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POLICY & PROCEDURES

SOCIAL VALUE

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1.0. CONTEXT & BACKGROUND

Social Value has been defined as: *"A process whereby organisations meet their needs for goods, services, and utilities in a way that achieves value for money on a whole life basis in terms of generating benefits not only to the organisation, but also to society and the economy, whilst minimising damage to the environment"*.

1.1. POLICY STATEMENT

Crosby Training is committed to supporting the government led requirement to maximise the delivery of social value in the provision of public goods and services, as set out in the Public Services (Social Value) Act 2012. This statement outlines Crosby Training's commitment to Social Value, and explains our approach to how we will deliver, measure and report on this work which makes an improvement to the economic, social and environmental wellbeing of the areas in which we work.

Our Social Value policy provides an effective framework for realising our commitment to maintaining and where possible enhancing the Social Value we create in the communities we work within, both as an employer and in our business activities.

Crosby Training is committed to the delivery of Social Value through all the activities we undertake and our primary aim is to promote greater outcomes for communities and society and in all our business activities and to create a sustainable inclusive society in which we work.

Our vision, mission and values reflect the requirements of the Liverpool City Region's Skills Strategy (2018-23) to address the learning needs of adults and employers in the city region. We work with stakeholders to meet employers' current and future skills priorities of changing international and local demand. To achieve our objectives, we:

- Provide training in vocational skills and employability that increases qualification attainment levels and progresses learners into employment and other positive destinations



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- Engage with and meet employer's recruitment needs in priority and growth sectors for residents in Liverpool City Region through the devolved Adult Education Budget
- Work with local stakeholders e.g. community groups and demonstrate how we can use AEB funding to strengthen and enhance their service offers in their area
- Provide easy access to training and support to the most disadvantaged residents across the whole of the Liverpool City Region

Social value activities will not detract from core priorities of learner safeguarding, curriculum quality, or contractual compliance. Environmental actions are addressed separately in the Sustainability & Environmental Policy.

1.2. POLICY FRAMEWORK THEMES

The Social Value Portal National TOMS Framework informs our policy. The framework is aimed at establishing a minimum reporting standard for measuring social value across the private and public sector. The framework provides the basis for our structured approach to driving Social Value, defining measures, and capturing outcomes for continuous improvement.

TOMS (*Themes, Outcomes, Measures*) provides a standardised framework for measuring social value. Our Social Value activities are categorised as per the five framework themes:

- **Jobs** - Promote Local Skills and Employment: To promote growth and development opportunities for all within a community and ensure they have access to opportunities to develop new skills and gain meaningful employment
- **Growth** - Supporting Growth of Responsible Regional Business: To provide local businesses with the skills to compete and the opportunity to work as part of the public sector and big business supply chains
- **Social** - Healthier, Safer and more Resilient Communities: To build stronger and deeper relationships with the voluntary and social enterprise sectors whilst continuing to engage and empower citizens



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- **Environment** - Decarbonising and Safeguarding our World: To ensure the places where people live and work are cleaner and greener, to promote sustainable procurement and secure the long-term future of our planet
- **Innovation** - Promoting Social Innovation: To promote new ideas and find innovative solutions to old problems

With the TOM's Framework as our guide, we will embed the principles of social value by:

- Involvement of our stakeholders to inform about what we analyse as a part of our Social Value policy, what is possible, how this is delivered and how it is measured. Stakeholders include our staff, suppliers of goods and services, employers and community groups that share our Social Value vision and can help us to deliver against it
- Establishment of a clear vision and policy with measurable objectives. This includes clear communication of our Social Value goals with all staff members
- Partnerships and collaboration, actively seeking to partner with local organisations
- Focusing on what is tangible so that we are able to evidence our outcomes

Robust monitoring and reporting - critical to ensure that we are able to continuously learn from and improve our Social Value strategy.

2.0. ACTIVITIES & MONITORING

2.1. JOBS

As a training provider, Crosby Training aims to continue to enhance our reputation by supporting both our staff's professional development and helping learners across multiple sectors gain skills and secure employment through our training programmes.

Complementary activities to enhance Social Value for our employees include:

- Regular staff sessions focused on mental wellbeing



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- Access to a range of complementary services such as the Salon
- Additional time off each month
- Rolling programme of staff training and career development with targeted mentoring supports continuous professional development

Outcome measure:

- More local people in sustained employment evidenced by National TOMS NT1, NT20

We promote employment, development of skills and economic sustainability by delivering training to tackle unemployment.

Complementary activities to enhance Social Value for our learners include employability support, healthy living advice, mental health support, improved confidence using our free hairdressing and beauty salon, and outward bound activities to increase confidence and social skills

Outcome measures:

- Number of skills and employability training opportunities completed evidenced by National TOMS NT7, NT9
- More local people in sustained employment evidenced by National TOMS NT1
- Improved confidence and social skills evidenced by National TOMS NT11

2.2. GROWTH, SOCIAL, INNOVATION ACTIVITIES

Growth: Number of local employers engaged in skills development; partnerships formed with regional businesses

Social: Number of community partnerships active; learner participation in community-based activities

Innovation: New initiatives or projects piloted annually; evidence of improved outcomes for learners and communities



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3. PARTNERSHIPS

Crosby Training collaborates with a wide range of organisations to deliver social value across the Liverpool City Region.

Current partners include:

Tradewind - Vocational support and recruitment pathways for learners and adults with specialist education needs

Sefton @ Work - Local employability initiatives, placements, and job matching support

Daisy Inclusive UK - Inclusive education and employability programmes for learners with disabilities

South Liverpool Homes - Community development, resident engagement, and volunteering opportunities

Liverpool John Lennon Airport - Community development, resident engagement, and volunteering opportunities

Rice Lane City Farm - Youth engagement and practical learning opportunities in horticulture and community care

Change Grow Live - Support for vulnerable adults, including substance misuse and reintegration programmes

New partnerships require pre-approval by Social Value Lead/Governance & Leadership using Appendix A checklist (safeguarding, quality, reputation, conflicts of interest).

4. GOVERNANCE & RESPONSIBILITIES

The Social Value Lead, supported by the Governance & Leadership Team is responsible for:

- Oversight, monitoring, and reporting of social value initiatives



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- Ensuring alignment with strategic objectives and regulatory requirements
- Approving new partnerships and reviewing existing ones annually
- Sign-off of quarterly monitoring and annual reporting

Staff Responsibilities:

- Support social value initiatives through training delivery, mentoring, and community engagement
- Collect and report relevant data to enable monitoring of outcomes

Learner Engagement:

- Limited to raising awareness of social value principles and participation in organised community activities
- Always voluntary, age-appropriate, fully supervised, and risk-assessed

Partners Responsibilities:

- Collaborate on projects aligned to social value objectives
- Provide feedback on measurable outcomes and impact

5. MONITORING & CONTINUOUS IMPROVEMENT

Quarterly Monitoring:

Social Value Lead collects data on progress against KPIs for each TOMS theme. Updates reviewed by Governance & Leadership Team.

Annual Reporting:

Consolidated Social Value report submitted alongside AEB contract reporting, including:

- Outcomes achieved
- Lessons learned
- Recommendations for continuous improvement
- Proposed changes to Social Value outcomes and measures for next academic year



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Continuous Improvement:

- Feedback from stakeholders and partners informs policy and activity updates.
- Adjustments are made annually or as required.

Record-keeping:

- All data is retained for a minimum 6 years.

6. REVIEW

This policy will be reviewed annually or earlier if:

- Legislative requirements change
- New Social Value partnerships established
- Strategic objectives updated

References / Linked Documents

- Social Value Activities and Monitoring Plan
- Sustainability Policy
- Public Services (Social Value) Act 2012
- TOMS Framework, Social Value Portal
- AEB Contract Reporting Requirements
- Liverpool City Region Skills Strategy (2018-23)



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APPENDIX A:

PARTNERSHIP APPROVAL CHECKLIST

	Evidence
Safeguarding checks complete <input type="checkbox"/>	
Quality/reputation alignment <input type="checkbox"/>	
Conflict of interest declared <input type="checkbox"/>	
Learner benefit evidenced <input type="checkbox"/>	
Social Value Lead sign-off <input type="checkbox"/>	

Date: