

Knowsley: An Emerging Approach to Social Value

Partners in Knowsley including Knowsley Council, Knowsley Chamber of Commerce, Knowsley Community and Voluntary Services, Knowsley Housing Trust and the Community Foundation for Merseyside are working with the public, private, social, voluntary and community sectors to develop an approach to using social value. This is in the context of the Public Services (Social Value) Act 2012, and aim to use this legislation as a way of enabling all partners in Knowsley to work towards contributing social value in the work that they do. It is an emerging piece of work to be added to and finalised once the Act is fully in place which is anticipated to be early in 2013.

Social Value in Knowsley is being defined as

“Outcomes, measures and activity that will create strong and well connected public, private and social sectors that enable communities to be more resilient”.

Initial outcomes and measures have been identified as follows.

Social Value Outcome	Social Value Measures
1. Increase in Community Resilience	(1) Proportion of working age population in work (2) Proportion of residents at skills levels 2,3,4 and with a formal qualification (3) Median weekly income of residents (4) Reduction in social isolation and specific increase in confidence of individuals (5) Number of offenders who gain / retain employment (6) Number of offenders who gain / attend training (7) Number of new constituted groups (8) Number of young people achieving accredited awards
2. Reduction in demand for public services	(9) Number of people supported to live independently (10) Reduction in permanent admissions to residential or nursing care (11) Reduction in avoidable hospital admissions (12) Reduction in household waste and waste to landfill
3. Impact of volunteers	(13) Numbers of new volunteers (14) Number of volunteers placed with community groups (15) Number of offenders who gain / retain volunteer opportunities (16) Increase in the number of Friends of Parks Groups and as a result green space usage (17) Number of young volunteers
4. Impact of Community Businesses	(18) Number of new community businesses (19) Number of community businesses with their social purpose linked directly to geographical communities or communities of interest (20) Number of play activities led by volunteers (21) Number of constituted groups developing into community businesses
5. Private Sector Investment in Communities	(22) Level of private sector investment as part of their CSR. (23) Reductions in fuel poverty by private sector investment in energy efficiency and residents behaviour change (24) Number of private sector companies including local community businesses and constituted groups in their supply chain
6. Residents making socially responsible decisions	(25) Increase in numbers of people in receipt of a direct payment or personal budget (26) Number of offenders who are engaged with mentors 6/12 weeks after release from custody (27) Increase in recycling rates for household waste (28) Number of services / assets that communities take lead responsibility for (29) Number of young people involved in peer education programmes

Partners in Knowsley will be working to:

- (1) Apply these outcomes and measures to specific procurement exercises in the public sector to see how they can be used in tender specifications and evaluation.
- (2) Encourage partner organisations to use the outcomes and measures as part of their procurement exercises.
- (3) Identify the best way that the private and social enterprise sector might donate the social value that they deliver through the Knowsley Foundation and hence receive recognition for the social value they deliver.
- (4) Identify the best way that the voluntary and community sector might donate the social value they deliver through Knowsley Community and Voluntary Services and hence receive recognition for the social value they deliver.
- (5) Identify the best way the public sector can collect the social value it delivers and publish and receive recognition for the social value delivered.

As partners we are keen to hear your views about social value, its intended use in Knowsley, and how this might best be achieved for the benefit of all.

