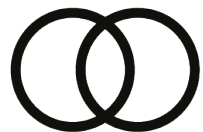


# Building Back Fairer: the role of Social Value

---

[cles.org.uk/programme](https://cles.org.uk/programme)



**CLES**  
the national organisation  
for local economies



**MANCHESTER**  
**CITY COUNCIL**

# Welcome



MANCHESTER  
CITY COUNCIL

## **Carol Culley**

Deputy Chief Executive and City Treasurer  
Manchester City Council

Event programme: [cles.org.uk/programme](https://cles.org.uk/programme)

#SocialValueMCC

# Keynote speaker



MANCHESTER  
CITY COUNCIL

**Councillor Bev Craig**  
Leader, Manchester City Council

Event programme: [cles.org.uk/programme](https://cles.org.uk/programme)

#SocialValueMCC

# Keynote speaker



MANCHESTER  
CITY COUNCIL

**Sarah Longlands**

Chief Executive

Centre for Local Economic Strategies (CLE)

Event programme: [cles.org.uk/programme](https://cles.org.uk/programme)

#SocialValueMCC

# Why analyse spend?



MANCHESTER  
CITY COUNCIL

- We have been working with Manchester City Council on their approach to progressive procurement since 2008.
- We identified that Councils like Manchester were 'anchor organisations' and could prioritise social value in how they use public money to address the city's challenges
- Three questions:
  - **How much** is being spent?
  - **Where** is it spent?
  - **Who** is it spent with?
- An analysis of top 300 suppliers and a supplier survey.



# Spend Analysis 2020/21



MANCHESTER  
CITY COUNCIL



- This year's analysis is now available at [cles.org.uk/MCCSpend](https://cles.org.uk/MCCSpend)
- Generative suppliers
  - Businesses that share their profits and surplus more fairly with workers, owners and communities
  - Co-operatives, social enterprises, community businesses and, in some cases, the private sector.
- 9% of spend was with generative suppliers in 2020/21, 79% of which based in Manchester

# Community wealth building: A strategic economic approach



MANCHESTER  
CITY COUNCIL

- Progressive procurement is one of the tools of community wealth building which is a strategy to help build an inclusive economy.
- Community wealth building is about enabling wealth to flow through plurality of ownership and supporting economic diversity.
- Go beyond the "what" and into the "how": embed social value in the service of our communities.



# Panel discussion



MANCHESTER  
CITY COUNCIL

## What can social value do to help cities recover after Covid-19?

**Councillor Bev Craig**

Manchester City Council Leader

**Angela Harrington**

Director of Inclusive Growth, Manchester  
City Council

**Michelle Levi**

European Social Value Lead, Jacobs

**James Manley**

Contracts Manager, Redgate Holdings

**Liz O'Neill**

CEO and Artistic Director, Z-arts

**Sarah Longlands**

Chief Executive, CLEES (Chair)



# Case study: social value in place



MANCHESTER  
CITY COUNCIL

## Levelling up north Manchester

**Angela Harrington**

Director of Inclusive Growth,  
Manchester City Council

**Nin Khoshaba**

Social Value Manager,  
Hive Projects

**Rebecca Kirkland**

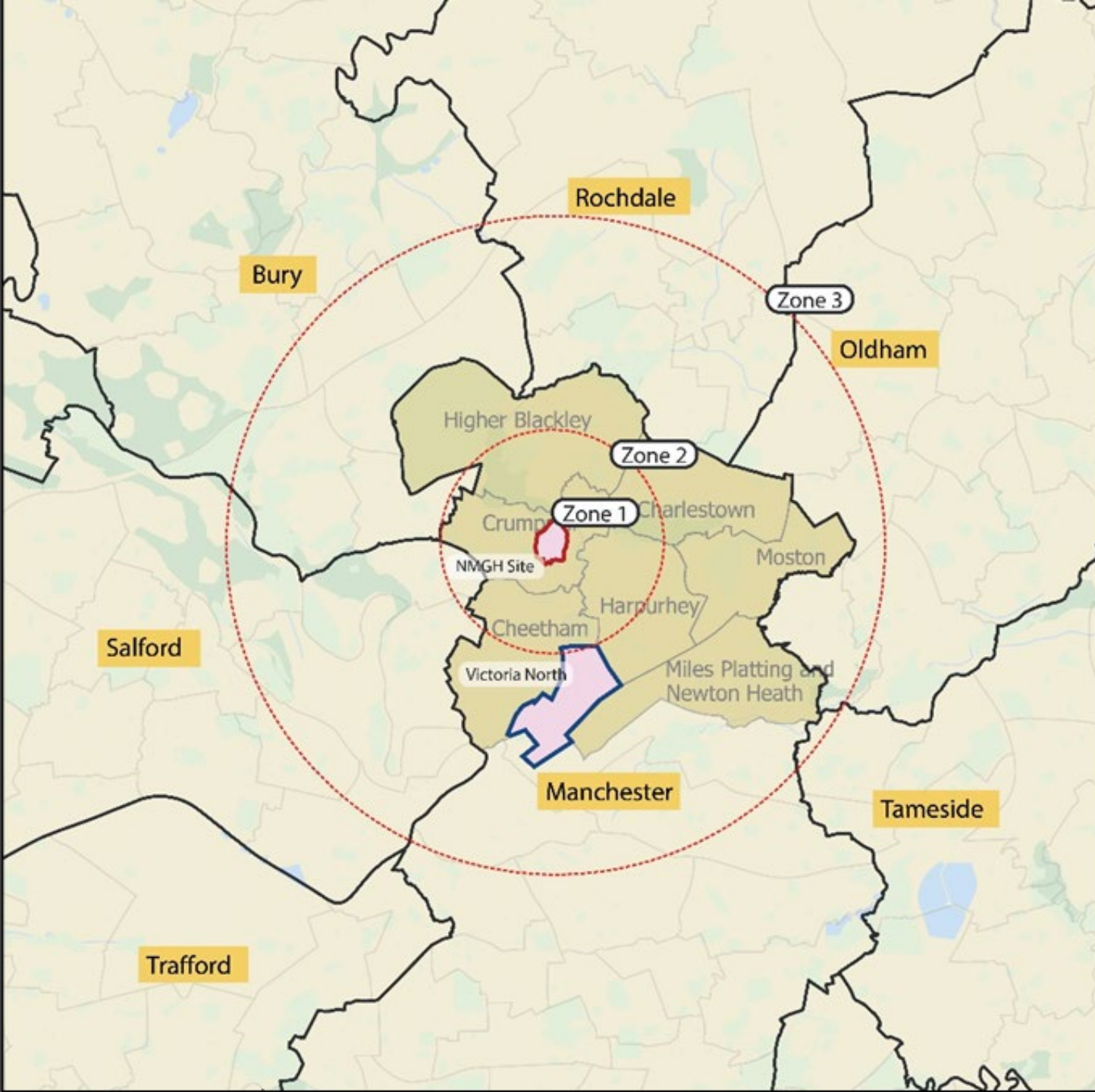
Community Engagement Manager,  
Far East Consortium

# North Manchester Inclusive Growth

Building Back Fairer: the role of social value

# Introduction

- Manchester has seen strong economic growth, large areas of the city successfully regenerated, 50% increase in its population. Significant challenges remain:
  - many residents not connected to the opportunities of economic growth, child poverty continuing to rise
  - residents developing preventable health conditions a decade earlier than their peers across the UK.
  - North Manchester has continued to be one of the most deprived areas in England.
- Plans for investment into the North Manchester General Hospital site together with the residential-led Victoria North development and renewal programme presents a major opportunity to deliver a holistic place-based programme of inclusive growth with significant social value.
- Can significantly contribute to tackling the spatial inequalities currently evident within the city and develop stronger and more resilient communities.
- The North Manchester Strategy identifies four priority areas for action:
  - Levelling-up and recovery
  - Integration and Reform
  - Innovation and technology
  - Carbon reduction



- Zone 1: NMGH health campus
- Zone 2: immediate surrounding wards
- Zone 3: the wider geography across the north of the conurbation, including communities in surrounding boroughs

# Investments

## Major Investments in North Manchester

Project	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Victoria North	Strategic redevelopment and construction														
New Park House		Construction													
NMGH Redevelopment	Enabling				Construction*										

\* Subject to business case approval

# North Manchester Social Benefits Framework

- Articulates **priorities, opportunities** and **outcomes** to which activities related to the developments in North Manchester, specifically the North Manchester Health Campus and Victoria North programmes, can contribute to an inclusive economy for North Manchester.
- Co-produced in consultation with a wide range of stakeholders.
- Inclusive approach targeting support
- The **NM Social Value Charter** sets out commitments which partners pledge to deliver against the benefits framework



# NORTH MANCHESTER SOCIAL BENEFIT FRAMEWORK

FRAMEWORK  
FRAMEWORK  
FRAMEWORK  
FRAMEWORK  
FRAMEWORK  
FRAMEWORK  
FRAMEWORK

## Social Value themes

1 Education, Employment and Skills

2 Health and Wellbeing

3 Community Resilience

4 Digital

5 Zero Carbon 2038



# Expected Benefits From Strong Partnership Working

- Increase life expectancy to the City average
- Support financial sustainability of health and care services
- Improved education and training facilities at NMGH site
- Increased employment and training outcomes for residents and workforce
- Enhanced infrastructure for community and voluntary sector
- Better connected and more liveable neighbourhoods, healthier and age friendly
- High quality research and innovation
- Improved digital infrastructure and inclusion
- Creation of 15,000 good quality, affordable, low carbon homes
- Contribution to zero carbon through construction and investment in travel
- GDV of £4.5billion with investment in local economy



# North Manchester Partnership

- Close proximity of the North Manchester General Hospital redevelopment and Victoria North Regeneration Project
- Working together to provide real social impact to North Manchester neighbourhoods
- Partnership with Manchester City Council to align our social value plans with the joint Social Benefits framework
- Strong collaboration between the two projects has grown from strength to strength over the last 18 months.
- Benefits of our partnership includes shaping and delivering our social value offers, enhancing relationships with the local community, avoiding duplication when offering support and sharing best practice.
- Involvement in North Manchester Business Network established in 2018, the network has 50 members who come together to share information and expertise, identify ways to support local communities



# Examples of collaboration:

- Co-hosted digital, carbon and education workshops to help support our supply chain with social value delivery
- Regular meetings and sub-group
- Organised a 'have a go' event for young people
- Great British Spring Clean



# Social Value delivered on Victoria North

## Education & Employment:

- Sponsorship of **4 local** schools to participate in the raising **aspirations programme**
- Held construction careers **insight day** for **120 pupils** at Manchester Comms Academy
- Created joint careers event **'have a go'** with Hive/NMGH, introducing various **career pathways** to 9-11 year old pupils
- **Establishing** local base at **YES**

## Carbon:

- Various green space **events** – Angel in Angel Meadow, Christmas Lantern Parade, bulb planting session





# Social Value delivered on Victoria North

## Health & Wellbeing:

- Supporting **Collyhurst Youth JFC** with establishing base in community
- Engaging with Collyhurst & Moston Boxing Club to support new alternative provision space



## Community Resilience:

- Donation to the **Lalley Centre** for their allotment project
- **Pro-bono support** via supply chain to local charities worth up to **£25,000**
- Supporting **Manchester Comms Academy** through the **Enterprise Advisor** programme
- Completed over **200 staff volunteer hours** across a variety of community projects
- Supported local business **Kylies Kitchen** obtain free signage for new café





# Victoria North – what's coming up:

- Working with **Manchester Comms Academy**, summer activities for all, **engaging families** in a variety of initiatives
- Environmental **Awareness Days**
- **Health and Wellbeing** Projects
- **Career events** with **MCA** Marketplace event, mock interviews, work safari





# Social Value delivered on NMGH

## Education:

- Worked with **8 local schools and MMU** where **430 students** were engaged
- Hosted a **3 month project** with the **Manchester School of Architecture**

## Digital:

- **Secured 40,000 euros of funding for a mobile digital facility** to upskill residents and reduce the digital exclusion gap.

## Joint Partnership:

- Created a **North Manchester Projects Social Value Charter** for key partners to pledge their commitments to sustainability.





# Social Value delivered on NMGH

## Employment:

- Plans are underway for an **on-site employment and training facility for local residents.**
- Hosting a **supported internship** for a young person with special education needs

## Carbon:

- As part of the Manchester Spring Clean, **45 volunteers** from NMGH, Victoria North and New Park House projects collectively **walked 258 miles** over a period of **23 hours.**

## Community Resilience:

- **Raised £1,258** for our project charity partner, **We Love MCR.**



# NMGH – what’s coming up:

- Phase 1 of our **Digital Roadshow** launches in March: Across 12 dates, we will take hardware to hotspots in North Manchester to upskill residents and help them to get online to access necessary services. Phase 2 will involve having a fixed facility where residents can pop in to gain digital training.
- Launch of Morgan Sindall’s Knowledge Quad: **An onsite education and employment centre** for community use
- Supporting the **Manchester School of Architecture (MSA)** with their **Live Project** that will run from January to May with a focus on the Village Green, the health agenda in architecture and community benefit.



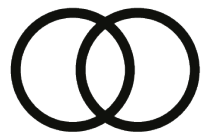
DEVELOPED MASTERPLAN  
MASTERPLAN WITH EMERGING LANDSCAPE DESIGN





# Building Back Fairer: the role of Social Value

---



**CLES**  
the national organisation  
for local economies



**MANCHESTER**  
**CITY COUNCIL**