

SOCIAL VALUE

Lincolnshire

Social Value activities 22/23



COVID-19 RECOVERY

Community Sponsorship



Serco Foundation



In 2020, the Serco Foundation, our independent charitable trust, launched the Coronavirus Community Support Fund.

All Serco colleagues were invited to nominate not-for-profit organisations helping to fight the COVID-19 emergency in their local communities, to receive financial support. The Foundation made more than £600,000 in grants to 300 organisations, including three of our own local charities: Lincoln Community Larder, The Trussell Trust and East Anglia Children's Hospice (PCC).

Collectively, we secured £7,000 for our charities which is a testament to our team's determination to help, at a time when colleague food bank collections and fundraising was not possible.



Replying to @SercoFdn

Thank you for your amazing donation 🙏

12:39 pm · 30 Jul 2020 · Twitter for iPhone

Supporting charities is a key part of the CPES Engagement Group's vision, as well as the Social Value strategy.

This covers a whole spectrum of activities; from signing up to Lincoln's Social Responsibility Charter, collecting monies donated during Dress Down Days, organising social events with an opportunity to make contributions to charities like St Barnabas Hospice, Herts Young Homeless, Macmillan or Alzheimer's, raising awareness of local community and charity events, collecting food for local food banks and toys for refuge centres.



Serco Lincoln continues to assist our local foodbanks by donating office collections. A total of 250kg of essential items have been donated this year. These collections do not include those for the humanitarian appeal for Ukraine.

Local Charities



Connection to local people, and local issues

Serco Lincoln are proud to sponsor Acts Trust. The charity works to empower people out of poverty. They take a holistic approach and support the most vulnerable citizens in our community. The charity recently asked for support through the Lincoln Social Responsibility Charter, due to the unprecedented demand on Lincolnshire foodbanks in 2022.



Through Serco Foundation, we have donated £5,000 to Acts Trust which will support their ongoing projects.

"May I express my heartfelt thanks; we are really thrilled for this donation and support. Our amazing teams work tirelessly to support vulnerable out of poverty in Lincoln and this will truly make a difference"

Simon Hawking the Chief Executive of Acts Trust



TACKLING ECONOMIC INEQUALITY

Employability and Skills

Supporting Lincolnshire Schools



To support educational establishments with their careers curriculum, we are collaborating with the Greater Lincolnshire Local Enterprise Partnership and their Enterprise Coordinators. All over the county, we attend and support employability skills days, business/entrepreneur events and career workshops. Most recently, we have started to explore this relationship in Hertfordshire, and how we can support in that area too.



Barnes Wallis Academy, Tattershall

Together with DWP, Horncastle Recruitment, and other agencies, we provided sessions focusing on interview skills, leaving school options, CV, cover letter creation and career advice.

We held classroom sessions for 100 plus students throughout the day. Our workshops focused on helping students not only write a CV, but helping them identify their skills and attributes. During the lessons, we gave a glimpse into the world of work and how it differs from that of a school environment. Richard Thomas, Head of Art advised, "It was a fantastic day, thank you for all your help."

Queen Elizabeth Grammar School, Horncastle

Serco Lincoln took part in an "Apprentice" style business challenge at Queen Elizabeth Grammar School, The event was for lower 6th form students and designed to test all aspects of their business knowledge.



The event saw students in groups of 8, working together with assigned roles to design and create a confectionary product. The students were to design the product, create it (including baking) and come up with a marketing strategy, financial plan and market research in 6 hours. We provided two business advisors that helped support the groups complete their challenges. It was a great success and we have recently been back to assist with mock interviews for the same students.



The Gainsborough Academy, Gainsborough



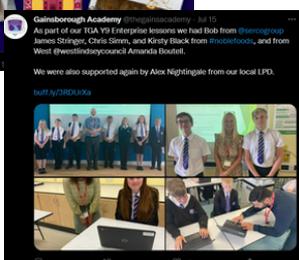
The Gainsborough Academy
'High Expectations'



Serco Lincoln were asked to lead on an employability day for year 10 students. Serco provided a session for 160 students in their main auditorium with a focus on what employers look for and the importance of a professional CV.

Their presentation was created by Training Design & Delivery Officer, James Stringer, and expertly delivered. The session was followed by a Q&A on the working world and how it differs from the school environment.

Following the main session we held classroom sessions on employability skills, designing your CV and how to adapt your CV to a specific role and finished the day with some team building activities.



TACKLING ECONOMIC INEQUALITY

Employability and Skills

Care Leaver Mentoring Scheme

Serco have just entered into a fifth phase of mentoring care-leavers in Lincolnshire for 2022/2023, working in conjunction with Barnardos.

The scheme began back in 2019 and provides care-leavers, between the age of 18 and 25, with a dedicated mentor and an opportunity to discuss work training, and education with someone in employment.

Our mentors meet with their mentees, and occasionally their Leaving Care Worker, every two weeks for 45-60 minutes and offer guidance, ideas and a listening ear for any questions they may have. The scheme has proven to be rewarding for both parties and there is significant interest in identifying opportunities to grow the scheme across other CPES contracts, as well as offering Work Experience opportunities to those who wish to learn relevant skills.



Mentees, at various stages of education and employment, have benefitted from assistance with business planning, dissertation support, CV writing, interview techniques, training applications and communication techniques.

"Care experienced young people separated from family tell us they feel lonely, isolated and don't feel positive about the future. Mentoring offers a person just for them; to listen and use life experience to set goals for their future." - Barnardos Mentoring

"I didn't have a clue beforehand, but my mentor had given me direction, to help with my goals and tasks to complete, then we would have a discussion and make plans for my next steps." - Mentee describing her Mentor

"He was great, I was able to ask questions – he was approachable and professional but we also had a laugh. I will miss him'. 9 out of 10." - Mentee discussing their Mentor

"She said she could measure the success of the project because she has so much to show for it - her business account, business cards, spreadsheet with incomings/ outgoing and would definitely recommend the project to other care leavers" - Mentee describing her experience



In 2023 we will continue to engage in this high impact activity and extend our offer to include work experience placements, to increase their exposure to the working world and increase employability skills.

Our learners will be supported by experienced managers, observe and shadow team members and learn about our values.

Each learner will be given an opportunity to learn about:

- Time management
- Professional discipline
- Office etiquette
- CV writing
- Interview Techniques



Our managers will work with learners to; improve confidence, adapt to new situations, communicate effectively and build resilience. We will work with learners to set achievable objectives and provide a certificate of attendance which can be shown to potential employers.

FIGHTING CLIMATE CHANGE

Volunteering

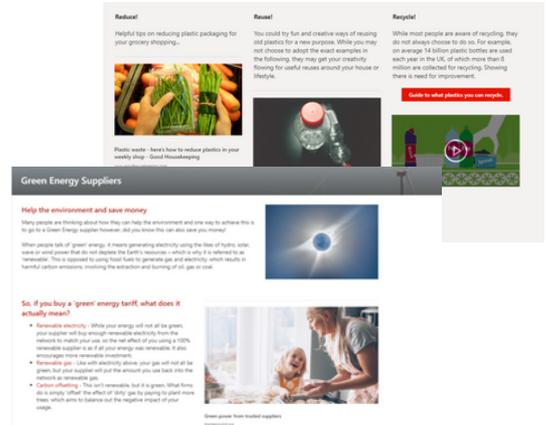


Green Initiatives across our Contracts

We have actively encouraged input from employees and others to build sustainable solutions.

Including recycling points for crisp packets, batteries, eliminating single use coffee cups and food disposal points across office buildings, bra banks and eyeglasses/hearing aid collection boxes.

Likewise, we have implemented energy saving initiatives such as reduced lighting and clothing collection campaigns, plus actively share useful content on green home energy suppliers, Serco discounts, easy ways to save energy at home and smart technology.



Green Network

Our Green Network allows us to make small changes to make big differences. Serco is a global industry leader and is committed to Net Zero by 2050, our network allows us to implement our strategic vision at an operational level.

Our aim is to continually intact low level green solutions, across our Serco contracts to support Citizen Service Environmental Objectives and help achieve Net Zero by 2050.

We raise awareness of environmental issues and tackle climate change while ensuring operation compliance and alignment to the Green Ambassador network and our sustainability procurement charter.

We meet every 6 weeks, across our contracts and agree on actions, communications that are specific, local and impactful. We take action that is subject to our local requirements and contract scopes.



The smallest action can make a big difference



Throughout Serco we are working to try and mitigate our environmental impact on a contract level, since April we have celebrated world environment week, raised awareness, created crisp packet recycling points, assisted in projects to reduce our energy consumption, provided free reusable water bottles to our staff to reduce single use plastic consumption.

EQUAL OPPORTUNITIES

Employability and Skills

Adult Social Care Research Project



Connection to local people, and local issues

Serco Lincoln IT have been working closely with the University of Lincoln and Lincolnshire County Council, to investigate how affordable home technology could be used to enhance social care and improve the lives of almost 12,000 adults in Lincolnshire.

The 'Social Care Technology Innovation for the Citizens of Lincolnshire' project, conducted by the University of Lincoln, Lincolnshire County Council and Serco has been running since June 2021. Early findings indicate that introducing assistive technology at home could help the lives of vulnerable adults who might otherwise feel excluded or isolated.

Lincolnshire County Council currently supports 8,905 people who need some form of long-term help, with resources being divided to cover mental health, learning disabilities, memory and cognition, and physical and social support.

Encouraged by COVID-19 lockdowns and the wider acceptance and use of technology in the home, the Serco team have supported the university-led project to highlight how home technology could transform adult social care within the community.

Dr Salah Al-Majeed, Acting Head of the School of Computer Science at the University of Lincoln, said "technology offers increasing potential for new methods of diagnosing, detecting and monitoring warning signs in vulnerable adults, and can also serve to connect friends, families, carers and communities within a wider web of support."



Neurodiversity at Work

Our Lincolnshire Information and Engagement Team are currently driving change in the Diversity and Inclusion space, by mapping the end-to-end employee journey, and identifying ways to ensure inclusivity at all touchpoints.

From recruitment to induction, training, learning, development and performance management, the team are working alongside wider Serco teams like Serco Unlimited, Learning Teams and HR, to build a unique view of employee experience, from the perspective of those who live with neurodiverse / neurodivergent conditions such as ADHD, Autism, Dyslexia, Dyspraxia and Dysgraphia.

1 in 5 adults in the workplace have a learning disability. Some may even be undiagnosed.

This year, the team celebrated Neurodiversity Week to spread awareness, by hosting a series of workshops and panel discussions to introduce managers to new ways of working, and providing them with the tools they need to understand the conditions, and how best to help their staff achieve their full potential and achieve their goals.

Increase in staff wellbeing



KEY BENEFITS OF THE CHARTER

LINCOLN

SOCIAL RESPONSIBILITY CHARTER

Part of a socially responsible network of 100+ Lincolnshire businesses

Increase in staff wellbeing

Connection to local people, and local issues

Networking & building relationships, doing more together

The smallest action can make a big difference

WHY WE JOINED THE LINCOLN SOCIAL RESPONSIBILITY CHARTER?

We are part of the Lincoln Social Responsibility Charter as it offers access to a network of 100+ socially responsible businesses.

The organisation is able to provide insight to the local needs of the community and enable us to deliver much needed, and targeted, high impact social value work.

As an organisation, we are proud to work with other businesses to build stronger and more resilient communities and be recognised by the LSRC as a socially responsible company.

Through Lincoln Social Responsibility Charter publications, we can see what Social Value activities other companies are undertaking. We are able to share best practices and continue networking to develop our Social Value activities.