

Social Value in Salford



Salford Social Value Alliance Meeting


Tuesday 5th December 2017

St Sebastian's Community Centre

MINUTES

<p>1.</p>	<p>Present: Anne Lythgoe (SCC); Alison Page (SCVS); Gill Bruder (SCVS); Alison Burnette (SCC); Sam Sandford (SCL); Bernadette Conlon (START); Chris Dabbs (UP); Chris Howl (SCC); Jane Woodall (SCC); Emily Edwards (SCC); Nick Riley (Landscape Engineering); Judith Kerwick (ForViva); Sue Sutton (Salix Homes); Frazer Meadowcroft (Salford Primary Care Together); Martin Hadfield (Carbon Creative); Ian Footill (Carbon Creative); Simon Robinson (Salford CVS);</p> <p>Apologies: Bernadette Elder (Inspiring Communities Together); Rachel Jones (Aspire); Peter Conroy (Diocese of Salford); Lynne Stafford (Gaddum Centre); Tom Tasker (Salford CCG); Debbie Fallon (SCC); Darren O'Rourke (Connolly Scaffolding); Clare Fretwell (SRFT); Colette McKune (For Viva); Cllr Antrobus (SCC); Claire Connor (Salford CCG); Janice Lowndes (SCC); Suzanne Robbins (SRFT); Lee Sugden (Salix Homes); Graham Cooper (The Broughton Trust)</p>	
<p>2.</p>	<p>Welcome</p> <p>Alison welcomed everyone to the meeting and introductions were made.</p> <p>Alison gave an overview of the history of the Alliance, including how the Alliance started and the toolkit and website that are available to groups in Salford.</p>	
<p>2.</p>	<p>Minutes of last meeting</p> <p>The minutes of the last Alliance meeting on 18th July were agreed as an accurate record.</p> <p>All actions complete</p>	
<p>3.</p>	<p>Matters arising</p> <p>RHS have now appointed a Voluntary Volunteer Manager and Anna has committed to working with the VCSE Sector and to also attend the new</p>	

	<p>VOCAL Environmental and Green meetings. They have also employed 2 new engagement workers.</p> <p>Alison has approached RHS and discussed energy efficiency and they are re-using buildings and will have community allotments. It was agreed we need to influence the RHS Nationally through Sue Biggs.</p>	
<p>4.</p>	<p>10% Better Campaign</p> <p>Anne asked for feedback from the 10% Better Launch on 10th November:</p> <ul style="list-style-type: none"> • Powerful stories and the impact made • The stories set the scene • Venue was great • Impressed with Paul Dennett and his commitment to the subject • Good number of large organisations who turned up and completed a pledge • David Dalton is committed and like the Metrix behind the campaign • Need to visit organisations in their own offices <p>Have you or your organisation made a pledge?</p> <p>Alison showed the group an example of completing a pledge and used Unlimited Potential.</p> <p>Carbon Creative could put a matrix on the Social Value Website to help people to complete a pledge. Becky (SCVS) to contact Martin at Carbon Creative to discuss how this can be done.</p> <p>It was suggested choosing just 3 indicators on your pledge to make it more achievable.</p> <p>Peel Media want to focus on how they can improve what they are already doing.</p> <p>What are you starting to do to deliver that pledge?</p> <p>Sam – We have submitted a bid to Reaching Communities for a volunteer co-ordinator post to help and support our volunteers.</p> <p>Simon – We have created an environmental action plan to review our impacts and how we can make a difference with our current resources.</p> <p>Emily – We are raising awareness on our staff team and encouraged everyone to sign up to a pledge and include a provider’s matrix to feed in to. Commissioners are reviewing “what good looks like” and build this into our contracts at SCC.</p> <p>DAT – Bolton, Trafford and Salford have 2% built into the contract for grants to help people in recovery.</p>	<p>Action 4.1</p>

	<p>Anne – SV Knowledge Exchange is linked to SV and there is lots of interest in what Salford has achieved.</p> <p>We now have a 10% pop up banner which you can use at events. Please let CVS know if you would like to use it.</p> <p>Gill to email letter AP sent to all attendees at the launch</p>	Action 4.2
5.	<p>Manchester is my Planet – Simon Robinson</p> <p>Simon gave a presentation and here are the highlights:</p> <p>Simon joined New Economy in 2008 on a Climate change project across 10 GM authorities.</p> <p>We had to get 10,000 pledges from local residents and businesses across GM. We had a high level of engagement with 4 celebrities supporting the campaign. We engaged with large businesses and attended large sporting events across the city, standing in line and talking to people while they stood in line.</p> <p>Results after the first year:</p> <ul style="list-style-type: none"> • 12,000 individuals have pledged across Greater Manchester. • High level support and endorsements including Tony Blair MP, Gordon Brown MP, Elliot Morley MP, Hazel Blears MP, John Leech MP, Beverley Hughes MP, David Chaytor MP, Sir Howard Bernstein, Cllr Richard Leese, Christopher Eccleston, Diane Modahl, David James, Fred Talbot and William Roache MBE. • Campaign media coverage has reached an estimated audience of 4.7 million and has been given an estimated advertising value of £200,000. • More than 100 large organisations have actively supported the campaign reaching a face-to-face audience of more than 250,000. <p>We need to think about the message, how do we get local residents to visit the SV website. What is our offer?</p> <p>Alison asked Simon if the campaign would have succeeded without the resources. Simon replied they engaged large businesses and this was the key to success.</p> <div style="text-align: center;">  <p>MIMP Pledge Scheme 2005-2011.p</p> </div>	
6.	<p>Campaign Planning</p> <p>The purpose of this workshop is to:</p> <ul style="list-style-type: none"> • Discuss how to create a “social movement” 	

	<ul style="list-style-type: none"> • Identify the people we want to reach in the 10% Better campaign • List the tools, methods and approaches to use • Agree our early steps <p>Key messages from the launch:</p> <ul style="list-style-type: none"> • Campaign for all, private business, public bodies, S.E, Charities, housing, education, arts and culture, community groups and citizens • Everyone can make a difference • We aim to make Salford a better place: to live, to work and to do business • Salford is unfair/unequal • Growth isn't benefitting everyone • We have poverty and ill health in our city • If we all do a little bit each...we can make a big difference together <p>How to make the campaign more effective:</p> <ul style="list-style-type: none"> • More stories on how SV has been applied • Start to collect the stories • Could we pool what we all do together? Is it making a difference – what about the different layers • Salford is the home of the BBC – and this is mentioned on TV every day. • Could we involve children, they are our future • SV is boring, could we call it something else – we need to change the message and engage people 	
7.	<p>Next Steps</p> <p>All organisations and individuals involved in SV Alliance to complete a pledge and to get 10 more organisations to complete a pledge. We want both individual and organisation pledges.</p> <p>It was agreed for Alison to arrange a small sub group to agree the key messages and the following people volunteered to be part of the group:</p> <p>Martin Hadfield Simon Robinson Jane Woodall Anne Lythgoe</p> <p>Alison asked for case studies to be sent to her so they can be added to the SV website.</p> <p>Simon agreed to start writing a blog on 10% Better</p> <p>Alison was asked to circulate the slides from today's meeting but to add in the slides from the launch before sending.</p>	<p>Action 7.1</p> <p>Action 7.2</p> <p>Action 7.3</p> <p>Action 7.4</p>

8.	Next Alliance meeting A date for the next meeting was provisionally booked for 14 th March. Gill to agree date of next meeting and send outlook invite	Action 8.1

Action	Details	Assigned to
4.1	Becky (SCVS) to contact Martin at Carbon Creative to discuss how to add matrix to website.	Becky
4.2	Gill to email letter AP sent to all attendees at the launch	Gill
7.1	It was agreed for Alison to arrange a small sub group	Alison P
7.2	Case studies to be sent to Alison P	All
7.3	Simon to start writing a blog on 10% Better	Simon R
7.4	Alison to circulate slides from today's meeting and to include the slides from 10% Launch	Alison P
8.1	Gill to confirm date for next meeting and to send outlook invite	Gill B

Chair of meeting: Alison Page
Minutes taken by: Gill Bruder
Meeting closed at: 4.25pm
Date/time of next meeting: TBC