



Social Value Strategy & Policy

March 2022

TruemanChange

Social Value Strategy and Policy

CONTENTS

1. Foreword
2. An introduction to social value and the Social Value Act
3. What Corporate Social Responsibility looks like for Trueman Change
4. Our aims, priorities and social value principles
5. Our social value Contributions
6. Our key actions
7. Tracking, measuring and reporting progress

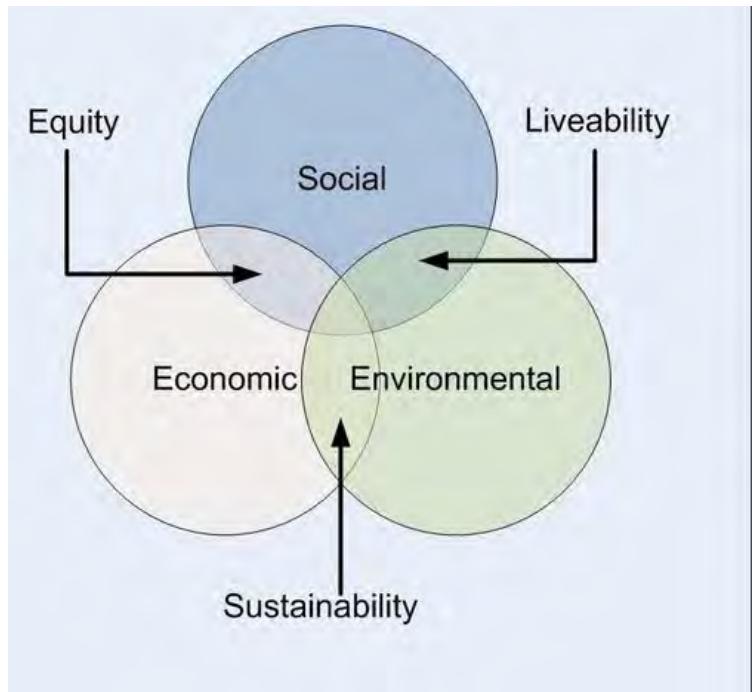
1. Foreward



Although a challenging time for small businesses, we continue to grow and bring other like-minded organisations with us. We are dedicated to improving the lives of communities not only in the work that we do as a change management consultancy but, we buy from local businesses to support the SME sector so that local people can benefit from micro investment; helping communities to build back better. We conscientiously minimise our carbon footprint and predominately adopt remote working.

Our main areas of corporate social responsibility marry with the six areas of the Greater Manchester Social Values Framework, which align with our organisational values. We are currently working in line with government regulations regarding responding responsibly to COVID-19 and check for updates weekly or when change necessitates. We do our best to tackle economic inequality and provide the best employment that we can by developing skills and learning and providing opportunities to ensure we can support economic development.

GM Social Value Framework



1. Foreward

Committed to fighting climate change, we actively keep our air clean by working remotely where possible and making our day-to-day work environmentally friendly by recycling all materials, reducing printing, and equipping staff with technology to ensure our carbon footprint is kept to a minimum. By using local businesses, we actively develop a community-based supply chain, which purpose is two-fold; to encourage a local competitive marketplace and secondly, to support economic recovery.

We constantly look for better ways to meet the needs of local people and communities and review how we are effectively contributing to society and a greener way of living. Therefore, our social value strategy and policy sets out our approach to implementing the Public Services (Social Value) Act 2012 and associated legislation. It values the potential that social value has in supporting Trueman Change's overall aims and priorities and its legislative requirements.



Lucy Trueman
Managing Director

2. Introduction

As a private company that operates on public sector values deriving from the public sector background of our team, we are passionate about making a positive difference to local communities. We take pride in our corporate social responsibility (CSR) and commit to adding value to our service for the greater good of the communities we work for by ensuring we apply the requirements set out in The Social Value Act (2012).

The Social Value Act, The Public Services (Social Value) Act 2012, came into force on 31 January 2013. The Act places a requirement on commissioners (and procurement officers) to consider the economic, environmental and social benefits of their approaches to the procurement of public services to secure extra benefits for their area when they are buying services. The Act applies to the pre-procurement stage of contracts as this is where social value can be considered to have the greatest effect.



Introduction

2. Introduction



By considering social value before a procurement exercise starts can shape both the approach and design of the service required.

Trueman Change can offer a variety of value-added services as we have been delivering social value within our service offerings for years, utilising the talent and skill from our team to meet public sector objectives.

Social value is defined in the Public Services (Social Value) Act 2012 as economic, social, and environmental wellbeing. A social value approach encourages a way of thinking about how limited public resources are allocated and used to put: It involves looking beyond the price of each individual contract and considering what the collective benefit to a community is when a public body chooses to award a contract. Our social values are embedded in the heart of our company values.



3. What does Corporate Social Responsibility look like for Trueman Change?

All services delivered by, or on behalf of, Trueman Change relate to our mission to improve the lives of local communities and to contribute to a healthier society and greener environment. Our social values are entwined in our company values:



To make friends

- Do business with local business as part of our supply chain where possible
- Contribute to client, third party and staff wellbeing by being kind, empathic and building trust
- Employ locally and create apprenticeships, using ethically sourced goods or actively encouraging volunteering

To be our best

- Continuously learn and develop our skills, and those of the clients we work with, to ensure everyone has the right skills to ensure sustainability
- Offer added value to our clients in ways of free coaching, consulting, or shadowing days
- Researching better, more ethical ways of approaching day-to-day business for everyone

3. What does Corporate Social Responsibility look like for Trueman Change?

Get it done

- As a change management consultancy, we set goals with timelines, and we get it done on time to keep costs low so that we do not over claim
- We do not procrastinate because we do not like waste, and time is a valuable commodity

Make it better

- We ask ourselves if it could be better and we map out approaches for improvements
- Work with our clients and use lessons learned to reflect together, measuring impact and value, and logging in highlight reports
- We ensure there is value added in all that we offer, using the skill and expertise from our team

Get it right

- Continuously looking to make a difference and get it right the first time by making sure we are about the issues that matter
- Pay attention to detail and demonstrate integrity in all our work so that communities feel the impact positively and quickly
- Ensure inclusivity when engaging with stakeholders to understand what all groups need
- Monitor, measure and report accurately and transparently



4. Aims, priorities, and social value principles

Having an agreed strategy and framework for maximising social value will ensure that there is a consistent approach and improvement in our work. To achieve the maximum benefits of a social value approach we consistently consider social value in the decisions it makes when procuring goods and services, as we aim to add as much value as possible for the clients we work with. By applying a social value approach consistently and proportionately there is the potential to achieve an optimal combination of quality and value. The following aims, priorities and principles guide our approach to social value moving forward.

To ensure we measure social impact we use the seven social value principles:



Involve stakeholders



Understand change



Only include what is material



Don't overclaim



Value what matters



Be transparent

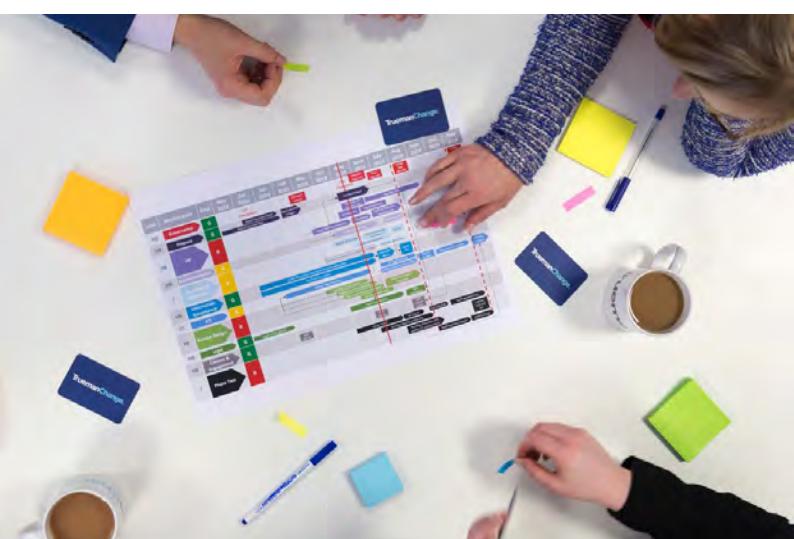


Verify the result

4. Aims, priorities, and social value principles



Trueman Change improve the economic, social, and environmental well-being of local areas through applying the seven social value principles. To effectively deliver social value benefits throughout our contracts with clients, our appointed Social Value Champion discusses stakeholder requirements with the engagement lead and puts forward a proposal to develop an appropriate community benefits plan for the duration of a contract. This plan is monitored throughout the contract using a spreadsheet report.



For transparency we provide updates on our deliverables in alignment with client preferences. We facilitate positive, effective stakeholder engagement by collaborating, planning and reviewing to ensure added value is being delivered. We carry out a post engagement review after project completion to measure the overall long term impact of our social value.

5. Social Value Contribution

GM Social Value Six Areas

- Promote employment and economic sustainability (PEES)
- Raising the living standard of local residents (RLSLR)
- Promote participation and citizen engagement (PPCE)
- Build Capacity and sustainability of the voluntary community (BCSVC)
- Promote equality and fairness (PEF)
- Promote environmental sustainability (PES)

SV Area	Our Contribution
PEES	Apprenticeships and paid internships We recognise the value of paid apprenticeships and intern schemes – we successfully continue to deliver apprenticeships and prepare for further career development. We employ Kickstart young people and commit to topping up their wage to the Foundation Living Wage. Additionally, we have employed from the Kickstart programme and this individual has accessed myriad professional development
RLSR	
PEF	

5. Social Value Contribution

SV Area	Our Contribution
PEES PEF PPCE	<p>Placement opportunities</p> <p>We create work shadowing opportunities every six months for a young person who has used other Council services, such as return to employment schemes. We have previously hosted a young person leaving care to shadow a recruitment workshop and interview day. This allowed them to see the skills employers require from employees. We have also recently hosted a degree apprentice from a Council to shadow our evaluation of their COVID-19 response.</p>
PEES PPCE BCSVC	<p>Supporting the local economy</p> <p>We offer additional support to our public sector stakeholders to ensure that after service delivery we can add value to ensure project sustainability. This has been included as part of our social value and can take a variety of forms. For eg. We have invited stakeholders to attend a minimum of 18 free online sessions over three years to access information on our successful approach and methods. We have also offered free consultancy days to local community groups/VCS organisations, to help build project plans, access support and to provide mentoring.</p>
PEF PPCE	<p>Valuing and inspiring young minds</p> <p>To empower and inspire local young people, members of our team have delivered talks to local schools about careers.</p>

5. Social Value Contribution

SV Area	Our Contribution
PEF PES	<p>Improved Service Design with environmental impact</p> <p>The majority of our time is spent remote working which ensures we help keep our local air clean. We are skilled and equipped to deliver online meetings as well as face-to-face, offering protection to communities during the pandemic and beyond. Our approach provides greater engagement with clients as we can make ourselves more available, with less travel time.</p>
PEES PPCE BCSVC	<p>Combining our consultants' additional skills to provide social value:</p> <p>Developing innovative ways to deliver services creates social value. We do this by using our team of consultants' additional skills and interests to provide innovative delivery of services. For example, our consultants with skills, knowledge and experience in niche areas, such as voluntary work with vulnerable groups, are utilised to help support stakeholder engagement and address meaningful risks and mitigations. Most of our team regularly volunteer and/ or are a representative on community boards.</p>



6. Our key actions

Aim: champion social value through strong and effective leadership:

Key actions:

- ensure that there is a clear vision and direction for maximising social value within Trueman Change
- ensure that the consideration of social value is embedded in our decision-making processes, for procuring services, providing services, and evaluating our offerings
- Working positively with suppliers to deliver the maximum possible impact for supporting the local economy
- reducing demand for our employees to commute
- fostering positive relationships between and within communities – communities of place and communities of interest
- supporting local voluntary and community sector through our own voluntary work
- Incorporate social value into strategies, plans and broader service developments

6. Our key actions

Aim: build and foster a shared understanding of social value within our client's communities and across partner agencies

Key actions:

- raise awareness of social value across our organisation and communicate on our website

- encourage collaboration on social value activity across our organisation through joint working and the development of joint approaches to tackle priorities and identified needs

- promote social value activity taking place and publicise achievements and outcomes

- develop a good practice guide with case study examples to share experience and knowledge



7. Tracking, measuring & reporting

We have an appointed Social Value Champion who updates their knowledge on guidance and expectations. The Social Value Champion updates our social value matrix and ensures that we able to provide the right level of social value for each project. The stakeholder requirements are discussed with the engagement lead and a proposal to develop an appropriate community benefits plan for the duration of the contract is put forward. This plan is monitored throughout the contract using our social value tracker report. All feedback and activities are logged in the highlight report for transparency. We facilitate positive, effective stakeholder engagement by engaging in collaborative discussion, planning, and reviewing to ensure added value is being delivered. We carry out a post engagement review after project completion to measure the overall impact of our social value.

For the potential benefits of a social value approach to be successfully delivered, there needs to be a consistent and corporate approach to measuring, monitoring and reporting social value achievements and outcomes. A key element of our approach moving forward will be the continued development of the Social Value Framework setting out the priority outcomes. Developing mechanisms to improve consistency and coordination will be a priority as we develop our approach to social value.



7. Tracking, measuring & reporting

Measuring social value

Measuring social value requires us to assess the impact across a wide range of outcomes to take account of social, economic and environmental performance. Whilst articulating social value outcomes can be fairly simple, quantifying them can be much more difficult. The way in which we will contribute towards our clients' priorities will differ and as a result, the measurement of outcomes must be proportionate and relevant to each contract. Broader impacts and outcomes will also be measured. These can be more difficult to accurately capture and as such case studies and narrative accounts will be key in highlighting broader outcomes and preventing such valuable information from being lost.

Implementing the strategy

The business development team will be responsible for driving this strategy forward and have the responsibility for ensuring that progress on social value is made. The Social Value Champion is a member of the business development team, and they will update their training on social responsibility annually or as changes necessitate. The action plan supporting this strategy will be monitored and reviewed on a regular basis and the business development team will be presented with an update on progress on a yearly basis.

8. Conclude

The Trueman Change social value strategy facilitates a value for money approach to ensure our clients and their communities get excellent value from the outcomes delivered from our service. We value the public sector and want to contribute to build back better. We understand that the workforce is the key to change, and we use every skill and area of knowledge that we have collectively to benefit the public sector. As well as helping to achieve the best outcomes for communities and improve the quality of services, our social value approach also leads to associated benefits within our organisation as we invest in learning and development and instill a sense of support across departments to expand our skill and capacity.

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