

Project:	Wirral Strategic Transport Planning Partnership Framework / Fusion21		
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1 Introduction

Social impact and inclusion are increasingly becoming part of the standard vocabulary in the infrastructure and engineering sectors. More and more, our clients are requiring us to deliver socially responsible, inclusive and community-focused projects. The Public Services (Social Value) Act 2012 ('the Act') became effective on 31st January 2013. The Act makes it a statutory requirement for public authorities to have regard to economic, social and environmental wellbeing in connection with public services contracts and framework agreements and requires public authorities to understand how suppliers of public service contracts will act in securing improvement to economic, social and environmental outcomes.

Our understanding of social value (SV) recognises that responsible procurement balances value for money with economic, environmental and social wellbeing. Value is therefore judged on price and context based on delivering the greatest benefit for the greatest number. Social value is intrinsically interwoven into our overall project delivery approach. Our cross cutting social practice drives thought leadership, measures progress against the UN Sustainable Development Goals and embeds SV principles and outcomes in all our client project work. Delivering SV is a defining principle and value proposition of our employee owned business. The UN Sustainable Development Goals are shown below.



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This note sets out Mott MacDonald's approach to providing Social Value to Wirral Borough Council and the residents of Wirral during the delivery of the Wirral Strategic Transport Planning Partnership Framework.

2 Mott MacDonald's 'Social Value' Vision and Objectives

Our 'Vision for SV' is that all of Mott MacDonald's projects contribute positively to social outcomes. We will help our clients deliver growth and outcomes which are socially inclusive, helping to realise fairer, more equitable and more sustainable societies.

In local areas as we work with clients such as Wirral Borough Council, we deliver SV actions according to local context and we seek to "pay forward" by targeting environmental actions, inclusive economic growth and community benefit. Our SV actions for Wirral can broadly be presented under 5 Key Objectives, presented below.

Promote Employment and Economic Stability	<ul style="list-style-type: none"> • By tackling unemployment and using the local supply chain • By facilitating development of skills
Raise the living standards of local residents	<ul style="list-style-type: none"> • By developing projects which enhance social and economic well-being • By encouraging our suppliers to source from within Wirral and the Liverpool City Region
Promote participation and citizen engagement	<ul style="list-style-type: none"> • By encouraging community participation in the design / delivery of our services • By supporting engagement in STEM subjects in local education
Promote equity and fairness	<ul style="list-style-type: none"> • By targeting effort towards those in the greatest need or facing the greatest disadvantage
Promote environmental sustainability	<ul style="list-style-type: none"> • By reducing / limiting energy consumption and purchasing materials from sustainable, local sources • By encouraging sustainability and reducing environmental impact through design

Our work to promote and support SV in Wirral rests upon ensuring that these objectives and values are embedded in our work for you and are also delivered as part of our day-to-day and long-term activity. This includes our role as a local employer, as a local business, as a supply chain lead, as an innovator and as a part of the community of Wirral with large offices close to the Borough and with staff who live across the Wirral area. We are supported by a dedicated team of social scientists at the cutting edge of delivering SV for us and for our clients including Wirral Borough Council.

3 Our Wirral Social Value Proposition

Based upon the above Social Value 'vision' and proposed objectives we set out our proposed programme of key actions against each objective.

3.1 Promote Employment and Economic Stability

We will work with colleagues at Wirral BC to consider:

- How we can work together to 'Up Skill' staff across our joint Mott MacDonald and WBC project teams. Market insight and learning will be shared where it is appropriate and feasible to do so to enable WBC officers to share in knowledge transfer and develop their skills and expertise;
- Local businesses incorporated into Supply Chain
- How Mott MacDonald's Apprenticeships programme can 'add value' to our support to WBC. Mott MacDonald is committed to providing apprenticeships as a way of offering an additional route to a career in Transport Planning and will offer 2 apprenticeships in the North-West in 2021, of direct benefit to Wirral BC; and
- How we can provide local employment opportunities. We are committed to expanding our Transport Planning teams in the Liverpool City Region in 2021-23 and will directly target those seeking employment from the local community. We are also committed to raising opportunities for women and BAME individuals in transport planning and will ensure our recruitment processes reflect this priority.

3.2 Raise the Living Standards of Local Residents

We are committed to ensuring that our work supports Wirral BC's aspirations to raise local living standards. We will work with Wirral BC officers to:

- Develop and implement projects which improve the local and city region environment, improve air quality and enhance landscape and environmental amenity. All of these factors have been shown to make a demonstrable difference to personal health and well-being; and
- Promote skills development and training opportunities for Wirral BC officers. For 2021 we will work with Wirral BC officers to explore options for providing access to selected Mott MacDonald learning and skills development sessions – earlier in 2020 we started this process by sharing learning on updates to the HMT 'Green Book' process. For 2021 we will, as a minimum provide access to training in:
 - Future Mobility;
 - Good Design and Placemaking;
 - Insight in Active Travel; and
 - Further activity in Business Cases and funding.

3.3 Promote Participation and Citizen Engagement

As noted above, active participation and citizen engagement is key to successful scheme design and implementation. We will support Wirral BC through:

- Where requested, support educational visits undertaken by Wirral BC where we can add-value and support increasing participation in STEM subjects;
- Identifying and implementing projects which target 'hard to reach' groups through carefully planned and implemented consultation and engagement activities where we are asked to support Wirral BC in community consultation; and
- Offering work placements to school children and young adults from the Liverpool City Region in our Liverpool city centre office. We have a long-standing programme of workplace placements with local secondary schools and young people are also able to reach out to us direct to explore opportunities to gain work experience with us. We are keen to explore options for providing work experience opportunities to young people in Wirral with Wirral BC officers. The COVID-19 pandemic prevents us from confirming exact numbers of placements but we will make this opportunity available once our Liverpool office reopens.

3.4 Promote Equality and Fairness through our Equality, Discrimination and Inclusion (EDI) programme

Our network of social inclusion specialists makes us unique among our competitors. We provide services to clients in the areas of equality, diversity, accessibility, participation, social care, social protection, women's empowerment, human rights, impact assessment and due diligence. The core business of our social practitioners is to make a positive difference to people's lives. We are committed to enabling equality and with Wirral BC will:

- Support volunteering through engagement and partnership working with local voluntary groups, community organisations and partnership bodies as we develop schemes with Wirral BC officers;
- Continue to implement our Mott MacDonald internal programmes such as 'Reconnectors' to enable gender equality and empowerment. 'Reconnectors' is our proactive recruitment programme which provides a pathway back to employment for those who have perhaps taken time to raise a family or choose a different career path and now wish to reconnect with planning and engineering as a career; and
- Through the appraisal of emerging transport schemes, support Wirral BC in showing how scheme options support those members of the community who perhaps find it harder to express their views on the future development of Wirral, and show how schemes play a positive role in delivering equity of opportunity and social equality.

To support our EDI efforts we have memberships with several organisations within the EDI sphere:

- Business disability forum (BDF) - We are members of the Business Disability Forum.
- Business in the community (BITC) - Race at Work. We are champion members of BITC's Race campaign and signatories of their Race at Work charter which guides our work, including that with Wirral BC;
- Stonewall - We are global members of Stonewall, the UK's leading Lesbian, Gay, Bisexual and Transgender (LGBT) charity. Stonewall membership has provided us with toolkits and guides to inform our policies and practices to be more inclusive of sexual orientation and gender identity. All our staff working for Wirral BC through our projects have received training on gender and discrimination at work; and
- Working Families - Working Families is the UK's work-life balance charity. We draw on their expertise to ensure our staff in the city region are able to work for Mott MacDonald and enjoy a positive work-life balance.

3.5 Promote Environmental Sustainability

We are committed to environmental sustainability. Sustainability benefits our company by contributing to commercial success, enhancing customer satisfaction and making us the consultant of choice, while maintaining high standards of risk management. It is also our responsibility, as a global consultancy, to tackle the world's biggest challenges and integrate the economic, environmental and social aspects of sustainable development in our culture, projects and operations. Mott MacDonald is the first engineering and Multi-Disciplinary consultancy to be declared carbon neutral; we were certified carbon neutral globally - including ISO 14064-3 and PAS 2060 - by the Carbon Trust. We will continue to reduce our Group carbon footprint in line with our Group carbon management plan. Working with Wirral BC we will:

- Actively consider our purchasing decisions in the Liverpool office, using local suppliers where possible and working with our central Mott MacDonald purchasing team to ensure sustainability is at the heart of our purchasing approach; and
- Engage with our supply chain, whether it be for professional services or materials, to ensure appropriate environmental accreditation is in place prior to commissioning, and to support 'upskilling' within our supply chain to ensure we meet our environmental obligations.

4 Measuring Our Impact

In framework arrangements, such as that with you, we offer bespoke actions and measures of progress we can design and share with you. We have industry leading tools which we can use to measure SV delivered through your framework such as:

- Total Impact – measures the SV contribution to the economic growth of an area as Gross Value Added (the local measure of productivity or Gross Domestic Product) based on direct, indirect and induced spend and jobs from Mott MacDonald and our supply chain.
- Equality, Diversity and Inclusion monitoring of our workforce with Equalities Act guidelines and spatial analysis of where our Wirral and Liverpool City Region workforce resides.
- Carbon Portal – allowing us to measure the carbon impacts of our project activity.