



Redcar and Cleveland Social Value Charter

About this Charter

Achieving Social Value is a requirement for public bodies in England and Wales (as required by the Social Value Act 2012), however it can be a vague concept that organisations have struggled to deliver. Redcar and Cleveland Council have been working with the local Voluntary and Community Sector (VCS) to develop a robust approach to social value.

Genuinely delivering social value will generate additional social capital in our communities, support the development of our local Voluntary and Community Sector and create benefits for our communities and tangible business benefits. The Organisation for Economic Cooperation and Development (OECD) defines Social Capital as “the links, shared values and understandings in communities that enable individuals and groups to trust each other and work together”. Put more simply, Social Capital is the glue that holds our communities together.

The Redcar and Cleveland Social Value Charter aims to support signatories to understand how to integrate social value into decision-making to create benefits for our communities *and* tangible business benefits. The Charter principles cover five critical areas:

- **Employ Local**
- **Buy Local**
- **Think Local**
- **Good employers**
- **A great place to live**

The Charter describes examples of how social value can be delivered in each area by embedding Charter principles into key processes. Signatories are not expected to adopt all examples but aim to develop greater social value across all areas, monitor and report implementation of Charter principles and demonstrate social value outcomes and economic benefits to their business. This Charter is not a checklist, and it is not seeking to stifle innovation: where signatories have proposals that would add social value, and they're not listed as examples here, they are encouraged to apply those proposals.

From a procurement perspective the Charter will provide organisations and businesses with clarity on the outcomes to be delivered in the application of the Charter principles when developing commissioning and procurement processes. The statement of outcomes will support and encourage bidders to develop and identify how their organisations will deliver social value in advance of tender opportunities being advertised; and will also support organisations preparing tenders to include questions and evaluation criteria that award points to bidders who are able to demonstrate in bids, how they will deliver social value outcomes.

The impact of this Charter could be significant – for example, if Redcar and Cleveland Council alone diverted 10% of spend outside the Borough back into Redcar and Cleveland (a Charter commitment) an additional £11M would be available to the local economy – that's 438 jobs at the average annual wage in Redcar and Cleveland of £25,095 (ONS, 2020).

What is Social Value?

Social Value in Redcar and Cleveland means always considering where we can improve the economic, social, and environmental wellbeing of our communities

The development and adoption of the Social Value Charter by the Council, partner organisations and businesses, provides a clear and common understanding of what Social Value means in Redcar and Cleveland and identifies the outcomes to be delivered as a result of the adoption of the Charter principles.

The Council, along with other public bodies, is required under the Social Value Act (2012) to consider Social Value before procuring Services. Public bodies must consider how the service being procured can help improve the economic, social, and environmental well-being of the relevant area. The adoption of the Charter will enable and encourage the principles of the Act to be applied much more widely than currently required under the Act and help to embed Social Value across Redcar and Cleveland.

Examples of Social Value

Social Value can bring benefits to Redcar and Cleveland by:

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| <ul style="list-style-type: none">▪ Creating skills and training opportunities (eg, apprenticeships or on the job training).▪ Creating employment opportunities for the long-term unemployed or those not in education, employment, or training.▪ Offering work placements to school children and young adults.▪ Providing career advice and information for young people on specific careers, such as construction, architecture, or engineering.▪ Offering curriculum support to schools, with contractors sharing knowledge and expertise about their discipline. | <ul style="list-style-type: none">▪ Providing additional opportunities for individuals or groups facing greater social or economic barriers.▪ Creating supply chain opportunities for small businesses and social enterprises.▪ Creating opportunities to develop third sector organisations.▪ Improving market diversity.▪ Encouraging community engagement.▪ Supporting initiatives like targeting seldom heard groups who may otherwise struggle to access such facilities. |
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Charter Principles

Employ Local

Social Value: Creating a Fairer Economy through Employment and Training

Charter signatories recognise that training and employment provide significant opportunities to create a resilient and innovative local economy, and as such will create training, employment, and development opportunities, focusing on local priorities wherever possible. Core activities could include:

- Contribute to the local economy by providing employment that is suitable to the individual, offers job security and provides increased opportunity to all.
- Sign up to the Redcar and Cleveland Foundation for Jobs ([Foundation for Jobs](#)) the 11-16 Young peoples' entitlement, ensuring that all students have the same opportunities regardless of where they live or the school they attend.
- Create jobs and apprenticeships within supply chains, wherever possible for local young people, particularly to reach those furthest from the job market
- Provide access to training of the highest quality that focuses on improving skills, supporting job creation.
- Further strengthen partnerships with schools and colleges to ensure young people's aspirations are raised, to get a better secondary school experience and acquire the skills they need for future jobs.

Buy Local

Social Value: Creating Local Jobs and Opportunity for Local Supply Chains

Charter signatories understand the social, environmental, and economic value of buying locally, and therefore support commissioning and procurement activities that support local organisations whenever possible. Core activities could include:

- Commit to re-allocating a minimum of 10% of spending which currently leaves the area so that it is spent in Redcar and Cleveland whenever possible.
- Support the local economy by choosing suppliers close to the point of service delivery wherever possible.
- Develop tender evaluation processes that reward those bidders that can demonstrate the creation of additional social value for Redcar and Cleveland.
- Encourage suppliers to endorse and embrace the principle of buying locally throughout their supply chain.
- Commit to working with business representative bodies and other local agencies to help build the capacity of local small businesses and social enterprises to successfully bid for contracts.

Think Local

Social Value: Enabling Communities and Citizens to Thrive

Charter signatories will play an active role in investing in community development, including supporting citizens to play an active part in their local communities, empowering individuals, and community organisations to help shape the life of the area, and sharing resources with local communities. Core activities could include:

- Form meaningful, long-term partnerships with local community organisations to help meet mutual goals.
- Improve long-term physical health and mental wellbeing, get young people more active, and ultimately save lives.
- Take more preventative actions, to keep people safe, to enable more children and older people to live safely at home, with the right support at the right time.
- Have an exciting cultural and visitor offer for all the enjoy.
- Progress and deliver landmark projects to create jobs, increase pride and improve quality of life.
- Be more proactive in the way we look after the appearance of our Borough
- Ensure community needs are better met in localities as we rationalise our assets and buildings and manage demand by enabling people to digitally help themselves, whilst maintaining the face-to-face contact that residents value.
- Enable and encourage well supported volunteering opportunities that make the most of available skills and resources.
- Support programmes and ways of working that reduce social isolation, build connections and understanding within and between different communities.
- Engage with communities to increase economic, social, and environmental wellbeing.
- Work with schools, colleges, and youth centres to offer work experience and business awareness to students, especially to individuals facing disadvantage of any kind.

In addition, Redcar & Cleveland Council have signed up to the Care Leaver Covenant, a government led agenda to create opportunities for Care Leavers. The Covenant is designed to provide additional support for those leaving care, enhancing, and complementing the statutory services provided to Care Leavers working with partner agencies and businesses.

Good Employers

Social Value: Wellbeing and Welfare of Employees and the Supply Chain

Charter signatories' value the welfare of their staff and those within their supply chains, and as such commit to providing appropriate support and development for all. Core activities could include:

- Promote a positive culture of equality, diversity and human rights within the workforce and supply chain.
- Ensure our members and staff have access to training, development, and support, including mental wellbeing, to enable them all to continue to do an excellent job.
- Provide safe working environments and comply with all appropriate health and safety, working hours and employment requirements.
- Pay a fair wage to all for the job done.
- Support flexible working and a blended approach to office and home working, in line with the new working principles.

A great place to live

Social Value: Cleaner, Greener, Sustainable

Charter signatories commit to protecting the environment, minimising waste and energy consumption and using other resources efficiently. These commitments will also apply to their supply chains. Core activities could include:

- Eliminate unnecessary waste by adopting the “reduce, reuse, recycle” philosophy.
- Support biodiversity with actions to support wildlife and plant life.
- Achieve a step-change in recycling rates in the borough.
- Be a good neighbour, minimise negative local impacts (noise, air quality), improve green areas (e.g., biodiversity, visual attractiveness).
- Measure and reduce carbon footprint – using carbon measurement tools, ensure that the main impacts on carbon emissions including the indirect carbon used in manufacturing processes and the direct impact of operations and logistics are accounted for.
- Make clear how, in partnership, we will make Redcar and Cleveland carbon neutral by 2030.
- Protect the environment and minimise adverse impacts and embed this approach throughout suppliers' supply chains.
- Establish a coordinated travel plan where appropriate that encourages the use of sustainable travel options.



Redcar and Cleveland Social Value Charter

Statement of Intent

We are fully committed to creating social value in our Organisation and across our supply chains.

In signing the Social Value Charter, we agree to adopt the five Charter principles outlined in this document in our Organisation. In doing so we are making a firm commitment to implementing the principles within our core processes and strategic plans that govern what we do.

We recognise the importance of using social value as a driver for economic growth and we embrace the Charter and its principles. We will work with our stakeholders to ensure social value is extended for the benefit and greater good of the area and for everyone living, learning, working, and visiting Redcar and Cleveland.

Signed:

Name:

Date:

Organisation: