

## **SOCIAL VALUE POLICY**

This policy outlines Artic Building Services approach to social value measurement and management.

The accompanying guidance is to set out how Artic Building Services will deliver maximum social, economic, and environmental value, not only through its commissioning, procurement, and contract management activities but also through enabling wider collaboration and resource sharing between people and organisations across the county.

### **POLICY BRIEF AND PURPOSE**

Artic Building Services social value policy outlines our commitment towards measuring and managing the social value our organisation is creating. We understand that this process is important for four reasons:

- i. To be accountable to our stakeholders and ensure that we are taking responsibility for the role we are playing in their lives.
- ii. To manage our activities to be able to maximise the social value we are creating.
- iii. To enable best practice as an organisation.
- iv. To reduce our assumptions about the way our activities create value through outcomes to stakeholders.

### **HOW WE WILL ACHIEVE THIS**

These Eight overarching commitments form the basis of our Social Value strategy.

#### **IDENTIFY AND INVOLVES STAKE HOLDERS**

Begin by creating a list of stakeholders through consultation with knowledgeable staff and, if possible, with other stakeholder groups, such as direct beneficiaries.

The list of stakeholders will extend beyond a minimum of those stakeholder groups that are traditionally taken account of, for example funders, board, staff, government and intended beneficiaries.

#### **START BY UNDERSTANDING WHAT IS MOST IMPORTANT TO COMMUNITIES IN DARTFORD**

We will work on an on-going basis with service teams, communities and partners to capture changing needs and desired outcomes and to review our Social Value Priority Areas.

## **BUILD IDENTIFIED PRIORITIES INTO THE DESIGN AND DELIVERY OF ALL OUR SERVICES**

When designing services, or consider any amount of funding, we plan right from the start how we might generate the greatest possible social, economic, and environmental impact.

## **INTERNAL ENGAGEMENT, COMMUNICATION AND MANAGEMENT OF SOCIAL VALUE**

We will aim to involve representatives from each of our stakeholder groups and sub-groups at least annually. If possible, this involvement will take place through focus groups, but we may also use other types of engagement methods appropriate and more specific to organisational resources and needs.

### **Representative**

The stakeholders we involve in defining the outcomes of our organisation will be representative of the group at large by accessing stakeholders on the grounds of a range of diversity criteria. This will include age, gender, socioeconomic background, extent of involvement in our organisation's activities and other demographic criteria more specific to our organisation's activities.

We will ensure the number of stakeholders we involve is appropriate for the level of decision, and that this sample is as representative of the wider stakeholder group as possible.

### **Open-ended and unbiased**

We will minimise bias in our questioning around potential outcomes but rather will ask stakeholders open-ended questions. This will enable them to define negative and unintended outcomes as well as the positive and intended outcomes they are experiencing.

## **IMPLEMENTATION APPROACH FOR EMBEDDING SOCIAL VALUE**

Where appropriate, we will seek a more formal assurance process.

This policy outlines Artic Building Services commitment to implementing policies that will improve the management and maximisation of our social impact.

We will review it annually and amend or change it as necessary.

## **WORKING IN PARTNERSHIP TO MAXIMISE IMPACT**

When our partners commit to delivering against shared priorities we work together, sharing our own resources, networks and expertise to help achieve the greatest impact.

## **LEAD BY EXAMPLE**

Delivering maximum impact means reviewing not only our service design and spending decisions as above, but also our operations, including for example our wellbeing policies, apprenticeship opportunities, use of our buildings, staff volunteering hours in the community, investment into renewable energy sources, and the way we travel to work.

## **RECORD, PROMOTE AND ENABLE RESOURCE-SHARING ACROSS THE COUNTY**

We will track all Social Value delivered through our activities, measuring and reporting on the impact achieved and publicising successes where possible.

This will help develop online and offline spaces to facilitate, encourage and enable collaboration and resource sharing between all people and organisations. This will be done through Planet Mark accreditation, CHAS accreditation and Social Value Portal.

## **Responsibilities**

It is the responsibility of Artic Building services and the Compliance Team, to play a part in identifying, monitoring, and measuring Social, Economic and Environmental impact. We also have a dedicated team of employees who deal directly with all things Environmental and Energy Management.

Management will put forward suggestions for individuals that show initiative and ability regarding Social Value.

Persons of responsibility are as follows:

- Colin Trowell (Managing Director)
- Paul Lucas (Managing Director)
- Lizzie Lowe (Compliance Manager)
- Kevin Turner (QHSE Supervisor appointed Social Value Co-ordinator)
- Leanne King (Tender and Marketing Manager appointed Social Value Champion)
- Kaitlyn Mannix (Marketing Administrator appointed Social Value Champion)
- Rachel Dabner (Projects Bid Administrator appointed Social Value Champion)
- Molly McGranaghan (HR Manager appointed Social Value Champion)
- Natalie Newman (Helpdesk Manager appointed Social Value Champion)
- Natalie Harris (Finance Supervisor appointed Social Value Champion)
- Megan Hollands (Fleet Manager appointed Social Value Champion)
- Andy Mayo (Senior Tender Manager)

## GUIDING PRINCIPLES

In delivering on this policy and the commitments above, our aim is for Social Value to be:

- **Easy to understand and Relevant and meaningful:** Social Value should clearly contribute to the current Social Value Priority Areas and will therefore be of direct benefit to Local residents. For suppliers this also means proportionate to the size and type of the contract, with the aim to achieve 10-20% returned in Social Value (Calculated using TOMS)
- **Measurable:** Positive changes in communities should always be measurable, in both quantitative and qualitative terms, and where relevant social value can also be presented in financial terms.
- **Flexible and collaborative:** We should demonstrate and promote a strength-based approach to community engagement and responsiveness to communities' changing priorities
- **Sustainable:** Social Value should be focused on long term outcomes and on building enduring, productive relationships

## OUR POLICY COMMITMENTS

In commissioning, procurement and contract management

- We will work to deliver Social Value not just through public services as legislated in the Social Value Act but through **all services, goods and works of any scale**.
- The Social Value Act requires us to consider Social Value in delivery of all services with a value above the OJEU threshold. We will go further by **considering Social Value in all spend** where appropriate.
- In line with government guidance and wherever appropriate, we will **reserve procurements below threshold for Local based organisations and/or for SMEs and VCSEs**.
- We will take an **integrated approach to procurement**, building Social Value into service design **from the very start** of any process.
- Social Value commitments will be clearly connected to the **outcomes** they aim to achieve, and to the current Social Value Priority Areas.
- In contract documents and performance management frameworks, **Social Value outcomes and key performance indicators will be incorporated as core contract outcomes**.
- In tender processes we will aspire to achieve a Social Value benefit equivalent to **at least 10% of the contract value**.
- Wherever appropriate, we will **prioritise qualitative evaluation over use of financial proxies**, especially pre-award of contract when evaluating quotes or scoring bids.
- Social Value **priority areas will be reviewed annually**, drawing on insight from a range of stakeholders including residents, partners and service teams.

## WHEN REPORTING ON SOCIAL VALUE

- Any activity that generates a **measurable social, economic or environmental impact** should be captured in Social Value reporting.
- We will prioritise quality over quantity, placing **greater emphasis on non-monetary measurement of value**, and when using monetary values, we will ensure **no double counting**
- We will **provide an annual report to the board and Planet Mark** detailing the Social Value delivered through our activities, both in qualitative and quantitative terms.

## HOW WE WILL MEASURE SUCCESS

For the outcomes that we have chosen to measure / report on, we will estimate and collect the following supporting information:

Quantity	How many in each stakeholder group are experiencing these outcomes?
Duration	How long are these outcomes lasting for, according to stakeholder experience?
Causality	How strong is the causal link between Artic Building Services activities and the outcome? i.e. what are the deadweight and attribution values?
Value	How important is the outcome?

## VERIFYING RESULTS FOR INTERNAL REPORTING PURPOSES

For analyses entirely intended for internal feedback and management use, useful verification will come in the form of requesting representatives from each stakeholder group to review the analysis, specifically the results and recommendations section, to ensure it is consistent with their experiences.

## VERIFYING RESULTS FOR EXTERNAL REPORTING PURPOSES

For analyses that will be circulated to external stakeholders, such as partner organisations and funders, all reports will be reviewed internally by at least two people, with at least one being a member of the senior management team, in addition to the representatives from each stakeholder group being shown the report.

Artic Building Services will also ask external 'critical friend' organisations to feedback on an informal basis before circulating more widely externally.

## WE WILL EVALUATE THE IMPACT OF SOCIAL VALUE DELIVERY THROUGH:

- Measuring **inputs and outputs**: This might be, for example, through number of volunteer hours invested, number of trees planted, or number of webinars delivered.
- Measuring progress against **outcomes**: We start by defining outcomes and then agree relevant performance indicators, for example, developing self-confidence in young adults with disabilities might be measured through perceived self-confidence rating moving from 3 out of 10 to 6 out of 10, or contribution to improvement in local air quality might be estimated through kg CO<sup>2</sup>e saved by electric vehicles in a school meal deliveries service.
- Attributing **financial values** to the above where relevant: This might be, for example, valuing pro bono consultancy for businesses or charities at £20 to £30 per hour.
- Capturing case studies and drawing on other **qualitative methods** to add depth and context to the social value created.
- Artic will endeavour to raise awareness and train all staff in line with requirements, and to ensure transparency within the business. Training and certification will be available for all employees and those responsible for Social Value.



Colin Trowell  
Managing Director



Paul Lucas  
Managing Director

Artic Building Services Limited

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