



# An Introduction to Social Value

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# What is Social Value?

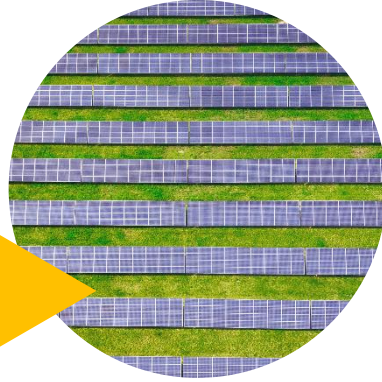
**Social Value is the currency for conducting responsible, sustainable business.**

In simple terms, it is the value an organisation contributes to society beyond compliance.

**So, purpose + profit = Win. Win.**



# Examples of Social Value



**Sustainable procurement**

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**Training**

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**Apprenticeships**

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**Reducing carbon emissions**

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**Volunteering**

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**Employing locally**

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# What about ESG vs. CSR vs. Social Value vs. Impact?



# What are the levers for Social Value creation?



## Procurement & Supply Chain

Both in public and private sectors – but £400bn in public procurement alone



## Planning & Infrastructure

Thousands of major planning applications, as well as NSIPs



## Corporate Activities

Recruitment programmes, volunteering schemes and environmental initiatives



## Grant Funding

Channel grants and donations to address specific needs

**The key enabler?  
VCSE partnerships**

# Why does it matter?

**x14**

**Businesses** with a purpose beyond making money, outperform the market by a factor of 14.

[Firms of Endearment](#)

**x4**

**Customers** are four times more likely to buy from a company with a strong purpose.

[Zeno Group](#)

**30%**

**Bidders** to public sector are facing up to 30% Social Value evaluation weighting in tenders

[Social Value Portal](#)

**40%**

**Millennials** who would take a pay cut to work for an environmentally responsible company.

[Fast Company](#)

# Why does it matter?



## **Support local communities**

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Target precise needs in your operating areas to build deeper, stronger community relationships



## **Address societal priorities**

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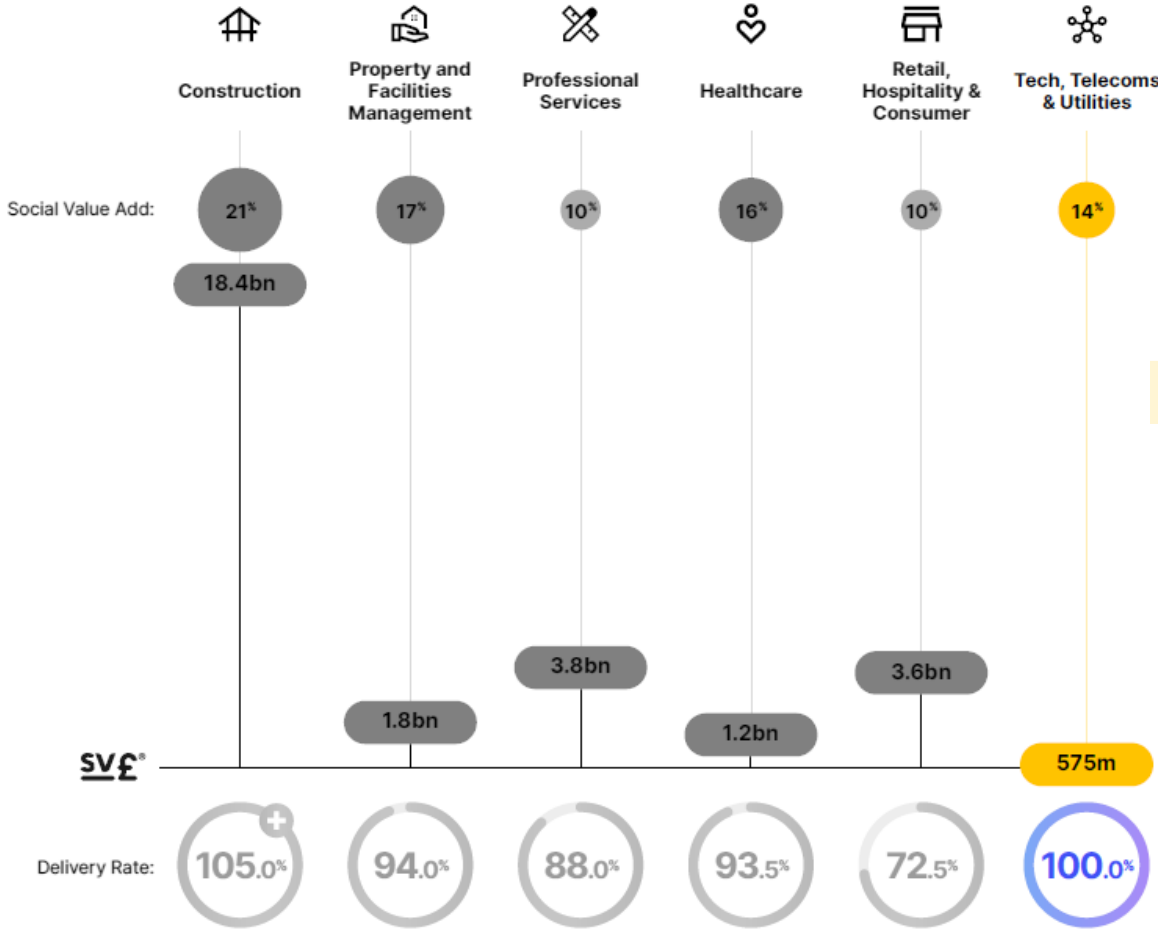
Address wider national priorities such as skills gaps, inequality and decarbonisation



**Thank you for everything.** We didn't want to think about Christmas because we didn't have anything and then you rang to say you had a hamper for us. I can't thank you enough; me and my son couldn't believe the stuff in the parcel and I'm finally feeling the Christmas spirit, because of you.

Feedback from a family supported through a charitable donation from a supplier to a council

# How is the Tech, Telecoms & Utilities sector performing?



Measure ranking	What does this tell us?
1 NT1	Local people employed or retained Employment is modest compared to labour-intensive sectors but nonetheless significant.
2 NT18	Spend with local companies in the supply chain Demonstrates tangible contributions to local economies, often through subcontracted engineering, servicing, and maintenance.
3 NT28	Support for local community projects through donations One of the largest delivery figures, showing that the sector often channels value through community partnerships and funding initiatives.
4 NT29	Support for local community projects through volunteering Employee engagement in volunteering, with notable opportunities in digital skills mentoring and supporting relevant charities.
5 NT5	Support for students at local educational institutions Reflects growing efforts to connect with schools and universities, particularly through STEM outreach.

N.B. analysis conducted by only reviewing organisations using the TOM System and the Social Value Portal

# Case study

Coventry City Council and E.ON joined forces to support the **Henley Green Grub Hub** community event, bringing together over 200 local residents with 16 E.ON and council volunteers. The event offered practical support, including digital inclusion help (free MiFi and e-learning), tailored energy-efficiency advice, and discounted food parcels, underscoring the partnership's commitment to improving grassroots well-being while advancing Coventry's 15-year decarbonisation strategy.

E.ON also has an ongoing commitment to engage over **2,000 young people** through sustainability workshops, career sessions, and educational events.



This was an excellent learning opportunity for our pupils. Learning about sustainability through workshops like these enhances the coverage in our school curriculum of this important subject.

**Emma Hardy**  
Assistant Head and Curriculum Lead at Aldermoor Farm Primary School



# Access free resources to support your Social Value journey

## Win More Bids with Social Value



The essential bidder's guide

### 6 STEPS TO PRO:

- 1 Build the foundations**

Establish a Social Value culture, strategy and policy. Understand how to measure and deliver it, then build a track record.
- 2 Understand the ask**

Study the customer and analyse the tender requirements. Identify the evaluation criteria and know your competition.
- 3 Plan well**

Structure the submission and clearly articulate the delivery. Identify any partners and detail remedial action.
- 4 Set relevant targets**

Set relevant, achievable targets and use guidance for the measures. Adhere to the Social Value principles and use the right units of measure.
- 5 Prove you can deliver**

Instil confidence in the targets and justify your metrics. Outline delivery initiatives and highlight your track record.
- 6 Show you are a pro**

Present professionally, using straightforward language. Be innovative and learn from experience.

Guide

## Social Value 101



What is Social Value?

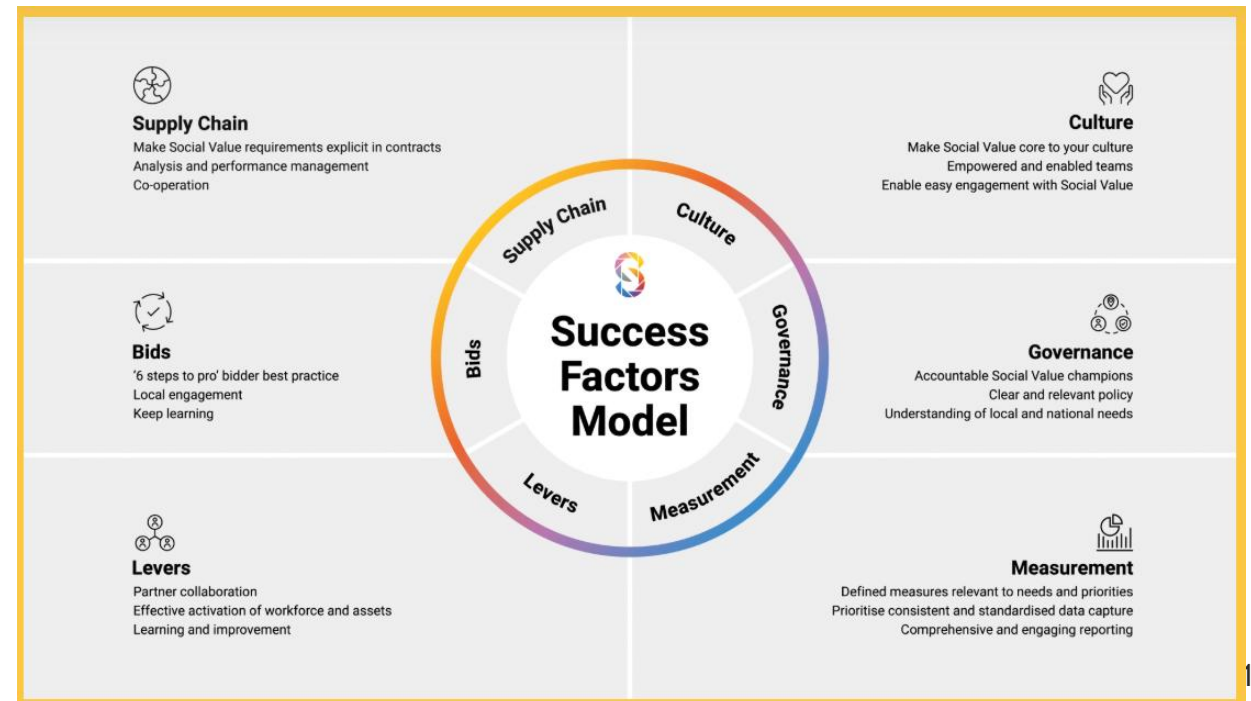
economy + community + environment

Profit  
employment  
Social Value Created

Use on road  
sured

Jobs & apprenticeships  
Volunteering

Buying locally  
Employing locally





# Making Social Value Count™

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