

Appendix H – Social Value Rationale

Infrastructure Works Projects

Name of Project: Pershore Road / Priory Road Highway Safety Scheme

BACKGROUND

The Council is commencing the procurement process for Pershore Road / Priory Road Highway Safety Scheme for the value of £2.46m for a duration of approximately 6 months.

The location of the works is Pershore Road, Priory Road, Edgbaston Road in the Edgbaston, Balsall Heath West and Moseley wards.

Nature of the Works: This scheme seeks to address the safety concerns raised about the Pershore Road/Priory Road junction by implementing controlled pedestrian crossings on all four arms of that crossroads. The scope of the scheme has been extended to also include creation of a new cycleway connecting the Birmingham Cycle Revolution (BCR) scheme on A38 Bristol Road to the National Cycle Network (NCN5) at Cannon Hill Park.

The overall social value weighting has been determined to be 20% (minimum 20%, higher for larger schemes).

The social value outcomes that bidders should consider in their quantitative and qualitative responses for this project are as follows:

PRIORITY 1 – Local Employment (20%)

We are looking to receive social value responses that have a strong local employment offer with the focus on hardest to reach groups particularly focused on the residents in the surrounding areas of the works, in particular, Moseley, Balsall Heath West and Edgbaston ward(s). The outcomes that we seek are employment and employability for the target groups particularly young, BAME, NEET, care leavers and ex-offenders. Demonstration of employment and employability in the civil engineering trades and administration will be welcomed.

PRIORITY 2 – Buy Local (20%)

Given the likely level of subcontracting, the spend should be as practically as possible with local, small and medium enterprises as well as social enterprises. Tenderers should provide significant commitments on all 3 measures.

PRIORITY 3 – Partners in Communities (30%)

Bidders and their supply chain will need to utilise their community reach and focus their outcomes on community cohesion with sensitivity to local demographics and dynamics, working with existing charities local to the site. Working with schools and colleges to promote the STEM agenda for girls. The work with schools will need to focus on increasing attainment and employment options for those students facing disadvantage.

PRIORITY 4 – Good Employer NOT USED

PRIORITY 5 – Green and Sustainable (30%)

Bidders are expected to show how they are planning for a carbon neutral position and what activities they are undertaking to achieve that additional to the specification to support the Council's Route to Zero agenda. The response should provide details relating to transport, recycling, materials used and offsetting.

PRIORITY 6 – Ethical Procurement NOT USED

Given the likely supplier's maturity in social value, we are apportioning 75% to the quantitative assessment (Action Plan) and 25% to the qualitative assessment (Method Statement).