

16—17 NOVEMBER 2021

2021 National Social Value Conference WALES

Leading the movement

Hosted by:



CLILC
WLGA



Social Value
Portal

Welcome

THE 'NEW NORMAL' IS NOT GOOD ENOUGH

We are one year on, and it's been quite a year; the National TOMs for Wales launched and are now being used widely across the region, training is up and running for SMEs, and contracts are now delivering real benefits to communities across Wales.

And of course, the high tide of the pandemic has now turned, allowing us all to get back to business, but as the tide recedes, we notice that things are not the same, the landscape has changed, and we see that we are facing a new normal.

We know the pandemic touched almost everyone in one way or another, but we now also know that some areas have been affected much more than others. Those areas struggling from chronic unemployment and low skills before the virus have sadly now been hardest hit.

This 'new normal' of unequal communities is recognised by our politicians and reflected in the clarion call of 'levelling up'. Whilst I am not one for jumping onto a political bandwagon of any colour and will always work hard to ensure social value is a cross-party unifying issue, the principles behind the term are hard to challenge. Call it reducing inequality, social justice, the foundational economy or even place-based social value, the outcomes are all the same – to ensure that all our communities thrive and flourish through the fair distribution of opportunities and resources should be a movement that we are all happy to embrace for we are all Social Value Creators now.

But we need to do more—we have only just started, and now is no time for complacency.

At Social Value Portal, we wanted to take a litmus test of where we have reached, and so we have just finished a nationwide survey looking at how all the regions of the UK are embracing social value. We did this by visiting every single council website across the UK (397 of them!) to find out what they are saying about social value – or in Wales, 'community benefits.'

The good news is that social value/community benefits is mentioned in every procurement strategy in Wales – the bad news is that many councils do not yet have a published procurement strategy, and if you are a supplier trying to understand social value/community benefits and what it means to your tender, only 27% of councils in Wales actually publish a relevant policy – well below the 44% average across the UK as a whole.

I am not sure that six years late counts as 'early days' still and certainly across the border in England, with only 44% after ten years, they are not performing any better. It is obvious things are going far too slowly, and we need to increase the pace as a matter of urgency. Whilst the post-covid era offers an immense number of challenges, we must not be fooled into thinking that this new normal is acceptable. It's not.

Welcome

We all need to do more. For the public sector, this means being clear and transparent about your requirements, embedding social value into every public sector procurement, and integrating social value into the planning process. For business, it means recognising and embracing the key role you must play in delivering social value as a part of your public sector contract, supporting the communities where you work and live.

And so, on the 16th and 17th November, we come together for the second National Social Value Conference, Wales. It is one year on from the launch of the National TOMs for Wales, and whilst there is much still to do, we can, nonetheless, take a moment to look back on the great things we have achieved in the past months. We must continue to listen and learn from others, and then plan our way forward to delivering more for our communities by embedding social value across everything we do, from procurement to planning.

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Headline sponsor:



bam

Together we can...

BAM is leading the movement in the construction industry. We see the creation of social value as a fundamental part of who we are as a business and we want to take social value to the next level in Wales. But we cannot do this alone.

That's why we are providing ways for our clients, partners and supply chain to collaborate, network and learn. Because together we can achieve positive outcomes for the people of Wales and give everyone the chance to thrive.



To find out more about BAM's approach to social value visit:
www.bam.co.uk/what-we-do/social-impact

Contact Danielle Aberg, Head of Social Impact: daberg@bam.co.uk

#NSVCWales

#LeadingtheMovement

Agenda Day One

09:00—09:15

Welcome

Guy Battle, CEO, Social Value Portal

Steve Robinson, Head of Commissioning and Procurement, Cardiff Council

09:15—09:45

Morning keynote: **Hannah Blythyn**

We are delighted to welcome Hannah Blythyn, Deputy Minister for Social Partnership as our opening keynote speaker. Hannah was previously Deputy Minister for Housing and Local Government from 2018 to 2021. She has a wide-ranging brief including Fair Work, the voluntary sector and equality. Hannah will speak to her role as the lead for Social Partnership and Public Procurement and how Welsh Government is supporting the drive to better buying for Wales and the importance of social partnerships to helping communities flourish.

Hannah Blythyn, Deputy Minister for Social Partnership, Welsh Government

09:45—10:45

Panel discussion: **The year so far**

The National Social Value Taskforce, Wales was formed in February 2019 but in spite of the pandemic developed and delivered a National Social value Measurement Framework designed for Wales and to reflect the 7 Goals of the Future Generations Act. One year on lots has happened, many lessons have been learned and this panel will discuss the state of the nation and how procurement teams are now leading the way to help our communities recover and renew.

Chair: Richard Dooner, Programme Manager, Welsh Local Government Association

Steve Robinson, Head of Commissioning and Procurement, Cardiff Council

Vincent Hanly, Head of Procurement, Powys CC

Ian Evans, Procurement and Information Manager, Caerphilly County Borough Council

11:15—12.30

Breakout sessions

Welsh TOMs for buyers & sellers

What is social value, and how can procurement teams deliver for future generations using the National TOMs for Wales? This session is designed for those just starting their social value journey and cover the key issues you need to know.

Social value case studies

The National TOMs Wales framework has been used for about 12 months now, but it's not the only method for measuring social value. This session will cover the experience of practitioners in delivering social value across Wales.

Social value in the health sector—With Hywel Dda UHB

Hywel Dda is one of the first health authorities across the UK to embrace social value. Come to this session to learn how they are leading the delivery of social value across the sector.

Social value in the food sector

You would think that it would be easy to source local produce for local schools and maximise the benefits for local communities. Well, it's not! Join this session if you want to be involved in unlocking this challenge -promoting local food for local people through the clever use of the National TOMs for Wales.

How to win work and influence people:

The SME's guide to starting out with Social Value

Social Value has become the buzzword of the last few years and many businesses still find the definition of it confusing. No, it's not just apprenticeships, Social Value is the holistic approach we are taking that ensures our projects create sustainable positive change in the communities where we work.

This session will help SMEs in the early stages of defining their Social Value offer understand what constitutes social value, why it is increasingly important in procurement and could be the difference between winning work or losing it, and how you can approach planning your Social Value offer and measuring its impact.

What you will learn:

- » What is Social Value and why it's important for winning work
- » How to recognise Social Value Activities in your business
- » How to start planning your Social Value offer
- » A simple start to measuring your impact against the TOM's framework
- » Tendering and client expectations

14:00—14:30

Afternoon keynote: **Kellie Beirne**

Kellie Beirne was appointed as Chief Executive of Cardiff Capital Region City Deal aiming to deliver a £1.28 billion GVA-growth and jobs programme, involving ten South Wales local authorities. Kellie will talk about her aspirations and challenges and how a place-based approach to value creation can deliver real change for the area.

Kellie Beirne, Chief Executive, Cardiff Capital Region City Deal

14:30—15:30

Panel discussion: **Place based social value**

Place Based Social Value Creation is a collaborative approach to social value creation that engages all parts of the community to help regenerate our communities: healthier, greener, fairer and prosperity for all. Central to its success is the notion of cross sector collaboration and during the panel discussion we will hear from some of the Welsh Growth deals as well as Hywal Dda health board on how they are unlocking radical collaboration to deliver more value for communities.

Chair: Jane Lynch, Reader in Procurement, Cardiff University

Kellie Beirne, Chief Executive, Cardiff Capital Region City Deal

Eleri Lloyd, Social Value Manager, Mantel Gwynedd

Alwen Williams, Programme Director, North Wales EAB

Darren Knowd, Durham City Council

15:50—16:45

Awards ceremony

16:45—17:00

Closing observations

Guy Battle, Social Value Portal

Agenda Day Two

09:00—09:15

Welcome

Guy Battle, CEO, Social Value Portal

Steve Robinson, Head of Commissioning and Procurement, Cardiff Council

09:15—09:45

Morning keynote: **Sophie Howe**

We are really pleased to welcome Sophie Howe, back to the Conference. Sophie is the Future Generations Commissioner for Wales and her role is to be the guardian of future generations which means helping public bodies and those who make policy in Wales to think about the long-term impact their decisions have. Sophie will be sharing her ambitions for the commission and helping us all understand the role we have to play in helping the Commission succeed.

Sophie Howe, Future Generations Commissioner for Wales

09:45—10:45

Panel discussion: **The Well-being of Future Generations Act in 2021**

The Wellbeing for Future Generations Act was published in 2015 and requires public bodies in Wales to think about the long-term impact of their decisions, to work better with people, communities and each other, and to prevent persistent problems such as poverty, health inequalities and climate change. We are joined in this panel discussion by one of the original creators of the Act as well as the people who have been charged with using it to explore how the Act is standing up to the test of time and how it is delivering for future generations.

Chair: Steve Robinson, Head of Commissioning and Procurement, Cardiff Council

Sophie Howe, Future Generations Commissioner for Wales

Peter Davies, Chair Wales Council for Voluntary Action

Paul Matthews, Monmouthshire County Council

Edward Morgan, Group CSR and Training Manager, Castell Howell Foods

Danielle Aberg, Head of Social Impact at BAM Construct UK

11:15—12.30

Breakout sessions

Contract Management, Benefits Realisation and Remedies

What happens when it goes wrong, and how can we ensure that social value is actually delivered? This session is designed for procurement and commissioning colleagues and will map out how to avoid contractual pitfalls and what to do when suppliers fail to deliver.

Social Value in the third sector

The third sector has played a fundamental role in supporting our communities through the pandemic—how can we use the FG Act and the Welsh TOMs to promote their further engagement and embed them fully into delivering public and private sector solutions?

COP26 Decarbonising Wales

Wales has committed to achieving net-zero carbon by 2050. Some councils are even more ambitious, bringing this forward to 2030. What does this mean in reality, and how are the leading councils and businesses responding?

Embedding social value into planning

Whilst social value is being successfully integrated into procurement, few councils have yet looked at how they can embed social value into the planning process. This is a potential game-changer and will transform development. Come to this session if you want to learn how to engage with the development community to unlock more value.

Living Wage and Fair Work

As part of 'A More Equal Wales', the Future Generations Act wants to ensure equal access to decent jobs, recognising everyone's value. This session will look at what 'Fair Work' actually means and how to embed it into commissioning and procurement decision making.

What should social value look like in construction?

David Emery of the Supply Chain Sustainability School will be hosting this session to examine the best examples of social value in the construction through various case studies and examples with a panel of industry experts.

12.30—13:15

Workshop: Social Procurement in the built environment: A VCSE guide to being procurement ready

Construction contractors are increasingly seeking to utilise procurement to leverage additional social benefits and create Social Value in local communities. In this session we will explore how VCSE's can be procurement ready for work winning in the built environment. We will discuss supplier minimum requirements and where to find support with the process, share the experience of one of BAMs Social Suppliers, and hear from the Social Partnership Portal on how you can raise your visibility with buyers across the UK for free

14:00—14.30

Afternoon keynote: Justin Price

The Wellbeing for Future Generations Act is principally aimed at the public sector. Still, it is, of course, recognised that the public sector alone cannot deliver on its ambitions and that the private sector must play its part in creating social value. We will hear from Justin Price from BAM, a leading business, on what they are doing and how all businesses need to join on the journey of delivery.

Justin Price, Construction Director, BAM

14:30—15:30

Panel discussion: Private sector showcase

Business has a key role to play in helping our communities recover and renew and setting the foundations for future generations to thrive. And never has this role been more important as we emerge from the pandemic. This panel will discuss the role of business in helping our communities flourish and thrive.

Chair: Guy Battle, CEO, Social Value Portal

Dawn Lyle, Founder and Chair, 4theRegion

Pierre Wassenaar, Stride Treglown

Justin Price, BAM

Arnab Dutt, Chair, FSB

Agenda Day Two

15:50—16:45

Awards ceremony

16:45—17:00

Closing Ceremony

Guy Battle, Social Value Portal

Speakers

Mari Arthur



Mari Arthur is a consultant who manages teams across private and public organisations, accountable for the successful delivery of several large and international projects.

A marketing professional with 17 years' experience, she is passionate about all areas of sustainability and messaging around this topic.

Mari is currently chair of Dŵr Cymru Welsh Water's Independent Environmental Advisory Panel (IEAP) and the Smart Energy Systems Group, and an active member of the National Assembly Climate Change Expert Reference Group and the Cross Party Group on Sustainable Energy.

Sebastian Bachelier, Programme Manager, Living Wage Foundation



Sebastian joined the Living Wage Foundation in 2018 and is currently a Programme Manager. He leads the Recognised Service Provider project and oversees Living Wage Employer accreditation in the West Midlands. Sebastian has previous experience of the public, private and third sectors; he coordinated enrichment opportunities for students in an inner city college in Birmingham, he worked on Senior c-suite leadership recruitment on behalf of the NHS and has volunteered for a number of community growth projects, including the Local Futures' initiative as well as several Transition Town groups from across the UK.

Sebastian holds a degree in Politics, Philosophy and Economics from the University of East Anglia where he was heavily involved in the student union, being elected onto the Student Council and subsequently the Student Officer team and Union Trustee Board.

Guy Battle, CEO, Social Value Portal

Guy works cross-industry on developing social value solutions that deliver real and tangible value. He is passionate about the contribution businesses can make to improve society – one of the driving motivations behind the creation of The Social Value Portal.

Kellie Beirne, Chief Executive, Cardiff Capital Region City Deal



Kellie Beirne was appointed as Chief Executive of Cardiff Capital Region City Deal in mid-2018. The City Deal is a £1.28 billion GVA-growth and jobs programme, involving ten South Wales local authorities. She moved from a post as Deputy Chief Executive and Chief Enterprise Officer at Monmouthshire County Council, where she gained a reputation for bringing innovation and innovative ways of working, often private-sector-derived, into the world of public service delivery.

She has previously been Director of Innovation and Enterprise and Chief Officer, Regeneration and Culture at Monmouthshire Council. Before that, she undertook roles in a South Wales Housing Association and in local authority Housing policy.

Kellie is Co-Chair of the Innovation Advisory Council for Wales and has been a Prince of Wales Innovation Scholar (POWIS).

Hannah Blythyn, Deputy Minister for Social Partnership – Welsh Government



Hannah Blythyn is from Flintshire in North East Wales. A proud North Walian she went to school in the constituency she now serves. Hannah was elected as Assembly Member for Delyn for the first time at the 2016 election.

In her first eighteen months in the Assembly she chaired the Cross Party Group for North Wales and the Mersey Dee Alliance and sat on the Economy, Infrastructure and Skills and the Culture, Welsh Language and Communications Committees.

Prior to being elected, Hannah led on political and policy work for Unite Wales, active in a number of successful campaigns that led to legislative action and positive change both in Wales and across the UK. She is also a former co-chair of LGBT Labour and was active in the campaign for equal marriage. On 13 December 2018 Hannah was appointed Deputy Minister for Housing and Local Government. Hannah was appointed Deputy Minister for Social Partnership on 13 May 2021.

Outside of politics, Hannah likes spending time outdoors and is a keen cyclist, having previously taking part in a charity bike ride across Kenya.

Terry Brewer, Head Of Public Sector Delivery, Social Value Portal



Terry is Head of Public Sector Delivery for the Social Value Portal and former Chair of the LGA's Social Value Task Force. Up to June 2017, Terry was Divisional Director Commercial, Contracts and Procurement at LB Harrow and also ran LB Brent's Procurement Team under a fully shared service. Prior to this he was respectively Chief Procurement Officer for the LB Camden, CEO of Firebuy and Head of Procurement for London Fire Brigade. Terry has held a number of Regional and National roles including Chair of the London Heads of Procurement Network and Deputy Chair of the Local Government.

Katrina Browning



Katrina has 25 years of experience working in public sector procurement, the last 20 years whilst working for Suffolk County Council. Having worked on a broad range of contracts she has extensive experience of tendering Local Authority contracts. Over the last two years she has delivered a programme of workshops on Social Value to over 70 staff in commercial roles within the Council.

Angela Charlton, Director, Ramblers Cymru



Angela joined Ramblers Cymru in 2008, coming from her previous role as chief officer with a council for voluntary services. She has over 20 years experience in the voluntary sector, working across Wales, Shropshire and Gloucestershire. She has experience in community engagement in both the rural and urban environment context. Her previous roles cover environmental education, fundraising, project development and management, countryside management and walk leading. Angela is from South Wales and has a real passion to see the people of Wales have every opportunity to flourish in a sustainable way whilst meeting the needs of the people and the environment.

Philipp Cyrus, Senior Researcher, Social Value Portal



Part of the Research, Development and Innovation team, Phillip holds a PhD in Environmental Economics from SOAS, University of London, and has several years of experience in sustainability research and consulting for private and public sector. In his position at SVP he currently focusses on National TOMs related research and development. His latest projects include the National TOMs for Wales, the Facilities Management Plug-in for the National TOMs and the National TOMs Global Goals mapping.

Peter Davies, Chair Wales Council for Voluntary Action



Peter's career background is in the field of corporate responsibility working for the Confederation of British Industry, Department of Trade and Industry and Business in the Community.

Peter was instrumental in the establishment of the Institute for Sustainability and resource Effectiveness (INSPIRE) at the University of Wales Trinity St David in 2011 where he has an associate role as Professor of Practice.

He was appointed to Chair the Dwr Cymru Customer Challenge Group in February 2016. As well as being Chair of WCVA, Peter also chairs the Wales Marine Stakeholder Action and Advisory Group for Welsh Government, the Size of Wales charity and Community Energy Pembrokeshire. He is a member of the BT Wales Advisory Board, WWF Cymru Advisory Panel and is Community Custodian for River Simple.

Phoebe Dennis, Social Value Planning Advisor, Social Value Portal



I am part of the consultancy team at Social Value Portal, where I work with private and public sector clients to produce comprehensive, needs-based and long-term social value strategies for development schemes across the UK. I previously worked in Corporate Social Responsibility in the Construction sector and have an MSc in Sustainability Consultancy.

Gabriella Diana



Gabriella is CEO and Founder of slow fashion clothing brand, Onesta, which creates small collections of menswear and womenswear ethically manufactured in Wales.

Onesta partners with and donates to charities making a positive difference in environmental preservation and unethical fashion activism. They have co-founded a Sustainable Fashion Coalition with organisations and charities committed to tackling clothing and textile waste and changing public opinion around circular fashion, recycling, repairs and supporting local businesses.

Richard Dooner, Programme Manager, Welsh Local Government Association



WLGA's lead officer for procurement, facilitating the Heads of Procurement Network, supporting the reform of procurement in Wales. Richard is a keen advocate of social value, relationship-based commissioning and the reform of procurement as a lever for the delivery of local government policy.

Arnab Dutt, Chair, Federation of Small Businesses



Arnab Dutt is chair of the Social Value Policy Unit at the Federation of Small Businesses. He chairs the working group on Social Value Procurement on the Cabinet Office SME panel which advises govt on small business policy. He is a member of the National Social Value Task Force, a business owner, a Board adviser to a number of organisations and a passionate public advocate for the importance of purpose-driven business.

David Emery, Consultant, Supply Chain Sustainability School



David Emery began his career as an architectural technologist more than 40 year ago. He has worked extensively on residential schemes and has been involved in more than 50 developments that utilised offsite and Modern Methods of Construction (MMC). He ran his own company for 15 years, specialising in B.I.M., MMC and DfMA and has delivered workshops and training in these subjects to more than 1,000 people. He joined the school full time in 2021 as their Digital and Offsite specialist.

Catherine Evans



Catherine Evans is a Policy and Communications Manager with 25 years' experience across community development, housing, business support, arts and inclusion sectors. A credible policy and communications expert, she has with a track record of influencing senior leaders on policy and communications issues to achieve long-term strategic goals.

Ian Evans, Procurement and Information Manager, Caerphilly County Borough Council



Ian has over 24 years' of public sector experience and is currently responsible for Procurement and Information Governance within Customer & Digital Services. He has been actively involved in successfully delivering a number of high-profile collaborative projects within Caerphilly CBC and across the Welsh Public Sector. Ian leads a team of 22 highly motivated individuals with a strong emphasis on teamwork and a can-do attitude. This is demonstrated

by the team's recent achievements at this year's GO Awards Wales and most notably Winners in the Social Value category.

Dr Sarah Evans, Commercial Director



Sarah is the Commercial Director of Wales Co-operative Centre. Sarah has been involved in a number of projects looking at social value, particularly in social care settings. Sarah has worked with the Centre for Local Economic Strategies on their project for Welsh Government relating to progressive procurement and community wealth building. Sarah also supported the update of the 'Can Do approach', looking at social value in the housing sector across Wales.

Sarah previously worked as a principal manager in Local Government and a Senior Lecturer at Wrexham Glyndwr University.

Carol Glenn



Carol has 12 years' experience working in the public sector within the Procurement department at Solihull MBC. As the Council's Social Value Programme Manager since May 2019 and being dedicated 100% to the Social Value programme, it is now embedded into the Procurement and Contract Management processes. Through development of a Social Value Policy, implementing TOMs in collaboration with Social Value Portal, and engaging with colleagues, partners and suppliers to raise awareness of Social Value, Solihull MBC are now starting to achieve the benefits that Social Value can bring to the local community within the Borough. In recognition of her work, Carol, on behalf of SMBC, received the award for "Embedding Social Value in Contract Management; Project award" at the National SV Awards in February 2021.

Carol is an active member of Social Value UK, a member of the Supply Chain Sustainability School, and has been a speaker at the National Social Value Conference 2021 and the Welsh National Social Value Conference 2020. She is also the newly appointed chair of the WM Regional Social Value Taskforce.

Mark Grant



Vince Hanly, Head of Procurement, Powys Council



Vince is currently the Commercial Services lead at Powys County Council. In his previous role in Rhondda Cynon Taf as Director of Procurement in Vince established the first Collaborative South East Wales Highways Framework and the SEWSCAP 21C schools framework incorporating the Welsh Governments Community Benefits toolkit. He also procured landmark civil engineering construction schemes at Porth and Church Village where for the

very first time in Wales Community Benefits were included and delivered through the schemes. He is an advocate of collaboration in the construction and supply chain and many schemes have benefited from this way of working in his career.

Charlie Hargreaves, Community Investment Manager, Wates Residential



Bethan Harvey, Training and Living Wage Accreditation Officer, Cynnal Cymru | Sustain Wales



Bethan became a trainer for our Carbon Literacy course in 2020 and is the training lead for the Open Carbon Literacy courses. She provides project support across the whole training programme and manages the training certification process. Bethan previously led on Living Wage Accreditation in Wales but will now have a more strategic focus– fostering relationships with employers on a place basis, widening our network across Wales and exploring different means of reaching employers.

Olivia Hughes, Social Value Development Officer, Flintshire County Council



As an experienced social value practitioner, Olivia is responsible for measuring and maximising social value across the Council, its services and expenditure. Her main focus is on the Council's commissioning and procurement activities, supporting key stakeholders and Council providers to drive sustainable commissioning and procurement practices, driving value for money, and unlocking real and tangible benefits for local people, communities and businesses in Flintshire.

Since joining the Council in 2019, Olivia has devised and delivered a strategic programme to support the achievement of the Council's Social Value Procurement Policy and Strategy. This has included the development of a Flintshire specific TOMs framework aligned to local needs, to measure and maximise social value through the commissioning cycle. She has also supported the development of a bespoke system used to support key stakeholders and Council providers to measure the impact they are creating locally during the life of a contract.

Olivia is also Vice-Chair of the North Wales Social Value Network Group, aimed to shape the regional delivery of social value, share best practise and support supply chain development.

Sarah Hopkins, Director, Cynnal Cymru | Sustain Wales



Sarah joined Cynnal Cymru – Sustain Wales in 2020 and is responsible for the overall management and development of its activities and services throughout Wales and beyond. Her experience includes community engagement and leading on climate, environmental and social improvements in complex international supply chains. As the lead for Cynnal Cymru's Fair and Just Society programme of work, she supports Living Wage accreditation and strategy in Wales, advises on the role of the living wage within the broader Fair Work agenda and how the transition to a net-zero economy provides opportunities for reducing inequalities.

Sophie Howe, Future Generations Commissioner for Wales



Described by *The Guardian* as the "World's first minister of the Unborn", her role is to provide advice to the Government and other public bodies in Wales on delivering social, economic, environmental and cultural well-being for current and future generations and assessing and reporting on how they are delivering.

Sophie took up post in 2016 and has led high profile interventions around transport planning, education reform and climate change challenging the Government and others to demonstrate how they are taking account

of future generations. Described by the Big Issue Magazine as one of the UK's leading Changemakers, her interventions have secured fundamental changes to land use planning policy, major transport schemes and Government policy on housing – ensuring that decisions taken today are fit for the future. She has represented Wales at the UN the OECD and on a number of International Forums including Chairing the Network of Institutions for Future Generations.

Prys Jenkins, social value Lead for Wales at Social Value Portal



Prys is the social value Lead for Wales at Social Value Portal. Prys has over 25 years' commercial & strategic management experience in the Business Process Outsourcing sector and a strong background in Mergers and Acquisitions activities. His recent change of career has seen him return to Wales to drive the social value message, and is passionate about his role to deliver environmental, social, economic, and cultural contributions to

local communities in Wales. He is also proud to be able to utilise the Welsh language in a business context for the first time.

Prys is an avid ultra-runner and is keen on combining a little swim, cycle and run.

Darren Knowd, Chair National Social Value Task Force and Chief Procurement Officer, Durham County Council



Darren leads all procurement activity at Durham County Council and is Chair of the Local Government Association National Advisory Group for Local Government Procurement. He is also the Chair of the National Social Value Task

San Leonard, Chief Executive, Social Firms Wales



As Chief Executive of Social Firms Wales, San utilises her entrepreneurial background, skills, knowledge and experience in business development to support the growth of commercially viable Social Firms (social enterprises) and public services, with a focus on building social value into working environments and contractual arrangements. Successes have been built on a good understanding of all sectors within the community and the ability to look at the

wider vision and opportunities.

Working within family businesses from a very early age, she has successfully grown several business enterprises. With more than 30 years in management and business development within the private sector, she uses that experience whilst working to support the growth of commercially viable enterprises that offer paid employment and career advancement in mixed ability, inclusive, supportive, empowering and progressive environments.

San also has considerable first-hand knowledge of working with people with disabilities and excluded groups, aligned with her business background she is well placed and understands fully, the need to develop training with a purpose and work opportunities for people who are often considered to be furthest from the job market.

Jane Lynch, Reader in Procurement, Cardiff Business School



Jane is a Reader in Procurement for the Logistics and Operations Management (LOM) section. Aside from her research, Jane has extensive experience in personal tutoring and student experience, previously holding roles such as Senior Personal Tutor and Director of Student Experience for the Business School. Her research has included personal tutoring and international orientation, regularly attending and presenting at the LTSE Conference.

Jane is currently taking 12 months' Scholarship Leave to focus public procurement, social procurement, collaborative procurement and the procurement of innovation. Jane is the impact and engagement lead for IRSP (International Research Study on Public Procurement) and a long standing member of IPSERA. Jane provides procurement and collaboration expertise for a range of sectors including health and social care.

Eleri Lloyd, Social Value Manager, Mantell Gwynedd CYF



Eleri's background is working within communities to encourage change and development. She has experience working with individuals, community groups and businesses from an education and skills perspective, and has then moved on to working within the third sector to encourage community development.

Currently working within Mantell Gwynedd, the Voluntary Council for Gwynedd, as the Social Value Manager. Passionate about promoting social value to help organisations improve their accountability and overall performance. Eleri is an Advanced Practitioner with Social Value International and supports organisations to measure and manage their social value. She is also an Accredited Trainer with Social Value International and delivers social value training to both third sector organisations and public sector. Eleri has presented at various events and conferences and also was on the panel at the opening discussions of the National Social Value conference in London in January 2020.

Dawn Lyle, Founder and Chair, 4theRegion



Dawn runs Swansea-based iCreate, a 3D flythrough and visual communications company working with many of the region's major partners and developers. She sat on the board of Swansea Bay Futures for 10 years, as well as serving on the board of Swansea Bay Business Club and the Swansea Foundation. Dawn is a certified Appreciative Enquiry facilitator with the Flourishing Leadership Institute.

Paul Matthews



Paul is currently the Chief Executive of Monmouthshire County Council, where he has been for over 10 years. However, Paul's public sector experience doesn't stop there, he's also Innovation and Business Engagement lead for the Cardiff Capital Region, Solace Wales lead for Economy and Digital, and a Board Member of SRS (Wales).

As well as offering his advice and knowledge in the boardroom, Paul also teaches as a visiting Professor at Cardiff University.

Paul brings a breadth of experience in a variety of settings, from educational to entrepreneurial to public sector.

Edward Morgan, Group CSR and Training Manager, Castell Howell Foods



Edward is the Group CSR and Training manager for Castell Howell Foods, and has been employed by the company since 2001.

A business based in West Wales, Castell Howell have been Business in the Community (BITC) members since 2011. BITC have been instrumental in helping to guide the company on its journey to becoming a responsible business, with Edward adopting the corporate social responsibility position for the group of seven food manufacturing units and six distribution depots.

It is important that the Wales Leadership Board reflects the profile of the Welsh BITC members, from national and multinational companies through to regional operators. As intermediaries and manufacturers in the food supply chain, Castell Howell has a broad overview and appreciates the challenges businesses face from farm to fork. These encompass employing an ageing workforce, wellbeing and mental health in the workplace, initiatives with the education sector, and implementing the requirements of the Well-being of Future Generations Act, all of which are aligned and natural fits with the goals of BITC.

Jess Morgan, Social Impact Manager, Western Region, BAM Construct UK



Jess became a Social Impact Manager at BAM Construct UK in 2020 and is responsible for the delivery of social value in our western region.

She has over 15-years' experience in developing and delivering local and national social impact programmes across a number of sectors. Jess brings the right skills and knowledge to ensure we deliver meaningful and lasting social, economic and environmental outcomes for the communities in which we work. In partnership with CITB, Jess is Chair of the newly established Social Value Network, which is steadily growing in membership and provides a platform for large and small businesses to get together to share best practice, resources and innovation. *"I am excited about being a part of influencing a culture that truly understands social value and the positive impact that we can create. We cannot do this alone, so building a collaborative network of likeminded partners is key to achieving our shared goals."*

Professor Kevin Morgan



Regional innovation strategies is one of Kevin's primary research interests and he has published widely on this topic since the mid-1990s. In addition to his academic work, he has also been actively involved in the worlds of policy and practice, having worked for the European Commission, the OECD and urban and regional governments throughout Europe on place-based innovation strategies. He co-authored the IACW commissioned report on innovation policy in Wales (Scoping the Future of Innovation Policy in Wales) and he is part of a Cardiff University team of researchers working on the Cardiff City Region's Challenge Fund, which is designed to promote innovative solutions in three targeted fields, namely: decarbonisation, health and wellbeing, and transforming communities.

Anna Nicholl, Director of Strategy & Sector Development, WCVA



Anna leads WCVA's work on policy and development, membership and communications, and has been the driving force behind WCVA's plan for change and strategic framework.

Anna has been involved with a number of voluntary organisations, as a volunteer, trustee and staff member. Prior to joining WCVA she worked for the Alliance for Useful Evidence, based in Nesta. She is also a founding Director for Community Interest Company, Egino, which generates ideas on policy and practice to support sustainable wellbeing. Anna was Chair of Welsh Refugee Council from 2012 to 2016.

Greg Parsons, Supply Chain Lead, Larder Cymru



Greg's Parsons 35-year career in food and drink has spanned all corners of the sector from hospitality, marketing brands and production and to farming, working for the likes of Whitbread, Unilever and Dairy Crest before joining the boardrooms of SME's. Greg founded Somerset Larder, a collaboration of SME food and drink suppliers who started feeding workers at Hinkley Point in September 2014 spending over £5 million PA with local suppliers.

Greg also set up food supply collaborations in Cheshire and South West England and is working with Larder Cymru to open up more public sector opportunities for Welsh suppliers.

Justin Price, Construction Director, BAM



Justin is a Construction Director at BAM and a member of the Regional Senior Management Team. He oversees all operations in Wales and is responsible for several live projects such as the Centre for Student Life at Cardiff University and the new Headquarters for Gwent Police. He has worked in the construction industry for 32 years and joined BAM 15 years ago as a Project and Construction Manager. As a member of the Regional Senior Management Team,

he has overall responsibility for the planning function, Social Value, and Diversity and Inclusion. Justin is also a member of BAM's LGBT Employee Resource Group, which raises awareness of the challenges of the LGBTQ+ community within the workplace.

Steve Robinson, Head of Commissioning and Procurement, Cardiff Council



Steve has been Head of Commissioning and Procurement at Cardiff Council since 2006. In that time he has transformed the procurement function through the implementation of category management and ensured the Council is at the forefront of delivering socially responsible procurement. In addition to this role, Steve was the driving force behind the establishment of Atebion Solutions a Cardiff Council owned trading company of which he is

Managing Director, and is playing a key role in developing the collaborative agenda in Wales as Chair of the WLGA Heads of Procurement Network.

**Sol Tannir, Senior Social Value Advisor, Public Sector Delivery,
Social Value Portal**



As a Senior Social Value Advisor with a particular focus on Public Sector delivery, Sol's work focuses on the services SVP offers to its Public Sector customers as well as working with key suppliers to Public Sector to drive, measure and report on the Social & Local Economic Value they deliver.

Huw Thomas, Director of Finance, Hywel Dda University Health Board



In his early career, Huw worked for PricewaterhouseCoopers LLP in London, Bristol and Cardiff. Initially, his clients were within the banking sector before he specialised on NHS, local authority and third sector clients. Huw worked for the NHS in England before moving back to Wales to work for Betsi Cadwaladr University Health Board.

Huw is a member of the Institute of Chartered Accountants of Scotland, and served on their Governing Council. He has also been a trustee of the Healthcare Financial Management Association, and served as the chair for their Wales branch. Huw is currently the Finance Director with a lead for developing NHS finance staff across Wales through the NHS Wales Finance Academy.

Andrea Wayman, CEO, ELITE Clothing Solutions



Alwen Williams, Programme Director, North Wales EAB



Alwen is an experienced senior executive with board-level experience in a variety of roles across the private, public and third sectors in the UK and globally. A resilient leader, with excellent interpersonal, influencing and stakeholder management skills; she has a proven background in leading communications during organisational and cultural change. Passionate about brand and advocacy, she is a strategic thinker, demonstrates tenacity, flexibility and drive. Her collaborative leadership style focuses on building effective relationships, demonstrating personal integrity and role modelling behaviours that foster a foundation of trust and a compelling vision and strategy for the future.

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