



JOIN US

IMPACT REPORT

2015/16

Helping everyone get active!



Nurturing creativity and inspiring potential!



Discover, investigate and learn!



Live life to the full!



IT'S BEEN AN AMAZING YEAR!

Thank you for your support!

Welcome to Salford Community Leisure's review of 2015/16. I am extremely proud to share with you some of our key highlights from last year and be able to demonstrate the impact we have on people's lives in Salford.

Salford Community Leisure is run by and for the people of Salford. We are committed to enhancing the physical and cultural wellbeing of the community through the sport, library and cultural opportunities we offer across 40 venues, which attracted over 3 million customer visits last year. Each week we deliver 1,000's of activities across the city helping our customers improve their health, enhance their skills and connect with their community amongst other positive impacts.



OVER 3 MILLION
visits were recorded at
SALFORD COMMUNITY LEISURE VENUES

OPEN
SOCIALLY RESPONSIBLE
HONEST
caring
FOR OTHERS

This year, we have continued to invest in our efforts to raise funds to preserve and protect access to the city's heritage and art with our biggest ever garden party at Ordsall Hall, the launch of our new 'Culture Club' enabling local businesses to support us and the introduction of an annual spring raffle.

We held our most successful Annual General Meeting (AGM) in September, engaging with over 1,000 community members and seeking their views on how we are delivering against our vision and our core values of being 'open, honest, caring for others, and socially responsible'.

Demonstrating our commitment to social value we have reduced our carbon emissions through reducing the amount of miles travelled through work related activity, we have reduced our carbon footprint through solar panels and LED light fittings and we have prioritised the use of local suppliers.

I would like to personally thank all our employees, 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

Being a local employer,



with **70%** of employees
living in the City

Helping everyone get active



- Participation in physical activity has increased by 2% with over 1.42 million leisure centre visits
- Health and fitness membership has grown by 7% with over 9,300 members
- Over 6,100 people chose to get active with us by joining our Aspire health and fitness membership
- Over 270 fitness classes were delivered each week to over 2,600 customers
- The world renowned Les Mills fitness classes were introduced at 4 of our leisure centres
- The Learn to Swim programme continued to grow, with over 3,800 children learning to swim each week
- School swimming lessons were delivered to 86 Salford schools, helping them deliver their Key Stage 2 curriculum
- More than 5,000 pupils received sports coaching each week, equipping them with new skills
- We supported 80 local sports clubs via membership of the Salford Sports Network
- Each week 56 gymnastics and 40 dance sessions were delivered to over 900 children and young people
- The City of Salford Swim Club were named "Top Swimming Club" in the North West for the 4th year running
- Salford Synchronised swimming team achieved gold at the National Swimming Championships
- 2 local swimmers competed at the British Cerebral Palsy Championship winning 7 gold medals between them
- 30 local community organisations benefited from social inclusion passes providing their members with the opportunity to get active
- A number of facility improvements were made including, a new strength and conditioning zone at Eccles Leisure Centre, a spin studio at Broughton Leisure Centre and a Café at Irlam & Cadishead Leisure Centre
- Salford Sports Village celebrated its 10th birthday with a week long programme of community events
- Open Water Swimmers benefited from the introduction of personal swim activity trackers, enabling them to monitor their performance

“ Excellent gym, friendly and approachable staff, great classes with a good variety of activities, I would be lost without it, it has turned my life around ”

OVER
3800
CHILDREN

learnt to swim with us every week

Improving health and wellbeing

There are currently around 2,500 people in Salford living with dementia and this figure is projected to rise to around 2,700 in the next 5 years.

As a member of the Dementia Action Alliance and a partner to the Salford Social Value Charter, we are committed to transforming the lives of people living with dementia and helping them and their carers lead healthier and more active lives.

Throughout 2015/16 we have engaged, up-skilled and supported people living with dementia in a range of settings:

- 200 of our staff received Dementia Friends training, ensuring they are aware of issues that may affect people living with dementia and how best to accommodate their needs in our venues and services
- 4 dedicated weekly swim sessions were delivered across the city, offering an hour of swimming with a supportive teacher followed by a brew and natter which has given respite for carers
- We are currently auditing our venues to see how we can make them as accessible and user-friendly for people living with dementia as possible.
- 7 training courses were delivered to 34 care professionals and volunteers enabling them to deliver sporting reminiscence activity with older people living with dementia in a range of settings
- 245 reminiscence packs, including museum objects, photographs, visual art and storytelling resources amongst others were handled by over 3,600 older people supporting them to be creative and use their imagination

“One couple who have really benefited and embraced the swimming sessions is Leslie and Sam Calvert, Leslie who was unable to swim twelve months ago has recently swam her first mile and has been able to swim with her grandchildren on holiday. Sam her carer and husband of 34 years has also benefited from swimming by losing nearly 2 stone by coming to these sessions.”

200

STAFF RECEIVED DEMENTIA FRIENDS TRAINING



Nurturing creativity and inspiring potential

- Over 138,000 visits were made to Ordsall Hall and Salford Museum and Art Gallery, a 17% increase in visits compared to last year
- Over 6,100 school pupils benefited from educational visits to Ordsall Hall and Salford Museum and Art Gallery
- 24 volunteers supported the running of Ordsall Hall, contributing over 3,000 volunteer hours
- 31 students successfully passed Royal Horticultural Society (RHS) Qualifications delivered at Ordsall Hall
- Corporate volunteering in the gardens at Ordsall Hall grew with the introduction of a weekly gardening club
- The biggest ever garden party was held at Ordsall Hall with over 2,200 visitors, raising funds for Ordsall Hall
- Ordsall Hall hosted two outdoor theatre performances in spring
- More than 3,600 people benefited from Memories Matter boxes, helping people reminisce about the past and handle objects
- Salford's first online searchable database of local history images was launched with over 10,000 images uploaded
- Salford Music and Performing Arts Service (MAPAS) provided music services in 80 schools, working with over 3,000 pupils each week
- Over 340 children and young people attended regular music group rehearsals each week
- A program of outreach delivered over 200 arts related activities across the city
- Over 1,000 primary school children performed on stage at The Lowry as part of our Wider Opportunities Showcase series, playing instruments they had only been learning for 10 months
- A combination of 14 Salford primary and secondary schools came together to celebrate singing in Salford as part of the Big Sing 2015. A day of workshops culminated in an evening performance which was attended by the mayor who sang the praises of the young people involved



EXHIBITIONS

were displayed at Ordsall Hall and Salford Museum and Art Gallery



Ordsall Hall hosted
21 GHOST NIGHTS



2500 
MUSICAL INSTRUMENTS
were loaned out **free of charge**
to children and young people
enabling them to learn how to play an instrument

“ I had a wonderful time with my grandchildren at Salford Museum and Art Gallery dressing up in Victorian clothes and entering an exciting world of Victorian shops and streets ”



Discover, investigate and learn

- Over 1.2 million visits were recorded at the 16 libraries across the city
- Over 11,000 people became a library member
- Over 7,700 people borrowed items from the libraries each month
- 14 weekly Story-rhymetime sessions took place each week, providing fun ways to help under 5s develop their listening, thinking and talking skills
- The summer reading challenge 'Record Breakers' attracted over 2,600 children and young people

**SUMMER
READING
CHALLENGE**



- A successful Children's Book Award ceremony was held at The Lowry, attended by pupils from twelve Salford High Schools
- Swinton Library relocated to the new Swinton Gateway Building
- The books@home service delivered over 50,000 books to housebound residents
- An innovative partnership with LEGOLAND Discovery Centre delivered a series of workshops over the summer to encourage primary school children to read



“ Through the use of LEGO, we hope to change the perceptions of what happens in libraries, which these days are not the dry, dusty and silent places of memory. We want to show that libraries are fun and get as many children reading for pleasure as possible ”



Promoting community involvement

As a community co-operative we strive to ensure that everyone in Salford can get involved, share and develop their skills and give something back to their local community. Throughout 2015/16 we have continued to invest in our volunteer programme, training and supporting our volunteers to develop and enhance their skills:



- A number of new volunteers have been recruited to support Salford Museum and Art Gallery and the World War One Allotment at Ordsall Hall
- Some of our established volunteers have mentored new members of the team, passing on their valuable knowledge and skills
- Volunteers working on the Digital Salford project won the award for 'Outstanding Contribution by a Team of Volunteers' at a Greater Manchester awards ceremony
- Since Ordsall Hall re-opened in 2011, 6 longstanding volunteers have contributed more than 11,000 volunteer hours, with one volunteer achieving over 3,000 hours alone

“Becoming a volunteer has taught me many new skills and I feel part of a really welcoming team”

18  VOLUNTEERS
received certificates recognising their valuable volunteering contribution



11 
young people aged
14 - 24 years old
helped to run the summer
reading challenge,
volunteering in libraries
across the city



Live life to the full

- More than a 1,000 Salford residents with long term health conditions benefited from a programme of physical activity, 80% reported improved measures of wellbeing
- An exercise program targeting pre-diabetic patients was introduced, funded by Salford Clinical Commissioning Group (CCG)
- The Can Move program which targets people diagnosed and living with Cancer, was extended enabling more patients to access the programme
- Ordsall Hall hosted 22 weddings throughout the year
- Each week over 80 health related activity sessions were delivered across the city, supported by over 30 volunteers
- On average 182 groups used Salford's Community Centres each month, recording over 176,000 visits throughout the year
- Over 2,500 people attended a Halloween Spooktacular event at Buile Hill park

“ The exercises enable me to maintain my mobility and household chores. I am also happy to meet others of my age group and share their friendship ”





- Portable devices for swimming lessons were introduced, allowing swim teachers and parents to access real time information on swimming progression
- Self serve printing now available at Swinton Library
- A new phone system was introduced at Worsley Pool, providing essential information for customers
- Investment has been made into a number of new apps that will help improve how customers interact with us



Investing in our people

- Over 6,000 hours of staff training were undertaken
- 164 employees achieved a recognised qualification
- 8 employees passed the Institute of Occupational Safety and Health (IOSH) Managing Safely Certificate
- 24 employees gained a National Vocational Qualification (NVQ)
- Over 1,200 hours of lifeguard training was undertaken, ensuring the delivery of a high quality and professional life guarding service across all pools
- A member of the maintenance team was awarded Student of the Year as a result of undertaking an Adult Apprenticeship
- 10 fitness instructors became qualified Les Mills instructors
- Generic awareness training was delivered in safeguarding, baby friendly and health and safety
- 200 employees were trained as Dementia Friends
- 4 employees became qualified swimming teachers
- 40 employees gained a first aid qualification



Recognition of the work we do

- Maintained Contractor Health and Safety Assessment Scheme (CHAS) accreditation for the second year, giving partners assurance of the organisations health and safety credentials.
- Renewed Approved Training Centre status for Health and Safety courses
- Accredited training centre for Office of Qualifications and Examinations Regulation (OFQUAL) recognised Amateur Swimming Association courses (ASA)
- Ordsall Hall and Salford Museum and Art Gallery retained the 'Learning Outside the Classroom Quality Badge' which is a nationally recognised indicator of good quality educational provision.



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



Strategic Plan 2016 -18

Welcome to Salford Community Leisure's Strategic Plan.

The aim of this plan is to set out our strategic framework and priorities for the next 2 years.

Salford Community Leisure is run by and for the people.

We are committed to enhancing the physical and cultural wellbeing of the community through the sport, leisure and cultural opportunities we offer across 40 venues, which attract millions of customer visits each year.

Passionate about delivering value for money, we reinvest every pound we receive because we believe that leisure and culture should be at the heart of every community.

By being active with us, you are supporting your local community.



OUR VISION

“To enhance the lives of people living in Salford through sport, leisure and cultural opportunities”.

We will deliver this vision through:

- ▶ Improving Health and Wellbeing
- ▶ Increasing Community Involvement
- ▶ Developing Education and Skills
- ▶ Enriching the Environment

OPEN

SOCIALLY RESPONSIBLE
HONEST

caring
FOR OTHERS

Our key strategic priorities for 2016 -18 are:

- To continue to deliver cost reductions and maximise income generation opportunities
- To support the delivery of Salford's Locality Plan and its overarching aim of 'improving the health outcomes of residents of the City'
- To set out a plan for the future of indoor and outdoor sport facilities to ensure we maximise opportunities for residents to be active
- To be a key partner in the delivery of the City's Physical Activity Framework, transforming Salford into an active city and reducing the high levels of inactivity
- To develop a network of supporters to preserve the City's heritage and culture and sustain it for the people of Salford for generations to come
- To work with communities to shape the future of library services ensuring they are relevant and respond to the needs of local people
- To train all our employees and volunteers to be Dementia Friends, supporting the City's vision of being a Dementia-Friendly City
- To continue to explore future building improvements at Salford Museum and Art Gallery
- To maximise community involvement in the delivery of our services

Underpinning the above priorities, we will also:

- Review our current governance structures to ensure we maximise our community advantage
- Work towards achieving external accreditation in a number of core areas
- Continue to demonstrate and strengthen our social value
- Improve internal communications
- Explore opportunities to increase the number of apprenticeships we offer

The above priorities were formulated with our employees, partners and community members.

OPEN

**SOCIALLY RESPONSIBLE
HONEST**

caring
FOR OTHERS



Registered office: Salford Community Leisure Limited
Civic Centre, Chorley Road, Swinton, Salford, M27 5DA.

Registration number 29627 R. Charitable status reference XR71610
Vat Registration Number 825286712

salfordcommunityleisure.co.uk

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 cafes or shops, goes back into keeping Salford's leisure and cultural venues open for all to enjoy.

Interested in supporting our work? Contact supportus@scell.co.uk