



Social Value Statement & Salford City Council

Locata currently work with 135+ Local Authorities in England. Due to this It is difficult to achieve in a fair and balanced manner the objectives of organisational outputs of so many local authority clients and their many and varied Social Value policies.

In view of the above Locata produced a broad Social Value Statement outlining how Locata aspires to meet and address a range of social value objectives;

1. Promote employment and economic sustainability – tackle unemployment and facilitate the development of skills
2. Raise the living standards of local residents – working towards living wage, maximise employee access to entitlements such as childcare.
3. Promote participation and citizen engagement - encourage resident participation and promote active citizenship
4. Build the capacity and sustainability of the voluntary and community sector– practical support for local voluntary and community groups
5. Promote equity and fairness – target effort towards those in the greatest need or facing the greatest disadvantage and tackle deprivation across the borough
6. Promote environmental sustainability – reduce wastage, limit energy consumption and procure materials from sustainable sources

With a particular focus on **Salford City Council** the above six objectives are primarily driven by Locata's practitioner led IT systems and services offering. These can be highlighted by the following;

System Reporting Functionality

The level of in-depth quality reporting which is available from within our systems will allow a targeted approach by **Salford City Council** officers (via bespoke action planning for applicants) and strategically by being able to identify housing supply and demand across the **Salford City Council** local authority area. This enables **Salford City Council** residents with a housing need to link in with other services which may be impacting on that housing need such as health, training, employment and education etc. Being aware of the supply and demand of housing across the **Salford City Council** area can assist Officers in identifying target areas for future development and build to contribute to meeting that demand as part of **Salford City Council's** wider housing strategy.

Sourcing Labour

As an SME company with only a small number of employees it is unlikely Locata will ever be in a position to meet our future labour resource needs from the large number of local authority areas we work across. However, having said that, Locata is flexible when it comes to recruiting for its Project Manager roles and other staff vacancies. It is more important to our business planning and development that the staff we recruit have the relevant and

appropriate skills, knowledge, experience and qualifications over and above where they may reside. Our current staff group reside in different parts of the country (London, Watford, Lincolnshire, Greater Manchester) contributing successfully through their work to meeting the social values of **Salford City Council**.

Public Facing Website

The public facing website Locata intends to provide **Salford City Council** with as part of the Choice Based Lettings (CBL) system they have procured will be a completely 'responsive' website. Responsive means that the website can be quickly and easily accessed from any type of device e.g. laptop, mobile phone, tablet etc. This means that **Salford City Council** residents visiting the website can access the content quickly and easily no matter what device they may be using. It also means that any forms can also be quickly and easily completed along with the facility to upload any supporting documents.

The content of the website can be self-managed by **Salford City Council** Officers and can help to deliver the wider required outcomes of their Social Value and Sustainability policy, particularly around employment, training, education, health & well-being etc.

The 'My Advice Gateway'

There is so much information available on the internet that it can often be a tedious and time consuming activity to search through the mass of advice that is available to find the information that a customer may be seeking. Even government websites that have been set up to provide help can be difficult for customers to navigate.

As part of the public facing website we will be providing, we include a micro-website [My Advice Gateway](#) which is fully supported by Locata. My Advice Gateway is a free resource to help and support ALL **Salford City Council** residents to quickly find the advice and information required to claim benefits, access help and support or look for a job or training opportunities. Other services include sections on banking, insurance and how to manage debt.

My Advice Gateway was built to help find the information Salford's residents need quickly and effectively. Links within the website will take them to authoritative advice or the precise benefit application form that might be required.

In summary, our systems outputs will enable **Salford City Council** to produce their own outputs that can be defined, configured and targeted in a way that meet the various housing/corporate strategies which they may have in place.

Advertising of Properties

- Local information about properties advertised within the **Salford City Council** area will be generated via Google using the property's postcode. This will include information on local shops, schools, nurseries, medical centres, public transport and more.
- Customers can set up a property alert so they can be informed of properties being advertised which may meet their needs.

- Property adverts for available properties can be targeted to specific groups of **Salford City Council** residents based on age, employment, volunteering, mobility, finance, affordability, medical need etc.

Environmental Sustainability & Development

The principles of this have been and remain at the heart of Locata Housing Services strategy.

Our aim is to:

- Contribute towards the preservation of the environment and natural resources, within both our own company operations as well as **Salford City Councils** sites.
- Continue to develop innovation and technological progress to guarantee the advancement of the company and its customers whilst being respectful of any environmental impact.
- Maintain and continuously aspire to develop a sustainable business operation.
- Continue to develop innovation for tomorrow which can have a positive impact on **Salford City Council** and our wider client base.