

Practical Social Value

Date: Thursday 8 February 2018

Venue: Marriott Hotel, Leeds, LS1 6ET

Programme

9.30 – 10.00 **Registration**

10.00 – 10.15 **Welcome and Introduction from the Chair**

Andrew van Doorn, Chief Executive, HACT

With over 13 years experience with HACT, Drew has a great understanding of the challenges and opportunities facing Housing Associations and their partners in relation to Social Value generation. Drew will introduce the objectives of the day and challenge delegates to think differently to maximise the impact of your Social Value information.

10.15 – 12.20 **Morning plenary: Putting your social value information to work**

10.15 – 10.45	<p>Social Value and building a new organisation; the Onward experience <i>Bronwen Rapley, Chief Executive, Onward Homes</i></p> <p><i>Newly formed Onward Homes is on a journey of organisational change and Social Value is a key part of the vision for the new organisation. Bronwen was appointed CEO in February 2016 and will share how Social Value is being applied practically to not only make a positive difference in the communities Onward serves but also to unify and define the culture of the new organisation.</i></p>
10.45 – 11.15	<p>Collaboration across Greater Manchester Housing Associations; Social Value reporting to GM Combined Authority <i>Nigel Wilson, Chief Executive, Wythenshawe Community Housing Group</i></p> <p><i>Choosing what and how Social Value is reported can be difficult for one organisation. In Greater Manchester, Housing providers took on the challenge of reporting Social Value collectively to demonstrate impact across the conurbation. Nigel will explain how this was achieved and outline how the collaboration will be taken forward in the future.</i></p>
11.15 – 11.45	<p>Using Social Value information across the business <i>Alexandra Willey, Head of Regeneration, Clarion Housing Group</i> <i>Elanor Warwick, Head of Strategic Research, Clarion Housing Group</i></p>

	<i>Alex and Elanor will explain how Clarion have made use of Social Value information to enhance decision making across the business. By introducing Social Value information into their thinking around procurement and asset management they will explain how Clarion have benefited from a new perspective.</i>
11.45 – 12.20	Panel discussion and questions

12.20 – 13.15 Lunch

13.20 – 14.20 Workshops: Thoughts from around the UK of how social value information can be used practically
Choice of 4 workshops:

<p>1. Social Value in Neighbourhood Working <i>Andrew Brown, Regional Director, Onward Homes</i> <i>Andrew Lord, Head of Neighbourhoods, Greater Manchester and Cheshire East, Onward Homes</i></p> <p><i>Onward have launched Neighbourhood Working as a key organisational priority with the measurement of neighbourhood based data being a key part of the neighbourhood approach. This session will outline the benefits of adopting a neighbourhood based approach and how neighbourhood data and social value information is being used to demonstrate progress and aid in decision making.</i></p>
<p>2. Using Social Value information to inform dialogue with clients <i>Gary Jackson, Group Director of Communications and Customer Success, Mears</i> <i>Tracey Lyth Group, Head for Customer Success and Social Impact, Mears</i></p> <p><i>Mears have found that having accurate Social Value information helps them in a number of ways; dialogue with clients, reporting progress to the Mears Social Value Board and improving outcomes for customers. This session will explore in detail the benefits of investing in a good Social Value information base, how information is being used now and plans for use in the future.</i></p>
<p>3. Social Value information in the Welsh context <i>Rachel Honey-Jones, Community Regeneration Manager, Newydd Housing</i></p> <p><i>This session will demonstrate how Newydd Housing Association is collating and presenting their Social Value information internally and to the Welsh Government to demonstrate compliance to the Welsh Government regulatory framework and Community Benefits requirements.</i></p>
<p>4. Practical use of Social Value information in Scotland <i>Sheila Maxwell, Community Investment Officer, Link Group Ltd</i></p> <p><i>Link Housing Group has a long history of using Social Value information to inform their work and are recognised as a systemic influencer of other RSLs in Scotland. This workshop will cover how Social Value information is currently being used to help to answer the 'so what' question often posed when presenting Social Value information.</i></p>

14.20 – 14.35 Refreshment break

14:35 – 15.35

Workshops: Thoughts from around the UK of how social value information can be used

Choice of 3:

1. Bringing your Social Impact reports to life, the Efficiency North experience

Paul Mitchell, Social Value Manager, Bron Afon Community Housing

This session will outline how Efficiency North's Social Value activities were evaluated, lessons learned and how the information gathered will help drive Social Value in the future.

2. Social Value Surgery - Making your information believable

James Williams, Head of Social Impact, HACT

Ben Carpenter, Operations Manager, Social Value UK

Bring any questions or queries to this session and the expert panel will do their best to answer and guide you in the right direction. Common questions can be answered around of evidence, benchmarking, social value certification, what to include in budget costs, attribution, deadweight etc.

3. Using Social Value information to maximise impact in the local economy

Su Pickerill, Community Investment Manager, Wates Group

Wates have built a strategy and are an advocate for using social enterprises within their supply chain. Understanding the added social impact which social enterprises make is crucial for communicating Wates' Social Value vision both internally and externally. This workshop will explain why social enterprises are an important part of Wates' supply chain and how they help deliver organisational objectives.

15.40 – 16.00

Keynote: Generating Social Value and its Impact

Geeta Nanda OBE

Chief Executive, Metropolitan

Geeta will outline the independence steps approach of generating social value at Metropolitan and explain how this helps with Social Value target setting, monitoring of progress and how this Social Value information is being used to shape the activities of the whole organisation.

16.00

Close

Andrew van Doorn, HACT