



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

**NORTH WALES** SOCIAL CARE AND WELL-BEING  
SERVICES IMPROVEMENT COLLABORATIVE

# **North Wales’ Social Value Forum Progress Report**

## **2022**

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## Context

### **Social Services and Wellbeing (Wales) Act 2014**

Section 16 of the Social Services and Well-Being (Wales) Act 2014 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. *These models include social enterprises, co-operatives, user led services and the third sector.* 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 to develop a shared understanding of the common agenda, and to share and develop good practice. The aim of this forum is to encourage a flourishing social value sector which is able and willing to fulfil service delivery opportunities.

A report must be published every three years on the activities of the forum, and how it has contributed to the delivery of duties under section 16.

Whilst it is acknowledged that a wide range of organisations from across both public and private sectors do offer social value opportunities and contribute to the work of the Social Value Forums, the reporting requirements relate to activity that promotes the 'Social Value Sector' itself (as defined within the context of section 16 of the Social Services and Wellbeing Act, referring specifically to Social Enterprise, Co-operatives, 'User-led Organisations' and the Third Sector). This report from the North Wales Social Value Forum Steering Group, shall therefore focus on such.

### **Well-being of Future Generations (Wales) Act 2015**

The Well-being of Future Generations Act requires public bodies to think and behave differently, with the principle of sustainable development at the core of all decisions and actions. This ambition means that organisations in the private and third sector, as well as individuals and communities are also able to contribute to the new agenda.

People may interpret the idea of social value differently, but at its core it is about understanding what has changed in someone's life as a result of particular activities, and valuing those changes.

The Act seeks to improve 'the social, economic and cultural well-being of Wales' and there are five key ways in which public bodies are now required by law to do things differently, these are:

- Ensure that decisions have a positive and **long-term** impact for the future;

- Understand the **integrated** impact of decisions;
- **Involve** the people that are served;
- **Collaborate** to find common solutions;
- Actively **prevent** problems occurring or becoming worse.

**Figure 1: 7 Well-being goals**



- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language
- A globally responsible Wales

Underpinning the need to act differently are 7 well-being goals, which are the blueprint for a shared vision of the kind of Wales that people want (see Figure 1 above). Public bodies (through the Regional Partnership and Public Service Boards) must work towards the accomplishment of all of the well-being goals, and importantly set and publish their objectives, and take all reasonable steps to accomplish them.

## **Other relevant policy approaches**

- 'Prudent Healthcare Principles' and the 'National Outcomes Frameworks'.
- 'A Healthier Wales: Our plan for Health and Social Care'
- Programme for Government: 'Prosperity for All'.

Economic drivers such as the foundational economy, inclusive economies and economic and community anchors.

The Welsh Government commissioned the Wales Co-operative Centre to co-produce a toolkit for understanding and promoting social value in the delivery of care and support services and support the development of Social Value Forums to deliver on the duties detailed above.

The toolkit was published in mid-2018 and is aimed at social value organisations, Regional Partnership Boards and current and prospective providers, including the rich mosaic of third sector organisations delivering social value care support services in Wales.

The toolkit:

- sets out how the third sector, user-led organisations, co-operatives and social enterprises have an important and specific role in transforming services and encouraging the provision of thriving social value sector; co-producing with citizens and the community to develop services to meet their needs.
- provides information on the role and remit of Social Value Forums and wider social value networks and how organisations across sectors can generate a creative and dynamic environment to share new ideas, think strategically, develop collaborations and support seamless provision across health and social care services.

The development of Social Value Forums provides opportunities to share good practice and are a vehicle to cultivate innovation in the design of future care and support services through alternative delivery models.

## **North Wales Social Value Forum Steering Group (NWSVFSG)**

The North Wales Social Value Forum Steering Group (NWSVFSG) was established in North Wales in 2016 to support local Authorities and partners with the delivery of the requirements of the Social Services & Wellbeing Act (Wales) 2014 through:

- Working with the North Wales Social Value Network to promote the development of not for private profit organisations (including social enterprises, co-operative organisations, co-operative arrangements, user led service and the third sector) to provide care and support and support for carers, and preventative services.
- Promoting collaboration with an aim of maximising social value and co-production across all providers delivering health, social care and/or well-being services in North Wales.
- Promoting partnership and networking opportunities across sectors
- Identifying and sharing good practice; influencing practice development and innovative approaches with commissioners and procurement departments to commission and procure services which deliver social value.

NWSVFSG's membership consists of the following representatives who all have a knowledge and interest in Social Value:

- Each of the six local authorities across North Wales
- Each of the County Voluntary Services Councils
- Mantell Gwynedd's Social Value Network
- Betsi Cadwaladr University Health Board (BCUHB)
- North Wales Regional Partnership Board (NWRPB) and Leadership Group
- North Wales Housing Associations
- Statutory services – North Wales Police & North Wales Fire & Rescue Service

By broadening membership, the Forum's engagement and communication with the wider Social Value sector across local authorities, BCUHB and the Third and Voluntary sector has increased significantly over the past 6 months. This has assisted the six local authorities in North Wales, BCUHB and other partners in the region to promote Social Value, including the Section 16 duty to promote co-operatives, social enterprises, user-led services and the Third Sector.

The Terms of Reference have recently been reviewed to incorporate:

- a focus on Third Sector projects particularly utilising Regional Transformation and ICF funding to maximum benefit
- a focus on embedding social value in to the Regional Transformation Programmes
- linking in to the Population Needs Assessment and Market Stability Report work and ensuring that social value is incorporated

- ensuring the Forum has a role in the promotion of social value and social value organisations
- measuring impact and how we are delivering Social Value in North Wales
- acting as a peer support network for local authority social value Leads as this does not currently exist and would be valuable to share knowledge and key developments

The Forum's Terms of Reference and membership list can be found at [Appendix 1](#)

## **Stakeholder engagement**

The geographical nature of North Wales can be a challenge, with vast rural areas and urban communities. Thus, consideration needed to be given to how to deliver on the duty to establish Social Value Forum. It was agreed that a single 'forum' would not offer sufficient support or diversity. Therefore, a number of different localised and 'bottom up' approaches have been taken to promoting Social Value activities and organisations; with the regional Steering Group acting as a conduit for information sharing:

### **North Wales Social Value Network**

The [North Wales Social Value Network](#) meets on a quarterly basis and is held across North Wales. It's 40+ members range from University academics, Local Authority Officers, County Voluntary Councils, the Health Board, social enterprises and third sector organisations. The network provides an opportunity for members to meet up; debate and discuss their work; look at any challenges or solutions that they are experiencing, and to network with likeminded people.

Updates from the Social Value Forum Steering Group is a standard item on the Network's agenda; enabling stakeholders to receive information from the Steering Group and to feedback on any updates or developments. Network meetings include presentations on a variety of topics, usually including at least one case study of an organisation using social value measurement to demonstrate impact. Some of the presentations are on the methodology, but others look at various forms of evidence that can be incorporated as well as case studies of recent successes across North Wales.

Social Value Cymru (who facilitates the Network) ensures a balance of presenters, covering different perspectives. The Network also engages with statutory agencies,

commissioners and academics in order to share evidence on what services / interventions offer the best possible impact.

The Forum's quarterly meetings have now been aligned to the [North Wales Social Value Network's](#) meetings to ensure information is shared between the two groups in a timely manner. Information is also cascaded from the regional forum to community organisations through the representatives within the North Wales Social Value Forum, for example the North Wales Housing Associations' connections and third/voluntary sector organisations. Communication is also cascaded throughout the local authorities through their own designated Social Value / Community Benefits Officers who are also members of the regional forum.

### **Facilitation**

All Community Voluntary Councils support a number of networks including a Wellbeing Network, Health and Social Care Network, Volunteer Organisers Network and a Trustee Network through which information on the key values can be shared.

### **Communication and Engagement**

Engagement is undertaken at community, county, regional and national levels, proportionate to the activity for which it is required. It is particularly important in North Wales to ensure that information is bilingual and accessible. Each local authority and the health board have a variety of ways for individuals and carers to have their say about care and support services. This engagement leads to changes in the way services are delivered locally but it also influences decisions made by the Regional Partnership Board.

For example, much of the engagement for the recent [Population Needs Assessment](#) was carried out through local groups of citizens, third sector, voluntary and community organisations, such as:

- Looked After Children's (LAC) Forums, Youth and school Councils
- Young carers groups
- Older people's forums
- Equalities and Disability focus groups
- Learning disability self-advocacy groups
- Caniad engagement with people with mental health needs
- Local engagement sessions with people with care and support needs and carers



And included the following population groups as per Welsh Government guidance:

- Children with complex needs
- Older people, including dementia
- Health, physical disabilities and sensory impairment
- Learning disabilities
- Autism
- Mental health
- Carers
- Violence against women, domestic abuse and sexual violence

For more information see the [Consultation Survey Report October 2021](#)

In addition to the formal engagement structures that feed into the Regional Partnership Board, a lot of engagement activity takes place as part of specific projects, initiatives or work-streams, including engaging with local people (those who do and do not regularly access care and support services, including carers), 'service user' forums and community organisations. We carry out an equalities impact assessment on all the projects developed by the RPB, including engagement with people with protected characteristics. The North Wales Public Sector Equality Network provides advice, guidance and templates to improve consistency across the region

Councils across North Wales work with Betsi Cadwaladr University Health Board (BCUHB) to engage with commissioned care and support services through Provider liaison groups (these are open forums, which include 'social value'; providers who fall outside of the definition within the Act as some are also for private profit).

### **Feedback from the Social Value Sector**

During January 2022's meeting, the Social Value Forum Steering Group discussed its progress since reconvening in July 2021 following a break whilst several members had been redeployed to support the pandemic. The steering group also discussed the Forum's aims and priorities moving forward.

The Forum has learned that organisations do not identify themselves with such terms as 'social value organisation' and that the term does not mean much to the citizens of North Wales.

Many representatives of the Forum believe it already forms part of their organisation's business as usual and is not reported independently from other work achievements. This was significantly felt by North Wales Police who have been ensuring social value is part of their procurement process for all contracts commissioned and has been this way for many years.

One of the Third Sector representatives within the Forum has reflected on the challenge of co-ordinating the Third Sector involvement – as the sector is so diverse, there are a significant number of community organisations and as the region itself is large and geographically diverse.

The Third Sector representatives believe that it would be valuable for the North Wales Regional Partnership Board (NWRPB) to receive presentations on a range of social value activities, promoting those that are transformative and contributing to well-being across North Wales. They also recognise the need to have co-production embedded in the ethos of all developments that the NWRPB oversees as there is still much to be learned about co-production in service design and delivery. It is anticipated that the regional forum will help the NWRPB to achieve this.

### **Feedback from the Regional Partnership Board and Statutory Partners**

The Chair of the Social Value Forum Steering Group presents quarterly progress reports to the NWRPB and the Leadership Group (LG).

The NWRPB and LG both endorsed a recommendation that the Forum writes to each local authority to seek the identification of local Social Value Champions / Leads. Any newly identified Lead officers then joined the Steering Group at October 2021's meeting.

Positive progress has therefore been made in reinvigorating the Forum since July 2021, identifying additional members from local authorities, BCUHB and the Third/Voluntary sector. Partners are supportive of social value through allowing staff time to participate in the national forums.

The region has also encouraged and supported the promotion of consortia bids / social value on Invitation to Tender through working closely with Business Wales when undertaking regional tenders. The following is included in the invitation to tender documents:

“Please upload a method statement summarising any additional measurable community benefits / social value (not included in your answers to other questions) that your organisation is committed to deliver. For example: • Ways in which you can promote local supply chains / businesses • Support for the economically inactive or people on benefits • Employee benefits (support with travel, child care, healthy living support) • Additional skills training / qualifications (employees, schools & colleges) • Supporting work experience, volunteering / reducing social isolation • Environmental schemes / healthy living initiatives”

### **Regional Integrated Fund (RIF)**

Social value organisations are key partners in our health and social care system and this became ever more evident during the COVID-19 pandemic. Consequently, NWRPB will be looking to invest a minimum of 20% of the RIF allocation in delivery of services through social value sector organisations.

Social value models of delivery will be especially important in ensuring the NWRPB can deliver the ‘*Community Based Care (Prevention and community coordination)*’ Model of Care, enabling locality/community-based, preventative care and support services. Partners are currently connecting with social value organisations to ensure their engagement in the planning, design and delivery of these services.

### **Housing with Care Capital Fund (HCF) and Integrated Rebalancing Capital Fund (IRCF)**

There are 2 regional capital funds which replace the ICF Capital funding stream. These are the HCF and IRCF.

NWRPB is currently developing its regional capital programme and is working with social value partners to identify opportunities for capital investment, for example reconfiguration and refurbishment of community hubs and IT and equipment provision.

### **Aspirations for Future Development / Work Programme for the next 3 years (April 2022 – March 2025)**

- Over the coming months, the Forum will devise an action plan for the next three years, to be endorsed by the NWRPB. This work has been on hold since the group reconvened whilst membership has been strengthened to ensure the correct representation within the Forum before any work programme is agreed.

- The Forum will continue to work with the North Wales Social Value Network to promote the development of not for private profit organisations (including social enterprises, co-operative organisations, co-operative arrangements, user led service and the third sector) to provide care and support and support for carers, and preventative services.
- We will promote collaboration, partnership and networking opportunities across sectors with an aim of maximising social value and co-production across all providers delivering health, social care and/or well-being services in North Wales. The Forum will also aim to measure the impact of social value and how it is being delivered in North Wales.
- The Forum will identify, share knowledge and key developments and learning from good practice whilst acting as a peer support network for Local Authority Social Value Officers.
- Members of the Forum will continue to work closely with the Wales Co-operative Centre as part of a sub-group of the National Commissioning Board to focus on *“Promoting Social Value Models of Delivery in Social Care”*. The sub-group has collaborated on a guidance document aimed at commissioners, procurers and service providers to help them understand why and how the promotion of Social Value Models of Delivery in tendering might impact on their activities.
- The Forum will also work with the Wales Co-operative Centre further over the next year to explore possible projects to be formed regionally that were presented at the recent Social Care Hack of Kindness event.
- Working with the Voluntary Services Councils, the Forum will focus on Third Sector projects particularly utilising Regional Transformation and ICF funding to maximum benefit.
- The Forum will be linking in to the Market Stability Report work as and when required to ensure social value within North Wales is incorporated. The North Wales Population Needs Assessment and Market Stability Report are being published during 2022 and both include opportunities for promoting social value as part of the reports. The Social Value Forum will be involved in using this evidence to develop the Joint Area Plan by March 2023.

# Appendix 1: Social Value Forum Steering Group Terms of Reference

## North Wales Social Value Forum Steering Group (NWSVFSG) Terms of Reference – January 2022

### 1. Background and Context

Part 2, Section 16 of the Social Services and Well-Being (Wales) Act 2014 places a duty upon Welsh local authorities, with local health board partners, to:

“establish regional forums to support social value based providers to develop a shared understanding of the common agenda, and to share and develop good practice. The aim of this forum is to encourage a flourishing social value sector which is able and willing to fulfil service delivery opportunities”

In summary the Act requires local authorities to promote:

- The development of social enterprises and co-operative organisations in its area to provide care and support and preventative services;
- The involvement of persons for whom care and support or preventative service are to be provided in the design and operation of that provision;
- The availability in its area of care and support and preventative services from third sector organisations (whether or not the organisations are social enterprises or co-operative organisations)

The North Wales Social Value Forum Steering Group agreed a working definition of social value at its meeting on 23<sup>rd</sup> November 2017.

### 2. Purpose

A regional steering group was established in North Wales in 2016 to support local authorities and partners with the delivery of the requirements through:

- Working with the North Wales Social Value Network to promote the development of not for private profit organisations (including social enterprises, co-operative organisations, co-operative arrangements, user led service and the third sector) to provide care and support and support for carers, and preventative services.
- Promoting collaboration, partnership and networking opportunities across sectors with an aim of maximising social value and co-production across all providers

delivering health, social care and/or well-being services in North Wales.

Measuring impact and how we are delivering social value in North Wales.

- Identifying, sharing knowledge and key developments and learning from good practice whilst acting as a peer support network for Local Authority Social Value Officers. Also learning and sharing with the Social Value Network;
- challenging role embedded in the organisation and influencing practice development and innovative approaches with commissioners and procurement departments to commission and procure services which deliver social value, with a focus on embedding social value into the regional transformation programmes.
- Focussing on Third Sector projects particularly utilising Regional Transformation and ICF funding to maximum benefit.
- Linking in to the Population Needs Assessment and Market Stability Report work as and when required to ensure social value is incorporated.

### **3. Membership and attendance**

- a) The NWSVFSG will have membership to represent a broad cross-sector of relevant networks.

As a minimum the membership will include:

- Regional Partnership Board Third Sector Representatives
- Members of the Regional Collaboration team who provide the leadership and secretariat
- Member(s) of the local Social Value Forums (*to be determined locally*)

Membership will be reviewed annually by the NWSVFSG.

Members should ensure that they have their own internal mechanisms for communicating the work and activity of the NWSVFSG within their own networks.

Invitations will be extended to visitors to attend the NWSVFSG for particular agenda items as required and agreed by the Chair.

The aim of the NWSVFSG is to be an effective contributor to the development of a thriving social value provider sector. To this end attendance at meetings maintains a continuity which is valued. Should a member not attend for 3 consecutive meetings the Chair will approach the member to discuss continued membership.

Members will be responsible for declaring to the Chair any conflicts of interest at the beginning of each meeting.

Any decision will be made by consensus or by a majority vote. If necessary, the Chairperson will have the casting vote.

b) The Chair / Co-chairs of the NWSVFSG will be appointed through nominations or self – nomination from members of the NWSVFSG. The Chair will have responsibility for:

- Approving agendas and minutes
- Chairing of meetings
- Managing disputes
- Representing the NWSVFSG and its activities at meetings of the Regional Partnership Board as required.
- Preparing and reporting on the work of the NWSVFSG to the Regional Partnership Board in conjunction with the Regional Partnership Board's Strategic lead
- Agreeing a work programme which will be delivered by the NWSVFSG
- Representing the NWSVFSG at various events/meetings
- Ensuring members engage in the work of the NWSVFSG and comply with the Terms of Reference.

#### **4. Governance and Accountability**

The NWSVFSG shall be accountable to the Regional Partnership Board in conducting its business and activity. Performance management of its activity will be monitored via the RPB and shall provide them with 6 monthly reports on its work and activity.

#### **5. Management of meetings**

The secretariat of the NWSVFSG will be undertaken by the Regional Collaboration team who will fund the meeting venue and refreshments in the absence of a dedicated budget. Meeting agendas to be circulated 7 days before the meetings. Members wishing to add items to the agenda should notify the secretariat and Chairs at least 10 days before the papers are due to be circulated. Requests for agenda items will need to state the proposed agenda item and a brief explanation of whether the item is for information or for a decision. The Chair will approve agenda requests. Meetings to be held quarterly and the minimum members required for a meeting to be quorate is 8 members.

## **6. Terms of Reference review**

The NWSVFSG will review these Terms of Reference on an annual basis, making such changes as are necessary for its effective operation.



## **Appendix 2: Agreed definition of Social Value**

### **Working Definition of Social Value: Agreed by North Wales Social Value Forum Steering Group**

#### **Who is included in the social value sector?**

The social value sector is made up of those people, organisations, networks, fora and others who see increasing well-being for people and communities as their core purpose, and re-invest most of all of any profit into the production of well-being.

Examples include: volunteers, voluntary organisations, charities, social enterprises, infrastructure bodies, and the networks and fora that exist to support their activities.

#### **What does the social value sector produce that distinguishes it from others?**

Social value is the relative worth, or importance that people and communities place on changes to their well-being.

The social value sector's primary products are social, environmental, and economic well-being across communities and in individual lives, over and above the direct production of goods and services.

#### **How does the social value sector produce its outcomes?**

The sector produces social value through co-production: practitioners and people working together as equal partners to plan and deliver services, based on the principles of:

- Recognising people as assets and as having a positive contribution to make to the design and operation of services;
- Supporting and empowering people to get involved with the design and operation of services;
- Empowering people to take responsibility for, and contribute to, their own well-being;
- Ensuring that practitioners work in partnership with people to achieve well-being outcomes at an individual and service level;
- Involving people in designing outcomes for services.

## The principles of social value

1. **Involve stakeholders** – Inform what gets measured and how this is measured and valued in an account of social value by involving stakeholders.
2. **Understand what changes** – Articulate how change is created and evaluate this through evidence gathered, recognising positive and negative changes as well as those that are intended and unintended.
3. **Value the things that matter** – Making decisions about allocating resources between different options needs to recognise the values of stakeholders. Value refers to the relative importance of different outcomes. It is informed by stakeholders' preferences.
4. **Only include what is material** – Determine what information and evidence must be included in the accounts to give a true and fair picture, such that stakeholders can draw reasonable conclusions about impact.
5. **Do not over-claim** – Only claim the value that activities are responsible for creating.
6. **Be transparent** – Demonstrate the basis on which the analysis may be considered accurate and honest, and show that it will be reported to and discussed with stakeholders.
7. **Verify the result** – Ensure appropriate independent assurance.
8. **Be responsive** - Pursue optimum social value based on decision making that is
9. timely and supported by appropriate accounting and reporting.

“The additional benefit to the community from a commissioning/ procurement process over and above the direct purchasing of goods, services and outcomes”

**(The Social Value Guide: Implementing the Public Services (Social Value Act), Social Enterprise UK Definition of Social Value)**

## **Appendix 3: NWSVFSG Membership**

March 2022

### **Name Organisation / network represented:**

Chair – Neil Ayling

Vice Chair – Olivia Hughes / Ann Woods (interim)

### **Secretariat and leadership:**

Kimberley Mason – Regional Collaboration Team

### **Local Authority & BCUHB Representatives:**

Anglesey County Council – Arwel Jones

Gwynedd County Council – Arwel Evans

Conwy County Borough Council – Mark Bowler

Denbighshire County Council – Alison Heaton / Holly Evans / Karen Bellis / Simon Beech

Flintshire County Council – Olivia Hughes / Emma Murphy

Wrexham County Borough Council – Linda Rogers

BCUHB – Lisa Goodier

Regional Collaboration Team – John Williams

### **Regional Partnership Board Third Sector Representatives & Independent members:**

AVOW – Dawn Roberts McCabe

Conwy Voluntary Services Council - Wendy Jones

Denbighshire Voluntary Services Council – Tom Barham

Flintshire Voluntary Services Council - Ann Woods

Gofal a Thrwsio (RPB rep) - TBC

Mantell Gwynedd - Eleri Lloyd / Gareth Huw James

Medrwn Môn - Lyndsey Campbell-Williams

Wales Council for Voluntary Action - Sally Rees

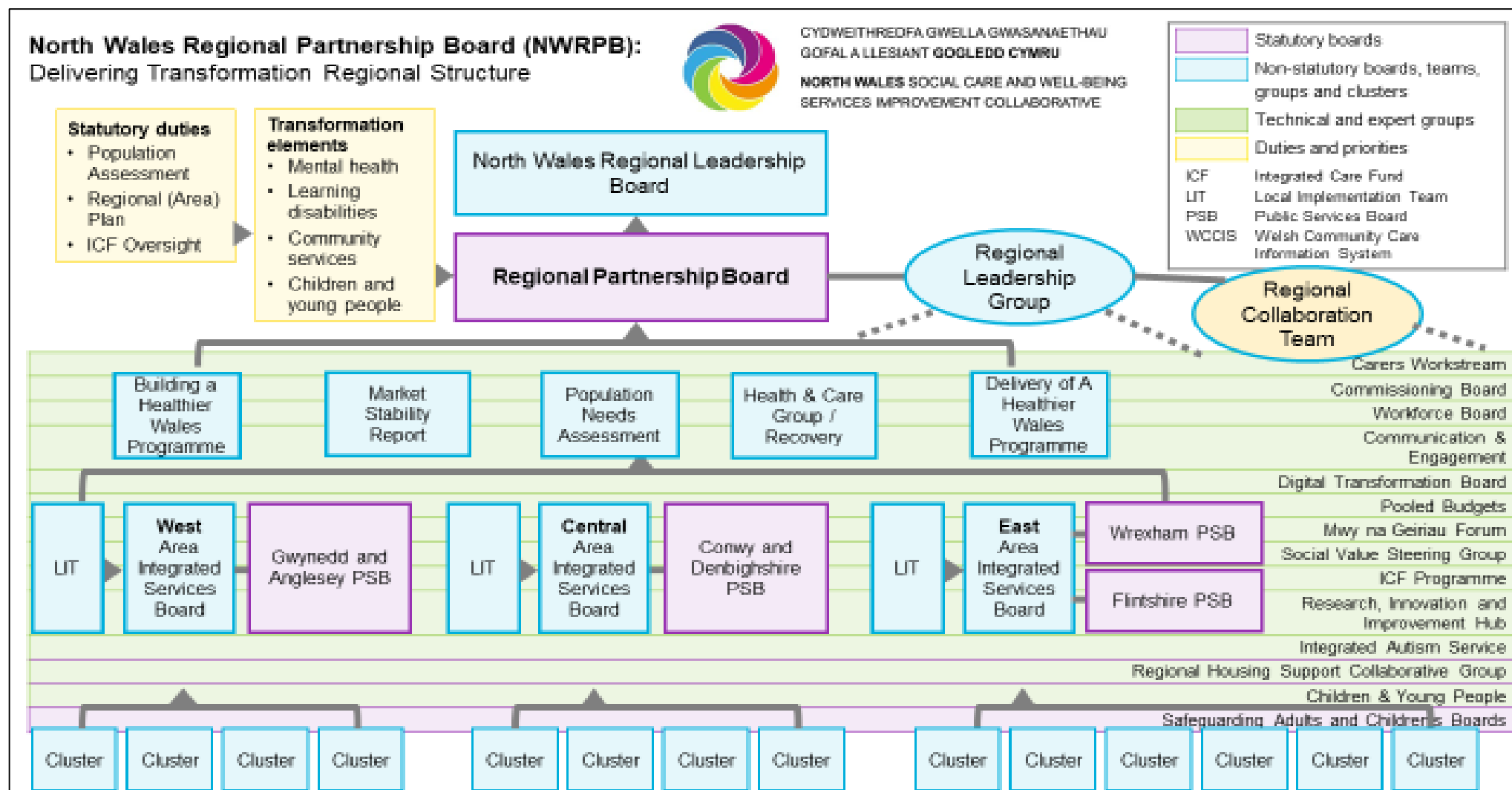
Clwyd Alyn Housing Association – Neil Lynch / Louise Blackwell

### **Statutory Services Representatives:**

North Wales Police

North Wales Fire & Rescue Services

## Appendix 4: North Wales Regional Partnership Board Structure



## Appendix 5: Case Studies

### 5.1 Measuring and Managing Social Value Project, Mantell Gwynedd



#### Activity

Mantell Gwynedd managed a three year Measuring and Managing Social Value project during 2017-2020. This was in partnership with all the County Voluntary Councils in North Wales.



This project was to support the third sector to look at how they could better measure and demonstrate social value, but most importantly how social value data can help them to manage impact and improve decision making.

#### Support

The four key intended outcomes for the Social Value Cymru Lottery funded project were:

1. To upskill CVCs to offer support to organisation to measure social value
2. To support providers who deliver services in North Wales to embed social value measurement into their organisations
3. To upskill trustees to use this social impact information to inform their decision making thus allowing them to manage social impact
4. To develop a support network in North Wales to develop a stronger third sector in North Wales with a greater focus on public service delivery and able to link services to legislative.

#### Involvement

As well as the 6 County Voluntary Councils, we worked with 25 different organisations across north Wales. Some were small local charities and others were national charities. They represented different services including:

- ✓ Mental health
- ✓ Children and Young people
- ✓ Dementia
- ✓ Employment support
- ✓ Learning disability
- ✓ Welsh language

- ✓ Alcohol and substance misuse
- ✓ Support for victims of sexual abuse

## **Funding**

This project was funded by The National Lottery Community Fund.

## **Success of Project**

Yes, it was successful but there are lessons learnt and important development points to take away from the project. Further information can be found within the This is the evaluation document [Evaluation Report](#)

## **Challenges**

- ✗ Some organisations felt that support over two years was too long, where others felt it wasn't long enough as getting the time and resources to embed the learning was challenging. What did seem apparent is that having support within County Voluntary Councils to provide basic support was beneficial, but having on-going expertise was also important. Having an active network was seen as important to maintain momentum and support.
- ✗ Some would have liked more time to focus on calculations.
- ✗ It was challenging to dedicate staff time to ensure these skills were embedded. However, some of the very small organisations were able to achieve this and therefore the size of the organisation didn't appear to be the main barrier but rather the nature of the service.
- ✗ Time was also a concern for CVCs, as being able to commit time to embed these skills in addition to their usual role was challenging and having dedicated resource for this would be more beneficial.

## **Lessons Learned**

It was apparent during the project that time and resources are needed within organisations to look at impact. Evidence is clear that having systems to collect data and quantitative data can help organisations to make better and more informed decisions, but it does mean investing time in getting a system together to manage impact.

Having on-going support from their County Voluntary Councils is also important. 25 organisations were involved in this project but there are so many third sector

organisations who provide a vital service that could benefit from having support to look at measuring and managing social value.

## Outcomes

Intended outcomes of the project:

- ✓ Improved skills set within the six North Wales CVCs where social value measurement will have been integrated into generic CVC support services
- ✓ Third sector organisations better able to demonstrate their social value.
- ✓ Trustees will be better equipped to improve their organisations performance.
- ✓ A stronger third sector in North Wales with a greater focus on public service delivery and able to link services to legislative.

All organisations who completed the programme reported some positive change in the following outcomes:

- ✓ Organisations are able to measure the social value of activities more
- ✓ Organisations are able to embed social value principles in everything that they do
- ✓ Organisations are able to use social impact information to inform decision making
- ✓ Organisations are able to report on social impact to internal and external audiences

## 5.2 Cwrs A Sgwrs Lunch Club, Gwynedd

### Activity

Cwrs A Sgwrs is a lunch club for over 50's available for the residents of Llanaelhaearn and Trefor every Tuesday.

### Support

Cwrs A Sgwrs was designed to provide a free healthy meal and more importantly an opportunity for socialising and reducing loneliness.

### Involvement

Antur Aelhaearn and Agoriad have worked in partnership to trial this pilot.

### Funding

Funding was made available via Gwynedd Council and Welsh Government grants.



## Success of project

Over 30 people attend every week with an additional 5 receiving their meals at home. The socialising aspect has been particularly successful with many staying on after the Cwrs A Sgwrs session for other sessions in the afternoon i.e. chair YOGA.

We have been successful in getting people to attend in the village of Llanaelhaearn.

## Challenges

- ✘ It has been more of a challenge in the neighbouring village of Trefor. This could be because we do not have sufficient presence or connections in Trefor currently, however this could change in the future.

## Outcomes

- ✓ We have a good crowd of people who love to attend the Cwrs A Sgwrs lunch club and it would be great if we were able to carry on with this in the future.
- ✓ More people have had an opportunity to socialise and make new friends and connections.



This picture was taken with the attendees and Mabon ap Gwynfor our local Member of the Senedd (MS).



## Community Pantry, Gwynedd

### Activity

Siop Griffiths is a community enterprise in Penygroes, Dyffryn Nantlle in Gwynedd that has helped create local solutions to the challenges facing the Nantlle Valley and to give young people opportunities to stay and thrive in their community.



### Support

A food distribution service across Bangor, Caernarfon and the surrounding area from local supermarkets which would otherwise be wasted and other contributions to local people.

### Involvement

Siop Griffiths Cyf, Yr Orsaf, Co-op Penygroes, Fferm Henbant, FareShare, Tesco Caernarfon, Asda Bangor, Fferyllfa Penygroes, Morrisons Caernarfon, ACT Foundation.

### Funding

Food Schemes Grant 2021 – 2022 to pay for FareShare membership.

### Success of project

We are supporting individuals and families, with around 25 people coming to collect food every week (on average). We have started building a relationship with Betsi Cadwaladr in order to offer cooking courses (with a dietician), in addition to a course on eating sensibly and budgeting better.

### Challenges / Lessons Learned

- ✘ We are in the middle of changing the way we distribute the produce; until recently people have been able to help themselves, but this has led to it being hard to ensure that everyone gets a fair share, and that the food doesn't run out too soon. The main challenge is therefore ensuring that the produce is fairly distributed.

## Outcomes

- ✓ Residents have been able to get additional support to try to cope with food poverty.

## Feedback from recipients

“I was informed of your project by a friend and I was relieved to come to the cafe tonight where i collected some tinned food items plus a hot meal bag.

I have been very ill for a few years and recent increases in heating and fuel costs have crippled my small savings and I now live hand to mouth most days. The bag I collected today has helped me enjoy a hot meal tonight and has given me hope that I won't need to feel hunger again this winter.

Please can you keep me informed of all future food giveaways”

## 5.4 Community Zumba, Wrexham

### Activity

Splash Community Trust - Community Zumba

### Support

The session was designed to engage with adults to address social isolation, loneliness and physical activity.

### Involvement

Following a meeting with the local community group last year they highlighted that many residents have been left feeling alone, isolated and haven't left their home for months.

We discussed offering the community a free exercise class to address these issues.

“We are Plas Madoc” (the local community group) consulted with residents to find out what they would like to do and they promoted the session by Facebook, newsletter and talking to the residents.



## Funding

An application was submitted to the Moondance organisation, linked to the community work of the support hub. The application was successful and has supported 24 weeks of exercise. The session is due to end in May.

## Success of project

- ✓ The sessions have been well attended and has achieved what was planned.

## Challenges / Lessons Learned

- ✗ When the funding ends many participants may not be able to continue as cost will be a barrier.
- ✗ We are offering half price sessions when the free session ends but this will still be a barrier for some people especially with the cost of living increases.

We would focus on offering a session which could continue and be supported indirectly via another session, possibly by linking it to other projects. We would look to offer a member of the community the opportunity to become qualified to deliver the session in return for some voluntary hours.

## Outcomes

- ✓ Some residents have developed friendships, become more active and not felt so isolated.
- ✓ Some residents had not previously used the centre.
- ✓ Residents have been able to get additional support to try to cope with food poverty.



## 5.5 Llwyn Eirin, Social Housing, Denbighshire

### Activity

Llwyn Eirin – Denbighshire’s first social housing development in over 30 years – an innovative new development, together with principal contractor, Brenig Construction.



### Support

Provide social, affordable housing in the Upper Denbigh Ward which would be the best in class for energy and carbon.

These low carbon homes, which will be built, and certified to the energy-efficient Passivhaus standard, are part of the Council’s target to secure the provision 170 new council homes by 2022.

### Success of project

- ✓ Work placements delivered
- ✓ Community liaison worked very well and produced additional benefits above initial agreement
- ✓ Sense of pride from contractors on site – monthly Community Benefits themed meetings to discuss what is going well, what is challenging and new opportunities identified

### Challenges / Lessons Learned

- ✗ COVID caused significant delays to the project
- ✗ Major disruption to Community Benefits, especially education and career support but also including short term work placements, i.e. COVID protocols and travel to work
- ✗ Post COVID - challenges in filling work placements, tight labour market

### Outcomes

- ✓ 2 Placements have led to permanent employment
- ✓ Local organisations received additional resource help and support
- ✓ Town Council valued engagement with contractors
- ✓ Resilient Communities team plan to work with Community Benefits beneficiaries to support Llwyn Eirin Community

## 5.6 Solar Farms, Flintshire

The solar farms on the Crumps Yard and Flint Landfill sites in Flintshire was completed in February 2021 and will generate in excess of 3487MWh's of electricity each year, as well as saving more than 800 tonnes of CO2 each year.



The contract has unlocked **over £62k** of social value through additional procurement commitments.

This was achieved through some of the following outcomes;

- One local persons employed full time on the contracts
- Over £45k spent with local supply chain partners
- 224 hours of staff volunteering hours donated to support
- local community initiatives
- Over £4.5k invested to support local community projects
- One week's virtual work placement delivered with a
- local persons Not in Education, Employment or Training (NEET)



## 5.7 Marleyfield Care Home Extension, Flintshire

The contract comprised of a major extension to an existing care home in Buckley.

The contract has unlocked **over £1.3 million** of social value through additional procurement commitments.

This was achieved through some of the following outcomes;

- 142 weeks of trade apprentices
- 13 weeks of traineeships delivered
- 4 full time employment opportunities created for local residents who were previously Not in Employment, Education or Training (NEET)



- £2,124,197 spend with local supply chain partners
- £10,840 invested to support local community causes
- 264 hours of staff volunteering time was delivered to support local community projects, businesses and engaging with local schools
- 60 hours supporting local people into work through employability initiatives (over 24 years old)
- 97% of waste diverted from landfill approximately 2.39 tons of waste, and other water and carbon reduction savings achieved

## 5.8 Ysgol Castell Alun Extension, Flintshire

The contract comprised of a new three-storey art and design technology block within an existing school in Flintshire. Social value was a weighted component of the tender, and whereby real and tangible commitments to social value were contractualised through the procurement process.

Some of the key outcomes that have been achieved through the contract include:

- 30% (£1,361,830) spend with local supply chain partners within 20 miles supporting economic growth
- 43% of local labour within 20 miles
- 2 full time employment opportunities provided to individuals who are rehabilitating ex-offenders through the Inside Connections employment programme
- 1 local person retained full time
- 6 hours supporting people into work through employability initiatives (over 24 years old)
- 31 apprenticeship weeks
- 40 trainee weeks
- 105 staff hours volunteering in local communities
- 6 weeks work experience placements
- 6 hours delivering educational initiatives with local schools
- 5 hours providing expert advice to local Micro, Small, Medium Enterprises (MSMEs) and Voluntary, Community, Social Enterprises (VCSEs)

