

Social Value

Submission must be no more than 1 page of A4 (Font Arial 12).

Please explain how you propose to deliver the Welsh Government and Regional procurement policy drivers and social value clauses and objectives described below:

- Details of how social value delivery will be managed and monitored in the organisation, including how you will deliver social value.
- What will be your processes for engagement and collaboration with relevant stakeholders in the delivery of Social Value (identifying key stakeholders needed to support your initiatives)?
- How will you engage with local Voluntary Community and Social Enterprise (VCSE) organisations in the delivery of your proposed initiatives?

Applicants must provide clear evidence of how they will deliver Social Value in relation to the scope of this project. This should include:

- What will be delivered that goes above and beyond the core project requirements.
- How and when the Social Value will be delivered.
- What monitoring and evaluation will be implemented to measure outcomes.

Submissions should not include generic Social Value or Corporate Social Responsibility (CSR) policies. The content must be specific to this project.

The Social Value submission will be scored by the panel using the Quality Scoring Methodology as described under Section 5 of the ITT.

Welsh Government policy drivers and social value clauses and objectives

The Well-being of Future Generations (Wales) Act 2015

This came into force on 1st April 2016 and focuses on improving the social, economic, environmental, and cultural well-being of Wales with the following goals:

- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of more cohesive communities
- A Wales of vibrant culture and thriving Welsh language
- A globally responsible Wales

The aim of the Act is to help create a Wales that we all want to live in, now and in the future.

The Wales Procurement Policy Statement (WPPS)

This establishes a number of key principles by which the Welsh Government expects public procurement to be managed across Wales. This includes a number of principles that directly support the delivery of the Wellbeing of Future Generations Act namely:

- Training And Recruitment of Economically Inactive People
- Supply Chain Initiatives and Working with the Third Sector
- Environmental Initiatives
- Community and Cultural Initiatives
- Educational Initiatives
- Retention and training of exiting workforce.

Examples of Social Value delivery that could be offered by an Applicant

1. A Prosperous North Wales

Outcome: A more skilled, inclusive, and resilient workforce, boosting economic prosperity in North Wales.

- Enhanced Workforce Skills
- Increased Employment Opportunities
- Stronger Local Economy
- Greater Inclusivity in the Workforce
- Boosted SME Success
- Increased Community Engagement

Examples of how the supplier could deliver:

- Local Workforce Development – Run free workshops on skills for local tradespeople.
- Upskilling Local Talent – Offer free digital masterclasses (e.g., AI, coding, cybersecurity) in partnership with local universities / schools /Colleges of FE.
- Start-up Support – Provide free business mentoring for tech entrepreneurs in rural North Wales.
- Work Placements & Mentoring – Offer paid internship placements for young people interested in business consultancy.
- Career Coaching – Provide free CV clinics & interview coaching to job seekers transitioning into new industries.
- Bespoke Training Sessions – Run workshops on emerging fields like automation, green construction, and digital fabrication.

- Equality & Diversity Audits – Implement policies that increase employment for women, ethnic minorities, and disabled workers in major projects.
- Working Pilot – Support local SMEs in developing hybrid working models, improving work-life balance.

2. A Resilient North Wales

Outcome: Build a more resilient North Wales, ensuring that the region thrives despite challenges, continues to innovate, and maintains a high quality of life for its resident.

- Economic Diversification and Innovation
- Support for Emerging Industries
- Promotion of Green Economy Initiatives
- Strengthening Community Networks
- Business Support Programs
- Resilience Training for SMEs
- Green Spaces and Biodiversity
- Supply Chain Resilience
- Community Energy Initiatives

Examples of how the supplier could deliver:

- An energy consultancy could help local SMEs identify areas to reduce energy consumption by conducting energy audits and recommending energy-saving solutions (e.g., LED lighting, low-energy heating systems), contributing to a green economy.
- A supplier could sponsor or organise local community events such as workshops, networking meetups, or town halls that bring local businesses, government representatives, and community leaders together to discuss opportunities, challenges, and solutions in a post-pandemic world.
- Mentorship and Coaching – A supplier could offer mentorship programs for start-ups or small businesses in North Wales, helping them grow by providing advice on areas such as leadership, marketing, financial management, and scaling operations.
- Access to Finance – A supplier in finance could offer free business workshops or advisory services on accessing government funding, grants, or loans for small businesses in North Wales, ensuring they have the financial support needed for expansion or innovation

3. A Healthier North Wales

Outcome: A workforce and community that prioritises mental & physical health, leading to improved productivity and quality of life.

Examples of how the supplier could deliver:

- Mental Health First Aid Training – Provide free mental health workshops for local businesses and charities.
- Mental Health Awareness Campaigns: Promote mental health awareness through campaigns that educate people on how to seek help, reduce stigma, and recognise mental health signs in themselves and others. This could include webinars, posters, and social media outreach.
- Food & Nutrition Education – Partner with local schools to deliver healthy eating initiatives, reducing childhood obesity.
- Donations of money and time volunteering to local charities and organisations that support mental health in North Wales
- Fund or offer workshops that focus on promoting physical health, such as stress-relieving exercises (yoga, stretching), mindfulness techniques, and building healthy habits. These could be available both in-person and online, making them accessible to all a wider audience.
- Support organisations to raise awareness about the importance of mental and physical health in the broader community. This could include organising health fairs, vaccination clinics, or offering free public events focused on healthy living.
- Host community sports days, fitness challenges, or wellness walks to promote physical activity in the community. These events would encourage participation across age groups and help build a culture of health within the community.

4. A More Equal North Wales

Outcome: A fairer economy where barriers to employment, education, and opportunity are removed.

Examples of how the supplier could deliver:

- Female & Minority Leadership Programmes – Provide mentoring for women and ethnic minorities in STEM and business leadership.
- Accessible Services – Ensure all project outputs (e.g., reports, training materials) are available in both Welsh and English and cater to disabilities (e.g., Braille, sign language interpreters).

5. A North Wales of Cohesive Communities

Outcome: Communities feel more connected, safer, and empowered in shaping their future.

- Community Engagement and Empowerment

- Promotion of Diversity and Inclusion
- Building Social Connections and Networks
- Volunteering and Social Action
- Safety and Crime Prevention

Examples of how the supplier could deliver:

- Organise young people to design and lead community development programs that address issues relevant to them, such as environmental sustainability, social inclusion, or mental health awareness.
- Sponsor or organise events such as cultural festivals, food fairs, or art exhibitions that showcase the diverse ethnicities, cultures, and traditions within North Wales. This encourages cross-cultural understanding and unity within the community.
- Establish or support local community hubs that offer a variety of support services, including food banks, mental health counselling, legal advice, and job-seeking assistance. These hubs could serve as safe spaces for individuals and families in need of support.
- Support or partner with local charities and organisations to provide housing assistance and prevention services for those at risk of homelessness. This might include emergency shelters, temporary accommodation, or employment programs to help individuals move toward permanent housing

6. A North Wales of Vibrant Culture & Thriving Welsh Language

Outcome: A proud & thriving Welsh identity, where language and culture remain at the heart of economic growth.

- Preservation and Promotion of Welsh Identity
- Increased Use of the Welsh Language in Business
- Support for Welsh Arts and Culture
- Enhanced Welsh Language Learning
- Increased Welsh Language Visibility

Examples of how the supplier could deliver:

- Bilingual Services – Ensure all business materials, websites, and workshops are provided in Welsh & English. – use local suppliers if not available in house.
- Cultural Heritage Promotion – Support local artists, musicians, and craftspeople through funding and exposure.
- Welsh Language Learning Support – Offer free language courses for businesses and employees to encourage daily Welsh usage.

7. A Globally Responsible North Wales

Outcome: A more sustainable, ethical, and inclusive economy in Wales that contributes positively to global well-being, climate action, and social justice.

Examples of how the supplier could deliver:

- Green Skills Bootcamps: Free training in sustainable construction, energy efficiency, and retrofitting.
- Ethical Procurement Workshops: Sessions for SMEs on ethical sourcing, modern slavery prevention, and fair trade.
- Circular Economy Innovation Labs: Partner with colleges to co-develop solutions for waste reduction and reuse.
- Global Citizenship Education: Deliver workshops on climate justice, global supply chains, and ethical consumerism.
- Sustainable Start-up Support: Mentoring and seed funding for eco-entrepreneurs and social enterprises.
- Carbon Literacy Training: Accredited training for staff and suppliers to embed climate awareness.
- Inclusive Recruitment Campaigns: Targeted support for refugees, ethnic minorities, and disabled people in green sectors.
- Local Supply Chain Mapping: Help anchor institutions identify and engage local suppliers to reduce carbon miles.

Reporting and recording

Reporting

- The Supplier will be required to submit detailed reports by a pre-set deadline. These deadlines will be communicated well in advance, ensuring that there is no confusion. Reports should be returned on time to ensure that the project's progress can be monitored consistently. These reports will serve as a structured update on the suppliers' activities related to social value, including progress towards agreed-upon targets and objectives.
- Consistency and Transparency: The format and content of these reports will be standardised. Suppliers must include all relevant metrics, data, and narrative explanations about their activities, successes, and challenges encountered in delivering social value. Regular reporting will also allow for transparency in how suppliers are meeting the expectations set out in their contracts.
- Clear Reporting Schedule: Suppliers will be made aware of the exact dates by which reports are due and the frequency of submission (quarterly), ensuring they are prepared

and have ample time to gather the required data. This schedule should be part of the contract terms, with flexibility where necessary to accommodate unforeseen delays.

Recording

- **Hours Captured or Delivered:** Suppliers will be required to track and document the total number of hours spent on delivering social value activities. This could include volunteer hours, time spent on training, workshops, and any other activities linked to the social value goals. Each hour will need to be recorded clearly, with descriptions of what was done, how it contributes to the social value targets, and the outcome of those hours. The recorded hours should reflect not just quantity, but the quality and impact of the time invested.
- **Impact Measurement:** Alongside the hours captured or delivered, suppliers will also need to assess and record the impact of their social value activities. This means documenting the tangible and intangible benefits that have resulted from these activities, such as skills development, community engagement, job creation, and other positive changes. Impact could be measured through surveys, testimonials, or other feedback mechanisms from beneficiaries or participants. This data will be critical to understanding how the social value delivered aligns with the broader goals of the project.
- **Financial Spend and Value of Social Value:** Suppliers will also be expected to provide records of any financial resources dedicated to delivering social value. This includes any direct financial spend on initiatives like training programs, equipment for community projects, or funding for local businesses or charities. Suppliers should outline the total financial spend alongside the estimated value of the social outcomes achieved. This could involve using tools or methodologies that calculate the social value created based on financial inputs, such as cost-benefit analyses or frameworks designed to quantify non-financial outcomes in monetary terms.
- **Transparency in Financial Reporting:** A clear breakdown of financial records is essential. Suppliers must track every penny spent directly on delivering social value and ensure transparency in how funds are allocated. If applicable, any match-funding or contributions from other partners or stakeholders should also be recorded and reported, so the full scope of financial investment in social value activities is visible.

Summary

Reporting: Suppliers must submit reports by the pre-agreed deadline. These reports must include comprehensive data on activities, progress, and any issues encountered, with a standardised format for easy comparison and transparency.

Recording: Suppliers need to track and report on:

- The number of hours delivered in relation to social value activities.

- The specific impact of those activities, showcasing both qualitative and quantitative results.
- The financial investment made to deliver social value, alongside an estimate of the worth or value generated from those investments.
- To record and report any financial spend and worth of social value delivered.

Example:

Local Workforce Development – Run free workshops on renewable energy skills for local tradespeople.

Number of workshops run: 6

Length of workshops: 2 hours each

Number of attendees per workshop: 15

Useful resources

Supply Chain Sustainability School

- Download their [‘Embedding Social Value in Procurement: A Practical Guide for SMEs’](#) which was created in partnership with Cardiff Business School. It includes:
 - A checklist to assist SMEs to incorporate social value into their operations
 - Understanding social value and its importance for SMEs
 - Examining common challenges for SMEs when embedding social value
 - Strategies for overcoming these common challenges and embedding social value

You may need to create an account and search for the resource on their portal to download.

Social Value Portal

- Download their [‘Win More Bids: The essential bidder’s guide’](#) document. It includes:
 - Why social value matters in bids
 - What buyers are looking for
 - How to optimise your social value
 - How to prove and share your achievements

Useful contacts

- [Mantell Gwynedd - Volunteering](#)
 - volunteer@mantellgwynedd.com
- [Croeso - Volunteering Wales](#)

