



Social Value Annual report

September 2026
Rotherham Metropolitan Borough Council

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Introduction

Over the past year, social value has continued to play a vital role in supporting Rotherham Council's ambition to create an economy that works for everyone. Through procurement, commissioning, partnership working and community wealth building initiatives, the Council has strengthened its ability to ensure that public spending generates wider benefits for residents, communities and local businesses.

This report demonstrates the significant progress made in embedding social value across the Council and the Borough's wider anchor network. Since the previous annual report, social value commitments secured through Council contracts increased to £41.6m and, significantly, validated social value delivered has increased to £23.7m. Behind these figures are real outcomes, including 454 jobs and 1,169 apprenticeships weeks having been delivered.

The past year has also seen important progress beyond procurement. The Council has strengthened its work on employee ownership, provided support for local businesses, deepened collaboration through the Rotherham Together Partnership and continued to build the skills and confidence of officers, suppliers and community organisations to deliver meaningful local impact.

While there is much to celebrate, this report also recognises the challenges that remain and sets out clear priorities for the year ahead. The focus will be on building on these achievements, strengthening delivery across all five pillars of community wealth building and ensuring that the Rotherham pound works harder for local people, places and businesses.

Social Value delivery



Delivery headlines

The Council continues to use progressive procurement to secure wider **economic and social** benefits for residents and communities.

Since the introduction of the Social Value Policy, total social value committed through Council contracts has increased from **£32m in last year's report** to **£41.6m this year**, an increase of **£9.6m** over the reporting period which ran from December 2024 to November 2025.

Validated delivery of social value stands at £23.7m, having **increased by 92%** compared to the previous annual report and was achieved across the Council's three procurement portfolios:

- **People: £11.4m delivered**
- **Places: £10.9m delivered**
- **Corporate: £1.4m delivered**



As social value delivery continues to grow, the Council's focus is increasingly on **ensuring commitments are aligned to local priorities, delivering meaningful, long-term outcomes for residents, communities and the local economy.**

Pitney Bowes demonstrates how suppliers can develop meaningful local social value delivery with the right support and engagement. Although they are a national print and postal services provider based outside the borough, the company has worked closely with the Council to better understand local needs and opportunities.

This has led to successful partnerships with Oakwood High School and St Bernard's School, where Pitney Bowes has delivered careers events, mock interviews and employability support, helping young people develop skills and confidence for the workplace. Students were also challenged to solve a real business problem and present their ideas to company representatives, providing valuable experience of professional working environments.

Building on this success, Pitney Bowes is now working with the Council's Employment Solutions Team to recruit a local unemployed resident through a tailored programme of job coaching, interview preparation and ongoing support. The partnership demonstrates how proactive contract management can help suppliers move beyond contractual requirements and create lasting benefits for Rotherham residents and communities.

Pitney Bowes Case study



Employment and skills

Social value commitments continue to play a significant role in supporting residents into employment and improving skills development.

Key achievements include:

- **454 full-time equivalent jobs** secured for local people through Council contracts, equating to **£15.1m** in social value (NT1)
- **1,169 apprenticeships weeks** delivered, worth **£266k** in social value (NT10)
- **4,985** hours of personalised career mentoring and employability support initiatives delivered, amounting to **£555k** in social value (NT11)
- **728** staff hours **supporting local schools and colleges**, totalling **£12.3k** in social value (NT8)

These interventions contribute directly to reducing economic inactivity and supporting residents furthest from the labour market.



454 FTE of Local direct employees hired or retained on contract (NT1).



1169 weeks of apprenticeships delivered on contracts Level 2,3, or 4+ (NT10).



£555,168 delivered in social value for support to assist unemployed individuals into work (under and over 24 y.o.) (NT11).

Mears and Equans demonstrate how progressive procurement can create benefits that extend far beyond core service delivery. Through significant investment in the local economy, engagement with their supply chains and a strong commitment to skills and employment, both organisations have become key partners in supporting inclusive growth across Rotherham. Alongside creating jobs and apprenticeships, they have championed opportunities for care leavers, supported more inclusive recruitment practices and worked with their supply chains to maximise the delivery of social value throughout the borough.

- 1,270+ local residents supported or retained in employment
- 546 hours of support provided to unemployed residents
- 1,631 hours spent engaging with local schools and colleges
- 675 weeks of apprenticeships delivered
- 104 weeks of workforce upskilling and apprenticeship development

A neurodivergent resident progressed from work experience placements into employment with Equans through an adapted recruitment process and ongoing mentoring support, demonstrating how inclusive employment practices can create life-changing opportunities.

As the Equans and Mears housing repairs and maintenance contract was procured before the policy these figures are not part of the main monitoring of social value so these numbers are additional to the overall delivered figure.

Equans and Mears

Case study



Maximising the Rotherham £: Increasing Spend in the Local Economy

Progressive procurement is increasingly being used to retain wealth within Rotherham, particularly through strengthening local supply chains.

Across the reporting period: **£11.5m has been spent by suppliers through the local supply chain**, generating **£5.8m of social value**. This reflects a growing recognition of the importance of local economic multipliers and the role anchor institutions can play in supporting SMEs.

The amount of **Council expenditure being spent locally has continued to increase** from **£44.8m in 2019/20** to **£122.1m in 2024/25**. This is an increase of **£77.3m or 172%**. A greater absolute amount of Council expenditure is being spent locally and the proportionate share of expenditure has also increased from **17.8% in 2019/20** to **26.7% in 2024/25**.

£5,772,537.4 of Social Value
created as a result of local supply
chain on contracts (NT18).



Sanderson Building Services Ltd Case study

Sanderson Building Services, a **Rotherham-based company**, demonstrates how **local businesses** can maximise the impact of public sector contracts. On a single contract, the company spent over **£45,000 with 16 local suppliers, including eight local SMEs**, helping to **retain investment within the borough** and support local jobs and economic growth.

Beyond this, Sanderson has built a strong partnership with Maltby Learning Trust, supporting careers events, work experience placements and employer engagement activities, helping young people gain insight into local career opportunities and the construction sector.



KCM case study

As a long-established, family-run Rotherham business, KCM Waste Management has embedded social value into its everyday operations, ensuring benefits are delivered alongside contract outcomes. The company supports inclusive employment by creating opportunities for local residents, including people who were previously unemployed and those facing barriers to work, having recruited eight local people into employment during the reporting period.

KCM is also committed to strengthening the local economy through its supply chain, spending £20,026 with businesses within the borough. Alongside this, KCM has provided expert support to local VCSE organisations and actively invests in community initiatives, fundraising and local partnerships.

Through a combination of local employment, supply chain investment and community support, KCM demonstrates how businesses can generate lasting social and economic value for Rotherham while delivering high-quality services.



VCSE Support

Suppliers have continued to support the voluntary and community sector through **financial and in-kind donations**.

Key contributions include:

- **£178k** in equipment and resources donated to VCSE organisations
- **554 hours of expert business** advice provided to local SMEs and VCSEs, equivalent of **£56k of social value**

While these contributions are valuable, the Council recognises that their impact is maximised when they are aligned to local need. Working through the Rotherham Together Partnership (RTP), the Council and Voluntary Action Rotherham (VAR) have piloted a new approach with Social Prescribing Hubs to better identify community priorities and connect suppliers with organisations requiring support. This has helped ensure that donations and professional expertise are directed towards areas of greatest need, increasing the relevance and impact of social value delivery across Rotherham.

553.8 hours
of expert business
advice delivered to
VCSEs and MSMEs
(NT15)

£177,573.5
of equipment or re-
sources donated to
VCSE's (NT16)



GM Coachwork case study

GM Coachwork, a specialist provider of accessible minibus conversions based in South West England, demonstrates how meaningful social value can be delivered regardless of geographical location. Whilst supplying 20 accessible minibuses to the Council, the company worked closely with officers to identify a social value opportunity that would create tangible benefits for Rotherham residents.

Through collaboration with the Council, GM Coachwork was connected to Rotherham Parents and Carers Forum (RPCF), a charity supporting children and adults with SEND and their families. Recognising the strong link between its core business and the needs of RPCF, the company provided £2,000 of equipment and resources to strengthen the charity's operational capacity. This support enabled RPCF to redirect funding towards frontline activities and services, helping to maximise its impact on local families.

This partnership highlights how businesses, public services and the voluntary sector can work together to ensure social value is targeted where it can make the greatest difference, transforming a contractual requirement into meaningful and lasting community benefit.



Strengthening Local Supply Chains

Through the **Council's partnership with Go4Growth**, a range of procurement readiness support has been made available to help local businesses develop the skills, knowledge and confidence required to **access public sector and anchor institution supply chains**.

During 2025, a total of **242 business engagements** were recorded across procurement readiness activities, including training, resources and tailored support.

Activity levels varied throughout the year, with the highest engagement recorded in Quarter 3 (84 engagements), driven primarily by workshop participation and uptake of procurement support resources.

The programme has helped local businesses build procurement capability, improve their understanding of public sector tendering processes and increase their readiness to compete for opportunities with the Council, other public sector organisations and local anchor institutions. These interventions support the Council's wider objectives of **increasing local supply chain participation, retaining expenditure within the borough and promoting inclusive economic growth**.



Activity Delivered

- **16 businesses participated in the Public Sector Supply Ready programme.**
- **23 businesses completed online procurement courses.**
- **88 businesses accessed video tutorials.**
- **21 resource downloads were recorded.**
- **8 businesses received tailored one-to-one support.**
- **86 businesses attended procurement workshops.**

Strengthening Local Supply Chains

The Council has been working in partnership with **Barnsley & Rotherham Chamber of Commerce** to support the development of local supply chains and increase opportunities for local businesses to secure contracts.

This investment supported **engagement with almost 200 local businesses** through sector specific Meet the Buyer events and monthly digital promotion of local supply chain opportunities. Together, these activities have strengthened awareness of procurement opportunities, improved business capability, and contributed to the development of more resilient local supply chains across the borough.



Key activities delivered included:

- **Meet the Buyer and Anchor Organisations Event**
- **Meet the Buyer: Retail & Hospitality**
- **Meet the Buyer: Construction**
- **Chamber Means Business**
- **Planning & Development Strategic Event**
- **Manufacturing Supply Chain Expo**

Rotherham Together Partnership



The Rotherham Together Partnership (RTP) continued to build a more coordinated and needs-led approach to social value through a second phase of support from Social Value Portal.

Key Partnership Achievements

- Delivered six RTP social value champion forums, providing peer support, shared learning and practical guidance to partner organisations.
- Supported partners through tailored one-to-one consultancy, helping strengthen organisational capability and consistency.
- South Yorkshire Police prioritised local social value delivery through the use of a local contractor for redevelopment works at Rotherham Main Street Police Station.
- Rotherham Doncaster and South Humber NHS Foundation Trust (RDaSH) achieved Real Living Wage accreditation and strengthened social value requirements within procurement processes.
- Barnsley & Rotherham Chamber and Voluntary Action Rotherham established complementary brokerage roles, improving connections between suppliers, businesses and community organisations.
- The Rotherham model has influenced wider system partners, with work underway to explore adoption across South Yorkshire and collaborative procurement approaches developing across NHS organisations.



Rotherham Together Partnership



Through this work, partners have:

- Increased collaboration and knowledge sharing across anchor institutions.
- Strengthened mechanisms for connecting suppliers with local opportunities and community needs.
- Embedded social value more consistently within commissioning and procurement activity.
- Committed to ongoing quarterly partnership meetings to maintain momentum, accountability and continuous improvement.

Future Priorities

While significant progress has been achieved, partners recognise the need to:

- Improve consistency in measurement and reporting.
- Strengthen partner engagement during periods of organisational change.
- Enhance monitoring of social value commitments and delivery.
- Better demonstrate the collective impact being achieved across Rotherham.

Annual Social Value Event



The Council has held 2 annual social value events since the last report, in 2025 and 2026. The sixth annual social value event took place on June 1st 2026 at New York stadium and brought together 112 delegates from businesses, public sector organisations and the voluntary and community sector to share learning, build partnerships and showcase the impact of social value across the borough.

Hosted by the Leader of the Council and Chief Executive, the event featured local case studies, practical workshops and networking opportunities to help organisations maximise their contribution to Rotherham communities.

A highlight of the event was a Q&A session with two care leavers who shared their personal employment journeys and the transformative impact that access to work, training and support had on their lives. Their stories provided a powerful reminder of how social value commitments can create meaningful opportunities and life-changing outcomes for local people.

The event also featured a presentation from KCM Recycling, a local Rotherham business, demonstrating how social value has been embedded within its organisational model and business practices, illustrating how commercial success and community benefit can go hand in hand.

The event helped strengthen understanding of social value, celebrate local success and inspire businesses and partners to play a greater role in delivering positive social, economic and environmental outcomes across Rotherham.

Achievements and Challenges

Built internal capability and accountability through social value training for 107 officers, targeted support for key teams, and enhanced oversight of contract performance by Strategic Directors.

Strengthened supplier and market engagement through the launch of a social value supplier toolkit and delivery of the sixth annual social value event, with 112 attendees, supporting businesses to better understand and deliver local impact

Supported the wider social value local network through partnership working with Go4Growth, Voluntary Action Rotherham and the Chamber of Commerce, including VCSE training programme and promotion of best practice through the Chamber Awards in which the Council sponsored a social value award.

Alignment with local need is required, particularly for employability support where Council provision is duplicated. Increasing activity in areas such as work experience placements would help to maximise impact and better align social value with local need. A review of the current TOMs and area of delivery is taking place to address this.

Supplier understanding could be improved, with some inconsistency in awareness of social value requirements and how to deliver meaningful local impact. To address this, the Council has undertaken a range of engagement and capacity-building activities, targeted market engagement sessions, upskilling of the Business Development Team, and developed social value supplier toolkit.

Measuring impact remains a challenge as significant value is being generated through contracts but the current Rotherham TOMs set does not capture all work and skills measures, limiting the extent to which this impact can be reported.

Plural Ownership of the Economy



Employee Ownership

The Council has set up a feasibility service to allow business owners to explore employee ownership alongside other exit options for free. This has been complemented with outreach and engagement events to encourage conversations around succession planning.

Employee-owned businesses have been recognised as strategically important to the local economy and have become beneficiaries of targeted 1:1 business support via the Council's Key Account Management programme.

- 35 businesses engaged
- 5 businesses supported
- 1 business accessed the Feasibility Service



21st Century Social Clubs

RMBC Social Value Annual Report,
September 2026



21st Century Social Clubs in Rotherham is the first business support programme designed and delivered specifically for Social Clubs in the country. It aims to strengthen Clubs as democratic, member-owned organisations of the future.

- 13 Clubs engaged via outreach and survey.
- 11 Clubs reported financial pressure and risk of closure.
- 8 Clubs receiving support via the programme through workshops and 1:1 support.

“With the right support, we see the next 12 months as a turning point. Our goal is not just to survive, but to stabilise, reduce financial pressure and build a clearer plan for the future”

Fair employment



Fair employment - Employer of Choice

The Council achieved accreditation as a Living Wage employer from the Living Wage Foundation in September 2021. In 2025, this status was successfully retained for a fourth year. As a result, the Council can continue to display the Real Living Wage logo in its communications and publicity materials. Currently, the Council ensures that all its staff receive the Real Living Wage, which currently stands at £13.45 per hour. Additionally, the Council is committed to extending this standard to all in scope contracts.

Rotherham Council is committed to being an employer of choice by creating a supportive, inclusive and rewarding workplace where employees can thrive. The Employer of Choice Steering Group developed data and research-informed interventions to enhance the Council's offer around the full "employee lifecycle" from attraction and recruitment to transition and exiting the Council. The Group currently is reviewing research undertaken with both our workforce and communities on the perception of RMBC as an employer, developing an outreach plan to work with "seldom heard" groups, a range of communities, schools and universities to ensure that we reflect the communities that we serve and that our processes and policies promote inclusion and reduce barriers to employment with the Council. The Council are introducing more diverse recruitment methods and have held focus groups with hiring managers within the Council-an example of this being a pilot using CVs for recruitment to roles at Rother Valley which attracted 100 applicants.

Fair employment - Pathways to Work

At the end of 2025/26, Pathways to Work had **engaged 388 participants onto programme with 87 participants supported into paid work** (22% conversion – which mirrors regional averages across South Yorkshire). Over 45% of jobs started were full time, with 54% of jobs being permanent. 38% of participants moved into work had been long term unemployed or had never worked before.

As part of the Pathways to Work Trailblazer, Rotherham have developed a new “Course to Job” programme. This provision looks at working directly with employers by working backwards from the job role and assessing the type/quantity/training requirements for each role. This has been very successful with provisions for employers such as Concentrix and Subcontractors of Yorkshire Water, due to the positive response it is being rolled out to other local employers.



Fair employment - Bridges to Work

Bridges to Work is a partnership initiative supporting people with disabilities and neurodivergent individuals as they transition from education into employment. Led by employers including Magna and Acorn Industrial Services Ltd, the programme helps remove barriers to work by connecting learners, support services and businesses.

Following their own positive experiences of recruiting people with people with disabilities and neurodivergent individuals, Magna and Acorn Industrial have championed the Bridges to Work Expo, sharing learning and encouraging other employers to recognise the significant benefits that a diverse and inclusive workforce can bring to their organisations. The initiative is helping create more accessible pathways into employment and promoting greater inclusion across Rotherham's labour market.



Key Actions for next year

Building on the progress made during the year, the Council and its partners will focus on strengthening the delivery of social value and advancing the wider community wealth building agenda across Rotherham. Key priorities for 2026/27 are:

- Continuing to ensure social value commitments made within the procurement process are delivered through contracts.
- Championing democratic business models through employee ownership and 21st century social clubs.
- Continue to build on opportunities to support residents into employment and strengthen access to good-quality jobs across the borough.
- Enabling more socially productive use of land and property.
- Following the changes proposed nationally, exploring how to maximise local benefits from investment.

