

BUILDING BACK FAIRER: THE ROLE OF SOCIAL VALUE

AGENDA

8.30am ARRIVAL AND REGISTRATION

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

9.20am 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

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*

10.30am REFRESHMENT BREAK

10.50am REPEAT OF WORKSHOPS

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 Khoshaba, Social Value Manager, Hive Projects

11.55am CLOSING REMARKS

12.00pm LUNCH

12.30pm CLOSE



WORKSHOPS

STUDIO 8

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.

ATRIUM

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.

STUDIO 2

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.

CONTAINER STUDIO

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.



SPEAKERS



JO BROADWOOD

Chief Executive
**Belong - The Cohesion
and Integration
Network**

Jo Broadwood joined Belong – The Cohesion and Integration Network in February 2019.

She has occupied a number of senior leadership positions in the civil society sector and for ten years was a Community Cohesion advisor for the government, supporting local areas to reduce community tensions, improve good relations and build social peace.

Her background is in conflict transformation, and she has worked as a practitioner in the UK and internationally.



CLLR BEV CRAIG

Leader
**Manchester City
Council**

Bev became Leader of Manchester City Council in December 2021. First elected councillor in 2011, she has held a range of responsibilities, including serving for four years as Executive Member for Adult Social Care, Health and Wellbeing, then as Deputy Leader overseeing resources, capital programmes, social value and digital.

Since becoming Leader, her focus has been on Manchester's ambitious Covid-19 recovery, the importance of building a more inclusive and sustainable economy, children and young people, equalities, housing and zero carbon. She holds a range of responsibilities on behalf of the city including the GM Work and Skills Portfolio for the Combined Authority and the GM Local Enterprise Partnership.



CAROL CULLEY

Deputy Chief Executive
and City Treasurer
**Manchester City
Council**

As well as being the primary financial officer, Carol has responsibility for leading the Council's Transformation Programme, leading on the Council's Zero Carbon Action Plan and as senior responsible officer for the Factory and Town Hall projects. Her previous experience includes being a member of the Health & Social Care Devolution Team.

She is CIPFA qualified, has a diploma in management and is a member of the CIPFA Council and recently appointed as chair of the CIPFA Public Financial Management Board. Carol also has a wealth of experience in financial management, governance and assurance and fulfilling trustee roles.



RUTH DENTON

**Year of the Child Lead
Manchester City
Council**

Ruth Denton has worked for Manchester City Council for the last 16 years. Throughout this time, she has always worked in services or teams where young people have been the focus.

Her passion is children's rights and ensuring that children and young people have the opportunities, services and experiences they are not only entitled to but deserve.

She is currently leading on the Our Year campaign. Like residents and businesses across the city, children and young people have shown immense resilience in the face of the Covid-19 pandemic. The pandemic has been tough for everyone but the achievements of children and young people during such a time make Manchester proud, and are worthy of celebrating.



ANDREW DIXON

**Associate Director
Belong – The Cohesion
and Integration
Network**

Andrew Dixon works as an Associate for Belong – The Cohesion and Integration Network, leading their communications and stakeholder engagement.

He is a policy and communications specialist who works with charities and not-for-profits to help them build their influence and reach, specialising in issues around social cohesion, community and civic voice.

He was previously Head of Public Affairs and Policy at The Challenge, an integration charity, and Head of Policy at the Federation of Master Builders, a trade association representing over 8,000 SME construction firms.



**SHERELLE
FAIRWEATHER**

**Digital Social
Inclusion Lead
Manchester City
Council**

Sherelle is responsible for driving the digital inclusion agenda for Manchester City Council – contributing to the delivery of the skills and inclusion ambition of the citywide Digital Strategy.

Sherelle leads a small team to build and sustain powerful collaborations and impactful programmes to actualise the Digital Inclusion Action Plan, which sets out a strategy to support Manchester residents to become confident online users, who can develop their digital skills and knowledge to improve their lives, in the ways that they choose.

Sherelle has worked within the social change space for around nine years and believes that cross-system and cross-sector collaboration is key to creating long lasting change for those who would benefit most.



ANGELA HARRINGTON

Director of
Inclusive Growth
**Manchester City
Council**

Angela provides leadership for Manchester City Council's inclusive growth priorities, including work to support businesses and connect local residents to the employment opportunities created by the city's growth. She is also responsible for Manchester's Adult Education Service.

Ensuring that local residents can contribute to and benefit from the growth of the city is a key priority and critical if Manchester is to achieve the Our Manchester objectives of becoming a "highly skilled city" and a "fair and equitable city".

Angela has led on the Covid-19 response for residents at risk and the development of the skills and labour market recovery work, alongside contributing to the wider economic recovery strategy for the city.



BECCA HERON

Strategic Director
of Growth and
Development
**Manchester City
Council**

Becca has a key role in the delivery of the ambitions set out in the Our Manchester strategy, leading the city's recovery following the pandemic, building on the successes of the last two decades to drive inclusive growth that will ensure the city continues to be one of the most exciting destinations in Europe to live, work and play.

Formerly Director of Economy and Skills at Wigan Council, Becca's career has included a number of different public sector roles, including within both Manchester City Council and the Greater Manchester Combined Authority (GMCA).

During her time with the GMCA, Becca led on a series of high-profile and complex initiatives, including the 2014 Devolution Agreement. At Wigan, she took on the economic development and regeneration brief, kickstarting the redevelopment of Wigan town centre.



REBECCA KIRKLAND

Community
Engagement Manager
Far East Consortium

Rebecca specialises in community engagement, coordinating a highly successful project management team and overseeing a varied portfolio of community projects and services.

Rebecca provides motivation and inspiration to community initiatives, ensuring delivery is to the highest standard. Rebecca is also responsible for delivering employment and skills services through the projects she delivers, linking to strong economic outcomes within local communities.

She engages with a variety of statutory, voluntary and business partners to involve everyone across this diverse community. Rebecca will also be responsible for the co-ordination of the economic outcomes attached to the programme.



NIN KHOSHABA

**Social Value Manager
Hive Projects**

Nin Khoshaba is the Social Value Lead for the North Manchester General Hospital redevelopment scheme and was appointed by Manchester University NHS Foundation Trust to embed social value in the planning stages of the project. She has eight years of experience in delivering social value and has previously worked for main contractors.

Over the years, Nin has worked with numerous charities and communities across the region, and that experience has provided her with a greater insight into the hardships that some citizens have faced.

Nin loves to collaborate with others to achieve greater results for those most in need.



MICHELLE LEVI

**European Social
Value Lead
Jacobs**

Michelle Levi is responsible for managing Jacobs' approach to social impact, ensuring Jacobs meet the needs of clients, communities and wider society by the way they do business. Working closely with projects, offices and their partner Simetrica-Jacobs, Michelle is responsible for identifying opportunities for Jacobs to create social impact and drive engagement across the region.

Michelle has 20 years of experience delivering social value and engagement on complex private and public sector projects, working closely with developers, contractors and supply chains. Now focused on their internal approach, Michelle is managing how Jacobs aligns with recent U.K. Government legislative changes around social value and how they embed this across the supply chain.



SARAH LONGLANDS

**Chief Executive
CLES**

Sarah is an expert in regional and local economic development and argues for economic and social justice and the creation of places which enable people to live good lives.

Before joining CLES in 2021, Sarah was Director of IPPR North, the dedicated think tank for the North of England. She previously worked for CLES until 2011 and began her career in local government, working in County Durham and North Yorkshire. She has a PhD in Urban Studies from the University of Glasgow.



JAMES MANLEY

Director
Redgate Holdings

James is a Director at Redgate Holdings Ltd, a family operated waste management business in east Manchester with 50 staff and a turnover of £8m per year. The company is a contractor to the City Council, managing municipal waste and recycling, environmental support services and providing bulk waste haulage covering the north west.

James has been with the firm since its formation in 2004 and spends far too much time at work...



LIZ O'NEILL

CEO and
Artistic Director
Z-arts

Liz O'Neill is CEO and Artistic Director of Z-arts, Manchester's unique venue for children and families, and has held the post since 2009.

Z-arts is funded by Manchester City Council as a strategic lead for children and young people. With that role, Liz also is co-chair of MADE, Manchester's Cultural Education Partnership, which brings cultural institutions and schools together to enable all children in Manchester to have equal access to cultural and creative activities.

Liz is also Chair of the Big Imaginations network across the North West, which brings brilliant children's theatre to areas which wouldn't otherwise be able to access it, from theatres to village halls, libraries and fields.



GRACE PERKS

Digital Inclusion Officer
Manchester City Council

Grace is responsible for creating, understanding and maintaining the relationships between the Council and its key partners who are crucial to breaking down the barriers to high levels of digital inclusion in Manchester.

She is a key figure in advocating the benefits of inclusion initiatives, communicating this agenda not only to stakeholders but also the city's residents, in order to achieve a coordinated and integrated effort – enabling progress at a local level, and contributing to effective neighbourhoods of choice.



DAVID REGAN

Director of Public Health
**Manchester City
Council**

David was appointed as Director of Public Health for Manchester in 2010 and has worked in the city for over 30 years. His team are responsible for the delivery of a wide range of public health programmes for the residents of Manchester. David also has the statutory responsibility for Health Protection in Manchester and continues to lead the local response to the Covid-19 pandemic.

On 1 April 2017 David took on an additional role as Director of Population Health and Nursing for Manchester Health and Care Commissioning.

David is a psychology graduate and completed his Masters in Community Medicine (Public Health) at the University of Manchester in 1984. In May 2007 David was accepted on to the UK Register for Public Health Specialists and in June 2021 he was elected as a Fellow with Distinction to the Faculty of Public Health.



WESTLEY ROBINSON

Work and Skills
Specialist
**Manchester City
Council**

Westley is responsible for developing and implementing employment and skills initiatives which add value to mainstream and other local and national programmes.

His role entails maximising opportunities for residents via the city's growth sectors to develop a pipeline of local talent and a more inclusive economy.