



Social Value Policy

March 2016

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1. Introduction

Social value at Brent is about more than driving a hard bargain when procuring services – it is a statement of our principles. It is these same principles which underpin the council's vision and priorities. From committing to paying the London Living Wage, to partnership working that enables the council, and its partners, to create opportunities that enhance our communities and improve the lives of our residents.

The Borough Plan for 2015-2019 – *Building a better Brent together* - distils this vision through its commitment to the following three values:

Doing things differently

This means finding new and innovative ways of doing things. We will have to develop more targeted, tailored and localised services. This will include considering an in-house option and/or a shared service with another authority.

Working together

This means everyone – the council, its public service partners in the NHS, the police and fire service, housing associations, local businesses, voluntary & community organisations – working together in partnership to achieve our common goals.

Equality and fairness

This means that in pursuing our priorities, the focus must be on equality and fairness, recognising the need to protect the most vulnerable in our communities and improve their quality of life.

This document should be read with the accompanying Procurement for Social Value Guide for all procurements which fall under the Public Services (Social Value) Act 2012.

2. Definition of social value

For the purposes of this policy, Brent has defined 'social value' as:

Outcomes and activities that will improve the quality of life & life chances of Brent's residents and enhance the sustainability of the local area.

3. Brent's priorities and social value

The above values are expressed in the Borough Plan's three over-arching priorities – *Better Lives*, *Better Place*, and *Better Locally* – and the outcomes that will measure our success. Brent is already working to achieve these priorities, and social value - whether through

procurement or through our regeneration and development contracts or through the everyday work of the council and with partners in the community and voluntary sector - will play an important part in our success.

Our Priorities:

Better lives

- Making sure that local people have the best possible life chances, regardless of their starting position
- Supporting local enterprise, generating jobs for local people, helping people into work and promoting fair pay
- Making sure that our schools are amongst the best and that our children and young people achieve to their potential
- Enabling people to live healthier lives and reducing health inequalities
- Supporting vulnerable people and families when they need it.

Better place

- Making sure that Brent is an attractive place to live, with a pleasant environment, clean streets, well-cared for parks and green spaces
- Continuing to reduce crime, especially violent crime, and making people feel safer
- Increasing the supply of affordable, good quality housing
- Supporting good quality, accessible arts and leisure facilities.

Better locally

- Building resilience and promoting citizenship, fairness and responsibility amongst local people and strengthening the sense of community amongst the people who live and work here
- Promoting cohesion and integration amongst our communities
- Making sure that everyone has a fair say in the way that services are delivered, that they are listened to and taken seriously
- Making sure that inequalities in the quality of life in different parts of the borough are tackled by a stronger focus on local needs
- Building partnership – between local service providers and between local services and residents – to find new ways of providing services that are more finely tailored to individual, community and local needs.

4. Procurement for social value

On 31 January 2013, The Public Services (Social Value) Act 2012 came into force. The Act requires local authorities and other commissioners of public services to consider how their services benefit people living in the local community, including any economic, social and environmental benefits.

Under the legislation, local authority procurers must consider how they can improve the social impact of their public service contracts before they start the procurement process. In particular the Act states that:

The authority must consider —

(a) how what is proposed to be procured might improve the economic, social and environmental well-being of the relevant area, and

(b) how, in conducting the process of procurement, it might act with a view to securing that improvement.

For more information on how Brent is using the Public Services (Social Value) Act in procurement, please see the Procurement for Social Value Toolkit ([hyperlink when finished](#)). Adoption of this policy together with the Toolkit can provide the advantages as noted below:

- **Encouraging a diverse base of suppliers:** Promoting supplier diversity; including the participation of SME's and 3rd sector organisations, and local suppliers in general;
- **Promoting fair employment practices:** Ensuring workforce equality and diversity and more higher quality jobs within supply chains;
- **Meeting targeted recruitment and training needs:** Offering a range of apprenticeship, training and skills development opportunities as well as employment opportunities;
- **Community benefits:** Maximising opportunities for Brent organisations to participate in the council's supply chains and encouraging suppliers to make a social contribution to the local area;
- **Ethical sourcing practices:** Ensuring compliance with UK, EU and international standards, promoting fair trade and fair pricing policies, tackling corruption, child labour and similar social issues; and
- **Promoting greater environmental sustainability:** Minimising waste and pollution, supporting carbon reduction initiatives, furthering energy efficiency and other sustainability programmes.
- **Improving council economic sustainability:** Engaging business in delivery of additional social value will have a range of direct and indirect economic benefits to the council including improving viability (and security of business rates) of SMEs in the borough, providing additional support to third party providers to ensure better community benefits, eventual reduction in costs to the council of providing services.
- **Encouraging participation:** Engaging and encouraging user and employee involvement in service design and delivery

5. Employment, Skills and Enterprise

Through the work of the Employment, Skills and Enterprise Team, Brent Council will seek to reach out to employers and use large scale regeneration projects and the procurement of

goods and services to influence and create of pathways into employment for Brent residents, including apprenticeships and work placements for young people.

The council will also work with other partners, particularly other public sector partners to encourage and grow the skills base and help residents progress in their careers.

6. Delivery and Reporting

In practice this Policy will be applied as follows:

- (i) As a minimum, all procurements over £100,000 will be required to include social value metrics (using the Procurement for Social Value Toolkit) as a part of the scoring and evaluation process. However wherever possible to do so, procurements below this value should also seek social value benefits from contracts.
- (ii) The standard weighting for social value will be a minimum 10% of the overall evaluation score and where it is feasible, this may be higher.
- (iii) Once a procurement exercise is concluded, the responsibility for ensuring the committed social value benefits are actually delivered will fall to those officers responsible for contract management of that individual contract.

7. Governance

A joint Member/Officer Social Value Advisory Group will oversee the development and implementation of Social Value in the Council. In particular this Group will oversee:-

- Consideration of the activities to which Social Value offerings from contractors might be applied
- the development of Social Value metrics to be applied in procurements according to type and value of procurement
- overall delivery of Social Value offerings from contractors and impact on the Council
- consideration of how Social Value principles and metrics can be applied to Planning requirements

Responsibility for the implementation and delivery of Social Value in individual procurements over £250K will sit with the Commissioning and Procurement Board (CPB).

8. Review

Brent Council will periodically review its Social Value Policy. In doing so, it will take account of any changes in legislation pertaining to the Public Services (Social Value Act) 2012, the Local Government Act 1999, EU Regulations and any changes to the Borough Plan when it is reviewed.