



bloom

The UK's professional services solution.

Social Value Report
2021

Local value
total spend

£36
million

88%

of suppliers with
SME status

£111
million

invoiced to local
suppliers

We gave

£3.3
million

back to the public
sector

£10,000

in charitable
donations

£4,600

in volunteering
equalling 288
hours

Recruiting
during the
COVID-19
pandemic

£22,100

apprenticeship
programme

32

jobs created
across the
business

52
tonnes

of CO² emissions
saved

Equating to

314

trees

£850k

total value

The first procurement company to gain level 2 SV UK certificate



This report sets out the social value that Bloom has created from 01 September 2020 - 31 August 2021 for the NEPRO³ Framework and has been calculated using the National TOMS Framework.

Throughout year two of the NEPRO³ contract we have continued to create an impact and enable some amazing opportunities and outcomes for our customers.

Social value continues to be a massive focus for us and helping our customers to deliver on their social value goals and objectives has been a key focus throughout this year, and is something we have been privileged to have been able to help with.

As social value continues to climb up the agenda for our customers, we have been able to help them overcome any difficulties in understanding, tendering, recording, and reporting on social value outcomes and impact.

We have been able to provide access to an extensive marketplace of suppliers of all sizes with a significant number from the SME and VCSE community, offering some excellent opportunities to help our customers to deliver on their social value objectives.

At Bloom, we have a **proven track record** in empowering central government and the wider public sector to deliver on their social value goals. By accessing our fully compliant open-access marketplace, public sector buyers can use their procurement spend to create a sustainable supply chain, drive growth back into local economies and, ultimately, **change lives for the better**.

Despite the economic challenges of COVID-19, we've continued to drive social value through the veins of Bloom. It's embedded within our systems, policies, and processes, which has had a real positive impact on how we are able to **measure, manage and maximise** the social value that we can offer our customers and the communities they operate in.

Local Spend

Total value: £35,600,000

During the past year, our supply chain has continued to grow with a staggering **88.3%** of those accredited suppliers being of SME status.

We also have a great number of VCSEs accredited, equating to 9.84% of the total figures. Around **£111 million** worth of invoices have been paid out to local suppliers and those numbers continue to grow on a daily basis. Working so closely with the local supply chain has allowed us to drive much-needed growth back into local economies from the public purse.

As the COVID-19 pandemic continues to devastate businesses and lives, we continue to strive to do everything within our power to drive prompt payments to our entire supply chain to help to support them through such a testing time.

Bloom gave back over **£3.3 million** to the public sector, which has enabled them to create local jobs and provide training, which has helped up skill their teams and provided support to local community-based projects.

Bloom was successfully awarded the **Cheshire and Merseyside Health Care Partnership Accreditation**. This Award is centred on 4 theme areas (Social, Economic, Environment and Innovation).



**Cheshire and
Merseyside**
Health and Care Partnership

**SOCIAL VALUE
AWARD**

The Cheshire and Merseyside Social Value Award aims to help organisations to achieve their staff and volunteer recruitment and retention strategy, deliver Corporate Social Responsibility (CSR), Social Value and recognises your organisation as an 'Anchor Institution'.

The Social Value Award enables, supports, and recognises organisations who:

- Improve motivation, performance, productivity, health and wellbeing for staff and volunteers.
- Showcase the ethical and moral contributions that their organisation makes to the local communities.
- Improve the reputation or brand loyalty for their organisation, and therefore increase their awareness, appeal, and sustainability/market share.
- Improve the effectiveness, efficiency of your organisation, and creating added value for the services provided by your organisation (Public Sector).
- Maximise their organisations strengths and offer (buildings, knowledge, skills, resources) for the benefit of local communities.
- Build connections and collaborations to achieve community outcomes, and mutual benefit across sectors and organisations: Public Sector, Business and Industry, Voluntary, Community, Faith and Social Enterprise Sector.
- Enhance learning and leadership across Public Sector, Business and Industry, Voluntary, Community, Faith and Social Enterprise Sector.
- Create local opportunities for social innovation.
- Maximise local investment and support the growth of the local economy.
- Collaborate and work in partnership with complimentary organisations to deliver enhanced services.

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Charitable Donations

Total value: £10,000



We've donated **£10,000 to local charities**, including our chosen charities of 2021, **Tyneside and Northumberland MIND** and **Feeding Families**.

MIND offer information and advice to people with mental health problems and lobbies government and local authorities on their behalf.

- We donate, fundraise, take on challenges and spread messages to help support a range of the services that Mind offer.
- The Mind Safe Space Service is something that all the money raised and donated by Bloom has gone towards.
- The service helps to improve mental health and wellbeing by providing the opportunity for people to join a supportive peer group where they can meet others who have mental health issues who may be able to help using examples from their own experiences.
- By attending the service, it may help people to spend less time on their own and build their social confidence by meeting others and developing friendships.
- Friendly, supportive staff in the group offer one to one support if needed and people can attend regularly to help lessen loneliness or drop by as and when they feel the need to.

Feeding Families provide relief to any person experiencing poverty, primarily in north east England. They do this through the provision of food, education, and other resources which they could not otherwise afford.

Bloom have worked with Feeding Families throughout 2021 in a volunteering capacity, including donating money and food items, fundraising, and volunteering our time to give back in ways such as –

- Packing and delivering food parcels.
- Decorating the feeding families' offices, so they are useable for the volunteers and staff who work out of the buildings.
- Donating money, which has already helped to replace the flooring within the charities building in Blaydon, meaning they now have more space to store food items, which will help those families in need.

New Jobs

Total value: £719,000

We have created **32 jobs**, recruiting virtually across the entire business, and have continued to successfully do this during COVID-19. This is testament to our excellent, supportive team who have continued to induct, train and mentor virtually.

£22,100

apprenticeship
programme

32

jobs created
across the
business

125

mentoring
hours

Apprentices

Total value: £22,100

Blooms **Apprenticeship programme** commenced on 01 September 2019, where we opened up opportunities for individuals to gain a career in procurement.

Formal training as well as a mentoring and a buddy scheme is provided to all individuals throughout their Apprenticeship and beyond, as well as the continuous on hand support and guidance from the entire team.

The Apprentices are at the centre of all the action, working at the heart of our business in our dedicated, specialist procurement hub. They actively work with our customers, understanding their project needs and tailoring the tender process to deliver exceptional customer service.

One of our Apprentices has already successfully gained their Level 4 CIPS qualification and was offered a fantastic opportunity working for the NHS within their procurement department.

Volunteering

Total value: £4,600

We've **volunteered over 288 hours** of our time to great causes, including helping at local food banks, supporting COVID-19 related charities such as NHS response call out (delivering prescriptions and shopping to those who are vulnerable) and school related roles such as school governors. The Bloom team are hands-on and always willing to help.



Health & Wellbeing

Total value: £165,000

The **wellbeing** of our staff is extremely important to us. That's why we continue to invest in a fantastic programme offering a health care cash plan, mental health support tools and e-learning training.

Flexibility is a massive key benefit for the staff at Bloom as we are all able to continue to **deliver outcomes from wherever we feel most comfortable**, whether that be at home, the office or somewhere with a lovely view.

With our entire workforce working from home, Bloom managed to save more than **52 tonnes of CO₂e**, equating to approximately **314 trees**. The benefits on the environment have been amazing and, with that in mind, our flexible approach to working from home and holding virtual meetings will continue.

As we move into year 3 of the NEPRO³ framework, we look forward to continuing to create social value, ensuring we deliver the best possible impacts and outcomes for our customers.