

LEVERAGING SOCIAL VALUE:

HOW TECH SMES CAN WIN AT PUBLIC PROCUREMENT

Today's Speakers



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The Public Procurement Act and Social Value

Transforming £385bn spent annually on public procurement, by:

- ✓ Maximising public benefit
- ✓ Simplifying and streamlining procurement (Central Digital Platform)
- ✓ Opening up access for smaller businesses, social enterprises and mutuals
- ✓ Increasing transparency
- ✓ Promoting fair competition
- ✓ Strengthening oversight (Procurement Review Unit)

Shift from MEAT to MAT: Contracts awarded based on Most Advantageous Tender (MAT) – giving equal weight to social value alongside economic factors.

Enhanced transparency and Key Value Indicators: Greater transparency in how social value is measured and reported, particularly for tenders above £5m. Increased scrutiny on suppliers.

Stakeholder engagement: Suppliers encouraged to demonstrate greater engagement to ensure that social value initiatives are relevant and impactful.

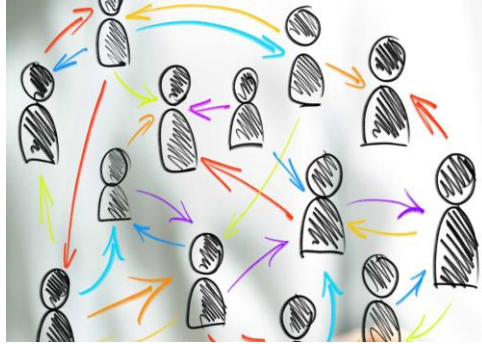
Reduced barriers to entry: A positive for smaller businesses. 30-day mandated payment terms to support cash flow. Frameworks opened to new entrants.

Better visibility of pipelines and notices: Working towards a ready-made list of every opportunity. Game changing for smaller suppliers.

The Superpowers of Small



Localism in DNA



Established Community
Networks



Authenticity and Integrity



The ability to be nimble



Specialised knowledge



Preferential government
policies



Simpler measurement



Support the SV
commitments of Tier 1s

About the Social Value Quality Mark™

About SVQM CIC

- ✓ The UK's national standard in social value
- ✓ A proudly independent social enterprise
 - ✓ Focussed on cultivating the highest standards of value
- ✓ Supporting organisations to stand out for better business
- ✓ And levelling the playing field across sectors

About the award

- ✓ A progressive pathway and quality framework
- ✓ Provides independent assurance
- ✓ Looks at Actions, Processes and Behaviours
 - ✓ Assesses trust, transparency, rigour and impact
- ✓ Open to organisations of all sizes and sectors



Using the SVQM as Evidence

Shift from MEAT to MAT:

- ✓ Independent assurance of commitment to communities and socially responsible business.

Enhanced transparency and Key Value Indicators:

- ✓ Established measurable KVIs against which to track delivery.
- ✓ Actively reporting social impact into the public domain.

Stakeholder engagement:

- ✓ Extensive engagement with suppliers, communities, and employees.
- ✓ Strategic initiatives based on consultation and genuine need.

Robust governance and delivery methodology:

- ✓ Implementation of best practice social value governance.

Standardised framework:

- ✓ Standardised framework for measuring and reporting social value.
- ✓ Demonstrate compliance consistently and transparently manner.

Alignment:

- ✓ Social Value Act 2012, Public Procurement Act, all existing PPNs, the central government Social Value Model, Community Benefits Act
- ✓ National TOMs
- ✓ UN Sustainable Development Goals.
- ✓ Social Value Principles, MeasureUp



Three Layers?



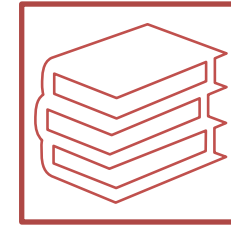
First Degree

Business as normal



Second Degree

Contract specific



Third Degree

Special projects and
programmes

Contracts - Frameworks

Quick Wins and Actions

Understand

What are the priorities for our region?

- Indices of deprivation
- Council strategies
- Conversations with LAs

What can we contribute?

- Time?
- Knowledge?
- Skills?
- Resources?
- Opportunities?

...and what do we care about?

Where can/do we make greatest impact for our stakeholders?

- Employees
- Customers
- Communities
- Partners

Measure & Implement

Measure

- Gender pay gap
- Carbon footprint
- Workforce demographic (age, gender, ethnicity, proximity to work)
- Supplier base (local, regional, national + distance)
- Social value activities and outcomes

Implement

- Governance – Exec sponsor, SV lead, working group
- Modern Slavery Policy
- Gender Pay Gap Reporting
- Equality & Diversity Policy
- Carbon Reduction Plan
- Environmental Policy
- Code of ethics / conduct
- Supply Chain Charter

Sign up to



Netcompany

Netcompany's Social Value Journey

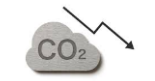
- A case study



Netcompany's seven pledges were developed with the support of Social Value Business and align to the United Nations Sustainable Development Goals

[Social Value report](#)

Inflight Activities & Commitments 2025



ecovadis

- Action to achieve near term emissions reductions
- Continue to progress sustainability assessments
- Climate Awareness Training
- ISO14001 re-certification
- ***Green IT Practices - - method development and rollout**

- Increase women representation at all levels
- Environmental and social volunteering opportunities
- Disability Confident Leader (Q2, 2025)



- Increase usage of available benefits
- Enhanced Health and Wellbeing survey with targeted response



- Continue alternative entry pathways - apprenticeships
- TechVets – cont. training for veteran communities, extended to Positive Youth Foundation
- University scholarships for underrepresented groups
- Equal opportunity training for all employees

- Modern slavery & ethics training
- Increase spend with VCSEs
- Collaborative SME ecosystems
- Supply chain sustainability
- National living wage

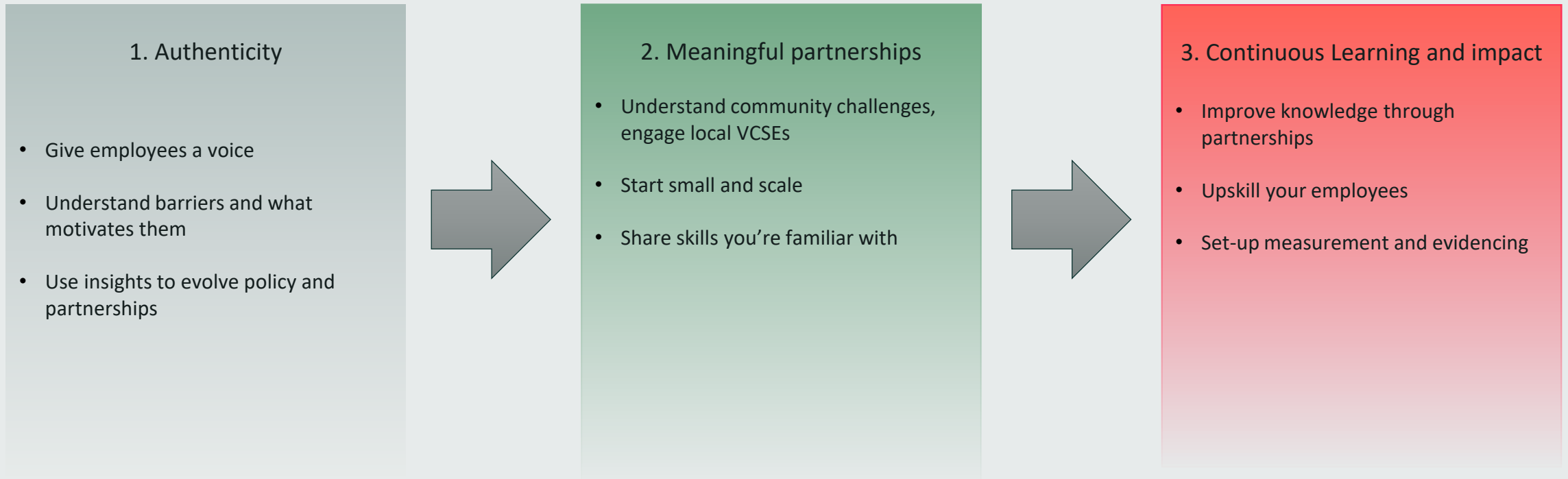


- Community donations of IT equipment
- Schools outreach - Girl Tech & SMART cities challenge
- Digital inclusion – collaboration with 100% digital
- Upskilling activity London Glasgow

- Support and mentoring for SME ecosystem partners
- Calendar of networking events. ERGs
- Annual reporting - Social Value Report, Carbon Reduction Plan
- SVQM re-accreditation and reporting enhancements



Social Value – underpinning success





Netcompany

[Netcompany.com](https://netcompany.com)



Responding to a Social Value Question

Morgan Williams
January 2025



The Social Value Act

- [Public Services \(Social Value Act\) 2012](#) and [PPN 06/20](#)
- 5 themes, 8 policy outcomes
- 3 broad outcome areas:
 - Social
 - Economic
 - Environmental
- Use the [Social Value Model](#), and refer to the MACs for criteria and metrics
 - the [Quick Reference Table](#) is a great quick source of reporting metrics
- Central Gov. – 10%, Local Gov. – unrestricted

Themes		Policy outcomes
Theme 1	COVID-19 recovery	Help local communities to manage and recover from the impact of COVID-19
Theme 2	Tackling economic inequality	Create new businesses, new jobs and new skills
		Increase supply chain resilience and capacity
Theme 3	Fighting climate change	Effective stewardship of the environment
Theme 4	Equal opportunity	Reduce the disability employment gap
		Tackle workforce inequality
Theme 5	Wellbeing	Improve health and wellbeing
		Improve community cohesion

Types of Social Value Question

Question: Describe the commitment your organisation will make to ensure that opportunities under the contract deliver the Policy Outcome and Award Criteria.

Please include:

- your 'Method Statement', stating how you will achieve this and how your commitment meets the Award Criteria, and
- a timed project plan and process, including how you will implement your commitment and by when. Also, how you will monitor, measure and report on your commitments/the impact of your proposals. You should include but not be limited to:
 - timed action plan
 - use of metrics
 - tools/processes used to gather data
 - reporting
 - feedback and improvement
 - transparency
- how you will influence staff, suppliers, customers and communities through the delivery of the contract to support the Policy Outcome, e.g. engagement, co-design/creation, training and education, partnering/collaborating, volunteering.

Types of Social Value Question

Question: How you will effectively tackle economic inequality and in particular the digital skills gap through the creation of new business, new jobs or new skills as a part of the delivery of your services

Question: Detail how, through the delivery of the contract, you plan to influence staff and suppliers to fight climate change through the reduction of consumption and waste.

- Read & understand the question!
 - Break it down, highlighting key words & requirements
 - Take it step by step, making sure to address each requirement in your response
 - Does each sentence/paragraph correspond to a part of the question?

How to answer a Social Value Question

- *What you will do*, not what you have done or are doing
 - Talk about where you are if relevant, but focus should be on what you will do for the client
 - Follow the question!
- Be specific
 - Tendency with SV & CSR to be 'wooly'
 - *Actions, targets, policies & accountabilities* over company philosophy and beliefs
 - *How* you will achieve your commitments – process! Show – don't tell
- Clear, measurable targets & commitments
 - That *demonstrate impact*
 - And are relevant to the opportunity, authority and local area
- Know your customer's social value priorities and approach - read their Social Value Policy
- Deliverables in the response should be able to be incorporated in the contract
 - Customer will set out SV KPIs
 - Should take form of a deliverable + metric

Contract	Quarter	Year	SV KPI description	Target*	Rating
FM service	Jul-Aug-Sep	2021	Number of disabled people in the contract workforce	2%	[The rating the supplier has achieved in that 3-month period, e.g. good, approaching target, etc]

How to answer a Social Value Question

Refer to the [Quick Reference Table](#) for metrics:

Theme: Fighting climate change

Policy Outcome: Effective stewardship of the environment

Reporting Metrics:

- Number of people-hours spent protecting and improving the environment under the contract, by UK region;
- Number of green spaces created under the contract, by UK region;
- Annual:
 - Reduction in emissions of greenhouse gases arising from the performance of the contract, measured in metric tonnes carbon dioxide equivalents (MTCDE);
 - Reduction in water use arising from the performance of the contract, measured in litres;
 - Reduction in waste to landfill arising from the performance of the contract, measured in metric tonnes.

How to answer a Social Value Question

Refer to the [Quick Reference Table](#) for metrics:

Theme: Tackling economic inequality

Policy Outcome: Create new businesses, new jobs and new skills

Reporting Metrics:

- Number of full-time equivalent (FTE) employment opportunities created under the contract, by UK region.
- Number of apprenticeship opportunities (Level 2, 3, and 4+) created or retained under the contract, by UK region.
- Number of training opportunities (Level 2, 3, and 4+) created or retained under the contract, other than apprentices, by UK region.
- Number of people-hours of learning interventions delivered under the contract, by UK region

How to answer a Social Value Question

Make sure you know what the marking scheme says:

Criteria for awarding score	Score
Excellent: (exceeds all of the Model Award Criteria). The response exceeds what is expected for the criteria. Leaves no doubt as to the capability and commitment to deliver what is required. The response therefore shows: - Very good understanding of the requirements. - Excellent proposals demonstrated through relevant evidence. - Considerable insight into the relevant issues. - The response is also likely to propose additional value in several respects above that expected. - The response addresses the social value policy outcome and also shows in-depth market experience.	4
Very good: (exceeds some of the Award Criteria) The response meets the required standard in all material respects. There are no significant areas of concern, although there may be limited minor issues that need further exploration or attention later in the procurement process. The response therefore shows: - Good understanding of the requirements. - Sufficient competence demonstrated through relevant evidence. - Some insight demonstrated into the relevant issues. - The response addresses the social value policy outcome and also shows good market experience.	3
Good: (meets all of the Award Criteria) The response broadly meets what is expected for the criteria. There are no significant areas of concern, although there may be limited minor issues that need further exploration or attention later in the procurement process. The response therefore shows: - Good understanding of the requirements. - Sufficient competence demonstrated through relevant evidence - Some insight demonstrated into the relevant issues. - The response addresses most of the social value policy outcome and also shows general market experience	2
Poor: (meets some of the Award Criteria) The response meets elements of the requirement but gives concern in a number of significant areas. There are reservations because of one or all of the following: - There is at least one significant issue needing considerable attention. - Proposals do not demonstrate competence or understanding. - The response is light on detail and unconvincing. - The response makes no reference to the applicable sector but shows some general market experience. - The response makes limited reference (naming only) to the social value policy outcome set out within the invitation.	1
Fail: the response completely fails to meet the required standard or does not provide a proposal.	0



Any Questions?



Drop us a line for 10% off consultancy and partnership services

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