

# STATEMENT OF INTENT

Our commitments to maximise social, economic and environmental value throughout County Durham

September 2022



**The power of the collective - we are committed to working together for the long-term benefit of the people and communities that we serve across County Durham**

## Overview

County Durham is an area that spans 862 square miles and over half a million people call home. Each of our organisations serve the communities across County Durham in different ways and we want to work together to foster a sense of place that people are proud of.

We are part of the County Durham Family that was established in 2021 as part of the 'County Durham Pound' project. A core objective of the project is for organisations to collaborate and learn from each other to generate positive outcomes for the people and places that would benefit the most from them. This could be via procurement decisions and the way suppliers are selected; how organisations operate as responsible and ethical employers; or, how grant funding is allocated.

As a collective we are coming together to make a series of commitments to you, the people of County Durham, to drive social, economic, and environmental benefits, known as 'social value'.

*This Statement of Intent covers an initial 2-year period and then it will be reviewed.*

## Who We Are



One of the largest housing associations in the North East of England, with a primary focus in County Durham, managing 18,000 homes and employing 540 people



Provides property and estate services to over 60,000 customers. There are four social housing areas in County Durham



Bishop Chadwick  
Catholic Education Trust

Established in 2016. There are 23 schools in the Trust with six located in County Durham



Business Durham is the business support service for Durham County Council



County Durham and Darlington  
Fire and Rescue Service

Responsible for County Durham and the borough of Darlington, serving a population of over 620,000 people



Durham County Council is local authority governed and serves over 508,500 people who live in the county



DURHAM POLICE  
AND CRIME  
COMMISSIONER'S OFFICE

The Durham Police and Crime Commission was elected by the public to make the communities in the force area safer, stronger, and more resilient to crime and anti-social behaviour



A public research university located in Durham. It is part of the Russell Group universities and has over 19,500 students enrolled



A housing association with almost 30,000 homes across the North East and Yorkshire



Local housing provider currently managing over 8,400 homes across County Durham



Further and higher education college and a sixth form college, based in County Durham



Northumbrian Water provides water and wastewater services to 2.7 million people in the North East of England

## Our Commitments to You

As we all continue to recover from COVID-19 and focus on creating a future that is more equal and sustainable, we have the opportunity to accomplish a seismic shift in the way that we work together for the collective benefit of County Durham.

We are making six Commitments to you. We will:



### **Collaborate proactively**

We will share ideas and learn from each other's experience and best practice in social value



### **Embed relevant processes**

We will develop suitable processes to ensure high quality delivery and to meet the project's objectives



### **Involve and empower stakeholders**

We will hear the concerns and ideas of community members and other stakeholders across the public, private and third sectors



### **Respond to local needs**

We will ensure that our social value activities address local needs and priorities wherever possible



### **Be transparent and accountable**

We will share what we intend to do and why, plus how we are progressing, so you can hold us accountable



### **Track, report, learn and improve**

We will track and report what we are all doing using a consistent framework so that we can drive continuous improvement

## Measuring Success

As a group we inevitably have different organisational priorities and long-term objectives, from tackling crime and combatting anti-social behaviour, to educating and supporting our young people. But, as a collective we are also committed to generating more opportunities for local people; raising living standards and wellbeing; combating social isolation; and decarbonising the county.

To ensure we can achieve our commitments with a consistent approach, be transparent and accountable and track what we are doing, a County Durham Family Social Value Measurement Framework has been developed. The Framework has been developed using the National Social Value Measurement Framework – known as the National TOMs as it is built around a set of Themes, Outcomes and Measures.

| THEMES  | OUTCOMES  |
|---|---|
| <b>Jobs:</b> Promote Local Skills and Employment                  | <ul style="list-style-type: none"> <li>More local people in employment</li> <li>More opportunities for disadvantaged people</li> <li>Improved skills</li> <li>Improved employability of young people</li> </ul>   |
| <b>Growth:</b> Supporting Growth of Responsible Regional Business | <ul style="list-style-type: none"> <li>More opportunities for local MSMEs and VCSEs</li> <li>Improving staff wellbeing and mental health</li> </ul>   |
| <b>Social:</b> Healthier, Safer and more Resilient Communities    | <ul style="list-style-type: none"> <li>Communities are safer and stronger regarding crime and anti-social behaviour</li> <li>Creating a healthier community</li> <li>Vulnerable people are helped to live independently</li> <li>More working with the Community</li> </ul>   |
| <b>Environment:</b> Decarbonising and Safeguarding our World      | <ul style="list-style-type: none"> <li>Carbon emissions are reduced</li> <li>Air pollution is reduced</li> <li>Resource efficiency and circular economy solutions are promoted</li> </ul>   |
| <b>Innovation:</b> Promoting Social Innovation                    | <ul style="list-style-type: none"> <li>Social innovation to create local skills and employment</li> <li>Social innovation to support responsible business</li> <li>Social innovation to enable healthier safer and more resilient communities</li> <li>Social innovation to safeguard the environment and respond to the climate emergency</li> </ul> |

The Framework reflects the core outcomes that we want to address as a result of undertaking research and consultation into the local needs and priorities across the county. For example, we know that there are three small areas within County Durham (known as Lower-layer Super Output Areas which have a population of roughly 1,500 people) that rank within the lowest 100 in England for employment deprivation – that’s out of a total 32,844. As a result, we have included several measures around employing local people and those furthest from the job market.

Whilst we are developing our approach to embedding social value into procurement and other activities, we will ensure progress against intended outcomes can be tracked, measured and reported on using the TOMs Framework, where relevant and possible. Ultimately, we want to share progress with you against all the outcomes from jobs created and grants funded for local charities to the tonnes of carbon emissions that have been reduced.

## [Our Feedback Loop](#)

We have a Social Value Knowledge Hub – [www.countydurhampound.co.uk](http://www.countydurhampound.co.uk) – to share information and progress with you and to hear your ideas and concerns. We want to work with you and ensure the mechanisms are in place for you to tell us your top priorities. We would like the details of the great community groups and charities in your areas that we could engage with to respond to those priorities.

Social value is maximised when activities are delivered to address local needs and we will continue to do what we can to understand what people value and what might generate positive outcomes for them.

The contents of the Social Value Knowledge Hub will evolve over time but initially include the following:

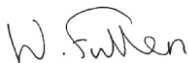
- This Statement of Intent
- The full County Durham Family TOMs Framework
- Guidance for other organisations wanting to embed social value into the way they work and/or procure suppliers
- Case studies to demonstrate positive outcomes achieved so far
- How to get in touch with your ideas and feedback

## **Get Involved**

If you would like to get involved in the County Durham Pound project and become a Supporter of this programme or would like to provide any feedback, then please e-mail: [countydurhampound@durham.gov.uk](mailto:countydurhampound@durham.gov.uk).

## Signed

We are committed to working together for the long-term benefit of the people and communities that we serve across County Durham:



Bill Fullen  
Chief Executive  
**Believe housing**



Jenny Allinson  
Director of Corporate  
Governance  
**Bernicia**



John Hewitt  
Chief Executive  
**Durham County Council**  
**Business Durham**



Keith Lazzari  
Head of Corporate  
Resources  
**County Durham and  
Darlington Fire and  
Rescue**



Joy Allen  
Police and Crime  
Commissioner for County  
Durham and Darlington  
**Durham Police and Crime  
Commissioner's Office**



Professor Karen O'Brien  
Vice Chancellor  
**Durham University**



Richard Fryer  
Executive Director of  
Governance and  
Integration  
**Karbon homes**



Alan Boddy  
Chief Executive  
**Livin**



Paul Bradley  
Chief Financial Officer  
**New College Durham**



Graham Southall  
Group Commercial  
Director  
**Northumbrian Water**