



SOCIAL
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Birmingham Business Charter for Social Responsibility

The Birmingham Business Charter for Social Responsibility (BBC4SR) contains appropriate Themes, Outcomes and Measures to enable the Council to achieve social value in Birmingham that contributes to the delivery of the Birmingham City Council Plan 2018-22 outcomes.

https://www.birmingham.gov.uk/info/20011/your_council/237/council_financial_plan

The BBC4SR forms part of the terms of Birmingham City Council (BCC) contracts and Conditions of Grant Aid (COGA) and all commissioning and contracting decisions will take account of the Themes within it.

1. BBC4SR Objectives

The BBC4SR has 2 main objectives which are delivered through 6 themes:

- (i) Promote good practice. The BBC4SR is a set of guiding themes which the Council adheres to and invites all organisations to adopt as a mechanism for managing how they deliver social value. These may not all be measured but will reflect the ethos and standard of best practice of an organisation which we would expect from a BBC4SR signatory.

This is particularly the case of the Good Employer and Ethical Procurement themes, where further information and links to good practice can be found below and in the accompanying guidance notes.

- (ii) Seek relevant and proportionate commitments related to the subject matter of the contract. In accordance with PCR15 Regulation 70 which allows for inclusion of special conditions, which may include environmental, social or employment related considerations. These commitments form the basis of a Social Value Action Plan that covers the life of the contract and is robustly managed throughout the contract period.

Theme: Local Employment

BBC4SR accredited organisations will create employment and training opportunities for local people especially in target areas as defined by IMD-2019 and groups as defined on page 6 in this document and guidance documents.

- Commit to create employment and training opportunities for local residents, targeting areas of high unemployment and groups facing disadvantage, including people with disabilities through activities such as work experience placements, apprenticeships, internship and mentoring.
- Advertise employment opportunities through the Employment & Skills Services at the Council to ensure that those opportunities are targeted at those furthest from the jobs market.
- Seek opportunities to work with schools and colleges to help to ensure that the local young people are equipped with the right skills to match the requirements of the labour market. For opportunities relating to the Built Environment work with the Building Birmingham Academy at the Council.

Theme: Buy Local

BBC4SR accredited organisations will take account of the social, environmental and economic impacts of buying locally when commissioning and contracting, thereby reducing unemployment and raising the skill level of the local workforce.

- Support the local economy by choosing suppliers close to the point of service delivery where possible
- Use Find it in Birmingham as the primary method of sourcing suppliers for contracts in Birmingham, increasing the accessibility of opportunities to local businesses throughout the supply chain
- Encourage their suppliers to endorse the principle of Buy Local throughout their supply chains
- Where possible, commit to purchasing from businesses on the Find it in Birmingham website and from social enterprises and small businesses
- Support the UK Steel Charter where appropriate

Theme - Good Employer

BBC4SR accredited organisations will support staff development and welfare within their own organisation and within their supply chain.

- Ensure that employees are given a fair reward for their labours and help foster a loyal and motivated workforce by adhering to the Council's Living Wage Policy
- Recognise employees' rights of freedom of association and collective bargaining, including not using blacklists in recruitment processes.
- Contractors and their supply chains should provide a safe and hygienic working environment and where appropriate work collaboratively with the appropriate trade unions to identify and implement reasonable real-world initiatives related to safety in the workplace.

- Shows a clear intent and positive commitment to the health and wellbeing of employees, which encourages healthy lifestyle choices that assist with addressing health issues through the adoption of policies such as the Workplace Wellbeing Charter.
- Promote diversity and inclusiveness, not discriminate in respect of recruitment, compensation, access to training, promotion, termination of employment or retirement based upon race, caste, national origin, religion, age, disability (including learning disability), mental health issues, gender, marital status, sexual orientation, union membership or political affiliation.
- Not operate exploitative zero-hour contracts that require exclusivity
- Have and comply with a whistle blowing policy, safeguard against harassment or intimidation

Theme: Ethical Procurement

BBC4SR accredited organisations will commit to the highest ethical standards in their own operations and those within their supply chain.

- Work to the highest standards of business integrity and ethical conduct.
- Pay their fair share of taxes. Birmingham City Council has adopted the Councils for Fair Tax Declaration and requires the corresponding standards in tax conduct from its contractors.
- Ensure the well-being and protection of workforces in the supply chain, which must be supported by robust systems and procedures.
- Uphold the principles of the Universal Declaration of Human Rights and the Fundamental International Labour Organisation Conventions; including the use of child and forced labour.
- Adopt best practice when procuring goods and services, e.g. procure low energy products, buy Fairtrade and avoid the use of rainforest timber from unmanaged sources.
- Pay suppliers no later than the terms stated in the primary contract if contracted to the Council.,
- Contractors and their supply chains within the construction industry should work collaboratively to provide responsible industry-wide solutions aimed at supporting and sustaining the construction industry for the benefit of the local economy and communities.
- Contractors and their supply chains should promote and encourage the recognition of the right of all construction workers to be employed under and to be protected by the appropriate national industry collective agreement applicable to the construction industry.
- Contractors and their supply chains should support the banning of single-use plastics in their place of work and in the goods and services they provide.

Theme: Partners in Communities

BBC4SR accredited organisations will play an active role in the local community and support organisations, especially in those areas and communities with the greatest need.

- Build capacity by supporting community organisations with resources and expertise in areas with the greatest need, for example mentoring and working with youth organisations and services.
- Make a local impact by improving local facilities and areas, for example staff volunteering schemes.
- Access the [Match My Project](#) portal to identify opportunities to support community organisations.
- Provide support to third sector organisations and work with third sector organisations to deliver services and contracts, particularly those organisations working for the prevention of homelessness.
- Have a shared sense of responsibility; consider good citizenship and safeguarding issues relating to children and vulnerable adults.
- Work with schools and colleges, offering work experience and business awareness to students, especially those from disadvantaged areas or communities.
- Make accessible all sub-contracting opportunities to a diverse supply base including the third sector and local suppliers and provide mentoring and support to assist these organisations to tender for and deliver these supply opportunities where necessary.
- Help to support the health and wellbeing of communities in which the business operates by for example linking with local schools and colleges, other local businesses and residents' groups to help run or sponsor activities / events, which will directly benefit those living there.

Theme: Green and Sustainable

BBC4SR accredited organisations will commit to protecting the environment, minimising waste and energy consumption, using resources efficiently and contributing towards Birmingham's Clean Air Zone. These commitments will also apply to their supply chain.

- Develop a plan for a Carbon Neutral position
- Reduce Carbon footprint – be aware of main impacts on carbon emissions including the indirect carbon used in manufacturing processes and the direct impact of operations and logistics.
- Measure carbon emissions and ensure a plan to reduce emissions, where possible, is being implemented using carbon measurement tools. Specific targets to be included in major contracts
- Eliminate unnecessary waste by adopting the "reduce, reuse, recycle" philosophy.
- Be a good neighbour, minimise negative local impacts (noise, air quality), and improve green areas (e.g. biodiversity, visual attractiveness).
- Protect the environment and minimise adverse impacts and instil this approach throughout the supply chain.

2. Themes, Outcomes and Measures

The following table sets out the Themes, Social Value Outcomes and Measures that (i) align with the Council's priorities (ii) align with national “SV measures (iii) demonstrate the fiscal benefit to the public sector by including a financial proxy for most interventions.

These outcomes will form the basis the Social Value requirements in all tenders where the BBC4SR applies.

Themes, Outcomes and Measures Breakdown

Themes	SV Outcomes	Ref National TOMS	Measures	Units (How measured)	Financial Proxies
Good Employer	A fair level of pay	BCC1	Pay the Real Living Wage to employees servicing Birmingham contracts in accordance with the BCC LW Policy	No. uplifted to the RLW	Record only
Ethical Procurement	Sustainable procurement is promoted	NT23	Percentage of procurement contracts that includes commitments to verify anti-slavery and other relevant requirements.	% of contracts	Record only
Ethical Procurement	Sustainable procurement is promoted	NT35	Percentage of procurement contracts that includes commitments to use local produce, reduce food waste, or other relevant requirements and certifications.	% of contracts	Record only
Ethical Procurement	Sustainable procurement is promoted	BCC2	Pay suppliers no later than the terms stated in the primary contract if contracted to the Council, otherwise adopt a similar policy such as the Prompt Payment Code.	% of suppliers paid	Record only
Local Employment	More local Employment	NT1	No. of local people (FTE) employed on contract for one year or the whole duration of the contract, whichever is shorter.	No. people FTE	£31,461
Local Employment	More local Employment	NT2	% of local people employed on contract (FTE) that live within 30 miles of where the service is being delivered	%	Record only
Local Employment	More local Employment	BCC3	How many opportunities will you advertise with Birmingham City Council Jobs and Skills team (eateam@birmingham.gov.uk)	No. of opportunities	Record only
Local Employment	More opportunities for disadvantaged people	NT3	No. of employees (FTE) taken on who are long term unemployed (unemployed for a year or longer)	No. people FTE	£20,480.68
Local Employment	More opportunities for disadvantaged people	NT4	No. of employees (FTE) taken on who are not in employment, education, or training (NEETs)	No. people FTE	£14,781.56
Local Employment	More opportunities for disadvantaged people	NT5	No. of employees (FTE) taken on who are rehabilitating young offenders (18-24 y.o.)	No. people FTE	£24,527.15
Local Employment	More opportunities for disadvantaged people	NT6	No. of jobs (FTE) created for people with disabilities	No. people FTE	£16574.32

Local Employment	More opportunities for disadvantaged people	NT7	No. of hours dedicated to supporting unemployed people into work by providing career mentoring, including mock interviews, CV advice, and careers guidance -(over 24 y.o.)	no hours *no. attendees	£105.50
Local Employment	Improved skills for local people	NT8	Local school and college visits e.g. delivering careers talks, curriculum support, literacy support, safety talks (No. hours, includes preparation time)	no. staff hours	£16.09
Local Employment	Improved skills for local people	NT9	No. of training opportunities on contract (BTEC, City & 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+	No. weeks	£286.47
Local Employment	Improved skills for local people	NT10	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+	No. weeks	£224.07
Local Employment	Improved employability of young people	NT11	No. of hours dedicated to support young people into work (e.g. CV advice, mock interviews, careers guidance) - (under 24 y.o.)	No. hours *no. attendees	£105.50
Local Employment	Improved employability of young people	NT12	No. of weeks spent on meaningful work placements or pre-employment course; 1-6 weeks student placements (unpaid)	No. weeks	£168.72
Local Employment	Improved employability of young people	NT13	Meaningful work placements that pay Minimum or National Living wage according to eligibility - 6 weeks or more (internships)	No. weeks	£168.72
Buy Local	More opportunities for local SMEs and VCSEs	NT14	Total amount (£) spent with VCSEs within your supply chain	£	£0.12
Buy Local	More opportunities for local SMEs and VCSEs	BCC4	How many procurement opportunities will you post on Finditinbirmingham?	No. of opportunities	Record only
Buy Local	More opportunities for local SMEs and VCSEs	NT18	Total amount (£) spent in LOCAL supply chain through the contract. (within 30 miles of the point of service delivery)	£	Record only
Buy Local	More opportunities for local SMEs and VCSEs	NT19	Total amount (£) spent through contract with LOCAL SMEs (within 30 miles of the point of service delivery)	£	Record only
Partners in Communities	Crime is Reduced	NT24	Initiatives aimed at reducing crime (e.g. support for local youth groups, lighting for public spaces, private security, etc.)	£ invested including staff time	£1.00
Partners in Communities	Creating a healthier community	BCC5	Number of individuals in fuel poverty assisted with energy efficiency measures	No.	Record only
Partners in Communities	Creating a healthier community	NT25	Initiatives to be taken to tackle homelessness (supporting temporary housing schemes, etc.)	£ invested including staff time	£1.00

Partners in Communities	Creating a healthier community	NT26	Initiatives taken or supported to engage people in health interventions (e.g. stop smoking, obesity, alcoholism, drugs, etc) or wellbeing initiatives in the community, including physical activities for adults and children.	£ invested including staff time	£1.00
Partners in Communities	Vulnerable people are helped to live independently	NT27	Initiatives to be taken to support older, disabled and vulnerable people to build stronger community networks (e.g. befriending schemes, digital inclusion clubs)	£ invested including staff time	£1.00
Partners in Communities	More working with the Community	NT28	Donations or in-kind contributions to local community projects (£ & materials)	£ value	£1.00
Partners in Communities	More working with the Community	NT29	No hours volunteering time provided to support local community projects	No. staff volunteering hours	£16.09
Partners in Communities	More working with the Community	NT15	Provision of expert business advice to VCSEs and SMEs (e.g. financial advice / legal advice / HR advice/HSE)	No. staff expert hours	£101.86
Partners in Communities	More working with the Community	NT16	Equipment or resources donated to VCSEs (£ equivalent value)	£	£1.00
Partners in Communities	More working with the Community	NT17	Number of voluntary hours donated to support VCSEs (excludes expert business advice)	No. staff volunteering hours	£16.09
Green and Sustainable	Carbon emissions are reduced	NT44	Programme to achieve net zero by 2030	Yes / No	Record only
Green and Sustainable	Climate impacts are reduced	NT31	Savings in CO2 emissions on contract not from transport (specify how these are to be achieved).	tonnes CO2	£70.43
Green and Sustainable	Better places to live	NT34	Voluntary time dedicated to the creation or management of green infrastructure, to increase biodiversity or keep green spaces clean	No. staff volunteering hours	£16.09

Implementation:

The Charter will be applied proportionately according to the table below:

	Tier 1	Tier 2
Contract value	<PCR15 Threshold	>PCR15 Threshold
Grants	<£200,000	>£200,000

PCR15 thresholds are published by Crown Commercial Services and are subject to change.

Both tiers require the payment of the Real Living Wage according to the Council's Living Wage policy and rules governing the Real Living Wage as stipulated by the Living Wage Foundation. Contracts in tier 1 are encouraged to complete at least 1 project from the Match My Project portal for the duration of the contract.

Tier 2 contracts require the full consideration of social value and application of the BBC4SR including the delivery of at least 1 project which is relevant to the social value outcomes sought through the contract and where possible from the Match My Project portal, per year.

Where the contract is a mixed contract e.g. a contract for the supply of goods and services, then the contract type that characterises the main subject matter of the contract in question will apply.

Where a framework agreement is established by the Council that covers an area wider than Birmingham, participating Contracting Authorities are able to achieve social value outcomes for their relevant areas when calling off.

What is meant by "Local" under the Local Employment and Buy Local principles is context dependent, however, as guidance, 30 miles from the point of service delivery is reasonable.

Tenderers will respond to the Social Value outcomes in the Council's commissioning and procurement activities and describe how they can improve the economic, social and environmental well-being in Birmingham.

Monitoring

The action plan commitments to be delivered by the successful tenderers will be relevant, proportionate, specific and measurable and cover the contracted period. These achievements will be recognised through Charter accreditation. The contractor will then maintain the action plan and liaise with the Contract Manager throughout the contract period.

Visit the Council's web page: [Link to Birmingham Business Charter for Social Responsibility](#) for further guidance and the action plan template.