



TRAFFORD COUNCIL

SOCIAL VALUE GUIDE

May 2018 (v2)

Trafford Council - Social Value Guide

1. Introduction

This guide is designed to help you understand more about social value and how to make social value commitments when bidding for a contract with Trafford Council. It provides you with advice on the process and some practical examples of how social value can be delivered in Trafford. Due to the wide range of services provided by the Council there is no 'one size fits all' model, and as such this document should be considered alongside guidance from the Partnership and Communities, Commissioning and Procurement Teams, who are able to offer specific advice on local context and need.

The Public Services (Social Value) Act 2012 came into force on 31st January 2013. It requires public bodies to consider how the services they commission and procure might improve the *economic, social and environmental* well-being of the area. Social Value is “the benefit to the community from a commissioning/procurement process over and above the direct purchasing of goods, services and outcomes”.

There is no authoritative list of what these benefits may be; the Act is deliberately flexible to give commissioners and procurement officials the freedom to determine what kind of additional value would best serve the needs of the local community as well as creating an opportunity for suppliers to innovate.

Trafford Council is committed to ensuring that investment undertaken in Trafford provides added social, environmental and economic value for residents. This document provides an overview of Trafford's strategic priorities to enable suppliers to identify the added value they can offer through their submission. These priorities are aligned with the Greater Manchester Social Value Framework which identifies the priority key themes and outcomes for Greater Manchester.

The Greater Manchester Social Value themes are as follows:

- a) Promote employment and economic sustainability – tackle unemployment and facilitate the development of skills
- b) Raise the living standards of local residents – working towards living wage, maximise employee access to entitlements such as childcare and encourage suppliers to source labour from within Greater Manchester
- c) Promote participation and citizen engagement - encourage resident participation and promote active citizenship
- d) Build the capacity and sustainability of the voluntary and community sector – practical support for local voluntary and community groups
- e) Promote equity and fairness – target effort towards those in the greatest need or facing the greatest disadvantage and tackle deprivation across the borough
- f) Promote environmental sustainability – reduce wastage, limit energy consumption and procure materials from sustainable sources

2. Your bid

Within your bid, you will be required to outline how you will deliver at least one or more of the social value objectives highlighted above whilst considering the Trafford context. The tender specification you are bidding for will set out specific details of which social value theme/s Trafford Council wishes you to meet. Please check the tender specification for more details before considering a social value objective.

Your bid should include:

- A clear commitment to what you will deliver in relation to the social value theme
- A methodology setting out how you will deliver your commitment
- A set of key performance indicators with quantified targets for your social value contributions

Your social value contributions must be **in addition to the key requirements of the contract**, and you should articulate what social value you will deliver for this contract, rather than what you have previously or currently deliver. They must also be at nil cost to the Council.

Outlined below is the Trafford context in relation to each of the Greater Manchester objectives, and Appendix 1 identifies a range of potential actions and interventions suppliers could take against each objective. This is not an exhaustive list and we value innovative ideas to deliver the objective/s required as part of the tender document. There is also a list of our key performance indicators for social value which you should include in your tender. Please remember, **any activity that you put forward as social value which is a key requirement of the contract will be discounted.**

Trafford Council are particularly interested in any support bidders can provide to existing projects, organisations and voluntary groups in Trafford who are addressing any of the social value themes highlighted. In order to avoid duplication of activity and where relevant, bidders should identify how existing local projects and organisations will be utilised in delivery of these social value themes. If you require further information and help to identify existing projects and organisations you may be able to support, the Partnerships and Communities Team at Trafford Council are able to assist. The team can be contacted on 0161 912 1173 or at partnershipsteam@trafford.gov.uk

3. Scoring

Bids will be scored in relation to delivery against the social value objectives identified within the tender, 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 tender.

4. Recording and monitoring social value

Trafford Council takes the delivery of social value commitments into consideration when reviewing contract performance.

Your social value response will form part of the contract documentation. You will be expected to report against it, in line with the rest of the contract reporting. During the contract mobilisation phase we will work with you to confirm your social value key performance indicators and the monitoring and reporting arrangements, which will be used throughout the life of the contract.

As well as monitoring individual contracts, Trafford Council will collate social value contributions from across our contracts in order to measure the total impact of social value in Trafford. We are also working closely with the Greater Manchester Combined Authority to measure impact across the city-region, and are developing a consistent set of measures which will support suppliers that operate across local authorities.

We may supplement the social value measures identified in Appendix 1 based on your social value offer. We will discuss this with you during the contract mobilisation phase.

5. Social value priorities

In addition to the Greater Manchester Combined Authority social value objectives, we have added details of Trafford's priorities, to ensure social value contributions meet the needs of Trafford's residents and communities.

a) Promote Employment & Economic Sustainability – tackle unemployment and facilitate the development of skills

Outcome 1: More local people in work

Outcome 2: Support local businesses to thrive

Outcome 3: Responsible businesses that do their bit for the local community

Trafford Council's Strategic Growth Team is a single point of contact for support to businesses in the borough. This support could include identifying potential funding opportunities, searching for sites or premises and supporting new and expanding companies. Trafford Council is committed to helping businesses in Trafford to grow and prosper. Working together with partners has helped Trafford Council to enhance economic growth, attract important investment and increase local jobs. Trafford Council expects suppliers to support growth by using local supply chains and creating local jobs for local people. If a local supply chain cannot be sourced, a Greater Manchester supply chain should be used. Trafford Council supports business start-ups via the Trafford Business Start-up Network. If your business would like to support the network by providing practical business assistance and advice, contact the Strategic Growth Team on 0161 912 4176 or at business@trafford.gov.uk.

Trafford Council is a key partner in the Trafford Pledge programme and is committed to supporting local people into work. As part of the Trafford Pledge programme, support from suppliers and businesses is particularly required in relation to priority groups facing long term barriers to work. Supporting people facing long-term barriers to work may require a flexible approach from the employer in relation to working hours or conditions.

It may also require a tailored approach such as commitment from the employer to work with partner agencies to develop a planned pathway into employment, as opposed to a single intervention e.g. mentoring, a site visit, followed by a work-experience placement or work trial, followed by a guaranteed interview.

In Trafford, we encourage businesses to develop links with schools and colleges to help inspire the next generation of employees and improve educational attainment. If your business would like assistance to deliver relevant employment support or develop links with schools and colleges in Trafford please visit www.trafford.gov.uk/pledge or contact the Strategic Growth Team (details above).

Trafford Council has signed an Armed Forces Covenant which encourages support for the Armed Forces community working and residing in Trafford and to recognise and remember the sacrifices made by members of this Armed Forces community. This includes in-Service and ex-Service personnel and their families in Trafford. We encourage all suppliers to sign the covenant, and help and advice is available from the Partnership and Communities Team.

Suppliers can support our town centres to be vibrant and dynamic places to benefit residents, businesses and visitors by becoming members of our town centre partnerships, which play a key role bringing local businesses and stakeholders together to deliver the vision for town centres; "to ensure that our town centres remain vibrant, prosperous centres, in an attractive, clean and safe environment where people enjoy shopping, working, investing, visiting and living during the day and night time". For further details on becoming a member of a town centre partnership please contact the Partnership and Communities Team.

b) Raise the living standards of local residents – maximise employee access to entitlements such as childcare and encourage suppliers to source labour from within Greater Manchester.

Outcome 4: A local workforce which is fairly paid and positively supported by employers.

Trafford Council encourage all suppliers to have a fairly paid workforce, by taking action to support and develop their workforce with relevant training and qualifications. Trafford Council recognise some people prefer zero hours contracts as it offers them flexibility. In recognition of that, we encourage suppliers to use zero hour contracts by mutual agreement only. We expect suppliers to have an agreement that zero hour contracts are never enforced on employees.

Suppliers can support their workforce by offering employees childcare vouchers; flexible working arrangements, and improve health and wellbeing by providing counselling services when requested.

Trafford Council encourages suppliers to support working carers; a working carer is someone in full or part-time employment, who also provides unpaid support, or who looks after a family member, partner or friend who needs help because of their age, physical or mental illness, or disability. Suppliers can support carers to remain in work by embedding flexible working approaches and effective support structures; this brings significant benefits to both carers and their families, businesses and the wider economy.

c) Promote Participation and Citizen Engagement

Outcome 5: Individuals and communities enabled and supported to help themselves

Trafford Council works in partnership with Thrive Trafford to promote volunteering. We encourage all suppliers to have an employee volunteering scheme. For further information on volunteering opportunities in Trafford please visit www.thrivetrafford.org.uk.

Trafford Council wish to continue to maximise digital engagement with our residents and supports the use of digital technology. We actively encourage suppliers to support residents to optimise technology to improve lives and productivity; we would encourage suppliers to raise awareness of Trafford's online offer, run workshops and advice sessions for information technology; provide access to superfast broadband and donate computer equipment.

d) Build Capacity and Sustainability of the Voluntary and Community Sector

Outcome 6: An effective and resilient third sector

Trafford Council works in partnership with Thrive Trafford and Trafford Partnership to deliver a vision for a thriving community and voluntary sector in the borough. This includes involvement in activities undertaken in support of schools and education providers, health organisations, or groups directly addressing disadvantage and deprivation. Trafford Council wishes to improve the quality of provision in the Voluntary, Community and Social Enterprise (VCSE) sector and to ensure the market is developed, increase spend within the sector by using local suppliers, social enterprise and Small and Medium sized Enterprise's (SME's).

In Trafford, we align the corporate social responsibility and social value contributions of local businesses with voluntary, community and social enterprise organisations that are addressing identified local needs; thereby delivering greater local impact. Our Partnership and Communities Team work closely with a wide range of voluntary groups and communities in Trafford; we encourage community groups to share knowledge and coproduction of projects which will benefit local communities. This helps residents feel better connected to their communities and understand their needs.

Suppliers can 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
- Fundraising activity or other resources

For details of local community groups looking for support, please contact the Partnership and Communities Team (details above).

e) Promote Equity and Fairness

Outcome 7: A reduction in poverty, health and education inequalities.

Outcome 8: Acute problems are avoided and costs are reduced by investing in prevention.

Trafford Council wishes to give all children the best start in life, improve the health and wellbeing of residents, reduce the percentage of people in Trafford who are physically inactive and reduce the impact of mental illness, alcohol and tobacco. We actively work toward increasing the levels of wellbeing which reduces the reliance on health and social care.

Trafford Council are committed to supporting businesses to maintain and improve the health and wellbeing of their workforce, including supporting their staff to engage with local community activity. Suppliers can assist by working with schools and education programmes, local voluntary groups who work directly to increase health and wellbeing, run workshops to address issues with tobacco, alcohol and drug addiction and support local sport groups who encourage physical activities. Suppliers wishing to assist with health initiatives can contact the Partnership and Communities Team (details above) for links to local schemes.

f) Promote Environmental Sustainability

Outcome 9: We are protecting our physical environment and contributing to climate change reduction.

Trafford Council actively seek to work with stakeholders to maintain and improve the environment around public spaces, highways and local neighbourhoods. In Trafford, we have a number of active voluntary groups helping to manage green spaces and improve the living environment. Suppliers can support these voluntary groups to improve their capacity and delivery in a variety of ways (see section c above). We also work with suppliers who engage with communities and charities to donate time and unwanted resources for reuse. Suppliers can also support borough-wide schemes such as sponsoring the City of Trees initiative or the Eco-Schools Programme.

We encourage suppliers to be responsible and use products from sustainable sources, introduce ethical purchasing and use fair trade products. Suppliers should encourage active travel within their work force, and seek to reduce CO2 emissions by increasing the use of hybrid and electric vehicles.

Our Environmental Services Team works with communities to encourage recycling and reduction of waste. Suppliers can become involved in campaigns which aim to reduce fly-tipping and minimise waste through increased recycling and reuse of materials. For further information contact the Environmental Improvement Team on 0161 912 5569.

Appendix 1 – Trafford Social Value Objectives

GMCA themes and outcomes	Trafford objectives (from Annual Delivery Plan 17-18)	What suppliers could offer (in addition to the key requirements of the contract)	Key Performance Indicators (in addition to the key measures of the contract)
<p>Promote employment and economic sustainability – tackle unemployment and facilitate the development of skills</p> <p><i>1. More local people in work</i></p> <p><i>2. Thriving local businesses</i></p> <p><i>3. Responsible businesses that do their bit for the local community</i></p>	<p>More local people in work</p> <p>Increase the promotion and take up of apprenticeships in our priority groups with a particular focus on areas of deprivation</p>	<p>Support all priority groups by offering, CV advice, careers guidance, workshops offering employment advice, work experience, interview training, mock interviews, training support and apprenticeships</p>	<ol style="list-style-type: none"> 1. Number of new jobs created as part of the contract and the number of those jobs taken by local and priority people. 2. Number of apprenticeships on the contract that will be completed during the year; or that will be supported by the organisation to completion in the following years – Level 2, 3 or 4+. Including the number of apprentices taken from the priority groups. 3. Number of training opportunities on contract (BTEC, City & Guilds, NVQ, NHC) that will be completed during the year, or that will be supported by the organisation to completion in the following years. Level 2, 3, 4+ 4. Number of hours dedicated to supported unemployed people into work (e.g. career mentoring, CV advice, work placements, pre-employment courses). 5. Number of hours dedicated to supporting young people under 18 years of age (e.g. school and college visits, careers talks, literacy support, safety talks (including preparation time). 6. Total amount spent in local supply chain throughout the contract. 7. Total amount spent in local supply chain with voluntary / community /social enterprises or small / medium enterprises.
	<p>Support business growth and attract inward investment into Trafford</p>	<p>Employment of apprentices and trainees for Trafford residents of all ages</p>	
	<p>Support our town centres to be vibrant and dynamic places to benefit residents, businesses and visitors</p>	<p>Supply chain spend with local Small and Medium-sized Enterprises (SME's) and Voluntary, Community and Social Enterprises (VCSE's)</p>	
		<p>Support new start-up businesses by running workshops and offering pro-bono support.</p>	
		<p>Sign an Armed Forces Community Covenant, which could offer employment opportunities, work experience, interview training to Armed Forces veterans.</p>	
		<p>Become a member of the local Town Centre Partnership or support town centre activity.</p>	

			8. You have signed the Armed Forces Covenant and/or the Trafford Pledge. Provide evidence.
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GMCA themes and outcomes	Trafford objectives (from Annual Delivery Plan 17-18)	What suppliers could offer (in addition to the key requirements of the contract)	Key Performance Indicators (in addition to the key measures of the contract)
<p>Raise the living standards of local residents – working towards living wage, maximise employee access to entitlements such as childcare and encourage suppliers to source labour from within Greater Manchester</p> <p><i>4. A local workforce which is fairly paid and positively supported by employers</i></p>	<p>A local workforce which is fairly paid and positively supported by employers</p> <p>Closing the inequalities gap</p> <p>Responsible businesses that make a contribution to the local community</p>	Participate in childcare schemes	<p>9. You have staff wellbeing policies (e.g. flexible working, carers support, childcare schemes). Provide evidence</p> <p>10. % of contracts with the supply chain on which social value commitments, measurement and monitoring are required</p>
		Provision above legal requirement for maternity/paternity leave	
		Provision of a flexible working policy	
		Support staff who are carers to remain in work by embedding flexible working approaches and effective support structures	
		Support residents who are not IT literate to access management tools, switch utilities/search for cost saving deals	
		Only implement zero hours contracts with staff by mutual agreement	
<p>Promote participation and citizen engagement - encourage resident participation and promote active citizenship</p> <p><i>5. Individuals and communities enabled and supported to help themselves</i></p>	<p>Connect people to people</p> <p>An accessible Council – maximising digital engagement with our customers, supporting customers to use digital technology.</p> <p>Working with partners – raising awareness of Trafford’s online offer</p>	Employees encouraged and supported to volunteer	<p>11. Number of voluntary hours donated by staff</p> <p>12. Number of hours of digital training provided to staff and residents</p>
		Increase the number of opportunities for people to volunteer	
		Raise digital skills amongst workforce and local community	
		Contracted services accessible on-line	

GMCA themes and outcomes	Trafford objectives (from Annual Delivery Plan 17-18)	What suppliers could offer (in addition to the key requirements of the contract)	Key Performance Indicators (in addition to the key measures of the contract)
<p>Build the capacity and sustainability of the voluntary and community sector– practical support for local voluntary and community groups</p> <p><i>6. An effective and resilient third sector</i></p>	<p>Enable the VCSE sector to thrive</p> <p>Encourage businesses to positively contribute to the community</p>	<p>Support VCSE organisations to access external funding and develop sustainable models</p> <p>Provide pro-bono support, legal, financial or HR time.</p> <p>Increase supply chain spend with VCSE sector organisations</p> <p>Provide sponsorships</p> <p>Allow use of buildings by community/voluntary groups</p> <p>Adopt a local charity or voluntary group and to explore ways they can support it</p> <p>Provide skilled volunteer days for employees</p>	<p>13. Number of hours of unskilled support provided to local community groups</p> <p>14. Number of hours of skilled support (e.g. financial, legal, hr advice) provided to voluntary / community /social enterprises or small / medium enterprises</p> <p>15. Equipment or resources donated to local community (£ equivalent value)</p>
<p>Promote equity and fairness – target effort towards those in the greatest need or facing the greatest disadvantage and tackle deprivation across the borough</p> <p><i>7. A reduction in poverty, health and education inequalities</i></p> <p><i>8. Acute problems are avoided and costs are reduced by investing in prevention</i></p>	<p>Children get the best start</p> <p>Reduce premature mortality and a healthier working age population which in turn supports the local economy</p> <p>Reduce the percentage of people in Trafford who are physically inactive</p> <p>Increased level of wellbeing to reduce Health and Social Care costs</p>	<p>Provide mentoring, guidance and/or work experience opportunities for young people under the care of the Local Authority or care leavers</p> <p>Have staff wellbeing policies, events and benefits (e.g., wellbeing sessions, etc.)</p> <p>Provide assistance with gym or sport club membership.</p> <p>Raising awareness and support for staff of mental health conditions, misuse of alcohol and drugs, provide stop smoking support, promote the uptake of national cancer programmes</p>	<p>16. % of staff that have attended health and wellbeing sessions (e.g. stop smoking, lose weight, improve mental health, access cancer screening, reduce alcohol, increase physical activity)</p>

GMCA themes and outcomes	Trafford objectives (from Annual Delivery Plan 17-18)	What suppliers could offer (in addition to the key requirements of the contract)	Key Performance Indicators (in addition to the key measures of the contract)
<p>Promote environmental sustainability – reduce wastage, limit energy consumption and procure materials from sustainable sources</p> <p><i>9. We are protecting our physical environment and contributing to climate change reduction</i></p>	<p>Protecting our physical environment and contributing to climate change reduction.</p>	<p>Use of products from sustainable sources, introduce ethical purchasing, including fair trade products.</p>	<p>17. Car miles saved through cycle to work programmes, public transport or carpooling</p> <p>18. % of waste recycled and or diverted.</p> <p>19. Evidence of grams of CO2 emissions saved.</p>
	<p>Work pro-actively with stakeholders to maintain & improve environment around public spaces, highways and neighbourhoods</p>	<p>Use of water butts and energy efficiency methods/products</p>	
	<p>Encourage people to consider how they use services – Right Bin, Right Place</p>	<p>Tree Planting</p>	
	<p>Encourage people to be responsible</p>	<p>Produce Travel Plans to promote the use of public transport, car share, and support employee travel schemes</p>	
		<p>Use of hybrid/electric vehicles</p>	
		<p>Broker volunteers to support projects that meet these objectives, such as environmental responsibilities e.g. litter picking, working with schools, Friends of Parks, bulb donation and planting, 'In Bloom' Projects</p>	
		<p>Increase recycling, minimise waste and re-use of resources and materials</p>	
		<p>Donation of unwanted office furniture and ICT equipment</p>	
		<p>Ensure all waste is removed properly, using companies with a valid waste transfer licence.</p>	
		<p>Promote Trafford services where environmental crime can be reported</p>	