



Richie Andrew
Public Health, Middlesbrough Council

Health Improvement Specialist – Working Well & Men’s Health

MONDAY - FRIDAY

Middlesbrough Council – Improving Public Health

A: 3rd Floor Vancouver House, Gurney Street, Middlesbrough, TS1 9FW

E: richie_andrew@middlesbrough.gov.uk

T: 01642 728772

GIVE A THOUGHT TO EXTRA LIFE



This can help health?

KINGS FUND – IMPROVING PUBLIC HEALTH OUTCOMES

- Kings Fund state 9 key areas that can improve public health and reduce health inequalities

<http://www.kingsfund.org.uk/projects/improving-publics-health/>

http://www.kingsfund.org.uk/sites/files/kf/field/field_publication_file/improving-the-publics-health-kingsfund-dec13.pdf

FIND GOOD JOBS AND STAY IN WORK

- Procure as much as possible locally
- Encourage suppliers to tell you about how it affects their business
- Encourage them to take a social value approach – employ local from target groups!

GIVE A THOUGHT TO EXTRA LIFE



Social Value

- What is social value
- <http://socialvalueportal.com/>

As a concept, social value seeks to maximise the additional benefit that can be created by procuring or commissioning services, above and beyond the benefit of merely the services themselves” – The Public Services (Social Value) Act.

‘A process whereby organisations meet their needs for goods, services, works and utilities in a way that achieves value for money on a whole life basis in terms of generating benefits to society and the economy, whilst minimising damage to the environment’ – The Sustainable Procurement Task Force

GIVE A THOUGHT TO EXTRA LIFE



What opportunities in practice?

So What?

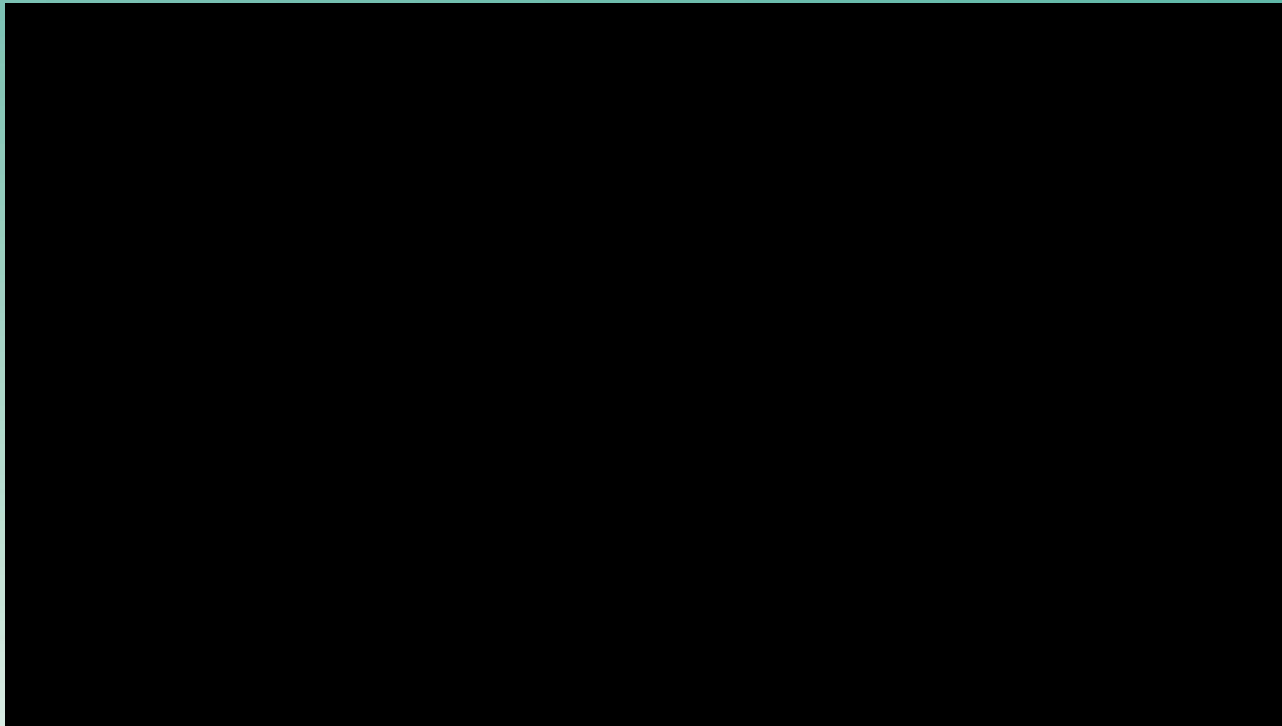
Buying local means local business win the business which can lead to...

- Expansion (capital investment)
- Staff (e.g. recruiting local young people from more deprived background really helps)
- Confidence in market, business committing to long term investments, better terms for staff and.
- If willing and if a there is a strong local ethos to look after staff, they look after the business – BHAWA/Extra Life!

GIVE A THOUGHT TO EXTRA LIFE



Buy Local Why We Can't Shop Our Way to a Better Economy



<https://youtu.be/W27SjHsuP6o> , 07:15 onwards, TEDx Dirigo Conference

Stacy Mitchell

GIVE A THOUGHT TO EXTRA LIFE



Key messages

1. Buy Local and healthy as individuals
2. Procure locally as much as possible and use that power to influence change in others
3. Encourage your suppliers to recruit and procure locally as well, generate competition this way
4. Learn more about social value and record in case studies
5. Consider your own part in making your workplace a healthy setting as well

GIVE A THOUGHT TO EXTRA LIFE

