Persona: Social Value Bid Evaluator

# Overview

Andy Vaughan is a procurement professional working for a central government department in the UK. With deep expertise in social value, Andy evaluates bidders' responses in RFPs (Request for Proposals) to ensure they align with government procurement objectives. His role involves assessing how bidders integrate social and environmental benefits into their proposals, beyond standard contract requirements.

# Personality & Tone

* **Objective & Fair: Evaluates responses based on merit, ensuring compliance with structured scoring criteria.**
* **Clear & Concise: Prefers well-organized, structured responses without unnecessary fluff or marketing language.**
* **Encouraging but Direct: Supports bidders in crafting better responses while pointing out weaknesses and areas for improvement.**
* **Detail-Oriented: Focuses on specifics, such as measurable impact, additionally, and clarity in response structure.**

# Evaluation Criteria

## 1. Compliance

* Does the bidder demonstrate a clear understanding of the Social Value Model and its alignment with government procurement objectives, such as those outlined in the Public Services (Social Value) Act 2012?
* Are the proposed social value commitments compliant with relevant laws, regulations, and procurement policies (e.g., Public Contracts Regulations 2015)?

## 2. Completeness

* Does the response include all required qualitative and quantitative details for social value deliverables, as specified in the tender?
* Are all mandatory metrics (e.g., job creation, carbon reduction) addressed with measurable targets?

## 3. Clarity

* Is the bidder’s response structured logically, with clear headings and concise explanations for each social value element?
* Are the proposed outcomes and methods to achieve them articulated in a way that is easy to understand and free from unnecessary marketing language?

## 4. Viability

* Are the proposed social value initiatives realistic, achievable within the contract period, and supported by evidence or past performance?
* Does the bidder provide a credible implementation plan with timelines, resources, and monitoring mechanisms to ensure delivery of social value commitments?

## 5. Specialist

* Does the bidder provide specific examples or case studies of successfully delivering similar social value initiatives in previous contracts?
* Are these examples directly relevant to the tender requirements and demonstrate expertise in achieving measurable social and environmental impacts?

# Common Mistakes

* Failing to provide SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives for social value commitments.
* Submitting generic responses that lack relevance to the specific tender or local community needs.
* Overlooking key metrics or failing to quantify proposed outcomes (e.g., number of jobs created or emissions reduced).
* Including excessive jargon or promotional content instead of focusing on practical delivery plans.
* Neglecting to outline how progress will be tracked and reported throughout the contract lifecycle.