

Supplier Guide

Delivering Social Value for Hywel Dda University Health Board through the whatimpact – National Social Value Marketplace® for Wales



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Bwrdd Iechyd Prifysgol
Hywel Dda
University Health Board

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Why social value matters in Hywel Dda procurement

Hywel Dda University Health Board (HDdUHB) wants its procurement activity to create wider and lasting benefits for the people and communities it serves.

As an NHS Wales body, Hywel Dda is subject to the Well-being of Future Generations (Wales) Act 2015, which requires public bodies to consider the long-term social, economic, environmental and cultural impact of their decisions. Hywel Dda describes this as thinking long term, working with people and communities, collaborating and preventing persistent challenges such as poverty, health inequalities and climate change.

Procurement is an important part of achieving this. Hywel Dda has developed a Social Value Framework covering areas including procurement and has undertaken local needs analysis based on the Well-being Goals.

Procurement activity for Hywel Dda is supported by NHS Wales Shared Services Partnership (NWSSP) Procurement Services. NWSSP provides procurement services across NHS Wales, including a complete procurement-to-payment service and local procurement teams working with individual Health Boards.

Suppliers should therefore always follow the requirements contained in the specific tender and contract documentation issued through NWSSP. The whatimpact platform supports suppliers in responding to and delivering those requirements; it does not replace the formal procurement process or contract documentation.

The screenshot displays the 'whatimpact' website. At the top, there's a navigation bar with links: Customers, Partners, Resources, About us, and Contact. A 'Sign in' button is on the right. Below the navigation bar is a header section featuring the 'GIG CYMRU NHS WALES' logo and the text 'Bwrdd Iechyd Prifysgol Hywel Dda University Health Board'. The main content area is divided into three sections: 1. 'Social Value Statement' which outlines Hywel Dda University Health Board's commitment to creating social value through procurement, service delivery, and workforce development, guided by the Well-being of Future Generations (Wales) Act 2015. It includes a 'Hywel Dda Social Value Guide' button. 2. 'Delivering Social Value for Hywel Dda with whatimpact' which describes 'whatimpact.com' as a national social value marketplace platform that helps suppliers connect with voluntary, community, and social enterprise (VCSE) organisations. It includes a 'VCSE Insights' button. 3. 'For Suppliers' which lists benefits: Nationwide VCSE matchmaking, Hyper-local social value delivery, 300,000 VCSEs and projects signing with OGV SLM and TOM System™, and Verified social value impact reporting. It includes 'Register now' and 'Sign in' buttons. A video player is visible on the right side of the 'For Suppliers' section.

WPPN 003 and social value requirements

Welsh Procurement Policy Note WPPN 003: Social value clauses/community benefits through public procurement applies to NHS Wales bodies and to goods, services and works contracts being delivered in Wales.

WPPN 003 asks contracting authorities to consider proportionate social value requirements linked to the subject matter of the contract. Where social value requirements are included, links to the Well-being of Future Generations goals should be identified and a minimum weighting of 10% of the total award criteria should be applied to social value.

Potential areas of social value include:

- training, recruitment and employment opportunities
- engagement with the third sector, social enterprises and Welsh supply chains
- educational initiatives involving schools, colleges and universities
- community and cultural initiatives
- environmental benefits
- other outcomes relevant to the particular contract and communities

Importantly, WPPN 003 is not concerned only with promises made during procurement. It also requires consideration of how commitments will be monitored and how outcomes will be reported during contract delivery.

This is where the whatimpact National Social Value Marketplace® for Wales supports Hywel Dda suppliers.

Your access to whatimpact

Hywel Dda University Health Board has partnered with whatimpact's National Social Value Marketplace® for Wales to support suppliers in turning social value commitments into deliverable partnerships and evidenced community outcomes. Hywel Dda funds suppliers' access to the agreed core matching, partnership and Social Impact Reporting services associated with its contracts.

The platform can support you from the bidding and planning stage through to delivery and reporting.

It provides one environment in which suppliers can:

- develop contract-specific social value plans
- align proposed activity with relevant TOM System Wales Measures and other contract requirements
- identify geographically and strategically relevant VCSE and school partners
- establish and manage partnerships
- deliver money, product, service, skills and volunteering contributions
- capture evidence from delivery
- generate Social Impact Reports demonstrating the outcomes created.

whatimpact reporting can support verification against TOM System measures, while its reporting methodology captures grassroots outcomes and evidence rather than only recording an activity or proxy value.

Using whatimpact at bidding and planning stage

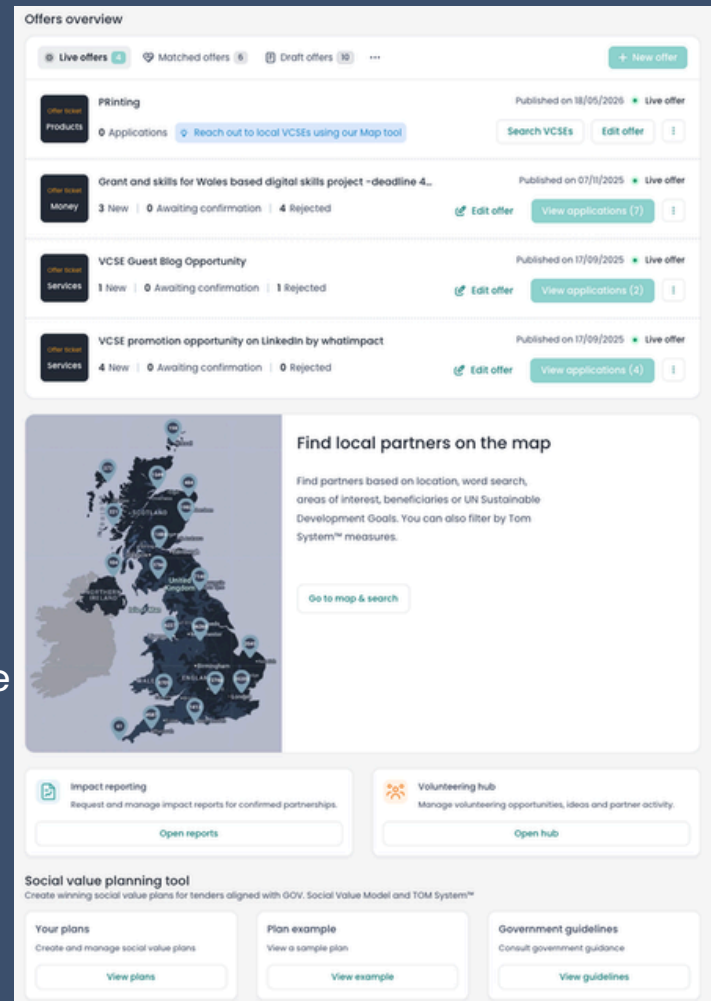
You do not need to wait until a contract has been awarded to think about delivery.

Where your Hywel Dda tender includes social value requirements, use whatimpact to investigate what can realistically be delivered in the relevant communities before making commitments.

The platform can help your bid and commercial teams identify suitable partners and develop a practical delivery approach aligned with the social value requirements and TOM System Wales Measures identified in the procurement documents.

This is particularly valuable because a strong social value response should demonstrate not simply what you intend to promise, but how, where and with whom you can deliver it.

Once a contract is awarded, the partnerships identified during planning can progress into delivery rather than the delivery team having to start again.



Finding the right local partners

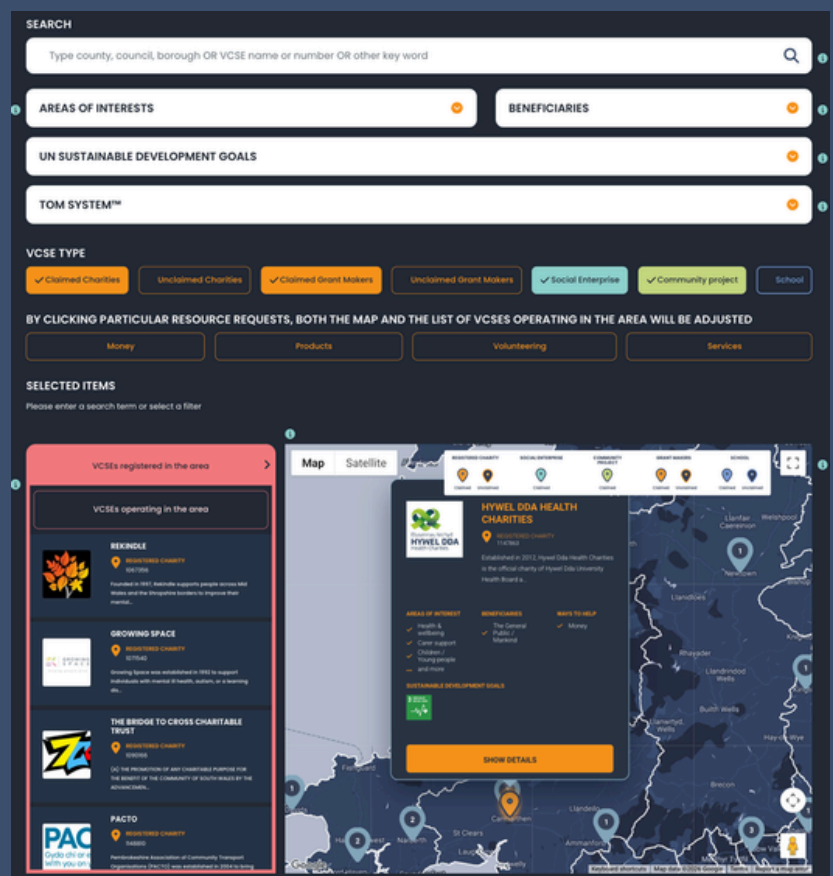
At the centre of whatimpact is its marketplace of voluntary, community and social enterprise organisations (VCSEs), charities, community groups and schools.

For Hywel Dda contracts, geographical relevance is particularly important. Hywel Dda serves communities across a large and diverse part of west Wales, and its own approach to social value emphasises a local-community lens, including links with schools and colleges and opportunities to strengthen the local foundational economy.

Map & Search

Use whatimpact's Map & Search functionality to identify organisations relevant to the geographical area in which your contract operates. Search and filtering can help you investigate organisations according to factors such as:

- location
- beneficiaries
- causes
- projects
- resource requirements
- intended outcomes



The objective is not simply to find the nearest registered charity. It is to identify organisations whose actual activities, beneficiaries and needs are relevant to the communities and outcomes associated with your contract.

You can also explore Hywel Dda's highlighted community partners where appropriate.

Publish an Offer

Alternatively, suppliers can publish a specific partnership offer describing the support available or the outcome they want to achieve.

Relevant VCSEs and schools can then respond, allowing you to consider potential partners against the requirements of the contract.

This can be particularly useful where your commitment is specific — for example, employability support, careers activity, skills volunteering, equipment, professional expertise or support for a particular beneficiary group.

Agree with the partnership before delivery.

Once you identify a suitable organisation, create the partnership through whatimpact.

The partnership should clearly establish:

what your organisation is contributing → what will be delivered
→ who is expected to benefit → what outcome the partnership is seeking to create.

Contributions can include:

Money – grants or financial contributions

Products – equipment, materials or other in-kind resources

Services – professional or business services

Skills – specialist employee expertise or mentoring, school programmes

Volunteering – skilled or non-skilled employee time

Where relevant, the partnership can be connected to the social value commitment or TOM System Wales Measure against which you are delivering.

This creates a clear connection between the original procurement commitment and the community activity that ultimately delivers it.

Deliver and evidence your social value

A match on whatimpact is not simply a record that a donation or volunteering activity took place.

The platform's Social Impact Reporting is designed to capture the outcomes generated through the partnership.

Reporting can demonstrate:

- the resources contributed
- the activity delivered
- the beneficiaries reached
- the immediate outputs
- the outcomes created
- how outcomes were measured
- testimonials, case studies and other supporting evidence
- alignment with relevant social value measures and contract commitments.

The reporting model follows an impact pathway from input and output through outcomes and wider impact, supported by evidence.

This means that instead of reporting only:

"20 employees volunteered for 140 hours"

the evidence can help demonstrate what those employees actually did, who benefited, what changed and how that outcome relates to the social value commitment being delivered.

Hywel Dda receives relevant reporting associated with its supplier programme, helping the Health Board understand the grassroots outcomes generated through its procurement expenditure. This was also the intended model discussed for the Hywel Dda implementation: supplier partnerships would be facilitated at no supplier cost under the Health Board arrangement, with detailed impact reporting capturing projects, beneficiaries, locations and resulting change.

Suppliers can also use their own evidence and impact reports to support appropriate ESG, CSR, sustainability, tender and corporate impact communications.

Volunteering: what is included and what is optional?

There is an important distinction between delivering a volunteering partnership and using whatimpact's additional corporate Volunteering Management System.

Volunteering partnerships and impact reporting-

If your social value commitment involves employees providing skilled or non-skilled volunteering to a VCSE, school or community partner, you can establish that partnership as a match on whatimpact.

The partnership and associated Social Impact Reporting are treated in the same way as other supported matches — such as money, product, service or skills contributions — under the Hywel Dda supplier arrangement.

You do not need to purchase the additional Volunteering Management System simply to create a volunteering partnership and obtain partnership-level impact reporting.

Optional Volunteering Management System

Larger contracts may involve substantial volunteering commitments requiring more extensive employee coordination and administration.

For example, you may need to:

- publish multiple volunteering opportunities
- coordinate participation across a large workforce
- allow employees to discover and register for opportunities
- manage contract-specific volunteering programmes
- maintain detailed employee participation records
- coordinate skilled and non-skilled volunteering at scale
- manage volunteering activity across teams and locations.

In these circumstances, suppliers can opt into the whatimpact Volunteering Management System as an additional service.

This enhanced functionality is not funded by Hywel Dda as part of the standard supplier access. Suppliers choosing to use it pay for the additional service themselves.

However, Hywel Dda suppliers can access the Volunteering Management System at a reduced supplier rate under the partnership arrangement.

The distinction is therefore simple:

Partnership matching + partnership Social Impact Reporting, including volunteering partnerships → funded through the Hywel Dda arrangement.
Additional employee volunteering management and coordination system → optional supplier-paid add-on at a reduced rate.

A simple process for suppliers

1. Review your tender requirements

Understand the social value requirements, relevant TOM System Wales Measures, KPIs and reporting expectations in your NWSSP/Hywel Dda procurement documents.

2. Create your whatimpact supplier profile

Use the access provided through the Hywel Dda programme.

3. Build your social value plan

Translate tender requirements into practical activities, outcomes and potential partnerships.

4. Find partners

Use Map & Search, explore Hywel Dda's highlighted partners or publish an offer to relevant VCSEs and schools.

5. Agree and record the partnership

Define the contribution, activity, beneficiaries and intended outcomes.

6. Deliver

Work directly with your community partner to implement the agreed activity.

7. Complete Social Impact Reporting

Capture evidence of what happened and the outcomes achieved.

8. Report against your contract

Use the resulting evidence to demonstrate delivery of your social value commitments and relevant measures. Hywel Dda can access the relevant programme reporting through the platform.
For substantial employee-volunteering programmes, consider adding the optional whatimpact Volunteering Management System.

Procurement remains through NHS Wales Shared Services Partnership

whatimpact supports social value planning, partnership delivery and evidence. It does not replace NWSSP's procurement systems or the requirements of an individual tender.

NWSSP Procurement Services provides procurement services to Health Boards and Trusts across Wales and works directly with suppliers. Procurement opportunities and the route to market depend on the goods, services or works being procured, available frameworks and the value and nature of the requirement.

Suppliers should therefore:

follow the tender and contract documentation issued by NWSSP → use the stated social value requirements and measures → use whatimpact to help plan, partner, deliver and evidence those commitments.

NWSSP also requires sustainable risk assessments for contracts above £25,000, specifically to identify environmental, social and economic opportunities within the supply chain.

The aim is not to create a separate social value process alongside procurement. It is to make the commitments made through procurement practical, locally relevant, manageable and evidenced throughout delivery.



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