



Cheshire and Merseyside

COMMUNITY CONSULTATION REPORT

Cheshire & Merseyside Anchor Framework Impact Measures



Introduction

This report summarises findings of a community consultation project undertaken on behalf of NHS Cheshire and Merseyside to ascertain the general public's views on a series of proposed Anchor Framework Impact Measures (Appendix).

These impact measures have been co-developed with stakeholders in order to determine the progress that Anchor Institutions are making towards attaining the six Cheshire and Merseyside Anchor Framework Principles which have themselves been co-developed with stakeholders.






The six anchor framework principles:

-  1 Pay the real living wage and create equality within the local job sector.
-  2 Employ and purchase locally (defined as within Cheshire and Merseyside).
-  3 Work closely with partners and, where possible, ensure buildings are used as community assets.
-  4 Reduce environmental impact and achieve net zero by 2040 or sooner.
-  5 Leverage greater social value by achieving the Social Value Charter Award.
-  6 Tackle health inequalities and improve population health outcomes.

Aims and objectives

This community consultation project canvassed the views and opinions of the general public and other stakeholder with regards to:

-  The extent to which they agree or disagree with the proposed anchor framework impact measures.
-  In what ways the proposed measures could be enhanced and / or what if anything is missing.
-  How often the anchor framework impact data ought to be collected.



Methodology

This community consultation consisted of two elements:

- 1 Online survey**
- 2 Three focus groups**

Focus group discussions were recorded with the full consent of participants and subsequently transcribed and then permanently deleted.

A thematic analysis was undertaken to identify key themes.

76 responses
to the online survey

61 participants
across three focus groups

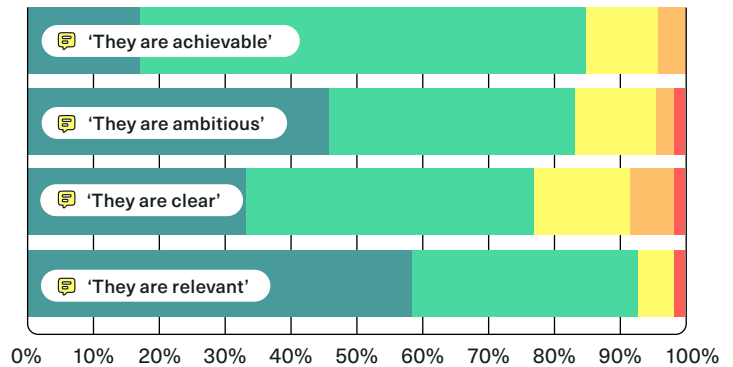


Results



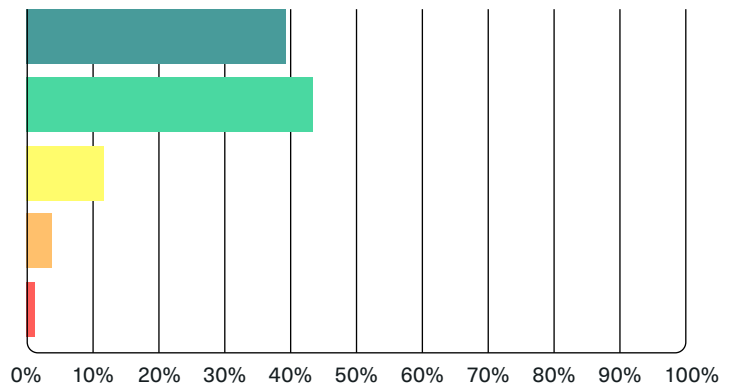
To what extent do you agree with the following statements in relation to the proposed anchor framework impact measures?

Answered: 76 Skipped: 0



To what extent do you agree that the proposed anchor framework impact measures will provide a true reflection of social value generated by anchor organisations?

Answered: 76 Skipped: 0



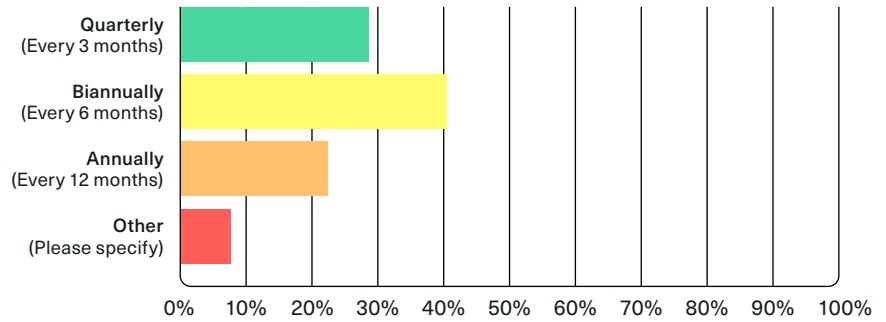
Additional anchor framework impact measures survey respondents suggested included:

- 1 'A bigger focus on recruiting for diversity and equality'.
- 2 'Free school meals and breakfasts for all. Free education for all'.
- 3 'A bigger commitment from large public sector organisations to support local voluntary and community groups to thrive and increase their impact'
- 4 'A greater focus on access to employment for people from lower socioeconomic groups. Class inequality is often a hidden issue within the data on gender equality, ethnicity, and LGBT groups for example. There should be a greater focus on ensuring all people who are from lower socioeconomic groups get a leg up in life'.



How often should anchor organisations be required to report on these anchor framework measures?

Answered: 76 Skipped: 0



Focus group findings

The following key themes were identified from focus group discussions:



Strengthen the VCFSE sector and build strong cross sectoral partnerships and collaborations.



“The voluntary, community, faith and social enterprise [VCFSE] sector doesn't just want to be the recipient of gifts like access to free rooms. It wants to be a co-creator of social value. I can't see how tackling health inequalities is achievable without involving the [VCFSE] sector who are by their very nature embedded within communities”.



“Why isn't there any explicit [anchor framework] impact measure focused on supporting and resourcing the VCFSE sector? Surely public sector organisations would want to stabilise the organisations who have been instrumental in creating social value for a very long time”.



“We're a small business, and we care about our community. We want to contribute to social value so we need to have a meaningful dialogue and relationship with public organisations. Please reach out to us, we want to be involved too”.

Anchor institutions need to be an enabler of the real living wage across the whole supply chain to avoid widening income inequalities.



“It’s one thing to implement the real living wage within [a] public sector organisation, it’s a whole other thing to enable it within the wider supply chain. This is genuine social value”.



“We need to be careful that these measures don’t push poverty further along the supply chain. I’d like to see a target focused on resourcing supply chain organisations to be able to also pay their staff the real living wage”.

The proposed anchor framework impact measures are a good starting point, but more targeted impact measures will be required in the longer term to determine the full extent of social value generation regionally.



“It’s not just about employing local people. There are inequalities coded within this general statistic that need addressing that I’m particularly interested in. For example, how many people are new to the labour market? For example, long term unemployed? How many people are from disadvantaged backgrounds or minority groups? I hope they will build on these measures and develop more targeted approaches. This will help create greater social value”.



“I want to see more pathways to work and training for the average person on the street. If you’re from a poorer community, it’s harder to get a break. I want to see how many people from these communities get a job that offers decent pay”.



“I think anchor institutions should be required to report what percentage of their total commissioning budgets go to local voluntary, community, faith and social enterprise (VCFSE) organisations. With local VCFSE organisations you can be more assured that resources stay within the communities they serve”.

The context matters as much as the social value impact data when assessing social value generation.



“Sometimes there are legitimate reasons why purchasing locally may not be appropriate, if for example, an organisation outside the local area has a particular skill or expertise that is sort after that our area lacks. The social value then comes from bringing this knowledge and expertise ‘into’ the area. We should be purchasing locally where we have the know-how and reaching out when we don’t as this enriches our area. This is also creating social value”.



“If I lived on a geographical boundary, it may have less of an environmental impact to travel to work in the neighbouring region. If the [anchor framework] impact measures don’t consider context, then anchor institutions may be judged unfairly, even if in reality it is less detrimental to the environment”.

References

Swift, M. (2022). *Community Consultation Report. Anchor Institution Framework for Cheshire and Merseyside*. NHS Cheshire and Merseyside.

Acknowledgements

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Anchor Framework Impact Measures

PRINCIPLE 1

Pay the real living wage and create equality within the local job sector.

- What percentage of your workforce are currently paid at least the real living wage?
- What percentage of your agency staff are paid at least the real living wage? (optional)

Supporting narrative

Please document your progress to date and include case studies where relevant.

PRINCIPLE 2

Employ and purchase locally (defined as within Cheshire and Merseyside).

- What percentage of your workforce reside in Cheshire and Merseyside?
- In relation to the current financial year, what percentage of awarded contracts have been local?

Supporting narrative

Please document your progress to date and include case studies where relevant.

PRINCIPLE 3

Work closely with partners and, where possible, ensure our buildings are utilised as community assets.

- Do you currently allow voluntary, community, faith or social enterprise (VCFSE) organisations to use your buildings free of charge?

Supporting narrative

Please document your progress to date and include case studies where relevant.

PRINCIPLE 4

Reduce environmental impact and achieve net zero by 2040 or sooner.

- Has your organisation developed a Net Zero / Green Plan?

Supporting narrative

Please document your progress to date and include case studies where relevant.

PRINCIPLE 5

Leverage greater social value by achieving the Social Value Charter Award.

- Have you signed the Social Value Charter?
- Have you achieved the Social Value Award?

Supporting narrative

Please document your progress to date and include case studies where relevant.

PRINCIPLE 6

Tackle health inequalities and improve population health outcomes.

- Has your organisation been awarded the NHS Prevention Pledge? (NHS Providers only).
- Is your organisation delivering initiatives that aim to address health inequalities?
- If yes, is this work aligned with the 8 Marmot Principles or the Core20PLUS5?

Supporting narrative

Please document your progress to date and include case studies where relevant.

We are proud to showcase examples of the work we undertake to create social value.

- Please include a case study below.



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