

# CASE STUDY

## MJ CHURCH SOCIAL VALUE STRATEGY

### PROJECT OVERVIEW

Established in 1974, Southwest-based MJ Church is a family-run civil engineering, earthworks and waste management business. In recent years, it has grown significantly, broadening its range of sectors and clients, with social value becoming key for many of its contracts.

Social value is being created every day across MJ Church, however this information wasn't being consistently captured. They therefore commissioned Akerlof to support the development of a Social Value Strategy, build internal awareness and solidify commitment across the business.

Acknowledging the collective ambitions of public and private sector clients to optimise the social value created through infrastructure investment, MJ Church was keen to stay ahead of the curve. In addition, the team identified that a structured approach to social value would strengthen networks and underpin internal engagement, skills and recruitment.

### WHAT WE DID

We initially worked with MJ Church to undertake a materiality assessment. This enabled us to understand existing activities and identify the areas of focus that were important to them, or that presented a business risk. Through this engagement, it was clear that social value maturity and priorities ranged across the business. To reflect this, we helped set actions for MJ Church as a whole, as well as for each business unit.

We prioritised key areas of focus to develop an easy-to-understand Social Value Policy and Roadmap, as well as an approach to measurement. Supported by 6 social value themes, the strategy also details examples of good, better, best practice to guide delivery teams.



### THE IMPACT



A Social Value Policy that details the 6 social value themes, as well as MJ Church's commitments, governance and approach to measurement



Energised MJ Church's Social Value Taskforce, enabling them to further develop their action plans and impact their part of the business for the better



Engagement from 21% of employees providing an insight into perceived strengths, weaknesses, areas of importance, attitudes to volunteering and existing activity



Historically, social value has been viewed through the narrow lens of employment and apprenticeship opportunities; this strategy included wider areas of focus for a holistic approach

### DON'T JUST TAKE OUR WORD FOR IT...

*“ Many thanks (and well done) on producing such a thorough report - I'm impressed with the way you have managed to present a detailed, multi-faceted topic so clearly into bite-size chunks. From my experience of corporate strategy / projects, this is pretty much essential if you want to translate things into success. ”*

**Julian Cope, Quality Manager, MJ Church**



### GET IN TOUCH

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