**Social Value Commitment**

Age UK Solihull is committed to the principles of Social Value and how that value can impact upon our borough, our local communities, residents and peers. As a local Charity, we have a significant opportunity to create more social value, through local jobs and volunteering, stronger local economies, healthier residents, vibrant communities and by contributing to an environmentally sustainable future. Our embeddedness in Solihull and the networks and relationships that this involves, is an important source of value, as it means we have an enhanced understanding of local needs and, crucially can enable people to navigate services and know which providers are able to meet or respond to their needs. If such services or support do not exist, or if there are waiting times or access restrictions, we will endeavour to meet these immediate needs ourselves, creating the basis for a long-term and engaged approach. This embeddedness also has wider value for the public sector as it provides a source of knowledge about the nature and extent of local needs and how to meet them.

Social Value is reflected in our ethos, our recruitment and training, our everyday practice and our policies and procedures. We mainly reflect our Social Value in our outcomes and monitoring and through our Annual Review published each year.

**What we mean by social value**As a local Charity investing in local people we have a significant opportunity to create social value: more jobs, stronger local economies, healthier residents, vibrant communities and supporting an environmentally sustainable future. Social value is the value that our service uses and stakeholders experience through changes in their lives and the benefits to society.  
 **What are our social value priorities?**We are committed to delivering social value across our services and our social value priorities relate to three themes:

* Choice, control and dignity for all - providing a wide range of options to meet needs and aspirations through the delivery of excellent services across the borough, particularly focussing on older people
* Supporting our customers across key areas - health, wellbeing, independence and inclusion both financial and social, local jobs, volunteering, skills and sustainability of services to meet needs
* Promoting resilient and inclusive communities that support all those living within them

**How will we do this?**In creating as much social value as possible we will:

* Consider social value as part of our services and our everyday practices, policies and procedures
* Support local economies in the areas we work through focusing on local employment, buying locally and building local partnerships
* Commit to protecting our local environment through minimising waste and energy consumption and using resources efficiently
* Involve our customers to find out what they think and what matters to them
* Measure the impact of our activities so we understand how much social value we are creating. This will help us take informed decisions to try and make even more of a difference.

**Monitoring how we are doing**We will:

* Track the social value commitments we have made and ensure they are delivered
* Measure how much of a difference we are making to our customers lives across the key areas
* Actively ask our customers how we are doing against our commitments
* Produce an annual Social Value report as part of our Annual Review to share our achievements.