

7 Tips to Writing Winning Social Value Bid Responses

01

Preparation is vital

The most important thing we've learned is that preparation is the key to answering social value questions well. Knowing who the lead person/people for social value in your organisation, training them, and giving them the time to research and prepare will make your following tender process much more manageable.

02

Know the UK Government Social Value Model

It's the UK Government's framework that almost all public sector procurers are now using, and because it's a standard model, you will see the same questions coming up repeatedly.

03

How does your business deliver its products and services

You must understand how your business will deliver the contract. Social value is not an add-on. To do it correctly, your social value offer needs to be integrated into how your company will deliver the product or services being tendered. Your social value offer is not something the bid team can develop independently.

04

Use what you currently do as the basis for your social value offer

Decide what your social value offer is going to be. Talk to everyone in your business and find out what you already do that might contribute toward some of the identified outcomes in the Social Value Model. For example, how quickly do you pay your suppliers? How do you go about recruiting your staff? How do you source your suppliers? What kinds of companies are they? What does HR do to support staff wellbeing? Do you use recycled energy? What do you do to monitor your environmental impact? Once you know where you are starting from, think about how you might improve on it. Are there any social enterprises you could procure from? Could you create some apprenticeships when you recruit new staff? Think about what you could do that your competitors might not be able to. This is about differentiating yourself and winning contracts.



05

Make sure all key stakeholders are onboard

Make sure senior managers and other internal stakeholders (especially those on the project/contract delivery teams) know how significant social value is to your public sector customers. Tell them that it's something everybody is now focusing on, which means if your business doesn't, you will get left behind. Not only that, it's a GREAT opportunity to differentiate your business from your competitors and add value to your bids without cutting prices.

06

Use your offer to develop a bid library of responses

Develop a series of standard answers and identify the systems and processes that will need to be put in place by contract delivery to deliver them if you are successful. Don't worry if your offer isn't initially very impressive. As long as it's relevant to your business and how you deliver your contracts and services, that's the main thing. Rome wasn't built in a day, and you can build on it over time.

07

Cost your social value offer; in advance of the next bid

Get your social value offer costed and signed off by all your key internal stakeholders before the next tender submission. Of course, you can always augment your basic offer to enhance a particular bid (most 'standard' answers usually need to be tailored in some way), but by having the basics in place, you'll find answering social value questions a heck of a lot easier.