



**SOCIAL VALUE
THROUGH
PROCUREMENT**

Guidance for Bidders, Suppliers
and Contractors

July 2022

The Wrekin
Housing Group



Contents

Introduction	2
Social Value Approach	3
Priority themes and examples	4
Scoring at Tender evaluation stage	5
Monitoring and Evaluation	5
Appendix A – TOMs Framework	7

Introduction

The Wrekin Housing Group is committed to ***making a difference to people's lives***.

Social value is embedded in everything we do across The Wrekin Housing Group.

We have a strategic aim to create jobs and promote economic growth in our locality, maximising the social value of our services and delivering wider community benefits.

Our Social Value Strategy identifies the following priorities:

- Employability
- Inclusion
- Wellbeing
- Resilience
- Environment

For us, social value is how we improve opportunities for everyone: for customers, service users, employees and communities as we consider the wider economic, social and environmental impact of our actions.

[Social value | The Wrekin Housing Group](#)

The Wrekin Housing Group uses the following definition of social value in procurement:

“...a process whereby organisations meet their needs for goods, services, works and utilities in a way that achieves value for money on a whole life basis in terms of generating benefits not only to the organisation, but also to society and the economy, whilst minimising damage to the environment.” Sustainable Procurement Taskforce

Social Value is the term used to describe the additional benefit created in the delivery of a contract which has a wider community or public benefit. It extends beyond the value delivered as part of the primary contract activity and goes wider, in this case to support key Wrekin Housing Group priorities that will enhance the social, economic and environmental well-being for our customers and communities.

The Wrekin Housing Group is a major contributor to the local economy and purchaser of significant amounts of goods and services.

The Wrekin Housing Group wishes to work with suppliers and contractors that are committed to delivering added social value benefits, at no additional cost, over and above their main contract obligations, for our customers and the communities we serve.

The Wrekin Housing Group will assess tenders beyond the monetary value, to include consideration of local employment opportunities; local apprenticeships; work experience and training placements; the use of local sub-contractors; willingness to support community benefit activities; improving health and wellbeing; promoting social, financial and digital inclusion; minimising waste and environmental sustainability. We also welcome creativity regarding opportunities and contributions to our Social Value priorities by those we work with.

Winning tenders will need to demonstrate how social value will be delivered alongside commercially viable proposals as tenders will not be awarded based purely on price.

The Wrekin Housing Group will require successful contractors to provide evidence of the social value delivered and outcomes achieved during delivery.

Social Value Approach

Our Social Value Strategy has 5 main priorities

- Employability
- Inclusion
- Resilience
- Wellbeing
- Environment

We encourage our suppliers to consider how they will create social value and positive outcomes for the tenants, customers and communities served by The Wrekin Housing Group, namely Telford, Shropshire and Staffordshire in addition to contract delivery.

To help define what social value outcomes we are looking for through our procurement processes The Wrekin Housing Group has adopted a social value themed outcomes and measures approach using the TOMs Framework 2019.

TOMs is a respected model that comprises a set of high level themes with priority outcomes grouped under each theme and a menu of specific metrics to use in contract management and reporting.

Suppliers are encouraged to consider the TOMs outcomes and measures shown in Appendix A. In addition, The Wrekin Housing Group welcomes innovative proposals for delivering social value not included within TOMs that will benefit our tenants, customers and communities.

There is no requirement to deliver social value outcomes under each theme or priority, however the greater number and value of commitments that can be monitored will achieve a higher social value score.

Priority themes & examples
Employment & Training Work placements Apprenticeship placements Employ WHG tenants Employ local people Training/workshops Local School and college visits/talks
Financial Inclusion Money management advice sessions Fundraising training Contribution to WHG Hardship fund Discounts for WHG tenants
Digital Capability Training for Digital Skills Courses Equipment for community groups

Wifi dongles/data/kit donated
Volunteering Participating in local volunteering projects Sharing skills and knowledge with local voluntary groups and charities
Health & Wellbeing Promoting healthy living Delivering wellbeing activities
Environmental Biodiversity initiatives Reduce, re-use, recycle Community environmental projects Decarbonisation measures to achieve Net Zero Carbon
1% in kind contribution Contribution to a community project i.e. fit a kitchen at a community centre, redecorate a community building, donation of materials/services etc Financial donation to WHG Social Value Community Fund

Scoring at Tender evaluation stage

Social Value has a minimum 10% weighting within our tender process - scored in line with the tender scoring or the contract renewal process.

This Social Value Procurement Guidance forms part of the tender pack that goes out to bidders.

Bidders are required to consider the annual value of the proposed contract, their resources and ambition; and complete an annual social value offer (which they will be required to deliver if awarded the contract) and take this into consideration when completing their tender responses.

Tenders should include scenario based qualitative questions to help give insight into how the bidder approaches social value. The qualitative question may be in the form of a presentation.

Tenderers are encouraged to include examples of existing or previous social value delivery and commitments to demonstrate their track record and understanding of social value.

Any financial contributions made by suppliers under the banner of social value, must not be costed back to Wrekin Housing Group i.e. form part of a works invoice. This may be considered as dishonest, a breach of contract and will be pursued in line with our Fraud Policy. A declaration is featured as part of the Contract and in signing it; the supplier acknowledges and accepts this.

Monitoring and Evaluation

Approved contracts will include the social value commitments made during the tender process. A Social Value Plan will be agreed and completed at the commencement of the

contract. This will form part of the contract and will be monitored through our contract management procedures.

Any difficulties in delivering on your Social Value Plan should be raised at the earliest opportunity so support can be offered. Social Value forms part of the contract and failure to deliver will be dealt with through our contract management procedures.

Meetings will be held at the commencement, during and conclusion of a contract to assess progress and achievements.

Suppliers will be provided with details of their commitments and any alignment with the TOMs Framework. Suppliers will be required to complete and submit quarterly social value progress reports.

As well as measuring success against the commitments made at the time of the contract award The Wrekin Housing Group will seek to work with contractors to broker and facilitate additional social value opportunities at a local level through our Social Value team.

The Wrekin Housing Group produces an annual Social Value Report which includes social value achieved and delivered through our procurement and supply chain.

Development Programme

In addition to our supply chain The Wrekin Housing Group also seeks to generate and achieve social value outcomes through its **housing development programme**.

We work with our developer partners who are expected to deliver as a minimum:

- 30% project spend on subcontractors and suppliers with a project local authority postcode
- 1 apprentice for every £1m of development project spend
- 13 weeks work placement / training weeks for every £1m project spend

This contractual commitment is monitored and reported regularly at site meetings to ensure local communities benefit from our developments, over and above the houses that are build.

Appendix A

TOMs Framework 2019 - Themes, Outcomes and Measures

Theme: Promoting skills and employment: To promote growth and development opportunities for all within a community and ensure that they have access to opportunities to develop new skills and gain meaningful employment.

Outcome	TOM ref	Measure	Proposed Target
More local people into employment	NT1	No. of local people (FTE) employed on contract for one year or for the whole duration of the contract, whichever is shorter	
	NT2	% of local people employed on contract (FTE)	
More opportunities for disadvantaged people	NT3	No. of employees (FTE) taken on who are long term unemployed (UE for 1 year or longer)	
	NT4	No. of employees (FTE) taken on who are not in employment, education or training (NEETs)	
	NT5	No. of employees (FTE) taken on who are rehabilitating young offenders (18-24 y.o)	
	NT6	1. No. of jobs (FTE) created for people with disabilities	
	NT7	2. No. of hours dedicated to supporting unemployed people into work by providing career mentoring, including mock interviews, CV advice, and careers guidance (over 24s)	
Improved skills for local people	NT8	Local school and college visits eg delivering careers talks, curriculum support, literacy support, safety talks (No. of hours includes preparation time)	
	NT9	No. of training opportunities on contract (BTEC, City & Guilds, NVQ, HNC) that have either been completed during the year, or that will be supported by	

		the organisation to completion in the following years – Level 2,3 or 4+	
	NT10	No. of apprenticeships on the contract that have either been completed during the year, or that will be supported by the organisation to completion in the following years – Level 2,3 or 4+	
Improved employability of young people	NT11	No. of hours dedicated to support young people into work (eg. CV advice, mock interviews, careers guidance) (under 24s)	
	NT12	No. of weeks spent on meaningful work placements or pre-employment course, 1-6 weeks student placements (unpaid)	
	NT13	Meaningful work placements that pay minimum or National Living wage according to eligibility – 6 weeks or more (internships)	

Theme: Supporting the Growth of Responsible Regional Businesses: To provide local businesses with the skills to compete and the opportunity to work as part of the supply chain.

Outcome	TOM ref	Measure	Proposed Target
More opportunities for SMEs and VCSEs	NT14	Total amount (£) spent with VCSEs within your supply chain	
	NT15	Provision of expert business advice to VCSEs and SMEs (eg financial advice/ legal advice/ HR advice/ H&S advice)	
	NT16	Equipment or resources donated to VCSEs (£ equivalent value)	
	NT17	No. of voluntary hours donated to support VCSEs (excludes expert business advice)	
	NT18	Total amount (£) spent in local supply chain through the contract	

	NT19	Total amount (£) spent through contract with local micro, small and medium enterprises	
Improving staff wellbeing	NT20	Demonstrate commitment to work practices that improve staff wellbeing, recognise mental health as an issue and reduce absenteeism due to ill health. Identify time dedicated for wellbeing courses.	
A workforce and culture that reflect the diversity of the local community	NT21	Diversity training provided for contractors and sub-contractors	
Ethical procurement is promoted	NT22	% of procurement contracts that includes commitments to ethical procurement, including to verify anti-slavery and other relevant requirements	
Social Value embedded in the supply chain	NT23	% of contracts with the supply chain on which social value commitments, measurement and monitoring are required	

Theme: Creating Healthier, Safer and More Resilient Communities: To build stronger and deeper relationships with the voluntary and social enterprise sectors whilst continuing to engage and empower citizens.

Outcome	TOM ref	Measure	Proposed Target
Crime is reduced	NT24	Initiatives aimed at reducing crime (eg support for local youth groups, lighting for public spaces, security)	
Creating a healthier community	NT25	Initiatives to be taken to tackle homelessness (supporting temporary housing schemes etc)	
	NT26	Initiatives taken or supported to engage people in health interventions (eg stop smoking, obesity, alcoholism, drugs etc) or wellbeing initiatives in the community, including physical activities for adults and children	

Vulnerable people are helped to live independently	NT27	Initiatives to be taken to support older, disabled and vulnerable people to build stronger community networks (eg befriending schemes, digital inclusion clubs)	
More working with the community	NT28	Donations or in-kind contributions to local community projects (£ and materials)	
	NT29	No. hours volunteering time provided to support local community projects	
	NT30	Support provided to help local community draw up their own Community Charter or Stakeholder Plan	

Theme: Protecting and Improving our Environment: To ensure the places where our people live are cleaner and greener, and to promote sustainable procurement and secure the long term future of our planet.

Outcome	TOM ref	Measure	Proposed Target
Climate impacts are reduced	NT31	Savings in CO2 emissions on contract not from transport (specify how these are achieved)	
Air pollution is reduced	NT32	Car miles saved on the project (eg cycle to work programmes, public transport or car pooling programmes)	
	NT33	No. of low or no emission staff vehicles included on project (miles driven)	
Better places to live	NT34	Voluntary time dedicated to the creation or management of green infrastructure, to increase biodiversity, or to keep green spaces clean	
Sustainable procurement is promoted	NT35	% procurement contracts that include sustainable procurement commitments or other relevant requirements and certifications (eg to use local produce, reduce food waste, keep resources in circulation longer)	

Theme: Promoting Social Innovation: To promote new ideas and find innovative solutions to old problems.

Outcome	TOM ref	Measure	Proposed Target
Other measures	NT36	Describe any additional initiatives that you would like to make and £ to be invested	
	NT37	Describe any additional initiatives that you would like to make and hours to be committed (No. of expert hours)	
	NT38	Describe any additional initiatives that you would like to make and hours to be committed (No. of voluntary hours)	