

# Social Value and Anchor Guide



### Prevention Pledge

14 core commitments, covering key themes including:

- Promoting workforce development, workplace health & wellbeing
- Promoting healthier lifestyles for patients/visitors & making every contact count
- Using Marmot principles to address health inequalities & working with partners at Place
- Signing up to C&M Concordat for Better Mental Health
- Embedding prevention in governance structures

### Social Value Charter

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Our vision for Social Value across Cheshire and Merseyside is that everyone recognises their contribution to Social Value, including the changes it can bring about to reduce avoidable inequalities and improve health and wellbeing. The Charter sets out our key principles and values in terms of how we embed Social Value within our organisations.

**Each one has a different but aligned focus, requires adoption of the other\* and will improve the lives of people across C&M**



### Social Value Award

A quality mark which is centred on providing evidence against, and making a pledge for one or all of the 4 themes - *Innovation, Economic, Social and Environment* - the Social Value Award aims to help organisations to recognise the impact that they are making in their community through their social value, deliver social value, and recognises the organisation as an 'Anchor Institution'.

Cheshire and Merseyside

### **Anchor Institution Charter Principles**

### Anchor Institute Framework

Based on the 5 recognised anchor pillars, the Anchor Framework has a set of priorities and principles that organisations are asked to commit to deliver - providing opportunity, real living wage and achieving net zero.

\* Committing to the Prevention Pledge applies only to NHS Provider Trusts.