

# Social Value Statement

## Approach and intentions

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 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

## Key areas of focus

Gravesham Borough Council has two distinctive approaches to achieving Social Value across 8 priority areas:

- Compulsory – through procurement and contract management including Service Level Agreements and grant funding
- Voluntarily - by working with businesses, groups and organisations to recognise and deliver opportunities that contribute Social Value benefits to the local community

### 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

## **Internal engagement, communication, and management of social value**

Through collaborative working, Social Value can return significant, additional value to our Borough and community. All officers have a role to play in supporting its delivery, and as such, it is important there is awareness of Social Value across all services.

The Council will appoint a Member Champion and the Director Inclusive Growth will be responsible for overseeing the overarching Policy and delivery framework.

The Head of Community Support will oversee a record of all social value achievements; be that through compulsory routes i.e., procurement or voluntary routes.

Combined reporting on achievements and performance management will be presented to Management Team and the Special Cabinet Advisory Committee.

## **Implementation approach for embedding social value**

The Social value policy will be embedded within the Procurement Strategy and will apply to other contract arrangements the Council has with third parties, for example Service Level Agreements and grant funding. The Policy will set out how Social Value will be included in tenders, frameworks, extensions, and what weighting criteria will be applied to decision making. The Policy will also set out how Social Value will form part of the contract management process and what requirements will be placed on suppliers with regards to reporting outcomes.

In addition, the Policy will set out our approach to supporting and achieving voluntary outcomes and how, through community engagement we will develop data and a potential ‘menu of options’ reflecting community needs and wishes which organisations can use to help direct their own social value contributions.

## **Performance Management**

The Council will adopt an appropriate measurement framework which enables outputs to be measured both in financial and non-financial terms.

Contractors will be required to report throughout the duration of the contract and all contracts will be monitored to ensure the committed or anticipated outputs are achieved.

Social Value reporting will be presented to the Council’s Management Team and Special Cabinet Advisory Committee.

## **Actions and next steps for delivery**

To ensure Social Value is embedded across the Council and opportunities are maximised to achieve positive outcomes for the Borough and its community, a series of actions will be taken to understand the current position and future opportunities. These include:

- Mapping exercise to understand what is happening now with regards to achieving Social Value, both through internal Council led arrangements i.e. procurement and external activity, e.g. private business activity.
- Community engagement to understand what the community wants and needs from social value. This will result in data and a potential ‘menu of options’ that can support contractors and private businesses to understand how best to achieve and direct Social Value activity

- Develop the Council's own commitment to Social Value, for example, by developing a scheme of staff volunteering, mentoring, projects, and grant funding
- Develop an annual social value action plan that will outline the actions, deliverables, resources and timescales to achieve the ambitions outlined in this statement as well as the social value benefits that have been realised for that period
- Update our Social Value Policy and implement a framework setting out our 8 priority areas and examples of how they can be achieved, to support delivery partners.
- Introduce an appropriate monitoring and reporting mechanism to ensure the benefits of Social Value are being captured, measured and appropriately reported.