2022 Social Value Accelerator Programme

Deadline for submission: 18 November 2022
Foreword

Dear Applicant,

Increasingly, we find organisations are considering their business activities holistically and considering the wider economic, social and environmental outcomes of their actions. Those who are making a conscious effort to ensure these outcomes are positive, are adding **social value**, and contributing to the wellbeing and resilience of individuals, communities and the wider society. We are here to support organisations to do better work and create more sustainable communities through making it the norm to measure social value within day-to-day business activity.

Social Value Portal is a complete solution that supports you to measure and manage the contribution you make in real pounds and pennies. You can report both non-financial and financial data in one consistent place, and use the data to tell your story. We can all improve the quality of our lives and our environment by accounting for **social value**.

At Social Value Portal, we want to make doing good go further as well. I’m very excited for our business to be making a commitment to support up to 4 small* organisations to build their **social value** maturity through our software and consultative services, free of charge. Please read on to find out more on the **Accelerator Programme**, how we will select applicants, what support will be provided, and how you can apply.

Thank you for your interest and we wish you all the best for you submission.

Yours sincerely,

Guy Battle
Chief Executive
Social Value Portal

*micro, small (under 50 employees) or social enterprise organisations, with a turnover under £10 million.
Contents

About the Accelerator Programme 2
Programme services 3
Your submission 5
About the Accelerator Programme

We are pleased to offer an opportunity to small and micro enterprises to work with Social Value Portal to enhance your social value maturity, so you can effectively communicate the value that you deliver.

Social Value Portal is an online solution that allows organisations to measure and manage the contributions they make to society. We can measure environmental, social and economic activities and help to identify, prioritise and measure the additional social value delivered, in terms that are meaningful to your own organisation.

How do we do this?

Social Value Portal provides the expertise behind the most commonly used social value measurement framework, the National TOMs. The framework provides a minimum reporting standard for measuring social value – showing you how to procure, manage, measure and maximise your social value at any given time.

The National TOMs stands for:

**Themes:** What areas do you want to create the most value?
**Outcomes:** What positive changes do you want to see?
**Measures:** What will be used to measure whether these outcomes are being met?

The *National TOMs framework* provides a common language for measuring social value. It is widely adopted and endorsed by the Local Government Association. The National TOMs can be used to measure social value and social impact across both the public and private sector.

The framework is powered by robust data sources including the ONS, Unit Cost Database (a common database initially created by the Great Manchester Combined Authority Research Team) and the HM Treasury Greenbook.

The National TOMS:

- Provides a consistent measurement solution
- Creates a level playing field for all organisations
- Allows benchmarking and comparability

Information gathered within the Portal and measured against the National TOMs, is used to help organisations improve performance, make better business decisions and deliver more social value to communities.
Programme Services

We will work with each successful applicant organisation to develop your thinking on what social value means to your organisation, which we intend to support across two key areas:

1. **Basic Membership and Social Value reporting**
2. **Advisory services**

We offer a service of utilising the TOMs framework through our online Portal, along with a managed service, to support clients and suppliers with social value measurement, tender responses and contract management. Our team will also provide validation that the data and evidencing within the Portal is accurate and valid – giving confidence that social value is reported and measured accurately.

**Measuring, managing and reporting Social Value delivery**

Social Value Portal’s online platform is designed with two key functions in mind; simple and sophisticated social value data entry, with quick and easy insights and reports. The Portal can measure the social value being delivered across all activities, whether it be supply chain or your own organisation. Key benefits and capabilities include:

- **Project management and measurement**: An individual account allows a team to collect and report the social value being delivered to the communities where the work, project or organisation is located, and also across the UK.
- **Target Setting**: Ability to set targets and report against them.
- **Geospatial Mapping**: Displays information geographically and can be used to compare performance across different local areas. It can also map individual projects or key supply chain partners.
- **Evidence Storage**: Stores relevant evidence on an ongoing basis and against each activity, if required. Evidence can then be used for assurance purposes or for the development of case studies.
- **Live Dashboards**: Dashboards update in real-time and can be tailored to report on specific themes, outcomes, measures or targets.

Membership with Social Value Portal will empower you to effectively demonstrate your contribution to society, by establishing a structured process for target setting, measurement and management of the social, economic and environmental value.
What is included within the Accelerator Programme Membership?

- **A free of charge two-year membership to Social Value Portal** – this will give your organisation the foundation to measure, manage and report the social value delivered by your team. This includes hands-on support from Social Value Portal, including access to our Customer Success team throughout your membership.

- **Portal set up** – We’ll provide you with set up services to help you get started using the Portal and show you how you can upload data on a quarterly or monthly basis, whatever suits you. You will be given two free projects created in the Portal. We would suggest that one project is used for your own organisation’s additional social value, and the other can be used as you would like, perhaps on a particular contract you have won.

- **National TOMs selection** – The National TOMs will be embedded into your account. We will also support you to set targets, so that progress can be tracked and monitored throughout.

- **Social Value Academy** – You’ll be given free access to the Social Value Academy. You will be able to complete free e-learning modules and courses on Social Value and gain certification for each stage. This will upskill your team’s understanding around the basics of social value.

- **Membership training** – We offer a range of training sessions during your onboarding so you know how to access the Portal, upload any data and walk around the platform.

- **Data validation and clarification** – Each quarter, Social Value Portal will check the data that has been added to your account and will send clarification questions to your teams as required. This is to ensure that what has been claimed has been delivered, so you can have confidence in what is reported.

- **Quarterly reporting** – Once the data has been validated, we will produce and send you a quarterly progress report for each of your projects.

- **Annual summary report** – At the end of each year, we will share a summary report, highlighting what has been delivered throughout the year.

**Additional advisory services**

While your Membership will provide free access to the Portal for two years, the aim of the relationship is to accelerate your social value maturity. And so, your Membership can be complemented with our additional advisory services to ensure your Portal adoption and social value reporting is maximised. Advisory services may include:

- A co-created social value strategy *(supported by our consultancy expert team)*
- A local needs analysis *(supported by our consultancy expert team)*
- Social value training *(supported by our business development team)*
- Collaboration with other Social Value Portal Members *(supported by our business development team)*
Your Submission

Please submit your Accelerator Programme response answering the five questions below, with a maximum of 250 words per answer. **Deadline for submission is 18 November 2022.**

**Entry criteria:**
Your organisation needs to be a social enterprise or B Corp® certified. However, we will also consider limited companies that meet **two out of three** criteria:

- has a turnover of less than £10m
- has fewer than 50 employees
- has gross assets of less than £10m

**Scoring:**
We will score submissions using the following criteria for each question response:

5. **Excellent:** exceeds expectations above and beyond criteria

4. **Very Good:** Above average standard of criteria

3. **Good:** Meets criteria

2. **Weak:** Below criteria

1. **Poor:** Significantly below criteria
Response questions:

Name of your organisation:
Website (if applicable):
Number of employees:
Annual revenue or turnover:
Contact details of main contact:
Name: …………………………  Email: …………………………………………………

Questions (each question max 250 words):
1. How does your organisation work to deliver social, economic and environmental value?
2. How does your organisation work to meet the needs of your local communities?
3. Why are you interested in the Accelerator Programme and how would this opportunity help you deliver more social value?
4. How will this opportunity help your organisation to grow and make good go further?
5. Please tell us how social value is part of your organisation’s purpose, and how it goes beyond ‘business as usual’.

Please complete your application online here by 18 November 2022: https://www.surveymonkey.co.uk/r/2022-Accelerator-prgm-SVP

And for any more information, please contact: info@socialvalueportal.com