

Social Value Management Certificate Case Study: Talent Gateway



[Talent Gateway](#) are on a social mission to change the world of work for the better. They work with ambitious businesses, empowering them to succeed through attracting, acquiring and developing the right talent in this rapidly changing digital world. They believe the key to it all is understanding their client's business and therefore, getting the right 'cultural fit' aligned to challenges & ambitions. Talent Gateway find that 'fit' is the key to enable people to unleash their full potential and enjoy meaningful and rewarding work.

Why have you decided to undertake the Social Value Certificate organisational pathway?

Since establishing Talent Gateway, I was clear that whilst I wanted to be a recruitment business with a healthy bottom line, I also wanted to have a social purpose and to measure our impact over and above profit. Since becoming an organisational member of Social Value UK, we have started to look into exactly this. The certificate enabled us to benchmark where we were and identify what we needed to do to help us embed the principles of Social Value UK across our business.

How have you formalised your commitment for Level One of the Social Value Certificate? What practices or processes are you putting in place?

We now have an action plan in place to better measure our social value and ultimately enhance our service to the betterment of our stakeholders. We have revised our client and candidates surveys to better capture outcomes and created customised fields in our CRM system to record what candidates want to achieve when they first interact with us, so we can map whether we support them to meet this. We also wanted to do more to deliver positive impact and reached the conclusion that this could be achieved by using some of our profits to invest in supporting organisations (mainly charities and social enterprises) already focused on having a measurable positive social impact. With this as a focus, we are developing a proposition for charities and social enterprise to help them access executive

search and recruitment services at an exceptional value, thereby enabling them to recruit the best talent to increase the social impact of their business.

Are there any other specific projects you are doing at the moment that are related to SROI/social value?

We recently completed an analysis for Women into Construction, a community interest company that supports women to secure employment in the construction industry, that explored the social impact of their work. The Social Return on Investment Analysis looked at the difference it made to the women together with businesses and other partners. The programme was found to be delivering up to £6 of social value for every £1 invested. In addition, we have completed a social return on investment analysis on our Returners Programme in partnership with Tandridge District Council. We interviewed the women that had returned to work through the scheme together with the council to understand what changed for them and the impact. The results were very interesting with the women reporting increased confidence and reconnecting with themselves after having children.

We also volunteer for organisations such as the Shaw Trust, enabling individuals with mental health needs to build their CV writing and interview skills through workshops and mock interviews.

What have you learnt so far in your commitment for Level One of the Social Value Certificate? Is there anything that you believe you will gain or find useful in the next steps you will take for Level 2 of the Social Value Certificate?

Going through the process, it makes good business sense to do it and it has already helped to improve our services and increase our positive impact. The next stage is ensuring we can capture our impact in a meaningful and manageable way.

Nici Jupp, Managing Director of Talent Gateway stated:

"We are delighted to have achieved Level 1 Social Value Certification – we are just at the start of our social value journey, but I am already excited about the potential to truly be a recruitment business with a social purpose."

To speak to Talent Gateway about their social value journey, please contact:

Hannah Marsh
Business Support Manager
hmarsh@talentgateway.net
0203 034 0420