

Morecambe Bay Anchor Collaborative

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Morecambe Bay Place Team



Morecambe Bay Anchor Collaborative

Supporting anchor organisations to identify, develop and share how they can positively contribute to the Bay area by influencing the health and wellbeing of communities and impacts on the wider social, economic and environmental factors that make us healthy

Organisational Engagement

- Organizational sign up
 - Vision and values
- Identification of an organizational representative/ Champion
- Monthly Steering group meetings
- Monthly sub-group meetings
- Ongoing support/ learning



Membership

- University Hospitals of Morecambe Bay NHS Foundation Trust
- Lancashire & South Cumbria NHS Foundation Trust
- Lancaster City Council
- *Westmorland and Furness Council*
- Lancaster University
- University of Cumbria
- Lancaster and Morecambe College
- Kendal College
- BAE Systems
- EDF Energy
- Morecambe Football Club
- Orsted Energy
- Siemens Energy
- *Lancashire County Council*
- *Cumbria County Council*
- *Cumbria CVS*
- *Lancaster CVS*

Vision & Values

Employing, developing and investing in a workforce that is representative of our local population

Providing good jobs, fair pay and great working conditions

Use procurement and commissioning to create local social value

Support local charities, community groups and businesses through access to our land and buildings

Work in an environmentally sustainable way and influence sustainable local practices

Provide access to communal green spaces for every neighbourhood

Support local collaboration, listening and community power

Take a targeted approach to where and how our collective resources are spent

Purposefully and deliberately address health and other inequalities wherever they exist in our communities

Anchor Charter

1. Widening access to quality work
2. Purchasing and Commissioning for Social Value
3. Expanding community access to Anchor property
4. Reduce environmental impact
5. Work with local partners
6. Tackling Health Inequalities

Measure anchor maturity

Develop organisational action plans

Identify opportunities for shared learning

Priorities

- Widening access to quality work
- Reducing environmental impact
- Purchasing and commissioning for social value



Widening Access to Quality Work

- Developing population demographic data packs
 - To be compared with workforce data
- Planning/ designing engagement with under-represented people and NEET to identify and address barriers to anchor employment
- Exploring the development of a shared careers hub with cross organisational offerings
- Supporting anchors in North Lancashire to develop and sign up to the Lancaster City Council Fair Work Charter (and development in South Cumbria)
- Providing opportunities for shared learning from partner charters

Reducing environmental impact

- Encouraging employees to sign up to Lancashire County Council's shared wheels account to take part in lift sharing
- Collective approach to mapping staff travel (LCC)
- Sharing of data reporting methods- Lancaster City Council influencing a potential dashboard for the new unitary authority
- Supporting suppliers to embed sustainable practices (ALL)
 - Toolkits and education
 - Collective approach to gathering sustainability information from suppliers/ SMEs.
- Providing opportunities for shared learning from partner charters

Purchasing and commissioning for social value

- Working in partnership to develop organisational procurement strategies that align to the Anchor Charter
- Co-producing a Morecambe Bay framework for suppliers outlining what social value is expected of them
- Working with Local Loops to examine organisational procurement data and identify opportunities support local economic capacity via improved improve cash flow between anchors and suppliers
 - <http://localloop.network/video>
- Providing opportunities for shared learning from partner charters

Metrics

Widening Access to Quality Work			Purchasing and Commissioning for Social Value			Environmental sustainability		
Metric 1	Metric 2	Metric 3	Metric 1	Metric 2	Metric 3	Metric 1	Metric 2	Metric 3

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Developing Metrics

- The Shared Value Business- Charter Domains and Indicators
- Morecambe Bay TOMS
- Co-production discussions



Widening Access to Quality Work

- % Anchor organisations signed up to a local fair work charter
- % of the workforce representative of the local population
- Number of Employees appointed through an Assistance Programme
- Number of Careers Fairs / talks / events attended
- Number of apprentices appointed / Number retained after apprenticeship has ended

Purchasing and commissioning for social value

- Total amount (£) spent in local supply chain
- Total amount (£) spent through contract with local micro, small and medium enterprises (MSMEs)
- % Social value weighting increase on baseline for each organisation
- MSME and VSCE organisations self-report satisfaction with opportunities to do business with anchor institutions
- % annual contracting within anchor organisations embeds Social Value methodology

Reducing environmental impact

- Energy reduction
- Carbon emissions reduction
- Carbon intensity
- Solar use – generation
- Number of EV chargers on anchor sites
- Number of trees planted/ re-wilded area on anchor sites (and maintained)
- Number of trees planted/ re-wilded areas through anchor projects (and maintained)
- Bio-diversity net gain
- Active travel (details tbd)
 - Reduction in staff road miles
 - Reduction in staff mileage spend
 - Cost, people and length of different modes of transport
- Number of homes retrofitted
- Waste (recycling % or amount of waste to landfill, re-use %)
- Carbon saved through contracts (suppliers) / % carbon output from suppliers (baseline to be agreed)

Work with local partners

- No. or % anchor partners an active collaborative member. Total hours donated by partners to collaborative working. No. collaborative projects delivered to completion.

Expanding community access to anchor property

- % total retail space subject to community tenancy
- % assets or measured floorspace utilised by community groups. No. Community organisations benefitting, Hours/£ resource donated
- % development designated for community benefit over and above legislative requirement. % local labour/businesses contracted during construction. No. training opportunities created for local/disadvantaged people. % supply chain SME.
- % asset developments embed Social Value within contracting agreements. Re long-term impact, indicators on % affordable housing, % housing in good condition, % property low carbon build/retro-fitted
- % anchor estate subject to a collaborative management or development plan.
- % green space accessible for people with limited mobility. % representation across population of visitors to site. Measured improvement in biodiversity (unique to each site).
- % green space accessible/actively promoted as accessible for local people.
- % land under active management for biodiversity. Hours volunteered for creation or management of green infrastructure (TOMs)

Tackling Health Inequalities

- Initiatives taken or supported to engage people in health interventions (e.g. stop smoking, obesity, alcoholism, drugs, etc.) or wellbeing initiatives in the community, including physical activities for adults and children
- No. of hours volunteering time provided to support health-care related charity and community projects
- Innovative measures to enable healthier, safer and more resilient communities to be delivered on the contract
- Resource allocated to community engagement (hrs)
- No. health intervention projects co-produced with material stakeholder groups
- % of funding allocated to the lowest 20% disadvantaged wards
- % Employees self-reported satisfaction with accessibility and relevance of tools provided, including self-reported impact of tools on their performance.
- No. health inequalities champions and representation across all levels of organisation

Thank you 😊

Morecambe Bay Place Team

