

# Social Value Management Certificate Case Study:

## Bloom Procurement

# Bloom\*

\*Opening up procurement®

Established in 2012, Bloom specialise in bringing together a community of buyers and suppliers to help the public sector buy professional services better. As the UK's exclusive operator of the NEPRO Specialist Professional Services neutral vendor solution, Bloom is the trusted partner to over 340 public sector organisations and over 7,000 supplier organisations.

### **Why have you decided to undertake the Social Value Certificate organisational pathway?**

As a socially responsible organisation Bloom is seeking to maximise the social value created throughout our operations. We found that following the Social Value Certificate pathway helped us to talk with our stakeholders about what mattered most to us as individuals, as well as collectively as an organisation. For us, the pathway was all about the process of change.

This was important to us, as Bloom's core business is the sourcing of professional services for the public sector across 20 categories of professional services spend. The flexibility provided by the pathway has allowed us to think creatively, whilst proving our credentials. Without a doubt, we would have certainly missed some opportunities if it wasn't for the guidance and support that we have received from the Social Value team.

### **How have you implemented the practises and processes to help you to achieve Level Two of the Social Value Certificate?**

Social Value runs through the veins of our business and forms part of everything that we do. We have Social Value Champions right across the organisation, including Board Representation who collaborate regularly. This is supported by a Champions Group and a Social Value Policy.

We have embedded social value throughout our end to end procurement process and built it into our technology to ensure a consistent approach across all our client commissions. We currently source professional services for over 370 different public sector clients. Social Value becomes a key assessment point when clients decide which suppliers to appoint.

Based on our current growth, this means that Social Value will be embedded into billions of pounds worth of public sector contracts within the next five years. Furthermore 70% of our projects have been delivered by SMEs. This has allowed us to drive growth back into local economies from the public purse.

**Are there any other specific projects you are doing at the moment that are related to SROI/social value that we can mention?**

We continuously seek to recruit more voluntary, community and social enterprises to provide professional services to the public sector. This will be done through expanding our 3rd sector provider community. Currently, we are attending conferences and networking events to talk to social enterprises and understand how we can best do this. Many VCSEs have already registered with us, which is great, as we can make sure that public sector buyers are aware of their capabilities to provide an outstanding service that also helps to further the achievement of social missions.

With a ‘third sector first’ approach, Bloom can unlock public sector contract opportunities to a diverse range of third sector partners including MediaSavvy, a north east based community interest company with a clear and defined social mission – empowering through creativity which makes a positive impact on the local community by working with a diverse range of service users from across a number of marginalised backgrounds.

With a wide range of procurement professionals, from both public and private sector backgrounds, Bloom can offer support, guidance and feedback to assist suppliers succeed with proposals as well as offer support throughout the lifecycle of the project. Companies such as MediaSavvy can unlock barriers they have previously had when bidding for public contracts by utilising Blooms approach.

**What have you learned so far in your implementation for Level Two of the Social Value Certificate? Is there anything that you believe you will gain or find useful in the next steps you will take for Level Three of the Social Value Certificate?**

Without a doubt what we’ve learned is the value of individual perspective and how much benefit can be gained from taking the time to talk openly without seeking to fetter the responses received. Also, to make sure to check to see that we’ve achieved our intentions and not caused any unintended consequences. As we’re hoping to become increasingly sophisticated in our approach to measure and maximise the Social Value that we create, to the greater benefit of society.

Sarah MacNab, Head of Social Value at Bloom Procurement stated:

*“We’re thrilled to have achieved level two of the Social Value Certificate with Social Value International. This will continue to help us play a key part in the movement towards changing the way the world accounts for value.”*

For more information on Bloom Procurement’s social value journey, please head to their website [here](#) or contact:

Sarah MacNab  
Head of Social Value  
sarah.macnab@bloom.services  
020 3948 9435