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This document has been prepared for Gloucester City Council by the Social Value Portal.

The Social Value Portal specialises in measuring, managing, and reporting on Social Value, working in particular with local authorities across the UK.

You can find more about us at: www.socialvalueportal.com





1.0 INTRODUCTION

This document outlines Gloucester City Council's approach to achieving Social Value for its residents and communities. It provides support, information and guidance to suppliers when considering working with the Council.

Since 2017, Gloucester City Council has worked towards delivering its vision to create "A City that Works for Everyone". A proactive approach to asset-based regeneration has served as a key driver for improving outcomes for local people, creating new employment opportunities, a stronger economic environment for businesses, and healthier and more resilient communities.

Much work has already been done to engage and empower communities at the local level. Existing initiatives include the City Council's pioneering approach to Asset-Based Community Development (ABCD) and the establishment of the Gloucester Community Collective Community Interest Company (CIC) who are delivering a Community Building Programme in specific City wards.

The Indices of Multiple Deprivation (IMD) 2019 ranks all 32,844 Lower Super Output Areas (LSOAs) in England across seven themes (and as a combined overall) from most deprived to least deprived. Nine of the top twelve Gloucestershire LSOAs for deprivation are in Gloucester, encompassing a total of 14,067 residents². When measuring deprivation across the County as a whole, the five most deprived areas are within Gloucester. This shows a clear need for all indicators in the deprivation index to be addressed. Income deprivation, unemployment, lack of qualifications, health disabilities and crime are ongoing concerns in certain LSOAs across the City.

Significant work has been done with the community to address issues of deprivation and the Council recognises that there are opportunities to generate Social Value for local communities through its day-to-day activities, particularly through procurement. Through the implementation of a Social Value Policy the Council will actively seek additional social, economic and environmental benefits that can be achieved through its procurement process. The Council intends to work collaboratively with suppliers and local partners to drive positive outcomes for the local area and for society more widely.

It will be a collaborative, rather than prescriptive, effort to achieve Social Value in Gloucester, and the City Council would like to also learn from suppliers to understand the best approach for the delivery of Social Value.

https://www.gloucestershire.gov.uk/media/2094524/gloucestershire deprivation 2019 v13.pdf

¹ Gloucester City Council Plan Extension 2020-2021: https://www.gloucester.gov.uk/media/4464/gloucester-council-plan-extension-2020.pdf

² Indices of Deprivation 2019 Gloucestershire:





2.0 WHAT IS SOCIAL VALUE?

Social Value refers to the wider financial and non-financial value created by an organisation through its day-to-day activities, covering the wellbeing of individuals and communities, economic prosperity and the environment.

Social Value is defined by the Public Services (Social Value) Act 2012,³ which came into force in January 2013. The act requires all public sector organisations (and their suppliers) to look beyond the financial cost of a contract and consider how the services they commission and procure might improve the economic, social and environmental wellbeing of society. It is transforming the public sector by placing Social Value alongside quality and price as a consideration in supplier procurements.



Public Services (Social Value) Act 2012

CHAPTER 3

2.1 The Three Pillars of Sustainability

- 1. Economic impact relates to the creation and maintenance of a strong local economy and the encouragement of local innovation to increase local economic prosperity
- 2. Social impact relates to ensuring equality and diversity as well as maximising social inclusion
- **3. Environmental impact** relates to ensuring local biodiversity remains high, reducing carbon emissions, recycling and controlling consumption

To ensure improved sustainability within procurement, Gloucester City Council has implemented the 'Three Pillars of Sustainable Procurement' as a mechanism to maximise the impact of every public pound spent i.e. unlocking more Social Value. Examples of how the 'Three Pillars of Sustainable Procurement' can benefit the local community are set out in the diagram below. The diversity of Gloucester's community and, specifically, their needs means that the impact of these interventions will vary.

³ Public Services (Social Value) Act 2012: http://www.legislation.gov.uk/ukpga/2012/3/enacted





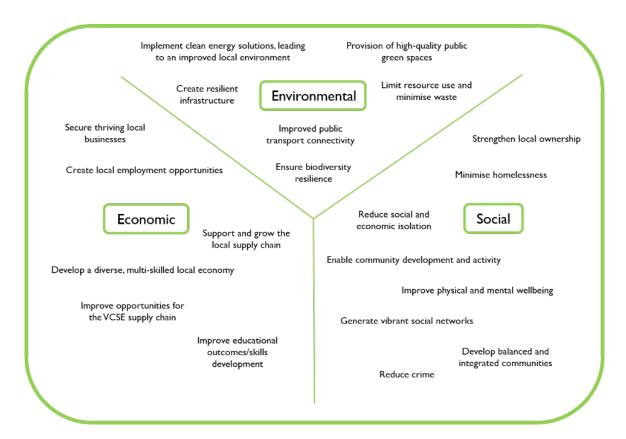


Figure 1: 'Three Pillars of Sustainable Procurement'





3.0 MEASURING SOCIAL VALUE

3.1 The National TOMs Measurement Framework

Across the public sector's supply chain, the National Social Value Measurement Framework (the 'National TOMs') is widely used to embed Social Value in procurement and contract manage its delivery through regular data entry and reporting. This framework has been endorsed by the Local Government Association (hence 'LGA') and is recognised as one of the principle ways of measuring Social Value by the Crown Commercial Services (hence 'CCS').

The National TOMs Framework has been designed around 5 principal issues or 'Themes', 20 core 'Outcomes' and 48 core 'Measures' ('TOMs'):

- Themes overarching strategic themes
- Outcomes objectives or goals that will realise the delivery of the Themes
- Measures specific and measurable initiatives or activities that can be delivered to achieve the Outcomes. The National TOMs Framework is designed to provide Measures that suppliers can deliver as part of their local authority contracts

3.2 Benefits of using the National TOMs Measurement Framework

The aim of the National TOMs Framework is to provide a minimum reporting standard for measuring Social Value. It provides an easy-to-use solution that may be applied to any project or contract and has a number of benefits, including:

- 1. Providing a consistent approach to measuring and reporting on Social Value
- 2. Allowing for continuous improvement
- 3. Providing a robust, transparent, and evidence-based solution for assessing and awarding tenders
- **4.** Allowing organisations to compare their own performance through the use of sector and industry benchmarks, and to understand 'what good looks like'
- 5. Reducing uncertainty surrounding Social Value measurement for businesses, allowing organisations to make informed decisions based on robust quantitative assessments, further allowing them to embed Social Value into their corporate strategies

3.3. Gloucester City Council and the TOMs Framework

A customised version of the National TOMs will be used to measure the additional Social Value generated through Gloucester City Council's procurement process. The additional benefits arising from activities and interventions will be valued in terms of:





- Fiscal savings to central or local government (e.g. social welfare payments)
- Economic flow arising from additional local spend
- Longer term social wellbeing to the individual(s) benefitting from the interventions

Building on the National TOMs, the measures that make up the Social Value Measurement Framework for Gloucester City Council have been assigned a proxy value (£). These have been developed by the Social Value Portal and the National Social Value Taskforce following the principles laid out by HM Treasury for monetising economic, environmental and social impact. The complete National TOMs Framework and guidance, including detailed rationales for all proxy values, can be downloaded here.

The National TOMs can be downloaded as a open source resource and the LGA have produced useful videos explaining how they can be used to maximise Social Value. See the links below for further information:

Useful links

- The National TOMs The Nationally accredited measurement framework for measuring Social Value through partnership from the Local Government Association and Social Value Portal.
- Short films from the Local Government Association on how to use the TOMs and on 'Measuring and Managing Social Value'
- Social Value Portal Guidance Document for Bidders
- National Social Value Taskforce an open network which welcomes any organisation to get involved on how to support communities by working together to implement the Social Value Act

Section 5 of this toolkit outlines how the TOMs framework will be applied in Gloucester City Council's procurement process.





4.0 DELIVERING SOCIAL VALUE IN GLOUCESTER

Gloucester City Council is committed to making Gloucester a better place to live, work and play through engaging and empowering local communities and leaders to transform the city.

By embedding Social Value in external expenditure, the City Council can further deliver on its primary function of supporting the communities that it has been established to serve. Inviting suppliers to consider the Social Value they can deliver not only benefits Gloucester and its communities but also enables responsible businesses to show how they make a positive impact on society.

In 2012, Gloucester City Council adopted an Asset Based Community Development (ABCD) model, which sees residents drive the development of their local community by identifying assets and creating new opportunities for intervention. Embedding this approach across all services has allowed Gloucester City Council to:

- Focus on community assets and strengths rather than problems and needs
- Identify and mobilise individual and community assets, skills and passions
- Drive communities and relationships building communities from the inside out
- Co-produce outcomes rather than plan them in isolation. It is envisioned in the long-term that this approach will ultimately create well-connected communities who feel valued and support each other.

If you want to learn more about Asset Based Community Development in Gloucester click here.

The Council believes that its supply chain has a key role to play in supporting this ambition and the Social Value contributions made by suppliers should be delivered with this approach in mind. The expectation is that Social Value deliverables are not delivered in isolation and without an understanding of local context but rather in consideration of what is already being delivered and, where possible, directly complementing existing community activities.

4.1. Gloucester City Council's Social Value Themes

<u>Gloucester City Council's Council Plan</u> explains how the City Council will improve the lives of everyone who lives in, works in and visits Gloucester. Building on this, the following Themes of the National TOMs underpin Gloucester City Council's Social Value Policy:

Jobs: Promote Skills and Employment

- To promote growth and development opportunities for all within the community and ensure that they have access to opportunities to develop new skills and gain meaningful employment. This will ensure the local economy grows for the benefit of all.
- This theme aligns with the current Gloucester Policy of 'Working to Create a Vibrant and Prosperous City' and encourages local employment opportunities for local people.





Growth: Supporting Growth of Responsible Regional Business	 To provide local businesses with the skills to compete and the opportunity to work as part of public sector and big business supply chains. This will include working with stakeholders and developers to bring vacant sites and buildings back into active use in the interest of the community.
Social: Healthier, Safer and More Resilient Communities	 To build stronger and deeper relationships with the voluntary and social enterprise sector whilst continuing to engage and empower citizens. This will ensure that Gloucester is a safe and pleasant place for residents to live in. This Theme covers the creation of a safe and attractive city centre throughout the day and night and addresses environmental crime, clean streets and community involvement in both the management and ongoing maintenance of public and green spaces.
Environment: Decarbonising and Safeguarding our World	 This will ensure that the future of the environment is considered and prioritised in any future tender opportunities. This Theme covers opportunities to work with local organisations to build a circular economy and be mindful of increasing recycling rates across the City.
Innovation: Promoting Social Innovation	 To promote new ideas and find innovative solutions to old problems. The City Council understands suppliers may already be engaged in delivering their own Social Value interventions and wants to see these built upon. The 'ask' of this Theme shouldn't be seen as an obligation of delivery, but as an chance to maximise opportunities.

Further information on Gloucester City Council's strategic policies can be found in:

- The Regeneration and Economic Development Strategy 2016-2021
- The Cultural Strategy 2016-2026
- The Economic Growth Strategy 2019-2022
- The Housing, Homelessness and Rough Sleeping Strategy 2020-2025

4.2. Examples of Social Value Activities in Gloucester

Below are some examples of activities already being delivered in Gloucester that carry significant Social Value. All these examples are collaborative, creative ways in which to deliver real benefit to residents and communities. They also offer insight into the types of interventions Gloucester would expect its suppliers to aspire to in satisfying the Social Value Policy.





Please note that this is not an exhaustive list of all projects being delivered within Gloucester that contain Social Value as defined by this policy.

Podsmead Clearance Team	The Podsmead Clearance Team is a social enterprise, established in
<u>Video explainer</u><u>Website</u>	2017. It was created when Gloucester City Council ran a trial to devolve its grass cutting contract to a local Podsmead community group. Its creation has allowed a team of predominantly young (16-24-year-old) adults to build up work skills and evidence experience for their CV, which they have built upon and also developed their skillset, efficiency and proficiency.
Gloucester Services • Website	In May 2014, Gloucestershire Gateway Trust - a charity focused on enhancing the lives of those in Matson, Tuffley, White City & Podsmead - opened Gloucester Services in partnership with Westmorland. This relationship has allowed for funds to be reinvested in the local community and, from a business supply chain point of view, the service has no franchises. It has a collection of products from over 200 producers, 130 of which
	are located within a 30-mile radius, providing a platform for the activities of a number of City microbusinesses.
Gloucester Community Building Collective • Website • Smiles Per Hour Campaign	Gloucester Community Building Collective is an initiative born out of a successful collaboration between Gloucester City Council, Gloucestershire Police and Barnwood Trust. The project takes a place-based community building approach which starts with Community Builders talking to residents about what they love in their neighbourhood, and the change they want to see.
	Community Builders then help those residents identify strengths and assets in their community which could help make their vision a reality. As people act on things that are important to them, they connect with neighbours, become more active and make new friends.
Warm and Well Programme • Website • Climate Change Road Map	Warm and Well is managed by Severn Wye Energy Agency on behalf of the seven local authorities in South Gloucestershire and Gloucestershire (including Gloucester City Council) and Gloucestershire County Council. It offers energy efficiency advice to householders and also administers grant funding on behalf of the local authorities and other funders.
	Since the scheme began in 2001, it has offered energy efficiency advice and has supported the installation of over 60,000 measures. These have included loft insulation, cavity wall insulation, boilers, heating systems, solar photovoltaics and solid wall insulation.





5.0 UNLOCKING SOCIAL VALUE: PROCUREMENT & CONTRACT MANAGEMENT

The Council will be including the consideration of the additional social, economic and environmental benefits that suppliers can deliver to residents and local communities as part of the decision-making criteria when awarding contracts.

Gloucester City Council is committed to a performance and evidence-based approach to Social Value and will be using the Social Value Portal to evaluate the commitments made by suppliers during the tender stage as well as monitor the delivery of these benefits during the contract term.

5.1. Procurement

Based on the Gloucester City Council TOMs Measurement Framework, (developed by the Social Value Portal and covering the Three Pillars of Sustainable Procurement), bidders will be required to propose credible targets against which their performance will be monitored.⁴

It is important for bidders to understand the specific requirements set out in the Invitation to Tender (ITT) documents. These will specifically state the evaluation instructions for the Social Value requirements and scope of each project. Please refer to each ITT specifically to understand the methodology set out by Gloucester City Council.

Prioritisations will be given in the Council's Social Value tender requirements to certain Social Value measures that provide the most benefit according to the local area's needs and deprivation. This could be, for example, providing apprenticeships, local employment opportunities or supporting local VCSEs and MSMEs.

The way in which these proposals will be scored as part of the tender process will be completely transparent and suppliers will know how their Social Value proposals will be evaluated by the Council. It is important to stress that businesses have a unique insight into the local communities where they operate and are often already undertaking the activities that provide the basis for a strong Social Value offer. Suppliers should see this as an opportunity to demonstrate their commitment to the area and support is available for any businesses that might be unfamiliar with the procurement process.

Bidders will be required to make their submissions via the Social Value Portal and clear instructions will be provided in the ITT. Specific questions regarding the ITT or the procurement process will be answered by the lead

⁴ Please note that Gloucester City Council is not being prescriptive as to which TOMs measures are being sought from bidders by way of Social Value proposals. Bidders are free to choose those measures that are proportional, and relevant, to their business and to this specific contract. However, a key success factor for bidders will be their ability to deliver against the commitments they have made.





procurement officer at Gloucester City Council. Specific technical questions based on the Portal will be answered by the Social Value Portal.

General guidance is available to through the 'Social Value Easy Guide', as below:



All procurement tenders over £50,000 will, as a minimum, be required to consider how Social Value could be included as part of the specification, scoring and evaluation process. However, Social Value deliverables should be considered by all suppliers looking to work with the City Council and, in most instances, suppliers will be asked to consider how they could contribute towards the delivery of the policy.

Social Value will be considered as part of the quality measurement within the quality/price matrix in tenders but will form a minimum of 10% of the overall tender score. This weighting may be higher in certain projects and this will be communicated to bidders in the ITT.

The score for the qualitative response will be evaluated using a scoring mechanism set out in the ITT. Documents.

5.2. Quantitative Assessment

The quantitative Social Value score will be calculated using the formula below:

 $\frac{\textit{Bidder's total social value of fer}}{\textit{Value of the highest social value of fer from all bidders}} \times 100$

The bidder submitting the highest Social Value offer will be scored 100% for this section. All other bidders will be scored in relation to the highest Social Value offer.

Bidders are to note that the information submitted in the 'Description/Evidence' box on the Portal will be used in the evaluation to verify the quantitative values submitted.

Bidders will be provided with access, through a unique and secure link, to the Social Value Portal to formulate and submit their quantified Social Value proposal together with supporting evidence and any other documentation required by the tender. This will be evaluated in line with the Council's standard evaluation procedures.

5.3. Qualitative Assessment

Bidders must accompany input target figures for specific Social Value measures with a rationale for each Social Value proposal in the Description / Evidence Box on the form which demonstrates that they have credible





processes in place to deliver what is being offered. The rationale should also specify whether this value will be delivered directly by the bidder or through its supply chain. Additional supporting documentation may be provided where necessary to justify the bidder's approach.

For procurements over £500k bidders may also be required to complete a delivery plan, this will be clearly outlined in the Invitation To Tender. The information required in the delivery plan is as follows:

A Leadership and Resources

This section should cover:

- The name of the person who will be responsible for delivery of the Social Value offer made by your company. [Note: Account will be taken of the seniority of the person nominated].
- What resources, both internal and external, will be deployed to assist delivery your SV Offer? [Delivery partners, such as 3rd sector providers or social enterprises should be named where appropriate]
- What are your internal processes in the event that something goes wrong [i.e. how will any non-delivery of offers made or poor quality be escalated internally and addressed?]

Click here to enter text.

B Processes

This section should cover:

- What will your methodology be for producing evidence/information on the delivery of your SV offer? [how will data be collected, what evidence will be provided?]
- What will your processes be for monitoring, measuring and reporting Social Value outcomes via the Social Value Portal [if SVP providing contract management for the Authority]
- For projects that extend beyond 18 months, bidders should include an explanation of how they will progressively improve and expand the delivery of Social Value outcomes over the life of the project and what continuous improvement targets it plans to set.

Click here to enter text.

C Engagement

This section should cover:

- What are your processes for engagement and collaboration with relevant stakeholders and prospective delivery partners on the delivery of Social Value? [identifying key stakeholders needed to support the plan, setting out detailed plans for the early phases on engagement and drawing on previous relevant experience].
- How will you engage with local Voluntary Community and Social Enterprise (VCSE) organisations in the delivery of your offer?

5.4. Contract Management

Social Value commitments made at tender stage will be contractualised. The delivery of these commitments will be managed in line with Gloucester City Council's general contract management processes to ensure that they are followed through.





Once the evaluation process has been completed and a winning bidder has been selected, the contract management process will commence. This converts the winning bidder into a supplier on the Social Value Portal (SVP).

A confirmation letter, including a PDF of the pledged Social Value targets and SVP's terms and conditions, will be issued to the winning bidder. It will be vital for the winning bidder to sign the confirmation letter to commence the contract management process.

The winning bidder will be required to contract directly with SVP, who will provide the following services to the supplier:

- Online account with SVP to facilitate contract management and project reporting
- Technical support with data entry (e.g. access and functionality issues)
- Confirmation of evidence required to satisfy and confirm Social Value delivery
- Quarterly reports showing progress against targets
- End of project summary and case study report

The fees for this service will be outlined in the ITT and the successful supplier will be invoiced directly by Social Value Portal upon award and will be responsible, under the terms of the contract, for payment directly to the Social Value Portal.

5.5. How will cases of non-delivery be managed?

Social Value is about creating additional benefits for the wellbeing of communities and this is most often accomplished through the building of positive relationships along with searching for opportunities and mutually beneficial solutions.

If, for genuine reasons, a supplier is unable to deliver on a particular Social Value commitment(s) made then, through discussion and agreement with the Council, the supplier can change this for another Social Value commitment(s) of similar value/benefit.

For general information on contract management, please read the guidance jointly published by SVP and the LGA:

Performance and Contract Management in Social Value

In cases where the supplier does not deliver on their Social Value commitments the Council will implement the performance management mechanisms outlined in the contract which will take precedence over the guidance referenced above.

5.6. Management of the Social Value Policy

The Policy will be communicated to all internal staff, providers and partners. A programme of training and development will be implemented to improve Social Value across the Council, including through Gloucester City Council's approach and practice.





Throughout the process, residents' views and needs will continually be incorporated to ensure Social Value is delivered in their local area. Suppliers will be asked to ensure their procurement tenders put local needs first.

The management of the Social Value Policy will be achieved by a working group of key business and community representatives. The group will meet quarterly and on an ongoing basis will consider how the Policy can best achieve local Social Value. The City Council will also consult with community groups, to ensure residents are engaged as projects are delivered.





6.0 Q&A FOR BIDDERS

6.1. How to respond to a procurement opportunity using the Social Value Portal?

Bidders are encouraged to ask if they have any questions about this process. This will allow Gloucester City Council to clarify requirements to all participating suppliers and avoid lengthy communications after tenders have been returned.

Key Considerations

Do make sure you are only reporting activities as a result of the contract

• Bidders should only report on activities/offer Social Value that will be delivered as a result of the contract in question.

Bidders should ensure that their target Social Value numbers are relevant to this contract only and do not stem from any other Social Value, Corporate Social Responsibility, or any other initiative.

For example: If you organise an organisation-wide mental health and wellbeing activity, you cannot necessarily claim Social Value for this as it has not been delivered specifically for this particular contract.

Enter your Social Value offer for the initial term of the contract only

- Bidders must enter their Social Value targets for the full duration of the initial term of the contract (not including extensions) on the Portal. For multi-year contracts, bidders should include within their qualitative statements a delivery breakdown per year.
- For example: A bidder is offering to deliver 28 hours of volunteering per year for a 3-year contract. The bidder should enter '84' on the Portal and add the breakdown in the 'Evidence/Description' box below(i.e. 28 hours of volunteering per year = 84 hours for the full length of the contract).

Do deliver locally and include only your committed local spend

- Do make sure you deliver locally 'local' has been defined as <u>'within the specific remit of the administrative boundary of the City of Gloucester</u>'.
- Do make sure you only include **committed** local supply chain spend in your offer.
- In estimating the level of local spend, bidders must only include projections of spend that occur as a result of this contract and which can be influenced by their own spending decisions. Bidders must not include estimates of local spend within their supply chain which are outside of their direct control.

Do not misunderstand the units or double count

- NT7 and NT11: no. hrs*no. attendees (not just number of hours)
- NT9 and NT10: no. of weeks (not no. of people)
- NT31: tonnes of CO₂ (not kg)

Double counting

• **Do not double count:** it is important that bidders only claim Social Value <u>once</u> within the their Social Value offer.

Do not misunderstand the employee units used

- 'FTE' = Full Time Equivalent
- Bidders should only include the actual time spent on the contract by their employees. This should be
 calculated as a 'Full Time Equivalent' (FTE). For example, a project lasting six months and employing
 only one person has an FTE equal to '0.5'
- Calculating time spent on a project in 'FTE' Full time for:

1 year	<u>1</u>
6 months	<u>0.5</u>
3 months	0.25
1 month	0.083
1 week	0.019





6.2. How do I set Social Value commitments?

The seven-step process below provides a thorough list to ensure bidders have everything in place ahead of submitting a tender on the Social Value Portal.

Step 1: Get ready	Prepare by measuring what you already do using the National TOMs.	
Step 2: Understand the Council's needs	Get to know Gloucester City Council's needs by thoroughly reading through the Social Value Policy and Procurement documents (ITT). Its recommended to further explore some of the local area's key needs and priorities for employment, wellbeing and environmental factors, and tailor your Social Value response to these.	
Step 3: Get involved	Attend market engagement events and make sure customers know your offer.	
Step 4: Develop your offer	Take the time to develop your Social Value offer ahead of any tender.	
Step 5: Answer the question	Answer the question that has been asked, not the one you wish had been asked! Use the Gloucester City Council TOMs to determine your base format.	
Step 6: Manage and report	Put in place robust management and reporting processes to demonstrate you had elivered what you proposed.	
Step 7: Improve	Write a case study. This could be useful for your next tender and will help you improve as well as to celebrate and share your success so others can learn from it.	

6.3. How to track delivery of Social Value once the contract has been awarded?

Gloucester City Council will work together with the Social Value Portal to manage the delivery of its Social Value. The Social Value Portal will provide ongoing support to suppliers and quarterly Social Value reporting on all contracts, allowing any concerns around delivery of Social Value commitments to be identified early and resolved.







Figure 3: Diagram of tracking contract delivery

6.4 How to integrate the Social Value Portal and Proactis?

If you are submitting a bid with a procuring organisation that uses Proactis, then a full guidance document is available from Proactis with step-by-step instructions for bidders on the existing integration. Please speak to the procurement manager at Gloucester City Council for further details.

