



Social Value Policy

10/01/2024

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| Version 1 | Date: January 2024 Next Review Date: January 2025 |
| Title: | Social Value Policy |
| Author: | Policy Assistant |
| Applicability: | All organisation |

This policy will be reviewed once a year at minimum.

Social Value Policy

Introduction

Julie Haywood Consulting recognises its responsibility to contribute positively to society and communities beyond its commercial activities. This policy outlines our commitment to creating social value and making a meaningful impact in the communities we serve.

Policy Statement

Our team is committed to supporting and encouraging social value within the business and beyond, to benefit as far as possible the communities and economies in which we work. We ensure that we give stakeholders 'additionality' in value and impact.

Responsibilities

Julie Haywood Consulting Ltd is a small enterprise that undertakes to provide consultancy support to clients in the health and care sector. Our key activities include:

- Desktop analyses of data, processes, policies and procedures.
- Engagement with stakeholders through various platforms and using various tools (interviews, surveys, focus groups etc.)
- Provision of workshops and meetings.
- Developments of presentations and reports.
- Attendance at meetings, site visits etc.

We are committed to:

- Identifying opportunities to create social value and make a positive impact on society, including the communities, individuals, and stakeholders we interact with.
- Engaging in activities that support social inclusion, diversity, equality, and community well-being.
- Collaborating with community partners, charitable organisations, and stakeholders to address social issues and contribute to sustainable solutions.

Management:

The management team is responsible for leading by example, promoting a culture of social responsibility, and allocating resources to support social value initiatives.

Employees:

All employees are encouraged to actively participate in social value initiatives, identify opportunities for community engagement, and support activities aligned with our social value objectives.

Sub-Contractors/Associates:

All Sub-Contractors and Associates working with Julie Haywood Consulting Ltd have responsibility to ensure compliance to all operating standards and legal requirements through:

- A) Awareness and knowledge of all policies relevant to Julie Haywood Consulting Ltd.
- B) Implementation of and adherence to their own business policies and procedures.

Our Social Value Principles

- **Community Engagement:** We engage with local communities by volunteering time, skills, and resources to support community services, projects, events, or initiatives that promote health, social well-being, education, learning and/or inclusion.
- **Diversity and Inclusion:** We foster inclusion and support diversity within our organisation and wider community by promoting equal opportunities, respecting differences, and supporting initiatives that celebrate diversity.

- **Environmental Sustainability:** We support environmental sustainability initiatives that contribute to a healthier planet, reduce our ecological footprint, and promote eco-friendly practices.

Our Social Value Model Activity Against the Social Value National Themes, Outcomes and Measures (TOMs)

We recognise the importance of delivering against the 5 themes as laid out in the government's social value model:

COVID-19 recovery – helping local communities to manage and recover from the impacts of the pandemic.

Our team work directly with patients, citizens, carers and communities impacted by the experience of covid-19 in a variety of ways. We have supported carers to develop a new strategy to help give voice to their experience of service withdrawals and reductions during covid, with the direct caring risks created by delivering care as well as indirect risks created by increasing isolation during covid-19. We have worked on schemes and projects aiming to support organisations to regain and sustain momentum, post Covid (e.g. hospital discharge and community capacity building, and community/individual engagement to learn lessons).

Tackling economic inequality – creating new businesses, jobs and skills, and increasing supply chain resilience and capacity.

Our team work on a range of projects and programmes aimed at increasing and enabling business, jobs and skills. We have supported a Council with a review and re-design of neighbourhood hubs, having identified a significant change in footfall and an evolution in the need for employment, prevention and well-being support. We continue to support NHS providers with the delivery of challenging demand, activity and performance targets. We have helped independent sector organisations to re-shape business models and supported projects aimed at growing capacity by enabling people to join the workforce through creative recruitment and terms and conditions.

Fighting climate change – effective stewardship of the environment.

Our team are committed to working as much as we can to support carbon reduction. We have shifted to hybrid vehicles, we are paper free, we utilise green energy suppliers and we limit unnecessary travel with virtual tools and platforms to help us deliver good outcomes.

Where relevant and possible, we aim to deliver environmental benefits through a commitment to:

- Going car-free or car-sharing
- Staying local
- Using hybrid vehicles
- Supporting working from home to minimise commuting
- Encouraging and supporting the utilisation of MS Teams as a communication platform to minimise travel
- Being paperless
- Being a smarter recycler
- Use of re-useable water bottles
- Switching computers off and not leaving idle
- Switching lights off in workplace

Equal opportunity – reducing the disability employment gap and tackling workforce inequality.

Our team are committed to ensuring opportunities, as described in our jobs section below and also through our internal business commitments. We network through a variety of channels to support rural business development and women in business.

We have supported a Council to further their goals of enabling better delivery of youth, play, flying start, early years, adult learning and digital inclusion through re-designed neighbourhood hubs, as mechanisms to tackle inequalities in deprived communities.

Wellbeing – improving health, wellbeing and community integration.

Our team work on a variety of projects aimed at supporting and improving health, integration and wellbeing and we ensure an internal commitment to work life balance and 'down time' in our lifestyles.

We have worked with a health and social care system on projects to support better identification of the risk of frailty, to enable early intervention, improved service coordination and better support at home; we have supported Council staff working in child protection to engage and share concerns about stress and workloads and we have assisted a not for profit housing organisation to assess opportunities for intergenerational living as a model for the improved delivery of supported accommodation. Working to support improved wellbeing is at the core of everything that we do.

Some of the key strategies and approaches we have implemented to support wellbeing include:

- Working to the principles of a Mindfulness Charter
- Promoting a non-judgemental culture
- Encouraging dedicated and regular time out for physical exercise and/or other mindfulness activities. We always respect rest periods/flexible working agreements, allowing people to have effective “switch off” time.
- Deploying an approach where we ask for and provide feedback to others on a regular basis and treat internal colleagues and external contacts with the upmost level of respect and courtesy at all times.

In addition to the above commitments, we also support an on-going commitment to community sustainability. For example:

Jobs

Our team supports jobs by creating opportunities for collaboration, sub-contracting, placements and learning through all our business operations and through the delivery of our projects. We routinely co-work with other experts on projects to share skills development and provide value for clients.

We offer paid work experience to individuals to support with the development of financial management skills (invoicing, cash flow, pension planning, HMRC returns etc) and with development of social media, policy development and customer engagement skills (web site maintenance).

Growth

As a business we support growth by offering unpaid time to learning and sharing networks as well as volunteering as Trustees, advisers and support staff to various organisations.

Social

As a team we are continually engaged in work that helps organisations to support people with better housing, loneliness, safety, enhanced wellbeing and access to green spaces/leisure. Our team members work voluntarily as trustees and governors in education, hospice care and healthcare and we support a variety of fund-raising efforts for charities seeking to improving access, experience, wellbeing and spaces.

Environment

As described in the 5 original government themes above we are committed to playing our part in supporting environmental measures.

Innovation

We are a team that uses a range of platforms and tools to support innovative approaches to our work, reducing the need for unnecessary travel and thus reducing the impact on carbon emissions.

We are experienced at gaining good outcomes from delivering virtual focus groups and virtual (phone or computer-based platforms) one to one interviews which ensures no waste of expert time (and no unnecessary contribution to carbon emissions) by being as thoughtful as possible to the use of tools to gain outputs without adding environmental costs.

Measurement and Reporting

We support our clients to assess the measurable impact of our activity (with and for them) by quantifying our social value contribution as part of contract submission and award (where applicable). We establish metrics and indicators to measure the impact of any social value initiatives that we include within contract proposals. We equip our delivery team with the ability and responsibility to regularly report on our contributions to social value for clients, so that clients can be assured of delivery against our commitments and impact against our shared intentions.

Continuous Improvement

- Regularly review and assess our social value initiatives to identify opportunities for improvement and innovation, ensuring that our efforts align with the evolving needs of communities.

Communication and Awareness

- Communicate our commitment to social value internally and externally, raising awareness among employees, stakeholders, and the wider community about our social impact initiatives.

Conclusion

Julie Haywood Consulting is committed to creating social value and making a positive impact in the communities we serve. This policy reflects our dedication to social responsibility and contributing to a better society beyond our core business activities.

Julie Haywood,
Director,
10/01/2024