



A Quick Guide
to **Buy Social** in
Services Contracts

Edition 1



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Buy Social
in Service
Contracts

Welcome to A Quick Guide to Buy Social in Services Contracts, designed to give you a snapshot of what Buy Social is and how it is used in Services contracts. More information is available on www.buysocialni.org

A Quick Guide to **Buy Social**

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What is Buy Social?

Buy Social is a tool to maximise social and economic benefits from public purchasing. The main way that social benefit is achieved is through Targeted Recruitment and Training (TR&T) opportunities.

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Why is Buy Social necessary?

The draft Programme for Government (PfG) framework highlights the Northern Ireland Assembly and Executive's commitment to the promotion of social inclusion and equal opportunities as key objectives of the Sustainable Development Strategy for Northern Ireland. There is now significant political commitment to the integration of Buy Social in public contracts, as highlighted in a number of government policy documents including Procurement Guidance Note 01/13 and those shown in Figure 1. This is coupled with growing recognition of the need to capitalise on the entry level positions offered by many services contracts and the impact this could have on economic inactivity.





Figure 1: The NI Policy Framework for Buy Social



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What is Targeted Recruitment and Training?

Contracts that include Targeted Recruitment and Training (TR&T) clauses require contractors to provide a proportion of the total weeks of employment or a percentage of new vacancies created for “New Entrant Trainees”

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Who is a “New Entrant Trainee”?

“New Entrant Trainees” are people who have no substantial work experience (such as school or college leavers) or people who are long-term unemployed. Some contracts also make special provision, for example, for people with disabilities, or for looked after children/care leavers.

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Target setting for Buy Social for Services contract clauses

The type of target set for Buy Social Services contracts depends on the extent to which TUPE¹ applies to the estimated workforce of the contract. Two approaches have been developed:

Approach A is used where the new contract does not have a significant TUPE obligation (including none). In Approach A a target number of person-weeks of employment is calculated based on factors such as the labour value of the contract and the average cost of a worker in the industry. The Buy Social Model for Services includes a user-friendly online calculator, developed to assist procurement officers to calculate whether a Buy Social requirement is mandatory and to determine the target. It is available at www.buysocialni.org

Approach B is used where the new contract has a significant TUPE obligation and a value of £500,000 per annum or more. In Approach B contractors are required “To maximise the employment of “New Entrant Trainees” which should comprise a minimum of 40% of new personnel engaged on the contract (be it through the contractor or a sub-contractor).”

For more information on setting targets please email info@buysocialni.org

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Case Study

NICS Postal Contract

The Buy Social Unit was invited to work with Central Procurement Directorate to design social clauses for a £30m services contract for the delivery of public sector post. The clauses require the contractor, Whistl, to deliver 561 person-weeks of paid employment for long-term unemployed people, education leavers and people with disabilities.

¹ Transfer of Undertakings (Protection of Employment) Regulations 1981.



Key Contract Requirements

To be eligible for employment as a “New Entrant Trainee” the candidate must be:

1. Unemployed for 52 weeks+ and over 25 years of age or;
2. Unemployed for 26 weeks+ and under 25 years of age or;
3. Leaving/left education in the past 12 months.

Each “New Entrant Trainee” is given one of three types of employment contract – an apprentice contract, a student/professional trainee contract or an “other trainee” contract.

In Approach A each New Entrant Trainee can be counted towards the KPI (target) as follows:

- Apprentices and professional trainees can be counted as a “New Entrant Trainee” for up to 104 weeks;
- Students and “other trainees” can be counted as “New Entrants Trainees” for up to 52 weeks.
- An “other trainee” is anyone who isn’t an apprentice or student or professional trainee and who meets the eligibility criteria for Buy Social.

In Approach B there is no limit to how long a New Entrant Trainee can be counted for.

For eligibility criteria for New Entrant Trainees please visit <http://buysocialni.org/#publications>

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Monitoring

A robust monitoring system has been put in place.

Contractors are required to submit regular reports specifying the “New Entrant Trainees” by name that have been engaged on the contract, their status (apprentice, student professional trainee or other trainee) and the number of weeks they have delivered.

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Brokerage

Contractors can match themselves with training/employability/education establishments who can help them recruit “New Entrant Trainees” who are unemployed or who are education leavers. The Buy Social Brokerage website – www.buysocialbrokerage.org has been created to help with this process. Use the search function if you are a contractor or the register function if you provide employability services.





Find out more

To find out more visit www.buysocialni.org.
The Buy Social team is available to assist in the design of Buy Social targets – contact info@buysocialni.org

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