

Crowthorne Community (Social Value) Charter

WHAT IS IT?

The Crowthorne Community (Social Value) Charter offers all of us who live and work in Crowthorne a chance to express our ideas about how things could be improved for people and businesses in the area. Specifically, for the churches/CTC it is an opportunity to demonstrate our commitment to serving Crowthorne.

The idea originates from Legal & General (L&G, the developers of the former TRL site) who recognise that ***the way*** they spend £300m (approx.) over 10 years in developing the site could have a wider benefit to the community beyond the direct provision of 1,000 homes, primary school, community centre etc.

An obvious example of ***“economic benefit”*** is that contractors on the site could be required to reserve a certain number of apprenticeships (bricklaying, carpentry etc.) for local people, thus providing enhanced career prospects for Crowthorne youngsters. Or where possible, contracts could be directed towards local businesses to benefit local traders, indirectly providing more local jobs. (This might even reduce the amount of air pollution as people wouldn't be commuting as far...).

WHAT DOES IT INVOLVE?

The first step in developing the “Community Charter” is for the community to work together to identify the key challenges facing us and then to come up with ideas about how these challenges might be addressed.

Step two identifies further ways that our community could grow and get stronger in terms of ***“economic”, “environmental”*** or ***“social”*** benefits – and then set targets (called “measures”) to make the charter a practical tool. So in the above example, the measures could be the number of apprentices created, or the amount of money spent with local businesses.

WHY IS IT IMPORTANT?

Whilst the initial impetus may come from L&G purchasing power, the concept only works when the “community” takes ongoing ownership of the charter, sets the high level direction and crucially recognises that this is a team effort between L&G, local businesses, community groups (such as ourselves, the churches), local government and other agencies. Crowthorne Parish Council (CPC) has this week agreed to “own” the charter so now the process needs to start in identifying community needs, benefits and associated measures / targets.

The traders will be able to talk about “economic” benefits, and other interest groups are able to talk about “green” or “environmental” benefits, but there are few groups with the authority to address social benefits as the Church in Crowthorne. We represent a wide cross-section of people and touch many aspects of day to day life in Crowthorne. This has already been recognised by Guy Battle (a specialist in this area, working for L&G on this initiative) and the L&G Team who are hoping the churches will participate in an interactive workshop to contribute our ideas, skills, knowledge and experience to the Charter.

For us as churches it gives us an excellent opportunity to shape our community in line with our values – the sign above the Baptist Church says a “Christ-centred Community” and that's probably not a bad place to start! This type of process will also help us refresh and sharpen our own thoughts on how we can serve the community more effectively.

This is not the place to ask for money for e.g. the Crowthorne Summer Activities – but it is the place to point out the lack of activities/meeting places for youngsters and how we know this leads to anti-social behaviour, and in extreme cases, offending by young people. It's also a place to dream, to let the Holy Spirit inspire and lead us, unfettered by more mundane constraints like £££. If you have a contract to build 1000 homes then providing support to refurbish a church hall is well within reach....

This is a new concept for most of us, so we are all learning. Guy has not worked with churches before but is happy to make sure the format of the workshop works for us – and relaxed about for example involving prayer before, during and after the session.

WHAT NEXT?

I plan to run some “getting warmed up” prayer sessions (Thursday lunchtimes after the Baptist Coffee Mornings and Tuesday Evenings) [**DATES TO FOLLOW**] to help people into this exercise and to start thinking about the challenges facing our community. I'm also happy to come and talk to any church group that wants to know more.

We have provisionally booked **Saturday 12th November (9:30-12noon ish)** as the date for the workshop.

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Proposed Theme / Outcomes / Measures

So far the Themes (LH) are set and for the Economic Themes, the Outcomes and Measures and specified in tender documents for contractors wishing to work for L&G. The two themes labelled “Creating Healthy Communities” and “Promoting Social Innovation” are where most space exist s... (CVO=Charity. Or Vol Org)

Theme	Proposed Outcomes	#	Measures
Economy: Skills and Employment	Delivering local employment	1	Local people employed on contract
		2	% local people employed on contract
	Improving skills for local people	3	Number of weeks in aggregate spent on meaningful work placements (only those of 1 week or over) or on a Pre-employment course on the project
		4	Number of training opportunities created or sustained (BTEC, City of Guilds, NVQ, HNC & Apprenticeships), Levels 2,3 or 4 (please specify how many at each level)
		5	Number of people supported into work (e.g. CV advice, mock interviews, careers guidance)
	Opportunities for disadvantaged people	6	Number of employees taken on who are long term unemployed (defined as people with continuous periods of unemployment extending for a year or longer)
		7	Number of employees taken on who are not in employment, education, or training (NEET) and 18-24 yr. old
		8	Number of employees taken on who are rehabilitating offenders
	Supporting diversity	9	Do you provide diversity training for your team and subcontractors
Economy: Promoting Local and Responsible Businesses	Opportunities for Local Companies	10	Support for local SMEs and social enterprises, e.g. through expert business advice and guidance or "meet the buyer events" for local businesses
		11	Total amount (£) spent in local supply chain through the contract
	Opportunities for SMEs and Social Enterprises	12	Total amount (£) spent with SMEs through the contract
		13	£ spent with Social Enterprises
Society: Creating Stronger, Healthier Communities	CVOs employed in the supply chain	14	Providing business advice and guidance to CVOs
	Volunteering in the Community	15	£ spent with third sector providers within your supply chain
	An effective and resilient third sector	16	No hours volunteering time provided by staff to local Community
	Working with schools	17	Charitable Fundraising/Donations: communities / local
Environment: Protecting and Improving Our Environment	Better places to live	18	Contribution to education (Curriculum Engagement) including school visits
	Better places to live	19	Support to build more sustainable communities (e.g. by assisting with management of energy costs or energy efficiency improvements to homes)
	Efficient use of resources	20	Reduction against baseline of waste to land fill
	Improving the climate and local environment	21	Savings in CO2 emissions on contract (specify how these are to be achieved).
	Sustainable Procurement	22	You have or are developing a Sustainable Procurement Policy. Please upload your policy here.
23		No. of sub-contractors with ISO 14001	
Promoting Social Innovation	Other measures that deliver social value	24	Other measures (hrs) - please describe any additional initiatives that you would like to make and hrs to be committed
		25	Other measures (£) - please describe any additional initiatives that you would like to make and £ to be invested

