

OUR SOCIAL VALUES

IMPACT REPORT

January - December 2024



**Grassroots -
Recruitment**

INTRODUCTION

In 2024, our Social Value Strategy moved beyond “small business, big difference” to become a defining part of how we work.

This year was about influence and action — not just delivering hours, but shaping the way employers, educators and communities in Stockport think about opportunity and inclusion.

We listened, partnered, and launched new initiatives — from our Recruiter’s Toolkit to the Equal Futures EDI Group — designed to help employers hire more fairly and give underrepresented groups a stronger voice.

In a borough where inequality remains a daily reality, we’re proud to show that recruitment can be done differently: impact is as important as income.



OUR PRIORITIES

We remain committed to our 4 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 16 hours of careers talks, workshops and assemblies at Aquinas College, St James' RC High School, Stockport Academy, and St Anne's RC Voluntary Academy.
- Supported 494 students and young people, with an emphasis on targeting those at risk of becoming NEET, attending schools with lower academic attainment and from lower income households.
- Topics covered included career planning, resilience, CV writing, employer expectations, and labour market insights.
- Participated in mock interview days and hosted a keynote at The Pledge launch to strengthen employer-educator collaboration.

2

HELPING DISADVANTAGED JOBSEEKERS



What we did —

- 2024 was a year of groundwork: rather than direct delivery, we focused on building partnerships and learning from the community.
- Joined Sector 3's Proper Good Business Network to better understand challenges facing underrepresented groups.
- Forged new relationships with SREP, DISC, and PiE to co-create pathways for ethnically diverse communities, young people with SEND, and care leavers.

3

PROMOTING RECRUITMENT BEST PRACTICE



What we did -

- Launched Equal Futures, an EDI Networking Group for Stockport employers, bringing together 16 HR managers and community partners at our inaugural meeting to share successes, challenges, and practical steps towards more inclusive workplaces.
- Produced the Stockport Workforce Demography Report to highlight underrepresentation and spark employer action.
- Launched The Recruiter's Toolkit – a free blog and resource hub for inclusive hiring, promoting initiatives such as WorkWell and eVisas.

4

CHAMPIONING THE STOCKPORT COMMUNITY



What we did -

- The GR Team continued with their long-term employee volunteering with key outcomes including:
 - 26 young people supported regularly.
 - 116 volunteering hours delivered.
 - Built consistency and stability for children and young people through long-term commitments.

OUR IMPACT

In the past 12 months, our achievements include —

536

**Stockport
Residents
Supported**

24

**Disadvantaged
Participants
Targeted**

134

**Total Hours of
Support
Provided**

116

**Hours of
Employee
Volunteering**

2024 marked an important step in our journey — moving from delivery to influence and systemic change. By launching new networks, sharing insight, and strengthening partnerships, we've set the stage for greater impact in 2025 and beyond. We'll continue to prove that as a small business with strong roots in Stockport, we can create outsized impact — making recruitment fairer, opportunities more accessible, and our community more resilient



FEEDBACK & OUTCOMES



“I really enjoyed the session and thought it was incredibly useful. I'm keen to drive improvements and practical achievements for our Team.”

Feedback from EDI Equal Futures Group Participant

“I have learnt something new and useful from this event.

“The events helped me to plan for higher education and apprenticeship opportunities.”

Students at our School Careers Talks and Webinars

“Your willingness to share your time, experiences, and insights with our students made an impact on their understanding of the world of work and their future career possibilities. The enthusiasm and engagement you brought to Careers Day were felt throughout the college, contributing greatly to the event's success and the feedback from our staff has been overwhelmingly positive.”

Feedback from Aquinas College

THANK YOU FOR YOUR SUPPORT

None of this would be possible without the commitment of our team, partners and community collaborators. Their time, energy, and belief in our mission ensure that our work makes a real difference. We are proud of what we've achieved together — and excited to keep building on this momentum in the years ahead.

