

Salford City Council

Salford Social Impact



Summary report 2022-2023



Foreword

Welcome to our 2022/23 social impact report.

This is Salford City Council's fifth annual summary report, demonstrating our long standing commitment to using social value to benefit local communities.

Despite more than a decade of escalating demand and cuts in central government funding, the council has a proud track record of taking a progressive approach to social value, ensuring we maximise every pound we spend here in the city for the benefit of our communities.

For example, in the past year we have continued to see the amount we spend with Salford-based suppliers increase, ensuring more money stays in the local economy.

Just over half of our annual spend with our top 300 suppliers is with local businesses and we want to further increase that proportion, particularly with local small and medium sized businesses and voluntary, community and social enterprises to keep even more money local.

We have also invested in our capacity to capture and report on the social value being delivered by our third-party suppliers, through the online Social Value Portal (SVP). This will provide real time reports on the social value being delivered in our communities, on a supplier-by-supplier basis.

Earlier this year, the council published its new procurement strategy, setting out how we want organisations we work with to secure maximum benefit for local people and pay and treat their employees fairly. As well as applying a minimum social value weighting of 15 per cent for all new tenders, we will apply higher weightings for specific contracts where bidders have greater capacity to deliver more.

As a founding member of the pioneering Salford Social Value Alliance, the council continues to work closely with other like-minded organisations to deliver better social, environmental, and economic outcomes for local people, as part of the city's 10% Better campaign. In 2022, we were proud to re-commit to the campaign with ten new social value pledges.

This summary report sets out the progress we have made over the past year towards delivering our pledges and highlight how we are using social value to create a better and fairer Salford for all.



Councillor Jack Youd,
Lead Member for Finance
and Support Services



Councillor Sharmina August,
Lead Member for Inclusive
Economy, Anti-Poverty
and Equalities

Creating social value through our supply chain

Salford City Council spends millions of pounds annually on buying goods and services from third party suppliers, which is why we are increasing the importance we place on social value to ensure every pound spent is maximised for local benefit.

Analysis of procurement spend with our top 300 suppliers shows that just over half is with Salford based businesses and we want to increase that proportion even more, particularly with local small and medium sized enterprises, voluntary and community organisations and social enterprises to keep even more money local.

We're already asking companies and organisations which work with us to do more to uplift local wages and provide local job opportunities, apprenticeships, training, work experience, and volunteering opportunities.

To support this ambition, the council launched a new Social Value Portal to better capture and report on social value outcomes in our local supply chain. Although in its early stages of roll-out, we are already seeing some positive results.

Highlights for 2022 include:



Case Study: Creating social value in planning and regeneration

As part of the planning application for Salford Rise (a 90m long green boulevard in the sky that stretches over Fredrick Road), English Cities Fund has submitted a social value statement for the development that sets out their commitment to delivering social value through this project.

This project expects to create a minimum of £2.8 million in social and local economic value through the development of the public realm scheme and will seek to create local jobs, training opportunities and volunteering where they are most needed.

Keepmoat Homes, which is nearing completion of building 425 new homes at Charlestown Riverside, has improved local opportunities by offering a range of training routes so people can develop skills and experience through the project. Keepmoat Homes is working with Inspiring Communities and has been awarded an 'industry-first' – a social value management certificate which demonstrates their commitment to delivering true regeneration. The employer-led Build Salford programme also continues to deliver positive outcomes to local people by offering work experience on operational sites, which have the potential to lead to jobs or apprenticeships. Over £1 million of social value was generated through the scheme in 2022 and a new traineeship programme started in May 2023.

Social value through the planning process will continue to gain momentum in 2023, with all major developments now requiring a social value strategy to be submitted with their planning applications. This will place more focus on the wider opportunities for local communities through new development and ensure this is picked up early in the development process.



Creating social value through delivery of council services

Salford City Council has a long history of delivering outstanding services from foster care and school meals, to collecting recycling and maintaining parks. The scope of what we do is already immense and we aim to bring more service delivery back in house in the future, where this is in the public interest.

Salford City Council is also a founding member of the Salford Social Value Alliance – a unique collaboration of local organisations which are working together to use social value to make Salford a better place. In 2022, the alliance relaunched its 10% Better Campaign, demonstrating how improvements in 11 key areas can benefit the city and its people. Salford City Council's services play a key role in delivering those social, environmental and economic improvements.

The following provides a summary of our progress made over the past 12 months towards delivering these 10% Better pledges:





10% more purchasing from Salford-based companies

Increase in the value of purchasing from organisations based in Salford.

In 2021/22, the council spent £205 million on procuring goods and services from our top 300 suppliers. 54 per cent of this spend was with Salford based organisations- up from 51.4 per cent in 2020/21.

Whilst this is encouraging and highlights our commitment to buying locally as far as possible, the council still needs to save more than £22 million from its budget over the next few years, putting extra pressure on its third-party spending.

This is why it is imperative we continue to work closely with local companies and organisations which want to do business with the council to embed social value into every contract specification to continue to unlock even more benefits for our communities.





10% more companies paying the Real Living Wage

Increase in the number of accredited Living Wage employers in Salford and our supply chain.

In 2013, Salford City Council became the first local authority in Greater Manchester to be accredited as a Real UK Living Wage employer.

Over the last 10 years, payment of the Living Wage Foundation's Real UK Living Wage has formed a key part of the council's procurement and commissioning. Currently 50 council suppliers are accredited as Living Wage employers, with a further 63 working towards accreditation, up from 13 the year before (84 per cent).

Across Salford, there are now over 100 organisations in the city accredited as Living Wage employers and counting – boosting the pay of over 3,000 employees and making a real difference to people's lives.





10% more volunteering

Increase the number of staff participating in our employee volunteering programme

Our employer supported volunteering scheme (24 Hours to Make a Difference) allows staff to take up to 24 hours paid time off each year to volunteer in the local community with a wide range of Salford based charities and community organisations.

In 2022, council staff provided 106 hours of volunteering in Salford – an increase of 19.1 per cent from the year before, alongside an additional 324 hours of volunteering outside work hours. This has included working with organisations such as Swinton Football Club, Salford Air Cadets and many local schools.

Over the next year we will continue to promote the scheme, working closely with Salford CVS to connect even more employees with opportunities and support staff to give something back to the local community,





10% more people in employment, education and training

Recruit more people from priority groups into employment opportunities (including apprenticeships).

Building on the Workforce Equality, Diversity and Inclusion Strategy launched in August 2021, the council continues to support residents from priority groups into employment and training opportunities.

Examples of targeted programmes include:

Kickstart - Salford City Council acting as a Gateway organisation for the Department of Work and Pensions (DWP) Kickstart scheme for young people aged 16-24, which by its close in September 2022 had supported 147 young people in a variety of six-month paid work placements, with 82 per cent progressing into a job or apprenticeship. Salford City Council hosted 67 of these placements.

Salford Futures – which provides eight-week voluntary work placements for unemployed Salford residents. Between April 2002 and March 2023, the programme supported 32 residents, 13 of whom were hosted by Salford City Council. Overall, 67 per cent of those who completed the programme have progressed into education, employment or training.



Case Study: Helping young people into employment

Amy now has a new job, new skills and more confidence thanks to a Kickstart to her career.

Kickstart is a government-funded scheme that provides six-month paid work placements for young people helping them to develop their skills and experience and leave them better placed to apply for jobs.

Salford City Council provided placements and Amy successfully completed her Kickstart placement with the council's youth service.

Amy had little knowledge of outdoor education and bike maintenance when she started and was initially not confident about engaging with young people. Over time she challenged herself to engage and grew in confidence as a result. She also successfully completed a cycle maintenance course and qualified as a ride leader and is now training for a climbing qualification.

Amy was able to apply for and secure a new job with the youth service thanks to her increased confidence and skills. She's a living example of how Salford City Council has used the Kickstart scheme to make a real difference to the lives of local young people.



10% more people in Salford reporting improved wellbeing

Increase the number of people reporting improved mental wellbeing and who are physically active.

In Salford, the proportion of people saying that they have good wellbeing, meaning they are likely to be healthier, happier, and more able to learn, work, earn and be socially active, has slightly worsened in the past few years, with current figures showing 72.4 per cent of residents saying they have good wellbeing.

Our ambition is to reverse that recent drop and return to an improving picture. This means that over the next five years we aim to see that figure rise to 75.5 per cent of people reporting a good level of wellbeing

However, according to the latest Office for National Statistics Health Index, mental health has improved slightly in Salford – scoring 85 in 2020, compared to 77.3 in 2019. This remains below the England average, although the data will be affected negatively by the pandemic.

Furthermore, latest data from the Active Lives survey (2021/22) also shows that 61.3 per cent of adults in Salford report they are physically active, slightly up from 58.5 per cent the year before.

A new Salford Physical Activity Strategy for 2023-27: Active Learning, Active Travel, Active Communities, Active Employment has also been put in place to help get more people moving through a whole life course approach.





10% less waste and 10% more recycling

Reduction in the amount of non-recyclable household waste (black bin) collected in Salford through continued promotion of reduce, reuse and recycling messages.

The council continues to make good progress in boosting the city's recycling rates.

Latest figures from April 2022 to March 2023 show that we have exceeded our target for the percentage of household waste sent for recycling, reuse or composting. Our 2022-23 annual target was 46.5 per cent and we have increased this to 48.15 per cent.

However, the government's soon to be published national waste strategy could impact how the city council collects waste and recycling in the future. Proposals to change recycling collections to improve consistency, extend responsibilities for producers of waste and the introduction of bottle deposit schemes are being considered, and as a result, could change the way we measure this pledge in the future.





10% reduction in carbon emissions

Increase renewable energy generation on council land and buildings and the number of carbon literate council staff and councillors

The council has continued to deliver its Climate Change Action Plan, leading to a significant eight per cent reduction in total energy usage (electricity and gas) and an 18 per cent reduction in CO2 compared to 2019.

In addition, through Greater Manchester's Public Sector Decarbonisation programme, solar PV panels have been installed on 22 council buildings since 2021, generating 565,857kWh of electricity – 6.4 per cent of our total electricity usage per year.

This has helped save over 1,211 tonnes of carbon towards our ambitious target of carbon neutrality by 2038. Furthermore, 240 staff and councillors have completed carbon literacy courses.





10% more digital inclusion

Increase in the number of residents (and staff) supported to improve their digital skills.

Salford is aiming to become a 100 per cent digitally inclusive city and is strongly committed to reducing digital exclusion by improving access to 'kit, connectivity and skills'.

Between April and November 2022, the second phase of Digital Everyone, our digital inclusion programme, supported 17,859 residents with online skills and digital assistance - up from 10,727 the year before.

In addition, we have also gifted 336 connectivity packages via the National Databank and 352 devices to Salford residents to help them get online through our tablet gifting and Community Calling donation schemes.





