

OUR SOCIAL VALUES

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# IMPACT REPORT

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January - December 2022



**Grassroots -  
Recruitment**

# INTRODUCTION

**We're a small recruitment business with a big ambition: to make a meaningful difference in the lives of people and the communities we serve.**

While many agencies focus only on placements and profits, our purpose goes further. We believe recruitment should be ethical, inclusive, and rooted in positive change. That's why we've embedded a Social Value Strategy at the heart of everything we do.

Again this year, we've been delighted to continue the delivery of the Stockport Jobs Match Service on behalf of Stockport Council. Over the past 12 months, we've contributed an additional £209,705 in social value to community programmes beyond our pledged support.



# OUR PRIORITIES

Our social value strategy is built on four key pillars —

**1**

**Supporting  
Students and  
Young People**

**2**

**Helping  
Disadvantaged  
Jobseekers**

**3**

**Promoting  
Recruitment  
Best Practice**

**4**

**Championing  
the Stockport  
Community**

Being based in Stockport gives us a clear sense of responsibility. This is where we live and work — and where we see, first-hand, the challenges and opportunities our community faces. By sharing our time, skills, and resources, we help create positive pathways for individuals and strengthen the wider community.

## 1

# SUPPORTING STUDENTS & YOUNG PEOPLE



## What we did -

- Delivered 3 hours of career talks and workshops at Stockport College and Aquinas Colleges, supporting 148 students.
- Ran webinars on finding work experience and part-time jobs for young people affected by the pandemic.
- Participated in a Speed Networking Day at Hazel Grove High School.
- Delivered a 1.5 hour CPD Training Event to educate local careers advisors at secondary schools and colleges in Stockport about local labour market insights (LMI).
- Launched the One Stockport Careers & Education Forum (OSCEF) to connect schools, employers, and training providers.



## 2

# HELPING DISADVANTAGED JOBSEEKERS

## What we did -

- Partnered with Ingeus Restart Programme to run x5 sector-themed careers events for 114 long-term unemployed jobseekers, bringing together 15 employers offering over 100 jobs. Following the events, 86 job applications were processed within 3 days.
- Supported x17 over-50s jobseekers with a confidence and job search workshop in partnership with Stockport Homes Group. 11 of these have since progressed into part-time or full-time employment.



## 3

# PROMOTING RECRUITMENT BEST PRACTICE



## What we did -

- Our partnership with Engage Grow Go (EGG) supported residents transitioning from homelessness back into work. Two individuals, Ben and James, received one-to-one careers coaching, CV support and referrals into training.
- Ben completed his SIA qualification and is now working evenings with Revolution de Cuba alongside warehouse shifts at Simon Charles Auctioneers.
- James achieved his Personal Training qualification and will soon start a work placement with Life Leisure.

## 4

# CHAMPIONING THE STOCKPORT COMMUNITY



## What we did -

- The GR Team gave up 218 hours through our Employee Volunteer Scheme and their free time to volunteer weekly at local youth groups (Brownies, Scouts, and Richmond Rovers FC Wildcats).
- Our 3 Directors volunteered at Mission Christmas, packaging gifts and toys for disadvantaged children.
- As well as collecting donations from local businesses, we also donated £250 worth of gifts to support families across Greater Manchester.

# OUR IMPACT

In the past 12 months, our achievements include —

**470**

**Stockport  
Residents  
Supported**

**281**

**Disadvantaged  
Participants  
Targeted**

**248**

**Total Hours of  
Support  
Provided**

**218**

**Hours of  
Employee  
Volunteering**

2022 has showed that even as a small business, we can deliver big impact when we invest in our community. By focusing on young people, jobseekers, inclusivity, and local partnerships, we're helping to create a more confident, resilient, and inclusive Stockport.





# FEEDBACK & OUTCOMES

"I have had such great feedback all day from teachers and students who were really impressed with the insights that you gave."

**Feedback from Aquinas Sixth Form**

"The session was very very good.. with lots of life skills and relevant work skills - it gave me the motivation to crack on!"

**Ingeus Careers Event Attendee**



"I've not worked for 26 years so am obviously not confident and was thinking of working from home but now I've started getting out more and building my confidence."

**Participant of our Over-50s Workshop**

"Thanks very much for all your help. The client that was referred to me is now in housing and had a successful job interview earlier today! He starts next week. Thanks so much! He's been living in a tent since Christmas...."

**Feedback from Engage, Grow, Go**

# THANK YOU FOR YOUR SUPPORT

A particular highlight this year was being honoured with SBA's 'Stockport Award', in recognition of our efforts over the past 2 years in supporting businesses and residents most adversely affected by Covid.

A huge thank you goes to the Grassroots Team, our community partners, clients and supporters. We look forward to achieving more great things next year!

