A social value approach for Bolton

Social Value is about the additional value created in the delivery of services which has wider community and public benefit. It’s more than ‘value’ in the financial sense but in the wider social, environmental and economic impacts.

It’s about promotion of employment and economic sustainability, sourcing goods and services locally, supporting environmental sustainability and engagement by local communities.

Organisations from the Public, Private, Voluntary and Social Enterprise Sectors have come together to form the Bolton Social Value Partnership which aims to explore ways in which we can work together to develop and embed a Social Value approach for Bolton which aligns to the aspirations of Bolton 2030.

What do we want for Bolton?

• We want to harness the impact of organisations and groups from all sectors to generate more social value in Bolton
• We want to enable connections between all sectors to maximise the social value for Bolton’s communities
• We want to learn from other areas to maximise our potential and embed a social value approach in Bolton
• We want to work together to measure Social Value and evaluate our impact across Bolton

What steps can we take to do more?

• You can maximise the social, environmental and economic well-being of Bolton and its communities in everything that you do
• You can work together with partners from public, private and voluntary sectors to provide Social Value outcomes
• You can employ locally and buy local goods and services
• You can increase recycling and re-use of resources
• You can support activities which improve education and skills
• You can increase opportunities for volunteering
• You can demonstrate values which promote inclusion, diversity and social responsibility

Social Value is at the heart of our aspirations for Bolton 2030

Bolton has a wealth of assets including large anchor institutions (institutions that are unlikely to move elsewhere), public and private sector organisations and over 1500 voluntary and community groups delivering real outcomes and Social Value for the people and communities of Bolton.

Our values

Inclusive, distinctive, decent, warm and friendly

Bolton will be a vibrant place, built on strong cohesive communities, successful businesses, and healthy residents. It will be a welcoming place where people choose to study, work and put down roots.
Learning from other areas

Social Value in action

Employment, skills and training

Seddon. Lisa is from Bolton and joined Seddon on a back to work programme in partnership with Bolton Job Centre. After six weeks in the Training Department, Lisa applied for a role supporting the Quality, Environmental and Safety Manager. Lisa quickly developed in her role and in 2016 began her journey as a trainee site manager, spending time on site and at college studying for HND in Construction. Lisa is now on track to start a Site Management Degree Apprenticeship.

Making Bolton a cleaner, greener place for all

Bolton Green Umbrella supports a network of volunteer groups who look after the environment in Bolton making it a cleaner, greener place for all who live and work here. The group encourages local organisations to care for and maintain areas around their premises and volunteer their time or resources to a local volunteer group. Over 300 volunteers are involved in litter picking groups, community gardens and conservation groups—all working to improve our environment and green spaces as well as meeting new friends, learning new skills and improving their physical and mental wellbeing.

Commissioning and public health

Working with the Procurement Team, Bolton Council have trialled the inclusion of Social Value as part of the quality questions as well as the standard Social Value questions. This means that a larger proportion of marks are awarded for Social Value.

Questions are based around three key areas:
- Building the capacity and sustainability of the voluntary and community sector
- Promoting participation and citizen engagement
- Raising the living standards of local people

Learning from other areas shows that by sectors working together, there is huge potential for maximising Social Value through procurement spend and encouraging diversity in the supply chain.

However, the benefits of Social Value extend beyond wealth creation and economic wellbeing. By embedding a Social Value approach we can improve co-operation between sectors, empower communities, reduce health inequalities and improve aspirations of local people.

In Manchester and Preston, anchor institutions have been seeking to understand where their spend through procurement goes and how they can change practice. They want procurement to be used as a lever to address local economic, social and environmental challenges.

In Manchester, the City Council measures on an annual basis where their procurement spend goes. The Council has embedded corporate priorities into procurement documents, weighted 20% of the decision around Social Value and visited suppliers based in areas of deprivation. Spend in Manchester has increased to 73.6% and re-spend has increased to 43p in every £1.

In Preston, a group of anchor institutions have sought to understand and harness their wealth through procurement for 5 years with practitioners coming together to enable change. Despite reductions in overall spend, 18% (up from 5%) of procurement spend by the six institutions is now in Preston with 79% (up from 29%) in Lancashire.

Achievements in Preston

Community Wealth Building through Anchor Institutions

Improved connections and wellbeing for local people

On Your Own Club in Tonge Moor is run by volunteers and aims to stop older people in the community from feeling lonely and isolated.

Members enjoy regular trips, coffee mornings and socials and as a result, form new friendships and enjoy better health. Members look out for one another, do shopping and home visits and arrange hospital visits, helping members who are ill get back on their feet.

Developing skills for young people

The Octagon Theatre Academy offers new experiences for young people who wouldn’t normally have the opportunity to get involved in cultural or creative opportunities. Young people write, perform and tour their own production across Bolton and as a result develop a wealth of skills including communication, teamwork, planning, negotiating, creativity and confidence. 35 young people take part each year with opportunities for young people to become peer mentors to support new participants.

Sourcing locally and investing in communities

Bolton at Home Social Value Fund Bolton at Home apply Social Value to procurement of all contracts above £50k and actively work with and encourage suppliers to identify their own social value. A Social Value Fund has been set up made up of minimum 1% contribution of contract spend for these contracts. The Fund is used to support Bolton at Home’s Social Value Policy and core priorities.

Projects funded in 2016/17 included:
- CV sessions for over 700 customers
- Helping more than 400 people into work
- The Pop-up Business School which helped over 80 people to start a new business
- Handyperson service for vulnerable customers, in partnership with Forrest Construction

Learning from other areas

Direct spend through procurement into Manchester Economy

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Bolton is already doing a lot...

Bolton Councils top 30 supplier spend 2017/18

- Bolton spend: £90,563,093.56 (46%)
- North West spend: £50,835,708.26 (28%)
- Other UK spend: £54,656,938.47 (26%)
- Total spend: £195,964,740.29

We believe that if we maximise Social Value and influence others to do the same, we can achieve great outcomes for Bolton.

We can create inclusive growth, improve health and wellbeing, promote inclusion and provide an environment that makes Bolton an even better place for all who live, work and learn here.

To find out more about Social Value in Bolton or ways that your organisation can improve or measure your Social Value contact Bolton CVS:

by phone on 01204 546010
or email info@boltoncvs.org.uk