



THE GROWTH COMPANY

SOCIAL VALUE IN PRACTICE

TODD HOLDEN

www.growthco.uk



THE GROWTH COMPANY IS A NOT-FOR-PROFIT ORGANISATION WHOSE PURPOSE IS TO CREATE JOBS, ENABLE GROWTH AND IMPROVE LIVES.



08 –

WHAT DO



Starting and growing businesses



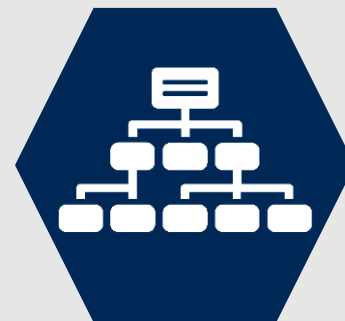
Accessing finance



Supporting recruitment



Developing skills



Employment



Organisational development services



09 –

WHAT WE DO



**Strategy
and research**



Marketing



**Promoting places
and encouraging
inward investment**



**Enabling
innovation**



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SOCIAL VALUE





Greater Manchester Social Value Menu

Promote employment and economic sustainability

tackle unemployment

facilitate development of skills

Raise the living standards of local residents

working towards living wage, recruit within Greater Manchester, personal development

Promote participation and citizen engagement

encourage resident participation

promote active citizenship

Build the capacity and sustainability of the VCS

practical support for local voluntary and community groups

Promote equality and fairness

target effort towards those in the greatest need and tackle deprivation (recruitment, wellbeing, childcare etc)

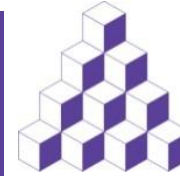
Promote environmental sustainability

reduce waste

limit energy consumption

procure materials from sustainable sources

Example – GM Work and Health



AGMA
ASSOCIATION OF
GREATER MANCHESTER
AUTHORITIES

- **Awarded to public & voluntary sector consortium**
- **Contract objective is supporting people with health issues into work**
- **Social Value Commitment – Additional to contractual obligations:**
 - 35% of own workforce from 18-24s, 50+, disability/ill-health or ex-offenders
 - Meaningful work experience for people with specific labour market disadvantages – eg care-leavers, those with limited social networks
 - Staff volunteering days providing employability support with schools and community groups in economically deprived communities
 - 83.2% of total contract spend (£46.4m) in GM of which 41% will spent on local not-for-profit, VCS, SME or social enterprise organisations
 - Support 28 new GM business start-ups through business mentoring
 - Promote the benefits to employers of recruiting people with disabilities through 14 Disability Confident events in partnership with VCS organisations
 - All staff (own and throughout supply chain) on permanent contracts (no zero-hours) with salaries above the Living Wage Foundation Living Wage