

Social Value Framework

Gravesham Borough Council recognises the value and additional benefits Social Value generates, over and above core business functions.

Social Value includes anything that positively contributes towards social wellbeing, the economy, or the environment. Whilst Social Value is more commonly achieved through the procurement process, outcomes can also be achieved through voluntary arrangements.

With the significant financial pressures being faced by Local Authorities, it is more important than ever to maximise social value outcomes in order to continue delivering and building on the functions and activities being delivered within the increasing limited resources available

Gravesham's ambition for Social Value is to:

- Achieve maximum outcomes that benefit the community
- Embed Social Value into key Policies including Procurement & Planning
- Review contract management arrangements (e.g., SLA's and grant funding) to include Social Value outcomes as a requirement
- To champion Voluntary Social Value and support other stakeholders, such as local businesses, to explore opportunities to achieve their own Social Value ambitions

This framework sets out the 8 priority areas that will form the basis of this work.

This framework will be supplemented with data and feedback from the local community as to what their needs and wants are, so that specific projects can be focussed accordingly.

Priorities:

- **Community Action:** Supporting the local community by enhancing activities or involvement, such as providing grants, funding or practical support to community activities, sponsoring events; delivering volunteer opportunities or contributing volunteer hours to projects and activities; supporting art and culture programmes or delivering public art
- **Skills & Employment:** providing opportunities to increase skills and experience that lead to employment such as providing training opportunities, apprenticeships or work experience; delivering practical advice and support skills sessions to those out of work or through linking with education providers
- **Small Business Support:** providing support to local businesses and organisations that develop local business sustainability and support the economy, such as providing expertise or services through a buddying system; delivering local business incubation or shared working opportunities
- **Carbon Reduction:** supporting the net zero agenda through carbon and waste reduction and efficient use of resources such as delivering home improvements or support; managing community green spaces; providing free lessons around reducing waste

- **Equality & Ethics:** widening the opportunities for all members of the community by reducing the disability employment gap and tackling workforce inequality; ensuring ethical business practices such as through the elimination of modern slavery; supporting and buddying ethnic minority businesses to enable them to develop and thrive
- **Health & Wellbeing:** supporting or delivering services and facilities that achieve positive health and wellbeing outcomes such as work based programmes and support for employees; free access to yoga classes, fitness equipment or free snack stations providing fresh produce or lessons around healthy eating
- **Exemplar Employer:** focussing on the development and support of workforces such as delivering excellent training and development opportunities, delivering fair work and recognising trade union agreements or collective bargaining; providing wellbeing and support schemes such as workplace screenings, or mental health campaigns
- **Housing & Regeneration;** looking beyond bricks and mortar to improve the quality of life of our communities such as designing to promote a greater engagement with the community; improving access to local facilities including healthcare, education and green space; improving public realm by creating people-friendly spaces and streets or improving views