Birch Cleaning

PEOPLE, PLACES & PROSPERITY

Our Social Value Strategy

Our priorities, commitments and approach to creating wider value through the way we work.

Demonstration / fictional business. All targets and actions are illustrative. No results or company approval are claimed.

PLAN PERIOD
1 Oct 2026 to 30 Sep 2027

REVIEW CYCLE
Quarterly

DOCUMENT
Fictional example

Prepared 10 September 2026

1. OUR COMMITMENT

Creating value beyond our core services

Company priorities

Our priorities and commitments bring together who we aim to support, what we will deliver and how we will track progress.

3	3	Quarterly
PRIORITY AREAS	COMMITMENTS IN THIS PLAN	REVIEW CYCLE

OUR PURPOSE

We aim to help local people gain experience, give smaller suppliers a fair opportunity and support useful community work alongside our cleaning services.

Who we want to benefit	People seeking their first experience of work, local small businesses and community organisations.
Where we will focus	Cambridgeshire, where our fictional six-person cleaning team operates.

OUR PRIORITIES

Where we will focus our effort

PRIORITY 1

01

Skills and opportunity

Help people gain skills, experience and routes into sustainable employment.

PRIORITY 2

02

Responsible supply chain

Buy responsibly, pay fairly and make opportunities accessible to smaller organisations.

PRIORITY 3

03

Community and local economy

Use time, expertise and spending to strengthen communities and local organisations.

We will review these priorities as our business, partnerships and opportunities develop.

2. OUR COMMITMENTS

What we will do during this plan

3 commitments

Each commitment has a responsible lead, a target date and a clear way to measure progress. Completed activity is identified separately from work that is planned or underway.

OUR COMMITMENT - SKILLS AND OPPORTUNITY

A supported route into work

Offer one paid work-experience placement with a named supervisor and an agreed learning plan. Confirm hours, supervision and budget before recruiting.

Who we aim to support	One local person seeking experience in the cleaning sector.
How we will measure progress	Placements completed, paid hours and participant feedback on confidence and skills.
Our target	1 paid placement
Accountable lead	Cleaning supervisor
Target date	30 June 2027

OUR COMMITMENT - RESPONSIBLE SUPPLY CHAIN

Fair opportunities for local suppliers

Invite suitable local small businesses to quote when routine supply arrangements are reviewed. Use clear criteria for quality, reliability and price.

Who we aim to support	Local small businesses able to meet our supply needs.
How we will measure progress	Eligible suppliers invited and resulting purchases, with reasons for selection.
Our target	3 supplier invitations
Accountable lead	Company director
Target date	31 March 2027

OUR COMMITMENT - COMMUNITY AND LOCAL ECONOMY

Practical support for a community space

Agree a small volunteering activity with a local community organisation after confirming its needs and staff availability.

Who we aim to support	A local community organisation and the people using its space.
How we will measure progress	Volunteering hours delivered and feedback on whether the activity met the agreed need.
Our target	12 volunteering hours
Accountable lead	Cleaning supervisor
Target date	30 September 2027

3. ACCOUNTABILITY

How we will measure and report progress

Next update 15 January 2027

We will review each commitment against its intended result and supporting records. Our public updates will explain what has been delivered, what is still in progress and what we have learned.

Commitment	How progress is measured	Evidence we will retain	Current position
Offer one paid work-experience placement with a named supervisor and an agreed learning plan. Confirm hours, supervision and budget before recruiting.	Placements completed, paid hours and participant feedback on confidence and skills.	Learning plan, paid-hours record and participant feedback.	Planned
Invite suitable local small businesses to quote when routine supply arrangements are reviewed. Use clear criteria for quality, reliability and price.	Eligible suppliers invited and resulting purchases, with reasons for selection.	Invitations, quotation comparison and purchase records. An invitation is not a contract award.	Planned
Agree a small volunteering activity with a local community organisation after confirming its needs and staff availability.	Volunteering hours delivered and feedback on whether the activity met the agreed need.	Agreed activity brief, volunteer log and community contact feedback.	Planned

4. GOVERNANCE AND REVIEW

Clear ownership, regular review

Accountable lead	Company director (example role)
Plan period	1 October 2026 to 30 September 2027
Review cadence	Quarterly
Next progress review	15 January 2027
How we listen	Ask the placement participant and community contact what support would be useful. Invite feedback after each activity and use it to improve the next one.
How we assess progress	Review activity records and participant feedback quarterly. Record targets separately from actual delivery and explain any changes to the plan.
Our reporting approach	Review each commitment, retain appropriate evidence and publish confirmed progress in clear language.

Looking ahead

We will review this plan on 15 January 2027, build on the commitments we have made and share the positive difference we continue to create.

This plan brings together our commitments and how we will report progress.