

13th May 2021

Inclusion & Social Value In South Yorkshire

Purpose of Report

Inclusion is one of the three pillars of the economic plan, seeking to grow the economy of South Yorkshire but in a more inclusive and sustainable way. Following the publication of the Strategic Economic Plan (SEP) and the Renewal Action Plan (RAP), work is commencing on the inclusivity pillar. This report outlines the importance of inclusivity and achieving greater societal value as an integral element of the growth programme and is seeking the engagement of LEP Board Members to discuss and consider elements of the Inclusion Plan and social value outcomes which could be the focus for this work. There will be a brief presentation at the meeting.

Thematic Priority

Cross-cutting across all thematic priorities.

Freedom of Information

This paper will be made available under the MCA Publication Scheme.

Recommendations

LEP Board Members are asked to:

1. Review the content of the report and share their priorities for the scope of the Inclusion Plan and Social Value outcomes, to aid the next phase of detailed development.

1. Introduction

- 1.1** The SEP set out the strategic outcomes of creating a fairer, stronger and greener economy. Inclusivity is integral to achieving these objectives. Work is commencing to develop what is in scope of the Inclusion Plan, considering both longer term trajectories and the immediate issues facing South Yorkshire in the wake of the Covid-19 pandemic. The desire is for the Inclusion Plan to be action-oriented, with outcomes focused on making a real difference to South Yorkshire's people and places.
- 1.2** As part of the implementation of more inclusive growth strategies, the Plan will set out outcomes for different areas of focus. Whilst the exact scope of the Plan is still to be finalised and agreed following discussions with the LEP Board, MCA and Mayor, one key outcome will be on social value outcomes.
- 1.3** Social value is referenced in the SEP; the SEP outlining a desire to maximise the impact on our people and places from investment, be this at a more macro regional level or with a deal done with an individual business. The RAP also highlights the importance of social value in recovering from the economic fallout of the pandemic, and the MCA has

committed to the principle that investment has to return good social and economic value. Efforts to deliver the SEP and RAP objectives, and achieving economic change for South Yorkshire, will not be successful without embedding inclusivity and social value in prioritised activity.

- 1.4** The outcomes and indicators in Section 9 of the SEP align with the National Themes Outcomes and Measures (TOMs) Framework and are already in operation. Work is underway to develop options considering how to embed social value outcomes and enhanced inclusion within the MCA's operations, procurement and interventions and/or funded activity delivered by stakeholders and partners.

2. Proposal and justification

2.1 What do we mean by inclusion and social value?

Inclusion and social value are terms which mean different things in different settings. Inclusion is sometimes used interchangeably with inequality, the perception being that greater inclusivity may result in a lessening on inequalities. It is often linked to income or wealth, but there are divisions beyond material standards of living, such as in health, education and social mobility, as well as between gender, race, age, geography and social groups.

Social value can be a narrow or broad term referring to the Corporate Social Responsibility activities of an organisation, such as procurement policies or standards and values set by an organisation or project on how to address socio-economic difference within the local community. It is also used to describe how to achieve greater value through whatever an entity is engaged in, for the benefit of the wider society or particular groups.

2.2 The proposed approach to achieving greater inclusion and embedding social value outcomes

Noting the need for enhanced evidence to guide this work, support is being commissioned for the three following activities:

- Development of an evidence base which identifies key challenges, definitions, scope and the potential framework for the Inclusion Plan.
- Exploring the extent, scope and potential for community wealth building in South Yorkshire and the key outcomes and actions which can drive this.
- Piloting different approaches to obtaining more participatory democracy and engaging partners and communities in more meaningful ways.

The Inclusion Plan is potentially very broad in scope, and some parts will need to be progressed more quickly than others. As a result, a modular approach is being developed to sequence the work and ensure that the scope and priorities remain manageable but ambitious.

2.3 Potential scope for the work

The LEP Board are asked to consider its views on the proposed scope of this work, the following suggested priorities are all being considered as part of the suggested modular approach to developing the Inclusion Plan, agreeing the focus will aid in commissioning the additional research and evidence based required:

- Agreeing the local definitions of inclusion as the key starting point to share scope;
- Inclusion through improved health and wellbeing outcomes;
- Inclusion through educational attainment and aspiration improvements;
- Increasing opportunities for community wealth building;
- Delivering greater environmental benefits whenever possible.

- Inclusive innovation by enabling more people to propose innovative ideas and participate in decision-making and ensuring that the general public benefits from innovation that is partly or wholly funded with public monies.
- Growth of cooperatives and other employee ownership business models.
- Driving and maximising social value in all business support deals – examples of this could be an employer charter or pledge and creating a social value contract that businesses sign-up to.
- Designing social value into all of our investments and interventions
- Driving social value through the MCA's procurement processes – such as procuring from local organisations where possible or from organisations which have inclusive employment, social or environmental policies and practices in place that reflect the SEP and RAP's ambitions.

2.4 What could a Social Value Contract or Employers Charter look like?

A significant amount of work has already taken place with Local Authorities, businesses and partners, including the TUC, to review examples of policies and good practice. One element that is referenced in the SEP about reciprocity in business deals and that is a central principle agreed by the Education, Skills and Employment Board for the future Skills Bank, is the development of a South Yorkshire Social Value Contract or Employers Charter. The issues this raises which require Board input are:

- How should LEP/MCA work with businesses to enable this culture shift to drive greater inclusivity and social value outcomes?
- What should be the scope of a Social Value Contract or Employers Charter? For example, a living wage, career progression of employees, talent retention, and skills development.
- How else could businesses engage with their local community? Such as with schools, broadening their recruitment to provide apprenticeship places, work experience placements or paid internships, innovative HR approaches etc?
- Can/should businesses be encouraged/incentivised to recruit from deprived areas?
- Can/should employers be encouraged/incentivised to commit further to improving the health and wellbeing of their staff and the wider local community?
- What else could a Social Value Contract or Employers Charter include?

2.5 LEP Board and MCA members are integral to steering this work and views are invited on the above proposals and any other related issues that need to be explored further as part of this.

3. Consideration of alternative approaches

3.1 Do nothing. The MCA and LEP could opt not to develop an Inclusion Plan and the various modules / elements arising from this, including the Social Value Contract or Employers Charter. This option could see the promotion of existing charters and pledges. This option has been discounted as the SEP makes a commitment to the development of the thinking and actions for local Inclusive and Sustainable Growth.

3.2 Do Something / Minimum – The decision could be to pursue a range of tactical approaches, eg an Employer Charter, Procurement strategies driving greater local spend and social value, Co-operative business support etc Without the Inclusion Plan defining the priorities of decision makers and interrogating the evidence and potential social challenges these activities will not be grounded or sustained impact is likely to suffer.

3.3 Do more – The breadth of inclusivity could see the Plan being so vast and all encompassing that the evidence phase, analysis phase and planning phase could take considerable time and resource to pull together. In the wake of the pandemic this is felt to

be undesirable, hence opting for the modular approach where early priority can be given to a smaller number of elements, with others to follow.

4. Implications

4.1 Financial

The business planning and budgeting process, has allocated resource to support the development of the inclusion plan. As the proposal develops, decisions will be required regarding activities, interventions and collaborations.

4.2 Legal

There are no specific legal implications arising from this work at this time. Subsequent reports on progress will identify any legal implications if and when they arise.

4.3 Risk Management

The major risk from this work at this time are:

- Scope too ill-defined leading to a lack of focus on the deployment of resource and effort if too many priorities are initially identified;
- Evidence of impact of the pandemic are not fully known on people, businesses and places and therefore the Plan may not fully embed this analysis.

4.4 Equality, Diversity and Social Inclusion

The Inclusion Plan will enhance equality, diversity and social inclusion through activities funded by the MCA and activities that are funded and delivered by partner organisations.

5. Communications

- 5.1** The workshops and set-piece sessions will be promoted to partners and the input of organisations and communities will be actively sought throughout the development of this work.

6. Appendices/Annexes

- 6.1** None

REPORT AUTHOR	Felix Kumi-Ampofo
POST	Assistant Director – Policy and Assurance
Officer responsible	Dr Dave Smith
Organisation	Sheffield City Region
Email	Dave.smith@sheffieldcityregion.org.uk
Telephone	0114 220 1849

Background papers used in the preparation of this report are available for inspection at: 11 Broad Street West, Sheffield S1 2BQ

Other sources and references: