






## We want to use social value to make it **10% better** in Salford ...

<p><b>In other words, Better...</b></p>	<p><b>For people</b></p>  <p><b>Community Spirit</b></p> <ul style="list-style-type: none"> <li>• sense of community</li> <li>• level of trust or cohesion in communities</li> <li>• individual mental well-being</li> <li>• supportive relationships</li> <li>• social relationships</li> <li>• volunteering</li> </ul>	<p><b>For the planet</b></p>  <p><b>Environmental sustainability</b></p> <ul style="list-style-type: none"> <li>• energy efficiency</li> <li>• waste and emissions</li> <li>• recycling</li> <li>• ethical supply chains</li> </ul>	<p><b>And creating local prosperity</b></p>  <ul style="list-style-type: none"> <li>• financial equality</li> <li>• valued employment</li> <li>• connection of vulnerable groups to employment and training opportunities</li> <li>• healthy work place, good work/life balance</li> <li>• local supply chains</li> </ul>
<p><b>What can you do?</b></p>	<p>Pledge what you can to make Salford 10% better. It doesn't sound much, but if all businesses, schools, hospitals, councils, community groups, etc, committed to do just one thing, then together we can make a real difference.</p>		
<p><b>Help us have...</b></p>	<ul style="list-style-type: none"> <li>• 10% MORE volunteering</li> <li>• 10% MORE young people who are in employment, education and training</li> <li>• 10% MORE Salford people saying that they have good wellbeing</li> </ul>	<ul style="list-style-type: none"> <li>• 10% LESS waste – fuel, rubbish, energy, water, etc</li> <li>• 10% MORE recycling</li> <li>• 10% MORE green travel - buses, trams, trains, bikes, lift shares, electric vehicles, walking etc</li> <li>• 10% MORE use of parks and green spaces</li> </ul>	<ul style="list-style-type: none"> <li>• 10% MORE companies paying the Salford Living Wage</li> <li>• 10% MORE local people from vulnerable groups accessing new jobs, apprenticeships, training and work experience placements</li> <li>• 10% LESS fuel poverty</li> <li>• 10% MORE purchasing from Salford based companies</li> </ul>
<p><b>This could mean...</b></p>	<p>Over 1,000 fewer children living in poverty, 50 fewer young people who are NEET, 1,000 fewer households living in fuel poverty, x more people paid the Living Wage, x more tonnes of waste recycled, ...</p>		