

# Newcastle's Social Value Commitment

January 2020

## 1. Introduction

- 1.1 The Newcastle Social Value Commitment recognises the breadth of Social Value that can be delivered in Newcastle and identifies the ways that the Council is committed to achieving it.
- 1.2 We are ambitious about the impact that Social Value can have in building Community Wealth in Newcastle. Our commitment reaches beyond our roles as buyer and employer to include the ways we can influence others to place Social Value at the heart of their activity. Social Value improves an organisation when embraced as core purpose, strengthening delivery and sustainability.
- 1.3 We know that our impact on the lives of Newcastle residents can be greatly increased if we work together with communities and city stakeholders, so we hope that partners will join us in signing up to this commitment.

## 2. What is Social Value?

- 2.1 Social Value is, simply, value that accrues in our local communities. It is what city residents say is valuable to them, like a clean and safe place to live, fair and sustainable employment, or equal access to good local services.
- 2.2 Social Value can be created by everyone and is an investment in Newcastle's future.

## 3. Why is it important?

- 3.1 We can deliver better outcomes for Newcastle residents by valuing activity that strengthens our communities, our environment and our local economy.
- 3.2 Social Value is not an add-on to our core business; it is fundamental to the way we think and the way we act. The principles in this commitment support us to develop Social Value that is meaningful to city residents and has a sustained impact in Newcastle.

## 4. Our Principles

- 4.1 Newcastle's Social Value Principles were developed with partners from the city's social enterprise, voluntary, charitable and private sectors. These principles represent what Social Value is in Newcastle and how stakeholders think it should be recognised.



### **Green and Sustainable (including Climate Change Mitigation)**

We will value environmental benefits, leading activity which addresses climate change.



### **Think, Buy, Support Newcastle**

We will value local investment, driving local spend, employment and work skills development.



### **Community Focused**

We will value community involvement, ensuring Newcastle residents can shape outcomes for the places they live in.



### **Ethical Leadership**

We will value good working practices, supporting organisations to improve their ethical standards and influence others

## **How we will deliver Social Value**

### **4.2 Green and Sustainable**

We are committed to Climate Change Mitigation in our own activity and recognise that we have a key role to play in supporting businesses and communities to tackle the causes of climate change.

- We will ensure our own high performance as part of our Climate Change (Mitigation) Strategy and Waste Strategy Action Plan
- We will work with organisations to promote green and sustainable practice in their activity.
- We will design proportionate green and sustainable practice requirements in contract opportunities
- We will seek to work with providers who demonstrate awareness of their environmental impact and their strategy to minimise it

We will support organisations to consider their local environmental impact and offer strategies for improving their carbon footprint and waste management in the city

### **4.3 Think, Buy, Support Newcastle**

Local Investment can take many forms. In our own activity and in the delivery of contracts on our behalf, we are committed to generating Social Value throughout local supply chains that benefits Newcastle residents.

- Where the market allows, we will prioritise targeting our procurement spend towards Newcastle-based organisations, local supply chains, resources and buildings
- We will value investment in local people through employment and volunteering opportunities, apprenticeship and training programmes and work skills development opportunities
- We will value inclusive employment and skills development opportunities for Newcastle residents who face disadvantage or inequality
- We will work collaboratively with the city's anchor organisations to maximise Social Value in our joint investment.

### **4.4 Community Focused**

We seek to deliver Social Value that is meaningful to Newcastle residents. We recognise that community involvement is key to this and will actively include communities in shaping outcomes for the city.

- We will seek the views of our communities in designing opportunities for Social Value in the services we provide
- We will promote the importance of community co-design to other organisations in the city
- We will value providers who involve communities in shaping the delivery of their contracts
- We will value contract delivery that prioritises community inclusion, supports local community initiatives and shares community skills and resources for the benefit of local residents
- We will support community organisations to work together to maximise their strengths and increase their capacity

### **4.5 Ethical Leadership**

Social Value should be embedded in our ethics and those of the organisations we contract with. We will actively promote our Social Value principles to others, encouraging them to adopt and share good ethical practices.

- We will demonstrate good ethical leadership through ethical quality standards, training and practice
- We will promote good ethical leadership to organisations, leading by example and supporting others to adopt good practice
- We will seek to work with providers who demonstrate good working practices and standards, and those who want to improve their ethical approach
- We will value organisations that influence others to adopt high ethical standards through partnership working and sharing good practice

## 5. How we will account for Social Value

To support design and delivery of Social Value in Newcastle, we will use a framework of outcomes that reflect our principles and measures that demonstrate the diversity of activity that generates Social Value in our city.

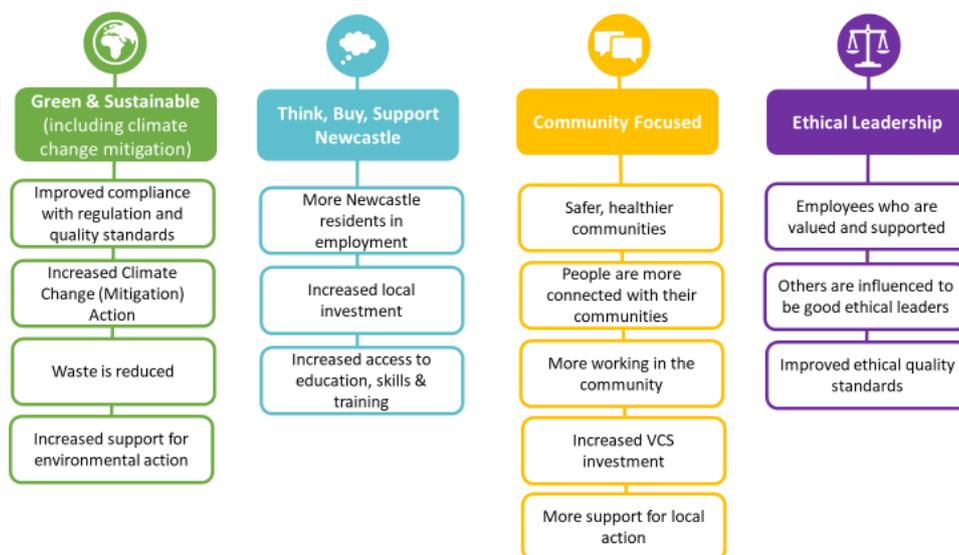
This framework supports all elements of our Social Value approach, from identifying priority outcomes for a project, place or community, to co-designing the activity that can contribute to those outcomes and recording achievements.

The framework has been created in consultation with local businesses and the voluntary sector, from working examples of Social Value in Newcastle. The measures, or indicators, of activity that contribute to outcomes in this framework are designed with three key principles in mind:

- to clearly contribute to outcomes in Newcastle’s four Social Value themes
- to be measured in units that are meaningful to Newcastle residents
- to be accessible to organisations of all types and sizes

We will review and refresh the framework in consultation with stakeholders annually.

Figure 2. Social Value Outcomes Framework



### 5.1 Implementing the Framework

Activity that contributes towards outcomes in the Framework is identified in a set of measurements, or indicators, that represent the capacity and ambition of organisations in Newcastle to deliver Social Value. These indicators can be used to

create opportunities for Social Value in project or service design, and to measure their delivery.

By applying indicators from the Framework to our activity, we will gain a better understanding of its impact on the city as a whole and gather valuable insight that will enable us to shape both our future priorities and the readiness of local organisations to support them.

The Framework will be applied to our own activity as a Council to influence our actions as an employer, shape the way we design and deliver services, and support the way that we influence city stakeholders to do the same. We know that the impact of our actions is stronger and more sustained when delivered in partnership, and so we hope that others will sign up to this Commitment.