

Social Value – Why bother?

Welcome

A warm welcome to you all to the Social Value Cymru conference. Our aim today is to hopefully answer the question of why should we bother with social value? The presentations, workshops and round table discussions should assist us in our consideration to prioritise social value and social impact within our own organisations and how can we do this. More importantly, how can we all work together to agree on indicators to move forward and maximize the impacts of funding, commissioning and procurement.

Social Value Cymru is led by Mantell Gwynedd and works in partnership with AVOW, FLVC, Medrwn Môn, CVSC and DVSC to support third sector organisations to embed social value within their organisations, and how social value data can inform their decision making. Many of these organisations will be here today to share their experiences, and also discuss their ambitions on reporting social impact information.

This event has been organised in partnership with the North Wales Social Value Forum Steering Group that was set up in response to Section 16 of the Social Services and Well-Being (Wales) Act 2014. This act places a duty upon local authorities (with partners) to promote the development of not for profit organisations to provide care and support services and preventative services. The supporting Code of Practice in relation to this

duty, requires local authorities, with health board partners, to establish regional forums to support social value-based providers and to develop a shared understanding of the common agenda and develop good practice.

One of the priorities identified for the next year by the North Wales Social Value Forum Steering Group is to establish / implement measures of impact of Social Value within commissioning and procurement activity across north Wales. The morning session will hopefully help to inform our discussion in the afternoon and allow us to co-produce these indicators.

Many thanks to all of you for attending today, and we hope this will be the start of a social value movement in north Wales.

Social Value Cymru Team



Social Value – Why bother?

Agenda

Social Value – Why Bother?

How can the voluntary and public sector work together to maximize the impact of funding, commissioning and procurement?

9:00 **Registration and refreshments**

9:30 **Social Value Cymru**

Welcome by Bethan Russell Williams, Chief Officer Mantell Gwynedd

9:40 **Shelley Davies**

Head of Partnership and Integration, Health and Social Services Group, Welsh Government

10:05 **North Wales Social Care and Well-being Improvement Collaborative**

Maria Bell, North Wales Social Value Steering Group

10:20 **Why should we be part of the social value movement?**

Ben Carpenter, CEO, Social Value UK

10:35 **Third Sector Perspective**

Tracey Evans and Paul Frost – The Outdoor Partnership

Panel Discussion

11:15 **Refreshments**

11:30 **Workshops** – 3 Options:

- **Introduction to Social Value – a presentation on the principles and ten impact questions**
- **Social Value and Commissioning – how do we change the culture**
- **How can we get insights from data to inform decision making?**

12:30 **Lunch**

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13:15 **The ups and downs of social value**

A case history from Greater Manchester. Anne Lythgoe, VCSE (Voluntary, Community and Social Enterprise) Accord Lead at the Greater Manchester Combined Authority

13:40 **Roundtable**

How to maximise impacts of funding, commissioning and procurement?

14:20 **Launch of the Measuring and Managing Social Value Toolkit**

Dr Adam Richards

14:40 **Roundtable**

Establish indicators of social value within commissioning and procurement

15:30 **Closing remarks and next steps**

Workshop

A

An Introduction to Social Value Cymru

Social Value Cymru

This session will give you an overview of the Social Value principles and the ten impact questions. It will also get us thinking about why and how you might want to embed these within your organisations. We will also consider who will answer these questions and how rigorous these answers need to be.

Workshop

B

Social Value and commissioning – Changing the culture

Anne Lythgoe and Dr Adam Richards

How can we ensure that social value it as the heart of commissioning? The fundamental principles of the Social Services and Well-Being (Wales) Act 2014 are to ensure that individuals have a voice and control to help them achieve well-being, and also that services are co-produced ensuring that all are involved in the delivery of services. How can we ensure the right culture and arrangements within our organisations to ensure that social value is not an 'add-on' but is core to everything we do?

Workshop

C

How can we get insights from data to inform decision making?

Ben Carpenter, Social Value UK

Quite often we are collecting so much data, but how can we ensure that this data is useful for us. This workshop will help you to consider how you can get some insight from your data that will help staff, managers and trustees to make better informed decisions ultimately increasing the impact that you are creating for those who matter the most – our beneficiaries.

Social Value – Why bother?

Our Speakers

Bethan Russell Williams

Bethan Russell Williams originates from Llanbedrog on the Lleyn Peninsula. She is a former student of Aberystwyth University where she graduated twice – firstly in Welsh and then in Law, before attending Chester College of Law.



She worked in the legal profession before embarking on a period as a Lecturer in Law. She has been Chief Executive Officer of Mantell Gwynedd since 2004.

Bethan first came across the theory of measuring social value in 2012 and later saw the significance of this work to the Well-being of Future Generations (Wales) Act 2015. She has worked diligently to secure funding to support measuring social value in the Third Sector in North Wales and beyond.

Bethan now lives in Dyffryn Nantlle where she takes great interest in living sustainably. She is an active member of Extinction Rebellion North Wales. In this context Bethan believes that to create a world where social inequality and environmental degradation are reduced and ultimately eliminated we need to change the way we account for value and she sees measuring social value as an important part of the solution.

Shelley Davies

Shelley Davies is a proud mum of two active boys living in rural Mid Wales. After obtaining her first BA (Hons) degree in Business Management and Economics from the University of



Worcester, Shelley started her working life as a Marketing Co-ordinator in a Private Sector Manufacturing firm. Following that she spent six years working in the third sector supporting small business start-up including working for Chwarae Teg and Clybiau Plant Cymru Kids Clubs.

Shelley is currently on secondment to Welsh Government as the Head of Partnerships and Integration and amidst her broad portfolio is responsible for managing and overseeing the Integrated Care Fund, Regional Partnership Board development, Social Value Forums, integrated health and social care commissioning and market development.

Shelley is firmly committed to partnership working and is a strong advocate for the social value sector. As well as promoting and supporting the sector in her professional role she also spends much of her own time volunteering. She has spent over 20 years as a Girl Guide and Scout leader but is also a school governor, a volunteer leader at a local ladies running group and most recently chair of the newly established Wales Off Road Academy to support aspiring young cyclists.

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Anne Lythgoe

Anne Lythgoe has thirty years' experience in the VCSE and public sectors, predominately focussing on



community regeneration and wellbeing, and including having worked as a social accountant in a small social enterprise.

Anne is currently the VCSE Accord Lead at the Greater Manchester Combined Authority, and is supporting a partnership between the public and VCSE sectors as part of the Greater Manchester (GM) devolution agreement. This includes creating a holistic social value commissioning environment which will achieve meaningful social, environmental and economic wellbeing benefits and make a real difference for the people of GM.

In 2015, Anne was Highly Commended in the Social Enterprise UK Social Value Awards for her outstanding leadership in the field.

Previous roles have included employment in Finance, Audit and Operations Management. Anne is Vice Chair and Treasurer of the Social Audit Network.

www.socialauditnetwork.org.uk

Ben Carpenter

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



Ben is part of the National Social Value Taskforce and the British Standards Industry committee for Social Value. Prior to becoming CEO, Ben was Social Value UK's Operations Manager developing the international membership, the assurance and accreditation services and led on projects with the OECD, World Economic Forum, Impact Management Project and World Business Council for Sustainable Development. Ben's background in homelessness, social housing and the built environment, affords him experience that spans sectors and an in-depth knowledge of Social Value accounting.

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Dr Adam Richards

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



Adam has worked with a number of organisations to help them better understand, measure and manage their social impacts. He is also a member of SVUK's UK Council and acts as a critical friend to the FRC Group, as part of their Social Value Sub-Committee.

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

Maria Bell

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



She leads work streams including market shaping for placements of care experienced children and young people, outcome based commissioning for care homes & domiciliary care; developing evidence enriched care fees methodologies.

She has extensive experience as both a strategic commissioner and service provider in health and social care in local government, private business, health and third sector organisations.

She is a member of the National Integrated Commissioning Board and various national working groups and is interested in evidence based practice and research. Maria was delighted to be involved in the early days of the development of the Coproduction Network Wales and to have supported the establishment of the Social Value Forum Steering Group in North Wales.

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Tracey Evans

Tracey is the Chief Executive Officer for The Outdoor Partnership. The Outdoor Partnership is one of the 27 organisations across North Wales that is part of the North Wales Measure and Manage Social Value project.



Tracey is currently completing a Professional Doctorate on the SROI of the charity's projects. Tracey is also a Welsh Government appointed Board Member of the Snowdonia National Park Authority.

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

Paul Frost

Paul is the Director of Governance for The Outdoor Partnership. Paul was actively involved at the start of the Outdoor Partnership in 2004, was elected an affiliated member in 2009 and was



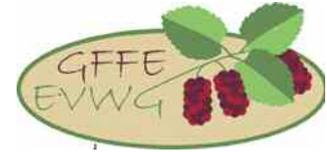
Chairman from 2010 – 2015 which led to the formation of The Outdoor Partnership as a charitable company.

He qualified as a teacher at Loughborough Colleges in 1971. In 1973 he moved from teaching to the emerging local authority leisure industry managing theatres, leisure centre and swimming pools. He moved to North Wales in 1986 where he worked for 23 years until retiring as Head of Leisure and Community Development for Conwy Council. He holds a Mountain Leader Award and has an Honorary Degree from Loughborough University.

Paul is the Social Value Champion for The Outdoor Partnership.

Social Value – Why bother?

Organisations that are part of the Measure and Manage your Social Value project



Care & Repair North East Wales
Gofal a Thrsio Gogledd Ddwyrain Cymru



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Social Value Forum

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.”

The North Wales Social Care and Well-being Improvement Collaborative includes the six local authorities in north Wales, Betsi Cadwaladr University Health Board and other partners. The aim is to improve services, make the most of the resources available, reduce duplication and make services more consistent across north Wales.

North Wales Social Value Network

Mantell Gwynedd organised the first meeting in Caernarfon in 2015, and there was such a positive response to see a social value movement in north Wales. Mantell Gwynedd continues to coordinate the network and the meetings are held quarterly across north Wales.

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 like-minded people.

There is now a close working relationship between the network and the Social Value Forum. The network is seen as the place to share good practice, support providers, and also allow a space for commissioners and community groups to work together. The network is open to anybody, so please let us know if you'd like to be included on the mailing list.

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Social Value Cymru

Social Value Cymru which is a part of Mantell Gwynedd is working in partnership with the County Voluntary Councils across North Wales: AVOW, DVSC, Medrwn Môn, FLVC and CVSC.

We can offer support in both measuring and managing your social value by providing advice and consultancy to third sector organisations across north Wales.

What we can offer?

- ◆ Introduction to Social Value workshops
- ◆ One or two day in house tailored training courses
- ◆ Social Value Assessments
- ◆ A Toolkit for Trustees and senior managers for improved decision making
- ◆ Social Value International Accredited Practitioner support for your organisation
- ◆ Specialist advice and consultancy
- ◆ Mentoring support for championing social value within your organisation



For further information
contact us:

01286 672 626

www.mantellgwynedd.com

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