

Social Value

Flintshire County Council defines social value as:

“A way of thinking about how scarce resources are allocated and used. It involves looking beyond the price of each individual contract when procuring and looking at what the collective benefit to community is when a public body chooses to award a contract. Every time we spend £1 on the delivery of services we will consider whether we can achieve additional collective well-being benefits from that £1 to the wider community.”

Key performance indicators: January - September 2021



90% of procurement activity supported to include social value.



In excess of 190 apprenticeship training weeks delivered.



Over £2.7m in committed contracted social value and £2.2m recorded in actual social value delivery.



37 employment opportunities for local residents.



Over 226 volunteering hours invested to support local community initiatives.



Over £1.6m spend in local supply chain supporting economic growth.

Recognition at UK and Welsh Government level and from the Future Generations Commissioners Office

Called upon for National and Regional conferences and for sharing good practice with other local authorities

Case study



Solar Farms on the Crumps Yard

The solar farms on the Crumps Yard and Flint Landfill sites in Flintshire was completed in February 2021 and will generate in excess of 3487MWh's of electricity each year, as well as saving more than 800 tonnes of CO2 each year.

Social value was included as a weighted element of the procurement and where the supplier to date has unlocked over £62k of social value.

This was achieved through some of the following initiatives;

- One local persons employed full time on the contract
- Over £45k spent in the local supply chain
- 224 hours of staff volunteering hours donated to support local community initiatives
- Over £4k invested to support local community projects
- One weeks work placement for a local persons Not in Education, Employment or Training (NEET)

Case study



Proposed Driveways, Holywell

The contract provided off road car parking facilities to Council owned properties in the upper end of Nant Y Coed, and Abbott's Walk in Holywell.

Social value was included as part of the procurement at a weighting of 10% and where the supplier to date has has created over £74k of social value.

For every £1 invested there is £1.55 social return on investment.

This value was achieved through some of the following initiatives:

- One local resident employed full time on the contract who was previously Not in Education, Employed or Training (NEET):
- £3,500 invested through staff volunteering time and in-kind donation of materials to improve access to a bus stop in Brynford to make it more accessible for local residents:
- Over £27k spent in the local supply chain
- 10 tonnes of road plainings valued at £1,800 donated for resurfacing and improvement of local roads
- 4 cubic metres of water saved, through rain water harvesting for use on the project
- £500 of trees and wildflowers donated to local communities

Case study



Marleyfield Care Home Extension

The contract to complete a major expansion to the Marleyfield House care home in Buckley, has unlocked over £1.3m of social value through some of the following initiatives;

- 142 weeks of trade apprentices
- 13 weeks of traineeships delivered
- Four full time employment opportunities created for local residents who were previously Not in Employment, Education or Training (NEET)
- Over £2m spend in local supply chain
- Over £10 donated and 264 hours of staff volunteering time was delivered to support local community projects
- 60 hours supporting local people into work through employability initiatives (over 24 years old.)
- 97% of waste diverted from landfill, and other water and carbon reduction savings achieved

Key challenges

Performance Reporting

- Valuable insight into our public expenditure and procurement behaviours but requires significant officer time to produce.

Resource, Capacity and Demand

- Lack of resilience
- Overachievement in contracts supported to include social value in 2021/22 is unsustainable in future years without further resource.
- A number of opportunities to enhance the programme of work, subject to releasing or creating additional capacity.

Overcoming challenges: Proposals for an achievable work programme for 2022/23

Performance Reporting

- It is proposed to only report on social value as required by Welsh Government and the Council Plan in 2022/23.

Resource, Capacity and Demand

- Recommended target number of contracts supported to include social value is 60 contracts for 2022/23.
- Implementation of notice period for procurement activity is recommended.

Recommendations for Overview and Scrutiny Committee

1. Overview and Scrutiny Committee note the performance of the social value programme to date.
2. Overview and Scrutiny Committee consider the proposal around performance reporting and to secure an achievable social value work programme for 2022/23, given available resource.