

Social Value Charter

2026

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Golden Valley Development Social Value Charter

Connecting Cheltenham Through Innovative and Impactful Partnerships

1. Our Commitment to Social Value

At Golden Valley (GV) we believe innovation should create more than economic growth – it should deliver long lasting significant benefits for the people, communities and environment across Cheltenham and the wider Gloucestershire area.

This Social Value Charter (SVC) applies to all businesses occupying designated office accommodation at GV, with discretion reserved to also seek commitment from other commercial occupiers where feasible. It defines a clear minimum standard (as part of a tiered commitment structure) and through the provision of guidance, recommendations and wayfinding examples it ultimately aims to maximise the social value output generated from the development as well as building networks and adding value to the experience of our occupier community.

By signing this charter, you commit to ethical business practices and meaningful actions that strengthen local employment, support community wellbeing, protect our environment, and promote inclusivity. You also agree to provide measurable quantitative data to evidence the impact of these actions. Together, we will ensure that GV is not only a hub for innovation and enterprise but a catalyst for positive social impact.

Overseeing delivery of the SVC will be the Social Value Occupier Board (SVOB), which will comprise of representatives from all occupiers that have committed to the SVC, as well as all associated landlords / landowners. The SVOB will monitor progress, ensure accountability, and ultimately seek continuous improvement so that social value remains at the heart of the GV ambition. Your progress will be measured and evidenced through annual reporting to the GV SVOB ensuring transparency and accountability.

2. Tiered Commitment Structure

The SVC recognises that the businesses attracted to GV will vary in size, resource and capacity (to deliver social value outputs). To ensure fairness and flexibility we have therefore developed a tiered commitment structure (summarised below) which allows occupiers to choose a level aligned with what they can realistically achieve:

- **Bronze** – Foundational commitment
- **Silver** – Enhanced commitment
- **Gold** – Leadership commitment

	Area	Bronze Foundational Commitment	Silver Enhanced Commitment	Gold Leadership Commitment
1	Local Employment & Skills	Support at least 1 local education outreach event or initiative	Support at least 2 local education outreach events or initiatives	Support at least 3 local education outreach events or initiatives including offering work placements and mentoring
2	Local Supply Chain	10% local sourcing	20% local sourcing	30%+ local sourcing
3	Local Community Engagement	Support 1 local charity partner, event or initiative	Support 2 local charities, events or initiatives	Commitment to long-term local community partnerships
4	Environmental Responsibility	-1 meaningful environmental initiative - Introduce waste reduction initiatives	- 2 meaningful environmental initiative - Introduce waste reduction initiatives	- 3 meaningful environmental initiative - Introduce waste reduction initiatives
5	Health & Wellbeing	Delivery of 1 staff wellbeing workshop or wellbeing initiative.	Delivery of 2 staff well-being workshops or well-being initiatives.	- Delivery of 2 staff wellbeing workshops - Commit to supporting at least one Gloucestershire-wide health and wellbeing initiative
6	Digital Inclusion – Mandatory IT Equipment Donation	Donate any redundant non-secure IT equipment to ITSA Digital Trust	Donate any redundant non-secure IT equipment to ITSA Digital Trust	Donate any redundant non-secure IT equipment to ITSA Digital Trust

All commitments set out above are deemed to represent the **mandatory annual threshold (minimum standard)** for each tier, although in this context it is important to consider the following definitions (which apply to all aspects of the SVC):

- **Local:** any reference to ‘local’ within the SVC means organisations, suppliers, and services physically based within Gloucestershire. These principles include prioritising Gloucestershire-based businesses for fit-out, facilities, and operational services, as well as actively engaging with Cheltenham and the wider Gloucestershire charities, community groups, and social enterprises to support employment, skills development, and wellbeing initiatives.
- **Supply Chain:** any reference to ‘supply chain’ within the SVC means only the services and functions which specifically serve the relevant businesses’ on-site occupation designated accommodation at GV. In other words, it does not impose an expectation on businesses to readjust their entire (national / global) supply chain to meet the supply chain related commitments set out within the SVC.

3. Principles and Actions

Every qualifying occupier at GV is required to deliver meaningful social value actions under the core principles set out in section 2, each being central to the overarching GV ambition. The following section provides a more detailed breakdown of each core principle to include guidance, recommendations and wayfinding suggestions.

1. Local Employment & Skills

- **Prioritise recruitment for all operational, administrative support, and skilled or manual labour roles from Cheltenham postcodes wherever possible:** ensuring local residents benefit from employment opportunities created by the development.
- **Support the delivery of modern work experience:** by supporting local education outreach including attending a careers event, engaging with a careers initiative or supporting education events hosted at Golden Valley.
- **Deliver a knowledge-sharing session:** (e.g., digital skills, cyber awareness) for a school or community group.

Signpost: [Gloucestershire Careers and Skills Portal](#), [C2S | The Growth Consultancy](#), [Cheltenham's Cyber Security & Technology Hub | CyNam](#)

2. Local Supply Chain

- **Source a minimum of 10% of goods and services locally:** (Cheltenham and Gloucestershire) such as fit out contractors, furniture and equipment suppliers, food and beverage supplier, cleaners and hygiene services.
- **Strengthening the local supply chain:** occupiers are required to review their business supply chain to embed local procurement wherever possible, with the aim of maintaining and strengthening the Gloucestershire economy. Where local options are not available, national suppliers should be prioritised. All occupiers must provide evidence demonstrating how their procurement decisions have supported the local or national economy.
- **Optional but encouraged:** actively strengthen the local economy by becoming a member of a relevant local business network- such as Together Gloucestershire or the Cheltenham Chamber of Commerce.

- **Signpost:** [Together Gloucestershire](#); [Business Networking | Cheltenham Chamber of Commerce](#)
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3. Community Engagement

- **Support at least one local charity or community initiative:** through volunteering, fundraising, or in-kind contributions.

Signpost: [Go Volunteer Glos](#), Cheltenham Borough Council Housing - TES@cheltenham.gov.uk for training and employment and community.involvement@cheltenham.gov.uk for community support, [Support Us > CCP](#), [Find Where You Belong - YMCA Cheltenham](#), [WEST CHELTENHAM PARTNERSHIP](#), [Community Food Pantry](#), [Alliance for Equality CIC – Embracing Diversity](#), [Empowering Inclusion!](#), [Connections webpage](#), [Home - Cornerstone Community Centre - Cheltenham](#), [Home - The Cheltenham Trust](#), [Lives of Colour](#), [The Butterfly Garden - a project for people of all ages dealing with disablement of any kind](#), [Home - No Child Left Behind](#)

4. Environmental Responsibility

- **Implement at least one meaningful environmental initiative:** e.g., reduce energy use, improve biodiversity, increase energy efficiency, cut waste, promote sustainable transport, or conserve water.
- **Introduce waste reduction initiatives:** e.g., recycling stations, paperless office.
- **Promote sustainable transport:** e.g., cycle-to-work schemes, car sharing.

Signpost: [Vision 21 - Promoting a Sustainable future for Gloucestershire](#)

5. Health & Wellbeing

- **Provide access to mental health resources** for staff.
- **Ensure your staff participate in at least one wellbeing workshop or have access to a wellbeing benefit:** e.g., stress management, mindfulness
- **Promote physical health and wellbeing:** by encouraging simple activities such as lunchtime walking groups, sharing monthly wellbeing tips, and participating in local charity walks or community fitness events.

- **Commit to supporting at least one Gloucestershire-wide health and wellbeing initiative annually:** by promoting staff participation or volunteering (e.g., county mental health awareness campaigns or community fitness events).

Signpost: [The Isbourne Wellbeing Centre, Cheltenham](#) and [Welcome | Swindon & Gloucestershire Mind, Home - The Cheltenham Trust](#)

6. Digital Inclusion – Mandatory IT Equipment Donation

- **Donate any redundant non-secure IT equipment to ITSA Digital Trust:** this includes computers, monitors, keyboards, mice, and cables. ITSA refurbishes and redistributes equipment to families in need, helping bridge the digital divide in Gloucestershire. ITSA will collect the equipment from your office and wipe all data, if not already completed.
- **Improve digital connectivity for families in social housing:** occupiers are encouraged to support improved digital connectivity for families in social housing by helping provide Wi-Fi access. This may involve working with the local Council housing team and could be achieved through a voluntary annual contribution. We understand this may not be feasible for all occupiers, and participation is optional.

Signpost: [Computer recycling charity - ITSA Digital Trust](#); BMA@cheltenham.gov.uk

4. Reporting & Assessment

To ensure the SVC delivers meaningful impact, we have established a clear and transparent reporting and assessment process which will provide all occupiers with guidance, accountability, and recognition for their contributions, while safeguarding fairness across the development.

Assessment will focus on the following key areas:

- Occupiers must submit a Social Value Report every April which details all relevant social value actions completed in the previous financial year (ending in March). This reporting must provide measurable impact metrics, extending to include all actions which go beyond the minimum commitment set out within the occupier's ascribed tier. A reporting template will be circulated in advance of the annual SVOB meeting, where all submitted reports will be reviewed and discussed.
- Progress will be assessed against tier commitments and the appropriateness of actions relative to business size and resources.

Annual reviews, supported by the SVOB, will ensure continuous improvement and shared success. Our goal is not only to monitor compliance, but to foster collaboration and innovation that maximises social value for Cheltenham and the wider Gloucestershire community and supports occupiers to enjoy a diverse and engaging network.

In relation to the annual meeting the expectation would be for each business to have at least one representative in attendance (typically a decision-maker or Social Value/ESG lead). Whilst the specifics of each session (in terms of discussion points) may evolve over time, the consistent features will be to review reported actions, feedback impact data (e.g. local procurement percentages, volunteer hours, donations, success stories, etc.) and ultimately identify opportunities for enhanced collaboration (between occupiers and the wider community).

5. Recourse for Non-Compliance

To maintain the integrity and impact of the SVC, all occupiers are expected to deliver the commitments agreed within their chosen tier (Bronze, Silver, or Gold). Accountability ensures that social value actions translate into real benefits for Gloucestershire's economy, community, and environment.

Consequences for non-delivery exist not as a penalty, but as a safeguard to ensure fairness and accountability. The following outlines the approach to non-compliance:

- Year 1: supportive approach, including guidance and resources provided to help occupiers meet their commitments.
- Year 2: formal notice, issued with a requirement to submit an improvement plan.
- Persistent Non-Compliance: inclusion in the annual SVOB report as non-compliant and reduced access to community benefits (e.g., marketing opportunities, shared facilities).

These measures are designed to uphold transparency and collective success. When every occupier fulfils their commitments, we amplify positive impact and ensure the values of the SVC are delivered in practice.

6. Annual Reporting – What You Must Submit

Reporting Requirements

Occupiers must submit a comprehensive Social Value Report demonstrating the full scope of social value delivered over the reporting period, including any actions that go beyond their minimum tier commitments. A reporting template will be provided to all occupiers well in advance of the submission deadline to ensure consistency and clarity in what is required.

We will assess the appropriateness and quality of the social value delivered by reviewing the evidence submitted against the occupier’s tier commitments. This assessment will consider:

- **Quantitative data** – such as percentages achieved, volunteer hours contributed, number of beneficiaries supported, items donated, and other measurable outputs.
- **Qualitative impact** – including partnerships formed, ESG improvements, community benefits, and feedback or stories.

The report will include:

1. Summary of Actions

- Provide a clear overview of all social value activities completed.
- Indicate which commitments were delivered and confirm your tier level (Bronze / Silver / Gold).

2. Measurable Impact Metrics

Include specific, quantifiable data such as:

- **Careers Engagement:** Number of career events participated in and total participant engagement (e.g., attendees or people reached).
- **Local Procurement:** Percentage and total value of goods and services sourced locally (within Gloucestershire). All occupiers must provide evidence of how their procurement choices have supported the local or national economy.
- **Volunteering:** Total volunteer hours contributed, number of staff involved, and types of activities delivered.
- **Digital Inclusion:** Number of IT equipment items donated and/or number of households provided with Wi-Fi access.

3. Community Feedback & Stories

- Share feedback or testimonials from schools, charities, or local groups.
- Include social value stories and acknowledgements to build qualitative evidence.