



Social Value Guidance for Bidders

1. Introduction

This guide is designed to help you understand more about social value and how it is used as part of our evaluation of bids. Social value is about recognising additional social, economic or environmental benefits above-and-beyond the goods and services being delivered. It goes beyond looking at the cost of a given contract, to looking at what additional benefits could be achieved with the funding available.

‘Social value’ prompts us to ask the question “If £1 is spent on delivery of services, can that same £1 be used to also produce a wider benefit to the community?” As well as focusing on price (value for money), it helps us to consider the collective benefit to the local community. Spending more of our money locally can build stronger communities, improve health and improve the environment. It provides these benefits over and above the direct purchasing of services, goods and outcomes. (Public Services Social Value Act 2012, A Brief Guide Social Enterprise UK, 2012)

2. How can Social Value be achieved?

Social Value can be delivered in a variety of ways, you can deliver it yourself or provide the investment for someone else to deliver it for you; if the ITT/RFQ social focus is an area you feel inexperienced in, then you may wish to invite charities or non-governmental organisations (NGOs) to deliver it for you, they may have the experience and connections to reach a greater number of people for some initiatives.

Delivering Social Value yourselves can be achieved through various initiatives, for example, if employment is the key focus of the Social Value section of an ITT/RFQ you may consider the following to provide the West Midlands with Added Social Value:

- Using local suppliers to provide services – this can provide local employment opportunities for ex-offenders, long term unemployed or NEETs (Not in Employment, Education or Training) individuals, and it can also provide reduced mileage, reducing tCO₂e.
- Offering unused office space free of charge to a charity or community group in order for them to conduct employability workshops – this could provide CV writing skills to be shared, individuals to have interview experience, preparing them for interviews.
- Providing work experience for years 10 and 11, 6th formers and college students - this assists people with career choices and gives them skills they can transfer and use to gain a job.
- Work trials/experience for long term unemployed, ex-offenders, not in education or training (NEETs) individuals - this helps individuals gain self-confidence and experience to assist their transference into employment.

- Employability workshops – school visits. Workshops provide career advice and CV and interview techniques to support pupils and students into employment, potentially avoiding attendees becoming NEETs.

Maximising Social Value in the West Midlands will benefit local people, economically, socially and help improve their general wellbeing. When working with different sectors (including business and voluntary organisations), this further boosts the West Midlands' economy, creates more local jobs and encourages people to be more involved in how they organise and manage their own lives.

An example of the cycle of employment and Social Value:

- Unemployment is linked to deprivation. Job creation, through procurement processes, can help tackle the cycle of deprivation and its cost to the public purse. It also improves the wellbeing of our communities.
- Using a local supplier to provide services can create employment opportunities.
- Local employers and their employees will spend more money in West Midlands which will help boost the local economy and support our communities.

3. Social Value in the Invitation to Tender (ITT /Request for Quotation (RFQ)

The Social Value section of the ITT/RFQ will ask Bidders to demonstrate where they can offer measurable Social Value in addition to fulfilling the requirements set out in the specification up to 20% of the contract award value. The Social Value should meet the outcomes contained in 'Our Plan' <https://www.wmfs.net/your-fire-service/our-plan/>

The response should include detailed information on what social value bidders will deliver over the lifetime of the contract. In general, bidders should respond to this section explaining:

- Which groups will receive the social value
- How many people will the social value impact
- What will be the cost or cost equivalent be to deliver (per annum or life of the contract)
- The amount of tonneCO₂e (tCO₂e) that will be saved during the life of the contract

Details, and in the case of costings, credible evidence needs to be provided to allow accurate assessment. Care should be taken to ensure that all proposed social value falls in line with any specific social value priorities mentioned in the ITT/RFQ, 'Our Plan' or be relevant to the Specification.

Bidders who want to strengthen their position in bidding for contracts should consider what added social value they bring and how to communicate this. It is important to note that the term 'social value' relates to the additional social value that can be delivered above-and-beyond the primary service specified. The following are some potential social value outcomes that could be considered:

- Provide opportunities to improve vulnerable people's life chances
- Contribute to diversion activities to improve vulnerable young people's life chances

- Contribute resources to assist with activities targeted to those at risk of injury or death as a result of fire or a traffic incident
- Supporting communities and partners to promote and advise on safer, healthier lifestyles
- Create fair employment opportunities (such as the living wage) for young people
- Increase children's and young people's safety and well-being
- Provide curriculum or literacy support in schools
- Help develop students' employability
- Provide apprenticeships or pathways to employment
- Provide traineeships and work experience opportunities
- Provide National Vocational Qualifications for young employees
- Use volunteers who will learn new skills and gain more confidence
- Make communities or places more environmentally sustainable
- Use local supply chains to help facilitate local regeneration
- Improve the mental well-being of employees or volunteers used to deliver a service
- Reduce anti-social behaviour
- Increase energy efficiency within local communities
- Encourage outdoor activity and alternatives to car use
- Provide sponsorship or cash donations to local charities or community groups
- Use environmentally sustainable materials and goods
- Eliminate or reduce waste to landfill

4. How much is required

Bidders should refer to the ITT/RFQ for the aspiration of social value being sought; typically, this is 20% of the contract value, over the lifetime of the contract. Bidders should be aware that where any specific Social Value priorities are stated in the ITT/RFQ they are likely only to be assessed on commitments that meet these priorities.

Bidders should note that Social Value commitments falling outside of the West Midlands area will not be considered unless the ITT/RFQ says otherwise.

It is important to try, wherever possible, to match the social value offer to the requirement in the tender. Not only is that in terms of meeting the policies and strategies of the Authority, but also to take heed of location and region of the intervention if it is specified. If the tender specifies, for example, for a requirement in one region, then bidders should try to ensure their interventions are made in that region.

It is the same for the use of community networks. If the tender calls for targeted intervention with a specific group of people e.g. vulnerable adults suffering from a disability, then the bidder should specify which networks/groups they will use to access the targeted communities. The bidder does not have to go directly to the targeted community, but can go through third parties who have access to them e.g. NGO's, third sector organisations, etc. Often it is better to partner with these organisations as they have more experience and trust of the targeted communities.

5. Examples of Social Value Commitments

i) Commitment to create employment and training opportunities for local residents, including people with disabilities and support people into work and work experience placements.

- *Create x number of new jobs in the local economy.*
- *Indicate % of recruitment from priority groups.*
- *Provide x number of staff with professional development training as a direct result of this tender contract.*
- *Create x number of newly recruited apprenticeships targeting local people and engaged to work on the contract.*
- *Indicate % of apprenticeships and x number of which will be from priority groups.*
- *Indicate x number of estimated local apprenticeship completions during the lifetime of the contract.*
- *Create x number of other traineeship jobs (not within the apprenticeship framework).*
- *Provide x number of days of meaningful work experience placements and indicate % of work placements aimed at priority groups and x number of individuals engaged.*
- *Support x number of people back to work by providing career mentoring for job clubs, including mock interviews, CV advice and career guidance.*
- *Employ x number of ex-offenders (or other group of people who typically face additional challenges in competing in the labour market).*

*****Social Value statements should indicate a specific number of people impacted and a cost to the bidder**

ii) Seek opportunities to work with local schools to help ensure that the young people of the area are equipped with the right skills to match the requirements of the labour market.

- *Supporting young people into work by delivering employability support (e.g. CV advice, mock interviews, career guidance) careers interventions to x number of local school and college students.*
- *Provide x number of 14-18 year olds with work experience placements.*
- *Provide x Number of 19+ year olds with work experience placements.*
- *Provide x Number of young people pre-apprenticeship work experience placements*

***** Social Value statements should indicate a specific number of people impacted and a cost to the bidder**

iii) Surplus Capacity (Office Space/Property)

Offer up unused or surplus office space or properties to local based charities and third sector organisations rent free. In particular, those sign-posted by the tendering party as partners in projects in the community the contract is delivered into.

- *Show this as the amount £ the office space or building would cost to rent. Third party evidence e.g. from estate agent/letting agent could be used.*

iv) Buy Local First

Support the local economy by choosing suppliers close to the point of service delivery where possible.

- *Support the local economy by spending x% of total expenditure in the local supply chain*

- *Support the local supply chain by spending x% of total expenditure in a x mile radius*

*****Social Value statements should indicate a specific percentage**

v) Environment and Sustainability

Reduce Carbon footprint – be aware of main impacts on carbon emissions including the direct impact of operations and logistics and the indirect carbon used in manufacturing processes, if applicable. Measure carbon emissions and ensure a plan is being implemented using carbon measurement tools.

- *Reduce carbon emissions by x% per year from a base point and show the reduction in tonnesCO2e. Illustrate the reduction per year as a figure in tCO2e and, if recorded, a cash equivalent value of the reduction.*

*****Social Value statements should indicate a specific number**

vi) Education

Provide education programmes to affect outcomes that align with the tendering party’s priorities – e.g. healthy eating, safe disposal of hazardous materials.

- *Detail equivalent costings of providing the education. This should include cost of employee’s time in visiting schools/groups, cost of leaflets, “giveaways” etc.*

***** Social Value statements should indicate a specific number of people impacted and a cost to the bidder**

vii) Partnership with Local Third Sector Organisations

Work with local third sector organisations to help them increase skills or capacity.

Provision of training places for third sector staff e.g. leadership, software packages (detail number of training places and equivalent costings)

Own employees working with third sector organisations (detail number of people and equivalent costings)

Donations

***** Social Value statements should indicate a specific number of people impacted and a cost to the bidder**

viii) Working with the Authority

Work with the Authority or offer donations for the Authority to commit to new or existing programmes of work or initiatives with a social outcome e.g. contribute to the implementation of pet oxygen masks on all vehicles.

Donations to The Fire Fighter Charity

6. Evaluation of Social Value Commitments

Details of the evaluation criteria will be included in the ITT/RFQ, however it should be noted that to score higher marks the Social Value should be in addition to policies and practices already in place. The cost of delivering the Social Value stated in the tender response and the total contract value quoted will be used to calculate whether the target of 20% has been met.

An example of social value tender evaluation is below (based on a maximum score of 4 equalling 5%):

Contract Name: xxxxx						
Bidder	Economics	Social	Environmental	Feedback Comments	Score	% Awarded
Bidder 1	Apprentice employed to deliver xx part of service. Cost £10,000pa. Letter from College provided as evidence	Office Space to be allocated for community group 2 nights per week free of charge. Cost avoidance of rent £1000 pa	Reduction in use of vehicles.	Social value offered £11,000 pa = £44k in contract period. Contract value quoted £250,000 over 4 years = £50k social value target	3 (did not meet 20% target) but offer relevant to this contract and in West Midlands	3.75%

7. Social Value Delivery Monitoring

Where stated in the ITT/RFQ West Midlands Fire Service may use the services of a third party to monitor and measure the delivery of social value.