Cambridge City Council Social Value Framework

What is Social Value?

Social value refers to the additional, wider benefits an organisation brings to society beyond its core service delivery. This includes actions that improve individual and community wellbeing, strengthen social capital, support the local economy, and protect and enhance our environment.

Social value in procurement is using every opportunity in purchasing decisions, contract awards, leases and grants to maximise social value. Therefore, as part of our approach to Community Wealth Building it means maximising the use of all the Council's funds to improve the economic, social and environmental well-being of our City. Social value can also be created through economic policies and business practices such as fair employment and commissioning policy. We want to help facilitate collaboration, encourage subcontracting, be accessible to Small Medium Enterprises, involve the Voluntary Community Social Enterprise sector & service users, essentially promoting a holistic/systems approach.

This Framework supports officers, suppliers and partners to identify, measure and deliver social value through our contracts and agreements, ensuring that the resources we spend produce real, lasting benefits for Cambridge communities.

How is Social Value is assessed at Cambridge City Council?

Social value will form part of the evaluation on all procurements, not just those over threshold (£). Cambridge City Council recognises that social value is delivered not only through additional commitments, but also through the inherent nature of the contract and the embedded practices of the organisation delivering it. Bidders must therefore clearly demonstrate their existing social value baseline, including employment practices, local economic contribution and environmental sustainability. These elements are legitimately recognised and contribute to overall social value assessment alongside any additional, contract-specific commitments.

When contracting with an organisation, social value can be thought to be created in three ways.:

- **Inherent social value**: Benefits that naturally arise when a contract or service directly supports community wellbeing—for example, maintaining social housing or delivering a support service

- **Embedded social value**: Value that results from an organisation's built-in practices, such as fair employment, environmental responsibility, ethical operations. This may include being based in Cambridge, employing local people, and using local supply chains, as well as models such as social enterprises where profits benefit the community.

- **Additional social value**: where social value is committed to through specific, measurable and time-bound commitment(s) linked to the relevant social value outcome for the *contract*

All three forms of social value detailed above contribute to social value assessment and scoring. Social value scoring will reflect both the strength of a bidder's existing embedded practices and the quality of their additional commitments. Bidders with a strong embedded social value baseline who also propose clear, measurable additional outcomes are likely to achieve higher scores.

For more information on minimum social value requirements, please see the table at the end of this document.

What are we looking for?

- To provide tangible long term social and environmental benefits for a greener Cambridge
- Innovative, cost-effective supplier solutions which benefit the city, its residents and economy
- Sourcing more goods, services and works locally
- Ethical and sustainable sourcing through supply chains
- Creating employment opportunities for local people, especially those facing disadvantage
- Using contracts to maximise social value benefits
- Maximising tendering opportunities for local Small Medium Enterprises and Voluntary, Community and Social Enterprises

Needs Assessment

Our approach is informed by data on poverty and inequality and ongoing engagement with communities to understand emerging issues.

While areas such as East Barnwell, Abbey and Kings Hedges show higher deprivation, we focus on priority groups rather than geography to ensure those most in need are not overlooked.

Priority Groups and Strategic Objectives

These groups are identified as most at risk of disadvantage, including inequality linked to low income or skills. This includes care leavers, in line with County commitments, and reflects the Council's support for the Armed Forces Covenant.

Priority groups: women, disabled people, low paid and unskilled people, minority ethnic people, those not in employment education or Training, young people from low-income families, LGBTQ+ people, religion and belief, single parents, older people, care leavers, armed forces veterans, and refugees and

The following five strategic objectives define the priority themes for social value, reflecting identified needs in Cambridge. The supporting bullet points are intended to guide proportionate and relevant activity. Bidders are not expected to address all objectives; they provide a flexible framework aligned to the nature of the contract.

Strategic objective 1 - **Employment, Education, Skills and Training:** Promoting an inclusive economy by raising skills, and by improving access to a range of employment opportunities for people from the priority group

- Developing sustainable employment pathways for people from the priority group
- Offering Careers advice, work experience and internship opportunities for the priority group

Strategic objective 2- Income and financial resilience- shared prosperity: Help people on low incomes to maximise their income and minimise costs. Support people who are more likely to experience poverty, inequality and vulnerability

- Activities which increase financial capability for adults and older people or reduce digital exclusion
- Improving Real Living Wage pa for local staff delivering the contract
- Providing structured support to local suppliers to build capability, skills or readiness for future contracts
- Assistance and support for people in-work or to access and maintain work.

Strategic objective 3- Housing and Facilities: providing a safety net - address the high cost of housing, improving housing conditions and reducing homelessness

- Investment/ innovation in housing options, retrofitting and improvements
- Supporting affordable housing projects
- Supporting homeless and rough sleeping prevention initiatives

- Improving community buildings so they are safer, more inclusive, more welcoming or better used by residents.

<u>Strategic objective</u> 4- Decarbonisation and sustainability are central to prosperity: deliver a just transition towards our vision of a net zero Cambridge by 2030

- Investment in lower carbon and sustainable travel options
- Actions to reduce and decarbonise energy and fuel use
- Investment in projects that will increase resilience to the impacts of climate change (such as overheating and flooding)
- Improving, increasing and protecting biodiversity and the urban forest in Cambridge.
- Increase available access to essential services without the need to use a car
- Investment in projects which reduce waste and consumption
- Investment in projects or actions which safeguard and conserve water in Cambridge
- Investment in projects which promote sustainable food, increase access to local, low impact food and reduce food waste

<u>Strategic Objective 5</u>- Wellbeing and Community Cohesion: providing opportunities for people from different backgrounds to come together and have a common sense of belonging**.**

- Provide opportunities for people from different backgrounds to come together and have a common sense of belonging**.**
- Activities which positively celebrate diversity
- Increasing positive health outcomes for all
- Enhance and increase community spaces where strong and positive relationships can be developed between people from different backgrounds in these areas-- Cherry Hinton, Kings Hedges, Coleridge, Arbury

Minimum Social Value Requirement

The following information outlines the thresholds for social value expectations. This isn't prescriptive but aims to help guide expectation for a minimum cap on social value.

Overall Contract Value	Expectation
£10-£25k- current	When requesting 3 quotes ,embedded and inherent social value will be considered favourably, information for how to demonstrate this is listed below. And request that you register on Match My Project
£178k and under	Information on how Inherent and embedded social value is provided through the contract, information for how to demonstrate this is listed below. And request that you register to support projects through Match My Project
£179k and 4.4million	Information on how Inherent and embedded social value is provided through the contract, A range of social value activities up to a value of 1% of the contract value is desirable including registering and offering or supporting projects through Match My Project
£4.4million and over	Information on how Inherent and embedded social value is provided through the contract, There is a minimum requirement for 1% of contract value to be demonstrated through a comprehensive social value offer including registering and committing to projects on Match My Project

Match my Project

Match my Project Match My Project is the Council's platform connecting suppliers with local community needs. It enables targeted delivery of social value through skills, funding, and in-kind support, while helping community groups access resources and retain control of their needs.

All suppliers should register and use it to deliver part of their social value offer through the platform. Including a total commitment value, number of hours or number of projects for contractual commitments.

Appendix A

Examples of Inherent Social Value

Inherent social value: the changes that occur when a contract that is inherently for the benefit of society is fulfilled.

- Maintaining social housing
- Services which reduce rough sleeping and reoccurrence
- Increasing and maintaining green spaces and biodiversity
- Providing recreational facilities and services which enhance health and wellbeing
- Building or maintaining community facilities

Examples of Embedded Social Value

Embedded social value: where a social and environmentally conscious approach is intrinsic to the organisation. This is compounded where social enterprise is their core activity and profits are for the benefit of society. This list is not exhaustive, it seeks to provide examples of different types of embedded social value:

- Cambridge-based organisations, including SMEs, charities, and social enterprises
- Commitment to sustainable supply chains, procurement, and materials
- Use of sustainable transport and local/ethical employment (e.g. B Corps, social enterprises)
- Promotion of a circular economy through waste reduction, reuse, recycling, and sustainable food access
- Reduction of energy use, carbon emissions, and water consumption through efficiency and renewables
- Actions to improve climate resilience, and protect nature and biodiversity
- Promotion of equality, including reducing the disability employment gap and improving health, wellbeing, and community integration

Examples of how suppliers can add social value

We don’t want to be prescriptive; these are examples of where we believe suppliers can add value:

- Focus on Cambridge's Strategic Objectives and priority groups, focusing on priority groups, especially through employment and reducing inequality
- Create pathways into work.e.g apprenticeships, work experience and jobs for priority groups.
- Become an inclusive employer(e.g. Disability Confident, Carer Friendly, Armed Forces Covenant)
- Provide skills, training and volunteering support to lcal communities, schools and voluntary organisations through Match My Project
- *Support local communities through sponsorship, training initiatives and charitable giving – also available through Match My Project.*
- *Contribute to environmental goals including urban greening, carbon reduction, energy efficiency and climate action projects including* Trees for Streets - Let's fill our streets with trees
- Sponsor free arts and culture in the city and/or projects led by the City Council
- Share carbon emissions data and develop carbon reduction plans
- Enable employee volunteering, particularly with community, health and homelessness organisations
- Focus charitable giving, to charities local to where the contract is being delivered, more information on where this can be directed through Match My Project or contacting
- working with or run by different equality groups with their events

If you are not familiar with local charities, City events or opportunities in the City, our social value team would be happy to connect you to local opportunities for consideration grants@cambridge.gov.uk