

SVLG

SOCIAL VALUE
leadership group

The Big 6

The Employer's Pledge

The employers guide on how to
implement The Big Six



Introduction

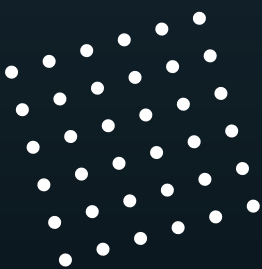
This booklet gives you all the practical guidance you need as an employer to implement The Big Six: The Employer's Pledges.

Whether or not you are delivering job outcomes under your contractual Social Value commitments or not The Big Six will aid you in becoming a more socially responsible employer. The Big Six was designed as a direct response to support our residents and communities seeking employment and training opportunities in a world post Covid 19. Fast forward and the world yet again is living through another crisis - The Cost of Living Crisis. We are again seeing the continued adverse effects it is having on our communities.

The Social Value Leadership Group have designed The Big Six: The Employer's Pledges to create a more equitable, supportive, and inclusive environment for those that are seeking employment. The Big Six is our commitment to the values we uphold and the initiatives we take to ensure we have a positive influence in what we do and in wider society. The Social Value Leadership group represent housing associations and local authorities that are committed to fulfilling our social purpose by ensuring we do the right thing by our residents and communities we serve.

Contractors who have selected to provide jobs and training opportunities through their Social Value commitments will need to adhere to The Big Six: Employer's Pledges to ensure that we are all contributing to shaping a future where all people can prosper.

Kelly Thomas, Social Value and Fundraising Manager, MTVH,
Social Value Leadership Group Member



The SVLG is a network of social value leads from over 40 housing associations, local authorities and other organisations working within the housing sector.

Our vision

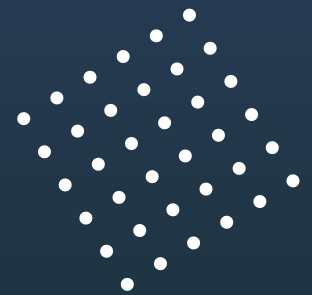
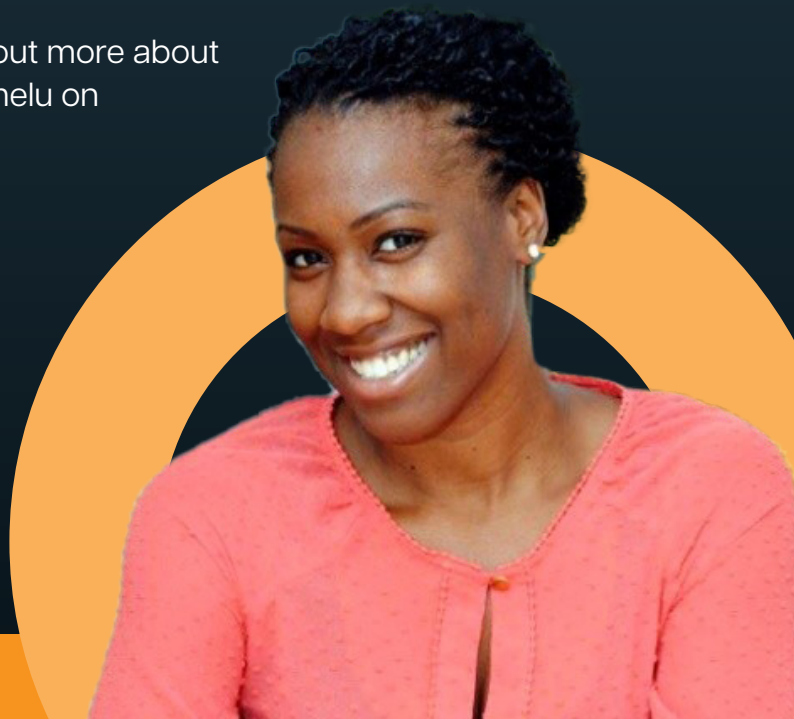
We connect customers and communities with much-needed resources and opportunities, made available through our supply chain. By working together to build stronger communities, we achieve more than we could alone.

We work together to:

- Maximise social value delivery and benefits for customers and communities.
- Extend best practice, knowledge, and expertise to drive innovation and continuous improvement in the delivery of social value through procurement.
- Set standards and elevate the social value expectations of the housing sector.
- Grow our collective influence to solve challenges, drive positive change and create a better future for the communities and customers we serve.
- Measure and communicate the collective impact of our efforts, demonstrating the benefits of social value to the housing sector and outside of it.

Contact the SVLG

The SVLG meets quarterly. If you'd like to find out more about the SVLG then please contact Chichi Onyenemelu on chichi.onyenemelu@hyde-housing.co.uk.



Pledge 1

Job Adverts and Interviews

All ring-fenced job adverts* must appeal to their target audience, using the appropriate channels to attract that audience. **All job roles must contain location, job title, job description and salary *including employment opportunities acquired under S106 and Social Value**

- Job advert must provide all the essential information allowing an individual to make an informed decision about applying for the role.
- Employer should have an transparent recruitment process that is easy to navigate
- Jobs are visible on multiple recruitment and social media platforms to increase engagement and awareness of the opportunities.
- Adequate lead-time is given to ensure wider promotion and momentum can be built around roles whether this is through employment teams or via social media.
- Ensure appropriate language is used in adverts.
- Guarantee an interview for our customers who meet the job criteria.



Pledge 2

Training

- All training must be directly linked to qualifications or a specific job. The focus must be on meaningful training outputs that advances the participant in their chosen destination.
- Employers/Contractors are informed through local data and understand local skills needs/shortages so they can appropriately forecast their employment pipeline to deliver training programmes which address those shortages.
- Individual attends training workshops and is able to gain a qualification which improves their confidence and job prospects.

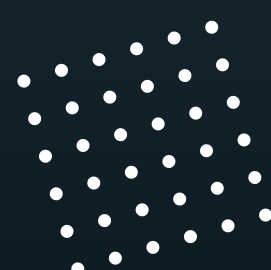


Pledge 3

Salary

All job roles must be paid the National Minimum Wage or National Living Wage* This applies to apprenticeships and traineeship according to age. £5.90 is the median pay based on the 1st year salary, subject that it stays in line with National Minimum Wage and National Living Wage based on 2019 guidance.

Wanting people to live well, means paying a decent wage individuals can live on and provide for their families. We understand and anticipate having a reduced number of job outcomes, with an **increased salary**, this will also include apprenticeships. We want the focus to be on quality outcomes rather than quantity employment outputs.



Pledge 4

Feedback

It is imperative employers/contractors provide actionable feedback to every unsuccessful candidate within 72 hours. Meaningful and actionable feedback must be given to all unsuccessful candidates, to enable them to make improvements for the next interview.



Pledge 5

Pre and Post Employment Support

Pre employment support must be provided to individuals before they start employment and whilst they are in work. This includes clear career progression pathways and continuous development and learning. There are numerous ways in which employers/contractors may support the individual:

- An individual may be engaged into external employment services, receiving 1-2-1 individual tailored employability support that will improve their employability skills and provide opportunities to do independent CPD, receive career advice and attend training and workshop.
- Virtual Recruitment Session: Whereby employers/contractors host virtual recruitment events allowing potential applicants to learn more about the hiring organisation's culture, ethos and values – Is this an organisation for me?



- At recruitment stage, progression routes within the role must be clearly explained. Candidates must also be told what skills, qualifications and level of experience they will need to progress. This must form part of the 1-2-1 process and be built into their learning record so they can be ready as and when a vacancy arises.
- The employer must identify colleagues who could act as a “buddy” to their new recruit. The buddy may be someone who shares some similarities with the person i.e race, age, same job, gender etc. The buddy will help the person build their network within the organisation, settle into the role and have regular informal check-ins with the person.
- Young people should continue to receive employment support from the employment service, this may include check-ins to see how they are fitting in, exploring other employment options, questions or situations that are arising in the workplace that they don't feel confident to raise with their line manager.
- The employer must use the first year of employment with a young person to continue to develop, learn and train them. The young person must have a learning record that can build on both their mandatory and independent learning goals, supporting their progression.

Consider how you create a supportive work environment that allow new recruits to thrive and want to grow within your organisation. Employability counselling for apprenticeships which may include discussions around skills gaps, progression routes, CPD and wellbeing support (is the job meeting their expectations) is their home life stable and secure as a foundation? Do they feel happy in the role? Are they overwhelmed? Are they able to cope with the course? Are there any difficulties/ challenges they are facing either in the role or for an apprentice with the training providers?

These types of questions are crucial to help new employees stay in post and go beyond that six-month window creating sustainable job outcomes. This could be carried out by the employer and/or may by a local or internal employment and skills organisations/teams.



Pledge 6

Work Experience

The contract/employer, where possible, must offer work experience and work trials placements in their business as a precursor to job-starts. This will enable individuals to develop their skills and can work in a realistic environment. This allows both the employer and the individual to see if they are “good fit” and provides employers the chance to see the aptitude and the commitment of the individual, which could be beneficial to the individual who may lack the necessary skills or qualifications for the role.



Additional Resources

Has The Big Six: Employer's Pledges got you thinking about more inclusive recruitment practices? The "How To Recruit And Retain A Diverse Workforce In Construction Toolkit" has been created by Hampshire County Council, an ETF Employer Spoke. It aims to provide support to construction employers to enable you to recruit and retain disabled people who frequently get overlooked as a source of knowledge and skills.

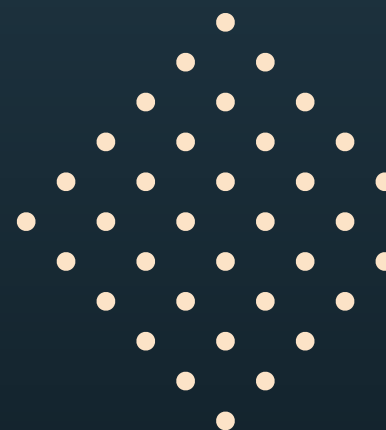
This toolkit is delivered by Hampshire County Council commissioned by the Education and Training Foundation on behalf of the Department for Education. Click here to access the tool: www.et-foundation.co.uk

The ETF also has other resources which employers may find useful here: www.et-foundation.co.uk

More about the Social Value Leadership Group

The Social Value Leadership Group was established in 2019, since its inception has been a vehicle for housing associations to reinforce their commitment to The Public Services (Social Value) Act 2012. The SVLG fosters an environment for housing associations to work collaboratively (and with partners/other interested parties) to raise the importance of social value within its members' organisations and beyond, and to make a larger collective impact on local communities, VCSE organisations and physical spaces.

If you would like any more information then please go to the www.hyde-housing.co.uk/svlg for more information.



Members of the Social Value Leadership Group

- Abri
- BCHA
- Catalyst
- Clarion
- Derby
- Eastleigh Borough Council
- Fusion 21
- GreenSquareAccord
- Hampshire County Council
- Housing 21
- Hyde Group
- L&Q
- London Square
- Magna
- MTVH
- Network Homes
- Notting Hill Genesis
- Origin
- Peabody
- Plus Dane
- Royal Borough of Kensington and Chelsea
- Sanctuary
- Solihull Borough Council
- Southampton City Council
- Southern Housing
- Sovereign
- Torus Group
- Vivid
- Wandle
- Weaver Vale Housing Trust
- West Kent HA
- WHG
- Wrekin
- Yorkshire Housing
- A2Dominon Group
- The Guinness Partnership
- The Riverside Group

Supporting organisations

Communities That Work
Supply change
Social Value Exchange