



‘Pledge to be Social in Salford’ Report 2016

March 2017

FOREWORD

We are privileged to be working with such a committed and creative group of partners, without whom Salford would not be undertaking such an ambitious programme of embedding and achieving social value.

To this end, we are in collaboration continuously striving to look for relevant social, environmental and economic value from everything that we do, including service delivery, commissioning and procurement – aiming to use the ‘Salford pound’ to obtain the greatest benefit for local citizens.

This report provides details of:

- what is the ‘Pledge to be Social in Salford’?
- who and which organisations in Salford made pledges,
- what organisations in Salford actually pledged,
- what organisations in Salford actually achieved through their pledges during 2016, and
- some suggested recommendations in respect to enhancing the continued operation of the ‘Pledge to be Social in Salford’ approach going forward.

The Alliance hopes that you find this review useful and encouragement towards your continued social value journey.

Alison Page (Chief Executive – Salford CVS) – Chairperson
Salford Social Value Alliance



1 Background

- 1.1 As a Co-operative Council and a Social Enterprise City, Salford is committed to acting in a socially responsible way, including not only meeting our legislative obligation but pro-actively considering economic, social and environmental value across organisations – partners and stakeholders. There is commitment to working across and with all sectors within the city to achieve and deliver social value and taking action for the benefit of Salford citizens.
- 1.2 Salford Social Value Alliance is the partnership between the public sector, the private sector and the voluntary community and social enterprise sectors, aimed at producing more Social Value in Salford. Details and definitions can be viewed at the following link: <http://www.salfordsocialvalue.org.uk/who-we-are/> .

2 What is the 'Pledge to be Social in Salford'?

- 2.1 In November 2014, Salford's City Mayor launched the [Social in Salford Pledge](#), for organisations and local bodies who are committed to achieving and delivering social value and taking action for the benefit of Salford citizens. This encourages a consistent approach across the city and allows organisations and local bodies to demonstrate their social value commitment to improving life in Salford by how they spend public money, both internally and with external providers, and what they are doing to meet the pledge.
- 2.2 The 'Pledge to be Social in Salford' has the following principles:
 - optimising the social, environmental and economic well-being of Salford and its people in everything that we do,
 - thinking long-term – turning investment into long-lasting outcomes,
 - working together across sectors to provide social value outcomes,
 - having values including inclusion, openness, honesty, social responsibility and caring for others,
 - having a clear and current understanding of how social value can make Salford a better place to live,
 - working together to measure, evaluate and understand social value, as well as reporting publicly to the people of Salford about the social value that we create.
- 2.3 Whilst the initial emphasis has been on commissioning and procurement there is a vow from the signatories that social value will be central to their activities. This means that there is a real and tangible commitment to ensuring that expenditure across the public, community and voluntary services generates the maximum social value across the city.
- 2.4 The 'Pledge to be Social in Salford' is a strategic document, setting out Salford's commitment to social value – containing the principles to which partners will be expected to commit, as well as outlining what and/ or how they will achieve social value which will make the most difference to the City and its people.

3 Who and which organisations in Salford made pledges

- 3.1 In 2015/16 there were 26 members of the Salford Social Value Alliance – covering the spectrum of the public and community, voluntary and social enterprise sectors across the city. In total, 23 pledges were made, utilising the Salford Social Value Pledge Guidance (view at the following link: <http://www.salfordsocialvalue.org.uk/make-a-pledge/>) – whilst Mind in Salford, NHS-PHE England and NW Commissioning Support Group were members they did not participate with a pledge.
- 3.2 The spread of member’s pledges by social value theme (i.e. social, economic or environmental), sector and issue are shown in tables 1, 2 and 3 below:

Table 1 – Members pledges by social value theme

Members Pledges by Social Value Theme		Total
Social	<ul style="list-style-type: none"> • Salford Community Leisure • Six Degrees • Social aDventures • START in Salford (rep. Salford Third Sector Consortium) • University of Salford • VOCAL Children and Young People 3rd Sector Network 	6
Economic	<ul style="list-style-type: none"> • None 	0
Environmental	<ul style="list-style-type: none"> • SALIX Homes 	1
All	<ul style="list-style-type: none"> • AGMA Procurement Hub • Big Life • City West • Healthwatch Salford • BASIS Health and Social Care Third Sector Forum (Henshaw's/ Together Trust) • Salford CCG • People’s Voice Media • Salford City Council • Salford CVS • Salford Health Matters • Salford Royal NHS Foundation Trust • School for Social Entrepreneurs North West • UNISON • Unlimited Potential • VOCAL Third Sector Leadership Group • VOCAL Wellbeing Health and Social Care VCSE Forum 	16
Total		23

Table 2 – Members pledges by sector

Members Pledges by Sector		Total
Public	<ul style="list-style-type: none"> • AGMA Procurement Hub • Salford CCG • Salford City Council • Salford Royal NHS Foundation Trust • UNISON • University of Salford 	6
Private	<ul style="list-style-type: none"> • None 	0
Community, Voluntary and Social Enterprise	<ul style="list-style-type: none"> • Big Life • City West • Healthwatch Salford • BASIS Health and Social Care Third Sector Forum (Henshaw's/ Together Trust) • People's Voice Media • Salford Community Leisure • Salford CVS • Salford Health Matters • SALIX Homes • School for Social Entrepreneurs North West • Six Degrees • Social aDventures • START in Salford (rep. Salford Third Sector Consortium) • Unlimited Potential • VOCAL Children and Young People 3rd Sector Network • VOCAL Third Sector Leadership Group • VOCAL Wellbeing Health and Social Care VCSE Forum 	17
Total		23

Table 3 – Members pledges by issue

Members Pledges by Issue		Total
Administrative	<ul style="list-style-type: none"> • AGMA Procurement Hub 	1
Housing	<ul style="list-style-type: none"> • City West • SALIX Homes 	2
Health and Social Care	<ul style="list-style-type: none"> • Healthwatch Salford • BASIS Health and Social Care Third Sector Forum (Henshaw's/ Together Trust) • Salford CCG • Salford Community Leisure • Salford Health Matters • Salford Royal NHS Foundation Trust • Six Degrees • Social aDventures • Unlimited Potential • VOCAL Wellbeing Health and Social Care VCSE Forum 	10
Community	<ul style="list-style-type: none"> • Big Life • People's Voice Media • START in Salford • VOCAL Children and Young People 3rd Sector Network • VOCAL Third Sector Leadership Group 	5
All	<ul style="list-style-type: none"> • Salford City Council • Salford CVS • UNISON 	3
Education	<ul style="list-style-type: none"> • School for Social Entrepreneurs North West • University of Salford 	2
Total		23

4 What organisations in Salford actually pledged

4.1 The 23 pledges made by the spectrum of public and community, voluntary and social enterprise sectors across the city can be categorised against the following types of activity:

- supporting the Salford Social Value Alliance to develop/ deliver their social value approach and principles in Salford (6 pledges),
- sharing social value learning and experiences with others (2 pledges),
- measuring our social impact, i.e. applying social accounting tools (4 pledges),

- sharing, promoting and raising awareness of social value throughout Salford's community, voluntary and social enterprise sectors (3 pledges),
- focusing attention on amending our commissioning and procurement practices (2 pledges),
- increase the voice and input of residents to/ with service delivery (6 pledges).

Table 4 – Social value pledge activity

Social Value Pledge Activity		Total
Supporting the Salford Social Value Alliance to develop/ deliver their social value approach and principles in Salford	<ul style="list-style-type: none"> • AGMA Procurement Hub • Salford City Council • School for Social Entrepreneurs North West • VOCAL Children and Young People 3rd Sector Network • VOCAL Third Sector Leadership Group • VOCAL Wellbeing Health and Social Care VCSE Forum 	6
Sharing social value learning and experiences with others	<ul style="list-style-type: none"> • Big Life • University of Salford 	2
Measuring our social impact, i.e. applying social accounting tools	<ul style="list-style-type: none"> • City West • Healthwatch Salford • Salford Health Matters • SALIX Homes 	4
Sharing, promoting and raising awareness of social value throughout Salford's community, voluntary and social enterprise sectors	<ul style="list-style-type: none"> • BASIS Health and Social Care Third Sector Forum (Henshaw's/ Together Trust) • Salford CVS • UNISON 	3
Focusing attention on amending our commissioning and procurement practices	<ul style="list-style-type: none"> • Salford CCG • Salford Royal NHS Foundation Trust 	2
Increase the voice and input of residents to/ with service delivery	<ul style="list-style-type: none"> • People's Voice Media • Salford Community Leisure • Six Degrees • Social aDventures • START in Salford • Unlimited Potential 	6
Total		23

5 What organisations in Salford actually achieved through their pledges during 2016

5.1 As of January 2017, of the 23 pledges made by the spectrum of public and community, voluntary and social enterprise sectors across the city, only 9 members had provided an indication of their social value achievements.

5.2 These social value achievements included:

- continuing to promote a consistent approach to the delivery of Social Value outcomes from public sector procurement and commissioning ... that will have a positive effect on the delivery of Social Value for Salford City Council, for example:
 - a) compiling and disseminating the results of the 2015 base-lining exercise that will provide a position statement on SV delivery by the GM's top 300 suppliers that can be used for comparison in future years starting with a repeat exercise being carried out in December 2016,
 - b) meeting with local suppliers who are interested in promoting Social Value principles within their supply chains in recognition that strong communities provide a supporting platform for future growth and sustainable social, environmental and economic outcomes (*AGMA Procurement Hub*),
- evaluated the following activities delivered with partners to assess and report the difference they have made: Brookhouse Arts Youth Sports Education (Salford Leisure), Breakfast Club (Clifton Primary) and Firefly (Greater Manchester Fire and Rescue Service), whereby with partners we agreed desired outcomes and then collected and analysed the data to measure impact (*City West*),
- undertook a variety of corporate and operational social value activity, for example:
 - a) leadership engagement and development – development and launch of the Salford Poverty Truth Commission with Joseph Rowntree Foundation,
 - b) commissioning and procurement – social value reporting and commissioning training has been provided to the CCG service improvement team,
 - c) carbon footprint – default black and white and duplex printing (forecast £9k saving year on year, including £4k annual saving on printing and paper costs through paperless committees – estimated to be up to 10,000 sheets per meeting) (*Salford CCG*),
- developing and agreeing a Social Value Policy for the Council, aligned to the Salford Social Value Alliance's '10% Better' campaign ... embedding social value into its new Procurement Strategy and developed new commissioning arrangements to maximise its contribution towards key social value outcomes ... aiming to publish its first social impact report in spring 2017 (*Salford City Council*),
- involving our members in developing our new strategic framework and vision 'to enhance the lives of people living in Salford through sport, leisure and cultural opportunities' ... reduced our carbon emissions through reducing the amount of miles travelled through work related activity and reduced our carbon footprint through installation of solar panels and LED light fittings ... produced a set of social accounts demonstrating how we help to improve the health and wellbeing of Salford residents

through exercise referral programmes (including some case studies) (*Salford Community Leisure*),

- undertook a variety of corporate and operational social value activity, for example:
 - a) Volunteer Services have run a pilot of clinically based volunteers assigned to specific patients identified by clinical staff as needing support and interaction to engage patients in activities, such as board games, arts and crafts activities or an off-ward visit,
 - b) work experience program to provide placements and employability skills for 16-19 year old young people within the NEET engagement service resulted in 5 placements from April 2015 - March 2016,
 - c) the Trust is a partner within an Apprenticeship program on a Level 3 apprenticeship in Clinical Healthcare Support within Salford College based at SRFT and participated in a pilot program providing placement for one army reservist in the Emergency Department – the program is due to go national during 2016,
 - d) Social Value has been integrated into the procurement process, by including a social value question, with appropriate weighting, into tender documentation, to assess an organisation's commitment to social value. For example, a contract was recently awarded to a taxi company demonstrating how they would provide their drivers with dementia training, adding social value into their contract,
 - e) a 'Staff Benefits Day' was held in September, with over 200 members of staff attending, where personalised travel plans were distributed to staff by Transport for Greater Manchester to encourage green travel (*Salford Royal Foundation Hospital*),

- delivering its social pledge by: continuing with the delivery of the social value action plan which has continued to deliver support to local community groups helping them become more sustainable long-term and improving their ability to support local people into work. Further projects include:
 - a) the installation of a kitchen at St. James Hope church community centre;
 - b) carrying out external work to St Paul's church based in Salford precinct;
 - c) supporting the Gordon Street Cash for Kids charity day which won a Key 103 award resulting on the radio station paying for a street party for the residents;
 - d) supporting the Emmaeus charity with its community clean up days;
 - e) working with Buile Hill visual arts school to support six Yr 9 pupils who expressed an interest in a career in the construction industry to experience working in construction by involving them in improvement work carried out on Oakhill court.

The current social value action programme is now completed and we will develop a new social value action plan in April 2017 with the appointed contractors. Separate to this programme we are also working with a range of housing partners and a local social community enterprise to secure funding to pay for a full time jobs coordinator. To date this partnership has achieved a successful bid to Awards For All, which has resulted in the creation of a fixed term contract for 6 months and this is being used as part of a larger bid to sustain the project over 3 years. It has also set up a new jobs club at the Well In gym and all attendees receive weekly gym pass free of charge (*SALIX Homes*).

- focused work on embedding social value into 2015-20 business plan, working closely with our partners to deliver shared social value outcomes, drafting our social value report and an intention that “we will be recognised as a learning organisation, sharing our evaluation work with local and regional partners, in order to improve the lives of Salford people” (*START in Salford – representing Salford Third Sector Consortium*),
- creating well-being outcomes with local people, i.e. Being Well Salford, Health Trainers and Realising the Value ... helping to create and maintain a strong, sustainable and socially inclusive economy through ethical purchasing (the proportion of non-direct/ staffing expenditure spent with ethical suppliers was 38.08%) and local employment (66.7% of employees were local residents (living within five miles of their normal work base) (*Unlimited Potential*).

6 Recommendations in respect to enhancing the ‘Pledge to be Social in Salford’ approach

- 6.1 The activities described in this report show the coverage of the social value work throughout the city via the ‘Pledge to be Social in Salford’ initiative.
- 6.2 Recommendations arising from analysis of the operation and delivery of the 2016 ‘Pledge to be Social in Salford’, as of January 2017 include:
- rather than relying upon an annual update request at least twice a year, i.e. every 6 months, to assist with encouraging pledgers to deliver/ action what they had committed to and also capturing specific examples/ case studies,
 - develop and facilitate engagement and participation in pledging with the private sector ... perhaps using The Landing/ Albion project contacts as a ‘way in’ and/ or others from the private sector that we have good relations with and already engaged with,
 - promote and raise awareness as part of the re-vamped/ re-branded ‘Spirit of Salford Charter’ (formerly separate City Mayor’s Employment Charter, Equalities Charter and Pledge to be Social in Salford Charter), and
 - publishing on the Salford Social Value Alliance website the responses from Alliance members who had actioned their pledges, in order to record what they have been doing to deliver against their pledge.

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