



SOCIAL VALUE REPORT

2023-2024

**DELIVERING
POSITIVE
IMPACT**



INTRODUCTION

Right from the outset, giving back to our local communities has always been important to PDMS. We do this in many ways including fundraising activities undertaken by our generous and enthusiastic staff, corporate charitable donations to local, national and international causes and providing services in kind - for example, an online database for a wildlife charity.

However, what we are most proud of is the time that our team generously gives up to support many local charities and organisations - particularly those that focus on young people. We love helping young people to learn more about the world of work, especially when it comes to careers in digital, and to watch them grow in confidence and ambition.

One important strand of our social value work is supporting and investing in our people. Helping people progress with their own personal development through training, mentoring and pursuing professional qualifications is key. We also encourage our team to share their knowledge and experience with each other, our clients and our wider community so it's a virtuous circle.

Given the increasing importance of social value, particularly to the UK public sector, it's easy for an SME to add it to the long list of challenges that could disadvantage them when it comes to competing against the larger players, especially when it comes to competitive tenders.

However, we believe that SMEs can compete effectively when it comes to social value – it's a case of quality and relevance over absolute quantity. If you consider positive social value contribution delivered per pound of turnover – we believe that SMEs naturally outperform many of the significantly larger organisations in their sector.

It's also a positive when it comes to recruitment and retaining our talented staff – when we surveyed our team, 76% said that when it comes to employment they would take into account an organisation's ethics and social value practices. This is very much in line with wider labour market research particularly for younger and more highly skilled groups.

This report summarises our social value activities over the financial year 2023/2024 and highlights some of the many positive impacts delivered by PDMS, our people and our partners.

SOCIAL VALUE QUALITY MARK

Last year PDMS became the first company on the Isle of Man to receive the Social Value Quality Mark® (SVQM). The Bronze Award marks PDMS' commitment to tackling the gap in digital skills and supporting young people into the industry.

The Social Value Quality Mark recognises distinction in values-led business that benefits customers, communities and the planet. It is one of the most rigorously tested standards of its kind in the UK.

To achieve the Bronze Quality Mark, PDMS has made a series of commitments to create, measure and independently report on their social value. Through a series of pledges, we committed to focus on areas where both the company and our team can make the most impact. This includes a focus on supporting skills development and promoting awareness and understanding of career opportunities in the technology sector to help address the digital skills gap.

Achieving the Bronze Level Social Value mark has helped us focus on the outcomes and impacts of our various different social value activities.

What does Social Value mean to PDMS?

"The positive impact that we, as a team and individuals, create by using our time, resources, skills and expertise for good through digital delivery and community engagement."



Our areas of social value focus are:





SOCIAL VALUE PLEDGES



Leadership

Foster a culture of leadership based on trust and empowerment and join the growing group of organisations who are leading the way when it comes to creating a legacy of social value.



Education & Skills

Actively support skills development and knowledge sharing and to promote awareness and understanding of career opportunities in the technology sector to help address the digital skills gap.



Health & Wellbeing

Support our people in all aspects of their physical, emotional and mental wellbeing by promoting a supportive and inclusive workplace and a healthy work life balance.



Employment

Provide opportunities for young people to gain valuable work experience which supports their future employment and to create sustainable employment opportunities in PDMS.



Environment

Protect our environment by minimising our impact, and taking action to measure, reduce and offset our carbon footprint to achieve our net zero commitment. This is a collective responsibility, and we will champion environmental protection within all our spheres of influence.



Social & Community

Be a force for good in our local communities by investing our time, expertise and money to positively impact people and our environment.

Our social pledges have also been developed to align with the UN Sustainability Goals. We have chosen to focus on the UN goals no. 3, 5, 8, 10, 12 & 13.

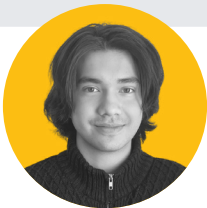


WHAT WE'VE ACHIEVED



Apprenticeships

Created a full-time apprenticeship in a digital role. ✓



Arthur Evans joined us in 2023 as an Apprentice Software Developer. He works with us for four days a week to get hands on development experience while spending one day a week at the University College Isle of Man studying for his Level 4 HNC Diploma in Digital Technologies.

Arthur has worked on the IfATE project, learning C#, .NET Core and Angular to help build a rich and engaging website. Lewis Veale, one of our Solution Architects, who has been with PDMS since 2001 when he joined as a trainee developer, is Arthur's mentor.

"The two biggest things I'd say I've learnt is how to write unit tests and dealing with bugs and how to fix them. As for soft skills, while not fully developed at the time, I started getting over my fear of asking for help.

I enjoyed undertaking development for the iFATE project. I've learned a lot more about using Git and collaborating with other developers. I've also learned a bit more about the Azure DevOps pipeline.

I'd say what I've enjoyed the most is the hands-on training of directly working on a project to gain skills. I liked learning from a real work context much more than sitting through lectures and reading articles and textbooks."

We take our commitment to provide our apprentices with a structured learning programme and plenty of hands-on support. One in six of our technical staff started with us as an apprentice!



This year one of our former apprentices, **Thomas Clague**, was promoted to Developer and Team Lead.

Careers Advice & Mentoring

We've delivered over 50 hours of support into work including CV advice, mock interviews and careers mentoring.

50 hours of staff time spent - met & exceeded 

We have supported a number of young people with practical careers advice from conducting mock interviews helping improve confidence, reviewing CVs and mentoring high school and colleges students.

The feedback we get from students is overwhelmingly positive. Here's an example, provided by Junior Achievement, from a young lady who came in for a mock interview:

How did you feel before your meeting? A little nervous.

Prior to your meeting did you have a good understanding of the job opportunities available on the Isle of Man? Yes.

On a scale of 1 - 10 how valuable have you found this experience, with 10 being the highest rating. 10

What is the most useful thing you will take away from this experience?

Things to add/change on my CV from a marketing point of view. Being told I can keep in touch with the chief marketing officer at PDMS where she can help me improve my CV and let me know of any opportunities that she hears of. If I didn't have this mock interview/meeting then I would not have this contact or have as many opportunities. Jo (the chief marketing officer at PDMS) gave me lots of tips on what I can add to my CV in order to sell myself better. Such as, things I wouldn't have even thought to add and reassurance that I am going down the right path. This reassuring goes a long way as an A level student as it's made me very confident with what I am doing after school.

Do you have any feedback for the employer? Really helpful. Very friendly and easy to chat to.





WORKING WITH MCR PATHWAYS TO SUPPORT YOUNG PEOPLE IN GLASGOW

In addition, one of our team has mentored students in a secondary school in Glasgow as part of the MCR Pathways project. MCR Pathways is a charity which was set up in Glasgow in 2007, and now covers 75 schools around Scotland, with expansion planned in England before the end of this year. It is a relationship-based Mentoring Programme, helping young people who are at school to become motivated, committed and resilient, supporting care-experienced and other vulnerable or disadvantaged young people to realise their full potential through education.

"For almost a year, I have mentored a young person from a local school who, when we were first introduced, desperately wanted to leave school, and was spending more days at home than in classes. For various reasons, this young lady felt she had no one to talk to about her thoughts but she knew that she did not want to end up on government benefits and instead aspired to have a job that would allow her to own a flat, drive a nice car and afford holidays.

From the outset, I understood that school was an issue for her, or I should rephrase that 'lack of school' was the issue. Most days were spent at home thinking about what the next excuse for not attending her classes would be. Her mother didn't seem to push it too much and was perhaps exhausted with her lack of commitment and just turned a blind eye.

I didn't push the subject, but over time, I tried to promote the positive aspects of going to school, sitting exams and leaving with qualifications "in your back pocket, where no one can ever take them away from you".

Fast forward nine months from the day I first met her, and those exams became a reality for my mentee. We don't know the outcome yet, but I know she wants to continue in high school/college education for at least another year and leave with some qualifications to secure a place on a further education course of her choice.

She also seems brighter and more confident in her ability and understands there is a possibility, if she works hard, to achieve her goals. I believe she has come a long way since we first met, and I can't take credit for that, but I will continue to visit her once a week to remind her why she's there and what she can achieve with hard work."



Diane Stickland
Mentor
PDMS Marketing Executive

SKILLS DEVELOPMENT

This year we've continued to support skills development and knowledge sharing to help address the digital skills gap. Our team have used their volunteering time, skills and expertise to help guide and inspire a new generation of digital talent.

Bridging the gap between Industry and Education

We are committed to supporting initiatives like The Digital Critical Friends programme which helps to inspire the next generation and encourages employees to participate and share knowledge. It was established by ScotlandIS in partnership with DYW Glasgow to address the skills gap in technology and to tackle the issue of school pupils dropping computer science as a subject, at a time where one in ten jobs in Scotland is in technology.

Fiona Anderson, one of our Project Managers, and her colleague **Claire Welsh**, from our Business Analyst team, both from our Glasgow office, have engaged with local secondary schools in North Lanarkshire, sharing their expertise and experiences. Their goal was to increase the students understanding of tech through insightful discussions and they got a great reception and positive feedback from both the students and their teachers.



Inspiring Future Business Analysts

Alexandra Koyfman is a Senior Business Analyst at PDMS who is doing a great job at flying the flag for girls in technology and the analyst profession. Having benefited greatly from mentors who took time out of their busy lives, and demanding jobs, to help her learn and progress in her career, Alexandra wanted to do the same.



Alexandra volunteers with LoveTech as a mentor to the next generation of young women acting as an ambassador and role model for careers in STEM and business analysis. In addition, she volunteers on the Young Business Analyst Senior Leadership Team to empower early career and aspiring business analysts, by co-leading a team of 20 volunteers, within a community of 2000 followers.

Developing the next generation of UX Experts

Jim Rawson took some time out of his busy schedule as Head of UX and Design here at PDMS, to take part in two mentoring sessions with students on the BA Visual Communications degree course at University College Isle of Man. The first session he focused on was event planning, branding and marketing, following on with technical print production.



Careers Talks & Events

Our team have invested 60 hours of their time to support careers events in local schools and colleges and provide hands on training.

60 hours of staff time spent - met 

We have supported a number of local careers events including the Isle of Man Graduate Fair 2023 and a STEM event aimed at primary school children. In Glasgow, we supported the East Ayrshire "Pathways to Careers" evening showcasing a wide range of digital career paths.

PDMS had a stand at the Graduate Fair in April 2023 which is a free event for anyone studying at school, degree or postgraduate level as well as recent graduates and young professionals looking to find out more about employment opportunities. Stands were manned by representatives from our team who were on hand to answer any questions about career paths in technology and provide advice and guidance.

We produced a number of career guidance handouts with information on how to become a project manager, business analyst, software engineer and web developer.

We also supported the 2023 STEMfest event with a stand showcasing a coding game to help encourage primary aged school children to develop an interest in technology. The event was attended by 800 year five and six students with over 30 interactive exhibits and showcases to demonstrate how STEM principles apply across various industries.



Work Experience

We provided 4 weeks of work experience for young people aged between 14 -24 years.

4 weeks provided for 4 students - met



We have provided 4 weeks of in-person work experience to 4 students of different ages and with different backgrounds. The students were all mentored by PDMS staff and undertook a range of different activities.

Feedback from students



Max Dewhirst

Max is a sixth form student at St. Ninian's High School in the Isle of Man who joined our development team for a week's work experience. You can read more about Max's week [here](#).

"I developed new coding skills and learned about full-stack development. The experience has taught me a lot about the different aspects of software development, from front-end to back-end and the broad scope of work involved.

It has also opened my eyes to the world of work and showed me what it could be like if I go into this line of work. It will also help me with my personal statement and preparing for university next year.

It was good to put into practice the things I'm learning at sixth form and about software development by seeing how it operates and using real-world examples."

Finn Middleton

Finn isn't in education or work, but currently evaluating his options. Finn spent a week with our UX and front end development team with a focus on understanding accessibility in design. You can find out more about his experience [here](#).

"During my week's work experience, I learned a variety of new things across multiple areas that the PDMS team offer. I came into the experience hoping to see where my creative and design skills could be applied to a possible career, as well as to develop some new abilities and discover what else may interest me. I'm now leaving knowing so much more.

Throughout my time here at PDMS, I was constantly supported and guided by the whole team, especially Jim and Georgia who I cannot thank enough. With their help and PDMS' hospitality, as well as the kindness and authenticity of the rest of the team, I have also learned what it is like to work in a healthy and successful work environment."

Feedback from students *(continued)*



Dagan Harris

In March 2024 we were joined by sixth form student Dagan Harris who after winning a leadership award at the Junior Achievement Company Programme competition, got to spend a day at PDMS.

Dagan had meetings with all of the different areas of our business from software development through to marketing gaining insights into what it's really like to work in a technology company.



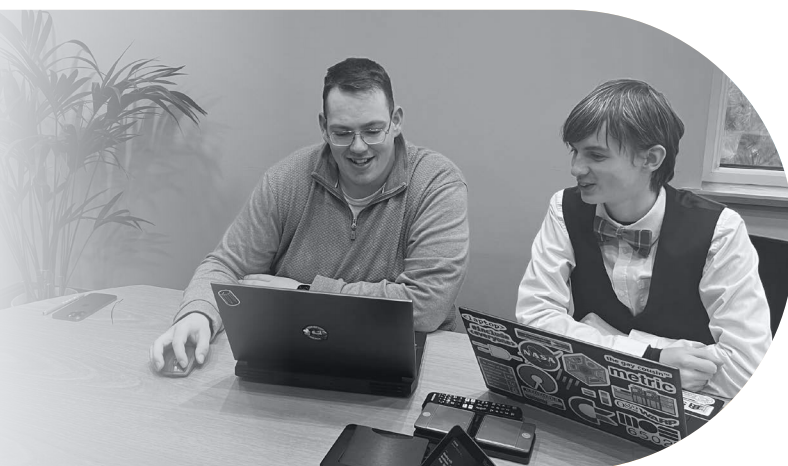
Rosie Parsons

Rosie is an A-Level student and was unsure whether she wanted to go to university. She joined our Marketing team for 5 days work experience.

"Throughout my five days at PDMS, I learned many new skills and met loads of new and kind people. I have found working at PDMS to be a very enjoyable and valuable experience! The team at PDMS made me feel very welcome and I feel I've learned a lot about what it would be like to work in an office environment."

"This work experience placement helped me realise I want to go to university to study and then go into work, which was something I was debating."

"Overall, I have learned what marketing is really like and it has reaffirmed that it's what I want to do in my career. Not only will it help me to write my personal statement, but I can take the experience I have gained here with me to university and future work life. Thanks PDMS!"



CHAMPIONING EQUALITY, DIVERSITY & INCLUSION

We've supported the Empowering Women to Lead Digital Transformation Programme in Scotland to help deliver positive change by empowering authentic, collaborative and inclusive leaders



Empowering Women to Lead Digital Transformation

Run by Empowering You, the programme is a cross-industry initiative, backed by industry and government partners including ScotlandIS, the Scottish Government's Digital Directorate and the Scottish Digital Academy.

The programme runs from September to December and is unique as it's directed at women who work in digital transformation roles. The aim is to build a collaborative and powerful community of emerging women leaders in digital transformation across all industry sectors. The programme fosters a sustainable network of emerging female leaders in digital roles throughout Scotland.

Participants are selected through an open application process and engage in three months of intensive leadership coaching.

The programme incorporates a blend of in-person group workshops and one-on-one coaching sessions. Each day of the group workshops, guest speakers are invited to share their personal leadership journeys with the group. This leads to a team project designed to tackle an important social issue where using digital technology is crucial.

Positive Outcomes

- ✓ Accelerate personal leadership skills and adaptability
- ✓ Builds confidence and influencing skills to lead change
- ✓ Provides an inspirational role model for girls and women
- ✓ Builds a collaborative network of female leaders

PDMS employees have also taken part in the scheme and here's some feedback from Claire who took part in the Autumn 2023 programme.

"I have gained a great network of women who I will definitely keep in touch with. Working with these women on our presentation, discussing our challenges and sharing experiences had such a huge impact on my imposter syndrome and confidence and was a large part of my experience on the course."



Claire Welsh
Business Analyst

DIVERSITY & INCLUSION EVENT



On December 1, 2023, PDMS hosted a mini-conference to mark the United Nations International Day of Persons with Disabilities and to spread the word about the benefits of inclusive design in our local community. The event, kindly supported by the Isle of Man Arts Council, brought together a diverse audience from business, education, local charities, and nonprofits.

What unites is huge and wonderful



Jim Rawson, Head of UX & Design at PDMS, emphasised that inclusive design extends beyond digital products. It applies to product design, web design, organisational policies, and services. Real-world examples and techniques were shared.

Inclusive by Default



Andy Dykes (Principal Designer at Tesco Bank) and **Louise Mushet** (Service Designer) explored making society more inclusive through digital services provided via Tesco Bank.



Their journey included research into vulnerability with toolkits and frameworks to enable inclusive practices.

Tech without Sight



Evie Roberts, a blind secondary school student and podcaster, discussed her technology journey and the accessibility challenges she encounters. Her weekly podcast features guests like Steve Backshall, Baroness Tanni Grey-Thompson, and Stephen Fry, aiming to dispel stereotypes around disabilities.

Neurodiversity & Design



Andy Hodkin, a consultant at Disability Awareness, highlighted the strengths neurodivergent individuals bring to design and tech and how employers can embrace and nurture a truly inclusive workplace. The consultancy aims to improve disability awareness and enhance society's inclusivity.

Junior Achievement Company Programme

Our team have volunteered over 160 hours to support the Junior Achievement Company Programme.

160 hours of staff time spent - met & exceeded 

PDMS is a big supporter of Junior Achievement Isle of Man which provides financial literacy, employability and entrepreneurship education to students in the Isle of Man. They work in every primary and secondary school, reaching an average of 5,000 students each year.

The team at PDMS volunteer to support the Company Programme which allows students to prepare for their working life through the experience of running their own company, supported by a volunteer business mentor.

Staff at PDMS support the programme by working with companies as their business mentor or being part of the judging panel in the Company Programme Competition which takes place in March. The winning company then goes forward to the Junior Achievement European competition.



The Journey

September 2023

Company Programme launch at six Isle of Man High Schools

Develop and research a business concept that fills a need.

October 2023

Business Kick Start. Teams are paired with their business mentors.

Create a business plan and organisational structure.

Pitch it. Teams present their ideas and progress so far, with the opportunity to win funding for their business.

December 2023
January 2024

March 2024

Competition and trade stand exhibition.

Produce, package, market and sell the product or service.

February 2024

Competition briefing for teams, mentors and judges.

Celebrate the achievements.

March 2024
Awards ceremony.

European Finals!



Top 3 Skills Improved by Participating in the Company Programme



Presentation skills



Working as part of a team



Resilience

WELLBEING

At PDMS we always put wellbeing at the centre of everything we do. We rely on our talented team to deliver our services and it's important that they feel valued, supported and are happy at work.

Mental Health First Aiders

We've committed to ensuring that we have a ratio of 1:10 mental health first aiders in line with MHFA England's guidance. Karen Connelly and Claire Welsh both qualified as new Mental Health First Aiders this year.

Headspace

To support our staff's mental health all year round, we've provided free access to Headspace for our employees and their families. Mindful living means different things to different people, so we selected Headspace as it has a wide range of tools to help staff live more mindfully from focusing on work and reducing stress to exercise and getting more restful sleep.

Wellbeing Talks

We invited in a specialist menopause expert to help better inform and support our team with practical advice around the changes the menopause can bring. Our team also has access to a library of recorded talks on topics including nutrition and posture through to getting better sleep and financial advice.

Initiatives

Throughout the year we have held a number of internal events to help promote wellbeing. These have included a Step Challenge to encourage our team to get active and share photographs from their walks, a Love Your Pets day to celebrate our animal companions and sharing inspirational stories on International Women's Day.

We get feedback on how well we are performing in relation to wellbeing, through our regular staff engagement surveys.



Health & Wellbeing

Score 8.6

(top 25% of Technology Software & Services providers)

Mental Wellbeing

Score 8.3

(top 25% of Technology Software & Services providers)

Social Wellbeing

Score 9.0

(top 5% of Technology Software & Services providers)

Physical Wellbeing

Score 8.5

(top 25% of Technology Software & Services providers)

Organisational Support

Score 8.6

(top 10% of Technology Software & Services providers)

Investing in our people



5,700

hours spent on professional development



28

new qualifications gained



13

promotions

TACKLING CLIMATE CHANGE



At PDMS we are going beyond carbon offsetting and are aiming to be carbon neutral by 2050. Our carbon reduction plan is published on our website [here](#). This year we offset the carbon we generated by purchasing carbon credits for the amount of carbon we created – 86 tonnes which equated to 41 trees.

- PDMS has held the ISO 14001 Environmental certification since 2012
- PDMS is aiming to achieve Net Zero by 2050
- Our solar panels on our Head Office generated between 50% and 60% of the electricity we consumed in the Isle of Man
- We recycled 1,224L of paper, 900L of metal and 1,780L of plastic
- This year we are using Climate Partner an online portal to record and accurately measure all of our carbon emissions

Supporting Biodiversity and the Isle of Man's First Carbon Credit Project

PDMS joined forces with the Manx Wildlife Trust (MWT) and other local businesses to purchase land to enable the establishment of the Isle of Man's first carbon credit project. The project aims to establish and nurture native woodland, serving dual purposes of carbon sequestration and biodiversity enhancement. With a long-term vision, the initiative targets the sequestration of over 3,000 tonnes of carbon by 2074, marking a significant contribution to combating climate change and promoting environmental conservation.

Working with our local Chamber of Commerce to Address Climate Change

Our Founder & Executive Advisor Chris Gledhill is the sector lead for the Isle of Man Chamber of Commerce Climate Change Programme, helping local businesses as our economy shifts to net zero.

Chris recently showcased his expertise at the Isle of Man Chamber of Commerce Business Sustainability Breakfast, presenting an insightful case study on solar energy.

Turning Footsteps into Forests

Introduced during Mental Health Awareness Week 2023, our employees have embraced Treakly, a platform that plants trees for every day they achieve over 5,000 steps, effectively "turning footsteps into forests." This initiative not only promotes reforestation but also enhances both mental and physical wellbeing among our staff. Encouraging team members to prioritise walking for their health, Treakly enables them to make a meaningful impact on the environment. Since its launch in May 2023, we have collectively planted over 370 trees!



CHARITIES & NOT FOR PROFITS

Throughout the year we've helped many different charities through donations or providing services in kind (for example, developing websites and online portals free of charge). We'd also like to say a great big thank you to our staff who have given their time and money to help support different fund raising activities. Here's just a few of the charities and not for profit organisations we've supported over the past year.

- Isle of Man Children's Centre Race the Sun Event
- A Little Piece of Hope Heroes of Mann Awards
- Manx Birdlife
- Isle of Man Chamber of Commerce
- Manx Children's Art Therapy
- Victim Support Isle of Man
- Southern Befrienders
- Junior Achievement
- Isle Listen
- Alzheimers Scotland
- Ayrshire Cancer Support
- Garscube Harriers
- Cancer Research Relay for Life
- Isle of Man Gymnastics



OUR SOCIAL VALUE ACTIVITIES

You can read more about our specific social value activities on our website using the links below.



PDMS supports Isle of Man's first carbon credit project



IOM Business Sustainability Breakfast: What I learned



Women in tech at PDMS: Rachael Kinrade



Women in tech at PDMS: Alexandra Koyfman



PDMS supports children's charity with new website



Learning from Empowering Women to Lead Digital Transformation



Guest blog: Design and neurodiversity



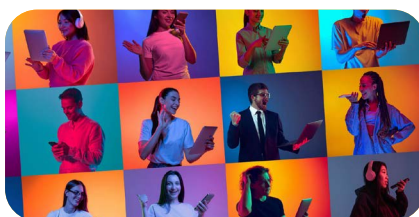
PDMS celebrates the young inspirational heroes of the Island



PDMS hosting Design Diverse mini-conference



My work experience in Design at PDMS



Creating a more accessible world: The power of inclusive design



PDMS supports Junior Achievement Loyalty Card for volunteers



My PDMS work experience in software development



PDMS supports Empowering Women this autumn



My marketing work experience at PDMS



PDMS achieves an Isle of Man 'first' with Social Value Quality Mark



Gef 30 Under 30: Celebrating the Island's young minds



PDMS Races the Sun



Celebrating Global Accessibility Awareness Day



PDMS is proud to support Manx BirdLife



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Global House
Isle of Man Business Park
Cooil Road
Isle of Man
IM2 2QZ
British Isles



Scotland Office

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