

 Validated

Annual Report

Social Value: Your overview 2024-2025

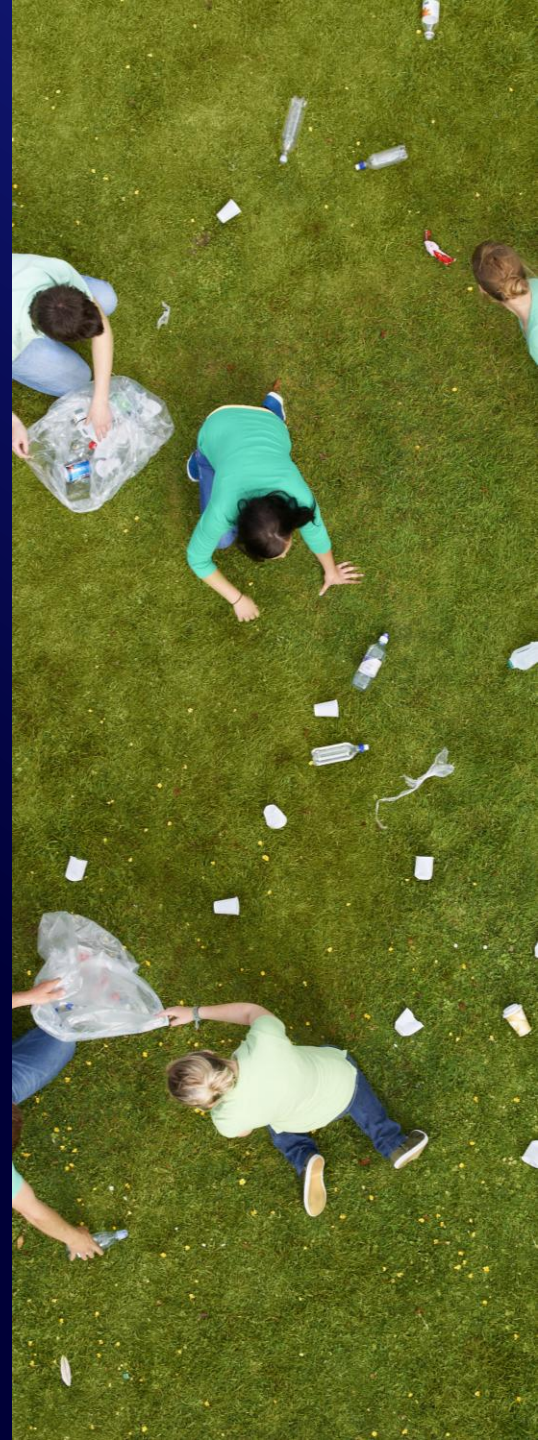




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1. Introduction



Introduction

This report offers an overview of the Social Value (SV) delivered by Churchill Group and their supply chain over the financial year 2024-2025.

The activities and initiatives carried out have generated value for local people, their immediate communities and the wider UK society.

The key information in this report:

- Churchill Group's approach and commitment to Social Value:
- Churchill Group's TOM System
- Breakdown of Social and Local Economic Value data
- Key highlights

Key:

SV = Social Value
% SVA = Percentage Social Value Add (Percentage Social Value/Total Contract Value)

Social Value Created 2024-2025



SV £280,387,531

Total Social Value created by Churchill Group



Churchill Group and Social Value Portal

Social Value Portal was appointed by Churchill Group to help embed social value into their contractual works enabling them to measure, validate and report on the company's positive contributions to local communities and the wider society.

Social Value Portal was engaged to:

Define measurement

Social Value Portal developed a social value measurement framework (TOM System) that reflected Churchill Group's social value priorities..

Set-up platform and processes

Social Value Portal created a Churchill Group Master Account to enable monitoring of Social Value delivery across Business Units and contracts.

Validate data for robust reporting

Supporting Churchill Group in the quality assurance of data including periodic reviews of the data collected. Reports and project summaries could then be generated through the system.

Performance

The purpose of this report is to communicate the successes from the past financial year with the Social Value Portal (SVP) and identify performance highlights.

2. Measurement



Measuring Social Value: The TOM System™



The measurement framework used by Churchill Group is aligned with the National Social Value measurement framework – TOM System™.

The framework that sets the standard

The TOM System™ has been developed by the National Social Value Taskforce, a cross-sector organisation that combines both public and private sector organisations. It is the result of extensive consultation across local authorities and public-sector organisations, including the Office of Civil Society and Crown Commercial Services.

Themes, Outcomes and Measures

The TOM System™ is built around four key Themes, supported by several Outcomes and specific Measures. The Themes centre around promoting jobs and skills, supporting regional growth, empowering communities, protecting the environment, and promoting social innovation.

Turning activity into £SV

Financial proxy values have been attributed to Measures within the framework, allowing organisations to report their overall contribution to society in financial and nonfinancial terms. By reflecting the real needs of communities, the TOM System™ enables a positive contribution towards economic, social and environmental wellbeing.

TOM mapping

A mapping exercise was conducted to align the TOM System™ to the Churchill Group's priorities. As a result, SVP developed a bespoke TOM set built around four Themes, supported by 16 Outcomes and 32 Measures. The set is the default set of TOM used by Churchill Group and is based on the 2024 TOM methodology and proxy values.



Work



Economy



Community



Planet

Measuring Social Value: The TOM System™



Financial proxy values

Financial proxy values have been attributed to the Measures that underpin these Themes by using publicly available data sources such as the Unit Cost Database. These values have been used to calculate the Social Value (SV) generated by Churchill Group.

Defining the 'Local'

For Churchill Group, 'Local' was defined as 10 miles radius from the site postcode within each region. This ensured that Churchill Group were making the most impact for the communities they were working in. Please note, this definition of local can vary across projects.

Social Value

Social Value is the monetised value of additional benefits created for communities and society directly.



Work



Economy



Community



Planet

The TOM System: Churchill Group



Themes:

Outcomes:



Work

Promote Local Skills & Employment

Creating local employment opportunities

Creating equal employment opportunities

Providing skills and experience for good work

Providing good work opportunities

Developing skills and experience for future work



Economy

Support Growth of Responsible Regional Business

Building diverse and sustainable supply chains

Promoting a diverse and resilient business community

Promoting wellbeing and diversity in the workplace

Promoting fair work

Eradicating bad work in the supply chain

The TOM System: Churchill Group



Themes:

Outcomes:



Community	Healthier, Safer and more Resilient Communities	Building resilient communities
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Planet	Decarbonising and Safeguarding Our World	Restoring our climate and improving air quality through decarbonisation
		Restoring our climate and improving air quality through transport
		Protecting and restoring biodiversity and ecosystems
		Transitioning to a regenerative economy
		Managing waste sustainably

3. Social Value in Numbers





Delivered £SV Breakdown by Theme



Themes:

Delivered £SV:



Work	Promote Local Skills & Employment	£275,777,188.96
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Economy	Support Growth of Responsible Regional Business	£126,222.12
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Community	Healthier, Safer and more Resilient Communities	£21,063.03
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Planet	Decarbonising and Safeguarding Our World	£4,463,056.53
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Total delivered

£280,387,530.64



Key Performance Indicators

2024-2025



Apprenticeships

£64k of Social Value

2.1k

weeks of apprenticeships



Career Support Sessions

£46k of Social Value

415

attendee hours of career support



Employing Locally

£275m of Social Value

6.6k

Full-Time Equivalent jobs created in the definition of local



Jobs – Long Term Unemployed

£443k of Social Value

8.6

Full-Time Equivalent jobs created for long term unemployed people



Charity Support

£21.4k of Social Value

£21.4k

donated to VCSEs



Car Miles Saved

£712 of Social Value

15k

miles driven using zero emission vehicles



Volunteering

£118k of Social Value

6.7k

hours of community project volunteering



Jobs - NEETS

£275k of Social Value

5.2

Full-Time Equivalent jobs created for NEET individuals

4. Performance Highlights



Work

Top Theme by delivered SV

14.88

FTE jobs created for disadvantaged groups

£4.5m

Social Value delivered under Theme 'Planet'

6.7k

Hours of volunteering

Performance highlights

The Social Value delivery described clearly shows the widespread impact and benefit delivered to local communities, as well as wider society, by Churchill Group throughout July 2024 to June 2025.

'Work' stood out as the top Theme for the 2024-2025 FY with a total of £276 million of Social Value. This was mainly due to 6,599 local jobs created and retained, unlocking £275 million of Social Value. Further to this, 2,094 weeks of apprenticeships were provided throughout the year.

Churchill Group also created 14.88 FTE jobs for people from disadvantaged groups included people with disabilities, long term unemployed people and NEETS. This demonstrates Churchill's commitment to create equal employment opportunities.

Churchill Group delivered £4.5 million Social Value within the 'Planet' Theme. Initiatives under this Theme were aimed at transitioning to a regenerative economy, protecting and restoring biodiversity, managing waste sustainably, and restoring our climate.

Churchill also completed 6,749 hours of volunteering, delivering £117,987 of Social Value. Activities supported local community projects, support for environmental conservation and ecosystem management, and support for VCSEs.

5. Success Story



Success Story



Our Social Value Framework isn't just about metrics, it's about people. We're proud of the lives we've helped shape, the barriers we've helped remove, and the sense of purpose our teams bring to every initiative. Through local action, inclusive recruitment, and community partnerships, we're proving that business can, and should, be a force for good.

Social Value in action

Overall Social Value

Background

Churchill Group's Social Value Framework is built on two pillars: employability and life skills, and community impact. It aims to create meaningful opportunities for individuals facing barriers to work, while embedding social value into everyday business practices.

Our activities

In 2024/25, Churchill generated £276 million in social value through local employment, inclusive recruitment, and volunteering. Initiatives include internships for neurodiverse individuals, partnerships with Deaf Umbrella, and hands-on community projects led by CommunityMe Ambassadors.

Our impact

The framework has transformed lives by boosting confidence, skills, and career prospects. It supports inclusive hiring through national covenants and integrates TOMs reporting into ESG tracking, reinforcing Churchill's commitment to transparency and long-term social impact.

Success Story



Key stats:

1,984 Hours volunteered

91 Organisations supported



Community

Social Value in action

Volunteering across Churchill Group

Background

We always encourage employees to make a difference through two paid volunteering days annually. In the first 6 months of 2025, staff logged 1,984 hours supporting 30 charities, 45 community initiatives, and 16 school and skills-based activities across the UK.

Our activity

Volunteering efforts included working at Age UK charity shops, participating in the Great British Spring Clean, delivering employability workshops with AFK, and supporting animal welfare at ZSL London Zoo. Activities ranged from mentoring and mock interviews to environmental clean-ups and conservation support.

Our impact

These initiatives strengthened community ties, promoted sustainability, and empowered young people and vulnerable groups. Employees gained personal fulfilment while embodying Churchill's values of care, connection, and social responsibility. For more information [click here](#).

Success Story



“Churchill Group has been incredibly welcoming and accommodating. They have ensured the office environment suits me, and the team is always supportive”

- Mehrajul – Scheme intern



Jobs

Social Value in action

Empowering futures with West Lea

Background

Churchill Group partnered with West Lea to support young people with special educational needs through structured internships. Since 2023, three interns, Mehrajul, Ellie and Bradley, have gained valuable work experience and personal development support across Churchill’s London operations and client sites.

Our activity

Interns were placed in roles across Churchill’s London operations and client sites. Each placement was tailored to individual needs, with job coaches providing travel training, mentorship, and on-the-job guidance. Interns engaged in tasks ranging from administrative support to cleaning and housekeeping.

Our impact

The programme helped interns build confidence, independence, and workplace skills. The partnership reflects Churchill’s commitment to inclusive employment and meaningful social impact.



“I’m really excited about starting this apprenticeship and gaining my practical cleaning award. It’s going to be a good experience to add to my CV, and I’m happy I’ll get a qualification at the end of it.”

- Ellie



Jobs

Social Value in action

Ellie’s development story

Overview

Ellie joined Churchill Group through West Lea’s Supported Internship Programme, she has since transitioned into employment and hopes to soon begin a Level 2 Cleaning Hygiene Operative Apprenticeship. Her journey reflects Churchill’s commitment to inclusive employment and tailored support.

Activity

Ellie received personalised guidance, travel training, and mentorship from her supervisor. Her tasks were adapted to suit her strengths, and her working hours were adjusted to avoid peak travel times. She now works independently and is supported with written elements of her apprenticeship.

Impact

Ellie has grown in confidence, independence, and ambition. She was recognised with a Shining Star Award and hopes to become a supervisor to support others facing similar challenges. Her story highlights the power of inclusive opportunities and meaningful workplace support. For more information [click here](#).



‘It was such a great experience personally, working with young people determined to enhance their skills and reach their potential. Seeing their enthusiasm and the progress they made in just one day was incredibly rewarding.’

- Andrea Wood



Jobs

Social Value in action

Churchill Group – AFK Charity Partnership

Background

Churchill Group partnered with AFK, a charity supporting disabled and neurodiverse young people, to deliver tailored employability workshops. The initiative aligns with Churchill’s Social Value strategy and commitment as a Disability Confident employer.

Our activity

Led by Learning and Development Manager Andrea Wood, the session included a morning workshop on personal branding and an afternoon of mock interviews. Learners explored values, transferable skills, and the ABC model (Appearance, Behaviour, Communication) to build confidence and interview readiness.

Our impact

The experience empowered participants to reflect on their strengths and present themselves confidently. It reinforced Churchill’s dedication to inclusive employment and highlighted the value of supporting young people facing barriers to work. For more information [click here](#).



Community

Social Value in action

Churchill Group – Spark Insight partnership

Background

Churchill Group hosted an Insight Day at Victoria Station in partnership with Spark Charity, supporting neurodivergent students. The event aimed to introduce young people to career opportunities in facilities management and inspire future aspirations.

Our activity

Students explored Churchill's Transport division and the GTR Fleet Contract through hands-on activities and team-based games. The day included career insights, mentorship, and interactive learning, with each student receiving a goody bag to mark the experience.

Our impact

The event boosted confidence, curiosity, and career interest among participants. Educators praised Churchill's inclusive approach and flexibility, with several students expressing interest in future roles. The day reinforced Churchill's commitment to empowering young people and fostering inclusive employment.

For more information [click here](#).



“We are grateful for the support they have already shown through various fundraising challenges and are looking forward to entering this next stage of our journey together. The impact of their support will help us reach more veterans and provide life-changing services when they’re needed most.”

- Kate Childs, Director of Fundraising & Communications, WWTW



Community

Social Value in action

Churchill Group – Walking With The Wounded partnership

Background

Churchill Group partnered with Walking With The Wounded (WWTW) to strengthen support for veterans and their families. This collaboration builds on Churchill’s Gold Award from the Employer Recognition Scheme and aligns with its Armed Forces Covenant commitments.

Our activity

The partnership focuses on creating employment pathways, apprenticeships, and mentoring for veterans. Churchill also supports WWTW’s events, co-develops outreach campaigns, and promotes mental health resources. Internally, Churchill has improved hiring practices and offers paid leave for reservists and cadet force volunteers.

Our impact

The initiative fosters a veteran-friendly culture and provides life-changing opportunities for those transitioning to civilian life. It reflects Churchill’s dedication to inclusive employment and long-term social value. For more information [click here](#).



Key support:

20 Days of leave per year for reservists

Full Employment protection during periods of mobilisation



Social Value in action

Armed Forces community support

Overview

Churchill Group is a proud forces-friendly employer, committed to supporting veterans, reservists, and Cadet Force Adult Volunteers. The company holds a Gold Award from the Defence Employer Recognition Scheme and upholds the Armed Forces Covenant across its operations.

Our activity

We offer paid and unpaid leave for reservist training, ensures employment protection during mobilisation, and supports reintegration. The group partnered with Walking With The Wounded to provide training, job placements, and mental health resources. Staff also volunteer with veterans' organisations and host community events like coffee mornings.

Our impact

Churchill's approach helps veterans transition into civilian careers, promotes inclusive hiring, and strengthens community ties. Through everyday actions and strategic partnerships, the company continues to create meaningful change for the Armed Forces community year-round. For more information [click here](#).

6. Social Value Breakdown





Social Value Breakdown by Account

Account	£SV
Amulet	£15,152.06
Central	£3,143.18
CES	£6,073.84
Chequers	£401,942.10
East Anglia	£254,609.80
JVP	£465.92
Local Employment Data	£274,841,202.33
London	£19,330.87
Make Ready	£4,498.80
National Accounts	£23,438.35
On Verve	£1,777.16
Portfolio	£6,475.94
Scotland and North	£99,897.30
Shared Services	£4,480,166.55
South West	£2,606.44
Southern	£195,834.78
Transport	£30,915.22



Social Value Breakdown by KPI

KPI	£SV	Number Delivered
Apprenticeships	£63,516.78	2,094.19
Car Miles Saved	£711.63	15,141.00
Career Support Sessions	£46,060.85	415.00
Charity Support (£)	£21,433.26	21,433.26
Community Support (£)	£5,802.99	5,802.99
Disabled People	£56,878.33	1.10
Educational Sessions	£2,534.60	145.00
Local Employment	£274,841,202.33	6,599.30
Long Term Unemployed	£443,032.94	8.60
NEETS	£274,668.51	5.18
Volunteer Hours	£117,986.50	6,749.80
Waste Reduction	£122.52	1.20
Work Experience	£2,474.28	6.00



Delivered £SV Breakdown by Project 2024-2025

Project	£SV Delivered
Amulet	£15,152.06
Central	£3,143.18
CES	£6,073.84
Chequers	£401,942.10
East Anglia	£254,609.80
East Midlands - Local employment	£9,025,539.60
East of England - Local employment	£24,129,450.30
JV Price	£465.92
London	£19,330.87
Make Ready	£4,498.80
National Accounts	£23,438.35
North East - Local employment	£10,750,019.10
North West - Local employment	£14,517,466.05
On Verve	£1,777.16
Portfolio	£6,475.94
Scotland - Local employment	£112,032,940.90
Scotland and North	£99,897.30



Delivered £SV Breakdown by Project 2024-2025

Project	£SV Delivered
Shared Services	£4,480,166.55
South East - Local employment	£50,236,393.60
South West	£2,606.44
South West - Local employment	£26,193,879.80
Southern	£195,834.78
Transport	£30,915.22
Wales - Local employment	£3,578,241.38
West Midlands - Local employment	£11,305,802.00
Yorkshire and The Humber - Local employment	£13,071,469.60

SV Breakdown by Measure

#	Measure	Units	Total Number Delivered	Total Value £SLEV
NT1	Local people employed or retained	no. people FTE	6,599.30	£274,841,202.33
NT11	Personalised support to help unemployed people into work	no. hrs (total session duration)*no. attendees	415.00	£46,060.85
NT13	Meaningful paid work placements	no. weeks	6.00	£2,474.28
NT3	Long-term unemployed people recruited	no. people FTE	8.60	£443,032.94
NT4a	Unemployed 16-25 year old care leavers recruited	no. people FTE	5.18	£274,668.51
NT6	Unemployed individuals with disabilities recruited	no. people FTE	1.10	£56,878.33
NT76	Unemployed people recruited	no. people FTE	0.89	£45,144.32
NT8	Support for students at local educational institutions	no. staff volunteering hours	145.00	£2,534.60
NT81	Upskilling of existing employees through apprenticeships	no. weeks	2,094.19	£63,516.78
NT91	Employers fairs which encourage local employment	£ invested inc. time, materials, equipment etc	1,676.02	£1,676.02
NT105	Expert Equality, Diversity & Inclusion training	£ invested inc. time, materials, equipment etc	7,200.00	£7,200.00
NT16	Support for VCSEs through donations	£ invested	21,433.26	£21,433.26
NT17	Support for VCSEs through volunteering	no. staff volunteering hours	5,251.80	£91,801.46
NT39	Support for mental health awareness campaigns for staff	£ invested inc. time, materials, equipment etc	5,787.40	£5,787.40

SV Breakdown by Measure

#	Measure	Units	Total Number Delivered	Total Value £SLEV
NT28	Support for local community projects through donations	£ invested	5,802.99	£5,802.99
NT29	Support for local community projects through volunteering	no. staff volunteering hours	873.00	£15,260.04
NT119	Support for green spaces, biodiversity or ecosystems	£ invested inc. time, materials, equipment etc	8,215.00	£8,215.00
NT33	Miles driven using Zero Emission Vehicles	miles driven	15,141.00	£711.63
NT72	Hard-to-recycle waste diverted from landfill/incineration	tonnes	1.20	£122.52
NT86	Support for environmental conservation & ecosystem management	no. staff volunteering hours	625.00	£10,925.00
NT87	Reductions in plastics used	kg	38,131.50	£4,443,082.38



Need assistance on your Social Value journey?

Get in touch with one of our support specialists:

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