



THE LOCAL SOCIAL VALUE EXPERTS

SOCIAL VALUE AND UNITED BY 2022

In 2022, the Birmingham 2022 Commonwealth Games used a major sporting event to create £300 million in social value.

That same team, are on a mission to continue driving inclusive growth and social value across the West Midlands, by helping the private and public sector to understand, embed, measure and celebrate the difference they make to society.

We're different because we offer a full end to end service. From strategy creation, to project planning and management, and finding the right local partner for you to work with - we can help you do it all at your own pace.

We like to walk the walk - we've created over **£1,000,000** in verified social value over the last 12 months, and we can help you do the same.



ACCELERATOR

Well done, you've already made a great start on your social value journey!

Perhaps you have a strategy or plan already in place, but it needs refinement, better implementation, or measurable progress. You may have purchased a measurement tool but are unsure of how to roll it out.

Our accelerator package is for you if you've already made some commitments and now want to bring your strategy to life, landing the impact in a way that closely meets your objectives and delivering programmes that set you apart from the competition.

GET IN TOUCH

For a no-obligation chat today!

ACCELERATE IN 5 STEPS

1. REVIEW

We begin with a review of your social value strategy and gap analysis of the outputs and programmes to date. We'll uncover your areas of strength and challenge. You'll get a tailored one-page summary that suggests improvements, next steps and brings your stakeholders on the journey.

2. WORKSHOP

We run a dynamic, hands-on workshop, blending practical guidance & actionable strategy. Your takeaways will be a clear picture of your wider stakeholders, local and regional needs analysis & smart alignment with your organisational goals. You'll learn about community consultation, stakeholder mapping & how to use data and statistics to direct your strategy and delivery plan in line with best practice.

3. MENU

Next, you'll dive into a hands-on workshop that will take your delivery plan and create a menu of measurable outputs, aligned with your chosen measurement and evaluation tool – we can also help you select the right tool for measuring your expected outputs.

4. ACTION

Once you have your menu, we'll use the gap analysis to create templates, identify which networks can support your delivery and what outcomes you can expect. We can also deliver training to your stakeholders and support the roll out of your programmes and measurement tools.

5. DATA COLLECTION WORKSHOP

Finally, an optional data collection session can be useful to design an evidence collection process that matches your organisation. We give you bespoke templates to help you gather the information you need. With all of this, you'll be well on the way to measuring your impact and telling the story of your social value activity.

A PERSONAL APPROACH

Not sure if our Lift Off package is for you?

We know not all organisations are the same. That's why we offer a number of packages to support you, wherever you're at in your social value journey.

If you would like to find out more about our other packages [get in touch!](#)



LIFT OFF

Don't know where to begin with developing a social value strategy? Overwhelmed by the information available and need some expert handholding?

Our Lift Off package is the perfect launchpad for organisations who are ready to kickstart their social value journey. We will work with you to develop a social value strategy that will be the centrespot for your future activities.



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Our accelerator package helps organisations to bring their strategy to life, land the impact so that it meets your objectives and deliver programmes that set you apart from the competition.



BOOST

You have made significant inroads on your social value journey, with a strategy, key impact areas and programmes you are delivering. However, you're not seeing the impact.

Maybe you need data, or stories, or to embed social value in your procurement spend and supply chain. Our boost package will help you scale up, measure & communicate your successes, achieving greater impact.



BESPOKE

Whether you're facing resourcing challenges, just starting your social value strategy, or in a period that needs significant stakeholder engagement, we've got you covered. Perhaps you need boots on the ground, or help making community connections and managing your supply chain?

If you're seeking hands-on consultancy support, this flexible solution can be tailored to the unique needs of each social value project.





www.unitedby2022.com