THE SOCIAL VALUE EVIDENCE BANK TOOLKIT

BIDSuite by AssuredBID

Stop writing social value from scratch. Start proving it.

An AssuredBid bid-readiness resource

Most providers treat social value as a writing problem. The night before a deadline, someone tries to remember what good things the organisation did this year and turns it into a few paragraphs of promises. The result reads thin, because it is thin. The providers who score well do something different. They capture social value as it happens, all year round, so that when a tender asks, the evidence is already sitting there waiting.

This toolkit is the kit for doing that. It gives you the things to track, simple ways to track them, and the discipline to keep the bank full so your next bid draws on facts instead of good intentions.

Why this matters more than it used to

Social value is no longer a nice extra at the end of a bid. It is weighted, scored, and increasingly written into the contract you sign.

A few facts worth knowing, because they shape what commissioners now expect:

- The old rulebook for central government, PPN 06/20, has been replaced by PPN 002. The new note became mandatory for in-scope central government procurements started under the Procurement Act 2023 from 1 October 2025, after a transition period that began on 24 February 2025.
- A minimum 10% weighting on social value carries through under the new model. On many contracts the figure is higher.
- Commitments you make in a bid are increasingly pulled through into the contract itself, as terms or key performance indicators. In other words, you have to deliver what you promised, and report on it.

Now the part that matters most for care and housing providers. PPN 002 is mandatory only for central government departments, their executive agencies and arm's length bodies. Local authorities and NHS bodies are not strictly bound by it. The catch is that many of them choose to adopt it, or build their own version on top of it. So if you bid to councils or to an ICB, which most providers in this sector do, you cannot assume social value is optional or lightly weighted. You have to read each tender and find out what that specific commissioner wants. The safe position is to keep evidence ready for all of it.

How an evidence bank works

The idea is simple. Instead of inventing social value at bid time, you record it continuously in one place, sorted into categories that match what tenders ask for. When a bid lands, you pull the relevant figures, shape them to the question, and write from real numbers.

Three habits make it work:

- Capture as you go. Log things monthly, not once a year. Memory fades and detail gets lost.
- Keep the evidence, not just the claim. A number with a date, a name, and a source beats a vague statement every time.
- Give it an owner. One person keeps the bank current. Without an owner it quietly dies.

What to put in the bank

Below are the categories worth tracking, with the kind of evidence to keep for each. You will not have something in every box, and that is fine. The point is to know what you do have.

Category	What to capture	Evidence to keep
Local employment	Jobs created or filled locally, apprenticeships, hours offered to local people.	Job titles, dates, postcodes, whether roles went to local or under-represented candidates.
Skills and training	Qualifications funded, training delivered, work placements, apprenticeship starts.	Course names, number of staff trained, completion dates, any accreditation.

Volunteering and community	Staff volunteering hours, community projects supported, partnerships with local groups.	Hours given, who benefited, named partner organisations, dates.
Local spend and supply chain	Money spent with local suppliers, SMEs, and voluntary or community organisations.	Supplier names, location, value, proportion of spend kept local.
Environmental and carbon	Steps to cut carbon, reduce waste, improve energy use, cleaner travel.	What changed, when, and any before-and-after figures you can show.
Wellbeing and inclusion	Support for staff wellbeing, fair work practices, equality and inclusion measures.	What you did, how many people it reached, any outcomes you can point to.

Templates to set up

You do not need expensive software. A shared spreadsheet and a couple of simple habits will carry most providers a long way. Set these up once and keep them live.

- **The running log.** One spreadsheet, one row per item, columns for date, category, description, the number that matters, the source or proof, and who recorded it. This is the heart of the bank.
- **The local employment tracker.** A focused sheet for jobs and apprenticeships, with postcodes so you can show local impact when a commissioner asks about their area specifically.
- **The volunteering and hours tracker.** A simple tally of staff volunteering and community hours, logged monthly so the annual total is real rather than guessed.
- **The supplier and spend sheet.** A record of who you buy from, where they are based, and what you spend, so you can show how much value stays in the local economy.
- **The commitments tracker.** Once you win, this is where promised social value goes, with the KPI, the owner, the deadline, and progress. It connects what you said in the bid to what you actually deliver.

Turning the bank into bid answers

A full bank does not write the answer for you, but it changes the job from invention to selection. When a social value question lands:

- Read what that commissioner actually weights and rewards. Match your evidence to their priorities, not a generic list.
- Pull real figures from the bank rather than reaching for round numbers you cannot back up.
- Make commitments specific and measurable, because they will likely become contract KPIs. "Five apprenticeships in the contract area within the first year" beats "we are committed to apprenticeships."
- Tie it to the local area the contract serves. Commissioners care about their community, not your national totals.
- Only promise what you can deliver and report on. An unevidenced promise scores poorly and an undelivered one damages the relationship.

The one rule to remember

You cannot write convincing social value the night before a deadline. You can only report it. Keep the bank full all year, and every bid gets easier and stronger.

Want help building yours?

AssuredBid helps care and housing providers set up social value evidence banks, write answers that score, and track commitments through delivery. If your social value answers feel thin, that is usually an evidence problem, not a writing one, and it is fixable. Talk to us.

Get in touch: www.assuredbid.com

This resource is general guidance for the care and supported housing sector and is not legal advice. Procurement rules, policy notes and weightings change and vary by commissioner, so always check the requirements of the specific tender you are bidding for.