

<b>Classification:</b> Open	<b>Decision Type:</b> Non-Key
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<b>Report to:</b>	Cabinet	<b>Date:</b> 06 November 2024
<b>Subject:</b>	Social Value Strategy 2024-2027	
<b>Report of</b>	Cabinet Member for Communities and Inclusion	

## Summary

Local authorities and other public bodies are legally obligated to consider the social good in contracts, subject to public procurement legislation. The Council’s current Social Value Policy was written in 2017 and has provided a solid framework to deliver a range of important outcomes. However, the current Policy is limited in its breadth, with a focus on the procurement specific components of Social Value as opposed to the wider strategic opportunities which a modern Social Value approach provides. The current arrangement is also not connected to Bury’s LET’S Do It priorities and lacks a clear framework for prioritisation and measurement.

A new Social Value Strategy has been developed with input from across the Council, the wider Team Bury Partnership and experts from the voluntary sector, business and public service partners. It provides a clear definition of Social Value in the context of LET’S Do It and sets out a framework for action over the coming three years across four objectives.

**Local** - We will strengthen our relationships with local businesses to benefit Bury people and actively work to increase the proportion of our spend with local suppliers through business development as well as engagement.

**Enterprising** - We will move from our current 5-10% social value contribution to a 20% standard weighting from all contracts with a value over £25K over the next three years. This will be supported by a strengthened infrastructure to ensure direct and demonstrable contributions are made linked to an annually reviewed set of priorities and a clear approach to assuring delivery.

This is a significant shift. In moving to this new standard, we will need to develop our system, processes and culture as well as engaging with the supplier market to share our priorities and how they can contribute. We will initially focus on high-value contracts (£5M+) to deliver immediate benefits.

**Together** - We will build relationships through the current and potential supply chain and connect business to our voluntary, community and faith sector to shape and deliver a shared approach to Community Wealth Building.

**Strengths** - Following the example set by the Council, we will expect a minimum set of standards for those we work with, including payment of the Living Wage, a commitment to the principles of the GM Good Employment Charter and a

demonstrable commitment to sustainability and the principles of the Bury Climate Action Strategy.

Adoption of the Strategy will set out the Council's clear strategic intent in relation to Social Value as a key enabler to the [Bury Economic Strategy](#) and [LET'S Do It](#). Delivery of the Strategy will require significant work over the coming three years and will be driven by Officers across all Council Departments and all Cabinet Member portfolios.

### **Recommendation(s)**

Cabinet is asked to approve the proposed 2024-2027 Social Value strategy for adoption by the Council.

### **Reasons for recommendation(s)**

Social Value will provide an important vehicle to maximise the value the Council can leverage from its relationships and contracts beyond business as usual for the benefit of the borough's places and people.

### **Alternative options considered and rejected**

None.

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## **1. Overview**

- 1.1 The Council's proposed Social Value Strategy for 2024-2027 is appended to this report. The Strategy reflects the legislative framework (including the Procurement Act 2023), the Greater Manchester Combined Authority Social Value Framework and the priorities of both LET'S Do It and the Corporate Plan.
- 1.2 The Strategy reflects the existing impact of Social Value leveraged by the Council and builds on this by providing a solid framework and statement of intent to go both further and to more effectively strategically align Social Value outcomes with community priorities.
- 1.3 The Strategies four objectives are aligned with the LET'S principles and a broad definition of Social Value. This includes maximising the direct impact of social value through our procurement activity but goes much further to include a focus on the engagement and development of the local business community and co-creation of a clear approach to Community Wealth Building.

- 1.4 To deliver on the Strategy’s objectives significant work will be needed across the Council and with our partners. Adoption of the Strategy will not see an immediate shift in procurement practices, for example, but rather will signal our objective and intent. A detailed delivery plan is already in development with input from Officers, Members, our partners and experts in the field.
- 1.5 To maximise the impact of Social Value it will be important that the Council is clear on its practical priorities. The national Themes, Outcomes and Measures (TOMs) framework provides an opportunity to do this and the Strategies’ appendix aligns the current year’s Corporate Plan priorities to a sub-set of the national TOMs which will be used to focus and priorities activity for the rest of this financial year. Given the significance and cross-cutting nature of Social Value Cabinet will be asked to agree the Council’s priorities each year aligned to the Corporate Planning process.

**Links with the Corporate Priorities:**

Delivery of a Social Value Strategy is a specific priority within the 2024/25 Corporate Plan.

**Equality Impact and Considerations:**

A full equality impact assessment has been carried out and is included in appendix B

**Environmental Impact and Considerations:**

Environmental action is a key Social Value theme and the Council will seek to maximise the environmental impact of social value as part of its annual priority setting and practical application of social value.

**Assessment and Mitigation of Risk:**

Risk / opportunity	Mitigation
Insufficient capacity to deliver against the Strategy’s objectives and potential	A cross-departmental delivery group will be convened to drive the Strategy and capacity requirements will be considered as part of the review of the Corporate Corer structure
Social Value is not aligned to Corporate Priorities	An annual priority-setting process will be developed aligned to the Council’s Corporate Planning process

Local businesses are disadvantaged at the expense of larger organisations because of new social value expectations	The Council will engage the local business community and will work to phase in any changes appropriately over the lifetime of the Strategy
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**Legal Implications:**

The proposed strategy complies with the Public Services(Social Value) Act 2012, the strategy and supporting tool kit are designed to ensure that social value benefits are obtained through the management and delivery of Council procurements.

**Financial Implications:**

These are set out in the report.

**Appendices:**

*Please list any appended documents.*

Appendix A Social Value Strategy 2024-2027

Appendix B Equality Impact Assessment

**Background papers:**

**Please include a glossary of terms, abbreviations and acronyms used in this report.**

Term	Meaning
TOM	Themes, Outcomes and Measures (Social Value Measurement Approach)