

The twenty pledges below are linked to the three priority themes within the Council's five year plan: Taking Wirral Forward – A 2020 Vision:

PEOPLE - protecting the most vulnerable:

1. Older people live well
2. Children are ready for school
3. Young people are ready for work and adulthood
4. Vulnerable children reach their full potential
5. Reduce child and family poverty
6. People with disabilities live independently
7. Zero tolerance to domestic violence

BUSINESS - driving economic growth:

8. Greater job opportunities in Wirral
9. Workforce skills match business needs
10. Increase inward investment
11. Thriving small businesses
12. Vibrant tourist economy
13. Transport and technology infrastructure fit for the future
14. Assets and buildings are fit for purpose for Wirral's businesses

ENVIRONMENT - improving the local environment:

15. Leisure and cultural opportunities for all
16. Wirral residents live healthier lives
17. Community services are joined up and accessible
18. Good quality housing that meets the needs of residents
19. Wirral's neighbourhoods are safe
20. Attractive local environment for Wirral residents

Social Value Framework

The framework below takes the three priority themes and outcomes of the Council’s Social Value Policy. It suggests relevant delivery goals for suppliers, offers ways these could be measured and gives example questions that could be used within tender documentation. This framework is not exhaustive and should be used as a guide only. It may be that an open question encouraging the supplier to identify ways, in which they think they could deliver social value, would be more appropriate.

Theme:	Outcome:	What could suppliers deliver?	Metrics and ways to measure:	Example Question:	Case study/ Example:
People, Business	More local people employed	<ul style="list-style-type: none"> • Create new jobs in the local economy. • Support people back to work by providing career mentoring e.g. CV advice, careers guidance and mock interviews. • Employ ex-offenders, those with a disability/difficulty or other groups who face additional challenges when looking to work. • Engage with local schools colleges and Council Children & Young People Services to promote job opportunities. This could also inform curriculum development • Promote skills development with existing workforce 	<ul style="list-style-type: none"> • Number of jobs (full-time equivalent) provided. • Number of hours of career mentoring and advice provided • % of staff within 10 miles. • % of staff who face additional challenges in the job market. • Reduction in journey to work time? • Increase in number of work experience/ placements • Engagement with Council Children & Young People Service to offer opportunities such as work experience, apprenticeship opportunities and work placements 	<ul style="list-style-type: none"> • Through being awarded contracts, are you able to offer more employment opportunities to local residents, including those who face additional challenges in the job market? 	

Social Value Guidance Appendix One

Theme:	Outcome:	What could suppliers deliver?	Metrics and ways to measure:	Example Question:	Case study/ Example:
	A well trained and skilled local workforce	<ul style="list-style-type: none"> • Create traineeships, apprenticeships or internships for local residents.(This could also include shared apprenticeship schemes) • Provide days of quality work experience for local residents including those with special educational needs. 	<ul style="list-style-type: none"> • Number traineeships, apprenticeships or internships provided. • % of trainees/apprentices within 10 miles. • Number of days of work experience provided. • Number of employers becoming school/ college governors increasing 	<ul style="list-style-type: none"> • What would your approach to economic benefit be in terms of apprentices/training opportunities? 	
	Skilled and well educated young people	<ul style="list-style-type: none"> • Supporting young people into work by delivering employability support e.g. CV advice, careers guidance and mock interviews and careers guidance to school/college students. • Engagement with Council Children & Young People Service to offer work placements and work experience programmes, career guidance and mock interviews 	<ul style="list-style-type: none"> • Number of hours of employability support freely provided to young people in schools/colleges. • % of students from the local area. 	<ul style="list-style-type: none"> • What could you provide in terms of career guidance and support for school and college students? 	
People, Business	<p>Thriving local businesses</p> <p>Businesses that do their bit for the community</p>	<ul style="list-style-type: none"> • Support the local economy by spending a proportion in the local supply chain • Support business start-ups by running business and enterprise workshops with partners. 	<ul style="list-style-type: none"> • % of total expenditure in the local supply chain. • Hours per year committed to providing workshops. 	<ul style="list-style-type: none"> • What would your approach to economic benefit be in terms of supporting SMEs and Social Enterprises? 	

Theme:	Outcome:	What could suppliers deliver?	Metrics and ways to measure:	Example Question:	Case study/ Example:
<p>People, Business</p>	<p>A workforce that is supported by employers</p>	<ul style="list-style-type: none"> • Promote supply chain opportunities to local businesses, including voluntary, community and social enterprises • Work towards paying staff the Living Wage. • Increase pay rates for lowest-paid staff • Improve skills of existing staff by providing training. • Reduce av. Sickness absence through a health and wellbeing support package. • Identify staff who have caring responsibilities and ensure flexible working practices are in place to support them 	<ul style="list-style-type: none"> • Number of supply chain events held • Number of opportunities awarded to the local supply chain • % increase of staff pay over a number of financial years. • % increase of pay rates for lowest- paid staff • % of the workforce trained to a certain level. • % reduction in sickness absence over the last financial year compared to previous years. • Record of the number of weeks after the contract start date, by which a support package is in place. 	<ul style="list-style-type: none"> • What training will be provided to up-skill existing staff? • What relationship do you have with trade unions? • What could you offer to support employees with caring responsibilities? • 	

Theme:	Outcome:	What could suppliers deliver?	Metrics and ways to measure:	Example Question:	Case study/ Example:
People, Business	Reduced health, education and social inequalities	<ul style="list-style-type: none"> • Work towards paying staff the Living Wage. • Increase pay rates for lowest-paid staff • Improve skills of existing staff by providing training. • Reduce av. Sickness absence through a health and wellbeing support package. • Identify staff who have caring responsibilities and ensure flexible working practices are in place to support them • Supporting young people into work by delivering employability support e.g. CV advice, careers guidance and mock interviews and careers guidance to school/college students. • Engage and support Council Children & Young People service creating opportunities for work experience, placement opportunities, career advice and mock interviews. • Support for disadvantaged groups to benefit from these projects, such as care leavers, ex- armed forces, ex-offenders 	<ul style="list-style-type: none"> • % increase of staff pay over a number of financial years. • % increase of pay rates for lowest- paid staff. • % of the workforce trained to a certain level. • % reduction in sickness absence over the last financial year compared to previous years. • Record of the number of weeks after the contract start date, by which a support package is in place. • % of students from the local area recruited into these projects. 	<ul style="list-style-type: none"> • How many hours of employability support will be freely provided to young people in schools/colleges? 	

Theme:	Outcome:	What could suppliers deliver?	Metrics and ways to measure:	Example Question:	Case study/ Example:
People	Residents enabled to support themselves	<ul style="list-style-type: none"> • Service users supported to self-help. • Run a befriending scheme to reduce social isolation, preventing the consequences of social isolation for older people. 	<ul style="list-style-type: none"> • Number of service users supported to help themselves. • % of people partaking in the befriending scheme broken down to those befriending, and those being befriended. • % age demographic of service users supported to help themselves. 	<ul style="list-style-type: none"> • How might the project develop resident networks and skills? 	
People, Business	A robust and effective third sector	<ul style="list-style-type: none"> • Provide business support/legal advice/financial advice/advice to community and voluntary organisations through Employer-Supported Volunteering scheme. • Provide facilities which can be used by voluntary/community groups • Working with the voluntary and community sector create new volunteering opportunities Wirral. • Support local organisations through the supply chain by spending more with community and voluntary sector providers 	<ul style="list-style-type: none"> • Number of hours of support provided monthly/p/a. • Number of hours p/a whereby facilities are provided free of charge to community/voluntary groups. • Number of new volunteering opportunities created. • % increase of volunteer opportunities. • % of total expenditure with voluntary and community organisations p/a. 	<ul style="list-style-type: none"> • What lasting benefits might there be for young people and community members who participate in the project? 	

Theme:	Outcome:	What could suppliers deliver?	Metrics and ways to measure:	Example Question:	Case study/ Example:
Environment	A protected physical environment through reduced waste and energy consumption	<ul style="list-style-type: none"> • Employer-Supported Volunteering scheme. • Reduce amount of waste generated in comparison to previous contract. • Reduce waste sent to landfill by compared to previous contract. • Reduce carbon emissions • Reduce overall energy/water consumption • Increase the use of renewable energy/community generated renewable energy. • Support households to manage their energy demands through physical improvements in their homes, bringing them out of fuel poverty and contributing to climate change goals. 	<ul style="list-style-type: none"> • Number of employee hours spent volunteering p/a. • % reduction in waste generated p/a. • % reduction in waste sent to landfill p/a. • % reduction in carbon emission p/a. • % reduction in energy and water consumption p/a. • % increase in use of renewable energy/community generated energy as a proportion of total energy consumption over the contract lifetime (without increasing overall energy consumption). • % of people out of fuel poverty. • Number of homes improved to manage energy demands. 	<ul style="list-style-type: none"> • What Environmental Initiatives do you propose to undertake over the length of the contract that will minimise the environmental impact of the operation? 	

Appendix 2: The Commissioning (Procurement) Cycle

Social Value Thread

*If no, evidence that Social Value has been considered, and justification explaining why it is not applicable, must be recorded.

