Developing an Effective Social Value Strategy

Annie Wong
Social Value Strategy and Evaluation Lead, Deloitte
Developing an Effective Social Value Strategy

Amanda Scott
Director of Talent, Learning & D&I, Compass Group UK&I
We are the UK’s largest food and support services business.

**Our Social Promise**

We aim to address the inequalities that create barriers to progression - with a particular focus on those from less advantaged and under-represented backgrounds.

**Our Climate Promise**

We are working to achieve climate Net Zero by 2030.
Building A Social Value Strategy

STRATEGY

PEOPLE
Create lifetime opportunity

PERFORMANCE
Deliver long term valued relationships

PURPOSE
Make a positive social and environmental impact

ACTIVITY

BUSINESS DELIVERY

CLIENTS / CUSTOMERS

SUPPLIERS

RESULTS

BUSINESS PERFORMANCE

SOCIAL VALUE

SHAREHOLDER RETURN
**Compass: Social Promise – Delivering Social Value**

<table>
<thead>
<tr>
<th>SKILLS &amp; PROGRESSION</th>
<th>OUTREACH</th>
<th>NEXT GEN</th>
<th>PAY</th>
<th>REPRESENTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruitment of under-represented groups</td>
<td>Volunteering Programme</td>
<td>Beyond Chartwells Kitchen – Well Being and Nutrition Workshops for school students and parents</td>
<td>Compass is an accredited Real Living Wage Service Provider</td>
<td>We will be representative of society at all levels of the organisation on gender, ethnicity and socio-economic background</td>
</tr>
<tr>
<td>Career Paths</td>
<td>Schools Engagement Programmes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apprenticeships</td>
<td>Charity Partnerships</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traineeships</td>
<td>Disability interventions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduates</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Building A Strategy

1. Strategy Alignment
2. Stakeholder Engagement
3. Data, Data & More Data
Thank you
Kevin Steel
Director - Business Intelligence & Analysis, Thales UK
Delivering Social Value to the UK
Building our social value strategy

Auditing our existing activity
Learn from our partners
Understand our local communities
Standing up Resources

Bringing it all together

• Where can we have the **most impact**?  
  ...needs of local communities, employees, customers, suppliers

• Where we can make a **unique & authentic contribution**?

• Who are the most **suitable partners** to work with?

• What **targets** should we set to hold ourselves to account?

The best approach to focus our resources
Four Pillars for social value delivery

1. Living net zero
2. Making a contribution across the UK
3. Supporting cohesion and inclusivity in our local communities
4. Promoting digital citizenship
Want to know more?

Developing an Effective Social Value Strategy

Andrew Hodgson OBE
Executive Chairman, Recycling Lives
Recycling Lives
Creating opportunities. Changing lives.
Circular economy business through **4 business units:**

- Vehicle Processing
- Metal Processing
- Producer Compliance *(WEEE, packaging & batteries)*
- Total Waste Management

Our operations deliver **so much more** than environmental and economic impact, they also create tangible social value.

---

We support former service personnel, ex-offenders, and disadvantaged people to build better lives by providing support, training and employment opportunities within the company.
By creating opportunities and providing the right support for those who are keen and dedicated about rebuilding their lives, we are also contributing to the stability and economy of local communities - providing jobs and support needed for a self-sufficient path forward.

£79.5m of social value generated since first reporting in 2015
<5% average reoffending rate vs. national avg of circa 60%
£28.9m of social value delivered in FY22
Embedded in the business

Caring for people and individuals from disadvantaged groups sits at the heart of Recycling Lives and, together with our commitment to the environment, forms the motivation behind everything we do.
Measurement and communication

1. **Programme development and implementation**

2. **Analysis** of outcomes (e.g., job outcomes from offenders being released from custody/training through interventions)

3. **Loop social value reporting system**
   - Data input > fiscal figures

4. **Reporting** both overall for business and individual reports for customers/suppliers
At Recycling Lives, social value is not a stand-alone programme. It is bought into by all stakeholders, is innate to business activities and operations, and is iteratively grown and improved upon through measurement and reporting.
Developing an Effective Social Value Strategy

Sinead Moloney
Senior Social Value Manager, Major Projects, ISG
Q&A

Annie Wong
Social Value Strategy and Evaluation Lead
Deloitte

Andrew Hodgson
Executive Chairman
Recycling Lives

Sinead Moloney
Senior Social Value Manager, Major Projects
ISG

Amanda Scott
Director of Talent, Learning & D&I
Compass Group UK&I

Kevin Steel
Director, Business Intelligence & Analysis
Thales Group
Thank you