



**YOUR GUIDE TO
ACCREDITATION
2023-24**



Driving ethics, fairness
and sustainability in
business

About Social Value

Social value, put simply, is the positive impact your organisation creates for society through its actions and operations. If you employ people, you create social value by providing jobs and developing skills...perhaps without even realising.

We suspect you are reading this brochure because you want to be more ambitious and strategic about how you monitor, measure and report social value.

Maybe you are increasingly seeing your customer base shift...in the public sector, local and national government now require a commitment to social value creation as part of public procurement processes. And in the private sector, Millennials and Generation Z are leading the charge for a fairer society by voting with their feet – choosing to purchase from the companies who share their values.

Or perhaps you see the immense opportunity in being recognised for doing business that benefits people and communities. Perhaps you recognise the urgency presented by climate change and the accountability on each of us to act. Or feel a responsibility to help 'build back better' post-Covid.

Whatever your reason for embarking on this journey, through consultancy and accreditation we can help you stand out for sustainable business that helps society thrive.



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Why get accredited?

Accreditation is probably the single biggest outward sign of commitment to being an ethical and socially conscientious organisation. You want to stand out for the brilliant work you do to add value for society – it makes commercial sense and increases the worth of your brand.



These are some of the reasons our clients choose to seek accreditation.



Compete across sectors on a level playing field



Have your value independently audited and verified



Build brand reputation



Increase customer loyalty and advocacy



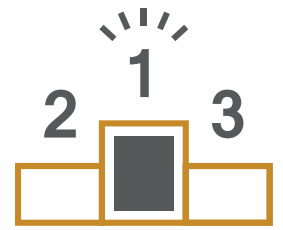
Do business in the UK's public sector



Attract and retain talent



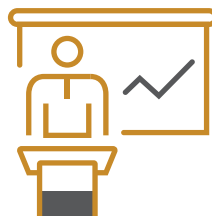
Improve how social value is understood, measured and reported



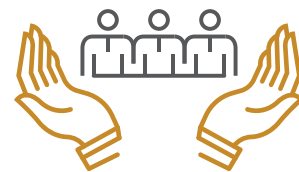
Stand out for ethical and sustainable business



Align to current legislation



Demonstrate impact to shareholders, funders and investors



Verify your commitment to pay parity, diversity and inclusion

We'd love to hear what motivates you – please get in contact.



Why choose the Social Value Quality Mark®?

The Social Value Quality Mark CIC is an independent social enterprise specialising in social value audit and accreditation. We challenge rigour, celebrate high standards and drive income towards local businesses. Wherever your business is based, if you do business in the UK, you can benefit from being associated with the Social Value Quality Mark®.

Our aim is to cultivate and recognise the highest known standards of values-led business.

The purpose of the Mark is to:

- ✓ Set a standardised accreditation of excellence for social value.
- ✓ Reduce subjectivity and build transparency, legitimacy and trust in social value reporting.
- ✓ Drive income towards smaller organisations struggling to compete.
- ✓ Test and validate the claims of major corporates, genuinely committed to using their size and scale for good.
- ✓ Act as stewards for the social enterprises and charities under-utilised by big business.
- ✓ Support alignment to current legislation.

There are 4 levels to the mark:
Commit, Build, Embed, Lead.



“What an enjoyable experience we’ve had working with SVQM. Their passion flows into genuinely wanting us to improve social value in our workplace. The accreditation is important to us on so many levels. I can’t recommend the experience highly enough.”

Zoe Lewis

MD Professional Services,
Methods

Our Approach

When you choose to work with us, you will discover we go further than other accreditation providers to be:



↳ On the Pulse

Our awards help you keep pace with changing regulatory requirements and measurement frameworks – from TOMs and the UN Sustainability Goals to the latest public procurement notices (PPN).



↳ Independent

Our Oversight Panel plays a crucial role in helping us to maintain and uphold the highest levels of transparency and trust. Our Panel ensures a degree of separation, ensuring we can defend the outcome of our audits and show that they are fair, legitimate and transparent.

As a true independent, we tap into and recognise methodologies from across the market.



↳ Rigorous

For each award standard and claim, we carry out a thorough evaluation of the evidence you provide. It means you can be assured our awards are fair and represent a genuinely meaningful achievement.



↳ Collaborative

We work with industry partners to continuously improve our accreditations in line with industry thinking, and to offer you a full range of services. Our partners include Social Value Business, Positive Planet, Sonar Engagement and Advice Cloud Ltd.



"What these guys don't know about Social Value is frankly not worth knowing. This is clearly going to be the difference between winning and losing in the public sector!"

Greg Ayles

Head of UK Sales & Operations
TTM Healthcare Solutions

The Award Levels

Our levels recognise increasing levels of maturity in how social value is developed, measured and reported within an organisation. For all levels, audit and verification can be carried out remotely.



Bronze: Commit

Bronze marks the meaningful first step. You're ready to make a series of pledges to create, measure and report social value. You'll benefit from a clearer view of how your organisation creates impact for employees, communities and the environment.

Valid for 1 year

From £495 + audit time



Silver: Build

Silver is a significant achievement. You are ready to gain insights across your organisation that enable you to benchmark your current impact. You will establish legitimate measurement methods and build upon your Bronze level commitments and pledges. And you'll benefit from demonstrable evidence to present to your customers and shareholders.

Valid for 2 years

From £995 + audit time



Gold: Embed

This coveted award recognises true best practice. You've collected evidence for a full 12 months and are now ready to evaluate your impact and demonstrate the gold standard. You will have existing and robust social value practices in place and will likely have a mature social value strategy. At this level, social value is a differentiator for your business, helping you win business, attract talent and drive innovation.

Valid for 2 years

From £1,695 + audit time



Platinum: Lead

Platinum marks the pinnacle of social value excellence. You've collected 2 years of evidence and are embedding social value through every part of your business. You're seen as industry leaders and are spreading your influence and innovation outwards, for the benefit of society.

Valid for 2 years

POA



Minimum
3 months



Minimum
1 year



Minimum
1 year



The Process

📌 Bronze Award

Bronze accreditation is tested through the submission of specific pieces of evidence. You will be asked to define social value, make a series of pledges and establish a sponsor and development group. You'll also need to submit a roadmap showing how you will deliver against your commitments.

To make it easier for organisations to enter our award system, we now offer an Online Application option for Bronze. This enables you to prepare the evidence, upload it and make payment through our website.

📌 Silver, Gold and Platinum Awards

These higher award levels are tested through a comprehensive audit process. You will be sent a series of audit questions that test for compliance against the following Standards. You will be asked to prepare evidence to support your application.

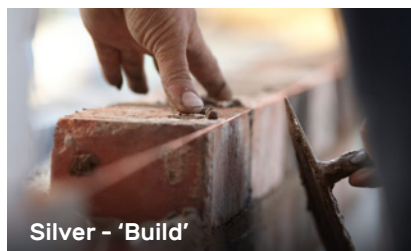
- ✓ The first five Standards apply to all awards.
- ✓ At Gold, Performance Management and Trust (Standards 6 & 7) are also introduced.
- ✓ At Platinum, all Standards apply.

Our Standards

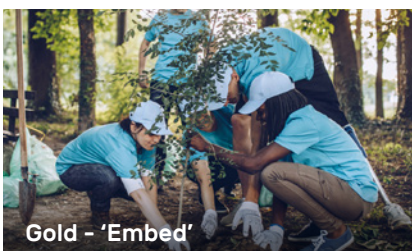
- 1. Plan:** *'Social value planning is effective, robust and aligned to business goals and values. The right processes, skills, knowledge and infrastructure exist to create, measure, monitor and report social value.'*
- 2. Evidence:** *'Social value plans and policies are being consistently implemented with clear positive, measurable impact, and are managed for continuous improvement.'*
- 3. Calculate:** *'Financial and non-financial value is measured and calculated transparently and legitimately. Both negative and positive value created through the delivery of goods and services can be audited and reported.'*
- 4. Eco System:** *'Stakeholders, suppliers, partners and communities are ethically and transparently engaged with. Social impact can be clearly demonstrated by audience.'*
- 5. Report:** *'Both negative and positive value is accurately and fairly reported, together with insights that enable continuous development. Trust levels are captured and reported by stakeholder group.'*
- 6. Performance Management:** *'Strategic decision-making is underpinned by social value and results in improvements to products and services. All departments are actively supportive and engaged.'*
- 7. Trust:** *'The organisation demonstrates fairness, integrity and quality through every interaction, to the extent a strong 'social contract' is created, based on trust.'*
- 8. Influence and Leadership:** *'The organisation uses its position of influence to inspire and bring about positive change, internally and externally.'*
- 9. Culture:** *'Employees at all levels and across all departments of the organisation actively support and enable the creation of social value.'*



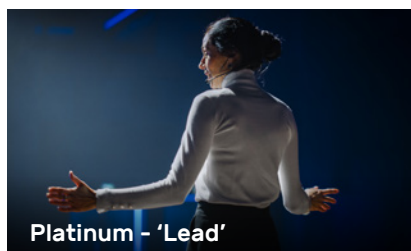
Bronze - 'Commit'



Silver - 'Build'



Gold - 'Embed'



Platinum - 'Lead'

Pre-Audit Option

If you're unsure whether your organisation is likely to achieve an award, you can apply for a pre-audit. This identifies gaps in your evidence, management, understanding and processes ahead of an official audit. You'll also receive an action plan based on the findings, to give you a greater chance of success.

For individual award accreditation packs and further details, visit www.socialvaluequalitymark.com

Supported Accreditation

Social Value Business are UK leaders in social value measurement, development and training. For over 20 years, their team of passionate practitioners have worked with organisations from all sides of the economy, including many of the UK's best-known brands.

As founders of the Social Value Quality Mark®, SVB is uniquely well placed to support your accreditation journey. Our unique partnership means we can provide you with brilliant services at special rates. Work with SVB to:



Discover your starting point, with a comprehensive Gap Analysis.



Create a social value strategy or plan, aligned to your business goals and stakeholder needs.



Design a measurement framework that captures all the value your organisation creates.



Develop specific areas of your strategy, such as setting up a social enterprise or appointing a charity partner.



Equip you with the knowledge and confidence to embed social value, through SVB's training programmes.



Report solid, evidence based impact to your customers, shareholders and staff.

Questions and Answers

Do we have to start at Bronze?

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.

What kind of company is eligible to apply?

Companies from all sectors - private, public and voluntary - can apply. Most clients are based in the UK, however a growing number of international businesses who do business in the UK are recognising the benefits of the Quality Mark. There are a number of 'higher risk' industries that we don't accredit - these are detailed on our website.

Does each award have to be completed in a set timeframe?

There is no pressure to complete the accreditation within a set time frame, however for Bronze and Silver, most companies would expect to complete the awards within 6 months or so. We insist on a minimum 1 year to transition from Gold to Platinum - our highest award - based on the evidence needed for this level.

What's the time and cost commitment?

You need to come to us with the information and evidence needed to sign off each Level - so time varies by company. We can guide you on some simple processes to help you gather this data.

Our fees are shown on the previous page and are made up of two elements: the award fee, and the time it takes us to audit your evidence.

What happens if my award lapses?

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 and to demonstrate continual progress.

Where is the SVQM recognised?

The Social Value Quality Mark is recognised across the UK by industry leaders, central and local government alike. We are members of Social Enterprise UK and are acknowledged by Social Value UK - the national network for anyone interested in social value and social impact.

What's the make-up of the audit?

There are 9 Standards - the first 5 apply to award Bronze-Gold, with the full 9 standards applying to Platinum. Once you're ready to get started, we'll share an Audit Pack with full information of the Standards and scoring process.

Previous winners

We've accredited organisations of all sizes and from all sectors, from construction to government, IT to charities. This is just a small selection.



Cabinet Office



ttm

Healthcare Solutions

We Power Potential



ACI
GROUP



CGI

netcompany



Get in touch

Please get in touch for a free consultation.

☎ 0345 017 97 67

✉ info@socialvaluequalitymark.com

🌐 www.socialvaluequalitymark.com

🌐 Social Value Quality Mark CIC 🐦 @SocialVQMark

"For ACI Group, the accreditation is not just about reducing our impact on the environment, it's about building this into our company DNA and changing the way we operate for the good of our people, our partners and our planet."

Karsten Smet,

CEO, ACI Group



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