



Ashfield
DISTRICT COUNCIL

Social Value Policy



This policy summarises Ashfield District Council's approach to 'social value'. It covers:

- What Ashfield District Council means by the term 'social value'
- Priority social value outcomes for Ashfield District Council
- The scope of Ashfield District Council's approach

Social Value

Social Value is defined in the Public Services (Social Value) Act 2012 as economic, social and environmental wellbeing.

A social value approach gives greater thought about how we can best use limited resources more strategically, to produce a wider benefit than would otherwise have been achieved.

*The Public Services (Social Value) Act 2012 came into force on 31 January 2013. It requires people who commission public services to think about how they can also secure wider social, economic and environmental benefits.

Before they start the procurement process, commissioners should think about whether the services they are going to buy, or the way they are going to buy them, could secure these benefits for their area or stakeholders.

The Act is a tool to help commissioners get more value for money out of procurement. It also encourages commissioners to talk to their local provider market or community to design better services, often finding new and innovative solutions to difficult problems.

*Source Cabinet Office guidance.

Social Value in Ashfield

Ashfield District Council is faced with having to deliver the services that local people need with fewer resources. The delivery of services will need to be targeted, innovative and focussed on improving the quality of life in Ashfield.

Maximising social value through the commissioning and procurement of public services will help the Council in achieving this goal.

A recent example of how a social value benefit was delivered related to the installation of traffic cameras on the A38. The cameras were installed in order to improve traffic flow and the additional social value benefit that might be delivered relates to a reduction in NOx emissions which in turn could improve health conditions. County Council officers delivered the scheme in consultation with officers from Ashfield District Council. This work has enabled a development which has

provided jobs and homes such as the creation of 1800 jobs through the approval of the Summit development as the application for this was positively influenced by the measures taken to improve traffic flow.

Our Goal

For every £ that Ashfield Spends we will aim to deliver at least the same value of return in social value



As part of our corporate plan, we measure certain tangible outcomes however those which have no immediate monetary value have been harder to value and report on. It is important for Ashfield District Council to know and understand what is being delivered so that we can understand where we need to concentrate improvement on.

Our priority is to understand the needs and desires of Ashfield residents, communities and businesses. The Council has a unique role, leading and enabling delivery of improvements for Ashfield as a place. Our new corporate plan outlines our themes to which we will report on outcomes and measures achieved.



Some examples of delivering social value

- Creating a healthier community
- More working with the community
- Vulnerable people are helped to live independently
- Tackling homelessness
- Building Social Value into planning services
- More opportunities for SME's
- More local people in employment
- Improved skills for local people
- More opportunities for disadvantaged people
- Climate impacts are reduced (reduction in CO2 emissions)
- Air pollution is reduced
- Crime is reduced
- Reduction in number of ASB cases
- Reduction in vulnerability ensuring people feel safe and are safe

Our Aims and Priorities

For Ashfield to achieve the maximum benefits of a social value approach, the Council needs to formally and consistently take social value into consideration for decisions we make in procuring goods and services. Whilst balancing the Council's financial position and increasing demands for services it is more important than ever to ensure that whatever is spent returns as much value as possible for the people of Ashfield. We aim to create a social value scorecard to sit alongside our Place and Corporate Scorecards and embed this in our performance management framework with regular reporting to senior leadership as well as the Leader of the Council.

Our data and reporting will be transparent and available for scrutiny. We will champion the principles of social value through our strong leadership and ensure that this is embedded at every level within the Council. We will work with partner agencies to build and foster a shared understanding. We will continue to build and promote our social value framework and ensure that this is implemented in the Council's commissioning and procurement processes.

How we will achieve these

- Ensure there is clear vision and direction for implementing our social value strategy
- Paying suppliers promptly
- Engage with Elected Members to ensure a clear and consistent vision is supported at all levels
- Ensure that the principles of social value is taken into consideration at all levels of decision making
- Ensure that social value principles are used for the development of strategies, plans and service development
- Ensure that social value is included in corporate procurement activities
- Work with the voluntary and community sectors to further develop our approach
- Promote social value activity taking place across the Council and celebrate success through promoting achievements and outcomes
- Establish mechanisms to coordinate and monitor information on Council contracts and to build this into our performance system for reporting.
- Promote social value with suppliers and ensure consultation within the market place at pre-market stage
- Provide more opportunities with SME's, social enterprises and voluntary and community organisations to network with larger companies to better develop local supply chains
- Promote good sustainable behaviours via a Green Business Scheme
- Working with suppliers to ensure the maximum delivery of Social Value
- Delivering at a community level and support the Council's Health and Happiness aspirations

- Support the local economy by working with new and established businesses
- To support individuals and communities to achieve a better quality of life
- Supporting local businesses
- Ensuring a good standard of housing is available to the community
- Create a cleaner and greener environment
- Ensure a direct link between the Council's social value policies, planning policies and procurement
- Design initiatives taken to ensure developments are designed to maximise the opportunities for social interaction and value creation

Measuring the impact of Social Value

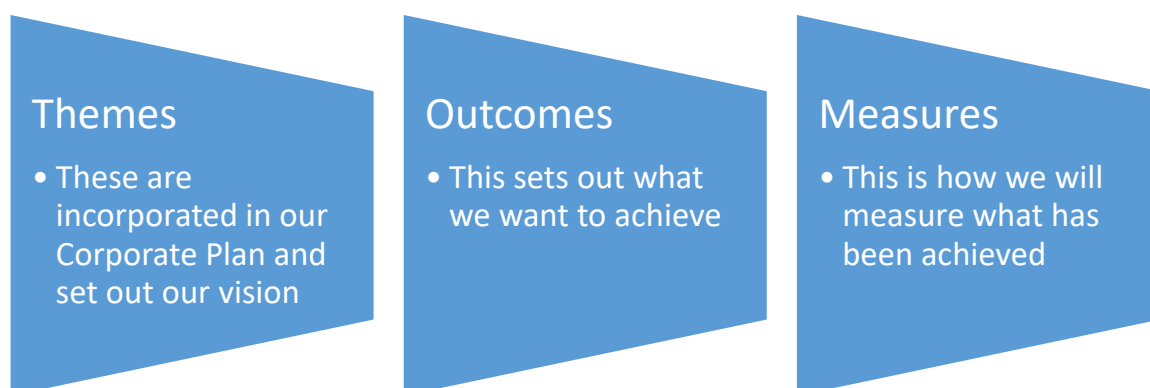
The impact of social value activities on the local community and on people's wellbeing will be measured to ascertain the extent to which this policy is supporting the delivery of improved outcomes.

Social value measurement and evaluation is an evolving field. There is currently no single best practice. We will continue to work with partners locally and regionally to further build our understanding of measurement and evaluation of Social Value, and to share expertise and best practice

When measuring Social Value, the council will consider both soft and hard outcomes. Soft outcomes are things that cannot be directly measured e.g. well-being. Hard Outcomes can be clearly defined, are tangible and more easily measured in figures.

Monitoring and reporting internally will be managed through the current performance management framework and reported to the Corporate Leadership Team periodically and then included to members annually.

We will use a balanced scorecard to measure and monitor the social value rate of return as well as through benefits realisation tracking for project delivery.



Review of this policy

Ashfield District Council has just embarked on the journey to understand and measure social value and its return to the people of Ashfield. There will be many things for us to learn and we will be reviewing our policy annually to ensure that we

are achieving our aims of delivering social value. The next review of this policy will occur at the end of 2020.

Version Control

Version	Changes	Author	Date
1.0	Draft	C Clarke	21 October 2019