

## Social Value Toolkit

### Outcomes & Measures

Bristol City Council's Corporate Strategy 2017 – 2022 sets out the Council's priorities for the next five years. The annual business plan states the outcomes to be achieved together with a number of high level performance measures that are intended to demonstrate the successful delivery of these strategic outcomes.

In addition to these strategic outcomes the Mayor of Bristol has also highlighted six key ambitions which set out aspirations for Bristol be a city:

- .. where people have access to decent jobs and affordable homes
- .. in which services and opportunities are accessible
- .. where life chances and health are not determined by age, wealth and background
- .. that leads on tackling climate change and the damaging impact of air pollution
- .. which is easier to get around and has improved public transport
- .. where council employees are motivated and focused on the delivery of outcomes that improve citizens' experience

Some examples of Social Value Outcomes and Measures that may be incorporated into a tender are set out below. Where these become performance indicators of a service, they become a requirement of a contract. They will be monitored in line with agreed performance monitoring arrangements.

Our future – Education & Skills		
<p><b>The Mayoral Commitments:</b></p> <ul style="list-style-type: none"> <li>• We will deliver work experience and apprenticeships for every young person</li> <li>• We will increase the number of school places and introduce a fairer admissions process</li> </ul> <p><b>What we want for Bristol</b></p> <p><b>We have an ambitious vision for Bristol as a Learning City where:</b></p> <ul style="list-style-type: none"> <li>●●All individuals and communities are proud to learn throughout their lives</li> <li>●●Every organisation has a committed, skilled and diverse workforce</li> <li>●●The city's success is shared by all.</li> </ul>		
BCC Corporate Strategy Outcome	Potential Social Value Outcomes & Measures	Measures in the Strategic Plan
<p><i>Bristol will be a Learning City where every citizen has access to good education and is able to acquire the skills they need to join Bristol's world-class workforce</i></p> <p>Commissioning Plans and Specifications should state:</p> <ol style="list-style-type: none"> <li>1. The Provider will not operate zero hour contracts.</li> <li>2. The Provider will develop approaches to ensure that staff</li> </ol>	<ul style="list-style-type: none"> <li>• % of local people employed on contract (i.e. in Local Authority area - FTE)</li> <li>• No. of employees (FTE) taken on who are long term</li> </ul>	<p><b>Strategic Plan measures:</b></p> <p>009 Good level of development at Early Years foundation stage</p> <p>031a Key Stage 4: Average Attainment 8 score per pupil</p> <p>032a % of pupils achieving the national standard in reading, writing and maths at KS2</p> <p>033a Percentage of young people of academic age 16 to 17 years who are NEET &amp; destination unknown</p> <p>034 Employment of working age population</p> <p>035 % of adults with no formal qualifications (Quality of Life</p>

<p>terms and conditions are sustainable and financially viable for staff in the current economic climate.</p> <ul style="list-style-type: none"> <li>○ Development of skills, adult learning and employment</li> <li>○ Increase the number of volunteers</li> <li>○ Increase the impact of volunteering on the volunteer</li> <li>○ Increase the impact of volunteers on the community</li> </ul>	<p>unemployed (unemployed for a year or longer) [this could also include people with disabilities, rehabilitating offenders]</p> <ul style="list-style-type: none"> <li>• No. of hours dedicated to supporting unemployed people into work by providing career mentoring, including mock interviews, CV advice, and careers guidance</li> <li>• Number of voluntary hours donated to support VCSEs</li> </ul>	<p>- QoL survey)  036a Percentage of 17 to 21 year old care leavers in EET (statutory return - recorded around birthday)*  036b. Percentage of 17 to 21 year old care leavers in EET (open referrals)  037 Worklessness gap between the worst performing neighbourhoods of Bristol and the Bristol average</p>
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**Our Health & Wellbeing**

**The Mayoral Commitments:**

- We will put Bristol on course to be run entirely on clean energy and introduce a safe, clean streets campaign
- We will be a leading cultural city, making culture and sport accessible to all

**What we want for Bristol**

**We will work with the Health and Wellbeing Board to make it a leader of population health to ensure that:**

- Bristol is a city where health and wellbeing are improving and health inequalities are reducing, through focussing on prevention and early intervention and the causes of ill health.
- Good health and wellbeing shape all aspects of life in the city, and that it is as important to look after mental health as it is to ensure physical wellbeing.
- Bristol is a caring city where getting older is a positive prospect and where barriers to a healthy and satisfying life are broken down.

BCC Corporate Strategy Outcome	Potential Social Value Outcomes & Measures	Measures in the Strategic Plan
<p><b>Healthy &amp; Caring Bristol</b>  <i>Bristol will be a place where the cared for and the caring, young and old, are respected and valued members of our society; and where healthy, happy and safe lives and homes are shared aspirations for every citizen</i></p> <ul style="list-style-type: none"> <li>○ Community resilience increases</li> <li>○ Demand for public services reduces</li> </ul>	<ul style="list-style-type: none"> <li>▪ Services Users are achieving outcomes on specific contracts</li> <li>▪ Increase in numbers of people in receipt of a direct payment or personal budget</li> <li>▪ Number of people supported to live independently</li> <li>▪ Reduction in permanent admissions to residential or nursing care (DPE076a)</li> <li>▪ Reduction in avoidable hospital admissions of people engaged with the service(s)</li> <li>▪ NEW Improved health to x no. people through reduced fuel poverty</li> </ul>	<p><b>Strategic Plan measures:</b>  001 Alcohol attributed hospital admissions  002 Yr 6 pupils recorded as obese  004a&amp;b Life expectancy gap between wealthy &amp; deprived areas a) men b) women</p>

## Homes

### The Mayoral Commitment:

We will build 2,000 new homes – 800 affordable – a year by 2020

### What we want for Bristol

We believe that decent affordable homes are the foundation of a successful city. To do this:

- People must be able to afford to live here and live well.
- Housing should provide a springboard to achieving a high quality of life.
- We create the opportunity for all to thrive in mixed communities of their choice.

BCC Corporate Strategy Outcome	Potential Social Value Outcomes & Measures	Measures in the Strategic Plan
<ul style="list-style-type: none"> <li>○ Make the Best Use of Stock and Improve Standards</li> <li>○ Early Intervention and Prevent Homelessness</li> </ul>	<ul style="list-style-type: none"> <li>● Local residents supported to be self-sufficient in basic home improvement/repairs(hrs)</li> </ul>	<b>Strategic Plan measures:</b> 008 Number of families in B&B for longer than 6 weeks 010 Private dwellings returned to occupation 091 Net additional homes 092 Affordable homes provided

## Our Transport

### The Mayoral Commitments:

We will not impose future Residents' Parking Schemes and will review existing schemes

We will put Bristol on course to be run entirely on clean energy by 2050 and introduce a safe, clean streets campaign

### What we want for Bristol:

Delivering an integrated, accessible and sustainable public transport system is essential to our city's future. We will address the importance of getting Bristol moving, from protecting pedestrians to planning integrated travel to join up our city. We want an affordable, low carbon, accessible, clean, efficient and reliable transport network to achieve a more competitive economy and better connected, more active and healthy communities.

BCC Corporate Strategy Outcome	Potential Social Value Outcomes & Measures	Measures in the Strategic Plan
Bristol will be a city where public transport provides an affordable quality alternative to the car, where streets are no longer clogged with traffic, our air is cleaner, and it is increasingly attractive to walk and cycle.	<ul style="list-style-type: none"> <li>● Initiatives to be taken to reduce staff travel related to the contract</li> <li>● Number of low or no emission works vehicles included on project.</li> </ul> <p>Note: likely that most measures in this theme will be directly linked to contract requirements.</p>	<b>Strategic Plan measures:</b> 061 Increase cycling 062 Improve air quality 064 Bus passenger numbers

## Neighbourhoods

### The Mayoral Commitment:

- We will not impose future Residents' Parking Schemes and will review existing schemes

### What we want for Bristol

Our neighbourhoods will be great places for people of all ages to live, work, learn and play. We will work with Bristol citizens and city partners to create connected neighbourhoods that are clean, green, healthy, safe and inclusive. Places where citizens are active and engaged in any decisions made about their communities.

BCC Corporate Strategy Outcome	Potential Social Value Outcomes & Measures	Measures in the Strategic Plan
<ul style="list-style-type: none"> <li>○ Make sure Bristol is cleaner, greener and tidier</li> <li>○ Create a safer city</li> <li>○ Communities to do things for themselves and to have more influence in local decision making</li> <li>○ new model for the delivery of neighbourhood based services and assets:</li> </ul>	<ul style="list-style-type: none"> <li>• Number of voluntary hours donated to support local third sector organisations</li> <li>• No. initiatives taken to support 'good neighbours' and reduce negative impacts on local area</li> <li>• Initiatives to be taken to support older, disabled and vulnerable people to build stronger community network</li> </ul> <p>Note: likely that most measures in this theme will be directly linked to contract requirements.</p>	007 Disabled living independently 011 Recorded crime per 1,000 population 012 Participation in volunteering 013 No of Anti-Social Behaviour incidents 093 Satisfaction as a place to live (from QoL) 123 % of household waste to recycle

## People

### The Mayoral Commitment:

- We will protect children's centre services

### What we want for Bristol

Together we will work across the life course with the citizens of Bristol and our partners to make the best use of resources to deliver the greatest impact by:

- Getting involved early to reduce risks later – early intervention reduces the impact of problems later on.
- Promoting independence – supporting people to live as independently as possible in their community.
- Safeguarding the most vulnerable – fulfilling the statutory responsibility of the city to protect vulnerable children and safeguard adults.
- Leading and championing learning and skills – keeping Bristol working and learning.

BCC Corporate Strategy Outcome	Potential Social Value Outcomes & Measures	Measures in the Strategic Plan
<ul style="list-style-type: none"> <li>○ Early intervention</li> <li>○ Promoting independence</li> <li>○ Safeguarding the most vulnerable</li> <li>○ make the best use of resources</li> </ul>	<ul style="list-style-type: none"> <li>• Support or interventions to be provided for young people to help tackle youth crime</li> <li>• Residents supported to live independently (elderly people)</li> <li>• Early intervention support to be provided for parents and families to build stronger community networks</li> </ul>	005a Direct payments to adults 006 Adults with Learning Disabilities in employment

## Place

### The Mayoral Commitments:

- We will put Bristol on course to be run entirely on clean energy and introduce a safe, clean streets campaign
- We will be a leading cultural city, making culture and sport accessible to all

### What we want for Bristol

Bristol needs to maintain and grow its strong economy but it has to be the right kind of economy where everyone benefits from its success.

BCC Corporate Strategy Outcome	Potential Social Value Outcomes & Measures	Measures in the Strategic Plan
<p><b>Global Green City</b> Bristol will harness the energy of everyone in the city to maximise the opportunity of our Green Capital year of 2015 as a platform for promoting the city on the world stage, to attract investment and jobs.</p>	<ul style="list-style-type: none"> <li>▪ Deliver the service on a localised basis so that the average distance to travel to access the service is reduced by x miles</li> <li>▪ Number of low or no emission staff vehicles included on project (miles driven)</li> </ul>	<p><b>Strategic Plan measures:</b> 121 GVA 122 Business registrations per 1,000 working age population 123 % of household waste to recycle 124 CO2emissions 062 Improve air quality 119 Energy from home insulation 120 Energy from Energy Service initiatives</p>
<p><b>Building Successful places</b> Bristol will be a city of well-connected neighbourhoods with a strong sense of identity and belonging, where a diverse mix of housing types and tenures ensures that homes are increasingly affordable to all that need them including the most vulnerable.</p>	<ul style="list-style-type: none"> <li>• Contribute to maintaining and improving our public spaces</li> </ul>	<p><b>Strategic Plan measures:</b> 091 Net additional homes 092 Affordable homes provided 119 Energy from home insulation 120 Energy from Energy Service initiatives 093 Satisfaction as a place to live (from QoL)</p>
<p><b>Vibrant Bristol</b> Bristol will be a place where the streets are alive with activity, and where every citizen and community participates in the cultural life of our city.</p>	<ul style="list-style-type: none"> <li>▪ Secure positive profile for Council through x number of positive stories in the national media</li> <li>▪ Service users feel more confident to participate in cultural events</li> <li>▪ Service users taking part in events</li> </ul>	<p><b>Strategic Plan measures:</b> 151 Number of tourists 152 Visits to Bristol Museums, Galleries and Archives</p>

**Governance**

**What we want for Bristol**

Bristol needs a well-run council which:

- Is transparent and approachable
- Has a firm handle on its finances
- Has efficient and well-run ICT to support our services
- Has people policies that are both fair and affordable
- Performs well, knows where the gaps are and makes sound and lawful decisions.

BCC Corporate Strategy Outcome	Potential Social Value Outcomes & Measures	Measures in the Strategic Plan
<p><b>Empowered City</b>                      Bristol will be a city more in control of its own future and where its governance is modernised to fit the mayoral model as part of the movement to free our great English cities from stifling central control.</p>	<ul style="list-style-type: none"> <li>▪ Improve market diversity by supporting x number of new business start-ups by running practical workshops with enterprise clubs</li> <li>▪ Attract £x worth of inward investment into the local area</li> </ul>	
<p><b>Addressing inequalities</b>  <i>We will work to address inequalities of health, wealth and opportunity in the City, by providing the right kind of help and support at the right time</i></p> <ul style="list-style-type: none"> <li>○ Community resilience increases</li> </ul>	<ul style="list-style-type: none"> <li>▪ Reduction in social isolation and specific increase in confidence of individuals engaged with the service(s)</li> <li>▪ Number of residents at skills levels 2,3,4 and with a formal qualification</li> <li>▪ Median weekly income of residents/payment of the living wage</li> <li>▪ Reductions in fuel poverty by investment in energy efficiency</li> <li>▪ <b>NEW</b> Support staff, service users and residents to fund raise £x for local charity initiatives</li> </ul>	004a&b Life expectancy gap between wealthy & deprived areas a) men b) women
<p><i>Bristol will be a place where we celebrate and champion the diversity of our population and every individual, organisation, business and community is encouraged to play an active role in the life of the City</i></p> <ul style="list-style-type: none"> <li>○ Community resilience increases</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of services / assets that communities take lead responsibility for</li> <li>▪ Reduction in household waste and waste to landfill</li> <li>▪ Increase in recycling rates for household waste</li> <li>▪ Service users and customers support the design and delivery of services</li> <li>▪ Number of people with improved sense of financial security though reduced utility bills</li> <li>▪ Number of people with improved sense of financial security though reduced utility bills</li> <li>▪ Improved sense of security for x no. of people though community cohesion and reduced loneliness</li> </ul>	

<p>Small and Medium Sized (including Voluntary Community Sector Groups) Enterprises operating in the community</p> <ul style="list-style-type: none"> <li>○ Increase the number of SME's operating in the community</li> <li>○ Increased investment in communities</li> <li>○ Increase the impact of SME's operating in the community</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of newly established SME's in the community</li> <li>▪ Number of SME's in the community with a social purpose linked directly to geographical communities or recognised targeted or hard to reach groups</li> <li>▪ Percentage of public sector spend with SME's increases</li> <li>▪ Number of SME's included in supply chains</li> <li>▪ Create supply chain opportunities for local SMEs and Social Enterprises</li> </ul>	
<p><b>Flexible and Enabling</b></p>		<p><b>Strategic Plan measures:</b> 183 Overall satisfaction with council services (QoL)</p>