



**COMMIT**  
A COMMITMENT  
TO CREATING,  
MEASURING  
AND REPORTING  
SOCIAL VALUE



**BRONZE AWARD**  
Your Step-by-Step Guide



# 1 | Welcome

We're so glad you've decided to apply for accreditation. The SVQM Bronze award is the entry point and marks the first step in verifying your commitment to creating, measuring and reporting social value.



During the accreditation process, your organisation will build:

- › A clear view of how you create value for your staff, customers and communities.
- › An understanding of your social legacy.
- › A set of pledges and key value indicators that will help frame the way you think about and measure social value.

Successful Bronze accreditation will enable you to:

- › Approach social value tender questions with confidence.
- › Compete more equally across sectors.
- › Demonstrate your commitment to customers, clients, stakeholders and investors.
- › Have the edge when it comes to attracting and retaining talent.
- › Promote your award – signifying independent verification of your commitment to ethical, sustainable business.



## 2 | What you can expect from us

The award is licensed by Social Value Quality Mark CIC – an independent social enterprise that exists to uphold the highest standards of values-led business. SVQM operates an independent scrutiny panel who will review your evidence and either confirm successful accreditation, or give reasons why the award has been declined. There are two routes to apply – these are explained below.



### ↳ Route A: Guided Accreditation

Most clients opt to receive consultancy – enhancing their chances of success. We offer this through our strategic partnership with the Social Value Business. SVB is a founding member of Social Value Quality Mark CIC, meaning they have a deep understanding of the accreditation framework and are uniquely well placed to guide you.

If you are choosing this route, please skip to **Section 3: Guided Accreditation**



### ↳ Route B: DIY Accreditation

You can also choose to 'go it alone' – simply register on the link below, pay the required fee and submit your evidence for our panel to review. This is most suited to organisations with a detailed understanding of social value and who are already advanced in their journey.

The Bronze Online Application area of our website offers additional advice and guidance.

[SVQM Bronze](#)

If you are choosing this route, please jump straight to **Section 4: Preparing Your Evidence**



# 3 | Guided accreditation

The team at Social Value Business are invested in your journey – through our collaboration, they want you to be successful and will guide you through every step. You'll be matched with a specialist who understands your sector and can tailor elements of the approach to meet your needs.



*"It is a huge honour to be the first charity on Merseyside to have achieved the Social Value Quality Mark"*

**Sefton CVS Chief Executive, Angela White OBE**



To get started, they will:

- Ask you to agree a brief costed proposal.
- Issue a Terms of Engagement.
- Allocate a specialist from the team.
- Create a project plan and give you access to a shared Teams folder.
- Diarise mutually suitable workshop dates.

You will be asked to nominate a small working party of 2-3 people – this might typically include senior stakeholders from Business Development, HR or people tasked with social value as part of their role.

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	Workshop Overview	Outputs
<p><b>Workshop 1:</b> <b>Introduction to Social Value and the SVQM Bronze award</b></p> <p><i>(Duration: 2 hours)</i></p>	<p>This workshop aims to give you a greater understanding of social value and how it applies to your organisation. Social Value Business will introduce you to the 'Wheel of Value' – a diagram setting out the thematic areas that an organisation can impact when it comes to creating social value.</p> <p>You will be asked to consider a series of pledges against these themes. They will invite you to think about your own definition of social value and to draft a social legacy statement.</p>	<ul style="list-style-type: none"> <li>➤ A clear understanding of social value and the actions you will need to take in advance of the next workshop.</li> </ul>
<p><b>Workshop 2:</b> <b>Your Pledges and Key Value Indicators</b></p> <p><i>(Duration: 2 hours)</i></p>	<p>This workshop provides a facilitated discussion on the first mandatory themes. Social Value Business will allocate 30 minutes to each theme, supporting you to develop your pledges. You will be invited to think about your Key Value Indicators – these are the specific targets that will enable you to track and measure progress.</p>	<ul style="list-style-type: none"> <li>➤ Your first pledges, as required for Bronze accreditation</li> <li>➤ Your Key Value Indicators (targets) for each pledge</li> </ul> <p>You will be asked to take these back to your organisation for input and agreement.</p>
<p><b>Workshop 3:</b> <b>Finalising Your Pledges &amp; KVIs</b></p> <p><i>(Duration: 2 hours)</i></p>	<p>In this third and final workshop, Social Value Business will work with you to agree your remaining pledges. The themes for these may vary according to your organisation – you may decide some themes are less applicable, while others are particularly important.</p> <p>You do not have to make a pledge against every theme; however, the Bronze award requires that you make at least 6 pledges in total. You will also be asked to establish Key Value Indicators for each pledge.</p>	<ul style="list-style-type: none"> <li>➤ Your remaining pledges, as required for Bronze accreditation</li> <li>➤ Your Key Value Indicators (targets) for each pledge</li> </ul>

**Social Value Business will review and comment on your evidence. They will check it's robust, realistic and confirm whether it's likely to meet the SVQM Bronze award requirements.**





# 4 | Preparing Your Evidence

Before you complete the application form, please check you have the following evidence ready to submit.

## You have appointed an Executive Sponsor and Social Value Lead

An ethical culture starts at the top. Your sponsor is the senior person with overarching accountability for measuring, reporting and embedding social value.

Your Social Value Lead will chair the working group and track progress, ensuring there is a clear plan for achieving your Social Value pledges.

## You have established a working group

This group will help embed social value throughout the organisation, so we recommend it includes department heads or influential people from different areas of the organisation.



## You have defined what Social Value means to your organisation

Social value is the positive impact you create for society. Taking this as your starting point, can you make it more specific?

Don't develop this in isolation; we suggest making it a collaborative process, together with your working group. Encourage them to seek feedback from their teams.

### Example Social Value definition

*'Social value is the positive impact we create for our staff, customers and communities, through our role in delivering exceptional healthcare and as a major regional employer.'*

## You have developed and agreed a Social Legacy statement

This is your outward-facing statement of your organisation's role in society – so it should feel impactful. Think beyond your products and services to the difference you make to people's lives. You might want to start by taking your existing mission or purpose statement, if you have one. Is it outward facing? Does it articulate the positive impact you have for your people, communities and society in general?

### Example Social Legacy Statements

*'We aim to support the highest quality of life for all' (Healthcare industry example)*

*'Through every construction project, we regenerate neighbourhoods and build brilliant communities' (Construction industry example)*

*'We exist to help Britain prosper' (Financial services example)*

## You have set a series of Social Value pledges

You will need to submit a minimum of 5 pledges in total, aligned to the Community Themes shown. You are not required to make a pledge against every theme; of the discretionary themes, we suggest you focus on the ones most relevant to your organisation and consider where you can make most impact.

### Mandatory themes

- ✓ Health & Wellbeing
- ✓ Employment & Volunteering
- ✓ Education & Skills
- ✓ Economic
- ✓ Environment
- ✓ Leadership

### Discretionary themes

- ✓ Housing
  - ✓ Crime & Justice
  - ✓ Social & Community
  - ✓ Innovation
- At the back of this pack, we've included some good practice examples of pledges and KVIs.



### Tip: Be creative with your thinking

You may look at a pledge area such as 'Housing' and wonder how it applies to you. This is about ensuring people are safe, warm and secure in their homes. Consider your local community: could you donate to a Food Bank to help household finances stretch further? Could you introduce 'cost of living' vouchers for employees – or a hardship grant?

## You have identified Key Value Indicators for each pledge

Your Key Value Indicators are the targets by which you'll measure progress against your pledges. These should be SMART – Specific, Measurable, Achievable, Realistic and Time-bound.

### Example Key Value Indicators

- 'Reduce the need for unplanned health intervention by 3.5% in the Cambridge area by 2024'
- 'Invest in 1500 local people to build the skills required to address the barriers to employment, by 2024'

## You have developed a Social Value roadmap

You'll need to provide a 2-page roadmap on how you will research, consult, measure and report social impact and value over a 12-month period. This should be aligned to your pledges and KVIs.

Answering the following questions can help you structure your plan (for guidance only).

- What activities/products/services are in scope?
- How will you capture the information required?
- Which stakeholders will you consult?
- How will you analyse the data and information?
- What are the key milestones?
- How will you measure your performance against your Social Value pledges?
- How will you ensure your whole organisations is aware of and understands social value?
- What processes and policies will support your future measurement and reporting?
- How will you continuously improve and embed best practices?
- How will you manage Social Value underperformance?



## 5 | Finalising Your Application

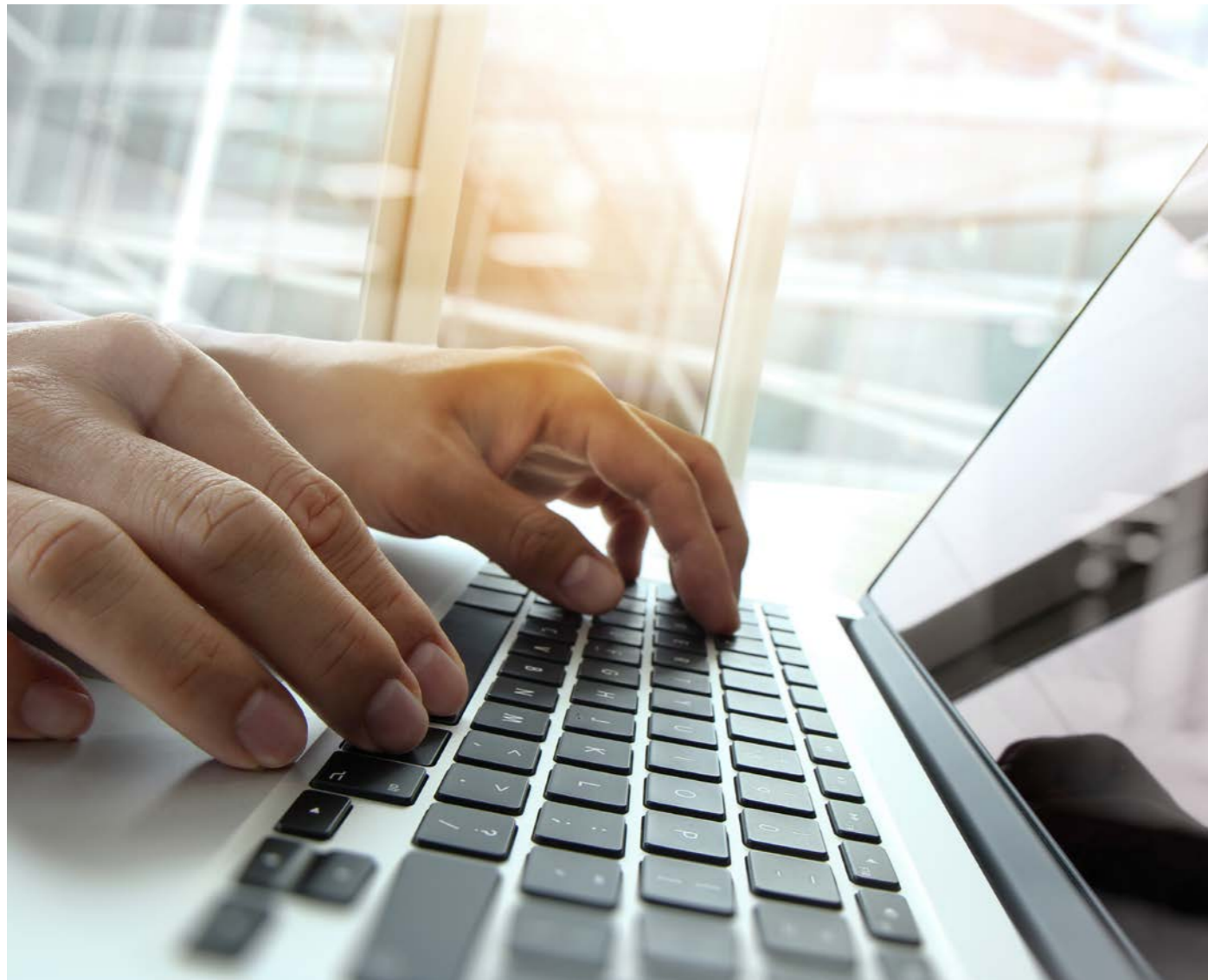
Please access a copy of the application form:

[Apply Here – Bronze award](#)

You will be asked to provide:

- > Your contact details
- > Your Social Value definition
- > Details about your organisation, locations, number of staff and turnover
- > Your pledges, aligned to the 'Wheel of Value' themes
- > The name of your Executive Sponsor and Social Value lead
- > Your Key Value Indicators
- > Your Social Value road map
- > Your Social Legacy statement
- > A copy of your logo

On receiving your application, Social Value Quality Mark CIC then has a 2-week window to review. We will let you know if further information is required, giving you the opportunity to submit further evidence. We'll then either confirm successful accreditation, or the reasons why we've declined your award.



## 6 | Presentation and communication

Once you've achieved Bronze, we will present you with a personalised, sustainably sourced award bearing your company's logo.

Our Communications Adviser will share an interactive toolkit to help you promote your achievement. This includes:

- > Standard messages to use for press releases and internal communications.
- > Links to the award logos.
- > Image tiles for use on social media.
- > Helpful hints and tips for communicating your award.

We will add you to a growing directory of companies choosing to stand out for the impact they create for society.



### Award Validity

Your award is valid for one year – after which you'll need to pay a small fee to re-audit and retain the licence, submit your application for the Silver Award or relinquish your rights to the accreditation.

We will book a 12-month review meeting to confirm your preference.



*"As a business professionalising our social value activity, working with Social Value Business has been of monumental importance, allowing us to access their expertise and guidance."*

**Emma Mugridge, Clece Care Services**



### Progressing to Silver Award

We hope the accreditation process will give you the confidence and enthusiasm to move up the levels – demonstrating an increasing commitment to sustainable, ethical business. The Silver Quality Mark takes the pledges and targets you created at Bronze, and requires you to submit evidence against these to produce a 12-month forecast for social value.

Obtaining Silver is a significant achievement, giving you even greater recognition of your impact for society. Please ask us for an audit pack.

## 7 | Appendix: Good practice pledges and KVIs

Community Theme	Example Pledge	Example Key Value Indicator (Y1 target)
<b>Health and Wellbeing</b>	We pledge to improve our clients' health and wellbeing, and reduce risk of reaching crisis, through innovative practices and excellent partnerships in our community.	<ul style="list-style-type: none"> <li>› 75% improved wellbeing</li> <li>› 10 innovative approaches to delivery instigated</li> <li>› 40 formal community partnerships instigated/maintained</li> </ul>
<b>Education and Skills</b>	We pledge to develop more meaningful learning opportunities and increase the skills of our employees and volunteers, clients and partners through increased accredited training and community education offers.	<ul style="list-style-type: none"> <li>› 90 accredited training hours offered for employees</li> <li>› 210 accreditations achieved for employees and volunteers</li> <li>› 3 new learning opportunities added to offer for employees and volunteers</li> <li>› 650 hours of training provided for partners</li> </ul>
<b>Employment and Volunteering</b>	We pledge to help people reach their potential, increasing employability with access to sustainable work and volunteering.	<ul style="list-style-type: none"> <li>› 815 sessions of employability support accessed</li> <li>› 75% of people accessing employability support attend an interview for paid work</li> <li>› 40% of people accessing employability support gain paid work</li> <li>› 1,300 hours of volunteering given</li> </ul>
<b>Housing</b>	We pledge to increase people's access to safe homes, providing them with a foundation from which they can live aspirational and fulfilling lives.	<ul style="list-style-type: none"> <li>› 817 people access our housing</li> <li>› 654 people have positive move-on to sustainable accommodation</li> <li>› 100 people achieve employment having lived in our accommodation</li> <li>› 613 people meet a stated personal (non-housing) aim, having lived in our accommodation</li> </ul>
<b>Social and Community</b>	We pledge to reduce social isolation and improve the lives of people supported in our communities.	<ul style="list-style-type: none"> <li>› Clients meet a stated personal aim without living in our housing:               <ul style="list-style-type: none"> <li>• 75% of clients report an improved change in motivation</li> <li>• 75% of clients report an improved change in mental health</li> <li>• 75% of clients report an improved change in physical health</li> <li>• 75% of clients report an improved change in social networks</li> <li>• 75% of clients report an improved change in living skills</li> <li>• 75% of clients report an improved change in managing money</li> </ul> </li> <li>› 75% of clients take part in social inclusion activity (sport, art, social, volunteering, employment, or education activity)</li> </ul>
<b>Economy</b>	We pledge to build our local economy by employing local people, local volunteers and using local suppliers and partners in our work.	<ul style="list-style-type: none"> <li>› 65% people employed from local area</li> <li>› 90% volunteers employed from local area</li> <li>› £65,000 spent with local suppliers</li> <li>› £7m generated through contracts with local partners</li> </ul>
<b>Environment</b>	We pledge to reduce our carbon footprint and negative impact upon the environment	<ul style="list-style-type: none"> <li>› 10% reduction achieved in electricity consumption</li> <li>› Recycling- weight reduced by 5%</li> <li>› 5% reduction achieved in travel costs</li> </ul>
<b>Leadership</b>	We pledge to improve equality in our workplace and community, develop strong partnerships and make services easy to reach	<ul style="list-style-type: none"> <li>› 5.7% pay gap – gender</li> <li>› 5% pay gap – ethnicity</li> <li>› 3% pay gap – disability</li> <li>› 100% of employees have a personal anti-racism objective</li> <li>› 100% of employees affected by racism feel safe to talk openly at work about race</li> <li>› 12% of people from Ethnic Minority background access services</li> </ul>

## 8 | Frequently Asked Questions

### Q) How much does application to the Bronze award cost?

A) All organisations need to pay the audit fee, which is based on the size of your organisation. Please see the pricing structure [here](#).

Additionally, organisations opting for guided accreditation (with support from Social Value Business) will need to cover 3 days of consultancy. Please ask us for a quote.

### Q) Is Bronze always the entry point?

A) Clients usually start at Bronze. You will need to have the Bronze basics in place - such as your social value pledges - for us to assess you against these for Silver. However, in specific cases where an organisation is already some way advanced in its social value journey, it may be possible to wrap Bronze and Silver together. We'll be happy to have a chat about whether this applies to you.

### Q) How many pledges do we have to make?

A) As part of the Bronze award, organisations must make a minimum of 6 pledges - 1 for each mandatory thematic area. The mandatory and discretionary areas are set out on page 7.

### Q) How long is our award valid for?

A) Your award is valid for 12 months. After this, you'll need to pay a small fee to re-audit, apply for the next award level or relinquish your rights to the accreditation. We only allow one re-audit - SVQM encourages organisations to see through the commitments they make under Bronze, and to demonstrate progress through application to Silver.

For further information and advice, drop us a line:

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**0345 017 97 67**