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# WELCOME

## TO THE 2020 NATIONAL SOCIAL VALUE CONFERENCE



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# CALL TO ACTION

**GUY BATTLE**  
CEO, SOCIAL VALUE PORTAL



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And your starters for 10 are.....

1. What sector do you represent?
2. Do you have the term 'social value' in your job title?
3. Do you agree that we have spent enough time talking and that it is now *Time to Act*?



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# 2020

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# #TimetoAct





# CHAIRMAN'S WELCOME

**DARREN KNOWD**  
CHAIR, NATIONAL SOCIAL  
VALUE TASKFORCE



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# KEYNOTE

**BARONESS BARRAN MBE**  
MINISTER FOR CIVIL SOCIETY



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# KEYNOTE RESPONSE

**TERRY COLLINS**  
CHIEF EXECUTIVE  
DURHAM COUNTY COUNCIL



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POWERED

# National Social Value Conference



“Time to Act”

**Terry Collins**

**Chief Executive**

**Durham County Council**



BY

PEOPLE

**POWERED**

# Durham County Council



- 518,000 residents
- Largest council in North East
- Seventh largest council nationally by population
- £1.4 billion organisation
- 8,500 employees
- Cabinet Office Award – Social Value Leadership
- £500M procurement spend
- 56% spent with SMEs
- 49% spent in County Durham
- 13% spent with Third Sector suppliers



**POWERED**

**DURHAM**

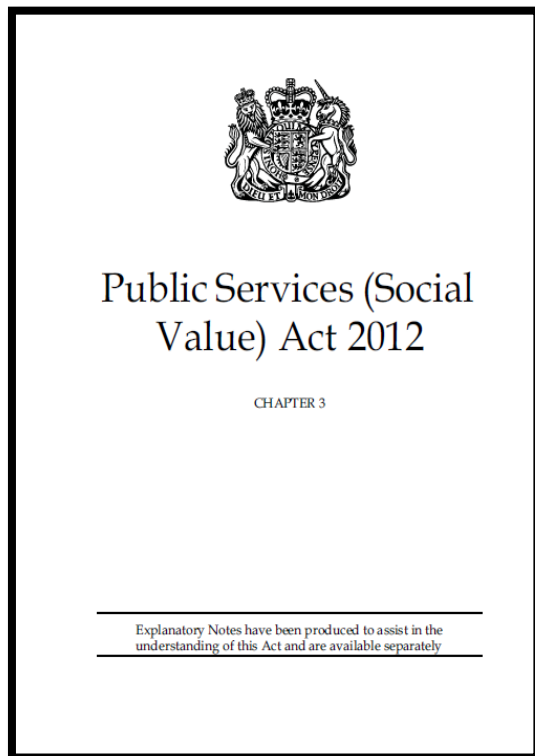
**BY PEOPLE**

**BY**

**PEOPLE**

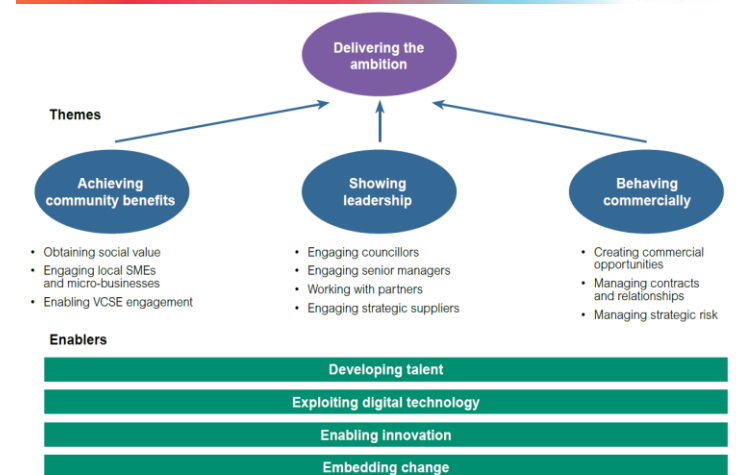
POWERED

# National Agenda – Social Value



National Procurement Strategy  
for Local Government  
in England 2018

Delivering the ambition



BY

PEOPLE

POWERED

# Social Value Outcomes



- **New Head Quarters** ~ 40% → Strategic Employment Site → 6000 Jobs and £400M
- **Bowburn School** ~ 30% - Local Supply Chain spend, Interviews and Career Advice
- **Stop Smoking Service** ~ 20% - VCSE spend, Employee Wellbeing, Apprenticeships
- **Banking Services** – School education visits, Credit Unions, Digital Skills for SMEs
- **Primary School Meals** - £150K investment Fund – Food Nutrition & Fun to Cook
- **Electricity** – Collaborative project via NEPO energy Invest to Save Projects
- **Food Bank donations** - Easter and Christmas
- **Sponsorship** - Staff Awards, Fostering Recruitment and Awards
- **Professional Services** – Volunteering at VCSEs, Employee Wellbeing

BY

PEOPLE



# Lessons & Questions



- Local Government has led the way – Creativity, Commercialisation and Innovation
- National Social Value Task force (cross sector) – Excellent progress
- Procurement cost reduction → strategically adding value delivering outcomes
- You can never do enough early market engagement to identify opportunities
- Markets are different so one size may not fit all – do what is right for the project
- Social Value is everybody's job not just a Procurement initiative
- *Wider Social Value approach – Procurement – Developments – Planning ?*
- *How could we improve the voice of the community into our projects?*
- *How could we better understand and match community need with opportunities?*
- *How could we use the TOMS or other approaches to tackle Climate Change?*
- There is always a social value opportunity – so have a go!



# OPENING PANEL: SOCIAL INNOVATION IN THE PUBLIC AND PRIVATE SECTORS

**BEN GLOVER** SENIOR RESEARCHER, DEMOS

**PAUL NOWAK** TUC

**ANNA SHIEL** BIG SOCIETY CAPITAL

**TERRY COLLINS** DURHAM COUNTY COUNCIL

**MATTHEW FELL** CBI



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# PRESENTATION OF THE NATIONAL SOCIAL VALUE AWARDS 2020

**ADRIAN GIBSON** CUSTOMER SERVICES  
DIRECTOR, PROACTIS



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# NATIONAL SOCIAL VALUE AWARDS 2020

*EMBEDDING SOCIAL VALUE IN PROCUREMENT*

HIGHLY COMMENDED

**MULTIPLEX**



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# NATIONAL SOCIAL VALUE AWARDS 2020

*SOCIAL VALUE THROUGH DECENT WORK*

HIGHLY COMMENDED

## WIRRAL COUNCIL



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# NATIONAL SOCIAL VALUE AWARDS 2020

*EMBEDDING SOCIAL VALUE IN PROCUREMENT*

WINNER

**NEPO**



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# Embedding Social Value in Procurement

Nicola Shelley, Managing Director at NEPO

Working in partnership:



## About NEPRO<sup>3</sup>



Established by NEPO in 2012, the third iteration was awarded to delivery partner, Bloom in 2019:

- NEPRO is a procurement solution that enables UK public sector organisations to identify and appoint **specialist professional services**.
- The 2019 procurement process featured collaboration with the **Social Value Task Force** and strong **market consultation** to ensure Social Value was a primary consideration.
- NEPO also worked with legal teams to ensure social value was considered at **each stage of the contractual flow** (framework > call-off > project).



350+

UK public sector  
organisations using  
NEPRO

£5M

Spend to date

3K+

Suppliers accredited  
through NEPRO

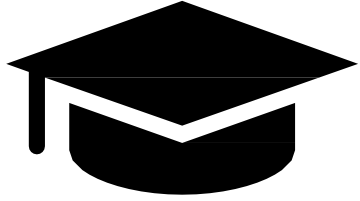
6K+

Public sector projects  
delivered to date



# NEPRO<sup>3</sup>: TOMs Social Value Commitments

- Through their appointment as delivery partner to NEPRO<sup>3</sup>, Bloom have proposed **59 TOM-related initiatives**, offering **£42m** in social value commitments over the framework term. NEPRO<sup>3</sup> has already delivered key social value outcomes including:



Bloom has committed over £1m to improving **skills for local people** including sessions within local secondary schools.



Bloom's **apprenticeship scheme** for Procurement Operations.



Bloom has committed £6.5m for the **creation of jobs** and **promotion of local skills** and employment.

## NEPRO<sup>3</sup>: Innovative approaches

- NEPRO<sup>3</sup> **embeds social value into the whole procurement cycle** by allowing buyers to include their own social value initiatives within all NEPRO<sup>3</sup> opportunities.
- The developments within NEPRO<sup>3</sup> especially around the new technology platform “Pro-vide 2.0” allows NEPO and Bloom to have **greater controls** in areas such as transparent data, social value, and mapping supplier profiles.
- A key element of NEPO’s ambition is for NEPRO<sup>3</sup> to act as vehicle for North East SMEs, VCSEs and local authorities **to export their expertise** and services to a broad national public sector audience.
- A tiered **accreditation route** was introduced for NEPRO<sup>3</sup> to help open up opportunities for SMEs and VCSEs.



**Find out more at [nepro.org.uk](https://nepro.org.uk)**

Working in partnership:





# NATIONAL SOCIAL VALUE AWARDS 2020

*SOCIAL VALUE THROUGH DECENT WORK*

WINNER

**RADIANT CLEANERS  
& UnLtd**



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**UnLtd**

The foundation for social  
entrepreneurs



# Our mission

We find social entrepreneurs with bold solutions to today's challenges.

Through funding and support, we help them to realise their potential and create lasting change.





# Our three focus areas



## Solutions for an ageing society



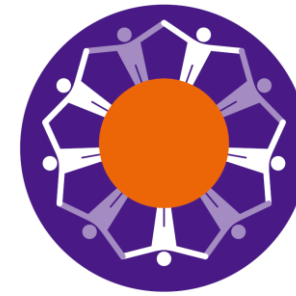
We will support 50 social entrepreneurs to address the challenges of an ageing society.

## Access to employment



We will create 3000 jobs and training opportunities for those furthest from the labour market.

## Resilient communities



We will work with up to 50 underserved communities, unleashing the power of social leaders to transform where they live.

A banner image showing four people (three women and one man) looking down at a document or map. The man in the center is wearing a colorful striped shirt. The text "UnLtd's response to the Government's Social Value Consultation" is overlaid in white.

## UnLtd's response to the Government's Social Value Consultation

[Home](#) [Blog](#) [News](#) [UnLtd's response to the Government's Social Value Consultation](#)



Laura Kekuti



News



11th June 2019

We welcomed the Government's commitment in the Civil Society Strategy last year to use its buying power to drive social change.

By not just putting value for money but social value as an important criterion for assessing bids, the Government is sending a clear message: the future belongs to organisations who can deliver public services in a sustainable, inclusive and innovative way.

UnLtd sees first-hand how social entrepreneurs deliver public services with this ethos at their heart, centred around the people they aim to serve.

**UnLtd**

[policy@unltd.org.uk](mailto:policy@unltd.org.uk)

[www.unltd.org.uk](http://www.unltd.org.uk)

<https://twitter.com/UnLtd>





**Radiant Cleaners**

# Radiant Cleaners

---

A social enterprise that has employed 30 people since starting in November 2017, paying them all the real Living Wage.

For 22 of the team this has either been the first time back at work after long-term unemployment or their first ever job.



Radiant Cleaners



Radiant Cleaners



# Social Value = Lives changed

---

- People having their dignity restored through work and coming off state benefits
- Increased hope and purpose
- Improvement in well-being and quality of life
- **One of the team credits having this job as the reason she didn't commit suicide last year.**



Radiant Cleaners

BBC

**BILL THORPE**  
Cleaner

**BBC EAST MIDLANDS TODAY**



Radiant Cleaners

# Contact

---

- Matt Parfitt
- [matt@radiantcleaners.co.uk](mailto:matt@radiantcleaners.co.uk)
- [www.radiantcleaners.co.uk](http://www.radiantcleaners.co.uk)
- LinkedIn



Radiant Cleaners



# MORNING DEEP DIVE SESSIONS

11:05-12:15

**CREATIVE 3** HOW TO EMBED SOCIAL VALUE INTO PUBLIC AND PRIVATE PROCUREMENT

**INNOVATIVE** EMBEDDING SOCIAL VALUE IN CENTRAL GOVERNMENT SPENDING

**IMPRESSIVE 1** INTEGRATING SOCIAL VALUE INTO THE PLANNING PROCESS

**IMPRESSIVE 2** MEASURING SOCIAL VALUE WITH THE NATIONAL TOMS FRAMEWORK



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# MORNING BREAK & NETWORKING

10:30-11:00



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# WELCOME BACK

*Hope you had a good lunch!*



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# PRESENTATION OF THE NATIONAL SOCIAL VALUE AWARDS 2020

ARNAB DUTT CHAIR OF THE SOCIAL  
VALUE POLICY UNIT, FEDERATION OF  
SMALL BUSINESSES



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# NATIONAL SOCIAL VALUE AWARDS 2020

*EMBEDDING SOCIAL VALUE INTO  
CONTRACT MANAGEMENT*

HIGHLY COMMENDED

**SODEXO**



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# NATIONAL SOCIAL VALUE AWARDS 2020

*COLLABORATION TO ENHANCE SOCIAL  
VALUE OF A PLACE*

HIGHLY COMMENDED  
**MANTELL GWYNEDD**



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# NATIONAL SOCIAL VALUE AWARDS 2020

*EMBEDDING SOCIAL VALUE INTO  
CONTRACT MANAGEMENT*

WINNER  
**GREAT PLACES  
HOUSING GROUP**



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# A Social Value Journey

**Stephanie Cameron**  
**Social Value Specialist**

# 1

## Get tenants on board

*“Thanks so much for our meet up. I would love to hear of how the quest to include social value automatically is progressing. It really would be a better environment if this was the case.”*

**Bev - Tenant**



*“Everything we do can have an element of social value”*



3

# Grow Your Army



Support most  
vulnerable  
customers & those  
in poverty

Reduce or  
off-set carbon  
emissions

Create safe,  
vibrant &  
sustainable  
communities

Create  
employment &  
skills opportunities

Improve digital  
skills

**Be Clear & Set  
Targets**

4

# 5

## Strategic Placement

*“The meetings that take place are essential in the development of any procurement projects, including to scrutinise any Social Value aspects. They facilitate important discussions surrounding the strategic approach to these areas and allow for communication between departments.”*

**PWC – Internal Audit**

# Final Words

# NATIONAL SOCIAL VALUE AWARDS 2020

*COLLABORATION TO ENHANCE SOCIAL  
VALUE OF A PLACE*



WINNER

**GREATER MANCHESTER  
HOUSING PROVIDERS**



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# Driving social value across Greater Manchester

**Leigh McLaughlin, One Manchester**

**Stephanie Cameron, Great Places**

**@GMhousing | @Leigh\_OneMcr | @Steph21Jean**

**Driving change**

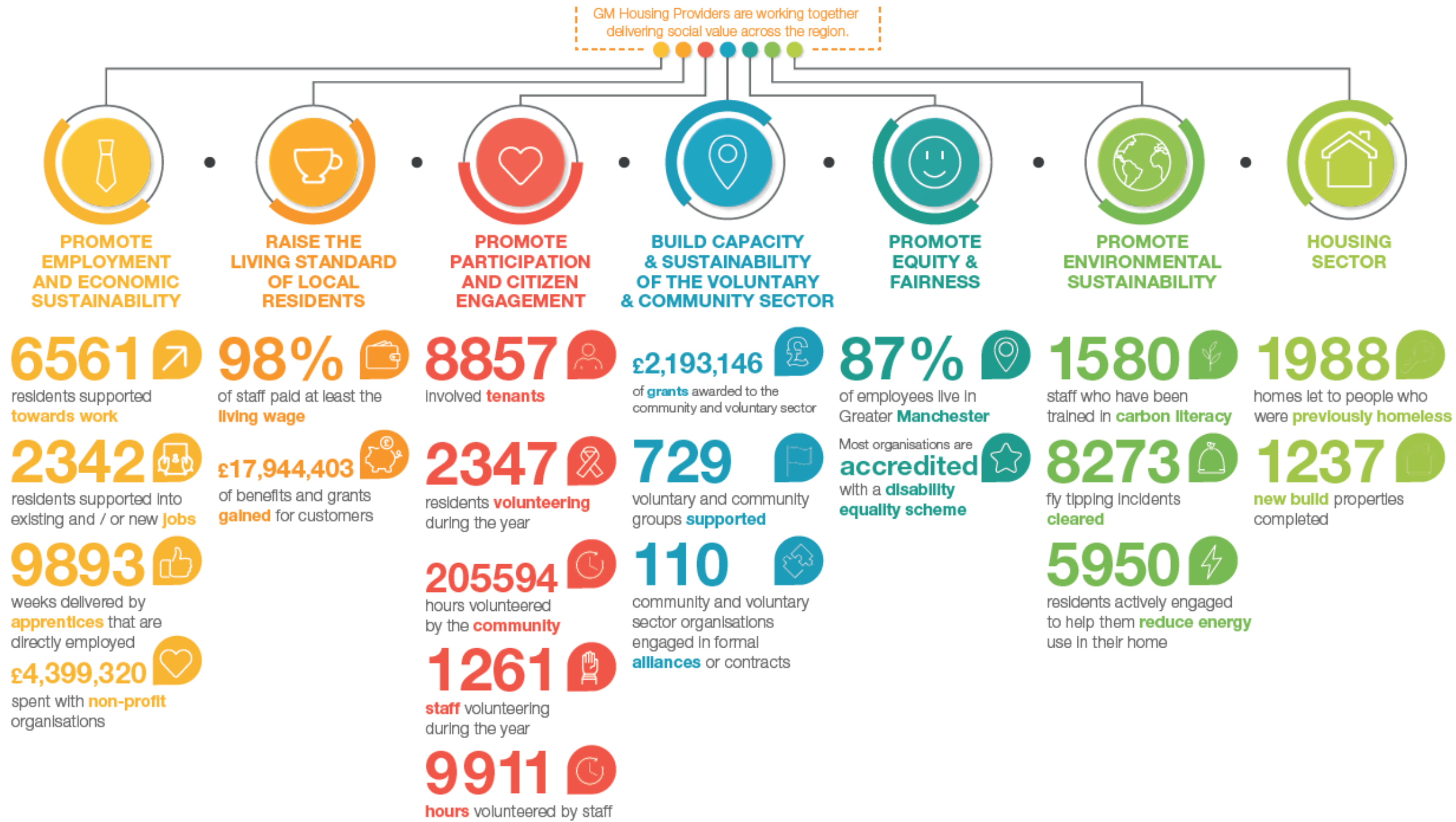


# GMHP Social Value Group

- Partnership
- Place
- What has worked and why
- A pledge to collaborate
- Comms leverage
- Procurement and Supply Chain



# Joint measurement and benchmarking



# Priorities 2020

- GM Social Value Conference
- Supporting Social Enterprise
- Good Employment & Living Wage
- Supplier engagement





# AFTERNOON KEYNOTE

**SEAN HALEY**

REGIONAL CHAIR UK&I  
CEO SERVICE OPERATIONS  
WORLDWIDE, SODEXO



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# National Social Value Conference

January 2020

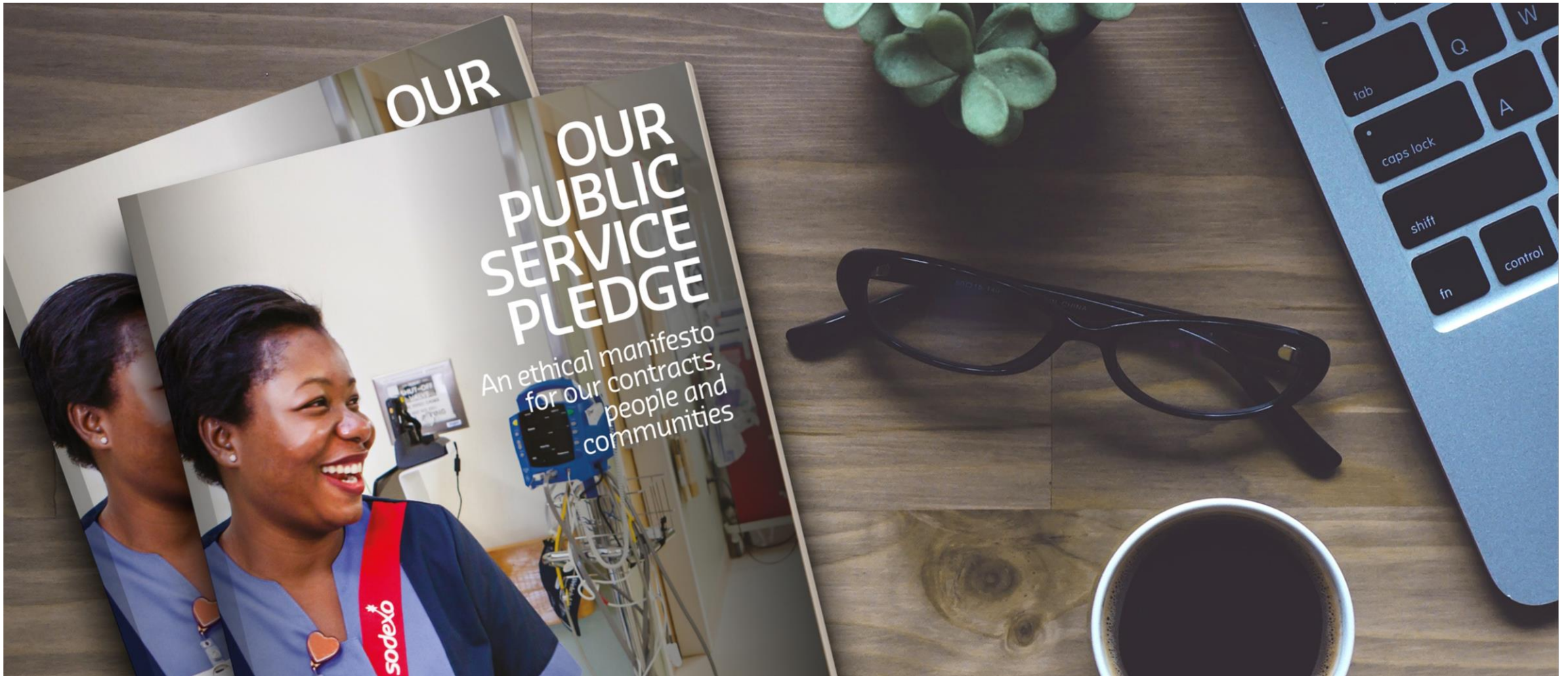


# Strengthening social value





# Our commitment





# The opportunity





# Thank you

Image by jcomp / Freepik

**sodexo**  
QUALITY OF LIFE SERVICES



# AFTERNOON DEEP DIVE SESSIONS

14:15 – 15:35

**CREATIVE 3** THE FUTURE OF PUBLIC SECTOR PROCUREMENT – WHAT DOES 'RADICAL' LOOK LIKE?

**INNOVATIVE** CAN REAL ESTATE DELIVER MORE (SOCIAL) VALUE FOR SOCIETY?

**IMPRESSIVE 2** UNLOCKING SOCIAL VALUE INVESTMENT INTO OUR COMMUNITIES

**IMPRESSIVE 1** RADICAL TRANSPARENCY – THE ROLE OF BENCHMARKING & LEAGUE TABLES TO GUIDE GOOD PRACTICE



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# PRESENTATION OF THE NATIONAL SOCIAL VALUE AWARDS 2020

**BEN CARPENTER** CHIEF EXECUTIVE,  
SOCIAL VALUE UK



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# NATIONAL SOCIAL VALUE AWARDS 2020

*AWARD FOR SOCIAL INNOVATION*

HIGHLY COMMENDED  
**LONDON BOROUGH OF  
ISLINGTON**



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# NATIONAL SOCIAL VALUE AWARDS 2020

*AWARD FOR ORGANISATIONAL LEADERSHIP*

HIGHLY COMMENDED  
**WATES**



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# NATIONAL SOCIAL VALUE AWARDS 2020

*AWARD FOR SOCIAL INNOVATION*

WINNER  
**ORBIS**



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# East Sussex Social Value Marketplace

Keith Coleman  
Director of Procurement  
East Sussex & Surrey County Councils and Brighton and Hove City Council

# What is the Marketplace?

A simple open online platform that matches the needs of the local voluntary, community and social enterprise (VCSE's) sector to the latent capacity within our suppliers and wider supply base.

# Key Drivers

- Embed Social Value within Service Design, Commissioning and Procurement
- Focus on “real” rather than perceived community needs
- Bridging the gap between contracting authorities, suppliers and communities
- Giving everyone the opportunity to contribute
- Engage, Enable & Empower
- Open Access

# The Vision

Our vision is for the public, private and third sectors to work together so we can combine our efforts and resources to collectively use these to improve the social, economic and environmental wellbeing of our residents and local communities.

## Community Needs

- Organisations working in local communities can request support and resources based on the real needs of residents in a local area

**East Sussex Marketplace**

Requests Offers Organisations Add New Post Admin

search by request title or keywords

Sort By: DAYS LEFT Show: MAP

**Filter By Type**

- ☐ Volunteers
- ☐ Goods
- ☐ Services
- ☐ Other

**Crowdfund East Sussex**

**START NOW**

**2 results**

**Social Value Marketplace**

**REQUEST**

**Office space needed**  
requested by Eastbourne Eco Action Network CIC  
4 days ago

88 days left Eastbourne Services

0% fulfilled **OFFER HELP**

**Skilled Volunteers Needed**  
requested by The Alfriston Task Force 5 days ago

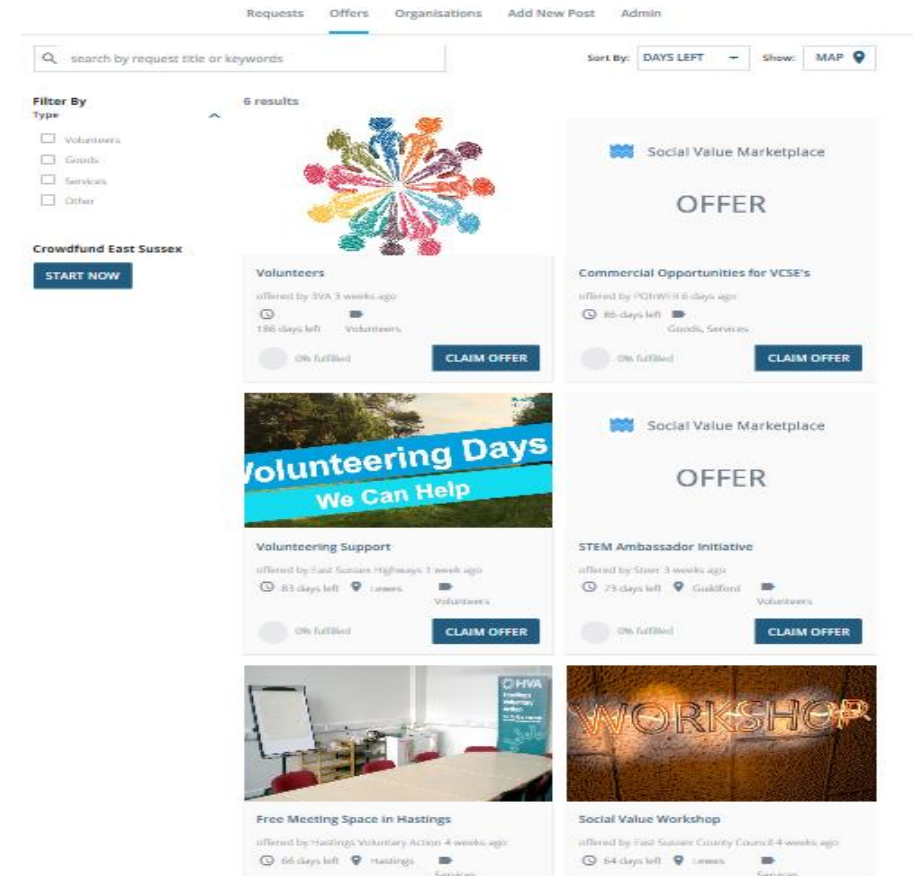
87 days left Polegate Volunteers

0% fulfilled **OFFER HELP**



## Supplier Capacity & Capability

- Suppliers use “latent” capacity to deliver commitments
- Opportunity to align CSR to Social Value
- Simplifies the SV Tender process
- Evidence based approach that improves contract management



## Collaboration & Partnerships

- Organisations can create a profile and provide information about the services they provide
- Creates Lasting relationship that go beyond Simple tender fulfilment
- Building local supply chains

**East Sussex Marketplace**

Requests Offers **Organisations** Add New Post Admin









search organisation by name Sort By: A - Z Show: MAP

**Filter By**

Type

- ☐ Social Enterprise
- ☐ Business
- ☐ Public Sector
- ☐ Not For Profit

**11 results**

	<b>3VA</b> Community Projects	0 bridges built	<a href="#">VIEW PROFILE</a>
	<b>East Sussex County Council</b> Other	0 bridges built	<a href="#">VIEW PROFILE</a>
	<b>East Sussex Highways</b> Construction	0 bridges built	<a href="#">VIEW PROFILE</a>
	<b>Eastbourne Eco Action Network CIC</b> Environmental Services	0 bridges built	<a href="#">VIEW PROFILE</a>
	<b>Frankham Consultancy Group</b> Consultancy	0 bridges built	<a href="#">VIEW PROFILE</a>
	<b>Hastings and St Leonards Food Network</b> Community Projects	0 bridges built	<a href="#">VIEW PROFILE</a>
	<b>Hastings Voluntary Action</b> Community Projects	0 bridges built	<a href="#">VIEW PROFILE</a>
	<b>NHS South of England Procurement Services</b> Other	0 bridges built	<a href="#">VIEW PROFILE</a>

← 1 2 →

# Benefits

- Empowers communities to tell us what they value - social value no longer has to be the “unwanted gift” communities feel obligated to accept, but becomes something that is done for communities rather than to communities.
- Helps businesses, suppliers, and supply chain partners find tangible and proportionate opportunities to actively contribute to community wellbeing and support VCSE's which is the key outcome of the Public Services (Social Value) Act 2012.
- Broadens the scope of social value from complying with legislation to harnessing the resources within a place because businesses that don't contract with the public sector can also access the Social Value Marketplace and offer help.
- Supports Financial proxies including the National TOM's as the measures and metrics can be aligned to offers and request on the Social Value

# The Market leaders

Kevin Foster explains what lay behind the creation of the East Sussex Social Value Marketplace – an online system for the public, private and voluntary, community and social enterprise (VCSE) sectors to raise their needs so that contractors can respond

I wonder if at times there are forces at work that bring a range of initiatives together at the same time to create a Eureka moment? Of course I could say that it was all functional and part of a wider master plan, a result of strategic management insight. But whatever it was, the result has been a product called the East Sussex Social Value Marketplace.

The Marketplace is an online platform that enables the public, private and voluntary, community and social enterprise (VCSE) sectors in East Sussex to work together to collectively improve the social, economic and environmental wellbeing of our residents and local communities.

Five key forces have come together to create this exciting development:

1. We have a high performing and mature procurement service that operates as a shared service across the three partner councils of Orbis which include Surrey, East Sussex, and Brighton and Hove Councils
2. Orbis promotes a culture of enthusiasm, passion, innovation and customer focus and our procurement lead Cindy Nickless is hugely passionate about social value, and has worked tirelessly over the last four years to promote it in procurement specifications and evaluation
3. East Sussex CC has a strong track record of meaningful and creative partnership working within the wider public and third sectors
4. Our public health service saw the value and opportunity of supporting innovative ways of harnessing and bringing to life a focus on social value as part of building community resilience and was able to make investment
5. As senior managers we actively encourage the ideas of our officers and both our chief executive officer Becky Shaw and I were fully supportive of investing in this project.

The concept of the Marketplace is simple. We already had a well-developed approach to incorporating social value requirements in our contracts and we had ways of measuring this and reporting through to ourselves against the council's strategic priorities.

We could have stopped there as it provided a recognised benefit and represented best practice – for which we received two national awards. But it still felt a bit 'sageant'. Our contractors didn't have enough insight into what to offer and there was a time lag in understanding the current demands for social value.

In addition, the council wanted to



involve our VCSE sector in our social value approach and Cindy had the ambition to design some of her passion and put her into the process.

What emerged was the Marketplace. It is literally an online system where VCSE's raise their needs, things they need help with and our contractors respond where they think they assist. Equally, our contractors can put offers into the market place and VCSEs can respond if they can get value from what is on offer.

The most important part of this whole process and system is what true

public statutory sector as everyone in our county can use this technology to contribute to their local community.

The council's role in this has been to create the 'marketplace' itself – where needs and offers can be matched, therefore bringing to life relationships that operate to maximise the benefits from partnership working to all the residents of East Sussex. The marketplace system was the easy bit – what was more demanding was the co-production process which included internal stakeholders and external organisations across sectors including district and borough councils, clinical commissioning groups, NHS England, Public Health England, VCSE partners, businesses, suppliers and the Federation of Small Businesses.

Networks such as the National

**The most important bit of this whole process and system is what true traditional market places do – it establishes connections and dialogue**

Social Value Taskforce and the Local Government National Advisory and Innovation Groups were consulted to ensure alignment to national strategies. Following the launch of the Civil Society Strategy we had the opportunity to work with the Department for Digital, Culture, Media and Sport and received positive feedback about our approach to using technology for good.

The Marketplace has been designed to be easily and affordably replicated with the potential to be adopted by organisations across sectors, and the Orbis shared services partnership is pleased to add this product to our customer offer. The delivery partners we will be working with include small and medium sized enterprises developer Minded Box and the Social Value Portal, a social enterprise specialising in social value measurement and management.

We have already received enquiries from organisations and look forward to sharing this simple and innovative tool with others across the UK. »

Kevin Foster is chief operating officer at East Sussex CC

<https://socialvalue.supplytacast Sussex.co.uk/about>

Interested in starting your own Social Value Marketplace?

View: [East Sussex Social Value Marketplace](#)



# NATIONAL SOCIAL VALUE AWARDS 2020

*AWARD FOR ORGANISATIONAL LEADERSHIP*

WINNER

**MEARS GROUP**



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# A socially responsible business



## PURPOSE

We want to: create a culture of collaboration, which drives a dynamic approach to how we successfully deliver social and diversity impact



## VISION

To do this we will aim to become the leading socially responsible business in our sector. We will create a fair for all culture that enables customers, colleagues and communities to benefit from the social impact opportunities we create

**MEARS**

## Social and Diversity Priorities:





# CLOSING KEYNOTE

**NIGEL WILSON**  
GROUP CHIEF EXECUTIVE  
LEGAL AND GENERAL



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# REFLECTIONS ON THE DAY

**DARREN KNOWD**

DIRECTOR OF PROCUREMENT,  
DURHAM COUNTY COUNCIL  
CHAIR, NSVT

**GUY BATTLE**

CEO, SOCIAL VALUE PORTAL



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# THANK YOU



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# DRINKS RECEPTION

17:00 – 18:30



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