

Social Value Guidance



Unlocking Social Value

Making the most impact

At Karbon, social value means creating positive, lasting benefits for people and communities through the way we buy and deliver services.

We are committed to creating meaningful social impact. We do this by working with local and regional partners to ensure social value is directed where it's needed most - towards customers and communities facing the greatest challenges.

Our Social Value Team is here to support you. We'll track your progress along the way and help you deliver on your social value pledges. When needed, we will provide you with schedules and one-off opportunities to support our community partners.



This guide will give you an insight into **what a strong social value bid looks like** and how your business can support us through your social value pledges - whether that is through sharing **skills, volunteering time or offering valuable contributions**.



Your Social Value Bid

A key component of the Karbon tender process

On our Panacea procurement portal:

- Use the social value calculator to 'pledge' what you will deliver for the contract.
- Tell us how you plan to deliver those pledges including key delivery information.



Social value makes up 10% of your tender score. You should read the full scoring guidance in the Invitation to Tender (ITT) to understand how your response will be scored.

During the tender:

- Pledge social value against outcomes which are **specific to the contract** (not organisation-wide activity or charitable giving, for e.g. pledge apprentices specifically working on the contract, not all the apprentices your organisation employs).
- Focus on what you can **realistically deliver** and what best aligns with our measures and your organisation (you do not need to pledge against every measure in the calculator).
- **Ensure your total pledge is at least 1% of your bid value** (bidders below a 1% threshold will not receive a score for the social value question). Each measure has a monetary proxy value from the TOMS system.
- Clearly explain how you will deliver **each pledge** - covering what will be delivered, resources, timescales, locations, responsible staff and how the activity benefits Karbon customers and communities.

What does a strong pledge look like?

A strong pledge:

- is contract-specific, realistic and proportionate to value and duration
- provides a clear rationale to explain the numbers (e.g. how employee numbers were calculated)
- concentrates on quality over quantity
- is linked to the opportunities the contract presents (e.g. new hire of staff) and/or the skills your business has that can support the community

Strong delivery information:

- provides a clear delivery plan for each pledge
- covers all the required elements outlined in the delivery information for each pledge
- outstanding responses offer a clear delivery blueprint and propose skill aligned activity/potential partners for support - the guidance in the following pages will help



Visit our [social value webpage](#) for more information on how we deliver social value

Jobs and skills

Where is the need for social value?

- Jobs linked to our contracts that are meaningful and sustainable
- Opportunities for Karbon customers and people from under-represented groups
- Recruitment practices that remove barriers for people who may face challenges entering work
- Provision of paid work experience for people age 16+
- Opportunities which support young people who are currently not in education, employment or training (also known as NEETs)
- Training opportunities for staff on the contract to upskill



Our Employment and Skills Team work closely with our customers to help them build the skills, experience, qualifications and mindset to maximise their potential, achieve career aspirations and increase digital skills.

We also work with community-based partners who offer employability support to people in our communities.



Jobs and skills

Ideas to consider

- Ringfencing job and apprenticeship opportunities or creating employment opportunities for people living in a Karbon home – this may include flexing your recruitment practices or the job role.
 - Offering a paid work placement for someone looking to re-enter the workforce.
 - Supporting people looking for work – through mentorship, conducting mock interviews, offering group sessions or one-to-one advice.
 - Offering incentives for attending sessions such as guaranteed interviews for vacancies you may have
 - Offering a workplace visit and/or careers talk for a group of people on an employability course – showcasing your business and the job roles that make it work
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Key partners

- Karbon Foundation Employment and Skills Team
- Newcastle United Foundation - Kings Trust
- Silx Teen Bar Employability Project in Blyth
- RE:GEN Academy
- Foundation Futures in Byker



Supporting education

Where is the need for social value?

- Employers to bring context to the curriculum
 - showing why certain subjects are needed in the workplace
- Supporting young people to understand what is expected of them in the workplace and how recruitment works
- Opportunities to 'see' workplaces through visits and placements
- Showcasing the variety of job roles businesses have to offer



Ideas to consider

- Delivering classroom-based sessions where students solve 'real-life' problems through projects/briefs you set
- Offering meaningful experiences of the workplace – this could be short visits, taster days or more traditional weeklong placements. Experiences could give young people the opportunity to explore the work environment, understand the skills that are valued in the workplace and understand recruitment processes/what it takes to be successful in your sector
- Attendance at careers and aspiration days – make the most of school led sessions where you can turn up and speak to the workforce of the future. Think about who in your business might have a great career journey to share.
- Supporting alternative education settings such as Forest Schools



Supporting education

Key partners

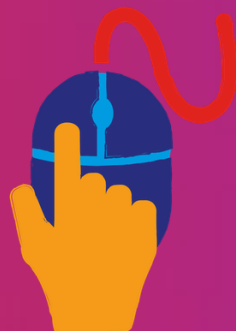
- Eight key secondary schools including:
 - Ashington Academy, Ashington
 - Ovingham Middle School, Prudhoe
 - Benfield School, Newcastle
 - Hebburn Comprehensive, Hebburn
 - Consett Academy, Consett
 - North Durham Academy, Stanley
 - Park View Academy, Chester Le Street
- Durham Works - [Business Ambassadors](#)
- North East Institute of Technology - [College and University Partners](#)



Further support

You can also find opportunities in our neighbourhoods on the careers portals:

- North East: [North East Combined Authority LinkUp Portal](#)
- Tees Valley: [Tees Valley Shout Out Portal](#)
- West Yorkshire: [West Yorkshire Careers Portal](#)
- York & North Yorkshire: [York & North Yorkshire Careers Hub](#)



Community support

Where is the need for social value?

Our Social Value Team works closely with colleagues in our communities to identify projects that would benefit from social value support. We assess the needs of the community partner and connect them with the right support from our supply chain.

Project ideas:

- Giving your time – whether that's for a one-off event or by becoming a regular volunteer or trustee.
- Sharing your professional expertise to strengthen a community project, for example:
 - Tradespeople helping with repairs or improvements
 - Surveyors offering energy-efficiency assessments
 - HR specialists supporting policy reviews
 - Legal teams reviewing leases or agreements
- Making a financial donation to the Karbon Foundation's Social Value Fund



Community support

Focus on food projects

We understand how vital it is for families to have food on the table, whether that's emergency support from a foodbank or access to affordable community food provision that also helps reduce waste.

Supporting food projects is a core theme of our social value work, and wherever possible we use our supply chain to strengthen the efforts of our key partners.

We've taken time to understand the volunteer needs of the food organisations that support our customers, and there are several ways you can get involved:

- Volunteering opportunities for one-off or regular shifts in warehouse settings
- Organising food donation drives in your workplace
- Offering specialist or 'expert' volunteer hours tailored to the project's needs
- Giving a financial donation



Support for green spaces, biodiversity and ecosystems

Where is the need for social value?

- Support with selected projects that improve green space in Karbon neighbourhoods
- Support for regional partners and projects that create and/or improve habitats, biodiversity and ecosystems
- Support for community projects at the local level that provide access to green space and growing opportunities for our customers



Support for green spaces, biodiversity and ecosystems

Ideas to consider

- Volunteering with regional projects to support activities like tree planting, coastal conservation or habitat management
- Giving time and resource to help with one off community projects to create community gardens, green spaces and allotments in our neighbourhoods – you may be able to offer specialist skills or general volunteering hours
- Taking part in a community clean up in one of our communities

Key partners

- [Durham Wildlife Trust](#)
- [Living Woods](#)
- [North East Community Forest](#)
- [Tyne River Trust](#)
- [Wear Rivers Trust](#)



We're here to help

If you need support, please contact our Social Value Team:
socialvalue@karbonhomes.co.uk

Visit our [social value webpage](#) for more information and to understand how we deliver social value.

