

# CHAS Social Value: A Guide to Getting Started



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**Social Value  
Portal**



## AN INTRODUCTION TO SOCIAL VALUE

**Businesses are under mounting pressure to demonstrate their contribution to society as part of the contract procurement process, particularly when bidding for public sector tenders, where Social Value influences around a third of all public sector procurement spending.**

**That's why CHAS has partnered with the [Social Value Portal](#), the UK's leading Social Value measurement and reporting platform, to develop a simple and easy-to-complete Social Value question set that enables contractors to showcase their Social Value capabilities.**

It's likely you're delivering Social Value in your normal business activities, whether its hiring apprentices, buying from local suppliers or taking steps to reduce your carbon footprint - but how do you prove it to buyers, who are increasingly committed to creating positive changes in the local communities within which they operate?

## WHAT IS SOCIAL VALUE?

In simple terms, Social Value is the value an organisation contributes to society beyond a reported profit. Social Value can take many different forms, from hiring apprentices and helping people get back to work, to reducing your carbon emissions and implementing sustainable procurement practices.

Social Value can be measured as the financial value of the economic, social and environmental contributions that your company makes when delivering a product or service.



**Social Value** is about building stronger communities and stronger organisations.



## WHY SOCIAL VALUE MATTERS?

Faced with complex global challenges such as climate change, economic security and social inequality, your customers (whether they be government, private sector buyers or the public) are rightly expecting businesses to think about more than just making money.

Where businesses don't actively promote and deliver Social Value through their projects, they are increasingly likely to lose work.

Social Value allows organisations to think about their activities and how they can create positive benefits for stakeholders and society. Organisations that deliver meaningful social value change communities for the better and can leave a lasting positive legacy.

# THE BENEFITS OF DEMONSTRATING SOCIAL VALUE TO YOUR BUSINESS

Social Value has evolved from something that is a nice-to-have to an impactful, essential and permanent change in how we do business. Social Value matters to your business because:

## ATTRACTING STAFF

**70%**  
of employees

say they would not work for a company without a strong purpose

Harvard Business Review

## RETAINING STAFF

**40%**  
higher levels

of workforce retention than their competitors when purpose driven

Deloitte

## COMPETITIVE ADVANTAGE

**89%**  
of executives

believe strong purpose provides competitive advantage

Porter Novelli

## BRAND STRENGTH

**x4**  
customers are

four times more likely to buy from a company with a strong purpose

Zeno Group

## SOCIAL VALUE GROWTH

**80%**  
of CEOs believe

it's likely companies will take more responsibility for socio-environmental impact in the next five years

EY

## BUSINESS GROWTH

**x14**  
businesses with a

purpose beyond just making money outperform the market by a factors of 14

Eirms of Endearment

## HOW CHAS CAN HELP?

Demonstrating Social Value activity can feel overwhelming to navigate, particularly for smaller contractors and SMEs.

The CHAS Social Value Level 1 is a voluntary assessment module, developed with the [Social Value Portal](#), that you can complete as part of your existing accreditation and comprises ten, easy-to-complete questions.

## GET STARTED NOW

To complete the CHAS Social Value Level 1 question set, simply log in to your existing MY CHAS account.

There is no charge to complete the CHAS Social Value Level 1 question set and your CHAS accreditation status is not affected if you prefer not to complete it.



**Social Value** is not just a check box. It creates real impact and change.

