

The Salford Way: Year One **Update from Partners**

*Highlights under the Tackling Poverty;
Inclusive and Green Economy; and the
Equalities and Inclusion Strategy*

Tackling Inequalities.

**The
Salford
Way.**

Boosted the pay of over

£↑ **4,000**

£↑ care workers in
the city by an extra

£↑ **£768**

4,700

residents supported with free
and independent **welfare rights
and debt advice.**

**£1.5
MILLION**

committed to improve skills
and work opportunities for
young people and adults.



Increased the number of accredited

**REAL LIVING WAGE
EMPLOYERS IN
SALFORD TO 83**



boosting the pay of over 2,700 people.

Key highlights 2021-22

Relaunched Salford's

**10% BETTER
CAMPAIGN**



to further improve social value through
the city's collective spend and activities.

Launch of the



WOMEN AND GIRLS' COMMISSION

to raise awareness of women's lived
experiences of inequality and develop
solutions.

**£7
MILLION**



funding secured to **decarbonise
the city's public buildings** – cutting
emissions and creating new green jobs.

135

organisations now signed up to the
**SALFORD EMPLOYMENT
STANDARDS CHARTER.**

Promoting the Real Living Wage in Salford

- In 2019, Salford announced the intention to become the first Living Wage City in England by championing adoption of the real Living Wage.
- Through dedicated collaboration and partnership working across the city led by The Living Wage Action Group, the 2021 Living Wage target of 62 accredited employers paying the real Living Wage was exceeded, taking the total to 92.
- The work in Salford was recognised in the 2021 Living Wage Foundation's Champion Awards, with the Salford Living Wage Action Group securing the Places Champion Award, Salford CVS receiving the Living Wage Champion Award for work in the voluntary, community and social enterprise sector and Worsley-based Anchor Removals winning the Against All Odds industry award for being the only real Living Wage, no zero hours, removals company in the UK.



Promoting the Salford Employment Standards charter

- 135 organisations have signed up to the Salford Employment Standards Charter to improve employment standards across the city and encourage businesses and organisations to deliver fair employment, skills development and career progression.
- By implementing fair businesses practices, organisations joining the charter contribute to wider economic prosperity and sustainability within the city.
- Supporters include organisations from the private, public and VCSE sector. Key signatories include Salford Community Leisure, Mind in Salford, and Salford CVS.



Recognising the Value of Care Workers

- Salford City Council and Salford's Clinical Commissioning Group (CCG) announced a pay increase for all social care workers in the city from 1st April 2022.
- This takes pay to the Real Living Wage rate of £9.90 per hour - an extra £768 per year per worker.
- This uplift in wages recognises workers for their sheer dedication, endurance and perseverance throughout the COVID-19 pandemic and their full career.



Recognising the Value of Frontline Workers

- Partners across Salford recognise and support frontline workers in a variety of ways, from being proud real Living Wage Employers to delivering a range of training courses.
- An extensive range of training sessions continue to be offered by Salford CVS to frontline staff and volunteers to learn new skills and enhance their CV.
- Salford Community Leisure continue to pass on their expertise through delivering training courses with expertise from highly-qualified tutors, specialising in first aid training and the National Pool Lifeguard Qualification (NPLQ).
- During 2021, Healthwatch Salford worked together with the Northern Care Alliance to produce a toolkit aimed at helping health and wellbeing support groups in Salford, Bury, Rochdale and Oldham to mobilise their meetings in the virtual world online.
- The Spirit of Salford Community Awards celebrate the great work of the individuals and community groups who do so much to make Salford the great city it is- nominations are now open!



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10% Better Campaign

- 10 Salford-based organisations launched their own pledge to commit to make positive difference within the city through their activities and business. Pledges have been made by the likes of Unlimited Potential and Foundation 92.
- Commitments range from using locally sourced equipment, promoting more volunteering opportunities or providing better care for green spaces. By implementing these principles mentioned in their pledge, organisations work to make Salford 10% better.
- Further organisations wishing to support the campaign are invited to reflect on their own possible commitments in terms of economic, social and environmental growth and contact the Salford Social Value Alliance.



Salford Women & Girls Commission

- A city-wide initiative to capture women's views and produce local recommendations focused on three thematic topics: Women in Poverty, Women's Safety, and Women's Voices.
- Made up of 18 commissioners from organisations across Salford's community, business, public and private sector.
- Key objectives include providing a voice for many women who feel marginalised in their communities and developing strong actions to support them locally.
- Calls for evidence invite women across Salford to provide their lived experiences.
- After a successful launch in February, the Commission plans to run for 12 months.



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Working with Local communities

- The Third Sector Fund has awarded grants to distribute £5 million over the period of 2020-25 to help VCSE organisations across all parts of the city to address some of the key health priorities in Salford.
- The Crowdfund Salford scheme successfully funded outcomes-based projects initiated by a number of local community organisations including Salford City Radio and Foundation 92.
- Salford Community Leisure successfully opened a new youth space (in partnership with Walkden Town Centre, Salford Youth Service and Maverick Stars Trusts), giving children and young people access to positive activities in a safe environment as well as providing specialist support through exercise to over 1,200 people with a multitude of long-term health conditions, helping to tackle health inequalities
- Salford CVS continue to facilitate the range of VOCAL thematic forums which bring together voluntary organisations, community groups and social enterprises in Salford to develop strategic priorities and collaborative working



For more information...

- [Tackling Inequalities: The Salford Way: Year One Progress Report 2021-22](#)
- [10% Better Campaign \(salfordsocialvalue.org.uk\)](http://salfordsocialvalue.org.uk)
- [Salford | Crowdfunder UK](#)

 <p>We did it</p> <p>Reconnect Create, encourage, and maintain a fresh, vibrant, meaningful atmosphere of community spirit,...</p> <p>100% raised</p>	 <p>We did it</p> <p>Helpline NEVER STRUGGLE ALONE We are a confidential and anonymous helpline supporting individuals from...</p> <p>100% raised</p>	 <p>We did it</p> <p>Support young people Support young people with their mental health, make them happier, and take them to a place where...</p> <p>100% raised</p>	 <p>We did it</p> <p>Forest Centre Increase young people's confidence and self-esteem through exploration, problem-solving,...</p> <p>100% raised</p>
 <p>We did it</p> <p>Cycling for Salford Let's give 150 disabled young people cycling skills that will last a lifetime!</p> <p>101% raised</p>	 <p>We did it</p> <p>Help us launch Polly: a helpline for women & girls To raise the vital funds needed to launch Polly, a dedicated support service for women and girls...</p> <p>110% raised</p>	 <p>We did it</p> <p>Buile Hill Green and Growing project (Seedley 2021) An empty patch of land? Plant something. An abandoned site, with raised beds and trees around?...</p> <p>108% raised</p>	 <p>We did it</p> <p>STUCK This film will be an edge of your seat thriller, dark and twisted but a thought provoking tale...</p> <p>100% raised</p>

Tackling Inequalities: The Salford Way



**Year One Progress Report
2021-2022**

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