



Bridgend County Borough Council Marketplace Guidance

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The Marketplace

Connecting, Enabling and Empowering our Communities

Introduction

Welcome to the Bridgend County Borough Council (BCBC) Marketplace. The Marketplace is codesigned by public, private and social sector organisations that are

based in or deliver services within the county. This guide has been developed to outline how you can use the Marketplace to support our local communities.

Our Vision

Our vision is for the public, private and social sectors in Bridgend County Borough Council to work together so we can combine our efforts and resources and collectively use these to improve the social, economic and environmental wellbeing of our residents and local communities.

Why was the Marketplace created?

The Marketplace was created to help us achieve our vision by:

Securing additional value from public sector spending through the Wellbeing of Future Generations Act 2015, the Social Partnership and Public Procurement Act (Wales) 2023 and the Public Services (Social Value) Act 2012.

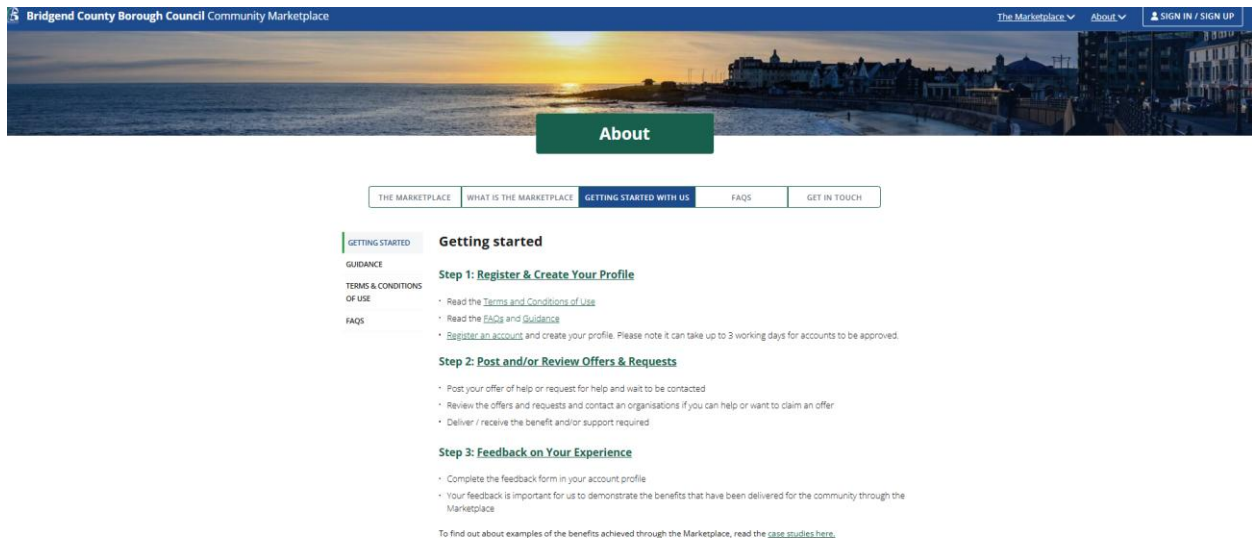
Suppliers can use the Marketplace to identify local need that is within their capacity and capability to deliver ensuring that the social value commitments offered at tender stage directly meets our community needs. Enabling the sharing of resources for the benefit of our residents and local communities

- Organisations working in local communities can request support and resources based on the real needs of residents in a local area.
- Organisations that want to help can understand what communities need, where they need it and when they need it.

Organisations can connect, communicate with and support each other if they are working towards a common social, economic or environmental outcome. Enabling the sharing of resources for the benefit of our residents and local communities

- Organisations working in local communities can request support and resources based on the real needs of residents in a local area.
- Organisations that want to help can understand what communities need, where they need it and when they need it.

1. The “About” Page



1.1. Click **“What is the Marketplace”** to learn about **Our Vision**

1.2. Click **“Getting started with us”** to:

- Create and register an account
- Read the Terms and Conditions
- Read the Privacy Policy
- Read the guidance and FAQs

1.3. Click **“FAQs”** to get answers to frequently asked questions.

1.4. Click **“Get in Touch”** to access the **“Contact Us”** form to send a message to the Marketplace administrator.

If you need to **report a post or an organisation** you can:

- Use the **“Report Organisation”** link which can be found on each organisation’s profile
- Use the **“Report Post”** link which can be found on every offer or request

1.5. Click **“Case Studies”** to read examples of the benefits achieved through the Marketplace

Register to use the Marketplace

1.6. To use the Marketplace, you must register your organisation. Before registering you must review the **Terms and Conditions** and **Privacy Policy**:

- a) Click **“About”** on the main task bar at the top of the page

- b) Click **“Getting Started with Us”**
- c) Click **“Terms and Conditions of Use”**

1.7. If you are willing to adhere to the terms and conditions of use, you can continue with the registration process.

- a) Click **“Sign In/Sign Up”** on the main task bar at the top of the page
- b) Click **‘Create Account’**

The screenshot shows a registration form titled 'Sign Up'. At the top, there are two buttons: 'LOG IN' and 'CREATE ACCOUNT'. Below the title, there is a subtitle 'Share requests and offers with the right people'. The form is divided into sections: 'Organisation Information' with a text input for 'Organisation Name'; 'Account Information' with inputs for 'First Name', 'Surname', 'Email Address', 'Password', and 'Confirm Password'; and 'Alerts Enabled' with a toggle switch. At the bottom, there is a link 'View Terms & Conditions and Privacy Terms' and a checkbox 'I agree to the Terms & Conditions and Privacy Terms'. A dark blue 'SIGN UP' button is at the very bottom.

1.8. Complete the registration form:

- a) Organisation Name (enter the correct and **full name**)
- b) Your first name and surname
- c) Organisation email address **or** your contact email if you are representing your organisation as the **‘primary user’**. Please read and understand the responsibilities of the **primary user in section 2.4 below**.
 - If you are the primary user, the **email address** entered here will be how other **users from your organisation contact you**.

- There can be multiple user accounts attached to the organisation profile. To avoid duplication only one profile should be set up for each organisation, however please contact the Marketplace administrator if you have a specific need here.
- If someone in your organisation has set up an account, when you sign up and enter your organisation's name, you will receive a message stating that “**an organisation with that name already exists**” and given the option to join that organisation as a secondary user.

An organisation with that name already exists. If you continue to sign up with this, then you will join that organisation after your account has been approved.

- d) Create and confirm your **password** (use a password not known to any other individual)
- e) Enable **alerts**. Unless you switch on alerts you will not receive any notifications about new requests or offers posted on the Marketplace.
- f) Tick the box to confirm you **agree to the Terms and Conditions and have read the Privacy Policy**
- g) Click **sign up**

1.9. To have a profile on the Marketplace an organisation must have a **primary user** who accepts overall responsibility for the offers posted or commitments to fulfil requests. ‘**Primary Users**’ are also the individuals that set up the account for the organisation and can:

- a) Make changes to the organisations profile
- b) Make a request to the administrator to delete the organisation's account
- c) Add and respond to offers and/or requests
- d) Provide feedback
- e) Invite other team members from your organisation to join the Marketplace once your account has been approved
- f) Change the primary user to another team member
- g) Controls rights of other users in their organisation and enable them to:
 - add/edit posts on behalf of the organisation
 - edit the organisations profile
 - add or edit other approved users

1.10. When you click “**Sign Up**” you will receive a confirmation email that your account has been created however **your account will need to be approved by the Marketplace administrator**. You will be notified by email when this has

been completed. Please allow a **minimum of three working days** (this may take longer over holiday periods).

Log In

Your account has been created.
Your account will need to be approved
before you can login. You will be notified
by email when this is complete.

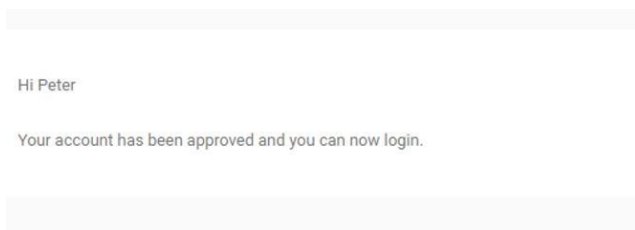
Email Address

Password

[Forgot your password?](#)

LOG IN

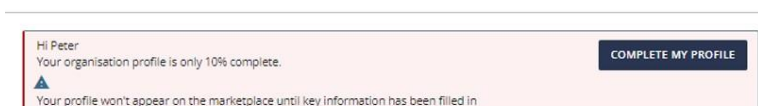
- 1.11. When your account has been approved you will receive an email informing you that you can log in.



- 1.12. Click **“Sign In”** at the top of the page on the main task bar and enter your email and password. You can reset your password at any time by clicking **“forgot your password?”**

2. Creating your Organisation Profile

- 2.1. When you log in for the first time you will see a prompt at the top of the page asking you to **“complete my profile”**. This is where you will need to enter information about your organisation before it will appear on the Marketplace.



- 2.2. To access / complete your organisation profile:

- a) Click the **“Complete My Profile”** button at the top of the page, or

- b) Click “**Account**” on the main task bar at the top of the page, then click “**Organisation Profile**”

2.3. Enter all of the **key information**.

Account

POSTS

FEEDBACK

ORGANISATION PROFILE

USERS

NOTIFICATIONS

ACCOUNT DETAILS

Key Information

All information marked with an asterisk are required for validation and identifying your posts.

Organisation Name *

Bridgend County Borough Council

Email Address *

Social.Value@bridgend.gov.uk

Sector *

Social Care & Support Services

Type *

Social Enterprise

Organisation Size *

101 - 500

Organisation Registration Number (if applicable)

Organisation Address

Street Number & Name *

- 2.4. Complete the “**General Information**” section. This information will be visible to others on your organisation profile page (under the “**Organisations**” tab) and at the bottom of your posts. Completing this section will enable others to learn more about your organisation and may influence whether or not other organisations choose to contact and/or work with you.

General Information

This information will appear at the bottom of your posts and on your organisation's public profile, helping others to understand who you are.

Logo



Add

A logo 250x250px works best.

Header Image



Add

A banner 1040x288px will work best.

Bio

Bridgend County Borough works with local businesses, community groups and voluntary organisations to improve wellbeing, support local growth and create positive outcomes for communities.

Leader of Council: Cllr John Spanswick

Chief Executive: Mr. [Name]

254 / 300

- 2.5. Complete the **“Contact Information”**. This information will also be visible to others on your organisation profile page (under the “Organisations” tab) and at the bottom of your posts.

Contact Information

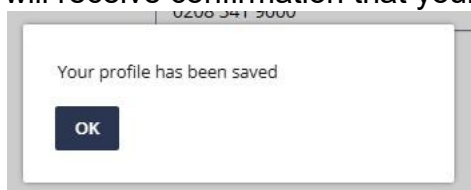
This information will appear at the bottom of your posts and on your organisation's public profile, giving others quick access to more information.

Website

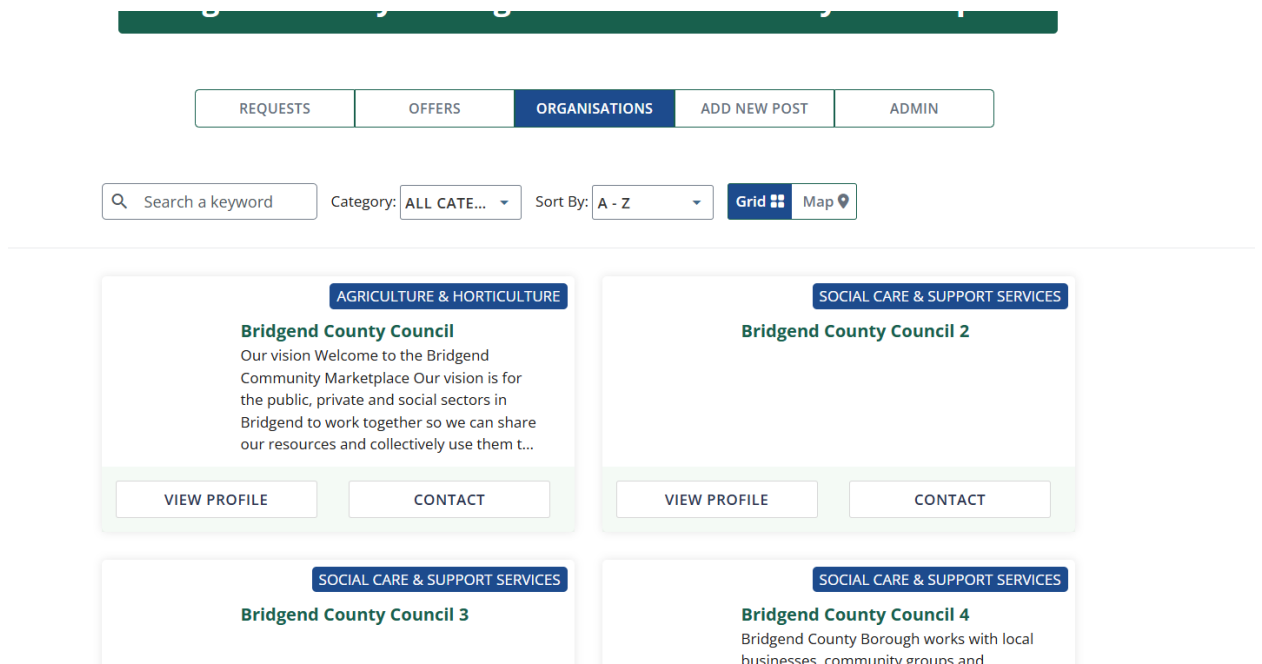
Phone Number

Save Profile

- 2.6. When you have completed your profile information click **“Save Profile”** and you will receive confirmation that your profile has been saved.



- 2.7. To view your organisation's profile page, click **“The Marketplace”** at the top right-hand corner of the screen, then click the **“Organisations”** tab. Search for your organisation then click **“View Profile”**. The information visible here to others is based on the fields you chose to complete above. You can update this information at any time.



- 2.8. Once you have created your organisation profile, it is important you enable **alerts**. You will not receive any notifications of any activity (requests or offers posted) on the Marketplace until this has been enabled. Click “**Account**” then click “**Notifications**”.

Alerts Enabled ☒

What would you like to know about?*

Type	Category
☒ Requests	☒ Community chest £
☒ Offers	☒ Volunteering
	☒ Equipment
	☒ Skills & Knowledge
	☒ Educational
	☒ Construction & Materials

*Please ensure to tick both a type and a category to enable alerts.

When would you like to receive alerts?

Frequency

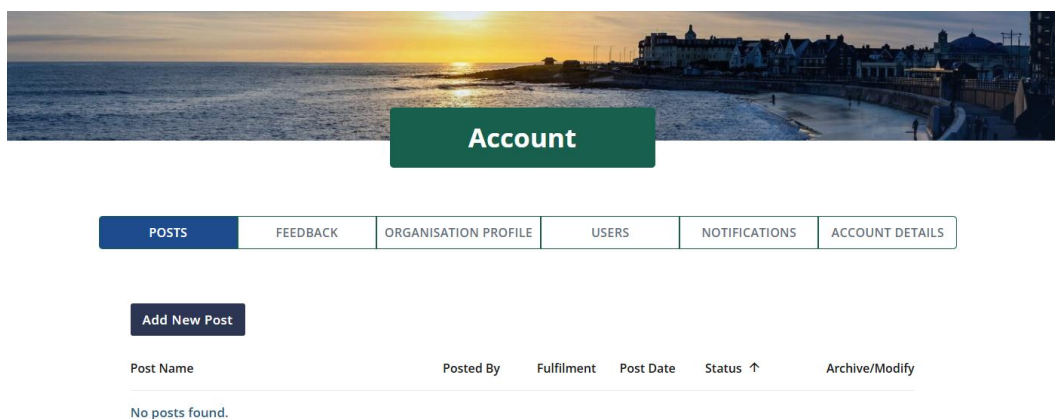
☒ Individually As Posts Are Added

☐ As A Daily Bundle
(Daily bundles are sent out at 12:00pm every day)

☐ As A Weekly Bundle
(Weekly bundles are sent out at 12:00pm every Monday)

3. The “Account” Section

This section is only visible to you and other users in your organisation.



3.1. In the “**Posts**” section you will see a list of all the posts made by your organisation including those that have expired

- Posts marked “**R**” are the requests your organisation has made
- Posts marked “**O**” are the offers your organisation has made
- In the “**Posts**” section you can
 - “**Modify**” your posts if you need to change the details
 - “**Archive**” your posts if the timeframe for your request / offer has ended
 - “**Preview**” your post to see the information that will be visible to other users

3.2. In the “**Feedback**” section you can view

- Feedback to you need to write
- Past feedback you’ve written
- Feedback you have received

3.3. In the “**Organisation Profile**” section you will see your organisation information that is on the Marketplace. See “**4. Creating your organisations profile**” above for guidance.

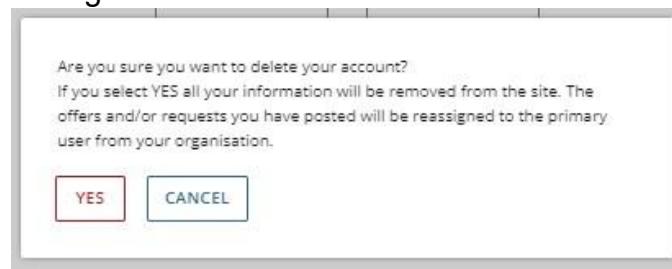
3.4. In the “**Users**” section is a list of users attached to your organisations profile. For information on ‘**Primary Users**’ see section 2.4.

3.5. Click the “**Notifications**” tab to select

- What you would like to receive notifications about – **requests** and/or **offers**, and the **category** e.g. volunteering. Please note you will need to select **all categories** if you want to receive notifications about everything.
- The **frequency** that you want to receive notifications
- Unless you switch on alerts you will not receive any notifications about new requests or offers posted on the Marketplace.

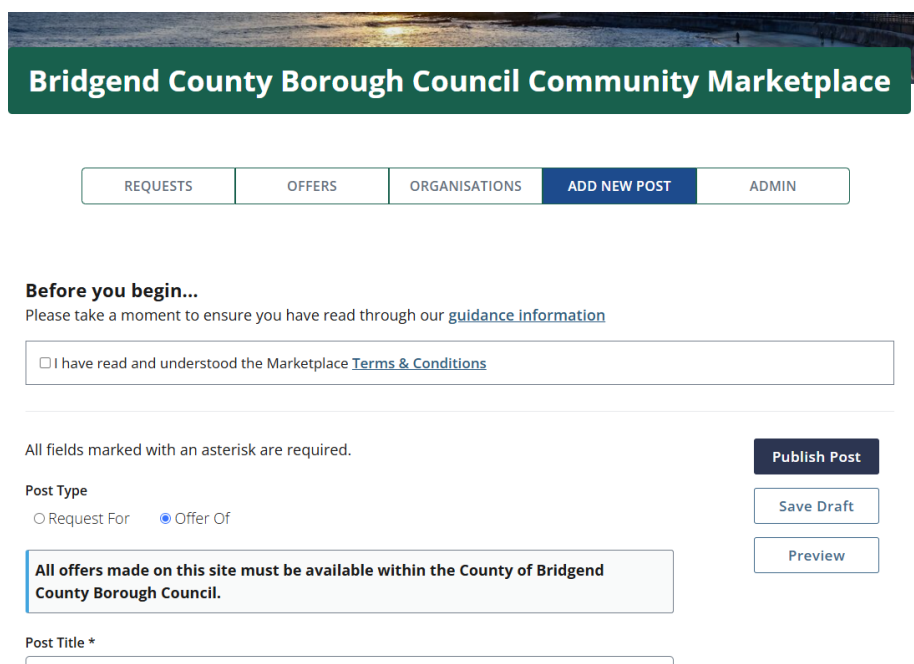
3.6. Click the “**Account Details**” tab to:

- View or change your contact details
- Change your password
- Delete your account:
 - a) If you are a **secondary user**, you can delete your account by clicking “**Delete Account**”.
 - b) If you are the **primary user**; you can either:
- **Transfer the ownership** of the organisation’s account to a secondary user so they become the primary user, and then delete your personal contact details/account.
- **Delete** the organisation’s account



4. Posting an Offer of Help and/or Post a Request for Help

4.1. You must be logged into your account to create a post. Click “**Add New Post**”



The screenshot shows the 'Add New Post' page of the Bridgend County Borough Council Community Marketplace. At the top is a navigation bar with buttons for REQUESTS, OFFERS, ORGANISATIONS, ADD NEW POST (highlighted), and ADMIN. Below this is a section titled 'Before you begin...' with a link to 'guidance information' and a checkbox for 'I have read and understood the Marketplace Terms & Conditions'. A note states 'All fields marked with an asterisk are required.' The 'Post Type' section has two radio buttons: 'Request For' and 'Offer Of' (selected). A blue-bordered box contains the text: 'All offers made on this site must be available within the County of Bridgend County Borough Council.' To the right are three buttons: 'Publish Post' (dark blue), 'Save Draft' (light blue), and 'Preview' (light blue). At the bottom is a 'Post Title *' field with a placeholder 'Add a title'.

- 4.2. You must ensure you have read the “**Terms and Conditions**” and “**Privacy Policy**” before you add a new post as you will be required to confirm this before your post can be submitted for approval.
- 4.3. You can choose to post an offer or request, but you cannot offer help and request help in the same post.
- 4.4. In the “**Post Title**” section you should enter the type of support you are requesting or the type of help you are offering. The clearer you are the easier it will be for other organisations to understand what you are requesting or offering, for example volunteers, office space, equipment, skills and knowledge.
- 4.5. When entering the location of the offer/request please note the following:
- a) Requests for help will only be approved if the organisation requesting the help is based in the Bridgend County Borough Council area
 - b) Offers of help can be made by any organisation based anywhere, however the offer must be delivered within the Bridgend County Borough Council area.
- 4.6. To help you better promote your offer and/or request you can **upload images or add a web link / URL to a video** (optional). If you choose to use media, please ensure you have read and understood our **Privacy policy** and have **obtained explicit consent to use the media** as you will be required to confirm this in order to publish your post.

Media

Description *

B *I* U  

- 4.7. In the “**Description**” text box you should provide a summary of the request / offer. This is your opportunity to outline why other organisations should either provide you with the help you are requesting or claim the help you are offering. The more information you provide the easier it will be for other organisations to make their decision.
- 4.8. To make your post easier to find you can add tags, for example #volunteers #training. This is optional - you can still publish a post if you choose not to use tags.

Tags

Tag your offer or request to make it easier for organisations to find when they search the marketplace e.g
#communityproject

4.9. Ensure you have enabled on “**Notifications**” in your “**Account**” (see 4.10 for instructions on how to do this).

4.10. To meet requests when they are needed and take advantage of help when it is available it is important to keep posts up to date. **The default date for expiry on all posts is 3 months.** After this period your post will be archived into your account. You can edit the date in your account at any time to keep the post visible and live.

4.11. To help make it easier for organisations to find requests and offers you must select the “**Type**” of resource you are looking for.

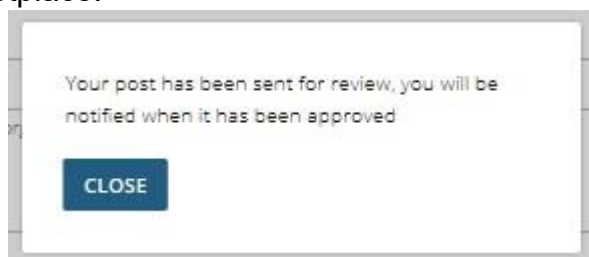
Type

- ☐ Volunteering
- ☐ Space
- ☐ Equipment
- ☐ Skills & Knowledge
- ☐ Educational
- ☐ Other

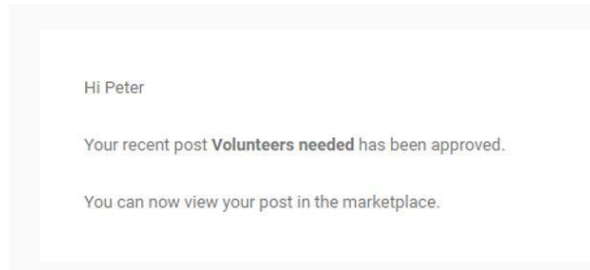
4.12. If you don’t have all the information you need, you can click “**Save Draft**” and the post will be saved in your account.

4.13. If you have completed the information, then click “**Preview**” to view what others will see on the Marketplace. When you are ready to make your post live click “**Publish Post**”.

4.14. All posts are reviewed by the administrator before they are published on the Marketplace.



- a) If there is an issue with your post, you will receive an email from the administrator outlining the reason why your post was not published.
- b) If there are no issues with your post you will receive an email to inform you that your post has been published and is live on the Marketplace.



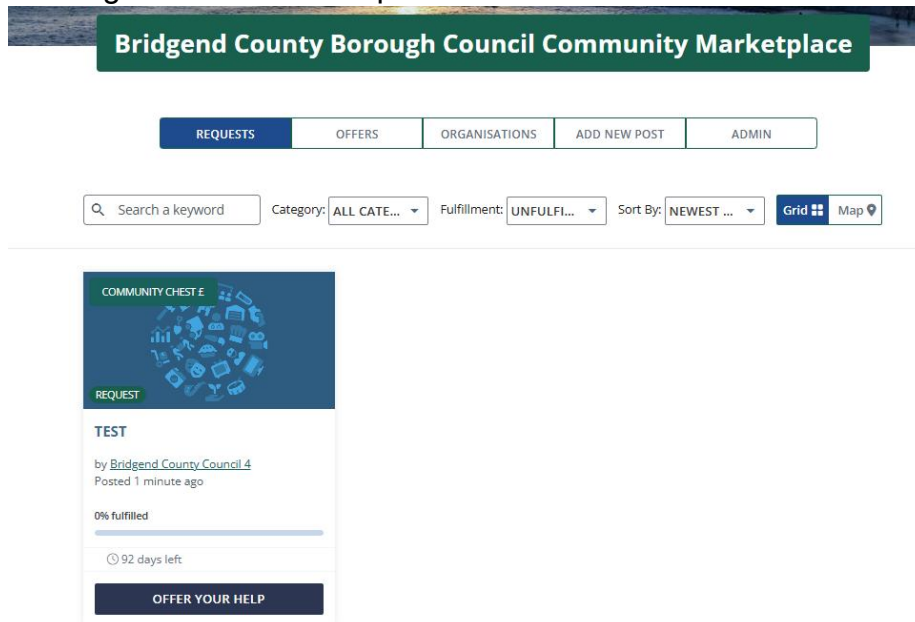
4.16. When your post has been published other organisations will be able to view your request / offer and will contact you if they can help / want the resources you are offering.

4.17. Key points to remember:

- It is entirely up to organisations to decide who to work with
- By posting an offer or request there are no guarantees that an organisation will respond to your request or claim your offer
- The posts made by organisations can be changed at any time
- If the offer you have posted is no longer available, please ensure you log into your account and either archive the post, or mark it as fulfilled if someone has claimed the offer

5. Responding to a Request for Help and/or Claiming an Offer of Help

5.1. To view the requests or offers click “**Marketplace**” on the main task bar at the top of the page. Click the **requests / offers tab** to view what organisations need or how organisations can help.



- a) You can use filters and sorting tools to specify types of requests/offers and expiry dates.
 - a. Can sort by: “Days Left”, “Oldest First”, “Newest First”
 - b. Can toggle between “Unfulfilled” and “Fulfilled”
 - c. Can apply a “Category” filter to search for specific types of requests/offers e.g. volunteering
 - d. Use the search box
- b) The fulfilment level indicates how much of the request has already been met, or how much of the offer has already been claimed

5.2. You are advised to review the information about the post and the organisation before you submit an offer of help or claim an offer of help.

5.3. Click “**Offer Help**” to respond to a request or “**Claim Offer**” if you want the help available.

[REPORT POST](#)

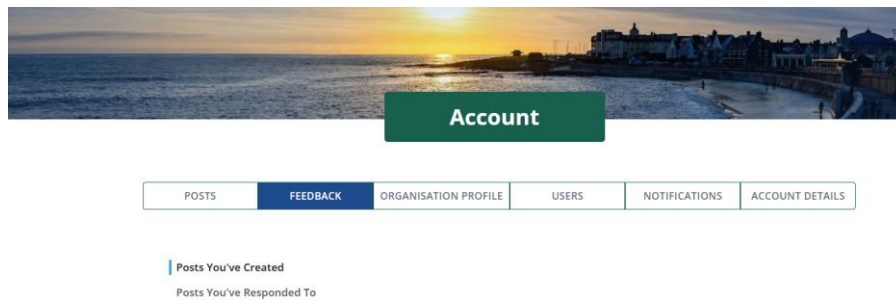
test
Volunteering

About	test
Who	Minted Box
Where	4 Tannery House, Send, GU237EF
When	09 October 2026 63 days left
Claim offer	Please tell me more about this offer. This message and your contact details will be shared with the organisation that has posted the request. This organisation will contact you directly to discuss further. Please note we cannot guarantee messages will be sent securely. Claim Offer

- 5.4. To offer help or claim an offer you should use the text box provided to send an introductory message to the organisation that posted the request or offer.
 - a) If responding to a request, you should inform the organisation why you want to help and how you can help them.
 - b) If responding to an offer, you should inform the organisation why you need the help they are offering and how much of their help you need.
- 5.5. When you have completed your message click “**Submit Offer**” in response to a request or “**Claim Offer**” in response to an offer of help.
- 5.6. An email with your message will be sent to the organisation that posted the offer or request you responded to, and they will contact you if they are interested in working with you.

6. Giving and Receiving Feedback

- 6.1. It is a **mandatory requirement** for all organisations to provide feedback on the benefits delivered or received through the Marketplace. Feedback will be used to ensure the continuous improvement of the Marketplace and could be used in case studies to underline the positive impact of the tool.
- 6.2. When you respond to a post and send a message to an organisation to either “**Offer Help**” or “**Claim Offer**” it is automatically logged in the “**Feedback to Write**” section of your account.



6.3. In the “**Feedback**” section you can view feedback based on

- a) “**Posts You’ve Created**” – a list of organisations that responded to your posts will automatically be created in this section
- b) “**Posts You’ve Responded to**” – a list of the organisations whose posts you responded to will automatically be created in this section

6.4. In both “**Posts You’ve Created**” and “**Posts You’ve Responded to**” feedback is sorted as follows

- a) “**Feedback to Write**” – In this section you need to confirm if you worked with an organisation or not.
- b) “**Past Feedback You’ve written**” – In this section you will find information on the feedback you have already provided and shared with the organisation/s you worked with and the administrator.
- c) “**Feedback you have received**” – In this section you find information on the feedback you have received from others.

6.5. In the “**Feedback To Write**” section, if you select “**No**” to working with an organisation, this will be deleted from your organisation profile and no further action is required by you. If you select “**Yes**” you will be required to provide further information as detailed below.

How was your experience working with them?

☒ Good ☐ Bad

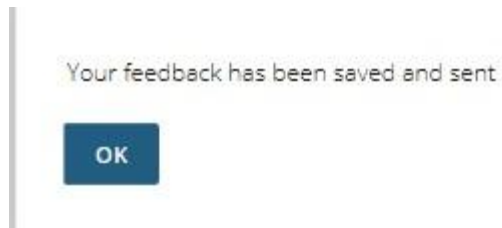
Please give us some detail

Let us know

Attach evidence

☐ I consent to my feedback being used to promote the marketplace

- Provide feedback on your experience with working with the organisation
- Provide details on what benefits you received or provided
- Attach an image or add a link to a video as evidence that you received or provided the benefits
- If you add an image or video link you must confirm you have explicit consent to use the media
- Tick the box to provide consent to your feedback being used to promote the Marketplace
- Click “**Submit Feedback**”



6.6. When you submit your feedback, it will be sent to the organisation you worked with and the Marketplace administrator. Your feedback could be used in case studies to underline the positive impact of the tool.