

Social Value Act 2012 Enhancements:

10 Things All Companies
Bidding for Public
Tenders Need to Know



Let's tackle these changes together!

Thank you for downloading the Social Value Act 2012 Enhancements Guide!

We know your company wants to do good and also comply with the new regulations but at the same time, it might not be completely clear for you and your CSR team, **what these Social Value Act Enhancements mean.**

Here at **whatimpact**, we want to guide you through the process step by step, so that you can make sure to **abide by the rules and keep giving through your company CSR programmes.**

That's why we put together **10 things to know about the Social Value Act 2012 enhancements** and how you can comply with them and **leverage them for your organisation's benefit!**

whatimpact is your partner in CSR

whatimpact is a two-sided marketplace for supporters (companies and grantmakers donating money, products or services), and recipients (charities and social enterprises looking for resources).

We leverage AI to match supporters and recipients based on their shared values and visions for the future.

Transparency is at the heart of **whatimpact** and all our members have public profiles that offer transparent data. The platform shows which Supporters and Recipients have been matched with each other, and companies receive a Social Impact Report which helps them evidence the impact they helped achieve.

In this guide, we help you understand what the new procurement policy means for your company, as well as how **whatimpact** can help you deliver and demonstrate your social value.

Let's get started!



1. Changes affecting the Social Value Act

The Social Value Act was first established in 2012. However, there were no clear guidelines nor pressure on organisations to evidence their social value and impact. **This resulted in social value being overlooked and under-delivered.**

2. All businesses are concerned

The UK government acknowledged that they needed to take one step further. The new enhanced model aims to provide a **qualitative, clear and systematic way to evaluate social value policy themes and outcomes.**

It concerns all businesses, regardless of their size and industry.

3. The key changes - Procurement Policy Note (PPN) 06/20 in a nutshell

- The Social Value Act 2012 was enhanced as a result of **Procurement Policy Note (PPN) 06/20.**
- It came into effect **January 1st 2021.**
- It requires all companies that are bidding for public contracts to consider **how the goods or services they provide, would also benefit the community** socially, economically and environmentally.
- This concerns companies **bidding for projects in central government departments, executive agencies, local government and non-departmental public bodies.**
- Companies **need to evidence targeted social value improvements** for the duration of the contract.
- If these targets are not met, **the company could risk losing the contract.**

4. Corporate policy won't be enough

With the new procurement policy note, **simply adding general corporate policies and corporate responsibility statements to the tender is no longer sufficient.**

Now, companies will need to **deliver and evidence targeted social value improvements** for the duration of the contract. If these targets are not met, the company could risk losing the contract.

5. Cheapest bids won't win anymore

These changes might sound challenging for companies and CSR departments, but the **net result is well worth it**: It means that the cheapest contract is no longer the most attractive, but rather a company that can demonstrate a high-quality delivery of a contract that benefits society before, during and after the contract has been won. This change also levels the playing field for SMEs and social enterprises to bid.

6. No double counting will be allowed

Any benefits to the community – social, economical and environmental – must be in addition to what the company already contributes or provides.

The social value delivered must relate to the tender that could impact a community. **The Social Value Act wants all impact to be positive.**

7. Social Value is evaluated quarterly

The social value KPIs will be continuously evaluated. The awarding authority will report the **contractor's performance every quarter throughout the contract's life.**



8. Social value focuses on 8 key goals

The end goal of these enhancements is to **deliver genuine social value through the government's commercial activities.**

Here are some examples of targets and ways to reach them:

The UK government requests that **all public contractors deliver social value on five key areas, which are split to eight specific policy outcomes.** Furthermore, every outcome has its carefully determined evaluation criteria.

What	Why	How
COVID-19 recovery	Help local communities to manage and recover from the impact of COVID-19	Create employment, re-training and other return to work opportunities for those left unemployed.
Tackling economic inequality	Create new businesses, new jobs and new skills	Create entrepreneurship opportunities, employment and training opportunities and help new, small organisations to grow.
Fighting climate change	Effective stewardship of the environment	Working towards net-zero greenhouse gas emissions.
Equal opportunity	Reduce the disability employment gap	Support disabled people in developing new skills relevant to the contract.



9. Government officials follow strict guidelines

Calculating and demonstrating the impact of the contract is difficult for many companies, especially when it comes to evaluating the social, economic and environmental outcomes in a transparent and reliable way.

The Social Value Act 2012 and Procurement Policy Note 06/20 provides government officials with **a very detailed description on how to plan tenders, evaluate bids and finally determine specific KPIs with the bid winners.**

The KPIs are tracked and the performance is evaluated throughout the contract's duration.

10. whatimpact can help you!

Despite all the details and tools the government is providing, **determining and evidencing social value is a time-consuming and confusing process** for many companies.

whatimpact does not only match your company with the most impactful charities and social enterprises but it also **requires your chosen partners to report back to you with our social impact reporting tool which is directly compatible with the 8 outcome**

areas and their specific award criteria.

You and your CSR team can be 100 percent sure to deliver the social value of your contract quickly and efficiently.

This is what **whatimpact** can do for your company:

Without whatimpact.com

Tenders and contracts **meet only part of the evaluation criteria** set by the government.

Proposals **do not demonstrate clear understanding of the project's social value.**

Reporting social value is **time-consuming and stressful.**

These gaps may lead to **losing tenders or later losing contracts that have already been won.**

With whatimpact.com

Tenders and contracts **meet and exceed the evaluation criteria.**

They **leave no doubt as for the capability and commitment** to deliver what is required.

Your company can **demonstrate and evidence its social value** for the duration of the contract

Preparing the tenders and reporting social value quarterly is efficient and quick, requiring little time and resources from your CSR team.

What are your next steps?

"Thank you for reading **whatimpact's** Social Value Guide! I'm sure you now have more **understanding and applicable tools to ensure your company and team are up to date** when it comes to demonstrating and evaluating the social value of your contracts.

This gives you a **head-start when bidding for public contracts.**

I think we can agree on two things here:

1. Social Value Act 2012 Enhancements and Procurement Policy Notice 06/20 bring **much-needed changes to the field of public bidding** and global social responsibility.
2. Complying with the changes is extremely important for not only the wider community, but the **competitiveness of your company.**

So what are you going to do next to not only abide by the rules but to **leverage them to your organisation's benefit?**

I have one suggestion for you: **get in touch with our team at whatimpact and book a demo of our platform.**

We'll show you how **whatimpact** can connect you with charities and social enterprises where your donation can make the biggest impact and how **you can evaluate and evidence that impact in no time."**



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**Make an impact
that wins bids!**

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