

CASE STUDY: SOCIAL VALUE OPPORTUNITY ASSESSMENT

GREATER MANCHESTER INTEGRATED CARE BOARD

Context: The Marmot Review: Build Back Fairer in Greater Manchester (2021) recognised the significant assets and power that public sector 'Anchor' institutions and social value approaches can have in reducing structural inequalities in health and wellbeing. In response, Greater Manchester Integrated Care Board (GM ICB) was keen to form a network of social value leads, and to have a greater understanding of how social value was being embedded across Greater Manchester NHS Provider Trusts and localities.

What We Did: We worked in partnership with GM ICB to develop a simple Social Value Opportunity Assessment. Following an introductory meeting, GM ICB and Aqua supported all Trusts and localities to complete the assessment. Trusts and localities provided information on their current approaches to social value and self-assessed their maturity in six key themes. We analysed the completed assessments to identify common themes and to share best practice. We then led a workshop to share the results, and facilitated group work focusing on areas of future collaboration and opportunity.

Impact: The group agreed next steps that would allow them to collaborate as Social Value leaders, build from best practice, and address gaps in less developed areas:

- **Develop a shared vision and aim** - map the system and agree common measures.
- **Connect and convene** - share best practice and support innovation as a network.
- **Embed Social Value as a 'way of working'** - raise awareness throughout the system.
- **Strategic direction** - clarify decision making and accountability, and partner with other organisations to drive improvement.

Task and finish groups are set up to progress this work and will reconvene regularly.



“All went well with good support from Aqua”

Neil Hind

GM Anchors Programme Lead

“Really useful afternoon and motivational”

Workshop participant

For further details about this piece of work, or to discuss how we can support you, please get in touch:



aqua.nhs.uk



[@Aqua_NHS](https://twitter.com/Aqua_NHS)



enquiries@aqua.nhs.uk