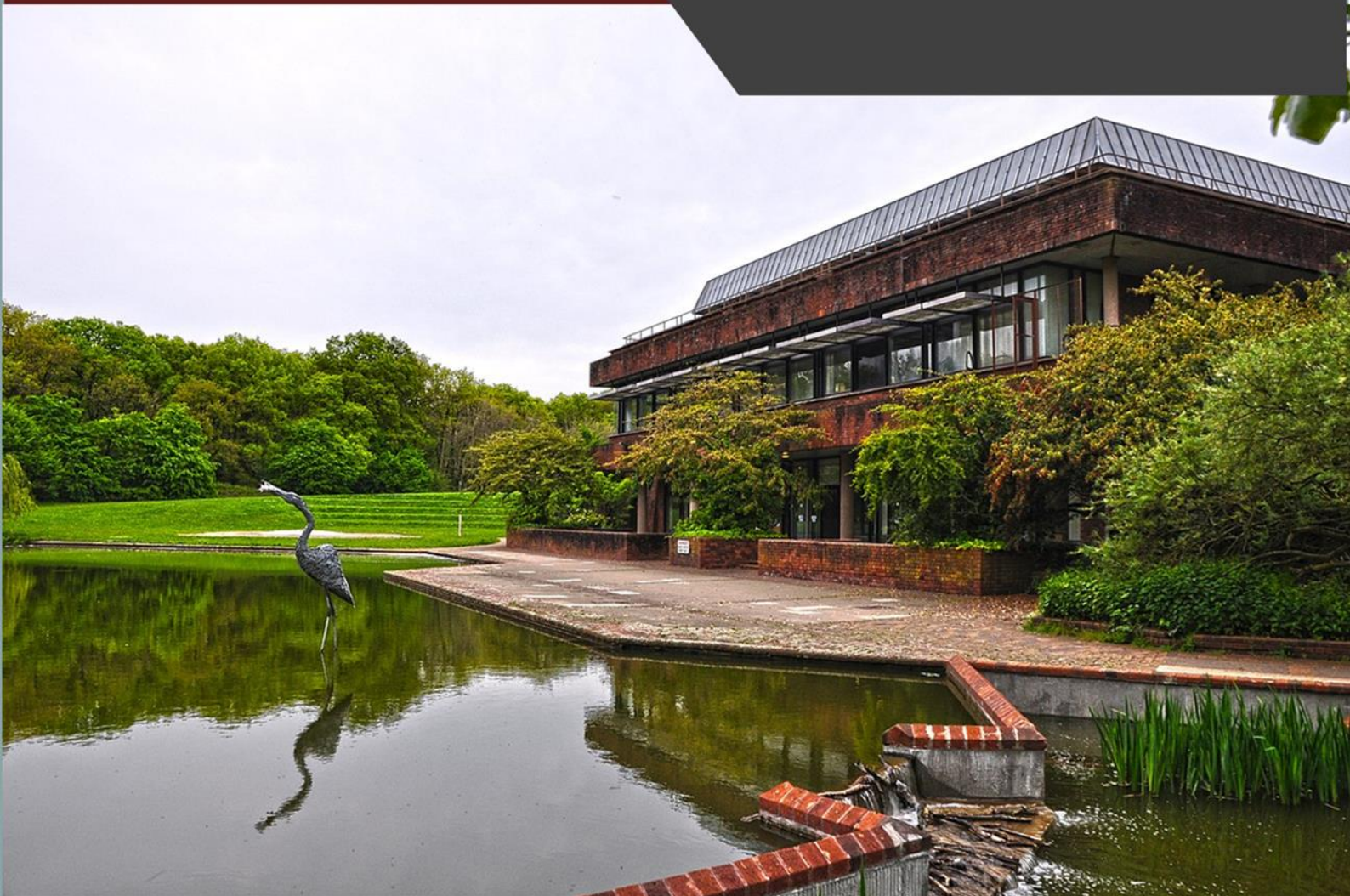


WCC Commercial Social Value Charter

Commercial Approach to Social Value

2025 – 2027

Version: v0.02 (Updated July 2025)



1. Introduction

This Social Value Charter is a commitment to creating positive and sustainable social impact in our community and beyond. We recognise that as a responsible and ethical organisation, we have a duty to contribute to the well-being and development of society. This charter outlines our principles, goals, and actions for achieving social value.

“Social Value” is a way of thinking about how scarce resources are allocated and used to benefit wider society. As well as achieving the best price, social value asks us to consider the full impact and wider costs of the services we commission. With this in mind, we aim to find ways to make our investments benefit communities, support the economy, and minimise impact on the environment more fully.

There is no single definition of social value, however the **Sustainability Procurement Task Force** defines social value as:

“a process whereby organisations meet their needs for goods, services, works and utilities in a way that achieves value for money on a whole life basis in terms of generating benefits to society and the economy, whilst minimising damage to the environment.”

2. What does Social Value look like in Worcestershire?

Any potential suppliers that tender for our contracts where social value is required will be asked to demonstrate how they can deliver against our vision of social value (see Appendix 1). In some cases, we may specify areas of social value that we would like to be considered as part of the contract, such as our responsibilities to children in care and care leavers or commitment to our Armed Forces Covenant. In other cases, we may provide suggested themes or focus areas for our suppliers to consider; while leaving it up to them to identify which specific areas they would like to prioritise and deliver social value on (see Appendix 2).

3. How can suppliers support and contribute to Social Value?

Social value refers to the broader benefits that a supplier can create for society beyond the direct goods or services provided in the contract. This can include contributing to local communities, supporting environmental sustainability, or advancing social causes like education, employment opportunities, and health. It is important to note that social value should not be part of the core contract requirements, or the agreed-upon deliverables outlined in the specification. Instead, it should be considered as something additional that the supplier offers voluntarily, over and above the paid service, to contribute positively to society. It is not intended to replace or be included within the paid contract deliverables but should enhance the overall value the supplier brings to the community or environment.

However, any social value commitments or pledges made at the tender stage will form part of the contract and will be subject to monitoring as part of the contract review process. Suppliers will be required to demonstrate how they are delivering on these commitments throughout the duration of the contract.

4. Principles of Commissioning and Delivering Social Value within our Contracts

Worcestershire County Council aims to be a **procurement partner of choice**. This means taking every opportunity to consider how to get the best possible service delivery

for our residents, outcomes for service users, value for money, and the wider benefits delivered through social value.

- **Purpose-Driven Commissioning and Procurement:** We believe in purpose-driven commissioning that embeds social value within our service design and development processes. Our staff are committed to aligning our organisation's goals with the betterment of society.
- **Transparency and Accountability:** We are dedicated to transparency in all our activities and those of our suppliers ensuring that stakeholders can easily access information about our social value initiatives. We also hold ourselves accountable for the social impact we aim to achieve in partnership with our suppliers.
- **Stakeholder Engagement:** We value the voices and perspectives of our stakeholders, including elected members, employees, customers, services users, children and young people, families, partner agencies, and the wider community. We actively seek their input and involve them in shaping our social value initiatives.

5. Goals of Effective Commissioning

- **Community Development:** We aim to support the sustainable development of the communities in which we operate by considering the social value initiatives of our suppliers. Initiative should include investing in local infrastructure, education, healthcare, adult, children and young people social care, the environment, and other initiatives that enhance the quality of life for residents.
- **Diversity and Inclusion:** We are committed to fostering diversity and inclusion within our organisation, those of our suppliers, and in the broader society. We will actively seek out initiatives that promote equal opportunities for all, regardless of race, gender, age, disability, sexual orientation, or any other protected characteristic.
- **Environmental Sustainability:** Recognising the interconnection of social and environmental well-being, we will work with suppliers in the following ways to reduce our environmental footprint, conserving natural resources, and promoting eco-friendly practices.
- **Economic Empowerment:** We will work in partnership with supplier to contribute to economic empowerment by supporting job creation, skills development, and entrepreneurship initiatives, especially in underserved communities.
- **Education and Knowledge Sharing:** We will work with suppliers to consider ways they can invest in educational programs, scholarships, and knowledge-sharing platforms to empower individuals and communities with the skills and information they need to thrive.

6. What Role Does Social Value Play in the Procurement Act 2023?

The [National Procurement Policy Statement](#) (NPPS) outlines the key principles and priorities that contracting authorities in the UK must consider when commissioning goods and services under the Procurement Act 2023 (see Appendix 3).

The NPPS aims to deliver long-term value. This includes promoting innovation, supporting sustainable practices, enhancing social value, and ensuring that procurement decisions are transparent, fair, and in line with the public interest.

Contracting authorities must balance the need for efficiency and cost-effectiveness with their responsibility to achieve positive outcomes for society, communities, and the environment when awarding contracts. The NPPS emphasises that procurement should not solely be based on price but also consider the broader impact of procurement decisions on local economies and societal well-being.

7. Creating Social Value Together: Key Strategies and Engagement

- **Measurable Impact:** We will work with suppliers to establish clear metrics and indicators to measure the social value we create. Regular reporting on our progress will be made accessible to the public.
- **Collaboration:** We will work with suppliers to actively seek partnerships with non-profit organisations, government agencies, and other stakeholders to maximise our social impact through collective efforts.
- **Employee Engagement:** We will work with suppliers to encourage and support their employees to engage in volunteerism and community service.
- **Supplier Responsibility:** We will prioritise working with suppliers and vendors who share our commitment to social value and sustainability.
- **Continuous Improvement:** We will work with suppliers to continuously review and update our social value initiatives to adapt to changing societal needs and emerging challenges.

8. Conclusion

This Social Value Charter reflects our unwavering dedication to making a positive difference in society. We recognise that social value is an integral part of our mission and that by upholding these principles, goals, and actions, we can contribute to a better and more equitable world. We invite our suppliers and other stakeholders to join us in this journey towards a brighter future for all.

Appendix 1

Delivering Social Value Through Supplier Initiatives

We are dedicated to working with our suppliers to create lasting social, economic, and environmental benefits in the communities we serve. Through responsible procurement and collaboration, we strive to drive positive change in key areas such as community development, diversity and inclusion, environmental sustainability, economic empowerment, and education. By embedding these values into our supply chain, we aim to build a more sustainable, equitable, and thriving society.

1. Community Development:

- Investment in local infrastructure and community facilities.
- Contributions to healthcare, including mental health support and awareness.
- Support for adult and child social care services.
- Collaboration with charities and social enterprises to enhance community well-being.
- Environmental improvement initiatives, including urban greening and waste reduction.
- Encouraging supplier-led volunteering and employee engagement in local projects.
- Actions to address social inequalities and promote inclusive economic growth.

2. Diversity and Inclusion

- Encouraging suppliers to implement inclusive hiring, training, and career progression policies.
- Supporting initiatives that promote equal access to employment, education, and skills development.
- Partnering with diverse-owned businesses, social enterprises, and underrepresented groups.
- Ensuring supplier policies align with equality, diversity, and anti-discrimination standards.
- Promoting inclusive workplace cultures through awareness campaigns and unconscious bias training.
- Supporting accessibility improvements in workplaces, services, and community spaces.
- Recognising and celebrating diversity through events, programs, and partnerships.

Working with Worcestershire Armed Forces Covenant Partnership to support the local armed forces community.

3. Environmental Sustainability:

- Reducing waste, energy use and carbon emissions.
- Reducing the organisations carbon footprint.
- Promote the use of local sustainable transport.
- Reduction in energy use of fuel consumption.
- Increase in use of renewable energy.

- Reduce and re-use schemes to divert waste from disposal.
- Reduction of wastewater, increase in re-use of wastewater.
- Actions to ensure that climate risks are not exacerbated through the delivery of the council and local public sector contract.
- Policies and plans / staff engagement programmes to improve to local air quality.
- Policies and plans / staff engagement programmes to improve to local water quality.

4. Economic Empowerment:

- Commitment to pay the national living wage.
- Coaching / mentoring for start-ups.
- Creation of local offices / base of operations to deliver council and local public sector contracts.
- Pro-actively support the building of local supply chain by using local businesses in the council and local public sector supply chain.
- Use of FinditinWorcestershire and involvement in local business networking opportunities.
- Workforce development opportunities and training for organisations in the supply chain.

5. Education and Knowledge Sharing:

- Support for education, apprenticeships, and skills development.
- Work placements and work experience for the under 18s, unemployed, learning disabilities.
- Apprenticeships.
- Guaranteed interview schemes for the unemployed.
- Investment in the next generation workforce (support for local schools, work experience programmes, careers advice).
- Sharing knowledge and expertise with VCSE organisations to support skills development and capacity building.

Appendix 2

Social Value Toolkit

This Toolkit is designed to help suppliers understand the types of deliverables they can offer to support Social Value as part of their tender submissions. By delivering targeted and meaningful Social Value, we can work together to contribute directly to meeting the Government's objectives outlined in the National Procurement Policy Statement (NPPS) and the Council's wider Social Value strategy.

All commitments to Social Value will be monitored and reported as part of the broader contract management processes. This ensures that Social Value is not only a key component of the procurement process but is also actively managed to achieve long-term, positive outcomes for local communities and contribute to the overarching goals of sustainability, social equity, and economic growth.

SOCIAL VALUE SUPPLIER PLEDGE	MEASUREMENT	INDICATOR
Community Development		
Prevention Services: Support prevention by working with the Council's Public Health service on education and publicity campaigns with specific targets (e.g. support [#] number of staff / residents / service users to stop smoking / increase their physical activity / access money advice).	Record the number of individuals (staff, residents, or service users) participating in public health campaigns (e.g., stop smoking, increase physical activity).	Number of individuals engaged in each specific campaign (e.g., smoking cessation, physical activity, money advice).
Mental Health First Aiders: Train [#] number of staff as Mental Health First Aiders within supplier workforce.	Record the number of staff trained as Mental Health First Aiders.	Total number of staff trained in Mental Health First Aid.
Strengthening Worcestershire Fund: Financial donation towards a council funded grant scheme delivered by the Worcestershire Community Foundation , supporting the voluntary sector through projects around; cost of living, unpaid carers, staying safe and well, reducing social isolation, information and advice, aging well.	Record the value of donations made per contracted provider.	Total value of donations and match funding achieved across the whole programme annually.
Diversity and Inclusion		
Supporting Disadvantaged Areas: Provide opportunities targeted at the most disadvantaged areas or groups in Worcestershire.	Monitor the number of opportunities specifically targeting disadvantaged groups or areas.	Number of initiatives targeting disadvantaged groups or areas, and number of participants.

Support Connect to Work: Designed to provide employment opportunities targeted at the most disadvantaged areas and groups in Worcestershire.		
Commit to being an Inclusive Worcestershire Leader: Become an ambassador for inclusivity, supporting and promoting practice and policy in your organisation.	Sign up to the Inclusive Worcestershire scheme and/or become a Disability Confident Employer.	Completion of assessment for Disability Confident and/or Inclusive Worcestershire leaders.
Flexible Working for Carers: Identify all staff who are carers and ensure flexible working practices are implemented to support these responsibilities within [#] weeks of contract start date.	Identify staff who are carers and track the implementation of flexible working practices within a set time frame.	Number of carers identified and percentage of staff with flexible working arrangements implemented within [#] weeks.
Environmental Sustainability		
Carbon Literacy: The delivery of [#] Carbon Literacy training sessions for a maximum of [#] many staff.	Count the number of Carbon Literacy training sessions delivered and the number of staff attending.	Number of training sessions and staff trained in Carbon Literacy.
Volunteers: Provide [#] volunteer days per year for community tree planting, habitat management and/or community projects.	Track the number of volunteer days allocated to any of the projects outlined.	Number of volunteer days spent on any of the projects outlined.
Heating for Homes: Support [#] temporary heaters per year for a home without heat through the council's cost of living schemes delivered by the voluntary sector.	Count the number of temporary heaters provided to households in need.	Number of heaters supplied to homes without heat.
Wildlife Habitat: Provide and arrange the instalment of [#] bat boxes, hedgehog houses, bird boxes, bee posts for community sites or schools.	Track the number of wildlife-friendly items (bat boxes, hedgehog houses, etc.) installed in community sites or schools.	Number of wildlife-friendly items installed and locations (e.g., schools, community spaces).
Energy Consultancy: Provide [#] days consultancy support for a community group developing a community energy project.	Record the number of consultancy days provided to community groups developing energy projects.	Number of consultancy days offered to community energy projects.
Envirosort Site Visits: Fund the [#] many trips to Envirosort for a Worcestershire schools - Severn Waste.	Track the number of trips funded to Envirosort for local schools.	Number of trips to Envirosort funded for Worcestershire schools.

Renewable Energy: Increase the use of renewable energy / community generated renewable energy as a proportion of total energy consumption by [#]% over the lifetime of the contract (without increasing overall energy consumption).	Monitor the percentage of total energy consumption sourced from renewable or community-generated energy.	Percentage increase in renewable energy use over the contract term, without increasing overall energy consumption.
Energy Advisors: Provide [#] days of energy advisor support in the community to better manage their energy demands through improvements in the fabric of their homes, bringing them out of fuel poverty and contributing to climate change goals.	Track the number of days energy advisors provide support in the community, and the impact of this support on energy consumption and fuel poverty.	Number of energy advisor days, and the number of households or individuals helped to reduce energy demands and tackle fuel poverty.
Economic Empowerment		
Target Local Spending: Allocate at least [#]% of total expenditure to the local supply chain and use local contractors where possible.	Track the percentage of total expenditure allocated to local suppliers and contractors.	Percentage of total contract value spent with local suppliers.
Promote Local Subcontractor Opportunities: Actively encourage local subcontractors to tender for work and participate in procurement opportunities.	Count the number of local subcontractors invited to tender or actively engaged in the procurement process.	Number of local subcontractors submitting bids or contracts awarded to local companies.
Host Local Events: Organise [#] 'Meet the Buyer' events aimed at connecting local businesses with procurement opportunities in Worcestershire.	Record the number of 'Meet the Buyer' events organised and the number of local businesses participating.	Number of events hosted and total attendance from local businesses.
Embed Social Value in Contracts: Include Social Value clauses in subcontractor agreements to ensure alignment with local priorities.	Review subcontractor agreements to ensure they contain Social Value clauses.	Percentage of subcontractor agreements that include Social Value commitments.
Support VCSEs: Provide practical support to [#] Voluntary, Charity, and Social Enterprises (VCSEs), such as skills training, networking, or direct opportunities.	Track the number of VCSEs supported through direct opportunities, partnerships, or donations.	Number of VCSEs engaged and supported (e.g., through training, funding, or partnerships).
Support New Business Start-Ups: Help [#] new start-ups by collaborating with the Council on delivering business development workshops.	Count the number of start-ups participating in business development workshops or receiving support.	Number of new businesses supported and the number of workshops delivered.

Promote Positive Stories: Share [#] positive news stories about Worcestershire businesses or projects to raise local, national, and international profiles.	Monitor the number of positive news stories shared about Worcestershire businesses.	Number of stories published in local, national, or international media.
Mentoring: Provide Business-to-Business (B2B) or VCSE mentoring, offering advice and guidance to help businesses grow and thrive.	Track the number of mentoring sessions or hours delivered to local businesses or VCSEs.	Number of businesses or VCSEs receiving mentorship and total hours of mentoring provided.
Volunteer Support: Contribute [#] hours of business planning, financial, legal, or HR advice through an Employer Supported Volunteering scheme.	Record the number of hours spent providing business-related advice (e.g., business planning, legal, financial) through an Employer Supported Volunteering scheme.	Total number of volunteer hours and specific types of support (e.g., financial advice, HR guidance).
Provide Community Space: Offer facilities to VCSEs and community groups for [#] days per year to support their activities.	Track the number of days the facilities are offered to community groups and VCSEs.	Total number of facility usage days provided for community or VCSE activities.
Create Volunteering Opportunities: Work with VCSEs to establish [#] new volunteering opportunities within Worcestershire.	Count the number of new volunteering opportunities created and the number of people engaged in them.	Number of new volunteer roles created and total volunteer hours contributed.
Education and Knowledge Sharing		
Early Careers: Pledge to support Early Careers activity across Worcestershire to include support at events, directly in schools and through work experience and employer encounters with the Worcestershire Careers and Enterprise Company Hub.	Track the number of events supported, schools visited, employer encounters and work experience placements offered.	Number of events attended, schools directly supported, and work experience placements /employer encounters provided.
Young People with Inclusion Needs: Support young people with Inclusive needs into Supported Internship placements within Worcestershire.	Count the number of young people with inclusive needs placed in internships.	Number of Supported Internship placements offered to young people with inclusive needs.
Recruitment of Young People: Recruit young people aged 18-24 into your business from Worcestershire including using Careers Worcestershire or Worcestershire Apprenticeships programme.	Monitor the number of young people aged 18-24 hired from Worcestershire using Careers Worcestershire or Worcestershire Apprenticeships programme.	Number of young people aged 18-24 employed from local recruitment programs.

Care Leavers Covenant: Support Care leavers across Worcestershire by signing up to the Care Leaver Covenant and offering elements such as voluntary placement, employment, ring fenced apprenticeships and preferential deals to care leavers.	Track the number of care leavers who benefit from voluntary placements, employment, apprenticeships, and preferential deals.	Number of care leavers employed, offered apprenticeships, or given preferential deals.
Armed Forces Covenant: Support members of the Armed Forces community across Worcestershire by signing up to the Armed Forces Covenant and offering elements such as voluntary placement, employment, ring fenced apprenticeships and preferential deals to members of the Armed Forces community.	Monitor the number of placements, apprenticeships, or preferential deals provided to members of the Armed Forces community.	Number of opportunities provided to members of the Armed Forces community (e.g., placements, apprenticeships, deals).

Reporting and Monitoring:

- Frequency:** These metrics should be tracked and reported regularly (e.g., quarterly or annually).
- Reporting Tools:** Use tracking tools like spreadsheets, dashboards, or procurement software to compile and display data clearly.
- Verification:** Engage third-party verification or audits to ensure the accuracy and transparency of reported Social Value outcomes.
- Stakeholder Communication:** Share the results with stakeholders (e.g., service users, local communities) to demonstrate the real impact of the supplier's commitments.

Appendix 3

National Procurement Policy Statement Key Points:

Public procurement plays a crucial role in achieving the Government's missions by sourcing goods and services that deliver value for money, including social and economic benefits. By aligning procurement with the Government's priorities, UK organisations and businesses will be better positioned to compete for public contracts. Public procurement can support the Government's missions in the following ways:

- **Kickstarting economic growth:**
 - Creating opportunities for small businesses and social enterprises.
 - Providing high-quality jobs with fair wages and good working conditions.
 - Encouraging innovation and development of new technologies.
- **Becoming a clean energy superpower:**
 - Accelerating the transition to net zero and reducing emissions.
 - Promoting green technologies and supporting clean power by 2030.
 - Ensuring suppliers uphold high environmental standards.
- **Improving community safety:**
 - Supporting organisations that strengthen community cohesion and reduce crime.
 - Encouraging suppliers to hire from groups facing barriers to employment.
- **Breaking down barriers to opportunity:**
 - Addressing skills gaps and providing training opportunities.
 - Removing obstacles for young people, underrepresented groups, and care leavers.
- **Building a future-ready NHS:**
 - Supporting good health by creating high-quality jobs.
 - Encouraging suppliers to hire from economically inactive groups.