

## STRATEGY



## Social Value Engine working with East Riding of Yorkshire Council

### The Social Value Engine and East Riding of Yorkshire Council

#### Origins and Early Focus

In 2012, East Riding of Yorkshire Council (ERYC) joined the Interreg 4C project, which explored volunteerism as a route into employment. This international collaboration underscored the need for a more detailed way of evaluating social initiatives—particularly given the austerity measures spreading across Europe at the time. In response, ERYC began seeking a straightforward but rigorous method to highlight the value of its projects and services.

#### A Public-Private Partnership

This search led to collaborating with Rose Regeneration, an economic development consultancy, to co-develop and co-own the Social Value Engine. Designed around the Social Return on Investment (SROI) methodology and the eight Social Value International principles, the tool became the only accredited social value software platform in the UK. It gives local authorities, voluntary organisations, and other groups a practical way to measure social, economic, and environmental outcomes.

#### Key Milestones and Growth

- Embedding social value in day-to-day decision-making helped ERYC adapt its internal culture and encouraged new forms of collaboration.
- Over 150 organisations now use the Social Value Engine, reflecting its growing relevance across local authorities and VCSE groups.

- Feedback from frontline staff and community partners continues to shape the Engine, ensuring it remains responsive to real-world challenges.

### **Real-World Applications**

Over the years, ERYC has used the Social Value Engine for projects ranging from rough sleeper support services to infant massage courses in deprived areas. The Council has secured stronger funding and stakeholder engagement by quantifying benefits that often go unrecognised—such as reduced isolation or improved mental health. One notable success involved a refugee project, where evidence of social value helped unlock significant external investment.

### **Looking Ahead**

The Social Value Engine's development shows how the public and private sectors can collaborate to bring clarity and validation to community-focused initiatives. As it continues to evolve, the platform stands ready to help more organisations demonstrate the positive impact of their work and make better-informed decisions for the benefit of local communities.

---

#### **For further information contact:**

**Maddie Kortenaar**

Marketing Director - Social Value Engine

[maddie@socialvalueengine.com](mailto:maddie@socialvalueengine.com) | [www.socialvalueengine.com](http://www.socialvalueengine.com)