

# A SOCIAL VALUE CHARTER FOR MILTON KEYNES

**Social Value is defined as the benefit to the Milton Keynes community when commissioning takes place over and above the direct purchasing of goods, services or outcomes.**

**Embedding Social Value will ensure a voluntary, community and social enterprise sector which survives and thrives, maximising community outcomes and use of resources**

## SOCIAL VALUE IN ACTION

**the best start in life, creating flourishing individuals**

Peer support  
Parenting support  
Positive role models  
Community led projects

**a healthy standard of living and quality of life**

Affordable warmth  
Anti-crime initiatives  
Neighbourhood initiatives  
Housing support  
Sports clubs

**fair employment and good work**

Healthy workplaces  
Apprenticeships  
Living wage  
Start up business support

**healthy and sustainable places and communities**

Thriving voluntary & community sector  
Social Enterprise Place  
GP One Click

**maximising everybody's potential and capabilities**

Hobby & interest groups  
Social entrepreneurs  
Volunteering  
Time banking

**preventing ill health**

Health promotion  
Wellbeing centres  
Advice & guidance  
Food schemes  
Sports/arts projects  
Befriending

**Key Drivers**  
Health and Wellbeing Strategy Priorities  
1. Improve wellbeing  
2. Reduce early deaths & tackle major diseases  
3. Reduce health inequalities

**Key Drivers**  
Council Vision and Corporate Plan  
CCG Strategy Priorities  
1. Transforming Primary & Community Care (Care Closer to Home)  
2. Sustainable Hospital Services  
3. Quality & Inclusion

**Key Drivers**  
Equality Act 2010  
Localism Act 2011  
Social Value Act 2012  
Volunteering Strategy 2013  
Social Inclusion Strategy (SEMLEP) 2014