

Our Social Value Champions

Carers

Babs Lewis, Wales Development Manager – Shared Lives Plus, Rheolwraig Datblygu Cymru

I am the Welsh Development Manager for Shared Lives Plus UK, the UK network for family-based and small-scale ways of supporting adults. Our members are Shared Lives carers and workers, and Homeshare programmes. Shared Lives used to be known as Adult Placement. It's my job to promote and develop Shared Lives services across Wales. My job says a lot about me. I applied for it because I believe that personal relationships are at the heart of everything we do. They are certainly at the heart of Shared Lives. In Shared Lives, people who need help to live independently are matched with individuals who open up their family homes to offer support and accommodation. They are matched on experience and compatibility and encouraged to form effective, sustainable relationships. Seeing the way our service works encouraged me to think about how I could – through relationships – make a more effective contribution to my area. Choosing to become a Social Value Champion is part of making that contribution.



I am a Cardiff resident and have been since leaving university. I raised my family here and have used local services as a mother, wife and daughter. I'm very aware that the best support I've had has come from people who treat me as an individual and understand the impact their work has not just on me, but on my family and, ultimately, my community. Working with Shared Lives has given me insight into what can be achieved by focusing on the social value of the services we provide, and I hope I can contribute to the transformation of service delivery that is currently being undertaken in Cardiff and the Vale of Glamorgan. Long before I began this work I was a television producer for the BBC. I have two almost grown children – Sion and Eve – and we live in Tongwynlais.

Children with Complex Needs

Maria Thomas, Director of Partnerships – Shaw Trust



Maria has over 20 years' experience as a manager of change, people and resources, a strategic and business developer, and innovator and leader. Maria is a UK national and regional influencer, participating in Home Office, Ministry of Justice and Department of Work and Pensions advisory groups on policy, strategy and best practice in relation to social justice. Shaw Trust is a UK wide charity, working to create brighter futures for the people and communities we serve. Sponsored by Shaw Trust, Shaw Education Trust is a multi-academy trust, which leads and manages academies in all phases, all sectors and in all communities. Grounded in the belief that all children should have the opportunity to be successful, whatever their starting point, the Trust pledges an unswerving commitment to improve, accelerate and enable ambitious life goals for all young people in its academies. In the last 12 months, Shaw Trust has brought two further organisations into the group; Ixion, a leading Apprenticeship Provider in England and Prospects, who deliver the Youth Entrepreneurship Services (YES) in primary and secondary schools in Wales on behalf the Welsh Government, and the National Careers Service across England. Shaw Trust is committed to supporting other charities and social enterprises that share our values and have invested £2 million in organisations that have shown the potential for growth in the last 2 years.

Maria has been with Shaw Trust for 7 years. She previously was the Chair of the UK Employment Related Services Association (ERSA) Offender Related Services Board 2011 – 2015 and the Chair of Trustees of Welsh Women's Aid 2010 – 2016. Maria has a track record and considerable experience

of understanding, analysing and preparing for new ways of commissioning. She has a far reaching knowledge and long standing relationships with partner organisations within education, learning disabilities, skills, justice and employment sectors across Wales and the UK.

In her spare time, Maria is Vice Chair of Governors of Bedwas High School, a Special Adviser to a CEO of a charity based in Wales, a volunteer at Silverstone and a steward at Principality Stadium. Maria is married with 3 children and has a passion for travel.

Community Engagement and Co-production

John Hallett, Director – Action in Caerau & Ely

John Hallett grew up in Canton, Cardiff. Graduating from Cardiff University, he went on to study Community Education and quickly found true love; Ely. John has lived and worked in Ely for 17 years and has an absolute commitment to working alongside the local community to create positive change. In 2011, after previous roles managing Amelia Trust Farm and working for Cardiff Council on the Welsh Government Communities First programme, John founded ACE – Action in Caerau and Ely, a community based charity located in Ely, Cardiff.

Now Director at ACE, John works with 23 staff members, numerous volunteers and community groups across Cardiff and takes an approach influenced by theories of ‘co-production’ and asset based community development. This involves working with local people as full participants in the design and delivery of services and activities, and treating our community not primarily as a problem needing solving, but as a vibrant network of communities that have many assets and opportunities that have been undervalued and ignored – including skills, knowledge, experience, social networks, good will, buildings, land, resources, culture and heritage. Other work includes the setup of Coproduction Wales as a previous steering group member and supporting and advocating the development and expansion of Spice time banks.

John’s future aspirations include exploring and helping lead a constructive (and persuasive) argument that even in times of reducing budgets, happiness, well-being, health, inclusion and empowerment can be reached through partnership, sector creativity and investing locally – making wealth stick to create thriving local places.

Marco Gil-Cervantes, Chief Executive – ProMo-Cymru



Marco Gil-Cervantes is the Chief Executive of ProMo-Cymru, a social entrepreneur and social economist. He has been involved in working with young people, families and communities for over 30 years.

Marco’s work has often focused on enhancing and developing the voices and passions of young people, families and communities. He has been integral to the development the Meic Helpline for young people, FamilyPoint Cymru for families in Wales, theSprout young person led website in Cardiff and the development and asset transfer of the Ebbw Vale Institute to ProMo-Cymru – the oldest Institute in Wales – to create a multi-use cultural and community venue.

ProMo-Cymru’s vision is to empower people and communities to create positive change. For ProMo-Cymru, the involvement of the people that we work with from start and throughout developments are the key to success, as they are able to guide and be part of the development and delivery of people focused services. ProMo-Cymru has focused on the development of shared leadership across the organisation and works to develop and train staff to take leadership across the organisation and beyond. Transformation, innovation and risk taking are part of the success of ProMo-Cymru. The status quo is not a sustainable possibility. ProMo-Cymru has encompassed its 20 years of experience engagement, communication and transformation with the publication of the TEC Model - http://promo.cymru/brochure/Promo2017_Brochure_Eng.pdf. ProMo-Cymru was a finalist in the TEC for Good category of the Wales Social Business Awards 2017.

Marco is the Treasurer of the Council for Wales Voluntary Youth Service and Grassroots – Cardiff City Centre Youth Project.

Integrated Family Support

Jacqueline Amos, Head of Support Services – Taff Housing Association



I'm the Head of Support Services for Taff Housing Association, a community-based housing association in Cardiff. I have a large department working across 3 local authorities: Cardiff, the Vale of Glamorgan and Newport. Our work focuses on preventing homelessness. We work with some of the most vulnerable members of society, including homeless young people, mothers and babies and families, offenders, refugees and older people. I came into the social housing sector 17 years ago having begun my working life in the private sector, including 10 years with KPMG.

Austerity, cuts to public funding and to some of our own core funding streams have inevitably impacted on our work. However, it's not all doom and gloom and, in fact, we have used these challenges to completely review how we work, where we work and who we work with, and in doing so have found or created new opportunities. The squeeze on resources means we use them more creatively, targeting them where they're needed the most and will achieve the best outcomes.

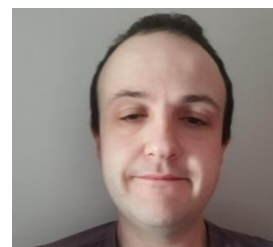
The services I have developed and manage for young people and families are a significant part of my role and hugely rewarding. I am most proud of services I have developed with colleagues in statutory services which have shown the real value of multi-agency working. For instance, our Shine project that provides parenting support to young homeless families in Cardiff and the Vale of Glamorgan has demonstrated the difference that early intervention makes and the outcomes that can be achieved for families when the public and third sectors work seamlessly together. Similarly, our work with Poverty Action Group teams in the Vale with vulnerable families has demonstrated how this targeted approach can prevent homelessness and its devastating consequences. In Newport, we have placed Support Workers within hospitals and seen significant improvements in Delayed Transfer of Care (DTOC) times, not only releasing hospital beds, but allowing people to return to the place they most want to be – home. This is incredibly satisfying.

I am delighted to be a Champion for the Social Value Forum. I feel passionately that home is at the heart of everyone's life and how they are able to live it, and I hope to bring a housing perspective to the Forum.

Learning Disabilities

Simon Richards, Chair of Trustees – Cardiff People First

My name is Simon Richards and I am chairperson and member of Cardiff People First, a self-advocacy organisation for people with learning disabilities. I have mild autism (Asperger's Syndrome).



In my 12 years there, I have helped raise awareness of learning disabilities and learnt a variety of new skills. I also worked as a facilitator for 2 years.

I regularly attend social events in the evenings and have a keen interest in transport, especially buses.

I firmly believe that people with learning disabilities have the right to a full and active life, just as everyone else. I hope to use my own experiences to help this group achieve its aims.

San Leonard, Chief Executive – Social Firms Wales



Chief Executive at Social Firms Wales, San is a highly professional business person and entrepreneur who is passionate about working at the heart of social equality to support and develop opportunities that bring about positive social change.

Working within family businesses from an early age, she has successfully grown several business enterprises. Now, with more than 30 years in management and business development within the private sector, San utilises her entrepreneurial background, knowledge and experience in business development and sale to support the growth of commercially viable enterprises. San and her team specialise in enterprise development and helping local authorities to move trading operations, day services and public services out of local authority ownership into independent trading operations with social aims. Successes have been built on a good understanding of all sectors within the community and the ability to look at the wider vision and opportunities.

San is citizens advocate for her nephew who is in his late-thirties. He has profound disabilities, complex health needs and unable to speak. Thankfully, he can hear and responds to speech, however is extremely vulnerable. She chairs his circle of support and is part of a small group of people who are responsible for overseeing his 2 to 1, 24/7 care package. San holds a lasting power of attorney responsibility for her father, who at the age of 89 lives in residential care. He has no lower mobility and is managing early on-set dementia. She found finding a residential care home an extremely challenging task. She visited six before finding one that she felt fitted her father's requirements both in terms of care needs, but equally as important, one that was not large and had a 'homely' approach to care where her father could settle and the whole family would be welcomed and invited to contribute to her father's care and daily activities at the home.

San supported Cardiff and the Vale of Glamorgan Social Value Regional Partnership Board to form and develop of the 'Terms of Reference' for a social value forum in line with requirements of the Social Services and Wellbeing (Wales) Act 2014. She has also worked extensively with Solva Care, a newly formed charity in Solva, Pembrokeshire. Solva Care is a not for profit social initiative set up in 2015 by Solva Community Council to offer friendly, local support and help elderly people in Solva and the surrounding area. It supports individuals and families with a variety of services. It aims to maintain and improve health and well-being by enabling residents to stay in their own homes and remain part of the community, offering a way to counteract loneliness, isolation and social disadvantage, and providing extra support for those who are caring for relatives. She recognises the immense challenges faced of the growing demographic of elderly residents in communities across Wales, the need to support those who need just a little bit of support to those requiring high levels of care. This includes people who provide professional hands on care and those caring for family members.