

# Social Value in Salford



## Salford Social Value Alliance Meeting

Thursday 21<sup>st</sup> April 2016

Venue: St Sebastian's Community Centre

12.30pm – 3.00pm

### MINUTES

**Present:** Alison Page (SCVS); Andy Roberts (SCC); Clare Ibbeson (SCVS); Gill Bruder (SCVS); Anne Lythgoe (SCC); Bernadette Conlon (Start in Salford); Bernadette Elder (ICT); Alison Burnett (SCC); Janice Lowndes (SCC); Kate Hadfield, Martin Hadfield, Harriet Carr (Carbon Creative); Neil Turton (Salford Health Matters); Gary Copitch (People's Voice Media); Charlotte Pritchard (SCC)

**Apologies:** Debbie Fallon (SCC); Jennifer McGovern (SCC); Robert Green (Public Health SCC); Suzanne Robins (Salford Royal); Adam Hebden (CCG Salford); Andrew White (SCC); Chris Dabbs (Unlimited Potential); David Herne (SCC); Emily Edwards (SCC); Francesca Archer Todde (Being Well); Jo Hannen (Prince Trust); Paul Bishop (CCG); Samantha Sandford (SCL); Steve North (Unison) ; Kate Simpson (Social Adventures)

<b>1.</b>	<b>Introductions</b>  Alison gave a welcome and introduction to the meeting. Attendees were invited to introduce themselves.	
<b>2.</b>	<b>Minutes from previous meeting and matters arising:</b>  The minutes from the previous meeting were agreed as a true and accurate record.  All actions complete.	
<b>3.</b>	<b>Social Value Good News updates / GMSVN update</b>  Gary – People's Voice Media have been working on a project with Carillion and have embedded SV in the project. Building companies are really interested in embedding SV. Schools and Hospitals are also really on board.  Clare – The Broughton Trust have been working with WPS Construction on their Sustainability project. WPS have contacted Cllr Dennett and want to	

	<p>do more on SV in Salford. WPS could be invited to the next Alliance as we need more private sector groups involved with SV and the Alliance Group.</p> <p>Carillion (via Gary) and WPS (via Broughton Trust) to be contacted see if they would like to attend the next Alliance meeting and give a presentation.</p> <p>Anne L – SCC have a draft SV Policy we are currently working on. The Business Team and Development team have been involved. We have had a positive response from the staff and will embed SV in all SCC work.</p> <p>Bernadette E – We are working with Keepmoat who are building 300 new homes in Salford. A new SV working group has been set up which includes Salford College.</p> <p>Andy – We have been working with Cabinet Office to complete the case studies with Princes Trust to support young people not in education who are hard to reach into work and skills.</p> <p>Anne – The Cabinet office have appointed a SV champion to embed SV into commercial services. Anne to keep us updated once she receives more information.</p> <p>Rebecca Long Bailey has agreed to discuss appointing a SV Champion for the Labour Party.</p> <p>Carbon Creative – working with Ordsall Hall who have set up a new gardening club with tree planting. There is a business network event next week and they are looking for support from groups to get involved in the project.</p> <p><b>GMSVN update</b></p> <p>GMSVN has recently revised its core group which includes reps from Salford’s SV Alliance. Meetings are bi-monthly.</p> <p>GMSVN Conference is 2<sup>nd</sup> June at Manchester University 9.30am – 12.15pm, its free and all are welcome.</p>	<p><b>Contact Carillion and WPS and invite to next meeting</b></p>
<p><b>4.</b></p>	<p><b>Launch of Salford Social Value Alliance Website</b></p> <p>CI presented the SV website <a href="http://salfordsocialvalue.org.uk">salfordsocialvalue.org.uk</a> and talked through the pages and functions.</p> <ul style="list-style-type: none"> <li>• You can complete your pledge online</li> <li>• CLES report is the main promotion at the moment</li> <li>• There’s a Projects page where you can promote Salford SV projects</li> <li>• Send in any SV news to be added to the News Page</li> <li>• You can embed videos on to the website</li> </ul>	

	<ul style="list-style-type: none"> <li>• CI asked for more pictures to be sent in.</li> </ul> <p>If you want to promote anything or publish anything on the website please send the info to <a href="mailto:socialvalue@salfordcvs.co.uk">socialvalue@salfordcvs.co.uk</a>.</p> <p>There are lots of links to external websites. There are a few minor changes that need to be made, which will be done over the next few weeks.</p> <p>The Alliance thanked CI for all her hard work inputting the information on to the website and to Becky (SCVS) who has supported CI with creating the website.</p> <p>Everyone was asked to promote the new website.</p> <p>This is probably the first SV website in the country which is great for Salford.</p> <p>CI was asked to email the Alliance Group and provide the link to the website.</p> <p>CI asked everyone present to go on the pledges page of the website and add a new pledge for 2016. We are waiting for a 'print' function to be added to the Pledge page so people can print out their own Pledges.</p>	<p><b>All to send case studies and pictures</b></p> <p><b>All to promote new website</b></p> <p><b>CI to email all re website</b></p> <p><b>All to make the Pledge</b></p>
<p><b>5.</b></p>	<p><b>Update on Strategic Framework</b></p> <ul style="list-style-type: none"> <li>• <b>Priority areas – e.g. RHS Bridgewater</b></li> <li>• <b>10% more</b></li> </ul> <p>The Strategic Framework and Action Plan V3 was circulated. Copy at <a href="http://www.salfordsocialvalue.org.uk/events/salford-social-value-alliance-meeting/">www.salfordsocialvalue.org.uk/events/salford-social-value-alliance-meeting/</a></p> <p>It was suggested that the outcomes could be aligned with the City Plan, but these could change under the new Mayor.</p> <p>The following was agreed as a change under “principles”.</p> <ul style="list-style-type: none"> <li>• Having a clear and current understanding of how SV can make Salford a better place.</li> </ul> <p>Discussions took place around Liverpool’s 10% more campaign. They generate more SV by keeping money in Liverpool. They targeted around 200 private businesses of various sizes and met with Liverpool Council and agreed the following 6 principles:</p> <ol style="list-style-type: none"> <li>1. Local Liverpool employment</li> <li>2. Its Liverpool, buy Liverpool....buy social first</li> <li>3. Supporting Liverpool Communities</li> <li>4. Good Liverpool employers</li> <li>5. Green sustainable Liverpool</li> <li>6. Ethical Liverpool procurement</li> </ol>	<p><b>AL to amend change under principles</b></p>

3 workgroups were created in the meeting to answer the following questions:

1. More local spend? More Social Spend? More ethical spend?
2. Could we use our existing 6 principles

The results are:

### Group 1

Yes to 10% more but with the following considerations:

Which is important?  
How do we know?

Hierarchy of questions....

Do they provide the right product/service?

Are they local?

Are they social?

Are they ethical?

How do we use this to promote and encourage suppliers to take up SV?

Can we build capacity locally over 5 years if we can't find local, social and ethical?

Sales	Supplier	Local	Social	Ethical	£
Transport	A	YES	YES	NO	
Food	B	NO	NO	YES	
Staff	C	YES	YES	NO	
Wood	D	NO	YES	YES	

### Group 2

Problem with geography re Salford maybe look at GM with a link to Devo.

Focus on Social first

- Social Enterprise City
- Social Value City
- Buy social campaign
- Purposeful/responsible business
- GM and National Geography

### Group 3

- We like the focus
- Is it measurement or collection
- Links to charter
- Too complex
- Death by pledge
- Reduction – poverty, kids that miss school, landfill, NEET.

	<p>Janice suggested that the core group do some more work and access Liverpool's supply chains.  What do we mean by Social?  The core group were asked to come up with some ideas around 10% more or less.</p> <p>Salford CVS agreed to look at their supply chain and Neil from Salford Health Matters is going to review what their organisation buys locally.</p> <p>It was agreed this was the main agenda item for the June Core Group meeting.</p> <p><b>5A. RHS Bridgewater</b></p> <p>How can we drive SV via RHS Bridgewater? £100m is being invested in this project and we would like to be involved.</p> <p>Charlotte (SCC) gave an update on where the project is up to.</p> <p>At the moment the project is on hold due to a legal dispute. Planning permission needs to be gained as Peel Holdings own the land and it will be having a change of use. The land is 156 acres.</p> <p>It will probably be autumn/winter before planning permission is granted. Elaine Davies is the project manager. Groups who have allotments locally e.g. schools and nurseries are being contacted as we want to work with local groups. We have had a verbal agreement about this from RHS.</p> <p>Alison has contacted Sue Biggs and invited her to SE City dinner, she is unable to attend due to the Chelsea Flower Show but is sending her deputy.</p> <p>Charlotte agreed to formally ask Elaine for 2 reps from SV Alliance to attend the regular project meetings.</p>	<p><b>Core group to look at ideas around 10%</b></p> <p><b>CVS / SHM to review supply chain</b></p> <p><b>Add 10% to June Core Group agenda</b></p>
<p><b>6.</b></p>	<p><b>Action Plan</b></p> <p>Alliance group were asked to go away and read the action plan asking the 3 questions above and feedback to CI.</p> <ol style="list-style-type: none"> <li>1. Are these right?</li> <li>2. Do they match?</li> <li>3. What are you going to do?</li> </ol>	<p><b>All to read action plan and feedback to CI</b></p>

	(Copy of Action Plan at <a href="http://www.salfordsocialvalue.org.uk/events/salford-social-value-alliance-meeting/">www.salfordsocialvalue.org.uk/events/salford-social-value-alliance-meeting/</a> )	
<b>7.</b>	<p><b>SEUK Health &amp; SV programme evaluation meeting – AB/AL</b></p> <p>In 2013 Salford successfully bid to SEUK SV programme. There are 12 areas across the country with the objectives of the programme being to support LA, CCG and H&amp;WB partners to commission SV.</p> <p>AB gave a presentation (copy at <a href="http://www.salfordsocialvalue.org.uk/events/salford-social-value-alliance-meeting/">www.salfordsocialvalue.org.uk/events/salford-social-value-alliance-meeting/</a>)</p> <p>AB/AL/CD/CI attended a feedback session on 29<sup>th</sup> February in Leeds where all 12 groups came together. There was lots of learning from this and it was also clear that Salford is ahead of most of the other areas.</p> <p>Meeting closed at 3.15pm</p>	

**Chair of Meeting: Alison Page**  
**Minutes taken by: Gill Bruder**  
**Meeting Closed at: 3:15pm**  
**Date/Time of next meeting: TBC**