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# **Birmingham Business Charter for Social Responsibility**

## **Birmingham City Council Evidencing Social Value**



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## **Birmingham City Council Policy**

- **BCC Social Value Policy goes further than The Public Services (Social Value Act) 2012 in that it states:**

**“the Council’s implementation of the duties in the Act will be as wide as practicable and the Council will seek to secure social value outcomes from its commissioning activities**

- (i) with all providers,**
- (ii) for services, works and goods, and**
- (iii) for all contract values**

**The Council will also consider other delivery models, including social enterprise and mutual models, where such arrangements may deliver greater social value”**



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## **Birmingham Business Charter for Responsibility**

**6 principles are:**

- **Local Employment**
- **Buy Birmingham First**
- **Partners in Communities**
- **Good Employer**
- **Green and Sustainable**
- **Ethical Procurement**



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## **Birmingham Business Charter for Responsibility**

**Headlines are:**

- **Compulsory for all new contracts (from September 2013)**
- **Old contracts**
  - **voluntary sign up**
  - **Contractual term**
- **Not contracted**
  - **Voluntary sign up**



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## **Incorporating Social Value into the Commissioning Process**

- **Stage 1 - Assess Service Needs**
  - **Consider social value outcomes – appropriate stakeholder engagement**
  
- **Stage 2 - Service Delivery Options**
  - **Consider social value implications of different service delivery options**



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## **Incorporating Social Value into the Commissioning Process**

- **Stage 3 - Implement**
  - **Develop ITT including social value evaluation criteria, specification, performance clauses on BBC4SR Tender submissions and contract clauses to enforce delivery of the tenderer's action plan, including remedies for non-delivery.**
  - **Evaluate bids**
  - **Consider innovation**
  - **Apply pass/fail criteria and scoring methodology**
  - **Award Report & contract implementation**
  - **Successful tenderers are recognised with an accreditation**



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## **Incorporating Social Value into the Commissioning Process**

- **Each action is required to be measurable e.g**
  - **2 work experience placements in next 12 months**
  - **Take on 10 local unemployed interns in next 12 months**
  - **reduce carbon footprint by X% by March 2015**
  - **Advertise 12 procurement opportunities on Finditinbirmingham in next 12 months**



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## **Incorporating Social Value into the Commissioning Process**

- **Stage 4 – Monitor**
  - **Supplier performance monitoring by Contract Manager**
    - **Review of the BBC4SR Action Plan delivery**
    - **Annual Report produced by supplier**
    - **Action Plan refreshed (minimum annually) proposing updated actions for the next 12 months of contract period.**
  - **Contracts commenced prior to September 2013 – suppliers encouraged to sign up voluntarily to the Charter. Deed of variation included in contract.**





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## Evidencing Social Value Challenges

- **Specifying - What does good look like?**
- **Evaluating – balance between prescriptive and open requirements**
- **Measuring - Different methods (monetising, credits rating, what are the KPIs)**
- **Reporting – consistency of approach/data capture**
- **Proportionality – expectations pro rata to size of company but of equal value**
- **Ensuring continuity of assessments**
- **Tangible & intangible benefits?**



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## **Evidencing Social Value The Way Forward**

- **Capturing data from action plans to report benefits – develop systems**
- **Communications and training**
- **Feedback and continued development**



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## **Progress so far**

### **Contracts areas incorporating social value**

- **Of the 90% of printing contracts that are subcontracted, 50% have gone to businesses within 10 miles of Birmingham centre and 100% within 30 miles helping to increase local economic growth.**
- **Efforts are underway to increase the number of highways maintenance contracts that are subcontracted to social enterprises.**
- **Contracting with banks that provide engagement and advice to those suffering from financial exclusion and utility organisations that provide advice to those in fuel poverty.**
- **Insurance contracts with organisations that provide advice to staff on how to reduce premiums.**

**2 award ceremonies held, 1 arranged for next week and many more businesses in process of being approved.**