

# BUILDING BACK FAIRER: THE ROLE OF SOCIAL VALUE

## AGENDA

8.30am ARRIVAL AND REGISTRATION

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9.00am WELCOME

**Carol Culley**, Deputy Chief Executive and City Treasurer, Manchester City Council  
**Cllr Bev Craig**, Leader, Manchester City Council  
**Sarah Longlands**, Chief Executive, Centre for Local Economic Strategies

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9.15am PANEL: SOCIAL VALUE AND COVID-19 RECOVERY

**Cllr Bev Craig**, Leader, Manchester City Council  
**Becca Heron**, Strategic Director of Growth and Development, Manchester City Council  
**Michelle Levi**, European Social Value Lead, Jacobs  
**James Manley**, Director, Redgate Holdings  
**Liz O'Neill**, CEO and Artistic Director, Z-arts  
**David Regan**, Director of Public Health, Manchester City Council  
*Chair - Sarah Longlands, Chief Executive, Centre for Local Economic Strategies*

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9.50am WORKSHOPS

*Delegates will have a choice from four workshops, **repeated after the break**  
Full details of workshops can be found on the following page*

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10.30am REFRESHMENT BREAK

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10.50am REPEAT OF WORKSHOPS

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11.30am CASE STUDY: LEVELLING UP IN NORTH MANCHESTER

**Angela Harrington**, Director of Inclusive Growth, Manchester City Council  
**Rebecca Kirkland**, Community Engagement Manager, Far East Consortium  
**Nin Koshaba**, Social Value Manager, Hive Projects

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11.55am CLOSING REMARKS

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12.00pm LUNCH

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12.30pm CLOSE



## WORKSHOPS

### LIVING WAGE CITY - Angela Harrington and Westley Robinson, Manchester City Council

Paying the Real Living Wage is one of the most effective ways of reducing in-work poverty and there are still too many Manchester residents who earn below that level. Manchester City Council is accredited as a Real Living Wage organisation, which means that all of Manchester City Council's employees are paid at least the Real Living Wage and there is a requirement for all organisations in MCC's supply chain to do the same. In September 2021, Cllr Bev Craig, now Leader of the Council, launched [Manchester's ambition to become a Living Wage City](#). This initiative is being led by a core group of key anchor institutions of different sizes and representing different sectors, with the intention of submitting plans for Manchester to become a Living Wage City in Spring of this year.

The purpose of this workshop is to provide the evidence and context as to why this is important to creating a more inclusive economy in the city and to look at how you can contribute and support Manchester's Living Wage City plans.

### INCLUSIVE CITIES - Andrew Dixon and Jo Broadwood, Belong

As we recover from the pandemic, in order to build back fairer [we need to build strong and cohesive communities](#). This means developing neighbourhoods, workplaces, and social spaces where diversity is welcomed and celebrated, and where we can move beyond narratives of "us" and "them" towards ideas of trust and shared identity.

This workshop will explore how all businesses can play a fuller role in supporting more cohesive, inclusive communities. Belong – The Cohesion and Integration Network have recently undertaken research, working with businesses and local authorities to understand current good practice and how we can support businesses to do more in this sphere. Andrew and Jo will present their findings and facilitate a brainstorming session to enable creative thinking about what good practice looks like, and how we can better enable businesses that want to support community life and build social infrastructure that helps bring people together and bridge divides.

### DIGITAL EXCLUSION - Sherelle Fairweather and Grace Perks, MCC

Digital Exclusion affects 1.2 million Greater Manchester residents. People who are unable to access the internet are at risk of being excluded in many different ways, including experiencing difficulty accessing essential support services, having impaired access to employment and learning opportunities and being at an increased risk of falling into poverty.

A bold, innovative and collaborative city-wide approach is needed to [create and deliver solutions to address the digital divide](#) – reducing the risk of further widening of the social inequality gap in the city.

During this interactive session the Digital Inclusion team will talk you through the scale and complexity of this challenge, provide insights on the need to do so, share the impact delivered so far and offer suggestions of how you may be able to get involved in advancing these efforts.

### OUR YEAR - Ruth Denton, Manchester City Council

Our goal is for the city of Manchester to work together with children and young people to ensure that they can enjoy a safe, happy, healthy and successful future, and to become a city where we [embed children's rights in the planning, design and delivery of our services](#).

Manchester's ambition is to join the UNICEF Child Friendly Cities Initiative that works with councils and partners to put children's rights into practice. The programme aims to create cities and communities where all children – whether they are living in care, using a children's centre, or simply visiting their local library – have a meaningful say in, and truly benefit from, the local decisions, services and spaces that shape their lives.

This workshop will help us collectively explore how you can support the ambition of "Our Year" and build upon the excitement and readiness to involve children as partners and key stakeholders.

