

at AP Mitchell Group

Social Value is about using every means to get the best possible outcomes for local people. As well as focusing on price (value for money), it helps us to consider the collective benefit to the local community (value for community). Spending more of our money locally can build stronger communities, improve health and improve the environment. It provides these benefits over and above the direct purchasing of services, goods and outcomes. *(Public Services Social Value Act 2012, A Brief Guide Social Enterprise UK, 2012)*

Our Social Value objectives

Promoting new jobs and skills locally, regionally supporting youth employment through Apprenticeships and Work Placements.

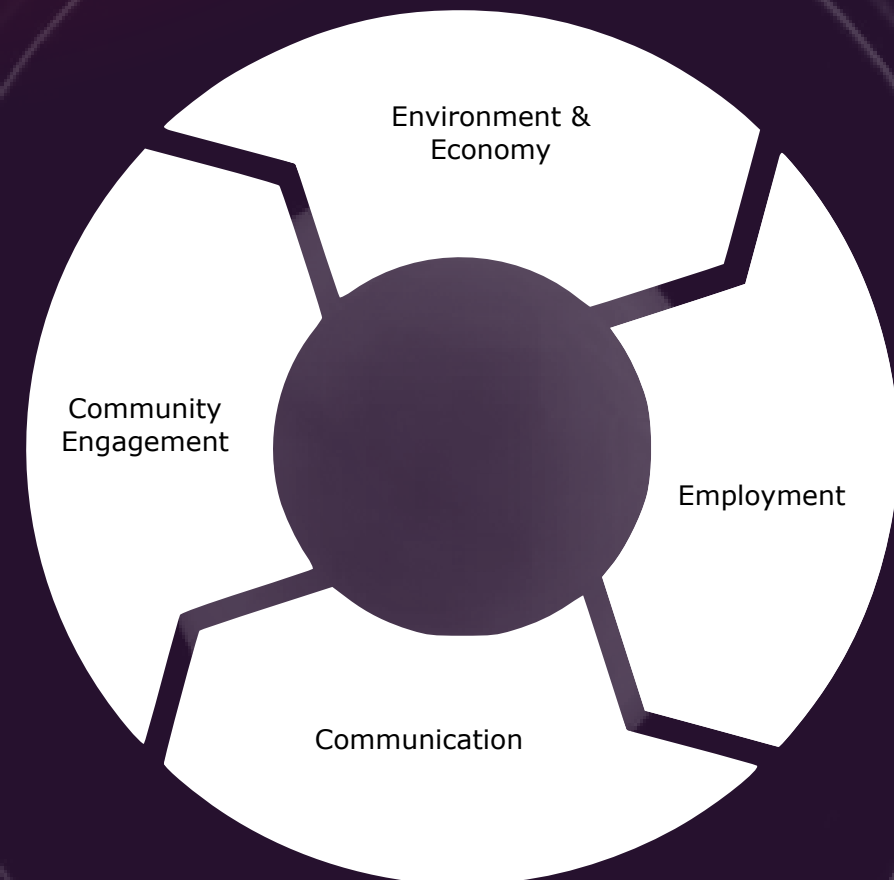
Growing our relationships with local businesses and organisations.

Sponsorship of a local Football Team, local Acting Association and donating to local charities.

Helping the environment.

Good customer service and value for money.

The health and wellbeing of our staff.



Statement



Employment & Skills

Promoting new jobs and new skills locally, regionally supporting youth employment through Apprenticeships and Work Placements.

Providing our employees with skills for the future.

Surpassing Living Wage across all group divisions.

Take action to support the health and wellbeing of our staff.

Local Business & Economy

Providing work opportunities for small, medium, micro-sized businesses, social enterprises and minority owned organisations.

Procuring goods and services locally where possible to bolster local economic growth.

Supporting local organisations to improve capability and grow sustainability.

Communication

We promise to be transparent and clear in our communication. We will track and share our learning and best practices to help inform decisions internally and externally.

We will: -

Define our social value objectives and outcomes.

Assess risks, opportunities and potential impacts.

Track and analyse performance using Key Performance Indicators.

Capture and share learning and best practice to inform decisions and drive continuous improvement in social value outcomes.

Communicate our impacts, developing common language and promoting key messages that are widely understood both internally and externally.

Community Engagement

Support the development of healthy, strong and resilient communities through initiatives to help them help themselves.

Sponsor local organisations.

Support voluntary, charitable and social enterprise groups.

Be accountable to communities where we work and ensure a transparent and meaningful dialogue.

Take action to support the physical and mental health of employees and influence suppliers, customers and communities in that regard.

Working with education and training providers, industry bodies and charities to offer curriculum support and work experience opportunities.

Environment

Implement responsible practices to reduce carbon in our operations and materials.

Using resources efficiently to reduce waste and maximise value.

Reduce air and water pollution, noise and nuisance.

Use resources responsibly and support the circular economy.

Promoting sustainable and ethical procurement.

Governance & Reporting

Maintaining clear accountability for delivering this policy.

Monitoring and reporting our social value impact by using recognised independent tools.

Continuously improving our standards, efficiency and effectiveness.

"Investing in those around us,
so that the youth can see a future"

A. Mitchell

Paul Mitchell

Adam & Paul Mitchell
Joint Managing Directors



Strategy, aims and themes



Our investment in local communities across the Group focuses on three strategic themes, underpinning our purpose to create the places, communities and businesses of tomorrow.

Surpassing Living Wage

The real Living Wage, advocated by the Living Wage Foundation, is a voluntary and independently set pay rate that reflects the true cost of living. At AP Mitchell Group, we surpass the Living Wage across all group divisions to ensure that people are not trapped in working poverty.

Inspire & Educate Young People

Our Apprenticeship and Work Placement schemes provide young people with employability skills for the workplace and open their eyes to the huge range of careers in Engineering and Construction.

Support and Scale Social Enterprise

We are a business that operates to deliver social and/or environmental benefits, for example, providing employment opportunities to local people and supporting the development of healthy, strong and resilient communities.



We care

Surpassing
living wage

We are fair

Inspire and
educate the
next
generation

We are trusted

Support and
scale local
enterprise

Our aims



We aim to:

Inspire and educate

Support and scale social enterprise

By 2025...

Inspire and educate
10,000 young people
about careers from primary
school upwards.

Support **FIVE** social enterprises
which already include:

Hip & Harmony

Neston Nomads Football Team

Neston Community Yout Centre

We are committed to
leaving a lasting legacy
in the communities
where
we live and work

Environmental value

Our vehicle fleet now comprises of largely electric and hybrid cars and vans. At AP Mitchell Group we strongly believe in improving the Construction and Building Services industries through a concentrated effort to reduce emissions.

Our new Headquarters is equipped with fast EV charging stations, meaning our operatives do not contribute to carbon dioxide emissions when travelling to and from site, work, and further afield.



Sustainable communities

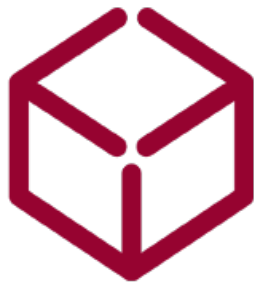
We are proud of the fact that one of our most popular services on offer is the installation of renewable and efficient energy systems in key community centres such as schools, libraries and museums.

We promote the use of electric vehicles, renewable and efficient heating systems with air source heat pump technology, enabling other businesses, enterprises and groups to grow sustainably.

Committed to the environment

As a company we are always looking for ways to evolve and improve our standards and operating procedures. To accompany our electric car fleet, we are currently working to further replace all our existing traditional combustion vehicles with fully electric counterparts, including all our engineer vans.

Not only will this help to set the standard across an industry that often involves lots of commuting, but allows us to save money we would otherwise be spending on fuel to reinvest into the communities to which we owe so much.



apmitchell
group

For more information on this strategy, or further information relating to AP Mitchell Group and our commitment to deliver social value, please contact:

Sue Davies

Group Community Investment Manager

0151 339 1222

info@apmitchell.com

AP Mitchell Group
19 High Street, Neston
CH64 9TZ
Ref: 1.07.2.8
Reg No: 05655787

0151 39 1222
www.apmitchellgroup.com