



Value Croydon
Inspiring social partnership

Social Value Croydon

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Presentation Outline

- Croydon's focus
- Croydon's social value journey
- Next steps





Croydon is undergoing a £5.25 billion regeneration initiative creating:



2.8 MILLION FT²
NEW GRADE A
OFFICE SPACE



WESTFIELD & HAMMERSON'S
STATE-OF-THE-ART RETAIL
AND LEISURE DESTINATION



21 CITY CENTRE
DEVELOPMENT OPPORTUNITIES



23,594
NEW JOBS



5,097
JOBS IN THE
CONSTRUCTION PHASE



28 NEW PUBLIC
SQUARES & SPACES



A NEW WORLD-CLASS
TRAIN STATION



10,500 NEW
HOME STARTS



A REVITALISED AND VIBRANT
CITY CENTRE ENVIRONMENT



Croydon's Social Value Journey

2012 – Commissioning Strategy & Social value toolkit

2013-2015 – Testing policy & processes on large commissioning projects



2015 – Value Croydon Launched

2016 – London Living Wage Introduced

2017 – Good Employer Charter



2017 Good Employer Charter

Pay Living Wage

Pay the London Living Wage

Employ Local

Create employment and training opportunities for local people

Buy Local

Invest in the local supply chain and local business

Include All

Implement equality and diversity best practice

Bringing together
contractors and
opportunities



2017 Good Employer Charter

dotmailer
IMAGINATION...DELIVERED

CROYDON
**HELP
FOR
CARERS**
We help carers to care



MYPT
live | train | evolve

TCC | values
first
thecampaigncompany.co.uk

mind
for better mental health
in Croydon




BRYDEN JOHNSON
Chartered Accountants & Business Advisers

white label
creative marketing and events




WILLMOTT DIXON
SINCE 1852

**Good
Employer
Croydon**

HATS
People Centred Care

 **octavo**
PARTNERSHIP

CROYDON | Delivering
www.croydon.gov.uk for Croydon

Pay Living Wage

Employ Local







Include All

Buy Local

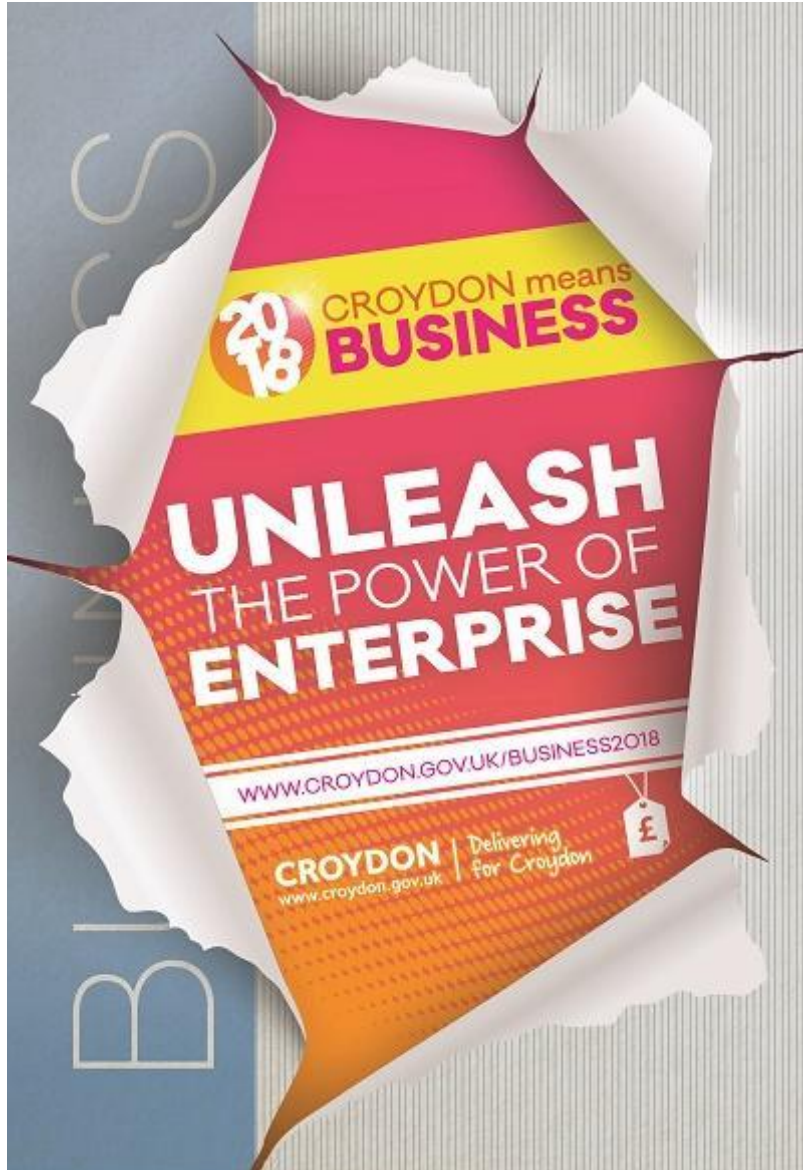


Accredited organisations are required to support the local economy by investing in local business and supply chains.

Evaluation: Good Practice

- ✓ **Social Value being embedded extensively into procurement** processes; including OJEU notices, Selection Questionnaires (SQs) and Invitation to Submit Final Tenders (ISFT);
- ✓ **Social Value being included as a specific 'award criteria'**
- ✓ **Council securing bespoke social value offers that meet local priorities** by proactive communication with suppliers e.g. through early market engagements
- ✓ **Suppliers engaging with Croydon Council's Social Value agenda on a voluntary basis** (beyond contractual arrangements);
- ✓ **Smaller local suppliers bidding directly for tenders** and being encouraged to do so via pre-market engagement workshops, more open dialogue and the breaking up of lots;
- ✓ **Performance obligations being monitored within contracts** and linked to contract extensions, long-term partnerships, improvement plans or enforcement actions.
- ✓ **Structures being established to encourage a group of suppliers to collaborate** and coordinate Social Value initiatives
- ✓ **Suppliers reacting very positively to Croydon Works**

2018: Croydon Means Business



2017: Small Business Commission Found...

“Despite the award winning work of Value Croydon, many SMEs were unaware of the opportunities that were available to them through the programme.”

Next steps

- Track and report social value performance more effectively;
- Use contract register to identify further opportunities;
- Refresh Value Croydon programme & provide greater visibility & accessibility of low value opportunities;
- Deliver more internal training and guidance to managers;
- Deliver a programme of events for local businesses.



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Thank you for listening.

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