

# City of Wolverhampton Council Social Value Approach

Wolverhampton Pound

Towns Fund

Wolves at Work

Significant Anchor Institutes in the city, collective spend £834 million

## 5 Key Objectives

1. Retaining and growing local wealth prioritising local spend
2. Embedding social value in the city leverage local spend and employment
3. Leading the green transition
4. Supporting growth in health and wellbeing economy
5. Growing and promoting cultural creative city

# City of Wolverhampton Council - City Charter

**Develop and  
grow a skilled  
workforce**

**Encourage  
healthy  
lifestyles and  
independence**

**Support more  
people to be  
active within  
their  
communities**

**Support  
business to  
develop and  
grow**

**Support the  
reduction to the  
carbon footprint  
and eliminate  
unnecessary  
waste**

# City Charter – Social Value Approach

Focus is to prioritise local spend through procurement and commissioning approaches to strengthen and support local supply chains, encouraging the growth of new sectors and creating new jobs.

Embed in key regeneration projects to building strong relations, offer incentives and use local authority levers to secure local spend from prime contractors

Work with the city's commercial contractors and key strategic relationships to shape a joint delivery model with ambitious outputs and outcomes

# Wolves at Work: Social Value Delivery Approach

## Social Value Toolkit

Social Value Structure

The 5-stage Approach

Skills and Employment Plan

# Wolves at Work: Social Value Structure

To maximise Social Value benefits from Investment in the City for residents, students, communities and businesses that will help with their development and sustainable economic growth.

**City of Wolverhampton Partnerships:**  
Council teams and City Teams/ External key partners

**Recruitment and Jobs**  
**Skills & Workforce Development**

**Recruitment and Jobs**  
City of Wolverhampton Council  
and Partners

Focus:

- recruitment campaigns and activities

**Stakeholder Relationships**  
City of Wolverhampton Council

Focus:

- engagement with stakeholders and partners

**Skills & Workforce Development**  
City of Wolverhampton Council and  
Partners

Focus:

- inclusive skills programmes and future skills pathways

# The 5-stage Approach - To Maximise Benefits from Investment in the City

Strategic Objectives: Increase local spend, secure local employment, secure community benefits

## Development Stage 1

Pre-application  
Investment  
Strategic  
Companies

## Planning Stage 2

Supply chain  
analysis  
Shaping skill  
bridges  
Introductions

## Supply Stage 3

City Team  
approach to  
responsibility  
Key partners,  
investor, supply  
chain

## Delivery Stage 4

Business support  
Wolverhampton  
Pound  
Shared  
intelligence

## Monitoring Stage 5

Monitoring and  
SV reporting  
Feedback,  
evaluate and  
review

Wolves at Work Account Management - Skills and Employment Plans and Workforce planning

# Wolves at Work: Skills and Employment

Wolves at Work has developed a highly successful employment brokerage service delivered as a partnership between the Council, DWP and local employers.

Key businesses are asked to sign a Pledge to support local residents to access:

- Jobs
- Apprenticeships
- Upskilling of the existing workforce
- Work experience

Monitor and review, revise and adjust to ensure outcomes are achieved.

# Approach to Maximise Benefits from Investment in the City

## Skills and Employment Plan





# Construction Projects - Social Value

Project Title  
 All

WV Living Project?  
 All

Contractor  
 All

Ward  
 All

Theme  
 All

Outcomes  
 All

Date  
 01/01/2017 30/06/2022

Employer Enterprise Team  
 All

Employer Work Coach  
 All

CWC - Head of Service  
 All

CWC - Project Manager  
 All

Social Value Amount Achieved

£9.37M

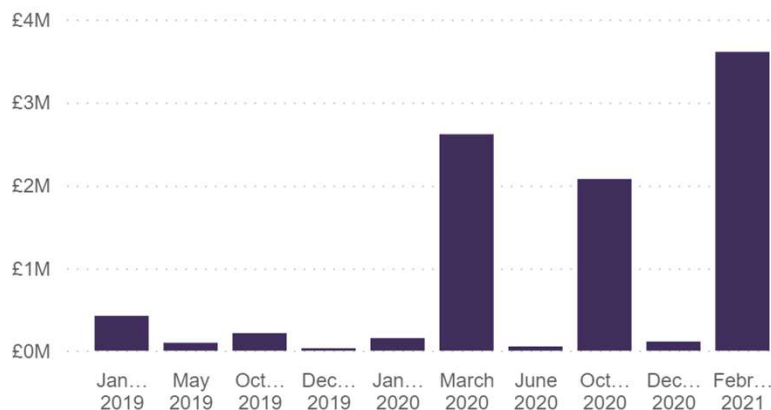
Social Value Target

£1.98M

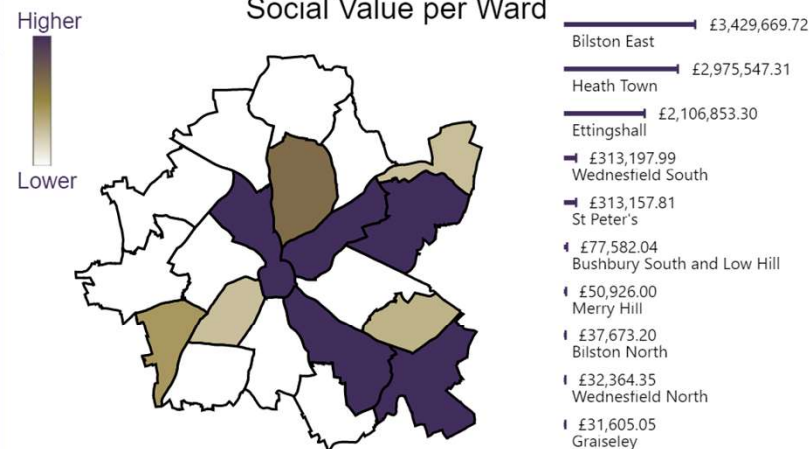
Social Return on Investment

£7.39M

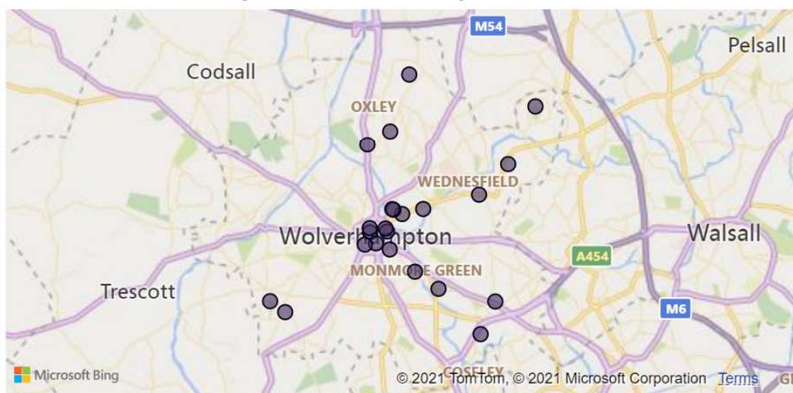
Social Value Month by Month



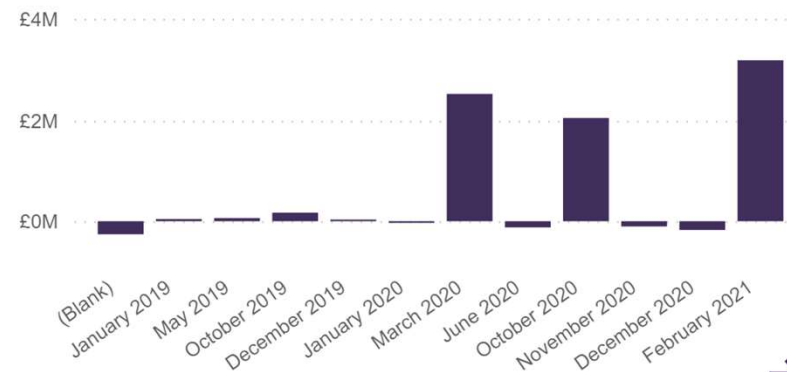
Social Value per Ward



Project Locations by Postcode



SROI Month by Month



# Benefits, Achievements and Legacy



**Consistent and effective process**



**Working collaboratively with internal departments**



**Supply Chain links and opportunities**



**Additional resources allocated by investors/contractors**



**Inclusivity of opportunities**



**Effective working relationships**



**Legacy – investors/contractors adopting Wolves at Work approach**



**Flexible processes and flexible approach**



**Reporting of outcomes achieved**



**Innovation by investors/contractors**



**Greater awareness for City Partners**

# Social Value – City of Opportunity



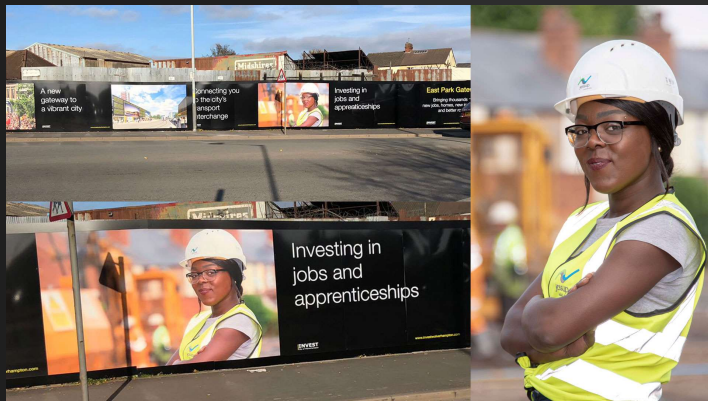
**Galliford Try – Wolverhampton Interchange phase 1**



**Countryside Properties – Bilston Urban Village, 400+ new homes**



**Construction Hub  
Willmott Dixon – WV Living, CITB,  
Wolverhampton college, The Marches,  
Wednesfield**



**WV Living – contractor's apprentice**



**Willmott Dixon – delivering  
Virtual WEX**

## Next Steps – Social Value Approach

- To integrate and expand programme as part of the wider strategic opportunities identified by the Wolverhampton Pound and Procurement strategy.
- To collate case studies and share outcomes and impact of completed projects.
- To deliver integrated skills and employment plans to meet the project outcomes of Towns Fund.