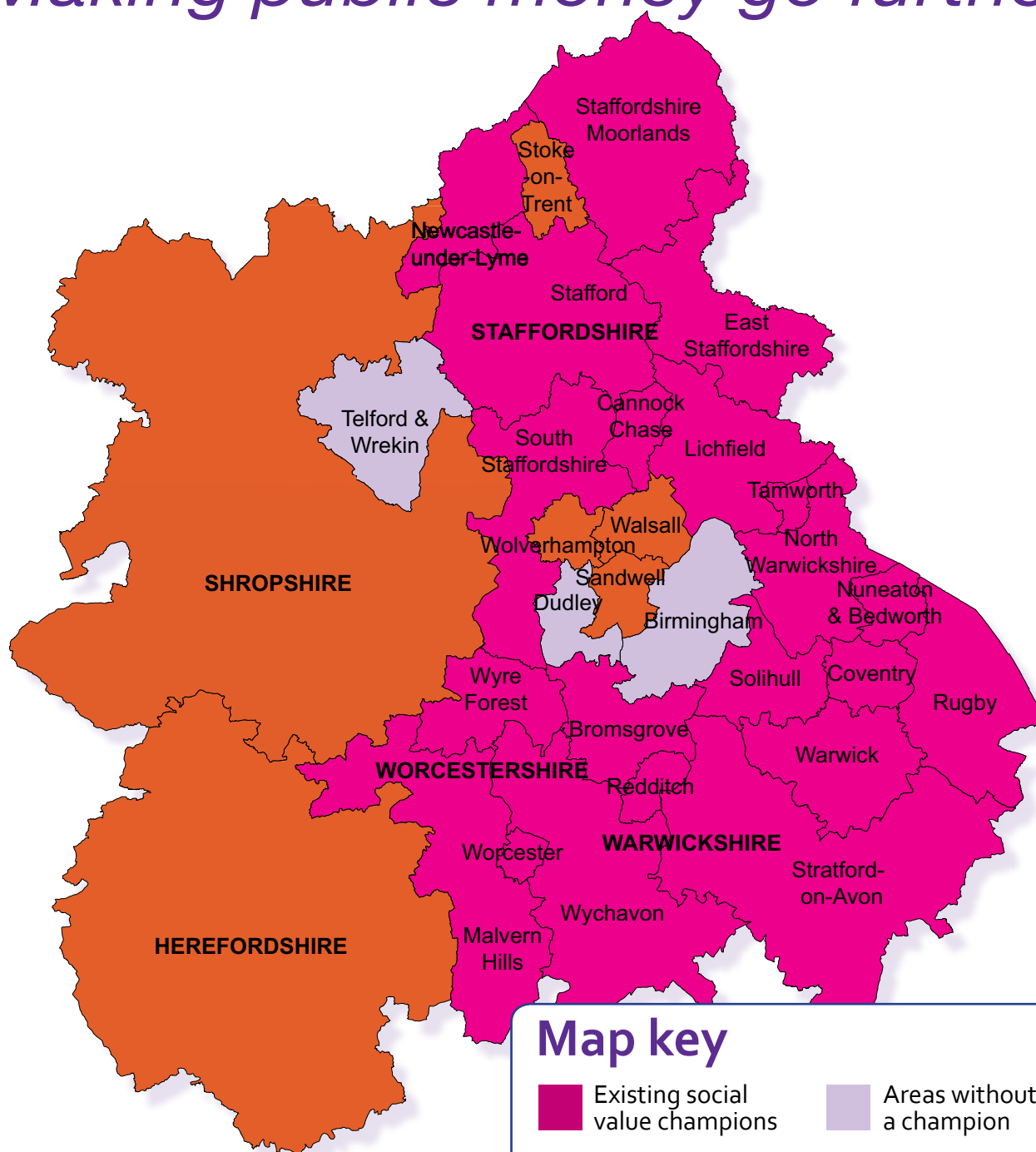



SOCIAL VALUE


Making public money go further




Map showing which local authorities have nominated social value champions

Map key

 Existing social value champions

 Areas without a champion

 New champions since January 2013

Contains Ordnance Survey data
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(2013)

Social Enterprise West Midlands invite you to attend...

SOCIAL VALUE CONFERENCE

Thursday 13th June 2013 | 9am-4.30pm

Brindleyplace, Birmingham

.....
Keynote Speaker: Nick Hurd MP, Minister for Civil Society

Bringing Local Authorities, and organisations spending public money, together with Social Enterprises to unlock social value for their communities

The conference will be suitable for:

Government departments, local authorities, NHS and clinical commissioning groups, fire and rescue services, educational bodies and housing associations.

The Public Services (Social Value) Act requires public bodies, when commissioning services and spending public money, to consider how they can get added value for their local communities. The drive for a better return for your money sees Social Enterprises strategically placed to deliver those services. With their spending for social impact, Social Enterprises can now deliver that 'more for your money' approach that the Act demands.

This event is designed to:



INFORM: Demonstrating the variety of ways that social value can be embedded in public organisations' practices.

Imparting knowledge from those who are already embedding social value in their organisations and showcasing innovation and fresh approaches from local authorities, justice, housing bodies and beyond through a range of case studies.



CONNECT: Meet our Local Authority Social Value Champions and representatives from key national strategic bodies.

Bringing together key stakeholders for whom getting 'added value' over and above the statutory outcomes is a fundamental economic necessity and with a new driver for social impact.



UNLOCK: Making the opportunities that The Public Services (Social Value Act) presents a reality.

Exploring the presence that Social Enterprises in supply chains can have on delivering increased value for communities and learning more about the processes and technical application of social value through a range of masterclasses.

This Social Value Conference has been designed to embrace and explore the new opportunities open to Social Enterprises in the region. Embedding social value and strengthening sustainable social impact is our agenda - if it is yours too then this event is right for you.

This event is free to members of Social Enterprise West Midlands and local authorities who are part of our Social Value Champions initiative.

The delegate fee for non-members is £49 +vat.



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A long awaited **OPPORTUNITY**



Government wants social enterprises to play a larger role in society and we know that one of the ways they can do this effectively is through delivering public services.

The Public Services (Social Value) Act has the potential to make a huge difference as it gives social enterprises better access to these opportunities and commissioners the chance to be more innovative in the way that they design contracts.

This Act is an important part of the Government's drive to make it easier for charities and social enterprises to help deliver better public services and drive better value for money.

It is an essential component of the public service reform agenda - not intended to impose additional bureaucracies but used as a tool to help commissioning teams procure services in a more intelligent way and to think harder about maximising value to communities.

This is a long awaited opportunity for social enterprises, who have the power to make a real difference and change people's lives. We recognise that the Act is a first step and that there is still a way to go.

For the Act to have the most impact, we require support across the sector and I look forward to working with many of you to discuss how to make this Act a success.

Nick Hurd MP, Minister for Civil Society



Making **"SOCIAL VALUE"** real

The concept of social value is here with us!

It is now a statutory requirement that requires those commissioning 'public' services to look at how to really get added value. It is that 'more for your money' additional social return where social enterprises excel and can go beyond the hard outcomes that are the fundamental requirement of any contract.

Social value can be defined and delivered in many ways by many different types of organisation. So we are particularly excited about the social value diagnostic work we have been doing. This has the scope to unlock even more opportunity for social value creation beyond our own sector.

As soon as the Act reached the statute book we were constantly asked how we would "make it happen". It was this challenge that inspired our **local authority social value champions** campaign and I'm delighted by the response. The opportunity of the Public Services (Social Value) Act is not in the text or in the legal definition. It's in the hands of the open minded, brave, challenge-embracing public purchasers.

This ezine shows the exciting work around Social Value and how organisations in the West Midlands are making social value a reality and I'm delighted by the response, which you can see on the cover map.

Melanie Mills, Chief Executive, Social Enterprise West Midlands

Why we are the champions

Local Authority Leaders explain the benefits to local communities.

We are aiming to deliver outcomes on our key policy objectives - including creating local jobs and improving health - and provide value for money through our approach to social value. Coventry, Solihull and Warwickshire Councils work closely together on commissioning and procurement and are looking to develop a complementary sub-regional approach to social value.

Jenni Venn, Assistant Director Policy, Partnership and Performance
Email: jenni.venn@coventry.gov.uk
Tel: 024 76833741



Coventry, Solihull and Warwickshire are pooling their knowledge and expertise on social value. It is important that we use our spending power wisely. We can do that by looking at social considerations like apprenticeships, jobs, skills, sustainability, equality, health and safety and environmental issues when tendering.

Liz Welton, Head of Shared Procurement Services,
Business Transformation Directorate
Email: lizwelton@solihull.gov.uk
Tel: 0121 7046088



I am delighted to be collaborating with other authorities in working on the social value agenda. This will build on the existing good work carried out across the council and provides a great opportunity for us to maximise benefits for the businesses, residents and services users of Herefordshire.

Wayne Welsby, Head of Commercial Services
Email: wwelsby@herefordshire.gov.uk
Tel: 01432 291529



We have begun to work with the voluntary and community sector, the Clinical Commissioning Group and other partners to develop a simple shared framework for capturing social value, based upon shared priorities: health and well-being, employment, anti-poverty and active citizens. Sharing ideas will help us develop a social value framework and to find solutions.

John Garrett, Deputy Chief Executive
Email: john_garrett@sandwell.gov.uk
Tel: 0121 5694748



Social value is a critical required outcome of our move towards becoming a commissioning council. We are exploring innovative ways of working with local communities to decide on solutions. We wish to meet local demand more efficiently, reduce future demand, while providing increased customer value and supporting employment and economic growth.

Nigel Denton, Procurement Manager
Email: nigel.denton@shropshire.gov.uk
Tel: 01743 252993





I passionately believe in the need to build a sustainable future for the citizens of Staffordshire. The County Council is committed to embedding social value into all of our procurement. As the largest employer in the county, we need to show leadership and be innovative in how we deliver long term economic prosperity.

Ian J Simpson, Head of Procurement
Email: ian.simpson@staffordshire.gov.uk
Tel: 01785 854640



Being a social value champion is about raising awareness and embedding best practice in our organisation. We can build on our current approach to social value and seek further improvements in our procurement process. Our aim is to demonstrate socially responsible public procurement and the added value that can be gained for the local community in Stoke-on-Trent.

Steve Lovatt, Economic Development Officer
Email: steve.lovatt2@stoke.gov.uk
Tel: 01782 236632



The council is committed to maximising the community benefits of its activities through Think Walsall and social value is another means to reinforce this approach. We want to demonstrate the benefits from procurement activity and offer advice, guidance and best practice from elsewhere. Working with other colleagues will be invaluable in widening our horizons.

Lawrence Brazier, Procurement Manager
Email: brazierl@walsall.gov.uk
Tel: 01922 658471



The Social Value Act has its roots in Warwickshire and we want to make the most of it. We are working with Social Enterprise West Midlands to deliver a diagnostic workshop for our key internal stakeholders to identify the steps that might give us the most impact throughout the commissioning and procurement cycle and maximise value for our local communities.

Paul White, Strategic Procurement Manager
Email: paulwhite@warwickshire.gov.uk
Tel: 01926 736146



One of the council's priorities is to deliver more for less. By incorporating the social value approach we can consider wider social, economic and environmental outcomes that can be achieved over and above the direct purchasing of services. We hope to share best practice and to lead the way in the innovative design of contracts.

Michael Howard, Strategic Procurement Manager
Email: mhoward@worcestershire.gov.uk
Tel: 01905 766507



Think Venue partnership reaps rewards



The UK's largest local authority has found an innovative way to support Social Enterprises and Community Groups – without costing a penny!

In fact, Birmingham City Council's partnership with Think Venue, a venue finding directory of non-for-profit and social enterprise organisations across the West Midlands, has actually saved the local authority up to 30% on previous spend.

The partnership between Think Venue, a co-operative organisation, and Birmingham's local authority was established in 2009 when the procurement teams were tasked with saving money while at the same time creating 'social value' from their spend.

At the time the city council were spending £1.2 million on venue spaces across the city, with the majority of this spend going to private businesses, conference centres and hotels.

The council procurement team, led by Neil Hopkins, worked with Think Venue to identify third sector organisations that could offer alternative spaces for

meetings, training and events which would divert this spend and provide a valuable income stream for organisations to meet their charitable objectives.

The partnership has been very successful with an increase in spend with third sector venues rising from 30% prior to 2009 to 100% by 2010/11.

Neil Hopkins, Head of Procurement, Strategy and Performance, said: *"I am delighted with the way the third sector has come together to offer a wide range of high quality venues throughout the city. This approach could be easily replicated in other areas. I would be happy to share our experience of adopting the policy to use Think Venues while complying with the council's procurement rules."*

Think Venue is now looking to work with other local authorities across the West Midlands and nationally so they too can save money and support their local community based charities and social enterprises - without costing a penny!

Charlotte Torlo

Email: info@thinkvenue.org

Tel: 0121 236 2317



Open Innovation in Social Enterprise meeting at Concept Conference Centre, Birmingham.

Put your money where your mouth is!

Social Enterprise West Midlands and Think Venue are working together on a social value campaign for purchasers of conferencing, buffet and catering services.

The Midlands captures 42% of the UK's conferencing market as a result of its central location and accessibility. Buying catering, meeting rooms and venue hire from Third Sector venues can save an average of 30% on traditional providers and meet corporate social responsibility aims.



Buying from a third sector or social enterprise supplier helps provide jobs for young people, people with learning or physical disabilities, it helps people with substance and alcohol abuse issues get training and employment skills and it keeps community space open and accessible.

When you buy from us, email or tweet us and we will be delighted to shout about it from you! Every purchaser will get a

'I Have Put My Money Where My Mouth Is' logo to proudly display.



PUT YOUR MONEY WHERE YOUR MOUTH IS!

Social Value Campaign for purchasers of conferencing, buffet and catering services

2013 is the year of the **Social Value Act**. We know so many businesses and organisations are socially responsible at their core - what we want to do is give you a way to easily and effectively make a difference.



To find your local suppliers just visit:
www.buyse.co.uk and www.thinkvenue.org



Our challenge to YOU is buy from us, taste our food, use our venues, help us trade - we don't want a donation, we want your business.

When you buy, taste and experience our hospitality let us know!

Tell your customers about your support and get your 'I Have Put My Money Where My Mouth Is' logo for you to proudly display on your website.

Email us at: hello@putyourmoneywhereyourmouthis.org.uk

Tweet us at: @PYMWYMI_SocEnt

Contact us on the address above if you are a social enterprise or third sector organisation providing one of the above services and you are not listed - get discovered today!



Multiplying Social Value

Community Enterprise for Success, Solihull's flagship business support programme for voluntary and community organisations and social enterprises, has helped create jobs and opportunities for local people.

It was commissioned by Solihull Council in 2012 to support social enterprises, targeting the borough's poorest neighbourhoods with the support of the European Regional Development Fund.

The support was aligned with major investment in the physical regeneration of North Solihull so local organisations and residents could fully benefit from new capital projects.



Gro-Organic CIC in their community.

Now in its second year, Community Enterprise for Success is managed by the BEST Network and delivered by social enterprise experts Development in Social Enterprise CIC (DISE) and Dynamic Marketing. The programme is creating significant social value.

One business that has been supported is Gro-Organic CIC, a social enterprise which aims to support people of all ages and abilities to understand where their food comes from and what healthy living is. It also supports the community to transform under-utilised areas of land into vibrant food growing or communal gardens.

They were advised on business planning, financial forecasting and identifying the impacts and outcomes of their work. Sarah Gill, director, said *"Gro-Organic CIC has come so far this year, we owe a great deal to the business support we've received from the programme, which has not only developed our skills and confidence, but has provided a great springboard for the future."*

Councillor Ian Courts, cabinet member for economic development & regeneration, added: *"We wanted to ensure that local communities had a long-term stake and involvement in the regeneration of their neighbourhoods. We are committed to ensuring social value is in our everyday considerations, whether that be through contracts let or in ways which we as a council can work efficiently."*

Dave Lane, chief executive of DISE, said: *"This contract has helped us grow our business, increase our own social impact and is supporting the sector's growth and sustainability. It's a definite win-win and demonstrates that investment in social enterprises can really create social value for everyone."*

Dave Lane

Email: David@disecic.org

Tel: 0121 667 6810

Partners have engaged with over 65 organisations to date and work intensively with around 20 clients at any one time. Through business advice surgeries, training and coaching, the contract is delivering tangible outcomes:

- new businesses started
- new jobs created
- jobs safeguarded
- volunteering opportunities
- increased turnover
- improved business resilience
- increased likelihood of securing financial investment
- winning of new contracts (public and private)
- reaching new marginalised individuals.



Get in the Social Enterprise Zone

Local Enterprise Partnerships can lead the way in creating social value and achieving economic growth, according to Kevin Davis, chief executive of the Vine Trust.

Kevin Davis is a member of the Black Country LEP's social enterprise cabinet.

The LEP – a consortium of business and community leaders – has created a series of social enterprise zones and it has a social enterprise cabinet.

The pilot zones are 'St Matthew's Youth Quarter' in Walsall, the YMCA's 'Western Gateway' in Sandwell, ASAN's 'Work Space' in Wolverhampton and 'The Third Place' in Dudley.

Other LEPs in the West Midlands, Greater Birmingham & Solihull and Staffordshire are now exploring this model and the work has been held up by the Department of Business, Innovation and Skills, and by the Office of Civil Society.

The first zone in Walsall is based around the existing work of the Vine Trust, which already provides a range of successful social enterprise initiatives. It features a social innovation research facility, a



vocational studio school, a social enterprise academy and high quality office and community conference space that meet the needs of the area.

Kevin said: *"For the LEPs social enterprise is absolutely a good thing because of what they achieve economically and socially."*

"It's not just about economic growth and inward investment, but the right type of growth that brings benefit to the areas where business operates."

"So we would want businesses for instance to invest in areas that have been in economic decline."

"We as social enterprises work with the big corporates and the public sector so we can both bring benefit to our communities."

Chris Handy, the Black Country LEPs lead on social enterprises, added: *"The sites in Walsall and Wolverhampton are ready made to become social enterprise zones but we also have sites in Dudley (Third Space) and Sandwell (Western Gateway) which will also become zones to ensure the offer is there for the whole of the Black Country region. Through the LEP and its private and public sector links, we believe we can progress this idea swiftly and see results in the very near future."*



Kevin Davis receives the 'Social Enterprise Inspiration Award', together with fellow Black Country LEP social enterprise cabinet members.

Social value through collaboration

Newcastle-under-Lyme Borough Council is leading work with partner organisations to develop a 'toolkit approach' to supporting social enterprise and meeting corporate objectives.

Newcastle Partnership brings together different parts of the public sector as well as the private, business, community and voluntary sectors, collaborating to support each other and work together to improve the quality of life for local people and communities.

A team from the partnership reviewed the best way to support social enterprise and help achieve economic growth. They identified three themes:

- Procurement – reviewing how public procurement could be revised to maximise the opportunities represented by the Act
- Commissioning – where could social enterprise be developed or their capacity expanded to respond to future opportunities
- Support – to consider the current support available to social enterprises and look to address any possible gaps in services.



Simon Sowerby, business improvement manager at Newcastle-under-Lyme Borough Council, said: *"At the start, responses from the varied stakeholders were mixed, but in the main were positive. This is clearly a new area for development for some and our aim is that the toolkit will support this development and*

engagement of social enterprises. We hope it will also develop social value as part of future procurement and commissioning."



Social enterprises sometimes feel the commissioning and procurement process fails to seek out the additional social, environmental and economic benefits that providers can bring. The toolkit aims to reduce such obstacles while still offering transparency.

Partnership members recognise the need to embed social, economic and environmental value in decision-making processes. Members see that social enterprises can help local authorities and partners by:

- providing better public services
- contributing to economic development
- supporting community development and cohesion, and addressing social exclusion.

The toolkit will be disseminated across the local partnership and through the 'Hello at Social Enterprise Staffordshire campaign' and the BuySe website.

Newcastle-under-Lyme Borough Council will be identifying Social Value Champions within its organisation at both officer and member level and will be urging its partners to consider the creation of such champions within their own organisations.

It will also encourage organisations across the partnership to register and place their procurement opportunities on www.BuySe.co.uk website.

Simon Sowerby

Email: simon.sowerby@newcastle-staffs.gov.uk
Tel: 01782 742756

Social Value Diagnostic

Social Enterprise – Social Value Act ‘Diagnostic’

The new ‘Social Value Act’ requires businesses utilising public money to consider how they will embed ‘social value’ in their commissioning and procurement processes. It is also crucial for suppliers to organisations such as Housing Associations and Local Authorities to understand the Act and the social value they can contribute. Having this knowledge will help with successful tendering and winning new business.

Our Social Value Diagnostic will help unlock opportunities for enterprises arising through the new approach to procurement being driven by the Social Value Act.

We will help you to identify what ‘social value’ means in the context of your organisation. This will be fundamental to any commissioning and procurement changes introduced as a result of the Act and help you to be prepared for its future implications.

Social Enterprise West Midlands can work with you to develop the evidence which will capture the social value you have created. To assist your organisation to successfully demonstrate to all stakeholders the additional social or community assets that your enterprise can help bring about.

Be ahead of the game!



The Social Value Act - are you ready?

The implementation of the Social Value Act now means commissioners are required to consider how the services they purchase could improve social, economic, and environmental well-being of their communities. There is now a statutory requirement for Councils, Housing Associations and other public bodies to look at the social benefits of what they and their commercial partners are trying to achieve.

Do you need help to be ready?

SEWM are acknowledged experts and can help your organisation to identify the impact of the act within your current contract portfolio. We can assist in understanding the concept of ‘social value’ and help you to develop recommendations to generate opportunities for additional benefits in your local communities.

“A real opportunity to challenge existing processes and get increased value for money through the power of organisational spend”

If you would like more information and to discuss how SEWM's ConsultantSe services can help you please contact Kevin Maton.
E: k.maton@socialenterprisewm.org.uk
T: 0845 450 7515 | M: 07941 827 229



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There are five levels of membership to choose from each designed to offer a range of benefits depending on your level of involvement in social enterprise.

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You can apply for membership on our website. It only takes a few minutes at:

www.socialenterprisewm.org.uk/join

Contact us



More information or questions?

info@socialenterprisewm.org.uk

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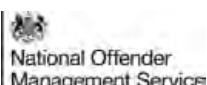
social innovation
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SEWM Social Innovation Partners are pushing the boundaries of how we 'do business differently'.

The relationship with our Partners is founded on a shared desire to champion new concepts, applications, practices and models, so that our network of social enterprises and supporters are able to create even greater social value through their everyday work.



JOIN US and TOGETHER we can realise the true potential of social value for your business.

For more information on how to become a Social Innovation Partner please contact:
Melanie Mills at m.mills@socialenterprisewm.org.uk