

NEW WRITING NORTH

Social Value Policy

Purpose and Scope

New Writing North (NWN) is committed to generating demonstrable **social, economic, and environmental value** through all our activities and public sector partnerships and this policy sets out our commitment to achieving social value in the management of NWN's business activities and creative programme.

NWN is a human centred organisation which supports writers living and working in wide ranging contexts including young writers and writers from under-represented backgrounds. We work with writers and artists across the North and nationally to harness their creativity and raise the profile of their work and the literature art form. We commission, support and champion writers; deliver community and education programmes; and use creativity to build opportunity, connection and cultural participation across the region.

This policy aligns with:

- The **Public Services (Social Value) Act 2012**
- **PPN 06/20** - Social Value in Procurement
- The **UK Government Social Value Model**
- The **Equality Act 2010**
- UK environmental and equality legislation
- New Writing North's organisational values and strategy.

This policy applies to all staff at NWN.

Policy Statement: NWN's Social Value Commitments

1. **Strengthening Communities and Post-Pandemic Recovery.** At the heart of our mission is community resilience. We will:
 - Deliver free or low-cost creative programmes that promote wellbeing and reduce isolation.
 - Support freelance writers, artists and educators through fair commissioning and development opportunities.
 - Run accessible digital and hybrid programmes to widen public engagement.
 - Collaborate with schools, libraries, youth groups, and local authorities to support social recovery.
2. **Tackling Economic Inequality.** We use culture as a lever for inclusive economic growth. We will:
 - Create and sustain employment opportunities in the creative industries across the North.
 - Prioritise spend with **local suppliers, SMEs, freelancers, VCSEs and social enterprises**.
 - Provide high-quality internships, traineeships and early-career programmes.
 - Support young people from disadvantaged backgrounds through long-term development programmes.
 - Pay creative practitioners fairly, in line with sector standards.

3. **Fighting Climate Change.** We are committed to reducing its environmental footprint. We will:
 - Implement a Carbon Reduction Plan (PPN 06/21 compliant).
 - Reduce emissions through digital-first events, improved energy efficiency and sustainable travel.
 - Minimise waste and prioritise recycled, digital or low-carbon materials.
 - Engage writers and communities in environmental storytelling and climate literacy.

4. **Promoting Equal Opportunity.** Equity is central to our cultural mission. We will:
 - Ensure inclusive recruitment and progression, increasing representation across protected characteristics.
 - Remove barriers to participation in creative programmes.
 - Offer accessible formats including captioned digital content, community-based delivery, and mobility-friendly events.
 - Support underrepresented voices to develop and flourish in the writing and cultural sector.

5. **Improving Health, Wellbeing & Quality of Life.** Creativity enhances wellbeing and we embed this in everything we do. We will:
 - Deliver programmes designed to build confidence, wellbeing and social connection.
 - Provide safe, positive and inclusive environments for participants of all ages.
 - Maintain high standards of safeguarding, health and safety.
 - Partner with health, youth and community organisations to amplify impact.

Policy Implementation

To embed social value across our operations, we will:

- Integrate social value planning into programme design and procurement.
- Assign responsibility to programme leads and senior management.
- Encourage suppliers to follow ethical, sustainable and inclusive practices.
- Train staff in sustainability, safeguarding, EDI and community engagement.

Measures of Success and Reporting

We evidence social value through quantitative and qualitative data including but not limited to:

- Jobs created or sustained
- Freelancers and SMEs commissioned
- Number of young people engaged
- Training hours delivered
- Carbon reduction metrics
- Spend with SMEs / VCSEs

- Participant feedback and impact stories
- Community benefit case studies

- Improvement in wellbeing and inclusion
- Demonstrated cultural and educational outcomes.

Reports are provided to funders, commissioners, and internal governance.

Supply Chain Expectations

We require suppliers to:

- Comply with environmental and equality legislation
- Demonstrate fair working practices
- Support social value goals, including local sourcing and sustainability
- Provide data where needed for reporting

Our Social Value Promise

We will deliver meaningful and measurable social value through every public sector partnership. Our work will continue to improve lives, empower communities, support writers, and strengthen cultural life across the North of England.

Policy Approved by the Board	December 2025
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