Sonar
Engagement for growth

SOCIAL VALUE PATHWAY

Learn it. Lead it. Social value, from knowledge to action.

A CPD-certified course for everyone in your organisation to learn the fundamentals of social value, and a Level 3 qualification that turns that knowledge into action for the people who lead it.

What it is

The Social Value Pathway has two steps. **From Knowledge to Impact** is the foundation everyone needs: a 10-hour CPD-accredited course covering what social value is, why it matters, the law, and how to build it around what communities really need. The **ETCAL Level 3 Award in the Social Value Journey**, awarded by ETA and regulated by Ofqual, turns that knowledge into action: three days of guided learning and 8 hours of self-directed learning, building a strategy for your own organisation.

Training written and delivered by people with over 50 years' combined experience in community engagement and social value.

STEP 1 · LEARN IT
From Knowledge to Impact
CPD CERTIFIED
The CPD Certification Service
CPD-accredited · 10 hours
For everyone in your organisation

↓

STEP 2 · LEAD IT
ETCAL Level 3 Award in the Social Value Journey
Ofqual · 3 days + 8 hrs self-study
For those who lead social value

Benefits

- **Know where you stand:** an honest picture of where your organisation is on its social value journey.
- **A clear plan:** decide what you will do, and how you will show the difference it makes.
- **Align with your business:** a social strategy that supports your commercial goals.
- **A recognised qualification:** the ETCAL Level 3 Award, regulated by Ofqual and built on CPD-certified training.
- **Break down the barriers:** understand what is holding social value back, and how to move past it.
- **Embed it for good:** make social value part of how your organisation works, not a bolt-on.
- **A working strategy:** leave with a strategy for your own organisation, ready to put into action.
- **Learn from your peers:** share ideas with people from different sectors, backgrounds and roles.

How it works

CPD · LEARN IT

1. **Learn:** the 10-hour foundation course.

ETCAL LEVEL 3 AWARD · LEAD IT (OFQUAL)

2. **Assess:** where are we now?
3. **Plan:** what will we do?
4. **Embed:** build your social value strategy.
5. **Qualify:** share your strategy, gain your award.

What it costs

Your organisation	From Knowledge to Impact (CPD)	ETCAL Level 3 Award	Pathway bundle (both courses)
VCSE and micro	£250	£500	**£599** (save £151)
SME, under 250 staff	£350	£999	**£1,149** (save £200)
Corporate, 250+ staff	£499	£1,299	**£1,499** (save £299)

Per learner, ex VAT. Done the CPD? Book the award within 12 months at the bundle price. Groups of 5+: POA.

CPD: for everyone
A shared foundation to embed social value. Train your whole team, in-house or online.

Sponsor a VCSE place
Corporate partners can fund a community organisation's place: social value in its own right.

Level 3: for SV leaders
For social value professionals, bid writers and anyone building a career in social value.

Register your interest for 2027 dates

ETCAL Level 3 Award in the Social Value Journey (610/1196/4).
Awarded by ETA, regulated by Ofqual and delivered by Sonar Engagement.

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CPD ACCREDITED TRAINING

From Knowledge to Impact

The Social Value Pathway

A 10-hour CPD certified programme for people looking to build a confident, structured foundation in social value, from experienced professionals to those taking their first steps in the industry.

What you'll learn

01 Introduction to Social Value
Definitions, history, UN SDGs, B Corps and why social value makes business sense

02 Social Value Legislation
UK legal landscape: Social Value Act, Procurement Act 2023, PPN 026 and mandatory 10% weighting, considering differences between England, Scotland and Wales

03 Embedding Social Value
Culture, strategy and the Social Impact Decision Maker (SIDM): making social value a golden thread, not a tick box

04 Community Wants & Needs Assessment (CWaNA™)
A 7-stage evidence-based model for designing social value aligned with real community needs

CPD CERTIFIED
10-hour programme

CPD CERTIFIED
The CPD Certification Service

HOW IT'S DELIVERED
Delivered online via Teams or face-to-face. Maximum 12 participants.

9.0 out of 10
Likelihood to recommend (avg. across all delegates)

Who is it for?

- Professionals seeking a deeper understanding of social value
- Anyone whose role touches procurement, ESG, HR or community engagement
- People new to a social value role
- Social value teams looking for a consistent approach
- Individuals exploring a career change into social impact

What you'll take away

Clear, easy-to-use models and frameworks that support structured social value delivery, ensuring social value works for your business and delivers a considered, positive impact in local communities, while meeting contractual requirements.

"This training helps companies ensure that they, their employees, their customers, and the communities in which they operate, truly benefit from a mindset that embeds positive social action into their culture and ethos." **Anna Knight**

What it costs

VCSE	SME	Corporate	5+ learner licence
£250 ex VAT	**£350** ex VAT	**£499** ex VAT	**POA**

Further accredited courses

1. Writing a Winning Social Value Bid
Compelling, evidence-based bid responses that meet the mandatory 10% social value weighting.

2. Building Your Social Value Strategy
Embed social value into your culture, operations and supply chain, beyond compliance.

3. CWaNA™ Licensed Practitioner
Become a certified practitioner and design social value around real community need.

Register your interest

From Knowledge to Impact: The Social Value Pathway.
CPD certified training from Sonar Engagement.

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CPD ACCREDITED TRAINING

Social Value in Healthcare: From Knowledge to Impact

The Social Value Pathway

An 11-hour programme designed to give NHS suppliers a confident, structured foundation in social value. From established experts to those starting out.

What you'll learn

01 Introduction to Social Value
Definitions, history, UN SDGs, B Corps and why social value makes business sense

02 Social Value Legislation & NHS Drivers
Understand how social value works across **England, Scotland and Wales**. This module gives suppliers a clear overview of each nation's **governance, funding, legislation and policy requirements**, and how social value is **embedded, measured and evidenced**.
By highlighting the key differences between the three nations, participants gain a confident understanding of **what good social value delivery looks like in each system** and how to demonstrate it effectively in bids and contracts.

03 Embedding Social Value
Culture, strategy and the Social Impact Decision Maker (SIDM): making social value a golden thread, not a tick box

04 Community Wants & Needs Assessment (CWaNA™)
A 7-stage evidence-based model for designing social value aligned with real community needs

CPD ACCREDITED
11-hour programme

CPD CERTIFIED
The CPD Certification Service

HOW IT'S DELIVERED
Delivered online via Teams or face-to-face. Maximum 12 participants.

WHAT IT COSTS
£650 + VAT
per learner · 5+ learner licence: POA

Who is it for?

- Supplier-side professionals wanting a greater understanding of social value in the NHS
- Anyone whose supplier role connects to NHS procurement, ESG, HR or community engagement
- People newly stepping into a social value role
- Social value teams seeking a consistent, credible approach
- Individuals considering a career shift into social impact for NHS suppliers

What you'll take away

Clear, easy-to-use models and frameworks that support structured social value delivery, grounded in NHS drivers, aligned to local priorities, and designed to show how social value strengthens clinical impact, meets contractual requirements and delivers meaningful community benefit.

Further accredited courses

1. Writing a Winning Social Value Bid
Compelling, evidence-based bid responses that meet the mandatory 10% social value weighting.

2. Building Your Social Value Strategy
Embed social value into your culture, operations and supply chain, beyond compliance.

3. CWaNA™ Licensed Practitioner
Become a certified practitioner and design social value around real community need.

Register your interest

Social Value in Healthcare: From Knowledge to Impact.
CPD accredited training from Sonar Engagement.

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CWaNA™ WRITER PROGRAMME

Write your own CWaNA™. Strengthen every social value bid.

License the Community Wants and Needs Assessment, train your people to deliver it in-house, and cite CWaNA™ in your bids and tenders, with Sonar quality assurance behind every report.

What it is

CWaNA™ is Sonar's seven-stage method for building social value around what communities actually want and need: Scanning, Analysis, Signal, Echo, Clarity, Depth and Map. It moves from desk research and stakeholder identification to community voices, then to delivery and impact measurement. It aligns to PPN 026, the new social value model, and regional and local authority requirements. The Writer Programme qualifies your people to research, write and badge their own CWaNA™ reports, and licenses your business to use the CWaNA™ name and mark in bids.



Training written and delivered by people with over 50 years' combined experience in community engagement and social value.

Benefits

- **Bids grounded in local evidence:** a plan built on what the community has said, for the place you bid for.
- **Capability that stays with you:** your business owns the evidence base and the community relationships it builds.
- **Mentoring:** you are mentored by an experienced CWaNA™ writer.
- **A consistent standard:** Sonar reviews each writer's annual CWaNA™, so the mark means the same quality everywhere.
- **Licence to cite CWaNA™:** use the name, the mark and the templates in bids, tenders and strategy documents.
- **CPD-accredited training:** with your first CWaNA™ reviewed and signed off by Sonar.
- **A writers' forum:** ask questions and share best practice with other CWaNA™ writers.
- **Updates and support:** methodology and template updates, and ongoing support.

How it works

1. **Train:** CPD-accredited course.
2. **Support:** a mentor guides your first CWaNA™.
3. **Qualify:** Sonar signs off your first CWaNA™. You are accredited.
4. **Bid:** use CWaNA™ in bids and tenders.
5. **Renew:** each writer submits a CWaNA™ yearly.

What it costs

Your organisation	Year one, licence included (number of CWaNA™ writers accredited)	CWaNA™ licence from year two	CWaNA™ writer accreditation from year two (per writer)	Year two total (licence plus accreditation for the writers you need)
VCSE and micro	£1,750 (1) funded	Free	£100	**£100**
SME, under 250 staff	£1,750 (1)	£1,000	£100	**£1,100**
Mid-market, 250 to 1,000	£3,500 (2)	£2,000	£100	**£2,200**
Corporate, over 1,000	£5,250 (3)	£4,000	£100	**£4,300**

Additional or replacement writers pay £500 for training, then £100 a year. Prices exclude VAT.

Who it is for

Contractors and their supply chains, housing associations, local authorities, utilities, transport operators and construction with a regular need for social value evidence.

Sponsor a VCSE place

Corporate partners can fund a community organisation's year-one place, which is a social value outcome in its own right.

Prefer Sonar to deliver?

Sonar-delivered CWaNA™ remains available for larger or more complex assessments.

Contact us for 2027 course dates

CWaNA™ is a trade mark of Sonar Engagement Ltd.

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