

Improving your **Social Value** with:



The what:

Looking beyond financial costs and considering how to improve the economic, social and environmental wellbeing of an area.

The why:

- Stand out from the crowd
- Boost your reputation
- Improve marketing opportunities
- Bolster recruitment
- Secure funding

The how:



This is where we can help.

We often meet Company Directors who are keen to invest in their local community, but unsure how to go beyond token gestures towards meaningful projects which have impact.

See below five examples of companies who have chosen to **invest in us**, their staff and the wider community as part of their ongoing wellbeing and social value programmes. With our experience, knowledge and connections, we can support you to support others.

When architect firm 'A' decided to **invest in us**, they were going through a staff restructure and took the opportunity to implement a company-wide wellbeing programme for new and existing staff which included coaching, group days and access to online learning. We also began a long-lasting community partnership and recently delivered 12 boxes of hygiene, cleaning and baby products, collected from the staff team, to local families in need of support. As part of their regular investment, we also run wellbeing sessions in the community to support families, older people, youth sport, people living with addiction and women at risk of homelessness.



Logistics company 'C' are a well-established employer in their local community. As part of a recent international expansion, the company chose to **invest in us**, by developing a staff wellbeing programme alongside regular re-distribution of warehouse seconds. On one occasion, we worked together to re-distribute a full pallet of boxed chocolates to community youth sports clubs, foodbanks and a women's refuge. The donation was appreciated by the recipients, but also gave the company the opportunity to showcase their community involvement via social media channels.



Solicitors firm 'S' had recently expanded when they decided to **invest in us**. With recent promotions, unfixed working hours due to international time-zones, staff uncertainty and a general feeling of 'too much too soon', we worked with senior executives to identify staff members who would benefit from professional coaching to assist them through the recent changes and into the future. Topics included Managing Change, Lifestyle Management, Social Awareness and Self-Regulation.



Invest in us >>>> **your staff** >>>> **your community**



Metal recycling company 'B' opted to **invest in us** when a decision was made to close a processing plant, relocate staff and make redundancies. We were there for the entire process, over two years, supporting staff at all levels through periods of intense change, upheaval and strained emotions. Through regular coaching, group days and remote support, we empowered staff to accept the changes, make decisions about their future, and apply for work elsewhere.

Construction company 'H' were keen to improve their social value, and following discussions, they decided to **invest in us** and dedicated a regular support package which allowed us to develop and deliver community projects in the local area on their behalf. This included a pamper day for older people, sponsorship and wellbeing training for a boys football club, and an employment and lifestyle skills course for adults actively seeking work.



Measuring Impact

As part of our ongoing development, we encourage feedback and constantly aim to improve our services. Comments from staff who participated in our wellbeing programmes include:

“ I am more confident so I feel more prepared to tackle things head on. ”

“ I am able to manage my workload better. ”

I have learnt to acknowledge what I can control and what I cannot.

“ I feel a lot more in control of my emotions. ”

We also measure impact through creative projects including [this video](#), inspired by our recent work with women and girls across St Helens to reflect their thoughts, dreams and hopes for the future. Similarly [this video](#) inspired by projects with young men and boys.



This graphic indicates the impact on participants, following a staff coaching and wellbeing programme within solicitor firm 'S':

We work within communities to build relationships, identify common concerns, and provide learning opportunities which support health, wellbeing and lifestyle management.

Invest in us >>>> your staff >>>> your community

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For further information and links, please click [here](#)