

APSE and Socitm Digital Futures Forum and APSE Wales AGM

Policy to practice: Delivering social value through meaningful intervention that makes a positive difference to people, communities, and places

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Socitm is the society of innovation, technology and modernisation

Our aim is to be the preferred network for professionals shaping and delivering public services.

Founded in 1986, we support nearly 300 member organisations across the UK, covering local government, health and social care, education, blue light, social housing and third sector.



Why social value matters

The challenge

- Increasing demand for public services
- Financial and resource pressures
- Digital exclusion and inequality
- Need to demonstrate measurable outcomes
- Growing expectation for place-based and citizen-centred services

Embedding social value in digital transformation: Moving beyond technology

Traditional focus

- Systems
- Infrastructure
- Efficiency
- Cost reduction

Social value focus

- Improved wellbeing
- Increased inclusion
- Better access to services
- Stronger communities
- Sustainable places

Creating a framework for success

From policy to practice

Understand

Community needs; Local priorities;
Existing inequalities

Design

Citizen-centred services; Inclusive digital experiences

Deliver

Collaboration across sectors; Interventions that create measurable outcomes

Measure

Impact not activity; Outcomes not outputs

Improve

Continuous learning; Scale successful approaches

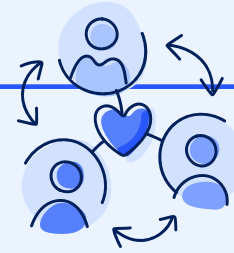
Delivering positive outcomes for communities

What success looks like...



People

- Improved skills and confidence
- Greater digital inclusion
- Better access to support



Communities

- Increased participation and engagement
- Stronger resilience
- Better health and wellbeing



Places

- Sustainable growth
- Enhanced local economy
- Improved environmental outcomes

Measuring social value

Move from measuring:

- ✗ Number of systems delivered
- ✗ Number of users trained
- ✗ Number of transactions

To measuring:

- ✓ Improved resident outcomes
- ✓ Increased participation
- ✓ Reduced inequalities
- ✓ Improved community wellbeing
- ✓ Economic and environmental value

Social value resources



PODCAST

go.socitm.net/podcast-e07

Socitm Says E07 - Social value: A public sector perspective



Government
Commercial
Agency

REPORT

go.socitm.net/q8pZ

Maximising social value in procurement: Measurement and evaluation for buyers

Case for place-based leadership

Putting communities at the centre

Effective social value delivery requires:

- **Partnership working** – collaborating across organisations and sectors.
- **Shared objectives** – aligning priorities around community needs and outcomes.
- **Data-informed decision making** – using evidence and insights to target interventions effectively.
- **Community engagement** – involving residents and stakeholders in shaping services and solutions.
- **Long-term investment** – sustaining change rather than focusing on short-term outputs.

Call to action - Turning ambition into impact

- Are we designing services around people or around organisations?
- Can we clearly evidence the social value we create?
- How are we addressing digital inclusion?
- Are we measuring outcomes that matter to communities?
- What practical actions can we start today?



Final message

- Technology enables transformation
- People create transformation
- Social value proves transformation matters



Socitm CSR initiative

- Working with partners on social value and what this means
- Environmental, services, educational, goods, training, funds
- Public and private sector customers – enabling a meaningful impact



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Welsh national conference
on 3 November 2026**

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go.socitm.net/cymru-26