

Response to F1.

Through the implementation of our recommended 2-phase programme and the engagement and involvement of the local community in their place, social value as defined by the Social Value Act, but even more with the proposed changes to the Act, will be supported and delivered in many ways.

Below in this section, we have listed specifically how, with our deployed platform, we will deliver social value and social impact, together with Hounslow Council, for its community.

General overview

There is a proposed new Social Value Act currently going through Parliament.

At Your Place Your Space we have focused on how through our platforms we can deliver even more “positive legacy through the performance of our contracts with local government”.

Improving the integration of community is a major wellbeing objective and outcome of any community engagement platform designed and implemented for our local government clients.

Social value overseeing responsibility

The delivery of social value is embedded into all the work carried out by Your Place Your Space and the managing director at YPYS is responsible for overseeing the delivery of social value.

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Delivery of social value as part of the contract

Looking specifically at the proposed platform for Hounslow, we will add social value within community in the following ways:

(1)

Social value generated from community collaborations

We will open up co-design and co-production opportunities through the provision of a Community Workspace so that the Council can work collaboratively with multiple community groups and build even greater partnerships within community.

We will open up new innovative ways of engaging with different parts of the community (including young people within schools and colleges) and the platform we build will help bring communities together to inform decisions, strategy and projects and will create a positive legacy for future generations.

Local stakeholders will be provided with a more accessible digital space so they can be actively involved in the making and shaping of Hounslow, the design of local services, and the vision of a cleaner and greener environment.

(2)

Social value from genuine, productive and long-lasting relationships

As a result of people being given a greater say over the future of their place (Hounslow) and by the fact that they are engaged in a genuine and productive way, mutually beneficial relationships with many people involved in decisions will reap considerable returns in terms of social value.

(3)

Social value from the engagement of people in developing digital skills

We can show, through many examples, how people (including adult learners and young people on work experience programmes) have been involved in producing digital content.

Here are just a few of the projects run via platforms that have been managed by people who have been given access to community workspace.

In this example:

Conversations with people across community were filmed by people on a council's adult education programme as part of a project that engaged artists and creatives in placemaking.

https://twitter.com/BirminghamWeAre/status/1609503257855926272?s=20&t=wduG1e_TAyhgPez6-GerOw

https://twitter.com/BirminghamWeAre/status/1608090540423135233?s=20&t=wduG1e_TAyhgPez6-GerOw

https://twitter.com/BirminghamWeAre/status/1602292988163629057?s=20&t=wduG1e_TAyhgPez6-GerOw

In this example:

Young people as part of work experience have created trails within their neighbourhoods that engage the community in the history, heritage and green open space opportunities available locally.

https://www.northfieldweare.com/kms/dmart.aspx?strTab=MapGroup&PageType=item&filter_MapGroupId=33

http://nechellsweare.com/kms/dmart.aspx?strTab=MapGroup&PageType=item&filter_MapGroupId=36

The skills developed by local people who have been given access to workspace have been taken forward and enhanced their career and job opportunities.

(4)

Social value through recognition

The recognition through gamification and passion points (or equivalent branding) demonstrates the positive action being taken to building lasting relationships with community groups.

This will lead to greater community integration and cohesion and greater social impact.

(5)

Help with facing mental health challenges

It has been shown that by engaging people in engaging with the platform with content they can personally collect and take pride in is a massive support to mental health.

As one community contributor commented recently "this has become my medicine for my mental health".

(6)

Physical wellbeing

The outputs of engaging and involving community in all things place-related and more than simply answering surveys and entering discussions can directly contribute to positive wellbeing.

Given greater awareness of their place, through engagements that use and develop interactive user-friendly maps, people will be more likely to go and experience what is available.

There are many other social value benefits we can discuss with the Council.