.

If you are an experienced and successful business person, you may wish to help smaller businesses by becoming a mentor. Advice is available on how to do this within a structured

programme run by the Greater Manchester Business Growth Hub:
<http://www.businessgrowthhub.com/business-from-start-up-to-expansion/mentoring>.

We are keen to promote the success of local businesses and hold an annual Business Awards and encourage local businesses to take part in a variety of ways as a sponsor, supporter or entrant. Please see awards web link, www.rochdalebusinessawards.co.uk.

b) Raise the living standards of local residents – paying or working towards the Living Wage, maximising employment and targeting those in greater need to develop career opportunities for local people.

You should demonstrate any work you undertake with sector skills bodies or training providers, and include details of membership or accreditation of schemes or compliance with the ETI base code, an internationally recognised code of labour practice.

Your business should evidence the support it provides to staff to maintain and improve their health and wellbeing such as supporting initiatives within the workplace to reduce smoking etc.

In addition to the priorities already listed, bidders are asked to consider how else their business and associated operations could further promote fairness and equity to address disadvantage and deprivation Rochdale. This includes any further activities undertaken in support of schools and education providers, health organisations, or groups directly addressing disadvantage and deprivation.

c) Promote involvement in the local community, eg volunteering through practical support to the local voluntary and community groups.

This could include supporting staff to engage with their communities, through volunteering or other CSR activities.

Across the borough there are a wide range of volunteering opportunities which individuals or groups can take part in. These cover environmental, educational, and social activities and can support some of the economic and social challenges that the borough faces but also support the great environmental and heritage assets of the borough.

For further information contact either economic.affairsteam@rochdale.gov.uk or look at www.groundwork.org.uk/Sites/bbor/Pages/bbor-corporate-volunteering.

Alternatively as a bidder, you could support these organisations and voluntary groups to improve their capacity and delivery in a variety of ways including:

- Pro-bono support (volunteering technical skills and expertise such as bid writing, business planning, website design and financial, legal and marketing advice).
- Volunteer days for your staff.
- Training opportunities.
- Use of facilities.
- Financial contribution, fundraising activity or other resources.

Bidders should include details of support already being provided to the Voluntary and Community Sector in Rochdale and how this will continue or develop.

d) Promote environmental sustainability – reducing waste and energy consumption and procuring materials from sustainable sources, promoting and supporting sustainable modes of transport.

In Rochdale, we have a number of active voluntary groups helping to manage green spaces and improve the living environment. You could support these voluntary groups to improve their capacity and delivery in a variety of ways outlined above (section 3c). Your business should identify how they can support these groups using the examples above.

Your business should demonstrate the measures it is undertaking to reduce its carbon footprint and increase its recycling rates. This may be through the purchase of environmentally friendly goods or the installation of specific energy saving equipment. You should also indicate where you source sustainable products eg FSC timber products.

You should also identify any other activities that could be undertaken to help create a clean, green environment.

4. Scoring

Bidders will be scored in relation to delivery against the GMCA Social Value objectives identified, using the scoring rationale included in the tender documents. These scores will then be added to the final scoring matrix, which will be used to identify the winning bidder.

5. Recording and monitoring social value

Your Social Value response will form part of the contract documentation. You will be expected to report against it, in line with contract management arrangements as agreed with the Council.