



Greater Manchester
Social Value Network

January 2020

This newsletter is part of the work the Greater Manchester Social Value network (GMSVN) does to share what is happening in the social value world across Greater Manchester and beyond. The network aims to champion and one of the ways the network does this is through this newsletter by promoting great examples of how social value can be incorporated into everyday working practices. If you have an example, a case study or an event that highlights social value in or around Greater Manchester we would love to hear from you and to share it with our members. For any information about the Greater Manchester social value network, please contact Anna@macc.org.uk or visit our website on <https://gmsvn.org.uk/>

We wish you all a very happy New Year and look forward to working with you all in 2020.

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Network news



GMSVN Gathering

On 10 September, we held a gathering for the network on the topic of '***How can we make social value part of everything that we do?***'. Steve Murrells, CEO of the Co-operative Group, kicked off the event with an inspiring speech followed by a Q&A with Hazel Blears (former MP and architect of

government policy on social value). There were then very lively discussions and further short presentations from organisations about an aspect of their work to increase social value. 119 people attended from a very wide range of organisations and the feedback was extremely positive. You can download the presentations and feedback from table discussions [here](#).

GMSVN Steering Group

Welcome to a new member of the steering group - Gary Millar, Social Enterprise Lead for GMCVO.

Strategy work

GMSVN steering group members are involved in strategy work regionally, nationally and internationally. Our focus regionally recently has been on contributing to the refresh of the Greater Manchester Strategy led by Mayor Andy Burnham who is an enthusiastic supporter of social value.

Patrons

In order to support our work, the steering group has decided to approach a number of key and high profile influencers across Greater Manchester to become patrons of GMSVN to support us in spreading the message of the network.

Events

As you will read later on in this newsletter, rather than organising another conference immediately, we are working with members to organise monthly events on issues that they think will be of interest to other members of the network.

Increasing the impact of the network

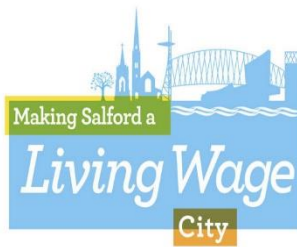
The network is run by Macc with some worker time, members of the steering group and by the wider membership but there is much more we want to do if we had more time including: more events; developing more training; and linking network members with each other. The steering group is approaching funders and will be approaching organisations for sponsorship.

Blogs and Website

We are going to be revamping our website in the new year and you can read the latest blog at <https://gmsvn.org.uk/2019/10/03/social-value-and-the-magic-money-tree/>

GM and National News

Salford – England's first Living Wage City



Salford is the first place in England to get formal recognition for its ambition to become a Living Wage City. [The Living Wage Foundation](#) recognised this city under its [Living Wage Places](#) scheme on 11 November 2019. The aim is to work together to tackle low pay within localities by expanding Living Wage employer accreditation. This work is driven by the

Salford Living Wage City Action Group, which includes both Living Wage employers and community champions.

Building on Salford's [10% Better campaign](#), their main targets are to:

- Increase the number of accredited Living Wage employers by the end of 2022
- Increase the real Living Wage for people employed or contracted by accredited Living Wage employers by the end of 2022
- Increase the proportion of jobs offered by accredited Living Wage employers in Salford to 15% by 2022
- Increase the proportion of Salford residents paid the real Living Wage by 2022

Full details at <https://www.salfordsocialvalue.org.uk/living-wage/>

Chris Dabbs, Unlimited Potential

Boo Consultancy promoting social value in Bolton



[Boo Coaching & Consultancy](#) are a private firm providing coaching and mentoring on a range of themes. Their aim is to deliver professional programmes in workplace settings to build on the expertise and confidence of their attendees. They are keen advocates of social value by shopping locally and holding their supply chain to high standards. They are champions of their hometown of Bolton and take opportunities to help it thrive, whether

that is litter picking or hosting wellbeing events or supporting local charities. For every day of paid work, they bank one hour of time to give back to our community. They are also one of the founder members of the Bolton Social Business Collective, which was set up to help small and micro businesses increase their social value.

Amy Rothwell, Boo Coaching & Consultancy

Call out for volunteer placements hosts



ABL Health is a socially driven organisation, based in Bolton, who run a range of lifestyle and behaviour change services across GM including Stockport and Oldham. They offer administration work placements at their Bolton head office for young people with learning disabilities. They are also a **Disability Confident** leader and help train other organisations to be Disability Confident Employers. ABL are searching for partner organisations to work with to offer volunteering placements for their employees. The ABL Health Employee Volunteering Scheme provides up to eight hours per year for their staff members. They would love to hear from you if you have a long-term project they can support you with, which will help develop their staff skills or if you have a one-off event you would help with which might benefit team building. Please telephone or email Jackie Heighton for an informal discussion at jheighton@ablhealth.co.uk or call 07909 891 662. For more information on the work of ABL Health, visit <http://www.ablhealth.co.uk/>

Jackie Heighton, Head of Governance and Quality, ABL Health Ltd

New social enterprise takes off in Salford



Women with Wings is a new social enterprise based in Little Hulton, Salford which aims to break down barriers for women setting up their own business. Founder Jasmin Bakhre came up with the idea after recognising how many women she met had great ideas and skills, but lacked the confidence and faced obstacles such as childcare or language barriers to start their own business. *Women with Wings* offers training and support by those who have business experience and have knowledge of the challenges faced. A support network of women has been created to help others take their business ideas to the next level. This new social enterprise was established in 2017 through support from ForHousing's *Do Your Own Thing* programme, which inspires people to make more out of what they love doing by turning their ideas into income. To date, Jasmin has supported 15 women to start their own business. The Do Your Own Thing programme helps people fuel their potential, explore new possibilities and develop ideas before taking steps into self-employment. For more information, visit: Womenwithwingsgroup or forhousing.co.uk/doyourownthing

Eric McBean, Enterprise Manager, ForHousing

Doing recruitment Differently



[Anchor Removals](#) is a company based in Worsley, specialising in furniture logistics in the UK and Europe. It is a company with a difference as it aims to exceed its customers' expectations, care for its team and deliver for society. The furniture relocations industry is renowned for casual, cash in hand resources, which often leads to unpredictable hours, zero hour contracts and staff taking on additional work. Anchor has found that formal tenders from the public or private sectors are much more interested in price than quality so they aim to make a difference through good employment practices. This includes employing 40% previously unemployed people and 30% of their staff were formerly part of the 'cash in hand' economy. They are also a committed real Living Wage employer and operate a no 'zero hours' contracts policy. They run a salary scheme and all employees are in the company pension scheme. This creates a secure environment, stable family circumstances and job security as far as is possible, leading to less illness and better lifestyle choices. This has been effective as their staff sick leave record for 2018 reports an average of less than three days sickness per employee, which is considerably lower than the national average.

Greater Manchester Poverty Action Newsletter, November 2019.

Kier in the community



[Kier UK Construction](#) aims to incorporate social value in their everyday working practices. They do this through implementing their social impact strategy - *Shaping our communities*, which outlines how they can have a positive impact in local communities.

As part of this working approach, the Kier team work closely with Manchester City Council to identify local groups and projects that their team of professionals can support by renovating buildings, providing work placements, using local suppliers and recruiting local people. For example, the Kier team, supported by their subcontractors, recently spent a fortnight renovating a Gorton community centre to ensure this vital community resource better suits its needs. This organisation prides itself on incorporating this approach into their core business to use their skills, resource and experience to benefit the local community.

Lara Da Rocha Faria, Corporate Social Responsibility Manager, Kier Regional Building

New practitioner portal launched



Social Value International, with support from Joint Member Network Social Value UK, have launched a revamped Practitioner Status Pathway creating three new levels for professional development: Associate, Accredited and Advanced Practitioner status. In addition, a new package of online is available. This package is suitable for practitioners of all levels. Whether you have been on Accredited Social Value and or SROI Practitioner Training or not, this online support programme is a way of developing your skillset and embedding social value into your work. Please note: The Practitioner Package is only available to current members of Social Value International or current members of one of our [Joint Member Networks](#). If you are not a member and would like to join, please click on the link [here](#). The Practitioner Package costs £100. This fee gives you access to the online platform for a period of 12 months. For more information, email hello@socialvalueint.org

David Thomas, Social Value International

Yes (please) Manchester



Yes Manchester was launched in 2013 to help north Manchester people find jobs, take advantage of training and volunteering opportunities and improve their skills. Last year, they helped to support hundreds of people on their journey into the world of work with 149 people securing a job through working with them. They know that 'traditional' employment is not right for everyone.

Some of their entrepreneurial service users have great business ideas and just need a helping hand to do amazing things. Last year they raised their game by supporting business start-ups. In 2017 academics at Manchester Metropolitan University completed an independent assessment of their social value using the HACT methodology. They have taken the same approach annually since to report to partners, board and funders through their annual report. The estimated social value for 2018/2019 was over £15m or put another way with operating costs of £398k, over £38 for every £1 spent.

Stephen O'Hagan, Head of Operations, Yes Manchester

SROI Practitioner Training- 14-15 Jan 2020 Amsterdam.



Social Return on investment (SROI) is an approach to understand and manage the value of social, economic and environmental outcomes created by an activity or an organisation. It is based on a set of principles that are applied within a framework. SROI seeks to include the values of people who are often excluded from markets in the same terms as used in markets that is money, in order to give people a voice in resource allocation decisions. SROI is a framework to structure thinking and understanding. It is a story not a number.

The story should show how you understand the value created, manage it and can prove it. This training is suitable for anyone wanting to do more than just an introduction to SROI. After successful participation, you will receive an official certificate from social value international, which is a necessary step in becoming an accredited practitioner. To book your place visit, <https://www.en.sinzer.org/sroi-workshops>

David Thomas, Social Value International

National Social Value Conference - 29-30 January 2020, London



The National Social Value Conference 2020 will bring together professionals from across the public, private and third sectors to share what works (and what does not), explore new ways of thinking and promote more collaboration and innovation to deliver more for our communities. It has been almost exactly seven years

since the Social Value Act was implemented in January 2013. Much has changed since then but still many organisations are still struggling to implement the requirements of the Act with over 55% of councils not having a social value policy. The good news is that real leadership is emerging across all sectors with the innovators delivering more value for their communities. This includes more local spend, more jobs for local people, better skills, less crime, healthier communities and more volunteering – *better value for communities*. To book your place; <https://www.tickettailor.com/events/socialvalueportal/274149>

David Thomas, Social Value International

The GM Social Value Network programme of events

The Greater Manchester Social Value Network is aiming to co-ordinate a series of events hosted by members across Greater Manchester during 2020. The first of these events will be an event hosted by Forviva Housing Association. See below for details. Forthcoming events will be publicised either via this newsletter or through a special bulletin.

Social Value in Salford event – 5 February 2020



Forviva Housing Association will be holding an event in February to present how they calculate and report their social value. The discussion will be an overview of what they did during 2018/19 as well as providing an opportunity to discuss the challenges faced when assessing social value within an organisation or group. This event is open to all and welcomes those who are new to social value, as well as anyone working to promote it through their own organisation or who would like help and ideas of how to do this. To book your place and for more information, please contact Elaine Sams at Elaine.Sams@forviva.co.uk

Elaine Sams, Group Strategy and Performance Lead, ForViva, ForHousing and Liberty Group

If you're new to the Social Value Network or to social value in general, here is some information you might find useful:

Social value is the term used to describe the importance of beneficial outcomes, which are not usually fiscal or economic. An organisation, group or business can benefit from embedding positive changes in the way they work that improve the happiness, wellbeing, health, inclusion, empowerment, poverty and environment of their employers, staff and clients. The idea is to create a happier, healthier workforce and population to enable us all to benefit from better work life balance, overall health benefits, better job satisfaction and productivity.

The Greater Manchester Social Value Network (GMSVN) aims to influence stakeholders, policy and strategy at the GM level around social value. The network undertakes three activities:

1. It **collects** information, evidence and examples of social value across Greater Manchester.
2. It **supports** organisations across all sectors to deliver more effective social value policy, practice and outcomes.
3. It uses the skills and knowledge of the network to **influence** the behaviour of the range of individuals and organisations with a stake in social value.

If you would like to become a member of the GMSVN, submit news items for the newsletter, or have any questions please contact Anna Tate at Anna@macc.org.uk