



Lichfield
District Council

Social Value Guidance

April 2025

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1. Introduction

- 1.1 Lichfield District Council spends approximately £15m each year on goods, services and works. In setting out its commitment to social value through this guidance document, the council aims to deliver additional value to the district by improving the quality of life for residents and enhancing the local economy and area through its commissioning and procurement.
- 1.2 This guidance document is designed to outline best practice in relation to social value in conjunction with the Social Value Policy statement.
- 1.3 As the Council provides a wide range of services, this guidance should be considered alongside advice from procurement, legal and other relevant teams to ensure that specific service or departmental needs are fully considered.

2. Purpose of Guidance

- 2.1 The purpose of this document is to establish a consistent and collaborative approach to social value with the vision to create, deliver and sustain greater community benefits through social value at the council and throughout the district.
- 2.2 The guidance also encourages our partners and other businesses in the local community to work in the same way whether they have a contractual relationship with the council or not.

3. Scope of Guidance

- 3.1 The Public Service (Social Value) Act 2012 does not define what is meant by “social value”. Therefore, the council will adopt the definition of social value as set out by the national Sustainable Procurement Taskforce. Social value is defined as: “A process whereby organisations meet their needs for goods, services and works and utilities in a way that achieves value for money on a whole life basis in terms of generating benefits not only to the organisation, but also to society and the economy, whilst minimising damage to the environment.” In other words, for every pound we spend on the delivery of goods, services or works, that pound will also produce wider social, economic, or environmental benefits to the Lichfield District community.
- 3.2 Services or works that the tenderer is required to provide as part of the core contract requirements cannot also be counted as additional social value. Social value is about ‘additionality’ (what you will provide over and above the core contract.) Example: If the contract requires an organisation to plant 100 trees in the local area, this action by itself would not be counted as social value. However, if the organisation donated and planted an additional ten trees this would be classed as additionality and would count as social value.
- 3.3 While this guidance focuses on procurement and commissioning, the council also recognises that social value can also be delivered through other levers such as the use of the council’s land and property assets, as well as working with stakeholders in relation to the broader corporate social responsibility agenda.
- 3.4 For the purpose of this guidance, when determining what the local community or the local area is, ‘local’ will be considered as:
 - a) Local Level One - Lichfield District
 - b) Local Level Two - Staffordshire
 - c) Local Level Three - West Midlands

4. What does the data tell us

- 4.1 The National Procurement Strategy for Local Government in England 2022 adds to the understanding of social value within local government and has been used to form part of Lichfield District Council's Social Value guidance. According to the strategy, Lichfield District Council currently sits at a social value level two (developing). Our plan is to improve upon our offer within the coming years to achieve a level three (mature) or level four (leader) within the outlined criteria.

5. How it relates to/underpins our strategic ambitions

- 5.1 Our ambition and social value objectives are fully aligned with the [Lichfield District 2050 strategy](#). The strategy seeks a collective commitment to make Lichfield the most **confident, prosperous, active** and **green** part of the Country by 2050.
- a) **Confident communities** are places that are inclusive, resilient, and self-assured, where people take pride in their living environment, respecting and supporting one another regardless of background. A confident community is a cohesive, healthy, safe, prosperous, and happy place. It collectively tackles disadvantage, exclusion and powerlessness and strives to provide a high quality of life for everyone that lives there.
 - b) A **prosperous community** is one with economic wellbeing, where traditional and new business sectors succeed side by side and where innovation is commonplace and improves opportunity for all people and all areas of a place.
 - c) **Active communities** are places where everyone can access the activities and facilities that suit them, whether they are a competitive athlete, or someone who is starting out to get moving and improve their wellbeing, and everything in-between. We will empower and encourage everyone (our partners, including the voluntary and community sector, and our communities) to set up and grow more local community sports and leisure provision, creating a vibrant network of activities and facilities across the district.
 - d) **Green communities** are committed to the whole of the environment not just climate change; they have strong wildlife recovery, vibrant biodiversity, development that protects and enhances nature, and networks of sustainable travel routes connecting communities. We will work to incorporate consideration for the climate and environment across all our operations and agree priorities for nature recovery locally where we will map and outline projects to create and improve habitat for nature and wider environmental goals.

6. Guidance details

- 6.1 The National Procurement Strategy for Local Government in England 2022 states: "Experience from procurements let by councils that have fully integrated social value requirements, has shown that a minimum of +5 per cent to +20 per cent social value (according to sector) can be obtained on contract value by way of direct community benefits."
- 6.2 Bidders are encouraged to develop their offer of social value using data from the [Social Progress Index](#) so as to target specific areas of need within the district.
- 6.3 In addition to the Lichfield 2050 strategic priorities and added social value measures, the council should also consider the following national social value outcomes alongside any additional local priorities in line with the National Procurement Strategy for Local Government in England 2022:
- a) Creating new businesses, new jobs and new skills
 - b) Tackling climate change and reducing waste, and
 - c) Improving supplier diversity, innovation and resilience

- 6.4 The Council will consult with local stakeholders, including the voluntary and community sector, to generate and share project ideas that can be delivered through social value in line with the priority measures. This will compliment our wider VCSE funding programme.
- 6.5 The council procures a wide range of goods and services, and it is recognised that the guidance will need to be applied in a proportionate manner and be tailored to reflect the works, services or goods to be procured. It is the role of the service officers and procurement leads to consider, on an individual basis, the potential social value outcomes that could be delivered through the procurement process and the most appropriate procurement strategy to achieve this.
- 6.6 Social value targets, where set, will be contractual and will form the basis of contract management and performance monitoring reviews.
- 6.7 Statistics will be collected over time with a view to developing future Key Performance Indicators (KPI's). This will include recording information such as:
- a) The number of tenders with social value as a criteria.
 - b) The number of contracts delivering social value.
 - c) The percentage of social value commitments delivered against contractual obligations.
 - d) Proxy value of social value delivered within a financial year.
- 6.8 Case studies will be collected from contracts featuring social value with a view to building a portfolio of social value.
- 6.9 Social Value could include, but are not restricted to:
- a) Extensions to existing contracts – where the original procurement exercise did not include consideration of Social Value.
 - b) Request to measure Social Value by alternative method – due to the procurement process being followed, we may be required to measure Social Value using an alternative tool, including offline measurement.
 - c) Use of Frameworks – where Social Value was not included in the overarching framework tender or if we are awarding via a direct award process, we may not be able to include social value in our contract.
 - d) Weighting exception – for complex procurements, where the social value element may produce a disproportionate weighting; or an increased risk of challenge, the weighting may need to be adjusted.
 - e) Social Value Maturity of the market – market intelligence may identify that the sector in which the procurement applies, may not be mature in social value or corporate social responsibility. The weighting and process could require adjustment to reflect this.
- 6.10 Where the council procures through a framework it may not be possible to ask suppliers to consider or give a weighted score to the selection of the council's priority social value outcomes. The Category Manager will advise on how the council's social value priorities can be delivered within the scope of the framework; exceptions due to direct award, flexible arrangements and lack of social value in the framework contract will be monitored.
- 6.11 The delivery of the Social Value Guidance is the responsibility of Procurement and Commissioning Manager and Director for Finance, Regulation and Enforcement (s151).
- 6.12 All procurement processes will be managed as set out in the council's contract procedure rules.
- 6.13 All council officers have a responsibility for the delivery of social value through effective contract management and relationships with suppliers, communities and residents.

- 6.14 The Social Value Guidance will be monitored on an ongoing basis through reports to Leadership Team. In addition, social value will be included in relevant reports on Procurement and Commissioning, which will be taken to Cabinet and where appropriate through the cabinet member responsible for individual projects.
- 6.15 The council will annually review its Social Value Guidance in consultation with key stakeholders. In doing so it will take into account any changes in legislation pertaining to the Social Value Act 2012, Public Contracts Regulations, and the Lichfield 2050 Plan.
- 6.16 The Council's priority social value outcomes as detailed in Table 2 will be reviewed on an annual basis in line with the annual review of the Council Plan.

7. Related policies and procedures

The council is committed to developing and delivering services in a way that ensures it treats people fairly and promotes equality of opportunity and social cohesion within the wider community.

This guidance aims to give the fairest outcomes to everyone regardless of race, gender reassignment, age, disability, pregnancy and maternity, religion or belief, sex or sexual orientation, marital or civil partnerships status and/or disability.

This guidance has been subject to an Equality Impact Assessment to ensure that there is no discrimination in the way that it has been designed, developed or how it will be delivered and that, wherever possible, equality is promoted.

This guidance has been created with the existing Procurement Strategy 2020 – 2024 in mind.

ENDS