

Social Value in Salford



CASE STUDIES – Benefits of Social Value

Play Dayz – an example of revealing the benefits

The Moss Vale estate in Irlam, Salford has high levels of deprivation, poverty, and unemployment, with residents experiencing poor levels of health. A playgroup has existed in a community house provided by City West Housing for many years and serves local people. The group - Playdayz - is run by local women. Through a social value development approach, relationships were fostered between the Council's Health Improvement Service (HIS) and the group. Trust was built up, regular visits made. Gradually the Community Health Development Worker from the HIS worked with the women to set up a women's health group on the estate.

This work involved organising and delivering regular sessions on a range of different topics such as diet, exercise, healthy eating, mental wellbeing, smoking, gardening, tai chi, relaxation, bike riding and weight management. Cooking sessions have taken place with adults and separately with children and young people. Discussions have focussed on the eating habits of children and teenagers (with links made with the local high school where the children attend in relation to healthy eating). The group have also discussed undertaking further education, finding jobs and the women's own aspirations for the future. Signposting to other services such as debt advice has also taken place and multi-agency work with a range of organisations such as Sure Start, City West, Salford City College, Police, etc. has taken place.

Key outcomes:

- Women reported a greater awareness of health issues from parents and children.
- The group have organised activities themselves and have encouraged others to think about adopting a healthy lifestyle.
- Increased mental wellbeing and a wider social support network.
- Increased awareness of healthy eating/diet, with women losing weight and trying new foods; new cooking skills learned - families eating better.

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- In order to increase skills and employability, 6 women registered with Salford City College to undertake level 2 childcare qualifications; 2 women to take level 3 - as a result of partnership work with the local Sure Start centre/HIS.
- People have come forward to undertake volunteering.
- Greater partnership working has taken place which has made an impact on the group in terms of developing information finding skills, helping to develop relationships and building social capital in the community.