Social value group Focus 23-24

1. **Making the most of our content**

   - Social Value Tool report needs to be promoted and used
   - Existing learning pathways to be more prominent and partners / school to drive more users to the pathways
   - Recent film content to be more prominent
   - Case studies (film and written) to be more prominent and used

2. **Capture and promote cases studies to inspire delivery of impactful social value**

   - Business bytes on social value monitoring and reporting
   - Lunch n learns to share case studies from partners / members
   - Partners to share case studies for the School to promote – need more from Scotland and Wales

3. **Develop & promote new resources**

   - Social value jargon buster e.g. looking at phrases like ESG, CSR , EDI and how these map to social value
   - SME practical guidance in collaboration with Cardiff University to include pre-activities to embed social value into operations, steps to embed and deliver SV to meet client requirements, barriers and potential solutions, case studies and a glossary of terms
   - Template for local needs analysis
   - Guidance on identifying volunteering opportunities (process, considerations, checklists)

Key Performance Indicators 2023/24

Deliverables Target	Q1	Q2	Q3	Q4	Total
Publish Social value jargon buster		1			
Partners to share cases studies	2	2	2	2	8
Publish SME guidance report			1		
Publish volunteering guidance			1		
Business bytes on SV monitoring and reporting			1		
Publish template for local needs analysis				1	

How does the activity support the 35K strategy?

How are we going to get 50% more learners?

Activity	Why is this needed?	Who is the audience?	How does this benefit the sector?	How does this help to get people learning through the School?	Who can we collaborate with? (other membership organisations; trade federations etc)
Existing content to be promoted by School and Partners	Make the most of what we already have	Current members/ partners and new members/partners	Deliver social value	Drives engagement	Other school groups / marketing team / partners' internal colleagues and supply chain
Development of new content	To reach out to new audiences and help tackle some of the common challenges	Predominantly SMEs (current members & new members)	Deliver social value	All new content promoted through the School	Cardiff University, Partners, School groups,