

LEEDS SOCIAL VALUE CHARTER

Our vision is for Leeds to be a healthy, fair, compassionate and caring city where everyone benefits from the city's economic growth. The success of Leeds is dependent on private, public and third sector partners that are individually enterprising and thriving, but who also work together, alongside active citizens and communities for their mutual benefit and for the good of the city.

We believe that all sectors and partners, and Leeds' many and diverse communities, make important contributions to the success of the city, but real added value and benefit will be achieved and we will get the greatest possible social return from investment by promoting **social responsibility**, building **social capital** and delivering **social value**.

▶ **This Charter sets out the guiding principles that will help us achieve our social value ambitions in Leeds.** ▶



The Leeds Approach

Our Guiding Principles:

- ▶ Aim to add value and deliver long-term social, economic and environmental benefits in all that we do
- ▶ Work in partnership with others to ensure that we achieve the best outcomes for Leeds and everyone benefits from the success of the city
- ▶ Create employment and training opportunities for people in Leeds and be a good employer
- ▶ Grow and strengthen the local economy by investing the Leeds pound in Leeds
- ▶ Be sustainable, fair and ethical in all that we do
- ▶ Recognise the added value that community led organisations bring to the city

We believe that by operating in line with these principles Leeds can:

- ▶ Become the Best city in the UK – being fair, open and welcoming, with an economy that is both prosperous and sustainable, supporting all our communities to be successful
- ▶ Become a city of civic enterprise, with the Council being more enterprising and business, the third sector and other partners being more civic minded
- ▶ Become a city where all our citizens, in all their diversity, are valued, active and involved and are helping shape the city to meet our current and future needs

Why the Charter has been launched

The Charter aims to set out in one brief statement the city partners' commitment to promote social responsibility and social value and to make the maximum impact in Leeds with the Leeds pound.

The intention is that the Charter will serve as the expression of a shared commitment to our ambitions. It will provide a benchmark for practice, while giving organisations and their staff strategic and operational encouragement to take the actions necessary to deliver the Leeds that we all want.

The concept of a Leeds Charter to promote Social Value and Social Responsibility follows key developments and emerged from discussions in a range of forums between partners in Leeds, including:

- the Public Services (Social Value) Act: which charges all public sector agencies, to consider early in their commissioning arrangements, requirements relating to social and environmental, as well as economic value in their tendering processes; this raised the issue more widely and challenged partners to look at Social Value beyond the commissioning process
- the Commission on the Future of Local Government, led by Leeds City Council: which proposed the concept of Civic Enterprise, "a new leadership style for local government where councils become more enterprising, businesses and other partners become more civic, and citizens become more engaged"
- the development of the Third Sector Ambition Statement for Leeds and its supporting Implementation Plan, which identifies a number of actions which fall under the headings of promoting Social Responsibility and Social Value.
- Interest from private sector partners in making real their Corporate Social Responsibility and Community Investment commitments and making mutually beneficial partnerships with communities and the third sector
- the work of the Social Value in Health and Social Care task group

We expect the Charter to support the delivery of the City ambitions. Some of these are set out in key strategies, including: Joint Health and Wellbeing Strategy, Leeds City Region Strategic Economic Plan, Leeds Growth Strategy, Children and Young People's Plan, Best Start Plan, Safer Leeds Plan and the Best Council Plan and much more.

We hope the Charter will inspire and encourage more colleagues from all sectors, involved in the widest range of activities to explore how they can become more socially responsible and what positive added social value they can make as they go about their business, whatever it is.

We believe that putting the Charter principles into practice will help to make Leeds a caring and compassionate City with less inequality and more opportunities for everyone: a safe place, with healthy individuals, thriving communities, successful businesses and a great environment ... the Best City in the UK!

Supporting partners to put the Charter into practice:

There is no rule book, but there are plenty of ideas and people around in Leeds and many other places who can inspire, advise and support. Set out over the next couple of pages are some of the ways that the Charter can be put into practice. This is not a set of rules, it is only intended to inspire and encourage.

More ideas, case studies and toolkits can be found at www.doinggoodleeds.org.uk/socialvaluecharter.html

As knowledge and ideas develop there will be more information, with additional links to other sites. We hope that you will share your experience too. A cross sector Implementation Group has been established to promote the Charter, share ideas and develop tools for implementation.

If you want to know more, contact:

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We don't know everything, but we can point you in the direction of lots of other people in the public, private and third sectors who do!!

Some of the ways that the Charter can be put into practice . . .

Aim to add value and deliver long-term social, economic and environmental benefits in all that we do

- In all your transactions and actions think about how to add value to society and the local economy, whilst minimising damage to the environment

Work in partnership with others to ensure that we achieve the best outcomes for Leeds and where everyone benefits from the success of the City

All partners

- Provide support to local small businesses, third sector organisations and social enterprises to ensure that they have the capacity to work in partnership and deliver services and contracts.
- Explore opportunities to work in partnership and collaboration with local public, private and third sector partners to deliver mutually beneficial, sustainable initiatives

Opening up sub-contracting opportunities

- Make accessible all sub-contracting opportunities to a diverse supply base including the third sector and local small business and social enterprise suppliers and provide mentoring and support to assist these organisations to tender for and deliver these supply opportunities where necessary.

Create employment and training opportunities for people in Leeds and be a good employer

Maximising Employment and Training Opportunities

- Encourage the creation of local employment opportunities, training opportunities and apprenticeships as part of procurement and sub-contracting arrangements
- Establish an Employee Volunteering Scheme that develops competence in your workforce and provides labour and skills in communities
- Create employment and training opportunities, including recruiting people who might often be excluded, including supporting people into work through targeted training and placement opportunities
- Work with schools to ensure that the young people of Leeds develop the skills to succeed in the labour market

Being a good employer

- Develop a motivated and capable work force by supporting staff development and welfare and rewarding workers fairly
- Ensure that employees are recruited and treated fairly
- Pay employees fairly, aim for the Living Wage; use fair contracts

Grow and strengthen the local economy by investing the Leeds pound in Leeds

Strengthening the local economy

- Grow and strengthen the local economy through a focus on local suppliers and the growth of the local infrastructure
- Support the local economy by choosing suppliers close to the point of service delivery where possible
- Encourage out of Town suppliers to invest in the local economy through their supply chain

Investing the Leeds Pound in Leeds

- Encourage your suppliers to endorse the principle of 'Invest the Leeds pound in Leeds' throughout their supply chains.
- Create a culture where Leeds businesses look to other Leeds businesses to meet their needs

Be sustainable, fair and ethical

Being sustainable, ethical and fair

- Recognise the environment as an important asset
- Seeing the place you do business and operate in as an asset that needs to be valued now and for the future
- Minimise waste and energy use by adopting the 'reduce, reuse, recycle' approach
- Pay suppliers on time; pay a fair share of taxes; be open transparent and fair in working relationships

Being a good neighbour

- minimise negative local impacts, like noise and poor air quality, think about the impact on local people
- maintain and improve the local environment, like green spaces

Minimising the negative impact of transport

- Minimise miles –develop efficient route plans or support another organisation to do this
- Minimise emissions by changing fuel type or engines
- Share vehicles with other organisations or allow vehicles to be used for other purposes during down-time

Implementing Sustainable Travel to Work policies

- Support green travel to work initiatives , like encourage cycling to work, car sharing or the use of initiatives like the City Car Club or team ‘bus passes’

Recognise the added value that community led activity and organisations bring to the City

Create a culture where working in partnership with communities and the third sector is the norm

- See citizens, other businesses and community organisations as valued partners , use an asset based approach

Supporting community organisations with sponsorship, resources, expertise

- Invest in the development and maintenance of a sustainable and effective third sector
- Consider sponsorship or partnership with a local school or community organisations: ask what one-off or on-going contribution you could make. It could be low cost, low input or something more major e.g. a small amount of money could ensure that the local school can provide termly prizes for attendance or achievement; a staff team might commit a day to stewarding the parking at a local fun day or fete; or a member of staff or team may wish to use their work skills to support a small third sector organisations need in that area; a business may want to sponsor a local sports team by buying the kit or covering the cost of transport to away matches, a community organisation can provide an opportunity for an employee to develop skills.

Promoting Volunteering by individuals and by employees

- Work with the Council or the Volunteer Centre to promote volunteering to your staff, via notice boards, meetings

Being socially responsible and delivering social value...Other ideas:

Community Investment and Corporate Social Responsibility

Use the *Leeds Community Investment Guide* to tap into the opportunities that exist for your company to make a difference in Leeds

Space and Venues

- Look to share buildings
- Offer your meeting room or conference room space to a local community group or charity for a regular meeting, one off event or offer hot desk office space
- Offer your transport yard as a safe parking space for a mini bus or van belonging to a local Charity/Voluntary Group/School

Office Services

- Offer to do photocopying for a local charity or community group, or offer to format and publish a Charity / Voluntary Organisations Annual Report or publicity materials, or to design and print the flyers for a local event

IT Support

- Could your IT specialists staff provide help to a local community group or charity or local start up SME

Pass on your old equipment, furniture , IT equipment and other materials

- If you are refurbishing your offices or hotel, or updating your IT system - you could donate your old desks, chairs, IT kit and other items to a local re-use charity for refurbishment and circulation

Sharing specialist skills and knowledge

- If you have specialist skills in your staff team or organisations can you share them with a voluntary organisation e.g. business planning; buildings project management

Support around Transport

- If you run in-house training for public service/drivers - offer a free place to a voluntary organisation
- If you have in-house mechanics to maintain your vehicles – offer free servicing for a local groups minibus or van
- If you provide coach and mini bus transport - offer the use of a bus to a local school for a one –off trip that they couldn’t otherwise afford