

Meeting:	Cabinet	Date:	11 March 2020
Subject:	Draft Social Value Policy		
Report Of:	Cabinet Member for Communities and Neighbourhoods		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
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Appendices:	1. Draft Social Value Policy		
	2. Manchester City Council Social Value Toolkit		

FOR GENERAL RELEASE

1.0 Purpose of Report

- 1.1 To consider a draft Social Value Policy, allowing the Council to formalise its definition of Social Value and explain what its adoption will enable the Council to achieve. As previously discussed, the policy will underpin the redevelopment of the King's Quarter area of the City, ensuring the potential social benefit to residents of Gloucester from the development are maximised.

2.0 Recommendations

- 2.1 Cabinet is asked to **RESOLVE** that:

- (1) the draft Social Value Policy be noted and it be agreed for a public consultation to begin.
- (2) the creation of a Social Value Toolkit be approved, to be made available alongside the policy. This document will be made in collaboration with the community of Gloucester and will identify the specific needs for each ward of the City.

3.0 Background and Key Issues

- 3.1 Following discussions with the Senior Management Team, a draft Social Value Policy has been prepared for consideration.
- 3.2 This policy has been developed in consultation with and with support from the Social Value Portal. They have developed a guide kit for local authorities in collaboration with the Local Government Association (LGA), to support them in developing Social Value Policy. Moving forward, it is intended that they will provide professional advice on how best to implement the Social Value Policy in application to the procurement process for King's Quarter.

- 3.3. The policy sets out to firstly clarify the background to the implementation of social value in general, beginning with the Social Value Act of 2012. Following this, the phrase 'Social Value' is explored further and defined, with a reflection specifically on what it means within the City of Gloucester.
- 3.4 Following this, the rationale behind the decision to adopt a Social Value Policy is explored, identifying the anticipated benefits to be generated through its implementation. The policy and legislative context are also explained, demonstrating how the policy will serve to deliver the priorities identified within the Council Plan 2017-2020. The Social Value Portal emphasised the need to create a 'golden thread' between the Social Value Policy and corporate priorities, to ensure it is understood how it subsequently feeds into policy that sits beneath it.
- 3.5 Finally, it is explained how the Social Value Policy will be delivered, and how it will be reviewed following its implementation.
- 3.6 Although the City has delivered on a number of interventions that demonstrate clear commitment to driving social value forward, there is no high-level strategic document that brings these initiatives together towards a series of commonly shared goals. The Council Plan 2017-2020 recognises in *Priority 1: Working to Create a Vibrant and Prosperous City* that the City Council will aim to "Ensure that physical regeneration provides social benefits, including employment opportunities". Whilst this provides a platform to begin working from, this Social Value Policy will bridge the gap between this high-level strategic ambition and day-to-day activities.
- 3.7 Several local authorities have already led the way through the adoption of a dedicated Social Value Policy, including Manchester City Council and Bristol City Council. It is anticipated that the adoption of a policy will allow the City Council to:
- Explicitly define what is meant by 'Social Value', and demonstrate its significance to the residents of Gloucester;
 - Ensure that contracts the local authority enters through procurement integrate the addition of real 'Social Value';
 - Ensure that the needs of Gloucester's diverse community are identified to ensure interventions are locally representative;
 - Articulate how Social Value principles will be embedded corporately e.g. through community engagement, how social value can be maximised through commissioning, through planning policy, etc;
 - Establish a toolkit for contractors to monitor social value deliverables
- 3.8 Whilst there has been a long-held desire by the City Council to explore how best to maximise public benefit from the delivery of asset-based regeneration, this has become a part of broader ambitions to empower residents to identify and build on existing assets in the community, thereby creating local economic opportunity. This has been seen in the adoption of an ABCD (Asset Based Community Development) approach in the ongoing delivery of Council services. Continuing this stream of work, the implementation of a Social Value policy for our procurement process will ensure all contractors understand what is meant by social value, and how best their approach to work can be adjusted to satisfy the requirements the policy outlines. This will be designed to support the ongoing work to empower the community of Gloucester.

- 3.9 The policy will also provide evidence of the corporate importance of social value, supporting various existing interventions. For example, Policy B1 of the Draft City Plan (Employment and Skills Plans) will need this evidence base to facilitate its adoption as an SPD (Supplementary Planning Document).
- 3.9 In addition to the Social Value Policy itself, it is advised that a toolkit be developed, explaining the specific interventions expected as a result of the adoption of the policy. Manchester City Council implemented this approach to ensure those tendering for contracts knew precisely what they were expected to deliver; however, it also helped staff members understand the value to implementing the policy. Their toolkit has been attached as an appendix.
- 3.10 Following approval of the policy, it is intended that the Social Value Portal team will come to Gloucester to provide further advice and support on its implementation.
- 3.11 Following review by Cabinet, the policy will be subject to a consultation exercise to ensure partner organisations, the third sector, community groups and residents can comment. Their feedback will be especially important to ensuring the priorities identified in the Social Value Toolkit are representative of community need.

4.0 Social Value Considerations

- 4.1 The policy will see contractors for Council tenders take on additional responsibilities around Social Value. This could be structured to ensure contractors work in collaboration with the community to ensure services where possible can be delivered with their needs in mind, allowing the Council to continue to deliver on its commitment to Asset Based Community Development (ABCD).

5.0 Environmental Implications

- 5.1 Social Value principles promote the protection and improvement of the natural environment, arguing its prioritisation creates a better place to live. Through the delivery of such initiatives, benefits include a reduction in climate impact, reductions in air pollution, and broader education on biodiversity and sustainability.

6.0 Alternative Options Considered

- 6.1 **Do nothing:** as explained, there is a need for the City Council to articulate what it defines as Social Value, what the communities of Gloucester need in terms of support, and how it sits as a priority within the organisations broader corporate vision. If a policy is not established, then it will remain difficult to articulate vision to those competing for Council contracts. The examples of other local authorities have demonstrated this is essential to ensure they are clear on what needs to be achieved.

7.0 Reasons for Recommendations

- 7.1 To demonstrate the City Council's commitment to both the delivery of the Council Plan 2017-2020 and the delivery of the Economic Growth Strategy 2019-2021, specifically around maximising social value through Council activity.

8.0 Future Work and Conclusions

8.1 A Social Value Toolkit will now be developed in collaboration with the Social Value Portal. This will be presented at Cabinet Briefing alongside the draft Social Value Policy.

9.0 Financial Implications

9.1 Financial Services have not been consulted in the preparation of this report. The input of the Service will be sought when the report progress to Cabinet.

10.0 Legal Implications

10.1 One Legal have not been consulted in the preparation this report. The input of the Service will be sought when the report progress to Cabinet.

11.0 Risk & Opportunity Management Implications

Risk	Impact	Level of impact	Likelihood of impact	Mitigating measures
The Social Value Toolkit will not be ready in time for consideration along with the Policy.	The same mistakes will be made as at MCC i.e. contractors and staff left with little clarity.	High	low	Social Value Portal team in frequent contact with Project Officer.

12.0 People Impact Assessment (PIA) and Safeguarding:

12.1 There are no safeguarding implications of this report.

12.2 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required. A PIA will be required when the policy is presented to Cabinet.

13.0 Community Safety Implications

13.1 The delivery of Social Value does ensure “healthier, safer and more resilient communities”, and would contribute to crime reduction, the promotion of healthier lifestyles, and giving vulnerable individuals opportunities for independence.

14.0 Staffing & Trade Union Implications

14.1 None.

Background Documents: None