

Rotherham Council

SUPPLIER SOCIAL

VALUE TOOLKIT



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I INTRODUCTION TO SOCIAL VALUE

This Social Value supplier guide aims to provide Rotherham council suppliers with a comprehensive understanding of social value and how they can maximise the impact of public expenditure for the benefit of the local borough. Social Value refers to the additional benefit that can be created through procurement and commissioning processes, beyond the direct purchase of goods and services. It encompasses economic, social, and environmental well-being, aiming to improve the quality of life for local residents, businesses and communities.

Council suppliers have a unique opportunity to use their expertise and resources to drive positive change. By prioritising social value in their operations and contract delivery, suppliers can ensure that every pound spent delivers maximum benefit to the local community. This involves not only considering the financial cost of delivering a contract but also the broader impact on society, such as creating employment opportunities, supporting local businesses, and promoting environmental sustainability.

While all public sector bodies are legally required to include social value in their procurement processes, Rotherham Council is leading the way. For any contract over £100,000, 20% of the decision on who is awarded a contract is based on social value criteria. This underscores the importance of integrating Social Value into business practices and highlights the significant role that suppliers play in contributing to localised community benefits. It's important to distinguish Social Value from Corporate Social Responsibility (CSR), which is voluntary and often delivered nationally or globally, Social Value is a contractual obligation—a commitment to give back to the local community as a part of public sector procurement.

Cross-sector collaboration is essential in achieving meaningful social value. By working together, public sector bodies, businesses, and community organisations can create connections that amplify their impact. Suppliers, in particular, have a responsibility to contribute positively to the areas in which they operate. This guide emphasizes the importance of real impact over performative actions, encouraging suppliers to engage in genuine efforts that lead to tangible improvements in the community.

2 WHAT DOES SOCIAL VALUE MEAN TO ROTHERHAM?



‘By raising aspirations from a young age and providing them with the skills and opportunities they need to succeed, we can break the cycle of poverty and create a brighter future for the next generation’

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For Rotherham, Social Value is not just a concept; it is a vital tool for addressing some of the most pressing challenges faced by our communities. With high unemployment rates and 36.4 % of children living in poverty, the need for impactful Social Value initiatives is more critical than ever, which is why the Rotherham focus for Social Value is on skills development and employment opportunities.

By providing upskilling and employment opportunities, suppliers can make a significant difference in the lives of individuals and their families. A single job can not only change the trajectory of a person's life, leading to greater economic stability and improved well-being but also can have a positive ripple effect that extends to entire communities.

Particularly important is the impact suppliers can have on younger people and those on the periphery of learning. By raising their aspirations from a young age and providing them with the skills and opportunities they need to succeed, we can break the cycle of poverty and create a brighter future for the next generation. The Social Value Policy 2024-2027 underscores this commitment, aiming to harness the power of Social Value to build a stronger, more resilient Rotherham.

3 WHAT DOES GOOD LOOK LIKE?

When preparing social value bids for procurement, it is essential to ensure that they are specific, deliverable, and measurable. These three elements demonstrate a thorough understanding of what you plan to deliver, ensure that commitments are realistic, and provide a clear method for tracking progress and impact.

SPECIFIC

Social value bids should be specific to show that you have carefully thought through what you are going to deliver. This means detailing the who, what, where, when, and how for each of your proposed activities. For example, if you plan to deliver workshops in schools, specify the age range of the students, the content of the sessions, how you will facilitate the relationship with the schools, and at which stage in the contract these activities will occur. Being specific helps to clarify your intentions and demonstrates a well-considered plan giving confidence to the evaluation panel that the activity is deliverable.

DELIVERABLE

In the evaluation the Council places more emphasis on the quality element of the Social Value bid describing how commitments are to be delivered and when, than on the amount of social value committed. This is because we expect all suppliers to deliver what they commit to and plan to hold all suppliers accountable for delivery, just as we would for the main aspects of the contract. Therefore, it is crucial to ensure that your Social Value delivery commitments are realistic. For instance, if you commit to hiring five apprentices, make sure you have enough work for them for the duration of the contract, if not consider committing instead to three apprentices and another area of Social Value. Once commitments are made in the contract, they will be expected to be delivered.

MEASURABLE

All suppliers with social value commitments will track them through the Social Value Portal. This platform quantifies the social value delivered and ensures that progress is auditable. Data on the portal will be reviewed quarterly, and suppliers are expected to upload evidence in accordance with this schedule. Additionally, case studies are an excellent way to document social value and demonstrate the human impact of the work being done. Compiling these with pictures and testimonials is a brilliant way to showcase the social value achieved.

4 SOCIAL VALUE EXPECTATIONS

Rotherham Council recognises that suppliers vary in size, capacity, and location – and so too will their approaches to delivering social value. What matters most is that the commitments made are meaningful, realistic, and aligned with the needs of the local community.

Small to Medium Contracts

For smaller projects, even modest contributions can have a significant and lasting impact.

We understand that resources may be more limited, but meaningful engagement – especially over time – can be transformative. For example, a series of school visits, or offering expert marketing or financial

advice to a local charity or VCSE, can create real value. What's important is that these activities are sustained and thoughtful, rather than one-off gestures. We encourage those delivering on smaller contracts to focus on quality over quantity and to build relationships with local organisations that can benefit from suppliers expertise.



Larger Contracts

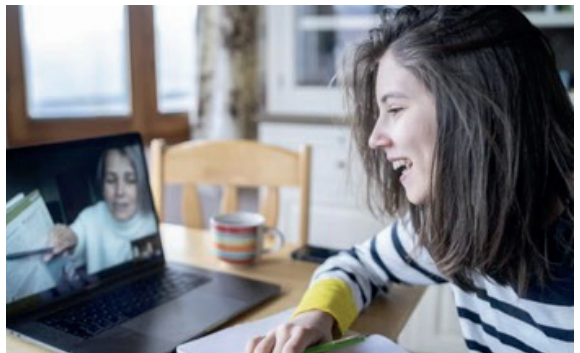


On larger projects social value is expected to be delivered at scale and with strategic intent. With greater capacity and resources, these projects should be ambitious in their commitments and

ensure they are informed by the specific challenges facing Rotherham. This means using budgets strategically to create sustainable, long-term impact. This could include engaging multiple local organisations – such as colleges, training providers, and small businesses – to build a collaborative approach. It's also vital that the local supply chain is fully engaged and that any jobs created are accessible to local people, particularly those furthest from the labour market. This is about more than just numbers – it's about ensuring people feel included in the local economy and landscape.

No Local Operational Base

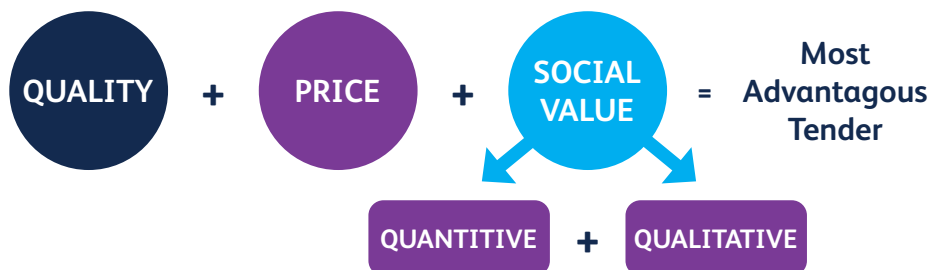
Suppliers that are delivering on projects are still expected to deliver their social value commitments locally. While it may be more challenging to hire local people directly, there are many other impactful options. For example, online mentoring sessions or virtual expert hours can provide valuable support to local schools, charities, or jobseekers. Where direct delivery isn't feasible, consider making donations to local VCSEs or using Rotherham-based businesses in your supply chain. The key is to think creatively and ensure your social value offer is genuinely rooted in the needs of the Rotherham community.



5 MEASURING SOCIAL VALUE

Social Value in the procurement process

Rotherham's Social Value Policy goes beyond legislative requirements with the inclusion of Social Value in all procurement activity with a value greater than £100,000 whereby Social Value equates for 20% of the overall decision alongside Quality and Price.



Your Social Value submission will comprise of the numerical commitment against measures (quantitative) and your description of how you will deliver that commitment (qualitative).



Rotherham Council uses Social Value Portal (SVP) to monitor and report Social Value.

Suppliers will use this platform to submit and report their Social Value delivery if successful. Rotherham Council uses SVP's TOM system to consistently capture and report Social Value in Rotherham. The TOMs framework quantifies social value, making delivery measurable. The 'proxy value' estimates the societal savings and gains from social value activities, reducing the need for public services. The Council has chosen to focus on work and skills within the TOMs framework.

Resources

Find Rotherham organisations per TOM measure to collaborate with on delivery.



Social Value Portal run free supplier training. Go to the link below to book yourself a place.



Check out Rotherham Council's Social Value page to find out our approach.

