



**COMMUNITIES AND HOUSING
INVESTMENT IN PEOPLE**

ROUNDTABLE DISCUSSIONS

FEEDBACK FROM THE DAY
OCTOBER 2023

WWW.CHIPCHARITY.ORG.UK

Background

Communities and Housing Investment in People (CHIP) was registered as a new charity with the Charity commission in May 2022, to support CHIC's Social Value programme. CHIP was formally launched in September 2023, at a Roundtable Discussion attended by CHIC's members and supply chain partners.

The discussions and the conclusions reached endorsed CHIP's key objectives and helped to shape how those should be delivered. CHIP objectives include:

- Partnering with Local Employment Groups (LEGs), to support those distant from the workplace into sustained employment.
- Providing grant funding to local community groups and projects, where we can make a real difference to people's lives.
- Celebrating the success of individuals and organisations through annual awards

CHIP's work is delivered by a Social Value Manager, funded by CHIC but overseen by a small committee of five trustees. Three are independent, including the chair, and two are nominated by the Board of CHIC.

CHIC's own social value activities include requirements for social value outcomes from all CHIC procured contracts, funding CHIP and the Social Value Manager and the appointment of a graduate apprentice.

September 2023 Roundtable

CHIC and CHIP published their first **Social Value Annual Report**, which was launched at this September event. CHIP was keen to ask stakeholders to look back over the last year to see if the agreed objectives had been achieved, but primarily to look forward to ensure that the outcomes of CHIP's activities will achieve the maximum positive impact possible.

CHIC's supply chain partner AICO kindly agreed to host the event at their depot in Oswestry. CHIP's trustees and CHIC's team were joined by a range of stakeholders drawn from our members and supply chain partners.

To set the scene for later discussions, delegates initially had presentations from:

John Fisher, Chief Executive - CHIC

Luke Hurd, Chief Operating Officer - CHIC

Barrie Hodge - St Basils

Kirsty Docherty - Bell Group

Paul Cartwright - AICO



Delegates agreed that the contributions CHIC, CHIP, Bell Group, St Basils and AICO are all making are ably demonstrating how different organisations can develop and deliver their own added social value.

Some of the case studies included within the presentations were particularly moving, with all delegates acknowledging that seeing the human outcomes of corporate sponsorship and support evidently justifies the value of the investment.

The slides and case studies can be accessed by contacting Curtis Coulson at ccoulson@chicltd.co.uk.

Delegates were then asked to consider how CHIP should maximise its input in the next stage of its development. There were four discussion groups and the questions posed and responses are summarised below.



GROUP 1

This group was asked to consider two issues:

How do we make sure our social value funding is supporting the communities who provide the funding?

- The group agreed that CHIP should continue to partner with local employment and education organisations which operate in the areas where CHIC procured contracts are particularly active.
- Funding should focus on work placements and apprenticeships, aiming to address skills shortages, particularly within deprived areas.
- CHIP should try and capture the benefits to individual recipients of funding, rather than just measure cost, so the full value of the support is understood and shared.

How can we make sure we are promoting the Community Chest Fund (CCF) to the organisations which should benefit from it?

- CHIP must continue to promote the CCF to all members as widely as possible, for them to share with local partners and groups. This should include CHIP building strong relationships with social value lead personnel within members and active supply chain partners.
- As part of its volunteering, CHIC's team should consider taking the lead on a community project(s), with CCF funding, to develop a showcase social value project.



GROUP 2

Again, this group was asked to consider two issues:

How can CHIC procured contracts be certain to enhance training and employment opportunities?

- There was a strong message from this group about doing all we can to link with the education sector, to promote the wide range of career opportunities in the construction sector.
- CHIC should continue to seek to coordinate contractor and supplier partners combining contract value to create training and work opportunities locally.
- CHIC should also encourage members to let longer term contracts; if the contractor has a commitment to their work, in turn they can invest in their workforce.

How does CHIC best support our supply chain partners?

- CHIC must not only continue to include it's new standard contractual social value requirements, but must also proactively promote and monitor these once contracts are live.
- We must also continue to celebrate and promote what is achieved, through knowledge sharing (roundtable discussions), social media, CHIC CHAT and annual awards.



GROUP 3

The issues considered by this group were:

Are our annual awards the 'right' awards and celebrating the right achievements?

- The group agreed that keeping the number of awards limited was the correct strategy. These are:

Apprentice of the year
High Achiever of the year
Social value employer of the year
Mentor of the year

However, they recommended:

- Allowing two categories within the Social Value Employer of the Year Award - one each for small and large companies, so smaller companies with limited resources (e.g. no dedicated social value resources) could still have their successes celebrated.

- Adding a new category 'Best Social Value Project'; this would not look at specific individual or organisational reward, but at the overall value a project had created, i.e. all about the outcomes.

How do we promote the awards and ensure we get the most deserving candidates?

- CHIP should use blogs and digital forums to promote the awards, but also use these to raise awareness of what social value projects and programmes are achieving.
- CHIP should continue to promote awards through CHIC CHAT, through CHIC's contractual relationships and CHIC's events, with CHIC becoming a knowledge hub for its members and supply chain partners.
- Awards should continue to be a key focus for CHIP's annual dinner.



GROUP 4

Once again, this group debated two issues:

How do we use CHIP's funding to ensure we are helping to close the skills gap in the construction industry?

- As with Group 1 it was agreed there are barriers as construction industry opportunities are not discussed enough in schools and colleges and therefore often not seen as a career option until later in life.
- The focus on apprenticeships does help to close the gap but more promotion of opportunities is needed.
- CHIC should consider including more extensive examples of how the 1% social value contractual commitment can be achieved, in tender documentation, to encourage proactive investment by the supply chain.
- The group heard about "try a trade" workshops promoted by one member and agreed CHIC could promote this initiative to others.

- CHIP should continue to use it's profile to build partnerships between members, local employment groups, all supply chain partners and other key stakeholders, such as education authorities.

Is our engagement with member social value teams where it needs to be?

- Teams agreed it is not always easy to engage with members social value representatives , as CHIC tends to work with more operational people.
- Some members have more enhanced social value resources or requirements and CHIC should be asking about individual expectations for contracts at the start of project discussions.
- CHIC should then include any local (member specific) social value targets alongside CHIC's standard 1% contractual expectation. Once contracts are live, CHIC should work closely with the member and contractor/supply chain partner to monitor how targets are achieved.
- At a simple level, CHIC's member services team should ensure that social value is an agenda item at every meeting.



Conclusions

These roundtable discussions provided helpful reassurance that what CHIC and CHIP have done and are doing to secure social value outcomes are positive and progressive. Other examples from Bell Group, St Basils and AICO helped to set the scene for what it is possible to do and to help understand the value that can be added to individuals and communities.

The feedback from the groups will now be considered by CHIC's Board and CHIP Trustees and will certainly influence the next stage of development for our social value strategies.

CHIC and CHIP are indebted to all delegates for attending the roundtable event and for sharing your knowledge and experience.

October 2023

