

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):

NT3	No. of full-time equivalent employees (FTE) hired on the contract who are long term unemployed (unemployed for a year or longer)
NT4	No. of full-time equivalent employees (FTE) hired on the contract who are NOT in Employment, Education, or Training (NEETs)

The Council's Employment & Skills Team work with local residents to support them into employment, education and training and with local employers to develop their current and future workforce.

We will work with you to deliver your offer by –

- Identifying residents that would be suitable for the opportunity
- Holding workshops, recruitment days, jobs fairs and/or information sessions to encourage local interest into the jobs you are recruiting to
- Providing a short pre-employment training pathway as required
- Working with potential candidates to ensure that they are prepared for interview by delivering mock interviews and employability workshops

Case Studies/Examples

Long Term Unemployed:

Birmingham Airport Jobs Scheme

- Birmingham Airport identified a number of Warehouse Operative and Administration jobs to be filled by local, unemployed residents
- The Council's Employment and Skills Team worked with Birmingham Airport to advise on revisions to the person specification for the roles, to attract long term unemployed residents and ensure that there were no unnecessary barriers to recruitment built in.
- A campaign to generate local interest was developed which included the Airport delivering information and application support sessions to interested applicants. This support also involved checking identity and other Airport security requirements to ensure that people put forward for interview were able to pass those checks.
- All interviews and employability sessions were arranged locally at the Council's Recruitment Training Centre in Chelmsley Wood Town Centre which is available to use by any employers who wish to employ local people.