



To: Coventry Health and Wellbeing Board

Date: 2 October 2024

Subject: Integrated Care System Social Value Charter update

1 Purpose of the Note

- 1.1 The report informs the Health and Wellbeing Board about work to develop a Social Value Charter for Coventry and Warwickshire Integrated Care System (ICS), and provides an opportunity for members to shape the development of the Charter and consider opportunities to align activity collectively to improve the economic, social and environmental wellbeing of Coventry and Warwickshire.

2 Recommendations

- 2.1 The Board are asked to:
- note for information the work in progress to develop a Social Value Charter for Coventry and Warwickshire ICS and proposed process for developing and agreeing the Charter
 - give feedback on the draft social value definition and Charter, as outlined in paragraph 4.4
 - share examples of existing partner activity that delivers social value for local communities that should be reflected in the Charter, and suggest opportunities for alignment.

3 Background

- 3.1 The fourth aim of the Integrated Care System is 'helping the NHS to support broader social and economic development'. In 2023, a scoping exercise indicated that there is a lot of activity within the system related to delivery of the fourth aim and clear strengths within the local authorities and local anchor organisations, but that much of this is currently fragmented, with a variable focus within health partners.
- 3.2 To strengthen delivery of the ICS fourth aim, the ICB is working with a national social value network to develop a co-produced framework for social value activity within the ICS, focused on how as a system we can work together to improve the economic, social and environmental wellbeing of the area.
- 3.3 This work will provide a system-wide approach, involving all ICS partners and the wider community in its creation. It will enable greater clarity about how the health and care system is contributing to social value and clear accountability, helping to evidence and measure the difference we are making.
- 3.4 The national social value network for health care systems and partners is hosted by Arden & GEM Commissioning Support Unit (AGEM). The ICB is working as an early adopter, drawing on external support and expertise to progress and consolidate local system activity to deliver social value and evidence delivery of the fourth aim. Key steps in the work with AGEM include:

- a clear, shared definition of social value
- a Social Value Charter for the ICS
- a series of pledges and a set of key value indicators to deliver on these
- a roadmap for delivery
- the opportunity to apply for the Bronze level of a new Social Value Quality Mark (SVQM) health award.

3.5 Whilst it is recognised that the ICB and ICS are already working on some programmes that link to social value, this work is being developed as an overarching framework, to provide alignment for those activities. It will provide clarity and consistency and enable a shared evidence-base of social value delivery to be collected. It will also provide external validation, through the SVQM award.

3.6 This work on social value is a key mechanism through which system partners can collectively deliver on all parts of the King's Fund population health model and mobilise the contribution of anchor institutions in tackling inequalities and improving population health outcomes.

3.7 Coventry and Warwickshire was one of five systems nationally to work with the Institute for Public Policy Research (IPPR) and NHS Confederation to co-produce and test a set of guiding principles to align health with prosperity for ICSs to draw on in the delivery of their fourth purpose. The outcomes of this research were published in August 2024 in [Unleashing health and prosperity throughout Britain](#). It suggests a key role for Integrated Care Partnerships in supporting a shift from an organisational anchor lens to alignment of individual anchor strategies to maximise their value. This reflects the approach that is being taken through the development of the Social Value Charter locally.

4 Developing a Social Value Charter for the ICS

4.1 A small working group has been convened, chaired by the ICB Chief Executive and including senior leads from the ICB for each of the themes of the SVQM health award, along with the Directors of Public Health. The award themes are: health and wellbeing; education and skills; employment and volunteering; social and community; economic; environmental; and leadership.

4.2 The group held an initial meeting in April, facilitated by a social value expert from AGEM. They discussed priority areas to be reflected in a shared definition of social value for the system, along with initial ideas about existing work and ambitions that could be included within an ICS social value charter. Informed by that meeting, AGEM's social value expert has worked with us to develop an initial draft social value definition and charter.

4.3 The draft definition and charter were shared with the Integrated Care Partnership in July. This was an opportunity for ICP partners to shape the development of the Charter at an early stage, and to consider what outcomes partners would like to see from this work. ICP members were supportive of the Charter, emphasising that it should add value and deliver meaningful action, with a focus on the role of partners as anchor institutions and the difference that can be made by working collectively in this space.

4.4 The draft definition and charter are shared below, and the Board is invited to give feedback. In particular, we would be keen to understand whether the themes and commitments identified resonate with partners and local communities, reflecting community needs and priorities and what social value means to them. We would also be interested to learn about where these themes and priorities are already being displayed in work programmes and projects within the system, so that they can be captured as part of our collective impact.

Initial draft Social Value Charter

Coventry and Warwickshire ICS is committed to embedding social value across all that we do. To that end, we have carried out an engagement process with colleagues, partners and customers, to determine what our social value principles will be. These principles will help us to deliver on our overarching social value ambition, which we define as:

- To reduce health inequalities in our local population and to support people to have more independent lives – closely aligned to the Marmot Principles (social)*
- To encourage local employment and support local economic growth (economic)*
- To reduce our carbon footprint and increase the sustainability of our services (environmental).*

In order to meet these ambitions, C&W ICS will:

- Commit to being net carbon zero for scopes 1 and 2 emissions by 2040, or aligned to specific organisational commitments*
- Commit to paying a real living wage and support access to good quality work*
- Employ and purchase locally, where reasonably possible*
- Commit to reducing digital isolation*
- Work with partners to make the best use of the public estate, for the benefit of local communities*
- Strengthen the relationships with VCFSE organisations to further support local community growth*
- Ensure we place social value in all our programmes and policies, so it is truly embedded across the ICS and acts as a framework for alignment.*

5 Next steps

- 5.1 It is intended that the Charter is co-produced with partners and local people and communities so that it is a genuine system Charter and informed by an understanding of what social value means for local people. A plan for engagement and co-production of the Charter is being developed. The Joint Strategic Needs Assessments provide a starting point for evidence of community needs and priorities, but opportunities will also be sought for wider public and stakeholder engagement to raise the profile of this work and develop a shared understanding of the role of the ICB and the wider system in contributing to social value.
- 5.2 Conversations are underway with the working group that is leading on the Prevention Concordat for Better Mental Health, which includes social value as a key delivery area. There is an opportunity to embed consideration of mental health and wellbeing into the Charter and the commitments and pledges that are developed as part of this.
- 5.3 Within the ICB, work is planned to identify organisational pledges and Key Value Indicators, based on the system definition of social value, and develop a roadmap for delivery of the pledges. This will enable the ICB to apply for the Social Value Quality Mark for Health Bronze Award. As part of this work, the ICB plans to coordinate with local health (NHS) partners to explore the potential to agree consistent pledges in relation to social value and perhaps agree a common set of social value indicators and asks of suppliers.
- 5.4 The final draft definition and Charter will be taken to the ICP for endorsement and recommendation for adoption by individual NHS partner organisations. It is expected that, through stakeholder engagement, the Charter will reflect existing local authority social value policies and approaches within Coventry and Warwickshire, so that the contribution

of local authority and other partner activity to deliver the ICS fourth aim is captured within the social value framework.

- 5.5 The Health and Wellbeing Boards have an important role to play in shaping the Social Value Charter, ensuring that the contribution of wider ICS partners is reflected and that the focus of activity is aligned to local community priorities. The Board is asked to comment on the draft Charter and proposed approach as outlined in the report recommendations.

Report Author:

Phil Johns, Chief Executive, NHS Coventry and Warwickshire Integrated Care Board

Debbie Dawson, Population Health Transformation Officer, Coventry and Warwickshire Integrated Care System

Telephone and E-mail Contact: 024 7697 1406, Debbie.dawson@coventry.gov.uk