

Birmingham City Council

Economy & Skills Overview and Scrutiny Committee

04/07/2023



Subject: Apprenticeship through Social Value

Report of: Rokneddin Shariat, Policy and Governance Manager,
Corporate Procurement Service

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Corporate Procurement Service

1 Purpose

Scrutiny Inquiry Employment and Skills for Young People (April 2023),
Conclusion 6.1.12 action 3

2 Recommendations

2.1 Investigate systematic collection of social value data

3 Any Finance Implications

3.1 Not at present

4 Any Legal Implications

4.1 No

5 Any Equalities Implications

5.1 The Council has a Public Sector Equality Duty under the Equality Act (2010) to have due regard to the need to:

5.1.1 eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Act;

5.1.2 advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;

5.1.3 foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

5.2 The Committee should ensure that it addresses these duties by considering them during work programme development, the scoping of work, evidence gathering and making recommendations. This should include considering: How policy issues impact on different groups within the community, particularly those that share a relevant protected characteristic; Whether the impact on particular groups is fair and proportionate; Whether there is equality of access to services and fair representation of all groups within Birmingham; Whether any positive opportunities to advance equality of opportunity and/or good relations between people are being realised.

5.3 The Committee should ensure that equalities comments, and any recommendations, are based on evidence. This should include demographic and service level data and evidence of residents/service-users views gathered through consultation.

6 Appendices

6.1 Response to O&S Employment & Skills for young people (2023) report

Appendix 1: Response to O&S Employment & Skills for young people (2023) report

- **What role does procurement have in delivering social value through Council contracts to increase employment and skills opportunities for young people?**

The Corporate Procurement Service (CPS) at the Council develops the policies relating to social value. These policies are available on the Council's web pages [Birmingham Business Charter for Social Responsibility | Birmingham City Council](#)

Every procurement project above the threshold requires an action plan showing what measures will be delivered under social value. There are 6 themes within the action plan. The measures relating to the Local Employment theme are:

Measures	Unit of Measure
No. of local people FTE employed on contract for one year or the whole duration of the contract whichever is shorter.	No. of people FTE A
Percentage of local people employed on contract FTE that live within 30 miles of where the service is being delivered	Percentage
How many opportunities will you advertise with Birmingham City Council Jobs and Skills team	No. of opportunities
No. of employees FTE taken on who are long term unemployed i.e. unemployed for a year or longer	No. of people FTE B
No. of employees FTE taken on who are not in employment education or training NEETs	No. of people FTE C
No. of employees FTE taken on who are rehabilitating young offenders 18 to 24 years of age.	No. of people FTE D
No. of jobs FTE created for people with disabilities	No. of people FTE E
No. of hours dedicated to supporting unemployed people into work by providing career mentoring including mock interviews CV	No. of hours multiplied by No. of attendees

advice and careers guidance over 24 years of age.	
Local school and college visits e.g. delivering careers talks curriculum support literacy support safety talks No. hours includes preparation time	No. of staff hours
No. of training opportunities on contract BTEC City and Guilds NVQ HNC that have either been completed during the year or that will be supported by the organisation to completion in the following years. Level 2 3 or 4 plus	No. of weeks A
No. of apprenticeships on the contract that have either been completed during the year or that will be supported by the organisation to completion in the following years. Level 2 3 or 4 plus	No. of weeks B
No. of hours dedicated to support young people into work e.g. CV advice mock interviews careers guidance. Under 24 years of age.	No. of hours multiplied by No. of attendees
No. of weeks spent on meaningful work placements or pre employment course 1 to 6 weeks student placements unpaid	No. of weeks C
Meaningful work placements that pay Minimum or National Living wage according to eligibility. 6 weeks or more internships	No. of weeks C

Bidders make commitments against these measures, although they don't have to make a commitment against every measures. The units of these commitments multiplied by the relative value of each measure (Proxy value), multiplied by the ward multiplier where the benefit falls, determines their quantitative social value score. This score, combined with the social value qualitative response, is used in the evaluation of their bid. Social Value normally carries a 20% weighting, the other 80% being made up of quality and price.

The winning bidder's submitted action plan forms part of the contractual arrangements. The contractor delivers against the action plan and the Council's responsible contract manager monitors the performance of the contractor against that action plan.

Contractors are supported to deliver their employment and skills targets by the Employment Access Team, with a free recruitment service and brokerage to the wider apprenticeships, careers and employment partnerships including the GBSLEP Skills Hub and The Ladder as one stop shop services to support and levy transfer pots to

encourage contractors and their supply chains to recruit apprenticeships as part of their workforce development strategy.

The scope of the social value process extends to development agreements that have been competitively procured, for example Peddimore, Smithfield and Ladywood developments, although where these developments require planning conditions targeted agreements are set by the Employment Access Team, implementing Policy T26 of the Birmingham development plan.

- **What data / information is available to demonstrate the difference this has made?**

Although each contract manager maintains the delivery of the action plan, there is no systematic method for collating the overall Council contracts social value. CPS has in the past collated this data by survey top 40 largest contractors, the results of which are demonstrated in the infographics attached.

- **Going forward, how will the number of apprenticeships created through social value of procurement be monitored and what systems will be put in place to do this?**

Each contract will continue to be monitored by the relevant contract manager. CPS are continuing to appraise various solutions to enable the systematic capture and amalgamation of the contract's social value outputs.