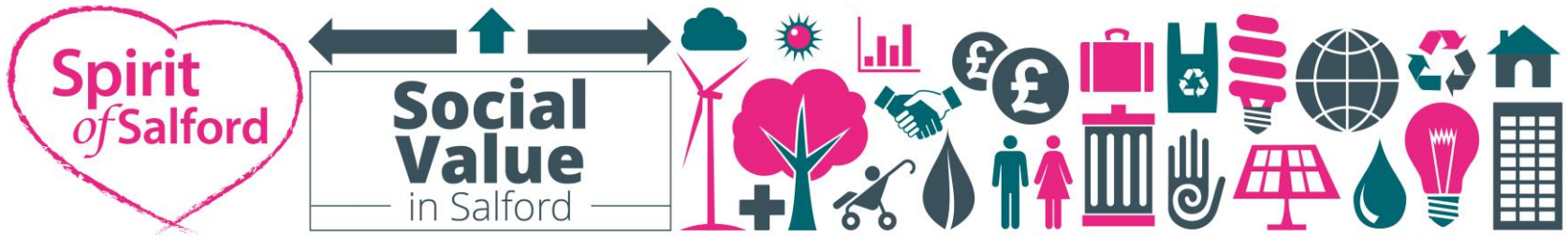


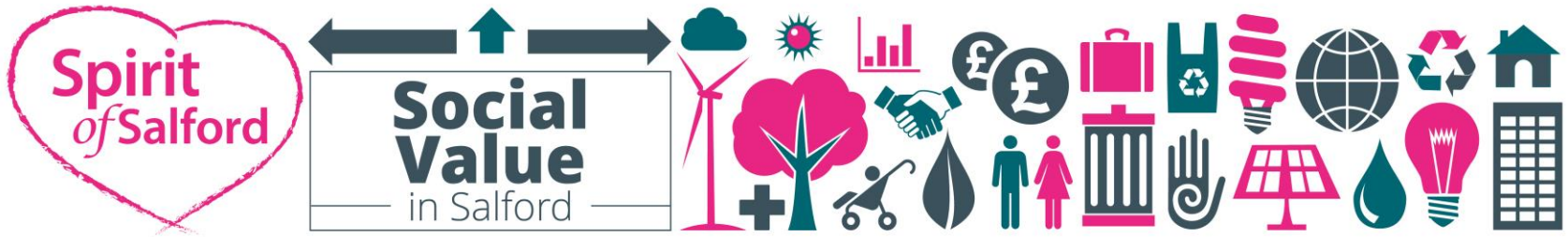
Salford Social Value Alliance

21st January, 2016



Salford Social Value report

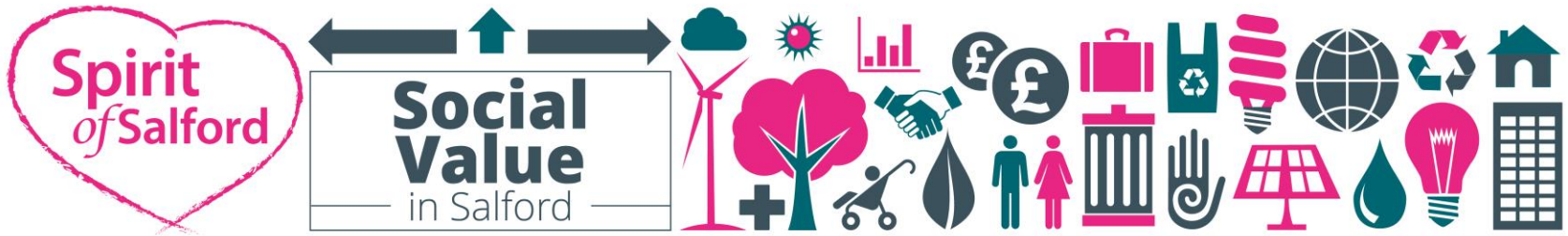
Centre for Local Economic Strategies



Salford Social Value report

Understanding practice of five organisations:

1. social enterprise: SMaRT Garage
2. charity: Broughton Trust
3. private business: Carbon Creative
4. public service: GM Fire and Rescue Service
5. community group / organisation: Lower Kersal Young People's Group



Salford Social Value report

Fundamental characteristics of the organisations:

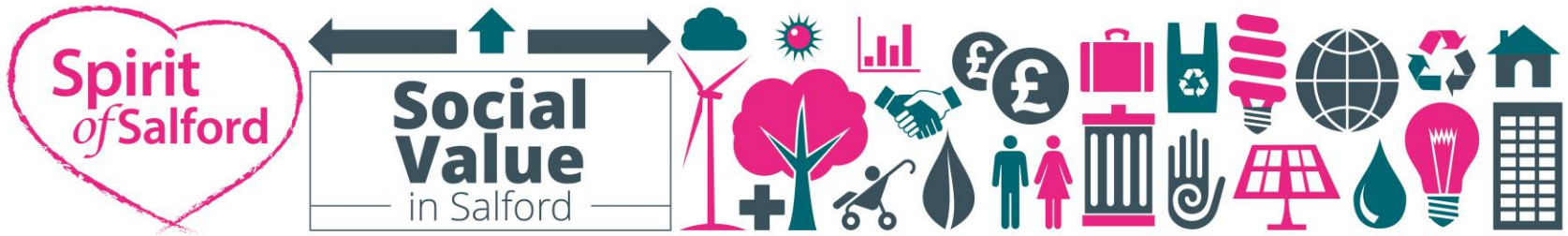
- deep-rooted cultural impetus to ‘make a difference’
- strong, inclusive leadership that recruits, develops and instils a cultural drive to ‘do good’ for local people



Salford Social Value report

Common features of culture and practice (1):

- leadership recognises the importance and value of every individual's voice
- energy, authenticity and passion
- staff become involved to support local community and/or shape their personal lifestyle to reflect the organisation's ethos



Salford Social Value report

Common features of culture and practice (2):

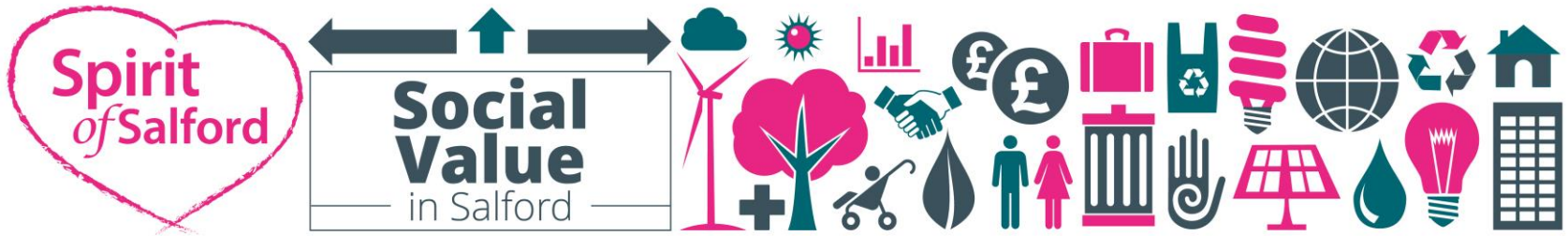
- understand the pressures, needs and challenges that individual beneficiaries face
- constantly changing and developing according to continuous feedback from beneficiaries and staff
- natural respect towards local people as individuals who are able to contribute to personal and community development



Salford Social Value report

Conclusions:

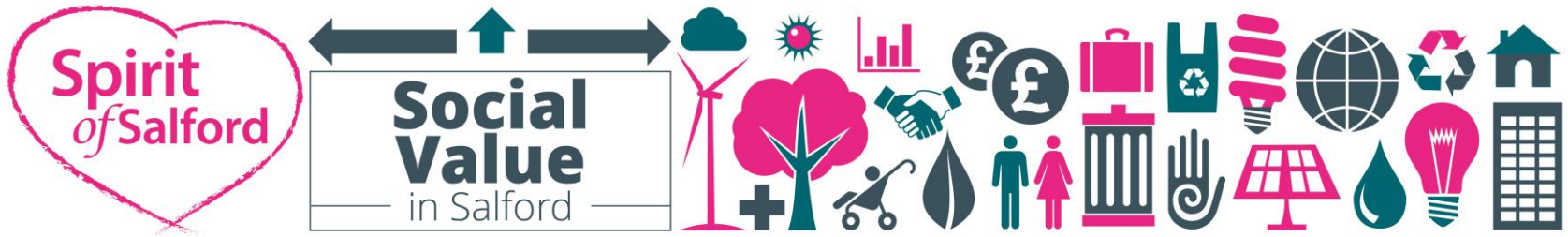
- already a naturally occurring network of groups and individuals who contribute instinctively to social good within Salford
- so, it is not specific changes in practice or policy that are important



Salford Social Value report

..... rather, what is important to Salford as a Social Value City is:

- a social movement that encourages local people and organisations to connect with, reconnect with, or value their pre-existing drive to make a difference



Salford Social Value report

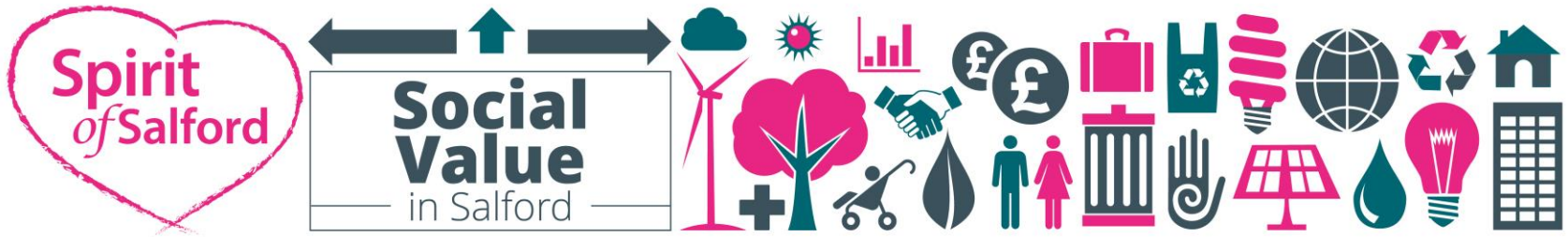
Recommendations (from Alliance workshop):

- **Part 1** - three key themes to form the core of the Alliance's strategy for supporting, and growing the number of organisations that have qualities similar to those in the report.
- **Part 2** - recommendations specifically for public sector members of the Social Value Alliance.



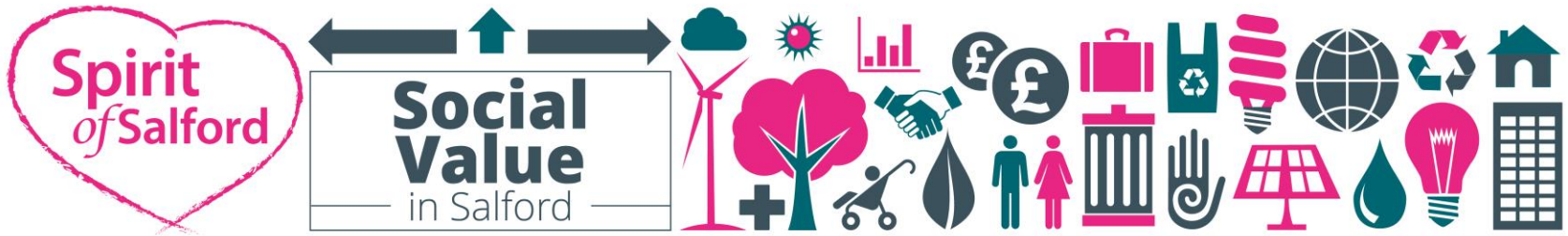
Social Value Strategic Framework

Anne Lythgoe (Salford City Council)
Chris Dabbs (Unlimited Potential)



Social Value Strategic Framework

Reflects the conclusions and recommendations of the Social Value report.



Social Value Strategic Framework

Vision: In Salford, we:

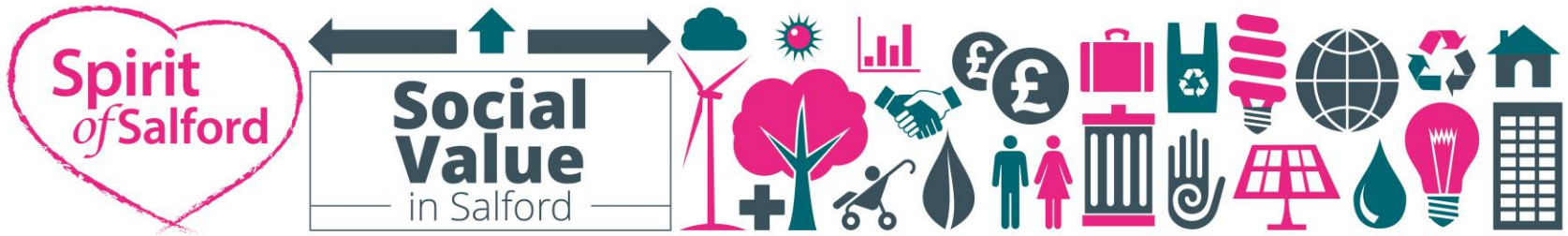
- look for relevant **social, environmental and economic value** from everything that we do, including service delivery, commissioning and procurement
- aim to use the **‘Salford pound’** to obtain the greatest benefit for local citizens



Social Value Strategic Framework

Principles:

- optimising well-being in everything that we do
- thinking long-term – turning investment into outcomes
- working together across sectors for social value
- values - including inclusion, openness, honesty, social responsibility and caring for others
- understanding how social value makes a better place to live
- measure, evaluate and understand social value
- reporting publicly about the social value that we create



Social Value Strategic Framework

Mission:

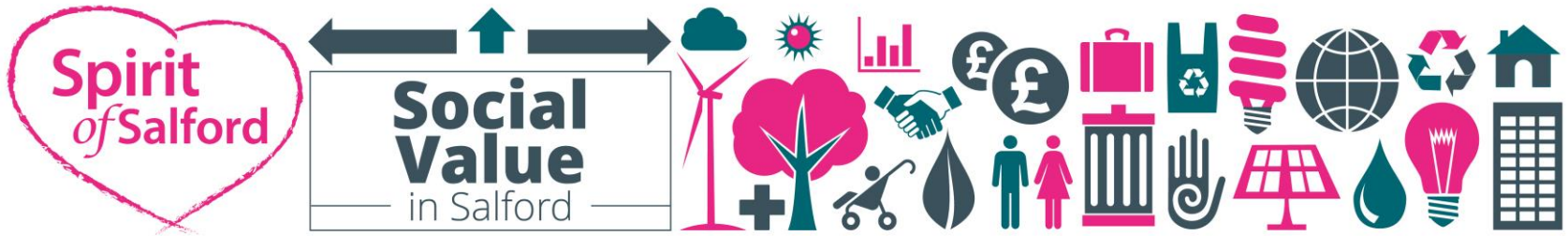
Salford will be a Social Value City. We will work towards a cultural shift in Salford where an integral part of how we do business is consideration of: happiness; well-being; health; inclusion; empowerment; growth; and environment.



Social Value Strategic Framework

Aim: the Salford Social Value Alliance will :

- create a social movement that encourages Salford citizens and organisations to connect with, reconnect with, or value their pre-existing drive to make a difference
- use its collective membership and associated networks to encourage and aid behaviours and practices in keeping with social value

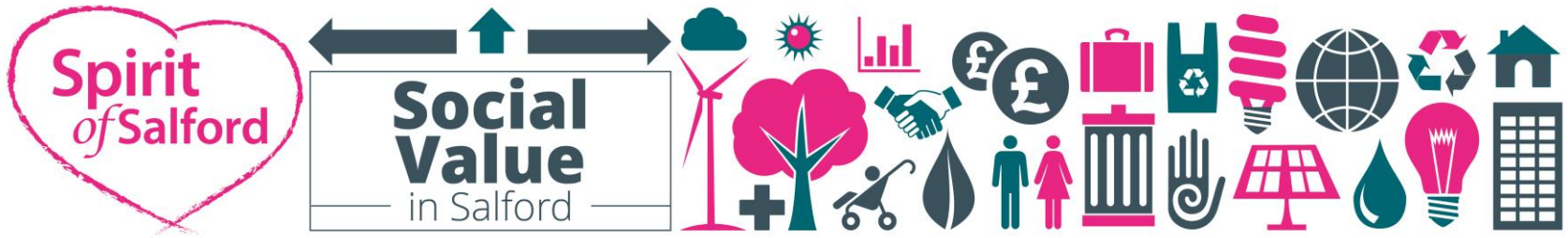


Social Value Strategic Framework

Priority social value outcomes:

- Social: increased community strength and resilience
- Environmental: improved impact of the local environment on people's wellbeing
- Economic: increased number of quality employment opportunities and reduced poverty for local citizens

Performance against these at a Salford-wide level will be reported on a regular basis.



Social Value Strategic Framework

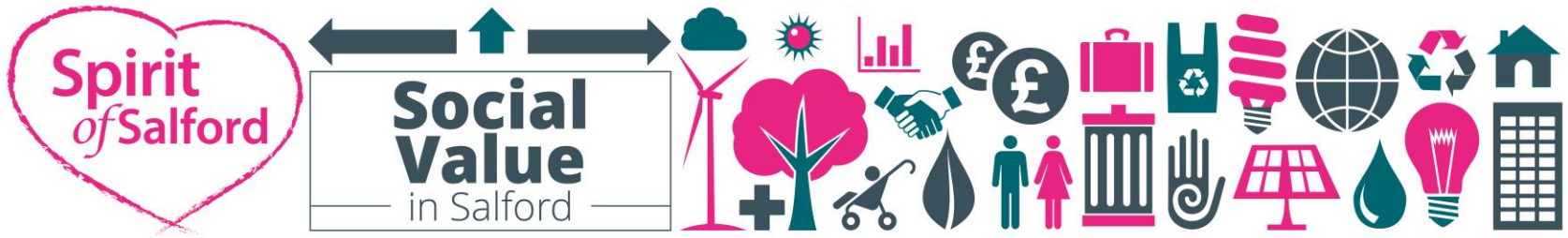
Action plan:

1. Supporting and growing the number of socially valuable organisations:
 1. leadership
 2. wide networking
 3. promotion
2. Public sector



Social Value Strategic Framework

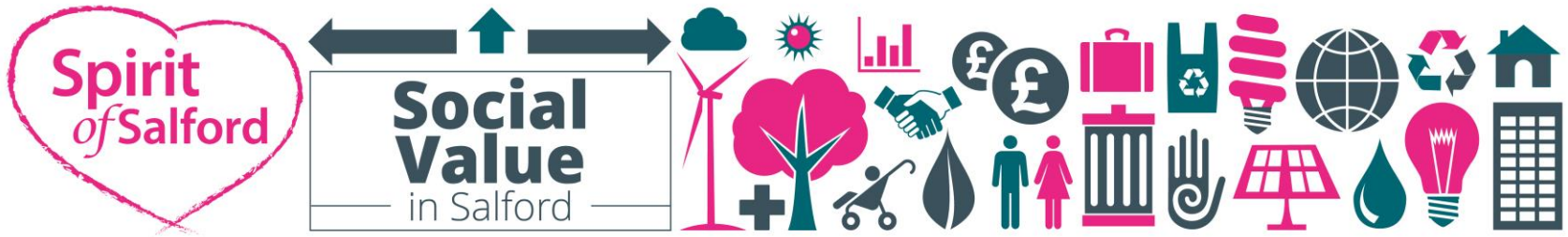
Discussion



Social Value Strategic Framework

Discussion: two questions:

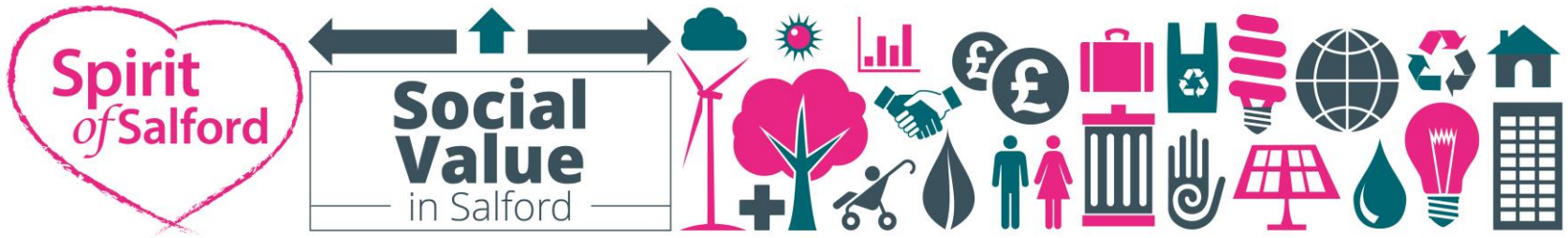
- have we covered the previous five key areas?
- is the Strategic Framework OK



Social Value Strategic Framework

Have we covered the previous five key areas?

1. Social Value Charter / pledge
2. Social Value toolkit
3. Testing the theory
4. Training and awareness-raising
5. Evaluation



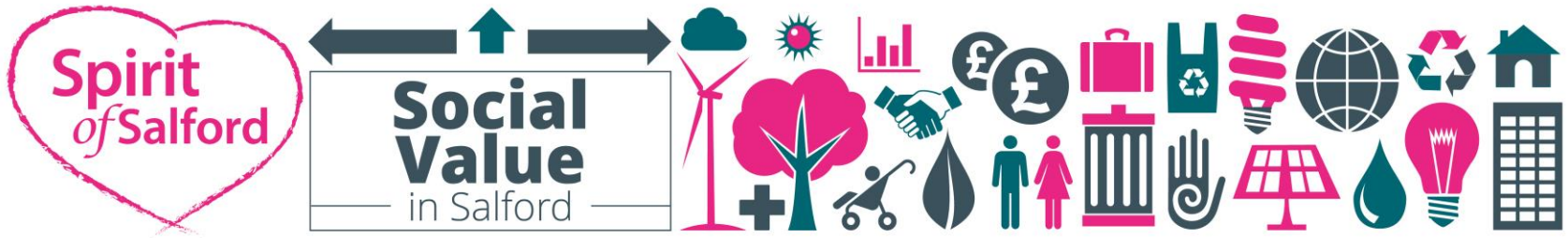
Social Value Strategic Framework

Is the Strategic Framework OK?



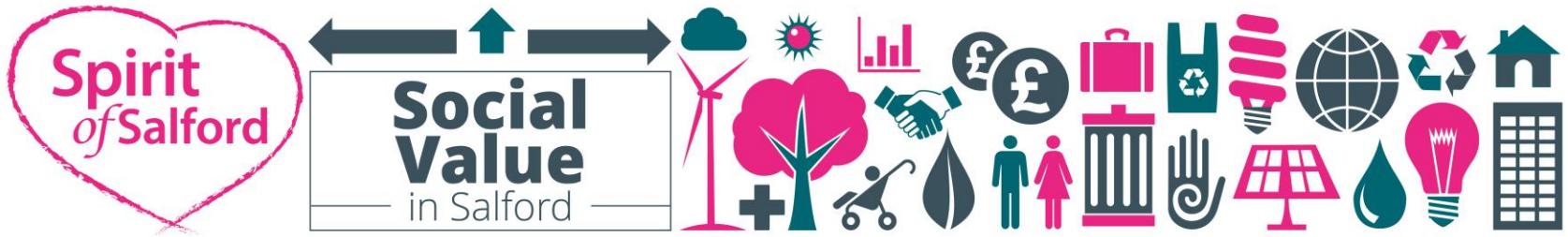
Break





Social Value Alliance – action plan

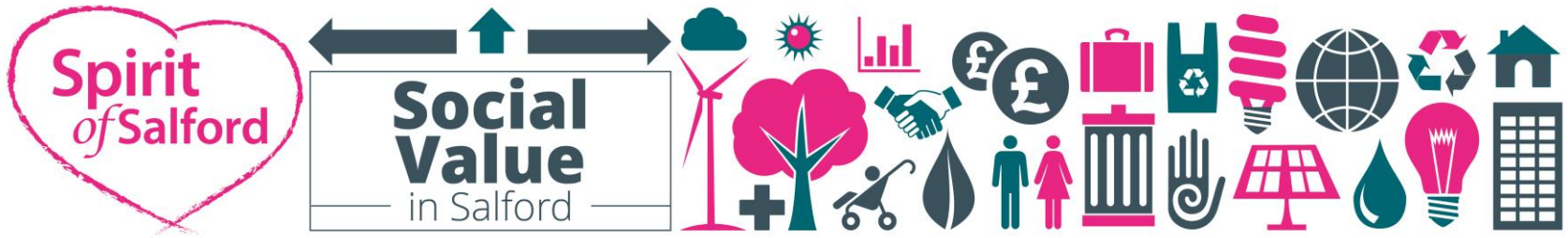
Workshop on implementation



Social Value Strategic Framework

Action plan:

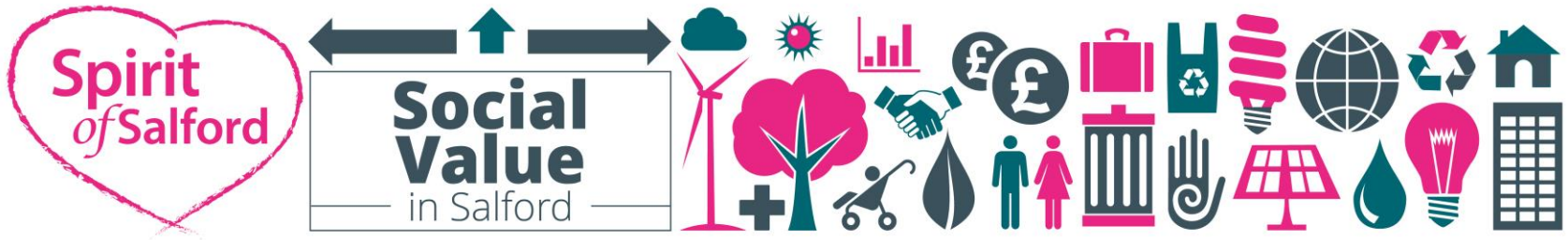
1. Supporting and growing the number of socially valuable organisations:
 1. leadership
 2. wide networking
 3. promotion
2. Public sector



Social Value Strategic Framework

For each of the actions under the four themes:

- **Who** should lead / be responsible?
- By **when** / timescales?
- **How** to implement?



Thank you!