



# Social Value

## Festival

#EssexSocialValue

**Day 1: Introduction to Social Value  
and ECC Social Value Priorities**

Monday 19 July • 1 – 3pm



Essex County Council



# Social Value at Essex County Council:

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Social Value Lead, Essex County Council

# Agenda

- Context: The Social Value Act and the national picture
- Our approach
- Our support and guidance
  - The Social Value Catalogue
- Examples

# Public Services (Social Value) Act 2012

- In scope: Services and services with the purchase or hire of goods or carrying out of works
- Public authorities required to consider:
  - how they might improve the social, economic and environmental well-being of the relevant area;
  - how they might ‘act with a view to securing that improvement’;
  - whether to consult.

# National Procurement Policy Statement

- Authorities should take a broad view of value for money, incl. improvement of social welfare or wellbeing.
- PPN 05/21 requires authorities to consider national priority outcomes alongside local priorities:
  - creating new businesses, new jobs and new skills;
  - tackling climate change and reducing waste;
  - improving supplier diversity, innovation and resilience.
- Preparation: legislative reforms for public procurement set out in the Green Paper on Transforming Public Procurement

# ECC Social Value Priorities

- Jobs
- Skills
- Young people
- Climate

# Social Value in ECC Procurement



- National Social Value Taskforce ‘TOMs’
  - Themes, Outcomes and Measures
  - Units of measure and financial proxies - assigns an economic value to each type of social value
  - Tailored to Essex context → ECC TOMs

# ECC Priority TOMs

## Jobs and Skills

ECC Ref	NT (2019) Ref	Measures	Units	Proxy Value	Multiplier
ECC 1	NT1	No. of <b>local people (FTE) hired</b> or retained on contract for one year or the whole duration of the contract, whichever is shorter.	no. people FTE	£28,460.00	3
ECC 4	NT4	No. of employees (FTE) taken on who are not in employment, education, or training ( <b>NEETs</b> )	no. people FTE	£12,776.32	3
ECC 6	NT6	No. of <b>jobs (FTE) created for people with disabilities</b> (physical disability, learning disability and/or mental health issues)	no. people FTE	£13,234.70	3
ECC 7	-	No. of employees taken on who are <b>care leavers</b>	no. people FTE	£12,776.32	3
ECC 8	NT7	No. of hours dedicated to <b>supporting unemployed people into work</b> by providing career mentoring, including mock interviews, CV advice, and careers guidance - Aged Over 24	no. hrs*no. attendees	£100.33	3
ECC 9	NT9	No. of <b>training opportunities</b> 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+	no.weeks	£246.39	3
ECC 10	NT10	No. of <b>apprenticeships</b> 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+	no.weeks	£176.80	3



# ECC Priority TOMs

## Young People

ECC Ref	NT (2019) Ref	Measures	Units	Proxy Value	Multiplier
ECC 16	NT11	No. of hours dedicated to <b>support young people into work</b> (e.g. CV advice, mock interviews, careers guidance) - (under 24 y.o.)	no. hrs*no. attendees	£100.33	3
ECC 17	NT12	No. of weeks spent on meaningful <b>work placements</b> or pre-employment course; 1-6 weeks student placements (unpaid)	no.weeks	£148.95	3
ECC 18	NT13	Meaningful <b>work placements that pay Minimum or National Living wage</b> according to eligibility - 6 weeks or more (internships)	no.weeks	£148.95	3
ECC 19	NT8	<b>Local school and college visits</b> e.g. delivering careers talks, curriculum support, literacy support, safety talks (No. hours, includes preparation time)	no. staff hours	£14.80	3

# ECC Priority TOMs

## Climate



ECC TOMs Ref	National TOMs Ref	Measures	Units	Financial Proxies	Multiplier
ECC 21	NT31	Savings in <b>CO2 emissions</b> on contract not from transport (please specify in your Supporting Statement how these are to be achieved).	tonnes CO2e	£67.01	3
ECC 22	RE 41	Savings from <b>renewable energy</b> measures in CO2e emissions	tonnes CO2e	£67.01	3
ECC 23	NT32	<b>Car miles saved</b> on the project (e.g. cycle to work programmes, public transport or car pooling programmes, etc.)	hundreds of miles saved	£1.663	3
ECC 24	NT33	Number of <b>low or no emission staff vehicles</b> included on project (miles driven)	hundreds of miles driven	£0.76	3
ECC 25	NT34	<b>Voluntary time</b> dedicated to the creation or management of green infrastructure, to increase biodiversity, or to keep green spaces clean	no. staff volunteering hours	£14.80	3
ECC 26	-	Initiatives undertaken to support the <b>reduction of single use plastics</b>	text	£0.00	3

# Social Value Catalogue

Repository of guidance, tools and examples



- 4 chapters:
  - Introduction to Social Value
  - Social Value at Essex County Council
  - Exploring the social value themes
  - Entry-level employment and skills development
- 3 sections:
  - Guidance
  - Resources
  - Examples

# Social Value Catalogue

## Repository of guidance, tools and examples



You are here: / Care Provider Information Hub / Social Value



### Social Value Catalogue

Welcome to the Essex County Council Social Value Catalogue. Social Value matters to ECC. It ensures that collaboratively we make every pound work harder for our communities. So, let's start our social value journey together!

The catalogue is for an organisation considering bidding for ECC contracts, it is a repository of social value ideas, examples and resources to use when designing your social value offer, or if you are just trying to find out more about Social Value. It is not a definitive or comprehensive list, and there is no one size fits all solution. We encourage you to innovate.

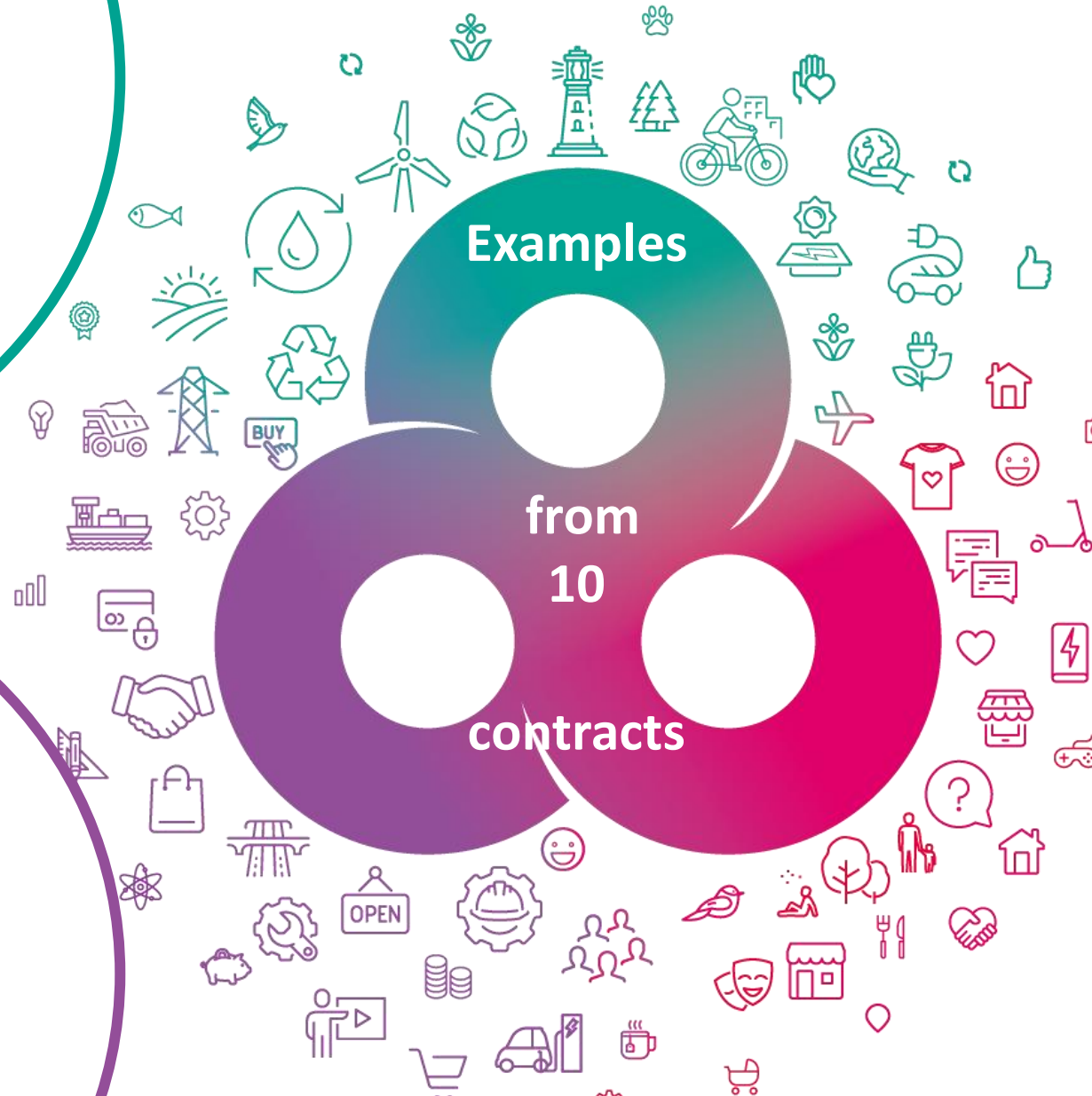
### Contents

- 1) **[Introduction to Social Value](#)**: definitions and background information about the Social Value Act. Start here if you are new to Social Value.
- 2) **[Social Value at Essex County Council](#)**: How ECC evaluates, scores and monitors Social Value; what you need to know before preparing your bid, and the ECC TOMs.
- 3) **[Examples: Exploring the Social Value Themes](#)**: A deep dive into some of the Social Value Themes we use at ECC. Here we offer illustrative examples and, where available, tools to help you develop your own offer.
- 4) **[Entry-level employment and skills development](#)**: guidance and resources specifically about planning and implementing apprenticeships, kickstart roles and other employment -related social value.

We will continue to add more guidance and examples, so please keep checking back to the site for more information. We welcome your feedback about what content would be most useful for you. Please contact us at [social.value@essex.gov.uk](mailto:social.value@essex.gov.uk) to share your views.



Electric vehicles,  
emissions  
reductions  
targets



Hundreds of  
**volunteering**  
hours delivered

**667 local people**  
employed  
Over **£28m** spent  
with **local suppliers**

The logo consists of three interlocking circles in a triangular arrangement. The top circle is green, the bottom-left is purple, and the bottom-right is pink. To the right of the circles, the text "Social Value Festival" is displayed in a dark blue, sans-serif font. "Social Value" is on the top line, and "Festival" is on the bottom line, slanted upwards to the right.

# Social Value Festival



**Thank you for joining us!**

**Follow #EssexSocialValue**



**For more information:**

**Visit the Social Value Catalogue at <https://www.livingwellessex.org/social-value/>**

**Contact the team at [Social.Value@essex.gov.uk](mailto:Social.Value@essex.gov.uk)**

