Social Value
A Force for Change

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Customers at the heart

- We are a leading housing association, striving to provide quality, affordable homes in happy, successful places.
- We are one of the largest housing associations in the UK
- We have deep roots in the South of England and London, with 82,000 homes focused in a core area covering London, Hertfordshire, Berkshire, Hampshire, Oxfordshire, Gloucestershire, Dorset, Devon, Wiltshire, the West of England and the Isle of Wight.
- We’re driven by our social purpose, with residents at the heart of everything we do.
- SNG Community Foundation

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Community Investment Achievements 2023-24

1,334 Training outcomes with customers and community members

£2,416,418.90 External funding secured

329 Jobs secured

27,091 Engagements in Community Investment

7,930 Financial Inclusion outcomes

279 Community organisations supported

4,635 Fuel poverty interventions

1,171 Customer Engagements

£103.2m Social value generated

£81,074.73 Savings to customer through Debt Advice Service

£463,168.42 Savings for customers through Financial Inclusion support

119,435 Beneficiaries from grants programmes

2,241 Young people taking part in social action through #iWill Fund

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Is it all just ‘social washing’?

Sustainability Index loan

- KPIs must be a stretch challenge and avoid ‘greenwashing’ – we root ours in an established baseline to mitigate against this.
- Includes a KPI around social value generated (in Community Investment)
- Need to be 3rd party verifiable.
- Meeting the KPI results in a reduction in the interest paid on the product.





Comparing apples with pears?

- Social Value – Procurement Act
- Social Value – Impact measurement
- Social Value % could be a % of the scoring at tender or, a % of the annual value of the contract and that could be Gross, Net or a defined profit margin!

It can feel like a world of smoke and mirrors.

How do we create transparency?

What really matters?

We look to understand what will benefit our customers and communities the most and place this at the centre.

Everything we seek through the social value process can be drawn back to our work at SNG.

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Our Approach

First and foremost: Connection and Partnership

“At the end of the day people won't remember what you said or did, they will remember how you made them feel.”

— Maya Angelou

We’ve found that when we connect businesses with programmes they feel passionate about, they’re more likely to deliver and seek a longer-term partnership.

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Social Value at SNG

Social Value holds, at minimum, 5% of the Quality Scoring.

This allows us to make sure that we take a consistent approach and drive forward the aims of our organisation.

We currently use the following methods:

- **SNG's Social Value Matrix**
- **Social Value Levy**
- **Match My Project – Project Pledge**

Methods of Social Value at point of Tender

Social Value Matrix

- The matrix offers a menu of activities that suppliers can pledge against such as volunteering, donations and employment skills
- The activities within the matrix can be adapted to meet the needs of a particular sector e.g. security or retrofit
- Each item has a point value so the matrix takes away subjectivity in scoring

Social Value Levy

- The Social Value Levy is a cash payment back to SNG for use within the Community Foundation
- Suppliers typically pledge an amount of 1-2% of the annual contract value
- The supplier has an influence in where the funds are spent so that it can align to their social aims

Match My Project – Project Pledge

- The Project Pledge asks suppliers to pledge to deliver between 1 and 5 projects across the life of their contract
- Once in delivery phase, the supplier is able to pick projects to support on our Match My Project site.
- This is a useful method if we're uncertain of spend

Pledges are important, but it’s delivery that matters!



Social Value (Supply Chain) Delivery 2023-24

2 skips donated for a community clean-up day

£1,828 donated for Digital equipment in community centres

£2,000 donated for youth counselling

£250 donated for Easter eggs and activities

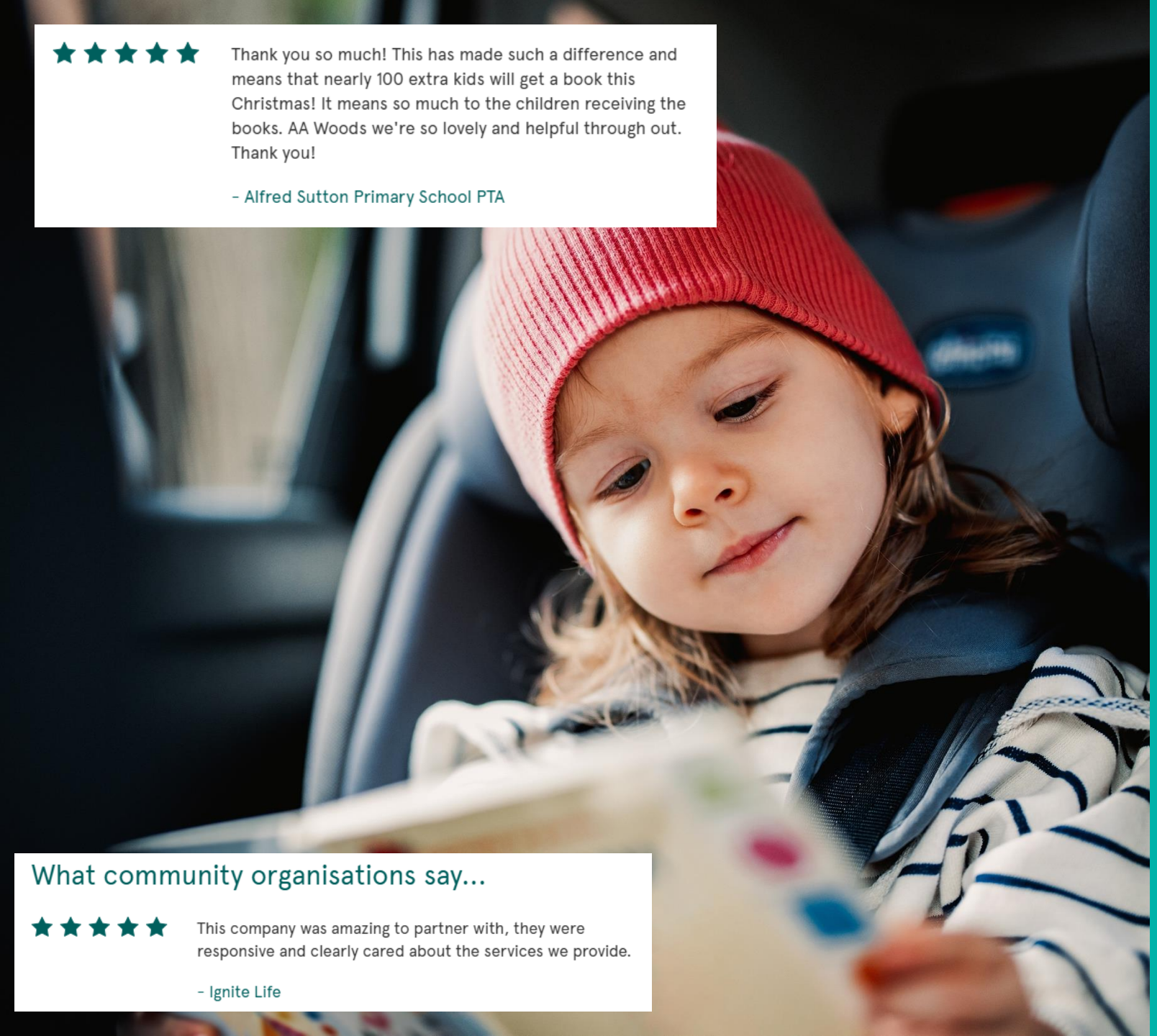
Over **£90,000** donated for social value activity from suppliers

£400 donated for Christmas gifts for families in need

28 hours of volunteering to deliver Christmas gifts to families in need

22 office chairs donated to improve an IT suite at a community centre

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★★★★★

Thank you so much! This has made such a difference and means that nearly 100 extra kids will get a book this Christmas! It means so much to the children receiving the books. AA Woods we're so lovely and helpful through out. Thank you!

- Alfred Sutton Primary School PTA

What community organisations say...

★★★★★

This company was amazing to partner with, they were responsive and clearly cared about the services we provide.

- Ignite Life

AA Woods

- Have no contractual commitment to deliver social value
- Met with team to understand shared aims
- Delivered 8 Projects through Match My Project including:
  - £250 Donation for a lunch club in Streatham
  - £200 Donation for a Christmas Event and Light Switch on in Charlton Hayes
  - £200 for Christmas gifts for children working with Lyde Green Community Centre in 2023 and a further £300 for more Christmas gifts in 2024
  - £200 Donation for books for Alfred Sutton Primary School
- Delivered a sector-based skills programme with our Employment Support Team:
  - 3 days of training with a guaranteed interview for anyone applying following completion of the programme.

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Jewson's Partnership

- Social Value pledged through Social Value Matrix, including volunteer time, levy, business start up support, resource donations.
- Buckskin Community Clear up Day – 10 wheelbarrows and an offer of volunteer time
- Volunteering at a Community Clean up Day in The Nightingales
- 'Dragon's Den' specialist volunteer for Enterprise Cube business start up sessions.
- Resource donation of wood and screws for community project
- Apprentice toolkits
- Social Value Levy Perspective
  - Strong interest in 'Heat and Eat' Programmes
  - Wanted to create longer-term, contract-wide impact
  - Difficulty in delivering 'on the ground' social value on the Isle of Wight
- £80,000 Funding for 2 years for our Energy Outreach Programme
- £14,000 Funding for Isle of Wight Food Pantry Programme

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How do we make Social Value a force for change?

Understand the needs of the community, listen and use data

Businesses, play to your strengths and passions: What support and resources you can provide?

Build a long-term partnership with businesses based on shared values and in a way that works for both of you and communities