

# Social Value

AC13

## Social Value

It is a requirement that the Supplier will support the public sector in meeting their social value goals and obligations. Please detail the mechanisms that your organisation has in place which will support the wider public sector in terms of their responsibilities in relation to social value requirements such as The Social Value Act 2012.

Your response should include but not be limited to:

Examples of previous initiatives you may have delivered or supported should be submitted in support of your answer.

This could include delivering social value benefits, supporting the Customers' local economy and employment opportunities that may be available for local residents.

Your answer should provide details of any initiatives you would be willing to offer to the full Customer group or to individual Customers, at no additional cost. Examples of these may include (but are not limited to):

- ◆ Supporting community-based initiatives and activities.
- ◆ Providing information and guidance to Customer's stakeholders regarding water efficiency, conservation and innovative technologies.
- ◆ Production of promotional literature that customers may use to promote water efficiency within their buildings and within the local community.
- ◆ Opportunities for the local supply chain in delivery of services

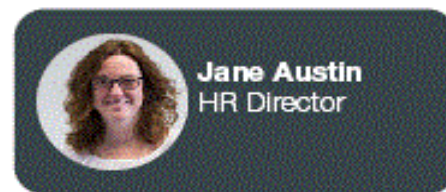
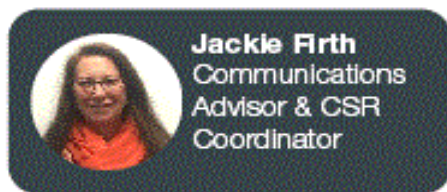
To allow for a fair evaluation, tenderers should only provide details of those initiatives that they would be willing to provide at no additional cost. Higher marks would be awarded for the most comprehensive and innovative offers.

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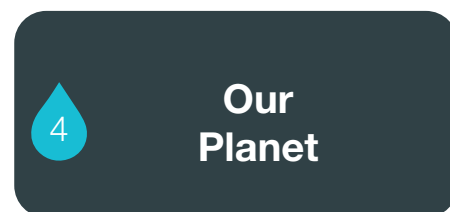
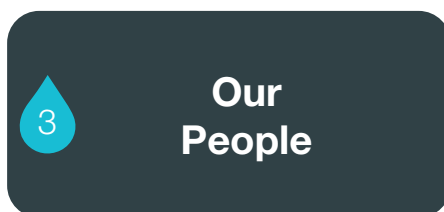
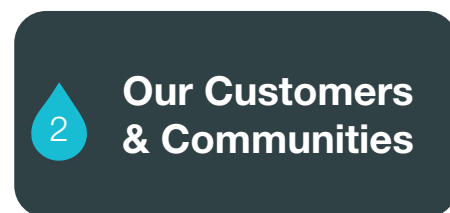
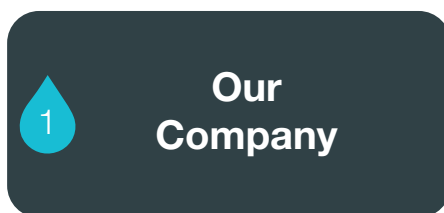
As a company we are committed to delivering social value to the customers and communities that we work within, in line with the Social Value Act 2012. YPO and its Customers can be confident in our ability to deliver in this area, as we have successfully delivered social value projects for Framework Customers previously, such as for Scottish Procurement (SP) and LEP.

We have a dedicated staff member, Jackie Firth, who oversees all of our Corporate Social Responsibility (CSR) initiatives. Jackie coordinates with internal stakeholders to promote CSR initiatives and liaises with external organisations to further our CSR scope. She is supported by HR Director, Jane Austin.



We embrace a holistic approach, aiming to deliver social value through both our delivery of water retail services and community projects. This is evidenced by [our commitment to help YPO Customers save £2.85m over the contract term which equates to 1.24 million m<sup>3</sup> of water](#). This is enough water to meet the water demand for the entire of the Yorkshire Water region for a day, and the positive impact of reducing water consumption will environmentally benefit residents of the Yorkshire area. In addition, money saved by Public Sector Customers on their water bill can be channelled back into the communities they serve.

Underpinning our CSR initiatives are our 4 pillars:



This approach ensures that Customers benefit from social value initiatives that maximise our ethical company practises, offer engagement with Customers and their local communities, and reduce the negative impact on our planet.

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## Examples of previous initiatives you may have delivered or supported

We have carried out social value initiatives at both a local level (within the areas we operate our business out of, Peterborough and Durham) and nationally, due to our SP and LEP Framework commitments.

Examples of initiatives we have carried out include:

- ◆ **Significant involvement and investment in Climate Smarter** – ‘Save Every Drop’ was a topical STEM project we rolled out in partnership with Young Engineer and Science Clubs (YESC). This initiative helped pupils in over 70 primary and secondary schools learn how to reduce water usage, whilst increasing efficiency and sustainability awareness.

Children who were involved in the project got to demonstrate their solutions at regional finals and those winners then demonstrated their winning solutions at a national final.

- ◆ **One-day canal cleans** – Wave representatives carried out successful canal projects, enhancing the local environment and greenspaces and improve the quality of attractions, leading to increased visitor numbers and use of Scotland’s outdoor spaces.

- ◆ **One-day volunteering in crisis centres in Glasgow, Aberdeen and Edinburgh** – A commitment from our HR Team in assisting with CV writing and interview techniques to support people in finding employment, helping to reducing unemployment rates in Scotland.



*Wave team members carrying out a canal clean for SP Customers, May 2019*

Within our local communities we have carried out the following activities:

- ◆ **CVs and mock interviews** - Close to our Durham office, members of our Senior Leadership Team work directly with Marsden School (Sunderland) to help deliver CV Writing and Interview skills workshops to help develop their employability skills. This is a service we offer for free, as a way to help improve the employability of young people in the area.
- ◆ **Apprenticeships** - We employed two apprenticeship placements in our Scottish office when we were running the Scottish Procurement Framework. These were extremely successful, and both people went on to become part of the dedicated team in Scotland.
- ◆ **Work Placements** - We provide annual work experience placements to 6th form students, in various areas of our business. These 2-week placements help to develop work skills for students which they can utilise throughout their working career.
- ◆ **Tackling Homelessness** - Members of the Wave Team spent time with Crisis Newcastle, helping people who were homeless/in danger of becoming homeless in becoming more employable through offering CV writing assistance and help with interview skills. These skills gave them confidence to enable change.
- ◆ **STEM engagement project** - Looking to replicate our success in Scotland, we became involved with the funding body in England and Wales, Engineering UK. As a result, in 2019 we became involved with the Big Bang Fair regional final in London as part of our social value efforts for LEP.

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Bill Humphray (Public Sector Framework Manager) and Paul Vincent (Account Manager) attended the Big Bang Fair and hosted a water efficiency stall. A pop-up display stand provided 10 various water conservation facts and the children had to type answers to questions on an interactive tablet. If all questions were answered correctly, a wave gift bag was awarded. This proved enormously popular, with a huge level of engagement from the young people attending.



We also sponsored a technology-based interactive activity at the Big Bang Fair. This enabled groups of young people to build a drone, learn how to fly it safely and then to fly it and use the drone mounted camera to learn how a town planner would use drone-based technology to plan where to site new developments within their communities.

## Future initiative

Although we have had to put this project on hold, due to COVID-19, we will be looking to run this initiative at the earliest and safest opportunity. We would be keen to extend this to YPO Customers' local communities in the future, following a successful pilot.

- ◆ **Skill Mill** - Skill Mill Ltd is a Not-For-Profit Social Enterprise aiming to provide training and employment to enable young people aged 16-19 with a history of offending to change their lives. The model operates nationally, with offices local to us in Durham and Leeds, and have won 3 national awards.

We have established close ties with stakeholders at the Skill Mill, with a view to expanding our above project with the YJS to deliver a similar project in the North East. We are working on conducting an ongoing scheme based at the Carrs Local Nature Reserve (Pity Me, Durham) where the Skill Mill, Wave representatives and qualifying young people will work to carry out improvements to this nature reserve, learning about the importance of water and land management.

Young people will then be supported to apply for a 6-month employment position with the Skill Mill, where they will work towards a recognised qualification whilst learning real-life job skills.

We are keen to discuss the possibility of extending this to Yorkshire, working with the Leeds branch of the Skill Mill, and involving YPO Customers. We will review our CSR offering to YPO Customers on a 6-monthly basis, where the potential for this project will be discussed.



THE SKILL MILL

## Provide details of any initiatives you would be willing to offer to the full Customer group or to individual Customers, at no additional cost

We are pleased to offer YPO Customers a range of social value benefits, at no additional cost, which will:

- ◆ improve water efficiency
- ◆ reduce carbon and environmental impacts
- ◆ engage and benefit local communities



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We are committed to providing YPO Customers with the information, guidance and tools required to improve their water efficiency and reduce their environmental impact. In support of this, our offer to Customers encompasses the following benefits, **all of which are at no additional charge**:

- ◆ **Active Water Management® (AWM)**: We are providing YPO Customers with AWM, our bespoke consumption monitoring service. This monitoring and reporting service has saved current Customers over £1.5 million through the rapid identification of irregular consumption.
- ◆ **LimpetReader**: We have secured tender exclusivity on the innovative AMR alternative, Limpet Reader. For Customers with qualifying meters, we will be providing Limpet Reader units at our own cost. We will be providing this for LUMs (long unread meters) where there are established issues with gaining meter reads. For Customers with hard-to-access meters, the provision of LimpetReaders will enable them to better monitor their water consumption, improving efficiency and saving money off their bills.
- ◆ **3 Annual Innovation Groups**: We will put on 3 Innovation Groups annually for YPO Customers. Our Head of Operations and Water Efficiency Services, Oli Shelly, will chair these groups and Customers will have free access to the latest information on new innovations and the expertise of our Water Efficiency Services. Depending on COVID-19 developments, we can host these events as webinars to ensure the safety of all attendees without comprising on the benefit to Customers.
- ◆ **Water Efficiency Posters and Guidance Materials**: Our Water Efficiency Services Team are developing, on an ongoing basis, Wave-branded posters which display water efficiency tips and corresponding guidance documents. These will be made available to Customers via secure file sharing, enabling them to print and place in their workplaces, or share with staff on internal systems. These tips will offer water efficiency tips, educating staff on how to save money in both the workplace and at home.
- ◆ **Framework Webinars**: We will host webinars on a regular basis, where Framework updates will be shared with Customers. As an addition to this, we will calculate the carbon savings resulting from hosting webinars (as opposed to physical meetings and share the results with Customers. This will help Customers demonstrate how they are meeting their own CSR targets.
- ◆ **Water Efficiency Webinar**: Customers will have the opportunity to have our Water Efficiency Webinar presented to them by Glenn Smith, Director of Sales and Marketing, at an Innovation Group Event. Glenn has provided this same presentation at large water industry events including at the MEUC (Major Energy Users' Council) in October 2019. This insightful talk will educate Customers on the reality of water scarcity in the UK, along with practical information relating to how they can positively mitigate this both at work and home.
- ◆ **Quarterly Newsletter**: We will curate and issue a quarterly newsletter to YPO Customers. This will be sent by email, as a paper newsletter would have a negative carbon impact. The newsletter will provide Framework updates, latest industry news and insights into upcoming innovations.



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◆ **Customer Satisfaction Surveys:** We will issue online customer surveys on a regular basis to YPO and Partners, so ongoing feedback can be provided on both service delivery and how our social value initiatives are benefitting participants in the Framework.

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*Oli Shelly  
Head of Operations*

◆ **Choice of Voice:** Customers will benefit from a range of paperless communication options, including web chat, email and phone. Letters and invoices will be downloadable as PDFs from their login on MyAccount, our online portal. We are committed to paperless billing and communication, which reduces the carbon impact of both our own and Customer's operations.

◆ **Wholesaler Schemes:** We will facilitate access to schemes hosted by Wholesalers, which Customers will benefit from. An example of this is the Dwaine Pipe campaign which was run by Northumbrian Water. We will facilitate the opportunities for Wholesalers to provide Customers with access to similar campaigns which will educate communities and improve water efficiency awareness.

◆ **Wave's Managing Money Toolkit:** We will provide our Managing Money Toolkit to Customers, which they can disseminate to their staff. This comprehensive toolkit provides helpful tips on:

1. Managing debt
2. Dealing with a crisis
3. Organising money
4. Setting financial goals



*Dwaine Pipe, mascot  
for 'Love your drain'  
campaign*

This toolkit is designed to demystify money management, provide confidence and ensure users understand where they can access expert help. To compliment this, we will provide an initial webinar which Customers can choose to attend, outlining how to maximise the toolkit benefit. Afterwards, an instructional video will be provided, for Customers to access at their convenience.

◆ **River and Canal Cleans:** In partnership with the Canal and River Trust we will provide 2 volunteer days for YPO Customers. We will send a minimum of 2 Wave volunteers for each designated day, who will work with Customers to maintain canals and rivers. Activities will typically include:

1. painting lock gates
2. removing non-native vegetation and replacing with native plants
3. removing graffiti
4. litter picking

This will benefit the local communities within which Customers are based, positively impact the environment and provide engagement opportunities with the local public, where the importance of looking after our water ways can be shared.

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- ◆ **Career Advice Workshops:** We have seen the success of providing career advice workshops for young people in the communities we work within and will offer this to YPO Customers. In collaboration with Customers, we will host workshops **twice annually** where young people can receive help with CVs, interview techniques and receive information about working within the water industry. Dependent on ongoing COVID-19 restrictions, we are able to host these workshops via mediums such as Zoom, or Skype, to ensure the safety of all participants.
- ◆ **Local Recruitment:** Upon Framework Growth, we will look to recruit new staff from YPO Customers' local areas, helping to support local employment.
- ◆ **Engaging Local Business:** Where we have cause to grow our supply chain, we will focus on procuring services from business local to YPO Customers wherever appropriate to do so, in line with our ethical procurement practises. This will help drive local economies through injecting money back into small businesses.
- ◆ **STEM (Science, Technology, Engineering and Mathematics) promotion within schools:** In years 2, 3 and 4 of the Framework we will work with YPO Customers to roll out our STEM Education series to Customer schools. Off the back of the success of our participation in the London Big Bang Fair we have fostered an ongoing plan with Engineering UK. Currently, our 'Saving Every Drop' STEM project has been submitted to Engineering UK for approval. This will allow children to learn how to reduce water usage, whilst increasing efficiency and sustainability awareness. Where COVID-19 considerations continue to pose a risk, we will conduct this education series via webinar.
- ◆ **Free use of Galaxkey:** Customers will have free access to Galaxkey, the secure file sharing software. Within this cloud-based, highly protected system Customers will be able to view all CSR activities available to them with ease, ensuring they do not miss out on suitable initiatives.

In addition to the no-charge social value schemes outlined above, we will offer Customers an additional CSR benefit. Where a Customer is happy to pay a small fee for access to our educational Webinars, we will donate the full fee amount to the charity of that Customer's choice. This will help Customers meet their own CSR targets, benefit charitable organisations and help raise awareness of good causes.

To ensure that we continue to deliver excellent value to YPO, Partners and Customers we will review our CSR offering on a 6-monthly basis. This will ensure that we identify new opportunities for delivering additional value, refine processes where needed and continuously improve our approach to delivering social value.