

London Borough of Sutton

Social Value Strategy 2025-2027

January 2025

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1. Context

Sutton Council’s vision is to help everyone make Sutton the best place to live, work, visit and prosper. To support this, we need to work more closely with our partners and supply chain to help people anticipate their own needs and take greater responsibility for themselves and their communities.

What is Social Value?

Social value is about delivering positive, lasting benefits for people, communities, and the environment beyond just economic outcomes. It means making decisions that create meaningful social, economic, and environmental impacts—improving lives, supporting local businesses, protecting the environment, and addressing inequalities.

Why do we need a Social Value Strategy for Sutton?

The Social Value Strategy provides a clear framework to ensure every decision we make delivers meaningful benefits for the community. By embedding these principles into all Council activities, we align our resources with the needs of our residents and the priorities in our Corporate Plan, ensuring maximum impact for the people of Sutton.

This strategy sets a corporate standard for what added social value means for Sutton Council and sets out the London Borough of Sutton’s overall aims and objectives in relation to Social Value for the Council in line with our [Corporate Plan: Ambitious for Sutton 2022 - 2027](#). The vision is to embed the achievement of added social value into all stages of service and contract delivery and link this to Ambitious for Sutton.

How will this be achieved?

Implementing this strategy will support the Council’s six key priorities:

1. Action on climate change where Sutton will be a sustainable, green borough, with everyone taking responsibility for their impact on the environment.

2. An inclusive place for everyone where Sutton will be a place where people from all backgrounds feel included and get on well together, with support for our young people, families, older people, and vulnerable residents.
3. Having quality and affordable housing where more people in Sutton will live in safe, high-quality, and affordable homes.
4. Strong and fair economic growth where Sutton will have more quality jobs and thriving local businesses.
5. Campaign for quality services where the Council will continue to seek the best possible deal for Sutton's residents, communities and businesses on health, transport, the economy and the environment.
6. An efficient and well run Council which will continue to deliver the best possible services within the resources available, making the most of its assets, workforce and digital innovation.

This strategy ensures that the Council's actions contribute to a sustainable, inclusive, and thriving community, helping Sutton remain a place where everyone can live well, work fairly, and prosper together.

2. Strategic Aims

Delivering our Ambitions through Added Social Value

The Council's vision is to deliver and evidence best value from all its contracts by maximizing the benefits of its commissioning and procurement activities. This includes supporting local businesses, charities, community organisations, and social enterprises, ensuring that every contract contributes meaningfully to the social, economic, and environmental well-being of the borough.

Voluntary and Community Sector Organisations (VCSOs), large private employers, and small and medium-sized enterprises (SMEs) in Sutton will work together to deliver added social value. Through collaboration, these groups will create meaningful benefits for everyone who lives, works, and raises a family in Sutton, contributing to a stronger, more connected, and thriving community. Supported by our [Procurement Strategy](#) and [Sustainable Procurement Policy](#), the vision is to embed the achievement of added social value into all stages of service and contract delivery by integrating social, economic, and environmental benefits into decision-making, planning, procurement,

and performance management processes. This means working collaboratively with partners, contractors, and stakeholders to ensure that every procurement aligns with the Council's priorities and delivers measurable, meaningful outcomes for the community.

The Council wants to build on its track record of delivering added social value, knowing that it can always learn more from what works well at other Local Authorities. It recognises that supplier diversity is important both in terms of competitive sustainable markets and supporting the local economy. The Council will actively encourage competition from a wide range of providers including:

- commercial sector suppliers including SMEs
- the voluntary, community and social enterprise (VCSE)

Examples of where Social Value has been delivered are:

- Schools in Sutton have been invited to bid for funding for new orchards or fruit plants as part of an ongoing scheme to make the borough greener, take action on climate change and teach Sutton's young people about how fruit grows. The scheme - run by the Council's waste and street cleaning contractor Veolia - helps schools to increase biodiversity and healthy eating in the borough. Sutton's orchards will become part of Veolia's national network of 1,085 trees and 780 strawberry plants now growing at 291 schools across the UK - you can find details of this initiative [here](#).
- The Provision of the End-to-End Project Management Response for Reinstatement/Repair Project for Insurance Claims contract has delivered Social Value whilst fulfilling the contract to a high standard. This ensures council-owned buildings, services, and tenants are restored to operation as quickly as possible and at a competitive price. Our contractor, AJ & Oakes, goes above and beyond by aiding in further connected works, such as repairing damaged fencing for neighbours from the fire brigade's access, carrying out alterations during works and meeting the ad hoc needs of the tenants.

Other notable Social Value outcomes also include: Employing four residents from Sutton to operate on insurance loss projects, switched to a Sutton-based flooring installer, supported charities that are based in Sutton via charity donations, paid for tickets for disabled people that live in Sutton to visit the theatre and decorated additional classrooms for Sutton schools at their own expense.

3. Social Value Priorities

The chart below details how Social Value will support the six key priorities outlined in the Ambitious for Sutton Plan. Suppliers will be required to demonstrate in their bids how their proposed solution aligns with these priorities and contributes to social value. They will also need to outline how these outcomes will be measured, which will be considered during the evaluation of bids.

Sutton Council’s Social Value Priorities



4. Delivery & Reporting

Minimum Weighting for Social Value

For contracts valued at £100,000 and above, a mandatory 10% of the total evaluation weighting will be allocated to social value. This ensures meaningful consideration of social value by officers and providers during the commissioning and procurement process.

The Local Authority standard is at least 10%, and with the anticipated adoption of the new Social Value Act, Central Government departments are also mandated to adopt a 10% minimum weighting. Setting this standard aligns the Council with leading authorities and establishes a realistic expectation for achieving added social value in all contracts exceeding £100,000.

Social value and supplier diversity

To ensure added social value is being discussed at the earliest stages, all the Council's procurement documentation, templates and online systems have been updated. The Commercial & Procurement team will also review the added social value achieved from the Council's services and contracts to ensure that this strategy is being delivered and translated into the services used by residents.

A key focus will be the monitoring of added social value through contract management. As part of the new procurement regulations, contract management is a key area of focus. The Council will review its approach to contract management with the aim of improving ongoing reporting on key performance indicators, alongside the contractual reporting of added social value to be included in this review to ensure that it is built into the Council's standard reporting processes.

Commissioners will use the [Ambitious for Sutton Social Value Matrix 2024-27 \(MAKE A COPY\)](#) which will identify the areas for suppliers to focus on Social Value outcomes.

Annual Reporting

An annual report, based on regular monitoring of Social Value outcomes, will be taken to the Strategy & Resources Committee detailing the delivery of this strategy. As a minimum, this report will contain the following information:

- The number of Council services and contracts that demonstrably considered added social value during the commissioning process compared to the total number of services and contracts delivered. Both the number of initiatives against each priority will be reported and the number of initiatives by Directorate.
- The key outcomes and outputs achieved during that year.
- Case studies of best practice and how Sutton residents are benefiting from the added social value being delivered.
- A review of how initiatives aimed at adding social value, such as community programs, support services, local investments, environmental initiatives or employment opportunities have positively impacted the residents of the borough.

Directorate Level Reporting

As part of the quarterly Commercial & Procurement reporting that takes place, information will be shared detailing the Social Value commitments agreed by contracts in respective service areas. This information will be recorded via our Social Value Tracker that is used to monitor Social Value commitments which will be reviewed quarterly with Contract Managers (July, September, January, March/April).