

Social Value Annual Report 2021



“Over the past three years Social Value has become an increasingly integral part of our work at Matrix SCM. While we, as an organisation, have always acted with a spirit of enterprise and social conscience, the establishment of our Regeneration department has brought new energy and dedication to our pursuit of Social Value both internally and externally. It has enabled us to integrate a socially responsible ethos into all of our departments and provide outstanding Social Value projects to our client base.



By investing in our communities, we believe that we can build a fairer, more collaborative and more sustainable environment for the future. Our Social Value work enables us to become a partner not only to our clients, but also to the communities and residents that our clients support. By offering initiatives in the fields of employability, ecology and cultural events, Matrix SCM has developed a new approach to socially responsible business, one that we hope makes us a good employer to work for, a good business partner to work with and an active community member.

We at Matrix SCM, are really proud of the work that has been carried out by our Social Value team.”

— Simon Gibbs, Chairman, Matrix SCM

“As Matrix SCM’s Regeneration Manager for the past three years, it has been my job to deliver the Social Value element of Matrix SCM’s local authority contracts. In that time, the delivery of Social Value has grown from one client to 16 and this number is increasing every week!



Matrix SCM’s Social Value agenda allows us to use the skills and resources available to us to support our clients’ communities and residents; this for me is Social Value at its best. From planting bulbs in community gardens to delivering careers talks in schools, our goal is to develop positive initiatives that serve the aims of our clients. Working in partnership with local authorities allows us to plan activities that meet the priority needs of the community and adapt our Social Value throughout the term of the contract.

2020/2021 has been a slightly different year for Social Value, as we haven’t been able to be on site with our clients, but I’m pleased with how quickly the team has adapted and we are excited for 2021/2022.”

— Siobhan Goss, Regeneration Manager, Matrix SCM

Contents



Introducing Social Value

4



How Social Value has impacted local communities

6



Social Value in 2020/2021

8



Social Value at Waltham Forest

9



Social Value at Westminster

10



Social Value beyond London

11



Client insights

12



Social Value within our supply chain

13



Looking forward

15



Diversity, equality and inclusion

17



Introducing Social Value

Social Value is defined in its broadest sense as any additional economic, social or environmental benefits brought to a community by a business, separate to contracted goods or services. To Matrix SCM, Social Value means using our skills and resources to support clients' aspirations for their residents. We create a tailored Social Value Action Plan to meet the specific priorities of each client.

Matrix SCM introduced Social Value to our solution in 2017 to bring added value to our contracts upon the award of City of Westminster Council. Since the introduction of Social Value at City of Westminster Council, we now deliver Social Value to 16 customers. As well as City of Westminster Council, we deliver Social Value across the UK to London Borough of Waltham Forest, Cardiff Council, Dudley Metropolitan Borough Council, Bath and North East Somerset Council, among others.

It's important to us at Matrix SCM to become a partner to not only the customer, our client, but also a partner to the communities and residents the customer supports. Social Value allows the Matrix SCM team to get to know the communities we work in more closely and make a positive contribution to the lives of residents. Our supply chain has been critical to the success of our Social Value initiatives. Experts from the recruitment world support our employability initiatives and provide jobseekers with valuable insider advice.

Despite the national lockdown restrictions preventing the Social Value team from running activities out in the community this year; the team ran 64 online Employability Workshops. These workshops focus on giving participants the tools they need to find good quality work online and include: 'Using LinkedIn to find work', 'Updating your CV for online job searching' and 'Video & telephone interview success'.

Our Employability Workshops have been supported by recruitment experts from our supply chain, who are always happy to share their valuable advice with jobseekers.

1,065 direct residents have been supported across 64 Employability Workshops as part of our Social Value initiatives throughout lockdown.



1,790

Number of hours dedicated to Social Value

39

One-to-one careers advice sessions



£5,000

Donated to Local Authorities to support with Social Value initiatives

£3,000

Raised for charity initiatives



776

Suppliers with SME status



How Social Value has impacted local communities

Basildon Council reached out to Matrix SCM during the recent pandemic with the idea of creating care packages for some front-line workers. Our Social Value Team were keen to support the initiative and in partnership with Ella Williams, Basildon Council's Business Manager at Matrix SCM created care packages consisted of Matrix branded goodies, sweet treats and essential hand sanitizer. [Click here to read more...](#)

Basildon Council
BASILDON • BILLERICAY • WICKFORD



"Basildon Borough Council, the Refuse and Cleansing Service and the workers were extremely grateful for the packages and have asked for their thanks to be extended to those involved in delivering the packages."

— Angharad Hobson, HR Recruitment and Operations Consultant



City of Westminster



In March 2021, Matrix SCM supported WAES progression week. The Social Value team ran 3 workshops in partnership with volunteers from our supply chain.

"Just wanted to say a big thank you for supporting us and delivering three sessions during our recent progression event. We had a successful week, and our learners and staff found all sessions very beneficial. The level of guidance and information presented was valuable to all, as always! We could not have done this without your support."

— Westminster WAES Careers Team

The Social Value team have been running a series of workshops supporting young people applying for the Kickstart scheme.

Camden

"Thank you! This has been really helpful - especially the recommended questions for the end of interviews."

— Camden Kickstart Preparation Workshop Attendee

ENFIELD Council

We have been working with Enfield Careers Service for 3 years and this year they helped us to supply young people with the tools they need to find their next opportunity online.

"Thanks for delivering such an informative session to 80+ year 11 students at Oasis Academy Enfield on 29th January. I observed that the students engaged well with the session."

— Enfield Careers Service

We have been collaborating with 'Work Redbridge' and receiving continuous positive feedback from workshop attendees. Our workshops give job seekers the confidence and skills necessary to enhance their job search.

London Borough of
Redbridge

"I would like to take this opportunity to thank you for the wonderful session yesterday. It was very insightful and Inspiring."

— Work Redbridge Customer

ENFIELD Council

Our work to support Enfield apprentices has been made up of group workshops and 1-1 coaching. This has equipped these young people with the ability to articulate their new skills on their CVs and in future job interviews.

"I have to say that I learnt a lot and have taken your advice and suggestions on board. The presentation was well structured."

— Susan Hickey, Apprenticeship & Placement Manager, Enfield Council

Social Value in 2020/2021

2020 saw the way in which we work change completely as the UK went into a National lockdown due to the Covid-19 pandemic.

Despite this, the need for Social Value rapidly increased for our public sector bodies as they prepared to overcome the pressures from the Covid-19 pandemic. The need to deliver Social Value became invaluable to ensure the effect of Covid-19 had little impact on the livelihoods of residents. It was key that as a partner to our customers, we adapted to the new way of working and continued to provide our customers with high quality Social Value initiatives.

The content of our employability workshops was one of the things that had to change quickly. We added workshops on 'How to search for work online', 'Using LinkedIn to find work' and 'Telephone & video interview success'. Appreciating the challenges of looking for work during a global pandemic, we also added 'Goal setting & resilience' workshops. Our local authority customers were quick to identify the changing needs of their residents and technology allowed us to deliver these sessions remotely.

The impact of the pandemic saw many local residents out of work. As a business we recognised the impact of this and, in partnership with Enfield Council, we pledged to help local jobseekers. We advertised Enfield Council's website which directed workers to our candidate demand site advertising temporary roles at the Council. We kicked off the work with Enfield in April 2020 and since then we have had a number opportunities through CR.Net filled by local residents.

As of the 1st January 2021, new measures were introduced to promote new jobs and skills, encourage economic growth and prosperity, tackle climate change, and level-up the UK. The Cabinet Office has introduced a new procurement model, whereby government departments must assess a supplier's social impact. The new social value model will ensure procurement opportunities evaluate Social Value offerings. The new model is expected to support Covid-19 recovery by creating new businesses, jobs and skills, driving equal opportunity, reducing the disability employment gap and tackling workforce inequality. We have a proven track record of delivering initiatives to meet all of the expectations outlined above. [Click here to read more...](#)



Social Value at Waltham Forest



Over the last 12 months, The Social Value team at Matrix SCM has been working closely with Waltham Forest Council in order to deliver tailored employability education to residents currently out of work or seeking alternative employment. Since April 2020, the team has delivered 30 group workshops offering guidance and support in areas such as CV writing, online interviewing, and job searching, reaching at least 213 participants. The team has also provided 18 separate 1-1 career sessions tailored to the specific needs of individuals. These sessions often include CV feedback, careers advice and tutorials for online tools such as LinkedIn and other job boards.

Feedback has been consistently positive from both collaborating partners and service users. One example of service-user feedback reads: "I found today's meeting once again very uplifting and well worth attending". The feedback from collaborating partners also frequently highlights the community value of the Social Value Team's contribution. [Click here to read more...](#)

"All our candidates have left your workshops feeling motivated and encouraged during a time of much need. We have completed our London ESF contract, overachieving all target indicators. With your support we have managed to place over 200 residents into a paid job outcome, over 100 certified training, Work placements, working with Economically inactive, Lone Parents, ex-offenders, NEET and BAME."

— Abu Kalam, Job Brokerage Team Leader



Social Value at Westminster



City of Westminster

Westminster was the first customer we started delivering Social Value for. Over our 3+ years working together we have demonstrated the wide-reaching impact Social Value can have. On top of our usual offering of employability support for residents, we have supported the wider community by working on environmental campaigns. We supported the council's initiative to increase biodiversity, by building bird-boxes and planting bulbs in St Johns Wood, as well as volunteering to show the public cleaner air routes to walk around the borough.

During the Covid-19 pandemic, as well as hiring local residents to fill the testing operatives roles, Westminster City Council have continued to share opportunities for us to add Social Value. Siobhan, our Regeneration Manager, is volunteering with One Westminster to give weekly careers support, via telephone, to a Westminster resident. Our partnership with Westminster Adult Education Service has gone from strength to strength as our Social Value team can facilitate employability workshops open to all the college's learners. [Click here to read more...](#)

"Just wanted to say a big thank you for supporting us and delivering three sessions during our recent progression event. We had a successful week, and our learners and staff found all sessions very beneficial. The level of guidance and information presented was valuable to all, as always! We could not have done this without your support."

— Westminster WAES Career Team



Social Value beyond London

Although our journey with Social Value began in London at the City of Westminster Council, over the past 12 months the desire for Social Value beyond London has meant we are now delivering to 6 customers outside London. To support the additional demand, we have grown our Social Value team and incorporated tech solutions into our delivery.



Dudley Metropolitan Borough Council



The Social Value team has recently started working with Dudley Council to deliver tailored employability and careers education to adult residents entering the care sector via the Council's Care Gateway.

As part of the ongoing collaboration, the team have offered interview advice, specialised jobseeker guidance and 1-1 feedback tailored to the needs of individual learners. [Click here to read more...](#)

"We will definitely be inviting you to work with us again and hopefully rolling this offer out into our other programmes."

— Planning & Regeneration Team



Track and Trace - Cardiff Council



As part of their response to the pandemic, in November we supported Cardiff Council employ over 300 staff for their test, trace and protect project through our Neutral Vendor Managed Service. This helped Cardiff to quickly adapt to the effects of the pandemic and get the temporary staff they needed for the project to ensure critical front-line services were not compromised. Matrix SCM have used local people and agencies from across Cardiff Council and local areas to fill all 300 staff for their test and trace project. [Click here to read more...](#)



Client insights



World Mental Health Day - Redbridge Council

It's not only the dedicated Social Value team that support Matrix SCM's Social Value agenda. Redbridge Council promoted an initiative support World Mental Health Day, and we were keen to support this. Matrix SCM's Graphic Design team created a poster that was put up around all of Redbridge schools across the Borough – a great way to raise awareness. [Click here to read more...](#)



Care Packages - Basildon Council



Basildon Council reached out to say that they had been speaking about creating some care packages for their front-line workers. Siobhan Goss from our Social Value team and Ella Williams the Basildon Council Business Manager, got together and created some care packages. Including Matrix branded goodies, sweet treats and the all-essential hand sanitiser.

“Within my previous role in public sector procurement, I have overseen the evaluation of Matrix SCM's tender submissions for London wide Temporary Agency Worker Frameworks and how they have delivered their Social Value pledge for different clients, over the duration of the contract. A worthy point to mention is how Matrix SCM has continued to prioritise and adapt their Social Value commitments even during the backdrop of the Covid pandemic and recovery measures, they have continued to invest in and grow their Social Value initiatives.”

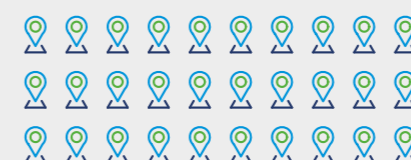
— Hassan Iqbal, CEO, Actus Consultants



Social Value within our supply chain

Local SME supplier engagement has always been central to Matrix SCM's delivery model. Our Supply Chain has always been encouraged to participate in social value activities as their knowledge of employment practices is a useful resource when running employability events.

We feel that Social Value is best delivered when an organisation can most effectively use the resources it already has, in our case our supply chain of recruitment experts. The main focus of our Social Value work at Matrix SCM is employability. Our aim is to provide people with the tools they need to access the job market.



776
SMEs in the
supply chain



7 volunteers from our supply chain have supported our Social Value initiatives over the past 12 months

Our model itself is designed to support Local SME engagement and ensure economic growth within the customers local region. During the pandemic we have continued to ensure we pay all suppliers on time or in some cases sooner. Our MSP delivery meant suppliers continued to receive orders and new business.



Supporting suppliers during Covid-19

A recent example of this is a leading local SME contacted Matrix SCM to explain how Covid-19 has caused a financial strain on their business and were seeking any solutions to aid their current burden. We agreed to reduced payment terms outside of their contractual terms for an agreed period of time between the supplier and Matrix SCM which assisted the supplier in sustaining their current cash flow demands.

“Matrix SCM has been a valued client to LINKS Recruitment Group for nearly 3 years. The partnership has been very positive and successfully progressed over time, we work in complete alignment to ensure service levels are achieved for their clients.

During what has been the toughest time in business for most companies as a direct result of Covid-19, LINKS Recruitment Group like others were pivoting to keep the business moving forward and protect our employees from risk of redundancy. Whilst we were considering all possible options, Matrix SCM reached out and offered their support.

Through opportunities afforded to us by Matrix SCM, we have not only managed to safeguard our business and its people, but we have also grown through their support. I am proud of what has been achieved and personally thank Matrix SCM for supporting us as a supplier.

The support offered to LINKS Recruitment Group by Matrix SCM, clearly demonstrates their commitment supporting SMEs even in the face of adversity – thank you Matrix SCM.”

— Daniel Puttick, Director, LINKS Recruitment



Looking forward

“For 2021/2022 the Social Value team are most excited about getting back to working on-site and immersing themselves in our clients’ communities again.

We are rolling out the delivery of our Social Value agenda to more clients across the UK to try and support as many communities as possible. During the Covid-19 pandemic we have ensured that our employability workshops are a positive and supportive space for job seekers who have experienced hardship as a result of recent events. Our online and in-person employability offering will continue to add value as the UK recovers from the crisis.

We are also looking to diversify our Social Value offering as we adapt to the changes faced by our clients. The Social Value team is actively engaging with different departments across our local authority clients to see where their support can be of most use.”

— Siobhan Goss, Regeneration Manager, Matrix SCM

“Much of the focus from public bodies has changed from purely economic decision making to one that places greater importance on the outcomes achieved for respective communities. In procurement legislation the word ‘consider’ has changed to account for social value, meaning greater focus and transparency is required from public bodies with regards to the services they buy and the social value outcomes they deliver.

Matrix have, for a long time, recognised the link between the service we deliver to our customers and the need to enable greater participation of local people and businesses in the delivery of our solution.

In 2015 Matrix launched our Demand Management Module dashboard that gave customers a real-time view of the impact we were making in ensuring local people are engaged in opportunities and local businesses formed a core part of our supply chain. In the last 12 months we have provided more visibility to our customers through our embedded Business Intelligence platform, SiSense. This tool allows customers and Matrix staff to manipulate live data to interrogate how successful, as a partnership, we are in delivering against social value agenda points. Customers can see in real time what their diversity & inclusion performance looks like and we are able to work with our supply chain to make a tangible difference. It is tools like this that enable Matrix and our customers to make informed strategic decisions that have a direct positive impact on local communities.

The next decade, as we look to leave austerity behind, offers public bodies and their commercial partners an opportunity to make a real difference to the communities they serve. Matrix stand ready for this challenge and with the help of our partners and regeneration team we have ambitious plans to play our part in improving the lives of people who live in the communities we work in.”

— Chris Grimes, Sales Director, Matrix SCM



Diversity, equality and inclusion

Matrix SCM Social Value team work with our supply chain to produce quality Management Information for our clients.

Equality and diversity have been an important theme for us throughout 2020/2021 and continues to be so moving forward. We continue to educate suppliers on the importance of providing diversity data where possible and our Business Intelligence tool allows our customers to report on all diversity and equality data including; number of local people filling roles, ethnicity, gender, religion and representation between different groups.

This allows our clients to make sure the council work force is representative of the community it is in place to support.

