

CASE STUDY

REFRAMING THE STORY OF LOCAL IMPACT

PROJECT OVERVIEW

Akerlof first met Mansell Building Solutions (MBS) at an industry event, where the offsite framing contractor was intrigued by our social value approach. While MBS was already making a positive local impact, they were grappling with the complexity of social value more holistically and sought guidance to streamline their approach. As a small business, they were not in a position to recruit a social value specialist or to commit to a costly piece of consultancy work, so we worked with MBS to develop a tailored solution that aligned perfectly with their needs and capabilities.



WHAT WE DID

Drawing from MBS's extensive data repository, we gained insights into the core values of MBS, their specific areas of impact for local communities and the environment, and how social value initiatives resonated with various stakeholders.

Leveraging this information, Akerlof took steps to both define MBS's overarching social value themes and articulate the benefits of social value for a diverse range of stakeholders, to create a compelling business case for social value. We then crafted a comprehensive action plan for 2024, mapped against these themes, and populated it with proposed initiatives alongside actions already underway or in progress.

Akerlof also provided a detailed budget outlining the anticipated costs associated with social value activities, enabling MBS to integrate their social value initiatives into their broader business plans.

THE IMPACT

- A business case for social value, demonstrating the benefits for the business, employees and communities
- A set of social value themes, mapped against a clear action plan with owners and timings
- Staff coaching for improved confidence around social value, including the use of consistent language, whilst acknowledging and celebrating MBS successes to date
- Simplified social value data management processes, including amalgamated data for 2023 as well as stretching yet achievable targets for 2024

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

“ Creating opportunities locally is integral to our business ethos. We've been actively creating employment and training prospects locally, and have ambitious plans to expand further, however we were looking for someone to take a fresh look at our strategy, to ensure that we focus on the right things and fully understand the impact we are having.

The team at Akerlof provided us with a social value structure and framework for us to operate under. This framework promises benefits not only for our clients, employees, and supply chain but is also helping us to be clear and consistent in the way we talk about social value. We envision this work being scaled up to benefit other SMEs as well.

Penny is lovely to work with, knowledgeable and genuinely cares about our success and the impact on our communities. **”**

Angela Mansell, Managing Director, MBS

GET IN TOUCH

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