



SOCIAL VALUE – Technology and Good Practice





Agenda

- **Introducing Faithful and Gould**
- **Re-cap of Social Value legislation**
- **Unlocking Social Value**
- **Leveraging social value in public sector contracts**
- **Embracing digital technologies**
- **Working collaboratively with partners**
- **Q&A**



About Faithful+Gould

A world-leading integrated project and programme management consultancy, part of the SNC-Lavalin Group.

Our aim is to protect and maximise our clients' interests throughout the planning and delivery of projects.



Over 2,400 passionate and experienced professionals



Turnover in excess of £280m



International network of offices worldwide



Enabling our teams to share knowledge & experience to serve our global clients



Member of the SNC-Lavalin group since 2017



With a turnover of £1.9bn and 50,000 employees around the world



A Sea Change is happening in the world today, transforming what the purpose of doing business is

We show leadership on social value by embedding it into the overall business strategy and the ways in which we spend and partner with external organisations.

Our approach views social value as a strategic tool for creating additional social, economic and environmental impact.

At Faithful+Gould, through our own commitments and activities on our projects we support our communities, invest in our people and protect the environments we live and work in.

With the introduction of UK legislation, our clients are also looking for support in understanding how to build their own business strategies and to best leverage impactful outcomes from their procurement activities.



UK LEGISLATION

Click on an area to find out more about how the current legislation impacts that area.

The Public Service" (Social Value) Act 2012 and the Procurement Reform (Scotland) Act 2014 places an obligation on public sector bodies and lays the foundations for the systematic delivery and reporting of social value.

Under this legislation public authorities and their suppliers are required to consider how their spending could also generate wider benefits to the community in terms of economic, social, and environmental well-being - collectively known as 'social value'.

That means contracting authorities have to consider:

- › what is proposed to be procured might improve the economic, social and environmental well-being of an area.
- › how, in conducting the process of procurement, will secure that improvement.

How does current social value legislation impact on you?

England and Wales PPN06/20 & PPN05/21

- › Mandated for Central Government.
- › Five core themes.
 - Tackling Economic Inequality.
 - Fighting Climate Change.
 - Equal Opportunity.
 - Wellbeing.
 - Covid 19 Community recovery.
- › A minimum of 10% weighting to be included in public sector tenders.
- › Contracting authorities need to ensure they have the:
 - Right organisational resources, policies and processes.
 - Capability and capacity.





UNLOCKING SOCIAL VALUE

Why is Social Value important to our public sector clients?

- › In some cases it's a legal requirement.
- › It increases the motivation and job satisfaction of staff.
- › Leads to internal innovation including questioning the best use of taxpayers' money, changing the mind-set of service delivery, leading to more innovative responses not based solely on price, and a better understanding of local priorities.



Benefits of Social Value

- > It can add real value to procurement.
- > Supports strategic priorities
- > It keeps spend in the local economy.
- > It ensures local jobs for local people.
- > Creates a skilled and strong labour market.
- > It strengthens sustainability of neighbourhoods by encouraging growth.
- > It improves the image of an organisation.
- > Improves community relations.
- > Opportunity to build capacity for local staff
- > It improves service delivery.
- > It increases the wellbeing and quality of life.
- > It increases community confidence and resident involvement.





Journey to Net Zero

- Today's workforce isn't going to be the same one that sees net zero through to its conclusion. (World Economic forum 2022)
- 400,000 new recruits required into the UK industry by 2050. (Energy industry Energy Barometer survey 2021)
- One in five jobs in the UK (approximately 6.3 million workers) will require skills which may experience demand growth (approximately 10% of UK jobs) or reduction (approximately 10%) as a result of the transition to net zero. The latter will likely need reskilling, upskilling, or to use their current skills differently.
- Industry, the education sector, and government should work together to ensure green careers advice and pathways are a continuous offer for all. (Green Jobs Taskforce report 2021)
- **Using Social Value requirements within your procurement processes to focus on green skills, upskilling, and career inspiration, will be an innovative mechanism to ensuring we have the supply to meet this future demand.**



" I cannot stress this enough, the UK will need to recruit 400,000 energy jobs between now and 2050 to get to net zero - 260,000 will be new roles, while 140,000 will be replacing those who have left the workforce due to natural attrition.⁴⁴ We expect to see substantial job growth in a variety of fields, ranging from cutting edge roles in software design, cybersecurity and artificial intelligence (AI), to skilled jobs in electrical engineering, green construction, biodiversity and habitat management" John Pettigrew, National Grid CEO 2022



OUR 4 STAGE PROCESS

To deliver an effective social value programme, we plan, execute, and deliver social value so that it identifies, responds to, and meets the specific needs of different communities – because no two communities are the same.

We assess each community and design an engagement plan that is fit for purpose and delivers tangible benefits.



4 STAGE PROCESS

1 Explore - Local Needs Assessment

-
- Office of National Statistics (ONS)
 - LEP or Combined Authority Local Skills reports
 - Review clients existing social value aspirations, objectives and wider strategic priorities, initiatives, processes & systems
 - Community roundtables
 - Enable us to create tailored social value delivery plans that address pressing local issues. These are designed to add support to current local programmes and integrate social value initiatives into our project delivery



2 – Approve

Stakeholder Engagement

- Engage wider partners (Schools, VCSE'S, DWP, Prisons, LA Departments)
- Engage our supply chain
- Social Value Execution plan, including ;
 - Establishing KPIs and measurement metrics.
 - Assign priorities against each KPI and agree a timeline of activities to be delivered against them.
 - Agree how social value activities will be executed, monitored, measured and reported on



Establishing KPIs and measurement metrics

- The National TOMs Framework was launched in 2017, supported by the National Social Value Taskforce and Local Government Association. It provides a minimum reporting standard for measuring social and environmental value, and ensures organisations can procure, measure, manage and maximise it easily
- By using the established National TOMs framework with over 300 measures, within your procurement processes, you will be able to insist your suppliers implement and then measure environmental, social and economic activities, in support of your net zero aspirations.

All procurement undertaken will contribute to the NHS Net Zero and Social Value goals and this guide sets a clear approach to adopt and apply the principles outlined in PPN 06/20 to all commissioning and purchasing.

The principal aim of procurement undertaken by NHS organisations is to deliver essential goods and services and improve patient outcomes, while increasing value from every pound spent in the NHS. NHS procurement also has an essential role to play in the delivery of the NHS commitment to reach net zero by 2045, as more than 60% of NHS carbon emissions occur in the supply chain. Social value, when incorporated effectively, will help reduce health inequalities, drive better environmental performance, and deliver even more value from procured products and services.

NT/Ref	Theme: Outcome	Measure	Proxy	Units
NT15a	Growth: Supporting Growth of Responsible Regional Business	Provision of expert business advice to help VCSEs and MSMEs achieve net zero carbon	£101.00	no. staff expert hours
940.0	NT31 Environment: Decarbonising and Safeguarding our World	Savings in CO2e emissions on contract achieved through de-carbonisation (i.e. a reduction of the carbon intensity of processes and operations, specify how these are to be achieved) against a specific benchmark.	£244.63	tCO2e
1100.0	NT86 Environment: Decarbonising and Safeguarding our World	Volunteering time for environmental conservation & sustainable ecosystem management initiatives	£16.93	no. staff volunteering hours

//// Embracing digital technologies

- Consider how as a contracting authority you are going to track and monitor commitments ?
- How are your suppliers going to evidence the impact they are having ?
- How can you routinely review progress ?
- How can you engage other internal departments / service areas ?

Dedicated Social Value systems

Consider stipulating the use of SV tools in contracts.

As an example LOOP and Social Value Portal (and others) have access to over 6000 outcomes and will provide the Social Return on Investment (SROI) and Gross Value Add (GVA) on any built environment project. These tools have the capability to forecast the return on social value for a period of 25 years. These calculations can be used to support business cases, Levelling-Up funding and planning submissions. Whilst evidencing how you are making the publics pound go further, serving a dual benefit.



Client : Derby City Council

Wider Strategic priorities for the client

- Strategic focus on green skills and employability specifically within the education setting .
- Lower than average skill levels in young people
- Concern around young people with SEN/D transitioning into the workplace.

Social Value response

- Bottom-up approach lacked sustainable impact (careers fairs, adhoc talks etc)
- We cannot support the skills demands required by Net Zero by doing what we have always done.
- Real opportunity to strategically influence the education system

**44 STEM Governors in 44 underrepresented schools by Summer 2024
impacting a minimum of 18,000 children**

Primary Schools



Schools in areas of
High Deprivation



SEND and Girls
Schools



We commit to increasing representation at leadership level in each of these schools

Our 6-part plan



1. Place STEM / Careers Governor



2. Plug in a 4-year programme of classroom enrichment. With a core focus on Green Skills



3. Interconnect targeted campaigns from across the divisions



6. Create a sustainable talent pipeline for the future in support of Net Zero aspirations



5. Link work experience at F+G, our supply chain and on our major projects



4. F=G becomes a household name with students, teachers, parents and the local community



Leveraging social value in public sector contracts

**Client: Hammersmith & Fulham Council
(H & F)**

Faithful+Gould Services

Core Professional Services (the control team) including Employer's Agent services, Project Management, Quantity Surveying, and Principal Designer/Construction Design Management (CDM)

Wider Strategic priorities for the client

- High levels of youth unemployment
- Skill levels below the national average
- Responsibility as a corporate parent and concerns around transitions support for care leavers
- High levels of refugees settling in the Borough



Social Value Approach

- Partnership arrangement created with the DWP engaging our colleagues in their mentoring circle programme. Green skills workshops and structured sessions delivered at our offices and in local job centres. 13 local residents employed full time on a permanent basis
- Engaged the councils housing team to provide work insight sessions and environmental support to Afganistani refugees. These sessions included how to use smart meter technology, recycling, and green travel options. 67 refugees supported with 62% enrolled on progressive support programmes.
- In close collaboration with the Council, F+G has consulted care leavers to understand their challenges. A key theme was around support in entering higher education. As a result, we established a suppliers' forum to collaborate and direct social value financial contributions into one fund to support any care leaver who expresses an interest in entering higher or professional education . We have also pledged to offer a guaranteed interview to care leavers within the borough. With follow on sessions if unsuccessful.
- To support career aspirations and skills attainment in young people we are now strategic cornerstone partners of the Careers and Enterprise Company. Support all state schools in the Borough with progressive careers education. (Including curriculum mapping aligned to Green Jobs and raising awareness of net zero).

//// Client: BD Group

BD Group are wholly owned by London Borough of Barking and Dagenham and provide Facilities Management Services to local schools and housing. We supported the development and implementation of the Public Services (Social Value) Act 2012, and recent SV PPN government changes .

Contractual Audit conducted a desktop audit of existing supply chain contracts to understand current social value commitments.

Social Value Framework – BD Group’s social, economic and environmental corporate priorities aligned to PPN06/20, PPN05/21. Measuring, monitoring and reporting process and implementation of a social value digital tool

Training – Training modules adapted to the needs of the BD Group.

Implementation support – implementation plan with tasks, completion dates, key milestones and ownership.

Communication – Regular communication touchpoints with BD Group stakeholders and supply chain.

Outcomes:

BD Group’s social value framework – set outs the Group’s social value objectives focusing on local employment and community needs around supporting a Green Culture.

Social Value Ambassadors – Appointed 5 employees for the Group who have been trained and will lead on social value initiatives and leading a ‘Green cultural shift’ across the organisation.

Upskilling – driving up skills in locally unemployed people. Introducing toolbox talks by maintenance teams to help residents to acquire new practical skills and become ‘energy aware’

Volunteering initiatives – for BD Group’s 350 employees. With a core focus around sustainability and supporting environmental conservation.

Supply chain – BD Group suppliers now obligated to consider environmental TOMs metrics.

Apprenticeships – new apprenticeship scheme so that students aged 16+ can earn while they learn.

Environmental Impact – engagement with schools on sustainability, recycling, and CO2 reduction schemes.





Neighbourly – VCSE partnerships in support of Net Zero



Faithful + Gould

BE THE CHANGE YOU WANT TO SEE IN THE WORLD.

Since 1947 all of us at Faithful and Gould past and present, have stayed true to our purpose to engineer a better future for our planet and its people. We recognise that a presence such as ours within local communities means opportunity, opportunity that if channelled correctly will ripple through ...

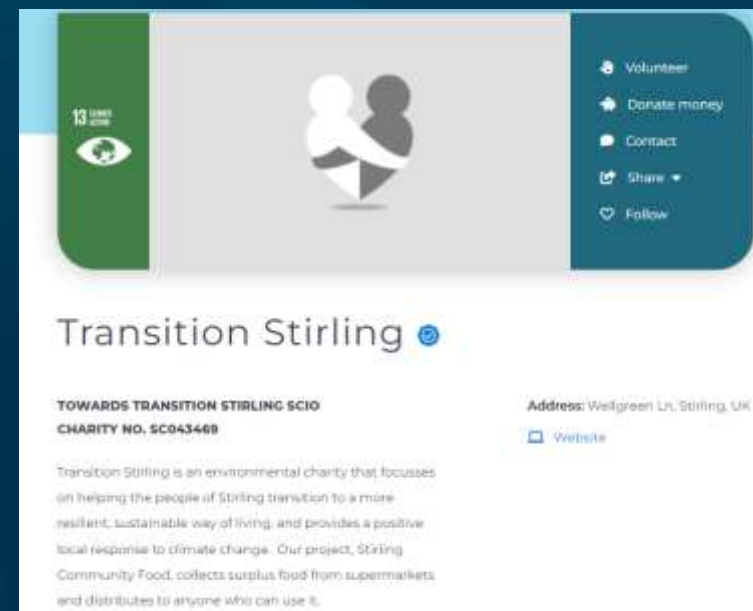
Head office address:

11 Bressenden Place,
London,
SW1E 5BY,
United Kingdom

Size: Corp (1000+ employees)

Company number: 02236832

Website: [Company website](#)



//// Using the power of Virtual Reality

Background

- Supply chain feedback articulated the difficulties in them releasing colleagues to support in person outreach initiatives.
- Public sector client insisted that they support.

Approach

Partnership arrangement with Launch your Career.

1 day of filming at supply chain offices / on site.

Enabled participants to engage with our supply chain with a **360° virtual reality experience**

- **Broke down geographical restrictions.**
- Supported the **hardest-to-reach talent**. Raising awareness of green jobs, whilst offering employability support and guidance.
- Hosted **live, virtual events** with schools, DWP participants, and prisoners across the country



Client – Bradford Metropolitan District Council

Project (s) – South East Bradford Access Route, Tong Street, Squire Lane Leisure Centre.

Local Needs Analysis - Following pre-engagement meetings with the local community, involving Head Teachers, Parents, VCSE Partners and the education and skills team at WYCA. It became apparent that the root causes behind poor academic attainment and lower than average skills levels in the most deprived wards of Bradford, were historically due to poor literacy levels in young people when of primary school age, who then fall further behind when transitioning into secondary education.

Support identified: Support with mentoring, raising aspirations and helping younger students with their reading.

Challenges: Project teams were based remotely across the UK or unable to commit to SV delivery, therefore providing consistent in person support wasn't feasible / practical.

Introducing Chapter One



“Large numbers of people lack basic literacy and numeracy skills that provide a basis for further learning and progression. English language proficiency (ESOL) is also an issue in parts of parts of the City. This needs to improve if we are going to successfully meet our Net Zero targets around skills”