



Social Value Strategy 2025-2030



Introduction

This strategy sets out how we deliver social, economic, environmental and wellbeing benefits to the communities we serve.

Orwell has a 60 -year history of providing affordable homes alongside high-quality care and support that meets the needs of customers and the communities they live in. We are committed to creating thriving communities and delivering lasting social impact. We understand the key role we, and our partners, play in building sustainability, opportunities, and inclusivity for all. Our approach to delivering social value is crucial to achieving these ambitions.

We want to do the very best in the areas in which we work, pushing beyond our core offer to customers. We want to incorporate social value activity into our day -to-day work to ensure we make a meaningful impact for people and the environment.



Operating Environment



The past few years have been challenging for everyone. As we've all navigated the impact of the pandemic and rising costs, we know life has become harder for many households. Energy bills, food prices, and everyday essentials have increased, and we understand the pressure this puts on our customers and the communities they live in.

At the same time, we've faced similar challenges as an organisation. Costs for building materials, labour, and energy have risen sharply, and this affects how we deliver services. We are here to provide safe, good-quality homes and services that support wellbeing and we will do everything we can to keep them affordable.

We're working hard to reduce costs wherever possible, and we're also investing in areas that make a real difference, like improving homes, supporting care services, and creating stronger communities.

Looking ahead, we want to create as much value and opportunity as possible, that's why we're focused on social value: making sure every pound we spend creates positive impact, whether that's better homes, safer neighbourhoods, or opportunities for people to thrive.



Our Approach to Social Value

We believe that social value is where we can create an improvement in an economic, social, environmental and wellbeing context within the communities in which we work. We refer to these as the 'four pillars of social value'. The four pillars will be our approach to creating and maximising social value elements. We will co-operate with relevant partners to promote economic, social, environmental and wellbeing activity within our communities.

- **Economic**
- **Social**
- **Environmental**
- **Wellbeing**

It is important that we make social value a part of everyday working and thinking at Orwell. To achieve this, we have a Social Value Working Group, where we track, develop and share social value activity throughout the organisation and our communities. We recognise that many parts of the organisation can contribute to our communities in different ways: not only our customer facing teams. We will ensure that we maximise opportunities for social value across the organisation, setting social value focused objectives to meet and deliver each year. We will also listen to our customers' views to inform our decision making on any activity.



Our Approach to Social Value



As a housing and care provider we are providing social value and benefit in our overall purpose and mission. We also capture a variety of information, stories and data which evidence how we have a social value impact in our communities.

Our ambition is to be able to not only tell the stories of social value but to also show any social return on investment, monitoring environmental impact alongside any overall economic impact. We will share this in both a qualitative and quantitative fashion within our annual report each year.

We will also set challenging annual and long-term objectives to drive social value activity across the organisation. This will link to our strategic objectives and the four pillars of social value.



Economic Impact



We will...

Strengthen our communities by enabling more people to be active within our local economies, build social value through our procurement activity and support our most vulnerable customers in times of need.



We will achieve this by:

Creating and securing social value through our procurement processes, ensuring social value is a requirement and is tracked and evidenced

Seeking and raising external funding to provide financial inclusion and support for our customers

Providing opportunities for customers to be more economically active through collaboration and co-creation with partners

Social Impact



We will...

Contribute to stronger, more sustainable and resourceful communities through volunteering and community participation and support.

We will achieve this by:

Championing our volunteering programme to support local organisations and initiatives, to help strengthen our communities' unmet needs

Having a close connection with our communities through regular events and activities, encouraging community participation

Working proactively with our own customers and stakeholders to do everything to prevent customers losing their home

Environmental Impact



We will...

Improve our homes, green spaces and sustainability practices to support and minimise our impact on the environment.



We will achieve this by:

Improving the thermal performance of our homes to better support our customers to live in a more effective and environmentally efficient way

Creating and maintaining green spaces in our existing and new developments, promoting biodiversity and environmental sustainability

Ensuring we minimise waste through recycling and encourage the use of sustainable energy sources

Wellbeing Impact



We will...

Focus on and support the wellbeing of our customers, and the wider community, with the aim of increasing health and wellbeing that supports both general happiness and economic inclusion.



We will achieve this by:

Fostering connections with our partners to promote social, economic and environmental wellbeing in the areas in which we operate

Providing tenancy sustainment services to support those customers in need to have a successful tenancy

Through our Care and Support activity, provide a holistic approach to support physical and mental health to our most vulnerable customers

Metrics of Success



1

Offer at least 20 work experience placements each year of the plan

2

Generate £200k of external funding to provide essential items for our customers in need

3

Deliver life skill workshops to over 200 customers by 2030

4

Procure 40% of contracts from local suppliers by 2030

5

Volunteering target 4000 hours by 2030

6

Reach an annual true recycling rate of 80% within Orwell Repair Service operations by 2030





Social Value

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please email comms@orwell-housing.co.uk or call **0345 60 100 30**