

Trafford Social Value Charter

Social Value is Everyone's Business. This charter sets out Trafford Partnership's commitment to delivering a Social Value vision where a range of partners including Trafford Borough Council, Trafford College, businesses and Voluntary, Community, Faith and Social Enterprise (VCFSE) partners work together for the benefit of the citizens and communities of Trafford.

We are committed to developing an ethical and sustainable future for our borough, a borough where people are proud to live and work.

The Social Value Charter will assist to help meet the Vision:-

Trafford - where all our residents, communities & businesses prosper

Trafford's Social Value Charter is seen as a key way in which we will meet a range of partners' priorities and also help meet Trafford Borough Council's three Corporate Priorities:

1. Reducing health inequalities
2. Supporting people out of poverty
3. Addressing our climate crisis

The Social Value Charter will be a key tool in ensuring our priorities remain focussed and the following key outcomes are met:

- All our residents will have access to quality learning, training and jobs
- All our communities will be happy, healthy and safe
- All our businesses both large and small and town centres will be supported to recover and flourish for the benefit of everyone

Why do we have a Social Value Charter?

The Social Value Charter has been developed to set out a range of partners' ambitions to support the principles of Social Value through the activities we all undertake throughout the borough on behalf of and in partnership with a range of stakeholders.

The Charter will serve as an expression of a common commitment to our ambitions. It will provide a baseline for good practice that can be built upon over the coming years and provide both strategic and operational encouragement to take the actions necessary to deliver the Trafford that we all want.

Our Promise

To achieve this we will:

- Ensure Social Value is embedded within our organisations and throughout our supply chain.
- Ensure staff are well trained, motivated, supported and understand Social Value principles and relevance.
- Engage with our local communities and service users to consult with them to get their voices heard and have a say in what they want ensuring citizen empowerment;
- Work to support sustainable development through policies and strategies approved by our organisations' governance arrangements
- Work towards being real living wage employers and encourage our providers who work with us to do the same to improve living standards and opportunities for employees and their families

To ensure Social Value is embedded we have an established Social Value Steering Group which consists of representatives from a range of organisations within Trafford. The group is responsible for embedding Social Value throughout the organisations and supply chains to benefit the whole community.

Wider Social Value Activity

Within Trafford Borough Council, the Trafford Pledge encourages businesses to sign up commit to supporting the residents of Trafford into employment by offering a job, recruiting an apprentice, offering work experience or mentoring a young person with particular regard to priority groups. As part of the Social Value Steering Group we will develop an approach that seeks to match Social Value offers of help and support with the communities that highlight where that help and support is needed most.

Thrive Trafford, delivered by Pulse Regeneration; provides support to VCFSE Sector organisations and communities in Trafford. Thrive Trafford are developing a sustainable Strategy supporting the VCSE Sector and promoting volunteering.

Thrive Trafford provides a unique opportunity to work with all partners in Trafford and beyond, including statutory, private sector, and third sector organisations, to help make a step change and create long lasting impact with Social Value a cornerstone of this approach.

Social Value through Procurement

Trafford Council spend approximately £130m per annum with businesses and organisations that provide works, supplies, and services. We want them to play an active part in their communities to build ambition, resilience, skills and prosperity so that they flourish. We also want the opportunities of contracts to be accessible to smaller, Trafford based businesses wherever possible.

The Council's procurement team, STAR Procurement are Chartered Institute of Purchase and Supply Corporate (CIPS) Ethics Certified and we will ensure and maximise the community benefit by:

- Including Social Value in every procurement opportunity where relevant and proportionate and attribute a minimum weighting of 15% with an overall target of 20%, in all competitive procurement activity with a total agreement value in excess of £25k where applicable & appropriate
- Ensuring all providers and suppliers adhere to our ethical standards and eradication of modern slavery
- Using the Social Value Portal to record and monitor suppliers' Social Value commitments for all competitive procurement activity with a total agreement value in excess of £50k

Social Value Journey

Embedding of Social Value is considered as a journey for the wider Trafford area and as such, over time it is considered that the Social Value Charter will develop and respond to best practice in this area to ensure the needs of residents and businesses throughout Trafford are met and exceeded.

The Social Value Charter is supported by the Social Value Action Plan which ensures the ambitions of the Charter are delivered on the ground.

Part of the role of the Charter is to help improve the knowledge of the opportunities in how those involved in Social Value activity within the borough can promote and enact the principles of Social Value. Suggestions for potential partners have been included within this Charter set out within Annex A and can be used to promote and raise awareness with partners that there are a wide range of opportunities for them to deliver and benefit local communities with their Social Value commitments.

Annexe A – Social Value Potential Activities

Set out below in themes, are a number of activities and initiatives that local organisations can support Social Value in Trafford. The outline Social Value Action Plan which supports the Charter will attempt to address a number of the opportunities below and also promote the opportunities to organisations within Trafford.

Create employment and training opportunities for people in Trafford and be a good employer

- Maximising employment and training opportunities locally
- Encourage the creation of local employment opportunities, training opportunities and apprenticeships as part of procurement and sub-contracting arrangements
- Establish an employee volunteering scheme that develops competence in your workforce and provides labour and skills in communities
- Create employment and training opportunities, including recruiting people who might often be excluded, including supporting people into work through targeted training and placement opportunities
- Work with schools to ensure that the young people of Trafford develop the skills to succeed in the labour market
- Develop a motivated and capable work force by supporting staff development and welfare and rewarding workers fairly
- Pay employees fairly, aim for the Real Living Wage; use fair contracts

Grow and strengthen the local economy by investing the Trafford pound in Trafford

- Grow and strengthen the local economy through a focus on local suppliers and the growth of the local infrastructure
- Support the local economy by choosing suppliers close to the point of service delivery where possible
- Encourage out of town suppliers to invest in the local economy through their supply chain
- Encourage your suppliers to endorse the principle of local investment throughout their supply chains.
- Create a culture where Trafford businesses look to other Trafford businesses to meet their needs

Be sustainable, fair and ethical

- Recognise the environment as an important asset
- Seeing the place you do business and operate in as an asset that needs to be valued now and for the future
- Minimise waste and energy use by adopting the 'reduce, reuse, recycle' approach

- Pay suppliers on time; pay a fair share of taxes; be open transparent and fair in working relationships Being a good neighbour, minimise negative local impacts, like noise and poor air quality, think about the impact on local people
- Maintain and improve the local environment, like green spaces
- Minimising the negative impact of transport wherever possible
- Minimise miles –develop efficient route plans or support another organisation to do this such as local cargo zero emissions schemes
- Minimise emissions by changing fuel type or engines
- Share vehicles with other organisations or allow vehicles to be used for other purposes during down-time Implementing sustainable travel to work policies
- Support green travel to work initiatives, like encourage cycling to work, car sharing or the use of initiatives

Recognise the added value that community led activity and organisations bring to Trafford

- Create a culture where working in partnership with communities and the third sector is the norm
- See citizens, other businesses and community organisations as valued partners, use an asset based approach supporting community organisations with sponsorship, resources, expertise
- Invest in the development and maintenance of a sustainable and effective VCFSE Sector
- Consider sponsorship or partnership with a local school or community organisations: ask what one-off or on-going contribution you could make. It could be low cost, low input or something more major e.g. a small amount of money could ensure that the local school can provide termly prizes for attendance or achievement; a staff team might commit a day to stewarding the parking at a local fun day or fete; or a member of staff or team may wish to use their work skills to support a small third sector organisations need in that area; a business may want to sponsor a local sports team by buying the kit or covering the cost of transport to away matches, a community organisation can provide an opportunity for an employee to develop skills.
- Promoting volunteering by individuals and by employees
- Work with the Council or the volunteer centres to promote volunteering to your staff, via notice boards, meetings

Further Opportunities

- Look to share buildings
- Offer your meeting room or conference room space to a local community group or charity for a regular meeting, one off event or offer hot desk office space

- Offer your transport yard as a safe parking space for a minibus or van belonging to a local charity/voluntary group/school office services
- Offer to do photocopying for a local charity or community group, or offer to format and publish a charity / voluntary organisations annual report or publicity materials, or to design and print the flyers for a local event

IT Support

- Could your IT specialists staff provide help to a local community group or charity or local start up SME Pass on your old equipment, furniture, IT equipment and other materials
- If you are refurbishing your offices or hotel, or updating your IT system - you could donate your old desks, chairs, IT kit and other items to a local re-use charity for refurbishment and circulation

Sharing Specialist Skills and Knowledge

- If you have specialist skills in your staff team or organisations can you share them with a voluntary organisation e.g. business planning; buildings project management Support around Transport
- If you run in-house training for public service/drivers - offer a free place to a voluntary organisation
- If you have in-house mechanics to maintain your vehicles – offer free servicing for a local groups minibus or van
- If you provide coach and mini bus transport - offer the use of a bus to a local school for a one –off trip that they couldn't otherwise afford