

## Appendix X: Social Value

Within Appendix X- Quality Submission, you have been asked a question around Social value. As a public body, North Somerset Council (NSC) has a legal obligation under the Public Services (Social Value) Act 2012 to consider the social value that can be achieved from the procurement of services. Not only this, the ideals of social value align with the Council's own values and constitution, which inform the way we work and develop the services we provide to the population of North Somerset.

### **What do we mean by 'Social value'**

The Social Value Act requires public bodies to consider how the services they commission and procure might improve the economic, social and environmental well-being of the area. This means NSC considering the benefit to the community from a commissioning/procurement process over and above the direct purchasing of goods, services and outcomes.

We are looking for suppliers, as the experts in delivering the provision, to tell us what additional value they are able to offer through delivery of the service that would benefit North Somerset. This may be something you already offer in existing contracts or may be an entirely new innovation in relation to this provision.

Please note, any social value outcomes that you offer should be **tangible** and **measurable** and you should be clear about exactly what you are offering and for what frequency i.e. if you were to offer work experience, for how many individuals, for how long and how frequently throughout the contract?

### **What don't we mean by 'Social value'**

Social value is classed as additional value, above and beyond the specification, provided as an outcome of delivering the contract, therefore if you had a fleet of electric vehicles but wouldn't be using them for this contract, this would not be relevant in your response. Equally, if you employ 5 apprentices, regardless of this contract, that would not be considered as social value either, as you are doing this anyway. If, however, you were to employ or retain apprentices as a direct result of winning this contract, this would be classed as social value.

Another area often confused with Social Value is Corporate Social Responsibility (CSR). Whilst we commend those delivering a high level of CSR, this is not considered as Social Value as it is something you are doing as an organisation regardless of the outcome of this tender and does not necessarily provide any benefit to North Somerset as an area.

Social value should directly impact the area of North Somerset, therefore considerations should be made around who would benefit from the social value you are offering, would it be the residents of North Somerset? If you were based in London and proposing to hire staff locally to the head office, you can see that, whilst that would provide jobs which is good, it would not provide those jobs to North Somerset residents, therefore wouldn't be relevant.

## **What does good look like for this contract**

Your quality responses around Social Value will be evaluated against the following objectives which are detailed within the Council's Social Value policy. Whilst all objectives are equally important, those in **bold** are considered particularly relevant to this procurement and therefore you may wish to prioritise these when completing the Social Value question within Appendix X. We do not wish to discourage innovation and we will still merit outcomes offered outside of these objectives, however these are intended to provide you with a greater understanding of our desired outcomes.

- ❖ Increased employment to local people
- ❖ Increased employment to those most removed from the labour market
- ❖ Increased employment to young people
- ❖ Increased use of local supply chain
- ❖ Reducing negative and promoting positive environmental impacts
- ❖ Increased health and wellbeing for all
- ❖ Supporting schools and life-long learning
- ❖ Developing cultural heritage
- ❖ Stronger local voluntary/community sector

Possible examples to deliver these outcomes that could be relevant to your organisations include, but are not limited to:

- Measurable outcome 1, i.e. apprenticeships
- Measurable outcome 2, i.e. increased usage of green energy

There are many further resources available online to support you around social value.