



# **SERVICES:** **STRATEGY**

**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.

All our services are bespoke to our clients' needs.

## STRATEGY & POLICY

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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.

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.

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?**

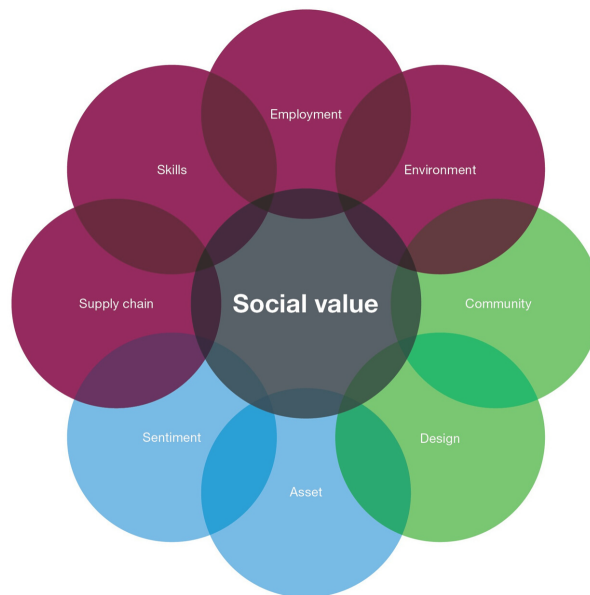
Employees and partner colleagues should then ask: where do I have enough influence to achieve such change? The answer to both questions should include the eight key areas of social value as illustrated in the diagram below.

# BUSINESS STRATEGY

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Employees and partner colleagues should then ask: where do I have enough influence to achieve such change? The answer to both questions should include the eight key areas of social value as illustrated in the diagram below.



## WHAT SHOULD WE ASK?

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A project or business strategy should identify the answers to these questions:

- What change is required?
- What change can you influence?
- Which interventions will achieve that change?
- How will you deliver those interventions?
- With whom and with what resources will you deliver the interventions?
- How will you monitor, measure and evaluate that change?





## OUR EXPERTISE

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If you are working on a project and require assistance with some or all of these questions then CHY can help you.

CHY works closely with businesses, creating positive working partnerships so that we really understand the requirements of not only your business, but your clients, contractors and stakeholders.

CHY is able to work on one aspect of a stand alone project, liaise with all businesses engaged with the whole project life-cycle or as part of a much larger framework. For more information please visit our website and give us a call on.

## 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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