



## GMSVN NEWSLETTER – Aug 2019

This newsletter is about the work of GMSVN and what's happening in the social value world in Greater Manchester and beyond.

*Please contact us if you have news of interest to other members.*

The focus of GMSVN, at present, is on organising the [Network Gathering](#) on Sept 10<sup>th</sup>. This is a great opportunity for people to network, hear about some of the great things going on in Greater Manchester and think about how to spread the social value message more widely. Our gratitude to the Co-op, who have recently joined the GMSVN steering group and are providing the venue, the audio-visual expertise as well as support in administration and organising.

There is considerable opportunity for GMSVN to expand its activities both in GM and in supporting work elsewhere in the country. However, the work has grown beyond the capacity of the steering group who carry out the work voluntarily or fit it into their already busy work lives. The network needs dedicated staff time if it is to expand its role. The Growth Company, through their employee-volunteering scheme, are working with us to develop promotional materials that we intend to use to approach organisations for both monetary support and secondments.

## News from Greater Manchester and beyond

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## Workshop at SVUK Inspiring Impact Roadshow in Stockport



The Roadshow, hosted by Stockport Homes, was one of a series of peer networking events, being run across the country intended to: explore and develop knowledge of social value and impact management; and how to take their learning back to their organisation.

GMSVN contributed to the event through a workshop run by Dr Lynne Sbaih which covered:

- the purpose of GMSVN
- how it works
- useful resources
- and some of the GM wide social value initiatives including the work of the Inclusive Growth Unit, Salford's 10% Better Campaign; the Bolton Social Value Partnership Challenge, The Manchester Social Value Toolkit for Suppliers and the Stockport Accounting for Social Good Network.

During the event, many stories emerged of excellent work that is being done, and the impact on local people and places. Overall, it was a great opportunity to share what we are doing in Greater Manchester, with like-minded peers and colleagues.

Visit <https://www.inspiringimpact.org/> for further support and guidance.

*Dr Lynn Sbaih, Director Give2Gain CIC and Director Social Audit Network.*

## Great Places Housing Group (GPHG) Facilities and Estates Management Team



In a recent procurement drive, the GPHG sub-contractor team have been contacting local contractors in all regions. One of the goals is to raise and support our current social values ('local faces, in local places'). As a result, we met the charity Groundwork UK. They train individuals who find it challenging getting back into full time work.

In meeting with Michael Ormerod (Groundwork UK), we discussed the benefits of a partnership, concentrating on further developing social values and employment opportunities in the communities in which we all live and work.

The picture shows Michael Ormerod from Groundwork and myself and the team: Graeme Eddison – Sub-Contractor Manager, Stephanie Cameron – Social Value Specialist, Lyn Patel – Head of Facilities and Estates Management

*Stephen Booth, Sub-Contractor Officer, Great Places Housing Group*

## Manchester Town Hall



As well as creating employment and training opportunities for local people, [Our Town Hall Project](#) has made a commitment to generating over 10,000 hours of volunteer time over the life of the project.

To help us meet this target, management contractor Lendlease are participating in weekly volunteering sessions at the Barnabus homeless drop-in in the City

Centre. Team members from across the project will attend each week to help serve breakfasts, sort clothes and chat to homeless people in the city.

Lendlease employees have found volunteering at Barnabus very rewarding, so much so that the wider project team wish to continue volunteering for 2019 and beyond. The team are now currently collecting clothes across their four Manchester projects to donate to Barnabus.



*Kelly and Kumbi, Lendlease*

The weekly session has made it easier for Lendlease employees to sign up and use their company volunteering leave as well as changing perceptions of homelessness.

*Peter Norris, Work and Skills Project Manager Manchester City Council*

## Social Value's Growing Importance amongst UK Public Procurement Professionals



Fusion21, a social enterprise, has revealed, in its second annual Procurement Trends Report, that almost two thirds (64%) of UK public procurement professionals say social value has become more important over the last 12 months.

The results captured by the procurement organisation has found that 39% of procurement managers, directors and supply chain officers prioritise skills and employment outcomes when seeking to achieve social value through their procurement activity. Meanwhile, 30% prioritise local economy benefits.

Six years on from the introduction of The Public Services (Social Value) Act, it seems its impact continues to grow.

[Read more](#) and [click here](#) to read Fusion21's Procurement Trends Report.

*Rachael Atkin, Corporate Social Responsibility Manager, Fusion21*

## Fusion21 and Knowsley Council Partnership Benefits Local Communities



A partnership between Fusion21 and Knowsley Council is working to ensure that people living in Knowsley, Merseyside, enjoy the maximum possible benefits from major developments taking place there.

Fusion21 will be working with developers delivering larger scale developments in the area, to gain their commitment to a set of specific

social value requirements at the planning stage, whilst also supporting them to ensure they deliver what they have promised.

Anwyl Homes is the first housebuilder to participate in the scheme, supporting local residents to benefit from social value opportunities at its Edenhurst Grange housing development in Roby. [Read more.](#)

*Rachael Atkin, Corporate Social Responsibility Manager, Fusion21*

## Sole Traders as a Source of Social Value



**Adrian Ashton**  
Sole Trader  
**Social Impact Report 2018/19**  
As a sole trader/entrepreneur, I've always wanted to explore my values to how I structure my professional life, and how I approach working with clients and others.  
In this report, I've been 'working' at framework approach, I can really capture how well I'm achieving this for regarding to the impact and outcomes of how I do what I do. The main example of this 'working' of the framework is how I'm looking to make better use of communication technology to ensure my work for business clients - a digital 'public' space to do so as part of the national Green IT award in 2018.  
Another aspect of such reporting is always looking to how I best understand other's best practices and shared. This framework allows a number of benefits, such as: (The benefit with our own report, and the second report of 13 years of reporting) is that it enables us to use the UK's 2018 Social Value strategy framework to do better understand the relative contributions of my impacts within the wider economy, society, and wider environment.  
[www.adrianashton.co.uk](http://www.adrianashton.co.uk) [adrian@adrianashton.co.uk](mailto:adrian@adrianashton.co.uk)

Much of the debate about social value seems to centre around doing things 'at scale' – yet there are over 5 million sole traders in the UK: that's 60% of all businesses!

Twitter recognises their impact through its #GlobalGoalsLocalBusiness hashtag - highlighting the way micro enterprises are underpinning the delivery of the UN's Global Goals. I, as a sole trader have been publishing an [annual impact report](#) on myself for the last 13 years.

Despite attracting global interest and acclaim for doing so, it's yet to encourage and support more freelancers to do the same.....

*Adrian Ashton, [www.adrianashton.co.uk](http://www.adrianashton.co.uk)*

## Social Audit Gathering - 16<sup>th</sup> October - Birmingham



This event will provide an opportunity for connection, reflection, planning and shared learning around social accounting, social value and impact. It will include:

- Facilitated networking
- Keynote 'state of the sector' speakers
- World Café discussion
- Practical workshops and masterclasses facilitated by SAN Directors.

[The Gathering](#) will take place at the Impact Hub Birmingham, 58 Oxford Street, Digbeth, Birmingham B5 5NR

## Disability Confident Business Networking Event – 13<sup>th</sup> September - Manchester



Seetec are hosting this [event](#) jointly with Kate Green MP and the Lord Mayor of Manchester. It is sure to be a most uplifting morning, helping local businesses to think differently about recruitment and get great staff.

You will discover the talents that people with disabilities can bring to your business:

- Top tips from Disability Confident Leaders
- How to fund workplace adaptations
- How to get your Disability Confident badge
- Meet potential employees

*Greg Bates, Senior Operational Partnership and Performance Manager, Seetec Pluss*

## Understanding Social Value - 18 September - Manchester



This [workshop](#) is designed to help participants develop a practical understanding of what social value means for their organisation. It uses the materials developed by the GMSVN training group.

The workshop will help participants to

1. Gain a greater understanding of what social impact is and how to measure it
2. Explore, discuss and apply the most frequently used terms and ideas around social value
3. Design a [roadmap](#) to where to start on or continue your journey in creating more social value in their own work and organisation

The workshop is open to anyone from a voluntary, private or public sector organisation who wants to improve the overall social impact of their organisation or learn how to deliver this workshop.

The workshop is presented by Nigel Rose, Macc's Strategic Lead (Commissioning), and co-ordinator of Greater Manchester Social Value Network.

## A Bite Sized Look at Social Value – 7<sup>th</sup> October - Bolton



This [lunchtime workshop](#) is designed to help participants to get their teeth into the subject of social value.

Bring your lunch and enter into a proactive discussion exploring;

- Keys terms and concepts,
- What it might mean to your group,
- First steps in growing your groups social value impact and how you measure it.

The workshop is suitable for anyone from a voluntary, private or public sector organisation who wants to gain a greater understanding of Social Value

This workshop will be delivered by Adrian Nottingham, Social Value, Quality and Impact Officer at Bolton CVS.

## Launch of the Greater Manchester Good Employment Charter



The Greater Manchester Good Employment Charter is a voluntary membership and assessment scheme which has been created to help deliver good jobs with opportunities for people to progress and develop, along with a thriving and productive economy. The Charter aims to improve employment standards across all GM employers regardless of size, sector or geography.

The [GM Good Employment Charter](#) has a tiered structure, made up of Supporters, Members and Advocates. Organisations can register their interest now in becoming a Supporter of the Charter. Later, Supporters will be able to become Members and Advocates.

## Trafford Housing Trust Social Investment Fund



The 2018/19 Financial Year was the first full year of THT's new [Social Investment Fund](#), which was launched in September 2017. Over the 12 months from April 2018-March 2019, the fund invested £1.38 million in 107 projects across Trafford and Greater Manchester. The fund seeks to contribute to the alleviation of poverty and inequality in Trafford and the surrounding areas, by supporting projects which:

- Strengthen families and communities
- Boost household incomes and reduce living costs
- Enhance prospects for life through improved education and skills
- Build the local economy to benefit everyone.

*Tom Wilde, Social Value Manager, Trafford Housing Trust*

## Bolton Social Value Partnership



The Bolton Social Value Partnership have been busy developing a new Social Value Commitment and are encouraging organisations across Bolton to sign up. The Partnership wants to support all sectors to get involved in creating more social value and have created a new Social Value Policy template which lists a whole range of

ideas that organisations can adopt to demonstrate their commitment to social value.

*Helen Tomlinson, Head of Services and Performance, Bolton CVS*

## The Greater Manchester Housing Providers Social Value Group



The Greater Manchester Housing Providers social value group has agreed three key areas of work for the year ahead:

- Supporting social enterprise; promoting and investigating opportunities for joint working with emerging and existing social enterprises
- Good employer recognition; promoting the Living Wage and the GM Good Employment Charter
- Buying local; increasing understanding of social value in tenders and promoting supply chain opportunities to organisations based in GM

*Colette Humphrey, Social Impact Manager, Wythenshawe Community Housing Group*

## The Role of the NHS as an Anchor Institution



The Health Foundation have published a new [report](#) that focuses on the role NHS institutions have in contributing to social, economic and environmental wellbeing of the communities in which they are based. The size, scale and reach of the NHS means it influences the health and wellbeing of communities simply by being there.

The report identifies five ways in which NHS organisations act as anchor institutions:

- employment
- procurement and commissioning for social value
- use of capital and estates
- environmental sustainability
- as a partner in a place

The conclusion sets out actions and opportunities for the NHS to harness its considerable influence to have an even greater impact on the health and wellbeing of communities.

## Bolton Family



## 2020 Social value challenge

20 ways your organisation can make a difference to people in Bolton.



The Bolton Family is a partnership of public, private and voluntary sector organisations working together to support initiatives which help deliver the Bolton 2030 Vision. It has designed a fantastic resource called the '2020 Social Value Challenge'. This visual graphic is being distributed across all sectors in Bolton to raise awareness of the small steps that can be taken to increase social value that make a difference to people and communities in Bolton.

[Helen Tomlinson](#), Head of Services and Performance, Bolton CVS