



The social value model

An illustrated example:
theme 1 - covid recovery

Power to your **procurement**



Crown
Commercial
Service

Within the PPN and social value model there are 5 Priority Themes outlined




Theme 1: COVID-19 Recovery

Policy Outcome: Help local communities to manage and recover from the impact of COVID-19



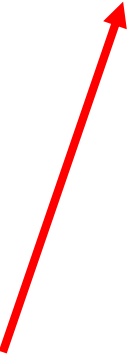
Each theme has 1 or 2 policy outcomes - setting out what the overall aim is for that theme, in terms of deliverables.

Theme 1: COVID-19 Recovery

- **Why is this a priority?**  The social value model gives an overview of why each theme is a priority

The COVID-19 pandemic has exacerbated existing economic and social challenges, and created many new ones. Social value provides additional benefits which can aid the recovery of local communities and economies, especially through employment, re-training and return to work opportunities, community support, developing new ways of working and supporting the health of those affected by the virus. Government will monitor delivery of a number of related outputs to assess the effect of these commercial interventions.

- **United Nations Sustainable Development Goals**



This policy supports Goal 1: No poverty, Goal 2: Zero Hunger, Goal 3: Good health and well-being, Goal 4: Quality education, Goal 5: Gender equality, Goal 8: Decent work and economic growth, Goal 9: Industry, innovation and infrastructure, Goal 10: Reduced inequalities, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 16: Peace, justice and strong institutions, Goal 17: Partnership for the goals

For each theme the model details which UN Sustainable Development Goals are relevant.

Relevance & proportionality

The social value model gives pointers on when and where each outcome is relevant and proportionate to use

This Policy Outcome and its related Model Award Criteria and Reporting Metrics are potentially relevant and proportionate to the subject matter of the contract when:

- the contract involves the recruitment, re-training and other return to work opportunities for those left unemployed by COVID-19, as part of a contract workforce.
- the contract relates to a sector where there are high levels of unemployment as a result of COVID-19, and/or there are skills gaps, particularly in high growth sectors, which are relevant to the contract.
- the contract involves engagement, or provides opportunities for engagement, with people and communities recovering from the impacts of COVID-19, which are relevant to the contract.
- the contract offers opportunities to support organisations and businesses to manage and recover from the impacts of COVID-19, including where new ways of working are needed to deliver services, which are relevant to the contract.
- the ability to support the physical and mental health of people affected by COVID-19, including reducing the demand on health and care services, is relevant to the contract.
- workplace conditions that better support the COVID-19 recovery effort, including effective social distancing, remote working, and sustainable travel solutions, are relevant to the contract.

Model Evaluation Question - Theme 1

Using a maximum of [insert number1] characters to 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.

The social value model provides a model question for each outcome, which can be adapted to the specific procurement

Model Award Criteria (MAC) - Theme 1

Effective measures to deliver any/all of the following benefits through the contract:

- **MAC 1.1:** Creation of employment, re-training and other return to work opportunities for those left unemployed by COVID-19, particularly new opportunities in high growth sectors.
- **MAC 1.2:** Support for people and communities to manage and recover from the impacts of COVID-19, including those worst affected or who are shielding.
- **MAC 1.3:** Support for organisations and businesses to manage and recover from the impacts of COVID-19, including where new ways of working are needed to deliver services.
- **MAC 1.4:** Support for the physical and mental health of people affected by COVID-19, including reducing the demand on health and care services.
- **MAC 1.5:** Improvements to workplace conditions that support the COVID19 recovery effort including effective social distancing, remote working, and sustainable travel solutions.

The model details a number of suggested award criteria, i.e. what to ask for as part of the procurement

For each Model Award Criteria, the model details a number of suggested sub-criteria, i.e. what a 'good' response should include

Model Response Guidance for tenderers & evaluators

Sub-Criteria for MAC 1.1: Employment, re-training, return to work Activities that demonstrate and describe the tenderer's existing or planned:

- Understanding of the employment, skills, re-training and other return to work issues in the sector, as a consequence of COVID-19. Illustrative examples: demographics, skills shortages, new opportunities in high growth sectors, groups under-represented in the workforce (e.g. prison leavers, disabled people), geographic/local community and skills/employment challenges.
- Development and implementation of recruitment practices and employment conditions, such as the five foundational principles of quality work set out in the Good Work Plan (e.g. fair pay, participation and progression, voice and autonomy), in relation to the contract that will attract good candidates from all backgrounds, minimise turnover of staff and improve productivity.
- Creation of employment opportunities particularly for those who face barriers to employment, such as prison leavers, and/or who are located in deprived areas, and for people in industries with known skills shortages or in high growth sectors.
- Support to the contract workforce by providing career advice. Illustrative examples: mentoring, mock interviews, CV advice and careers guidance.
- Offer of opportunities for work experience or similar activities under the contract. Illustrative examples: work placements, preemployment courses, paid/unpaid student placements, or paid internships of 6 weeks or more.
- Support for educational attainment relevant to the contract, including training schemes that address skills gaps and result in recognised qualifications.
- Delivery of training schemes and programmes to address any identified skills gaps and under-representation in the workforce for the contract (e.g. prison leavers, disabled people).
- Other activities to support relevant sector related skills growth and sustainability such as delivering the following, in relation to the contract. Illustrative examples: careers talks, curriculum support, literacy support and safety talks.
- Delivery of apprenticeships, traineeships and T Level industry placement opportunities (Level 2, 3, and 4+) in relation to the contract.
- Measures to ensure equality and accessibility, without discrimination, to employment and workforce related opportunities on the contract, and promote them so as to be fully accessible.

Model Response Guidance for tenderers & evaluators

Sub-Criteria for MAC 1.3: Supporting organisations and business to recover Activities that demonstrate and describe the tenderer's existing or planned:

- Understanding of the level of participation by organisations to drive business creation and growth, especially in the context of COVID-19 where new ways of working are needed to deliver services.
- Plans to raise awareness or take specific action in the relevant supply market or wider marketplaces to encourage new entrants to the market or supply chain. Illustrative examples: communicating contracting opportunities related to the contract in a way that will reach a diverse supplier audience; communicating ways to improve tendering capability; providing awareness raising activities for new entrants to the market that might be able to tender for sub contracts in the future, during the life of the contract; providing L&D support to start up organisations that might be able to tender for sub contracts in the future, during the life of the contract.
- Activities that demonstrate a collaborative way to work with organisations and new and growing businesses as part of the supply chain. Illustrative examples: co-design and co-creation of services; collaborative performance management; appropriate commercial arrangements; inclusive working methods; and use of inclusive technology; creating opportunities for entrepreneurship and helping new, small organisations to grow.
- Advertising of supply chain opportunities openly and to ensure they are accessible to new and growing businesses, including advertising sub-contracting opportunities on Contracts Finder.
- Ensuring accessibility for disabled business owners and employees.
- Structuring of the supply chain selection process in a way that ensures fairness (e.g. anti-corruption) and encourages participation by new and growing businesses.

Model Response Guidance for tenderers & evaluators

Sub-Criteria for MAC 1.4: Health and reduced demand on public services Activities that demonstrate and describe the tenderer's existing or planned:

- Understanding of the level of participation by organisations to drive business creation and growth, especially in the context of COVID-19 where new ways of working are needed to deliver services.
- Plans to engage the contract workforce in deciding the most important issues to address and description of how the organisation will respond to and monitor delivery of the agreed actions.
- Inclusive and accessible recruitment practices, development practices and retention-focussed activities including those provided in the Guide for line managers on recruiting, managing and developing people with a disability or health condition.
- Actions to invest in the physical and mental health² and wellbeing of the contract workforce, especially in the context of COVID-19, including reducing the demand on health and care services. Illustrative examples: implementing the 6 standards in the Mental Health at Work commitment; where appropriate implementing the mental health enhanced standards, for companies with more than 500 employees, in Thriving at Work with respect to the contract workforce, not just 'following the recommendations'; staff training and awareness raising on health and wellbeing for the contract workforce, including around loneliness.
- Methods to measure staff physical and mental health and wellbeing engagement over time and adapt to any changes in the results.
- Commitment to report publicly on the health and wellbeing of staff comprising the contract workforce (including the supply chain), following the recommendations in the Voluntary Reporting Framework, with clear processes for acting on issues identified.

Model Response Guidance for tenderers & evaluators

Sub-Criteria for MAC 1.5: Workplace conditions Activities that demonstrate and describe the tenderer's existing or planned:

- Understanding of the need for improvements to workplace conditions that support the COVID-19 recovery effort including effective social distancing, remote working, and sustainable travel solutions.
- Engagement plans to engage the contract workforce in deciding the most important workplace conditions to address.
- Actions to improve contract workplace conditions that support the COVID-19 recovery effort including those worst affected or who are shielding. Illustrative examples: effective social distancing; remote and flexible working; sustainable travel solutions; opportunities and expectations of staff training; and awareness raising on health and wellbeing for the contract workforce, including around loneliness and isolation caused by COVID-19.
- Methods to measure staff workforce conditions over time and adapt to any changes in the results, with clear processes for acting on issues identified.

The model also lists appropriate reporting metrics for each policy outcome

Reporting Metrics - Theme 1

- Number of fulltime equivalent (FTE) employment opportunities created under the contract, by UK region, for those who were made redundant due to COVID-19.
- Number of people-hours spent supporting local community integration, such as volunteering and other community-led initiatives related to COVID-19, under the contract.
- Percentage of all companies in the supply chain under the contract to have implemented the 6 standards in the Mental Health at Work commitment.
- Number of companies in the supply chain under the contract to have implemented the 6 standards in the Mental Health at Work commitment