

<b>Social Value Rationale</b>
Title of Commissioning / Procurement project: <b>Advocacy Services</b>
<p>Project details:</p> <p>The procurement of Advocacy services which holds four statutory services to be provided to the citizens of Birmingham: Care Act Advocacy Independent Mental Health Advocacy; Independent Mental Capacity Advocacy and NHS Complaints. The procurement will also include a non-statutory service – Community Advocacy.</p>
Value of spend (total contract): £9.8m (7 years)
Estimated award date: March 2022
Duration of the Contract: 05 years commencing 01/04/2022
Main element of contract: Services
<p>Market dynamics:</p> <p>The Market for delivering Advocacy services within the West Midlands is mature and is dominated by four providers, who deliver across all statutory advocacy services as well as non-statutory (community advocacy). The ITT will encourage partnership working, promoting larger, more mature providers to link with smaller more localised providers. This will allow experienced providers to access the localised intelligence and assess the need in Birmingham, ensuring the need can be met, albeit by sub-contracting a proportion of the service.</p> <p>The market is experienced in delivering social value as part of past and current contractual requirements.</p> <p>Their strengths include:</p> <ul style="list-style-type: none"> <li>- Recruiting locally</li> <li>- Volunteering</li> <li>- Peer to Peer mentoring schemes</li> <li>- Partnership working with other organisations</li> </ul>
Total Social Value Weighting: 20%
Qualitative / Quantitative split: 40% / 60%
<p>Reasons for which themes are to be prioritised:</p> <p>Reasons for which themes are to be prioritised: This contract will focus on two themes will be prioritised for this contract. The market is strong in building and contributing to networks that support vulnerable people across Birmingham. Although some partnership linkages are in place to support this service, the current contract has shown a need for further engagement across Neighbourhood Network Schemes, Community Assets and linkages to other third sector providers. These linkages are important for statutory advocacy services but also for the non-statutory, as often the need can be met within the community. Social Value for Partners in Communities will strengthen this work and these networks. The Green and Sustainable, linked to carbon reduction, will be prioritised as over the past 18 months, the current provider has shown new ways of working which has been accepted by service users. The Market will be encouraged to consider what other changes can be implemented to contribute to the reduction of the carbon footprint, which in turn also provides flexibility for service users and new ways of accessing the service.</p> <p>Themes not being considered –</p> <p>Local Employment – it is understood from historical data that providers are unlikely to employ staff outside of the geographical area. The Market understands the need for the employed</p>

advocates to represent the diversity of the city and advocates to understand the need of the client which may be impacted by geographical area.

Good Employer – the contract will ensure that employees are paid the living wage and that the provider has or is working towards a ‘good employer’ accreditation e.g. Investors in People.

Innovation – This theme is partly linked to Green and Sustainable, as the Market will be asked for innovative ways to engage with clients and deliver service, which promotes the use of technology and supports citizens out of digital poverty.

Buy Local and Ethical Procurement does not apply to this contract as there are limit goods being bought by the provider, as this contract is a support service.

List the themes in order of priority (sub-weighting)

Priority Theme 1:

Partners in Communities: The Council is keen to see partnership working with other providers, community assets, voluntary and non-voluntary organisations, ensuring a joint up approach to providing a service to Birmingham Citizens citywide. Appropriate engagement with partners will ensure an understanding of Advocacy service. In addition, the Council expects close working with CCGs and NHS services linking into appropriate pathways. Additionally, considerations to support the client base to overcome digital poverty and promote digital skills attainment is highly desirable, which will link into community advocacy.

Priority Theme 2:

Green and Sustainable: The Council would expect to see plans by which providers intend to reduce their carbon footprint, over a course of time. This has a link to innovation with some providers delivering support remotely using technology and reducing travel and carbon emissions.

Sub-weighting of the Themes:

Partners in Communities: 50%

Green and Sustainable: 50%