

094 - SOCIAL VALUE POLICY

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94.2 DEFINITION

Social Value means creating a social, economic and environmental benefit, for the local community, economy and the physical environment. This involves, sharing resources, working together resulting in a measurable change for the better, which adds value. This means Greenfields will go beyond the core purpose of its business to achieve a total positive impact. Social Value means achieving more than we can with our own resources and working together with the community to achieve better, longer-lasting outcomes by working together.

94.3 POLICY AIMS

This policy aims to set out how Greenfields delivers its commitments to maximizing social, economic and environmental value, not only through procurement and contractual business activities, but also through wider collaborations and resource sharing between people and communities. This is measured by sharing social resources to achieve shared outcomes, which in term becomes normal practice in the local and voluntary sectors of the wider communities.

Greenfields achieves this by committing to the following Social Value Strategy;

- By appointing a Social Value “Champion” in the business who will promote the 6 principles and values of Social Value;
1. **Involve Stakeholders;** by informing them on what and how this measured and valued in their account of Social Value. The stakeholders need to be identified and then involved through the consultation process so they are informed by the way and how this “Value” will affect them.
 2. **Understand the Changes;** The Social Value Champion(s) will articulate on how the change has been created, by evidence gathering and recognizing positive or negative change as well or any that are intended and unintended. The “Value” is created by different stakeholders as a result of different types of change they intend and do not intend as well any positive or negative.
 3. **Value the Things that Matter;** The Greenfields Director and management team in consultation with the Social Value Champion, will make decisions about allocating resources between the needs of its stakeholders to recognize the values of stakeholders. Where the “Value” refers to the relative importance of different outcomes. This is achieved by effective communication of the value in order to influence decisions.
 4. **Work in partnership;** The Social Value Champion will communicate and aim to work in partnership, with stakeholders to maximise positive impact to deliver and share resources, expertise to help achieve value.
 5. **Tell the Story;** The Social Champion will track all Social Value, delivered through Greenfields business activities, measuring, and reporting the impact achieved and that the successes are publicized where possible.
 6. **Lead by Example;** To deliver maximum impact means continually reviewing our business services and spending decisions, but also our operations, which also includes our Wellbeing policies and any apprentice opportunities, the use of our buildings, staff volunteering in the community, investment into renewable energy sources and the way our staff travel to work.

94.3 POLICY STATEMENT OF INTENT

Greenfields through the Social Value Champion will ensure the following policy commitments.

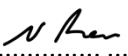
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- We will aim to deliver Social Value through our business services, procurements, and contractual management.
- We will consider Social Value in all our contracts and purchases and consider our resources available to provide a positive social impact in all spend where appropriate.
- We aim to build Social Value into our business services from the very start and any quotation processes.
- Through our Social Value Champion(s) we will ensure that Social Value is incorporated into our contract documents and management framework and build Social Value key performance indicators as part of our core business outcomes.
- To ensure that the Greenfields Director and management team with consultation from the Social Value Champion ensure that all Social Value committed is delivered where possible.
- For Tender processes we will aspire to incorporate Social Value into the overall quoted contract value.
- Any business activity that generates a measurable social, economic or environmental impact, will be reported on by the Social Value Champion.
- We measure the inputs and outputs of our Social Value for example by the number of local charitable events we support or invest into, the number of new trees and hedgerows planted, or the feedback from our Stakeholders on the contractual services to clients that ensure a positive value outcome for the local or wider community and the environment or the planet and report on these.

Greenfields Countryside Ltd Director: Neil Perks

Signed.....
Date: 16th October 2023

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