

Social Value Strategy

2024 - 2027

Delivering **social value** has the potential to be transformational. It can bring opportunities to all, change lives and have a positive impact on the local economy.





I'm delighted to share this strategy which outlines our approach to social value. It sets out our ambitions and our key areas of focus. Importantly, it showcases the way the Met Office already delivers social value. It describes our commitment and plans to do even more.

We are ambitious and this **Social Value Strategy** sets out the general principles that we will follow across all our activities as we engage with our supply chain, partners, people and the communities around us to deliver value for money and to achieve additional economic, social and environmental benefits.

I am particularly proud of the fantastic progress we have made under the missions of tackling climate change and tackling economic inequality through our educational outreach, as demonstrated in the case studies we have included.

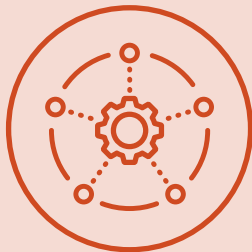
Our strategy and approach align with the Government's Social Value Act and drive sustainability throughout our commercial activity. We have further opportunities to innovate and to embed social value in conjunction with our employees and partners. Together, we can generate greater social benefit and positive impact from our supplier contracts, our people, the communities around us and the wider public.

As a responsible business, we care deeply that our world leading work in the fields of weather and climate doesn't just deliver exceptional science and services, but that we do so in a way that supports the environment and the communities around us and helps stimulate wider economic development. Met Office employees very much share our organisational value of being a 'Force for Good' and take a proactive approach to social value. The continuing support of employees and colleagues will be central to our future achievements.



Penny Endersby
Chief Executive

Executive summary



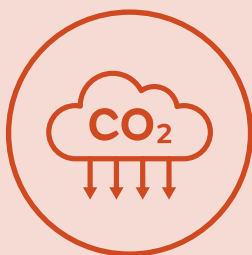
Having a Social Value Framework showcases the **great work** we do, our successes and ambitions.



Our new **Enabling Activities** and **Priorities** we will improve focus to help embed social value throughout the Met Office.



We have a clear **Vision** and **Commitment** to our people, the wider community and our supply chain.



By March 2030 we aim to reduce our supply chain's CO₂e **emissions by 70%**.



We take achieving social value seriously. We are ambitious, and our social value strategy sets out the general principles to deliver **value for money** and achieve additional economic, social and environmental benefits.



The Met Office aligns to Government's legislation and has clear Social Value practices which will be **embedded**.



Our new supercomputing provision will be one of the world's most environmentally sustainable supercomputing capabilities powered by **100% renewable electricity** through direct Power Purchase Agreements (PPA).



We will measure Social Value against tangible **supply chain** contractual metrics and measures.



We will work with our **partners** to maximise the number and diversity of young people who can access work experience.

Introduction



Social value isn't about costing more
- it's about thinking differently!



The Met Office buys a wide range of goods, works and services from a varied and diverse supply chain and in doing so it makes a significant contribution to the UK economy.

The need for the Met Office to drive social value is greater than ever, and our aim is to maximise these outcomes with good practice and a consistent approach. Delivering social value has the potential to be transformational, it can bring opportunities to all, change lives, and have a positive impact on the local economy.

Social value isn't about costing more - it's about thinking differently!

Social Value: “The wider financial and non-financial impacts of projects and programmes including the wellbeing of individuals and communities, social capital and the environment.” (Cabinet Office, Social value in procurement consultation document).

We will not achieve all our social value ambitions overnight. We are already delivering real impact from our existing work in areas which are captured within our Social Value Framework and case studies; however, we have identified Enabling Activities that will strengthen the way we deliver social value and help us keep on improving.

We are ambitious, and our social value strategy sets out the general principles that we will follow across all our commercial and partnership activities to deliver value for money, and achieve additional economic, social environmental and wider public benefits. These principles are compliant with the Public Services (Social Value) Act 2012, Social Value Model, the Equalities Act 2010 and other relevant legislation and policy.





What does Social Value mean to us?

Social value has a lasting impact on individuals, communities and the environment, and the Met Office is committed to ensuring that the money it spends maximises any achievable benefits. We are committed to embedding social value throughout our everyday activities.

Social value means different things to different businesses. For the Met Office, social value means acting responsibly in all that we do, unlocking value, not only directly through our supply chain but also beyond that in supporting the wider communities and the environment in which we work. Our people are proud to be a 'Force for Good' and we aim to embed our core values into responsible and ethical business behaviour.

Social value is:

- Creating employment opportunities for the long-term unemployed
- Providing additional opportunities for individuals or groups facing greater social or economic barriers
- Encouraging the use of recycling or recycled materials and considering whole life costing
- Creating supply chain opportunities for Small and Medium-sized Enterprises (SMEs) and social enterprises
- Encouraging suppliers to use local supply chains
- Creating training and educational opportunities for a diverse range of people

Social value can:

- Make a real difference to people's lives
- Encourage innovation
- Help to create a diverse supply chain
- Support the local economy
- Encourage collaboration
- Increase community wellbeing
- Contribute to carbon neutrality objectives
- For suppliers, it can help develop their business and organisational skill sets
- Be targeted to specific areas

Enabling Activities

Our approach to social value is determined by the sustainable aspects that are important for us as a business and what we need to address and influence, either through our own operations or by working collaboratively with our people, community and customers.

To help us deliver and improve, we have a clear plan which outlines three Enabling Activities to aid focus, promote awareness and support embedding social value throughout Met Office:



ENABLING ACTIVITY 1

Engage with our people and suppliers to enhance awareness and capabilities which ensure social value is embedded in our day-to-day work.



ENABLING ACTIVITY 2

Review our existing social value strategy, tools, processes and governance, to ensure social value is considered in day-to-day decision making, particularly associated with supply chain contracts and our communities.



ENABLING ACTIVITY 3

Make changes to our reporting, so we can measure social value, the outcomes and impact alongside existing government and business metrics.

Building Internal Capability

The Met Office will empower its people. We will target new capability by improving awareness through the organisation of what social value is and how it can improve and bolster existing practices. We will mandate the Government social value training for all stakeholders at the start of any new procurement activity which ensures alignment to legislative requirements and supports capacity building.



Our Vision and Commitment

- We will ensure our practices deliver economic, environmental and social benefits in our contracts and for our communities, by aligning our activity with the Government's Social Value Model.
- We will endeavour to bring knowledge and thought leadership to all aspects of social value, breaking down barriers and encouraging opportunities to access talent and create new jobs and skills.
- We will look after the health and wellbeing of our own people, promoting awareness and making tools available to support them.
- We strive to be a responsible business, committed to our employees, to the communities around us, to educational outreach and work programmes and to voluntary organisations and charities.
- We will engage with our supply chains to identify opportunities for social value and measure the outcomes against the defined Government and Met Office priorities.
- We aim to be recognised as a leader in Equality, Diversity and Inclusion (ED&I).
- We will embed a standardised framework that reflects our strategy, successes, ambitions and values.
- We will ensure that social value requirements we use are relevant, proportionate and fair.
- We will continue to work with internal employees, businesses and other organisations subject to this strategy, to improve understanding of social value and provide information, training and support on processes.

Our Social Value Framework: Existing successes and ambitions

From being recognised as global leaders in weather and climate science and services in our changing world, to preserving the environment, we know how important it is that we make a positive difference to the employees, communities and environment where we work. Although we have been working with our supply chain to deliver social value for many years, we haven't measured all those contributions or set out a clear framework for our future ambitions to work with our partners.

That's why we now have a Social Value Strategy, delivery plans and a framework that showcases our ambitions and want to do even more to build on our previous successes.

1 KICK START ECONOMIC GROWTH

**Create new businesses, new jobs and new skills.
Increase supply chain resilience and capacity.**

- Growing our apprenticeships (internal & external)
- Skills initiatives in priority sectors (e.g. technology)
- Supporting Small and Medium Enterprises
- Partnerships to drive impact, e.g. Microsoft Digital Skills Event
- Ambassador Programme, particularly Education Outreach & Early Careers
- Social Value and Modern Slavery Strategy, Training and Governance in Supply

2 MAKE BRITAIN A CLEAN ENERGY SUPERPOWER

Effective Stewardship of the Environment.

- Taking Net Zero seriously, targeting Carbon Neutrality by 2030
- Over 10 years, reduce business travel emissions by 40%
- By 2030, target supply chain CO₂e reduction of up to 70%
- Our new Supercomputing will be powered by 100% renewable electricity
- Investigate effective UK nature-based offsetting options, where emissions reductions are not yet possible

3 BREAK DOWN BARRIER TO OPPORTUNITY

**Reduce the disability employment gap.
Tackle workforce inequality.**

- ED&I strategy, objectives & reporting
- Executive-sponsored employee networks
- Investors in Diversity, Great place to Work and Disability Confident Employer accreditations
- Inclusivity related learning and development for employees
- Reasonable Adjustment Policy and workplace passports
- Creating opportunities for those from underrepresented or under-resourced backgrounds (e.g. in Education Outreach & Early Careers)

4 WELLBEING

**Improve health and wellbeing.
Improve community integration.**

- Wellbeing Strategy - Promote awareness of Mental Wellness & Champions
- Employee Assistance Programme
- Menopause Network
- Flexible Working Policy
- Listening to our colleagues
- Mindful Employer

Social Value Model and Met Office Priority Areas

In 2020 the Government launched a new Social Value Model which the Met Office aligns to. The Social Value Model sets out the Government's social value priorities for above threshold procurement activity and includes a menu of social value options for organisations to choose those which best fit with their specific activity and contracts.

The diagram below shows how the Social Value Model provides a clear set of Missions, Policy Outcomes and Model Award Criteria (MACs), which are priorities for the Government and can be used where appropriate to incorporate social value into public sector activity and procurement contracts. They allow clear deliverables and tangible outcomes to be measured and reported.

For procurement contracts there is a mandatory minimum weighting of 10% of the total evaluation score which can be targeted on those criteria that are most relevant and proportionate to the procurement.

The Government Social Value Model

Mission	Policy Outcome	Model Award Criteria (MAC)
Kick start economic growth to secure the highest sustained growth in the G7 - with good jobs and productivity growth in every part of the country making everyone, not just a few, better off	1. Fair work: that offers fair wages and good working conditions	MAC 1a. Create and retain high quality jobs '(as defined in MACs 1b-1d)' MAC 1b. Fair working conditions MAC 1c. Fair pay practices. MAC 1d. In-work progression to help people to move into higher paid work by developing new skills MAC 1e. Identifying and managing the risks of modern slavery
	2. Skills for growth: supporting growth sectors and addressing skills gaps	MAC 2a. Learning and skills development opportunities relevant to the contract to address skills gap
	3. Resilient, innovative and flexible supply chains	MAC 3a. Create a diverse supply chain to deliver the contract including new businesses and entrepreneurs, start-ups, SMEs, VCSEs and mutuals Including creating opportunities for entrepreneurship and helping new organisations to grow, supporting economic growth and business creation. MAC 3b. Collaborate in co-design and delivery with communities and anchor partners.
Make Britain a clean energy superpower: to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero	4. Sustainable procurement	MAC 4a. Deliver additional environmental benefits in the performance of the contract, including working towards net zero greenhouse gas emissions and use of clean energy and green technologies
		MAC 4b. Influence staff, suppliers, customers and communities through the delivery of the contract to support climate and nature protection and improvement
Take back our streets - by halving serious violent crime and raising confidence in the police and criminal justice system to its highest	5. Support the reduction in crime through community cohesion, awareness raising and action	MAC 5a. Influence staff, suppliers, customers and communities through the delivery of the contract to support the reduction in domestic abuse
Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain	6. Employment and training for those who face barriers to employment	MAC 6a. Create employment and training opportunities particularly for those who face barriers to employment and/or who are located in deprived areas, and for people in industries with known skills shortages or in high growth sectors.
		MAC 6b. Demonstrate action to increase the representation of disabled people in the contract workforce
	7a. Creating a pipeline of opportunities for the contract workforce, reducing barriers to entry for under-represented groups	MAC 6c. Demonstrate action to identify and tackle inequality in employment, skills and pay in the contract workforce.
		MAC 7a. Remove barriers to entry for young people and under-represented groups, facilitating access to pre-work training, placements, apprenticeships and other educational and developmental opportunities MAC 7b. Creating a pipeline of opportunities for the future contract workforce.
Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer	8. Increasing productivity through physical and mental wellbeing: in the supply chain and communities in the relevant area	MAC 8a. Support health and wellbeing in the contract workforce, including physical and mental health

At the Met Office we have gone a step further and created our own Social Value “**Default Priorities**” which ensure that all our contracts over a minimum threshold focus on social value outcomes that align to our core Met Office Values.

These Default Priorities are intended to be the first options to include in our contract awards, where and if relevant to do so. By embedding the default priorities into contracts, it makes the supplier delivery and commitment clear and will be reported through key performance indicators (KPI) and metrics agreed in the contract terms and captured in a Social Value Register.

Suppliers will be asked to report, for internal and external purposes, progress against these specific KPI measurements and the social value commitments agreed in their contracts.

Met Office Social Value Case Study 1

Break down barrier to opportunity Met Office – 13-18 Year old Work Experience

Following broad consultation, and a pilot in summer 2023, the Met Office introduced a new two-phase work experience programme for 13-18-year-olds, designed to:

- Maximise the number and diversity of young people undertaking work experience, supporting development of a larger and more diverse pool of future talent, feeding into our Early Careers pipeline.
- Focus capacity to host in-person work experience on those most interested in pursuing a career within the Met Office, broader STEM sector or Civil Service, and maximise the number of students we can provide placements for.

Designed in partnership with and hosted by Springpod, the online programme increases students' understanding of the Met Office's work, develops employability skills, and broadens ideas of available career pathways. It allows live interactions with our people via an integrated chat facility, much as if students were emailing with colleagues, and assigns work-based projects, giving a flavour of how it feels to work remotely as an employee. Additionally, it provides a 'bridge' for students who are more anxious about in-person placements, building confidence and raising their aspirations.

Following completion of this online offer, students can choose to apply for in-person work experience, if they wish. Those who evidence the greatest interest and effort, through their application and online work experience assignments, are offered placements lasting 2-3 days. As well as maximising the Met Office's capacity to host in-person work experience, shorter placements are also more accessible for those experiencing financial barriers to travel and subsistence, and students with additional commitments (e.g. young carers).

- As of end-March 2024, 604 young people had undertaken the online work experience programme (51% female; 43% minority ethnic backgrounds, 11%+ on Free School Meals).

As a result of participation:

- 71% reported strengthened awareness of STEM sector careers, from poor/somewhat aware to good/excellent.
- The proportion of students who felt they would be confident speaking to an industry professional increased from 36% to 76%.
- The proportion likely to consider a STEM career increased from 45% to 67%.
- The proportion reporting that they trusted Met Office advice 'very much' increased from 40% to 63%.



I just wanted to congratulate Springpod for providing such an amazing experience with The Met Office. In my day job as a Careers Leader, I use this as a perfect example when delivering assemblies and parent info evenings on the benefits of virtual work experience.

Jane Witherall

Head of Careers, Rickmansworth School



Met Office Social Value **Case Study 2**

Marke Britian a clean energy superpower - Business Travel and Renewable Energy

Our ambitions (Taken from Net Zero Strategy)

- Taking Net Zero seriously, targeting Carbon Neutrality by 2030
- Reducing operational emissions, offsetting only where there are no other current options
- Having moved to 100% zero carbon electricity in 2020, we already save 16,000 tonnes of CO₂e p.a.
- By March 2030 we aim to reduce our supply chain's CO₂e by 70%



Business Travel

With responsibility for providing weather forecasts and guidance as well as maintaining an observing network right across the UK, while also engaging with a wide range of international partners across the globe, travel has historically been a significant element of the Met Office's carbon footprint.

Not only have we set ourselves a target to substantially reduce our travel – and are looking at offsetting solutions to offset what remains essential to support our critical services – but we are working with our suppliers and partners to see how we can work together to reduce their travel and offset those essential emissions. For example, for the Amazon FACE project where we are working with partners in Brazil to look at the capacity of the Amazon rainforest to absorb carbon, we have done a comprehensive analysis of the impact of the project itself so that we can minimise and mitigate the impacts.

Closer to home, when we work with business services providers, we encourage home working and for them to take a flexible approach to meeting with us to reduce travel emissions. We work with our key suppliers to assess the direct emissions of their services and consider offsetting the emissions of the residual impact of their work.



Renewable Energy

Data processing makes up a major part of the Met Office's work and that of its suppliers. The Met Office switched its electricity supply away from fossil fuels in 2020, but increasingly our compute will take place in dedicated offsite data centres and in the cloud.

As well as the environmental impact of building these centres, we have worked with our suppliers to ensure they are powered by renewable energy. Microsoft, who are building our new supercomputing infrastructure, have committed to power this purely with renewable energy.

Similarly, our international meteorology partners such as ECMWF and EUMETSAT have in recent years switched their computing centres to renewable energy. This is of course not dependent on the size of the supplier, and we encourage our smaller suppliers to make this switch if they are able to.

Met Office Social Value **Case Study 3**

Break down barrier to opportunity Met Office – Workplace Adjustments

Workplace adjustments enable employees with disabilities, physical or mental health conditions, or other circumstances that impact their working lives to do their jobs without being substantially disadvantaged. In the Met Office, we use the term workplace adjustments, and this encompasses reasonable adjustments. A reasonable adjustment is the legal term to remove, reduce or prevent the obstacles a disabled worker faces.

Changes to how workplace adjustments were funded in the Civil Service gave us the opportunity to review our workplace adjustments guidance and process. Colleagues with disabilities shared their experiences of trying to implement workplace adjustments, which for some had resulted in long waits and often having to re-tell their story.

To address these challenges, colleagues from various teams worked together to improve our workplace adjustments offer. This included centralising the costs for all workplace adjustments, developing a software catalogue of assistive technology, and developing the Met Office Workplace Adjustments Passport.

A workplace adjustments passport is a tool that can help to facilitate a quality conversation between an employee and their manager about what adjustments they may need, to remove or reduce barriers in the workplace.

The types of adjustments will depend on the specific needs of the employee but could include changing working arrangements, doing things differently or providing equipment or support.

Lots of adjustments are simple and easy to implement, as often it is changing how we work, but these can have a significant impact on employees' wellbeing, performance,

and work/life balance. In creating a centralised budget, we would be creating a safe and inclusive environment where people are encouraged to 'be themselves'.

In launching our new process and passport, we wanted to be more inclusive, as we recognise that we all may need workplace adjustments at some point in our working lives. As such, workplace adjustments can also cover temporary circumstances such as a broken leg or observing religious events such as Ramadan. They can also cover other factors in employee's lives such as caring responsibilities, experiencing menopausal symptoms, transitioning, or undergoing fertility treatment.

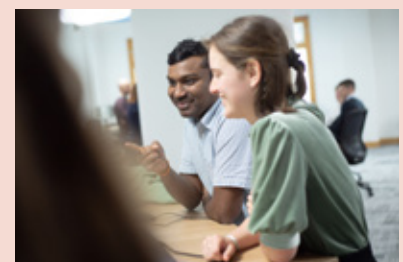
Completion of the passport is voluntary, and the employee has control over the content, so can share as much detail as they feel is appropriate. As part of the launch, we created a dedicated space for workplace adjustments on our intranet, which has a number of resources to support both employees and managers in making adjustments as simple as possible. We also created several avatars as case studies to highlight the types of workplace adjustments that may be put in place.

These resources aim to give both managers and employees the confidence to talk about adjustments to help break down any barriers. Our research told us that some employees may feel anxious raising requests for workplace adjustments and some managers might find it difficult discussing issues that they feel are personal to the employee. The resources and the passport should encourage conversations and help to provide structure to these discussions.

We are continuing to embed workplace adjustments, through regular comms, using our avatars and networks to share stories, to also developing bitesize learning for our people managers and working on how we effectively monitor the process.



We know that even making small adjustments can have a significant impact on our people's wellbeing and performance, as well as help our people to feel more valued and supported.



Met Office Social Value **Case Study 4**

Wellbeing

Wellbeing has always been a priority for the Met Office and we have made significant progress during our journey. Now we have a strategy to formalise and set our next steps.

In an advancing world these will continue to evolve to keep pace with and reflect societal changes and challenges. For now our priority workstreams are:

1

Promote connected conversations between employees and managers around workload and wellbeing

2

Expand learning and self-help on wellbeing missions

3

Maintain an organisational wellbeing plan promoting mental, physical and social aspects of wellbeing

4

Keep the wellbeing conversation going within the Met Office



Our top priorities are employee safety and wellbeing. Your personal, physical, mental and emotional health remains of critical importance to us.

Penny Endersby
Chief Executive, Met Office





We're a force for good.

Our organisational values define what we do, what we stand for, why we come to work and what we want to achieve. They're a uniquely express our Met Office personality.

How we embed social value into our everyday activity matters. We need to act now, and we want to make a difference. That's why we take our social value ambitions seriously.

We are ambitious. We are on a journey. Together we can make a difference. We aim to embed our general social value principles across all our activities as we engage with our supply chain, partners, people, and the communities around us to deliver value for money and to achieve additional economic, social, and environmental benefits.