



# **SERVICES:** --- **OVERVIEW**

**2019**



# CHY

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CHY pre-plans, implements and measures social value strategy for all manner of different projects. We work with companies from planning and tender submissions, throughout development and into operation, and help them make a tangible positive difference to communities.

Detailed in this document is an overview of the different ways that CHY can assist your business to achieve improved benefits, outputs and increased social value awareness.

**All our services are bespoke to our clients' needs.**

## STRATEGIC COLLABORATION

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Creativity is at the heart of CHY. We listen to, and learn from, everyone. We build on best practice but do not let it constrain our thoughts. We deliver existing strategies and develop new approaches. We guide, support and encourage alternative thinking.

A project or business strategy should answer one simple question: **where does our business or project have enough influence to achieve the most positive change for our stakeholders?**

CHY will help mold your business strategy to answer this question and others, taking into consideration the eight key areas of social value; employment, environment, community, design, asset, sentiment, supply chain & skills.

Through radical collaborations with partners from in and outside our industry we seek to challenge the way people, organisations and companies view social value. CHY also brings radical collaboration, practical experience and a positive, disruptive and creative attitude to events, workshops and groups.

## ADVICE & SUPPORT

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Our 14 years of experience allow us to advise clients across all sectors at every stage of the development process. Aligning our thinking with your business and project, and our pragmatic and creative approach, allows us to support your staff, teams, projects and business to embed social value within your internal and external products and services.

This can involve the social value Bat Phone, workshops, training and a formal CHY Partnership. CHY Partnership is our form of a retainer. We don't believe in just providing a service, we want to radically collaborate with our clients, form strong relationships and establish a partnership that wins more work for both parties.

Whatever your requirement, CHY will guide & advise you ensuring your strategies are implemented & tangible outputs realised.



## STRATEGY & POLICY

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Since developing our first Social Value Strategy for Yorkshire Forward in 2006, CHY has developed practical, realistic and aspirational social value strategies for local authorities, businesses, procurement frameworks and individual projects from the public and private sectors; from planning, through procurement, into delivery and operation, onto the assets legacy.

Our strategies and policies are informed by local demographic data, businesses, projects and the communities in which they operate. They are written to be delivered, monitored and measured; they inform resource allocation, culture and inclusive growth.

## PLANNING & TENDER SUBMISSIONS

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Social Value has become an integral part of winning work in the built environment. CHY work collaboratively to inform and support the Economic, Environment and Sustainability Impact Assessments for planning submissions and answer the Social Value, inclusive growth and economic development questions within Pre-Qualification Questionnaires (PQQ) and tender submissions. Our answers and reports are based on local need, informed by local policy drivers and bespoke to your business, the requirements and the community.

## RESEARCH & REPORTS

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CHY carries out research and writes reports that are informed by Open Data to inform an objective local economic and socio-economic profile, local, regional and national policy and strategy and Social Value best practice. This research informs your Social Value Outcome Mapping; devising Social Value outputs (KPIs), outcomes (employment, skills, local supply chain spend etc.) and Beneficiary Journeys (how stakeholders can access the outcomes).

The outcome mapping then informs a **Social Value Delivery Plan**; delivery mechanisms outlining how, by whom and when the social outputs and outcomes will be achieved. Our Social Value Reports, Outcome Mapping and Delivery Plans inform decision making, support planning/tender submissions and allow our clients to allocate resources where they can make the most difference.





## FACILITATION & DELIVERY

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CHY coordinates the delivery of social value activity in the private and public sectors; including the evidencing, monitoring and reporting of all social value KPIs and outcomes. We provide a single point of contact for your teams, your client, your community stakeholders and your supply chain.

## MONITORING & MEASURING

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CHY informs and integrates on and offline reporting mechanisms to forecast, monitor, measure and evaluate the social value outcomes generated by an area, a business and a project.

Our approaches are aligned with future thinking in the industry and include: **KPI management** – evidencing and reporting social value outputs against agreed targets. **Socioeconomic & Social Value Calculations** – using economic analysis (Cost Benefit Analysis, Local Economic Development, Gross Value Added and Social Return on Investment) to measure the financial value of the social outcomes you achieve; providing a ratio of financial investment to social value. Eg. Every £1 invested will generate £1.42 of social value. **Social Value Benchmarking** – Using Open Data to benchmark your social value outputs and outcomes against local, regional, national and sector based social value data.

CHY's team have provided data and information for hundreds of projects and organisations over the years allowing businesses to highlight their successes and celebrating the benefits created within communities.

## AND FINALLY...

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We live and breathe social value and the built environment. It is an area in which very few people specialise, but that is exactly what Rob Wolfe and CHY do. We believe wholeheartedly in it and, for us, this is a vocation and a passion.

## SPEAK TO US

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If you want to work together, ask a question or you have any other feedback, let us know.

CHY works nationally, with clients across the UK.



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