



# Social Value Policy 2022-25

## March 2022

### Basildon Borough Council

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## 1. Introduction

The purpose of the Social Value Policy 2022-25 is to ensure that Social Value principles are applied in a way that enables the council to maximise economic, social, and environmental benefits for our residents. The council will go beyond the provisions of the Public Services (Social Value) Act 2012, ensuring that Social Value is a consideration in everything it does, linking economic and social wellbeing with best value.

This Policy builds upon the foundations set by the Public Services (Social Value) Act 2012 and within Basildon Borough Council's initial Social Value Policy, which was adopted in December 2020.

The Social Value Policy 2022-25 defines Social Value activity in Basildon Council under three pillars, as follows:

### 1) Procurement and Commissioning

Social Value is being firmly embedded into our procurement and commissioning processes as we continue to meet the obligations of the Public Services (Social Value) Act 2012. This aligns with the Corporate Plan 2021-24 ambition for Place:

“a high quality of life for all residents through attractive, liveable, accessible and safe neighbourhoods and towns along with the provision of enduring facilities, green spaces and town centres that meet the needs of the community”.

### 2) Corporate Social Responsibility (CSR)

We want to identify and work with local businesses with Corporate Social Responsibility programmes to secure benefits for our residents. We wish to influence and support our partners and local organisations to incorporate and measure their Social Value contribution to the borough. This aligns with the Corporate Plan 2021-24 ambition for Prosperity:

“a thriving, dynamic and diverse economy where all our communities benefit from increased opportunity and our workforce has the right skills for our local economy and beyond”.

### 3) Institutional Social Value (ISV)

Institutional Social Value focuses on how our activities as an organisation generate Social Value for our communities, over and above our core service offer. This aligns with the Corporate Plan 2021-24 ambition for People:

“home to healthy and active local communities able to support themselves and each other”

## 2. Policy Statement

Basildon Borough Council is committed to securing and generating Social Value for its communities where appropriate to do so. This updated Social Value Policy enables a coordinated and integrated approach to capture Social Value through our procurement and commissioning activity, our business engagement, and, where appropriate to do so, through other council activities. This Policy is accompanied by a suite of measures from the national Social Value TOMs that allow us to measure and monitor the amount of Social Value generated through our procurement and commissioning activity.

## 3. Background

### 3.1 The Public Services (Social Value) Act 2012

The Public Services (Social Value) Act 2012 places obligations on contracting authorities to consider the economic, environmental and social wellbeing of the local area and how this may be improved and delivered through procurement and commissioning activity.<sup>1</sup> Social Value policies have been successfully implemented by many councils and the Local Government Association<sup>2</sup> reports that benefits have been achieved in areas such as employment, training and healthier communities.

In February 2016, the Social Value Taskforce<sup>3</sup> was set up to provide a good-practice framework for the implementation of the Public Services (Social Value) Act 2012 across the public and private sectors.

### 3.2 The Social Value National Themes Outcomes and Measures (TOMS)

The Social Value Taskforce annually reviews and endorses the National Themes Outcomes and Measures (TOMS) Framework for measuring Social Value.<sup>4</sup> The TOMs are structured around 5 themes:

1. **Jobs:** Promote Local Skills and Employment
2. **Growth:** Supporting Growth of Responsible Regional Business
3. **Social:** Healthier, Safer and more Resilient Communities
4. **Environment:** Decarbonising and Safeguarding our World
5. **Innovation:** Promoting Social Innovation

The National TOMs includes a set of 'proxy values' that allows users to assess the financial impact that any measure will have. This allows procuring bodies to compare tenders in a way

<sup>1</sup> Public Services (Social Value) Act 2012 section 1 (1,3,6,7) < [Public Services \(Social Value\) Act 2012 e\(legislation.gov.uk\)](https://www.legislation.gov.uk)>

<sup>2</sup> LGA – A Social Value Toolkit for District Councils -

<https://www.local.gov.uk/sites/default/files/documents/District%20Councils%20Social%20Value%20Toolkit%20Final.pdf>

<sup>3</sup> National Social Value Task Force - <https://www.nationalsocialvaluetaskforce.org/>

<sup>4</sup> National TOMs framework - <https://socialvalueportal.com/national-toms/>

that is proportional and relevant to the bid, and to better justify a procurement decision. The TOMs proxies are developed from adaptations of benefit analysis techniques as outlined in the HM Treasury Green Book and other relevant public sector and impact assessment guidance documents.<sup>5</sup>

### 3.3 The Social Value Maturity Index

The Social Value Portal also provides a Social Value Maturity Index (SVMI), a self-assessment toolkit for public sector organisations to assess their progress towards embedding Social Value principles. There are five levels of maturity: minimum, developing, mature, leader, and innovator. The index sets out the steps necessary at each stage to attain each level of the index.

With the adoption of the Social Value Policy 2020-23, Basildon Council met the criteria for the Mature stage. However, embedding Social Value principles should be viewed as a longer-term process – a journey – and so the time is right to refresh the Policy, as we begin working towards the next stage by monitoring and reporting Social Value capture and generation using nationally-recognised measures.

## 4. Social Value in Essex

Essex County Council's main social value priorities are centered around the support of entry level employment, local employment, employment of disadvantaged groups and environmental measures.

The four main targets under employability are:

- local employment focusing on Essex
- entry level employment
- employment opportunities for care leavers
- employment opportunities for people with disabilities

Essex County Council has also developed a suite of materials to assist organisations wishing to develop a social value offer and suppliers wishing to incorporate social value in their contract tenders. This suite includes a Social Value Catalogue,<sup>6</sup> containing information on how the council defines, evaluates and monitors Social Value.

The Essex Anchor Network, hosted by Essex County Council, was launched in spring 2021, and draws together local authorities, the Police, Fire and Crime Commissioner and healthcare commissioners and providers in the County. One of the five Anchor pillars supports Social Value through procurement and commissioning and the others are based on Social Value principles, in much the same way as our Institutional Social Value approach. An Ideas Book

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<sup>5</sup> [National TOMs - Social Value Portal](#)

<sup>6</sup> [Care Provider Information Hub - Social Value Catalogue \(livingwellessex.org\)](#)

has been developed to share good practice, and other resources are available to support work related to Social Value.

## 5. Social Value in Basildon

In January 2020, an internal consultation and engagement workshop identified the need for the first Social Value Policy, to help advance service initiatives and provide added benefit for service users and the wider community. The policy development process played out through 2020 and, in that December, Basildon Borough Council adopted its first Social Value Policy.

The need to generate and capture Social Value for the borough is clear. The Indices of Multiple Deprivation 2019 revealed that Basildon is third out of 12 districts in Essex for overall deprivation.<sup>7</sup> Fuel and Child poverty rates are also higher than average in England according to the IMD and among the highest in Essex. In terms of education and skills, just over a quarter of the population age 16+ had no formal qualification, with residents achieving lower levels of NVQ level 4 or higher qualifications and much lower rates than the Essex and national averages.

Policy interventions to tackle these inequalities have increased in profile in the light of the Government's levelling up agenda, as these socio-economic factors play a direct part in determining people's life outcomes. Public Health England describes 'social determinants of health' as a 'diverse range of social, economic and environmental factors which impact on people's health'. Significantly, these factors "determine the extent to which different individuals have the physical, social and personal resources to identify and achieve goals, meet their needs and deal with changes to their circumstances."

As of December 2021, 4.3% of the population of Basildon are in receipt of out-of-work benefits<sup>8</sup> and there are 7,800 businesses within Basildon.<sup>9</sup> Opportunity exists therefore for the council to bring together businesses and those seeking work in the borough and so generate Social Value. In addition, regeneration activity in the borough provides a major opportunity to generate and capture Social Value and ensure maximum socio-economic benefit is derived for residents.

Through the Social Value Policy 2022-25, the council sets out its three pillars through which Social Value will be generated and captured for the borough. These are as follows.

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<sup>7</sup> Basildon District Profiles - [https://www.basildon.gov.uk/media/2008/Basildon-District-ProfileBasildonDistrict/pdf/Basildon\\_District\\_Profile\\_-\\_Basildon\\_District.pdf?m=634079760499200000](https://www.basildon.gov.uk/media/2008/Basildon-District-ProfileBasildonDistrict/pdf/Basildon_District_Profile_-_Basildon_District.pdf?m=634079760499200000)

<sup>8</sup> Nomis official labour market statistics - [Labour Market Profile - Nomis - Official Labour Market Statistics \(nomisweb.co.uk\)](https://www.nomisweb.co.uk/reports/lmp/la/1946157210/printable.aspx)

<sup>9</sup> Inter Departmental Business Register (ONS)

<https://www.nomisweb.co.uk/reports/lmp/la/1946157210/printable.aspx> <sup>10</sup> Basworx - <https://basworx.org.uk/>

## 5.1 Procurement and Commissioning

The council's Procurement Strategy 2021-24 outlines the integration of Social Value as a procurement and commissioning priority as per the obligations of the Public Services (Social Value) Act 2012.

Through council procurement and commissioning activity, a minimum 10% default Social Value weighting will be applied to all tenders over an agreed contract value threshold of £100,000 (subject to final approval). Whilst the Council might choose to adopt a minimum 10% requirement on all contracts over this threshold, this % could be increased for contracts which were felt to be particularly important in sustaining local social value benefits (i.e., local employment, local supply chain linkages etc.)

To compare tenders in a way that is proportional and relevant to the bid, and to better justify a procurement decision, a Social Value measurement and monitoring framework founded on the TOMs has been developed and is undergoing approval as part of the same process. These priority Social Value measures will be reviewed annually to ensure they continue to reflect council priorities for generating and capturing Social Value.

As part of this, the council will maintain a number of Social Value indicators in common with Essex County Council and other Essex district authorities. It is intended to develop a county-wide set of priority outcomes and measures to help guide social value capture. However, these key indicators can be expected to diverge from each other over time as each authority develops its Social Value apparatus and ambitions.

## 5.2 Corporate Social Responsibility

This Policy builds on work already undertaken by the council and locally-based partners to generate and capture Social Value within the borough.

In 2016, the council partnered with Morgan Sindall to develop BasWorx, a social enterprise that creates work opportunities for Basildon residents. BasWorx enabled 12 local residents to gain employment with Morgan Sindall and over 50 candidates were part of a traineeship route to work.<sup>10</sup> In October 2020, the Council approved the Basildon First Charter, which is aimed at securing Social Value returns from developers involved in regeneration in the borough.

The council is also developing the Good Employer Charter, which will maintain and support a network of Good Employers across Basildon borough, so enabling both employers and employees to benefit as the economy recovers from the Covid-19 pandemic. Businesses and employers play an important role in creating a local economy that not only attracts investors but opens up opportunities for further growth. The Good Employer Charter will showcase the local business commitment to sustainable workforce development practices.

The council will also put Social Value at the heart of its work with businesses. The Economic Development Service is working with a number of other departments across the council and external partners to strengthen our collaboration with business, around a number of identified

CSR themes that some of the key strategic businesses in the borough have identified as a priority. This includes:

- Helping disadvantaged and marginalised young people into education and employment
- Promoting technical and vocational career pathways
- Improving the impact on the environment
- Working better with local suppliers and supporting local SMEs
- Improving the health and wellbeing of employees and local people

As part of this work, the council will seek to work with local businesses around these shared Social Value themes, to try and extend and deepen the impact of Social Value created, through the development of joint projects and programmes. In addition to enhancing the impact of the participating firms CSR activities, it is hoped that some of these programmes will also encourage more businesses to increase their CSR contributions.

Through the work of the planning team, the council also agrees Section 106 agreements, Planning Performance Agreements (PPAs) and Employment and Skills Plans with developers, through which Social Value is generated. The identification of our priority TOMs also provides a focus for generating Social Value through these kinds of agreements with developers.

### 5.3 Institutional Social Value

This Policy has so far considered Social Value in the contexts of procurement and commissioning, and business engagement and Corporate Social Responsibility. However, there is a third angle to consider, that of the capability and ambition of the council to generate and capture Social Value through its other activities. This we refer to as Institutional Social Value (ISV).

ISV can include business as usual activities, new projects or staff volunteering. One recent example of generating Social Value for the borough through staff volunteering saw 12,700 trees planted in Gloucester Park.

ISV can be measured using the TOMs framework, however TOMs alone will not tell the whole story. Other measures will need to be developed to reflect the whole range of social value generated through council activity. The National Social Value Taskforce recognises this, encouraging local authorities to progress through the Social Value Maturity Index by innovating such new measures. Therefore, we aim over time to develop other measures to allow a complete picture of social value generation by and through the council.

## 6. Corporate Knowledge

The table below details how the Social Value Policy meets our Corporate Plan Ambitions.

Corporate Ambitions	Levels of Impact			
	High	Medium	Low	None

We want Basildon to be home to healthy and active local communities able to support themselves and each other.		X		
We want Basildon to offer a high quality of life for all residents through attractive, liveable, accessible and safe neighbourhoods and towns along with the provision of enduring facilities, green spaces and town centres that meet the needs of the community.		X		
We want Basildon to have a thriving, dynamic and diverse economy where all our communities benefit from increased opportunity and our workforce has the right skills for our local economy and beyond.		X		

## 6.1 Outcome and Priorities

A summary of the Outcomes and Priorities of this Policy are listed below:

Outcome	Priority
<b>Social Value is generated for residents through procurement and commissioning activity</b>	1. Social Value generated through the council's procurement and commissioning activity is measured through the Social Value TOMs Framework.
	2. Residents are satisfied with the services that enhance the local neighbourhoods.
<b>Social Value is generated for residents through engaging with businesses to access their Corporate Social Responsibility resources</b>	1. Increased opportunities for disadvantaged people and increased social mobility
	2. Access to more and better jobs and good business growth

	3. Increase skills to get more people working
<b>Social Value is generated for residents through council activities linked to Institutional Social Value</b>	1. Increased pride in the borough and community.
	2. People are healthier, happier, independent and active

## 7. Links to other Corporate Policies or Partner documents

- The Public Services (Social Value) Act 2012
- Corporate Plan 2021-24
- Basildon First Charter 2020
- Consultation and Engagement Policy 2021-24
- Inclusion and Diversity Policy 2021-24
- Leisure and Culture Policy 2020-25 and Health and Wellbeing Strategy 2020-25
- Procurement Strategy 2021-2024
- Economic Development Strategy 2022-26

## 8. Appendices

### Glossary of terms

#### **Procurement and Commissioning Activity Social Value**

Procurement and Commissioning Activity Social Value refers to wider financial and non-financial impacts of programmes, organisations and interventions, including the wellbeing of individuals and communities, social capital and the environment. From a business perspective it may be summarised as the net social and environmental benefits (and value) generated by an organisation to society through its corporate and community activities reported either as financial or non-financial (or both) performance. Councils are encouraged to consider using national themes, outputs and measures (TOMs) in their procurement activity, as the basis of measuring Social Value: <https://socialvalueportal.com/national-toms><sup>10</sup>

#### **Corporate Social Responsibility (CSR)**

Corporate Social Responsibility (CSR) includes environmental awareness, business community development and mentoring, third sector engagement and staff placements, and wider community development work. CSR involves two important assets – business and the voluntary and community sectors

<sup>10</sup> [National Procurement Strategy for Local Government in England 2018](#)

working with each other and collaborating to achieve positive social and economic outcomes.<sup>11</sup>

### **Institutional Social Value (ISV)**

This recognises a wider scope for Social Value than just procurement and commissioning activity alone. Social Value is an evolving concept, and many organisations are now delivering wider Social Value output through all of their activities.

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<sup>11</sup> [Staffordshire County Council: connecting with communities, partnerships and assets including business and universities \(local.gov.uk\)](https://www.local.gov.uk/staffordshire-county-council-connecting-with-communities-partnerships-and-assets-including-business-and-universities)

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