

# Hertfordshire Social Value Brokerage Service

The Hertfordshire Futures Social Value Brokerage Service is a scheme that connects employers with local solutions to maximise social, economic and environmental benefits in a structured, strategic way.

The service acts as an intermediary, facilitating partnerships that enhance the wider benefits created for communities, beyond just economic activities, such as,

- Employment and skills development
- Support for disadvantaged groups
- Environmental improvements
- Community wellbeing
- Stronger local supply chains

The service will act as a conduit between:

- Organisations that have social value commitments (e.g. through contracts, procurement, ESG goals)
- Local needs and opportunities (e.g. jobs, skills development, community projects)

*A social value brokerage service ensures that the social commitments made by organisations translate into meaningful, coordinated, and locally relevant outcomes.*

The Hertfordshire Futures social value brokerage will provide:

## 1. Needs identification

- Work with local authorities, the voluntary sector, and communities
- Identifies priority needs (e.g. youth employment, digital skills, sector specific projects)

## 2. Opportunity mapping

- Work with businesses and contractors to understand what they can offer:
  - Jobs, apprenticeships
  - Mentoring or volunteering
  - Funding or in-kind support

### 3. Matching and coordination

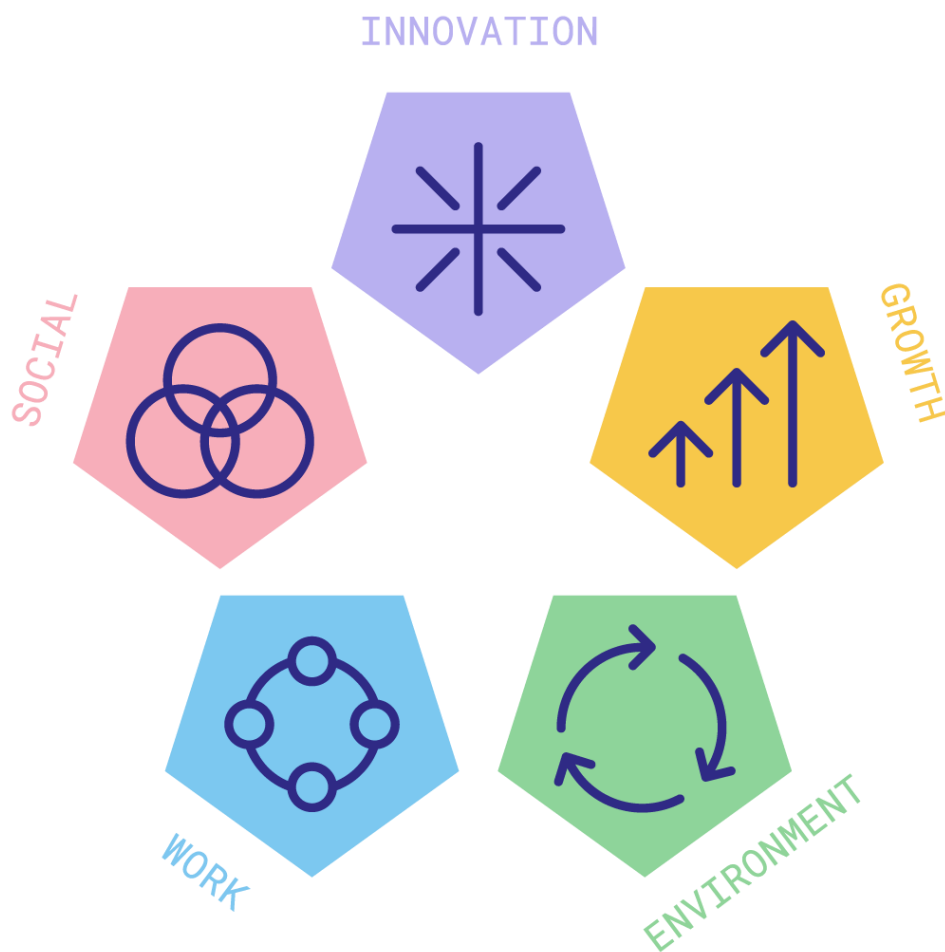
- Connects organisations with suitable local opportunities
- Ensures offers are aligned to real need, rather than ad hoc initiatives

### 4. Delivery support

- Help to coordinate activity (e.g. arranging placements, linking to training providers)
- Removal of barriers (e.g. logistics, safeguarding, communication)

### 5. Measurement of impact

- Support through the Social Value Portal to track outcomes (e.g. number of jobs created, people trained)
- Demonstrating value against the Hertfordshire Employment, Skills and Social value framework.



Examples of social value initiatives that the Brokerage team will support are detailed in the table below.

| ESSV Priority                                                                                     | Initiatives that could be implemented locally                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| 1. Inspiring and raising the aspirations of young people.                                         | <p>Working with the <a href="#">Careers Hubs</a> to support careers education in schools and colleges. This could include:</p> <ul style="list-style-type: none"> <li>• Employees volunteering to be a Careers and Enterprise Company Enterprise Adviser or a Cornerstone Employer, providing dedicated and targeted careers education support to a local school and supporting their achievement of the Gatsby Benchmarks.</li> <li>• Delivering careers talks to schools/colleges, providing industry insights, employability skills training (CV workshops, interview skills) or information about apprenticeships and T Levels.</li> <li>• Offering workplace experience (under one week) to provide an introduction to the workplace, a work-based task or skills development session.</li> <li>• Work shadow days by offering students a personalised experience or activity to engage with a single member of staff/team</li> <li>• Virtual experiences – interactive careers chats, virtual tours, webinars etc. on essential skills development for the workplace.</li> </ul> |
| 2. Creating opportunities for work experience, industry placements, T Levels and apprenticeships. | <ul style="list-style-type: none"> <li>• Providing work experience (of at least one week) where a student spends time in the workplace observing different roles, activities, with opportunities to complete tasks or produce a piece of work to help young people develop essential workplace skills.</li> <li>• Offering <a href="#">T Level Industry Placements</a> of at least 45 days enabling students to prepare for entry into skilled employment or higher education.</li> <li>• Designing a programme of <a href="#">Apprenticeship</a> opportunities that contribute to the development of a skilled workforce</li> <li>• Collaborating with the University of Hertfordshire Widening Participation team and Career and Employability team to offer placements for undergraduates and graduates.</li> </ul>                                                                                                                                                                                                                                                                 |

| ESSV Priority                                        | Initiatives that could be implemented locally                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| 3. Employment for residents.                         | <p>Employers (developers and contractors) should aim to ensure that 30% of all FTE employees on a contract are recruited from the local area. 'Local' in this Framework refers to a resident in the local authority, and if not possible then within a 10-mile radius of the development or Council office, and only when that presents challenges, a Hertfordshire resident or business.</p> <p>Employers should consider;</p> <ul style="list-style-type: none"> <li>• Providing a detailed schedule of local job opportunities to be created as a direct result of the development.</li> <li>• Promoting all job vacancies through local DWP Job Centres, local job boards, Colleges and Universities and working closely with <a href="#">Step2Skills</a> to support residents with barriers to work.</li> <li>• Offering 'guaranteed' interviews to learners and residents on our local skills and employment programmes (including <a href="#">Skills Bootcamps</a> and <a href="#">Connect to Work</a>)</li> <li>• Implementing a <a href="#">Sector-based Work Academy Programme (SWAP)</a> in partnership with the DWP and local training providers to deliver pre-employment training, work placements and guaranteed interviews.</li> </ul> |
| 4. Skills training and progression in the workplace. | <p>Employers could work with locally supported training programmes and initiatives such as:</p> <ul style="list-style-type: none"> <li>• The Adult Skills Fund (ASF) including <a href="#">Level 3 free courses for jobs</a></li> <li>• Skills Bootcamps</li> <li>• <a href="#">Higher Technical Qualifications</a> (HTQs)</li> <li>• Apprenticeships for upskilling existing employees</li> <li>• Shorter modules utilising the <a href="#">Growth and Skills Levy</a></li> <li>• Leadership and Management programmes</li> <li>• Commercially funded provision</li> <li>• Sector specialist skills programme</li> </ul> <p>Employers could partner with local further and higher education institutions, and / or independent training providers to provide financial contributions to enhance their training programmes including improvements in facilities, funding for the upskilling of tutors or supporting the development of employer-led curriculum.</p> <p>All financial contributions will be managed and distributed through the governance of The Local Community Investment Fund.</p>                                                                                                                                                  |

| ESSV Priority                                                            | Initiatives that could be implemented locally                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| 5. Green initiatives to develop a more sustainable business environment. | <p>Green initiatives encompass a wide range of programmes including decarbonisation, biodiversity, water and waste reduction, and many more. Employers can fulfil this measure by either:</p> <ul style="list-style-type: none"> <li>• Providing expert 'green' business advice to help VCFSEs and MSMEs achieve net zero carbon.</li> <li>• Upskilling employees/contractors on the green agenda to raise awareness or delivering more specialist skills that delve into technical topics and solutions, such as the installation and maintenance of air source heat pumps.</li> <li>• Delivering decarbonisation through contract/service delivery, for example: <ul style="list-style-type: none"> <li>o Producing and implementing a carbon reduction plan.</li> <li>o Using Low Carbon Technologies and alternative materials on development and supply chain to reduce emissions.</li> <li>o Focusing on building energy efficiency measures (installation of heat pumps, solar photovoltaic (PV) etc.) to reduce operational carbon emissions.</li> <li>o Choosing appropriate materials that have a lower carbon footprint.</li> </ul> </li> </ul> <p>For further information read Hertfordshire County Council's <a href="#">Sustainable Hertfordshire Strategy</a> which sets out 8 guiding Principles on how to further embed action to grow a more sustainable Hertfordshire.</p> |

| ESSV Priority                                                                                             | Initiatives that could be implemented locally                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| 6. Promoting the local economy by using local MSME supply chains and encouraging spend in the local area. | <p>By appointing local organisations to work on contracts/service delivery, this supports the local economy and demonstrates delivering social value. Local supply organisations can be sourced via:</p> <ul style="list-style-type: none"> <li>• Chambers of Commerce – Hertfordshire has a number that represent thousands of locally based businesses including <a href="#">Watford Chamber</a> and <a href="#">Hertfordshire Chamber</a></li> <li>• Hertfordshire Growth Hub <a href="https://www.hertsgrowthhub.com/">https://www.hertsgrowthhub.com/</a></li> <li>• Get Enterprising <a href="https://wenta.co.uk/business-advice/get-enterprising">https://wenta.co.uk/business-advice/get-enterprising</a></li> <li>• Business Improvement Districts (BID) <a href="https://www.gov.uk/guidance/business-improvement-districts">https://www.gov.uk/guidance/business-improvement-districts</a></li> <li>• Local Authority Economic Development teams</li> <li>• Sector organisations such as the CITB - <a href="http://www.citb.co.uk">www.citb.co.uk</a>,</li> </ul> <p>Employers can volunteer staff time to provide expert advice in areas, such as, finance, legal, HR or health and safety. Employers may want to consider local 'Meet the Buyer' events to introduce the opportunity of working with organisation and plans to the local community.</p> <p>Employers should require their locally based supply chain to develop a training plan for their employees / contractors and engage with local skills/education providers to maximise skills training and employment opportunities. The Hertfordshire Futures Brokerage team can support supply chain employers to develop their workforce training plans and facilitate solutions.</p> <p>Employers may want to consider providing a financial contribution to issue grants to MSMEs in the local area to support business growth and success. Local organisations would submit proposals to access the grant scheme, and funding could contribute towards, for example, introducing energy efficient measures, business improvement programmes, and by implementing smart technologies.</p> <p>All financial contributions will be managed and distributed through the governance of The Local Community Investment Fund.</p> |

| ESSV Priority                                                                              | Initiatives that could be implemented locally                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| 7. Supporting the local voluntary, community, faith, and social enterprise sector (VCFSE). | <p>The voluntary, community, faith and social enterprise sector in Hertfordshire is a vital part of the local fabric, offering a range of services and support to residents. Social value programmes that could be implemented include:</p> <ul style="list-style-type: none"> <li>• Engaging with VCFSE organisations to provide high-quality local volunteering, which is tailored to support / benefit local residents.</li> <li>• Working with local charities to support initiatives, such as, support to the homeless and delivering benefits to the local community.</li> <li>• Encouraging co-production in the creation of person-centred, community-based initiatives which promotes equality for all.</li> <li>• Developing and implementing sustainable, scalable solutions to mitigate and prevent inequalities impacting on the local community.</li> </ul> <p>Here are some of the key organisations and initiatives:</p> <ul style="list-style-type: none"> <li>• <a href="#">Community Help Hertfordshire</a> - work with five Hertfordshire-based voluntary sector infrastructure organisations to provide projects to the local community.</li> <li>• <a href="#">Community Voluntary Services (CVS)</a>: Each CVS is set up to support community organisations and offers a range of services, with membership required to access their services.</li> <li>• <a href="#">GoVolHerts</a>: A digital platform for volunteering in Hertfordshire, offering over 800 roles at more than 280 organisations.</li> <li>• <a href="#">Hertfordshire Community Foundation</a>: Provides a range of grants to support the county's community and voluntary groups, addressing needs and deprivation.</li> </ul> <p>These organisations play a crucial role in supporting the community, providing services and fostering a sense of belonging and community spirit and will provide insight on where to deliver impact.</p> <p>All financial contributions to the VCSFE sector will be managed and distributed through the governance of The Local Community Investment Fund.</p> |

| ESSV Priority                                                                 | Initiatives that could be implemented locally                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <p><b>8. Tackling inequality to drive diversity and inclusive growth.</b></p> | <p>Local inequalities include residents who are NEET (Not in Employment, Education or Training), and those who have a barrier to work, such as, a disability, care leavers, ex-offenders, armed forces veterans, refugees, those who do not have English as first language, and young parents or carers.</p> <p>Employers have an important role to play in promoting equal access to sustainable employment or skills opportunities through:</p> <ul style="list-style-type: none"> <li>• Creating job opportunities for all to benefit from.</li> <li>• Ensuring its workforce better reflects its local communities.</li> <li>• Assisting businesses to provide training/skills opportunities for everyone.</li> <li>• Promoting policies that can create a more inclusive and equitable local economy.</li> </ul> <p>The Department for Works and Pensions (DWP), works in partnership with Step2Skills (part of Hertfordshire Futures) to deliver the Connect to Work programme, supporting employers to ensure job advertisements and recruitment practices are as inclusive as possible. This free programme helps create more accessible workplaces by supporting disabled people, those with health conditions, and others facing complex barriers to employment. Find out more about Connect to Work <a href="#">here</a>.</p> <p>DWP also deliver the Youth Guarantee scheme, supporting 18–24-year-olds into work. This initiative includes employer hiring grants and subsidies for businesses to encourage them to hire young people.</p> <p>Employers can work in partnership with our Supported Employment partners to support residents into work by providing work tasters, career mentoring including mock interviews, CV advice, and careers guidance.</p> <p>The <a href="#">Disability Confidence scheme</a> is a UK government initiative that helps employers recruit, retain, and develop disabled people and those with health conditions. We would encourage all employers and their supply chain contractors to work towards becoming a Disability Confident employer.</p> |



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|  | <p>Employers can provide employees on contract with access to comprehensive and multidimensional <a href="#">workplace wellbeing</a> initiatives.</p> <p>Qualifying programmes should include the following dimensions; be well managed and employee benefits focussed and be easily accessible and engaging to employees; flexible working time arrangements; healthy nutrition options; physical health programmes; a health risk appraisal questionnaire; access to health and wellbeing resources (e.g. a tailored health improvement web portal; wellness literature; and seminars and workshops focused on identified wellness issues).</p> <p>Equality, diversity and inclusion training can be provided both for staff and supply chain staff.</p> |
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| ESSV Priority                                                                              | Initiatives that could be implemented locally                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| 9. Going Above and Beyond to Deliver Local Impact through Innovative Social Value projects | <p>Employers should consider innovative measures that go above and beyond to enable healthier, safer and a more resilient local community. These should be co-designed with stakeholders or community organisations and aimed at delivering benefits while minimising carbon footprint initiatives.</p> <p>Social Value innovation is the process of developing and deploying effective solutions to challenging and often systemic social, cultural, economic, and environmental issues to improve the quality of life for individuals, communities, and societies. Social Value innovation offers Hertfordshire the opportunity to create positive and impactful change by providing innovative solutions for some of the greatest challenges facing society today.</p>                                                                                          |
| 10. Communicating the Success of Social Value                                              | <p>This outcome consists of producing impactful and engaging promotional case studies that describes either an example of best practice or a significant employment, skills or social value achievement. Case studies will be approved by Hertfordshire Futures and made available for inclusion on local and county-wide promotional material.</p> <p>Case studies could include:</p> <ul style="list-style-type: none"> <li>• Examples of local young people who have secured positive and meaningful work-experience placements,</li> <li>• Residents with barriers to work who have now secured employment locally</li> <li>• MSME supply chain organisations who have grown their business and secured new contracts due to their upskilling workforce.</li> </ul> <p>A copy of a case study template can be downloaded from the <a href="#">website</a>.</p> |