

***May 2020 Newsletter***

This newsletter is part of the work that the Greater Manchester Social Value network (GMSVN) does to share what social value is happening across Greater Manchester and beyond. The network aims to champion social value by promoting great examples which, can be easily incorporated into everyday working practices and to inspire organisations, groups and business to adopt this approach to their core work. If you have an example, a case study or an event that highlights social value in or around Greater Manchester we would love to hear from you and to share this information with our members. For any queries about the network, please contact [Anna@macc.org.uk](mailto:Anna@macc.org.uk) or visit our website on <https://gmsvn.org.uk/>

The GMSVN would like to thank all the frontline staff and key workers, working on our behalf to keep us safe during the current COVID 19 pandemic. We know organisations, groups and business in all sectors across Greater Manchester are working tremendously hard to keep providing much needed services going or adapting their services to the current needs. Thank you for all of your time, energy, commitment and thank you to your staff and volunteers.

*This edition of the newsletter includes:*

* Network news ……………………………………………………………………………………………………2
* Good Employee Charter ……………………………………………………………….......................3
* Wilmott Dixon (WCHG)………………………………………………………………..………………….….3
* Lloyds Bank…………………………………………………………………………………………………………4
* Uber……………………………………………………………………………………………………………………4
* Mazars Launch…………………………………………………………………………………………………….5
* GMHP Social enterprise directory………………………………………………………………………..5
* TFGM report ……………………………………………………………………………………………………….6
* Bolton Barbers……………………………………………………………………………………………………..6
* Forthcoming events………………………………………………………………………………………….….7
* Working from Home support…………………………………………………………………………….…8

**Network News**

**Covid 19**

Greater Manchester Social Value network has had to scale down its activities during the covid-19 crisis as many of the steering group and supporters are involved in responding to the crisis.

**GMSVN Workshops.**

We were organising a series of workshops but only the first of these happened. Elaine Sams from Forviva hosted and presented workshop on 5th February 2020.

**Good Practice Conference**

Together with Macc and Manchester Homelessness Partnership we ran a short working conference on good practice in partnerships between private and VCSE sector organisations. A draft of a report has been prepared but we are not intending to launch it until some level of normality returns.

**Patrons**

We are recruiting patrons to assist the steering group in promoting the work of the network. We are very pleased to announce that Hazel Blears, Lee Sugden (Salix Homes) and Rebecca Birkbeck (Co-op) have agreed to become patrons of the network.

**Brochure**

We have written a brochure for GMSVN as part of a fundraising strategy as we need increased capacity if we are going to be able to carry out work, at the scale that we would like to.

**GM Strategy**

We are continuing to work with the Mayor’s office who are formulating a GM Social Value approach, which will be part of the GM Strategy.

**Manifesto**

Finally, we have begun work on a manifesto for social value in GM based on learning from the crisis. The response to the crisis has demonstrated the critical importance of public, private and VCSE sectors working together in common cause. We will be sending the manifesto out to you as soon as it is fully drafted.

**Greater Manchester and National News**

**Good Employee Charter Launched January 2020.**

The Greater Manchester Good Employment Charter was launched in January 2020. This charter is a voluntary membership and assessment scheme that aims to raise employment standards for all employers across GM regardless of size, sector and geography. There is a three-tiered system, including supporter membership and advocate levels available. There is also a Good Employment supporter’s network, which sits alongside the charter, which aim to support employers to raise standards across a number of areas, including secure work, a real living wage and recruitment and progression, with a tiered approach to help them progress. The Charter aims to be embedded in public procurement through the city region’s social value framework – which gives additional weighting to bids delivering social value in procurement processes. Businesses receiving investment through the Greater Manchester Combined Authority’s investment funds will also now be required to become Charter supporters. Find out more about the [Greater Manchester Good Employment Charter](https://www.gmgoodemploymentcharter.co.uk/). Read more about the launch of [the UK’s first Good Employment Charter Supporters’ Network](https://www.greatermanchester-ca.gov.uk/news/uk-s-first-good-employment-charter-supporters-network-launched-in-greater-manchester/).   Employers interested in being involved in the Greater Manchester Good Employment Charter Supporters Network can contact [goodwork@greatermanchester-ca.gov.uk](mailto:goodwork@greatermanchester-ca.gov.uk) for more information.

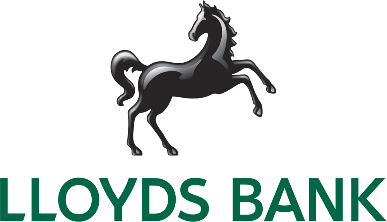
*Permission granted for reprint from the Greater Manchester Authority website.*

**Wilmott Dixon -**

Wilmott Dixon is one of the leading contractors used by Wythenshawe Community Housing Group. Alongside their construction work, Wilmott Dixon have delivered educational projects for children and young people as part of their social value strategy. These include arranging and supporting work placements for young people to learn more about the jobs in the construction sector. During 2019 alone more than 400 young people visited a Wilmott Dixon site. This involved learning about engineering theory, accompanied by site visits to see how this theory translates in practice, as well as inviting school students to use the experience they have learned by working with Wilmott Dixon as part of their degree courses. Wilmott Dixon also work with Thorn Cross Prison to provide work experience for prisoners in open conditions to gain experience, which will enable them to have better opportunities for employment after release from prison. For more information contact <https://www.willmottdixon.co.uk/the-willmott-dixon-foundation>

*Wythenshawe Community Housing Social Impact report 2019.*

**Lloyds Bank: Making bank accounts more accessible to everyone.**

People, who are homeless, require a bank account for essential activities like receiving benefits payments, finding a job, or being able to access certain accommodation. However, simply opening a bank account can be a complicated process for someone with no fixed address, as some banks do not offer accounts to those who have had three or more addresses in a 12-month period or have no formal identification. Lloyds bank have recently changed their policies and made them more flexible. This new approach includes removing certain barriers for some clients to enable them to open a bank account. In the first eight months of adopting this new policy, Lloyds opened 154 accounts for members of homeless community in Manchester. This scheme has been so successful that they are rolling it out nationally and have already started adopting this approach in their branches in Liverpool. In addition, they have shared this learning with other banks who are now following similar processes. They are using their influence on ACCU and UK Finance to change the ID system. Lloyds have also held co-produced workshops to understand barriers (both for bank & for customer) and run awareness-raising sessions with wider Lloyds Bank colleagues. *“I've been involved in a fair few new ideas and projects during my time at Barclays but genuinely believe the conversations I've had recently with the Manchester Homelessness Partnership and Lloyds Bank is the most excited I've been about an initiative in a long time!”* (Daniel Mckeown Community Manager at Barclays).

*Dee Lowry, Manchester Homelessness Partnership.*

**Uber: providing free transport options for homelessness charities**

Small charities can spend thousands of pounds each month on arranging transport for the people they support. Most organisations use bus passes as the main option, but this is not suitable for people who need out-of-hours transport or who are particularly vulnerable. In previous years, many homelessness support organisations have been reliant on private taxi companies, which can be expensive, unreliable, and have long waiting times. In December 2018, the Manchester Homelessness partnership started working with Uber as part of the response to the high demands faced when the cold weather provision started. This joint working initiative led to the creation of a central account for 15 charities to use to pay for vital trips for their clients, including ensuring the safe travel to winter night shelters, as well as saving vital organisational funding. On average of 74 people who are homeless use the Uber scheme every month**.**  *“It has been inspiring to see how our core business can solve a key problem for charities and address major challenges in the city. This has enabled us to build new networks and broaden our understanding of what issues there are and how we can play our part…” (*Eugenie Teasley, Head of Cities at Uber.)

*Dee Lowry, Manchester Homelessness Partnership*

**Mazars- the Centre for social value launched in Manchester.**

Mazars launched its centre for social value, in association with the University of Manchester in September 2019.The launch included a roundtable discussion focused on how business, public and third sectors can work together to increase opportunity and aspirations of young people in Greater Manchester. Andy Burnham, Mayor for Greater Manchester, was involved in the launch, which focused on four key themes. The themes were; *practical and inspiring opportunities,* which included proposals to create an ACAS style portal to enable young people to access technical courses and apprenticeships, long term mentoring, and work shadow placements. R*eaching the most disadvantaged was the second theme,* which focused on providing access to long term mentoring and ongoing support for care leavers. *Contextual recruitment*  looked what universities can do to provide more opportunities for those from disadvantaged backgrounds, including changing entry requirements and looking at potential instead of performance and *a joined up approach (the fourth theme),* highlighted the understanding that if education, business, local authorities and third sector are working collaboratively they can ensure better career opportunities and personal development for young people. This discussion aims to be the start of ongoing conversation to address concerns affecting the aspirations of Greater Manchester’s young people including removing barriers of getting young people into employment, how to build better links between employers and education, and how educators and employers can work together to reduce the inconsistencies between the lifestyles of students in accessing opportunities. For more information about this launch and the planned work of this roundtable discussion, visit [www.mazars.co.uk](http://www.mazars.co.uk)

**Buy Social Directory- Greater Manchester Housing providers join forces to promote local social enterprises.**

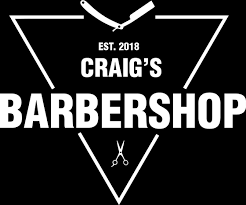
As part of Greater Manchester Housing providers’ (GMHP) commitment to social value, the partnership has produced a directory of social enterprises in Greater Manchester. The aim of the directory is to help promote the social enterprises to be successful. By supporting social enterprises in Greater Manchester to be profitable, this will enable them to reinvest their profits to help tackle social problems locally. Many of the social enterprises listed in the directory help people to access volunteering, training and employment opportunities; In addition, most of the organisations listed in the directory are locally owned and focused on delivering much needed services to local communities. To access this directory, visit the online social enterprise directory at <https://gmhousing.co.uk/social-enterprise-directory/>. To access the buy social directory, or to find out more about social enterprises operating in Greater Manchester visit, <http://gmsen.net/search-directory>

**Report – How TFGM How delivered social value during 2019.**

Transport for Greater Manchester has produced a detailed report on how it delivered social value during 2019**.** The reportspecifically highlights the wider social value contribution TFGM made through a number of approaches including through its procurement activity, bus and metro link operations, its environmental sustainability work and as an employer. This report outlines the TFGM’S six main objectives, starting with *promoting the employment and economic stability,* which includes working with the metro link provider, KAM to ensure all of their subcontractors do no use zero hour contracts. TFGM also as well as detailing the one day interview travel ticket offer, which had a huge take up response with 61% stating they couldn’t work where they currently if not for this scheme in place. Other objectives include *the* *raising of living standards of local residents,* by using local employers in supply chains and TFGM itself becoming a living wage employer and *Building capacity and sustainability of the voluntary sector, which TFGM have supported through a number of initiatives. One of these initiatives was the donation of six school buses which were due to be decommissioned but instead given to community and voluntary sector organisations and have been transformed into spaces for libraries, counselling and STEM support work. TFGM also focus on their environmental sustainability, by targeting that 70% of TFGM fleet are electric by 2021 as well as almost half of energy from the Metrolink network being powered by wind and the remainder by biodegradable sources as well as rolling out a carbon literacy programme for its employees. To read about all the six objectives of the TFGM social value report, you can access the report here.*

*James Baldwin, Policy Officer, TFGM.*

**More than just a barber- Bolton Barbershop trying to get men to discuss their mental health.**

Craig’s barbershop in Bolton is providing more than a great haircut. Owner Craig Henderson, who has lost customers to suicide, drugs and alcohol believes that hairdressers, like barbers and beauticians can provide a vital service to those suffering with mental health problems, and should receive specialist training to act on any concerns they have. Craig is part of the Lion’s collective, which is an initiative, set up by Barber Tom Chapman and has shops all over the world. The Lion’s collective charity aims to reduce the rates of male suicide by getting men to talk about how they are feeling. Since the collective was established dozens of barbers and joined. As part of the membership, they receive in depth training, which includes how to signpost to appropriate services, peer support as well as inclusion on a map to highlight venues where customers can access support and talk freely with someone who trained in a judgement free environment. For more information visit, <https://www.craigsbarbershop.co.uk/aboutus> and <https://www.thelionsbarbercollective.com/>

**Events and resources**

**How to measure social impact- mini tutorial.**

<https://www.youtube.com/watch?v=KDCYc_0h13g&t=3s&utm_source=twitter.com&utm_medium=social&utm_campaign=buffer&utm_content=buffer3187c>

**Imagine Canada Podcast- What is social procurement.**

Imagine Canada have created a podcast around exploring what social procurement is and using several current initiates running in Canada including government programmes to not for profit and explores the challenges experiences as well as the success and how they build relationships with other sectors to access more sustained funding. This podcast is part of the 1601 series of Imagine Canada's podcast about the country's charitable and non-profit sector. <https://www.imaginecanada.ca/en/360/what-social-procurement>

**Social Value UK Webinar programme.**

*Social Value UK are offering a series of webinars on a range of discussions themes. These webinars are free for members of Social value UK and £6 for non-members. The forthcoming events are listed below:*

* Ideas Exchange- Why social value and impact management is important to you and your organisation part 2 - 29th May 11-12pm
* Social value ideas exchange-social value in the workplace-5th June 11-12pm

*For more information visit:* <http://www.socialvalueuk.org/services-support/webinars/>

**Social Value international are also providing a series of free webinars.**

For more information; <https://socialvalueint.org/resources/member-webinars/>

**Working from home.**

As most of us are working from home, we have had to adapt our usual working practices especially in how we communicate with colleagues both inside and outside our organisations. We’ve collated some support guides, which may be helpful when using new technology.

**Digital Platforms**

Zoom – [www.zoom.us](http://www.zoom.us)   
Quick tutorial (American) <https://tinyurl.com/r9fbfpo>   
Additional tutorials, webinars and guides <https://bit.ly/3btbwxa>   
Userguide PDF (downloadable) <https://bit.ly/2QPDxXQ>

Microsoft Teams   
Online guides <https://bit.ly/33OHely>  
Quick tutorial [www.youtube.com/watch?v=vo06YhA7kSs&feature=youtu.be](http://www.youtube.com/watch?v=vo06YhA7kSs&feature=youtu.be)  
Collaboration / Sharing docs within Teams <https://www.youtube.com/watch?v=YgG-px5XrpQ>

Microsoft One – Note- Digital notebook overview - <https://support.office.com/en-gb/article/video-what-is-onenote-be6cc6cc-3ca7-4f46-8876-5000f013c563>

WhatsApp-Guide to using WhatsApp <https://www.youtube.com/watch?v=y3EdIiJeTXk>

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| ***If you’re new to the Social Value Network or to social value in general, here is some information you might find useful:***  Social value is the term used to describe the importance of beneficial outcomes, which are not usually fiscal or economic. An organisation, group or business can benefit from embedding a positive changes in the way they work that improve the happiness, wellbeing, health, inclusion, empowerment, poverty and environment of their employers, staff and clients. The idea is to create a happier, healthier workforce and population to enable us all to benefit from better work life balance, overall health benefits, better job satisfaction and productivity.  The Greater Manchester Social Value Network (GMSVN) aims to influence stakeholders, policy and strategy at the GM level around social value. The network undertakes three activities:   1. It **collects** information, evidence and examples of social value across Greater Manchester. 2. It **supports** organisations across all sectors to deliver more effective social value policy, practice and outcomes. 3. It uses the skills and knowledge of the network to **influence** the behaviour of the ranger of individuals and organisations with a stake in social value.   If you would like to become a member of the GMSVN, submit news items, or have any questions about the network please contact Anna Tate at [Anna@macc.org.uk](mailto:Anna@macc.org.uk) |