



Social Value Opportunities

Inspiring Communities Together &

Inspiring Housing Community Land Trust

September 2024

Introduction

Inspiring Communities Together and Inspiring Housing Community Land Trust are often asked by businesses looking to work in Salford about Social Value opportunities. We have worked with a variety of contractors to support their social value contract commitments, often leading to extensive work and use of our own finances to support them to achieve their contractual requirements.

Whilst we recognise that in Salford contractors are expected to meet targets set through the National Social Value Framework (TOMS) these measures can be as simple or complex as the contractor wishes and often provide very little or no real lasting value to the communities they are working in or the voluntary sector organisations they claim to have provided some social value to.

We have therefore created this useful guide to what as a place based voluntary sector organisation we define as our social value ask. We understand that not every contractor will be working in a neighbourhood of Salford long term or will be delivering a contract of a value to commit to social value measurers outside of those they submitted in the tender documents using the Toms framework.

We do however hope that by understanding a little more about our values and principles and how together we can make positive and lasting differences within the neighbourhoods you are working you will feel better able to support us through meaningful and lasting social value commitments.

We hope you will take the time to read this document and check out our website/s (the main Inspiring Communities Together site is under reconstruction and should be ready by the end of 2024)

Bernadette Elder
CEO

Who we are




Inspiring Communities Together (ICT) may not be the largest community organisation in Salford but we have a rich history of working with communities to achieve positive outcomes for both individuals and neighbourhoods. Established in 2011 following a ten year regeneration programme in Charlestown and Lower Kersal we became a Charity in 2014 governed by local members of the community. Objectives and activities The charity's principle objectives as set out in the constitution are:-

- To develop the capacity and skills of those who are socially and economically disadvantaged, by working with individuals and groups who live or work within the neighbourhood of Charlestown and Lower Kersal (CHALK) and neighbouring districts
- To work with individuals and groups within these neighbourhoods to help them make a difference locally

Inspiring Housing Community Land Trust (IHCLT) is a subsidiary of ICT. It is a non-charitable community benefit society.

IHCLT was established to promote and develop community led housing in Greater Manchester.

Whilst ICT and IHCLT are governed independently of each other there is a recognition that the values and principles of both are aligned and where possible the services they deliver complement each other.

Our Visions		
Inspiring Communities Together	Inspiring Housing CLT	
A place where everyone has the opportunity to achieve their full potential and participate in making a positive difference to their neighbourhood.	Providing housing to create a place where everyone feels they belong	
Our Missions		
Inspiring Communities Together	Inspiring Housing CLT	
We will achieve positive outcomes for local people based on the knowledge understanding and information that the community have about their area, through empowering individuals and groups to release their potential to develop their own solutions	Providing and managing housing including social housing) and providing assistance to help house people and associated facilities, amenities and services	
Values		
<ul style="list-style-type: none"> • We will be accountable to and representative of the local community • We will be innovative and provide value for money in our approach to deliver of everything we do • We will value all volunteers, staff and members of the organisation 		
Difference we want to make (Aims)		
 <p>CREATING BETTER PLACES TO LIVE</p>	 <p>STRENGTHENING LOCAL VOICES</p>	 <p>IMPROVING PEOPLES LIVES</p>

Inspiring Communities Together programme of work

People	Place	Voice
Overarching: Wellbeing		
People	Target	Activity
People – who will be the beneficiaries of our work	Children & Families (CHALK)	Provide excellent quality childcare provision in CHALK: Early years, Afterschool clubs and holiday provision Programme of family activities based on the 5 ways to wellbeing themes Support families to manage their own health and wellbeing by providing access to parenting advice supporting by advice and guidance on money/debt/benefit advice
	Working age adults (CHALK/S&L)	Support individuals to engage in our learning for life/ work programme Provide access to short placements for student nurses and other allied professions
	Older people (city wide)	Programme of learning and engagement activity to help reduce loneliness and social isolation
Place	Target	Activity
Place – where we deliver our work	Children & Families (CHALK)	Increased use of outside space for learning and development (connecting with nature and improving physical activity) Support the development of a Green Champions programme
	Working age adults (CHALK/S&L)	Engage in Street-based work to increase recycling and reduce fly tipping including programme of environmental activity Support all members of the community to be able to access and love neighbourhood green and blue spaces including maintaining and refurbish where necessary Develop a network of Green Champions across all ages
	Older people (city wide)	Accessing outside green spaces to improve health and wellbeing link to all ages (Walk and Talk)
Voice	Target	Activity
Voice – Supporting local engagement	Children & Families (CHALK)	Ensuring we listen to and value the voice of children in developing our programme of activity Enabling families to take an active role in the development and delivery of all our family and children work
	Working age adults (CHALK/S&L)	Listening to and working with local people to influence priorities with local neighbourhoods
	Older people (city wide)	Delivery of voice and influence activity working with partners to ensure voice of older people in setting city wide priorities
Inspiring Housing Community Land Trust	<ul style="list-style-type: none"> • Provide genuinely and permanently affordable homes either for rent or low-cost ownership. • Addressing the gap between people who qualify for social housing and people who can afford to buy or privately rent their own home – people whose needs are not currently met by the commercial housing market • Supporting people to live in a property more suitable for their requirements than their current accommodation 	



Our Social Value Vision

As a Co-operative Council, Salford is committed to acting in a socially responsible way, proactively considering social, economic and environmental value across the city - continually making a difference for Salford and its people.

As a Salford voluntary sector organisation/s we are invested in supporting Salford to achieve these goals and already measure our own delivery against the 10% better measures developed through the Social Value Alliance

10% Better Campaign

We want to tackle the inequality and poverty in Salford and improve wellbeing and quality of life for the people who live here and our aim is to maximise the local benefit from all money spent in Salford.

If we can involve the many private sector businesses, public sector organisations, as well as voluntary and community groups and social enterprises working here in Salford, our chance of success will be greater.

We now wish to define what we mean by social value in the context of our work and set out how others can help us achieve this

Our definition of social value = How we feel about where we live. This can be expressed through three key measures. Does the activity/action create:

- Positive life changing effect on individuals and the neighbourhoods.
- Permanent, positive and significant social, environmental or economic change.
- Provide for improved health, wealth and happiness within the neighbourhood

How we measure our social value

Each year we ask residents to complete a short neighbourhood questionnaire to help us gauge how the community is feeling about where they live.

	2023	2015
% of people asked who felt they were making more healthy choices	73%	63%
% of people asked who felt they had an opportunity to be active in their community	41%	32%
% of people asked who felt they were connected with others in their community	41%	32%
% of people asked who told us they are trying new activities or learning new skills	51%	38%
% of people asked who felt safe in their own neighbourhood	64%	57%
% of people asked who felt they were making more green choices	81%	63%
% of people asked who felt they could not access the resources needed to manage their physical or mental (covid question)	12%	30% (2019)





Our social value ask

Based on our approach to social value we have set out below examples of how an organisation working with ICT and/or IHCLT can help us all achieve positive social impacts within the neighbourhoods we work.

This could mean:

Social

- Providing access to health and wellbeing resources available within your organisation to local people
- Organise a community fund raising event (target funds to be raised to be agreed)
- Provide skills and knowledge for either Inspiring Community Together or Inspiring Housing Community Land Trust board

Economic

- Providing homes for the community with at least one house offered for community ownership through Inspiring Housing Community Land Trust
- Improving a community asset within the neighbourhood – A community project
- Offer an Apprenticeship/placement role from within the neighbourhood
- Offer a day visit to enable local people to see what you do
- Attend a learning event to share what it is like working in your industry
- Support interview prep sessions

Environmental

- Support the improvement of green space within the neighbourhood
- Plan and deliver a community environmental activity within the neighbourhood

This list is not definitive but gives an idea of the types of activities/actions we would like to work with you to achieve greater social value for the community.





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www.Inspringhousing.co.uk