

Supporting Social Value in Public Procurement

What is the Impact Evaluation Standard?

The Impact Evaluation Standard is used for social value measurement and reporting. It directly encompasses the UK government's Social Value Model which was created to support the deployment of Procurement Policy Note 06/20 – *taking account of social value in the award of central government contracts*.

The purpose of the Impact Evaluation Standard in public procurement is to make the deployment of and adherence to PPN06/20 easy, transparent and consistent for both Contracting Authorities and Suppliers. Using the Impact Evaluation Standard ensures credible and consistent quantification of social value.

It is maintained by a consortium of social value advisors and overseen by an independent steering committee of experts. It consists of:

- 120+ social value measures (metrics)
- (optional) proxy values: indicative financial values that quantify socio-economic benefits for social value interventions
- a comprehensive suite of guidance and training
- training workshops for different user groups, such as procurement officers, suppliers and consultants



How does it support social value in public procurement?

The commissioning and delivery of social value through public procurement has the potential to impact key social outcomes significantly and positively. However, challenges exist which can hamper effective commissioning and delivery, including the lack of a common understanding between commissioning authorities and suppliers, a lack of consistency of approach and challenges evaluating social value commitments.

The Impact Evaluation Standard assists in addressing this; creating a 'common language' between the public and private sector by:

- directly incorporating all 52 reporting metrics from the Social Value Model
- adding an additional 60+ other reporting metrics, many of which are sub-metrics of the Social Value Model metrics, therefore providing more depth and precision in reporting

- providing indicative financial values (proxy values), where relevant, for many social value activities, the use of which is entirely optional
- providing clear and consistent guidance on 'what counts' under each metric, bringing standardisation to social value submissions and reporting
- providing clear and consistent guidance on how to evidence social value claims so that all claims are consistent, transparent and auditable
- providing training for both Contracting Authorities and Suppliers on how to deploy the Social Value Model and the Impact Evaluation Standard
- providing a way to benchmark and compare the difference various metrics/outcomes can create



Is it credible and robust?

- The Impact Evaluation Standard incorporates the UK government's Social Value Model standard reporting metrics and guidance.
- All proxy values are derived by a team of industry experts in line with the HM Treasury Green Book guidance and supplementary WELBY guidance, following best practice Cost-Benefit Analysis methodology.
- The Impact Evaluation Standard is independently governed by a Steering Committee of industry experts.

How does the Impact Evaluation Standard stand out from other social value measurement frameworks?

While there are a number of social value reporting frameworks, the Impact Evaluation Standard is distinct because it is:

- the only reporting framework which is focused on specifically assisting deployment of the PPN06/20 and Social Value Model
- focused on driving good behaviour, consistency and transparency in social value reporting
- focused on measuring the actual outcomes of your social value activities
- focused on ensuring social value is not overclaimed
- creates the foundation for the future of social value measurement

Who should use the Impact Evaluation Standard?

Contracting Authorities:

It is often difficult for Commercial Contract Managers and Supply Managers to compare supplier performance to one another given the diverse range of activity, and to determine what good really looks like. Government department HMRC adopted the Impact Evaluation Standard to "raise the bar" in relation to social value for all its strategic suppliers. It is used:

- as a framework within which to discuss social value with suppliers during pre-tender engagement
- within PQQ and ITT tender documents to clearly define social value requirements
- to enable consistent evaluation of suppliers' social value submissions
- when setting social value KPIs / commitments at award of contract
- during contract management to ensure consistency of reporting and compliance with commitments

Central government suppliers use it:

- as a framework within which to discuss social value requirements with contracting authorities
- to demonstrate commitment and ability to deliver on contracting authorities' social value priorities
- as a framework for agreeing clear contract delivery KPIs on award of contract
- to ensure consistent and transparent social value reporting during contract delivery
- to provide confidence in data quality and auditability

From the supplier's perspective



“Our organisation is fundamentally committed to the delivery of social value. We regularly collaborate with our public sector clients to determine the correct deliverables and reporting metrics, but we could not report these with confidence and ease without the adoption of the Impact Evaluation Standard”

Emma Ward

Head of Sustainability and Inclusion at VolkerWessels UK



Get in touch

If you would like to know more about the Impact Evaluation Standard, please email contact@impactevaluationstandard.org

www.impactevaluationstandard.org

