

SOCIAL VALUE FRAMEWORK AND POLICY

FORWORD

About MRWA

Merseyside Recycling and Waste Authority (MRWA) is the statutory Joint Waste Disposal Authority (JWDA) for Merseyside. Our legal duties include managing and treating household waste collected by the LCR Councils, provision of Household Waste Recycling Centres and aftercare of several closed landfill sites within the region.

We also have a duty to consider the waste hierarchy, which means preventing, reusing or recycling waste where we can to reduce the amount of waste requiring treatment. Along with our private sector partners, we manage waste resources, recycling and transportation of waste, on behalf of five District Councils (of Knowsley, Liverpool, Sefton, St Helens and Wirral) and via a separate partnership with Halton Council, across the Liverpool City Region. We also manage waste delivered by resident to Household Waste Recycling Centres (HWRC's).

The Authority is the conduit between local action, national policies and international agreements, and is critical for the sustainable management of waste and discarded household resources in the LCR.

What is Social Value and why is it important?

In its basic form social value refers to the positive impact an organisation or action has on society beyond its financial performance, encompassing social, economic and environmental well-being.

Social value plays a vital role in how we deliver services and invest public resources, allowing MRWA to maximise positive outcomes for communities beyond the immediate provision of services.

By embedding social value into decision-making, commissioning and procurement we can ensure that waste and sustainability services deliver benefits beyond statutory compliance including reduced environmental impact, lower carbon emissions and increased reuse and recycling. A strong social value approach also supports local green jobs, skill development and community engagement, helping residents and businesses to adopt more sustainable behaviours. In the context of climate commitments and increase financial pressures focusing on social value enables local authorities such as MRWA to maximise long-term environmental, social and economic benefits from public investment.

Our Commitment to Social Value

Merseyside Recycling and Waste Authority is committed to delivering positive social value by embedding the principles of **People, Planet, and Economy** into our operations and service delivery. Through responsible waste management and sustainable practices, we aim to protect the environment, support our people and communities, and contribute to a resilient and sustainable economy.

Merseyside Recycling and Waste Authority is committed to delivering measurable social value in line with the Public Services (Social Value) Act 2012 and the priorities of the local authorities we work with.

Due to the varied coverage of the waste authority application will vary according to the nature, scale and complexity of the activity being undertaken. Implementation will therefore be proportionate and aligned with all applicable legal, regulatory or contractual obligations. Responsibility for applying the Social Value Framework may rest with internal teams or external providers, as appropriate. While the framework establishes a consistent and robust approach, its practical application may be exercised with appropriate professional judgement and discretion by the responsible team or provider, ensuring effective delivery while maintaining compliance, accountability and assurance.

Purpose of the Framework

The Social Value Framework has been created to provide a consistent and organisation-wide approach to embedding Social Value in everything we do. It is designed to build on our existing Social Value activity, while encouraging new and innovative ways to create, measure and review Social Value across the organisation.

Key Focus and Objectives

Our key areas of focus and examples of relating activities that fall under that include;

People – Supporting Communities and Local Outcomes

MRWA aims to work in partnership with local partners and stakeholders to create positive social outcomes for residents and communities.

Objectives;

- Create local employment, apprenticeships, and training opportunities linked to waste and environmental services
- Provide fair pay, safe working conditions, and inclusive employment practices
- Deliver community engagement and education initiatives focused on waste reduction, recycling, and sustainability

- Support local supply chains, SMEs, and social enterprises where aligned with local authority procurement policies
- Promote equality, diversity, and social inclusion in line with local authority standards

Planet – Delivering Environmental and Climate Objectives

MRWA is committed to meeting environmental and climate commitments and aligning with LCR Zero Waste targets.

Objectives:

- Reduce the amount of waste produced in line with local waste strategies and the Zero Waste 2040 goals.
- Increase recycling, reuse, and recovery rates across services
- Apply the waste hierarchy in all operational decision-making
- Support circular economy initiatives and innovation
- Reduce carbon emissions from operations and transport, supporting combined authority Net Zero targets
- Monitor and report environmental performance using data aligned with reporting requirements

Economy – Supporting Sustainable Local Growth

MRWA aims to contribute to a resilient local economy through responsible and sustainable practices.

Objectives:

- Deliver value-for-money services that improve efficiency and reduce long-term costs
- Invest in local skills, green jobs, and long-term employment opportunities
- Support innovation in waste management and resource efficiency
- Work collaboratively with stakeholders and partners to maximise social and economic value from waste
- Align procurement and supply chain practices with economic priorities

Measurement, Governance, and Reporting

To deliver our social value goals it is critical to have the following;

- A clear process for the assessment and measurement of the social value contributions made through the procurement process
- A strong contract management focus to ensure commitments are delivered upon. With actions working upon agreed measurable KPIs at contract level.
- An agreement that all parties involved will commit to transparency and continuous improvement against agreed outcomes
- An approach to quantifying the impact of social value to assure Members and the public of the impact the work is having.

To support this MRWA will commit to providing support and training to ensure officers have the confidence and capability to manage social value delivery as part of the contract management process. As well as committing to the inclusion of social value within our annual reporting.

Within 2024-25 an initial set of metrics were established to support the reporting of social value across three key areas, Zero Waste Community Fund, community engagement and wider campaigns, resulting in a total social value figure off £2,557,289.58.

As we move forward, we are committed to scaling up this work by embedding social value across our strategic planning and performance monitoring, ensuring it becomes a sustained and defining element of how we operate and deliver projects within our communities.

Continuous Improvement and Partnership

MRWA, will commit to working strategically with all partners to co-develop and deliver social value that aligns with shared priorities and wider local, regional and national strategies, maximising collective impact and long-term value. This collaborative approach will be underpinned by a strong commitment to continuous improvement, using evidence, performance monitoring and stakeholder feedback to refine delivery, drive innovation and ensure schemes remain effective, resilient and responsive to evolving needs and policy direction.

Appendix

Table One

Zero Waste Community Fund	Across the sixteen projects (totalling £164,995.21 of funding) the programme attained £737,685.17 in Social Value. This gives a Return on Investment of £4.47 for every £1 of funding.
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Community engagement and reuse projects.	Across the noted community engagement and reuse projects we attained £76,566.86 of social value.
Campaigns	Across the reported campaigns and impressions, we attained £1,743,037.72 of social value.

24-25 Annual Report SV Data