

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.



LIFT OFF

Welcome to the beginning of your social value adventure, we're glad to have you with us!

Perhaps you recognise the need to start addressing social value, but don't know where to begin with developing a strategy? Or maybe you're overwhelmed by too much information 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 compass for your future activities. Your lift off journey is broken down into 3 parts:



STAKEHOLDER SESSION

An intensive half-day internal stakeholder session with our experts to evaluate the key drivers and desired outputs for your social value strategy.

We will take the time to understand your commercial and stakeholder drivers for social value, and how this fits in with your broader ambitions around responsible business. We will work with you to identify the internal teams and resources that will support the development and implementation of your social value strategy.



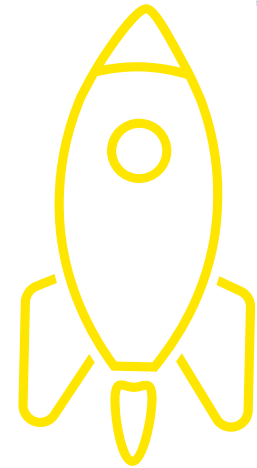
ACTION WORKSHOP

We run a dynamic, hands-on workshop, blending practical guidance & actionable strategy. A key step on your path to start activating your social value strategy, we identify your external stakeholders, any place-based needs & how best to achieve smart alignment with themes that matter to your organisation. Your action plan might include community consultation, a stakeholder plan or comms strategy & how you will use data and statistics to achieve your goals on social value. We'll make it easy for you to get started.



STRATEGY SUMMARY

Following both sessions, you will receive a written summary, including recommendations on your next steps for your strategy and how best to align relevant regional and national frameworks and legislation, such as the Social Value Act and the Procurement Act.



GET IN TOUCH

For a no-obligation chat today!

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!](#)



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ACCELERATOR

Perhaps you already have a strategy 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 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