



A sector-specific toolkit to help you measure the social value created by your community transport services

# MEASURING UP

## The CT Social Value Toolkit



*"It's all well and good telling people what we do, but being able to put it into figures – for example, the amount of money we have saved the NHS as a result of us getting patients to their appointments – makes communicating our impact so much easier."*

**Jenny Bright**, manager, Green Community Travel Ltd

# Why should you measure your social value?

- Demonstrate the public benefit of community transport
- Monitor and maximise the social value of your charitable activities
- Gain the confidence of funders
- Quantify your social impact to commissioners with reference to the Social Value Act

*"Before, I could only articulate the number of trips we provide – but now I can put a figure behind passengers' human experiences. I also found the Toolkit easy to understand and very user-friendly."*

**Jason Donaghy**, manager, Fermanagh Community Transport



**Start measuring your social value today!**

Contact [socialvalue@ectcharity.co.uk](mailto:socialvalue@ectcharity.co.uk) to receive your CT Social Value Toolkit.