

ENHANCING PEOPLE'S LIVES

IMPACT REPORT

2020-21

WELCOME

Back

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☆
#TEAM SCL



#SCL
RETURN



By Nora age 7 ☺
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Salford
Community
Leisure

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

A Year like no other!

On March 22nd 2020 we closed the doors to all our venues and ceased delivering the majority of our activities and services. Thinking back, I thought we'd be closed for a few weeks, little did I know that over 12 months later we would still be dealing with the Covid-19 pandemic.

Despite a year of uncertainty and constant change, Salford Community Leisure (SCL) remained committed to its purpose of 'enhancing people's lives' and where permitted we delivered as much activity as possible to help our customers through the long days.

I didn't want 2020/21 to pass by without highlighting how much we were able to achieve despite the numerous lockdowns, tiered restrictions and financial uncertainty.

I've always known we have a great team of people at SCL but this past year I have been humbled by the lengths people have gone to help keep our services running and the amount of support and volunteering people have given to helping support the City's vulnerable.

I am extremely proud of the highlights summarised in this document!

Stephen Hassall
Chief Executive

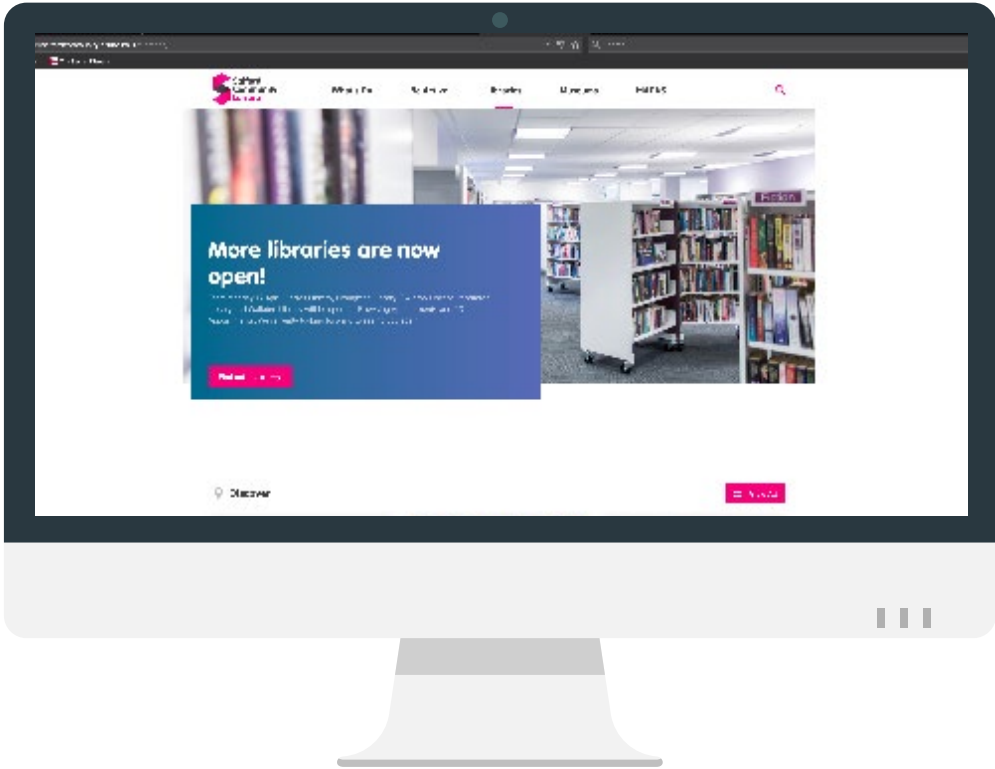



OPEN

SOCIALLY RESPONSIBLE
HONEST

caring
FOR OTHERS





KEY HIGHLIGHTS

- **Launched new SCL website**
- Introduced a number of online systems to enable activities to be pre-booked
- Launched stewarded tours at Ordsall Hall and introduced pre booked visits at Salford Museum and Art Gallery and for the Local History Library
- Transferred many of our services online; exercise classes, activities, dance, lessons, crafts, story time, SYA video activities, schools team – challenges, to keep kids active.
- Delivered 89 training days (first aid and health and safety) to Salford schools to enable them to remain compliant and open



A huge increase in library members accessing our free online resources - loans of e-books and e-audio books increased by 75%.

Searches made on Ancestry.co.uk rose to more than 40,000.

KEY HIGHLIGHTS

- Provided take away cafés at Clifton Country Park and Parr Fold Park
- Delivered al-fresco exercise classes in the parks
- **Supported the vaccination of 1000's of residents across 3 of our leisure centres**
- Provided Covid testing centres in 4 of our venues
- Submitted an application for £2million of Sport England funding towards a new Leisure Centre in Pendleton
- Supported the City Council and NHS deliver Covid related services



Delivered regular online **MUSIC LESSONS** to **OVER 200 CHILDREN AND YOUNG PEOPLE**



During the lockdowns a number of buildings and services (depending on the various restrictions) continued operating to provide key services:

- Salford Sports Village remained open for the nursery and also limited education provision for the providers based there
- Guildhall Community Centre remained open for the nursery and out of school provision
- Irlam and Cadishead Leisure Centre remained open for local midwifery services
- Books at Home continued to support over 500 “housebound” residents
- Active Lifestyles continued to support over a 1,000 residents with long term health conditions through regular contact (providing digital support for those that could access)
- Continued to host the Greater Manchester Prehab4Cancer programme by moving the service online
- A number of teams delivering music, sport, swimming and library services continued to support schools
- The Active Communities Team continued to support young people on various projects and also supported sports clubs across the city
- Two library reading groups continued to meet online throughout the year
- During the 1st lockdown Ordsall Leisure Centre was used as a food distribution site for emergency food parcels

COVID SAFE VENUES

We were so excited to welcome our customers back into our Covid safe venues once restrictions allowed and we are extremely proud of the amazing feedback we received from our customers:

“Had my first swim this afternoon at Broughton. A huge thanks to all staff who are working tirelessly to keep us all safe. They could not do anymore with all measures they have in place.”

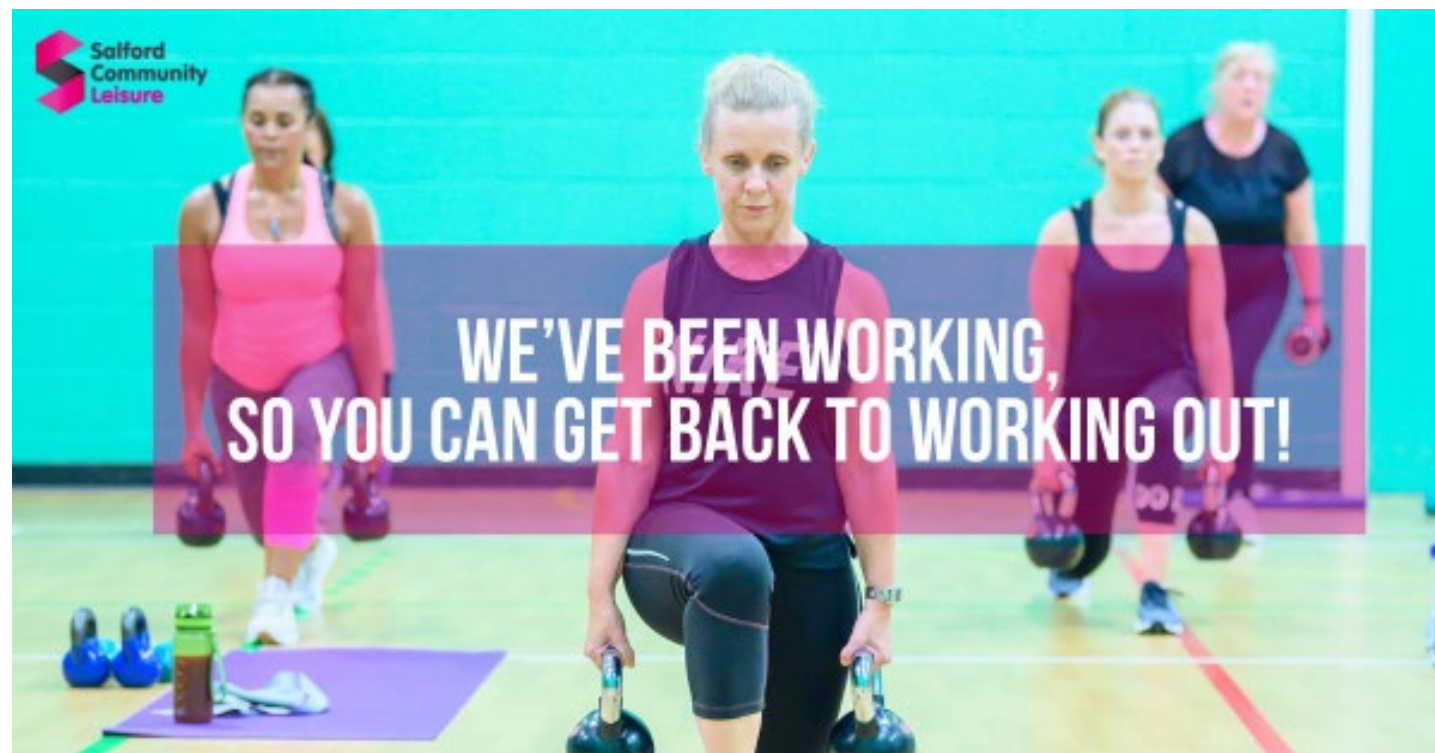
“Please pass on my huge thanks to the staff at Worsley. Had my first swim today and LOVED it! And the place was spotlessly clean.”

“Good to be back, great work by all!”

“We attended a family swim session on Sunday. I actually preferred it to have a zone just for us. Kids loved being back in the pool and the staff were very helpful.”

“Two very happy and quiet children absorbed in new books after a trip to Eccles Library today. We have missed the libraries incredibly and can’t wait for them all to re-open for browsing”

“ My 9-week old baby loves #StorytimeSue. Thanks @Salford Library – a great resource for little ones!”



SPRING

Phased re-opening with restrictions in place. Opened those services and facilities that were safe to deliver due to being outdoors.

- Staff training became a key priority for our workforce as we planned our phased re-opening
- Ordsall Hall Gardens re-opened with volunteer support from across the organisation
- Transferred a number of services online
- Ordsall Leisure Centre repurposed as a food distribution centre for vulnerable residents
- Stocks of Personal Protective Equipment (PPE) were distributed to the NHS and Greater Manchester Police to help with the initial shortages in supply
- Food from our closed cafes was donated to food banks



SUMMER ☀️

Longest period without a lockdown, however tiered restrictions restricted our offer.

- Clifton Country Park café opened for take away
- Worked in partnership with Foundation 92 to provide an innovative school sport and health improvement programme across the city
- A newly refurbished Parr Fold Park Café opened
- Refreshed our Just Giving campaigns to help support [Ordsall Hall](#), [Salford Museum and Art Gallery](#) and [The Watersports Centre](#)
- Re-opened our Music and Performing Arts Centre
- Ordsall Hall, Salford Museum and Art Gallery and the Local History Library re-opened, offering pre-booked visits
- Phased re-opening of leisure centres and a number of libraries



- Introduced Al Fresco exercise classes
- Introduced an online group exercise membership
- Offered family swim bubbles which proved very popular
- A major programme of repairs and maintenance work began at Salford Museum and Art Gallery. Vital work to maintain our Grade II listed building
- Re-opened grass and 3G pitches for training and matches
- The Watersports Centre re-opened and delivered a limited programme of activities which proved very popular
- Salford Libraries kept the children entertained with an online Summer Reading Challenge



SUMMER READING CHALLENGE
Take part in the Summer Reading Challenge 2020. Let's get silly!
THE READING AGENCY



AUTUMN 🍁

4 week lockdown during October.

- **A varied programme of half term activities were delivered, many of which sold out:**
 - Football camp at Salford Sports Village
 - Family swims
 - Scarecrow trail at Ordsall Hall
 - Halloween Afternoon tea for children at Salford Museum and Art Gallery
 - Pumpkin painting workshop at Ordsall Hall
 - Halloween swim at the Watersports Centre
 - The Victorian Street 'Lark Hill Place' was decorated for Halloween and virtual tours were offered
 - Salford Museum and Art Gallery ran a socially distanced artist led drop in workshops for families based on the Pilkington collection with Paul Pickford
- Extended leisure centre opening times
- New 3G pitches laid at Salford Sports Village to replace worn pitches
- Storytime sessions launched online to engage with libraries' youngest customers and their families
- Ordsall Hall welcomed schools back for visits
- Ordsall Hall Gardens delivered Royal Horticultural Society (RHS) exams
- A new virtual learning environment was created to enable the RHS courses to be delivered virtually or physically
- Work on the new Pendleton Leisure Centre resumed, finalising designs and planning future consultation

100 learners attended Covid-safe IT classes in libraries

WINTER ❄️

Following on from the November lockdown, restrictions kept a large number of our venues and services closed.

- Leisure Centres opened with a limited offer
- We launched weddings at Salford Lads Club
- Eccles and Broughton Libraries remained open
- Clifton Café remained open
- Schools were able to resume swimming lessons
- MAPAS performed an online Christmas Music concert
- Exhibition development and preparation at Salford Museum and Art Gallery ready for re-opening
- Development of digital resources for learning, engagement and exhibitions thanks to Art Fund and Arts Council funding

ENGAGEMENT

Engagement with our customers and workforce became more important than even with so many changes and so much to share:

SHARED OVER
6,000
POSTS ON OUR SOCIAL
MEDIA CHANNELS



- We increased the number of social media followers across all our platforms by over 1,000 during Covid to over 57,000 followers
- **OVER 130K VIEWS** to our **NEW WEBSITE** in the first month of launch
- Sent over 70 internal communications, keeping in touch with our workforce during the lockdowns



OVER 90 email campaigns sent to customers



VOLUNTEERING

From the initial lockdown in March 2020 more than 70% of our workforce supported the City Council and NHS essential services in a variety of roles including:

- delivering school meal vouchers
- delivery of shopping and medication
- delivering test results to the hospital
- delivering food vouchers
- delivering toothbrush packs to schools
- packing
- calling residents to check they are well
- marshalling
- supporting registrar services

In addition to the above over 200 employees were involved in supporting the vaccination and testing centres operation e.g. marshalling, admin and including the opening and closing of the sites.



2021/22 is going to be another challenging year as we gradually begin to re-open our venues and return to delivering our services as restrictions permit.

On behalf of all the team at SCL I would like to thank our customers who have continued to support us and we cannot wait to welcome you back.

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*

LOVE HERE. GIVE HERE.



www.salfordcommunityleisure.co.uk

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