

**CASE STUDIES – What is Social Value**

**Salford City Council - an example of an organisational approach** [www.salford.gov.uk](http://www.salford.gov.uk)

Salford City Council ensures that social value runs right through its procurement processes. From the placing of an advertisement, to pre-qualification questionnaire and award of contract, providers must articulate how they provide social value. S106 agreements are being used to ask for local improvements as a condition of planning consent - although this has been around for a considerable time – but is now being used to obtain additional social value and build the Buy Social market place.

The Council has developed a contract register which captures all procurement expenditure. In addition, analysis of our spending with the top 300 suppliers to the Council in 2016, carried out by the Centre for Local Economic Strategies (CLES), shows that 56% of expenditure is with suppliers from Salford and 84% is with Greater Manchester based suppliers (including Salford-based suppliers). The Council's aim is to increase these figures even further through its commitment to the Social Value Pledge.

**Salford4Good - an example of Social Value in action**

[www.salford4good.org](http://www.salford4good.org)

Salford CVS is the lead partner and accountable body in a new initiative, Salford 4 Good, which aims to raise money for good causes in Salford. The idea is that this will be achieved via a range of fundraising initiatives that bring additional funds into the city, which can then be distributed to Salford's myriad voluntary and community groups via a grant process. The other partners in this process are: The Broughton Trust, Seedley and Langworthy Trust, Interlink Foundation, Binoh, Salford Disability Forum.

Salford 4 Good partners are working with local businesses and have identified a number of initial work streams:

* Payroll Giving
* Employer Supported Volunteering
* Events Volunteering
* Engagement of schools in fundraising activities
* Major fundraising events
* Engagement of businesses in fundraising and sponsorship activities

[www.salfordsocialvalue.org.uk](http://www.salfordsocialvalue.org.uk)