



The Social Value Community Charter

The Social Value Portal has been working with organisations including Legal & General Homes and the English Cities Fund to develop Social Value Community Charters in the local areas where they operate.

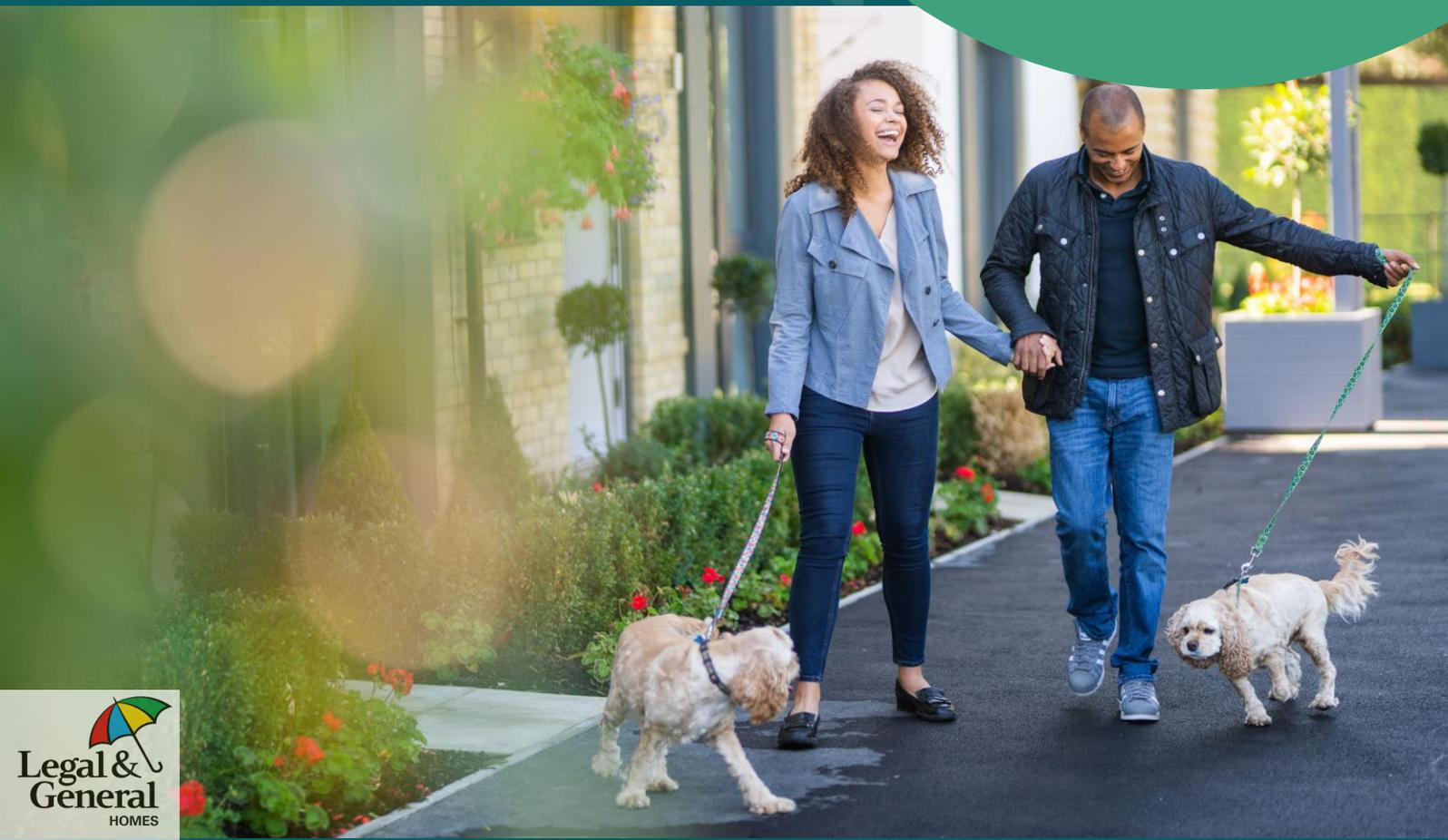
Purpose: to work *with* communities to maximise social value by understanding and prioritising localised needs and interventions in a way that is transparent and promotes accountability

Vision: to give communities ownership over how social value initiatives are delivered and prioritised in their local area for years to come

What is a Community Charter?

To build a Community Charter is to create a space for:

- A community to come together and take ownership of its needs and opportunities.
- Citizens and community groups to have their voice heard about local challenges and to take responsibility for co-designing and co-delivering specific solutions.
- Businesses that want (or need to) deliver value for the local community beyond their core activity and maximise social impact.
- Local authorities to harness the power of collective intelligence and empower better, more inclusive decision making.



Building a Measurement Framework

Each Community Charter is underpinned by a measurement framework that is used to track and measure social value outcomes delivered within a community. This is essential to maintain transparency and accountability and helps to promote consistency and comparability across projects in a community.

With every stage of the Community Charter, the measurement framework becomes more place-centred and localised until the final Community Measurement Framework is developed and continuously updated.

The community framework is based on the National TOMs standard. The National Social Value Measurement Framework is known as the National TOMs because it has 5 Themes, 20 Core Outcomes and 48 Core Measures. The 5 Themes include:

- Promote Local Skills and Employment
- Supporting Growth of Responsible Regional Business
- Healthier, Safer and more Resilient Communities
- Decarbonising and Safeguarding our World
- Promoting Social Innovation



The Process

We begin with the National TOMs as a starting point because it is recognised by public and private sectors across the country and is endorsed by the Local Government Association. The Local Needs Analysis and community stakeholders helps to develop a measurement framework that is place-centred. Consultations with the community hyper-localise priorities and interventions. Launching the final measurement framework online allows the community to track and engage with activities and progress. This is then continuously updated.

NEEDS & OPPORTUNITIES

PRIORITIES

DELIVER THE COMMUNITY WISH LIST



Local
Needs
Analysis

Community
Stakeholders

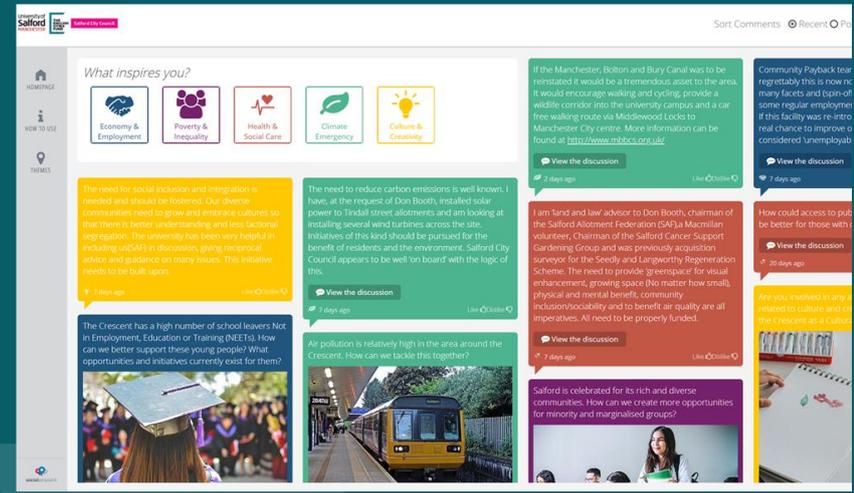
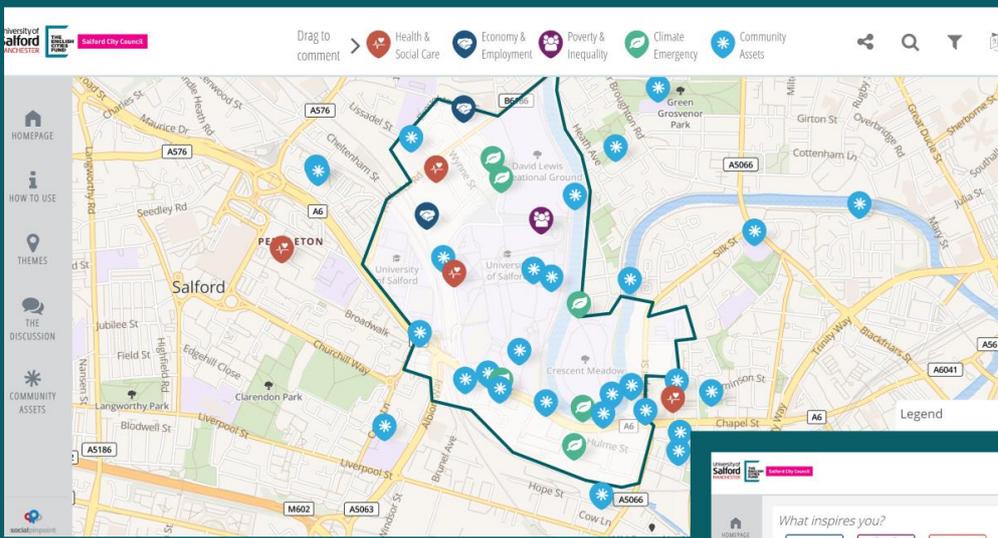
Co-Design the
Charter:
Consultation

Prioritise &
Create the
Charter

Launch the
Community
Charter

Update the
Community
Charter

Keep needs and
priorities up to date



Understanding the Need



Local Needs Analysis: A desk-based Local Needs Analysis is conducted using publicly available data. This includes a policy review of local and regional policy, quantitative and qualitative analysis of economic, social and environmental research and data, including the Indices of Multiple Deprivation (IMD), as well as identification of community stakeholders that have the potential for engagement and partnership.

Building Partnerships: Generally, parish councils, businesses, and local schools have shown a specific interest in driving the engagement effort forward. Other stakeholders may include community groups, health centres & GPs, faith groups, care institutions and youth organisations.

Community Consultation: The Social Value Portal engages communities in a number of different ways to work alongside them to understand needs and priorities. Workshops with community leaders and stakeholders are essential to identify needs that could be addressed through the delivery of a development as well as existing opportunities and initiatives that should be supported. Surveys are sent out to as many stakeholders as possible to indicate what should be prioritised.

In response to Covid-19, the use of Social Pinpoint has allowed for meaningful online engagement through the Social Value Map and Ideas Wall. This allows for community members to engage in conversation with each other around the various themes.

Delivering Value

The Social Value Portal's first Community Charter was created alongside the Crowthorne community and Legal & General Homes. Many initiatives identified through the workshop and survey were prioritised as part of the delivery of the Charter.

This included projects like using contractors in L&GH's supply chain to refit 'The Big Red Bus' for the local school, working with local traders to maintain Christmas lights for the High Street, grants for local organisations in need of support as well as many other initiatives.

Since the Community Charter was created in 2016, over £8.3m of social and local economic value has been delivered for the Crowthorne community. The Charter now lives with the parish council.



Launching the Charter Online

Since the Crowthorne Charter, the need to launch the Charter online become apparent. The Community Charter Website opens up findings and the delivery to the entire community.

It allows for needs and priorities to stay up to date as well as connect local stakeholders with opportunities to give or receive support. This ultimately supports communities to take ownership of the Charter for years to come.

