



Brighton & Hove Connected Board Meeting

Tuesday, October 9, 2018 - 16:00 to 18:00

Suite 1, The Jury's Inn, 101 Stroudley Road, Brighton, BN1 4DJ

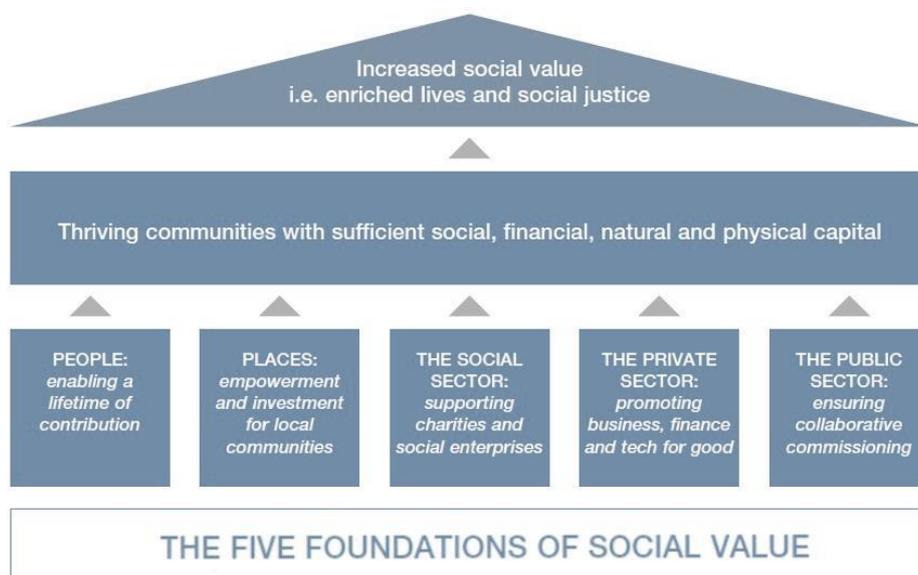
Social Value in Brighton & Hove

Introduction

Following the Board meeting on 13th March and the outcome of the city tracker workshop, the most consistent theme to emerge was that of social value in the city, with public and private organisations wanting to go above and beyond their core delivery activity in the city and contribute in as constructive a way as possible to tackling the city's challenges and improving residents lives.

With renewed local appetite and the recent launch of the Government's [Civil Society Strategy](#) there is an opportune moment to open conversations about Social Value in Brighton & Hove and better understand the role Connected can have in capturing what is already happening in the city and using that intelligence to develop a cohesive and coherent programme of activity that helps move the whole city's social value ambitions forward.

To begin this process it is proposed for discussion that the city uses the five foundations identified in the Government's strategy as a framework for guiding a workshop at this Connected Board meeting. The city is already able to fill many of these foundation blocks, with things such as the [Social Value Framework](#) delivering outcomes through commissioning and procurement and local businesses have been employing CSR policies for many years with some now moving into fully fledged social value policy. However there is still much more happening that can be captured and a need to identify what barriers there are to a programme like this being a success and how the city can work collectively to overcome these.



Before the Foundations

The Government's Civil Society Strategy and its five foundations framework follows on from the Public Services (Social Value) Act (2012) which calls for all public sector commissioning to factor in ("have regard to") economic, social and environmental well-being in connection with public services contracts.

Before they start the procurement process, commissioners are asked to think about whether the services they are going to buy, or the way they are going to buy them, could secure these benefits for their area or stakeholders.

The Act works as a tool to help commissioners get more value for money out of procurement. It also encourages commissioners to talk to their local provider market or community to design better services, often finding new and innovative solutions to difficult problems. Brighton & Hove's Social Value Framework is the tool for delivering this locally.

Defining the Foundations

Below we have compiled examples of different types of Social Value activity under the foundation themes. As we have so far only mapped the Social Value work across Brighton & Hove City Council it may appear an unbalanced view, however these examples are merely to help stimulate discussion and help Brighton & Hove Connected draw out the citywide intelligence that can strengthen these foundations. We have also used some examples from outside the city that may help in guiding discussion.

1. People – Enabling a lifetime of contribution

The People foundation is defined as primarily being about volunteering, friendship, neighbourliness, small groups and clubs. Individual or small group action that provides a social impact.

Example

Forming a key component of this in Brighton & Hove is the city's volunteering strategy, [The Power of Volunteering](#), which outlines the different ways volunteering has an impact in the city and contains a partnership pledge which commits those involved to actions that will maximise the impact of volunteering in the city.

There is an **opportunity** to take this further, think differently and do more to encourage young people to positively engage with civic society and local decision making.

2. Places – Empowerment and investment for local communities

The Places foundation is about a collaborative place-based approach to social value, which involves service providers, private sector and individuals and communities working together to make best use of assets, including buildings and green spaces.

Example

Asset Transfer is a key part of the Places foundation and is primarily about transferring a council asset to a community group if the willingness and ability of a group is identified. The council currently has a [Community Asset Transfer policy](#) to help guide community groups in this process. Short of this there are opportunities for the communities to work with the council to provide better access opportunities to assets e.g. playing fields and community buildings.

There is also an **opportunity** to go beyond geographical communities and look to digital as well as physical community building. A key learning tool that can help guide the thinking related to this and develop activity is the RSA's [Connected Communities](#) programme looking at alternative ways to bring communities together e.g. cities are places where people with shared interests come together to form communities and the rapidly developing digital world has accelerated this.

Participatory democracy and devolved decision-making raises its head as a theme again in the Government's Strategy and there could be an **opportunity** for it to be considered as part of any further Social Value work going forwards.

3. The Social Sector – Supporting charities and social enterprises

This foundation is primarily focused on the city's community and voluntary sector and social enterprises and involves identifying and highlighting the social value impact of its activities and other action that goes above and beyond core delivery of a service.

Example

There is a significant community and voluntary sector presence in the city and the council supports this with a [grants scheme](#) run through its Communities Team.

There is also a significant role for CVS in co-commissioning through utilising their expertise in delivering and designing contracts. Consideration must be given to overlapping interests if an organisation wants to bid for a contract they have helped put together.

Example

Legal & General: [South East Assist](#) provides an innovative model where social enterprises can access funding and support from large businesses, so this straddles more than one foundation.

The initiative was successfully piloted in Brighton & Hove in 2013 and three social enterprises received the full SE-Assist package and one other a mentor from Legal & General. Brighton & Hove City Council has also invested in the programme.

Working with Charities Aid Foundation, Local Enterprise Networks and the Cabinet Office, SE Assist was set up to deliver a package of mentoring, financial and consultancy support for Social Enterprises in the Brighton area.

Social entrepreneurs are given the opportunity to get their businesses off the ground with the help of the scheme, which provides funding and support from businesses in their local communities.

Successful social enterprises will receive a support package which includes an interest free loan of between £10,000 and £30,000 and a mentor, as well as access to a bank of experts.

Social enterprises which SE Assist has supported so far include:

- [The Purple Playhouse](#)
- [Little Green Pig](#)
- [HiSbe](#)
- [Engage & Create](#)
- [Brighton & Hove Energy Service Co-op \(BHESCO\)](#)
- [The Bevendean Community](#)

4. The Private Sector – Promoting business, finance and tech for good

This foundation focuses on businesses and how they go above and beyond to deliver social value impact. Corporate Social Responsibility has been part of businesses activity for a considerable time with some now adopting fully fledged Social Value policies.

Also, 'tech for good' is becoming an increasingly popular theme with technology developing at an ever quickening pace, but more work needs to be done to understand how these innovations can be used to tackle societal issues.

Example

Brighton & Hove Chamber of Commerce is holding a [Big Debate event](#) in November 2018 asking the question 'Do Brighton's businesses give back enough?' which will look at private sector social value and CSR.

Example

[Timpson](#) key cutter and dry cleaner has been a social value pioneer offering free dry cleaning to jobseekers with an upcoming interview and recruit ex-convicts to help them re-enter society and gain new skills and experience with life stability.

Example

[Albion in the Community](#) is the charitable arm of Brighton & Hove Albion Football Club which delivers accessible opportunities that improve the health and wellbeing, education and aspirations of communities across Brighton & Hove.

Example

Brighton's first [Good Tech Conference](#) will be taking place in November this year where tech experts will look at different ways ethics, society and tech intersect and where there is opportunity to

improve the world in different ways and tackle some of society's bigger issues e.g. homelessness and food & packaging waste.

5. The Public Sector – Ensuring collaborative commissioning

This foundation focuses on the city's public services and the tools and activities they use to ensure social value impact from public investment. Many of these activities or enabling tools and will cross over into other foundations, e.g. volunteering, council grants scheme, use of assets etc.

The Government highlights the need of public services to continue to develop alternative commissioning models that both involve communities and can offer greater social value impact for them.

Example

The city's Social Value Framework was developed by a group made up of Brighton & Hove NHS Clinical Commissioning Group, Community and Voluntary Sector, Community Works, the University of Brighton and Brighton & Hove City Council on behalf of Brighton and Hove Connected.

Its purpose is to ensure procurement considers Social Value impact and, where appropriate Social Value is included as a category in contract weighting.

The framework definition used is:

Social Value is about securing maximum impact on local priorities from all public investment. The city will maximise social value by focusing particularly on strengthening communities through collaborative working across the public, private and community and voluntary sectors.

The CCG were early adopters of the Public Services (Social Value) Act and have provided much of the learning for the Framework. The council's [Social Value Scrutiny Report](#) (p22) outlines how the CCG have made Social Value a core principal to the way it operates and incorporates it into its procurement.

Other Social Value Activity

There are lots of other ways Social Value is occurring that help to make the logic for putting it all together within the five foundations. Examples of this are partnership working activities.

A Better Brighton & Hove

Better is a local think tank and charity which brings together funding from The Pebble Trust and resources in kind from Brighton and Hove City Council. The charity is managed by a Board which combines business, academic, local government, regional funding and social enterprise expertise from across our city.

The think tank and its innovative funding structure responds to a pressing need for long term, objective, non-political research into the challenges and opportunities facing the city of Brighton and Hove.

It seeks to engage the Council, Universities, the Local Enterprise Partnership, local social enterprises and charities, local businesses and business people, in identifying these challenges and opportunities and in doing fact-based research to help the Council and others to work out how best to address them.

It has a number of developing projects around using tech innovations for social good and encouraging innovative thinking around the use of church buildings.

Salford 10% Better

The City of Salford has a programme called [10% Better](#) which is facilitated by a Social Value Partnership (consisting of public sector, private sector and the voluntary, community and social enterprise sectors) that ensures an integral part of how they do business should be a consideration of: happiness; wellbeing; health; inclusion; empowerment; growth; and the environment. It encourages consideration of these alongside considerations of profit, customer service and quality.

Each participating organisation is able to brand their activity as 'Salford 10% Better'.

Questions for consideration:

- What is your Social Value contribution to the city?
- What have been or are the barriers/enablers to delivering social value?
- How do we quantify the impact of Social Value?
- Do we need Social Value priorities for the city e.g. rough sleeping, young people's mental health, green spaces or do we risk missing other opportunities that might not meet them?
- Should we consistently brand our activity e.g. a civil pride campaign?
- Is Brighton & Hove Connected the vehicle for delivery of a citywide Social Value programme

