

# GLOUCESTERSHIRE COUNTY COUNCIL SOCIAL VALUE TOOLKIT



Gloucestershire  
COUNTY COUNCIL

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# Introduction

## Foreword

We are delighted to publish Gloucestershire County Council's first Social Value Toolkit. This Toolkit is aimed primarily at bidders aiming to win work with Gloucestershire County Council, and suppliers who are delivering contracts for the Council and have Social Value commitments, but it may be of interest to any organisation working within the county with an interest in responsible business and sustainability.

This Toolkit is intended to sit alongside the tender pack. For full details of the scoring methodology for Social Value on an individual procurement, you must refer to the Social Value Appendix within the Invitation to Tender document. Bidders must address any queries relating to a specific tender through the Council's e-procurement portal.

## What is Social Value?

Social Value looks at the social, economic and environmental wellbeing of an area and how it can be improved through the Council's activities. Our Social Value Policy focuses primarily on our commercial activities. We ask suppliers to consider the additional benefits that can be achieved in the delivery of the Council's contractual agreements.

We are seeking to encourage effective collaboration between the public sector, third sector and private enterprise, delivering innovation and positive outcomes for local people.

This could be through tackling climate change, staff volunteering, pro-bono expert business advice, supporting local community projects, career and skill development, and much more.

You can read more on the Government's page on the Social Value Act which came into force in 2013: [Social Value Act: information and resources - GOV.UK](#)

## How do we measure Social Value?

The Council uses the TOM System (Themes, Outcomes and Measures) via Social Value Portal to evaluate bidders' Social Value offers and monitor progress through contract management.

From the full range of TOMs available, we have selected measures which are most closely aligned to Council priorities and local needs.

Measures from this list will be available for bidders to choose from on tenders which fall within the scope of the Social Value Policy so that as many of GCC's contracts as possible deliver the Social Value outcomes needed in Gloucestershire. We use the TOMs to provide a menu of options for bidders – you don't need to commit to all of them but rather should choose which ones you want to offer, bearing in mind that will be contractually required to deliver the commitments you make if you are successful in your bid.

**We try to tailor the Social Value requirements to the contract, so not all of the TOMs listed in this Toolkit will necessarily be available on a tender.**

You can find more information about using Social Value Portal in the tender documents (Social Value Appendix).

Alongside other systems, bidders and suppliers can also use [whatimpact – The National Social Value Marketplace](#) to develop locally relevant social value partnerships and evidence outcomes in line with TOMs and Social Value Model measures.

## Cost of reporting on Social Value Portal

There is no charge for bidders to access the Social Value Portal for the purpose of responding to a tender.

There is a charge, however, for the successful Bidder(s) who is/are subsequently awarded the contract based on the fees (excluding VAT) listed below:

Management Fees (excluding VAT):

| <b>Total Contract Value<br/>(excl. extensions)</b> | <b>&lt;£500k</b> | <b>£500k - £5M</b> | <b>&gt;£5M</b> |
|--|------------------|--------------------|----------------|
| Annual Fees  | £750             | 0.2%/0.15%*        | £7,500         |

\*0.2% in year one, then 0.15% of total contract value per annum.

## Key principles

The Social Value delivered on our contracts must be:

- Delivered within Gloucestershire County.
- Additional to the core requirements of the contract.
- Specific to this contract – i.e. not ‘claiming’ a wider corporate initiative you already intended to deliver to be Social Value on this contract.

## How to use this toolkit

It can be challenging to know how and where to target your Social Value offer, particularly for organisations that are not local. The purpose of the GCC Social Value Toolkit is to provide additional guidance on local needs within Gloucestershire and Council priorities, and help support delivery of Social Value which will make a genuine difference. It is also to advise you on how we want you to work with us, particularly with teams that are actively seeking to engage with employers and businesses.

The Toolkit is structured based on the TOM System. For each theme, we have provided a summary how it links to GCC strategic priorities. Under individual measures, where possible, we have provided links to resources and signposted ways to find local partners.

We intend to update this toolkit annually and are open to feedback on whether it is a useful resource and how it could be further developed.

## Contract management

Social Value targets are contractual commitments for a supplier and must be delivered during the life of the contract. We take a proactive approach to contract management. Suppliers are expected to report on delivery on a quarterly basis via Social Value Portal. Access to training and support will be provided via the Social Value Portal through their support team, monthly training sessions and help centre which is available 24/7 to help with meeting the reporting requirements.

Progress on contracts is reported internally via the Social Value Steering Group to ensure that we have internal governance and oversight of suppliers who are failing to deliver.

There may be genuine and justifiable reasons for the non-delivery of a Social Value offer from the winning contractor. In these circumstances Gloucestershire County Council will initially seek to engage with the winning contractor to determine what issues are impeding Social Value delivery. It will expect the winning Bidder to have a coherent rectification strategy. This could include other Social Value proposals to an equivalent £ Social Value figure, if these also meet Gloucestershire County Council’s criteria.

We want to support suppliers to deliver Social Value, which is why this toolkit highlights teams within the Council and external organisations that you can reach out to, who may be able to help with delivering your commitments.

## whatimpact's National Social Value Marketplace

Gloucestershire County Council has partnered with whatimpact's National Social Value Marketplace to help Council suppliers match with local voluntary, community and social enterprise organisations (VCSEs).

The platform makes it easier for suppliers to design social value plans that are practical, measurable and relevant to the needs of Gloucestershire.

It enables suppliers to work with VCSE organisations to draw up locally relevant, contract specific social value plans that meet tender criteria.

Suppliers can also use the system for volunteering management and impact reporting. The Social Impact Reporting feature is officially accepted as TOM System Measure evidence at Social Value Portal, and it provides qualitative insight into outcomes and impact on the ground.

The Volunteering Management tool helps suppliers coordinate contract-specific volunteering obligations and report deliverables in a robust manner.

VCSE organisations are able to make better use of the social value system by actively seeking out suppliers to access support including donations, pro-bono expertise and resources, and to develop corporate partnerships.

For more information about the Marketplace, please visit [our landing page](#).

## Work

### Introduction

This section of the toolkit sets out how we, in Gloucestershire, aim to work with businesses, residents, and partners to create meaningful employment and skills opportunities that generate lasting social value.

Our approach is designed to ensure that local people benefit from employment, training, and development opportunities through procurement and project delivery.

Gloucestershire has a diverse workforce and a growing economy, but challenges remain in addressing skills shortages, youth unemployment, and barriers to work for disadvantaged groups.

Our key priorities include:

- Increasing local employment opportunities and job retention.
- Supporting disadvantaged groups, including long-term unemployed individuals and NEET young people, into work.
- Enhancing skills and training provision to meet employer needs and future workforce demands.
- Promoting apprenticeships and work placements for young people and adults.
- Encouraging organisations to be more inclusive in their recruitment and employment practices in order to attract more employees and support individuals with additional barriers.

### Links to local evidence of need and local strategies

Access further information, including the evidence base for the strategy, here: [Skills for Business in Gloucestershire | GFirst LEP](#)

You can access a wide range of relevant data on Inform Gloucestershire to help you understand the local needs and priorities in the County and the guidance in the sections of the toolkit below explains more about what we are seeking from you and how we would like to work with you.

[Maps | Inform Gloucestershire](#)

## How we would like you to work with us

To maximise delivery of social value under this theme, we would like you to work strategically and operationally in collaboration with the teams and services listed below:

- [Gloucestershire Employment & Skills Hub](#) – The Hub acts as a front door for employer and job-seeker support so can help you reach those Gloucestershire residents most in need of the apprenticeships, job opportunities or work placements you are able to offer.
- [Careers Hub](#) – The Gloucestershire Careers Hub links business with education to provide first-class careers education support and information about opportunities to people throughout the county. The Hub provides strategic careers support for 61 schools, colleges and alternative provision settings in Gloucestershire and the team have strong relationships with the careers leads in these organisations. The Careers Hub is well placed to advise you on which schools most need your support and the sorts of careers activities and programmes that would be of most benefit to young people.
- [Adult Education in Gloucestershire \(Ad Ed\)](#) – Adult Education in Gloucestershire, a service within Gloucestershire County Council, provides learning for individuals, employers and communities, and works in partnership with external organisations and other services across the Council to meet their skills needs.

## The specific Social Value TOMs we want your help in achieving and how we will help you with this

### Outcome 1: Creating local employment opportunities

| Ref | Measure   | Unit           |
|-----|---|----------------|
| NT1 | No. of full time equivalent direct local employees (FTE) hired or retained for the duration of the contract | no. people FTE |

Please work with our [Employment and Skills Hub](#) to achieve this outcome. The Hub provides a one stop shop for employers looking to recruit locally. If we can't help, we will direct you to the most suitable alternative organisation to reach out to. The Hub team also have strong relationships with Department of Work & Pensions (DWP) and Jobcentre Plus so by working with the Hub it will save you time engaging with Jobcentre Plus.

### Outcome 2: Creating equal employment opportunities

| Ref  | Measure  | Unit           |
|------|--|----------------|
| NT3  | Long-term unemployed people recruited  | no. people FTE |
| NT3a | Long-term unemployed armed forces veterans recruited                             | no. people FTE |
| NT4  | Employees recruited who are Not in Education Employment or Training (16-24 y.o.) | no. people FTE |
| NT4a | Unemployed 16-25 year old care leavers recruited                                 | no. people FTE |

|       |   |                |
|-------|---|----------------|
| NT5   | Unemployed ex-offenders aged 18 and over recruited  | no. people FTE |
| NT6   | Unemployed individuals with disabilities recruited  | no. people FTE |
| NT128 | Local people with disabilities employed or retained | no. people FTE |

Please work with our [Employment and Skills Hub](#) to achieve this outcome.

Gloucestershire Employment and Skills Hub acts as a source of support, information and guidance for any resident and employer within Gloucestershire.

#### Who does the Hub support?

Within the Hub there are a range of specialist programmes that support people who have barriers to entering the labour market. That includes those with health conditions and disabilities, care leavers, young people who are Not in Education, Employment or Training (NEET) or at risk of becoming NEET, refugees and asylum seekers, carers, and veterans. The Hub also supports young people who are still in education.

#### How does the Hub work with employers?

The Employment and Skills Hub supports employers around recruitment practices and supporting people who are in work. Uniquely, the Hub offers a fully supportive package, tailor-made to both the employer and the customer seeking employment. This includes ongoing support once a job offer has been made and advice on recruitment and retention processes.

#### Why would we like you to hire employees through the Hub?

Many customers of the Hub have already gone through a programme of employability training and capacity building. They come fully assessed and ready for a role. As a result of the range of customers we support, we can help you achieve employment outcomes by connecting your organisation with the relevant target audiences e.g. long-term unemployed, NEET, etc. The Hub actively seeks to work in collaboration with other local organisations and can pull in relevant partner organisations including Job Centre Plus.

#### Specific programmes being delivered by the Hub

##### Work placements

**Employer Routeway** – this is a brief programme of employability training with employer input and a guaranteed interview for an available vacancy, tailored to the employer's needs. Employers can be actively involved in designing the course with our Adult Education and/or Hub teams.

**Employ Me** – this programme looks at what skills an individual can bring to an organisation and how they can develop life skills into transferrable skills and helps them to articulate their abilities.

##### Young people's offer

##### **Supported Internships**

A supported internship is based on 3 days in a work placement per week over the academic year. This is an unpaid internship and allows the student to gain skills they need to move into paid employment. The placement will be with an employer that would possibly have an opportunity for the young person at the end of the course (June).

##### **Life Skills Forum**

The Life Skills Forum is currently being run monthly in different locations around the county. The course runs for four days and supports young people to work on a task, helping them develop independent life skills and understand what they need to be able to move into employment. This is a relatively new initiative and we are

currently reaching out to employers that could offer a space, group opportunity or can help out with mock interviews.

### Step Forwards

Employment specialists work with young people who are care leavers or care experienced, exploring options of paid employment.

### Works for Me

Employment specialist working 1:1 with young people who are NEET, encouraging reengagement into education, employment or training pathways. We also work with employers to help them understand how to support young people into work and some of the barriers that they may be facing, including a lack of qualifications. We encourage employers to make reasonable adjustments to help young people who are starting out and learning workplace expectations.

### How to get in touch

For any enquiries on supported internships, or the Life Skills Forum, Step Forwards or Works For Me programmes, please contact [forwardseducation@gloucestershire.gov.uk](mailto:forwardseducation@gloucestershire.gov.uk).

For any other enquiries, please contact [employers@gloucestershire.gov.uk](mailto:employers@gloucestershire.gov.uk)

You can also find more information on the below websites:

[About us | Inclusivity Works](#)  
[Employment and skills hub | Gloucestershire County Council](#)

### Outcome 3: Developing skills and experience for future work

| Ref   | Measure   | Unit   |
|-------|---|--|
| NT8   | Support for students at local educational institutions            | no. staff volunteering hours                   |
| NT99  | Support for enabling visits of school children or local residents | no. staff volunteering hours                   |
| NT100 | Employment taster days (project related, sector or industry)      | £ invested inc. time, materials, equipment etc |

Please work with our Careers Hub to achieve this outcome.

The Gloucestershire Careers Hub provides free support to all state-funded secondary schools, further education colleges, alternative provision settings and special schools in Gloucestershire. Collaborating with employers, independent training providers, and the voluntary sector, the Careers Hub brokers sustainable partnerships between the education sector and the world of industry to inform and help develop schools' and colleges' strategic careers planning.

The Career Hub's mission is to ensure all students have access to high quality careers advice and guidance to inform their decisions about next steps leading to positive destinations.

Employers are key to shaping the future workforce: when young people connect with a range of employers in meaningful ways, they acquire essential skills, expand their networks, and gain insights into the evolving job market. The Careers Hub team are therefore very keen to work with you to help you connect with the careers leads in the schools that could most benefit from your support. Please do not contact individual schools directly.

### The benefits to your organisation of engaging with our Careers Hub



Effective education outreach helps to close skills gaps and diversify talent pipelines - both of which are essential in addressing skills shortages and opportunities, especially in growth sectors. We can see that employers that invest over the long-term in well-structured, high-quality outreach gain a significant advantage by supporting the development of a skilled and diverse workforce and saving on recruitment costs.

As a business delivering a contract in Gloucestershire, you can play a role in informing young people about their career choices. This commitment can be from as little as 30 minutes to deliver a talk to students, to a few days every month or year to provide more strategic support. The students tend to be between the ages of 11 and 18.

There are lots of ways you can contribute to inspire students in the county including:

- **Undertake the employer standards self-assessment**

We provide a free framework with an easy-to-use online tool that allows employers to identify, compare and improve engagement and performance against the [9 Employer Standards](#) for careers education.

- **Become an Enterprise Adviser**

We have a committed team of Enterprise Advisers (EAs), who come from a wide range of industries and backgrounds. Each Enterprise Adviser works strategically with a different school or college, supporting them to deliver high-quality careers education and connect students with workplace experiences. We would welcome members of staff from your organisation becoming Enterprise Advisers, especially if they live/work in Gloucestershire and are able to commit to building a relationship with a school over a year or more.

Find out more about becoming an [Enterprise Adviser here](#)

- **Become a Cornerstone Employer**

A Cornerstone Employer is a business of any size that provides high quality careers outreach and opportunities for young people aligned to the local economy.

Cornerstone Employer Groups work together within a geographical area to target disadvantage, promote pathways, upskill and inform educators, parents and carers and drive better outcomes for young people.

Find out more about becoming a [Cornerstone Employer Here](#).

At Gloucestershire Careers Hub our dedicated team are available to help your business connect with the local education landscape.

**Contact us:** [Careershub@Gloucestershire.gov.uk](mailto:Careershub@Gloucestershire.gov.uk)

Websites: [Gloucestershire Skills & Careers Portal](#)

[Gloucestershire Your Futures - SEND Website](#)

Follow our LinkedIn page: <https://uk.linkedin.com/company/gloucestershire-careers-hub>

## **Outcome 4: Providing skills and experience for good work**

| Ref   | Measure  | Unit      |
|-------|--|-----------|
| NT9   | Accredited training for new employees                        | no. weeks |
| NT10  | Employment of new apprentices                                | no. weeks |
| NT9a  | Accredited training for new employees from designated groups | no. weeks |
| NT10a | Employment of new apprentices from designated groups         | no. weeks |

All social value initiatives delivered for the Council must be within Gloucestershire, therefore our focus is on newly recruited apprenticeships, and apprenticeships or training opportunities that are provided in the county, as opposed to via a head office elsewhere in the country.

We particularly encourage you to focus on offering apprenticeships for NEET and care-experienced young people in Gloucestershire. To reach these young people, please work with our Employment & Skills Hub team.

If you do not have capacity to deliver accredited training to new employees (NT9 and NT9a), our Adult Education Service can deliver this, at cost, on your behalf.

## **Outcome 5: Providing good work opportunities**

| <b>Ref</b> | <b>Measure</b>  | <b>Unit</b> |
|------------|---|-------------|
| NT12       | Meaningful unpaid work placements while Not in Employment Education or Training | no. weeks   |
| NT13       | Meaningful paid work placements   | no. weeks   |

### **What kind of work experience are we looking for?**

Meaningful modern work experience looks to guarantee every young person or adult access to high-quality, multiple workplace experiences, throughout their secondary education and beyond. Experiences can be remote or in person and can consist of anything from a couple of hours, to a week-long programme of activity.

This approach looks for a variety of experiences starting early, connecting education and young people with industry and unlocking the skills and opportunities of the future workforce. We are looking for workplace experiences that are flexible, and tailored to the needs of individual students, with key learning outcomes such as developing speaking, listening, or problem-solving skills. You can find out more about the national vision for modern work experience here: <https://www.careersandenterprise.co.uk/modern-work-experience/> Specific programmes we want you to work with us on:

### **100 Futures**

The 100 Futures initiative aims to support 100 young people (16+) by securing them 6-week work placements to boost their employability skills. The placement will be 16 hours per week for 6 weeks. The work placement forms part of a wider programme of support from Job Centre Plus and the Employment and Skills Hub.

100 Futures is currently scheduled to run until January 2026.

Be part of 100 Futures by helping us provide young people with valuable work experience. If you would like more information please email: [employers@gloucestershire.gov.uk](mailto:employers@gloucestershire.gov.uk) or visit [100 Futures | Forwards](#).

### **Work placements for Adult Education learners** who need to build their experience of the workplace

At any one time, our Adult Education team is working with groups of learners who would benefit from greater experience of the workplace and different job roles. If you can offer such placements, we can help match these learners to what you can offer. This in turn, will save you time and resource in identifying, contacting and following-up with these individuals.

### **Employer benefits:**

- Gives existing staff the opportunity to gain management and mentoring skills
- Access a talent pool of young people who can help grow the business and fill skill gaps
- Contribute to the company's social responsibility and diversity and inclusion activity
- Work with care experienced young people who are building independence, resilience and adaptability

## Outcome 6: Developing life and business skills

| Ref  | Measure  | Unit                            |
|------|--|---------------------------------|
| NT97 | Digital literacy support for designated groups | no. staff<br>volunteering hours |

Read about the importance of digital inclusion to GCC, and local initiatives aiming to bridge the digital divide, here: [Digital inclusion | Gloucestershire County Council](#)

You can also support digital literacy in Gloucestershire by donating used IT equipment to [ITSA Digital Trust](#) (record equivalent value of donations under **NT16**). Read more about ITSA under the **Growth** theme of this Toolkit.

## Outcome 7: Pioneering approaches to increasing local skills and employment

| Ref  | Measure  | Unit   |
|------|--|--|
| NT50 | Initiatives to promote local skills and employment | £ invested inc. time, materials, equipment etc |

This Measure covers support for a range of initiatives to increase skills and employment opportunities for local people and create sustainable employment opportunities in response to need, co-designed and co-produced with the community, through pioneering programmes that are scalable.

Recorded hours of staff time can only include time spent preparing and conducting the activities.

Innovative approaches and interventions not covered by other measures can be recorded here.

If your organisation does not have the experience or capacity to deliver this measure and you would prefer to explore ways in which you could achieve this measure by working with our Adult Education Service, then please contact our [Adult Education](#) team.

# Growth

## Introduction

The 10-year Gloucestershire Economic Strategy, covering the period up to 2035, outlines the county's existing strengths, opportunities and challenges, and provides a clear statement of intent for Gloucestershire – which is to achieve greener and inclusive economic growth that delivers a stronger, more sustainable, economy, and sets on the journey to achieve a new Gloucestershire 2050 Vision.

You can access the Economic Strategy here: [Gloucestershire's Economic Strategy \(2024-2034\) | Gloucestershire County Council](#)

These documents were developed in parallel with a detailed analysis of Gloucestershire's economy: [Gloucestershire Evidence Base \(2023\) Executive Summary](#)

The full evidence base can be viewed here: [Overview | Inform Gloucestershire](#)

It is important that skills, training and education are directly linked to the future jobs being created. We want to ensure that growth is sustainable and supports development of green skills and jobs.

# The specific Social Value TOMs we want your help in achieving and how we will help you with this

## Outcome 1: Building diverse and sustainable supply chains

| Ref  | Measure  | Unit |
|------|--|------|
| NT14 | Spend with VCSEs in the supply chain           | £    |
| NT18 | Spend with local companies in the supply chain | £    |
| NT19 | Spend with local SMEs in the supply chain      | £    |

Gloucestershire's economic strategy emphasizes sustainable economic growth, and in particular, developing the local economy. In addition to employing local staff, bidders are encouraged to seek local suppliers, particular local Voluntary, Community and Social Enterprises (VCSEs) and Small and Medium Enterprises (SMEs).

You can find out more about the local VCSE sector via [Gloucestershire VCS Alliance](#).

## Outcome 2: Promoting a diverse and resilient business community

| Ref   | Measure   | Unit                         |
|-------|---|------------------------------|
| NT15  | Expert support to VCSEs and SMEs                            | no. staff expert hours       |
| NT15a | Expert support to VCSEs and SMEs to achieve net zero carbon | no. staff expert hours       |
| NT16  | Support for VCSEs through donations                         | £ invested                   |
| NT17  | Support for VCSEs through volunteering                      | no. staff volunteering hours |

## Relevant background and sources of information

Visit our page on whatimpact's [National Social Value Marketplace](#) to find opportunities to partner with local VCSEs.

[Gloucestershire VCS Alliance](#) is an independent infrastructure organisation which supports and represents voluntary and community organisations and works with statutory partners.

Operating county-wide, its membership draws organisations from every area of the county and covering every theme. It communicates across the sector via a series of [news bulletins](#). It undertakes research alongside and can provide [information about the VCSE sector](#) as well as connecting your business to VCSE organisations that would benefit from your business advice (**NT15**) or staff donating voluntary hours (**NT17**).

The VCS Alliance has also developed two interactive data dashboards which allow you to find registered charities and Community Interest Companies within the county:

[Charity dashboard](#)  
[CIC dashboard](#)

[Gloucestershire Community Foundation](#) has been strengthening communities in Gloucestershire for over 30 years. Over the last four years alone, they have provided more than £3.5 million in grant funding via more than 1000 grant applications, to more than 450 community organisations in Gloucestershire.

Organisations looking to offer expert business advice (NT15) can register for GCF's [INVEST Programme](#) which connects businesses with local voluntary and community groups to share their skills, professional advice and services, and help to strengthen the vital services that they deliver for our local communities.

[Go Volunteer Glos](#) is the digital home for volunteering in Gloucestershire. The organisation supports VCSE organisations advertise volunteering opportunities and recruit volunteers. It also specialises in helping business effectively realise their [Employer Supported Volunteering](#) initiatives including [Trusteeship](#). Please contact Go Volunteer Glos to explore how, where and when your staff could volunteer for Gloucestershire VCSE organisations to help you achieve **NT17**.

The [Know Your Patch](#) initiative is a network of organisations in each district in the county. These networks meet regularly for networking and to also communicate through email bulletins. They help to connect VCSE and statutory organisations for effective partnership working.

## Growth Hubs

[The Growth Hub Gloucestershire](#) provides an unrivalled combination of independent business advice, training events, and online resources to Gloucestershire based businesses. Fully funded by the UK Government and strategic partners, it's the only Growth Hub in the country to offer core services at a district level - with expert teams of Business Navigators (Advisors), dedicated to business and economic growth, located across the county.

For bidders and suppliers who want to provide **expert business advice (NT15)** to local MSMEs, there are a number of ways you can partner with The Growth Hub:

- Become an Appointed Delivery Partner and upskill local entrepreneurs and business owners through topical Workshops and 1-2-1 [Training Events](#), in person or online.
- Join The Growth Hub Mentor [Programme](#) and use your experience, connections, and knowledge to help local MSMEs overcome barriers and achieve their growth ambitions.
- Support The Growth Hub [Net Zero](#) Team as a speaker at Training Events, sharing your sustainability journey with valuable insights, lessons learned and key take aways.
- Participate in quarterly [Business Group](#) Meetings and represent your industry/sector, contributing vital insight into the challenges local businesses are facing, their impact and how they might overcome them.

To find out more about these partnership options, please contact The Growth Hub Gloucestershire at [talktous@thegrowthhub.biz](mailto:talktous@thegrowthhub.biz).

If your business is Gloucestershire-based, you are welcome to attend The Growth Hub's Training Events, request a Hub Mentor, and apply for Net Zero support. Simply [register](#) for an online account to get started, or contact their team at [talktous@thegrowthhub.biz](mailto:talktous@thegrowthhub.biz)

## Donations of resources to local VCSEs

Computer equipment and accessories up to 6 years old can be donated to the [ITSA Digital Trust](#), which ensures devices are refurbished free of charge, and the donating company receives a certificate confirming that all data has been securely wiped. These devices will be donated to residents of Gloucestershire; or, in some circumstances, they will be sent to educate schoolchildren in Africa. This process is facilitated by a network of partner VCSE organisations, which also provide skills training to ensure that those in need can benefit from being online.

The ITSA Digital Trust can also offer companies the option of joining the ITSA Digital Trust Social Value Business Club, which provides opportunities to businesses including networking events, showcases of their businesses, and resources to share in tenders and publicity about their contribution in helping to provide recycled digital technology to residents of Gloucestershire.

To find out more about the ITSA Digital Trust, visit [www.itsadigitaltrust.org](http://www.itsadigitaltrust.org) (or for the Business Club <https://itsadigitaltrust.org/itsa-community-hub/>), or to donate devices, email Geoffrey Newsome at [donations@itsadigitaltrust.org](mailto:donations@itsadigitaltrust.org).

## Outcome 2: Promoting wellbeing and diversity in the workplace

| Ref  | Measure   | Unit   |
|------|---|--|
| NT39 | Support for mental health awareness campaigns for staff | £ invested inc. time, materials, equipment etc |

### Relevant background and sources of information

[5 steps to mental wellbeing - NHS](#) outlines simple steps to take to have a positive impact on the many factors which influence our mental wellbeing.

A range of training courses are available to public and voluntary sector organisations, including commissioned providers, covering topics such as mental health awareness, suicide prevention and self-harm awareness - [Suicide prevention training | Gloucestershire County Council](#). Supported by local and national government: Free Courses:

<https://freecoursesinengland.co.uk/mental-health-first-aid-mental-health-advocacy-in-the-workplace/>

A range of models are available to support mental health campaigns in the workplace such as Time to Talk day - [Time to Talk Day](#)

Some industry specific models are also available - [Mates in Mind | Overview of our work | Mates in Mind](#)

Information regarding mental health support in Gloucestershire can be found here, including local VCSE organisations working in this area: [Be Well Gloucestershire](#)

### Considerations and guidance to assist with developing your proposal

Mental wellbeing is impacted by many factors across all areas of our lives - [Factors that affect mental health | Mental Health Foundation](#). Any staff campaigns should be designed with this knowledge in mind, and ideally focus on ongoing practices and cultural improvements to improve mental wellbeing, rather than one off events.

| Ref   | Measure   | Unit   |
|-------|---|--|
| NT105 | Expert Equality, Diversity & Inclusion training | £ invested inc. time, materials, equipment etc |

The VCS Alliance can provide further information on locally-based VCSEs who can provide expert EDI training for your organisation. Those interested should contact [cate.hemingway@glosvcsalliance.org.uk](mailto:cate.hemingway@glosvcsalliance.org.uk).

## Outcome 3: Promoting fair work

| Ref   | Measure   | Unit       |
|-------|---|------------|
| NT106 | Contributions to programmes which promote gender equity | £ invested |

Gloucestershire County Council is accredited by [White Ribbon](#), the leading charity in England and Wales engaging men and boys to prevent violence against women and girls, and are undertaking work to end men's violence against women in Gloucestershire.

Read more here: [White Ribbon accredited | Gloucestershire County Council](#)

#### Outcome 4: Eradicating bad work in the supply chain

| Ref  | Measure  | Unit   |
|------|--|--|
| NT43 | Support to mitigate modern slavery risks in supply chain | £ invested inc. time, materials, equipment etc |

There are an estimated 50 million people living in slavery worldwide, with around 17,000 potential victims referred to the Home Office last year.

Modern slavery is hidden, often in plain sight. People can be exploited in a range of different work areas, including car washes, nail bars, hospitality, agriculture, construction and care homes.

Some useful links with further information:

[Anti-Slavery Day - 18 October](#)

[View our Modern Slavery Policy here](#)

[Gloucestershire Anti-Slavery Partnership](#)

#### Outcome 5: Pioneering approaches to promoting responsible business practices

| Ref  | Measure   | Unit   |
|------|---|--|
| NT51 | Pioneering approaches to promoting responsible business practices | £ invested inc. time, materials, equipment etc |

This Measure covers support for a range of initiatives to promote and facilitate responsible and ethical business practices in other organisations. These can be in collaboration with the local business community, and through pioneering programmes that are scalable. Recorded hours of staff time can only include time spent preparing and conducting the activities. Innovative approaches and interventions not covered by other measures can be recorded here.

## Community

### Introduction

This theme focuses on initiatives that your organisation could undertake to benefit local communities. This could be by volunteering time or donating resources or funds.

Many of these outcomes can be achieved by working in partnership with our vibrant Voluntary, Community and Social Enterprise (VCSE) sector, which brings deep local knowledge and trusted relationships with residents.

Visit our page on whatimpact's [National Social Value Marketplace](#) to find opportunities to partner with local VCSEs.



Additionally, bidders can play a vital role in supporting our Public Health and Communities team's efforts to reduce health inequalities across the County. By aligning contract delivery with public health priorities—such as promoting healthy lifestyles, improving mental wellbeing, and addressing the social determinants of health, contractors can help build healthier, more resilient communities.

[Gloucestershire VCS Alliance](#) specialises in building relationships between the business and VCSE sectors in Gloucestershire. Based on extensive, detailed research and knowledge the team can effectively and efficiently signpost the business community to areas where materials and gifts in kind are needed and can have the greatest impact.

[Go Volunteer Glos](#) is the digital home for volunteering in Gloucestershire. The organisation supports VCSE organisations to advertise volunteering opportunities and recruit volunteers. It also specialises in helping businesses to effectively realise their [Employer Supported Volunteering](#) initiatives including [Trusteeship](#).

The Know Your Patch initiative is a network of organisations in each district in the county. These networks meet regularly for networking and to also communicate through email bulletins. They help to connect VCSE and statutory organisations for effective partnership working.

[Networks – Know Your Patch](#)

[Gloucestershire VCS Alliance](#) is an independent infrastructure organisation which supports and represents voluntary and community organisations and works with statutory partners. Operating county-wide, membership draws organisations from every area of the county and covering every theme. It communicates across the sector via a series of [news bulletins](#). It undertakes research alongside and can provide [information about the VCSE sector](#).

The specific Social Value TOMs we want your help in achieving and how we will help you with this

### Outcome 1: Building resilient communities

| Ref   | Measure  | Unit   |
|-------|--|--------|
| NT28  | Support for local community projects through donations                         | £1.00  |
| NT29  | Support for local community projects through volunteering                      | £17.48 |
| NT29a | Support for charities & community projects focused on positive health outcomes | £17.48 |

The Public Health and Communities team at Gloucestershire County Council are responsible for delivering the council's statutory duties to improve and protect the health and wellbeing of the Gloucestershire population; and reduce differences in health and quality of life experienced by different groups.

Our vision is for Gloucestershire to be a county where everyone can thrive; where our places and communities enable people to live healthy lives and where health inequalities are prevented and reduced. We work across the life course from ensuring the best healthy start in life for children and young people through to supporting people to age well.

You can read more about the health and wellbeing of the county on Inform Gloucestershire which contains our local Joint Strategic Needs Assessment and local health profiles: [Health and Wellbeing | Inform Gloucestershire](#)



Our mental health is just as important as our physical health, and research highlights the importance of community and social connections for our overall wellbeing.

Evidence tells us that some individuals may be more likely to experience poorer health outcomes than others often linked to other vulnerabilities or disadvantages in their lives. This includes but is not limited to people from diverse ethnic communities, those with disabilities, LGBTQ+ individuals, people facing socio-economic disadvantage and people with mental ill-health. Understanding and addressing these inequalities remains a priority.

Some organisations focusing on health outcomes within the county include:

[Active Gloucestershire](#) is an independent charity with a vision for everyone in Gloucestershire to be active every day. They do this through [we can move](#), a social movement dedicated to supporting people of all ages and abilities to get active.

[Goals Beyond Grass](#). Provides inclusive sports for children and adults with disabilities.

[Active Impact](#). Provide sports and recreation opportunities for disabled and non-disabled children and young people to enjoy together.

| Ref   | Measure                                    | Unit  |
|-------|--|-------|
| NT110 | Support for involvement in cultural events | £1.00 |

There is a wealth of activity across Gloucestershire and many agencies working to in culture, arts, sports, and heritage. Some examples include:

[Gloucestershire Libraries](#) offer a dynamic programme of creative events, workshops, and activities that inspire, engage, and bring people together.

**- Ageing with Creativity:** Engaging our over 60s community with creative and mindful activities to include those living with dementia, memory loss and their carers

**-Space to Create:** Empowering 16–24-year-olds not in mainstream education, training or employment through digital creativity, building confidence, skills, and pathways to brighter futures

**-Family Focus:** Sparking creativity and connection through vibrant cultural experiences, enriching storytelling, and well-being for children and their families

However, all the events and activities delivered for these initiatives rely solely on donations, sponsorships, external funding and partner support.

Whether it's a one-time donation, a regular gift, time and expertise, or sponsoring a programme, every bit of support makes our libraries stronger. Together, we can build spaces, programmes and events that inspire and change lives.

[Create Gloucestershire](#) Create Gloucestershire aims to create the conditions that enable arts and culture to flourish here by working with a network of individuals and organisations across the county who share our values of creativity, equity and sustainability.

Opportunities from the network are shared via the website and include opportunities to get involved with the county's cultural sector.

[Artlift](#) Artlift offers creative courses for adults living with mental and/or physical health challenges.

[Art Shape](#). Art Shape runs a countywide programme of art courses and projects with a specific focus on disability issues and social inclusion.

Gloucestershire Heritage Hub [Heritage Hub | Heritage Hub](#)

[Gloucester Civic Trust](#) provides resources and activities to strengthen and support Gloucester and its heritage.

## Outcome 2: Building community wellbeing

| Ref  | Measure   | Unit   |
|------|---|--|
| NT25 | Support for initiatives to tackle homelessness                      | £ invested inc. time, materials, equipment etc |
| NT63 | Support for initiatives to help rough sleepers                      | £ invested inc. time, materials, equipment etc |
| NT26 | Support for community health or wellbeing interventions             | £ invested inc. time, materials, equipment etc |
| NT27 | Support for initiatives focused on strengthening community networks | £ invested inc. time, materials, equipment etc |

### Relevant background and sources of information

There are a number of initiatives and services in the county provided to tackle homelessness and rough sleeping, support community health and wellbeing, and strengthen community networks. These include commissioned services, locality-based partnership projects and a variety of community-led activities. Examples of these include:

[Nightstop](#) Gloucestershire Nightstop provides emergency and longer-term accommodation as well as other wraparound support for young people, who are homeless or risk of homelessness and aged between 16-25, across the county of Gloucestershire.

[Emmaus](#) is a homelessness charity that goes beyond simply offering a bed for the night. They provide a long-term home and work experience through their social enterprise. Living in a stable environment with a purposeful routine enables an opportunity to rebuild self-esteem and regain confidence to move forward into employment and ultimately independent living. For more information on Corporate Partnerships with Emmaus Gloucestershire please visit <https://emmaus.org.uk/gloucestershire/become-a-corporate-partner/>

[Gloucester City Mission](#) supports the homeless, those living in temporary accommodation, sofa surfers and those in need of support with clothing, toiletries, food or advice.

[Gloucestershire Healthy Lifestyles Service](#) (adults), provided by ABL Health Ltd, supports individuals and groups to make sustainable healthy lifestyle changes including; stopping smoking, weight management, increasing physical activity and reducing alcohol. In addition, it provides support for under 18s who have developed nicotine dependency through vaping. It also hosts the Gloucestershire Healthy Workplace Award, which supports local businesses to encourage and enable their employees to live healthier lifestyles.

[BeeZee Bodies](#) (provided by Maximus UK) is the countywide children and young people's healthy lifestyles (healthy weight) service. The service provides a range of online and face to face support for children, young

people and families who are above a healthy weight and need support to adopt a healthier lifestyle. The intensity of support provided is proportionate to needs.

[ABL Health](#) are committed to reducing health inequalities and promoting healthy behaviours through community-driven healthcare services including weight loss, stopping smoking and alcohol reduction.

[Feeding Gloucestershire](#) is a community interest company that works with organisations across the public, voluntary and community and private sectors, including local and national food aid organisations to drive systemic change and build food security across Gloucestershire.

[Wiggly](#) uses food as a tool to support vulnerable people to build healthy and independent lives. Wiggly offers inclusive cookery workshops and courses in Gloucester and around the county for individuals of all ages and abilities. The fun and friendly sessions empower individuals by building kitchen skills for life. Wiggly's inclusive approach improves self-esteem and confidence, reduces social isolation and brings communities together. They also run regular pay-as-you-can community lunches in Cheltenham and offer employability workshops and other bespoke sessions to cater for marginalised groups.

[Gloucestershire Healthy Living and Learning](#) GHLL supports schools and colleges to encourage and enable children and young people to make positive choices to improve their physical, emotional and mental wellbeing. GHLL use children and young people's responses from a variety of surveys to identify and address needs and trends.

### Outcome 3: Pioneering approaches to building resilient communities

| Ref  | Measure   | Unit   |
|------|---|--|
| NT52 | Initiatives to promote more resilient communities | £ invested inc. time, materials, equipment etc |

This Measure covers support for a range of initiatives to promote the resilience of communities through the education, support, and development of health and wellbeing practices and community safety programmes in collaboration with the local community, through pioneering programmes that are scalable. Recorded hours of staff time can only include time spent preparing and conducting the activities. Innovative approaches and interventions not covered by other measures can be recorded here.

## Environment

### Introduction

Our Vision for Gloucestershire is:

- By 2045 we will create a net zero county that provides quality of life now and for future generations, having improved the quality of our natural environment.
- By 2030 Gloucestershire County Council will have reduced our corporate carbon emissions by 80% on 2005. Countywide net zero targets cannot be achieved by any single organisation and will require extensive partnership working between councils, businesses and other organisations. Everyone who lives, works and visits the county has a significant role to play in reaching net zero. GCC is committed to lead by example.

As a member of UK100—a network of over 100 UK councils committed to leading the rapid transition to net zero—GCC is part of a national movement driving meaningful change towards net zero. While GCC directly

controls only 2-5% of local emissions, as a key influencer in the region, we have the potential to impact up to a third of the county's emissions.

Gloucestershire County Council's (GCC) Cabinet approved the current Climate Change Strategy and 5-year rolling Action Plan in December 2019 and committed to reporting annual progress.

Visit the Greener Gloucestershire dashboard here: [Greener Gloucestershire dashboard | Gloucestershire County Council](#)

[Read the latest annual report here](#)

### **Links to local evidence of need and local strategies**

Access environmental data via Inform Gloucestershire: [Environment | Inform Gloucestershire](#)

[Air quality monitoring dashboard | Inform Gloucestershire](#)

Gloucestershire's economic strategy outlines the need to tackle climate change and promote the circular economy: <https://www.gloucestershire.gov.uk/media/d0glpm5n/gloucestershires-economic-strategy-2024-2034-strategy.pdf>

Green economic growth is a key objective for Gloucestershire's Economic Plans and local businesses and suppliers and key drivers of this change. We are working with the Growth Hubs to support businesses with this transition.

### **Carbon emissions**

Our corporate targets are:

- to reduce our carbon emissions (buildings, street lighting, fleet, business travel) by 80% by 2030 (from the 2006/07 baseline); and
- to aim for 100% ('net zero') by 2030 through both reduction and carbon offsetting. Best practice in carbon offsetting will be followed with reductions in emissions prioritised over offsetting or insetting.

A high proportion of Gloucestershire County Council's own carbon emissions (around 70%) come from the goods and services we contract through others. Gloucestershire County Council has committed to reducing its own carbon emissions by 80% by 2030 and aim for 100% net zero through offsetting.

If your business is Gloucestershire based and you'd like support and advice on your own Net Zero journey, please contact The Growth Hub Gloucestershire who will introduce you to their sustainability experts and guides:

Email: [talktous@thegrowthhub.biz](mailto:talktous@thegrowthhub.biz)

Find out more: [thegrowthhub.biz/net-zero](https://thegrowthhub.biz/net-zero)

The specific Social Value TOMs we want your help in achieving and how we will help you with this

### **Outcome 1: Restoring our climate and improving air quality through transport**

| Ref   | Measure   | Unit         |
|-------|---|--------------|
| NT32  | Reductions in car miles from a green transport programme          | miles saved  |
| NT33  | Miles driven using Zero Emission Vehicles                         | miles driven |
| NT115 | Restoring our climate and improving air quality through transport | tonne-km     |

### Air Quality

Gloucestershire has several hotspots of poor air quality where action to lower these pollution levels is needed. As well as focusing on these hotspots, we must ensure areas of existing good air quality are maintained. Poor air quality is the largest environmental risk to public health in the UK with long-term exposure and long-term exposure can cause chronic conditions such as cardiovascular and respiratory diseases, as well as lung cancer and reduce life expectancy<sup>[1]</sup>.

In particular, we would like to see:

- Promotion of active travel and public transport use, both for staff when commuting and for business travel
- Clean energy sources such as electric over biomass
- Inclusion of air quality in business sustainability plan
- Support employee home working, where possible

<sup>[1]</sup> [Health matters: air pollution - GOV.UK](#)

## **Outcome 2: Protecting and restoring biodiversity and ecosystems**

| Ref   | Measure   | Unit   |
|-------|---|--|
| NT117 | Support for environmental & biodiversity conservation           | £ invested inc. time, materials, equipment etc |
| NT86  | Support for environmental conservation & ecosystem management   | no. staff volunteering hours                   |
| NT118 | Support for sustainable reforestation or afforestation projects | £ invested inc. time, materials, equipment etc |
| NT119 | Support for green spaces, biodiversity or ecosystems            | £ invested inc. time, materials, equipment etc |

### **How to link with GCC on this outcome and these measures**

GCC is committed to planting one million trees by 2030 and to increasing tree canopy coverage across Gloucestershire. Suppliers might consider a commitment towards the costs of planting and or maintaining trees in Gloucestershire. Further information on [Trees for Gloucestershire | Gloucestershire County Council](#) is available on our website.

## **Outcome 3: Transitioning to a regenerative economy**

| Ref  | Measure  | Unit   |
|------|--|--------|
| NT88 | Reduce waste through reuse of products and materials | tonnes |

#### **Outcome 4: Pioneering approaches to safeguarding the planet**

| Ref  | Measure                                  | Unit   |
|------|--|--|
| NT53 | Initiatives to safeguard the environment | £ invested inc. time, materials, equipment etc |

This Measure covers support for a range of initiatives to address the climate emergency and safeguard the environment in response to local conditions, in collaboration with the local community, through pioneering programmes that are scalable. Recorded hours of staff time can only include time spent preparing and conducting the activities. Innovative approaches and interventions not covered by other measures can be recorded here.