

## 5 tips for answering social value questions in bids

# 1

### REMEMBER THE CONTRACT

Think about how the issue impacts the contract. Make sure you understand what the question means in the context of both your business and how you will deliver the product or services being tendered for.

# 2

### DON'T JUST TICK THE BOX

Social value is an opportunity to differentiate your bid from your competitors and add value to your offer without having to reduce your prices. So don't see it as an annoying box to tick.

# 3

### DON'T BE GENERIC

Be specific about how you will create social value in relation to the delivery of the contract. Never start with "we take our responsibility to X seriously and are committed to Y". Generic isn't what procurers want to see.

# 4

### SUPPLY CHAIN DIVERSITY

There's an amazing range of VCSEs out there - think about what you're going to need to procure and what kind of companies will need to be in the supply chain and see if you can find one who offers some of the services you need.

# 5

### RECRUITMENT

Suppose you're asked how you will help people with barriers to employment; think about how you will recruit staff for the contract. Then think about targeting your recruitment process to make job opportunities available to individuals with specific barriers.