

Adra

Social Value

A Guide to Social Value when
bidding for work with Adra



Find out more

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adra.co.uk    [@adrataicyf](https://twitter.com/adrataicyf)



About Us

We are Adra. We provide affordable and reliable homes to meet the local housing need in north Wales. We work to support and safeguard our communities. We work with a commercial mind and a social heart. Our company looks after 6,300 homes and provides services to over 14,000 local customers.

We will always seek to manage our spending in an open and ethical way, balanced with quality and social purpose, thereby ensuring value for money.

What Social Value means to us:
‘Creating added value that will make a long-term difference to our tenants and communities by making the most of our spending and investment’

As a leading provider of quality homes and services, we want to make a positive difference to people and their communities. One of the ways we propose to do this is to bring tangible benefits and social value to our communities on the back of our investment. We have a strong history of delivering community benefits and wider social value within the local communities we

work in. We have worked in partnership with our suppliers to provide meaningful benefits to our communities as a result of our investment. This is a solid foundation that we are extremely proud of.

We understand the importance of linking economic and social development in our communities. We put people and communities at the heart of everything we do. We strive to make best use of our assets and facilities, while sustaining them for future generations. We are committed to supporting businesses to grow and to make sure that our communities’ benefit from that business growth. We are committed to maximising Social Value from our Procurement and wider business activities. This is why contract performance conditions will now relate directly to social, economic and environmental considerations. We ask that our contractors, suppliers, service providers and their supply chains, support us in achieving these important social value objectives.

We do not have a definitive list of social value which can be delivered through our contracts, but we have included some ideas in the following pages. We are interested to see what innovative ideas or support you can offer the local community. The social value will correlate to the size of the contract and should be relevant to its scope.

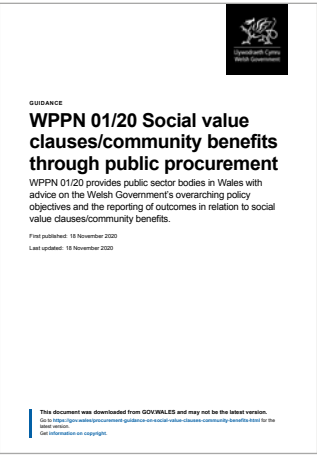
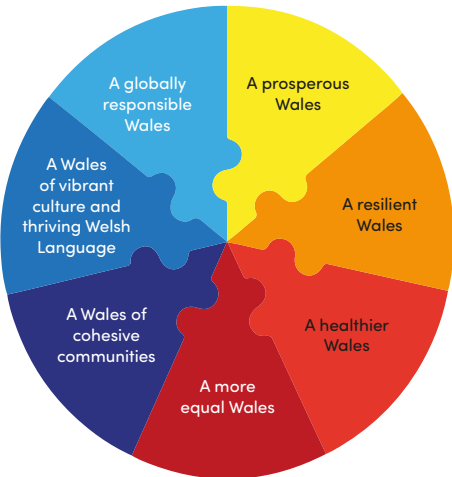
We know that you are already producing social value, this is about translating this into a meaningful response to ensure that you are successful with your bid. Producing social value

should not come at a great additional cost to your organisation, you will be doing so many great things already which you may be able to change/ adapt or extend to fit within the requirements of the contract. The social value activity, however small will be of high value to the receiving organisation or community.

We believe that our suppliers, service providers and contractors are a key part of our success in this area.



Welsh Government Policy



The Welsh Government has recently issued guidance that encourages us to look beyond Community Benefits which were typically focussed on providing training and employment opportunities and consider the wider social value we can bring to our communities. The social value outcomes, which will still include training and employment are linked to the seven Wellbeing of Future Generations Goals:

1. A prosperous Wales
2. A resilient Wales
3. A healthier Wales
4. A more equal Wales
5. A Wales of cohesive communities
6. A Wales of vibrant culture and thriving Welsh language
7. A globally responsible Wales

The Wellbeing of Future Generations Act requires public bodies in Wales to think about the long-term impact of their decisions, to work better with people, communities and each other, and to prevent persistent problems such as poverty, health inequalities and climate change.

Our tenders will now require bidders to think about how they will deliver social value that helps us meet these outcomes for the benefit of everybody in Wales.

Depending on the tender in question, your answers may be scored or not, however all tender bids must contain details of your social value commitments to be accepted as compliant by us. **Where social value is scored, this will be worth up to 10% of the evaluation criteria for the tender, so it is important to understand what is required of you as a bidder.**

You are not required to deliver against each outcome, you will be asked to either meet specific outcomes, or have the freedom to demonstrate where you can add most value. You will find that lots of the outcomes overlap, so do not under-estimate your ability to deliver a wide range of social value.

1.

A PROSPEROUS WALES

An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

THE WELLBEING OF FUTURE GENERATIONS GOAL AIMS TO ENSURE:

- 1: Fair and local procurement: using procurement to promote inclusive growth
- 2: Decent work: driving practices which allows people to take advantage of the wealth generated through securing decent work
- 3: Local economies: supporting inclusive local economies and the foundational economy
- 4: Community energy and a low carbon society: enabling organisations and communities to reduce emissions and use low carbon energy
- 5: Skills for the future: encouraging organisations to develop a skilled population, fit for future technological change.

Examples of social value initiatives that support this goal are noted in the table below, but you may have your own innovative ideas that you feel are more relevant for your business to deliver as part of the contract.

How your offering could support building local supply chains and promote economic resilience? i.e sourcing local sub-contractors and providing them with stable work
How your delivery of the contract could create local jobs where people already live? Are you creating jobs in communities with high levels of unemployment?
How you will integrate low-carbon techniques and reduce embedded carbon in materials used?
How will you minimise waste and its impact on the environment?
Will you deliver training as part of your project, if so how will this change people's labour market position so they are in a better position to secure permanent employment when the project ends?

2. A RESILIENT WALES

A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change.

THE WELLBEING OF FUTURE GENERATIONS GOAL AIMS TO ENSURE:

- 1: Biodiversity and Soil: Maintain and enhance the natural environment through managing land appropriately to create healthy functioning ecosystems
- 2: Natural Green Space: Support social resilience and community well-being
- 3: Knowledge of Nature: Increase awareness of the importance of a biodiverse natural environment with healthy functioning ecosystems
- 4: Water and Air Quality: Support ecological resilience, making the environment healthier for wildlife and people
- 5: Using Natural Resources: Be adaptive to a changing environment where there is a need to use resources efficiently.

Examples of social value initiatives that support this goal are noted in the table below, but you may have your own innovative ideas that you feel are more relevant for your business to deliver as part of the contract.

Will your project create opportunities for employment in wildlife and conservation?
How will you improve the lives of local communities in rural locations- i.e. regulated drainage, quality of beaches, soil or agricultural resources?
How will your project help Wales adapt to the challenge of climate change?
How will your project enhance biodiversity?

3. A MORE EQUAL WALES

A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic circumstances).

THE WELLBEING OF FUTURE GENERATIONS GOAL AIMS TO ENSURE:

- 1: Fair work: Ensuring equal access to decent jobs, recognising everyone's value
- 2: Educational opportunities: Enabling people to develop the skills and knowledge to be fulfilled
- 3: Participation: Giving people equal opportunities to participate in decision making, to enable equal outcomes
- 4: Equality of health outcomes: Understanding the causes and symptoms of health inequalities, including Adverse Childhood Experiences and Violence against Women Domestic Abuse and Sexual Violence.

Examples of social value initiatives that support this goal are noted in the table below, but you may have your own innovative ideas that you feel are more relevant for your business to deliver as part of the contract.

Is your project based in an area which needs priority investment? How will you add additional resources into an area with high levels of deprivation, such as the provision of employment, public facilities, infrastructure?
How will this project affect marginalised groups or those with protected characteristics?
Will this project negatively impact any particular group? If so, can you show how this could be avoided in so far as possible?



4. A HEALTHIER WALES

A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.

THE WELLBEING OF FUTURE GENERATIONS GOAL AIMS TO ENSURE:

- 1: A compassionate nation: Support people to act with compassion, to facilitate understanding of mental wellbeing
- 2: An active nation: Increase the benefits of physical activity for everyone
- 3: Place-making and designing-in community health and well-being: Enable places to support the health and wellbeing of people and communities
- 4: Seamless, preventative organisations and services: Ensure services support people to understand behaviours and choices that benefit future health

Examples of social value initiatives that support this goal are noted in the table below, but you may have your own innovative ideas that you feel are more relevant for your business to deliver as part of the contract.

How will your project create opportunities for active living, exercise and travel? What is the impact of this?

How will the project impact air quality? How can you contribute to reducing health inequalities?

How will the project affect mental health in the local area, during construction and afterwards? How will it contribute to reducing levels of stress and anxiety amongst local residents? How will it contribute to improving peoples mental and physical wellbeing?



5. A WALES OF COHESIVE COMMUNITIES

Attractive, safe, viable and well-connected.

THE WELLBEING OF FUTURE GENERATIONS GOAL AIMS TO ENSURE:

- 1: People active in their communities: Creating the conditions where people and communities can do the things that matter to them
- 2: Connected communities: Supporting communities to be well connected and safe
- 3: Access to key well-being services: Supporting vibrant foundational economies
- 4: Community anchor organisations: Valuing the role and potential that community anchor organisations can play in building cohesive communities.

Examples of social value initiatives that support this goal are noted in the table below, but you may have your own innovative ideas that you feel are more relevant for your business to deliver as part of the contract.

How will this project provide long-term sustainable jobs to local people?

How will this project make public space feel safer and more welcoming? Particularly to vulnerable groups?

How will this project create neighbourhoods that are pleasant to both live and work in?

How will local people be involved in designing any new services or buildings? How well do they meet their needs? How will local people be involved in the ongoing management?



6. A WALES OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE

A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.

THE WELLBEING OF FUTURE GENERATIONS GOAL AIMS TO ENSURE:

- 1: Developing skills, increasing opportunities and respecting our status as a bilingual nation.
- 2: Supporting people to engage with culture in their daily working and recreational lives and bringing out the best in our cultural professionals.
- 3: Using cultural and linguistic interventions to address wider societal issues.
- 4: Using culture and the Welsh language as a driver for economic and environmental change.
- 5: Enabling our citizens to access and engage with their own and other cultures.

Examples of social value initiatives that support this goal are noted in the table below, but you may have your own innovative ideas that you feel are more relevant for your business to deliver as part of the contract.

How will the project retain and enhance local cultural and language opportunities, protect and maintain established ones?
How will the project promote initiatives that retain, protect and enhance the Welsh language heritage and culture?
How will the project increase local access for all to arts, sports and recreational activities?

7. A GLOBALLY RESPONSIBLE WALES

A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

THE WELLBEING OF FUTURE GENERATIONS GOAL AIMS TO ENSURE:

- 1: Ensuring that our supply chains are fair, ethical and sustainable
- 2: Supporting sustainable behaviour and making the connections
- 3: Playing our part to ensure that Wales is welcoming, safe and fair to all
- 4: Ensuring that we understand the importance of using the earth's resources efficiently and contribute to global well-being
- 5: Making the right financial decisions now, to enable future generations to thrive.

Examples of social value initiatives that support this goal are noted in the table below, but you may have your own innovative ideas that you feel are more relevant for your business to deliver as part of the contract.

How can you demonstrate global responsibility in terms of reducing the amount of products brought in from the rest of the world?
How can you demonstrate responsible purchasing in terms of sustainable and ethical global supply chains?
How can you demonstrate that you are developing or using sustainable, low-carbon technologies, setting an example of how infrastructure projects can promote wider well-being?
How can you demonstrate your awareness of the impact of your project? How much do you know about its ecological footprint, the reduction of greenhouse gasses?



ADDITIONAL GUIDANCE

To determine whether an activity is really contributing to social value, as opposed to a routine service or marketing initiative, please ask yourself the following questions;

- Does the activity address an identified community need?
- Does the activity contribute towards the wellbeing of Future Generations, if so, which goal(s) specifically?
- Does the activity support Adra's vision and values?
- Does the activity have the potential to produce long-term measurable social value?
- Is it additional activity over and above just good business practice or existing corporate programmes?
- Is it in addition to the service/product or works contracted to be supplied supply as part of this contract?

Where social value is scored as part of the tender, remember to look at the specific evaluation criteria included as part of the tender.

Support and Advice:

We are committed to supporting small / medium enterprises and third sector organisations who want to bid for contracts. We believe that demonstrating social value as part of your bid will help you to give back to our communities and help with your future business growth and the ability to secure further opportunities.

Remember that some of the Wellbeing goals ask you to focus on the retention and training of your existing workforce, therefore you are able to add value in this way too, whilst also strengthening your own organisation from within.

Existing support available:

Business Wales

Independent one to one support and specific workshops on how to be successful in the tendering process

- Guidance on how to complete a tender
- General support on how to run a business

Contact details:

Phone – 01745 585 025

businesswales.gov.wales/

Monitoring the promises

You will be asked to outline your social value commitments as part of the tender process. These commitments will then form part of the contract with the successful bidder and we will work with you to ensure that the commitments are delivered.

We will use the latest methodology to measure the financial impact of the social value generated as part of our procurement activity.

Sharing your successes...

As you will be delivering additional social value to our tenants and communities, we are keen to work with you to publicise this good work.

We will look to publishing annual reports on our social value impact and we will share case studies highlighting how our supply chain has assisted us with this important work.



Please email caffael@adra.co.uk with any queries you may have, and we would be happy to assist.