

**Maximise opportunities for Social Value (SV) in all aspects of AEB delivery including impact on learner**

*Generating Social Value in Liverpool City Region (LCR): Examples of initiatives to be included in our **Social Value Action Plan (SVAP)**, & how they add social value include:* **More opportunities for disadvantaged people (Themes, Outcomes, Measures (TOMs) 3):** 30% of vacancies for Academic Year (AY) 2022-23 will be targeted at local disadvantaged people, including 18–24-year-olds who are unemployed, disabled people, BAME individuals, and long-term unemployed. We target young people/disadvantaged groups **through a)** being a Disability Confident L3 employer & understanding the role employers play in overcoming disability inequality; **b)** offering guaranteed interviews and work experience for disabled people who meet this minimum criteria for jobs; **c)** being a 'Ban the Box' employer & supporting/promoting the recruitment of ex-offenders; **d)** being a signatory to the Armed Forces Covenant and supporting employment of Service Leavers & spouses; **e)** having 33% BAME colleague profile which we will build on by engaging with BAME organisations to promote job opportunities to this cohort. **Improved employability of young people (TOMs 6):** 6 weeks work experience (3 blocks of 2 weeks) for LCR young people aged 18-24 for AY 2022-23 in our local office/training centre, to gain skills & experience working on reception, greeting learners & responding to enquiries; help set up rooms for training/meetings, ensuring adherence to COVID protocols, & assist administration. The young people will be set a project to organise a careers fair with local employers & jobseekers, supported by our experienced staff, helping them gain insight & vital skills for their future. **TOMs 7:** We will support a minimum of 10 external careers events in schools in LCR as an employer. We will do this through a range of mechanisms, including: 1) sponsoring events to raise awareness of us as an employer whilst providing resources such as stationery. 2) manning a careers fair stand to promote us as an employer & the training/education sector. 3) Providing IAG sessions at school careers events to help young people understand opportunities available in LCR, including through our sister company, UK's largest recruiter, providing access to local jobs with employers e.g., Tesco. **Promote environmental sustainability;** minimising travel with provision of digital equipment/software for 100% of staff on this contract.

**Identify where other activities undertaken by the Provider add social value**

**Delivering and measuring Social Value impact through learner co-production:** The core services we deliver are only part of the value we add. As learners' skills increase, they are empowered to directly contribute to their local communities. This increases spending within the local economy, builds a more inclusive, tolerant, and resilient community and contributes to a greener society. **Business wide, our primary objective is to make a direct difference to the lives of 1 million people by 2022.** We are committed to meeting and exceeding the requirements of the Social Value Act 2012 and the Liverpool City Region Combined Authority (LCRCA) Social Value Framework, when published. During implementation, we will create a contract **Social Value Steering Group (SVSG)**, working closely with learners, LCRCA commissioners, staff and VCSEs (such as the *Indy Gardeners* project, who encourage community members struggling with substance misuse and homelessness to engage in environmental projects). The SVSG will produce a **Social Value Action Plan (SVAP)** building on the agreed commitments with specific baseline outputs/outcomes. Using an external **Social Recruitment Framework (SRF)** is a unique interface between employers and training providers that helps identify which jobs are available, matching them to the individuals based on their specific training needs, helping those who have been negatively impacted by COVID regain employment. **Example:** *Through our #Skillthenation campaign, we used the SRF to help 693 people successfully respond to vacancies at Amazon, exceeding Amazon's target to recruit 5% of their workforce from underrepresented groups (12% achieved).* We will ensure local employers understand the importance of equality & diversity, use inclusive recruitment & inform them of the positive impact local recruitment.

**Agree a baseline and monitor/measure progress against this throughout the contract period**

Progress will be monitored & driven by our **Director, Paul Rowlandson**, who manages & co-ordinates all internal social value activity across our company, working closely with the SVSG/LCR delivery team. He will conduct quarterly learner surveys/forums (using our Qualtrics digital survey tool) to capture progress on social value outcomes against the baseline SVAP and involve them in the development of new Social Value initiatives. This data will identify trends and gaps in provision compared to evolving local need over time. The SVAP will be aligned with the **Social Value Portal TOMs model** (Themes, Outcomes, Measures), strategic themes & related policy outcomes identified in the **Government Commercial Function's Social Value Model**, from which we derive target outcomes.

**Report regularly to the Combined Authority on such progress and the positive impact on the wider LCR**

Our Director, will be responsible for monitoring/reviewing our contract specific SVAP, ensuring compliance/performance management. SVAP informed by TOMs developed by SV Portal & Proxy Values included in the TOMs matrix, which will be shared with LCRCA. We will work with LCRCA to finalise performance measurements & reporting arrangements. Our SV targets will be incorporated into our MI systems, enabling activities & outputs/outcomes to be recorded, with progress against action points & KPIs tracked/reported monthly to LCRCA and other stakeholders as agreed. Where appropriate, data/best practice will be shared with LCRCA, Local Authorities & other partners (e.g., VCSE organisations (e.g., VS6 Partnership)) that we work closely with to improve shared initiatives. We will carry out quarterly contract review meetings with the LCRCA to review/evaluate SV progress delivered on the contract and produce an annual SV impact report which will include qualitative/quantitative data such as trend data & case studies to demonstrate our impact. **Social Value commitments:** 30% of vacancies for will be targeted at local disadvantaged people. 6 weeks work experience provided for LCR young people aged 18-24. We will support a minimum of 10 external careers events in schools in LCR as an employer. 100% of our delivery staff employed to work on this contract will be local LCR residents. Promote environmental sustainability.