

VALLEYS TO COAST  
SOCIAL VALUE TOOLKIT

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# Introduction

## Foreword

We are pleased to introduce Valleys to Coast's Social Value Toolkit. This Toolkit is aimed primarily at organisations working with Valleys to Coast, including suppliers, partners and contractors delivering services or projects on our behalf. It may also be of interest to organisations operating within Bridgend County Borough and surrounding areas with an interest in responsible business, community impact and sustainability.

This Toolkit is intended to sit alongside procurement and contract documentation. For full details of Social Value requirements relating to a specific opportunity, bidders should refer to the relevant tender documents and raise any queries through the appropriate procurement channels.

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## What is Social Value?

Social Value considers the wider social, economic and environmental wellbeing of an area and how this can be improved through organisational activity. Valleys to Coast seeks to maximise the positive impact of its work by encouraging partners and suppliers to consider the additional benefits that can be delivered alongside core contractual requirements.

This includes creating opportunities for local people, supporting community initiatives, improving environmental outcomes and contributing to long-term sustainable development. It also involves working collaboratively across sectors to deliver innovative and meaningful outcomes for residents and communities.

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## How do we measure Social Value?

Valleys to Coast uses recognised frameworks, including the Themes, Outcomes and Measures (TOMs) approach, to guide the development and assessment of Social Value commitments.

Partners will be expected to identify relevant measures aligned to their activities and demonstrate how these will be delivered throughout the life of the contract or project. Not all measures will be applicable in every case, and partners should focus on those that are most relevant and achievable.

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## Key principles

Social Value delivered through Valleys to Coast activities must be provided within the communities we serve, primarily within Bridgend County Borough. It must be additional to the core requirements of the contract and must be clearly attributable to the specific activity or agreement rather than existing organisational initiatives.

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## **How to use this toolkit**

This Toolkit is designed to provide guidance on local priorities and areas of need, supporting organisations to develop Social Value proposals that will deliver meaningful impact. It also sets out how we would like partners to work with us and with local organisations to maximise outcomes.

The document is structured around four key themes, aligned with the TOMs framework, and provides an overview of priorities and expectations within each theme.

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## **Contract management**

Social Value commitments form part of contractual obligations where applicable and are expected to be delivered over the lifetime of the agreement. Valleys to Coast will take a proactive approach to monitoring and supporting delivery.

Partners will be expected to report on progress on a regular basis and provide evidence of delivery. Where challenges arise, we will seek to work collaboratively to identify solutions and ensure that commitments are met or, where necessary, replaced with alternative proposals of equivalent value and impact.

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# **Work**

## **Introduction**

This section sets out how Valleys to Coast aims to work with partners to create employment, skills and training opportunities that generate lasting social value.

The focus is on ensuring that local people benefit from employment and development opportunities arising from our activities. While the area benefits from a diverse workforce, there remain challenges relating to skills gaps, barriers to employment and access to opportunities for certain groups.

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

### **Outcome 1: Creating local employment opportunities**

Valleys to Coast encourages partners to support the recruitment and retention of local people throughout the duration of their work. Opportunities should be promoted locally and designed to benefit residents within the communities we serve.

### **Outcome 2: Creating equal employment opportunities**

Partners are expected to support individuals who face barriers to employment, including those who are long-term unemployed, young people not in education, employment or training, individuals with disabilities and care-experienced young people. Approaches should be inclusive and designed to provide meaningful and sustainable employment opportunities.

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

Organisations should engage with local education and training providers to support the development of skills and career awareness. This may include providing mentoring, work-related learning opportunities and engagement with students and learners.

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

Partners are encouraged to offer apprenticeships and accredited training opportunities that support individuals to gain skills relevant to future employment. These opportunities should contribute to long-term employability and career progression.

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

Meaningful work placements should be provided where possible, offering individuals the opportunity to gain practical experience and develop workplace skills. These opportunities should be accessible and tailored to individual needs.

### **Outcome 6: Developing life and digital skills**

Partners may support initiatives aimed at improving digital inclusion and life skills, helping individuals to overcome barriers and participate fully in society and the workforce.

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

Innovative approaches that respond to local needs and create sustainable employment pathways are encouraged. These should be developed in collaboration with local partners where appropriate.

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# Growth

## Introduction

This section outlines how Valleys to Coast seeks to support inclusive and sustainable economic growth within the communities it serves.

The aim is to strengthen the local economy by supporting businesses, encouraging innovation and promoting responsible business practices that deliver long-term benefits.

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

Outcome 1: Building diverse and sustainable supply chains

Partners are encouraged to engage local suppliers, including small and medium-sized enterprises and voluntary, community and social enterprise organisations, to strengthen the local economy and create wider benefits.

Outcome 2: Promoting a diverse and resilient business community

Support for local organisations may be provided through the sharing of expertise, volunteering or financial contributions. Building strong relationships with community organisations is an important aspect of this outcome.

Outcome 3: Promoting wellbeing and diversity in the workplace

Organisations should promote positive working environments that support employee wellbeing and encourage equality, diversity and inclusion.

Outcome 4: Promoting fair work

Partners are expected to support fair and ethical working practices and contribute to initiatives that promote equality and inclusion.

Outcome 5: Eradicating bad work in the supply chain

Organisations should take steps to identify and mitigate risks such as modern slavery within their supply chains and promote responsible sourcing practices.

Outcome 6: Pioneering approaches to promoting responsible business practices

Innovative approaches to responsible business and social value delivery are encouraged, particularly those that can be scaled and shared across sectors.

# Community

## Introduction

This section focuses on how organisations can contribute to building strong, resilient and inclusive communities.

Valleys to Coast recognises the important role of the voluntary, community and social enterprise sector in supporting local people and delivering positive outcomes.

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

Outcome 1: Building resilient communities

Partners may support community projects through funding, volunteering or the provision of resources. These activities should contribute to improving wellbeing and strengthening community connections.

Outcome 2: Building community wellbeing

Support may be provided to initiatives that address key challenges such as homelessness, health inequalities, social isolation and food insecurity.

Outcome 3: Supporting cultural and community participation

Organisations are encouraged to support cultural, heritage and community activities that promote inclusion and participation.

Outcome 4: Pioneering approaches to building resilient communities

Innovative and community-led initiatives that strengthen local networks and improve resilience are encouraged.

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# Environment

## Introduction

Valleys to Coast is committed to protecting and enhancing the environment and supporting the transition to a sustainable future.

This includes reducing carbon emissions, improving biodiversity and promoting environmentally responsible practices across all activities.

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

Outcome 1: Restoring our climate and improving air quality

Partners are encouraged to reduce emissions associated with travel and operations and promote sustainable transport and working practices.

Outcome 2: Protecting and restoring biodiversity and ecosystems

Support should be given to initiatives that enhance green spaces, protect habitats and improve biodiversity within local communities.

Outcome 3: Transitioning to a circular economy

Organisations should seek to reduce waste and promote the reuse of materials wherever possible.

Outcome 4: Pioneering approaches to safeguarding the planet

Innovative environmental initiatives that respond to local challenges and contribute to long-term sustainability are encouraged.

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## **Closing Statement**

Valleys to Coast is committed to delivering social value through all of its activities. By working collaboratively with partners and stakeholders, we aim to create lasting positive change for our communities, economy and environment.