



COMMUNITY LINKS BROMLEY

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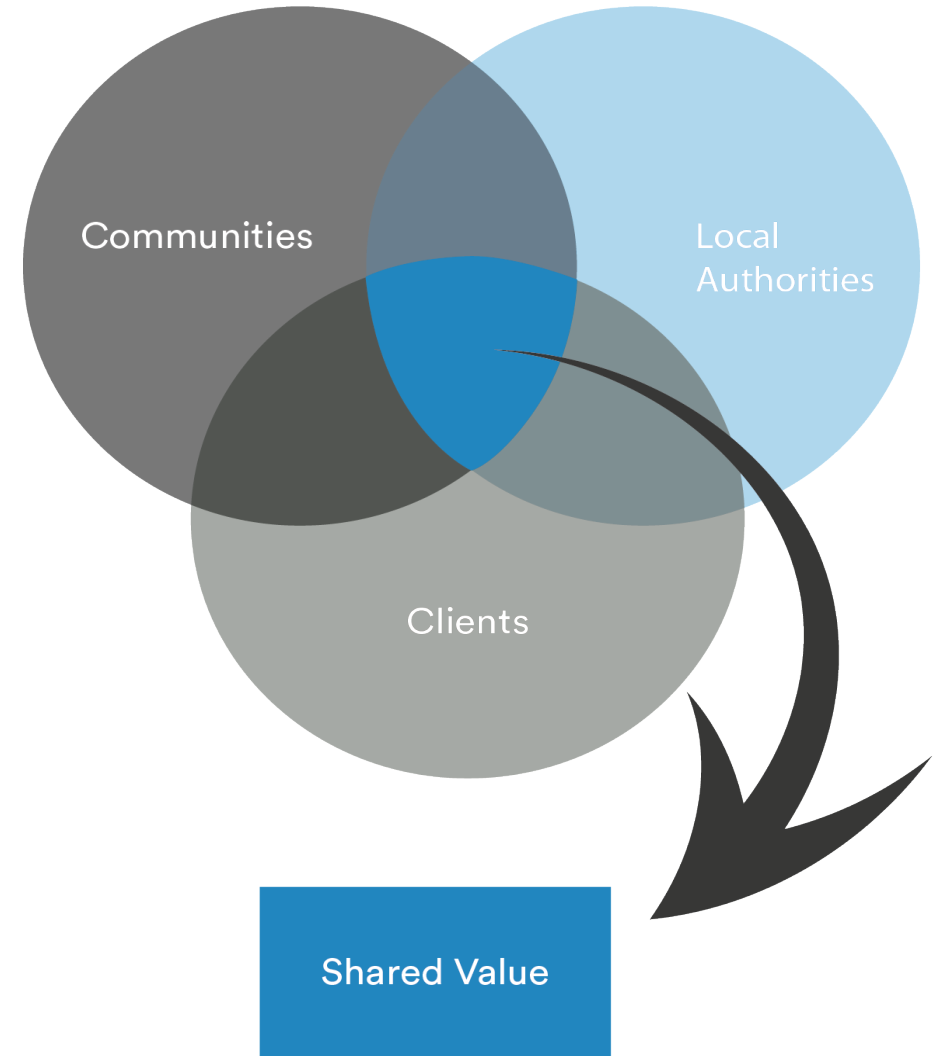
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WHO ARE SEERBRIDGE

- SeerBridge are a Community Benefit & Social Value Consultancy dedicated on creating added value & opportunities for communities through the real estate and built environment sectors.
- We have established our own bespoke tools and services including: social value measurement, programme implementation & planning support consultancy.
- The wellbeing of individuals and communities is at the heart of our work which drives the creation of Social Value.



OUR APPROACH

- SeerBridge provide a holistic, bottom-up approach to engaging local communities & creating value.
- With cross sector experience, our expertise in social value is unique within the nascent social value sector.
- We 'broker' realistic and mutually beneficial relationships between all sectors that results in added value.
- We combine our passion for social justice and impact, with our commitment to advancing the social value agenda.



SEERBRIDGE TEAM

Wesley Ankrah, Founder & Managing Director



Has 10 years' experience in the charitable and voluntary sector, which involved both project coordination and service delivery management roles with Catch 22. He founded Community Interest Company, Essential Living Future in 2016, to create bespoke programmes of community engagement driven by social value for a Developer. He founded the consultancy SeerBridge in March 2018, where Wesley brings his wealth of experience in creating and delivering community engagement with sustainable results to the wider built environment sector. His core beliefs are to 'get under the skin' of the needs of communities and to drive cultural change, which are the foundations that the business is built upon.

SEERBRIDGE TEAM

Georgia Bird, Social Value Associate



Georgia joined SeerBridge in 2020 and is currently completing her certified practitioner training with Social Value UK. Having graduated with a BA in Criminology & Sociology at the University of Brighton, she has developed and applied methodologies to analyse socio-economic trends for the research and reporting phase of our client work.

Most recently, Georgia has undertaken research and reporting work to support Wesley and our clients. Before joining SeerBridge, Georgia worked with sustainable fashion business The Fair Shop.

SEERBRIDGE TEAM

Radha Sudra, Project Associate



Radha joined SeerBridge soon after its launch in 2018. Initially starting as an Executive Assistant, she has since progressed into a project management role in our community focused work. Previously, Radha worked as an apprentice with property developer Essential Living where she honed her skills in administration, document control and design. This apprenticeship route, following her BA in English & History at the University of Nottingham gives her unrivalled insight and experience in coordinating community projects for all stakeholders. She has delivered work for a handful of clients including Keystone, U+I and Galliard Homes.



BRAINSTORMING (MIRO BOARD)

- We use Miro within our business and with clients. It is an online interactive whiteboard that allows for open discussions and lots of brainstorming!
- To kick off the session, we are going to use Miro to get the conversation going around how to answer a social value question within a bid.

https://miro.com/app/board/o9J_IO3nY8M=/

EXAMPLE: SOCIAL VALUE QUESTION

A) Social Values – Maximum 5 Marks

Provide details of your Social Value initiatives for each of the following themes:

Jobs – Addressing benefits for employment of long-term job seekers, the implementation of training measures for the unemployed or young persons (*max 1000 words*) (Max 2 marks)

Business – Promotion of local businesses and suppliers (*max 1000 words*) (Max 2 marks)

Environment – How your solution will improve the environment (*max 1000 words*) (Max 1 mark)

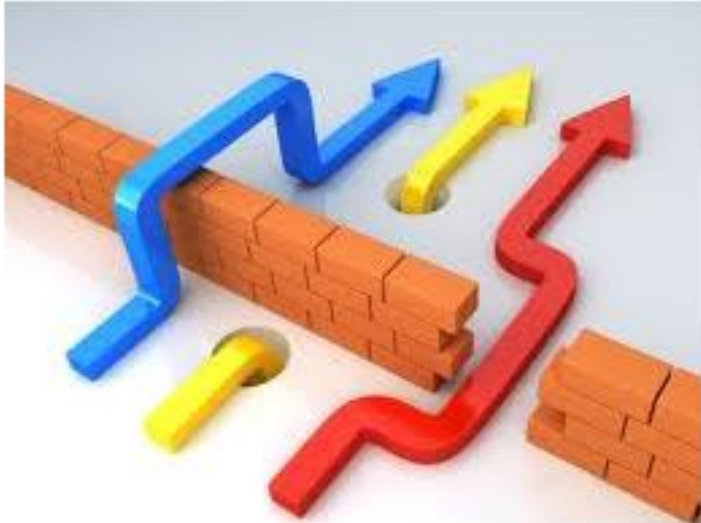




...EXAMPLES CONTINUED

1.8 Social Value (20%) x4 A4 Sides

- What outcomes does your organisation produce to meet the objectives of Social Value?
- Please provide details and evidence, including your measurement, monitoring and evaluation approach, against each of the following objectives:
- Promote employment and economic sustainability- tackle unemployment and facilitate the development of skills (4%).
- Raise the living standards of local residents- working towards the living wage, maximise employee access to entitlements such as childcare and encourage suppliers to source labour from within the local area (4%).
- Promote participation and citizen engagement- encourage resident participation and promote active citizenship (3%).
- Build the capacity and sustainability of the voluntary and community sector- practical support for local voluntary and community groups (3%).
- Promote equity and fairness- target effort towards those in the greatest need or facing the greatest disadvantage and tackle deprivation across the borough (3%).
- Promote environmental sustainability- reduce wastage, limit energy consumption and procure materials from sustainable sources (3%).



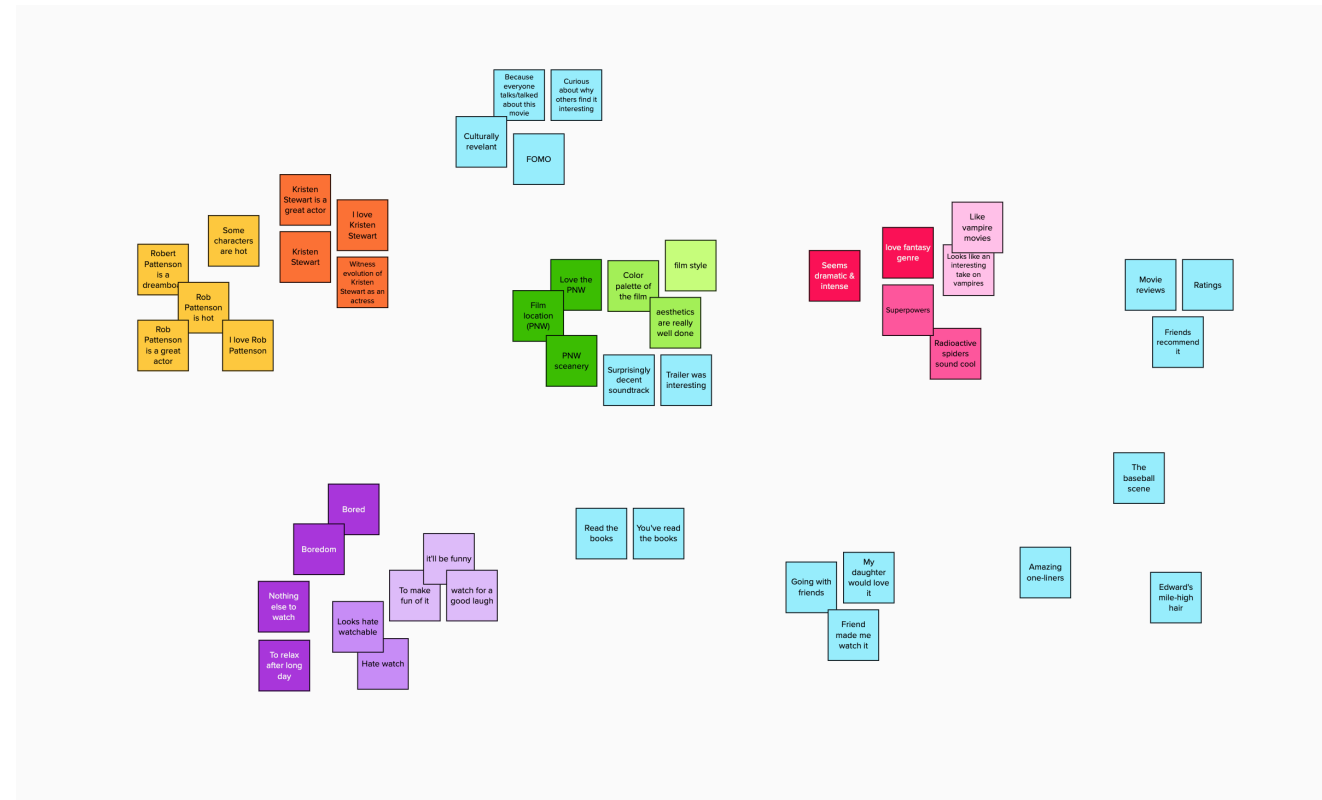
We know there is no way of understanding the social value requirements from one tender to the next as it is varied.
What we can do is understand the do's and don'ts of submitting a good social value offer.

HOW TO SUBMIT A GOOD SOCIAL VALUE OFFER



IDENTIFY THEMES WITHIN THE TENDERS

- By identifying themes within the tender, it will be a lot easier to select what to report.
- This will allow for an appropriate tracking and monitoring system to be adopted which will help to report and communicate the social value you have delivered internally and externally.



DELIVER LOCALLY



As charities and VCSE's, having a positive impact on the communities within which you work is embedded in the nature of your organisation.

Therefore, for you, it is about understanding how to broker relationships with existing stakeholders to ensure you are targeting the right people.

REMEMBER

Stay **relevant** and **pertinent** to social issues and do not become **complacent**.

Always **review** existing partnerships regularly

DO NOT OVERCLAIM

- A social value offer can only be claimed **once**
- Example: if you claim for spending X amount of hours volunteering with delivering food in a local community during the pandemic, the same hours cannot be claimed for supporting with COVID-19 recovery.



DO NOT DUPLICATE OFFERS EXISTING IN THE CONTRACT



Social value is all about **ADDED** value (additionality). It is about what you will provide **over and above** the contract

Example: If the contract is driven by supporting young people and their mental health, do **not** claim social value for supporting young people and their mental health as it is already a **requirement** within the contract.

PROVIDE EVIDENCE OF SOCIAL VALUE DELIVERY

When making your social value offers you need to provide evidence about how you are going to deliver what you are saying you will deliver.

Example: When recording staff or volunteer hours, e.g., delivering food to vulnerable people within the community, make sure you report the number of staff involved, hours spent and number of stakeholders.

This can be used as strong evidence within your bid response to support your ability to deliver social value whilst making measuring and reporting your social value a lot easier!



7 Principles of Social Value



1. **Involve stakeholders:** the most important principle we must embed in all of our practice to deliver meaningful social value



2. **Understand what changes:** Articulate how change is created and evaluate this through evidence gathered, recognising positive and negative changes as well as those that are intended and unintended



3. **Value the things matter:** Making decisions about allocating resources between different options needs to recognise the values of stakeholders. Value refers to the relative importance of different outcomes. It is informed by stakeholders' preferences



4. **Only include what is material:** Making decisions about allocating resources between different options needs to recognise the values of stakeholders. Value refers to the relative importance of different outcomes. It is informed by stakeholders' preferences



5. **Do not overclaim:** Only claim the value that activities are responsible for creating



6. **Be transparent:** Demonstrate the basis on which the analysis may be considered accurate and honest and show that it will be reported to and discussed with stakeholders.



7. **Verify the results:** Ensure appropriate independent assurance.

Q&A