

How social value helped my organisation

19th January 2021



**COMMUNITY
LINKS BROMLEY**



- **Aims of today's session**

- To gain some practical insights into developing a social value approach
- To understand more of the benefits of social value

Social value workshop series

- 17th November – social value the commissioners perspective
- 15th December – how do we measure social value
- 19th January – social value exemplars real life examples and case study
- 23rd February – Social Value UK - social value master class
- February – March 1:1 advice on social value statements
- April – Joint presentation of social value statements

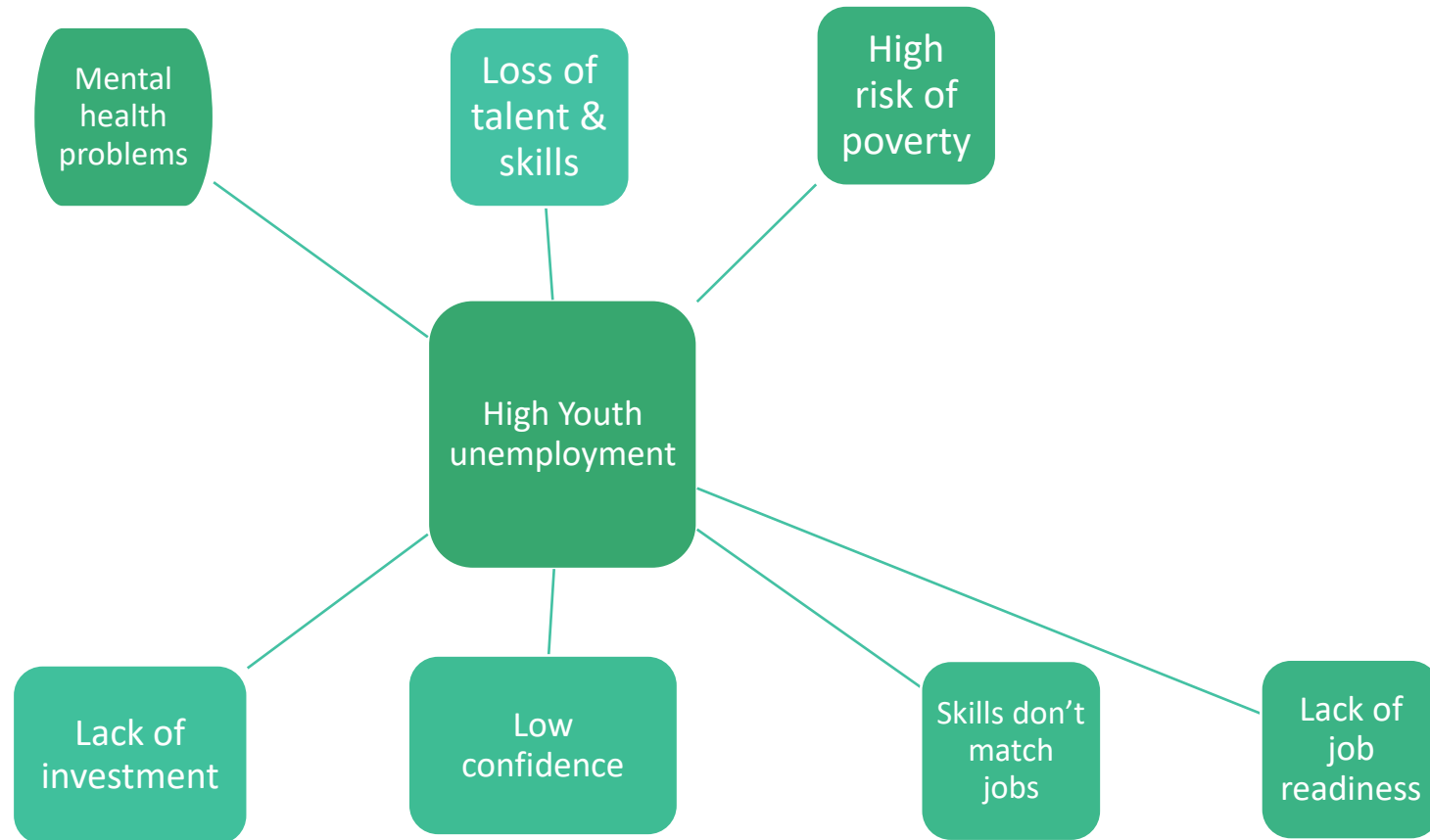
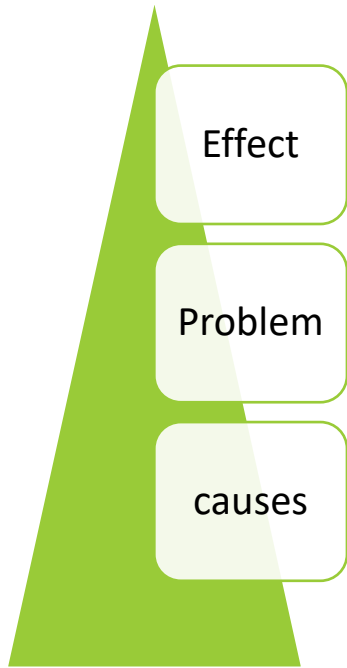
- ***‘Social value is a way of quantifying the relative importance of impacts that are not already captured in financial or market transactions’***
- Social Value UK

Impacts of social value

- **Happy, more versatile work force**
- **Better relationship with neighbours**
- **A good reputation in the community which leads to a more loyal customer base**

Manchester Community Central

Problem tree



Source: Social Value UK

Objectives of social value

- **Promote employment** and economic sustainability
- Raise the living standards of local residents – working towards living wage, maximise employee access to entitlements such as childcare
- Promote participation and citizen engagement - encourage resident participation and promote active citizenship
- Build the capacity and sustainability of the voluntary and community sector
- **Promote equity and fairness** – target effort towards those in the greatest need or facing the greatest disadvantage, tackle deprivation
- **Promote environmental sustainability** –
 - MP Danny Krueger has added - *‘helping local communities manage and **recover from COVID***
 - *’ and ‘Improving health and wellbeing and community integration’*

QUESTIONS, COMMENTS

