



The APC Convention - 'Social Value: What is the point?' - Examining how social value is recognized as an essential driver of good public services

9.30 – 10.00 in (The Underhall)

- Meet some APC Providers to learn about what they do and understand their social value proposition.
- Also a chance to meet some organisations that are joining the dots amongst social businesses both nationally and in GM

10.00 – Welcome!! (Ballroom)

A 30 minute informal conversation with **Edna Robinson** (Exec Chair – Alternative Provider Collaborative), **Nazir Afzal OBE** (Author and Chancellor of University of Manchester), **Sir Richard Leese** (Chair NHS GM) and **Warren Heppollette** (Prevention Demonstrator Director – GMCA) to set the scene for the day. Providing a moment to reflect on system change both nationally and in GM alongside wider societal perspectives that are currently at play.

10.30 – A careful exploration of Social Value (Ballroom)

A conversation looking at how and where we centralise social value in commercial and strategic growth. We will also develop our understanding of how organisations can show how they are best equipped to deal with heightened community tensions and anxieties. We will hear from panelists and then take conversations to our tables. The conversation will be facilitated by **Jules Palfreyman** and will feature contributions from **Nicola Lynch** – Independent Social Value Consultant, **Sandra Hamilton** – Consultant Stone King LLP, **Julian Blake** – Partner at Stone King LLP and **Dan Gregory** – Associate Director at SEUK

11.45 – Why a diverse approach to commissioning mental health services can improve outcomes for young people

A fireside chat with **Sandeep Ranote** – Clinical Director Mental health NHS GM, **Kris Wraxhall** – Mental Health VCSE Integration Lead NHS GM, **Simone Spray** – Chief Exec 42nd Street, **Sam McCann** – Young Practitioner at 42nd Street and **Steph Walker** – Programme Manager HeaRt Programme exploring why we need diversity in approaches to mental health services for young people, what is and isn't working about the current system esp. risk and negative stereotyping and how non-statutory providers doing what the traditional system is unable to achieve and what we can do to scale these approaches

12.30 – Lunchtime Activities

THE OLD LIBRARY – Bite-size Cultural Competency Training with Just Psychology

A mini training session on how we can be as culturally competent as possible in our own organisations, service delivery and personal lives. Alongside cultural competency we will also look at practical and non-inflammatory ways to call out negative behaviours where we see/hear them – **NB – This session has limited spaces and requires pre-booking**

THE UNDERHALL - Another opportunity to visit our exhibition space and learn more about APC providers.

LIVE WELL IN THE RYLANDS ROOM – A chance for attendees to talk to GM Live Well team, feedback on emerging hallmarks of Live Well centres and spaces and link into locality work.

DROP-IN ACTIVITIES IN THE BALLROOM

o Table 1 – Meet the board members of The Greater Manchester Alternative provider Collaborative CIC

GMAPC became a CIC in the summer of 2025 with a board of directors appointed to lead our development into a strategic vehicle for collaborative contracting at scale. This is an opportunity to meet the new CIC board and find out more about their expertise, views and priorities for aligning with the NHS 10 Year Plan and evolving commissioning arrangements in GM.

Table 2 – 7 A showcase of all things Trafford

Learn about how social businesses are partnering with Trafford Council to bring innovation in service to Trafford communities through Social Value, community projects, the changing futures programme and local infrastructure.

o Table 2 – Changing Futures In Trafford

Tom Maloney (Programme Director Health & Care Trafford Council) and **Caroline Luckham** (Delivery lead Changing Futures Trafford) will be discussing Changing Futures Trafford, a year-long programme, focused on supporting people who experience a combination of homelessness, substance misuse, mental health issues, domestic abuse and contact with the criminal justice system.

o Table 3 - Trafford Local Infrastructure – Trafford Community Collective

Nathalie Haslam (Deputy CEO Trafford Community Collective) and **Mitch Salter** (Strategic Partnership Manager Trafford Council) will be discussing Trafford Community Collective as a member-led organisation that supports the development of the Voluntary, Community, Faith and Social Enterprise (VCFSE) sector across Trafford by promoting a Collective and partnership approach to service development and delivery.

o Table 4 – Healthy Communities in Trafford

Dr Yvonne Burke (Health Inequalities Lead Sale Central PCN) and **Kirsty Harkins** (Sale Moor Community Partnership) will be discussing how Sale Central PCN works together with Sale Moor Community Partnership to improve the health and wellbeing of the residents of Sale Moor and the wider Trafford Community.

o Table 5 – Place-based work in Trafford

Bernadette Ashcroft (CEO Trafford Community Collective) and **Julie Worthington** (Trafford Local Care Organisation Integrated Neighbourhood Lead) will be here sharing how the neighbourhood model is developing in Trafford and how partnership working is fueling improved outcomes for the people of Trafford

○ **Table 6 –Trafford’s Recovery Community**

Join **Aimee Hodgkinson** (Public Health Commissioning Manager – Drugs and Alcohol) and **Verity Gardner** (Recover Community Facilitator) to learn about how Trafford Community Collective and Trafford Council have come together to develop Trafford’s Recovery Community for those affected by substance misuse

○ **Table 7 – Trafford’s Social Value Initiative**

Join **Caroline Lewis** (**Social Value Coordinator Trafford Council**) and **Simon Locke** (Deputy Chief Exec Trafford Carers Centre) to learn about how Trafford Community Collective and Trafford Council have come together to embed Social Value throughout their organisations and supply chains

○ **Table 8 - Crafting for mindfulness**

The APC’s very own **Ayisatu Oladunni** will be hosting creative activities to help us learn simple techniques to practice mindfulness that can help manage mental health in a world that is so often overwhelming.

○ **Table 9 – Exploring T-Levels and placement opportunities for young people with Sue Howard (NHS GM)**

Following a growth of momentum to engage with young people and communities and provide developmental opportunities to support them into work, as part of the sector’s civic responsibility. This session will:

- a) provide an opportunity for you to find out more about a range of approaches to support this ambition and to strengthen your future workforce pipelines
- b) hear your views on the sectors readiness, barriers, and opportunities around these approaches, to inform future work in this space.

○ **Table 10 – Meet E3M and learn about their work**

Jonathan Bland (Founder of E3M) will be hosting this drop in where you can learn about how E3M supports the growth and impact of social enterprises that trade in public service markets.

○ **Table 11 – Meet SEUK and learn about their work**

Scott Darraugh (Social Innovator) and **Dan Gregory** (Associate Director SEUK) will together host this table where you can learn about how and where Social Enterprise is advocating for businesses with a social purpose. Dan and scott will also be discussing the newly launched report **Ahead Of The Curve On Healthcare – Social Enterprises and The Government’s 10 Year Plan**

o **Table 12** – Have your say on the new operating model for NHS GM

Deputy Chief Executive at NHS GM, Professor Colin Scales invites comment on the draft new operating model for NHS GM.

14.00 – Welcome Back!! (Ballroom)

Your hosts for the afternoon Edna Robinson and Colin Scales will reflect on the morning's conversations and activities

14.10 - Unlocking Investment For Social Good (Ballroom)

A 60 minute conversation with **Katherine Sheerin** (Chief Commissioning Officer – NHS GM), **Luvjit Kandula** (Chair GM Primary Care Board) and **Tom Hinchcliff** (Deputy Place Based Lead for Health and Social Care Manchester). Chaired by Scott Darraugh (Chief Exec Social Adventures). This session will explore why it is so challenging to move resources in order to create a climate where early intervention is accompanied by substantial investment from more reactive parts of the system.

15.10 – Caroline Simpson (Chief Exec at GMCA)

Caroline will share a little about her own thoughts on the importance of meaningful social value in public service and what is happening at GMCA to support social value to become central to system design.

15.20 – Closing remarks from our hosts and prize draw

Your hosts for the afternoon Edna Robinson and Colin Scales will reflect on the day's conversations and share key commitments and next steps.