

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):

NT47	Donations or investments towards expert designed sustainable reforestation or afforestation initiatives.
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Summary of delivery area:

Solihull Council have committed to planting 250,000 trees by 2030 t

The programme aligns with existing local policies related to environmental sustainability, urban planning, and biodiversity conservation, as well as feeding into the Solihull Urban Tree Strategy (2019-2029) and the Council Plan (2020-2025). As well as supporting Solihull’s Net Zero Action Plan, the WMCA 5 Year Climate Change Action 2021 – 26 and the Government’s 25 Year Environmental Plan.

What can we do for you?

- **Need to give examples of where the LA can help**

Supporting ‘Planting our Future’ means your business will have a multi-faceted impact across the Borough, from positively influencing biodiversity conservation, to the well-being of both individuals and communities.

- **Environmental Impact**

- Planting trees in urban environments helps create green corridors and pockets of biodiversity, contributing to urban wildlife habitat and improving overall ecological health.

- **Health and Well-being Impact**

- Green spaces with trees contribute to improved mental health and well-being. Access to nature and outdoor activities in tree-planted areas provides residents with spaces for relaxation and stress reduction.

Case Studies:

1. Street Tree Sponsorship

Our street tree sponsorship allows businesses to sponsor the planting of new semi-mature trees in urban areas. 608 Vets thought it would be a tree-mendous idea to celebrate 90 years of veterinary care in Solihull by sponsoring nine trees to mark each decade of its service to the local community. Roshni Hothi, lead clinical director at 608 Vets, said the trees were planted in the area around the popular veterinary practice to provide a long-lasting, eco-friendly feature for both the 608 staff and local people to enjoy in the years ahead. We all thought this was a tremendous way to celebrate our 90th anniversary especially as it’s something that benefits the community we serve.

2. Tree Planting Event

Watertight planted sponsored 372 trees to be planted at and Birmingham Dogs Home to celebrate the number of properties that they helped with flood protection. Employees from Watertight also joined in with the planting of the trees.