Social Value Reflections

HACT: The Future of Social Value Conference

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Head of Region

Peabody

Who we are

- One of London's oldest and largest housing providers, drawing on nearly 160 years of history and expertise.
- Peabody's mission is to help people make the most of their lives, We have responsibility for over 67,000 homes, with 155,000 residents and 16,000 people who benefit from care and support services.
- Committed to providing top quality social rented housing and investing for the long-term in communities and places across London and the South East.
- £8M community investment programme delivered through the Peabody Community Foundation



Providing homes to more than 155,000 people across London and the south east

Understanding our progress

- **Review:** 2019, A comprehensive cross organisational review of our Social Value approach across buying activity since the social value Act 2012.
- Desktop review of activity across the sector
- **Findings:** Made some headway in introducing practice and achieving added value
- Approach to ‘comply’ often resulted in achieving bare minimum.
- Opportunities to develop long-term strategies that support our residents and drive down ‘costs’ in the longer-term.
- Organisations further along showing similar indicators



SV Procurement Programme

- 20% weighting agreed, currently being trialled across range of contract types
- Executive SV champion
- Cross organisational steering group
- Consistent way of assessing Social Value'
- New Social Value Policy
- 'One stop shop' Staff Toolkit launching March 22
- Strategic Alignment Approach embedded in Peabody Group Strategic Priorities and broader ESG activity
- HACT Social Value Roadmap and Social Impact Framework.



Reflections on challenges & learning

Organisational

Golden thread: Maintaining awareness

- Relevant to everyone irrespective of their role
- Sharing case studies from across the business
- Training and development
- Champions across the business
- Simple commissioning process
- Cross organisational Steering Group

More broadly

- Build on areas of good practice
- Using what we learn from social value to inform future delivery

Supply chain

Making good on Social Value Commitments

- Strong engagement throughout
- Strong Contract Management including on-going overview by Contract Core Group
- Quarterly review meetings with partner
- Communication, Communication, Communication!
- Impact measurement
- Evolving relationships with suppliers
- Sharing success

Local approach

- Helps with supplier engagement
- Supports linkages with local programmes/activities
- Enables value creation for smaller contracts
- Relevant to local needs
- Opportunities to create additional value
- Close collaboration with operational teams

Case Study

DURKAN

Employment, Skills , Training

- Training, apprenticeships and employment opportunities for residents
- Materials including PPE and equipment to training programmes
- Supported long term economically inactive people with multiple barriers into work on their site



Enterprise

- Facilitated ‘meet the client event’ for their supply chain
- Facilitated procurement opportunities for local businesses
- Present regularly at our Business Forums
- Co-funding an enterprise event aimed at start-up’s and SME’s

Education Engagement / Promotion of Construction Sector

- Local school & college engagement events
- Supported local appeals both financially and with IT equipment
- Site visits for local young people interested in construction
- Donated x40 laptops for distribution amongst local charities and training providers in Thamesmead



Strategic Activities

- Worked with us to refit a disused building to house YouthBuild
- Sponsorship of Peabody annual Charity Golf Day
- Encouraged supply chain to support annual Toy and Food Hamper Appeal

Clear indications of progress

- Social Value in procurement programme
- 2021: 1st ESG report released: outlining environmental, social and governance commitments
- 2021-24 Sustainability strategy
- 2021-24 Group Strategy core objectives:
  - Great customer experience
  - Great social impact
  - Great homes and places
  - Great place to work
- Still on a journey….



Thank you.

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