



WEST MIDLANDS COMBINED AUTHORITY

WMCA Board

Date	8 September 2017
Report title	WMCA Social Value Policy
Portfolio Lead	Finance and Investments – Councillor Izzi Seccombe
Accountable Chief Executive	Keith Ireland, City of Wolverhampton Council
Accountable Employee	Tim Martin, Head of Governance tel: (0121) 214 7435 email: tim.martin@wmca.org.uk Rachael Morgan, Procurement Manager tel: (0121) 214 7354 email: rachael.morgan@wmca.org.uk
Report has been considered by	WMCA Programme Board - 25 August 2017

Recommendation(s) for action or decision:

The WMCA Board is recommended to:

1. Approve the adoption and communication of a West Midland Combined Authority (WMCA) Social Value in Procurement Policy as set out in Appendix 2.

1.0 Purpose

1.1 The purpose of this report is to set out the need for a WMCA Social Value Policy. The driver behind this overarching WMCA policy is to communicate a consistent and collaborative approach to driving social value with the vision to create, deliver and sustain greater community benefits through the use of social value within the region. It is requested that Appendix 1 (Social Value Policy Briefing Note) is read in conjunction with this report as it sets out the full background to the purpose of the policy, WMCA strategic fit and implementation of the policy. Appendix 2 includes a draft Social Value Policy.

2.0 Background

2.1 The Public Services (Social Value) Act 2012 (the Act) came into force on 31st January 2013. It is now a legal obligation for local authorities and other public bodies to consider the social good that could come from procurement of services at commissioning stage. The aim of the Act is not to alter commissioning and procurement process but to ensure that, as part of these processes, authorities give consideration to the wider impact of the service delivery and how they can secure wider social, economic and environmental benefits.

2.2 The WMCA Social Value Taskforce Group was established in 2016 and includes procurement and social value representatives from across the Combined Authority. Please see Appendix 3: Taskforce Group Terms of Reference for details of group membership. At an early stage in the group's formation, it was established that social value was understood, considered and addressed in a number of differing ways, and that the WMCA did not have a method for consistently measuring and reporting social value within its commissioning activities.

2.3 During the short time the group has been established, a significant amount of research has been undertaken in order to define the key drivers for a WMCA Social Value Policy. Research included WMCA Spend Analysis, Deprivation within the West Midlands (a full copy of which is available on request) and understanding what social value means to members of the group. This analysis was then developed into a set of Common set of Themes that reflect the collective responsibilities and priorities of the WMCA:

- Promoting Local Businesses
- Growth, Skills and Employment
- Creating Healthier, Stronger Communities
- Protecting and Improving our Environment
- Social Innovation

2.4 Below are just a few examples of how the policy can be used to achieve WMCA priorities

Proposed Theme	Proposed Outcomes	Link to WMCA Policies	Measures that could be Addressed via the Tendering Process
Jobs: Promote Local Skills and Employment	Improved Skills for Local People	Andy Street's Renewal Plan for the West Midlands: Investment in apprenticeship and skills training	Number of apprenticeships on the contract completed or sustained
Growth: Supporting Growth of Responsible Regional Business	Improving Staff Wellbeing	WMCA Mental Health Commission - Thrive West Midlands: Encouragement of companies bidding for contracts to sign up to the West Midlands Wellbeing Commitment, or equivalent commitment to the wellbeing of their staff	Commitment to work practices that improve staff wellbeing, recognise mental health as an issue and reduce absenteeism due to ill health. Can demonstrate commitment to wellbeing in the workplace by adoption of the wellbeing charter or similar approach. Can demonstrate a commitment to learning and development of staff and managers through the Wellbeing arena with focus on Mental Health, Muscular Skeletal and obesity improvement.

For more information on the strategic fit of the proposed policy and themes, please refer to Appendix 1: Social Value Policy Briefing Note

2.5 Consultation List

The following groups provided input into this report and attached appendices:

- WMCA Social Value Taskforce Group
- WMCA Constituent Authority Elected Members
- West Midland Fire Service
- The Social Value Portal
- The Office of the Mayor of the West Midlands
- WMCA Legal Team
- Social Enterprise UK

3.0 Wider WMCA Implications

3.1 This policy will be used by the WMCA Procurement Team and should also be used for any procurement activity over EU Thresholds (currently set at £164,000 for goods and services and £4,100,000 for works) being undertaken on behalf of the WMCA. This policy will reflect the procurement policies, processes and thresholds as set out within the West Midland Combined Authority Constitution. Individual Constituent and Non-Constituent Authorities should have regard to the policy and may choose to use it as an exemplar or to replace any currently policies but this should be at the discretion of the Authority and its own necessary approval processes. WMCA would be happy to support and facilitate any Authorities wishing to adopt this policy and created toolkits and guidance papers will be available for wider circulation.

4.0 Progress, options, discussion, etc.

4.1 If approved by the Board, it is anticipated that the WMCA Policy will be launched at the National Social Value Conference taking place in Birmingham on 14th November 2017.

In parallel with the launch of the policy, it is envisaged that a WMCA Social Value Toolkit will be developed along with guidance on how to successfully apply and measure social value within the procurement process. Following on from engagement with key suppliers and Local Authorities, we recognise there is a clear need for consistently measuring, recording and celebrating regional success against social value targets delivered through contracts. Bearing this feedback in mind, it is also proposed that a regional portal or dashboard is created in order to bring the community together and to coordinate social value requirements and achievements.

5.0 Financial implications

5.1 No cost implications are expected for the communication of the policy.

6.0 Legal implications

6.1 WMCA Legal Team have been made aware of the creation of this policy and they will continue to be consulted to ensure that contents of the final policy compliment the West Midland Combined Authority Constitution. The adoption of the policy will facilitate compliance with the Social Value Act and therefore provide a means for the Combined Authority to demonstrate adherence to statutory requirements.

7.0 Equalities implications

7.1 The Equalities and Diversity Manager will be consulted prior to the launch of the final policy to ensure that this policy compliments any relevant WMCA equalities policies.

8.0 Schedule of background papers

8.1 An external version of the Policy Background was issued to members of the WMCA Social Value Taskforce Group and West Midlands Fire Service. Where it was felt that further consultation was necessary, members of the Social value Taskforce Group forwarded a copy of this external paper to key stakeholders (including Politicians and Councillors) for comment by 12:00 Noon on Monday 14th August.

9.0 Appendices

Appendix 1: Social Value Policy Briefing Note

Appendix 2: Social Value Policy

Appendix 3: Taskforce Group Terms of Reference

Appendix 4: Social Value in Planning and Development