

SVUK 'Contract for Change' Programme – Interested Party Reengagement

Dear All,

I hope you are well.

We are reaching out in reference to the **Social Value UK 'Contract for Change'** initiative in which you are listed as an 'Interested Party' having previously participated in the Steering Group, workstreams, information webinars, or mailing list, or you have expressed an interest in being updated on next steps.

The programme of work was paused throughout the covid pandemic and Social Value UK are now in the process of reviewing the programme, with our programme partners Value Match, with the aim to reengage interested parties, and relaunching the activities of the programme.

Why is this important:

Since the launch of the Public Services (Social Value) Act in 2012 social value has been gaining increasing importance in public sector service delivery. This has been managed in the majority through incorporation of social value into the commission in, procurement and contract management of goods, works and services through public sector contracting authorities. In 2020, Central Government launched a Social Value Model through PPN 06/20 mandating that all Central Government Contracting Authorities must include social value in their contracting. The importance of understanding, measuring, and managing social value be that from the perspective of those contracting for activities, or those that are delivering those activities, is only getting stronger.

Social Value is an internationally recognised broader definition of value moving beyond financial value to understanding the economic, social and environmental wellbeing of people, communities and place. Understanding social value is paramount to improving decision making and resource allocation for better social, and environmental outcomes for people, society as a whole and the planet. This readjustment of value based decision making away from financial primacy is aimed at resetting our societal decisions towards what society, the economy and the financial system should be about – taking care of one another. How we plan, commission, procure and manage our public services is absolutely paramount to this societal shift.

Approaches to implementing social value within procurement have taken great strides forward over recent years. This has included improved legislative and policy requirements and various practical techniques such as measurement tools and methodologies. Both procurement professionals and suppliers now have a far greater understanding of the potential of social value, with many procurements already incorporating specific evaluation criteria.

This initiative is a major opportunity for the procurement profession to make a significant contribution to national policy initiatives which have implications at every level of society and within each of the organisations we work.

The Contract for Change Programme overview:

The Contract for Change programme was launched in December 2019 to develop better principles based practice for managing social value through procurement. The programme recognises the increasing importance of social value in procurement, both from the buyers and suppliers perspectives, and the need for collaborative space to share and develop good practice from a principles based perspective with the aim of better social value delivery overall.

The Contract for Change programme seeks to harness the Social Value created through organisational activities by embedding social value as an integral part of an organisation's purpose and mission, whilst ensuring that this focus provides direction to the organisation's commissioning and procurement activity. This approach will provide a framework for organisations to successfully:

- Provide clarity on organisational intent around Social Value;
- Connect their organisational and functional strategies to their operations;
- Identify their key social value goals and integrate these into their organisational activity;
- Design their commissioning and procurement activity around their social value goals;
- Ensure effective measurement and reporting, and
- Provide a route for continuous improvement and decision making.

Programme Approach:

This work aims to develop procurement approaches and techniques, and disseminate expertise. The relaunched programme will do this through 4 key components:

1. **Convening and peer learning:** conferences, workshops and working groups - to identify the enablers and constraints to embedding social value principles in procurement and make proposals to tackling these.
2. **Capacity building and practice development:** implement proposals from the community, e.g developing and accrediting training; resources, guidance for suppliers and buyers or tool development
3. **Assurance, verification and confidence building:** to support the sector in building confidence in the growing practice, and to support embedding of standards of practice
 1. for the bids submitted for contracting
 2. of the procurement function
4. **Advocacy and Policy Change:** engage organisations and government to promote social value principles in procurement.

The Opportunities:

The opportunity is to support this initiative through participating in the programme through a number of different roles:

- As a member of the Steering Committee
- As a volunteer organiser for the inaugural conference
- Supporting a workstream as these are developed by the Steering Committee
- As a Strategic Partner to support the ongoing management of the programme
- As an interested party

The next steps:

To start the programme off again SVUK are working with Value Match to organise:

- Initial Steering Group Meeting – March/April 2022
- Series of Steering Group Meetings through the year – bi-monthly (TBC with committee)
- Inaugural Conference – end of June 2022
- Define areas of need and supporting actions to develop practice – ongoing

The Ask!

If you are interested in participating in the Contract for Change programme please can you complete the 'expression of interest' form: [Contract for Change Expression of Interest Form \(jotform.com\)](https://www.jotform.com)

We will then collate these responses and confirm the next steps.

With best wishes,

Catherine Manning

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Value Match