

Inspiring Communities Together



Social Value Report 2016 - 2017

Social impact of our work

Social Value and 10% better outcomes

As a Co-operative Council, Salford is committed to acting in a socially responsible way, proactively considering social, economic and environmental value across the city - continually making a difference for Salford and its people. The council's Salford Social Value Alliance's '10% Better' campaign identifies 11 outcomes for the city. These being:

For People: Building Community Spirit (increased community strength and resilience)

- 10% MORE volunteering means ... individuals, groups and communities learning and sharing skills and expertise whilst providing assistance and support to others.
- 10% MORE young people in employment, education and training means ... they gain skills and work experience, possibly money in their pockets, an opportunity to realise their aspirations and a greater sense of wellbeing.
- 10% MORE Salford people saying that they have good wellbeing means ... they are likely to be healthier, happier and more able to learn, work, earn and be socially active.

For the Planet: improve environmental sustainability (improved impact of the local environment on people's wellbeing)

- 10% LESS waste means ... cleaner streets, reduced fly-tipping, more recycling and each of us thinking 'do we really need to buy it (whatever that thing is) before we do?' ... could we borrow it instead?
- 10% MORE recycling means ... more materials being reused and less waste going into the ground.
- 10% MORE green travel means ... less congested roads, better air quality and greater choice of how and when we travel.
- 10% MORE use of parks means ... fitter and healthier individuals with positive wellbeing and communities who are better able to learn, work, earn and be socially active.

For Prosperity: increase local economic benefit (increased number of quality employment opportunities and reduced poverty for local citizens)

- 10% MORE companies paying the Salford Living Wage means ... increased numbers of employees earning a wage on which to live on and being able to spend money within their local communities.
- 10% MORE local people from vulnerable groups accessing new jobs, apprenticeships, training and work experience placements means ... increased numbers of disabled people, LGBT and other often excluded or under-represented communities gaining skills and work experience, possibly money in their pockets, an opportunity to realise their aspirations and a greater sense of wellbeing.
- 10% LESS fuel poverty means that more Salford households do not have to spend more than 10% of their income on fuel, energy and do not have draughty homes with old and inefficient heating systems.
- 10% MORE purchasing from Salford based companies means ... increased numbers of new jobs, apprenticeships, training and work experience placement opportunities, money being spent in local communities and a greater sense of wellbeing.

As a small Charity we are not able to measure against all 11 of the outcomes identified but where we have clear measures of difference we will use these measures to demonstrate how we are helping to make Salford 10% better.

For People: Building Community Spirit (increased community strength and resilience)	Achieved 2015-16	Achieved 16-17
<p>10% Better Outcome 10% MORE volunteering means ... individuals, groups and communities learning and sharing skills and expertise whilst providing assistance and support to others.</p>	<p>17 individuals taking up volunteer opportunities</p> <p>66 hours of volunteering recorded</p>	<p>34 individuals taking up volunteer opportunities</p> <p>481 hours of volunteering recorded</p>
<p>Outcomes star measurement: Making a difference in your community – How active are you in the community and do you feel you can influence what happens in the local community?</p>	33.5% have active or ongoing involvement in their community	39% have active or ongoing involvement in their community
<p>10% Better Outcome 10% MORE Salford people saying that they have good wellbeing means ... they are likely to be healthier, happier and more able to learn, work, earn and be socially active</p>	63% stated their life style is healthy or they are trying to make healthy choices most of the time	56% stated their life style is healthy or they are trying to make healthy choices most of the time
<p>Outcome star measurement: Building healthy lifestyles - How healthy is your lifestyle? A healthy life style includes taking exercise, eating healthy, avoiding too much fat, sugar or salt and spending time outside in green space.</p>		
For the Planet: improve environmental sustainability (improved impact of the local environment on people's wellbeing)	Achieved 2015-16	Achieved 16-17
<p>10% Better Outcome 10% LESS waste means ... cleaner streets, reduced fly-tipping, more recycling and each of us thinking 'do we really need to buy it (whatever that thing is) before we do?' ... could we borrow it instead?</p>	No data collected	100 bags of rubbish collected Weekly litter picks taking place in community gardens
<p>10% Better Outcome 10% MORE use of parks means ... fitter and healthier individuals with positive wellbeing and communities who are better able to learn, work, earn and be socially active.</p>	No data collected	3 community events held in community parks
<p>Outcome star measurement: Making green choices - How green are you at present? Being green might include choosing to walk cycle or use public transport, recycling, using less electricity, buying environmental friendly products and local food.</p>	63% are making green choices	71% are making green choices
For Prosperity: increase local economic benefit (increased number of quality employment)	Achieved 2015-16	Achieved 16-17

opportunities and reduced poverty for local citizens)		
<p>10% Better Outcome 10% MORE local people from vulnerable groups accessing new jobs, apprenticeships, training and work experience placements means ... increased numbers of disabled people, LGBT and other often excluded or under-represented communities gaining skills and work experience, possibly money in their pockets, an opportunity to realise their aspirations and a greater sense of wellbeing.</p>	<p>7 types of training delivered</p> <p>84 people attending training</p> <p>281 hours of learning delivered</p> <p>61 individuals obtaining a qualification</p>	<p>7 types of training delivered</p> <p>174 people attending training</p> <p>973 hours of learning delivered</p> <p>33 individuals obtaining a qualification</p>
<p>Outcome star measurement: Learning new activities – do you feel you are learning and doing interesting things in the community? Examples of this could be working on an allotment, attending classes at the community centre, attending after school projects, going to a club or volunteering</p>	<p>38% are trying new activities or learning new skills</p>	<p>59% are trying new activities or learning new skills</p>

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