

Social Value

in Salford



Welcome to Salford Social Value Alliance

Thursday 21st April 2016



GMSVN update

Creation of a revised core group

Includes reps from Salford Social Value Alliance. Strategic in approach.
Bi-monthly. Wider mailing list with bi-annual events.

Planning and delivery of a Greater Manchester Social Value Network Conference

Thursday 2nd June, 9.30 to 12.15, Manchester University, Free, all welcome

- Give an overview of developments in strategy, policy and practice in “Social Value” in Greater Manchester
- Showcase examples of good practice
- Facilitate networking with other people interested in social value approaches in Greater Manchester

Drafting publications

Creation of a number of strategic positioning papers – e.g. social value and devolution

Strategic relationships

Work with key players, e.g. GM public health, to influence policy, strategy and action



Strategic Framework

Mission

Our mission is to look for relevant **social, environmental and economic value** from everything that we do, in our business, in service delivery, commissioning and procurement; and we aim to use the purchasing power of the ‘Salford pound’ to obtain the greatest benefit for local citizens.



Strategic Framework

Objectives

The Social Value Alliance will achieve its mission through the following objectives:

Supporting Leadership – actively helping others to lead a social value approach in their own organisation or community through the alliance website, events, peer mentoring or training

Networking and getting people involved – using Alliance meetings and our website to engage with new people / organisations within and outside of Salford

Promoting social value – helping everyone to understand social value and its potential benefits and influencing major projects which will generate social value for Salford and its people

Getting the ‘nuts and bolts’ right in Salford – including:

Helping to shape public sector arrangements – particularly commissioning and procurement

Building understanding and ability to articulate social value in the voluntary, community and social enterprise sector (VCSE)



Ideas to explore...

10% More campaign





6 Principles

- **#1 LOCAL LIVERPOOL EMPLOYMENT**
Employment and Training: Creating a Fairer Economy
- **#2 IT'S LIVERPOOL...BUY LIVERPOOL... BUY SOCIAL FIRST**
Creating Local Jobs and Opportunity for Local Supply Chains
- **#3 SUPPORTING LIVERPOOL COMMUNITIES**
Enabling Communities and Citizens to Thrive
- **#4 GOOD LIVERPOOL EMPLOYERS**
Wellbeing and Welfare of Employees and the Supply Chain
- **#5 GREEN SUSTAINABLE LIVERPOOL**
Liverpool: A Cleaner, Greener, Sustainable City
- **#6 ETHICAL LIVERPOOL PROCUREMENT**
Supporting Ethical and Fair Procurement



Charter

We the undersigned are fully committed to creating effective social value within our businesses and respective supply chains. In signing the Social Value Charter, we the undersigned agree to adopt the six key principles outlined in this document in our businesses. In doing so we are making a firm commitment to implementing the principles within our business and strategic plans which govern our business activities.

Recognising the need to use social value as a driver for economic growth, we embrace the Charter and its key principles. We will work with our respective stakeholders to ensure that social value is extended for the benefit and greater good of the city and for all who visit, live, and work in the city.



10% More... Liverpool

Projected direct benefits:

- Spending 10% more in Liverpool (200 businesses, various sizes) equates to £5.6m more local spend
- Which means 231 more local jobs

Indirect benefits:

- Savings to benefits systems
- Reduction in poverty
- Sustainability of local businesses
- Other benefits...?





Salford Social Value Alliance

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Core Group proposal

We should develop a 10% More campaign for Salford.

Q. More local spend? More social spend? More ethical spend?

Q. Could we use our existing 6 principles?



Ideas to explore...

RHS Bridgewater





RHS Bridgewater – why?

- More people given access to horticultural spectacle and beautifully planted spaces
- More people given access to great gardening advice
- More people inspired to grow plants in their gardens and outdoor spaces, which will benefit health, well-being and the environment
- More children and young people connecting with nature and learning through gardening
- Increased biodiversity and more plants for pollinators and wildlife in this new area
- More RHS members to help support our future work



RHS Bridgewater – SVA involvement

Core group proposal – that we work with the RHS and other key partners to:

- Maximise social value in the design and construction phases (commissioning the local supply chain)
- Maximise social value in the operation of the gardens (use of local suppliers, recruitment of local volunteers) and the franchise outlets (partnering with local social enterprises, creating local employment and training)
- Maximise environmental benefits (local plants, companion planting, biodiversity, carbon capture, green transport programme)
- Minimise adverse impact on local communities and the environment



Strategic Framework

Finalising the Action Plan – 4 headings

- *Supporting Leadership*
- *Networking and getting people involved*
- *Promoting social value*
- *Getting the ‘nuts and bolts’ right in Salford*

Q. Are these the right actions? This is a 12 month plan...

Q. Who will lead?

Q. Deliver by when?

Q. How will we monitor and evaluate?



Social Value in Health and Care (SVHC)

- 2013 - Successful bid to national **Social Enterprise UK** Health and Social Value programme, funded by Department of Health
- 12 areas across the country
- **Objectives:** To support local authorities, clinical commissioning groups and health and wellbeing board partners to commission for social value; *and*
- Improve VCSE organisations' understanding of their own impact in terms of social value, and how they articulate it
- Programme ended March 2016, feedback session held 29th Feb
- Broadly 2 groups of programmes:
 - *Areas which focussed on compliance with the social value act (procurement and commissioning)*
 - *Areas which adopted a partnership approach to go beyond the Act*



Key Findings...

Momentum, leadership, engagement, culture change

- Individuals are important as is political will but boundaries re. operation, geography and politics create boundaries that make it harder
- Use plain English

Converting policy and strategy into reality

- Policy needs to be owned at different levels with all spotting and taking opportunities – go where the energy is to start with

Measurement and monitoring, what and when?

- Don't embed to the point where you can't see social value (core v added value)
- Allow room for innovation
- Avoid the 'community data burden' / ensure proportionality

Going beyond health commissioning and procurement

- The right individuals need to drive it but it's a long term process and needs constant attention across organisations (patience, persistence and clear vision)



Case studies – learning from other areas

Lambeth

- Focus on social value in reducing re-offending
- Co-production approach undertaken (plain English necessary)
- Whole systems approach

Shropshire

- Social value group and framework in place – common understanding and consistent messaging around social value
- Working with SEUK as one of the social value projects being supported by the Cabinet Office

North Tyneside

- Social value built into Council procurement – weighted 10-20%
- Cross sector engagement including businesses and unions
- Social value criteria embedded in Business Awards

Halton

- Procurement framework - social value built in to all tenders over £1,000
- Social value tracker in place for measurement



Next Steps...

For SEUK

- Social Value Hub website
- Social Value Act review
- Evaluation report..
- SEUK lobbying... using evidence from this programme

For Salford

- Case studies and examples that we can draw from
- Partners willing to work with us (e.g. Halton, Shropshire)
- Opportunity to influence national policy