

Social Value in Worcestershire

What it means and how to deliver strong responses

June 2026



What is Social Value?

There is no single definition of social value. However, definitions include....

The wider economic, social and environmental benefits created through delivering a contract. In practice, it means supporting local communities, creating jobs and opportunities, protecting the environment and improving wellbeing.

“Social Value” is a way of thinking about how resources are allocated and used to benefit wider society. As well as achieving the best price, social value asks us to consider the full impact and wider costs of the services we commission.

This is added value over and above what the contract already pays for and its core requirements.

Why does Social Value matter?

- It is a requirement in public procurement
- It ensures public money delivers wider benefits
- It supports local priorities and communities
- It forms part of how tenders are evaluated

Social Value in the National Context (NPPS)

- The National Procurement Policy Statement (NPPS) outlines the key principles and priorities that contracting authorities in the UK must consider when commissioning goods and services under the Procurement Act 2023.
- The NPPS (National Procurement Policy Statement) emphasises that procurement should not solely be based on price but also consider the broader impact of procurement decisions on local economies and societal well-being.

Worcestershire Social Value Charter

Our Social Value Charter sets out our commitment to:

- Supporting communities
- Promoting inclusion and opportunity
- Protecting the environment
- Growing the local economy

We work with suppliers to deliver measurable impact, collaborate with partners (including VCSEs) and create long-term benefits through continuous improvement.

What does Social Value look like in Worcestershire?

Any potential suppliers that tender for our contracts will be asked to demonstrate how they can deliver against our social value approach.

Social value can include:

- Work placements and apprenticeships
- Supporting care leavers and vulnerable groups
- Partnering with local VCSEs
- Volunteering in communities
- Using local suppliers
- Environmental initiatives (e.g. tree planting)
- Contributing to WCC's county-wide hamper initiative to support foster carers



Social Value Engine

- The Social Value Engine assigns monetary (£) values to outcomes (e.g. employment, volunteering, wellbeing), allowing you to present a clear £ social value return alongside your bid.
- You can translate proposed activities (e.g. apprenticeships, local spend) into forecast social value outputs, making your commitments more tangible and evaluable.
- Instead of listing actions, the tool helps evidence the real outcomes and benefits your service will generate (e.g. improved employability, economic uplift).
- Provides a framework to track, measure and report social value throughout the contract, giving confidence to evaluators on delivery.



Social Value Engine

- Any organisation is able to purchase licenses direct from Social Value Engine. Their pricing is available here: [Platform - Pricing - Social Value Engine](#)
- Worcestershire County Council has worked with Social Value Engine to offer an annual license for £600, providing local VCSE organisations with affordable access to this nationally recognised tool
- Worcestershire County Council's contract with Social Value Engine is due to end on 31/10/2027. There is no guarantee that the contract will be renewed so licenses may not be purchased through the County Council if it is after this date.

[Prove Your Impact | Social Value & SROI Platform | Social Value Engine](#)

Social Value example tender question

How will your organisation deliver additional social value through this contract, including environmental sustainability, local economic impact, and community benefit?

- Contribution to local employment and volunteering
- Support for disadvantaged groups
- Environmental sustainability practices
- Added value to the local community beyond core service delivery
- Link to WCC Social Value Charter

Social Value example tender response 1

We will aim to deliver social value across a range of areas throughout this contract. This will include supporting local employment where possible and encouraging staff to take part in volunteering activities.

We are committed to working inclusively and considering the needs of disadvantaged groups, ensuring our services are accessible and responsive. We will also take a responsible approach to environmental sustainability by being mindful of waste and resource use.

In addition, we will look for opportunities to contribute positively to the wider community beyond the core service, including working with local partners and supporting community initiatives. Our approach is aligned with the WCC Social Value Charter and reflects our overall commitment to delivering broader social, economic and environmental benefits.

Social Value example tender response 2

We will deliver measurable social value aligned to Worcestershire priorities of inclusive growth, environmental sustainability and resilient communities, in line with the WCC Social Value Charter. We will ensure at least 80% of our workforce is locally based, create 2 apprenticeships per year, and contribute 150 staff volunteering hours annually to local VCSE organisations.

We will promote inclusion by targeting 25% of new roles at disadvantaged groups (e.g. long-term unemployed and care leavers), supported by mentoring and quarterly outreach sessions to improve access to opportunities.

Environmentally, we will achieve a 10% annual reduction in carbon emissions, operate a zero avoidable waste to landfill approach, and maintain a sustainable supply chain.

To strengthen the local economy and community, we will direct 60% of spend to Worcestershire SMEs/VCSEs and deliver two community capacity-building workshops per year, ensuring tangible and reportable benefits beyond core service delivery.

How to write a strong Social Value tender response

- **Tailor it to the service:** Clearly link your social value commitments to the specific contract, avoid generic statements and explain how delivery of this service creates added value.
- **Be measurable:** Include clear, quantifiable commitments (e.g. % local employment, number of apprenticeships, volunteering hours).
- **Be realistic and deliverable:** Set targets you can evidence and achieve.
- **Use the tender documentation:** Review the specification, evaluation criteria, and any guidance notes to understand what evaluators are prioritising.
- **Align to local priorities:** Reference Worcestershire priorities and demonstrate how your activities support them.
- **Reference key frameworks:** Explicitly link to the WCC Social Value Charter or other relevant local strategies where applicable.
- **Include evidence of past delivery:** Provide brief examples of similar social value outcomes achieved on previous contracts to demonstrate credibility.
- **Focus on outcomes, not activities:** Explain the impact your actions will have.
- **Show how it will be monitored:** Mention tracking, reporting, and review mechanisms to demonstrate accountability.
- **Keep it clear and structured:** Make it easy for evaluators to score. Use concise points and avoid vague or repetitive language.

Thank You

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[Our commercial approach to Social Value | Worcestershire County Council](#)