

Social Value Consultancy



EMPOWERING YOU TO LEAD WITH PURPOSE

Supporting you to design and deliver social value plans that maximise community impact, strengthen tender bids, and provide clear measurement and reporting.

We are Cyd Innovation

Cyd Innovation move social value beyond compliance into meaningful commitment to building stronger, more resilient communities.

Sector-Experienced Practitioners



A specialist social value team with proven cross-sector experience in designing and delivering social value plans across the UK. With strong foundations in public policy, procurement, and stakeholder engagement, we've built strategic partnerships with NGOs, local authorities, and industry leaders - ready to help you deliver measurable value.

An Organisation Grounded In Practice, Not Just Theory



Our approach is grounded in real-world experience of delivering retrofit projects with communities across England and Wales. Along the way, we've seen a common challenge: many projects make bold promises on social value, but delivering those promises in practice is harder.

That's why we created our social value services – to bridge the gap between ambition and action. By focusing on genuine engagement with local stakeholders and robust measurement and auditing of outcomes, we help our clients deliver more through their projects, build stronger, more resilient connections with their communities and obtain independent verification of their impact.

Why Social Value Delivery Matters

Social value now carries a minimum 10% weighting in in-scope tenders, and can reach up to 30%. Increasingly, even out-of-scope organisations are adopting the social value model. For example, 30% of local councils now include social value criteria in their procurement processes.*



What this means for you...

Effective social value consultancy isn't just a compliance requirement. **It's a strategic advantage.** It helps organisations win more tenders, build stronger community relationships, and demonstrate measurable impact.



Responding To Legislation

- Minimum of 10% weighting for social value in central government, executive agency and non-departmental public body tenders
- Using the new social value model is mandatory from 1 October 2025
- Failure to deliver on social value commitments could lead to public debarment - excluding you from future public tenders



Community Involvement

- Targeted initiatives shaped around your community's greatest needs
- Streamlined processes that unlock greater impact through your everyday work
- Social value outcomes aligned with your company's vision and purpose



Demonstrating Real Impact For Your Stakeholders

- Showcase compelling stories that bring your impact to life and build trust
- Evidence the value of your work via Social Return on Investment (SROI)
- Provide stakeholders with clear, transparent data through intuitive reporting and capture systems

*Social Enterprise UK, 2024. *The state of social value in public sector spending: Shaping the future of local authority procurement.*

Here when you need us - for one step or the whole journey

Creating measurable outcomes that extend beyond financial return.
Embedding social impact into every stage of end-to-end project delivery.



See our social
value case
studies here





1

Community Needs Assessment

By analysing factors such as demographics, deprivation levels, existing resources and partnership opportunities, Cyd Innovation provides a comprehensive community profile and ensures your social value budgets are strategically targeted for maximum, measurable impact.

Research Methodology

Desk Based



- Data collection & analysis
- Demographic data
- Deprivation levels
- Available resources
- Partnership opportunities

Field-based



- Direct stakeholder engagement to capture qualitative insights, lived experiences and local perspectives



Benefits

- Enables informed, data-driven decisions and effective resource allocation
- Directs investment where it will have the most lasting effect
- Engages communities and builds stronger partnerships
- Overcomes uncertainty and inefficiency in targeting social value initiatives



2

Embedding Social Value in Procurement

By placing social value at the core of procurement processes, Cyd Innovation support the creation of robust, compliant, and competitive proposals that resonate with your community's needs and regulatory requirements.



Benefits

- Ensures social value is integrated from the start, not as an afterthought
- Helps bids stand out for their meaningful and deliverable commitments
- Streamlines social value delivery within existing procurement practices
- Addresses challenges in aligning procurement with community priorities and compliance



3

Social Value Delivery Support

Turning Social Value commitments into action can be challenging. Cyd Innovation bridges that gap with the expertise, partnerships, and support needed to deliver your social value plan.

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* Benefits

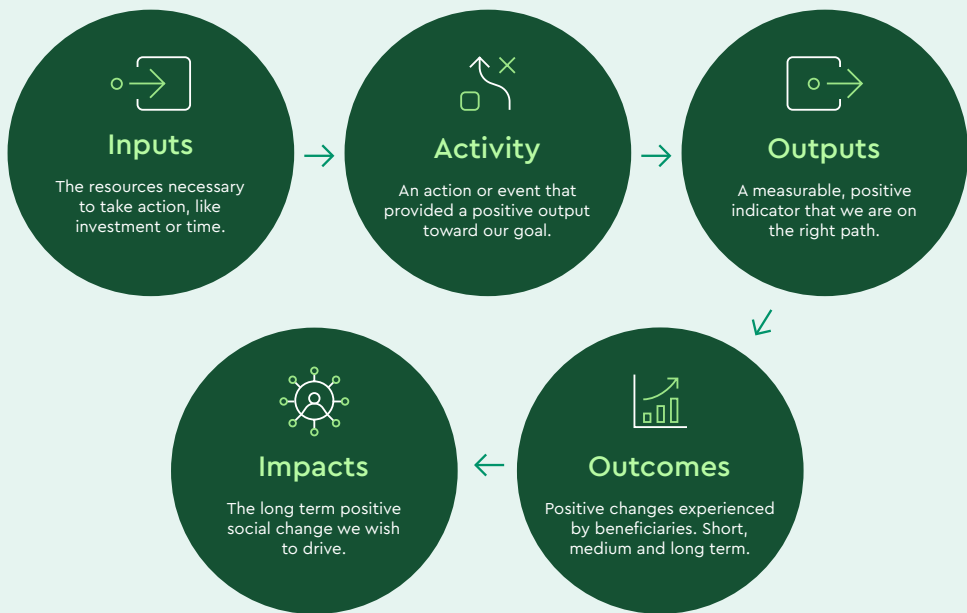
- Provides expertise to design and execute effective social value plans
- Simplifies progress tracking and outcome measurement
- Connects with partners to maximise delivery and impact
- Resolves difficulties in planning, measuring, and demonstrating social value outcomes



4

Impact Measurement

At Cyd Innovation, we go beyond basic input and output tracking. Our approach integrates proxy values with quantitative and qualitative metrics to deliver a complete, evidence-based understanding of your social value impact.



Benefits

Our framework follows the full impact journey - from Inputs to Activities, Outputs, Outcomes, and finally Impacts - **providing clarity and accountability at every step.**



5

Verifying & Reporting Your Impact

Through independent auditing and reporting, Cyd Innovation provides third-party assurance, concise summary reports, alignment with strategic frameworks, and actionable recommendations, all supported by shareable case studies.

Whole House Energy Retrofit Social Value Report

YOUR LOGO HERE

 Cyd Innovation

* Benefits

- Delivers trusted, independent verification of reported impact
- Produces clear, strategy-aligned reports for stakeholders
- Supplies practical recommendations to maximise future outcomes
- Reduces internal audit burden and enhances credibility with external audiences

What Sets Our Approach Apart



Robust, Balanced Measurement

Combine hard data with human stories to capture the full scope of your impact.



Real-Time Monitoring & Reporting:

Track progress live, share updates with stakeholders instantly, and adapt strategies based on real-time insights.



Streamlined Evidence Management:

Secure, centralised tools to store, manage, and validate evidence of your outcomes.



Clearer Communication of Value:

Simplifies the complexity of impact measurement and helps you communicate your results with credibility and confidence.

Measure what matters, demonstrate your difference & build trust through transparency.

Win tenders, improve resident satisfaction, meet contract requirements, engage your employees.



Book your free
consultation

Join forces with Cyd Innovation to spark real change in your communities, prove your impact to the people who matter, and stay ahead with powerful, trackable results. Let's turn social value into your competitive edge.



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