

Introduction

This statement sets out the East Midlands Councils (EMC's) approach to seeing the East Midlands franchise process consider and have regard to the Public Services (Social Value) Act 2012. It recognises the potential that social value has in supporting the regions overall aims, priorities and legislative requirements.

The Public Services (Social Value) Act 2012 came into force on 31 January 2013. The Act places a requirement on commissioners of public services to consider the economic, environmental and social benefits of their approaches to the procurement of public services to secure extra benefits for their area when they are buying services.

Across the East Midlands each area has their own or shared Social Values which they are seeking to secure locally, the following text summarises the common themes and sets out what EMC wish to seek from the East Midlands Franchise procurement:

Social Value has three strands:

1. Environmental sustainability;
2. Economic; and
3. Community

Turning to each in turn:

1. Environmental sustainability

EMC wish to see the winning franchise bidder minimise its impact on the environment and where practical actively support steps to improve the environment. This might be achieved by (examples):

- Minimise waste and pollution – this would include procurement, maintenance, operation and cleaning
- Reduce carbon emissions – from its workforce, through its business activities and by offering an attractive alternative to the car
- Improve outdoor space – especially around station environments

2. Economic

The rail industry has a strong base in the East Midlands, this directly and indirectly supports many jobs and the region's economy. EMC wish to see the winning franchise bidder support and grow the local economy across the East Midlands through active engagement with Local Economic Partnerships and supporting local initiatives (examples):

Upskill local people and help people into work

- Employ apprentices - especially from backgrounds which find it harder to access the job market (people with disabilities, from deprived or disadvantaged backgrounds) and ensure these apprentices lead to permanent jobs and a career in the rail industry
- Upskill the existing workforce
- Provide ticketing to help part-time workers who only work a few days a week
- Work with major employers to time services to enable people to access job opportunities

Recruitment

- Seek to address diversity gaps through recruitment
- Offer local work placements and graduate positions
- Pay the living wage as a minimum and not use zero-hour contracts

Buy-local

- Buy local and spend local

- Paying suppliers promptly (within 30 days)

3. Community

EMC wish to see the winning franchise bidder actively engage with the community across the East Midlands by (examples):

- Work with local schools and colleges to promote a career in the rail industry and rail safety
- Encourage community participation in the rail network, stations and lines. This should maximise collaboration and the value of existing Community Rail Partnerships and actively support new Community Rail Partnerships and/or the engagement of local communities across the network.
- Actively engaging with the community on plans which may affect rail users
- Encourage healthy life styles
- Help tackle social isolation
- Support communities to develop resilience through coaching, know-how and transferring expertise from the rail industry. This may complement other interventions provided by other partners, contributing towards better informed, empowered and active communities

In Conclusion

Bidders should explain how their procurement processes and approvals ensure suppliers/sub-contractors also align with these three objectives and also explain how they propose to measure and report their Social Value activities.

Background Context

This paper is a summary of the common Social Value themes mainly across the County Councils or Purchasing Organisations across the East Midlands. For further details please refer to the following links:

- [Derbyshire](#) (Consultation draft)
- [Leicestershire](#)
- [Lincolnshire County](#)
- [North Lincolnshire](#)
- [Nottinghamshire County](#)
- [Nottingham City](#)
- [Northamptonshire](#)

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