Social Value Guide for SME Suppliers

What is Social Value?

Social value is the additional economic, social and/or environmental benefit delivered through a contract. West Yorkshire Fire & Rescue Service (WYFRS) seeks suppliers who contribute to safer, stronger and more resilient communities alongside delivering the required goods, services and/or works. Social value commitments must be relevant to the contract, proportionate, measurable and capable of being monitored.

What Matters to WYFRS?

🚒 Community Safety

Support prevention and protection objectives by:

- Assisting with community safety campaigns.
- Supporting vulnerable people and communities.
- Participating in resilience and emergency preparedness initiatives.
- Engaging with schools and community groups.

👨‍🎓 Employment & Skills

Create opportunities for local people through:

- Apprenticeships and traineeships.
- Work experience placements.
- Careers advice and mentoring.
- Opportunities for under-represented groups, veterans and care leavers.

🤝 Equality, Diversity & Inclusion

Demonstrate inclusive practices by:

- Using fair and accessible recruitment processes.
- Promoting workforce diversity.
- Considering inclusivity in products, services and PPE.
- Supporting equal opportunities across your supply chain.

🏢 Supporting Local Communities & Businesses

Contribute to the local economy by:

- Employing local people.
- Using local suppliers and SMEs.
- Supporting community organisations and initiatives.

🌱 Environmental Sustainability

Reduce environmental impact through:

- Lower carbon emissions.
- Reduced waste and packaging.
- Sustainable sourcing.
- Efficient transport and logistics.

🔄 Operational Resilience

Help ensure continuity of critical services by:

- Maintaining business continuity arrangements.
- Identifying alternative suppliers.
- Building resilience into supply chains.
- Supporting emergency response capability when required.

How to Write a Strong Social Value Response

Your commitments should be SMART:

✅ Specific
✅ Measurable
✅ Achievable
✅ Relevant to the contract
✅ Time-bound

Avoid:

- Generic statements about company values.
- Promises that cannot be monitored and measured.
- Activities unrelated to the contract.
- Commitments without evidence or delivery plans.

The PPN 002 Guide to using the social value model emphasises the importance of specific, measurable and time-bound commitments that can be managed and measured throughout contract term.

Example Commitments could include (but are not limited to)

- Providing one annual work experience placement for a local student.
- Delivering 20 hours of volunteering to support community safety initiatives.
- Spending at least 70% of contract value with local or regional SMEs where appropriate.
- Reducing contract-related carbon emissions by 3% during Year 1.
- Sponsoring a local child's football team.
- Supporting local community groups, charities, or local cultural events.

- Promotion of diversity, equity, and inclusion within your workforce.
- How the health and wellbeing of your employees is proactively supported.

Top Tip for SMEs

You do not need a large corporate social responsibility programme to deliver strong social value. WYFRS is often looking for practical, locally focused commitments that can be delivered, evidenced and monitored throughout the contract. Smaller commitments that are realistic and meaningful will score more highly than ambitious promises that cannot be achieved.

Think Local. Be Specific. Make it Measurable.