

THE ROLE AND RELEVANCE OF SOCIAL VALUE IN TRANSFORMING HEALTHCARE

**Becky Jones, NHS Arden & GEM
and the Social Value Network**





There is no one single definition of social value

- The 2030 Agenda for Sustainable Development provides a shared blueprint for peace and prosperity for people and the planet.
- At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries.
- They recognise that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.
- This set the conversation through which the social value concept was developed.
- It's important to understand your outcomes for social value, and what you're going to do to achieve them.



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What is social value?



“...the **positive change you create in the local communities within which you operate**”

“...the **quantification of the relative importance** that people place on the changes they experience in their lives”

“... **added value** – the additionality of the service or contract”

Social value is defined through the Public Services (Social Value) Act (2012) which requires all public sector organisations and their suppliers to look beyond the financial cost of a contract to consider how the services they commission and procure can improve the economic, social and environmental wellbeing of an area

Why is social value so important?

A legislative perspective

Public Services (Social Value) Act (2012)

“require public authorities to have due regard to economic, social and environmental well-being in connection with public services contracts; and for connected purposes”



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Why is social value so important?

- 🌱 **Public Services (Social Value) Act 2012**
- 🌱 It's part of delivering the **fourth pillar** of the ICS: "...help the NHS support broader social and economic development"
- 🌱 It supports the 10% focus on prevention as in the **Hewitt Review**
- 🌱 There's a requirement to include a minimum of 10% in procurement, through **PPN 06/20**, and that needs proper leadership to ensure it's embedded throughout the process
- 🌱 There's also **PPN 06/21**, requiring a **carbon reduction plan** in procurement
- 🌱 Requirements to include social and economic development planning in **the Joint Forward Plan**
- 🌱 Needs **visible leadership** to ensure organisation buy-in
- 🌱 It can help deal with some of the most **pressing issues** – poverty, inadequate housing, collapsing public services.



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Why does this matter? Poverty and health inequalities



How much you would need to move out of poverty?

The poverty gap, or the amount of money needed to bring the incomes of people in poverty to the poverty line, has grown wider. Households are considered to be below the UK poverty line if their income is below 60% of the median household income after housing costs for that year.

A couple with two children under 14, living in poverty, would need an additional £6,200 per year to reach the poverty line. In the mid 90s, the gap was £3,300 after adjusting for inflation.

Households in destitution are defined as those who have to go without two or more essentials in the past month because they couldn't afford them, or if their income is extremely low (less than £95 a week for a single adult).

Six million people currently live in destitution. They would need on average to more than double their income to move out of poverty (an additional £12,800 pa).





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Poverty and health inequalities



Poverty increased in the latest official data, returning close to pre-pandemic levels

- Over one in five people in the UK (22%) were **in poverty** in 2021/22
- This equates to **14.4 million people** in total, with 8.1 million working-age adults, 4.2 million children and 2.1 million pensioners living in poverty
- Nearly two-thirds (64%) of working-age adults in poverty live in **working households**. This has increased by 3 percentage points, from 61% to 64%, between 2020/21 and 2021/22
- The number and proportion of **children and pensioners** in poverty rose between 2020/21 and 2021/22, as well as overall poverty
- Around two in every ten adults are in poverty in the UK, with about **three in every ten children** being in poverty
- Around **6 million people** lived in very deep poverty in 2021/22.

[Joseph Rowntree Foundation](#)



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Poverty and health inequalities



Professor Sir Michael Marmot said, in January 2024:

Britain has become a grim place to live with people experiencing Victorian era diseases such as malnutrition, rickets and scurvy, similar to those experienced on long sea voyages, due to lack of fresh veg.

Universal Credit pays 70% of required costs. Those on universal credit, and on benefits, will therefore expect to be ill as they can't afford to eat sensibly, heat their homes, or afford other essentials.

This is 2024! We need to reduce pressure on our services – our society is imploding and doing the complete opposite to what we need to do.

This is why social value matters.



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Why does this matter? Housing



“The UK is blighted by two housing crises. High housing costs are causing many renters in particular to fall behind on housing payments, while poor quality housing is leaving millions of people having to deal with damp and malfunctioning heating, plumbing and electrics. High costs and poor housing quality can make life miserable for people, and can damage both their personal finances and their wider health.”

Lalitha Try, Economist at the Resolution Foundation

- 28-32,000 people a year **DIE** because of poor air quality – internal, as well as external
- It costs circa £50k to treat someone from pneumonia – why then send them back to a house full of mould? It doesn't make sense.
- Housing impacts on every part of an individual's life and is adding to the pressures on public services.

Increasing social value, reducing health inequalities and strengthening communities will help the individual and reduce pressure on services.

Why does this matter? Crumbling public services

“You’ve got much more inequality, many more people proportionally living in poverty and relative poverty, even destitution – those circumstances are stresses on families and create need of all kinds. The relationship between poverty and demand on services cannot be missed.”

Ruth Allen, chief executive of the British Association of Social Workers

NHS-funded dental services in England are in near-terminal decline: nearly six million fewer courses of NHS dental treatment were provided last year than in the pre-pandemic year; funding in 2021/22 was over £500m lower in real terms than in 2014/15; and there are widespread problems in accessing a dentist.

Nuffield Trust

170,000 workers left the NHS in
2022

NHS Workforce Statistics

In the last academic year (2021/22) 39,930 teachers left teaching for reasons other than retirement. This represents 8.8% of the workforce and is the highest number since records began in 2010.

DfE data release, 2023a

This is unsustainable!

“When people live in a fair, caring society, where everyone has equal access to social goods, they don’t have to spend their time worrying about how to cover their basic needs day to day – they can enjoy the art of living. And instead of feeling they are in constant competition with their neighbours, they can build bonds of social solidarity.”

Jason Hickel – Less is More: How degrowth will save the world

However, not everyone has left and not everything is broken – yet.

2024 has continued where 2023 left off, with some serious issues:

- 🌱 Cost of living crisis
- 🌱 Climate crisis
- 🌱 Food crisis
- 🌱 Fuel poverty
- 🌱 Housing issues
- 🌱 Costs of the pandemic
- 🌱 Communities in crisis
- 🌱 High increase in people using foodbanks

We can use what we have to better support local communities, build resilience, improve individual empowerment and reduce pressures on public services.

But we need to change and challenge how we do things now.

And that's nothing new!



Why does this matter? A brief history



History of health and social care services in England over the past 400 years

Pre-
1534

Started with the poor, infirm and elderly receiving **religions orders**.

That stopped when Henry VIII created the Church of England.

1601

Queen Elizabeth I brought in the Poor Law.

This established **alms houses** to care for the poor and sick, and a system of "outdoor relief", providing benefits in kind to support the poor at home.

Pre
C19

Attitudes towards the poor had changed and outdoor relief was abolished and **austere workhouses** were established, providing accommodation for the poor, orphans and the elderly.

C19

- A focus on the anatomical/pathological basis of disease
- Hospitals were established for infectious diseases and acute problems
- Separate institutions for people with mental illnesses and disabled
- Voluntary hospitals were established with medical care provided by visiting specialists who would often have lucrative private practices elsewhere
- Primary and community care services evolved quite separately.

1911

National Insurance Act which extended the family doctor insurance scheme to all working men whereby they could choose a GP from a **'panel' of local doctors**.

Although not providing cover to family members or dependents, this system made a considerable difference to a large proportion of the poor entitling them to free, government funded health care.

1938

The imminent war obliged the Government to establish an **Emergency Medical Service**. Various types of hospitals were registered and run centrally to anticipate large numbers of expected casualties.

This was the first step in creating a nationalised health service.

1948

The newly-elected Labour government **created a National Health Service (NHS)** as one of a series of welfare reforms designed to guarantee basic levels of personal and social security.

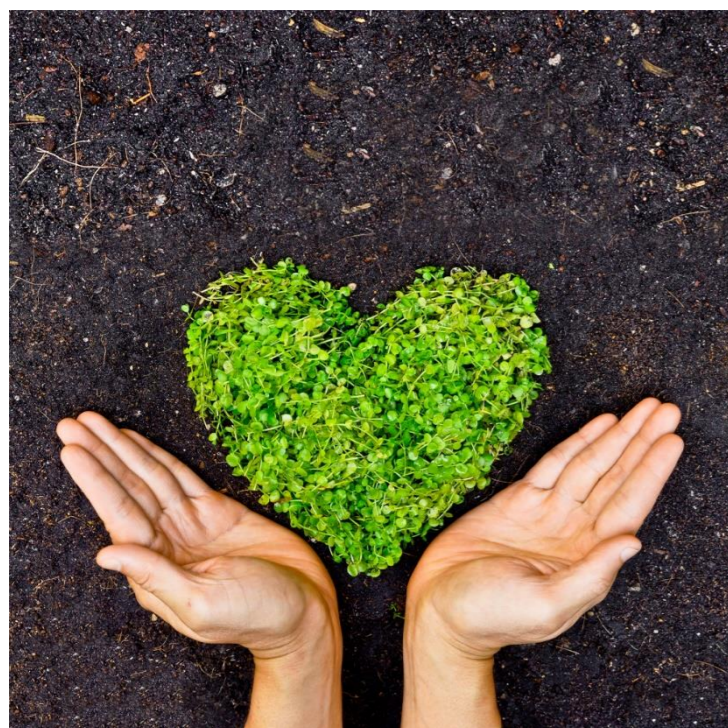
For the first time, a UK government assumed responsibility for the provision of a comprehensive preventive and curative service for the whole population.

Fundamental principles of the NHS

Services would be funded predominantly from general taxation and would in general be free at the point of use, comprehensive and available to all, regardless of means to pay.

A small but significant privately-funded system has always existed alongside the NHS, expanding and contracting in line with the country's broader economic state.

However, for seventy-five years, British people have received almost all their healthcare without paying directly for it.



Help people to help themselves. Help them to achieve their potential. Let's reduce poverty of aspiration. Let's create a movement of change.



We need to support the poorest and most vulnerable to support themselves or to have the directed support that they need to reduce pressures.

A tale old as time.

We have developed/co-developed:



Social Value Network



Consultancy offer



**Social Value Quality Mark
Health Award**

- In discussions with multiple organisations leading in specific areas of social value delivery to expand our offer of support
- Offering support to VCSFE organisations



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The Network



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



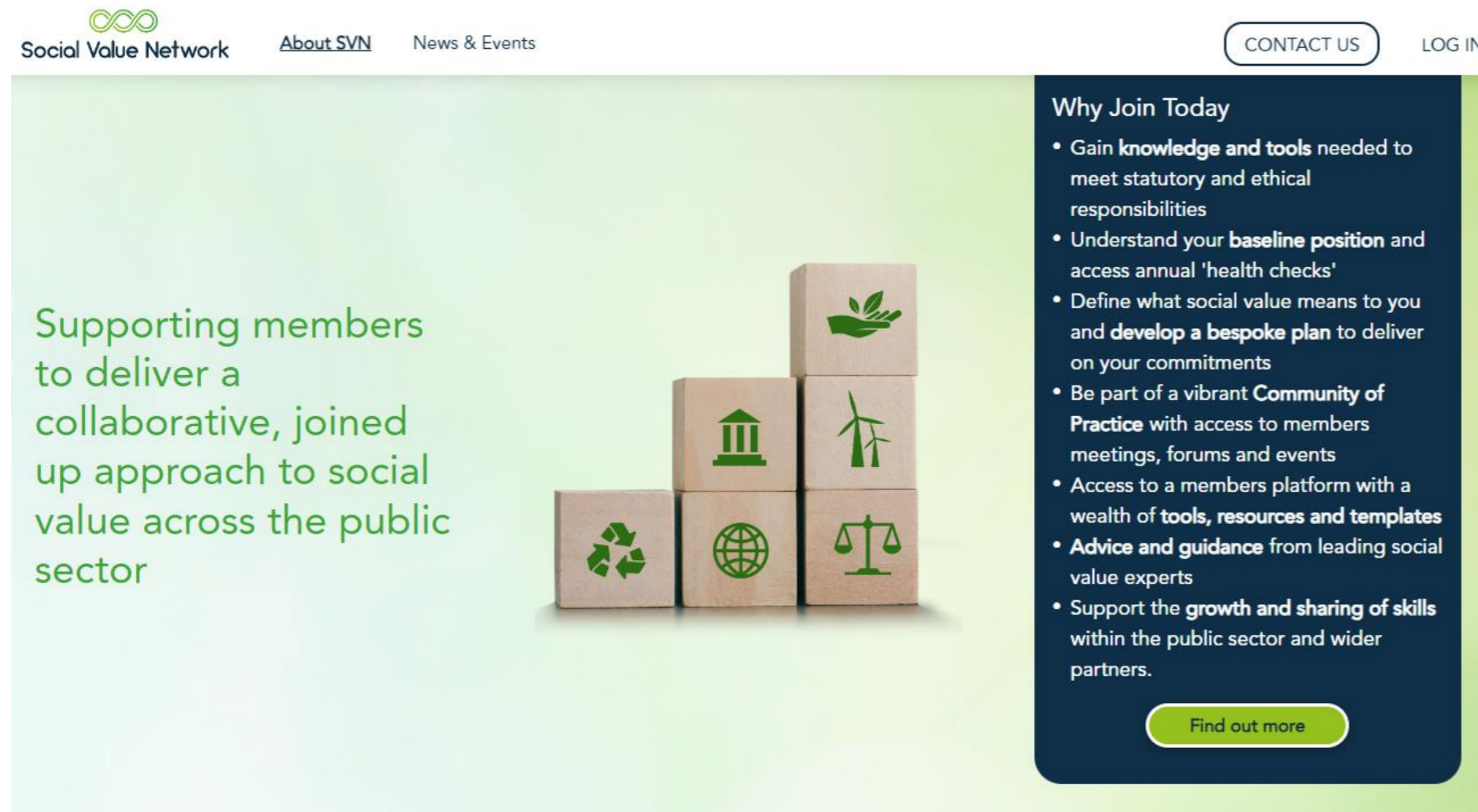
We need to keep the skills, knowledge and money within the sector to grow our own



Social Value Network

- 🌱 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 health and care sector
- 🌱 Access to Social Value Advisory Board
- 🌱 Directly helping to reduce health inequalities and reducing pressure on services.

<https://www.socialvaluenetwork.org.uk>



The screenshot shows the homepage of the Social Value Network. At the top left is the logo and the text 'Social Value Network'. To its right are links for 'About SVN' and 'News & Events'. Further right are buttons for 'CONTACT US' and 'LOG IN'. The main content area features a light green background with the text: 'Supporting members to deliver a collaborative, joined up approach to social value across the public sector'. Below this text is a graphic of six cardboard boxes stacked in a 3-2-1 pyramid. Each box has a different icon: a recycling symbol, a globe, a scale of justice, a classical building, a wind turbine, and a hand holding a leaf. To the right of the boxes is a dark blue box with the heading 'Why Join Today' and a list of bullet points: 'Gain knowledge and tools needed to meet statutory and ethical responsibilities', 'Understand your baseline position and access annual 'health checks'', 'Define what social value means to you and develop a bespoke plan to deliver on your commitments', 'Be part of a vibrant Community of Practice with access to members meetings, forums and events', 'Access to a members platform with a wealth of tools, resources and templates', 'Advice and guidance from leading social value experts', and 'Support the growth and sharing of skills within the public sector and wider partners.' At the bottom of this dark blue box is a 'Find out more' button.

Core resources available to all members



Checklists



Best practice documentation



Training materials


























Forum



Advice and thought pieces from the Advisory Board

SVN TESTING VAULT

 1 member

 Anchor Institution	 03-11-23 Test Member	 UPLOAD DOCUMENT
 Baselining & audit	 31-08-23 Test Member	 UPLOAD DOCUMENT
 Co-production		 UPLOAD DOCUMENT
 Net Zero		 UPLOAD DOCUMENT
 Social Value Charter		 UPLOAD DOCUMENT
 TOMs	 08-11-23 Test Member	 UPLOAD DOCUMENT
 Training	 31-08-23 Test Member	 UPLOAD DOCUMENT
 Miscellaneous		 UPLOAD DOCUMENT
 Deleted	 7 item	

The VAULT

- Password protected online platform only accessible to Network members
- Collaborate and work on documents with organisation and system colleagues



Meet the The Social Value Advisory Board



Alison Tonge, Executive Director of Strategy and Innovation at NHS Arden & GEM



Mark Swift, Co-founder and Chief Executive Officer at Wellbeing Enterprises CIC



Shelley Brough, Assistant Director of Commissioning at City of Stoke on Trent Council



Richard Dickins, Managing Director at Social Value Quality Mark CIC



Ashley Morgan, Head of Members at Social Value Portal



Becky Jones, Social Value Specialist at NHS Arden & GEM



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



Sol Tannir, Strategic Account Manager at the Social Value Portal



Michael McLaughlin, Head of Social Value at HACT

Social Value Advisory Board

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



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Social Value Network

Consultancy support



We can work with you to:



develop processes



produce relevant documents



provide assurance on existing work.

We can tie this into the Network, so you've got a secure and specific place to develop your work, across an organisation or system.

We can help make this happen.

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About us Free resources Get in touch Events and Webinars Membership Social Value Advisory Board Latest News Blogs Case studies Workspace Managers Only (Private)

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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.

Social Value Network
FOR A FAIRER, BETTER, GREENER PUBLIC SECTOR

Get in touch

REMINDER*: Our upcoming webinar is taking place on Thursday 23 Novemb

Welcome new members, we're working on some really exciting initiatives with the SVN which we'll share with you in the upcoming months. Please do get in touch with us to see how we can spread social value!

EP SC MW GG LH AG SC

← 1 of 30 →

About us Our membership Free resources

Join our workspace

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

And connect with over 280 like-minded people


Social Value Network



Aim: To nurture and celebrate the highest value standards in healthcare

Social Value Quality Mark Health

- The first UK-wide, health specific social value accreditation
- Delivered in strategic collaboration with Social Value Quality Mark CIC
- Designed to reflect national health and care policy
- Responds to the specific needs, challenges and opportunities of the health industry
- The Bronze Award will launch first, followed by Silver in 2024.



How this aligns to wider programmes

Population inequalities reduction

Quality of care – clinical and patient outcomes

Investment for value - [waste measures]

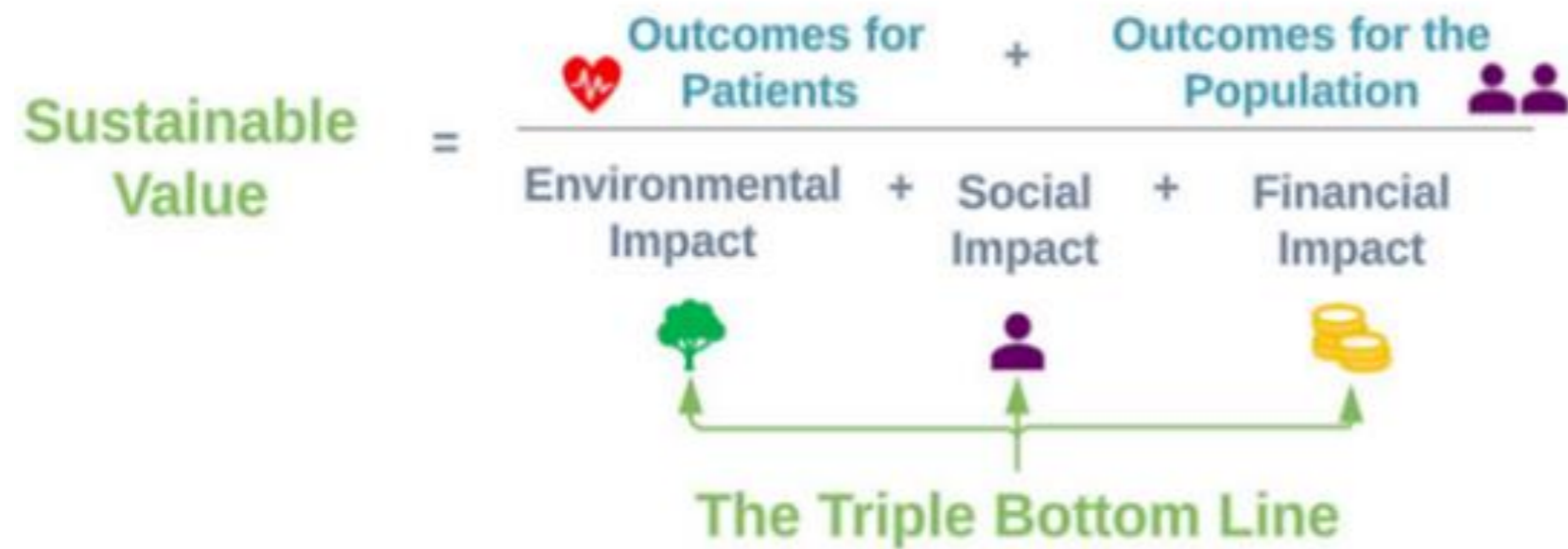
Social value measures : jobs and skills, community resilience and social innovation
economic growth
environmental impact

Silver we would assess baseline and validate, and have targets
Will be across all 4 boxes and a wider xx number of measures [need to define pick list]- corporate plus *selecting a demonstrator for a population group or geography*

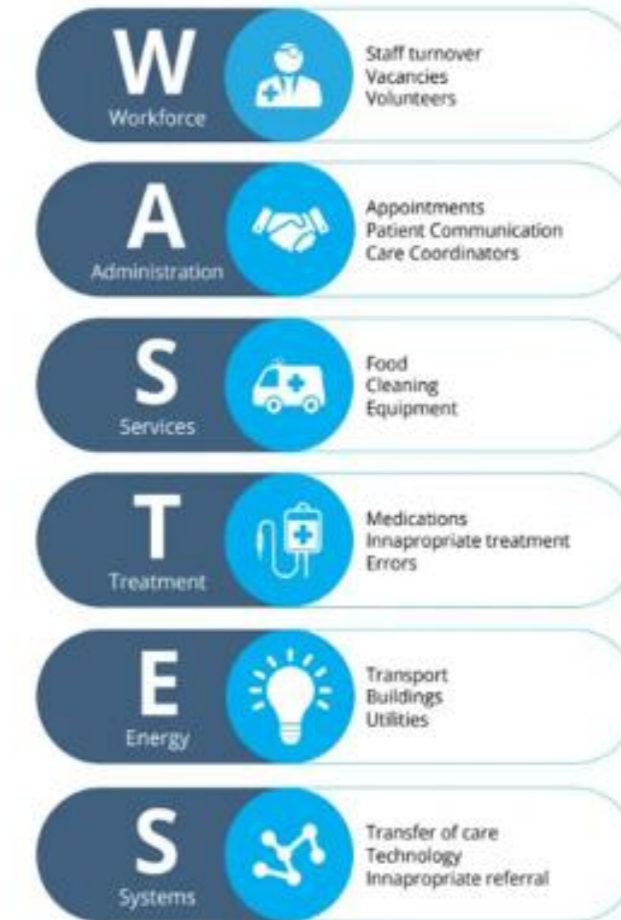
Gold we would assess delivery of target, benchmark for best practice and demonstrate adoption of best practice.
Will be comprehensive across all 4 boxes for a population group/segment and place

How this aligns to wider programmes

social value model & population health outcomes



- Bevan Commission



The time for talking has ended. We need action - NOW



We have a responsibility to **ACT** to bring about change

People are **DYING** because they are cold and hungry

Public services are on their knees because they cannot cope with the fall out of this



We need to focus on prevention, bolster our local communities, help people to help themselves – bring back pride, willingness to work together and help each other



Focus on increasing social value, reducing health inequalities and support the longevity of the NHS and wider public services – we can help you!

The time for talking has ended. We need action - NOW



Special offer!

For all of you who have attended today, we will offer you access to the Social Value Network for **£3k** until the end of the calendar year.



Plus, I will come and meet with you, or your relevant colleagues, to discuss how the Award can benefit you and help to deliver your priorities.



Please contact me on: becky.jones23@nhs.net

Let's reduce health inequalities, increase social value and ensure the longevity of the NHS!



Social Value Network

Thank you



agem.socialvalue@nhs.net

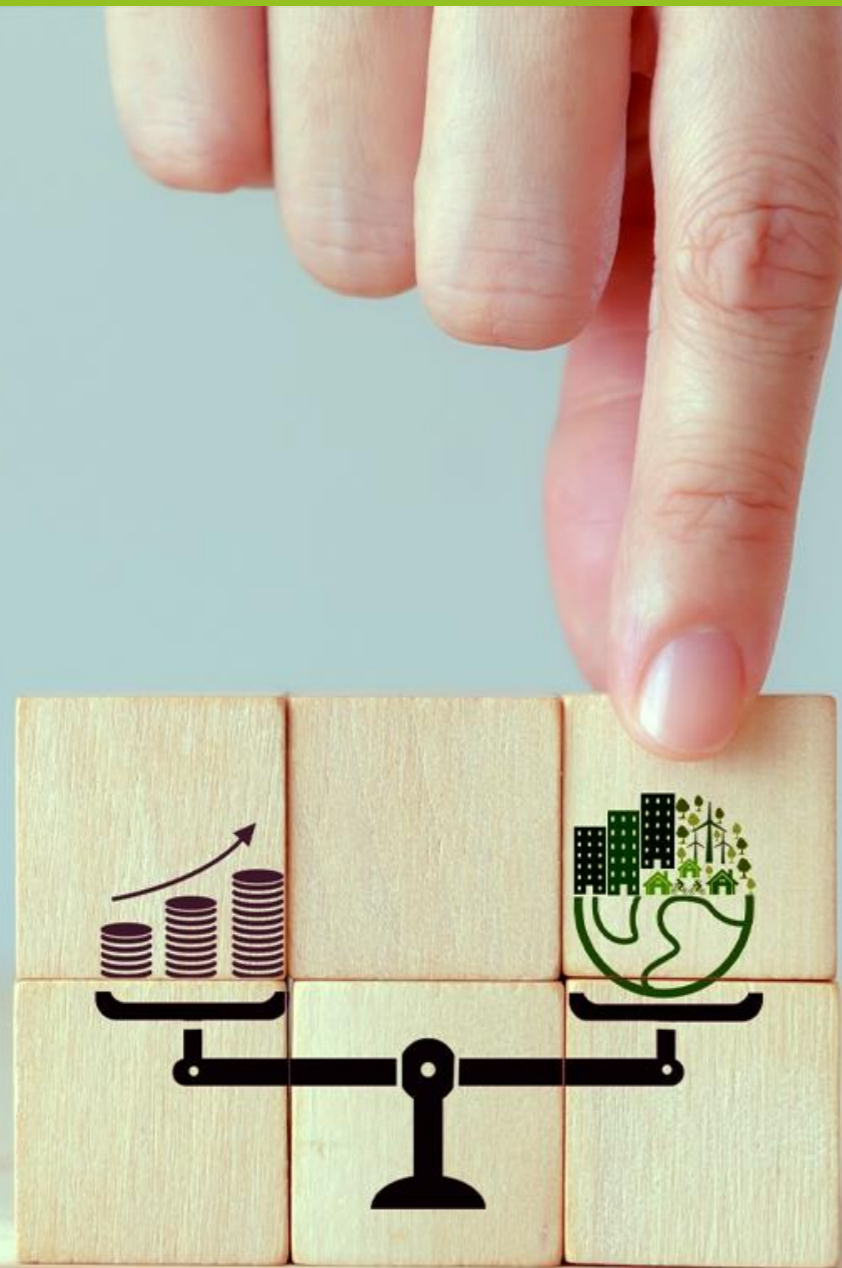


<https://future.nhs.uk/>

[SocialValueNetwork](#)



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The role and relevance of social value in transforming the NHS



‘Introduction to The Social Value Quality Mark® Health Award’

Richard Dickins

Managing Director and Founder
Social Value Quality Mark CIC

Driving value standards in healthcare.

- SVQM CIC is an independent social enterprise, first established in 2018
- We exist to promote trust, rigour, credibility and high standards in social value by:
 - Offering a robust, independent audit service
 - Providing a suite of UK-leading social value accreditations
 - Working in partnership to support skills, knowledge and best practice
- The Social Value Quality Mark distinguishes organisations committed to the highest standards of ethics, fairness and sustainability.
- By encouraging procurement through organisations who hold the Mark, we can drive socially responsible investment.
- We have accredited around 100 organisations to date...
- ...across all sectors, in the UK and internationally.



Cabinet Office



NHS

Arden and
Greater East Midlands
Commissioning Support Unit

ttm

Healthcare Solutions

We Power Potential

**Inspire
North**
Catalyst For Change

The SVQM Health Award

Aim: 'To nurture and celebrate the highest value standards in healthcare'

- The first UK-wide, health specific social value accreditation
 - Delivered in strategic collaboration with NHS Arden & GEM CSU
 - Designed to reflect national health and care policy
- Responds to the specific needs, challenges and opportunities of the health industry
- The Silver Award will launch by summer 2024

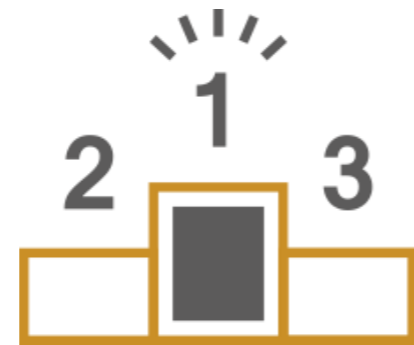


The benefits of applying

Accreditation is probably the biggest outward sign that you are committed to **tackling health inequality, driving fairness and inclusion** and supporting a **happier, healthier workforce**.



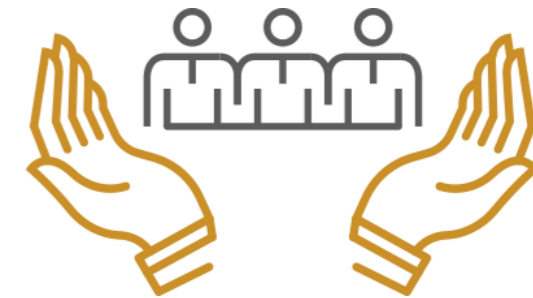
Be celebrated for your impact



Compete across public and private sectors



Have your value independently assured



Attract and retain healthcare talent



Empower integrated delivery



Evidence your statutory responsibilities



Progress towards Net Zero



Build your reputation with stakeholders and communities

Getting started with Bronze

- **'COMMIT'** – an initial commitment and starting point.
- A simple 9-step process.
- Focussed on setting pledges and measures, establishing basic governance and creating an action plan.
- No lengthy audit process at Bronze.
- Simply upload your evidence and make payment online.

What you'll create:

- A clear view of how you create value for your stakeholders and communities.
- A definition of social value and your social legacy, bespoke to your organisation.
- A 12-month road map showing how you will develop, measure and report social value.



Looking ahead to Silver

'BUILD' – a significant step up, requiring evidence of your impact against your pledges.

A sought-after achievement.

Silver involves a full audit process.

Your stakeholders will be interviewed to verify claims.

What you'll create:

A forecast of your annual social value.

A clear understanding of how internal and external stakeholders perceive your social impact.

Evidence to demonstrate your commitments in action.

