



Social Value Cymru
Conference
Conwy Business Centre
9th October 2019

On the 9th October the Social Value Cymru conference was held in the Conwy Business Centre. Social Value Cymru is led by Mantell Gwynedd and works in partnership with AVOW, FLVC, Medrwn Môn, CVSC and DVSC to support third sector organisations to embed social value within their organisations, and how social value data can inform their decision making. The project works with 25 organisations who all deliver services in north Wales.

This event was organised in partnership with the North Wales Social Value Forum Steering Group that was set up in response to Section 16 of the Social Services and Well-being (Wales) Act 2014. This act places a duty upon local authorities (with partners) to promote the development of not for profit organisations to provide care and support services and preventative services. The supporting Code of Practice in relation to this duty requires local authorities, with health board partners, to establish regional forums to support social value-based providers and to develop a shared understanding of the common agenda and develop good practice.

One of the priorities identified for the next year by the North Wales Social Value Forum Steering Group is to establish / implement measures of impact of Social Value within commissioning and procurement activity across north Wales.

The presentations, workshops and round table discussions should assist us in our consideration to prioritise social value and social impact within our own organisations and how can we do this. More importantly, how can we all work together to agree on indicators to move forward and maximize the impacts of funding, commissioning and procurement.



Key message from our speakers



Shelley Davies *Head of Partnerships and Integration, Welsh Government.*

- Purpose of the legislation is to develop a social value-based delivery sector
- “We cannot solve our problems with the same thinking we used when we created them” Albert Einstein.
- Further work is needed but it is a ‘Journey’ and ‘the doing’ is what’s important.



Bethan Russell Williams *Chief Executive Officer of Mantell Gwynedd*

- We need to mainstream social value in government commissioning
- This will be a journey that will take time, we need to develop a social value culture.



Ben Carpenter *Chief executive of Social Value UK and Social Value International leading a global network of practitioners to develop principles and standards for social value accounting.*

- Together the global social value movement can reduce inequality and environmental harm
- Social Value is quantifying the relative importance that people place on the changes
- Convergence on questions and principles

- Accountability and credibility (assurance and certification)

Maria Bell

Maria's role is to support the North Wales Commissioning and Workforce Boards (who report to the Regional Partnership Board) to deliver their work programmes

- Bringing the Social Value Sector together can deliver greater social value in north Wales



Dr Adam Richards

Dr Adam Richards is the Research, Projects and Training Manager at Social Value UK, and also works with Mantell Gwynedd as their Social Account Advisor.

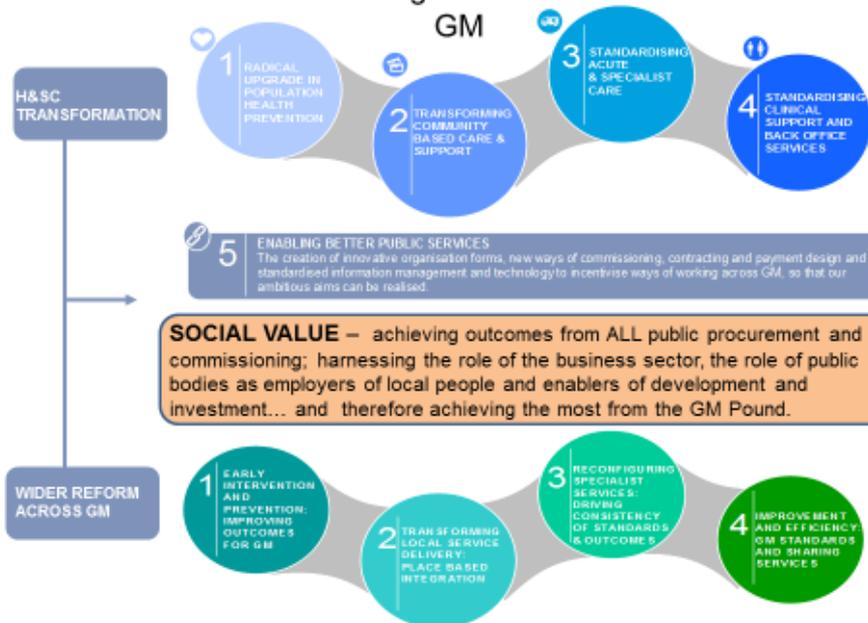
"I've worked with a range of organisations to help them measure and manage their social impacts. I'm also very fortunate and deliver impact management training around the world and this has provided we not only with a lot of fantastic experiences working with different people, it has shown me that most of us share a desire to change the world for the better... Together with organisations like Mantell Gwynedd and Social Value UK, I am part of a movement that wants to change how we think about value so that decisions take account of people and the planet – and it doesn't always have to be really complex!"



Greater Manchester

- Working together across sectors – **stronger together**
- Embed the commitment to social value in all policy and strategy, redesign the procurement framework, identify the practical priorities.... Allow a ‘neighbourhood’ approach.

SOCIAL VALUE: enabling transformation and reform across



- Most important ‘growing conditions’ are:
Values....
Partnership and collaboration
Leadership

- **Social Value can be the glue that helps people work together to ‘make the most difference’**



Tracey Evans

Tracey is the Chief Executive Officer for The Outdoor Partnership.

- We can see the positive changes we’re creating in people’s lives and also how it can help us make internal decisions for service improvement

“The Outdoor Partnership improves opportunities for more people in Wales to achieve their potential through outdoor activities. We can see the difference our projects have made to so many people but it is difficult to demonstrate positive outcomes to our funding partners and stakeholders. Being part of this SROI project will help us to show our key stakeholders their return on their investment as well as helping us make internal decisions on service improvements and future strategic direction.”



Paul Frost

Paul is the Director of Governance for The Outdoor Partnership. Paul is the Social Value Champion for The Outdoor Partnership.

- As a Trustee social value has helped us to plan ahead and be more responsive to our stakeholders



Key point from the roundtable discussions (full notes in Annex 1)

1) a) How can social value be driven forward in everything that we do?

- Stronger networks and better working relationships between voluntary and public sectors
- Organisations need to pledge commitment - learn from the Salford model <https://www.salfordsocialvalue.org.uk/>
- Learn from the Greater Manchester model
- Need systems and processes in place to facilitate strategic direction
- Further learning and training
- Resources – need time and commitment to social value (capacity building)
- Better consistency of approaches
- Shared understanding of social value
- Promote innovation, co-produce service standards and solutions with stakeholders
- Co-production need to be at the heart of it all
- Promote innovation, co-produce standards and solutions with stakeholders
- Embed impact measurement from the beginning of projects
- We need meaningful data
- Social value policies and strategies. Leadership, commitment and the strategies need to be implemented.
- Outcome focused, not outputs
- Sustainable funding

Challenges

- Too many tools – can be confusing
- Lack of training / skills
- Lack of resources
- Public and Private sector not included in the Welsh Government definition of social value – different to England
- Risk averse nature of organisations
- Funding is short term which means short term planning
- Commissioners being over prescriptive
- Transparency and accountability of the RPB needs to be better communicated
- Perception that social value is 'new'
- Organisations often measuring the wrong outcomes as they have been prescribed to them
- Different between regions – this can be challenging for organisations working across north Wales

Solutions

- Co- production. Co-produced contracts which ensure delivery against needs
- Social Value Champion in different departments within local authorities and ensuring dialogue within
- Training
- Need economic board on board
- Involvement of Business Wales
- Effective engagement of people receiving services
- SV principles adapted in policy within statutory bodies – standardisation of message
- Measure what matters – meaningful data
- Storytelling
- The whole commissioning cycle – starts with effective needs assessments
- Some standard methods within commissioning but also flexibility so you can address local needs

2) Establish indicators of social value within commissioning and procurement

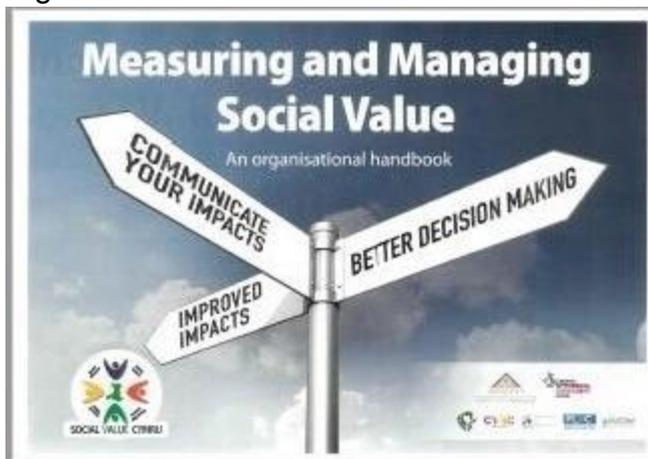
- Further mapping of specific areas; Look at the work done in Anglesey, 'Cynllunio Lle'. Community vision.
- Link to healthcare issues. Well-being, mental health – tap into existing research
- How to measure a difference? Resilient communities important. Are isolation indicators enough?
- See where the gaps are – commissioning to include the whole sector;
- Need consistent approach to measuring
- Co-production of indicators whilst working in partnership e.g health, language, councils, third sector
- ICF – 20% with social value organisations. Is the 20% just a starting point? Does it measure the value created?
- Demonstrate that you have embedded social value principles (in relevant area, not general);
- Social value policy that can be evaluated against;
- Panel of mixed individuals to get breadth of understanding of social value
- Procurement process defining outcomes in general terms
- Ask for track record within local area.
- Commissioners look internally to social value. They create negative impacts, etc e.g. paying below living wage.
- Commissioning and procurement activity should be proportionate to organisations e.g. not disadvantage very small organisations or expect them to work with others for the convenience of providers

Possible indicators

- Number of services that are coproduced (contracts coproduced)
- Projects involving stakeholders
- Tenders showing how responsive they are to the stakeholder voice
- Social value policies and strategies implemented
- Number of projects responding to the local needs as identified in the PNA and local wellbeing assessment
- Social value frameworks – outcome focused.
- Outcome based indicators
- Organisations with social value targets

Actions from event

- Social Value Forum Steering Group with WG to look at the Greater Manchester model
- Social Value Cymru to provide a day's training to all the Social Value champions
- Social Value Network to look at possible projects to move forward – need to look at resources
- Social Value Forum Steering Group to establish indicators and measures moving forward based on the event
- Social Value Cymru to share the Measure and Manage guidebook for organisations



HOW CAN THE VOLUNTARY AND PUBLIC SECTOR MAXIMIZE SOCIAL VALUE?



SOCIAL VALUE CYMRU

2015
OCTOBER
9
SOCIAL VALUE
WHY BOTHER?

SOCIAL VALUE
CYMRU CONFERENCE
CONWY BUSINESS CENTRE

Bethan Russell Williams
CEO MANTELL GWYNEDD
We need to mainstream social value in government commissioning

Shelley Davies
HEAD OF PARTNERSHIPS
We cannot solve our problems with the same thinking when we created them

Anne Lythgoe
VCSE ACCORD LEAD
We can embed the commitment to social value in all policy and strategy and identify the practical priorities

Ben Carpenter
CEO SOCIAL VALUE UK
Together the global social value movement can reduce inequality and environmental harm

Dr Adam Richards
RESEARCH, PROJECTS & TRAINING
We should listen to the voice of stakeholders to increase impacts

Maria Bell
SUPPORT
Bringing the Social Value Sector together can deliver greater social value in north Wales

Tracey Evans
CEO THE OUTDOOR PARTNERSHIP
We can see the positive changes we're creating in people's lives and also how it can help us make internal decisions for service improvement

PAUL FROST
DG THE OUTDOOR PARTNERSHIP
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HOW CAN SOCIAL VALUE BE DRIVEN FORWARD?

ADOPT THE SALFORD MODEL

SOCIAL VALUE CHAMPIONS IN EACH AUTHORITY

FLINTSHIRE CONWY GWYNEDD

FOCUS ON OUTCOMES

OUTCOME OUTCOME OUTCOME

MEASURE WHAT MATTERS

CONSISTENT APPROACH TO MEASURING SOCIAL VALUE

EMBED IN EVERYDAY ACTIVITIES

16:08 TRUST

EXPANDING NETWORK & LINKING INTO EXISTING GROUPS

STORYTELLING

TRANSPARENCY

RECOGNISE THAT SOCIAL VALUE IS PART OF ALL SECTORS

WG GUIDELINES TOO MUCH PAPERWORK MAKE IT EASY

SUSTAINABLE INVESTMENT

THE RELATIVE IMPORTANCE OF CHANGES IN PEOPLE'S LIVES.

ENGAGEMENT ACROSS ALL LEVELS

TIME TO DEVELOP TRUST

SOCIAL VALUE

INDICATORS: HOW IT WILL WORK

MAPPING LOCAL PRIORITIES & ASSETS

TARGETS: INCREASED IMPACTS

LEVELS OF RESPONSIVENESS

SV CERTIFICATES - EXTERNAL EVALUATION

SOCIAL VALUE CERTIFICATE

SV POLICY WITH LOCAL CONTEXT

CO-PRODUCTION

NEED TO INFORM DECISION MAKING

- The 7 Principles Of Social Value**
- #1: involve stakeholders
 - #2: understand what changes
 - #3: value the things that matter
 - #4: only include what is material
 - #5: do not over-claim
 - #6: be transparent
 - #7: verify the result



*Yn cefnogi grwpiau gwirfoddol a chymunedol
Supporting voluntary and community groups*



CYDWEITHREDFA GWELLA GWASANAETHAU
GOFAL A LLESIANT **GOGLEDD CYMRU**

NORTH WALES SOCIAL CARE AND WELL-BEING
SERVICES IMPROVEMENT COLLABORATIVE

