



Social Value Policy

IDOLOGY PARTNERSHIP

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Introduction to ID Partnership's Social Value Policy

IDology Partnership has been in existence for over 20 years. Over this time, we have gained a reputation for delivering world class business solutions in leadership, impact, communication, and executive coaching. However the impact we want to make has only just begun...

***'the truth is, no one of us can be free, until everybody is free'.
-Maya Angelou***

For us, it is not enough too merely contribute to established business growth. We want to contribute to the success and personal development of the whole community. Therefore, the below social value policy outlines our commitment towards measuring and managing the social value our organisation creates for four main reasons:

- i. To be accountable to our clients and the people who work for them. And make sure we are delivering work that is in line with socially responsible strategies they have in place.
- ii. To manage our activities so that we are supporting diverse communities. This is a part of our commitment to investing in equality of opportunity, regardless of race, background, social standing and employment status.
- iii. To enable best practice for us as coaches. To allow us to contribute to our own communities and focus on charitable causes that are meaningful and personal to us.
- iv. To be transparent about how we measure value. And that our measurement is based on something more than just skill and career enhancement.

This policy is in seven separate sections, each one inspired by Social Value UK's [Social Value Principles](#).

Section One: Give back

Community identification

ID Partnership's aim is to contribute a third of their annual training and development work towards publicly funded, or community funded organisations by 2025.

These organisations will have the same access to the highly professional standards we hold ourselves accountable to, but will be engaged in either a pro bono basis, "pay what you can", or reduced cost basis to make the availability of training and development as cost effective and as accessible as possible. Organisations in this category in 2022



included: Headway East London, NHS England, Action on Post-Partum Psychosis, Parkside Primary School, and The Girls Network.

Section Two: Understand change

Staying on top of needs

ID Partnership always maintains that it is our stakeholders who are our biggest experts. These needs and outcomes are crafted into the design process during which our work comes alive. But as part of our social value training and development, we also actively seek to understand better both local and national community needs by connecting through as many different channels as possible.

This takes place through 6-monthly team reviews incorporating research generated from local community questionnaires via our social media platforms, and post sessional questionnaires with pre-existing clients. This data then informs our community-based approach, and helps us readdress any obvious inequality needs whether they be in age, gender, race or socioeconomic background.

Section Three: Value the things that matter

Meaning Making

Work life balance is one of the most talked about needs in training and development. While those inside work are often struggling to manage life outside of it, those outside of the employment sector often find themselves in the reverse situation.

We have an obligation as consultants to recognise the meaningful contribution to life, that both work and family life play. Therefore, we commit to delivering work whether that be inside businesses or outside of them, that elevates meaning making and connects the two. How this contributes to our Social Value policy is detailed below:

- 1- Meaningful activities have a strong correlation with activities that are community based. Therefore, fostering meaning in human beings in whatever field they are working in, has the potential to enhance the opportunity for community connections, skill sharing as well as breaking down cultural barriers.
- 2- Understanding what constitutes a meaningful existence, (and then being supported to find ways to action that), has been linked to higher levels of wellbeing, happiness, and job outcomes. Therefore a focus in this area has the potential to support back into work.



- 3- A lack of meaning in life has been shown to contribute to social isolation, conflict and depression. The outcome of which has been linked to poorer life outcomes, community disparity and a lack of employment opportunities. Therefore, it is vital that any training and development focuses on this core principle.¹

Section Four: Waste not want not

Environmental Policy

Our contribution to a sustainable, environmentally ethical provision, in the delivery and management of all our programmes is essential. This is because it directly contributes to the sustainability of the people in the communities we intend to serve. Therefore, where possible, the delivery of sessions and any collation of materials necessary for that delivery, will be considered with its environmental and community impact at all times. This includes:

- The use of paper – where possible, materials will be delivered digitally
- Travel – If sessions are face to face, the most carbon neutral forms of travel will be used and consideration given to the effective use of digital connection instead.
- Participant environment – Additional costs in terms of supply, running costs and environmental suitability will be considered. E.g. car-pooling, working from home or in locations which have as little as possible carbon footprint.
- Energy efficient technology – How long online sessions last and the availability of effective internet provisions for our clients will be considered.

In short, this policy is a commitment to ‘shop, stop, train and support’ with as minimal a disturbance as possible to the communities we love.

Section Five: One size doesn’t fit all

Different learning needs

It is vitally important that people with different educational and learning needs are supported to access training and development. To support this, confidential learning needs and considerations are surveyed before any work commences.

¹ Costin, V. and Vignoles, V.L., 2022. What do people find most meaningful? How representations of the self and the world provide meaning in life. *Journal of Personality*, 90(4), pp.541-558 : Rudd, M., Catapano, R. and Aaker, J., 2019. Making time matter: A review of research on time and meaning. *Journal of consumer psychology*, 29(4), pp.680-702 : Kelliher, C., Richardson, J. and Boiarintseva, G., 2019. All of work? All of life? Reconceptualising work-life balance for the 21st century. *Human resource management journal*, 29(2), pp.97-112.



This is so that if we need to engage in professional services such as interpreters/ sign language experts, we can do so effectively.

We also make freely available transcripts of virtual sessions to those that may find it difficult to hear or listen for long periods of time. This is also provided for individuals who may not have English as a second language. Recording of these virtual sessions is also offered to not only support and embed learning, but also to support retention of material. We have trainers with British Sign Language experience as well as Dyslexia, so we are aware at all times of trying to support individuals with any neurodiversity or special needs. Where possible, we also offer “wrap around” session times that aim to make sure working parents or those caring for others in their communities, do not miss out. This may include evenings and weekend workshops.

Section Six: What you see is what you get

Transparency

We will only work with groups and communities we feel we could add value to. Our coaches have a unique set of skillsets and we will always try to match you up with the right fit. This means we are also prepared to walk away if we think you would be best served elsewhere.

We offer free monthly coaching surgeries to those in the community who would like to “try out” coaching. If they wish to continue, they can book onto the next months with a “pay what you can” option. As well as running free seminars and workshops on some key community needs such as stress-management and communication skills.

We are called Partnership for a reason; we aim to build relationships not transactions. Clients engaged in our services whether that be business or community ones, have one port of contact – your coach. No confusion or waiting in line to get your answers met or a series of loopholes to get over.

Section Seven: Verify the Results

The Partnership

Where possible, we will always try to post analyse the results of any training intervention to see what factors influenced the outcomes. In its simplest form, that may be through survey questionnaire data and discussions with stakeholders. This may also be in the form of additional follow up data collected to verify long term effects. E.g.



Quantity	How many people are still experiencing positive outcomes in this area?
Duration	How long are these outcomes lasting for, according to their stakeholders, employers? Managers
Causality	How strong is the causal link between ID Partnerships activities and the positive outcomes felt?
Value	How important is the outcome? E.g. for the community, for the team, for the organisation

We take feedback seriously and will always produce feedback reports for anyone who wants to see them. For an example of recent feedback from a session on female empowerment- please [click here](#).

This policy outlines ID Partnership' commitment to implementing policies that will improve the management and maximisation of our social impact. If you have any you would like to add to it, please contact katie.casey@idpartnership.org