

The UK Government's Social Value Model

whatimpact.com breakdown

The UK Government's Social Value Model is split into 5 themes: Covid-19 recovery, Tackling economic inequality, Fighting climate change, Equal opportunity and Wellbeing and each theme contains specific Model Award Criteria (MACs).

How companies should go about achieving these MACs is less clear however and which partnerships, donations, projects, employment schemes, supply chain decisions and volunteering efforts contribute towards which themes. To try and simplify the Social Value Model, we've broken down each MAC and provided options for how you can achieve them below which helps you in your bidding applications!

Theme 1: COVID-19 recovery

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

Partnering with charities / social enterprises to provide:

- Mentoring, mock interviews, CV advice and careers guidance
- Careers talks, curriculum support, literacy support and safety talks
- Delivery of training schemes and programmes to address any identified skills gaps
- Support for educational attainment relevant to the contract, including training schemes that address skills gaps and result in recognised qualifications

Contract related employment:

- Work placements, pre-employment courses, paid/unpaid student placements, or paid internships of 6 weeks or more
- Delivery of apprenticeships, traineeships and T Level industry placement opportunities

Recommended beneficiaries: Prison leavers, disabled people, deprived communities +

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

Community consultation

- Engaging with people and different parts of the community (including the education system) and how community voice will inform decisions, the strategy and projects

Partnering with charities / social enterprises working on:

- Improving transport links
- Reducing crime

- Reducing homelessness, poverty and hunger
- Reducing loneliness
- Helping with English language proficiency
- Helping meaningful social mixing among people with different backgrounds
- Making facilities used in the delivery of the contract available for community groups, education or training
- Access to community hubs (i.e. community centres, cultural venues, parks, libraries);
- Employee volunteering schemes applicable to the contract workforce

Recommended beneficiaries: People who are shielding, people with English as a second language, deprived communities experiencing poverty +

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

Ensuring Sustainable Supply Chain Management

- Fair supply chain selection process
- Work with new, small organisations and those with disabled business owners and employees, social enterprises

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

Partnering with Charities / Social Enterprises

- Safeguarding courses, mental health awareness training, diversity and inclusion training run by charities and social enterprises for company staff

Employee engagement & health

- Inclusive and accessible recruitment practices
- Invest in the physical and mental health and wellbeing of the contract workforce and report publicly on findings

MAC 1.5: Improvements to workplace conditions that support the COVID-19 recovery effort including effective social distancing, remote working, and sustainable travel solutions

Partnering with Charities / Social Enterprises

- Safeguarding courses, mental health awareness training run by charities and social enterprises for company staff

Ensuring safe working conditions for staff

- 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

Theme 2: Tackling economic inequality

MAC 2.1: Create opportunities for entrepreneurship and help new organisations to grow, supporting economic growth and business creation

Ensuring Diversity in the Supply Chain

- Fair supply chain selection process
- Diverse range of suppliers: Small, Medium and Large organisations and Voluntary, Community and Social Enterprises (new businesses, entrepreneurs, start-ups, SMEs, VCSEs and Social Enterprises)

MAC 2.2: 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

Employee engagement, career development & in-work progression schemes

- Delivery of training schemes and programmes to address any identified skills gaps
- Support for educational attainment relevant to the contract, including training schemes that address skills gaps and result in recognised qualifications

Contract related employment

- Creation of new employment opportunities in the area of the contract particularly for those who face barriers
- Fair & transparent recruitment processes
- Work placements, pre-employment courses, paid/unpaid student placements, or paid internships of 6 weeks or more
- Delivery of apprenticeships, traineeships and T Level industry placement opportunities

MAC 2.3: Support educational attainment relevant to the contract, including training schemes that address skills gaps and result in recognised qualifications

Employee engagement, career development & in-work progression schemes

- Delivery of training schemes and programmes to address any identified skills gaps
- Support for educational attainment relevant to the contract, including training schemes that address skills gaps and result in recognised qualifications

MAC 3.1: Create a diverse supply chain to deliver the contract including new businesses and entrepreneurs, start-ups, SMEs, VCSEs and mutuals

Ensuring diversity in the supply chain

- Fair supply chain selection process
- Diverse range of suppliers: Small, Medium and Large organisations and Voluntary, Community and Social Enterprises (new businesses, entrepreneurs, start-ups, SMEs, VCSEs and Social Enterprises)

MAC 3.2: Support innovation and disruptive technologies throughout the supply chain to deliver lower cost and/or higher quality goods and services

Innovation & technology

- Drive innovation and greater use of disruptive and green technologies

MAC 3.3: Support the development of scalable and future-proofed new methods to modernise delivery and increase productivity

Scalable & future-proof methods

- Investments into scalable and future-proofed new methods to modernise delivery and increase productivity

MAC 3.4: Demonstrate collaboration throughout the supply chain, and a fair and responsible approach to working with supply chain partners in delivery of the contract

Ensuring collaboration in the supply chain

- Drive greater collaboration in supply chain relationships in a way that is fair and responsible

MAC 3.5: Demonstrate action to identify and manage cyber security risks in the delivery of the contract including in the supply chain

Ensuring cyber security in the supply chain

- Engaging with the supply chain to identify and build resilience against cyber security risks
- Actions to be taken to actively raise cyber security awareness in the supply chain
- Adopt appropriate cyber security controls

Theme 3: Fighting climate change

MAC 4.1 Deliver additional environmental benefits in the performance of the contract including working towards net zero greenhouse gas emissions

Partnering with Charities / Social Enterprises to deliver projects for:

- Enhancing the natural environment such as habitat creation, increasing biodiversity such as increased numbers of pollinators.
- Green space creation in and around buildings in towns and cities, e.g. green walls, utilising roof tops for plants and pollinators.
- Improving air quality.

Ensuring sustainability in the supply chain

- Working with the supply chain to deliver additional environmental benefits in the performance of the contract, including working towards net zero greenhouse gas emissions

MAC 4.2 Influence staff, suppliers, customers and communities through the delivery of the contract to support environmental protection and improvement

Partnering with Charities / Social Enterprises:

- Partnering/collaborating in engaging with the community in relation to the performance of the contract, to support environmental objectives.
- Volunteering opportunities for the contract workforce, e.g. undertaking activities that encourage direct positive impact and educating staff

Theme 4: Equal opportunity

MAC 5.1: Demonstrate action to increase the representation of disabled people in the contract workforce

Contract related employment

- Measures to understand and reduce barriers to securing more jobs for disabled people in the contract workforce
 - Accessible recruitment, transparent processes, inclusive working environments

Partnering with Charities / Social Enterprises:

- Partnering with charities who offer training and educational programmes to educate staff on inclusion. Also offer employment opportunities to the disabled beneficiaries of charities to increase representation

MAC 5.2: Support disabled people in developing new skills relevant to the contract, including through training schemes that result in recognised qualifications

Employee engagement, career development & in-work progression schemes

- Enabling working conditions which promote an inclusive working environment and promote retention and progression
- Delivery of training schemes and programmes to address any identified skills gaps
- Support for educational attainment relevant to the contract, including training schemes that address skills gaps and result in recognised qualifications

Partnering with Charities / Social Enterprises:

- Offer career and educational support to the disabled beneficiaries of charities through mentorships, internships and work experience

MAC 6.1: Demonstrate action to identify and tackle inequality in employment, skills and pay in the contract workforce

Measures to tackle inequality in employment, skills and pay in the contract workforce

- Enabling working conditions which promote an inclusive working environment and promote retention and progression
- Ensuring equal representation in the contract workforce, reflecting that of the community from entry level to higher pay grades

MAC 6.2: Support in-work progression to help people, including those from disadvantaged or minority groups, to move into higher paid work by developing new skills relevant to the contract

Employee engagement, career development & in-work progression schemes

- Enabling working conditions which promote an inclusive working environment and promote retention and progression
- Delivery of training schemes and programmes to address any identified skills gaps
- Support for educational attainment relevant to the contract, including training schemes that address skills gaps and result in recognised qualifications

Partnering with Charities / Social Enterprises:

- Offer career and educational support for upskilling underrepresented groups through training and courses

MAC 6.3 Demonstrate action to identify and manage the risks of modern slavery in the delivery of the contract, including in the supply chain

Measures to identify, mitigate and manage modern slavery risks relating to the contract.

Partnering with Charities /Social Enterprises:

- Engage with organisations who specialise in raising awareness of modern slavery and best practice. Partaking in training days and events that educate staff and create systems change
- Staff volunteering with organisations working on relevant causes

Theme 5: Wellbeing

MAC 7.1: Demonstrate action to support health and wellbeing, including physical and mental health, in the contract workforce

Actions to invest in the physical and mental health and wellbeing of the contract workforce

Partnering with Charities /Social Enterprises:

- Provide resources for staff to seek help by sign-posting organisations focusing on wellbeing and mental / physical health

MAC 7.2: Influence staff, suppliers, customers and communities through the delivery of the contract to support health and wellbeing, including physical and mental health

Partnering with Charities /Social Enterprises:

- Supporting charities that promote health and wellbeing, including physical and mental health to local communities
- Investing in training and education, partnering/collaborating and volunteering with organisations with a focus on mental and physical health causes

MAC 8.1: Demonstrate collaboration with users and communities in the co-design and delivery of the contract to support strong integrated communities

Community consultation

- Engaging with people and different parts of the community (including the education system) and how community voice will inform decisions, the strategy and projects

Partnering with Charities /Social Enterprises:

- Improving transport links
- Reducing crime
- Reducing homelessness, poverty and hunger
- Reducing loneliness
- Helping with English language proficiency
- Helping meaningful social mixing among people with different backgrounds
- Making facilities used in the delivery of the contract available for community groups, education or training
- Access to community hubs (i.e. community centres, cultural venues, parks, libraries);
- Employee volunteering schemes applicable to the contract workforce

MAC 8.2: Influence staff, suppliers, customers and communities through the delivery of the contract to support strong, integrated communities

Partnering with Charities /Social Enterprises:

- Engage with local organisations that promote strong and integrated communities through training, education, partnering, collaboration, volunteering