Social Value Award

The Cheshire and Merseyside Social Value Award aims to help your organisation to achieve your staff and volunteer recruitment and retention strategy, deliver Corporate Social Responsibility (CSR), Social Value and recognises your organisation as an 'Anchor Institution'.

The Social Value Award enables, supports and recognises organisations who:

- Improve motivation, performance, productivity, health and wellbeing for staff and volunteers;
- Showcase the ethical and moral contribution that your organisation makes to our local communities;
- Improve the reputation or brand loyalty for your organisation, and therefore increase the awareness, appeal and sustainability/market share of your organisation;
- Improve the effectiveness, efficiency of your organisation, and creating added value for the services provided by your organisation (Public Sector);
- Maximise your organisations strengths and offer (buildings, knowledge, skills, resources) for the benefit of local communities;
- Build connections and collaborations to achieve community outcomes, and mutual benefit across sectors and organisations: Public Sector, Business and Industry, Voluntary, Community, Faith and Social Enterprise Sector;
- Enhance learning and leadership across Public Sector, Business and Industry, Voluntary, Community, Faith and Social Enterprise Sector;
- Create local opportunities for social innovation;
- Maximise local investment and support the growth of the local economy.
- Collaborate and work in partnership with complimentary organisations to deliver enhanced services

Who is eligible to apply for the Social Value Award?

The following organisations are eligible to apply across from across Cheshire and Merseyside:

- o NHS Providers;
- o Local Authorities;
- o Clinical Commissioning Groups;
- o Voluntary, Community, Faith and Social Enterprise Sector (VCFSE);
- o Emergency Services: Police, Fire and Ambulance Services;
- o Education: Schools, Colleges and Universities;
- o Private Sector: Business and Industry.

How can our organisation apply for the Social Value Award?

- o There is no charge to organisations who apply for the Social Value Award
- o Organisations are able to apply for the Social Value Award via the Social Value Business: https://www.socialvaluebusiness.com/ or organisation's identified at a local level such as their local Chamber of Commerce across Cheshire and Merseyside.
- o Organisations should submit evidence against the criteria provided within this guidance.
- o Organisations will need to provide evidence for 'at least' one of the examples within each of the 4 overarching themes within the criteria to be awarded a Social Value award.
- o Over a period of time, organisations are able to provide evidence that will enable them to work towards the achievement of a Social Value Award.
- o Organisations who are successful in receiving a Social Value Award will:
  - receive resources to recognise their success, including certification, Social Value Award logo to use on website and email footers etc
  - be promoted and showcased via the Social Value Award website and also the Cheshire and Merseyside Health and Care Partnership website.
- o By applying for the Social Value Award, organisations give their permission for their Social Value practice to be promoted and celebrated on the Social Value Award website as local examples of good practice.

How long does the Social Value Award last?

The Social Value Award is valid 5 years, or if there is a change in circumstance which means that the organisation is no longer able to provide evidence under each of the 4 themes within the criteria.

What is the Criteria?

The criteria have been split into 4 overarching themes:

1. Social;
2. Economic;
3. Environment;
4. Innovation.

1. Social – creating healthier, more sustainable and more resilient places and communities.
o Use of capital and estates as 'Community Assets'   o Children, Young People, Adults and Older People are supported to maximise their capabilities have control over their lives   o The role and impact of ill-health prevention is strengthened   o Good mental health is promoted   o Carers' quality of life is improved   o Health literacy is improved. The award will develop capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions   o Children are given the best start in life   o Awareness of adverse childhood experiences (ACEs) and the promotion of other childhood vulnerabilities   o Community asset building and community health services are promoted

2. Economic:

2.1 Jobs / Employment – creating fair employment and good work for all
- Inclusive and non-discriminatory employers
- Opportunities for people with long-term conditions
- Opportunities for disadvantaged people
- Local job creation and local people in employment
- A healthy standard of living for all
- Employment promotes equal opportunities
- People are supported to maximise their capabilities
- Enabling and empowering people to be 'job ready'

2.2 Inclusive Growth across the 'Place'
- Use of capital and estates as community assets
- Partnerships between Anchor Institutions (Developing anchor collaboratives and networks to support shared Social Impact, Social Innovation, Learning and Good Practice)
- Partnerships and collaborations across organisations and sectors are developed and improved e.g. between NHS Providers and VCFSE sector organisations, or between Private Sector Businesses and VCFSE organisations.
- Employee wellbeing is supported and incentivised
- Businesses operate in a friendly environment to all
- Existing resources are used to deliver Social Value
- Social Value is embedded within the supply chain
- Service users and communities are engaged and active co-design of future services and how they are delivered

3. Environment – protecting and improving our environment
o Use of capital and estates as community assets o Environmental impacts are reduced e.g. home working policies, 'Car miles' are reduced o Air pollution is reduced o Sustainable travel is promoted o Better places to live o Sustainable and ethical governance is promoted

4. Innovation – promoting social innovation

o Partnerships between Anchor Institutions (Developing anchor collaborations and networks to support shared Social Impact, Social Innovation, Learning and Good Practice)
o Partnership and collaborations between sectors and organisations e.g. between NHS Providers and VCFSE sector organisations, or between Private Sector Businesses and VCFSE organisations.
o New products, services and models that aim to address social challenges and that lead to new relationships and collaborations, such as:
   i. the development of digital technologies such as apps or computing software;
   ii. new or enhanced services that support people in need;
   iii. social movements – collections of people who represent positive change or protect the rights and interests in society or in an organisation
o Quality of life is promoted
o Non-clinical treatment is promoted
o Engagement in test bests or pilots is encouraged
o Innovative ways to engage with people (e.g. service users) to lead to effective change