



The Academy of Public Health

London and South East



Guidance for Bidders Submitting Social Value Responses

The Social Value Portal
Where Community Speaks and Business Listens



Guidance - Submitting a Social Value Response



- This document provides some guidance to assist bidders to respond to the social value questions within a tender
- This guidance assumes that the Social Value Calculator on the Sustainable Development Unit's website is being used (*see next slide*)
- Please contact the Social Value Portal for more detailed information:

support@socialvalueportal.com

www.socialvalueportal.com

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- This guidance assumes that the **Social Value Calculator** on the Sustainable Development Unit's website is being used during the procurement process.
- The Social Value Calculator was developed by the Social Value Portal for organisations operating within the health and social care system that would like to capture and quantify some of the environmental and socio-economic benefits (social value) associated with their operations, procurement, service design and commissioning decisions.
- The Social Value Calculator includes 5 Themes, 31 Outcomes and 71 Measures (TOMs) and each has been assigned a unit and a proxy value to assist with measurement and setting / reporting targets.

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Read the Supporting Guidance

The Social Value Calculator includes definitions, rationales for the proxy values, minimum evidencing requirements and a glossary. It is very important that this supporting information is taken into account when you are considering your commitments to each Measure

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Do not overclaim / overcommit

- Only include data and actions that are specific to the delivery of the contract in question i.e. you cannot report on activities carried out in your head office in Newcastle, if the contract being delivered is in Norwich
- Data and actions that are within your existing service should not be included. You should only report on activities that are over and above your core service.

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Consider 'Attribution'

- Often, an identified intervention might only be a partial contributor to an outcome because:
 - i. there might have been other interventions,
 - ii. an investment could have been made in partnership with other organisations
 - iii. the activities were a small part of a larger initiative

- In these cases, you should include a percentage of the value that can be directly linked to the project

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Be realistic

- You will be marked on your quantitative and qualitative responses. If you commit to certain targets, you must provide a realistic and convincing method statement of how you will achieve them in practice i.e. if you commit to employing 10 long-term unemployed people, you should explain the partnerships you have in place / plan to develop to identify those potential employees

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Do not double count

- Only account for each activity or intervention once i.e. if you are expecting a reduction in CO₂e emissions through implementing a flexible working initiative, you should not claim the same reduction in emissions achieved through a different initiative

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Social Value and Local Value are different

- Social Value refers to wider financial and non-financial impacts of programmes, organisations and interventions, including the wellbeing of individuals and communities, social capital and the environment
- Local Value should be reported separately i.e. if reporting on the value created through employing local people within a defined radius on a new contract, this is Local Value. These jobs would have been created anyway as a result of the contract (just possibly elsewhere) so you cannot claim it is additional value to society as whole, but you can claim the value to the local area
- The definition of 'Local' should be defined by the procuring organisation. If it isn't, bidders should make it clear how they are defining it

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Consistency is important

- Do not change the formatting of the proxy value or unit i.e. if the question is asking about the total number of weeks spent on apprenticeships, do not report the number of days

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Use other multipliers if appropriate

- The proxy values can be combined with additional multipliers based on primary data from the project. You can, for instance, incorporate Social Return on Investment (SROI) multipliers that measure the impact of specific initiatives.
- Similarly, when an alternative local economic multiplier has been determined specifically for the project - e.g. an LM3 multiplier - this can be included

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Think innovative

- The Themes, Outcomes and Measures within the Social Value Calculator on the SDU website include a Theme called 'Promoting Social Innovation'
- Whilst the TOMs should be seen as a menu of options for bidders, you should also consider what you might be able to achieve over and above what is on the list

