

Westminster City Council

SOCIAL VALUE

Economy and Procurement Teams

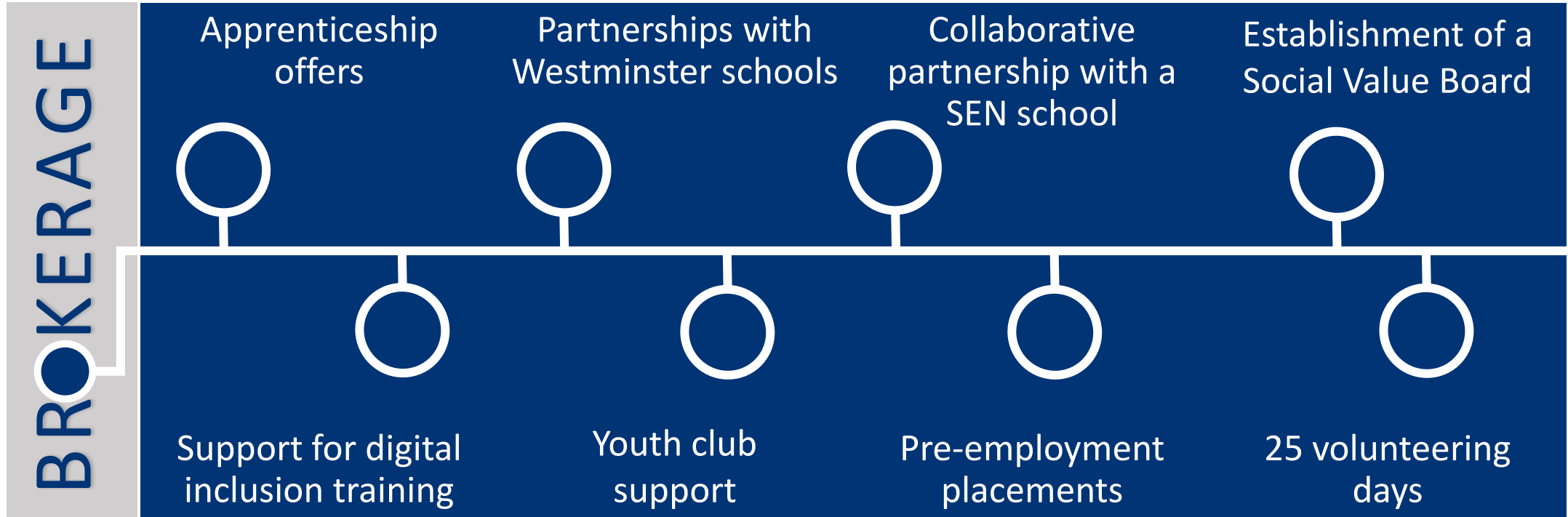


City of Westminster

<http://www.westminster.gov.uk> #CityforAll

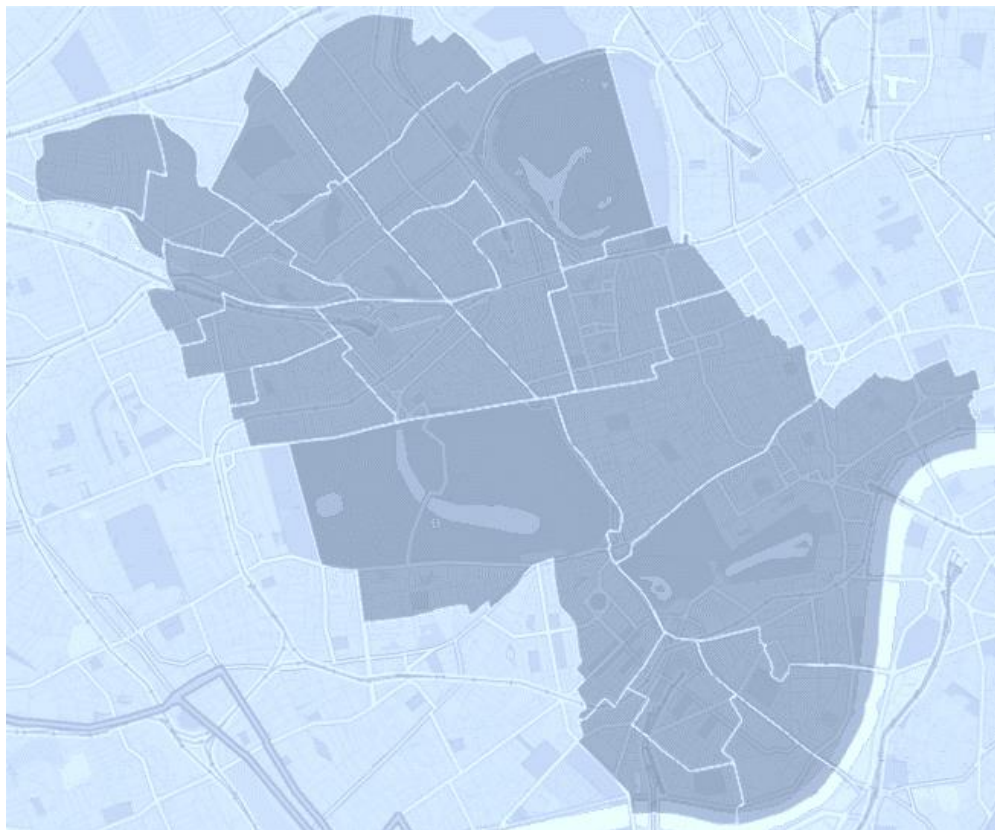


Brokering new opportunities – A dating agency





Macro Economic Considerations



Although many of our businesses already embrace their social responsibilities; the impact of their efforts is often felt outside of Westminster.

We want to encourage our businesses to make a difference locally.



AIMS

“We believe that creating a City for All is everyone’s business. Every single one of us – whether council, resident or business, voluntary group or visitor – has a part to play in contributing to our local community and improving the place where we live and work.”

City for All

“We are asking every business who has a stake in Westminster to help make a positive contribution to the city by supporting their local communities. The Westminster Lion standard recognises those businesses that go above and beyond to help ensure that the prosperity of the city is felt throughout all of our neighbourhoods.”

Westminster Lions



Example of Scope

We've got on top of legacy commitments made by developers and suppliers

94



Developers
with S106 commitments

118



WCC Contracts
with Social Value

=

1002 jobs*

1046 work placements*

*Commitments set by developers and contractors in the period 2016-2021





Youth Engagement

 Summer holidays 2018	Employability Summer School Offering young people unique opportunities with industry experts to explore career opportunities, gain insight and learn through workshops about employer expectations and employability skills.	DID YOU KNOW? 80% of young people wish they knew more about career options available to them. <small>Gatsby benchmark correlation</small> 1, 2, 3, 5, 6, 7
 Sept/Oct 2018	Hospitality Week The hospitality sector offers varied, vibrant and creative work. Students can learn what it is like to work in some of London's most iconic and renowned hotels and learn from industry leaders.	DID YOU KNOW? The hospitality industry has generated over one quarter of all new jobs created since 2010! <small>Gatsby benchmark correlation</small> 1, 2, 3, 5, 6, 7
 12-18 Nov 2018	Westminster Enterprise Week An inspiring programme of activities including workshops, challenges, panel discussions, talks and tours, all designed to promote enterprise in the heart of London.	DID YOU KNOW? More than 50% of young people in the UK want to start their own business! <small>Gatsby benchmark correlation</small> 1, 2, 3, 5, 6, 7
 March 2019	National Apprenticeship Week Join us for a week of celebration, workshops and information sessions on how apprenticeships enable young people to gain direct experience and can offer an alternative to university.	DID YOU KNOW? There are 170+ industry apprenticeships available; aerospace, broadcast media, law, finance... <small>Gatsby benchmark correlation</small> 1, 2, 3, 5, 6, 7
 08-17 March 2019	British Science Week A celebration of Science, Technology, Engineering and Maths - featuring fascinating, entertaining and engaging events, workplace tours, workshops and other activities across Westminster.	DID YOU KNOW? 72% of all UK businesses rely on people with STEM skills! <small>Gatsby benchmark correlation</small> 1, 2, 3, 5, 6, 7
 July 2019	Creative Industries Week A week of inspiring and engaging activities offered by Westminster's creative employers from design, advertising, architecture, arts, culture, craft, games, fashion, music, publishing, technology, TV and film.	DID YOU KNOW? Westminster is home to the UK's creative industries hub - the sector is the UK's fastest growing. <small>Gatsby benchmark correlation</small> 1, 2, 3, 5, 6, 7



Westminster Academy Students at Kings

“Young adults who recalled ‘four or more employer contacts’ are five times less likely to be NEET than those who had no involvement”



Westminster Enterprise Week 2017



Enterprise Space

Establishing affordable and highly supportive spaces for start-ups and micro businesses to develop and grow

Targets
Create 220,000 sq. feet Enterprise Space

5% businesses supported through Council supported enterprise spaces.



1 Great Western Studios



2 Maida Hill Place



3 Venture 382



4 Somerset House Studios



5 Westminster Enterprise Centre



6 Paddington Works



7 Ingestre Court



8 Whitcomb Street



9 Lisson Arches



12 WKC Soho Campus



11 Social Impact Space



10 Canal Side



City of Westminster





Enabling **SOCIAL VALUE** through the Heart of the City programme



Supports SMEs to get involved in social responsibility initiatives

- 18 companies on the 2018 programme
- Local focus



Encouraging SMEs to engage with local communities



iTea Party

IT Drop-In Sessions for Westminster Residents aged 50+



Want to learn your laptop?
Understand your iPad?
Tackle texting?

May 16th, 2-4pm

Twitter
1st Floor, 20 Air Street
London, W1B 5AN

To Book
Call 020 3004 5610 or email
enquiries@ageukwestminster.org.uk

Bring your own device.

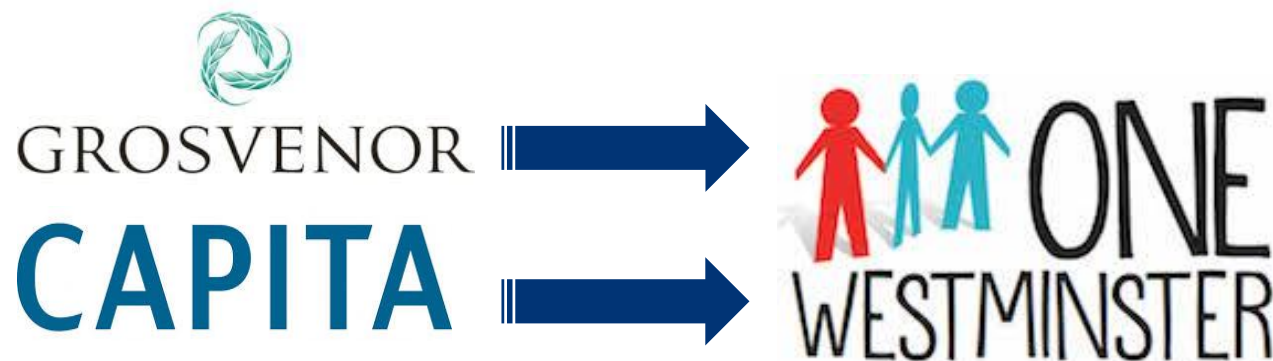


David Miller Architects





Connecting big business to support the voluntary sector



- Sponsorship corporate community event (Nov 2018)
- Utilising local expertise – One Westminster

- Connecting suppliers to local charities
- Workshops to engage London suppliers to get involved in CSR initiatives locally



Wider Engagement - Collaborations to date



Image: Liverpool Community Health, Social Value booklet

Status	Number of businesses
Live Collaboration	154
Warm Leads	96
Cool Leads	130
Total Leads	380



BIDS & CSR

THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH

Air quality, employment,
apprenticeships, skills development,
wellbeing, community, volunteering,
wise-giving activities.



Volunteering, fundraising, schools,
charities, skills sharing, brokering
relationships between businesses,
charities and schools.



Wild West End Garden
Smart Street
Air Quality improvements
Employment Support

Heart of
LONDON
Business Alliance

Partners with CRP – Recruitment
(Recruit London)

Collaborative working,
brokering donations,
fundraising, skill sharing,
clothes food and toy drives,
mentoring, work experience
and placements

BAKER STREET
QUARTER
PARTNERSHIP

PaddingtonNow

Community projects,
specialist skill sharing,
volunteering in schools



Giving back to the
local community
and specific
charitable activities



How Economy support council schemes - City Lions

#MyWestminster City Lions is a new club to help 13 to 16-year-olds make the most of the opportunities that come with living in the heart of the city.

#MyWestminster

**CITY
LIONS**

- Work collaboratively to promote this scheme through the engagement programme
- Identifying businesses to be part of the scheme
- To date 13 businesses introduced to the City Lions

CYCLE
CONFIDENT

CAPITA



The Goring

DERWENT
LONDON



EDWARDIAN
HOTELS
LONDON

Balfour Beatty

The House of
St Barnabas
LONDON



John Lewis



CENTRAL HALL
WESTMINSTER
LONDON



VEOLIA



THE CREATIVE SOCIETY



WILLMOTT DIXON



GROSVENOR

Blackstone



Community Fibre



Landsec

SIMONE DE GALE ARCHITECTS




LAING O'ROURKE

BAKER STREET
QUARTER
PARTNERSHIP

UNIVERSITY OF
WESTMINSTER



THE
PORTMAN
ESTATE



THE SUPREME COURT

ODELAY

The Paddington Partnership



ROYAL AUTOMOBILE CLUB

Sir Robert
McALPINE

Heart of
LONDON
Business Alliance
West End Business Improvement Districts

WPA
Westminster Property Association

Shaftesbury



Connecting Residents with Opportunities



- A Social Enterprise currently based at the British Film Institute.
- They run free training courses in **Documentary, Music Video and Advertising** for young people aged 16-25

The film school courses have been advertised to our young people to encourage **local sign ups** as this year one of their courses will be running at King's College London.

Iconic Steps has also agreed to be a partner for **Westminster Enterprise Week** in November.



Connecting Residents with Opportunities

- SocialBox.biz is a social enterprise which gives laptops and devices to disadvantaged people.
- Brokered a relationship with Children's Services
- Six residents who are engaged in our services have been provided with laptops



I have so far now issued **6 laptops** to unaccompanied asylum seeking children (UASC). These particular children have **benefited from home study** using the laptops to **Improve their English language skills** using on-line study tools. Furthermore, some of them also use **social media** including Skype to contact their family members overseas in their home countries. All the young people who have received a laptop have shown much appreciation for this opportunity and as a social worker, it was a lovely feeling seeing smiling faces!

Once again, I would like to thank you all for this kind donation... so nice to make a difference in young people's lives.

Kind Regards,

Westminster Children's Services

Small Businesses can do CSR

- Odelay films is a small production company
- Peter Lee Scott, the company director, recognised there was a **need for upskilling and training young people** to get into the film, advertising and production industry
- Peter created a **free training initiative**, backed by the Advertising Producer's Association (APA) for **young disadvantaged people**
- This scheme has been created with industry partnerships and Peter is working towards accreditation by an educational body





Big Business Case Studies

John Lewis

Environmental Innovation

- John Lewis's carbon fleet makes up to 41% of their carbon footprint
- Rolled out 35 biomethane trucks in 2017 - the first of their kind in the UK.
- They emit 83% less carbon dioxide than standard diesel alternatives
- Innovations include new safety features such as cyclist and pedestrians detection on trucks, exceptionally quiet vehicles and scheduling deliveries at non-congested times

Rolls Royce

Education & Skills

- Rolls Royce passionate encouraging diversity in the STEM industry
- They have taken cohorts of disadvantaged young people to attend theatre shows in the West End after which they engage in workshops to learn about the mechanics of putting on a theatre production
- This enriches the lives of young people whilst showcasing the types of jobs available in STEM which would otherwise not be apparent



We use our relationships with businesses to support communities



Business Rate Relief

Engaging companies in Westminster that apply to reduce their Business Rates (Restaurants, Hotels, Retailers, etc)

Suppliers

Social value commitments made by Council suppliers in the procurement process (ISG, Wilmott Dixon, etc)

Developers / s106

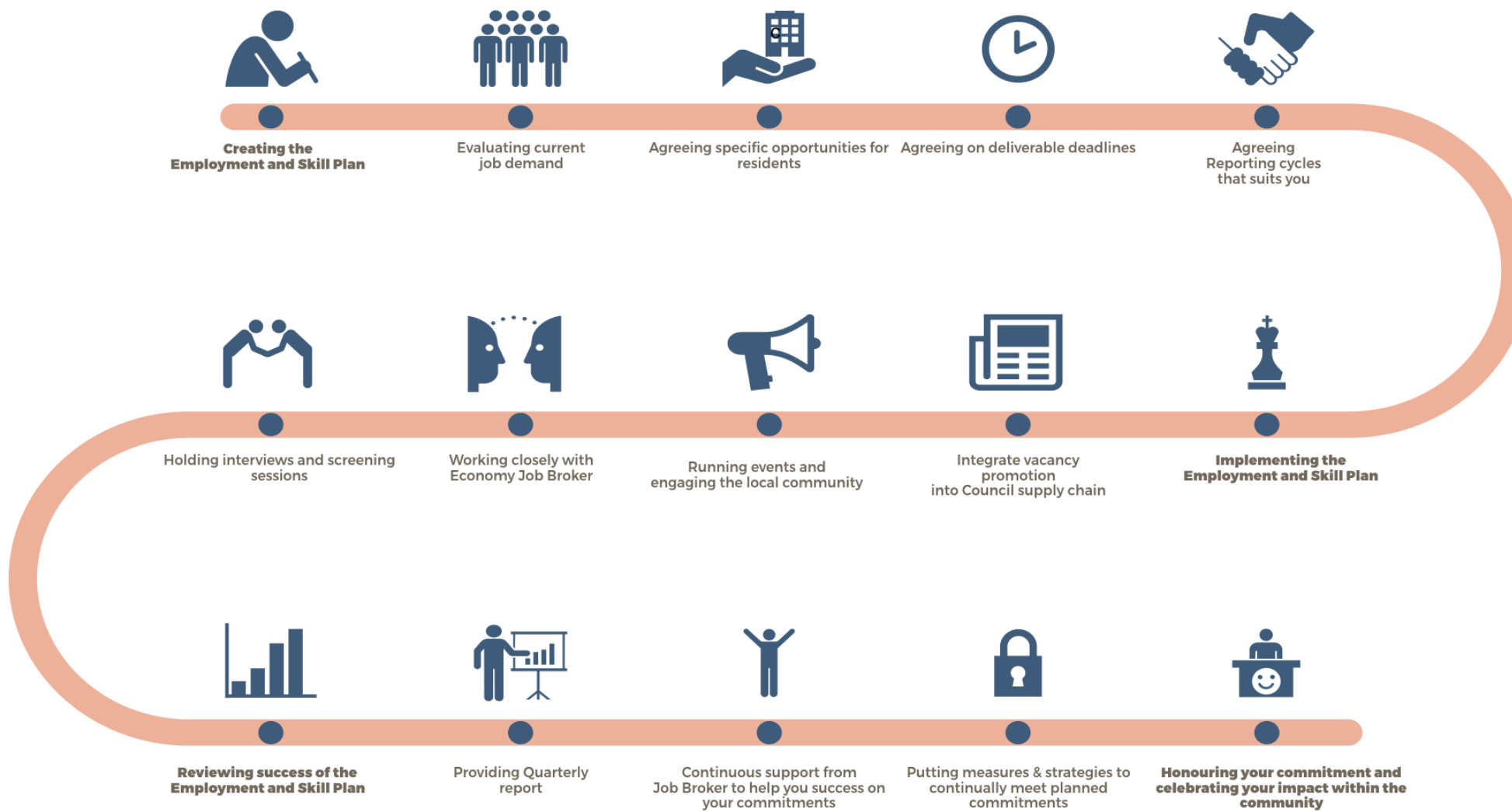
Social value commitments made by Developers operating in Westminster

Economy Contacts

Employment related contacts passed on to the economy team by other departments



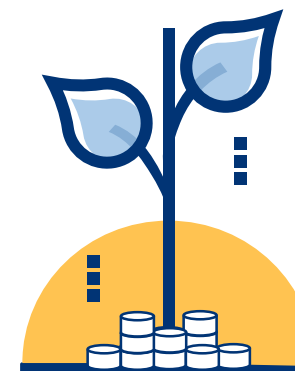
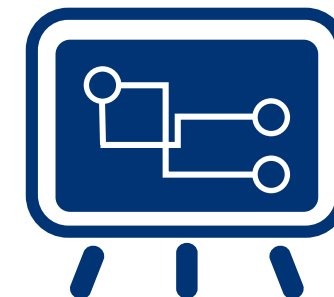
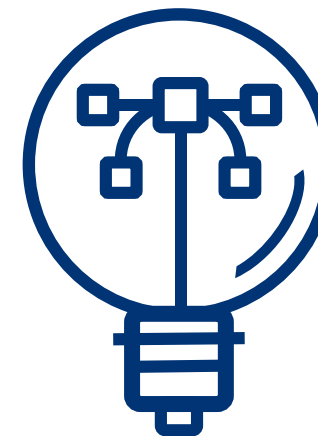
How we do it – Section 106 Employment & Skills commitments





S106 and CIL

- New opportunities for Employment
- Ward priorities
- Capital investment
- Relationship to the BIDs and Third Sector
- Menu of “Asks”





Generating benefit through Procurement – Social Value



118

WCC contracts
with Social Value

£700M spend and 90% of contracts
now include social value outcomes

£

90%

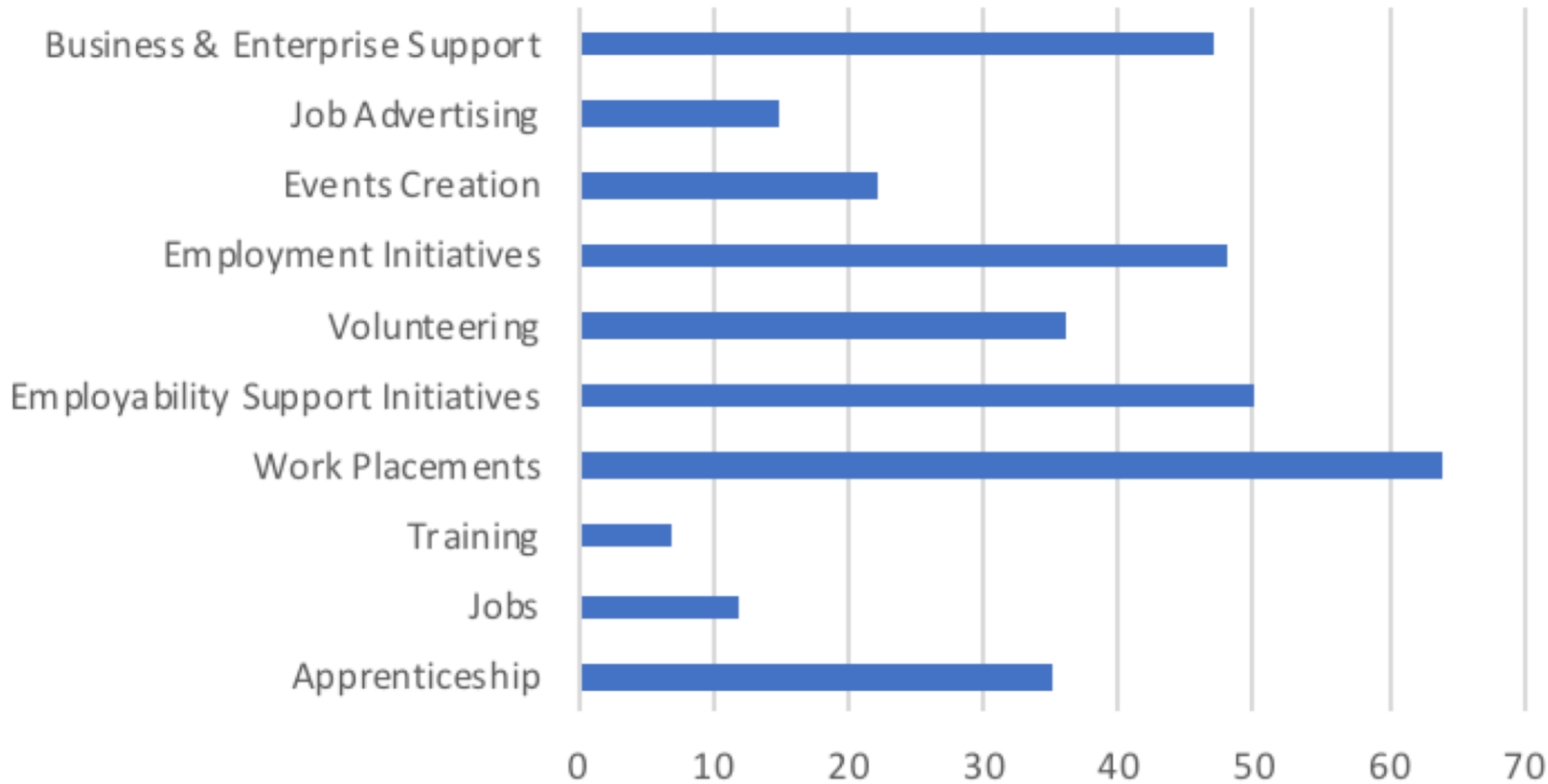
- Wide range of benefits being captured: opportunity, neighbourhoods and environment
- Commitments need to be checked and tracked
- Effective relationship support can deliver significant returns



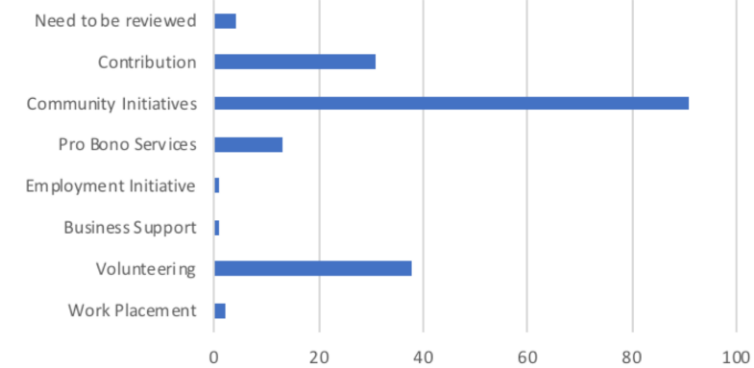


Commitment Breakdown – based on social value priority area (E&S, Neighbourhoods, Environment)

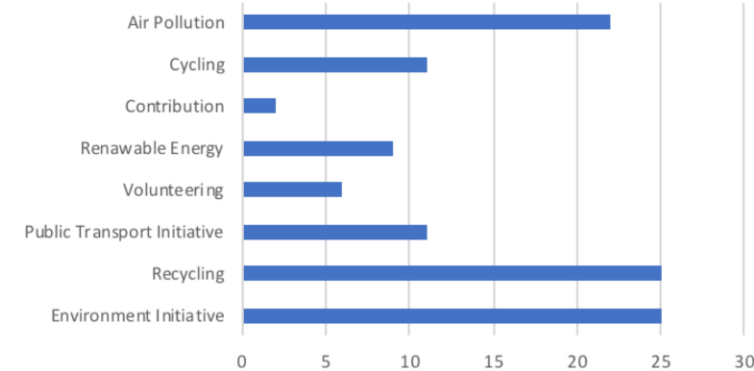
Employment & Skills Commitments



Community Benefit Commitments

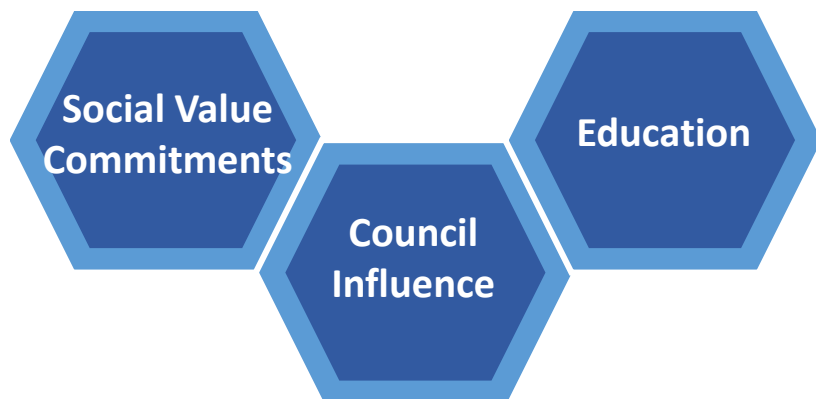


Environment Commitments

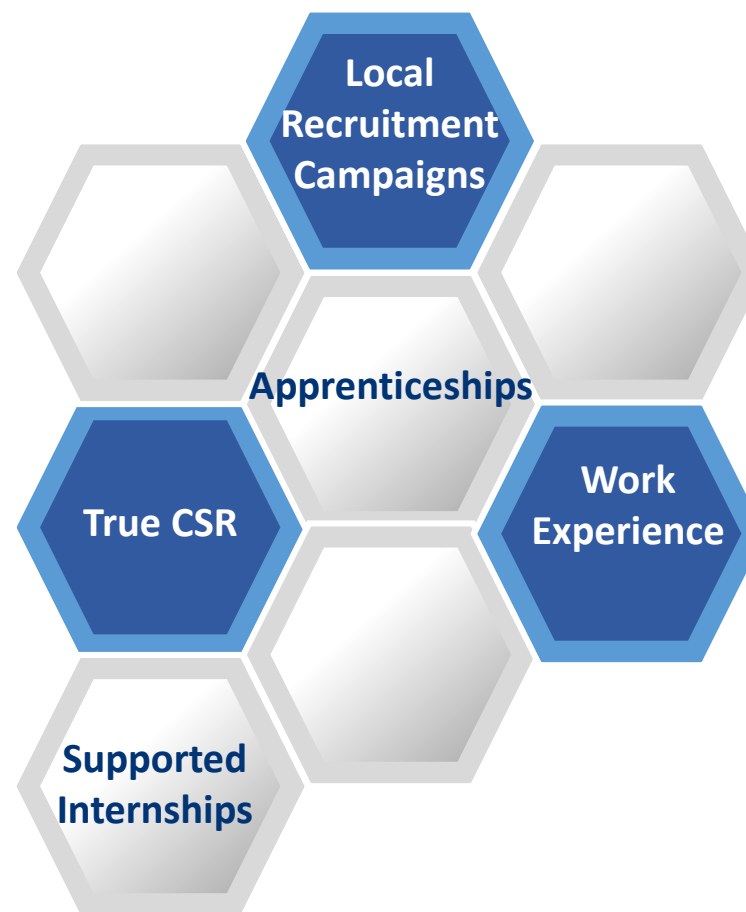




Virtuous Continuum



COUNCIL BROKERAGE



CSR BECOMES BUSINESS AS USUAL



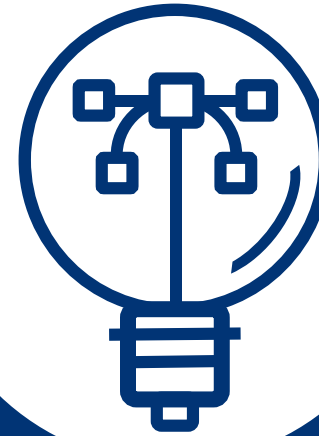
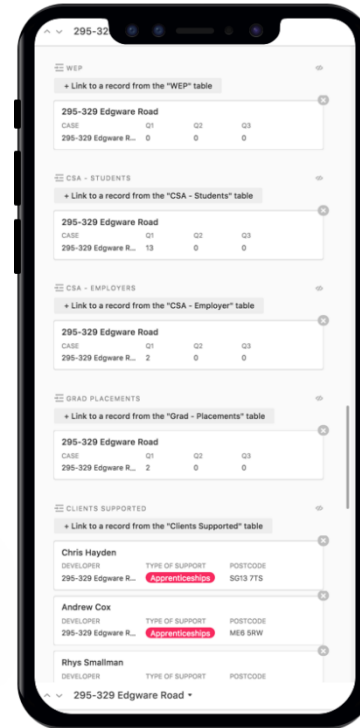
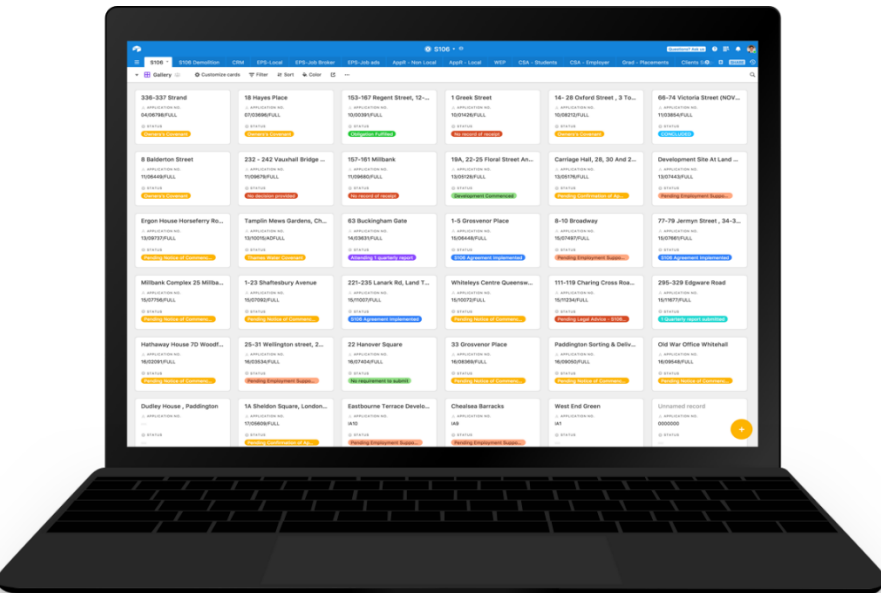
Systemic Opportunities

- Three main functions drawn together
 1. Education
 2. Adding value to our activity
 3. Brokerage
- Contract management
- The quality rather than quantity
- Additional capacity for environmental work
- Role of technology





Role of Technology



We've designed a better system to record and present data

It is a cloud based system and can be accessed by all our team on phones, like an app.

Role of Technology



City of Westminster

How this scheme is supporting local residents into work?

Which vacancies are currently shared with us?

What is this scheme doing for the community?

The dashboard displays six project cards, each with a 'Scheme snapshot' and various metrics:

Project Name	Developer - Contractor	ESPIQR Status	Client Supported	Completion Date
Leicester Square - Devel...	Edwardian Group	QR - Awaiting 1st Report	0	19/1/2019
77-79 Jermyn Street, 3...	The Crown Estate	QR - Implemented	6	1/2/2019
1-5 Grosvenor Place	Grosvenor	QR - Implemented	3	1/10/2021
West End Gate (285-32...	Berkeley Homes	QR - Implemented	25	1/6/2020
63 Buckingham Gate	Gardiner & Theobald / Anquila	QR - Implemented	22	31/12/2017
221-235 Lanark Rd	Allenbuild / Dolphin Living	QR - Awaiting 1st Report	0	15/3/2019

On the right, a map shows project locations in London, and a Gantt chart displays development durations from 2016 to 2021. A line chart below shows 'Client Supported' counts by ward, with 'West End' showing the highest count.

Scheme snapshot

How many clients is this scheme supporting?

Did this scheme report

Which scheme is supporting more Westminster residents?

When should we approach each scheme?

Which ward is benefitting the most?



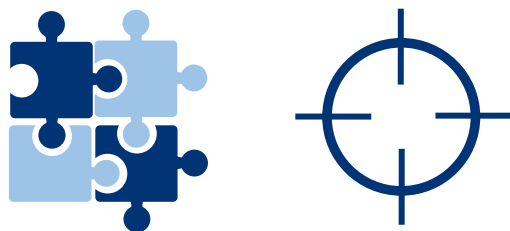
Next Steps and Suggested Priorities

1. Working Group
2. Changes to the Code of Construction
3. Training for Contract Managers
4. Recognition through the Lions Awards
5. Increasing capacity
6. One central database





Questions for Policy and Scrutiny



- What is missing?
- What are the other opportunities?
- What are the needs in your wards?
- Should we ask for quality rather than quantity
- Should we have priorities as a Council?

