



Making People *Smile*

Doing the right thing #betterbusiness

By Gary Jackson, Director of Customer & Community Success at Mears Group



As I put the final touches to our latest social value report this week, it really brought home to me what an impact social projects can have.

We work in some of the most socially deprived areas of Britain, and feel a strong sense of responsibility to find ways of improving the long-term prospects of the people who live in these communities.

We aim to deliver lasting and meaningful outcomes community, and do this by ensuring that every project we work on creates a greater value and wider benefits from an integrated social value approach.

We believe that strong partnerships are the key to any successful venture, and we continue to work with our clients on their existing employability and regeneration schemes, which also encourages a focus on resident and customer involvement.

We are proud to say we recruit between 85% and 100% of our staff from the local community. By committing to local employment, we are not only able to add value to the local contract, support economic and social regeneration, but also have our workforce reflect the community it serves.

Measuring social impact is vital, to help us really understand the difference we make with our work. We no longer rely on just thinking we are doing the right thing, so we worked with a number of organisations to develop a range of tools to help evaluate the impact of our projects, measured against our strategic social value priorities.

We are immensely proud of the achievements, and last year we delivered 678 social value projects, volunteering 58,650 hours, with a net social impact calculated at £7,659,727.

We won't stop there. We want to continually inspire – and be inspired – to deliver more initiatives and projects that help build strong and vibrant communities.

Together, we can make a real POSITIVE difference in the communities we serve and make #betterbusiness.

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