

'Social Value, Social accounting and Impact Management - why it matters to you'

Social Value and Inspiring Impact Roadshow – Liverpool – 30 January

Overview of event:

Who was in the room – representatives from across public, private and civil society. With approx. 75% Civil, 25% private, and 25% public. Approximation, as organisations work across multiple sectors.

Number of attendees – 19 attendees, 17 organisations represented.

Partners for the event: Social Value UK, Social Audit Network, Inspiring Impact

Host for the event: Blackburne House

How was the report data gathered: Attendees answered some questions when they signed up, some questions were asked during the session, and there was a feedback form sent to attendees. Anecdotal conversations also took place with facilitators, and partners.

Purpose and content of the roadshow:

The Social Value and Inspiring Impact Roadshow, Liverpool, held on 30th January at Blackburne House was the first roadshow in a series taking place across England throughout 2019. This is a part of the Inspiring Impact programme taking place across the whole of the UK and delivered by Social Value UK in England. The roadshow series is being run in collaboration with locally based partners across 10 locations.

The roadshow focused on developing a shared understanding of social value, impact management and why this is important for everyone. It also looked at cross sectoral collaboration, and offered a space to be able to develop cross sectoral partnerships through networking with like minded individuals.

The session ran in the morning through to lunch time, and included introductions to the Social Audit Network, Social Value UK, Blackburne House, and Inspiring Impact. There was also a wider context overview delivered by our guest speaker, Claire Dove, Crown Representative to the VCSE sector, and CEO of Blackburne House. The session also offered the opportunity for peer to peer learning with the other attendees, and practical exercises to develop a better understanding of impact management language, and practice.

Reasons for attending:

- To learn new methods for accounting for social value
- To meet people and network, and look for ways to collaborate
- To find out about tools and methods people are using
- To access support that is available, including technical support
- To talk about changing culture, and embedding with full team and clients, including from the top down
- To hear what others are doing – case studies and examples

Overview of wider context: Claire Dove presented giving a wider context overview of VCSE representation from the perspective of public sector commissioning, as well as the need for co-creation of services. Senior level buy in for embedding and engaging with social value. Also the very real challenges that we are all facing with a looming Brexit, and the preparations that are underway for a no deal Brexit. A new matrix will be released soon to aid public sector commissioning professional judgements on social value.

Key Themes from discussions on day:

- What is impact management?
- VCSE interaction with government
- Social Value and Procurement
- Collaboration cross sector – private, public and civil society working together
- Culture as a barrier to change - Interestingly, 3 people independently raised the issue of culture change as a barrier to using impact data to make decisions. Senior level engagement was a key necessity highlighted by Claire Dove too.
- Embedding within whole organisation, mission, values and activities

Challenges faced by attendees:

- Gaining ad hoc support available when needed
- Promoting social enterprises into public sector professional services commissioning, or identifying social enterprises to support (funding in kind) – how to collaborate better?
- How to do social impact reporting
- Data - How do we identify what to count / measure? To improve what we measure and manage. Our impact as a charity, 'so what'?
- How to have confidence in the data, particularly financials attached (financial proxies, and ratio)

What went well:

- Hosting in Blackburne House - a social enterprise with a deep history in women's education.

- Very engaged attendees. All braved snowy weather to attend!
- Having varying sectors in the room highlighted the connection between all sectors. Public procurement from the VCSE sector. And public and private orgs delivering community activities.

What didn't:

- Timing- Sessions overran, and there were several activities that we didn't get to.
- People would have liked more practical examples from local organisations.
- Feedback form not utilised effectively. We will work on this for future events.

Things to change for next time:

- More time for attendees to share their own experience.
- Quicker updates on partner activities
- More time for practical case examples

Follow on Activity:

You asked for another meeting in Liverpool. SAN and SVUK would like to host another meeting together if you are up for joining in.

Find out more about Inspiring Impact and upcoming events on the website:

<http://www.socialvalueuk.org/inspiringimpact/>

Thank you for attending!