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DELIVERING SOCIAL VALUE IN CONSTRUCTION AND ASSET MANAGEMENT CONTRACTS

Social value is the wider benefit to society that we create through the way that we make decisions, deliver services and purchase goods. When developing new homes and improving our housing stock, we want to make sure that there is not only an impact for place but also for people.



INTRODUCTION

Rochdale Boroughwide Housing is part of a group of Housing Providers committed to driving change in the role social value plays in supporting social outcomes across Greater Manchester.

We have committed to working collaboratively to embed and increase the social value that we create collectively through our supply chains.

Introduction



WHAT IS SOCIAL VALUE?

Social Value is “the benefit to the community from a commissioning/ procurement process over and above the direct purchasing of goods, services and outcomes” - The Public Services (Social Value) Act 2012

Social value is the effect an organisation’s actions have on the economic, social and physical wellbeing of people and communities. It is the wider benefit to society that we create through the way we make decisions, deliver services, purchase goods and work in partnership.

When working to develop new homes and improve our housing stock, we want to make sure that there is not only an impact for place but also for people. We can achieve this through the creation of jobs and training opportunities, supporting local employment and purchasing, and getting involved in local community projects.

WHAT ARE OUR SOCIAL VALUE PRIORITIES?

There are many ways that suppliers can engage in and support the delivery of social value when working with us. Social value is often about changing how you work, so that it makes a bigger impact. It isn’t an expensive bolt-on. The main thing is to consider how and when you as a supplier can contribute to those themes.

RBH has chosen to focus its approach to driving social value on creating community wealth by growing local skills, employment and supply chains. This will contribute to the overall prosperity of the borough and its people.

We measure social value across five priority areas—developed to reflect the wider aims of the **Greater Manchester Social Value Policy**.



PRIORITY 1: A DIVERSE WORKFORCE THAT IS FAIRLY PAID AND POSITIVELY SUPPORTED

You may offer to:

- Pay the Living Wage to all eligible employees (at the rate set by the Living Wage Foundation)
- Work towards becoming a Living Wage accredited employer
- Champion the Living Wage campaign within your supply chain
- Promote the Living Wage campaign during Living Wage Week
- Actively reduce your Gender Pay Gap
- Actively seek to recruit a more diverse workforce
- Support employees who have additional support needs, due to disability, mental ill-health, caring responsibilities etc through flexible work practices

Championing the Real Living Wage

RBH is an accredited Living Wage Employer. In line with this, we ask that all employees aged 18 or above working on sites or premises owned by RBH, for two hours or more per week and for 8 weeks or more, are paid the Living Wage or above (currently £9 p/h).



Local organisations and advice

Becoming a Living Wage Accredited Employer >

Reducing Gender Pay Gap >

Encouraging and supporting diversity in your workforce >

Developing workplace policies for carers >

Developing workplace policies for working families >

Acas >

PRIORITY 2: SUPPORTING COMMUNITIES INTO SUSTAINABLE EMPLOYMENT

We want to enable RBH customers and communities in Rochdale to access high quality training and employment opportunities with good employers.

As a borough, Rochdale faces real challenges around skills and employment:

- Notably higher unemployment than the rest of Greater Manchester
- 12% of the adult population have no qualifications
- Average earnings in Rochdale is 19% below the national average

You may offer to:

- Offer training opportunities and work experience to help people access employment opportunities later in the programme
- Help people overcome barriers to employment such as CSCS cards, PPE and travel to site
- Host employment fairs in the local community to advertise upcoming opportunities
- Offer apprenticeships and graduate training roles to local residents
- Offer a guaranteed interview to any Rochdale resident who meets the relevant role criteria
- Run programmes to support people who may face barriers to access employment or training with your company; for example Looked After Children or Care Leavers, Carers, Young people 16-25, Ex-offenders or people who have been unemployed for more than a year
- Contribute to accredited training programmes - RBH runs a training programme providing basic qualifications such as First Aid, Food Hygiene, Fire Officer

RBH Work Shop

The RBH 'get the clothes, get the confidence, get the job' scheme supports residents to look and feel their best when going for a job interview. The one-stop shop provides free interview coaching alongside a personal styling session to get that perfect outfit for the job interview. Whether an office job or practical vocation, we want to help people feel prepared and confident in their interview from the outside in!

Local organisations and advice

Apprenticeships

Rochdale Apprenticeships >

Take on an apprentice >

The Apprentice Hub >

CITB >

Work Placements and Skills

Rochdale Connections Trust >

Rochdale Employment Links Partnership >

Support for people with barriers to employment

PossAbilities Employment services >

Motiv8 >

Groundwork Oldham and Rochdale >

Positive Steps >

Supporting young people into employment

Rochdale Connections Trust >

The Bridge GM >

Talent Match >

Prince's Trust >

PRIORITY 3: HELPING TO BUILD A GOOD LOCAL ECONOMY

We want to maximise the spend retained within the Rochdale borough, both with subcontractors and materials. This means thinking about how you can support local businesses to access supply chain opportunities through awareness and process.



You may offer to:

- Host a Meet the Buyer event to promote supply chain opportunities to Rochdale businesses
- Work with local business networks to promote supply chain opportunities
- Include social value within your own procurement processes
- Provide contracting opportunities to social enterprises
- Offer training and support for SMEs and Social Enterprises to access supply chain opportunities
- Commit to sourcing a certain percentage of materials and subcontractors from within Rochdale borough
- Mentor a local business or social enterprise to help them to grow

Local organisations and advice

Finding local businesses and SMEs

Rochdale Development Agency >

Greater Manchester Business Chamber >

Federation of Small Businesses >

Business Growth Hub >

Opening up your supply chain to social enterprises

GM Social Enterprise Network >

Social Enterprise UK >

PRIORITY 4: PROMOTING ENVIRONMENTAL SUSTAINABILITY

Reducing waste, maximising energy efficiency, using sustainable and locally sourced materials and influencing others to minimise their carbon footprint.

You may offer to:

- Commit to specific environmental sustainability, such as carbon emission and waste management objectives and targets throughout the contract
- Reduce carbon emissions throughout the contract
- Use eco-friendly materials to improve the energy efficiency of our stock
- Utilise local suppliers to reduce your carbon footprint
- Ensure subcontractor compliance with waste legislation and waste management targets for the contract
- Promote the use of sustainable transport to employees
- Deliver projects to enhance neighbourhood greenspace
- Support Carbon Literacy Initiatives within your workforce and communities
- Divert goods and materials from landfill
- Support an RBH project such as a maintained community garden, Community Paint Shop or Pass It On.



RBH Community Paint Shop and Pass It On Furniture Reuse Schemes

RBH run two schemes which divert waste from landfill and offer customers affordable, good quality items for their home. Pass It On recycles furniture and white goods which are sold on at low cost to households experiencing financial hardship. Community Paint Shop makes use of unwanted or surplus paint to offer affordable paint to redecorate homes in Rochdale.

For more information:

[Reduce your carbon footprint](#)

[The carbon literacy project](#)

[Carbon Trust](#)

PRIORITY 5: SUPPORT COMMUNITY AND VOLUNTARY ORGANISATIONS TO GROW

Channelling additional resources into communities to enable them to build on their ideas, passion and assets to deliver changes within their own neighbourhoods.

There are more than 1,180 not-for-profit organisations operating in Rochdale, but with decreased funding they need additional support to be able to respond to the changing climate and increased demand for their services.

You may offer to:

- Provide pro bono support to not-for-profit organisations through free resources, professional advice or labour
- Channel your employee volunteering scheme into the local community
- Support employees to take up governance roles as board members or trustees of charities, schools or social enterprises
- Provide meeting rooms and facilities for use by community and voluntary organisations
- Fundraise to support a local cause
- Commit to deliver physical improvements to community buildings or spaces
- Support a community food scheme

RBH Social Value Fund

We understand that it can be difficult for companies to know where best to focus their social value resources to make the biggest difference. In some cases you may feel that a cash donation would be the best way to deliver part of your social value commitment. RBH is able to support this by utilising a cash rebate (usually an agreed percentage value of the contract) to invest in grassroots projects you otherwise wouldn't be able to reach.

Develop employee volunteering opportunities

You can also volunteer with one of RBH's 50 community projects or projects in an older persons scheme including our growing, homelessness and social isolation projects. Our community partnerships team will help to match your skillset to the right project.

For more information:

[Share facilities and meeting spaces](#) >

[Community Food Schemes](#) >

[Rochdale Foodbank](#) >

*Did you know...
RBH works in
partnership with
three food banks
across the Rochdale
borough?*

Current volunteering opportunities:

[Rochdale volunteering](#) >

[Do-it.org](#) >

[Sport and recreation](#) >

Local charities, fundraisers, projects or appeals to support:

[Rochdale Online](#) >

[Local giving](#) >

[Spirit Manchester Business Initiative](#) >

Becoming a Trustee or Governor:

[Reach volunteering](#) >

[Trustee Finder](#) >

[Become a school governor](#) >

CONTRACT MANAGEMENT AND EVALUATION

When a level of added social value is agreed in a contract it will become part of the contract management arrangements, so it's important to ensure that you can deliver and evidence what is agreed. We ask all contractors to provide quarterly progress updates against agreed Social Value Performance Indicators.

During the contract mobilisation phase, we will establish a set of agreed social value KPIs which will be used throughout the life of the contract to monitor and report against social value commitments.

RBH takes the delivery of social value commitments into consideration when reviewing contract performance. Failure to deliver against contracted social value commitments will result in financial penalties (e.g. payment sanctions) which will be included in the final contract.

As a standard we expect all contractors to regularly report against the following core KPIs:

| Supporting communities into sustainable employment | Helping to build a fair and sustainable economy | Promoting environmental sustainability | Supporting community development |
|---|--|--|--|
| <ul style="list-style-type: none">Local labour - RochdaleLocal labour - Greater ManchesterLocal labour - RBH TenantNumber of trainees and apprenticesNumber of apprenticeship weeks deliveredWomen employeesBME employeesDisabled employeesNumber of people offered training or work experience opportunitiesPercentage of workforce on site paid the Living Wage of £9 or above | <ul style="list-style-type: none">Subcontractors from Rochdale boroughSubcontractors from Greater ManchesterMaterials from Rochdale boroughMaterials from Greater ManchesterPercentage and value of cash spend with social enterprises | <ul style="list-style-type: none">Percentage of waste materials recycled | <ul style="list-style-type: none">Value of donations to community projects in both cash and in-kindNumber of employee volunteering hours offered within the local authority areaNumber of community groups supported |