

## **Growing Kent & Medway's Social Value Guidelines**

Growing Kent & Medway works to deliver inclusive economic growth so that all communities in the region can contribute to, and benefit from, an uplift in regional prosperity. This can be achieved through a range of engagement mechanisms.

The focus of this engagement is on raising awareness and advancing opportunities in horticulture, food and drink production and the enabling technology industries. For example, social value could include raising awareness around career pathways or around nutrition and wellbeing through community engagement.

### **Delivering social value – What it means to you?**

Beneficiaries of Growing Kent & Medway grants are asked to contribute towards the social value aspirations of the programme. As a condition of receiving grant funding, you will be asked to commit a certain level of time towards a social value activity within the region.

We recognise that some businesses may already have in place well established mechanisms to deliver Corporate Social Responsibility e.g., volunteering days for employees. However, for others this may be a less familiar concept, and it might be helpful to think about – People, Skills, and Place. It is not the intention of Growing Kent & Medway to prescribe what you could do but some suggestions are made below.

### **Delivering social value – What level of commitment is required?**

Growing Kent & Medway asks for a minimum commitment of one day per beneficiary, and any activity/engagement should be undertaken within the Kent and Medway region.

### **Growing Kent & Medway grant funding – What are your plans for delivering social value?**

As part of the application process, we ask you to make a commitment to delivering social value and provide an opportunity to outline your plans. When outlining your social value plan, we want you to describe what you plan to deliver and the impact this will have in the Kent and Medway region and on you and your team.

As a guide some examples of social value could be (but not limited to):

- Promoting career pathways in horticulture, food and drink production and the enabling technology industries, through activities in local schools and career fairs or hosting students in your workplace.
- Skills and training activities delivered – within your own businesses, or with and for, the benefit of others.
- Business mentoring – Growing Kent & Medway is running a [mentorship programme](#) and can help to support business mentoring activity if this is of interest to you.
- Open days for the public or targeted groups at your business premises where you can showcase your business and project and inspire others to become more sustainable e.g. participation in LEAF's Open Farm Sundays.
- Working together with the Growing Kent & Medway's communications team to identify organised events or other opportunities where you could act as an ambassador for the programme. This could include presenting on your project, giving a demonstration on what you have achieved, exhibiting your product or service and speaking about what Growing Kent & Medway has enabled you to do. This could be at an in-person event or used for a video or other wider case study.
- Commitment to working with existing community engagement activities, be it local community groups, organisations, events or initiatives to deliver social value relevant to your project/business, particularly around careers pathways, nutrition and wellbeing.
- Growing Kent & Medway could help connect you to audiences through their connections in the region, so if you have an audience in mind but don't know how to reach them, outline this in your plan at the application stage.

**Applicants who fail to commit to delivering social value will be ineligible for funding.**

The social value question will not be scored but the answers provided will be considered when assessing the applications submitted. Growing Kent & Medway will monitor and evaluate the impact of the social value activities that are undertaken by the projects funded. This evaluation may include Growing Kent & Medway contacting you with requests for information during or after the completion of project activities.

Additional information and guidance on delivering social value can be found at the Social Value UK website <https://socialvalueuk.org>.