

## TIPS FOR PROVIDERS DEVELOPING SOCIAL VALUE AND TENDERING TO PROVIDE ADULT SOCIAL CARE IN KENT

If you are an adult social care provider, how can you make the most of Social Value in readiness for commissioned opportunities?

These tips are based on the project [Together for Social Value](#), which produced a Social Value framework.



### Get to know the framework well.

It is the tool commissioners will use to maximise Social Value when they commission for adult social care outcomes, so you will be reading exactly the same guidance. It will also help you understand what Social Value means in the context of adult social care. Read it [here](#) or at [skillnetgroup.co.uk/socialvalue](http://skillnetgroup.co.uk/socialvalue).



### Map your current outcomes, and imagine new outcomes you could achieve, using Kent's strategic priorities.

These are set out in the Strategic Statement: [Increasing Opportunities, Improving Outcomes](#). You can do this by working through the outcomes listed on pages 13-15 which support Kent's three overarching strategic outcomes. Ask: "Do we achieve this now in addition to our core work? If we don't, could we achieve this?"

For example, you may be very committed to accredited professional development in your local staff team. This could match the specific outcomes sought in Table 2: "Kent business growth is supported by having access to a well

skilled local workforce”, measured by an increase in level 3, level 4 and vocational qualifications. KCC has also produced a useful list of examples of the kind of Social Value activity you may already, or could, do that serves these strategic outcomes. This can be downloaded from [skillnetgroup.co.uk/socialvalue](http://skillnetgroup.co.uk/socialvalue).



## **Ask commissioners about Social Value during pre-tender market engagement.**

The framework commits commissioners to co-design Social Value outcomes (and by implication core outcomes) before the contract specification is finished and goes out to tender. You and the people who receive your care and support are invited to:

***“hold all services to account for the delivery of KCC’s strategic outcomes”***  
(Principle 6 of the [Commissioning Framework](#))

The commissioning team welcomes challenge, so during market engagement, ask commissioners what Social Value will be co-designed and expected within the contract.



## **When you tender, define the Social Value you are going to add and deliver in clear, measurable terms and align it with the Strategic Statement.**

For example, “We will create apprenticeships for disadvantaged young people” is too vague. “We will create at least two new social care apprenticeships per year for the lifetime of this contract for looked-after children age 16-18” is clear and measurable. The number of young people with outcomes has been defined, as well as the specific type of disadvantage. The time periods within which outcomes will be achieved is also stated. This kind of Social Value commitment would be even stronger if the post-apprenticeship outcomes are also defined, for example in high quality, sustained paid work. It is also aligned with Kent’s strategic priority that ‘Children and young people in Kent get the best start in life.’

## CHECKLIST:

- Is the Social Value in your tender specific and measurable?
- Have you specified the time periods within which Social Value outcomes will be achieved? These must fall within the overall contract period.
- Is the Social Value in your tender defined in the same terms as the Strategic Statement's outcomes?



## Take advantage of KCC's free accreditation scheme [Steps To Environmental Management \(STEM\)](#).

The [framework](#) presents Kent's fifth social value priority as 'Green and Sustainable', meaning "protecting the environment, minimising waste and energy consumption and using other resources efficiently, within providers' own organisations and within their supply chain." The [framework](#) adds:

*"To promote green and sustainable outcomes, commissioners will now expect providers to have achieved, or be working towards, [Steps To Environmental Management \(STEM\)](#) accreditation, or an equivalent."*

As KCC's website explains, the scheme is free, raises your green credentials and could save you money by removing energy inefficiencies.

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