



## Corporate Social Responsibility



Value  
People



Value  
Relationships



Sustainable  
Prosperity



Value the  
Environment

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## 1. Introduction by the Chief Executive Officer

For us, corporate social responsibility means demonstrating not only that values are at the heart of everything we do, but that we live those values, and they are the right values. We recognise that non-financial indicators of performance are of equal importance in measuring how we are running our business, and how we are making a difference – socially, economically, and environmentally – to our own people and all the different stakeholders we touch.

Our core values were chosen strategically to align to the UN's Sustainable Development Goals. In basing our long-term strategy in line with these values, we are making it clear that we aspire not only to meet legal obligations, but to make a sustainable and important difference and contribution to society through our business activities.

While our business may be small, our reach is large. Whether providing resourcing, consulting, training or bid management, we support organisations of all sizes, in both public and private sectors: local authorities, strategic suppliers to government, MSME's, social enterprises, and charities. We are proud to have established the Value Match Foundation to help those charities and social enterprises by offering support, free consultation and using our procurement expertise for good.

Value Match take responsible action. We embed these core values in our business, but we continue to challenge ourselves to find new ways to ensure we make the right partnerships, we have transparency in our supply chain, protect the climate and environment, and foster growth among our diverse workforce. To ensure we are achieving these goals, this report is reviewed annually by a director, to ensure we are still achieving our Net Carbon Zero status and continuing to implement innovative ways to do business sustainably and create social benefits. I hope this report makes it clear that here at Value Match the right values run through everything we do, and corporate social responsibility (CSR) is at the heart of our strategy.



**David Shields**

**Chief Executive Officer**

## 2. Executive Summary

Value Match, through self-regulation, exemplify the impact a company can have by being socially accountable, to ourselves, our stakeholders, and the public.

The purpose of this policy is

- i. To be accountable to our stakeholders and ensure we are taking responsibility for the role we play
- ii. To manage our activities to be able to maximise the social value we are creating, including how we manage our own procurement and guide other companies on socially responsible procurement
- iii. To enable best practice as an organisation, embedding and living our values, developing meaningful partnerships to encourage collaboration and innovation
- iv. To help identify, prevent and mitigate any possible adverse impacts on social, economic or environmental issues

We are conscious of impact on all aspects of society, including economic, social, and environmental impacts. We aim to be a leader in our sector in demonstrating effective CSR. As an MSME, we have put extraordinary efforts into creating social value as through various initiatives. We have supported the creation of the Value Match Foundation, which furthers regulatory compliance, underpins our alignment with the UN's SDGs, shows our commitment to managing supply chains, eradicating inequalities and unethical labour practices. We believe that we are going above and beyond in demonstrating that MSMEs can be leaders in this space.

We are dedicated to transparency. We are clear in internal and external communications via our social media channels and in presentations to clients on the scope of our activities and how we create and enhance social value.

We have worked extensively on making publicly available resources to enhance value through our Value Match Library, by sharing knowledge and expertise including information on climate risk and sustainable value reports and pathways to Net Carbon Zero.

Value Match place emphasis on recruiting and retaining key talent. We are uniquely placed with a deep understanding of both the public and private sector.

We are also committed to sharing lessons learned to help create a better environment for all, through economic, social and environmental methods. We are also innovative in ensuring private sector partners are going above and beyond the obligations of directors under Section 172 of the Companies Act.

## 3. Value Match's Approach to Corporate Social Responsibility

This report outlines Value Match's approach to Corporate Social Responsibility (CSR), outlines our core values and how they are embedded in our business and how we run and review our business activities.

The contents of this document will be reviewed annually by Lindsay Rosul (Director) on 31<sup>st</sup> March.

### 3.1. Background

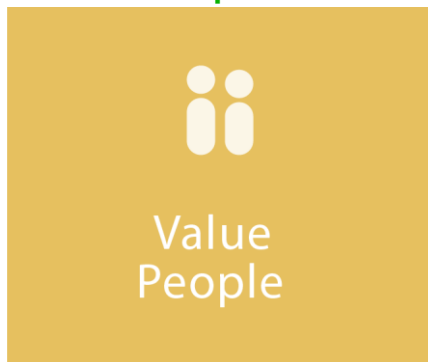
Since its inception, Value Match has been dedicated to having an impactful approach to climate change, ensuring responsible business practices, supporting local communities, and valuing our people as a core part of our business strategy. This is evidenced by our core values.

1. **Value people:** We value People for their uniqueness, capability, capacity for change and for what they do.
2. **Value relationships:** We value Relationships that are built on integrity, mutual support, trust and a sense of purpose.
3. **Sustainable prosperity:** We believe in creating Sustainable Prosperity through commercial interventions that support responsible and inclusive growth for both individuals and Organisation's.
4. **Value the Environment:** We believe in enhancing our Environment through the way we operate, championing environmental best practices and delivering through our service lines

These values were chosen as they are core to our **purpose, priorities, causes** and **concerns**.

## 4. Our Values

### 4.1 Value People



At Value Match, caring for people is integral to our work. We pride ourselves on being a responsible employer, supporting a talented, diverse, and inclusive workforce that collaborates effectively and shares a sense of purpose in our mission. This includes health, safety, and physical security.

In line with the Government's Good Work Plan, we provide employees with fair and decent work (e.g. stable contracts, fair holiday pay, and ensure vulnerable workers are aware of their rights), participation and progression within the workplace, giving voice and autonomy to employees (e.g. consulting and encouraging innovative ideas), and providing clarity of any information needed.

Value Match have exercised care for employees and their families throughout the pandemic, collaborating remotely to ensure flexibility to accommodate any changes needed for individual working routines.

We adhere strictly to the UK Government guidelines during the pandemic to restrict unnecessary travel to mitigate risk to employees. This has not restricted the possibilities for personal career development, and we have maintained a positive workplace culture.

We have continued to attract highly qualified and skilled individuals to the team, growing our workforce by **40%** and successfully retained key staff.

We continuously upskill our employees to benefit our customers and to empower staff, partnering with online training experts Me Learning (contributing towards SDG 4 – Quality Education). In addition to developing our own people, this partnership allows our clients to benefit from cutting edge procurement training, as well as social value training.

The Value Match team is diverse, inclusive, and collaborative. By having Value People as a core value of the organisation, we also integrate the aims of SDG 3 (good health and well-being) focusing on individual development of our staff, underpinned by internal career mobility and promotions, contributes to SDG 4 (Internal First) and SDG 5 (Gender Diversity) with women in top management positions. Through these efforts and our strategic growth plans and partnering with other like-minded and purpose-led companies (such as our collaboration

with the CCIN), we are contributing directly and indirectly to SDG 8 (Decent work and economic growth).

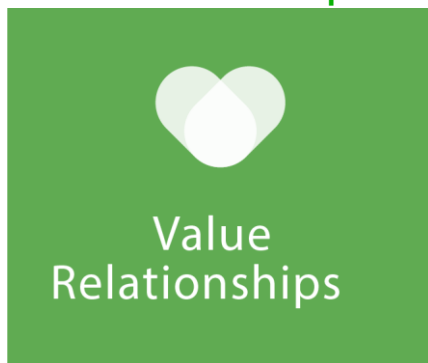
In our resourcing service line, we treat all candidates as individuals with unique skillsets and diverse experience and take time to acquaint ourselves with them so we can place the best candidates into suitable roles to benefit our clients and ensure people we place achieve career fulfilment. This is to the benefit of our clients and our people.

By valuing our candidates and customers, the number of interim candidates placed by Value Match has increased, with **30%** more interim candidates placed in the first six months of this financial year alone compared with the whole of the last financial year and for permanent candidates, this figure has increased already by **40%**, with three months remaining.

Wellbeing is vitally important to us and we support our colleagues and families in every way, valuing their capability and recognising the uniqueness of every individual. We provide flexible working hours to encourage work-life balance, support to pursue voluntary activities that mean a lot to them, provide competitive salaries and benefits such as pension contributions.

In being an innovator working in partnerships we appeal to a new generation of talent. It has helped us acquire socially-minded individuals into our expanding team to accelerate change and help ourselves and other companies within our sphere of influence move into a more sustainable direction.

## 4.2 Value Relationships



At Value Match, we value relationships that are built on integrity, shared purpose, mutual support, trust, and a belief in values that can have real impact on our society, individually and collectively. Despite being an MSME, we have grown to have a sphere of influence that encompasses strategic suppliers to government, companies of all sizes, and charities and social enterprises.

We are committed to being an ethical and fair player with all companies we interact with. Our high ethical standards ensure we partner and develop relationships with organisations that share our beliefs. We focus on the support of local areas and communities, enhancing our social impact.

We believe in innovation and collaborative working with other purpose-led organisations and have joined the Co-operative Council's Innovation Network (CCIN) to collaborate and share ideas with local authorities and private sector organisations to find better ways to work for, and with, local people for the benefit of their local communities, living our value of valuing communities.

We are committed to working with partners that share our belief that CSR should be fully integrated into business strategy and a clear driver of opportunity and innovation to produce better outcomes for all and bring communities together, in line with the UN's Sustainable Development Goals.

We partner with clients who demonstrate similar values, ensuring value for money to help the public sector, whilst allowing for the sustainable prosperity and better development of our communities and improvement in the lives of the people impacted by our business. For example, our relationship with Me Learning demonstrates our shared values of valuing people

by supporting individuals enhance their capabilities which in turn supports their own ability to achieve sustainable prosperity.

#### 4.2.1 Partnering with Charities


Value Match have taken responsible action, supported and volunteered employee time to supporting charities and social enterprises to help create value and sustainable prosperity to improve communities. We have also empowered employees to support charities that they feel connected to.

When appointing a payroll provider, we connected with Knowlsey Disability Concern (KDC), is a charity that provides high quality, innovative services that support disabled people to exercise their rights, have choice, control and achieve independence. Value Match supports this by outsourcing our payroll services to KDC whose profits go to supporting the ongoing work of the charity.



The Movement Centre is a charity that helps children with disabilities, such as cerebral palsy, and provides life changing paediatric physiotherapy. One of our Lead Consultants, Alison Shields, has become a member of the Board of Trustees and supports fund raising events. She also supports Bridge2Aid, who train rural-based health workers in developing countries to provide emergency dental care and she has visited remote locations in Africa, providing support, training, and leadership to make a sustainable difference.

We support children's charity Newcastle City Juniors which helps coach children in sports, and Kit Aid, recycling football shirts and equipment for underprivileged children in some of the world's poorest countries. Our director Lindsay Rosul acts as a Regional Coordinator, helping their efforts which vary from social inclusion, education and crime prevention and drug and alcohol misuse prevention.

  
**Royal Free London**  
NHS Foundation Trust

In response to the pandemic, our Head of Partnerships, Martin Connolly, founded a volunteer group to support the elderly and provide food supplies to those in isolation and support to the Royal Free Charity which led to his being elected by public vote to the Council of Governors to the Royal Free NHS Trust (representing Camden, Barnet, Enfield and Hertfordshire) to lend expertise and hold Non-Executive Directors to account and improve patient and public experience at the hospital. He also sits on various boards including their LGBT and Values board to help embed values and inclusion into the trust through his expertise at Value Match.

In addition, all staff are encouraged to support Kiva, a not for profit organisation that provides a crowdfunding platform, contributing loans every month. We have taken an approach to support women-owned businesses with a positive environmental and community impact. To date, we have contributed \$4,725 through 67 loans.



To elaborate, microfinance plays a key role in economic recovery and stability for entrepreneurs. We recently supported a female entrepreneur in the Philippines, a mother of two and pig farmer, who suffered from Typhoon Vamco. She used her loan to purchase

piglets, sacks of feed, and other supplies needed to help her sustain her business and provide for her family.

We have also recently have loaned funds to Flor via Kiva. Flor earns her living through growing tubers (malanga roots and potatoes). Funding her investment will improve her home and help with her family expenses.

Flor has previously raised funds through Kiva to purchase fertilisers and foliar supplies to nourish her crops. With her latest loan Flor will again sow her 0.5 acres of potatoes and will help her purchase 10 quintal of certified seed potatoes.

### 4.3 Sustainable Prosperity



We believe in creating sustainable prosperity through commercial interventions that supports responsible and inclusive growth for both organisations and individuals, increasing their learning and earning potential. Our training service line equips individuals with procurement expertise to further their careers while also instilling best practice and the socially responsible procurement ethos. When working with partners in any service line, we collaborate to consider the long-term impact of any decisions made to increase prosperity.

A key part of this for Value Match is our own dedication to and promotion of socially responsible procurement (SRP). We do business responsibly and take leadership in these areas (offering thought leadership in the past year to Social Value UK and Social Value Canada) on how best to achieve good social and environmental performance in the supply chain.

#### 4.3.1. Socially Responsible Procurement

Value Match advocate SRP in all business we do with stakeholders and our supply chain. This is in line with our commitment to being a values-led and purpose-led organisation and allows us to demonstrably make a difference in our business practices. With all our clients, our identity and market placement has been forged on being experts in SRP and this is reflected in our own practices and commitment to reducing our carbon footprint and to the circular economy.

The Value Match values outlined in this report have allowed us to integrate corporate social responsibility in everything we do, including our procurement processes, ensuring we appropriately consider social, economic and environmental issues and help other companies achieve the same.

We aim to procure responsibly internally to exemplify the right culture to our staff and to our clients, and ensure all vendors are acting responsibly. This is demonstrated by purchasing remanufactured and reburbished laptops via Circular Computing whilst still demonstrate value for money aligned to our Carbon Net Zero commitment.

Value Match also continuously evaluate our strategies for engaging in ethical sourcing and clean emissions e.g. reducing unnecessary travel, demonstrating a commitment to eradicating the use of paper within the business, and this culture is evident in all purchasing of office supplies, stationery, and equipment. We have a company culture where a paperless environment is in place and ensure all buying internally is sourced ethically in line with socially responsible procurement best practice.



Another key initiative for us, has been the supporting the establishment of the Value Match Foundation. The Foundation exists to assisting organisations that have charitable purposes at their heart, helping their financial sustainability, and providing professional advice, resources, and training. 5% of all profits from Value Match are donated to the Foundation to help further this initiative and demonstrate how we live our values.

#### 4.4 Value the Environment

Value Match is committed to implementing sustainable best practices in everything we do. We believe in enhancing our environment through the way we operate, we champion best practices in all our service lines. Again, this exemplifies how our core values resonate with the UN's Sustainable Development Goals.



Through our dedication to Carbon Net Zero achievements, we directly support SDG 12 (Responsible consumption and production) and SDG 13 (Climate action). We work closely with Carbon Footprint – working closely with their team of experts and following their processes, we are now proud to be an officially carbon net zero organisation by Carbon Footprint. Carbon Footprint certificate (see appendix 1)

We also have a strong emphasis on supporting the circular economy and through our dedication to buying carbon-neutral laptops for colleagues we were provided a officially Certified Circular Computing certificate (see appendix 2).



For every laptop supplied to Value Match, five trees are planted with Circular Computing's reforestation partners WeForest and One Tree Planted. Those trees help compensate for the legacy embodied carbon emissions released in the initial production and use of that laptop. As the trees mature, they can potentially absorb enough CO<sub>2</sub> to compensate for a total of 15 years' use of the laptop. This is in addition to our commitment to a paperless environment and a culture of collaborative engagement through virtual meetings, reducing carbon emissions, and helping us maintain our Carbon Net Zero status.

#### 5. Volunteer Work

As part of our commitment to CSR, we have empowered our staff to donate time and efforts to voluntary work in their local communities. Senior staff has set an example for other staff and demonstrated the value in giving our free time to support others and contribute to social benefit.

Our CEO is a non-executive director of Social Value UK, trustee of the Value Match Foundation, and is leading the Contract for Change programme focusing upon increasing the economic, social, and environmental impact delivered through procurement.

Our Director Lindsay Rosul is a co-workstream lead for Contract for Change and leads partnerships with various charity initiatives including KitAid, a charity that recycles football kits and distributes the kits to underprivileged children and adults in some of the world's poorest countries. Lindsay is a regional coordinator for the North East. Value Match also provide sponsorship and support for Newcastle City Juniors Unders 8's football team. Newcastle City Juniors are a registered charity established in 2005 who coach under 6's to under 18's.

Martin Connolly, our Head of Partnerships was elected to the Council of Governors for his local NHS Trust by public vote for a three-year term.

And finally, Bridge2Aid is another community led charity that train rural-based health workers in developing countries, providing them with the skills, equipment and resources that they will need to provide emergency dental care in a world where over 70% of the population currently do not have access to even basic dental treatment. Alison, our lead consultant, has taken regular trips to Africa, often remote locations, to provide leadership, training and support.



## 6. Conclusion

In conclusion, our values - value people, value relationships, sustainable prosperity, and value the environment, run through everything we do and are core to all the decisions we make to ensure we deliver for our people, our partners and the environment.

Value Match believe, by taking responsible action in this multitude of ways, we our turning our efforts outwards to effect sustainable change which can resonate, make an real impact and encourage our connections to follow our example.

## Appendix 1 – Carbon Net Zero Certificate

Carbon Footprint Certificate awarded to Value Match

	<p>Awarded to <b>Value Match Services Ltd</b></p>
<p><b>CARBON NEUTRALITY CERTIFICATE</b></p>	<p>Date: 20<sup>th</sup> April 2020 Certificate Number: CF2020-22029</p>
	 
	<p><b>Carbon Footprint Assessment</b> <b>Scope:</b> Value Match Services Ltd business operations <b>Methodology:</b> Defra Guidelines <b>Included in the assessment:</b> Building energy, car and rail travel. <b>Assessment Period:</b> 1<sup>st</sup> March 2019 to 28<sup>th</sup> February 2020 <b>Emissions Total:</b> 12 tonnes CO<sub>2</sub>e <b>Assessment verified by:</b> Carbon Footprint Ltd</p> <p><b>Carbon Offsetting</b> <b>Emissions Offset:</b> 12 tonnes CO<sub>2</sub>e <b>Project Title:</b> UK tree planting and Brazil Reduced Deforestation (REDD) project <b>Project Reference:</b> VCS 977 <b>Project Standard:</b> Verified Carbon Standard (VCS)</p>
 <p>John Buckley Managing Director, Carbon Footprint Ltd <a href="http://www.carbonfootprint.com">www.carbonfootprint.com</a></p>	

## Appendix 2 – Circular Computing Certificate

Circular Computing Certificate demonstrates our hardware is remanufactured to be carbon zero.



