

Background: what is social impact?

Social impact is the significant, positive change addressing pressing social challenges. A broad term encompasses everything from small-scale local improvements to major global shifts. Understanding the social impact is crucial for evaluating and managing how people, groups, or governments influence society's well-being. Source: <https://www.sopact.com/guides/social-impact#the-social-impact-revolution>

Positive Impact

Positive Impact

Positive social impact refers to the positive effects of an individual or organization's actions on people and the planet. This can include improving people's health, increasing access to education, promoting equality, and supporting the local economy. Organizations and individuals striving for positive social impact generally focus on improving the world by addressing social issues and promoting positive change.

Negative Social Impact

Negative social impact means the bad effects of someone's actions on a community's well-being. This can include pollution, crime, inequality, and economic decline.

Organizations and individuals with a negative social impact should focus more on making the world a better place. They may even be actively working against the interests of the community. Negative social impact can have wide-ranging effects, impacting individuals, communities, and society.

Source: <https://www.sopact.com/guides/social-impact#the-social-impact-revolution>

Potential Social Impact Review

	Internal	External
Positive	<ul style="list-style-type: none"> - Long term employment and security - Training, development and progression (training courses and internal promotions) - Work satisfaction and leadership recognition - Improve wellbeing including making a positive difference to the business and beyond - Business Improvement Forms - Safeguarding Policy and Procedures - identifying potential vulnerable residents 	<ul style="list-style-type: none"> - Employing from the local community - Expanding the diversity of our workforce and improving opportunities for marginalised groups - A strong commitment to social value through our tendering process and on award of new contracts and projects - Providing people a gateway into work (Apprenticeship scheme and intake policy via our EAL approved in-house training academy) - No. of staff hours spent on local school and college visits supporting pupils e.g. delivering career talks, curriculum support, literacy support, safety talks (including preparation time) - Working alongside charities and initiatives to make a difference outside of work
Negative	<ul style="list-style-type: none"> - Stress and mental health (medium risk – mitigated through training, HR policies and line management) - Injuries at work (medium risk – mitigate through training and policies) - Inequality (low risk – mitigated by HR policies) 	<ul style="list-style-type: none"> - Negative environmental impacts - for example potential noise and dust during construction works (mitigated by our Environmental Impacts Strategy and Environmental Policies) - Poor service impacting residents and businesses (mitigated by our Business Improvement Procedure)

Our positive social impact strategy

The most recent external measurement of our social value by Planet Mark was set at £104,234. By end 2024 (measured in February 2025), we aim for our social value to increase to £200,000.

In order to improve our social impact, we will undertake the following actions:

Internal

Action	Owner/Sign off	Deadline
Staff satisfaction survey and process Regular internal surveys to be rolled out and improvements to be initiated from feedback	Lyndsay Ray / Reyaan Shepherd	First survey to be implemented latest March 2024
Review and improve benefits package for our staff	Lyndsay Ray/ Reyaan Shepherd	Feb 29th 2024
Improve training for all staff	Lyndsay Ray and James Burgess / Reyaan Shepherd	Initiated November 2023 - ongoing
Health at work improvements	Annie MacKenzie / Reyaan Shepherd	Gym with working shower room to be built and available to all staff - March 2024 Weekly fruit deliveries - initiated 2023 Mental health first aid training for all SLT and additional team members - Q2 2024
Improved onboarding process for all staff:	Lyndsay Ray and James Burgess / Reyaan Shepherd	Initiated Nov 2023 - to be completed Q1 2024

External

Action	Owner/Sign off	Deadline
Improved and elevated charity plan for 2024 To include larger fundraising campaigns initiated by our own teams	Thom Standen / Reyaan Shepherd	Plan established Feb 2024 - plan to be rolled out throughout 2024 and beyond
Increased outreach to local schools and colleges - Minimum 4x Minimum 2x career day visits in 2024	Thom Standen and Lyndsay Ray / Reyaan Shepherd	Dec 2024
Initiate 1 volunteer day for every staff member in 2024 Target for 50%+ of staff to use their volunteer day in 2024 (estimated 84+ volunteer days collectively)	Thom Standen and Lyndsay Ray / Reyaan Shepherd	Feb 2024 - to be used in 2024
Elevated environmental strategy proposed and implemented	Thom Standen and James Burgess / Reyaan Shepherd	Plan to be signed off Feb 2024 - to be rolled out throughout 2024
Improved customer service strategy New Customer Relationship Management and Satisfaction process	Thom Standen, Brett Lally and Rowena Montanaro / Reyaan Shepherd	New process initiated Jan 2024 - to be rolled out throughout 2024

Conclusion

With this strategy to be implemented throughout 2024, we expect to drastically improve our social impact across internal and external audiences.