

## Communitas Social Value Pledge

### What is Social Value?

Increasingly, organisations are considering their activities holistically, taking account of the wider economic, social and environmental effects of their actions

Social Value serves as an umbrella term for these broader effects, and organisations which make a conscious effort to ensure that these effects are positive can be seen as adding social value by contributing to the long-term wellbeing and resilience of individuals, communities and society in general.

Communitas Clinics, as an Anchor institution within London and the South-East through the provision of Community NHS services, commits to maximise the positive social value impact we have on our local communities, contributing to improving the economic, social and environmental well-being of the community we serve. An anchor institution is one that, alongside its main function, plays a significant and recognised role in a locality by making a strategic contribution to the local economy.

### Our Social Value Pledge

Communitas Clinics, through its approach to delivering social value as an NHS community provider, pledges to reduce avoidable inequalities and improve health and wellbeing across its community.

Up to 90% of a person's health is determined not by the quality of healthcare they receive but by a host of other social, environmental and economic factors such as housing, isolation, green space, employment and access to food.

As an Independent Healthcare provider within the NHS family, we provide quality care, treating people when they have Ear, Nose and Throat and/ or Skin conditions. We also have a broader role, as an organisation with a vested interest in people being healthy and as a major employer in the areas that we provide services, to directly and indirectly help improve the social, environmental and economic circumstances of our communities.

Our Social Value Pledge represents our commitment to helping improve the overall well-being of our community.

### Our Social Value Principles

- Working together with our system partners to improve health and well-being and reduce avoidable inequalities across the communities for which we provide community NHS services
- Social Value will be embedded as core practice, influencing behaviours and the way that we operate within communities
- Our Social Value commitments will be embedded in and contribute to delivery of strategic priorities (including current, medium and longer term)

- We will make every decision count, improving local health, social wealth and our environment
- We are inclusive in our approach so that Social Value benefits everyone
- Our Social Value approach will facilitate shared learning, encouraging innovation through a culture of quality improvement, which creates positive change and delivers best practice.
- Our Social Value approach will deliver Social Impact. We will understand and measure Social Impact - the change and difference that we make locally
- Social Value will be delivered sustainably and ethically, in terms of 'how' (process) and 'what' (outcomes)
- Our Social Value approach will create a lasting, positive social impact and legacy for the community we serve
- We will appoint Social Value advocates within the organisation to monitor, report on and drive social value delivery

## Our Social Value Commitments

### 1. To be recognised as a Good Employer

As a Good Employer we will aim to provide outstanding careers, ensuring our employees have a positive and fulfilling experience.

We will create opportunities for our people to develop skills and further their careers.

We will work together in line with our company values – Positivity, data orientation, accountability, emotional intelligence and continuous learning and empower our team to deliver a stunningly positive experience to our patient, GPs and commissioners. Our commitment to be a good employer includes:

- Comply with working hours legislation and sector regulations
- To support fair employment by considering/providing a range of employment contracts
- To support flexible working by considering/providing a range of flexible working options
- Work towards paying the Living Wage
- Ensure zero hours contracts do not discriminate or disadvantage individuals in the workplace/market
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- Understand the different needs of our workforce and implement policies that support their health and wellbeing
- Foster a loyal and motivated workforce. Work to ensure recruitment practices for new applicants and opportunities for career progression are inclusive of all. Ensure that equality strands are supported through transparent and fair employment processes.
- Ensure we are a Leaderful organisation, recognising that leaders exist at all levels contributing to the success of our organisation
- Commit to the NHS People Plan promise that the NHS is best place to work for all – where we are part of one team that brings out the very best in each other

## 2. To increase Local Employment

We will commit to increasing employment and training opportunities for local people in the areas we provide services.

- Work with local GP VTS schemes to offer innovative training posts to improve the breadth of capabilities of the future GP workforce
- Utilise existing clinical skills within any new services we take on, to ensure that local skill is fostered as a result of our delivery
- Support the local economy and provide routes to employment for younger people by offering apprenticeships to local colleges where appropriate
- Continue to offer the GPwER development program to support local GPs with a specialist diploma to achieve GPwER accreditation, enhancing local skill and building our future workforce

## 3. To champion Equality, Diversity & Inclusion

Communitas Clinics is committed to becoming a truly inclusive organisation. We value the contribution of people of all backgrounds, abilities, and experiences in order to deliver outstanding services.

We will work to ensure that our organisation is a place where all our staff and patients feel safe, listened to, and that they belong.

Our overarching Equality, Diversity and Inclusivity goals include:

- Better Health Outcomes for All
- Improved Patient Access and Experience
- Empowered, Engaged and Well Supported Staff
- Inclusive Leadership at All Levels

## 4. To become Greener and more Sustainable

We commit to publishing a Green Policy and Green Plan to deliver long term improvements to the sustainability performance of our services.

We recognise the impact we have on the environment and our responsibility to improve our sustainability and contribute to better health and well-being of our local community.

We will work towards the Greener NHS Net-Zero objectives committing to protecting the environment, minimising waste, water and energy consumption and using other resources efficiently within our organisation and supply chains.

Our commitments to being Greener and Sustainable are detailed within the organisation's Green Policy and subsequent Green Plan.

## 5. To promote local partnerships

To build on and coordinate effective links between Communitas Clinics and the wider health and social care, community including hospitals, primary care organisation, voluntary sectors and where possible the arts and culture sector, large education providers, religious organisations and other civic bodies. To develop joint initiatives and programmes and contribute to local pathway improvement activities which reduce inequalities and improving health and well-being for all.

- Understand the community in each area in which we provide services
- Continually improve patient pathways to ensure the smoothest journey for patients and improve their access to care and support
- Create partnerships and support initiatives to improve local communities socially, economically and support patients to access local activities and resources

## 6. To involve Our Communities

A key principle of delivering social value is engagement with our stakeholders. We will play an active role in engaging with our local community by listening to them, involving them and acknowledging their contributions to our social value commitments

Our commitment to involving our community includes:

- Engaging with patients accessing the local services we provide
- Actively gathering feedback from our patients and implement improvement to ensure the community we serve are satisfied with the services we provide
- Engage with referring clinicians to gain views of what the community needs
- To promote opportunities for gathering views, including those not heard or voiced
- To provide feedback to the local community so they can see the results of their involvement – ‘you said, we did’

## 7. To Monitor and Report our progress

We will monitor and demonstrate our commitment to delivering social value by:

- Implementing recognised procedures for measuring and reporting on our Social Value outcomes and Social Return on Investment
- Embedding tools for monitoring, measuring and reporting on social value outcomes as part of our organisational processes
- Communicate our Social Value commitments and outcomes internally and externally including on our Organisation’s website for public view
- Reporting on our Social Value commitments, through an annual Social Impact report

By signing this Pledge, we commit to delivering social value as an anchor institution through the provision of our services, contributing to reducing avoidable inequalities and improving the social, economic and environmental well-being of the communities we serve.

### **Confirmation of commitment**

By signing this Pledge, Communitas Clinics commits to delivering social value as an anchor institution through the provision of our services, contributing to reducing avoidable inequalities and improving the social, economic and environmental well-being of the communities we serve.

Signed:

Name: Vicky Bernard

Designation: Quality Director, on behalf of Communitas Board of Directors

Organisation: Communitas Clinics

Date: 25/09/2023