

# Greater Manchester Social Value Framework

## Taking Action Checklist

Addressing inequality can be everyone's business. Now is the time to take action.

Building on Greater Manchester's position at the vanguard of delivery on Social Value, this Framework seeks to use that foundation of best practice and learning to create a groundswell of collaborative action across the city region.

**In Greater Manchester we will look to use social value to tackle the inequalities around us and make the things that we do, good, fair and sustainable. We will encourage every organisation in Greater Manchester to carry out its primary activity, managing the resources that it controls and drawing in investment, in such a way that it encourages them to create lasting benefits for the people of GM, improve the local economy, whilst positively contributing (or at least minimising damage) to the environment.**

Achieving positive change through social value should be part of all 'business', so we have broadened the scope of our ground-breaking 2014 GM Social Value Policy to create a Framework that can be used across all sectors to guide actions and maximise impact for Greater Manchester and its citizens, and clustered this around the commitments made in our Greater Manchester Strategy (insert link to: [About Greater Manchester](#) )

The Framework is built around the following three areas, and aims to guide and support the work of your organisation to create social, environmental and economic benefit:

**The Framework is structured around the three pillars of the Greater Manchester Strategy and 6 priority goals for social value:**

### **A Greener Greater Manchester**

- Make your organisation greener
- Keep the clean air in Greater Manchester

### **A Fairer Greater Manchester**

- Be part of a strong local community
- Creating the Education, Work and Skills opportunities our residents need.

### **A More Prosperous Greater Manchester**

- Provide the best employment that you can
- Develop a local, GM based and resilient supply chain

## **WHERE TO START....**

Leadership is crucial to embedding social value, and perhaps the best place to start thinking about creating more social value is with the people in your organisation and the things that they are already doing.

Bring a group of interested people together - staff, directors, trustees, service users, customers, members... and use the Taking Action Checklist on the next 6 pages to discuss these questions:

- 1. What are we already doing towards this goal?**
- 2. What else could we do?**
- 3. How feasible is it to do that – are there any barriers / issues and what's the 'business case'?**
- 4. What are we going to commit to do?**

This Checklist has been developed for any organisation to use – please do amend the format or change the text to suit your needs.

Further information about the GM Social Value Framework can be found at [Social Value can make Greater Manchester a better place - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](https://www.greatermanchester-ca.gov.uk/social-value)

# A Greener Greater Manchester:

## Make Your Organisation Greener

The state of our environment in Greater Manchester underpins all aspects of our daily lives. We face urgent and significant environmental challenges in Greater Manchester. They require us all to take action now. Read more about Greater Manchester's green ambitions [here](#).

**Together we can work to address the major environmental challenges to our city region:**

1. Mitigating climate change
2. Air quality
3. Production and consumption of resources
4. Natural environment
5. Resilience and adaptation to the impacts of climate change

	Are Already Doing	Could Start Doing Now	Would Like to do in the Future
<b>Put in place an operational plan for your organisation to be carbon neutral by 2038 with the support of Green Growth GM.</b>			
<b>Organise carbon literacy training for all employees</b>			
<b>Maximise energy efficiency and local low carbon energy generation in your work</b>			
<b>Build climate change resilience measures into your risk management and investment plans.</b>			
<b>Help enable a Plastic Free GM.</b>			
<b>Create less waste, with support from Recycle for Greater Manchester or the Business Growth Hub</b>			
<b>Manage any green spaces at your workplace for wildlife and promote environmental volunteering days for your employees.</b>			

Where to get help:

- [Natural Capital Investment Plan](#)
- [Green Growth](#)
- [Carbon Literacy Project](#)
- [Carbon Coop](#)
- [Plastic free GM](#)
- [Recycle GM](#)
- [Business Growth Hub](#)

Notes:

## Keep the Clean Air in Greater Manchester

Dirty air damages our health and makes a major contribution to ill health and early death in our communities. In towns and cities, road vehicles are the main source of air pollution. But we can be affected by poor indoor air quality too. Everyone is at risk. When you're out and about you can be breathing in dirty air without even knowing it. And you might be adding to the problem by the way you travel.

	Are Already Doing	Could Start Doing Now	Would Like to do in the Future
<b>Put in Place Green Business Travel Options for all Employees and Volunteers</b>			
<b>Implement Cycle to Work and Salary Sacrifice for Ultra Low Emission Vehicles Schemes for your Staff</b>			
<b>Install Cycle Racks at your Workplace, Electric Vehicle Charging Points and Transition your Fleet to ULEV</b>			
<b>Encourage Home Working and Digital Solutions – use Online Communication, Webinars and Video Conferencing</b>			
<b>Get Involved in Physical Exercise Programmes with GM Moving</b>			

Where to get help:

- [Cycle to Work](#)
- [Salary Sacrifice](#)

- [GM Moving](#)
- [Clean Air GM](#)
- [Schools Toolkit](#)

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## A Fairer Greater Manchester:

### Be Part of a Strong Local Community

One of the biggest benefits of Social Value comes from the wider financial and nonfinancial value that your organisation can create in terms of the wellbeing of individuals and communities. Getting involved in local projects is a great way to be part of a community, building its strength and resilience; and ensure that no one from any background gets left behind.

	Are Already Doing	Could Start Doing Now	Would Like to do in the Future
<b>Encourage your employees and members to take part in organised volunteering through your local volunteering centre or provide trustees for local charities and voluntary organisations.</b>			
<b>Develop organisational partnerships with your local VCSE sector.</b>			
<b>Offer professional support with Business in the Community National Business Response Network.</b>			
<b>Support the GM Age-friendly Neighbourhoods Challenge.</b>			
<b>Enable employees, members and volunteers to take part in volunteering and improve the local environment with Nature GM or activities which reduce social isolation.</b>			
<b>Help tackle food poverty by getting involved with Fare Share GM, join Good Food Greater Manchester or support your local Food Bank.</b>			
<b>Agree to support a local corporate charity and encourage the team to pool fund raising to make a difference?</b>			

Where to get help:

- [Volunteer GM](#)
- [Reach Volunteering](#)
- [10GM - VCSE Sector](#)
- [Business in the Community](#)
- [GM Age-friendly Neighbourhoods Challenge](#)
- [Our Pass](#)
- [Nature GM](#)
- [Fare Share GM](#)
- [Good Food Greater Manchester](#)
- [Food Bank or Pantry](#)
- [United We Stream](#)
- [Community Arts North West](#)
- [A Bed Every Night](#)
- [GM Homelessness Action Network](#)

Notes:

## Creating the Employment and Skills Opportunities our Residents Need

As we learn to live, learn and work in an economy – and a society – recovering from the impacts of Covid and facing other challenges ahead, we need to ensure that employers can get the skills they need, now and in the future, and that our residents can access opportunities and develop the skills they need for life, for work, and to help them progress.

	Are Already Doing	Could Start Doing Now	Would Like to do in the Future
<b>Support your employees / members / volunteers to become a mentor to a young person through Bridge GM and develop links with the wider Bridge community to support young people.</b>			
<b>Use the GM Apprenticeship Hub to build your apprenticeship programme.</b>			
<b>Support re-skilling in sectors heavily impacted by Covid-19</b>			
<b>Reach out and share the skills that you have in your organisation into the wider business sector and with VCSE organisations.</b>			
<b>Offer apprenticeship, experience / internship and other opportunities for young people and schools through GM Apprenticeship and Careers Service</b>			
<b>Provide careers support/ work experience/ mentoring to build digital skills and promote digital inclusion</b>			

Where to get help:

- [Bridge GM](#)
- [GM Apprenticeship Hub](#)

- [Enterprising You](#)
- [GM Apprenticeship and Careers Service](#)

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# A More Prosperous Greater Manchester:

## Provide the Best Employment That You Can

Greater Manchester should be a place where people can fulfil their ambitions. That means making it a place where people want to live and work, whether they are setting up their own business or working as an employee. Excellent employment practice also helps Greater Manchester succeed. The opportunity to progress through secure and fulfilling work brings health as well as financial benefits. Higher pay reduces poverty and the social deprivation which it brings. It gives young people hope and confidence that Greater Manchester offers them the opportunity to succeed.

	Are Already Doing	Could Start Doing Now	Would Like to do in the Future
<b>Get Involved in the Greater Manchester Good Employment Charter</b>			
<b>Become a Real Living Wage Employer</b>			
<b>Signpost to Local Housing and Finance Advice</b>			
<b>Employee and Volunteer Wellbeing</b>			
<b>Support Employees' Personal Issues</b>			
<b>Increase Workplace Diversity</b>			

Where to get help:

- [Greater Manchester Good Employment Charter](#)
- [Living Wage Foundation](#)
- [Employ GM](#)
- [Citizens Advice GM](#)
- [GM Moving Employers' Toolkit](#)
- [5 Ways to Wellbeing](#)
- [Mental Health at Work Toolkit](#)
- [BBC Happy Tiny People](#)
- [GM Health Hub Stop Smoking Support](#)
- [I Can GM Stop Smoking Support](#)
- [Employers Network for Equality & Inclusion](#)
- [Thriving at Work](#)

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## Develop a Local, GM-based and Resilient Supply Chain

Social value presents a chance for any organisation to use resources in a more impactful way, and think more clearly about how wider social, environmental and economic benefits can be achieved through the day-to-day activities of our work. But much more can be achieved if the same principles are applied to your purchasing, your trading and supply chains. As well as improving wellbeing directly through your own actions, your organisation can act indirectly through its supply chain, influencing others, as well as through collaborative work with partners. This can also make good ‘business sense’ - social value will provide greater value for money and can help to mitigate the impact of negative external factors – if we all work together.

	Are Already Doing	Could Start Doing Now	Would Like to do in the Future
<b>Use your procurement practices to maximise social value – buy local, sustainable and ethical goods and services.</b>			
<b>Open up your buildings and green spaces for VCSE use.</b>			
<b>As far as is feasible, purchase goods, services and works from GM-based organisations.</b>			
<b>Consider how to innovate your business to deliver more sustainable goods and services.</b>			
<b>Adhere to the Fair Tax Mark standards.</b>			
<b>Explore whether it is right for you to enter ‘social contracts’ with your suppliers and partners.</b>			
<b>Think about your banking.</b>			
<b>Purchase from organisations known to provide that added ‘social impact’.</b>			

Where to get help:

- [GM Social Value Network](#)
- [Business Growth Hub](#)
- [Fair Tax Mark](#)
- [Sound Pound](#)
- [Co-operatives UK](#)
- [GM Social Enterprise Network](#)

Notes:



## Our Priorities for Action

Organisation:

Date:

	Action	Who will be responsible to make this happen?
1.		
2.		
3.		
4.		
5.		

**NOTE #1:** this shouldn't be about doing all or nothing, every small change has value so as much or as little as you can is great.



Greater Manchester

### Social Value Network

#### Two further actions that you could take:

Get involved in the [Greater Manchester Social Value Network](#), which:

Collects information, evidence and examples of social value from across Greater Manchester

Supports organisations across all sectors to deliver more effective social value policy, practice and outcomes

Uses the skills knowledge and experience of the group to influence the behaviour of the range of individuals and organisations with a stake in social value

**Celebrate what you are doing – and tell others about it!**