



TRAFFORD COUNCIL

SOCIAL VALUE GUIDANCE

Trafford Council - Social Value Guidance

1. Introduction

This guide is designed to help you understand more about Social Value and how to adopt a Social Value approach. It will provide you with advice on the process and some examples of existing projects you could get involved with. 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 advice from the Partnership and Communities Team, Commissioning and Procurement Teams and the Social Value Group, who are able to offer specific advice on local context and need. It additionally gives some practical examples of where Social Value can be used effectively in Trafford and sets out our context for why this approach is so important.

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 because Social Value is best approached by considering local context and needs.

The Act gives commissioners and procurement officials the freedom to determine what kind of additional social or environmental social value would best serve the needs of the local community as well as creating an opportunity for providers to innovate.

Trafford Council are 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 social, environmental and economic values to enable suppliers to identify the added value they can offer through their submission.

Trafford 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 themes identified in the Greater Manchester Social Value Framework is of great importance to Trafford Council, as are the needs of Trafford residents; with this in mind we have further outline Trafford's context in relation to each of the objectives in this document.

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 contract specification you are bidding for may give more specific details of which social value theme Trafford Council wishes you to consider. Please check the specification for more details before considering a social value objective.

Your bid submission 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

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

Outlined below in this document is the Trafford context in relation to each of the 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.

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 the details below.

Telephone: 0161 912 1173

Email: partnershipsteam@trafford.gov.uk

3. Scoring

Bids will be scored in relation to delivery against the headline Greater Manchester Combined Authority 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 bidder.

4. 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 the rest of contract reporting.

During the contract mobilisation phase, the Council will work with you to establish the Social Value Key Performance Indicators (KPI's) and monitoring/reporting arrangements. These will then be used throughout the life of the contract to monitor and report against your Social Value commitments.

The Council takes the delivery of Social Value commitments into consideration when reviewing contract performance.

5. Social Value Priorities – although this document uses the Greater Manchester Combined Authority Social Value objectives we have added details of Trafford’s priorities below.

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

Trafford Priorities

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 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 will also often 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 **Partnership and Communities Team on 0161 912 1173**.

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 the Council will consider a Greater Manchester supply chain.

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.

Support business growth and attract inward investment into Trafford.

Suppliers can support our town centres to be vibrant and dynamic places to benefit residents, businesses and visitors by becoming members of our Town Partnerships. Town Centre Partnerships play an instrumental role by working with local businesses and stakeholders focussing on working together to deliver on the vision for town centres. The vision is "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 of becoming a member of the Partnerships please contact the Strategic Growth Team on 0161 912 4176.

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.

Trafford Priorities

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, including through their supply chain, by paying the living wage or having a timeline for when the living wage will be paid, as well as taking action to support and develop their workforce with relevant training and qualifications. For details of the living wage please see <https://www.livingwage.org.uk/what-is-the-living-wage> or contact the Partnership and Communities Team on 0161 912 1173.

Trafford Council encourages bidders to use local suppliers and businesses (based in the borough) within their supply chain where possible in order to support the local economy. If local supplier cannot be sourced the Council will consider a wider Greater Manchester supply chain.

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.

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 their communities. Suppliers are encouraged to help reduce health inequalities through working with communities and residents to improve opportunities for adults and children to enjoy a healthy, safe and fulfilling life.

Suppliers wishing to assist with health initiatives can contact the Partnership and Communities Team for details of local schemes.

Suppliers can support their own work force 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

Trafford Priorities

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

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.

Business 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 who are interested in working with a supplier please contact the Partnership and Communities Team on 0161 912 1173.

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. For further details of any of these initiatives please contact the Partnership and Communities Team on 0161 912 1173.

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

Trafford Priorities

Outcome 6: An effective and resilient third sector

Trafford Council works in partnership with Thrive 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).

For further details of any of these initiatives please contact the Partnership and Communities Team on 0161 912 1173.

e) Promote Equity and Fairness

Trafford Priorities

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

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

Giving children the best start in life

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 costs.

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.

The Partnership and Communities Team at Trafford Council can provide details of groups in the Trafford area who address these issues.

f) Promote Environmental Sustainability

Trafford Priorities

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

In Trafford, we have a number of active voluntary groups helping to manage green spaces and improve the living environment. Businesses can support these voluntary groups to improve their capacity and delivery in a variety of ways outlined above (section c). Businesses can also support borough-wide schemes such as sponsoring the City of Trees initiative or the Eco-Schools Programme.

Our Environmental Services Team work with our communities to encourage recycling, and reduction of waste, providers can become involved in campaigns which aim to minimise increases in the waste disposal levy through increased waste recycling and reuse of materials.

We encourage suppliers to be responsible and use products from sustainable sources, introduce ethical purchasing and use fair trade products. Trafford Council actively seek to work with stakeholders to maintain and improve the environment around public spaces, highways and local neighbourhoods. Suppliers should encourage active travel within their work force, and seek to reduce CO2 emissions by increasing the use of hybrid and electric vehicles.

Reduce environmental crime & increasing recycling, reducing waste and promotion of re-use

Our Environmental Services Team work with our communities to encourage recycling and reduction of waste. Providers can become involved in campaigns which aim to reduce fly-tipping and minimise waste through increased recycling and reuse of materials. We encourage suppliers to be responsible and use products from sustainable sources, introduce ethical purchasing, use fair trade products and use legitimate waste disposal organisations.

Trafford Council also actively seeks to work with suppliers who engage with communities and charities to donate time and unwanted resources for reuse.

If you require any further information or assistance with developing your Social Value approach please contact the Partnership and Communities Team on 0161 912 1173

Appendix 1 – Trafford Social Value Objectives

GMCA Themes and Outcomes	Trafford Objectives and Priorities	What suppliers could offer	Measures
<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>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>	<p>Number of people from priority groups provided with pre-employment support and evidence of support.</p> <p>Increasing number of people with learning disabilities in employment.</p>
		<p>Employment of apprentices and trainees for Trafford residents of all ages</p>	<p>Number of apprentices and apprentice weeks employed on Trafford contracts.</p>
	<p>Support business growth and attract inward investment into Trafford</p>	<p>Supply chain spend with local Small and Medium-sized Enterprises (SME's) and Voluntary, Community and Social Enterprises (VCSE's)</p>	<p>£ value and % of spend with local VCSE's and SME's</p>
	<p>Deliver and enable growth through effective planning processes</p> <p>Support housing growth & maximise investment in Trafford through the GM Housing Investment Fund and other sources</p>	<p>Support new start-up businesses by running workshops and offering pro-bono support.</p>	<p>Number of workshops and number of attendees.</p> <p>Number of hours of pro-bono support provided.</p>

	Support our town centres to be vibrant and dynamic places to benefit residents, businesses and visitors	Become a member of the local Town Centre Partnership or support town centre activity.	Confirmation of membership Number of town centre activities supported.
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 <i>4. A local workforce which is fairly paid and positively supported by employers</i>	Closing the inequalities gap Raise the living standards of local residents.	Participate in childcare schemes	Have a childcare voucher scheme
		Provision above legal requirement for maternity/paternity leave	Evidence of policies
		Provision of a flexible working	Evidence of policies
		Comprehensive staff wellbeing policy and benefits (e.g. gym membership, wellbeing sessions, etc.).	Evidence of policies
		Support carers to remain in work by embedding flexible working approaches and effective support structures	Evidence of policies Number of staff with carers responsibility/number offered support
		Support residents who are not IT literate to access management tools, switch utilities/search for cost saving deals	Number of people supported
	Pay a living wage Pay a living wage throughout the supply chain	Support the payment of a living wage to own employees	% of staff paid Living Wage or above.
		Support payment of Living Wage further down supply chain.	Total number of staff paid below National Living Wage (aim to reduce

	Zero Hours Contracts by agreement only		to zero)
		Only implement zero hours contracts with staff by mutual agreement	Number of staff on zero hours contracts/evidence of agreement
Promote participation and citizen engagement - encourage resident participation and promote active citizenship <i>5. Individuals and communities enabled and supported to help themselves</i>	Encourage residents to work together on developing projects that meet local need People are better connected to their communities People retain their independence longer People make a positive contribution to society	Employees encouraged and supported to volunteer	Number of employee volunteer hours
		Increase the number of opportunities for people to volunteer	Number of volunteer hours or days Number of external volunteers converting into paid employment
	Optimising technology to improve lives and productivity An accessible Council – maximising digital engagement with our customers, supporting customers to use digital technology. Working with partners – raising awareness of Trafford’s online offer, support economic growth through improved provision and	Raise digital skills amongst workforce and local community	Number of people trained Number of sessions provided
		Contracted services accessible on-line	Number of services made available online.

	usage of superfast broadband, learn from good practice		
Build the capacity and sustainability of the voluntary and community sector—practical support for local voluntary and community groups <i>6. An effective and resilient third sector)</i>	Develop the VCSE sector to ensure the market is growing and strengthened. Improve the quality of provision in the VCSE sector Meet the needs of the local communities and residents	Support VCSE organisations to access external funding and develop sustainable models Provide pro-bono support, legal, financial or HR time.	Number of VCSE sector organisations supported Number of hours support provided Number of VCSE’s obtaining funding as a direct result of support.
		Increase supply chain spend with VCSE sector organisations	£ spent & % of supply chain spend with VCSE Sector organisations
		Provide sponsorships Allow use of buildings by community/voluntary groups Organisation adopt a local charity or voluntary group and to explore ways they can support it	Number of sponsorships provided Number of sessions/hours delivered by community groups in premises Number of charities adopted/ support provided
	Suppliers support local VCS organisations with specific issues e.g. ICT, Accountancy, Legal	Provide skilled volunteer days for employees	Volume of support provided to local VCSE organisations, incl: *pro-bono hours; *volunteer hours / days; *value of materials/facilities; *value of sponsorship. Skilled hourly rate - based on

			national average within profession *Unskilled hourly rate - national minimum/living wage
<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>	Giving all children the best start in life	Provide mentoring, guidance and/or work experience opportunities for young people under the care of the Local Authority or care leavers	Number of individuals supported, number of hours spent supporting this outcome. Provide a case study.
	Improve staff health and wellbeing	Providing facilities to support active lifestyles Host staff wellbeing events and initiatives	% of suppliers offering support to staff Number of events hosted/number of hours/number of attendees
	Reduce the percentage of people in Trafford who are physically inactive	Provide assistance with sport club membership. Raising awareness of mental health conditions, misuse of alcohol and drugs, provide stop smoking support, promote the uptake of national cancer programmes and provide support to staff accordingly.	Number of employees taking assisted cost membership of clubs Number of information sessions delivered/promotional material produced.
	Increased level of wellbeing and to reduce Health and Social Care costs Reduce the impact of mental illness, alcohol and tobacco		Number of staff attending information sessions
Promote environmental sustainability – reduce wastage, limit energy	Increase recycling, reduce waste & promote re-use	Use of products from sustainable sources, introduce ethical purchasing, including fair trade products.	Evidence of volume of products used

<p>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>	Right Stuff Right Bin - Minimise increases in the Waste Disposal Levy through increased waste recycling and reuse of materials		
		Use of water butts and energy efficiency methods/products	Reduce energy and water consumption on contracts to the Council. Evidence of amounts saved.
	Reduce CO2 emissions	Increase recycling, minimise waste and reuse of resources and materials on contracts to the Council	Evidence of percentage waste recycled.
		Donation of unwanted office furniture and ICT equipment	Evidence of tonnage of waste diverted
		Use of hybrid/electric vehicles	Evidence of grams of CO2 emissions saved
	Work pro-actively with stakeholders to maintain & improve environment around public spaces, highways and neighbourhoods	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.	Volume of support provided to local organisations, incl: *pro-bono hours; *volunteer hours / days; *value of materials/facilities; *value of sponsorship.
	Be Responsible - Environmental behaviour change	Support and promote 'In Bloom' Projects	Number of projects involved with.
		Tree Planting	Number of trees planted
	Active Travel	Promote the use of public transport, car share, and support employee travel schemes	Increase in the percentage of staff who use public transport to commute to work
			Cycle to work scheme

		Flexible working	Increase in number of staff who car share and/or benefit from travel schemes
		Produce Travel Plans	Number of travel plan produced
	Reduce Environmental Crime	Ensure that all waste is removed properly, by using companies that have a valid waste transfer licence.	Evidence of licences
		Providers will promote Trafford services where environmental crime can be reported	Evidence of services promoted