

FREE GUIDE · CLEARBID RESEARCH

Social value in council and housing association tenders

A practical guide for repairs contractors and care providers

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WEB
clearbiduk.com/guides/social-value

AT A GLANCE

63% of repairs and care contracts were let by councils, housing associations and combined authorities

63%

of repairs and care contracts let by local buyers

1,745

contracts in the last 12 months

158 of 220

live tenders from local buyers

What matters most

- **Find the model first** PPN 002, PPN 026 or the buyer's own: the pack tells you.
- **Make it scoreable** A number, a date, an owner and how you will report it.
- **Only promise what you'll deliver** Commitments usually become contract terms.

Next steps

- 1 Check the social value model and weighting in your next tender pack.
- 2 Turn each commitment into a row of the table in this guide.
- 3 Run the checklist before you submit.

01 The short answer

Before you write a social value answer, find out which model the buyer is using. Central government buyers follow PPN 002, and from 1 January 2027 PPN 026 for contracts of £1 million or more. Councils and housing associations usually set their own themes and measures in the tender pack. Then write commitments the buyer can score: a number, a date, who is responsible and how you will report it.

02 What our data shows

63%

of 1,745 repairs and care contracts let by councils, housing associations and combined authorities

158 of 220

live tenders in our index on 17 October 2026 from the same kinds of buyer

Of the 1,745 repairs and care contracts awarded in England and Wales between 17 October 2025 and 17 October 2026, 1,108 (63%) were let by councils, housing associations and combined authorities. On 17 October 2026, 158 of the 220 live tenders in our index (72%) came from the same kinds of buyer.

These buyers are not required to follow the central government notes PPN 002 or PPN 026, though some adopt them. For most of the work you bid for, the social value model is the one in the tender pack, so read it before you write a word.

Source: ClearBid analysis of Find a Tender and Contracts Finder notices, one count per contract. Contains public sector information licensed under the Open Government Licence v3.0.

03 Which rules apply to your tender

WHO IS BUYING	SOCIAL VALUE MODEL
Council, housing association or other local buyer	The buyer's own model: its themes and measures, set out in the tender pack. PPN 002 or PPN 026 only if the pack adopts them.
Central government, procurement started under the 2015 rules	PPN 06/20 (its themes and model award criteria), with at least 10% of the total score.
Central government, Procurement Act 2023, started before 1 January 2027	PPN 002 and the buyer's stated outcomes, tied to the National Procurement Policy Statement priorities.
Central government, £1 million or more (including VAT), starting on or after 1 January 2027	PPN 026, the Social Value Model: two outcomes only, Good Jobs and Skills, with at least 10% of the score from £1 million and 20% from £5 million.
Scottish buyer	Community benefits in the buyer's own terms, under the Procurement Reform (Scotland) Act 2014. PPN 002 and PPN 026 don't apply.

PPN 026 applies to central government procurements of £1 million or more (including VAT) that start on or after 1 January 2027. Detailed guidance on it is due from the Cabinet Office. Councils and housing associations may choose to follow these notes; the tender pack says if they do.

04 Write commitments a buyer can score

Evaluators mark what you commit to and how they can check it. A general promise can't be marked; a specific commitment can.

The same commitment, written two ways (an illustration, not a target)

WHAT YOU SUBMITTED

We are committed to supporting the local community and creating opportunities for local people.

REWRITTEN

We will recruit 2 apprentices living in the borough by March 2027, each working towards a Level 2 qualification, and report progress to the contract manager every quarter.

- **A number.** How many jobs, apprenticeships, training places, hours or pounds of local spend.
- **A date.** When each commitment will be met, and any milestones before it.
- **Who is responsible.** The role in your firm that will deliver and report it.
- **How you will report it.** What you will measure, how often, and in what form.
- **Where it happens.** Tie it to the place the contract is delivered, as local buyers usually ask.
- **Proof you can do it.** What you have already delivered on past contracts, with figures.

Only commit to what you will deliver

Social value commitments usually become contract terms, and the buyer can check them during the contract. A smaller commitment you meet is worth more than a large one you miss.

05 Match the model the buyer uses

- **PPN 026 (central government, from 1 January 2027, £1 million or more):** write to its two outcomes, Good Jobs and Skills. Commit to specific jobs, apprenticeships, training and skills for people near the contract, with numbers, dates and how each is reported.
- **PPN 002 (central government under the Procurement Act 2023):** use the outcomes the buyer states in the pack, and link your commitments to the National Procurement Policy Statement priorities, such as local jobs, skills and spend with small firms and charities.
- **The buyer's own model (most councils and housing associations):** use their themes and their measures, in their words. If they give a list of measures, pick the ones you can deliver and report against.
- **Community benefits (Scotland):** use the buyer's own community benefits requirements and wording.

06 A commitment table you can copy

Many buyers ask for commitments in a table. If the pack gives one, use theirs. If not, this layout covers what evaluators look for. The row shown is an illustration only.

Illustration only. Use your own figures.

COMMITMENT	MEASURE	STARTING POINT	TARGET AND DATE	HOW REPORTED	OWNER
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COMMITMENT	MEASURE	STARTING POINT	TARGET AND DATE	HOW REPORTED	OWNER
Local apprenticeships	Apprentices living in the borough	0 on this contract	2 by March 2027	Quarterly contract report	Operations manager

07 A checklist for before you submit

- ☐ We have found which social value model the buyer uses, and its weighting.
- ☐ Every commitment has a number, a date, an owner and a way to report it.
- ☐ Every commitment is one we will really deliver, and our operations lead has agreed it.
- ☐ Commitments are tied to where the contract is delivered.
- ☐ We have backed our answer with what we have already delivered, with figures.
- ☐ The answer keeps to the word limit and answers every part of the question, in the order asked.
- ☐ We have used the buyer's own words for their themes and measures.

Want a second pair of eyes? A ClearBid Health Check scores your draft against the buyer's marking scheme and gives the 10 fixes worth the most marks. See clearbiduk.com/ai-bid-check.

ABOUT THIS REPORT

How to read this report

Contains public sector information licensed under the Open Government Licence v3.0. We link to the tender documents on the buyer's site rather than copying them.

We never write or advise on pricing.

General guidance, not legal advice. Check the tender documents and the buyer's own rules for each bid.

Sources

- GOV.UK, PPN 026: The Social Value Model (published 5 August 2026): www.gov.uk/government/publications/ppn-026-the-social-value-model/ppn-026-the-social-value-model-html
- Procurement Pathway, PPN 002: Taking account of social value in the award of central government contracts: www.procurementpathway.civilservice.gov.uk/documents/ppn/ppn-002-taking-account-of-social-value-in-the-award-of-central-government-contracts
- Bevan Brittan, The National Procurement Policy Statement (published 12 February 2025): www.bevanbrittan.com/insights/articles/2025/the-national-procurement-policy-statement/
- ClearBid methodology: how our figures are built: clearbiduk.com/methodology

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