



Social Responsibility

In all areas of our work, Macc is conscious of its duty in setting a sound example of corporate and social responsibility, and this is led by its Board of Trustees.

Macc exists to encourage, support and develop voluntary and community groups and individuals to have real influence over the places and communities in which they live.

Macc primarily delivers its social responsibility through its work as prescribed in our Memorandum of Association. Our charitable objects are

To promote any charitable purposes for the benefit of the public, principally but not exclusively in the local government area of Manchester and its environs (hereinafter called the “area of benefit”) and, in particular but not exclusively by:

- a. Promoting the third sector by:
 - (i) building the capacity of third sector organisations by providing them with the
 - (ii) necessary support, information and services to enable them to pursue or contribute to any charitable purpose;
 - (iii) promoting volunteering within the sector
 - (iv) promoting, organising, and facilitating co-operation and partnership working between third sector, statutory and other relevant bodies.
- b. The promotion of good health of the local community.
- c. The promotion of equality and diversity for the public benefit by:
 - (i) advancing education and raising awareness in equality and diversity;
 - (ii) promoting activities to foster understanding between people from diverse backgrounds;
 - (iii) conducting or commissioning research on equality and diversity issues and publishing the results to the public;
 - (iv) cultivating a sentiment in favour of equality and diversity.

Enshrined within our organization are core beliefs, values and principles which inform the way that Macc works in pursuit of these objects. These are important both in terms of our external work and the way we operate as a business; it is essential that Macc is an *authentic* organisation - we must be able to practice what we preach and to preach what we practice.

What we believe

- We believe every individual and community has unique skills, talents, knowledge and insights that are important.
- We believe as an organisation our collective skills, knowledge and lived experience uniquely equips us to do the work we do.

We value

- **Being supportive** - providing mutual support and encouraging one another.
- **Being cooperative** - facilitating positive change in society by working with people.

- **Being influential** - harnessing people's skills and building their confidence to shape and inform policy and practice.

The principles by which we work

- **Integrity** – it is essential that Macc is regarded as trustworthy and honest, both as a campaigning organisation and as an employer. Our role places us within a sphere of influence in which Macc must act as an honest broker and a promoter of good practice. Internally, we have put in place policies and operating procedures which are designed to ensure that Macc acts with probity in its own affairs. These include financial controls and human resource policies.
- **Accountability** – to demonstrate that we are maintaining our integrity it is important that we are accountable to our stakeholders: be they members, beneficiaries of our work, partner organisations or funders. This includes encouraging our stakeholders to hold us to account via discussion forums and formal procedures for gathering feedback from stakeholders and employees. Through monitoring and evaluation we seek to prove that we are making maximum use of our resources to have a real impact on our mission and objectives.

As a socially responsible organisation, Macc is taking actions to support equitable trading practices and to reduce its environmental impacts and as a purchaser of supplies, Macc will choose to use its purchasing power to support organisations which work to promote socially responsible practices and support the principles of Fairtrade, this is reflected in our Financial Procedures section of our Office Manual.

- **Empowerment** - Macc's overriding principle is one of respect for the rights, needs and wishes of the individual. We apply this to the way we deliver our work by ensuring a wide range of opportunities for people to engage with us and the way we act as an employer - for example by developing a learning culture within the staff team, supported by initiatives such as our work/life balance policy.
- **Volunteering** – Macc fully acknowledges the huge contribution volunteers and voluntary action make both to the local voluntary and community sector and the local and national economy. As an employer Macc seeks to encourage our staff to support other voluntary and community sector groups and therefore allow our staff two working days per year, with pay, to support work with a voluntary or community group of their choice. We recognise that some volunteer roles could conflict with our services (e.g. being a trustee of a voluntary and community sector receiving capacity building support.) and have a Conflict of Interest policy in place to manage this.

Creating Social Impact

Macc respects the rights and dignity of every staff member, volunteer and stakeholder and takes positive steps to treat them fairly and without discrimination. Our Equality and Diversity policy sets out the action Macc intends to undertake to combat discrimination. We monitor diversity across all aspects of the organisation: as an employer, a volunteer involving organisation and a service provider. Macc is a member of the Employers Network for Equality and Inclusion www.enei.org.uk

We aim to model best practice as an employer. Macc supports the Living Wage Campaign as an accredited Living Wage employer: every Macc employee is paid above the UK living wage. See www.livingwage.org.uk. We also report our pay multiple on www.paycompare.org.uk

Macc encourages team working and sharing of knowledge. Our Training Co-ordinator is a Workplace Learning Advocate and supports formal and informal learning at work. www.workplacelearningadvocates.org.uk

Macc aims to promote the health and wellbeing of staff and volunteers. We are working through assessment under New Economy's Good Work Good Health Charter. See neweconomymanchester.com/stories/1822-good_work_good_health_charter

We take action to address the social disadvantage faced by marginalised groups and recognise where positive action may be needed e.g. youth unemployment.

Economic Impact

The voluntary and community sector has a major impact on the economy of Manchester, e.g. by providing services, offering advice or supporting inclusion of vulnerable/marginalised people. The voluntary and community sector works to raise aspirations, wellbeing, skills and provide direct and indirect employment. Macc has developed a strategy to build on the assets, expertise and experience from the social, public and commercial sectors: this is our paper "A Civil Economy for Manchester" published in April 2014.

It follows that Macc's most obvious economic impact is through supporting voluntary and community sector organisations. The Community Strategy prioritises promoting private sector growth: we will promote growth in the non-profit sector. Macc's impact includes money brought into Manchester's economy through our work. Between March 2012 and May 2013 this included:

- Non-statutory sources - £2,181,926 (17 awards)
- Manchester City Council programmes - £1,400,253 (24 awards) (This also means money remains within the local economy and is spent in voluntary and community sector organisations delivering higher quality services and improved outcomes.)

We also support other initiatives which bring in money, create jobs and improve services, e.g.:

- A partnership bid to Transforming Local Infrastructure - £399k (04/2012 to 09/2013)
- A partnership bid to the Lottery's Fulfilling Lives (Complex Needs) programme is on its way to receiving up to £10million to support adults with multiple and complex problems including mental ill health, substance & alcohol misuse, etc.

We will maximise impact by ongoing horizon scanning of opportunities which can create value. The estimated GVA from 3093 local voluntary and community sector organisations is £721.8m annually. An estimated 94,300 residents give 370,000 hours of volunteering each week in Manchester – valued at £332m annually. Macc enhances the contribution of the voluntary and community sector to the local economy.

We make all sub-contracting opportunities available to a diverse supply base including voluntary and community sector organisations and local suppliers. We choose suppliers close

to the point of service delivery where possible. We commit to pay suppliers on time and no later than contractual terms. This helps create and sustain local jobs and apprenticeships.

We are committed to creating employment, volunteering and training opportunities for local residents, including people with disabilities. Macc and Gaddum Centre have established support to broker work experience placements within voluntary and community sector organisations. We will promote the voluntary and community sector as an ethical career choice by sharing stories which engage and inspire. (Our Reception Worker post was created as an entry-level job to gain experience of working in a voluntary and community sector organisations.) We aim to make employment in the sector more sustainable by encouraging voluntary and community sector organisations to share staff, providing guidance and support to do so.

By working with schools we will seek to ensure that Manchester's young people are equipped with the skills to enjoy a fulfilling and productive career. We aim to encourage young people to use their unique talents, knowledge and insights by being active citizens.

Macc's Volunteer Centre supports people in volunteering as a means to progress to employment/self-employment.

Environmental Impact

Macc supports the *Manchester – A Certain Future* strategy e.g. by raising awareness of campaigns including Carbon Literacy and the Food Futures programme. We encourage residents and voluntary and community sector organisations to increase efficiency, decrease emissions and support supply chains in low carbon goods and services. We aim to reduce the overall CO2 footprint of the local voluntary and community sector, working with MERCI's Sustaining Change programme to support voluntary and community sector organisations in adopting sustainable practice. Macc has a Sustaining Change Silver Award and takes actions including:

- Food and Drink – Staff buy food locally or bring in their own lunch. All food packaging is recycled.
- Purchasing and Procurement – We use MERCI's Big Green Guide of ethical, environmental and local suppliers e.g. buying environmentally friendly and ethically sourced cleaning products.
- Energy and Water – Staff are briefed to reduce energy consumption (e.g. not leaving computers on standby). We purchase energy from a supplier specialising in renewable sources.
- Travel – We have joined the Government Bike Right scheme and advise staff, volunteers and visitors of local cycle hubs. Staff and volunteers are encouraged to use public transport and can claim travel costs for cycling. We invest in mobile technology to enable 'smarter' working and explore ways to improve virtual collaboration between voluntary and community sector organisations reducing travel to meetings.
- Waste –all recyclable materials are collected by Emerge (a local social enterprise) for recycling.

We will support the recycling and sharing of resources between voluntary and community sector organisations through our "swap shop" facility.

Demonstrating Impact

Our approach is to adopt best practice using frameworks developed by relevant organisations. In promoting inclusive and sustainable economic development, we influence voluntary and community sector organisations by acting as a role model.

Our aim is to report annually on Macc's social economic and environmental performance and impact by following the framework set out by the Social Audit Network (SAN), verified by stakeholders and an external panel. www.socialauditnetwork.org.uk

We will work with local commissioners to implement the Social Value Act and with local organisations in the public, private and social sectors to adopt similar socially responsible policies.

