

# ewmpas

## Understanding Social Value



# Helping you understand social value and what it means to you

Cwmpas has been at the forefront of redefining social value in Wales for years. We know that for social value to work, it must be ingrained in everything you do, but very few organisations know what social value looks like or how to implement it.

But it needn't be daunting. You're not alone.

No matter where you are on your social value pathway, we're here to help.

We provide expert and hands on guidance and support to solve your short and long-term social value needs and help you deliver them.

We aim to deliver lasting and impactful solutions that are good for society and YOUR business.



## What is Social Value?

Social value is about creating value beyond profit – value that helps Wales thrive.

The Welsh Government's Well-being of Future Generations Act gives us the ambition, and the legal obligation to improve our social, cultural, environmental and economic well-being as a nation. Wales has everything to gain by taking the letter and the spirit of the Act on board.

Our aim is to put social value at the heart of every business and organisation in Wales with help that is practical and pragmatic to your business needs.



## Why is Social Value Important?

Because how your company or organisation behaves towards society and whether or not it considers the needs of all its stakeholders is an essential part of doing good business.

It's all about maximising your positive impact on society and minimising the adverse impact of your activities.

But it also goes beyond doing the right thing.

It's good for:

- Efficiency
- Recruitment and retention
- Brand reputation
- Customer and client trust
- Sustainability
- Business growth and your bottom line

**Let us help you put social value at the heart of a business strategy which considers social economic and environmental benefits.**

## How We Can Help

Every business is different.

Many organisations and business will be at different stages of their social value pathway.

We specialise in helping you to shape and implement social value – wherever you are – and giving you the tailored support that you need to grow your impact, whatever that looks like for your organisation.

The Cwmpas social value success circle has five key stages but creating social value is not a linear journey, so businesses and organisations can join the circle at whatever stage suits them.





# Social Value Discovery

This is the time to dig down into the whys. We can bring our expertise and experience to the table, but, crucially, it is vital that we listen to you, your concerns, hopes and social value ambitions.

We get to know you, your clients and your stakeholders to uncover:

- What does social value mean to your organisation?
- How do you want to add more value?
- How can creating more social value fit in with your business objectives?

## STEP 1

### Boardroom Leadership Team Facilitation

- Get people thinking
- Establish a social value vision
- Review current strategy
- Sketch a roadmap

## STEP 2

### Wider Stakeholder Engagement

- Employees
- Customers
- Your community
- Suppliers
- Anyone with a vested interest in your organisation

## Social Value Analysis

Every business or organisation is unique, and our bespoke approach is tailored to help your leadership team design and deliver social value that aligns with your strategic and commercial goals.

The audit gives you a snapshot of where you are with social value and will shine a light on your way forward, by:

- Reviewing social value strategy, corporate documents, activity, and outputs
- Linking your activity to policy and legislation
- Carrying out interviews with senior leaders
- Checking the status of value and impact – are you delivering against objectives?
- Reviewing your spending
- Developing long-term thinking and collaboration

## Social Value Strategy Development

This is the part where we help you join the dots, by steering your business according to the objectives identified in the audit. We're happy to roll our sleeves up to support you with activities, such as:

- Reviewing current procurement with a focus on social value
- Analysing supply chains, involvement of third sector organisations and local businesses
- Tackling feasibility and any barriers to your plan
- Embedding social value into processes and culture
- Qualitative and quantitative measurement of social value
- Establishing return on investment

## Social Value Reporting

Putting into black and white your social value intentions and ambitions and why you are embracing social value.

### Cwmpas can help you to:

- Create a social value report
- Be transparent and open
- Develop broad messaging around social value
- Demonstrate the good work you are doing
- Look at how you can maximise benefit for your community

## Social Value Training & Mentoring

Let's ensure everyone in your organisation understands the part they play in your social value success and has the right tools to innovate and embrace it.

### Cwmpas can help you to:

- Engage your teams with the organisation's social value
- Educate key team members around key policy and legislation
- Get the right training and mentoring for team members who will be implementing your social value strategy
- Keep reviewing the outputs and success

## Are you ready?

Our expert team understand the challenges you're facing and are ready and waiting to help support you on your social value discovery.

### Let us help you.

If you have a question about social value or want to learn how we can support your team, please get in touch.

**Email – [commercialteam@cwmpas.coop](mailto:commercialteam@cwmpas.coop)**

**Phone – 0300 111 5050**

**Web – [www.cwmpas.coop](http://www.cwmpas.coop)**

# cwmpas

Cwmpas is a development agency working for positive change, in Wales and across the UK.

We are a co-operative, and our focus is on building a fairer, greener economy and a more equal society, where people and planet come first.

The Cwmpas Business Growth and Consultancy Team bring positive change through our services which include:

- Social value
- Digital transformation
- Learning and development
- Evaluation
- Feasibility Studies
- Policy
- Research and delivery
- Social Care Transformation



Simple  
language



Bespoke  
solutions



Hands on  
support



Impactful  
results



Expert  
team