

Social Value – Myth or Economic Reality

11:30 Master Class Overview - Session 1

1. Pan-Regional Social Value Commissioning Toolkit

CPC Ltd. & Blackburn with Darwen and Kensington & Chelsea PCT Pilots

Demonstration of the Pan-Regional Social Value Commissioning Toolkit and case studies from two of the pilot sites.

2. Social Accounting and Audit

Mark Swain, Chair, Social Audit Network & Matthew Lanham, Chief Executive, NeuroMuscular Centre

Mark will provide an overview of Social Accounting and Audit and Matthew will share NMC's experience with Social Accounting.

3. Total Place

Mike Chambers, Head of Local Government, Information and Analysis, Government Office NW

'Total Place', is an ambitious and challenging programme that, in bringing together elements of central government and local agencies within a place, aims to achieve three things:

1. To create service transformations that can improve the experience of local residents and deliver better value
2. To deliver early efficiencies to validate the work
3. To develop a body of knowledge about how more effective cross agency working delivers the above

4. Creating and Demonstrating Public Value: Lessons from other public services

Dr. Stephen Brookes, Senior Fellow in Public Policy and Management, Manchester Business School

The workshop will cover:-

- Links between social value and public value
- Research on public value in policing, sport services and local government
- Lessons for health services

5. Connected Care

Richard Kramer, Director of Connected Care, Turning Point

Connected Care is Turning Point's model for community led commissioning; one that integrates health, housing and social care service delivery.

- It narrows the gap between commissioner's priorities and the needs of the community through community engagement.
- It delivers a joined up, user-led approach to health, housing and social care services.
- It ensures 'more for less' by working alongside commissioners to redesign services through a programme of change management with cost savings.

6. Social Return on Investment

New Economics Foundation (NEF) & Jenni Inglis, Director, Social Return on Investment (SROI) Network & consultant on social value in public service markets

An overview of Social Return on Investment with practical examples.

12:30 Master class - Session 2

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2. Delivering Social Value through Joint Working: Legal Tips and Tools

Mark Cook, Solicitor, Anthony Collins Solicitors

Mark will discuss delivering social value through joint working and will provide legal tips and tools.

3. Fair Society, Healthy Lives – The Marmot Review

Dr. Jessica Allen, Project Director, Marmot Review Team

The Marmot Review Team will provide an overview of the report. Reducing health inequalities will require action on six policy objectives:

- Give every child the best start in life
- Enable all children, young people and adults to maximise their capabilities and have control over their lives
- Create fair employment and good work for all
- Ensure healthy standard of living for all
- Create and develop healthy and sustainable places and communities
- Strengthen the role and impact of ill health prevention

4. Community Asset Approach

Jude Stansfield, Senior Public Health Policy Advisory - Mental Health & Wellbeing, Government Office North West/NHS North West & Judith Emanuel, independent consultant NW Asset project & IDEA

The workshop will explore the asset approach to improving health and providing services. The asset approach focuses on the capacities and potential of people, communities and the organisations that serve them. Traditionally, services focus on the deficits and needs of individuals and communities, resulting in negative portrayals of people and communities with problems. The response is to provide more services or reconfigure services for those 'problem, needy' communities. The workshop will explore how an asset approach is more appropriate for outcome focused working and could lead to greater control and recovery of individuals, greater empowerment and self-determination of communities, and lead to co-production and more valuable and appropriate service responses.

5. Living Well in the North West

Wendy Meredith, Deputy Regional Director of Public Health, Government Office North West & NHS North West

This workshop will be led by Wendy Meredith. The workshop will give an overview of the North West's journey to tackle the unacceptable levels of health inequalities in our Region. Workshop participants will have the opportunity to shape how we deliver the strategic shift from healthy habits to well being and what wellness services should look like in our Region. It is clear that no single agency or sector can deliver the strategic shift we are seeking to achieve.