

Strategy Summary

Partnering for Prosperous, Inclusive and Resilient Communities

Delivering Today,
Shaping Tomorrow.

Wilson James (WJ) delivers social value that strengthens communities, supports local economies and improves life opportunities for the people and places we serve. Our approach aligns to national frameworks such as Social Value Portal (National TOMs) and global standards including the UN Sustainable Development Goals.

Our ambition is simple: to create thriving communities through meaningful employment pathways, inclusive opportunities, strong partnerships and measurable impact.

Our Objectives

1. Unlock Opportunities

Provide fair, inclusive pathways into employment, skills and long-term careers.

2. Strengthen Communities

Invest in projects and partnerships that uplift local people and improve wellbeing.

3. Champion Inclusion & Social Mobility

Ensure equitable access to opportunity and reduce systemic barriers.

4. Amplify Positive Impact

Embed education, advocacy and awareness to drive long-term social change.

5. Partner for Systemic Change

Collaborate with clients, local authorities, charities and community groups to maximise shared value.

Key Themes

1. Economic Empowerment & Skills

We support individuals into meaningful work through:

- The WJ Skills Academy and employability workshops
- Early-career engagement (schools, colleges, job centres)
- Mentoring and sector pathways
- Local recruitment aligned with client priorities

2. Community Investment & Partnership

WJ invests in community organisations, volunteering and initiatives that strengthen resilience and wellbeing, with an emphasis on:

- Structured charity partnerships
- Volunteering and skills-based support
- Community-led initiatives
- Financial and in-kind support for local projects

3. Advocacy, Awareness & Education

We drive awareness on issues such as inequality, employability, wellbeing and financial resilience through:

- Public campaigns
- Annual awareness events
- Seminars and webinars
- Collaborations with schools, youth groups and local partners

4. Social Mobility & Inclusive Practices

Our Inclusion Framework ensures fairness across the colleague lifecycle, supporting:

- Inclusive recruitment and transparent career pathways
- Leadership capability on inclusion
- Employee networks and wellbeing programmes