

Croydon Council

Social Value Policy

Status	Final <i>(approved by Cabinet 26 March 2025)</i>
Version Number	2
Last Review	July 2025
Review period	1 Year

What is Social Value?

The Public Services (Social Value) Act 2012 came into force in January 2013. It cemented the responsibilities of public sector organisations like Croydon Council to consider the “economic, social and environmental well-being of the relevant area” in its procurement activity when procuring contracts for services that are subject to public procurement regulations.

The Public Services (Social Value) Act 2012 states:

The authority must consider:

- (a) how what is proposed to be procured might improve the economic, social and environmental well-being of the relevant area
- (b) how, in conducting the process of procurement, it might act with a view to securing that improvement.

Social Value is additional benefits to the community, over and above the supplies, works or services resulting from a procurement process.

Policy and Legislative context

This Social Value Policy fully supports:

- The Council’s compliance with the Public Services (Social Value Act) 2012, Local Government Act, Procurement Regulations and other relevant legislation
- Compliance with National Procurement Policy
- Delivery of the Council’s corporate priorities

Aims

Croydon Council recognises the important role it can play in enabling Social Value through its procurement activity.

Our commitment to social value will go beyond the Social Value Act requirements by implementing this policy into all aspects of our commercial, procurement and contract management activity, where it is practicable to do so. In doing this, both the detail and spirit of the Act can be delivered in all council commercial, procurement and contract activity.

Through our approach to social value, we will:

Ensure that every pound spent on LBC contracts delivers maximum Social Value for the Economic, Social & Environmental wellbeing of Croydon Residents



Objectives

- Work in partnership to maximise direct community benefits from Croydon Council contract social value activities
- Integrate economic, environmental and social sustainability into our

commercial, procurement and contract activities.

- Monitor and measure social value performance
- Showcase Achievements
- Celebrate Social Value Successes

Why is Croydon Council doing this?

Social Value is all about addressing the needs of the community in a targeted manner informed by solid knowledge of local needs. By working in partnership, we will better understand the challenges and diverse needs of our communities.

Incorporating social value into our procurement and contract management processes can make a tangible difference to the communities we serve. Social Value is all about addressing the needs of our community.

Our suppliers will be contractually obligated to offer and deliver targeted economic, social and environmental well-being social benefits to Croydon communities, in addition to the specified goods, works or services, at no extra cost to the Council. This will deliver a range of improved outcomes for the Communities that we serve including but not limited to:

Skills and employment opportunities

Additional resources in the form of volunteering hours, professional advice and support

Equipment and facilities

Funding to support community initiatives within Croydon

Support and development for Croydon businesses

Through adoption of this Policy, we aim to:

- Maximise social value for our communities driven by our procurement and contract activities
- Maximise community benefits by seeking and enabling social value contributions from organisations that we contract with or that have a connection or interest in Croydon's communities or place.
- Help our economy to grow and thrive
- Offer a range of apprenticeship, training and skills development opportunities as well as employment opportunities to unlock Croydon's potential of being a place for business, earning and learning
- Reinforce our approach to drive ethical behaviour and practice through our supply chain
- Promote greater environmental sustainability by design in procurement and contract activities to minimise waste and pollution, support carbon reduction initiatives and other sustainability programmes
- Promote Diversity & Inclusion for all by:
 - Promoting equal opportunity across Croydon's diverse communities through application and targeted action against of Community Based Benefits Framework
 - Promoting equal of opportunity across diverse supply chain, including the Voluntary, Community and Faith Sector (VCFS), micro, small and medium sized enterprises (MSME's), and local suppliers

- Promote fair employment practices and workforce equality and diversity within supply chains

Roles & Responsibilities

The Council are responsible for meeting the legal and regulatory obligations associated with this policy. A partnership approach will however be adopted in design, implementation and delivery of this Policy to maximise wider community benefits.

The following roles and responsibilities apply:

Governance	This Policy is owned and approved by Cabinet Members
Strategic Oversight	Strategic Contract Board
Leadership Accountability	Corporate Directors and/or /Service Directors
Delivery Responsibility	Service, Commissioning, Procurement and Contract Management Leads & Suppliers
Consultation & Engagement	Social Value Champions Social Value Delivery Group (including cross sector partners)
Information	Social Value Performance will be periodically reported to Cabinet and Strategic Contracts Board and key highlights published via Council's Social Value internet page

Application

In practice this Policy will be applied proportionately according to the Contract Classification Tier as follows:

- As a minimum, all procurements for contracts classified as 'Platinum' and 'Gold' within the Council's Contract Tiering Tool and any 'Silver' or 'Bronze' classified contacts, with a value over £100,000, will be required to include the Council's standard social value questions within the Invitation to Tender.
- Wherever possible to do so, procurements below this value shall also seek social value benefits.
- Bidder responses will be evaluated based on how well the offer meets targeted Themes Outcomes and Measures relevant to the nature of each contact. This will form part of the evaluation criteria, scoring and evaluation methodology set out within the published tender documents.
- The minimum weighting for social value will be **10%** of the overall tender evaluation score and where it is feasible, this may be higher.
- A Social Value Toolkit will be implemented to enable standardised application, monitoring measurement and reporting of social value activities and benefits.

How will Social Value be monitored and measured?

Croydon's published Community Benefits Assessment Framework (CBAF) will be used to capture SV offers from bidders to ensure offers can be evaluated in an open, fair and transparent way.

The themes, outcomes and measures within the CBAF will be periodically reviewed to ensure that they remain fit for purpose.

Our themes, outcomes and measures align with the Council's strategic priorities and are structured around four key Themes:



Within each theme are specific outcomes that describe the targeted change or benefit that Croydon Council wants to create through social value activities and initiatives.

Each outcome has assigned measures and units to quantify the specifics how quantifiable benefits will be measure.

Once a procurement exercise is concluded and a contract has been awarded, the responsibility for ensuring that the committed social value benefits are delivered will be owned by a designated Council Officer who will routinely monitor and manage the contract in line with the Council's Contract Management Framework to ensure maximum delivery of social value benefits.

Matching Social Value Priorities, Needs and Offers

To ensure transparency Croydon Council will implement a clear, fair process for allocating support and measuring impact.

This will ensure:

- Efficient use of resources ~ Matches are made strategically avoiding duplication.
- Alignment with Priorities ~ Social Value offers that align with the Council's priorities and directly contribute to identified community needs.
- Stronger Partnerships ~ Encourages collaboration between businesses, community organisations, residents

How will matching Social Value needs and offers work?

Businesses and community organisations will register their goals, resources and areas of need



Community needs will be registered (funding, materials, skills etc)



Businesses support offers will be registered (volunteering, donations, apprenticeships)



A matching process will align community needs with business offers



Matched parties engage to plan and execute projects, ensuring alignment with shared goals



Both sides provide feedback on project outcomes, which will be tracked to assess the social value delivery based on the Council's published CBAF.

Review

Croydon Council will periodically review its Social Value Policy. In doing so, it will take account of any changes in legislation pertaining to the Public Services (Social Value Act) 2012, the Local Government Act, Procurement Regulations and any changes to the council's priorities when it is reviewed. Any significant changes will be presented to Cabinet for approval.

The Corporate Director of Resources (Section 151), in consultation with the Lead Cabinet Member for Finance have authority to approve minor changes to the Social Value Policy and CBAF, including increasing the minimum weighting for social value above **10%** of the overall tender evaluation score.