

Appendix A: KCC Strategic Outcomes and Supporting Social Value Activities

This list is intended as a helpful prompt for ideas and not a comprehensive menu of options.

Strategic Outcome	Supporting Outcomes	Examples (not exhaustive) of what kinds of Social Value activities might support these outcomes
<p>Children and young people in Kent get the best start in life</p>	<ul style="list-style-type: none"> • Kent's communities are resilient and provide strong and safe environments to successfully raise children and young people • We keep vulnerable families out of crisis and more children and young people out of KCC care • The attainment gap between disadvantaged young people and their peers continues to close • All children, irrespective of background, are ready for school at age 5 • Children and young people have better physical and mental health • All children and young people are engaged, thrive and achieve their potential through academic and vocational education • Kent young people are confident and ambitious with choices and access to work, education and training opportunities 	<ul style="list-style-type: none"> • Community engagement/empowerment activities which aim to increase resilience (such as parenting support, positive activities for young people, co-producing services with service users, skills transfer to VCS organisations etc) • Volunteering such as mentoring and befriending for young people • Provision of good childcare offer/support for employees • Offering apprenticeships, vocational training, engagement with schools to promote career routes. • Prioritising opportunities for disadvantaged groups such as children in care or disabled children (where legally possible). • Supporting other agencies to engage with seldom heard groups which your service may already interact with.

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<p>Kent communities feel the benefits of economic growth by being in-work, healthy and enjoying a good quality of life</p>	<ul style="list-style-type: none"> • Physical and mental health is improved by supporting people to take more responsibility for their own health and wellbeing • Kent business growth is supported by having access to a well skilled local workforce with improved transport, broadband and necessary infrastructure • All Kent's communities benefit from economic growth and lower levels of deprivation • Kent residents enjoy a good quality of life, and more people benefit from greater social, cultural and sporting opportunities • We support well planned housing growth so Kent residents can live in the home of their choice • Kent's physical and natural environment is protected, enhanced and enjoyed by residents and visitors 	<ul style="list-style-type: none"> • Creating new jobs for Kent residents • Paying a living wage • Supporting staff to gain a qualification or develop skill levels (in line with local needs) • Commitment to working with VCS/SEs and SMEs where possible • Developing green spaces/facilities for the public. • Meeting a formal management standard • Kent SME's can receive free support and certification to the Kent STEM scheme (Steps to Environmental Management) which can be used as a way to achieve ISO14001. • Simply gathering relevant data such as energy/fuel, water, waste and travel, setting targets and monitoring and reporting performance. This will achieve cost savings too. If you can make it open data– even better. • Creating opportunities for physical activities such as cycle to work schemes. • Commitment to recycling and reducing packaging • Reducing carbon footprint • Policies in place to show commitment to environmental performance • Mentoring and befriending schemes to support mental wellbeing • Employment or training offer for vulnerable groups • Creative wellbeing and/or resilience workshops in schools, youth settings, refuges, community
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		<ul style="list-style-type: none">• Creative integration/cohesion/support projects and programmes with migrant communities.• Local community festivals and events• Digital Skills workshops in schools, youth settings, community settings e.g. film making, web design, coding etc.• Business support courses and mentoring for creative start-ups• Access to arts activities and performance for young carers or others who otherwise miss out• Creative projects and programmes for people living with dementia and their carers• Supporting public health outcomes - Providing healthy choices for employees, gym discounts, cycle to work etc,• Doing a mental wellbeing impact assessment as part of a TUPE process• Community engagement programmes – educating the public, promoting self reliance, reducing demand for interventions• Apprenticeships, vocational training, engagement with schools to promote career routes.• Offering/supporting socials, culture activities or sporting opportunities for the public, service users or local employees• Environmental schemes to protect wildlife, reduce waste, reduce emissions etc• Commitment to supporting the health of local staff via best practice schemes
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<p>Older and vulnerable residents are safe and supported with choices to live independently</p>	<ul style="list-style-type: none">• Those with long term conditions are supported to manage their conditions through access to good quality care and support• People with mental health issues and dementia are assessed and treated earlier and are supported to live well• Families and carers of vulnerable and older people have access to the advice, information and support they need• Older and vulnerable residents feel socially included• More people receive quality care at home avoiding unnecessary admissions to hospital and care homes• The health and social care system works together to deliver high quality community services• Residents have greater choice and control over the health and social care services they receive	<ul style="list-style-type: none">• Volunteering with older or vulnerable people or support for their carers• Provision of day care facilities, social groups and places to meet for older and vulnerable people (and/or their carers).• Support for carers in work (days off, advice lines).• Offer of an equitable pension scheme to employees• Staff mental health schemes/support in line with best practice• Actions to support abilities of people to stay at home (adaptable homes, employee volunteering, policies for winter maintenance)• Offering facilities for making hot meals in severe weather, sharing transport etc etc?• Signposting and IAG offers.• Co-production and skills transfer to the community to develop community services for older people.
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