**Salford Social Value Alliance Meeting**

**Tuesday 25th April 2017**

**St Sebastian’s Community Centre, 10am to 12pm**

**MINUTES**

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|  | **Present:** Anne Lythgoe (SCC); Alison Page (SCVS - chair); Becky Roberts (SCVS - minutes); Paul Baker (Together Trust); Emily Edwards (SCC); Kelly Wray (SCC); Sam Sandford (SCL); Kate Simpson (Social adVentures); Michelle Gould (SCC); Bernadette Conlon (START); Chris Howl (SCC); Chris Pitchford (SCC); Elaine Sams (For Viva); Alison Burnett (SCC); Charlie Winstanley (SCC); Ruth Fairhurst (SCCG)**Apologies:** Claire Fretwell (SRFT); David Herne (SCC); Glyn Meacher (SCC); Jennifer McGovern (SCC); Jo Hannan (Princes Trust); Paul Bishop (SCCG); Paul Dennett (City Mayor); Steve North (Unison); Suzanne Robbins (SRFT); Chris Dabbs (UP); Bernadette Elder (Inspiring Communities Together). |  |
| **1.** | **Welcome, introduction and apologies**Alison welcomed everyone to the meeting. People gave introductions. |  |
| **2.** | **Minutes of last meeting**The minutes of the previous meeting were approved as an accurate record. |  |
| **3.**  | **Matters arising**The Salford City Mayor and partners have signed the Social Value pledge. Anne Lythgoe to share photos of the signing with SCVS so they can be added to the Social Value website.Add minutes of Alliance meetings to the SV Salford website.Attendees were encouraged to share their impact reports etc. so they can be added to SV Salford website.  | **Action 3.1****Action 3.2****Action 3.3** |
| **4.** | **Social Value good news updates**Salford City Council have won an SEUK Award For Building the Social Market Place.For Viva have been awarded part of GM contract to get people into work (Via Athena GM social housing partnership). They are receiving a lot of referrals but can take more. HWB Board are working on implementing the accredited Living Wage. Salford CCG support trying to achieve the Living Wage in Salford Health Wellbeing and Social Care. There is still a way to go to get the Living Wage paid across the board but half of the HWB Board partners are now accredited Living Wage employers. |  |
| **5.** | **10% Better campaign – Anne Lythgoe** The inspiration for the campaign is from Liverpool’s 10% More campaign, though this was purely economic and driven by business and public sector.Alliance and core group looked at how we can improve things in terms of social, environmental and economic. Decided 10% Better is more appropriate. Campaign needs to describe things in a way that is meaningful so people can understand.Large organisations may be able to do work towards all of the measures. For smaller organisations only some of the measures may be relevant.Previously there has been some resistance to putting SV in a box. Want to do this to prove the difference made in Salford.The 10% refers to a shift across Salford. The target is long term (2021) and is for everyone. It ties into some city targets e.g. poverty. Establishing the baseline is a work in progress, where possible will agree a baseline for city. Organisations can set an internal target of 10% Better, which contributes to the overall city-wide 10% Better target.The difference between a campaign and an academic exercise was acknowledged.There was a discussion of how organisations can report back via a template, can link this to the online Social in Salford pledge. It was agreed that the template needs to be simple. Can be published on the SV in Salford website. It was suggested to include an evidence box in the template. The need to engage private sector organisations was noted. There was a discussion of methods, including a hackathon and working with GM Chamber of Commerce and The Business Group. It was suggested 10% Better could be linked to the Business Awards via the City Mayor.The wording of the measures was considered; ‘vulnerable’ vs ‘local’ regarding getting people into work. Suggested using ‘barriers’ instead, as people may not see themselves as vulnerable.It was highlighted that procurement and supply chains are key to achieving many of the goals. Salford City Council has reviewed their procurement process to embed SV, need to encourage other large organisations to do same process i.e. Salford University and Salford CCG.Key aspect of the campaign is that anyone from any sector can contribute, will need a suite of measures and it can’t all be compliance based. |  |
| **6.** | **What could your organisation contribute to achieving 10% Better for Salford – table top feedback**Volunteering is broad and could be used across any organisation. For example as a council, employment policy can increase the number days per year that employees can do volunteering on. ESV can also improve wellbeing.At Salford CCG there may be things they can directly work on – but can also contribute indirectly e.g. fuel poverty and via commissioning and suppliers. Need understanding of how organisation can influence. Salford University has an eco-house, there is value in sharing that research.Could be daunting to capture information required. Role of anchor institutions, someone to spend time with organisations to help them to capture information. Could split Salford into 5 areas and do each once over 5 year period.Areas for improvement are waste and recycling. This shouldn’t just be a pledge made by leaders, needs to be owed by whole organisation. Not just tick box exercise.Smaller organisation may be easier. Is this a priority for Boards? Needs cascading about organisational culture. |  |
| **7.** | **Case study on engaging anchor institutions in Preston – Matthew Jackson, CLES**Matthew gave background on CLES - they are politically independent, and interested in equality and poverty not just economic growth.Started work on anchor institutions 4 years ago. Anchor defined as:1. Creates and sustains jobs
2. Organisation spends lots of money
3. Won’t leave locality

Some areas have had lots of investment and money but outcomes haven’t changed much. Need to think about local economy, raft of outcomes from investment.Harnessing existing wealth within a place can create benefits.Places are a system, of different types of organisation. Need to work collaboratively – need representation of private sector.CLES worked with Manchester City Council to measure where spend went directly and indirectly. Since 2008 spend in local economy increased from 51.5% to 73.6%.The anchor institutions test base was in Preston, where there are a range of institutions; university, VCSE groups, police, fire, two Local Authorities and colleges. Preston focus was on procurement. Other areas have been more about employment.CLES gave procurers a list of selected business and did some pre-market engagement. Procurement officers were trained in cost and quality - change behaviour of officers and supply chains. Set up a procurement practitioners group, meet up quarterly to learn via the peer network. Preston now viewed as an alternative approach, placed on the map as a progressive place and organisations now working collaboratively. Need an external independent stimulus for this to work, and to have overarching outcomes framework. There has to be senior leadership buy in, and need a baseline. Need to continuously monitor impact. CLES’ slides to be circulated with the minutes along with Anne Lythgoe powerpoint.103 | 3 |
| **8.** | **How can we engage anchor institutions in Salford – table top feedback**10% Better should be the new City Partnership. Can present to Salford Mayor? Alison P is meeting. Emily E has seen journey of city partnership, it takes dedicated resources. Concept of developing civic and local pride integral to cultural aspect. Employers take pride in investing and employing local people. Cultural affinity, tie in with Spirit of Salford brand?Matthew fed back that affinity is very important, e.g. UCLAN, only wanted to invest elsewhere to raise profile, have new strategy to invest and link UCLAN to Preston city centre. Capturing stories is as important as capturing data. Emotional buy in from public and employers. Sub-set of supply chain fits behind procurement, need to work with Laing O’Rourke and Carillion, etc.Painting an inspirational picture. Need to harness enthusiasm from across organisations, not just senior leaders. Avoid perpetuating silos – make sure embed link to economic and social. Historically haven’t been good at joining up economic and social, need to make sure there are relationships.  |  |
| **9.** | **Action planning**City Strategy is effectively lead by anchor institutions that form part of the City Partnership eco-system; 10% Better can become the targets. Not a strategy that sits on top, but an implementation plan.Need resource to engage private sector. Having social conscience, needs to be part of broader buy-in. **Campaign messages:**Developing local pride, trying to instil social conscience. Hearts and minds before tangible difference made.**Implementation plan:**Anne L to share her slides and pledge templates as soon as possible. Will need information to build into commissioning for next year.**Actions to be completed:**Pledge, guidance, measuring template, campaign messages, online pledge, tool to capture what is sent in (aggregator visual totaliser)Core group plus to be organised, including Michelle G, Emily E, Sam S and Alison B. Matthew J volunteered to be external adviser. Elaine S volunteered to create doodle. | **Action 9.1** |
| **10.** | **Next Alliance meeting**Next meeting 18th July at Salford University, The Old Fire Station at 2pmRHS invited to talk.  |  |

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| **Action**  | **Details**  | **Assigned to** |
| 3.1 | Share photos of the pledge signing so they can be added to the Social Value website. | Anne L |
| 3.2 | Add minutes of Alliance meetings to the SV Salford website. | Becky R |
| 3.3 | Share impact reports. | All |
| 7.1 | CLES slides to be circulated with minutes. | Gill B  |
| 9.1 | Core group plus meeting to be organised via doodle. | Elaine S |

Chair of meeting: Alison Page

Minutes taken by: Becky Roberts

Meeting closed at: 12pm

Date/time of next meeting: 18th July 2017