



# 2019 Members Exchange and AGM

11th September  
Coventry University

# About the event

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On September 11th, 2019, Social Value UK held the 2019 SVUK Members Exchange and AGM at the University of Coventry. The event was sponsored by the University and Bloom Procurement, both of whom are members of Social Value UK and we would like to note a special thanks for both of these organisations for allowing us to hold such a great event!

The day kicked off with a welcome from Ben Carpenter, CEO of Social Value UK and Social Value International before a fantastic keynote from Samantha Butler, DCMS, who updated all of the conference delegates on the changes to the Social Value Act.

We then broke out in a range of sessions throughout the day, which can be seen below. All of the sessions throughout the day were delivered by members of Social Value UK, and therefore the range of topics covered is reflective of the diverse and varied membership (and interests within this) of Social Value UK.

# Roundtables

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## **Creative approaches to valuing outcomes, Kingston Smith**

The valuation of social outcomes has been a hot topic in impact measurement for many years. Questions around standardising values, how to engage stakeholders in the process and the political implications of valuation are various and complex. In this session there was a discussion of valuation and why it's important, but also covered some more practical exercises and ideas for social value practitioners including:

Existing methodologies and metrics that we can use

Getting a handle on the importance and value of outcomes for stakeholders

Creative approaches to valuing outcomes

Methods for gauging deadweight and attribution

## **Taking a lean approach to impact measurement and management, Heidi Fisher Clarity CIC**

Sharing a 5 stage lean social impact approach to make impact measurement and management accessible to all, by reducing confusion and complexity. By answering three questions at each stage of the lean social impact process individuals will have a system for quickly implementing impact measurement whatever size their organisation is, and be able to identify how to use the data for continuous improvement.

## **Expanding use of the Social Value Act in central government, Samantha Butler and Jessica Devan DCMS**

Following on from Samantha's Keynote, Jessica and Samantha discussed how the use of the Social Value Act is expanding in central government and the consultation process that went with this. There was opportunity for members to feedback on this to DCMS.

# Workshops

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## **CultureCubed, Beta Testing – MB Associates**

MB Associates has spent the last year and a half co-creating guidance for small organisations to measure and manage their social impact - their triple bottom line, hence the 'cubed'. It is targeted at cultural organisations but with a little adaptation is suitable for a much broader audience. They introduced the guidance which is a slide deck in six sections and 18 sub-sections, each of which has an introduction and a 'step by step' section.

## **Social Value: Explore, Challenge, Apply – Social Value Engine**

Recognising that some teams we work with were interested in exploring social value but unsure how to get started, we wanted to offer a supported but gentle way to help them to understand Social Value implications in their own context. Using existing data to produce a Social Value baseline through a calculator tool before considering actions they could take to improve the levels of social value achieved NETpositive Futures and the Social Value Engine have joined forces to develop a really practical project. This workshop outlined our approach in ways that are replicable in a variety of contexts. We call it Explore, Challenge, Apply.

## **Is the Angel in the Detail? Sourcing and Tailoring Social Value Data to**

Suit Local Conditions and Stakeholders – RealWorth

Very often data used by practitioners to value social change (indicators, proxies, etc) is at best generic and at worst either out of date or absent. This undoubtedly does not do justice to specific stakeholder groups or environmental and demographic conditions on the ground, increases the time and cost of carrying out valuations and makes bench marking a challenge. In this workshop, RealWorth explored some of the main challenges and facilitated an open discussion how these might be overcome. The session will include a number of case studies including a Premier League Football Stadium and Britain's first ever social value analysis of a regional Spatial Development Strategy. The session was aimed at practitioners, looking at ways to improve the accuracy of their work and commissioners interested in exploring how the reports they receive can be made more robust and defensible.

# Workshops

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## **Social Value: I don't believe it! – Social Value UK and Seer Bridge**

This session focussed on what organisations need to do to go beyond the numbers to doing the right thing and focusing on changing people's lives for the better. The session covered the 'why' of external verification and assurance, and how this can support the development of best practice and embedding systems and processes into an organisation for maximising social value. But what does this mean in a practical sense? The session included a live case study example from a large private business undertaking regeneration development contracts across the UK, led by SeerBridge who are supporting the formalisation of their social value systems, processes and practice. This led into a group-based discussion on best practice from both a support organisation perspective, and from those practically 'doing' on the ground.

## **Social Value UK Campaign – Social Value UK**

This workshop gave an update on the SVUK Campaign. The last decade has seen a growing awareness around the issues of environmental and social sustainability that are likely to shape the lives of individuals and the way every organization conducts business. Evidence suggests the public are more likely to align with companies that make genuine commitments to improving their sustainability practice and providing greater transparency to stakeholders. The challenge remains for businesses to be able to account for this type of social and environmental value by integrating it with their current financial reporting.

# Presentations

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## Supply Chain

### Embedding Social Value in the Supply Chain – Multiplex

This presentation covered details about how to include social value at procurement and contract stage and how to manage for maximum impact.

### Buy Social Corporate Challenge: key learnings from the first 3 years – Social Enterprise UK

Social Enterprise UK now has 17 high-profile business partners signed up to its flagship Buy Social Corporate Challenge initiative. This session looked at why and how large businesses are increasingly bringing social enterprises into their supply chain as a way to drive social value creation

## Measurement

### Impact reporting using a Blended Approach – HACT

This session demonstrated how reports can include a variety of social impact metrics. It explained that a number of metrics and techniques can be used to measure social impact all speaking to different audiences and giving a comprehensive insight into a project or organisations impact.

### Rethinking Theory of Change – NPC

A presentation on our latest thinking about the 'theory of change' approach: its purpose, how to avoid pitfalls, weaknesses and how to make it as useful as possible. Followed by an open discussion of peoples' views and experiences of the approach. Participants engaged in fresh thinking and debates about theory of change and its role in social value SROI.

Views from this session will be reflected in guidance that NPC are working on and will be published in the Autumn.

# Presentations

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## Employment

Tackling invisible inequalities in the workplace: HR in the Social Headlights - Talent Gateway and Willmott Dixon

This session covered how employers add social value to their own people. How HR plays a leading role in tackling inequalities (not just with regard to discrimination practices), how big business' best people practices could be shared to add social value in the supply chain and ideas for how to engage HR in the social value journey.

Managing compliance with environmental and human rights law – IEMA

This session explored what organisations should be doing to address human rights in the supply chain on issues such as modern slavery or health and safety in the work place, and how ensuring compliance with key legislation in these areas can reduce potential risk. It provided practical advice through context setting and check lists outlining the legal and moral duties that organisations must understand and comply with to create value without degrading our environment or harming society.

# IT Demonstrations

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Throughout the day there were IT Demonstrations from:

- Inspiring Impact
- Social Value Engine
- TOMs (Social Value Portal)
- Supply Change
- Cenefits

# Post-event feedback

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After the Members Exchange and AGM, we sent a survey out to all of the attendees asking for their feedback from the day. Below is a snapshot of some of this feedback:

100% of respondents found the content of the day informative and interesting

93% of respondents said they found the overall content of the day either "good" or "excellent"

86.7% of respondents said the Members Exchange and AGM met their expectations and provided good value for money

90% of respondents said they had enough time to network and meet other members

93.3% of respondents said their knowledge around Social Value (or a certain aspect within it) had improved as a result of attending the Members Exchange and AGM

100% of respondents said they would consider attending the Members Exchange and AGM in 2020. The most commonly suggested places for the 2020 Members Exchange and AGM were York, Birmingham and London



# Post-event feedback

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## **Areas where we did well:**

*"I found the roundtable the most beneficial, having discussions with people is much better than listening to presentations."*

*"I thought there were a good range of sessions. I found them useful as I am recently returned to the sector after a break and so the information was informative"*

## **Areas with some room for improvement:**

*"A bit more information about the sessions up front would have made it easier to choose the sessions specifically relevant to me"*

*"The name of the sessions wasn't always clear about what was going to be included so you could end up at less relevant session"*

*"I didn't get to sign up to a roundtable in the end and I spoke to one or two other who missed out on these due to their popularity. Maybe the sessions could be run a couple of times during the day to give more people an opportunity to participate or to attend more than one if they wish to discuss more of the topics"*

*"Too many breaks"*

We thank all of the respondents for their open and honest feedback on the day and hope that next year we can do even more of what you liked and find ways to improve other areas.

# AGM

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For the first time ever, we combined our Members Exchange and AGM together. The AGM was held at the end of the conference, and we were thrilled to see so many members stay and contribute to the governance of SVUK. The minutes of the AGM can be seen below:

**Social Value Network UK Annual General Meeting  
11 September 2019,  
16:15-17:00**

Company Number: SC322057

Registered Office: 272 Bath  
Street, Glasgow, G2 4JR

AGM Venue: Coventry University

International Centre for Transformational Entrepreneurship (ICTE),  
Coventry

University, Priory Street, Coventry, CV1 5FB



# AGM

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## 1. **Welcome/Apologies**

**Attendees:** Richard Kennedy, Mandy Barnett, Clare Bentley, Ben Carpenter, Rebecca Harvey, Tim Goodspeed, Helen Campbell, Penny Court, Jeremy Wyatt, Prudence Seaward, Wesley Ankrah, Sudra Radha, Joelle Bradley, Jo Parkes-Newton, Oliver Kempton, Isobel Kiely, Chris Pateman, Victoria Hughes

**Apologies:** Jenni Inglis, Nick Temple, Fran Healey, David Shields, Joanne Anderson, Richard Dickins, Kerry Moon, Adrian Ashton

## 2. **Report from the Chair on behalf of the Board**

Richard Kennedy delivered an update from the board. He reported an increase in organisational membership over the last year and the development of new assurance services. Social Value UK has welcomed three new staff members in the last year. The organisation continues to deliver training and regional meetings and events. Social Value UK also delivered the National Social Value Conference in partnership with Social Value Portal as part of their involvement in the National Social Value Taskforce.

## 3. **Vote on the Resolutions contained in the Notice of AGM**

a. Approval of previous AGM minutes

The minutes were approved.

b. Reappointment of Nick Temple

Oliver Kempton requested biographies of board candidates be sent with future AGM papers.

The reappointment of Nick Temple was approved.

c. Reappointment of BWMacfarlane as auditors

Victoria Hughes and Chris Pateman suggested that the position of auditor be opened up for competitive tender in 2020.

The auditors were re-appointed for this year.

## 4. **AOB**

Wesley Ankrah pointed out that there are not many young people involved in the network and asked if there was anything in the strategy to address this. Mandy Barnett said that the board had considered creating a young person's council previously. We could now look at this again within the existing working group structure and set up a working group for young people.

# AGM

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Ben Carpenter reported on previous discussions with Coventry University about creating a module on social value. These discussions could be revived.

Wesley said that a module on social value would sit within the Schools of Business and Social Science. He also said that we need to engage with children at a younger age.

Rebecca Harvey said that Social Value UK does have a student level membership which offers a 50% discount. However most students who join are masters/PhD level.

Richard Kennedy suggested approaching funders about creating a programme and offering free memberships for children and young people below a certain age. He also suggested that the organisation could consider providing free organisational memberships to schools, again if funding could be found to cover the costs.

Chris Pateman said that schools could deliver the programme as part of their citizenship classes and said Social Value UK should consider how they could map across the existing syllabus.

Victoria Hughes said that VINCI are looking to do something similar about sustainability. There is an opportunity for partnership with Social Value UK to develop a sustainability/social value programme for schools. Ben will follow up with Victoria about this.

Jo Parkes-Newton had just attended a Greater Manchester Social Value Network event where they talked about the need for accessible materials such as YouTube videos.

Richard Kennedy announced that Vincent Neate had stepped down from the board to become a teacher. He added that Vincent had been a great board member and that the other members of the board wanted to formally recognise his contribution to the organisation.

## 5. **Adjournment**

Richard Kennedy adjourned the meeting.





**Key Contact:**

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