



A toolkit for community transport organisations to measure the social value of their charitable activities

# MEASURING UP

## The CT Social Value Toolkit



The CT Social Value Toolkit is composed of:

**THE PRACTICAL GUIDE**  
for Measuring Community  
Transport Social Value



+



**THE SOCIAL VALUE  
CALCULATOR**  
of Community Transport  
and its User Guide

The “social value” of an organisation’s activities is the estimated monetary value of their social impact.

## WHY SHOULD A CT MEASURE ITS SOCIAL VALUE?

- To demonstrate the public benefit of community transport
- To monitor and maximise the social value of your charitable activities
- To gain the confidence of funders
- To quantify your social impact to commissioners with reference to the Social Value Act

*“Social value has always been really important in explaining the wider benefits of our work, but until now was very difficult to quantify. The CT Social Value Toolkit has changed that. It is extremely useful to be able to put a figure on our social value.”*

**Andrew Kelly, Director of Westway CT**

*“We have reviewed the CT Social Value Toolkit and confirmed that it delivers its intended results. I believe that the Toolkit is an excellent support for CT organisations in demonstrating the social value their activities create.”*

**Edward Finch, Partner at Buzzacott LLP**

*“It is very easy to collate figures on activities from CTX and use the CT Social Value Toolkit to estimate the value of the fantastic work that we all do in the CT sector. Well worth taking part in this exciting project.”*

**Manuel Button, Director of Wandsworth CT**

To receive the CT Social Value Toolkit, please contact: [socialvalue@ectcharity.co.uk](mailto:socialvalue@ectcharity.co.uk)