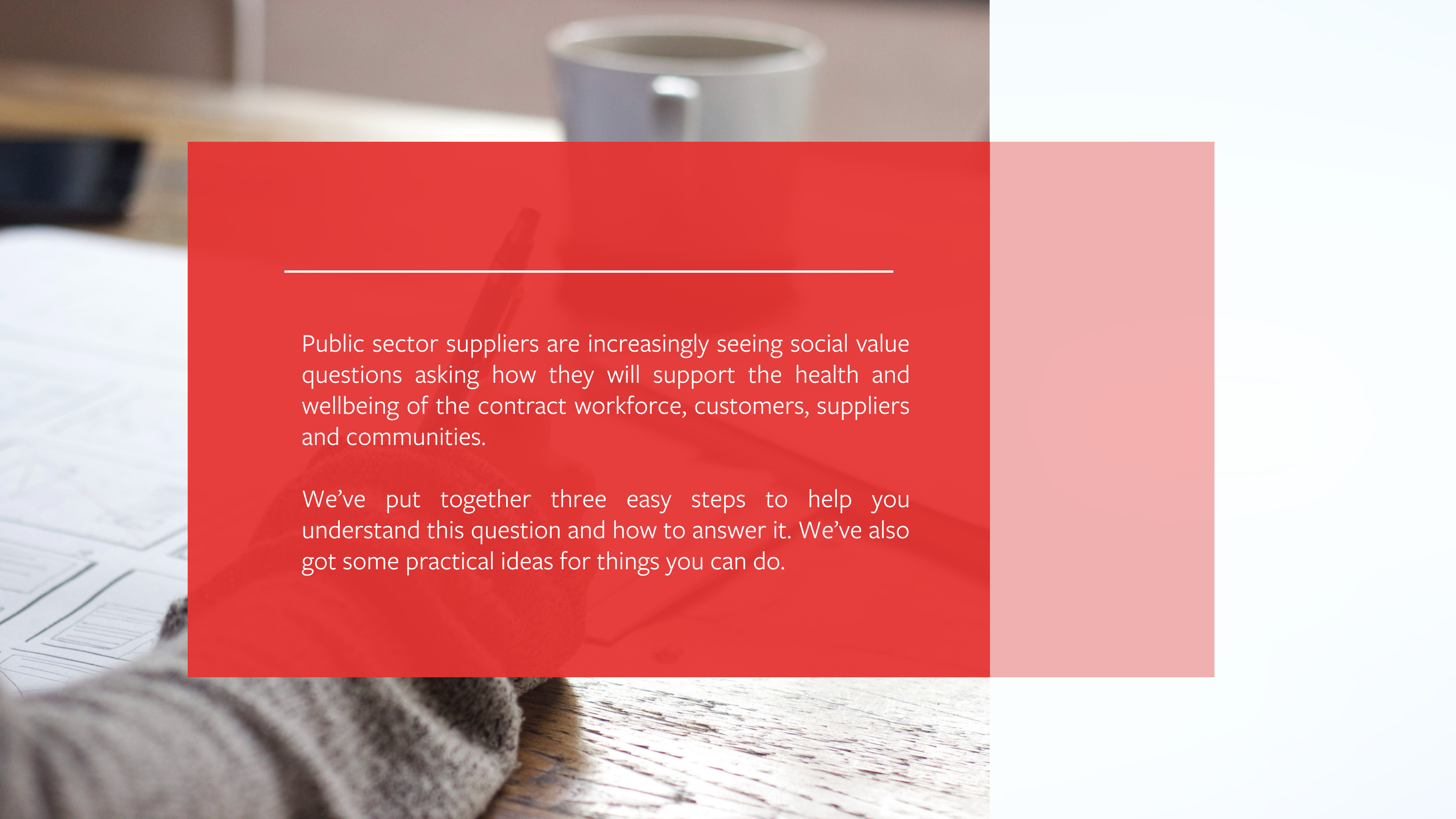




... samtaler

3 STEP GUIDE:

**HOW TO ANSWER SOCIAL
VALUE WELLBEING
QUESTIONS**



Public sector suppliers are increasingly seeing social value questions asking how they will support the health and wellbeing of the contract workforce, customers, suppliers and communities.

We've put together three easy steps to help you understand this question and how to answer it. We've also got some practical ideas for things you can do.

Step 1

1. Think about the question

Who is asking, why are they asking, and what is essential to include in your answer?

If you are bidding for a public sector contract, your customer is the State. That means they are spending public money (i.e. it's come from everybody's taxes). It belongs to the nation, meaning it must spend it in a way that aligns with its best interests.

Social value questions are about helping buyers identify suppliers who are following the Government's recommendations and operating their businesses in a way that aligns with the best interests of society.

The social and economic implications of poor health are profound and it's not just the public sector that picks up the cost

Over a million workers in the UK are injured, or made ill, by their work every year.

These aren't just physical accidents; Department of Health & Social Care figures show that the proportion of adults in contact with mental health services who are in paid employment, is rising.

The costs for us all are high.

In 2019 total UK expenditure on healthcare, represented about 10.2% of GDP and by 2024/25, it's estimated that 20% of all public spending in the UK will be on health.

“Those employers that ignore the issue, or who undermine the mental health of their staff, risk not only the health of the people who work for them but the wealth of their business and the health of the economy as a whole.”

Sarah Hughes, Chief Executive, Centre for Mental Health



It's not just the public sector that is picking up the cost


Analysis by Deloitte in 2021 found that poor mental health costs private sector employers £45 billion each year in reduced productivity, sickness absence and staff turnover. In addition, poor health reduces global GDP by 15% each year (in premature deaths and lost productive potential among the working-age population), roughly twice as much as the estimated impact of Covid. Yet Deloitte also found that for every £1 spent by employers on mental health interventions, they get £5 back in reduced absence, presenteeism and staff turnover.



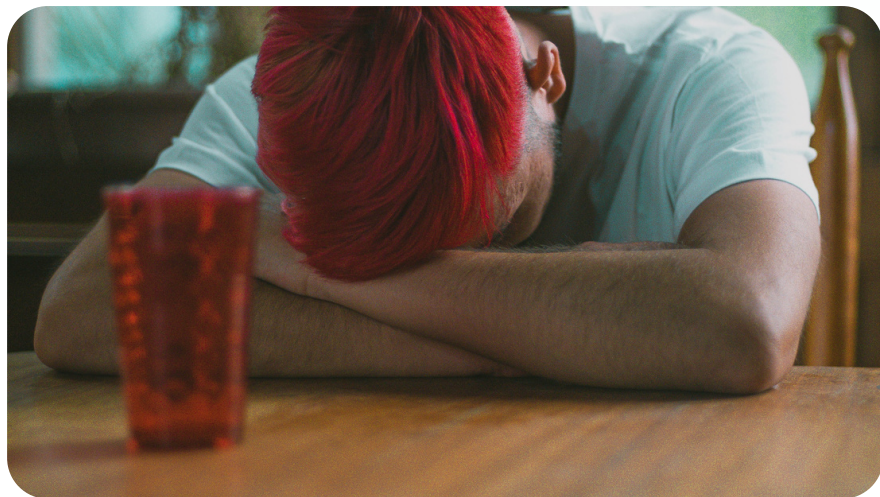
Social value is all about finding the best supplier

It's not just about the economic costs and the burden on the health and welfare system; procurement processes are about finding the best company to buy a particular product or service. A supplier with systems and procedures in place to support the health and wellbeing of staff is likely to deliver a contract more efficiently and effectively. The same survey by Deloitte showed that 83% of executives and 84% of employees said having engaged and motivated employees were the top factor contributing to a company's success.

A supplier who doesn't look after their staff will have poor retention levels, high staff turnover, low morale, poor performance and productivity issues. This means it would be madness (or at the very least an extremely bad use of public money) for a government department to award a contract to a company who wasn't trying to create a healthy work environment for their employees.



Wellbeing is important to public sector procurers because...



A poor working environment can cause both physical and mental health problems for individuals.



The cost of helping individuals get better, falls on public sector bodies.



Staff who are ill can't do their jobs properly, which means companies aren't able to deliver contracts effectively.

Step 2



1. Think about the contract

What are the risks to the mental and physical health and wellbeing of the workers delivering this contract, and what can your company do to mitigate them?

There are lots of ways that your activities might have a negative impact on the health and wellbeing of your staff and communities.





Identify the risks

What are the risks to the mental and physical health and wellbeing of the workers delivering this contract, and what can your company do to mitigate them?

There are lots of ways that your activities might have a negative impact on the health and wellbeing of your staff and communities.

- Who are the human beings who will be delivering this contract, and what are their working conditions like?
- How many staff are there? Who are they (what is their demographic and socio-economic profile)?
- What training do they get? Do they have the skills to complete the tasks we are asking of them (and how do we know they do)?
- What's our culture like? How do we treat people when they make mistakes and how easy is it for staff to speak up when they spot a problem? How stressful is the work? What do we do to help workers cope with that stress? How supportive are our managers and organisational practices?
- Where do they work, and what is their working environment like? Is it safe, and how do we know that? What type of work are they doing? Is it physically demanding? What do we do if they injure themselves at work?

To score maximum marks in social value questions you need to show that you understand the issues and how they apply to the products and services you are being asked to deliver.

Step 3

1. Write your answer

It's time to take everything you have learned in Step Two and write an answer which includes a method statement detailing the outcomes that will be delivered.

You will probably have identified many things your company does to keep your staff safe and healthy at work. However, policies on their own are useless without effective processes and systems sitting behind them. Therefore, to score maximum points, your method statement needs to show what you will practically do to deliver positive outcomes through your delivery of this contract.

Maybe your company has an Employee Assistance Programme (EAP). It's all very well writing, "We have an Employee Assistance Programme (EAP) which all staff can access". But to score maximum points, you need to be specific about the outcomes the EAP delivers and the practical actions you will take to ensure staff working on the contract use it.

A woman with dark hair, wearing a dark blue top with a white polka-dot collar, is smiling and looking towards the right. She is sitting at a white table in a bright, modern office setting. Another person's arm and hand are visible on the table next to her.

Demonstrate how you will support wellbeing in the contract workforce

1. Ask staff what they think

Employee feedback is the cornerstone of strong organisational culture. However, you must make changes based on what people tell you and establish a feedback loop. So that staff can see they are being heard and that changes are happening due to their input.

2. Create a schedule of events

To help create a positive workplace culture and foster social connections between colleagues. Examples include celebrating people's birthdays, national days and holidays, virtual quizzes and team exercise challenges and a 'social spot' in the office where staff can talk informally.



Demonstrate how you will support wellbeing in the contract workforce

3. Try signing your workers up for Coffee Roulette

Which randomly matches staff for regular virtual (and in-person) coffee meetings with people across the organisation at all levels. It's been proven to help create a great workplace, improve trust, collaboration and culture, and bring remote teams together. The system matches employees for coffee based on the days of the week they have in common. Employees receive an email telling them who their next coffee partner is and when they're available to meet. They then contact each other to set up a time for coffee to network and share.



Demonstrate how you will support wellbeing in the contract workforce

4. Embed Social Enterprise Don't Tone Alone in your supply chain

To deliver Deskletics™ sessions to workers. Don't Tone Alone is a social enterprise that provides various innovative health & wellbeing interventions, from accredited training courses to unique habit-forming programmes like Deskletics™. They use their profits to provide free and subsidised health & wellness services for marginalised communities across the UK who struggle to look after their wellbeing. Particularly on unpaid carers and individuals with long-term physical and mental health conditions.



Demonstrate how you will support wellbeing in the contract workforce

5. Use behavioural science to encourage staff to take regular breaks and adopt healthy working behaviours.

Taking breaks has been proven to increase productivity, improve mental health and creative and lateral thinking, encourage healthy work habits and increase job satisfaction. When surveyed, 81% of employees reported being more engaged with their work after taking a lunch break and more likely to want to be an active company member.

Ideas could include discouraging the sending of non-business critical emails before 8 am and after 6 pm. Also, encouraging staff to take lunch away from their desk and go for regular exercise breaks outside during the day.

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