

Social Value Commitment



How will we measure success?

We commit to reporting against the following Key Value Indicators (KVIs):

Economic

We pledge to generate a positive economic impact in the local communities we work in. This commitment includes actively supporting local businesses, SMEs and VCSEs (voluntary, community, and social enterprises). Through our interactions and the questions we ask, we aim to promote and champion environmental and social consciousness.

- We will adopt the prompt payment code by April 2025.
- We will develop and implement a charter by April 2025 with clear criteria for social procurement for any expenditures exceeding £1,000. We will obtain at least 1 quote from an SME or VCSE, ensuring that our purchasing decisions have the greatest positive impact. With 75% of our spend being with local businesses (local = within 20 miles of Mission HQ or a client site we work at).

Employment and Volunteering

We pledge to offer career pathways and personal development opportunities for our team. We will actively promote diversity and create a culture that embraces diverse perspectives. We will ensure fair and transparent pay practices.

- We commit to paying the real living wage to our employees accredited by the 'Real Living Wage Foundation'.
- We will allocate 5% of our employees' salary each year toward their continuous training and development (capped at £2,500 per employee).
- We will provide each full-time employee with 8 hours of volunteering time annually, to be used to enhance the diversity of individuals entering the profession relevant to each employee's specialization.
- We will conduct research and understand the current diversity landscape among existing employees in ActiveMe 360 and work with industry stakeholders to understand the national picture. Using this, we intend to create an EDI strategy by December 2026 and set targets by Summer 2027.



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Health and Wellbeing

We pledge to ensure our programs are accessible and inclusive for all. We will actively engage with all stakeholders to reach out to children and young people in communities facing social inequality and the most barriers to access.

- We will offer at least one free weekly community and/or school activity session within 10 miles of each partner school by Summer 2026, prioritising places to families that are in areas of social inequality, face the most barriers to access and/or require specialised support.
- We will review and understand our children and young people's needs by Summer 2026, with a view to implementing alternate provisions during school holiday periods to increase accessibility and impact for children and young people with 'Special Educational Needs and Disabilities' (SEND) and challenging behaviours in 2027.

We pledge to provide every child and young person with a positive experience of physical activity, sport and education, offering pathways to further opportunities in the sector. Our programs prioritize maximum physical activity to foster a lifelong passion for leading a healthy lifestyle.

- We will ensure 80% of time in all programmes will be physically active by 2026.
- We will develop and implement a child and young person survey to monitor and measure experiences and impacts of all our services on their participation, activity levels, health and wellbeing, by January 2026. This will provide a baseline for continuous improvement and impact.
- We will establish pathways to specialised sports clubs/teams for the children and young people we engage through to further their sporting potential by January 2026.
- We will internally accredit any referred organisation to ensure they meet national standards and our values.



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We commit to the following Key Value Indicators (KVIs):

Education

We pledge to provide education, support and personal development opportunities to key people in children and young people's lives, to inspire and empower everyone to value an active lifestyle beyond our reach.

- We will develop a physical literacy assessment plan for primary school aged children, to include guidance on physical activity development beyond the classroom, with the intention to implement it in the 2026/27 academic year.
- We commit to 10% of our full-time workforce being on an apprenticeship with us.
- By the end of 2025, we will understand the need for community workshops to improve wellbeing for parents/guardians of children and young people in the areas we operate our Active Holiday provision.

Environment

We pledge to minimise our environmental footprint, reducing carbon emissions, and educating young people through our deliberate actions on the importance of responsible consumption and waste reduction.

- We will measure our food waste across all our services to provide us with a baseline, this will support a waste reduction plan to be in place by Summer 2025.
- We will source perishable food items from independent food shops or supermarkets for our wraparound school provision, to minimize the shops' food waste. This initiative will be implemented in Swanmore Primary School and will be trialled until July 2025, after which a roll-out plan will be put in place for the 2025/2026 academic year.
- We will track and measure how our attendees currently travel to our holiday programme. By Summer 2025, we will set out a targeted plan to increase those travelling by environmentally friendlier methods of transport.
- By the end of 2026 we will understand our company carbon footprint with the intention of having a carbon reduction plan to achieve net zero in action by 2038.



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Leadership

We pledge to bring together influential voices to shape positive physical activity, education and sport experiences for children and young people. We will actively engage in discussions and initiatives surrounding youth physical activity, sport and education to lead the conversation and drive positive change.

- The Senior Leadership Team will enhance their presence at strategic meetings addressing youth health and wellbeing, with the outcome of each producing two thought leadership pieces/posts. We will set a goal in year 2 to each secure invitations as guest contributors on external platforms to drive the conversation wider.
- We will develop and facilitate strategic partnerships by organising and hosting an annual Health and Wellbeing Conference, which is free of charge to remove any access barriers. It will aim to foster collaboration and initiative sharing to broaden our impact and advance our mission.

Social and Community

We pledge to support our local community by actively raising awareness of key issues, to raise funds for causes that meet our mission, and to engage in initiatives that uplift and benefit those around us.

- We will raise £5,000 annually for our designated charity partners, and actively support and engage with them in their other fundraising efforts in each of the local areas where we operate.
- We commit to facilitate a sustainable community project each year by providing team and resources to run physical activity and/or sports-based sessions in partnership with a local organisation or individual.
- We will provide sponsorship to two local children's and/or young people's sports teams each year to support and encourage their participation in competitive sport.

