



# Social Value Festival

#EssexSocialValue

## Day 2: Social Value at Essex County Council for SMEs

Tuesday 20 July • 12 – 1pm



Essex County Council



# Alasdair Heselgrave

Regeneration Officer  
Matrix SCM



Alasdair Heselgrave, Regeneration Officer

19/07/2021





## Alasdair Heselgrave

- Regeneration Officer.
- Graduate of both the University of Reading and the London School of Economics
- Background in the education and hospitality sectors.
- Alasdair has been our dedicated Regeneration Officer, working alongside our Regeneration Manager since the team expanded in February 2021.
- He works with clients and suppliers in order to deliver a range of Social Value activities, including employability workshops, green initiatives, and heritage events.

# Matrix SCM

## Who are we and what do we do?

- We are a tech SME based in Milton Keynes that deals with supply chain management and temporary staffing.
- Our software acts as a central point for temp staff recruitment between client organisations and a network of about 2,500 recruitment agencies.
- The Social Value team has been a part of our tendering and working process for 4 years and has recently expanded.



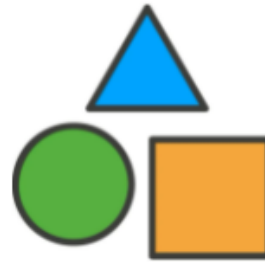
# Social Value at Matrix

What do we do and how do we do it?



## Step 1:

We work with our clients to identify their community's priorities and build a Social Value Action Plan to reflect this.



## Step 2:

We identify partner organisations to work with including schools, community centres and charities.



## Step 3:

We develop a range of initiatives from CV writing workshops to planting community gardens.





Barnet-based charity, Live Unlimited, reached out to ask if we could use our supply chain of recruitment experts to provide speakers for a young care leavers' networking and mentoring event.

By partnering with local charities and recruitment firms from our supply chain, Matrix SCM and its collaboration partners were able to deliver speakers from a range of different sectors and organisations to give advice to young people and answer questions about prospective career paths.

Our next workshop will cover money management and budgeting for care leavers!

Redbridge Council have always been great at getting us involved in Social Value work in the most imaginative ways!

Our work with them has included creating a video for Holocaust Memorial Day, creating logos for their staff networks and designing posters to be shared in schools for World Mental Health Day.

The Social Value delivered with Redbridge has shown us how much can be achieved when the skills and resources a business has can be used to support the local community.



# Social Value at Matrix

## What we do at Essex County Council

- Our Social Value offering at ECC is currently based around the council's Kickstart programme, which helps young people at risk of long-term unemployment into work.
- We offering 19 fortnightly sessions on topics that are important for young professionals, using the combined knowledge of our tech and recruitment supply chain.
  - Workshops include: Budgeting, Using LinkedIn Effectively, and Effective Business Communication.
- We're always looking for new opportunities to add Social Value where we can.



# Social Value at Matrix

## How did it come about?

- Our Social Value at Matrix developed organically due to our public-sector client base and our desire to become a partner, not only to the councils, but to the communities that the council's support.
- Westminster City Council were our first client to put Social Value in their tendering process in 2017. This led the business management team to hire a dedicated Regeneration Manager to handle Social Value delivery.
- Over time Social Value became a more significant part of public sector procurement processes and Matrix was able to capitalise and expand the reach of our pre-existing Social Value work.



# The Business Benefits of Social Value

## Benefits to suppliers

- The chances are that you're already providing some sort of Social Value without even realising it.
  - Hiring apprentices.
  - Green initiatives.
  - Charity fundraising.
- Social Value work produces many opportunities for “good news stories”. This is particularly important when appealing to the values of customers and potential employees.
- Initiatives can provide good networking and development opportunities.





**Thank you for joining us!**

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**For more information:**

**Visit the Social Value Catalogue at <https://www.livingwellessex.org/social-value/>**

**Contact the team at [Social.Value@essex.gov.uk](mailto:Social.Value@essex.gov.uk)**



