



The Social Value Act: Shaping Health Commissioning

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Defining Social Value

DCLG

‘social value seeks to maximise the additional benefit that can be created by procuring or commissioning services, above and beyond the benefit of merely the services themselves’

Chris White MP

‘the additional environmental, social and economic benefits that can be accrued to communities above and beyond the delivery of the service’.



Social Value - examples

- Local job creation
- Investment in workforce or community skills
- Additional benefits to disadvantaged communities
- Reduced environmental impact
- Local supply chains
- Service user engagement / participation
- Innovation in service design / delivery
- Collaboration



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Chris White MP

The Social Value Act

- Public Services (Social Value) Act 2012
- Enacted 31st Jan 2013
- Pre-procurement consideration of social, economic and environmental considerations
- Applies to public service contracts (incl. those with works or goods element)
- Applies to LAs, Government Departments & NHS



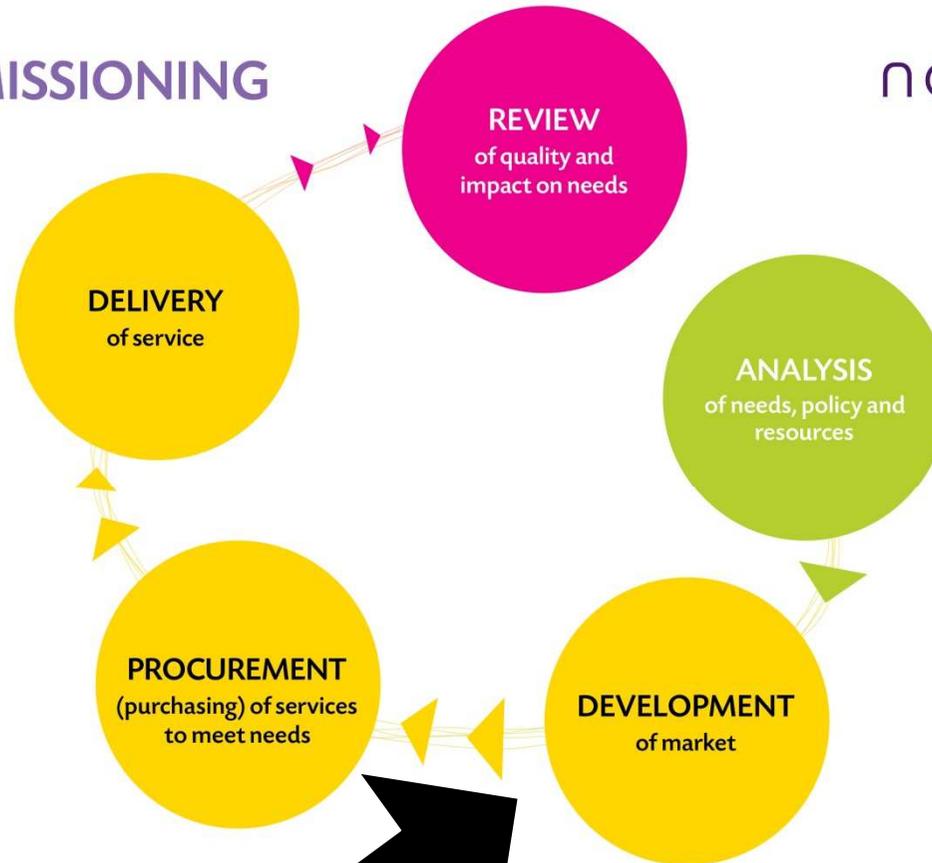
What the Act says

1. How 'the service' might improve the wellbeing of the area
2. How the process might secure that improvement
3. Whether consultation is required on 1 or 2

NB. Not applicable in genuinely urgent procurement situations



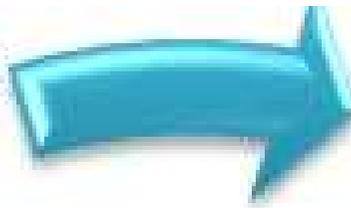
THE COMMISSIONING CYCLE



Consider Social Value

COMMISSIONERS

Social Value Act
will provide an
opportunity for
better feedback
and accountability



COMMISSIONING

Social Value Act
should improve the
process here



SERVICE DESIGN

Social Value Act
may influence
better design by
providers



USER EXPERIENCE

Social Value Act
should improve
services



Potential Benefits

- Greater value for money
- Supports efficiencies agenda
- Supports partnership approaches
- Better services
- Improved outcomes for service users and communities
- Gives TSOs opportunity to prove their value and compete
- Can engage communities in defining priorities
- Frees up providers to innovate



Relevance to VCS

- SVA is not about VCS or Social Enterprise **BUT** it should offer the sector a competitive advantage!
- Influencing commissioning and procurement processes for the benefit of beneficiaries
- Improving opportunities for service procurement through VCSE
- Promoting ourselves through a 'lens' of social value
- Demonstrating wider impact



WELLBEING EAST
Voluntary Sector
Driving Health

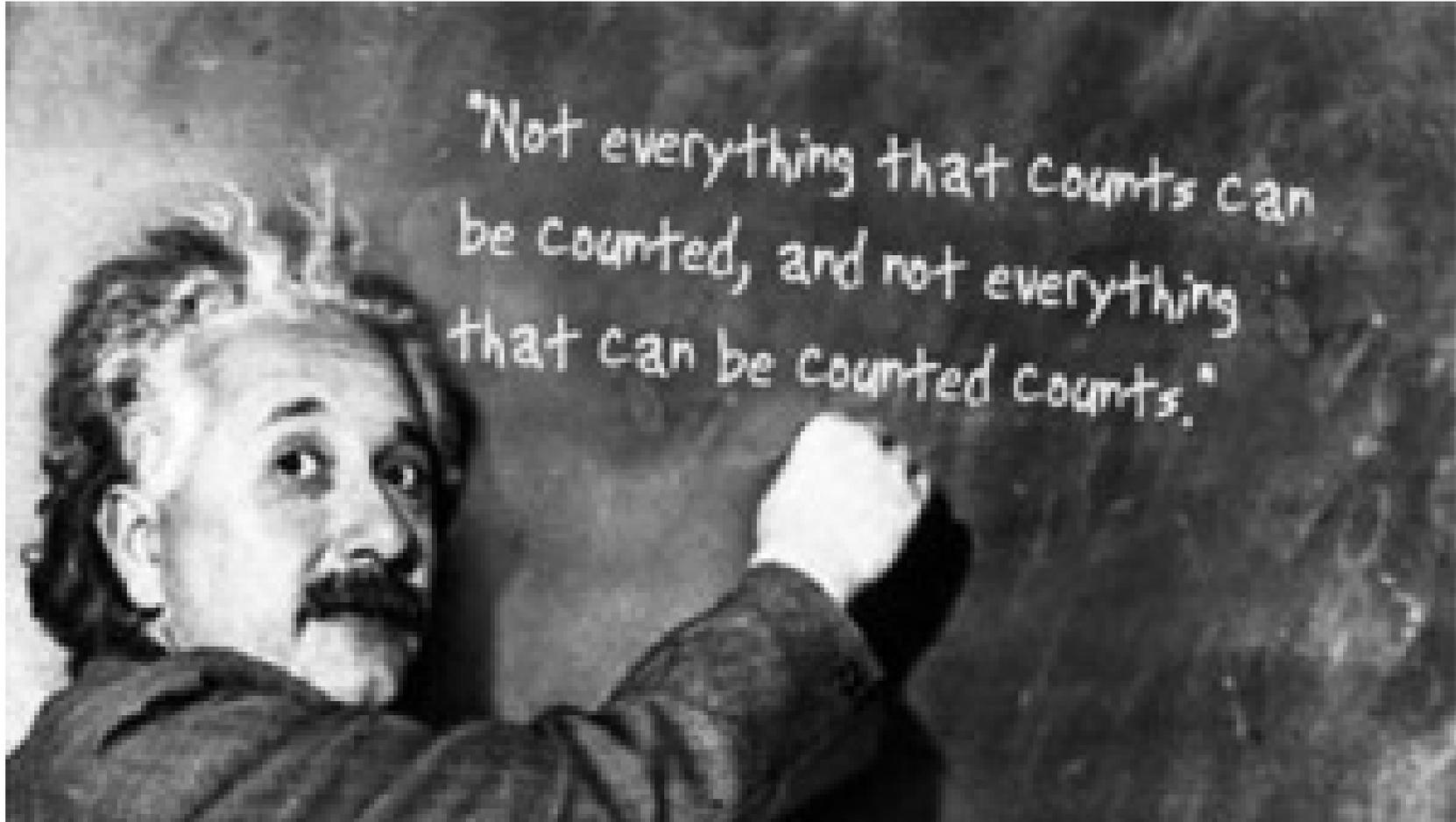
Group Work 1

Sharing and learning:

- What do we know about / where have we seen SVA being applied locally?
- Have you considered Social Value in your own organisations?



Applying the SVA



Be prepared...

- Review the messages you use to articulate and define the social value you create. Are they:
 - Clear, punchy, precise?
 - Relevant / appropriate to local contract opportunities?
 - Specific?
 - Understandable?
 - Measurable?
- Consider your Social Value in it's broadest sense:
 - Look particularly for evidence that helps you define and illustrate the social value deriving from:
 - Ways of working/delivering that are unique to you (your USPs).
 - Impact and outcomes for specific groups of service-users.
 - Particular interventions.
 - Specific services.
 - Assess the sources and robustness of your data - regularly

Example 1: Cornwall Measures for Social Value?

Measures suggested were taken from

- *Future Cornwall 2010-2030, A Joint Strategy for Vision and Objectives*, and mapped against;
- *A Joint Framework for Action from the Public Sector in Cornwall (JFA)* and the Council's potential corporate basket of performance measures.
- The *Cornwall Sustainable Community Strategy*

Achieve a leading position in sustainable Living

Environmental outcomes

- Increased resilience to rising costs of energy
- Low carbon and energy efficient homes and buildings
- Reduced need to travel
- Local generation of renewable energy
- Careful use of resources, minimising waste and re-using waste products
- Consumption of locally produced food
- Investment in and promotion of sustainable use of natural resources

Bring Cornwall out of recession

Economic outcomes

- Build and enhance a robust network of small and medium businesses to secure Cornwall's economic stability
- Promote smaller settlements to be centres of employment
- Connect people, communities, businesses and services in a way that is reliable, efficient, safe, inclusive and less reliant on fossil fuels
- Creating economic conditions to maximise existing skills and stimulate new skills that support new ways of working

Improve community resilience and self-sufficiency

Social outcomes

- Promote equality of opportunity and wellbeing
- Improve access to quality services
- Make it easier for people to lead healthy, active lifestyles
- Increase participation in influencing local decision making
- Encouraging individuals to engage in designing and shaping services in their communities
- Local citizens and neighbourhood groups leading projects and participating in the governance and delivery of services in their communities

Social Value

in Salford



Salford Social Value Charter

PRINCIPLES:

- Optimising well-being
- Long lasting outcomes
- Working together
- Shared values
- Collective understanding & commitment
- Measure, evaluate & report
- Embed in policy, commissioning, procurement, monitoring and evaluation.

Examples in Action

- HALTON
 - CCG and LA developed Social Value programme based on the Marmot 6 priority actions to reduce health inequalities
- BLACKBURN WITH DARWEN
 - Borough Council has developed SV Assessment Tool for providers - now integrate by local NHS.
- BIRMINGHAM
 - City Council has adopted SV Policy and Living Wage Policy. Focus on reducing deprivation and inequality.



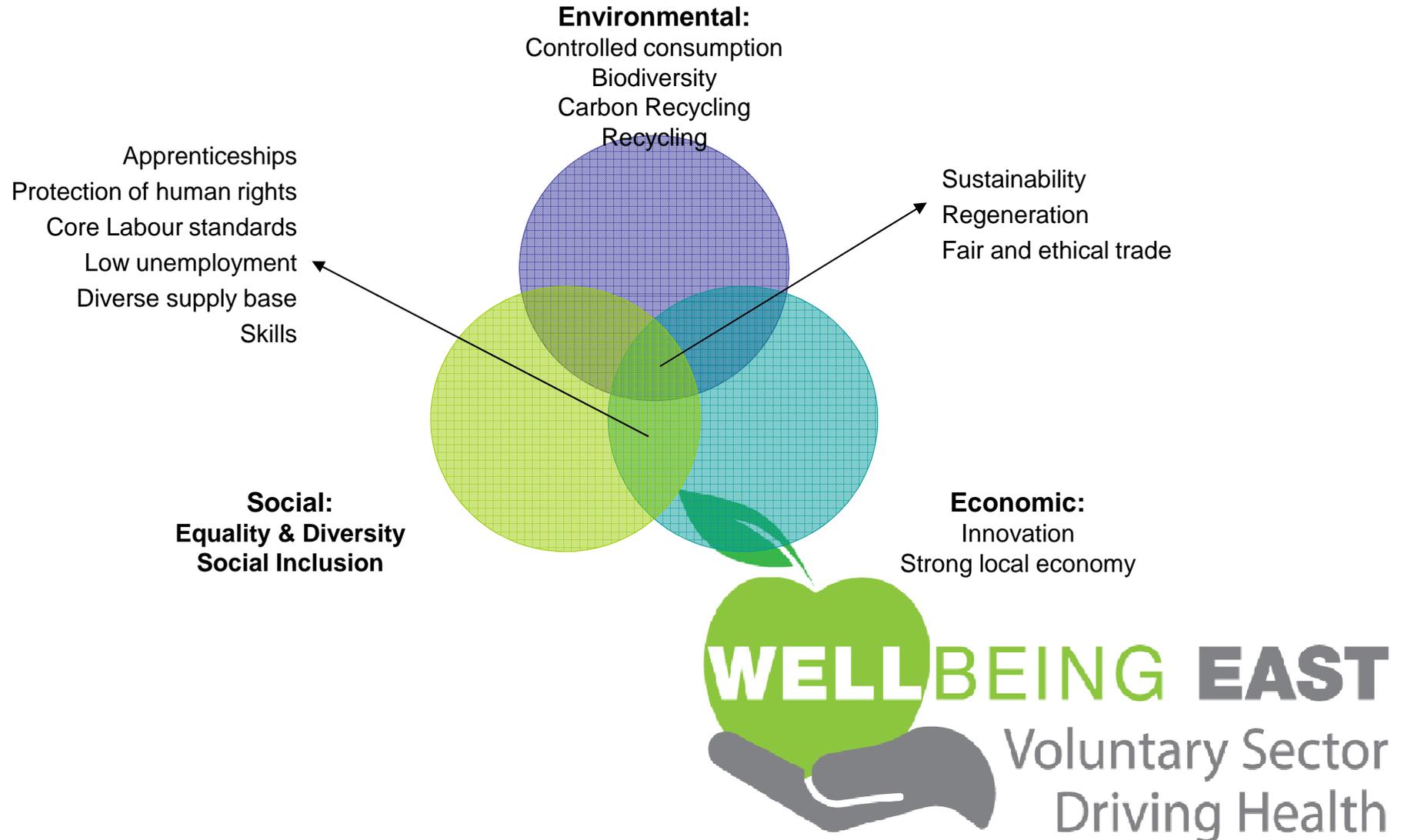
Group Work 2

Growing the approach:

- Scenarios OR Local example – you choose
- Would local consultation with service users benefit?
- How / when should this take place?
- What social outcomes could be achieved?
 - Categorise by social, environmental and economic
- How could these be secured?
- Any barriers?



Guidance for Commissioners



Procurement good practice

- Include in PQQ and specification
- Contract conditions and award criteria are the best enablers for social requirements.
- Requirements in contract specifications must be:
 - Verifiable
 - Tangible
 - Within scope of the service
- Deliver through a ‘partnering approach’ – don’t just leave contractors to it!



Key Challenges

1. Defining social value
2. Internal capacity or understanding within contracting authorities
3. Challenges for providers in delivering or demonstrating Social Value
4. Difficulties monitoring or measuring social value and understanding what success looks like.



Factors for Success 1

1. Nominate a 'lead or champion' for social value;
2. Ensure involvement of a range of staff and across departments - corporate and stakeholder buy-in;
3. Ensure that social value action is coherent with, and supportive of, organisational plans, policies and priorities;
4. Make the financial as well as the social case for action;
5. Ensure political and managerial leadership and support;
6. Build community knowledge, understanding and support of a social value approach.



Factors for Success 2

1. Produce a collaborative written policy or framework on SV with internal and external partners;
2. Provide training which addresses legal and practical issues;
3. Work with the local community and local providers to define, deliver and demonstrate SV;
4. Develop and integrate a clear measurement system to ensure SV improvements are captured.







Recap

- Understanding Social Value:
 - Social Value vs the Social Value Act
 - Policy context
 - Relevance to the VCS
- Applying the SVA – best practice:
 - Measuring and Demonstrating Social Value
 - Case studies

- Implications and opportunities

- SVA and public procurement



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References

- Public Services (Social Value) Act 2012
 - <http://www.legislation.gov.uk/ukpga/2012/3/contents>
- Cabinet Office guidance and resources
 - <https://www.gov.uk/government/publications/social-value-act-information-and-resources/social-value-act-information-and-resources>
- CBI Guidance for commissioners
 - <http://www.cbi.org.uk/campaigns/public-sector-market-management-toolkit/scenarios/creating-social-value/>
- Anthony Collins Solicitors
 - <https://newsroom.anthonycollins.com/ebriefings/social-value-and-public-procurement-a-legal-guide-2/>



Links to examples:

- Social Value in Salford
 - <http://www.partnersinsalford.org/socialvaluesalford.htm>
- Greater Manchester Combined Authority
 - <http://www.agma.gov.uk/gmca/european-funding-2014-2020/social-value/index.html>
- Birmingham
 - <http://bssec.org.uk/policy-issues/public-services-and-social-value/birmingham-city-council-and-social-value/>



Thank you

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