

OUR SOCIAL VALUES

IMPACT REPORT

January - December 2023



**Grassroots -
Recruitment**

INTRODUCTION

At Grassroots Recruitment, our social value strategy is built on a simple belief: small businesses can make a big difference. As such, we continue to use our expertise and networks to punch above our weight, creating real change in Stockport.

2023 was a year of progress and deeper impact. Building on the strong foundations of 2022, we delivered more targeted programmes that reached disadvantaged groups and allowed us to measure impact in real terms. Our role went beyond running events — it was about standing alongside local partners to help people at risk of being left behind.

We were also proud to become members of the Greater Manchester Good Employment Charter in 2023. This milestone reflects our commitment to fair and inclusive employment, and reinforces the values we bring to both our clients and our community.



OUR PRIORITIES

Our social value strategy is built on four key pillars -

1

Supporting Students and Young People

Delivering meaningful careers support, raising aspirations, and helping young people access real work opportunities.

2

Helping Disadvantaged Jobseekers

Targeting support for underrepresented jobseeker groups and those with significant barriers to employment.

3

Promoting Recruitment Best Practice

Advocating fair work and recruitment excellence through events, employer engagement, & community leadership.

4

Championing the Stockport Community

Volunteering our time, skills and resources to support residents, the third sector and community groups.

1

SUPPORTING STUDENTS & YOUNG PEOPLE



What we did -

- Delivered 36 hours of career talks and workshops across Stockport College, Aquinas College, PURE College, and multiple local schools.
- 86% of participants felt the events helped them to better plan for higher education or gaining work /apprenticeship opportunities.
- Created a bespoke Careers Workshop for x20 students with SEND needs at PURE College.
- Took part in events including speed networking, careers fairs, and mock interviews – supporting over 300+ Years 10 to 13 students.
- Continued to run the One Stockport Careers & Education Forum (OSCEF) to strengthen collaboration between schools, employers, and training providers.

2

HELPING DISADVANTAGED JOBSEEKERS

What we did -

- Ran a second, full-day workshop for 11x over-50s jobseekers with Stockport Homes, combining employability and confidence training.
- Participated in employment support events for Ukrainian refugees, actively supporting 9 individuals into training or employment through proactive outreach to local businesses.
- Supported a Careers Workshop for Hong Kong refugees, providing CV guidance, application help, and signposting to ESOL and training programmes.



3

PROMOTING RECRUITMENT BEST PRACTICE



What we did -

- Partnered with EGG (Engage, Grow, Go charity) by providing free job advertising and CV sifting to help them recruit 2 new Support Workers to grow their outreach team.
- Continued to support previously homeless jobseekers with one-to-one employability support, leading to SIA training and a successful employment placement for an additional client.
- Partnered with SISK Construction, helping them meet social value commitments by placing disadvantaged jobseekers, care-experienced young people, and ex-service personnel into work.

4

CHAMPIONING THE STOCKPORT COMMUNITY



What we did -

- The GR Team gave up 200 hours through our Employee Volunteer Scheme and their personal free time to support local community groups including:
 - Coaching at Richmond Rovers FC (Wildcats)
 - Supporting Brownies at 4th Heaton Chapel
 - Assisting Scouts at 3rd Hazel Grove
- Across the year, staff volunteered weekly, dedicating time to mentor and support 73 local children and young people.

OUR IMPACT

In the past 12 months, our achievements include —

464

**Stockport
Residents
Supported**

272

**Disadvantaged
Participants
Targeted**

258

**Total Hours of
Support
Provided**

200

**Hours of
Employee
Volunteering**

2023 has reinforced our belief that grassroots action creates lasting impact. From inspiring students to helping jobseekers into work, supporting refugees to volunteering with youth groups, we've shown that small businesses can lead with purpose.

FEEDBACK & OUTCOMES



“Just to say what a fabulous turn out there was today for the Hong Kong event. Thank you to everyone involved!”

Feedback from Hong Kong Careers Event

“Thank you so much for delivering the virtual talks this week... [they] really helped students to be proactive about their next steps. I thought that the way you described employability training was really accessible and highlighted their value when transitioning from college.”

Feedback from Aquinas Sixth Form

“Incredibly well received session with very impressive feedback. All learners stated that they saw things from new perspectives, no longer feel alone in their job search and most of all positive that this intervention will make a difference.”

Feedback from Over 50s Workshop

“[Grassroots] has been invaluable to John Sisk.. helping to fill our vacancies and making the process so straightforward... We still have candidates from them working for our subcontractors who are doing so well.”

Feedback from John Sisk & Sons

THANK YOU FOR YOUR SUPPORT

2023 also saw the conclusion of our delivery of Stockport Jobs Match for Stockport Council – the borough’s first digital one-stop platform for jobs, training, and careers advice. Over three years, it connected residents with employers, courses, and support services in one place, generating an estimated £527,322 of social and local economic value (pending review). We’re proud of the legacy it leaves and the difference it made for the Stockport community.

