

## **We are Middlesbrough**      **Middlesbrough Council's Social Value Charter**

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***We will thrive*** is our vision for Middlesbrough – built on a thriving, inclusive local economy.

The development and adoption of the Social Value Charter by the Council provides a clear and common understanding of what Social Value means in Middlesbrough and identifies the outcomes anticipated because of the adoption of the Charter principles.

Building a greater consideration of social value into all the activities of Middlesbrough Council will bring benefits to Middlesbrough by:

- Creating skills and training opportunities (e.g. apprenticeships or on the job training)
- Creating employment opportunities for the long-term unemployed and under-employed or those not in education, employment or training
- Build awareness of opportunities by offering work placements to school children and young adults
- Providing career advice and information for young people on specific careers, such as health and care, construction or engineering
- Offering curriculum support to schools, with contractors sharing knowledge and expertise about their discipline
- Thinking inclusively to providing additional opportunities for individuals or groups facing greater social or economic barriers
- Creating supply chain opportunities for small businesses and social enterprises
- Creating opportunities to develop social enterprises and other community-based models to improve market diversity
- Encouraging community engagement.

This Charter sets out how Middlesbrough Council aims to generate social value through all our activities to benefit the citizens and communities we serve. The Charter is structured to align with the draft Council Plan (2024-27), and adoption of the Charter will support the inclusive delivery of the Council Plan's ambitions that Middlesbrough will be:

- A successful and ambitious town
- A healthy place
- A place that has safe and resilient communities
- An organisation that delivers Best Value.

**Supporting Middlesbrough to be a successful and ambitious town – maximising economic growth, employment and prosperity in an inclusive and environmentally sustainable way.**

We recognise that training and employment provide significant opportunities to create a resilient and innovative local economy, improve social mobility and reduce inequalities. We will create inclusive training, employment and development opportunities for all, with a particular focus on those who need additional support to achieve the same outcomes as their peers, for example care leavers. We will make the following commitments under this ambition.

1. We will widen access to Council jobs through the implementation of our People Strategy to develop a more diverse workforce representative of our communities, including:
  - Creating better links with our wider community to promote employment opportunities with the Council and within supply chains and commissioned services
  - Build on those links to develop pre-work programmes, such as apprenticeships, and placements (including through our 50 Futures programme) to target populations
  - Continuing to raise aspirations of school aged pupils through effective career sharing opportunities for example, The Talent Foundry program
  - Adapt recruitment policies and processes to support access for target populations, where appropriate focussing on skills, behaviours and values rather than qualifications
  - Expand our workforce data reporting from gender pay gap to include wider protected characteristics starting with race and disability
  - Creating an environment of inclusion at work
  - Working proactively to raise awareness and support underrepresented groups
  - Full adoption of the Race at Work Charter
  - Implementation of the EDI Action Plan – Disability Confident.
2. We will ensure and maximise the community benefit by including Social Value in every procurement opportunity.
3. We will lead the development of a **Tees Valley Anchor Network** to identify and share good practice in working with local place-based Anchor institutions – including NHS, University and Colleges, Police and local and combined authorities – to use their economic levers as inclusive employers, commissioners, service providers and land and property owners to build the wealth of our residents and maximise social value within the Tees Valley area. This will widen access to good quality work (the health and care sector is the largest employer in the Tees Valley and broadening access to ensure all communities are aware of and can access opportunities).

4. We will prioritise employment outcomes through LiveWell South Tees (our Health and Wellbeing Board), through the development of the Joint Strategic Needs Assessment and the LiveWell Health and Wellbeing Strategy so we can work together with partners to improve access to high-quality employment and increase skills in under-represented communities.
5. We will explore opportunities to add employability interventions to the NHS Waiting Well programme for targeted groups of patients waiting for surgery in Middlesbrough, to support those who are economically inactive due to long term health issues.
6. We will support the “Buy Boro” ethos of purchasing from local suppliers or supply chains where possible.

### **Supporting Middlesbrough to be a healthier place - helping our residents to live longer, healthier lives**

We recognise that healthier residents will live longer, more fulfilling lives. Utilising Social Value within our decision-making and procurement activity can have a positive impact on this area. We will make the following commitments under this ambition:

1. We will develop our local plans and policies to maximise health gain and creating health-promoting environments, including the use of Health Inequalities Impact Assessments to ensure we reduce inequalities through the Planning process.
2. We will review our existing policies, plans and strategies to identify where they require revision to ensure they consider social value.
3. We will support the development of a strategic approach to green space enhancement and management to create healthier spaces in Middlesbrough
4. We will work with the NHS to design, redesign or co-locate NHS services to maximise accessibility (“health on the high street” model) and contribution to wider regeneration by bringing people into the town and community centres.
5. We will achieve Sustainable Food Places *Gold Award* as part of a systems approach to creating a healthy food environment to tackle food poverty and increase access to healthy and sustainable food.
6. We will embrace green purchasing. All procurement decisions will, except where clearly not possible, support the One Planet Living agenda.
7. We will consider the carbon impact of any purchasing decisions and seek to influence our supply chain to improve sustainability.

## **Supporting safe and resilient Communities - creating a safer environment where residents can live more independent lives.**

If we can work with our residents to make their communities safer and more resilient, they will be in a position to do more for themselves and be active voices in co-producing services and solutions that improve outcomes for all. We make the following commitments under this ambition:

1. We will create opportunities to develop social enterprises and other community-based models to deliver services and improve market diversity.
2. We will sell, lease, or develop Council estate, including vacant/derelict land, to provide community assets where doing so will improve economic, social or environmental wellbeing, in line with the Council's Estates strategy
3. We will support community and third sector organisations to use our buildings and other assets to support their development, amending rates where necessary to deliver this.
4. We will support the goal in the emerging LiveWell South Tees Health and Wellbeing Strategy to enhance the development of social capital to increase community cohesion, resilience and engagement including by:
  - Building our understanding and value of social capital into decision-making: decision-making processes will be built on the ability for people to participate, including supporting the development of a Poverty Truth Commission for Middlesbrough;
  - Better defining and understand the role of Anchor Institutions of all sizes that are within our place and communities and develop a more extensive relationships map within place to ensure local needs are considered in the development of the plans for Anchor Institutions and the network;
  - Broadening our concept of training to develop our understanding of opportunities in communities and design training around these opportunities and community needs;
  - Creating more spaces for collaborative conversations and networking, broadening networks and strengthening links with under-represented communities;
  - Supporting our voluntary sector – valuing and supporting the development of a strong and thriving voluntary sector, recognising the sector's role in both achieving and maintaining social cohesion;
  - Ensuring that public policy reflects community needs and addresses the barriers that stop local people from taking action and developing solutions for themselves.
  - Better understand and use the data we have, to ensure that it informs decision-making. Commit to listen, collect, and share data worded to make more informed decisions. Be aware of the limits that data has.

- Improve understanding of what volunteering and community action is - who volunteers, why they volunteer and appreciate the value they create.

**Delivering best value - changing how we operate, to deliver affordable and cost-effective outcomes for residents and businesses.**

Middlesbrough Council is ambitious about its use of Social Value in our procurements processes and is working with the North East Procurement Organisation (NEPO) around the development of some specific North East based metrics as well as looking at good practice. The aim is to ensure that each procurement process carried out is able to evidence a social value return for Middlesbrough. We make the following commitments under this ambition:

1. We will ensure and maximise the community benefit by including Social Value in every procurement opportunity and allocate a scoring mechanism that is proportionate, 10% or greater, except where it is not appropriate to do so. Procurement activity will continue to have due regard to the need to achieve best value and the principle of affordability.
2. We will develop contract monitor processes that easily allow suppliers' Social Value commitments to be evidenced and published.