

## Social Value/Corporate Social Responsibility Guide 2024

A guide to aid businesses to shape their Social Value offers when tendering for contracts offered by Solihull MBC, and to help direct Corporate Social Responsibility activity. See our Social Value webpage and policy for further information - <https://www.solihull.gov.uk/business/social-value>.

### **TOM(s) (Themes, Outcomes and Measures):**

<b>NT12</b>	No. of weeks spent on meaningful work placements or pre-employment course; 1-6 weeks student placements (unpaid)
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### **Delivery Service Area: -**

Solihull Careers Hub brings together 24 secondary schools and colleges, (including 8 Special Educational Needs providers and Alternative Provision Units) employers, and apprenticeship providers with the goal to improve how schools and colleges prepare young people for their next steps.

### **We will work with you to deliver your offer by -**

- Identifying and engaging schools and colleges with the most need.
- Building your confidence in engaging young people with special educational needs with our free SEND awareness and career pathway training.
- Celebrating your work through our media channels and networks.

### **Case studies/examples:**

- We encourage you to engage under-represented young people and those facing barriers to create a more accessible, inclusive economy and workforce
- Through participation in careers activities challenge stereotypes and preconceptions: Strive to eliminate unconscious or other biases towards certain occupations, genders or groups of people.
- Make experiences of work meaningful: During experiences of the workplace offer young people the opportunity to meet a range of people, have extensive two-way interaction and receive feedback on a piece of work.
- Learn about the value of employability skills and practice them through activities and opportunities so they can appreciate their importance in the workplace.
- Understand modern recruitment processes (e.g. Simulated assessment centres, psychometric testing, online and in-person interviews, including task and competency-based activities).
- Develop written communication skills so they can write about themselves through CVs, application forms, cover letters and professional social media such as LinkedIn.
- Share knowledge of pathways and any subject requirements to enter your organisation or industry, highlighting key transition points for young people: secondary, choosing options, GCSE years, and post-16 study.