



Birmingham Business How do I get Charter for Social Responsibility

Introduction

The Birmingham Business Charter for Social Responsibility is a set of guiding principles which Birmingham City Council has adopted. Its aim is to boost the local economy by maximising the social value the council obtains from its £1 billion purchasing power by making that money work as hard as possible for the economic, social and environmental benefit of Birmingham's citizens.

Future commissioning and contracting decisions will take account of the principles of the Charter and it will help reform the Council's procurement strategy, leading to the creation of job opportunities, support to the local supply chain and the payment of a fair wage to contractors' employees for their efforts.

We would like to invite you to join with Birmingham City Council in our efforts to improve the economic, social & environmental well-being of our citizens by also signing up to the Charter. This pack will give you all the information you need to help you on the journey to full accreditation and help boost the Birmingham economy.

involved?

Below is information related to the type of organisation you are and the routes to accreditation.

A current BCC contracted supplier or grant recipient.

We encourage applications for accreditation to the Charter from our existing suppliers. As a signatory to the Charter you will be expected to agree to an amendment to your existing contract(s) which will commit you to delivering the principles by fully adopting the Charter at the time of signature. If you are not quite ready to fully adopt the Charter we can help you develop an action plan which will lead to full adoption within a clear timescale.

A potential new BCC supplier or grant recipient

If you will be bidding for future contracts or applying for grants you will be required to fully adopt the Charter as part of the terms of new BCC Contracts and Conditions of Grant Aid. To bid for new work you will need to provide your Charter registration number or agree an Action Plan during the bidding process to gain full accreditation within a clear timescale. Progress against the Charter Principles will be monitored during the contracted period.



Organisations with no contractual links to the council

We welcome applications for accreditation to the Charter from the wider business community, public sector bodies, the 3rd sector and other organisations. You can apply for full accreditation to the Charter but if you are not quite ready to fully adopt all the Principles we can help you develop an action plan which will lead to full adoption within 3 years.

How do I apply?

Register on Birmingham City Council's supplier portal www.finditinbirmingham.com
Complete the Action Plan including details on how you will deliver the principles of the Charter highlighting the economic, social & environmental benefits to Birmingham's citizens. Submit to bbc4sr@birmingham.gov.uk

What happens next?

Receipt of your application will be acknowledged. It will then be evaluated & you will be advised of the outcome. You will be contacted if any queries arise.

If you have been successful you will be issued with a certificate, logos and accompanying brand guidance. If you are a contracted supplier to Birmingham City Council progress against the Charter Principles will form part of your contract management meetings.

If you have been unsuccessful you will be advised of the improvements you need to make in order to reapply.

Each year you will be required to submit an annual report detailing the success you have had and your plans for the coming year.





Local Employment

Charter signatories will create employment and training opportunities for local people especially in target areas:

Mandatory for all contracts

- Commit to create employment and training opportunities for local residents, including people with disabilities and support people into work and work experience placements.
- Adopt an approved Jobs and Skills policy and apply this policy at every stage of the procurement process. BCC's Policy Toolkit for Jobs and Skills provides an example of an approved policy approach.

Mandatory for above Threshold, and Voluntary below Threshold

- Seek opportunities to work with local schools to help ensure that the young people of Birmingham are equipped with the right skills to match the requirements of the labour market.
- Support the local economy and create much needed jobs and apprenticeship jobs, by adopting procurement strategies that remove barriers to local businesses.

Implementation Guidance

Organisations may assist in the development and wide recognition of a Birmingham version of the Baccalaureate qualification.

Birmingham City Council's Employment
Access Team (EAT) provides coordinated
access to dedicated and tailored job support
and skills programmes to ensure that
employers get the right people with the right
skills for their vacancies. EAT will work with
the contract provider from the bid stage
to support contractors to decide suitable
employment and skills targets and throughout
the commissioning process, and once the
contract is awarded support the needs of the
employer to achieve the agreed outcomes.

This support includes:

- Agreeing on targets
- General guidance to contractors at the bidding stage
- Advice to contractors on how best to achieve targets
- Model clauses for inclusion in the agreement
- Development of targets with awarded contract providers. Targets can include all or some of the following: Jobs, Apprenticeships, Traineeships, Graduate Placements, work experience placements
- Recruitment
- Dedicated resource to understand recruitment needs and timescales
- Contact with and information from Colleges, training providers and job-matching agencies to support recruitment and training requirements



- · Advertising and response handling
- Provision of bespoke training programmes to ensure candidates with the right skills come forward at the right time
- Pre-screening of job ready candidates
- Short-listing of candidates, skills analysis and matching to support achievement of obligations

Aftercare

Aftercare service, including signposting to services to help train and retain staff.

Remove barriers

Help small and medium enterprises by considering:

- The size and value of contract opportunities
 / as a mechanism to involve SMEs
- Turnover and insurance requirements (proportionate to the contract)
- Advertising low value contracts on FIIB
- Co-operation between groups of economic operators e.g. consortia
- Longer timescales for receipt of quotes / tenders
- Payment terms

Implementation

How will the jobs and skills policy be implemented?

The form of the Job and Skills policy to be agreed and implemented will be tailored to the specific nature and volume of the contract held. The council's Employment Access Team has a number of different approaches that can be adopted ranging from agreement of

formal contractual clauses and the setting up of Jobs and Skills Charters for larger contracts or developments through to adoption of key recruitment good practice principles for smaller contracts.

Supporting Information

The council's Employment Access function will provide support and examples of effective Targeted Recruitment and Training (TRT) initiatives, including apprenticeships, to inform the contractor's jobs and skills policy.

Support is available through the council's Employment Access function, contact details below:

Nick Doyle Employment Access Team Economy Directorate Birmingham City Council PO Box 2470 Birmingham B4 7DJ

Telephone

0121 675 3238

Email

eateam@birmingham.gov.uk

Website

www.birmingham.gov.uk/eat





Buy Birmingham First

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

Mandatory for all

- Support the local economy by choosing suppliers close to the point of service delivery where possible.
- Use 'FinditinBirmingham' 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 Birmingham First' throughout their supply chains.

Mandatory for above Threshold, and Voluntary below Threshold

• Commit to purchasing from pre-qualified businesses on the 'FinditinBirmingham' website where possible.

Implementation Guidance

FinditinBirmingham

'FinditinBirmingham' is the online focal point for the Birmingham business community. It's the place where private & public sector buyers advertise their contract opportunities, for local suppliers of all shapes and sizes to bid for. When looking for suppliers to your business you can search the directory of registered businesses or post your own opportunities on the website.

'FinditinBirmingham' also offers face-toface services including monthly breakfast & networking meetings which encourage local businesses to come together. These meetings also host 'Meet the Buyer' sessions where oneto-one meetings can be arranged between high profile buyers and local businesses.



Supporting Information

For more information on 'FinditinBirmingham' please visit www.finditinbirmingham.com or contact Shariat:

Telephone

0121 303 0005

Email

rokneddin.shariat@birmingham.gov.uk

Measures

The Annual Charter statement should indicate how your organisation has implemented Buy Birmingham First Policies. Suggested measures for Find it in Birmingham are:

- Number of contract opportunities posted on FIIB
- Number of new suppliers sourced through FIIB
- Categorise supplier numbers and spend based upon distance: up to 10 miles, 10–50 miles, over 50 miles, overseas.





Partners in Communities

Mandatory for above Threshold, and Voluntary below Threshold

Charter signatories will play an active role in the local community and community 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
- Provide support to third sector organisations and work with third sector organisations to deliver services and contracts
- Work with schools and colleges, offering work experience and business awareness to students, especially those from disadvantaged areas or communities
- Support the Birmingham Baccalaureate as it is developed
- 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

Implementation Guidance

- District teams have the knowledge and understanding of the types of support required by community and voluntary organisations within their local areas.
 These teams will provide contact details of community organisations that are most in need of capacity building and skills development such as financial management, fund raising, etc.
- Each District Committee has a District Policy Statement which includes locally determined and evidence based priorities delivered through District Development Plans. The District Team will share the key priorities for the local area and how the business community can help to address these priorities.
- Local community buildings and open public spaces are used by communities to run a range of activities that bring communities together for:
 - Social activities for young people and older people
- Community Meetings
- Society Meetings
- Faith activities
- Food Banks
- Advice and Information Sessions
- Opportunities for volunteering.
- Employment and skills building activities



The Business community can provide support, both practical and financial, in running local activities such as luncheon clubs for older people to prevent social isolation, running local mentoring and skills building sessions to enhance employment opportunities. Additionally, the business community can support the maintenance of meeting rooms and facilities utilised by community groups and local residents.

- Ensure that the Buy Birmingham First campaign and FinditinBirmingham are engaging with, and accessible to, local third sector organisations and local social enterprises. FlnditinBirmingham is the online focal point for the Birmingham business community, where private and public sector buyers advertise their contract opportunities. For more information go to www.finditinbirmingham.com, or contact Shariat on 0121 303 0005 or email rokneddin.shariat@birmingham.gov.uk.
- The City's Social Enterprise Quarter being developed in Digbeth will support the growth and development of social enterprises. The business community can work with local communities to generate and support new business ideas to become social enterprises. Additionally, we encourage contracts with local social enterprise supply chains.
- Become an active member of the city's school-business links programme and provide information, advice, guidance and

- opportunities to young people through mentoring and other initiatives such as work experience and business awareness training. For more information contact Education and Skills Infrastructure, Birmingham City Council at edsi.enquiries@birmingham.gov. uk (0121 303 8847).
- Support the Birmingham Baccalaureate (BBac). The Skills for Birmingham BBac model is based on evidence from employer research, alongside the Confederation of British Industry (CBI) employability skills and the innovative approach of embedding employability in the curriculum. The three component programme takes into account the skills needs of local employers and aims to address these needs via a flexible model. Eleven schools in Birmingham will be piloting the BBac from September 2013. For more information go to www. skillsforbirmingham.com or email Jane Harris at Skills for Birmingham, Jane. Harris@ skillsforbirmingham.com, or Education and Skills Infrastructure, Birmingham City Council edsi.enquiries@birmingham.gov.uk (0121 303 8847).
- Support the Women's Enterprise Hub,

 a partnership between Birmingham City

 Council and South and City College, which
 provides support and training for women
 who want to run their own business.

 Although the hub supports all women,
 there is a particular focus on helping those
 from Black Minority Ethnic backgrounds
 including Bangladeshi and Pakistani women.



For more information go to the South and City College website http://www.sccb.ac.uk/the-hub.

- Host a "mini business summit" to bring employers, service providers and communities together to learn from each other and plan how local partnerships can be developed to deliver positive outcomes. This supports a local co-design and coproduction approach to local economic development that harnesses local expertise and distinctiveness. For more information and support to organise a mini business summit, contact the city council's Challenge Unit on fairbrum@birmingham. gov.uk or call 0121 675 3499.
- Use Third Sector venues for your meetings.

Think Venue is a Cooperative that offers conference facilities, meeting rooms and venues all of which are provided by charities, voluntary organisations, social enterprises and other not for profit groups. All profits gained from these bookings are reinvested to support social, environmental, community or charitable aims.

For more information or to book a third sector venue please visit www.thinkvenue.org

Supporting Information

Links to useful websites:

BCC Districts

Edgbaston

Steve Jarvis, Service Integration Head www.birmingham.gov.uk/edgbaston

Erdington District

Mike Davies, Service Integration Head www.birmingham.gov.uk/erdington

Hall Green

Pete Hobbs, Service Integration Head www.birmingham.gov.uk/hallgreen

Hodge Hill

Bev Carroll, Service Integration Head www.birmingham.gov.uk/hodgehill

Ladywood District

Lesley Poulton, Service Integration Head www.birmingham.gov.uk/ladywood

Northfield District

Richard Davies, Service Integration Head www.birmingham.gov.uk/northfield

Perry Barr District

Steve Salt, Service Integration Head www.birmingham.gov.uk/perrybarr

Selly Oak District

Karen Cheney, Service Integration Head www.birmingham.gov.uk/sellyoak

Sutton Coldfield District

Gary Ladbrooke, Service Integration Head www.birmingham.gov.uk/suttoncoldfield

Yardley District

Bernie Cartwright, Service Integration Head www.birmingham.gov.uk/yardley Business in the Community: www.bitc.org.uk



Birmingham Voluntary Service Council

For more information contact bvsc www.bvsc.org

Measures

Examples of measures to be reported against:

- Number of community groups/ organisations supported to help build sustainability
- Number of activities designed and delivered to address locally agreed District priorities
- Number of mentoring opportunities created with schools and colleges
- Number of social enterprises supported
- Number of contracts with local social enterprises
- Number of skills sessions to enhance employment prospects delivered
- Number of local business partnership events organised.





Good Employer

Charter signatories will support staff development and welfare and adopt the Birmingham Living Wage within their own organisation and within their supply chain.

Mandatory for all

- Ensure that employees are given a fair reward for their labours and help foster a loyal and motivated workforce by paying the Birmingham Living Wage.
- Recognise employees' rights of freedom of association and collective bargaining, including not using blacklists in recruitment processes.
- Provide a safe and hygienic working environment.
- Comply with working hours legislation and industry standards.
- 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.

- Comply with employment and social security legislation.
- Not employ harassment or intimidation.
- Have and comply with a whistle blowing policy.

Implementation Guidance

The Living Wage

The concept of the Living Wage was developed by the Joseph Rowntree Foundation Trust and is the term used to describe the minimum hourly wage necessary for shelter (housing and incidentals such as clothing and other basic needs) and nutrition. This standard generally means that a person working full-time with no additional income, should be able to afford a specified quality or quantity of housing, food, utilities, transport, health and recreation. The rate is set nationally and, is reviewed annually every November by the Centre for Research in Social Policy at Loughborough University.

In addition to the clear personal financial benefits to employees, research has shown that the introduction of the Living Wage into organisations has resulted in improved attendance, greater levels of motivation and loyalty and improved recruitment and retention rates.



Equality At Work

Workplace equality isn't complicated it's just about treating all employees fairly and consistently, not making presumptions about people's abilities or attitudes because of the way they look or because they have a disability. Having a diverse workforce can make good business sense and can help you understand about the needs of potential new customers and bring to your organisation new ideas or ways of doing things.

Supporting Information

For more information on the Living Wage go to www.livingwage.org.uk

For more information on trades union recognition go to

www.tuc.org.uk

For more information on equality at work go to

www.gov.uk/equality-act2010guidance

For more information on health and safety in the workplace go to

www.hse.gov.uk/guidance

For more information on whistle blowing policies go to

www.gov.uk/whistle blowing

For more information on the implementing the working time directive go to

www.hse.gov.uk-working time

Support and guidance for small and medium size employers (SMEs) on good employment practice is provided by ACAS who can be contacted on www.acas.org.uk

Measures

- Minimum wage paid to any employee is the nationally set rate for the Living Wage
- Have a written employment equality procedure
- Have a written whistle blowing procedure
- Not found to be contravening any of the requirements





Green and Sustainable

Charter signatories will commit to protecting the environment, minimising waste and energy consumption and using other resources efficiently. These commitments will also apply to their supply chains.

Mandatory for all

- Eliminate unnecessary waste by adopting the "reduce, reuse, recycle" philosophy.
- Be a good neighbour, minimise negative local impacts (noise, air quality), improve green areas (e.g. biodiversity, visual attractiveness).
- 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.

Mandatory for above threshold, and voluntary below threshold

- Measure carbon emissions and ensure a plan is being implemented using carbon measurement tools. Specific targets to be included in major contracts.
- Protect the environment and minimise adverse impacts and instill this approach throughout suppliers' supply chains.

Implementation Guidance

In the elements that are mandatory, businesses will need to demonstrate that they understand what is meant by the basic principles of waste minimisation, being a good neighbour and reducing their carbon footprint. This could be evidenced through a pre-existing policy to demonstrate that these are core principles, or through drawing one up to comply with the Charter. Support for this can be found in website links in the 'Supporting Information' section below. For any further information/support we would invite businesses to contact the Sustainability Team at Birmingham City Council (SustainabilityTeam@birmingham.gov.uk).

In addition to a policy to tackle the elements of the Business Charter that are mandatory, we would also expect to see some targets to reduce impact on the environment in all three of the areas concerned, as well as an action plan on how businesses are expecting to achieve those targets.

For larger contracts, the expectations are that companies will monitor their outputs more closely, with a view to reducing carbon emissions over time. Businesses will be expected to take a longer-term view over the targets that they will be working towards. Targets may include elements such as the number of low carbon vehicles purchased; development of a low carbon action plan for their supply chain; aim to reduce embedded carbon in goods and services provided.



More information is provided in the 'Supporting Information' section.

For all suppliers working towards reducing their carbon emissions, we would extend the opportunity to engage with Birmingham's Green Commission Vision and Roadmap. The Vision statement and Carbon Roadmap (published on 25th November 2013) are available online (www.makingbirminghamgreen.com). The Birmingham Business Charter for Social Responsibility will form a key policy tool for the city in implementing the projects and programmes that the City Council, and our partners from all sectors in the city, have identified as critical in meeting our carbon reduction target of 60% by 2027. The Green Commission's website is interactive, thereby facilitating rapid and flexible interaction between all communities, businesses and organisations across the city around climate change and how we can meet our challenges.

Companies are also invited to contribute to and implement the Birmingham Green Fleet Charter, thereby supporting the City in meeting its carbon reduction targets by actively addressing road transport emissions as a major source of CO2 that accounts for approximately 20% of total UK emissions.

Sustainability Team (Sustainability Team@birmingham.gov.uk).

Supporting Information

For more information on reducing waste and recycling:

www.wrap.org.uk

www.international-synergies.com

For more information about reducing the carbon component of vehicle fleets and promotion of sustainable travel for staff: www.fta.co.uk/policy_and_compliance/environment/logistics_carbon_reduction_scheme/index.html
www.cyclescheme.co.uk/

For guidance on measuring carbon emissions. www.carbontrust.com/client-services/footprinting/footprint-measurement
For information on improving local air quality. www.birmingham.gov.uk/air-quality
To view and download Birmingham's Green Commission Vision and Roadmap.

Indicators of success

- Agreements with supply chains to reduce carbon emissions.
- Reduction in energy consumption.

www.makingbirminghamgreen.com

- Reduced carbon emissions.
- Evidence of systematic policies/procedures to ensure the 'greening' of the supply chain.

Further information on these policy initiatives can be obtained through contacting the





Ethical Procurement

Charter signatories will commit to employing the highest ethical standards in their own operations and those within their supply chain.

Mandatory for all

- Work to the highest standards of business integrity and ethical conduct.
- Pay their fair share of taxes.
- Ensure the well-being and protection of work forces which must be supported by robust systems and procedures.
- Support the principles of the Universal Declaration of Human Rights.
- Support the Fundamental International Labour Organisation Conventions.
- Not engage in or support the use of child labour.
- Adopt best practice when procuring goods and services e.g. procure low energy products and avoid the use of rainforest timber from unmanaged sources.
- Pay suppliers no later than the terms stated in the primary contract.

Implementation Guidance

As supply chains become more globally diverse, businesses need to evidence awareness of the ethical issues of their suppliers in terms of social, economic and environmental impact. The reduced costs in supplies need not have a human cost.

Businesses need to increase their knowledge of ethical procurement and the behaviours of their suppliers. There are some useful guides and references available publicly that can help to build this knowledge.

Establish a code of good practice for your supply chain setting out core values and behaviours that encourage fairness, honesty and openness, efficiency and effectiveness, and professionalism. Develop an Ethical Procurement Policy and communicate it to your supply chain and demand adherence to these standards.

Review the specification of goods and services you procure to identify more sustainable alternatives.



Supporting Information

The UN Universal Declaration of Human Rights establishes the basic rights and treatment of all individuals. This can be found on:

www.un.org/en/documents/udhr/index.shtml

The International Labour Organisations' fundamental conventions set out the international labour standards and are enforceable by law within the countries that have ratified it. They can be found on: www.ilo.org/declaration/info/publications/WCMS_095895/lang--en/index.htm or http://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB: I 2000:0::NO:::

The Chartered Institute of Purchasing & Supply provides a useful guide entitled Ethical and Sustainable Procurement which explains the risks and contains examples of good practice. This can be found on http://www.cips.org/Documents/About%20CIPS/CIPS_Ethics_Guide_WEB.pdf

For sustainability advice see: ttp://sd.defra.gov.uk/advice

Fairtrade commodities ensure that the producers are treated fairly and receive a fair price for their produce. For more information visit www.fairtrade.org.uk

The Forest Stewardship Council is an international, non-governmental organisation dedicated to promoting responsible management of the world's forests.

To learn more visit: www.fsc-uk.org

Paying suppliers promptly ensures that the supply chain operates efficiently. The Prompt Payment Code establishes some basic principles that organisations can sign up to. There is a Challenge facility to allow suppliers to raise issues. To sign up to the BIS Prompt Payment Code visit:

www.promptpaymentcode.org.uk/

For recommendations about paying the supply chain read the British Chambers of Commerce Prompt Payment report.

Website: www.britishchambers.org.uk/policy-maker/policy-reports-and-publications/?id=32

&monthI=&yearI=&month2=&year2=&category=&keyword=payment

Measures

The Annual Charter statement should indicate how your organisation has implemented Ethical Procurement Policies. Suggested measures include:

- % of invoices paid on time.
- Adopted an adequate ethical procurement policy.
- Process for communicating policy to suppliers.
- Produce audited accounts that show that you have not been avoiding paying tax, even by legal means, in Britain.





Birmingham Business Charter for Social Responsibility Action Plan

Contact Information

Company name
Company address
Contact name
Contact email
Contact telephone number
If you are already suppliers to Birmingham City Council or recipients of grants
please provide details of these:
Contract number / grant registration number
Contract title
Expiry date
BCC Contract Manager
Contract number / grant registration number
Contract title
Expiry date
BCC Contract Manager
Contract number / grant registration number
Contract title
Expiry date
BCC Contract Manager



Please provide details of any current contract opportunities or grants you are applying for with Birmingham City Council:



As a signatory to the Charter you are committing to fully adopting its principles. Please describe in the sections below the activities you will undertake in the next twelve months to fulfil the Charter Principles.

Local Employment	
Buy Birmingham First	



Partners in Communities
Good Employer



Green and Sustainable
Ethical Procurement

Returning this form.

Please type directly into this form, completing all relevant sections. Save a copy and then attach to an email and send to;

Email: bbc4sr@birmingham.gov.uk





Birmingham Business Charter for Social Responsibility Annual Reporting

Contact Information

Company name
Company address
Contact name
Contact email
Contact telephone number
Details of contracts you currently have with Birmingham City Council:
Contract number / grant registration number
Contract title
Expiry date
BCC Contract Manager
Contract number / grant registration number
Contract title
Expiry date
BCC Contract Manager
Contract number / grant registration number
Contract title
Expiry date
BCC Contract Manager



As a Charter signatory you have committed to the six Charter Principles. Part of your commitment to the Charter is to provide an Annual Charter statement of how your organisation has implemented the Charter Principles and what you plan to do in the future.

Please describe the activities you have undertaken in the last twelve months to fulfil the charter principles highlighting how they have improved the economic, social and environmental well-being of Birmingham.

Please include performance data against any measures you have adopted for individual principles.

If you have an action plan in place for full adoption please describe the progress you have made.

Local Employment	
Buy Birmingham First	



Partners in Communities
Good Employer



Green and Sustainable
Ethical Procurement

Returning this form.

Please type directly into this form, completing all relevant sections. Save a copy and then attach to an email and send to:

Email: bbc4sr@birmingham.gov.uk