



New Benchmarks

# Social Value Insights Report

From the largest Social Value data bank

May 2024

# Making Social Value Count™

**Social Value is the currency for conducting responsible business and over the last decade, it's gone from zero to hero.**

Social Value is gaining unprecedented momentum nationwide and across industries. The data reflected in this report shows that the movement is now having a major impact.

While we are all benefiting from this, whether through stronger local economies, more resilient communities, or a rejuvenated environment, there is still much more to be done.

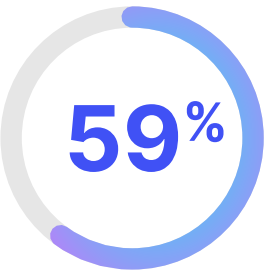
**This industry first report unveils essential insights from the world's largest Social Value data bank, drawing on nearly a decade of Social Value delivery.**

### About the data

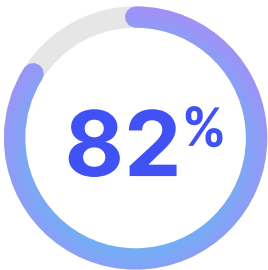
Analysis conducted using data held by Social Value Portal and the results of the [2023 Success Factors survey](#). We analysed our extensive database of Social Value commitments and delivery across the public, private and third sectors, alongside 800 independent Social Value expert responses.

## 5 key things we've learned...

- 1 Growth:** The +650% rise and rise of Social Value
- 2 Commitments:** Organisations beating their targets
- 3 Benchmarks:** Analysis reveals the latest delivery metrics
- 4 Supply Chain:** Public sector buyers have mainstreamed Social Value in procurement
- 5 Spotlight:** And the top performing industry is...



Organisations that now have a CSR or Social Value focused executive in place



Organisations that intend to spend more time supporting Social Value in the next 3 years

# Growth

Whilst Social Value was born in the public sector, it is now taking off in the private sector, particularly in light of the new Corporate Sustainability Reporting Directive (CSRD).

The fastest growing sectors are real estate, construction and local government. We have also identified some emerging sectors to watch:

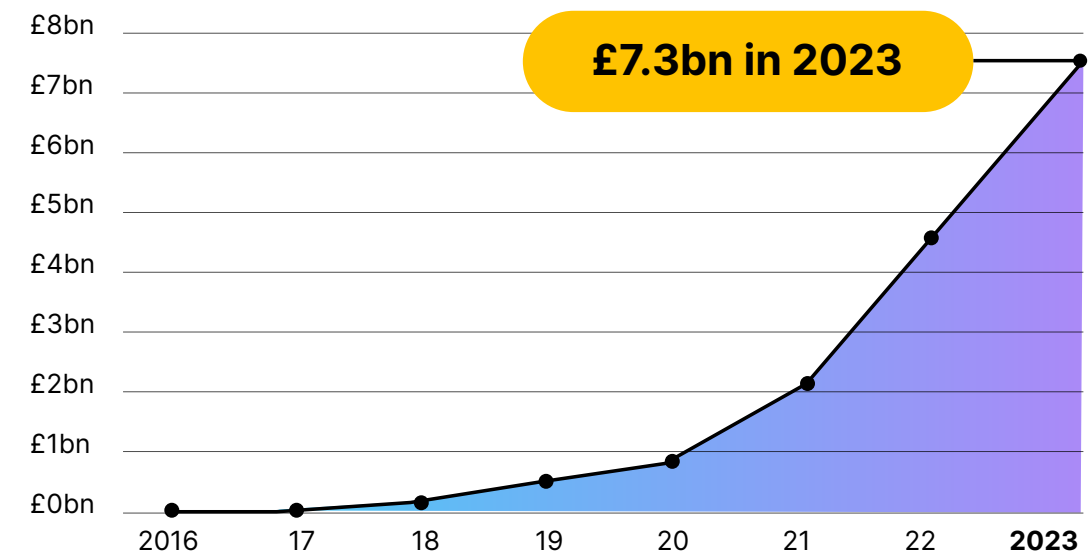
- Healthcare
- Technology
- Defence
- Central government

## Rapid growth in last three years

Delivery across the public, private and third sectors has grown rapidly in the past three years.

**650%**  
2020-2023 growth

## Annual Social Value delivery



## Total Social Value delivered

2016 to May 2024

**SV£<sup>®</sup> 38bn**

## Our Social Value goal

by 2026

**SV£<sup>®</sup> 100bn**

## Fastest growing industries



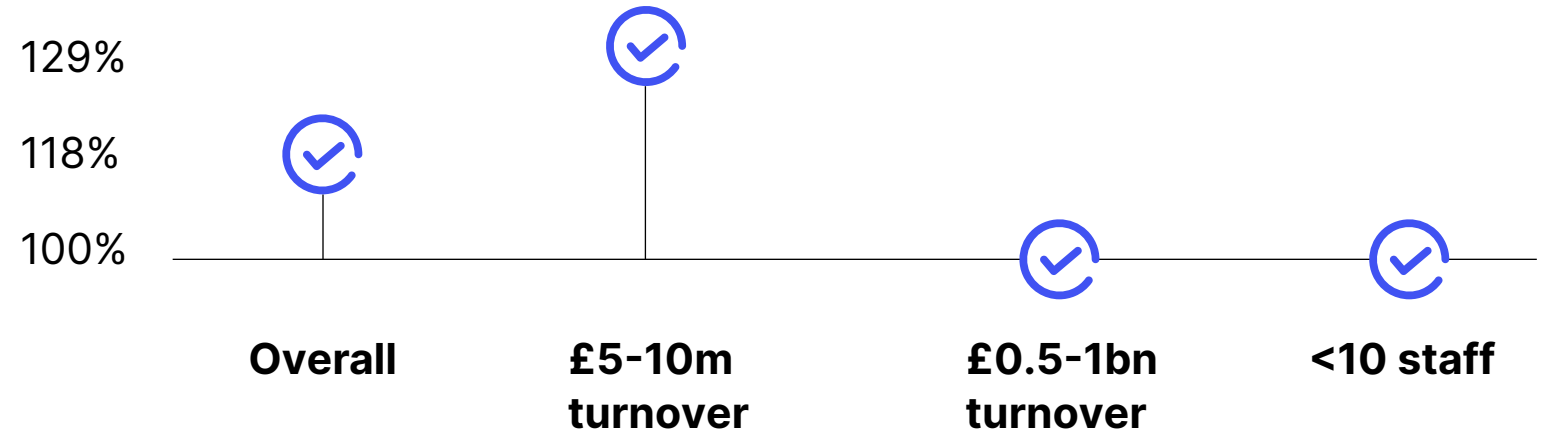
Social Value delivery growth 2020-2023 across top performing industry sectors

# Commitments

On average organisations are delivering more Social Value than they have committed.

It is encouraging to see Social Value delivery spanning economic, social and environmental themes.

Average delivery vs. commitment



## Most popular measures: Social Value TOM System™

And what our members have jointly achieved since 2020



SV£®



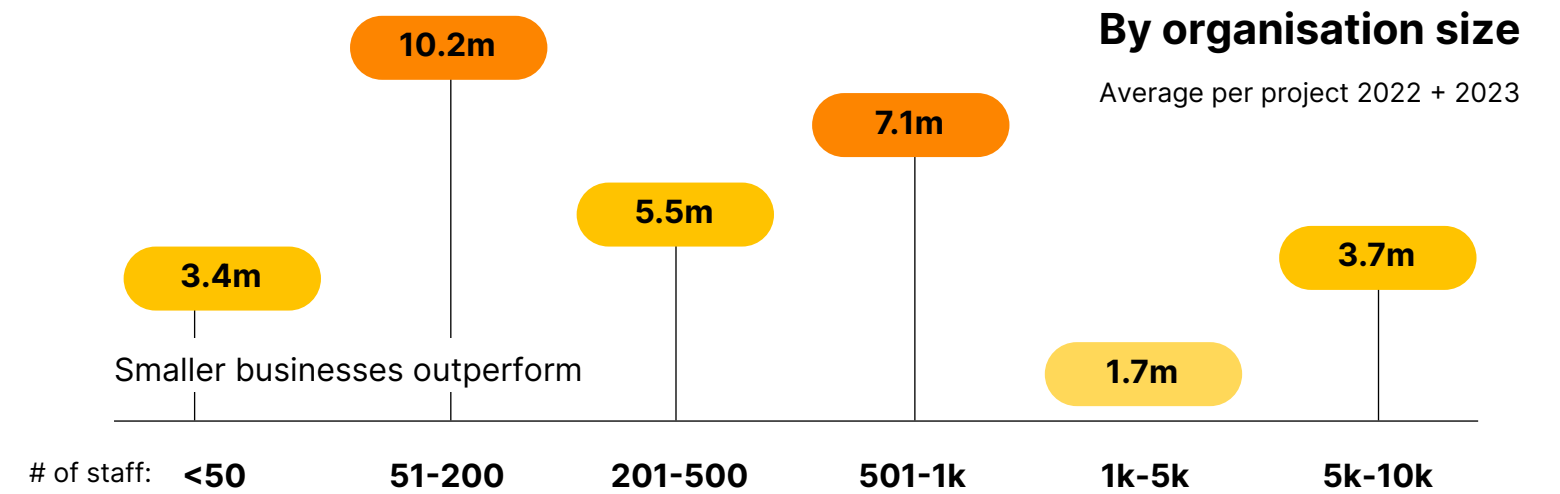
# Benchmarks

Over a decade on from the Social Value Act 2012, we have a wealth of Social Value data that sets the benchmark for Social Value performance.

Check your performance according to size of organisation, industry or region.

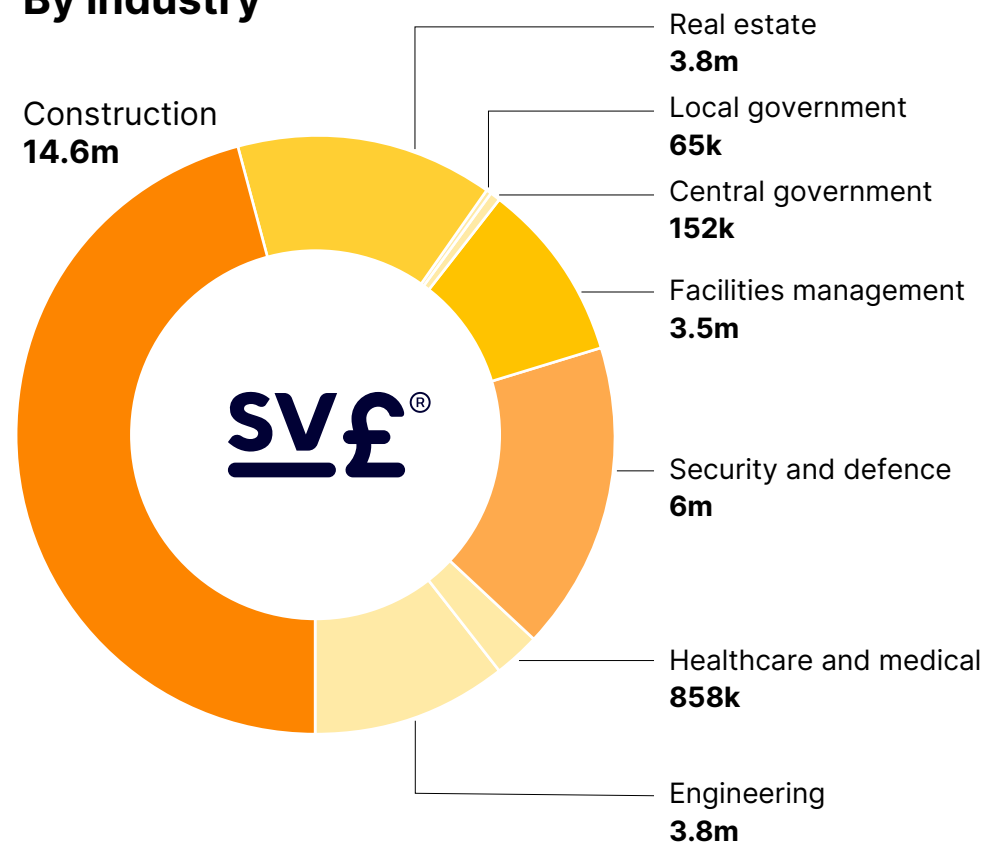
## Average delivery per project

Overall delivery:  
**SV£<sup>®</sup> 3m**



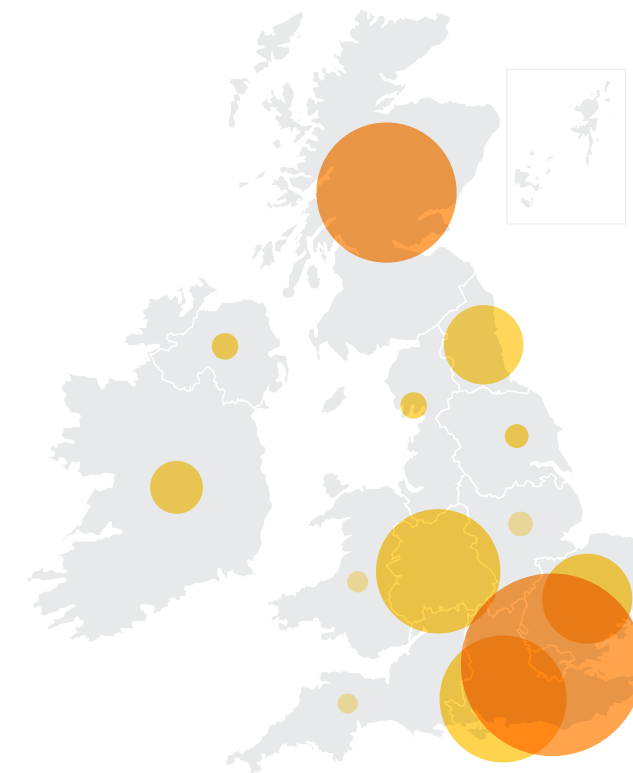
## By industry

Construction  
**14.6m**



Average per project 2022 + 2023

## By region



Region	Average delivery per project
London	6.9m
Scotland	5.3m
South East	4.8m
West Midlands	4.7m
East of England	3.4m
North East	3m
Ireland	2m
North West	1m
Northern Ireland	1m
East Midlands	930k
Wales	800k
Yorkshire and The Humber	886k
South West	765k

Average per project 2016-2023





# Supply Chain

Organisations are unlocking Social Value from within their supply chains.

Government legislation and guidance have comprehensively embedded Social Value into public sector procurement.

To win work with the public sector, it is now critical to have a Social Value proposition.

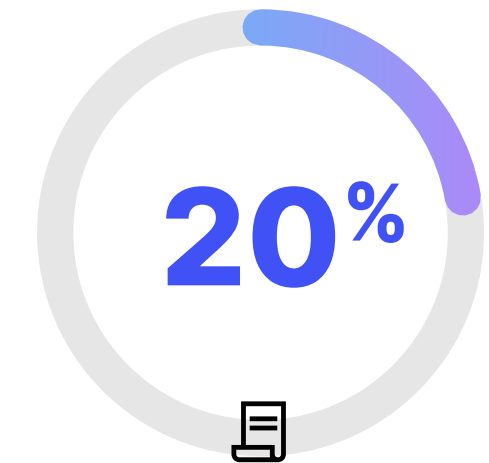
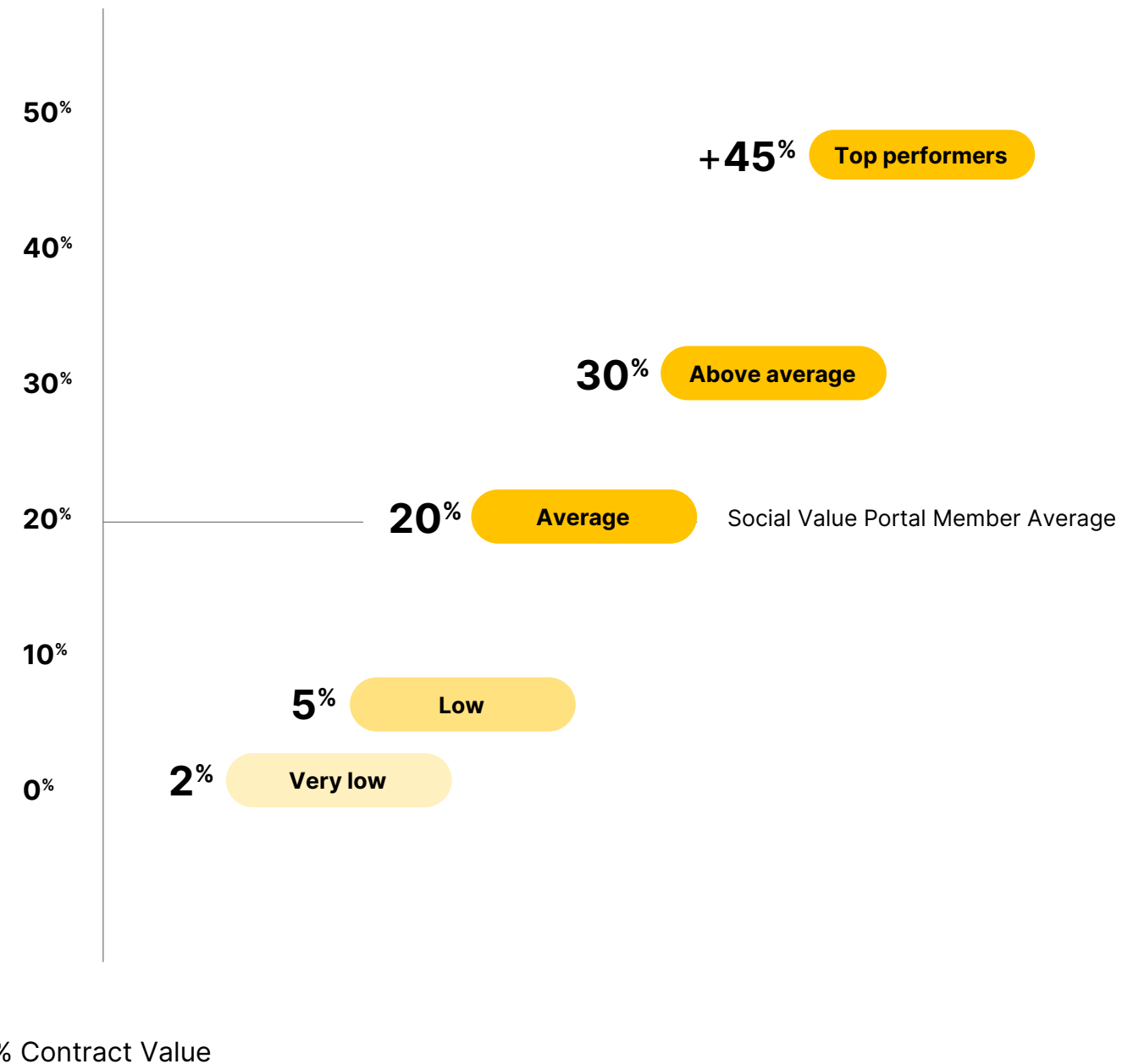
We are seeing the same dynamic beginning to play out in the private sector.

For further useful guidance:

Buyer Toolkit

Bidder Toolkit

## Social Value being created as a proportion of contract value



**Average Social Value delivery as a proportion of contract value 2023**

### Key insight

**2x**

**Double your chance of winning a bid by winning at Social Value**

Bidders who score highest in the qualitative Social Value element of the bid win bids 56% of the time versus the standard probability of 28%. Data source: Social Value Portal analysis competitive public sector project bids 2021-23

# Spotlight

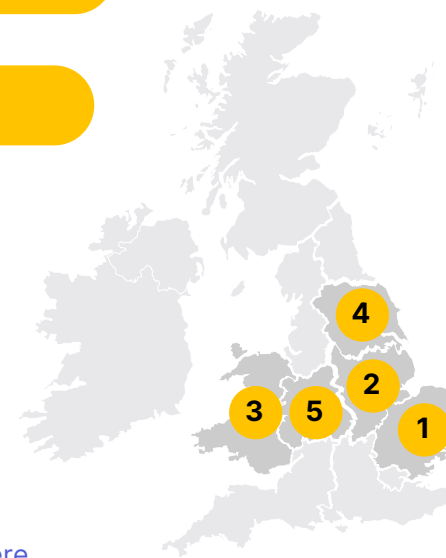
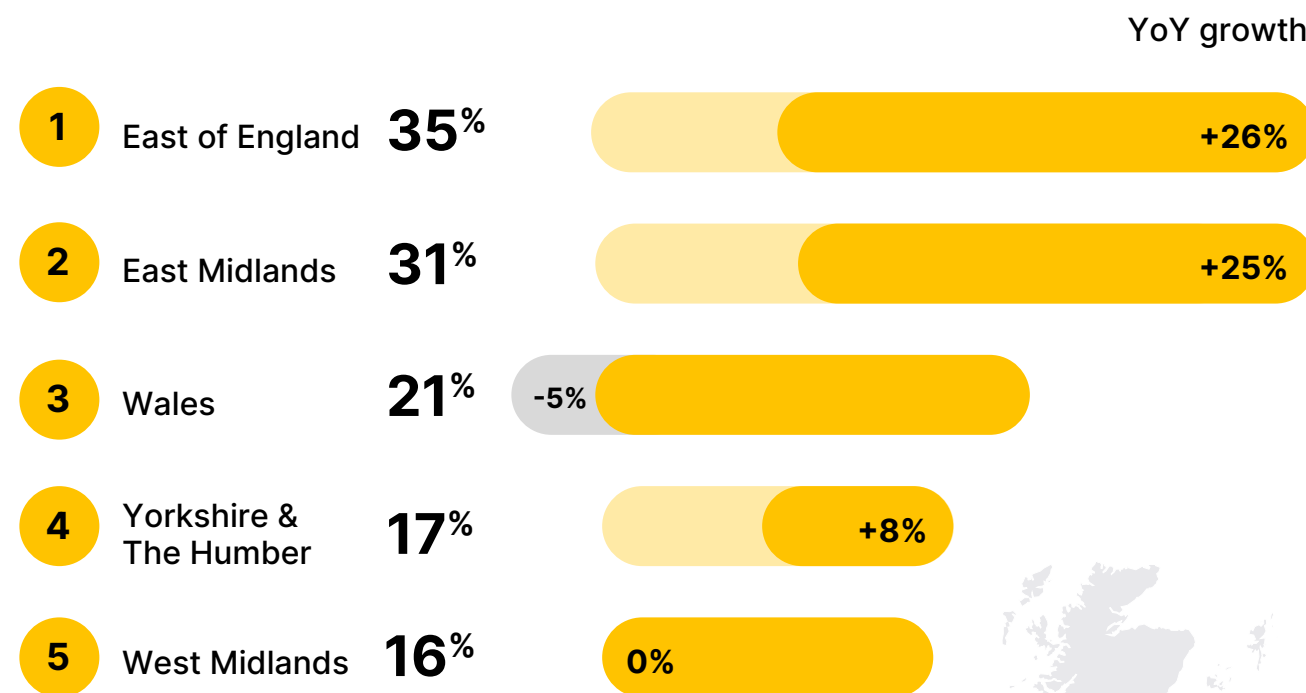
Real estate, and specifically construction, is one of the biggest opportunity areas for Social Value and the top performing sector.

We dug a little deeper into the industry's Social Value performance across the country.

## Real Estate

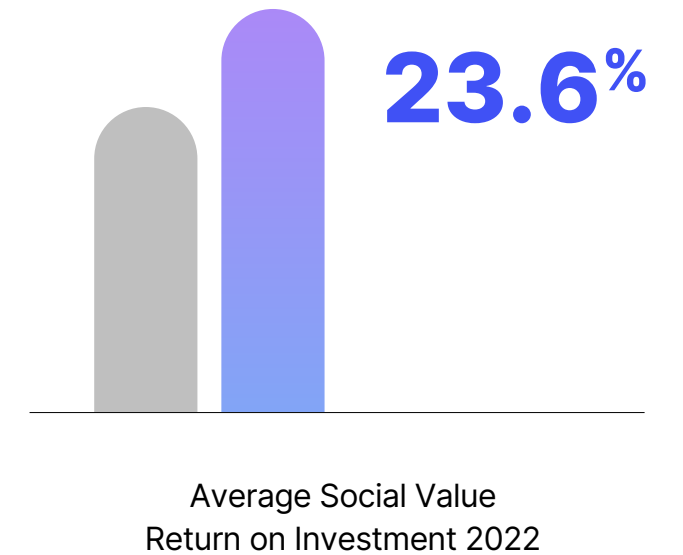


### Top 5 regions 2022-2021



Source: Scape / Social Value Portal analysis. More information [here](#)

### Social Value ROI



**500**

Projects measured

**£4.5 bn**

worth of contracts

**SV£<sup>®</sup> 1.08bn**

Delivered



Used by over 24,000 organisations and aligned to the UNSDGs, Social Value Model and all major reporting frameworks – the Social Value TOM System™ is the most established and trusted measurement standard.

## The leading Social Value measurement standard



Robust and accurate Social Value measurement is core to our mission at Social Value Portal. We are passionate about ensuring that every Social Value claim is meaningful and credible. This is reflected in the thousands of hours of annual research by our team of social scientists which inform the Social Value TOM System™.

All Social Value data logged against projects on our platform goes through our comprehensive validation process, protecting against accusations of greenwashing and social washing, so you can publish your impact with confidence.



**Nathan Goode,**  
Chief Strategy Officer, Social Value Portal

### Our triple-check validation process:

- Evidence, checked
- Omissions, checked
- Compliance, checked



#### Endorsed by:



#### Maps to:



#### Compatible with:



GRESB







---

## Ready to make your Social Value count?

Book a discovery call with one of our specialists today:

Call +44 (0)203 747 6555

[info@socialvalueportal.com](mailto:info@socialvalueportal.com)

[Media enquiries](#)

[socialvalueportal.com](https://socialvalueportal.com)