

Cambridge City Council Social Value Framework

Social Value in procurement can help Cambridge City Council to understand the impacts of our activities and carry them out in a way that creates long lasting benefits for the economic, social and environmental wellbeing of our communities. It provides an opportunity to use our influence to help redirect wealth back into the community, supporting a circular economy and community resilience.

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What is Social Value?

Social value is the wider value an organisation contributes to society beyond business-as-usual standards; it can be measured by how much it improves the wellbeing of individuals and communities, creates social capital and wealth, and/or uses sustainable practices that protect our environment.

Social value in procurement is using every opportunity in the purchasing, decisions to award contracts, lease buildings or issue grants to maximise social value, so, as part of our approach to Community Wealth Building, using all the Council's funds to improve the economic, social and environmental well-being of our City. Social value can also be created through economic policies and business practices such as fair employment and commissioning policy. We want to help facilitate collaboration, encourage subcontracting, be accessible to Small Medium Enterprises, involve the Voluntary Community Social Enterprise sector & service users, essentially promoting a holistic/systems approach rather than silo-ed approach.

This framework is to help identify and measure social value in procurement, and to support decisions on what we buy and who we buy from, contract with, lease and issue grants to so that it maximises the opportunity for our community and environment to benefit from the resources we have available to us.

When contracting with an organisation, social value can be thought to be created in three ways:

- Inherent social value: the changes that occur when a contract that is inherently for the benefit of society is fulfilled eg maintaining social housing
- Embedded social value: where a social and environmentally conscious approach is intrinsic to the organisation. This is compounded where social enterprise is their core activity and profits are for the benefit of society.
- Additional social value: where social value is committed to through Corporate Social Responsibility or contractually.

Social value will form part of the evaluation on all procurements, not just those over threshold (£). For more information on minimum social value requirements, please see the table at the end of this document.

What are we looking for?

- To provide tangible long term social and environmental benefits for a greener Cambridge
- Innovative, cost-effective supplier solutions which benefit the city, its residents and economy
- Sourcing more goods, services and works locally
- Ethical and sustainable sourcing through supply chains
- Creating employment opportunities for local people, especially those facing disadvantage
- Using contracts to maximise social value benefits
- Maximising tendering opportunities for local Small Medium Enterprises and Voluntary, Community and Social Enterprises

Key Principles

- **Collaborative** 'We work with others to achieve better results'
- **Courageous** 'We embrace change'
- **Compassionate** 'We are kind and respectful to everyone'
- **Accountable** 'We take ownership of our actions'

Needs Assessment

What is our data telling us about where the poverty and inequality issues in the city lie? This will be expanded on a consistent basis through work directly with communities to identify live issues.

We have decided not to have a specific geographical focus even though the data identifies specific areas of high need in the city. This is to ensure priority groups remain the focus, so individuals in these groups are not missed based on where they live in the city— **Data:** East Barnwell & Abbey (30% most deprived) and Kings Hedges (40% most deprived) were the most deprived Middle Super Output Areas (MSOAs) in the 2019 Indices of Deprivation (see p42 in SoC report). The 9 LSOAs in the Income Domain of the 2019 IoD were all in Abbey, East Chesterton, Kings Hedges and Arbury (see p15 IoD briefing note [Indices of multiple deprivation 2019 report - Cambridge City Council](#))

Priority Groups and Strategic Objectives

Priority groups: women, disabled people, low and unskilled people, minority ethnic people, NEETs, young people from low-income families, LGBTQ+ people, religion and belief, single parents, older people, care leavers, armed forces veterans, and refugees and asylum seekers

The following 5 strategic objectives outline the themes Cambridge City Council would like its social value activity to be targeted at, so it meets identified need in the city. The bullet points under each strategic objective should be used to help tailor activity accurately. There is no expectation for a single contractor to meet all the strategic objectives, it just provides a menu of thematic options which should appeal to different industries based on the nature of the contract.

Strategic objective 1 - Employment, Education, Skills and Training: Promoting an inclusive economy by raising skills, and by improving access to a range of employment opportunities for people on low incomes

- Increasing skills and access for adults and young people, Not in Education, Employment or Training
- Increasing access and opportunity for children from low-income families
- Employment opportunities for women, disabled people, low and unskilled people, minority ethnic people

Strategic objective 2- Income and financial resilience- shared prosperity: Help people on low incomes to maximise their income and minimise costs. Support people who are more likely to experience poverty, inequality and vulnerability

- Employment opportunities for people at risk of or experiencing homelessness, or who have recently been homeless
- Activities which increase financial capability for adults and older people
- Assistance and support for people in-work
- Activities which support secure relationships, a decent home and an inspiring education to reduce child poverty

Strategic objective 3- Housing and Facilities: providing a safety net - address the high cost of housing, improving housing conditions and reducing homelessness

- Investment/ innovation in housing options
- Supporting affordable housing projects
- Supporting homeless and rough sleeping prevention initiatives

Strategic objective 4- Decarbonisation and sustainability are central to prosperity: deliver a just transition towards our vision of a net zero Cambridge by 2030

- Reducing levels of air pollution
- Investment in more environmentally friendly or sustainable travel options
- Increase available access to essential services without the need to use a car
- Actions to reduce and decarbonise energy use
- Investment in projects that will increase resilience to climate change
- Improving biodiversity around the city.

Strategic Objective 5- Wellbeing and Community Cohesion: providing opportunities for people from different backgrounds to come together and have a common sense of belonging.

- Provide opportunities for people from different backgrounds to come together and have a common sense of belonging.
- Activities which positively value diversity
- Increasing positive health outcomes for all
- Enhance and increase community spaces where strong and positive relationships can be developed between people from different backgrounds in these areas-- Cherry Hinton, Kings Hedges, Coleridge, Arbury

Minimum Social Value Requirement

The following information outlines the thresholds for social value expectations. This isn't prescriptive but aims to help guide expectation for a minimum cap on social value.

Overall Contract Value	Expectation
£10-£25k- current	When requesting 3 quotes, inherent social value will be considered favourably, information for how to demonstrate this is listed below
£178k and under	Inherent social value, information for how to demonstrate this is listed below
£179k and 4.4million	A range of social value activities up to a value of 1% of the contract value is desirable
£4.4million and over	There is a minimum requirement for 1% of contract value to be demonstrated through a comprehensive social value offer

Match my Project

[Match my Project](#) is a new online platform which helps match suppliers to deliver Social Value activity, with community projects in Cambridge that need support. It helps community groups to access free support from skilled suppliers and retain control of their 'ask', increasing resilience in the sector. It also helps suppliers deliver Social Value in a targeted way, streamlining the process of identifying need and understanding who to contact.

All City Council suppliers should register on the Match my Project platform and use it to deliver at least part of their social value offering.

Examples of Inherent Social Value

Inherent social value: the changes that occur when a contract that is inherently for the benefit of society is fulfilled. This list provides a few examples, but as a local authority many of the services we deliver fall into this category:

- Maintaining social housing

- Services which reduce rough sleeping and reoccurrence
- Increasing and maintaining green spaces and biodiversity
- Provide recreational facilities and services which enhance health and wellbeing
- Building or maintaining community facilities

Examples of Embedded Social Value

Embedded social value: where a social and environmentally conscious approach is intrinsic to the organisation. This is compounded where social enterprise is their core activity and profits are for the benefit of society. This list is not exhaustive, it seeks to provide examples of different types of inherent social value:

- Organisations with social enterprise or charity status
- Small Medium Enterprises based in Cambridge
- Company is based in Cambridge
- Using and evidencing a sustainable supply chain
- Uses sustainable methods of transport
- Committing to sustainable procurement practices
- Buying and employing locally and or through ethical and environmental business (e.g B Corps, Social Enterprises)
- Increase access to sustainable food
- Reducing energy use and carbon emissions
- Mitigating and increasing resilience to climate change
- Promoting equal opportunity
- Reducing the disability employment gap
- Improving health, wellbeing, and community integration.
- Promote positive employment practices such as being a Real Living Wage Employer, positive recruitment and retention, donating staff time for volunteering. livingwage@cambridge.gov.uk

Examples of how suppliers can add social value

We don't want to be prescriptive; these are examples of where we believe suppliers can add value:

- Focus on Cambridge's Strategic Objectives and priority groups, as described above. Many of our priority groups are facing economic and social challenges. Actions that can help people into work or support vulnerable people are a high priority. Some contracts may be better suited to particular opportunities, and we will try to highlight these in our specifications.
- Sponsor an apprenticeship for the duration of the programme with a commitment to employ the person on completion

- Explore opportunities for sharing your organisation's skills and resources with Cambridge-based organisations such as voluntary and community organisations, schools, and colleges.
- Planting trees to increase biodiversity. <https://uk.treeequityscore.org/map> is a helpful map which identifies areas of lower tree canopy coverage in the city so planting can be directed to these areas with help from the City Council's Arboriculture Team
- Sponsor local community initiatives and/or programmes led by the City Council (Fundraising and Sponsorship Officer amie.hoyland@cambridge.gov.uk)
- Sponsor or offer training initiatives for the community local to where the contract is delivered
- Sign up to the Armed Forces Covenant and create jobs, training and other opportunities for care leavers and ex-armed forces personnel.
- Employers can sign up to the Crisis employment Homeless Covenant to proactively commit to supporting the reduction of homelessness through employment. www.crisis.org.uk/get-involved/homelessness-covenant.
- Focus charitable giving, to charities local to where the contract is being delivered
- Facilitate donations of surplus food through <https://olioapp.com/en/> website to ensure food can be distributed to those who need it and reduce food waste.
- Develop and share a carbon reduction plan and carbon emissions data