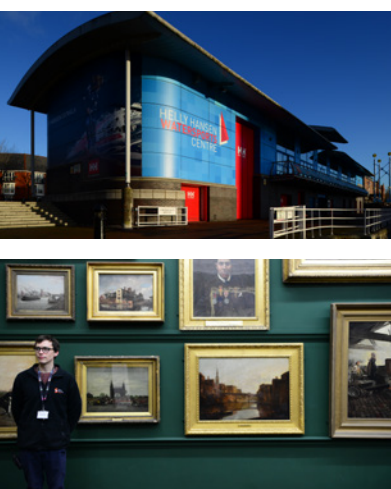


# ENHANCING LIVES IN SALFORD

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## IMPACT REPORT *2017/18*



# WELCOME TO SALFORD COMMUNITY LEISURE'S (SCL'S) IMPACT REPORT

I am extremely proud to share with you some of our key highlights from last year and to be able to demonstrate the positive impact we've made to the lives of people living in Salford.

**Salford Community Leisure is run by and for the people of Salford. We are committed to enhancing the lives of people living in Salford through sport, leisure and cultural opportunities. Each week we deliver 1,000s of activities across the city helping our customers improve their health and wellbeing, increase their community involvement, develop education and skills and help enrich the environment.**

Last year over 3 million customer visits were recorded at our 40 venues. We announced exciting plans for significant investment in our libraries over the next four years, including the introduction of library services within leisure centres and community centres and additional opening hours that will extend access and opportunity for communities. Our digital offer was enhanced with the installation of **217 new computers**, providing free IT access to residents. 1,300 customers downloaded a new app that enables them to borrow eBooks and eAudiobooks and more than 600 people gained digital skills from structured IT learning opportunities in libraries across the city. Our Active Lifestyles team

expanded, enabling us to provide specialised advice and exercise programmes to over 2,000 people living in Salford with a long-term health condition.

**Over 100 people volunteered across the organisation, giving around a 1,000 hours of their time each month to the people of Salford, representing an economic contribution of over £300,000.**

50 live music concerts were performed to celebrate the 50th year of Salford Music and Performing Arts Service (MAPAS), including a 12 hour outdoor festival of live music at Ordsall Hall.



We have continued to demonstrate our commitment to social value and our support for the city's 10% Better campaign, we have reduced car mileage across the organisation for the second consecutive year, placed significant weighting on the use of local suppliers, prioritised the use of LED lighting and environmental improvements where appropriate and we are working towards being a Living Wage employer in 2018.

I would personally like to thank all our team members, volunteers and partners for their passion and commitment, without whom the scale and quality of our achievements would not be possible.

*I hope you agree that what follows in this document highlights our key successes and brings to life the positive impact we have on the lives of Salford communities and the difference we make.*

Stephen Hassall  
Chief Executive

  
**OVER 3 MILLION**  
visits were recorded at  
SALFORD COMMUNITY LEISURE VENUES





# IMPROVING HEALTH AND WELLBEING

Participation in physical activity has increased by 18% with 1.7 million leisure centre visits

- Over 5,000 people chose to get active with us by joining our health and fitness membership
- Over 15,000 fitness classes were delivered
- Introduced 2 Body Analysers in our gyms, to help people track and achieve their personal body goals
- A busy programme of summer activities attracted over 12,000 attendances from children and young people
- The Schools' Sports Team worked in partnership with Elite Sports Development to deliver fitness testing for Key Stage 2 children in a number of schools
- A new disability dance class for young people was set up at The Rainbow Rooms Community Centre



## Just MOVE JUNIOR FITNESS CLASSES AGES 11-17

We introduced a new group exercise programme for young people to encourage them to exercise independently

Each week over 110 sport sessions were delivered, providing specialist coaching to over 1,000 children and young people in gymnastics, dance and football



9 new This Girl Can ambassadors were recruited to empower and inspire more women to get active



## Increasing Participation in Swimming

We were successfully awarded over £200,000 from Sport England to get more people swimming in Salford. The funding has resulted in:

- The appointment of 3 members of staff to encourage more people to swim
- Improved shower and changing facilities in 4 leisure centres
- Appointment of a cleaning contractor at 2 leisure centres
- Customer service training
- Installation of environmentally friendly lighting
- Swim Tag installed at Worsley Leisure Centre
- The development of a new Swim brand







- A year on from removing full sugar drinks from the vending machines in our leisure centre, we have **reduced sugar consumption by over 650kg**, to help our customers make alternative choices
- Over 540 adults regularly played football in a flexible league at Salford Sports Village. The Business League provides an alternative format for those unable to commit to playing in a team every week
- Salford hosted a Sport England visit as part of a successful Greater Manchester bid for a share of **£150 million** to get more people physically active
- Working in collaboration with local partners, **funding of over £70,000** was secured from Sport England as part of a Greater Manchester initiative to encourage **inactive older people to become more active**
- We worked in partnership with ‘Empower You’ to upskill our fitness team and increase the number of disabled people using our leisure centres
- A project to highlight the health and wellbeing benefits of singing engaged with over 40 participants and culminated in a performance at Manchester Science Festival and an appearance on BBC Breakfast
- More than 500 people received regular visits from the books@home library team
- More than 1,300 people benefited from Memories Matter boxes, helping people reminisce about the past by handling objects



*Swinton Library ran a monthly Sporting Memories session, providing the opportunity for local people, particularly those who are isolated, vulnerable and/or have dementia, to share reminiscences about sport*



**EACH WEEK WE DELIVERED 55 CLASSES THAT SUPPORT PEOPLE WITH LONG-TERM HEALTH CONDITIONS**

**Supporting people with Long-Term Health Conditions**

**Over 2,000 residents with long-term health conditions benefited from attending specialised programmes of physical activity. 91% of participants reported being more active and 86% reported an improvement in wellbeing**

- Highlights this year included:*
- A new programme, delivered in partnership with the Stroke Association, has been introduced, helping people who have had a stroke to recover using physical activity
  - The Postural Stability programme, which uses strength and balance activity to reduce falls in older people, has been expanded to cater for more participants
  - The Can-Move programme, which provides exercise for people being treated for or recovering from cancer, has been expanded to allow pre-operative patients to join the programme. Research suggests that being active can enhance recovery rates
  - Salford Clinical Commissioning Group have committed to the continuation of the Pre-Diabetes Exercise Programme, which targets people who have been identified at risk of developing Type 2 Diabetes
  - 4 new Health Walks were established
  - 6 team members have undertaken a variety of specialist health and wellbeing qualifications to enable us to continue to deliver high quality instruction and advice



# INCREASING COMMUNITY INVOLVEMENT

Over 160 LOCAL GROUPS base themselves at the 7 Community Centres across the city, providing vital community hubs



- Over 1,500 residents gave their views on plans for a proposed new leisure centre in Pendleton
- The transfer of the South Children's Centre into Irlam and Cadishead Leisure Centre has had a positive impact on the local community and resulted in an increase in attendances at sessions and activities
- A number of high profile events, including Mixed Martial Arts, Boxing events and Comicon, have brought new visitors into the leisure centres
- Salford Mini Soccer Festival took place at Salford Sports Village. The event was a huge success with 34 teams competing in 3 different age groups
- The 17th Salford Sports Network Awards were held, recognising the sporting achievements and the work and dedication of voluntary sports clubs and individuals across the city
- A programme of accessible holiday activities for children and young people was provided across the city, supported by Community Committee funding
- Youth club sessions started at Little Hulton Library, in partnership with Youth Unity, to address the lack of activities for children and young people in the community



Broughton Leisure Centre celebrated their 50th birthday with a full weekend of community events and offers



- Over 50 events took place in Salford's Libraries during the summer holidays for children and families. Activities included science experiments, code club, Lego building, real life animal visits and an author visit

The annual Halloween Spooktacular event in Buile Hill Park attracted over 2,400 people, establishing itself as a key event in the local community

A 5 year project, 'BAYSE' to encourage young people to engage in positive activity, raise aspirations and undertake volunteering, continues to demonstrate positive outcomes for individuals and the community in and around the Brookhouse Estate

*"I am immensely proud of all the young people who attended the BAYSE residential! Removing the young people from their natural environment and placing them in challenging environments led to the emergence of new found leadership skills, group support, cohesion and team work"*

Chris Smith - BAYSE Project Lead





**ORDSALL HALL'S ANNUAL GARDEN PARTY  
ATTRACTED OVER 3,000 VISITORS AND RAISED  
OVER £2,000 FOR THE HALL**

**750 FREE**  
CUPS OF TEA/COFFEE  
SERVED IN OUR CAFES AS  
A THANK YOU FOR  
CUSTOMER LOYALTY

- Ordsall Hall celebrated Heritage Open Days, with themed tours attracting over 200 visitors
- The Digital Salford project continued with volunteers uploading over 3,600 images onto the website. There are now over 17,500 images, enabling people to view historic photographs of Salford online.
- Salford Museum and Art Gallery and Ordsall Hall hosted a pop up reading corner during the summer holidays, accompanied by storytime sessions from the Libraries' Children and Families team
- We introduced coffee cards in all our cafés to encourage customer loyalty and support

**30 weddings took place at  
Ordsall Hall. Over 2,000  
glasses of prosecco poured**



**Salford Museum and Art Gallery  
has become a destination stop on  
the sightseeing Manchester open  
top bus tour**

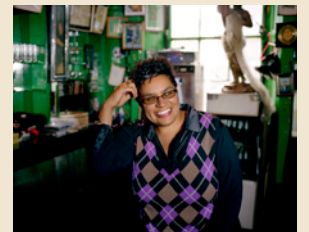


**Ordsall Hall hosted a  
programme of outdoor  
theatre events, including  
a SELL-OUT performance  
of THE SMARTEST GIANT  
IN TOWN, BY JULIA  
DONALDSON which  
ATTRACTED NEW FAMILY  
AUDIENCES**



**Salford Libraries Live**

Libraries Live launched in October 2017. The project engages library customers and museum visitors in high quality arts events, performances and activities at 4 libraries and Salford Museum and Art Gallery. Funded by the Arts Council England, Salford Libraries Live underlines the importance of libraries as welcoming, exciting cultural venues



**SALFORD  
LIBRARIES** **LIVE**  
GREAT ARTS EVENTS FOR EVERYONE TO ENJOY



# DEVELOPING EDUCATION AND SKILLS

**OVER 138,000 VISITS** were made to Ordsall Hall and Salford Museum & Art Gallery

- 113 schools and over 5,100 pupils visited Ordsall Hall and Salford Museum and Art Gallery as part of their curriculum, learning about history and heritage
- An exhibition celebrating the early life and career of Tony Warren, creator of Coronation Street, opened at Salford Museum and Art Gallery



## EXHIBITIONS

were curated at Ordsall Hall and Salford Museum and Art Gallery



### Four Miles from Manchester TONY WARREN'S CORONATION ST EXHIBITION



**153 artists** exhibited with us as part of the exhibitions programme at Ordsall Hall and Salford Museum and Art Gallery

- Salford Museum and Art Gallery introduced 'Gallery Tots' sessions for under 5s, creating a safe, welcoming and interesting space within the Museum for little ones to explore and create
- Ordsall Hall Gardens ran 2 Royal Horticultural Society (RHS) accredited courses

## OVER 1.2M VISITS WERE RECORDED AT THE 16 LIBRARIES ACROSS THE CITY

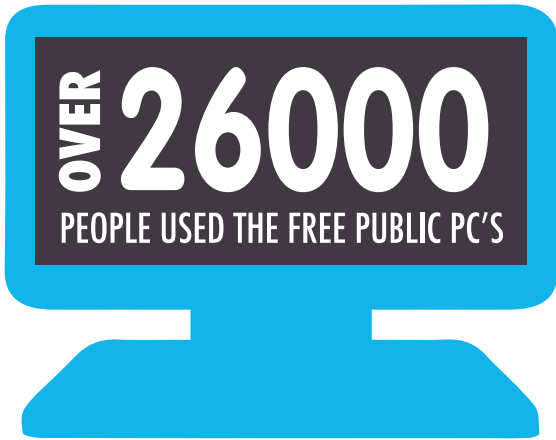
- We directly supported the literacy of over 10,000 children and young people through over 215,000 book loans and 14 weekly story-rhymetime sessions
- The Summer Reading Challenge encouraged over 2,300 children and young people to engage in reading over the summer holiday period, resulting in an increase in book borrowing by children compared to the previous summer



- We supplied library resources, tools and inspiration to 87 schools
- During October, customers were encouraged to drop into their local library and be supported by library staff to 'get online' as part of 'Get Online Week'
- 59 IT courses were delivered in the libraries across the city, helping more than 600 people gain digital skills
- Digital skills learning for local entrepreneurs was provided at Eccles Library using Google Digital Garage, and the Digital Garage bus visited Swinton Library to offer hands on training as part of its Greater Manchester tour



**Loaned over 87,000 books to schools to support pupil learning**



**Borrow Box, the UK's number 1 digital library app, became available free for all Salford Libraries members, enabling them to digitally borrow eBooks and eAudiobooks**



*"Thank you for all your help. My mobility is not very good, and I was struggling to get to the shops to do my food shopping. Now that you've shown me how to do an online shop on my tablet, I don't have to worry anymore"*

An 83 year old lady who attends Boothstown Library



## Supporting Enterprise

### ECCLES LIBRARY DELIVERED 39 EVENTS TO 247 PEOPLE FROM SALFORD AS PART OF A GREATER MANCHESTER PROJECT TO SUPPORT INNOVATION AND ENTERPRISE.

The Big Ideas Generators project, funded by Arts Council England delivered one-to-one business information surgeries, 'how to' workshops and informal networking opportunities designed to help people to start or grow their own business. Topics included cloud computing, using social media for business and selling online, as well as demonstrations of the library's 3D printer



- More than 100 people took part in innovative family arts and music workshops at Little Hulton Library, building skills, confidence and community cohesion
- Over 850 Salford school children took part in a series of music concerts at The Lowry, performing to family and friends
- A singing concert involving 350 primary school children from schools across the city took place
- A summer school attended by 24 young people was filmed by Salford University as part of a documentary on the benefits of music education

**OVER 3,200**   

**children and young people received music tuition**



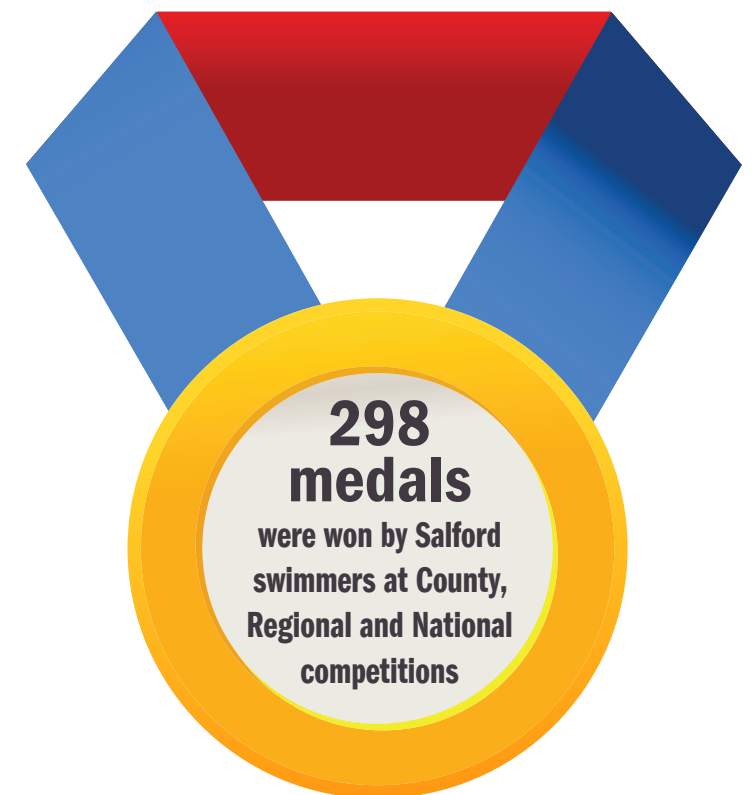
## Lark Hill Place



A major project took place at Lark Hill Place, Salford Museum and Art Gallery's much-loved Victorian Street. For one year only, as part of the programme of World War One commemorations, the museum has changed the street's theme setting from 1897 to 1918 to illustrate how World War One changed life in Salford

The project, supported by the Heritage Lottery Fund and the Friends of Salford Museums, has allowed us to undertake a programme of conservation, cleaning and maintenance for the whole street, condition checking all the objects and bringing more of our museum objects out of store for the visitors to see

- 78 people gained National Governing Body qualifications at The Helly Hansen Watersports Centre
- 17 primary and secondary schools received high quality PE lessons delivered by the Schools' Sports Team
- 87 schools brought over 3,600 pupils to learn to swim with us, a compulsory element of Key Stage 2 curriculum
- 40 girls from Salford had an excellent synchronised swimming competition season, culminating in gold at National Championships
- Salford Swimming Club had an excellent year winning Top Age Group Club, Top Senior Club and Top Club at various competitions





## Swim Safe

Over 900 children and young people attended Swim Safe sessions at The Helly Hansen Watersports Centre during the summer. The sessions taught children aged 7-14 years old how to be safe in open water. Salford was the first inner city Watersports Centre to deliver Swim Safe in partnership with the Royal National Lifeboat Institute (RNLI)



*"I felt much better after the Swim Safe session. I like to go swimming on holiday in open water such as lakes and rivers so knowing how to float in open water and the different dangers to look out for made me feel more confident about swimming in things other than the sea or swimming pools"*

**Harry Taylor aged 11 from Swinton**



- More than 220 young dancers from Salford passed over 300 exams in various styles, including Ballet, Tap, Modern Jazz and Street Dance
- 28 gymnasts represented Salford in regional competitions throughout the year
- Over 30 schools participated in the annual school gymnastics competition at Ordsall Leisure Centre. The winning school went on to represent Salford at the Greater Manchester Winter Games, where they gained 1st and 3rd positions





# ENRICHING THE ENVIRONMENT



## Leisure Centre Investment

Significant investment was made into health and fitness with new fitness equipment installed at 5 gyms across the city, dedicated Spinning zones at 3 leisure centres, improved shower and changing facilities at 4 leisure centres, redecoration and refurbishment of 4 gyms and a ladies only gym opened at Broughton Leisure Centre following consultation with local women.

- Broughton Leisure Centre benefited from refurbished sauna and steam facilities and the installation of a new shower and lounge area



**Over 2,400 maintenance jobs were undertaken by our in-house team across all our venues**

6 venues benefited from LED lighting upgrades, which use up to 90% less energy



- A 3d printer has been installed at Eccles Library, enabling designs to come to life
- Self-serve printers were installed in a further 9 libraries, providing a more efficient service

**217 NEW COMPUTERS WERE INSTALLED IN THE LIBRARIES ACROSS THE CITY,**  
improving the efficiency of the free service. Customers have commented on the increased speed of the new computers and the reduction in down time encountered

## Enhancing Community Assets

Community Centres received support from volunteers to brighten up the external areas around the buildings: Boothstown Community Centre had their hanging baskets replaced, the gardens at The Valley Community Centre have been planted and the outdoor area at Guild Hall Community Centre has been improved and some new toys and outdoor equipment been purchased. The Rainbow Rooms Community Centre and Clifton Community Centre both benefited from roof repairs





- A dedicated Wellbeing Garden has been developed at Ordsall Hall, ready for the 2018 growing season
- Ordsall Hall gardens helped facilitate people growing their own food through a seed swap and giveaway
- Parr Fold Park Coffee Shop opened for a second consecutive summer period. Partnership work with Walkden Community Group and The Friends of Parr Fold Park resulted in joint area improvement schemes and the delivery of a number of events in the park
- Cycle parking facilities have been improved at 4 leisure centres across the city thanks to funding from Transport for Greater Manchester (TfGM)



- The Helly Hansen Watersports Centre delivered 16 canoe trips for groups of young people along the Bridgewater Canal as part of a project funded by the Heritage Lottery Fund to revitalise the canal
- An environmental monitoring system has been installed at Salford Museum and Art Gallery, ensuring the galleries are at the right humidity and temperature for the collections on display



***We have reduced the number of work related car miles travelled by 13% compared to last year***

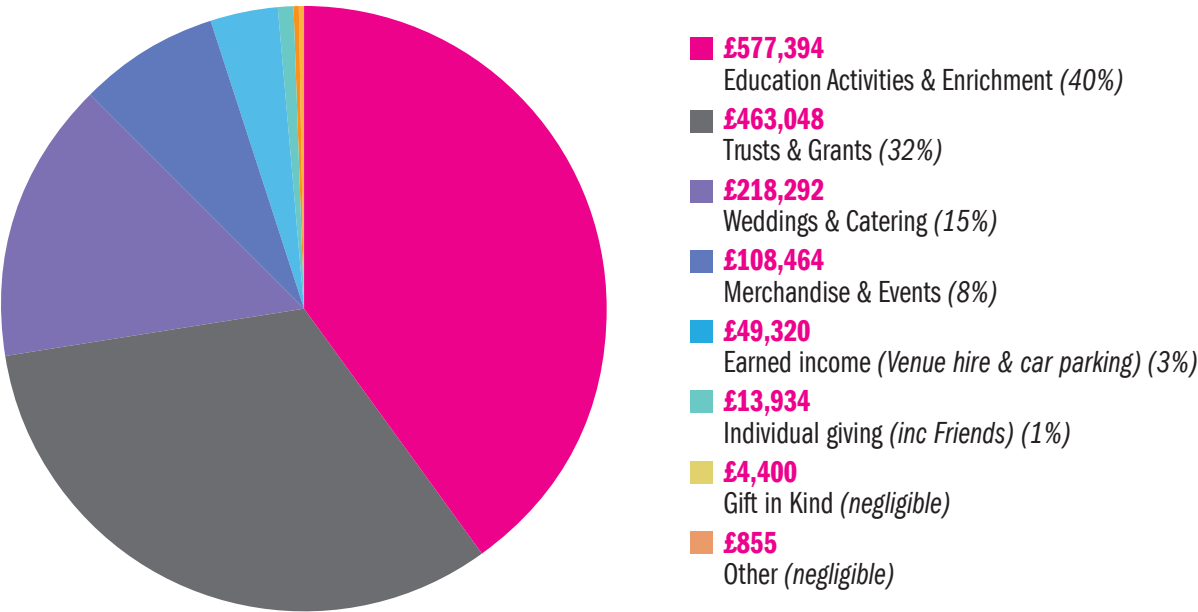




# FUNDRAISING

We have had a really successful year in securing external funding to enable us to continue enhancing the lives of people living in Salford. Partnership working with local companies and individuals has led to sponsorship and in kind support being given to a number of activities and events and we have built solid foundations to enable people to support art, heritage, culture and music across the city

**In the last financial year £1.4 million was raised to support SCL’s cultural venues and activities:**



**Key Highlights:**

- We introduced a contactless donation-giving system, enabling visitors to donate using a tap of their credit / debit card
- We were the only museum service in the UK to receive ‘double funding’ from the Art Fund this year. The funding will pay for costs associated with the forthcoming Royal Academy Exhibition as well as improvements to the Langworthy Gallery
- The Salford Culture raffle raised over £1,000. 27 prizes were donated to us by local companies, individuals and artists
- We launched a Garden sponsorship scheme at Ordsall Hall, enabling visitors to play a vital part in supporting the ongoing development of the gardens and the plants and animals which lived their who call the Hall their home
- £80,000 raised via external grants to fund gallery improvements at Salford Museum and Art Gallery, including new lighting and CCTV



## Salford Museum and Art Gallery received funding from Booth Charities to employ an archivist to fully archive the Pilkington Ceramic collection, the first step to making it more accessible to the public

- Money boxes put into all venues raising awareness of our need to raise funds
- We received funding from Booths Charities to set up a project based at Westwood Park Community Centre to support the music provision provided by Westwood Park Primary School
- Musicians performed a Christmas Carolathon at a local supermarket, raising funds to support young people who want to learn to play a musical instrument



Two of our large scale children’s events, the Big Sing concert and the Salford Children’s Book Awards, were sponsored by locally based companies for the first time



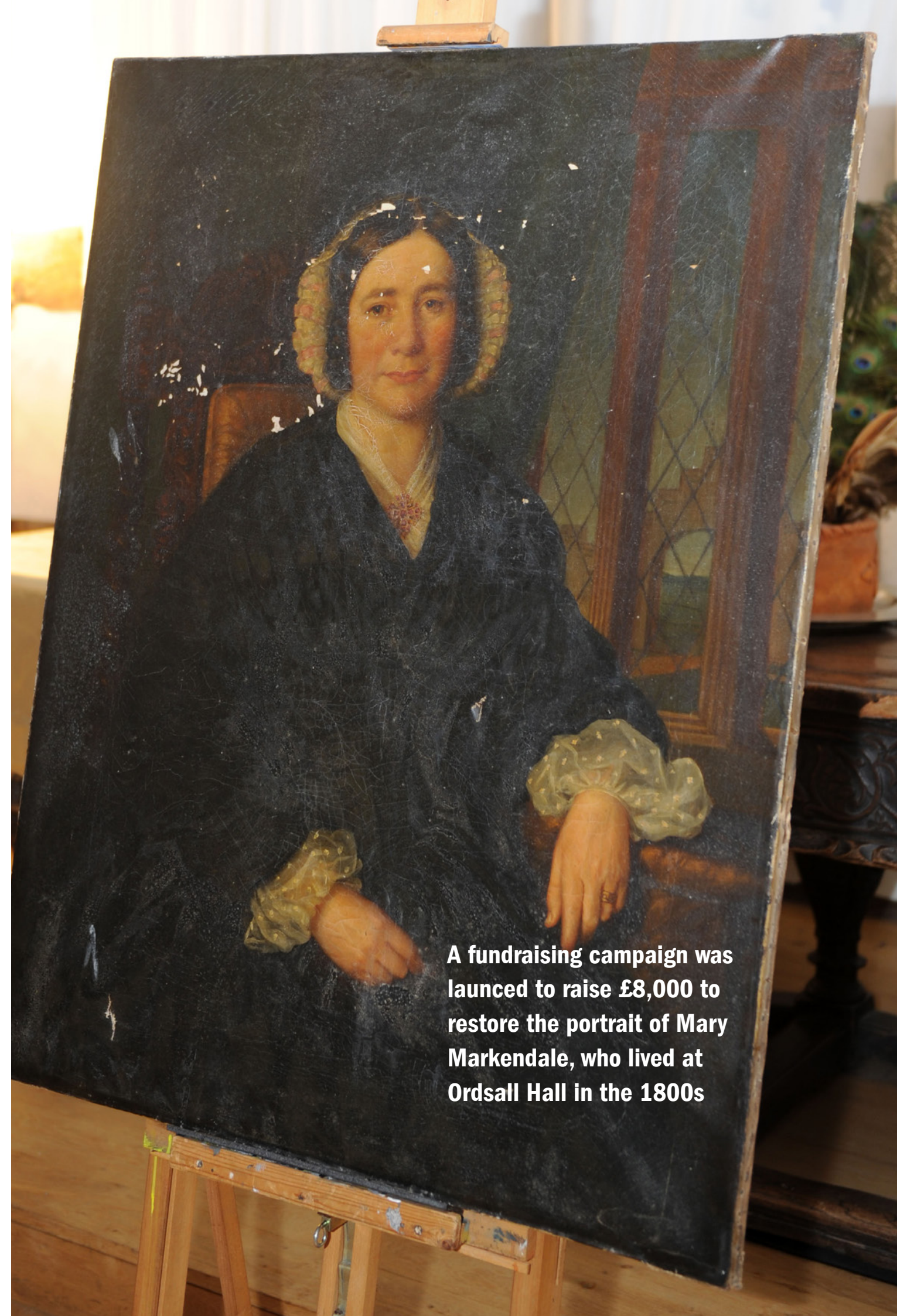
**SUPPORT US**

IN ENHANCING LIVES ACROSS SALFORD  
Charitable status reference XR71610





A newly formed organisation, the Ordsall, Langworthy, Weaste and Seedley Youth Alliance, led by Salford Community Leisure, was **awarded £480,000** through National Lottery funding to improve the lives of young people. The three-year project will **support more than a thousand 8 to 24 year olds** in a bid to improve coordination of youth services in Salford and **tackle crime and anti-social behaviour** by providing ongoing opportunities to **keep young people engaged with the local community**



A fundraising campaign was launched to raise **£8,000** to restore the portrait of Mary Markendale, who lived at Ordsall Hall in the 1800s



# RECOGNITION OF THE WORK WE DO

David Potts, our Volunteer Manager, was invited to her Majesty's Garden party at Buckingham Palace in recognition of his work with volunteers



- A two year programme of work to move our organisation from being a good place to work to a great place to work began with a series of workshops and opportunities for employees to give their views on how we can improve
- Two members of the Ordsall Hall Garden team mentored students as part of the Royal Horticultural Society (RHS) 'Green Plan It' scheme which supports secondary schools in engaging with horticulture



Both Ordsall Hall and Salford Museum & Art Gallery achieved a **4.5/5 star rating** on Trip Advisor



Visit England accreditation maintained.  
**SMAG** maintained **92%** customer service.  
**Ordsall Hall** achieved **88%**

- The Helly Hansen Watersports Centre, Ordsall Hall and Salford Museum and Art Gallery retained their 'Learning Outside the Classroom Quality Badge' which is a nationally recognised indicator of good quality educational provision
- Ordsall Hall and Salford Museum and Art Gallery have both been recognised as 'Accredited' museums by Arts Council England
- Approved training centre to deliver Swim England, Royal Life Saving Society (RLSS) qualifications and Health Safety courses



## LEARNING AND DEVELOPMENT

We continued to invest in the learning and development of our workforce, enabling us to deliver excellent customer service. Employees attended courses and workshops in a variety of areas including IT, business development, customer service, health and fitness and swimming

## SUPPORTING EMPLOYMENT

We spent over £25,000 on apprenticeship training as part the Government's Apprentice Levy, providing increased opportunity for learning and development

- 2 short-term traineeships were completed in the café at Salford Museum and Art Gallery, supporting young people into apprenticeships
- 10 new apprenticeships were supported
- 16 work placements were hosted



# VOLUNTEERING

Over 100 volunteers regularly support our services and activities, giving around a **1,000 hours** of their time each month. Volunteers provide invaluable support to our venues, gardens, walks and music and dance events amongst others. In recognition of their work, an afternoon tea party was held at Ordsall Hall to thank volunteers who give their time and talents to supporting the organisation

## Key Highlights:

- 5 volunteers with learning needs were supported in enjoying gardening activities at Ordsall Hall with the Gardens Team
- 6 new volunteers joined the Ordsall Hall Gardens Team
- 7 new volunteers were trained to be Health Walk Leaders
- 35 volunteers from the Worsley Village Community Association continued to support Worsley Village Library
- A new Volunteer Manager role has been funded by The Big Lottery to focus on increasing the number of volunteers supporting diversionary activity



# COMMUNICATING WITH OUR CUSTOMERS

**618,000 NEW VISITORS TO OUR WEBSITE**

**OVER 38,000 SOCIAL MEDIA FOLLOWERS, A 23% INCREASE COMPARED TO LAST YEAR**



**224 EMAIL CAMPAIGNS**

SENT TO OVER HALF A MILLION INDIVIDUALS

**OVER 1 MILLION VIRTUAL VISITS TO OUR WEBSITE**



**OVER 2.8 MILLION TWEET IMPRESSIONS**

**NEWS**

**OVER 140 NEWSPAPER ARTICLES IN THE PRESS**

**7,000 HEALTH AND FITNESS MEMBERS DOWNLOADED THE NEW SCL APP, ENABLING THEM TO BOOK CLASSES QUICKER AND EASIER**





We rely on the generosity and support of the community and our partners to enhance the physical and cultural wellbeing of the Salford community, both now and in the future.

Every pound we receive, whether from donations, venue hire, membership or items purchased in our cafés or shops, goes back into keeping Salford's leisure and cultural venues open for all to enjoy

*Interested in supporting our work?  
Please visit: [www.salfordcommunityleisure.co.uk/supportus](http://www.salfordcommunityleisure.co.uk/supportus)*

# LOVE HERE. GIVE HERE.



[www.salfordcommunityleisure.co.uk](http://www.salfordcommunityleisure.co.uk)

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