

MAKE A REAL DIFFERENCE

# SOCIAL IMPACT





Social Impact or Corporate Social Responsibility (CSR) has a reputation in some quarters as simply a buzz word; something that bigger organisations do to tick a box and satisfy their shareholders. It might see a few big cheques presented, and maybe a photograph or two of a team in hard hats doing community work, but at Paycare we believe that not only can it be varied, but that it should be varied. Furthermore, when done well it can be the ultimate win-win for everyone concerned.

As a company, we feel a genuine responsibility to the communities that we serve, and that extends well beyond the traditional structure of 'giving back'. We focus on social value, on investing in the communities that we serve, and on empowering organisations to be the best and do the best possible.

Yes, we give funds to deserving charities and community groups - in fact, every penny of the premiums our clients pay, which aren't spent on enhancing services, are donated to good causes, and last year we reached the phenomenal milestone of £2million! But we believe social value and CSR is about much more too.

We've recently refurbished our suite of offices on George Street in Wolverhampton, and this has allowed us to open up a whole floor, which we plan to make available to local groups and organisations to use for free. Opening our doors in this way is easy to do, and it's something that could be mirrored by plenty of other firms, large and small. After all, how many other businesses have 'dead' space that they're not using but which they could turn over - even short-term - to a good cause?

Sponsorship can also be important, as it gives organisations the security of knowing they have funds for a fixed time. We do this a lot at Paycare, but for us it's not all about the high profile stuff. Yes, we sponsor the back of Wolves' shirts, but we also partner with dozens of grassroots teams covering every sport imaginable, working with them to help raise awareness of issues that affect us all, for example the Unity Cup that we're organising and supporting sees Wolves Pride FC take on the Black Country Fusion FC. Not only will we get to enjoy a great game of football, but together we'll be able to raise awareness of the issues faced by the LGBT community and show our support.

There are so many other great ways that our team gives back, and it makes me hugely proud to see the difference that we're able to make with even small acts. I'd urge each and every Chamber member to consider what else you could do. How else you could help your community. Also, how you could build this into the fabric of your firm for the benefit of us all. Together, we have the power to make a very real difference for the community that we all serve.

**Kevin Rogers**  
Chief Executive of Paycare

## SO, WHAT IS SOCIAL IMPACT?

Also known as Corporate Social Responsibility (CSR), it is a long-term approach to business that addresses the needs of communities, people and their employers. CSR provides frameworks for successful enterprise that is harmonious with its surroundings. CSR is an opportunity to generate honest, authentic good news stories that a business and its community can be proud of.

This document will outline the key areas of Social Impact that you as a business and/or individual can get involved in. It will also highlight some key organisations that are already involved in that area and doing some great things.

## THE WHY?

Social Impact is often defined as “the effect an organisation’s actions have on the well-being of the community”. Social impact is therefore more than delivering Corporate Social Responsibility activities.

It is a measurable way to demonstrate that your work has enabled long-term changes for a person or a place. It may help people contribute positively to the community, economy and society.

It’s not just a case of saving money on public services that are ‘easy to see’, such as an ex-offender gaining work and staying out of prison, which could save the Ministry of Justice £1,200 a week. We also know that person will gain improved health, greater confidence and improved well-being, whilst spending money locally, paying rent and inspire others to do the same. All of these things have a measurable impact.

## THE NUMBERS BEHIND THE ACTIONS

Starting Point Recruitment (SPR) have invested 95% of profits over the years (£1.2 million) into its Charity partner, Steps to Work (STW). This has helped STW support over 34,000 people into work in 20 years. We measure Social Impact using a recognised 3rd Sector model. This means that for every £1 invested in STW generates, on average, £7 of social impact.

STW have delivered social impact projects with partners such as Walsall Housing Group (whg) and their Streetscene project. The Streetscene project created on average £3 for every £1 spent by whg on training local customers to deliver a contract to upgrade driveways, fences, walls and gardens after a major energy efficiency programme.

Rather than appoint an out-of-town contractor STW, Starting Point Recruitment and whg developed Streetscene, thereby creating 13 new local jobs. All profit made in recruitment was then gifted back to STW to reinvest in employment related support.



**James Walsh**  
Chief Executive Officer  
at Steps to Work

There are some key areas below that are good examples of how you can take your business to the next level and have a Social Impact:

-  Financial Donations
-  Recruitment
-  Shared Resources
-  Sustainability
-  Volunteering

## FINANCIAL DONATIONS

### MAKE A DIFFERENCE THROUGH MONETARY DONATIONS

Monetary contributions can be a part of your social impact strategy moving forward. Not only can an organisation donate part of their wage packet or profits, but they can raise money through events or sponsorships. This can be for a cause close to the heart of an organisation or can change on a regular basis.

### HOW IT IS DONE: NANT

Nant has always been dedicated to giving something back to the world around it, from opportunities and causes on a local level, to empowering communities and knowledge sharing on a national or even global scale.

This culture has some rather unfortunate roots relating to a case of graft vs host disease and a person that held personal significance to a great number of the Nant family, but it is because of this shared passion and the vision of Chris, the Managing Director of Nant Ltd, that the opportunity came about so they could help others in their time of need.

Spearheaded by Chris and supported by friends both in and outside of Nant, they have set up a fund to research and support those affected by graft vs host disease. So, every member of the Nant family are offered the choice of supporting the cause upon joining, a modest donation of £15 a month direct to the charity.

Also, several members of the family have participated or set to participate in vigorous challenges such as marathons. So when it comes to giving back, it's really not a matter of incentivising or persuading, but breeding a culture.

For more information please visit: [www.nantltd.co.uk](http://www.nantltd.co.uk)

### KEY CONTACTS TO GET STARTED:

Beacon Centre for the Blind  
[www.beaconvision.org](http://www.beaconvision.org)

Promise Dreams  
[www.promisedreams.co.uk](http://www.promisedreams.co.uk)

Sandwell Women's Aid  
[www.sandwellwomensaid.co.uk](http://www.sandwellwomensaid.co.uk)



# RECRUITMENT

## THROUGH THE WAY YOU EMPLOY YOUR STAFF

The journey into or back into work can be difficult for people who have had difficulties in their life or have issues that make recruitment processes feel tough. By thinking through the processes you use to recruit, you can support people that may find it hard to get into work.

### HOW IT IS DONE: SUMMIT HOUSE SUPPORT

Summit House Support has been supporting people in Dudley and Sandwell since 1992. Working with a number of diverse communities, they support people in recovery from drug and alcohol abuse, people living with HIV and the LGBTQIA communities.

Dave\* started accessing their recovery project in Spring 2016. He came to them after receiving detox through one of their partner agencies following a two-year period of complete alcohol dependence. Dave had not been working for a number of years, despite having a previous successful management career in retail and customer service.

Dave started attending Summit House Support, taking part in the SMART Recovery Programme, 3 Principles Programme and popular weekly cook and eat session. He progressed to helping facilitate some of these sessions and accessed a number of in-house training courses.

After a number of unsuccessful applications, Dave applied for a role at Summit House Support, which he was successful in securing. They are delighted that they have been able to offer him a position and believe that his significant previous work experience, combined with the huge life challenges he has overcome, will make him a valuable member of the team.

For more information please visit  
[www.summithousesupport.co.uk](http://www.summithousesupport.co.uk).

\*Name changed

#### KEY CONTACTS TO GET STARTED:

Talent Match  
[www.bctalentmatch.com](http://www.bctalentmatch.com)

Forces Recruitment  
[www.forcesrecruitment.co.uk/westmidlands](http://www.forcesrecruitment.co.uk/westmidlands)

Ideal for All  
[www.idealforall.co.uk](http://www.idealforall.co.uk)

The Way  
[www.thewayyouthzone.org](http://www.thewayyouthzone.org)

Beating Time  
[www.choirsbeatingtime.org](http://www.choirsbeatingtime.org)

Right Track Wolverhampton  
[www.righttrackwolverhampton.org.uk](http://www.righttrackwolverhampton.org.uk)



## SHARED RESOURCES

### YOUR TALENTED EMPLOYEES CAN GIVE THEIR EXPERTISE

Support of the local community can be achieved in many ways. One area, which has a focus on your talented workforce, is a positive way for staff to feel they are contributing. By pulling together a marketing plan or allowing access to a board room for free, you can support a local charity or organisation to save costs and improve their operations.

### HOW IT IS DONE: INTERACTIVE EDUCATION

Established in 1999, Interactive Education have worked with schools and colleges for over 16 years, providing ICT solutions. They have a fantastic training suite available onsite, with a large interactive screen. They share this resource, free of charge, to schools and education providers that wish to host lessons or training sessions. It is also available to the business community for hire.

Interactive Education have chosen to offer this resource because they realise that schools can often struggle with access to the type of technology that they have available. Also, this allows them to play their part in giving back and supporting the local community, because they realise the wider benefits derived from working together.

By sharing the great resource that they have, Interactive Education have been able to create positive news article about the collaborations, staff have been able to contribute to the charitable activities and they have also been able to create a positive brand image with students visiting the facilities.

For more information please visit  
[www.interactive-education.co.uk](http://www.interactive-education.co.uk)

#### IDEAS FOR SHARING A RESOURCE:

- Office space
- Skilled Staff
- Products
- Services

## SUSTAINABILITY

### HOW BEING 'GREENER' CAN MAKE A REAL DIFFERENCE

Not only is it important to think about the future of the planet through environmental sustainability, it is also vital for businesses to future proof their organisation. By thinking about how you can make your organisation more sustainable you can have a positive impact on the local and international community, as well as potentially reducing your costs.

### HOW IT IS DONE: CREDIBLY GREEN

Many businesses have recognised the benefit to being 'greener' - it saves money, 'future proofs' your business, makes you more competitive, helps you attract the best staff and customers, and is great PR. Overall it is part of good management, and here is a couple of examples of how Credibly Green have supported organisations.

Benham BMW commissioned a carbon audit that highlighted where they could make savings on their electricity bills. They now have an action plan in place to reduce their usage and are investigating investing in renewable energy. Being the first BMW dealership to do this has been fantastic PR.

M E Furniss and Sons have invested in renewable energy. With energy savings and government grants, this will pay back in seven years, after which the business will have free electricity. Business owner Neil Furniss recognises that being self-sufficient in energy both secures his business from energy shocks and provides another income stream. A carbon report highlighted how much he has reduced his emissions and highlighted other areas he can explore to be more sustainable. As a food producer this report is invaluable for his produce assurance accreditation.

For more information please visit  
[www.crediblygreen.com](http://www.crediblygreen.com)

#### KEY CONTACTS TO GET STARTED:

Fairtrade Partnership  
[www.fairtrade.org.uk/Get-Involved](http://www.fairtrade.org.uk/Get-Involved)



# VOLUNTEERING

SOMETIMES TIME IS ALL IT TAKES  
TO SUPPORT YOUR LOCAL COMMUNITY

Many local communities and projects require the support of free volunteers to successfully operate and improve. Companies can gain great reward from employees spending time giving back locally, not just from a feel good factor but also from a team building perspective.

## HOW IT IS DONE: FBC MANBY BOWDLER

A team of 12 staff from FBC Manby Bowdler teamed up with Worcestershire firm Whiting Landscape to replant the outdoor space at Castlecroft Primary School in Windmill Crescent. The project has special significance as the school is a resource base for visually impaired children.

Whiting Landscape provided the landscaping equipment, plants and specialist advice on site while lawyers, paralegals and support staff from the law firm donated their time, spending two days at the school working on the garden.

The team of staff members transformed the sensory garden into a usable space that the children and staff will enjoy using. It also provided the school with a great starting point to redevelop the rest of the junior playground.

FBC Manby Bowdler staff were delighted to be able to help and make such a difference in the short time they were at the school. It was certainly very different to their normal day at work but very rewarding to be outside and supporting such an important worthwhile project in their own community.

For more information please visit [www.fbcmb.co.uk](http://www.fbcmb.co.uk)

### KEY CONTACTS TO GET STARTED:

Groundwork West Midlands  
[www.groundwork.org.uk/wm](http://www.groundwork.org.uk/wm)

The Haven  
[www.havenrefuge.org.uk](http://www.havenrefuge.org.uk)

Dudley Mind  
[www.dudleymind.org.uk](http://www.dudleymind.org.uk)

For more key contacts and companies to get involved with, please contact the Chamber team on **0330 024 0820**.

## WHAT'S NEXT? GET INVOLVED TODAY

Hopefully this document will have sparked some ideas of how you can get involved in community activities. If you want to discuss the ideas with the Black Country Chamber of Commerce, then give us a call on **0330 024 0820**.

## SHOUT OUT ABOUT THE GREAT THINGS YOU DO

The Black Country Chamber of Commerce is committed to celebrating those businesses that are leading the way and taking steps to have a positive impact in their local area. With this in mind, the Chamber has launched a Chamber Champion for Social Impact and have created a Hall of Fame on their website. This scheme is a self-assessment against a document that is available on the Chamber website.

For more information please visit [www.blackcountrychamber.co.uk](http://www.blackcountrychamber.co.uk) or call **0330 024 0820**.

Please note this scheme is not going to be monitored and is just based on a self-assessment.

## THANK YOU TO OUR SPONSOR

**Starting Point Recruitment** is an innovative employment business, working within a diverse range of occupational areas. We provide candidates with temporary and permanent work, training, job search, support and guidance and clients with practical, effective solutions to their recruitment needs.

Our new Private Sector Business Growth Team have been hand-picked due to their individual skills and specialisms, each of them with skills and experience in various key sectors including education, skilled & technical, engineering and the legal sector.

The team has been developed to work closely with the CEO and senior management team in order to help diversify the services offered by Starting Point Recruitment and develop a name outside of private sector recruitment. The team have been working tirelessly to build relationships with new businesses and source skilled candidates; they have attended jobs fairs, held open days and reached out to their networks to begin growing the business.

We provide a number of benefits to candidates and clients, taking pride in delivering a professional and supportive service as well as an honest, flexible and overall refreshing approach to recruitment.

Our experienced team of consultants are here to support and guide you through every stage of the recruitment process. The level of support and service provided is tailored to meet your individual needs.

Experts in our field, we attract candidates through various mediums and have an extensive bank of available candidates already registered with us. In every instance you can be safe in the knowledge that our candidates have not only been hand-picked to meet your needs but they have undergone stringent pre-employment checks.

For further information on how we can support you, please contact **Amber Bouvet** on **01922422480** or **amber.bouvet@walsall.gov.uk** or visit our website at **www.startingpointrecruitment.co.uk**



### **BLACK COUNTRY CHAMBER OF COMMERCE**

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