

Social Value Perspectives

Be a part of the social value movement

Social Value UK is launching a new advocacy programme called *'Social Value Perspectives'*. 'Social Value Perspectives' will comprise a themed blog series, culminating in a conference on the same theme, running three themes a year. It will be based on themes linked to the 3 pillars of our organisational vision – wellbeing, equality and the environment.

The main aims of 'Social Value Perspectives' will be:

- Raise the profile of Social Value UK and our members, *especially those contributing* to Social Value Perspectives
- Represent the views of our members and influence key decision-makers.
- Raise awareness and understanding of social value by making it relevant, accessible, and relatable to new audiences
- Grow our movement and community
- Generate diverse income streams to fund our advocacy work on behalf of members

Who are we trying to reach

We will gather regular blog content from our membership and beyond, that brings together important social topics to the social value agenda. The content will be plain English, multi-media and relatable, making it accessible and useful to *all lay people*, including people at all levels of an organisation.

The conferences are integral to funding this important advocacy work and so will be aimed primarily towards *large private sector organisations* with budget to purchase tickets, and more importantly, the power to make significant change. We hope to attract around 100+ attendees to these events, allowing networking and interaction as much as possible.

As is true to all our events however, we will endeavour to *make it affordable* to other organisation types and sizes.

What are the Themes

Every new theme of Social Value Perspectives will be led by our core aims as a change-making organisation. The first three themes (all working titles), will be:

Theme 1, November to February 2023: **Creating Value through a Well Workplace**

Theme 2, March to June 2023: **Driving Equality through Better Business**

Theme 3, July to October 2023: **Think Social Value, Think Environment**

How can you get involved or support Social Value Perspectives

We would like to hear from any individual or organisation that is interested in supporting this vision via any of these means:

- Resource sponsorship – this could include providing a venue or overnight accommodation for speakers/staff, event technical support, or marketing expertise
- Financial sponsorship
- Speaking or facilitating at an event (in-line with the themes or to guide future themes)
- Writing a blog (in-line with the themes or to guide future themes)

What will you get in Return?

As each offer of support will be unique, we will agree together how we can support you in return, this could be along the lines of:

- Discounts on membership and/or other SVUK services such as training, assurance, or accreditation
- Free access for one person on our Social Return on Investment training (worth £800)
- Tying in your services to a workshop or activity at a conference for delegates to 'sample'
- Promotion of your business/brand via a social media package linked to the input you are giving to Social Value Perspectives
- Free tickets to the event and/or future events
- Listing as a partner on the SVUK website/membership directory
- Your logo/link on event promotion and literature
- Your logo/link and other assets built into a blog

How to get involved

Please contact Lizzie, Membership Manager at Social Value UK by email on lizzie.carline@socialvalueuk.org or call 07870814649, we are interested in hearing from both members and non-members.