

Welcome to the webinar:

# Understanding the importance of social value in the public sector

This live event will begin shortly



# Agenda

- **Introduction – Alison Tonge**
- **NHS England: approach to social value – Alastair Clay**
- **A co-productive approach to delivering social value through the local government lens – Shelley Brough**
- **Social value: A voluntary sector perspective – Mark Swift**
- **A movement, we can make a difference – Dave Sweeney**
- **What is possible and how: the Social Value Network – Becky Jones**
- **Q&A – Alison Tonge**
- **Sum up and close – Alison Tonge**



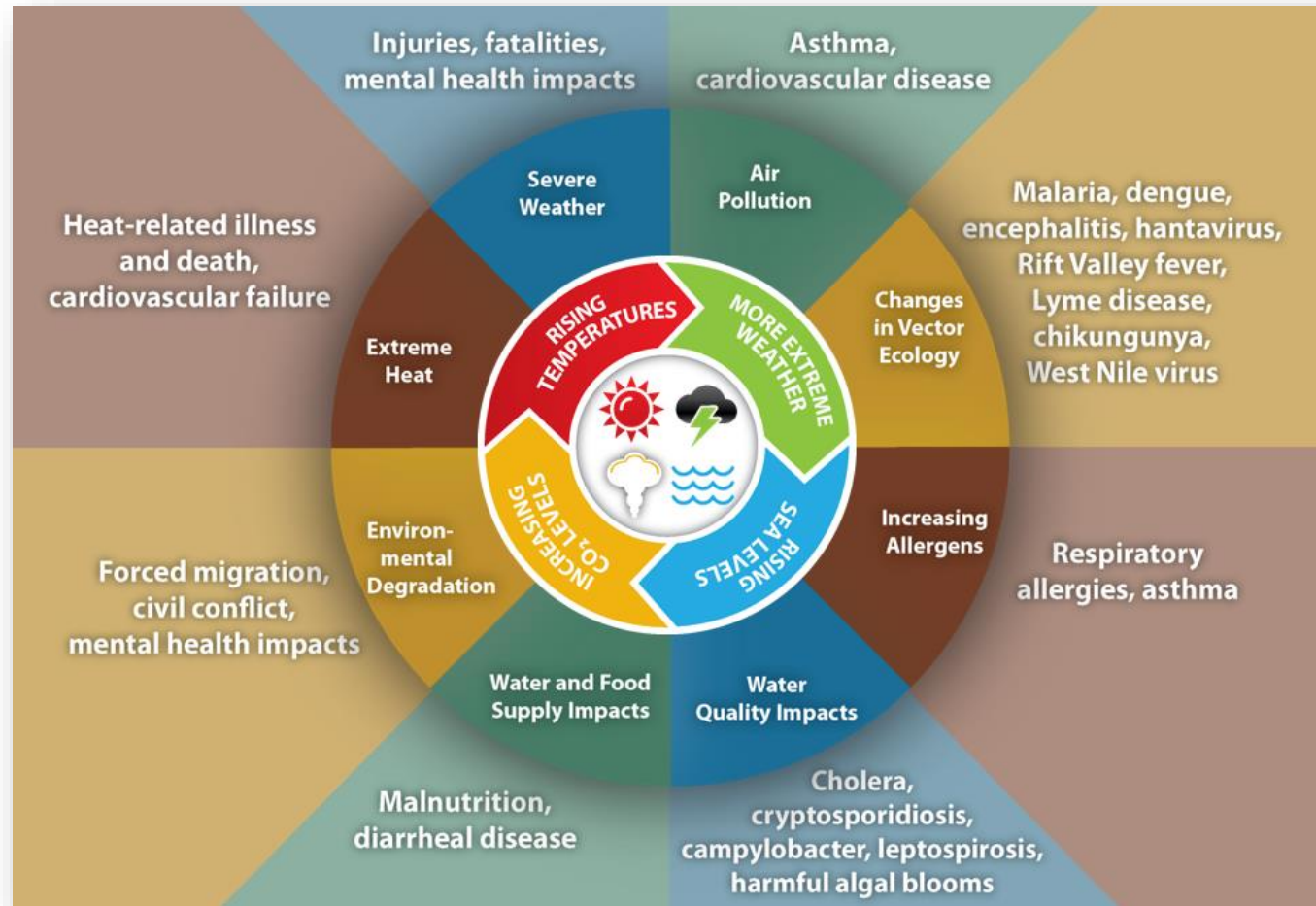
# Next speaker...

## Alastair Clay from NHS England



# Why a Net Zero Health Service?

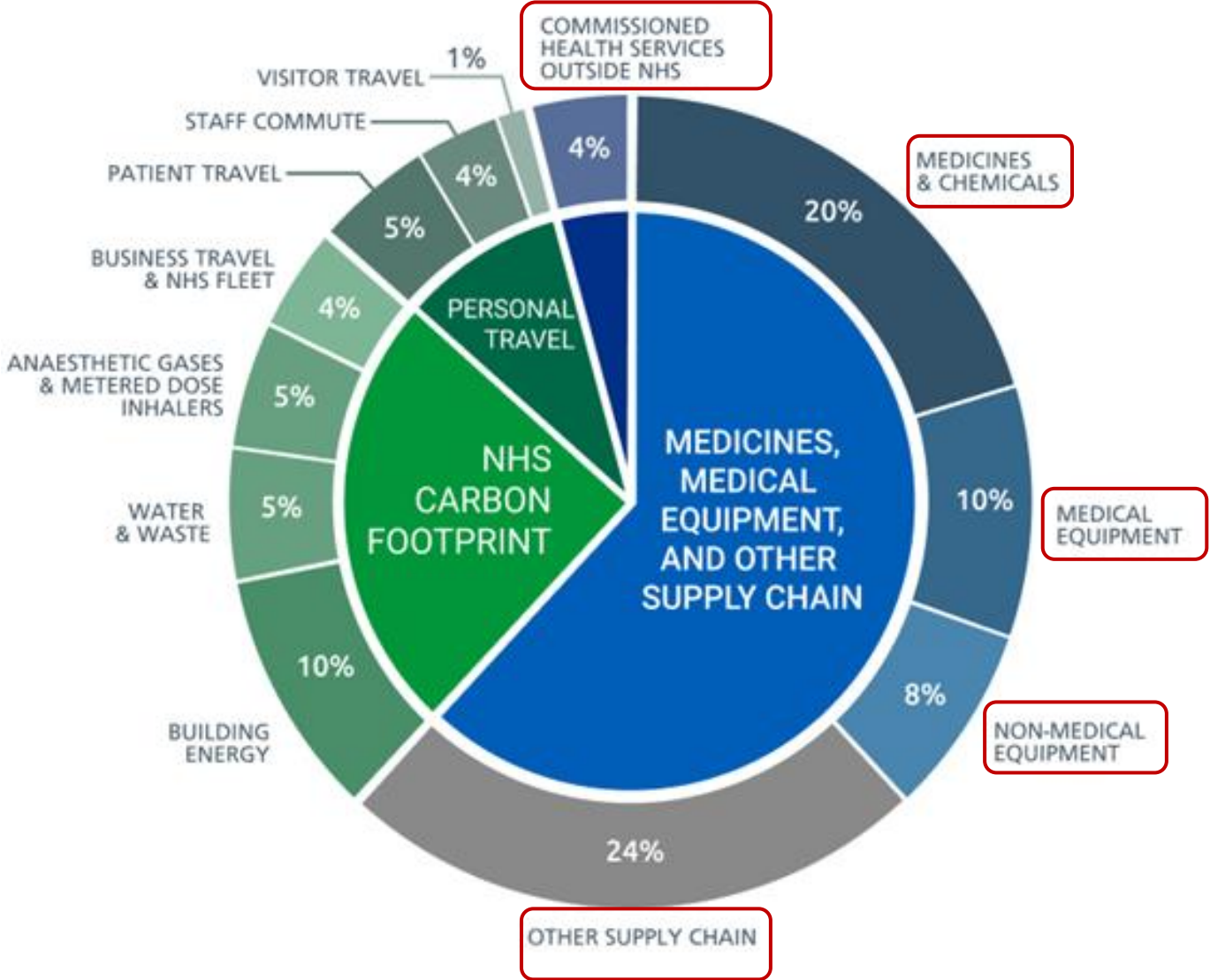
The Climate Emergency is a health emergency



Source: Center for Disease Control and Prevention. [Climate effects on health](#). 2017

# Background: carbon emissions in the NHS supply chain

62% of the NHS carbon emissions occur in the supply chain, with many of these emissions occurring in the UK.



# NHS Net Zero Supplier Roadmap

2022

From April 2022, all NHS procurements will include a minimum 10% net zero and social value weighting. The [net zero and social value guidance for NHS procurement teams](#) will help unlock health-specific outcomes (building on [PPN 06/20](#)).

2023/24

From April 2023, for all contracts above £5 million per annum, the NHS will require suppliers to publish a carbon reduction plan for their UK Scope 1 and 2 emissions and a subset of scope 3 emissions as a minimum (aligning with [PPN 06/21](#)).  
From April 2024, the NHS will extend this requirement to cover all procurements.

2027

From April 2027, all suppliers will be required to publicly report targets, emissions and publish a carbon reduction plan for global emissions aligned to the NHS net zero target, for all of their Scope 1, 2 and 3 emissions.

2028

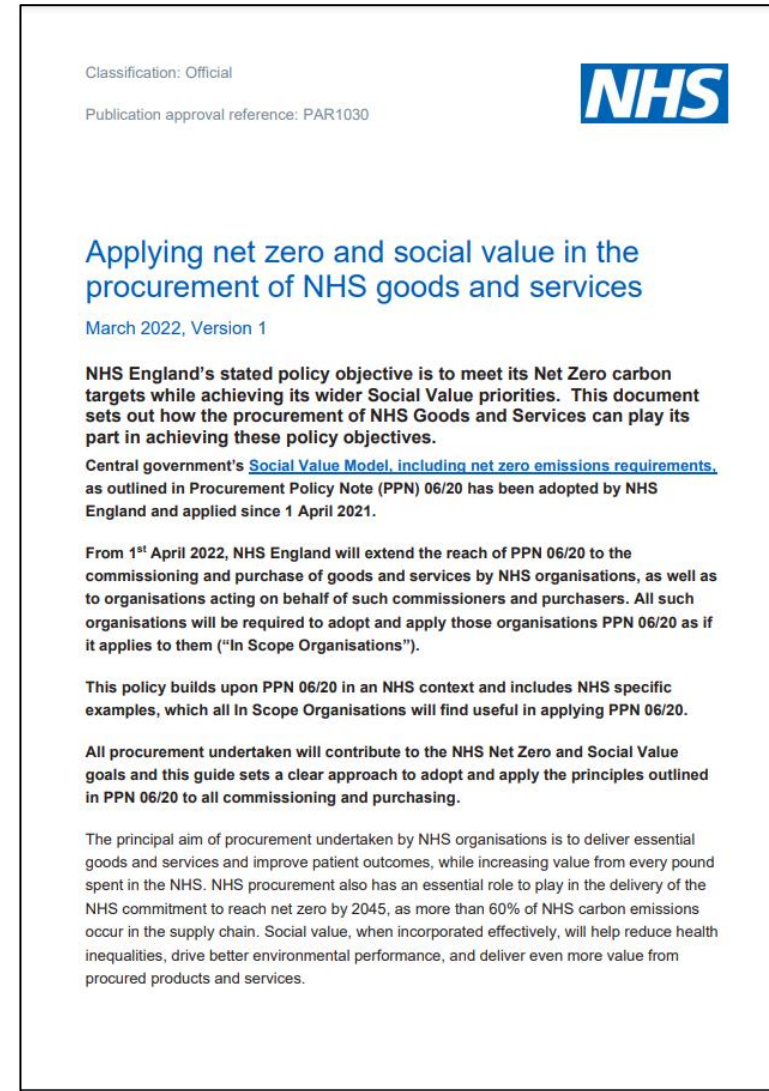
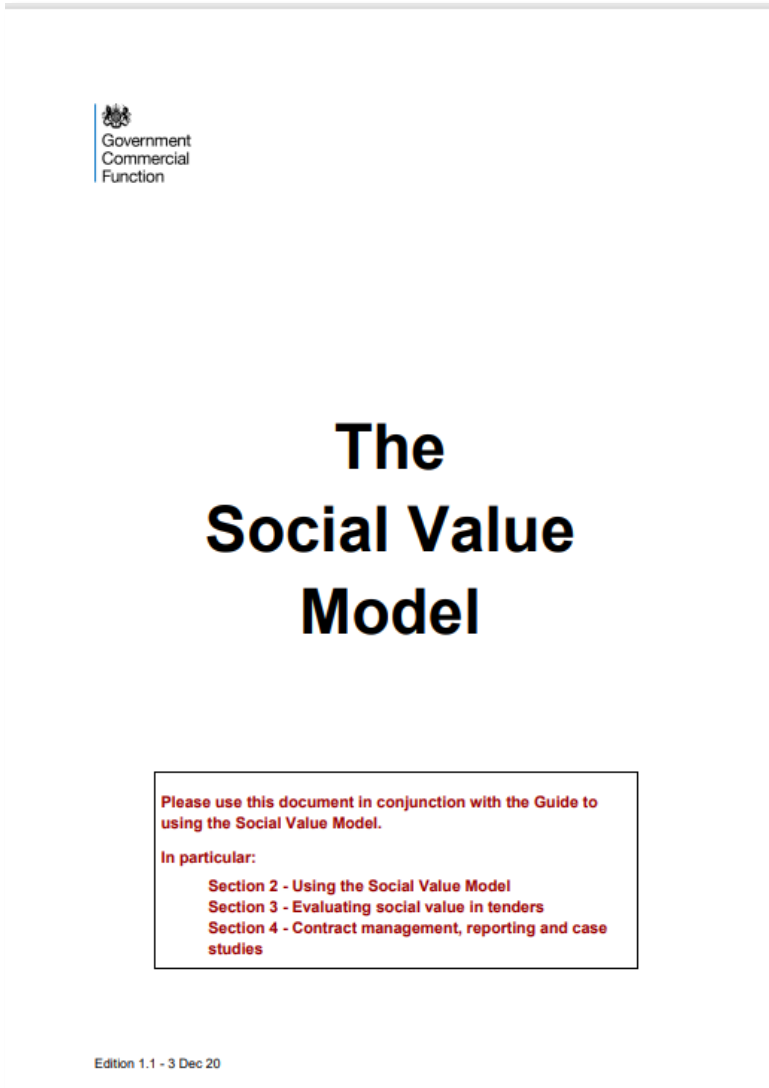
New requirements will be introduced overseeing the provision of carbon foot printing for individual products supplied to the NHS. The NHS will work with suppliers and regulators to determine the scope and methodology.

The NHS strongly encourages all suppliers to prepare for the roadmap milestones, but will also account for the specific barriers that some may face. Support will be available for Small & Medium Enterprises (SMEs) and Voluntary, Community & Social Enterprises (VCSEs) at each stage of the roadmap. Further information for the 2023 milestone is included in the [NHS Carbon Reduction Plan \(CRP\) guidance](#).



# Net Zero and Social Value – Guidance



To ensure best practice in the application of net zero and social value, ensure you're using the below documents



# Net Zero and Social Value – Support

NHSE has a wealth of supporting training and documentation to assist you in the defining, application and contract management of NZ SV

Email us at [england.ccf-sustainability@nhs.net](mailto:england.ccf-sustainability@nhs.net)

|  |  |  |
|--|--|--|
| <b>PPN 06/20 – The Social Value Model</b><br><i>PPN 06/20 – The Social Value Model</i><br>                              | <b>Net Zero and Social Value Guidance</b><br><i>Net Zero and Social Value Guidance</i><br>          | <b>Contract managing NZ and Social Value</b><br><i>Contract managing Net Zero and Social Value</i><br>                              |
| <b>Net Zero and Social Value Buying Guides</b><br><i>Net Zero and Social Value Buying Guides</i><br>                    | <b>Net Zero and Social Value Training</b><br><i>Net Zero and Social Value Training</i><br>          | <b>Tackling Health Inequalities</b><br><i>Tackling Health Inequalities through Net Zero and Social Value</i><br>                    |
| <b>Net Zero and Social Value Recorded Presentations</b><br><i>Net Zero and Social Value Recorded Presentations</i><br> | <b>Net Zero and Social Value Case Studies</b><br><i>Net Zero and Social Value Case Studies</i><br> | <b>2021 Net Zero and Social Value Health Module Workshops</b><br><i>2021 Net Zero and Social Value Health Module Workshops</i><br> |
| <b>Net Zero and Social Value drop-in sessions</b><br><i>Net Zero and Social Value Drop-in Sessions</i><br>            |  |  |





# Thank you



## >>>FutureNHS

- Stay in the loop and access key resources related to the Sustainable Procurement programme on the [FutureNHS Hub](#). Please email [england.ccf@nhs.net](mailto:england.ccf@nhs.net) if you have difficulty accessing the FutureNHS.



- NHS Procurement Transformation LinkedIn <https://lnkd.in/dKnegg37>



- Sign-up to the Greener NHS bulletin [NHS England » Greener NHS](#)



- Greener NHS supplier web page [Sustainable procurement - suppliers web](#)



- Greener NHS Twitter [@GreenerNHS](#)



If you have queries, please get in touch at [england.ccf-sustainability@nhs.net](mailto:england.ccf-sustainability@nhs.net)

# Next speaker...

## Shelly Brough from Cheshire East Council

[shelley.brough@cheshireeast.gov.uk](mailto:shelley.brough@cheshireeast.gov.uk)



# 4 Principles of Coproduction

## Equality

Everyone has assets - co-production starts from the idea that no one group, or person, is more important than anyone else and everyone has the skills, abilities and time to contribute.

## Diversity

Co-production should be as inclusive and diverse as possible. Particular efforts may be needed to ensure that seldom-heard groups are included.

## Accessibility

Making everything accessible is a way to ensure that everyone has an equal opportunity to participate fully in an activity in the way that suits them best.

## Reciprocity

This means people get something back for putting something in.

Co-production is about **'doing with'**, rather than **'doing to'**

## Improved Outcomes

- Health & Wellbeing
- Health Inequalities
- Empowerment
- Engagement & Trust
- Satisfaction & Awareness of Services

Value for Money

Community Impact

Open

Fair

Green

# Approach Taken to Social Value Matters

Coproduction of your local Social Value approach is key

How an area initially **approaches** social value influences the scope and potential outcome of their social value work.

More progress is made in the areas who start their work with questions exploring what social value meant to them locally.

**Local Enthusiasm and Drive** is achieved through a coproduction and strengths-based approach. Ensuring not only that we get ‘the right people in the room’ from the public sector, business, industry and the VCSFE sector, but also that we work with local people and communities as local leaders.

**The Social Value Difference in Health and Care Commissioning**  
Social Enterprise UK

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Wellbeing  
enterprises

# Recipe for a Good Life

Dreams for a better future in  
East Cheshire, Halton and St. Helens



## Grass Roots Approach

## Community Coproductio






# Embedding Coproduction as a core Principle of Social Value



CHESHIRE AND MERSEYSIDE  
**Social Value  
Charter**

 Cheshire and Merseyside  
Health and Care Partnership

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# Social Value Charter Principles

- Taking an **'asset based'** and **'capabilities'** approach, building on the strengths of people and our communities
- Understanding why Social Value is important to C&M in making it a better 'Place' to live
- **Working together across sectors** to achieve social value outcomes, foster innovation and reduce avoidable inequalities – linked to the Marmot Principles:
- **Protecting health and social care services for future generations.**
- **Giving a voice to local communities**
- Social Value will be **embedded** as core practice, behaviours and the way that we operate

Open

Fair

Green

# Social Value Charter Principles

- Our efforts to support Social Value must be ethical/social in their means (process) and their ends (outcomes)
- Social Value will be embedded **across the whole commissioning cycle**, underpinned by the principles of good commissioning.
- **Making every penny count**, growing local wealth, health and our environment
- Creating opportunities for **‘Social Innovation’**
- We are **inclusive** in our approach so that **Social Value is for everyone**
- We will create a **lasting impact and legacy for local people** through delivering our Social Value approach
- Our local **Social Value Network will facilitate shared learning, encouraging innovation and best practice** in exploring Social Value

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# Coproduction in Cheshire East

**Live Well for  
Longer Plan**

**Cheshire East  
Business Forum**



**Learning  
Disabilities /  
Mental Health  
Partnership  
Boards**



**Carers Forum**

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# Embedding Social Value across the Commissioning Cycle

## 3. Define the Outcomes

Co-design of Social Value Outcomes and how they will be measured. Early engagement and co-production with stakeholders is key.

## 4. What will it look like?

Thinking about Social Value early can help to stimulate innovation and can shape the service design / model. Market and Service User engagement will help you to understand the potential for Social Value.

## 5. How will you get there?

Social Value should be a key component of the Procurement Strategy, contract clauses and schedules e.g. Performance Monitoring Framework (PMF). Social Value should be evaluated and weighted as part of the selection and award process. Ensure that Social Value commitments are contractual and measurable. Identify the financial benefits of the social value you are trying to achieve.

PLAN

ANALYSE



## 1. What is the question?

Start to think about Social Value from the beginning when developing your commissioning question. What is the high-level outcome and how does it relate to Social Value?

## 2. Know your customers

Understanding your customers should also include a review of the needs / assets linked to Social Value (avoidable inequalities).

DO

REVIEW



## 6. Measuring the impact

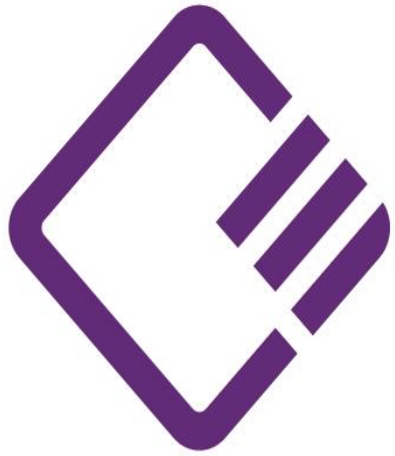
Social Value outcomes and KPIs will be actively measured throughout the life of the contract via the Performance Management Framework (PMF). Social Value impacts can be measured at an individual contract level, and corporately across all contracts collectively. Apply the same contract management approach to social value as you would to quality, performance and finance. Celebrate success. Identify the shared benefits.

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**Cheshire and Merseyside**

Health and Care Partnership

**SOCIAL VALUE  
AWARD**



**social value**  
BUSINESS



# Next speaker...

## Mark Swift from Wellbeing Enterprises CIC



# Key messages

- Co-developing the Social Value and Anchor Institution initiatives in Cheshire & Merseyside has enriched the process, created shared ownership, collaboration and new insights.
- The VCFSE sector is a major contributor to social value and will need to be strengthened to sustain these important contributions over the longer term.
- There are challenges and opportunities facing the VCFSE sector and key actions we can take.



- Wellbeing Enterprises CIC established 2005.
- Our mission is to *'help people live happier, healthier, longer lives'*.
- Supporting NHS Cheshire & Merseyside to fulfil its goals of consulting with, and involving citizens and stakeholders in social value creation.

## What *We* value

### People powered

People are at the centre of everything that WE do. WE believe that all people have skills and capabilities that can bring about improvements in health and wellbeing. WE deliver health interventions with, rather than for, people and communities.

### Productive partnerships

WE build solidarity within communities; valuing collective action and collaborative approaches by bringing people and partners together around a shared purpose.

### Positive places

Community assets promote and protect the health and wellbeing of people. These assets might include parks and green spaces, good neighbours, places of worship and community organisations. Our aim is to help people discover and connect with these assets.



# Community Consultation Report

Anchor Institution Framework for Cheshire and Merseyside



# Citizen engagement and co-design

- Involving 320 citizens so far, an iterative endeavour
  - *6 focus group discussions*
  - *2 online surveys*
- What priorities matter to the public in relation to social value creation?
- What impact measures do the public think are important?
- Informing the C&M Anchor Framework



# Six Priorities for Action

1. Pay the real living wage and create equality within the local job sector.
2. Employ and purchase locally (defined as within Cheshire and Merseyside).
3. Work closely with partners and, where possible, ensure buildings are used as community assets.
4. Reduce environmental impact and achieve net zero by 2040 or sooner.
5. Leverage greater social value by achieving the Social Value Charter Award.
6. Tackle health inequalities and improve population health outcomes.

# Insights

*“We need a bigger commitment from larger public sector organisations to support local voluntary and community groups to thrive and increase their impact”.*

*(Participant)*

“We need to ask people in the community what they want and need...”

“Everyone supports these priority statements however its making sure that they're relevant to local communities [ ]... We have to involve them at every step”

“Let local people make decisions about how resources are allocated and money is spent. Participatory budgeting is a good example...”

“We have to learn about each other and support one another.... look for common ground and shared purpose...”

“It takes so long to build relationships with the public sector. Key contacts often move on and we have to start again”

“I'd like to see a [VCFSE] sector engagement programme for public sector staff... They can come and learn first-hand about what we do. This will help make connections...”

“We can't play our part as a voluntary sector provider if our contractual envelopes are insufficient to deliver on the priorities that the system is advocating”

“Costs are rising, the financial pressures on the system are immense [ ]... It creates a race to the bottom. There will be difficult conversations ahead about how we finance these priorities...”

# VCFSE and social value creation

There are 250,000 active VCFSE organisations in the UK making a major contributor of social value locally and regionally.

Over 75 percent of VCSEs deliver public services where they are based, with strong links to that locality.

They provide services that are rooted in communities which is participatory, inclusive and responsive to peoples needs and aspirations.

Strengthening the VCFSE sector will build a legacy of sustainable social value for future generations.

# Supporting the VCFSE sector

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- Remove barriers to procurement. Grant funding is usually the first step toward being commissioned.
- Only 6% of VCFSE's currently engage with procurement for government funding (2020 data).
- VCFSE sector can be disadvantaged when compared to larger organisations with greater structural capacity and experience of bidding for contracts
- Sunk costs of tender writing should be proportional to a contracts scale and complexity
- Prompt payments / cashflow vital for VCFSE sector
- Improving awareness of opportunities / access to information about upcoming tender opportunities is important.
- Make sure contract budgets are sufficient to fulfil contractual obligations to avoid 'race to bottom'.
- Are contract envelopes sufficient enough to ensure sector can pay its staff at least the real living wage? This stops wage inequality being passed down supply chain.

## In summary

- Involving citizens and stakeholders in the co-development of the Social Value and Anchor Framework workstreams have enriched the process, strengthened collaboration and created community ownership.
- Recruiting Citizen Reps on the newly proposed Anchor Assembly will ensure this co-development approach continues. Devolving decision making is key.
- The VCFSE is a mainstay contributor to Social Value in local communities and has been for a long time.
- Supporting the VCFSE sector to flourish will generate significant longer term social value in communities.





Thank you

Mark Swift

CEO, Wellbeing Enterprises CIC

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Twitter: @Mark\_Sw1ft



# Next speaker...

## Dave Sweeney from Cheshire and Merseyside ICS



# Next speaker...

## Becky Jones from Arden & GEM



# Understanding the importance of social value in the public sector

## What is possible and how? **An introduction to the Social Value Network**



# Why does social value matter?

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- Legislative requirements
- Moral responsibility
- Right thing to do
- Delivering social value is vital – but complex
- Mixture of competing priorities, mixed messages and confusion with what's expected
- Need to put people at the heart of all we do

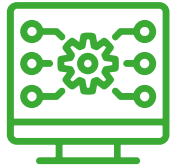


Social Value Network



# How do we do this?

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We need consistency  
within a flexible  
framework



We need a cohesive,  
cooperative approach



We need to work  
together to deliver  
defined outcomes



Responsibility to  
deliver for our  
colleagues, customers  
and local  
communities



We need transparency  
and a simple process



We can all achieve  
something individually  
but working together  
we can complete the  
jigsaw



Social Value Network

# Where are the issues?

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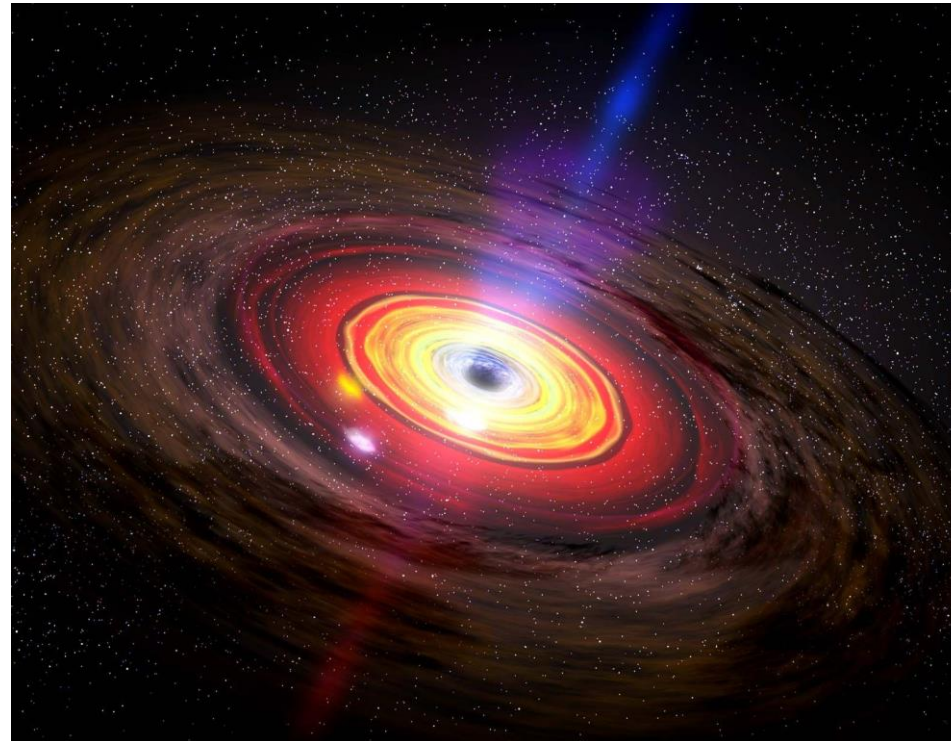
No common frameworks

Lack of funding

Co-operation is often seen as competition

No consistency

Often means thousands spent on consultancy support



We don't work together effectively

Competing priorities

Nowhere to get advice, support and guidance on the whole agenda that is adaptable and bespoke

**Until now...**



# Social Value Network

FOR A FAIRER, BETTER, GREENER PUBLIC SECTOR

# How can we help?

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We have invested in this – we have funded it if we all come together and contribute a bit, we will get maximum impact for our colleagues, customers and local communities



By everyone putting a bit in to join the Social Value Network, we all benefit



We need to keep the skills, knowledge and money within the sector to grow our own

**We can help make this happen!**



## Social Value Network

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- Will give clear, bespoke guidance and support to deliver social value for your organisation
- Multiple levels of support available – advice, guided support, embedded roles
- Network with organisations across the public sector
- Access to Social Value Advisory Board





## Social Value Network

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- Access to specific, social value focused content
- We need to keep the skills, knowledge and money within the sector to grow our own
- In time, accreditation opportunities to rubber stamp your commitment
- Grow with you, getting stronger and more detailed
- We can help make this happen!



FutureNHS My Dashboard My Workspaces Search ML Marie-Louise Allred

Social Value Network

## Social Value Network

Create a new item

### Welcome to the Social Value Network!

We are supporting organisations across the country to determine what social value means to them and then helping them to achieve that vision.

To us, social value encompasses everything. It is included in culture, values, behaviours, leadership, purchasing and selling. It encompasses environmental, social and economic elements but, most importantly, we view it as activities to make things better for our colleagues and local communities.

We can help you to determine what it means to you through becoming a part of our membership programme.

Get in touch

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About us



Our membership



Free resources

Free resources

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### Join our latest events

As the Social Value Network grows and develops, we will be delivering a series of events and webinars. This will include specific subject discussions, talking heads with the Social Value Advisory Board and interactive case studies.

[All Events](#)



Social Value Advisory Board

# Free to access workspace

<https://future.nhs.uk/SocialValueNetwork>



Social Value Network



Alastair Clay, Social Value Lead at NHS England



Alison Tonge, Director of Integrated Service Development at NHS Arden & GEM



Ashley Morgan, Head of Members at Social Value Portal



Dave Sweeney, Associate Director of Partnerships & Sustainability at Cheshire and Merseyside ICS



Becky Jones, Social Value Specialist at Arden & GEM



Mark Swift, Co-founder and CEO at Wellbeing Enterprises CIC



Naveed Ashraf, Business Development Manager at Social Value Portal



Richard Dickens, Managing Director at Social Value Quality Mark CIC



Shelley Brough, Head of Integrated Commissioning and Social Value Programme Lead at Cheshire East Council

## Social Value Advisory Board

- NHS
- Local council
- Voluntary sector
- Subject matter experts



Social Value Network

# Platform for Network members

Password protected online platform only accessible to Network members

1

Core resources available to all members



Checklists



Best practice documentation



Training materials



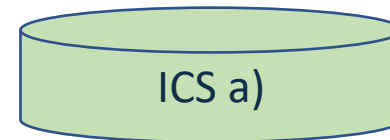
Community of practice



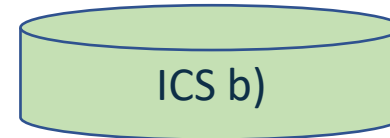
Advice and thought pieces from the Advisory Board

2

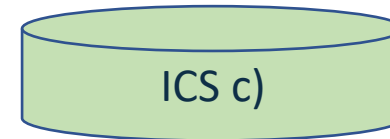
System specific plans and resources for each member ICS



ICS a)



ICS b)



ICS c)

To include any:

- baselining work
- action plans
- next steps
- policies etc



Social Value Network



## What next?

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- Join us
- Help us to create the network
- Grow your knowledge and understanding
- Develop your specific approach to delivering social value
- Build a public sector network that helps our colleagues, our patients and our local communities





# Social Value Network

FOR A FAIRER, BETTER, GREENER PUBLIC SECTOR

[agem.socialvalue@nhs.net](mailto:agem.socialvalue@nhs.net)

# Any questions?

Please post these in the Chat box and we will answer as many as possible while live

Any questions we don't get to will be followed up after the event



Get in touch with us at:

 [www.ardengemcsu.nhs.uk](http://www.ardengemcsu.nhs.uk)

 @ardengem

 [contact.ardengem@nhs.net](mailto:contact.ardengem@nhs.net)

# Thank you for attending

The slides will be sent out to all webinar attendees

You can find out more about the Social Value Network by emailing:

[agem.socialvalue@nhs.net](mailto:agem.socialvalue@nhs.net)



Get in touch with us at:

 [www.ardengemcsu.nhs.uk](http://www.ardengemcsu.nhs.uk)

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