

# IMPACT REPORT 2021-22

ENHANCING  
PEOPLE'S LIVES

# A YEAR OF RECOVERY!

## WELCOME TO SALFORD COMMUNITY LEISURE'S (SCL'S) IMPACT REPORT FOR 2021-22

*In a year all about recovery and rebuilding our services I am extremely proud of the resilience of our workforce and thankful for our loyal customers who have supported us as we continually adjusted to uncertainty, changing restrictions and guidance.*

We started the year with the majority of our venues and services closed and gradually, with the safety and well-being of our staff and customers as our priority, we began to open up. The boxes our customers once had to exercise in were removed, booking systems were replaced with customer choice, restrictions on numbers were eased until no longer necessary, school holiday programmes and our seasonal events programme returned and we supported people to get back to learning, socialising, browsing, moving, rehearsing, performing and competing.

We continue to provide some of our activities and services online, a legacy to learning from the pandemic. We are supporting vulnerable people to stay active and social in their own homes with online exercise classes and Zoom reading groups and we retain the option to deliver music lessons online to pupils who may continue to have their schooling disrupted.

As we come to the end of the 2021 - 2022 financial year, I'm extremely proud of the role SCL have played in the city's response to the pandemic. In the past year, our Leisure Centres have facilitated the administration of **109,000** vaccines via the Vaccination Centres and as these centres close and our Sports Halls are once again available for sporting activity, I'm optimistic that we can start to plan for a more stable year ahead.

It's really heartening to see and hear how valuable our services are to people and encouraging that so many of our customers have returned to the activities they love.

**We are proud to deliver sport, leisure and cultural services in the city and we remain committed to 'enhancing people's lives' as you will see demonstrated throughout this report.**



Stephen Hassall  
Chief Executive



OPEN

SOCIALLY RESPONSIBLE  
HONEST

caring  
FOR OTHERS



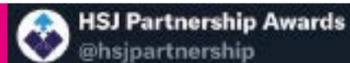
# IMPROVING HEALTH & WELLBEING

After a very challenging couple of years, maintaining and improving the physical and mental health and well-being of our communities has never been more important.

Throughout 2021 and continuing into 2022, SCL's teams across the city have supported our communities to stay happy and healthy. Here are some examples of how:

- Our specialist Active Lifestyles team **supported** over **500 people** with long-term health conditions get active each week. Throughout the year **over 1,200 people** with a multitude of **long-term health conditions** were referred to the team to start a programme of exercise. A number of sessions continued to be delivered online to support the more vulnerable clients.

## Supporting People with Cancer



We are extremely proud to host the award-winning **Prehab4Cancer programme** on behalf of Greater Manchester, **supporting over 1000 people** across the region who are diagnosed and living with cancer. The service recently won the **award for Best Not for Profit Working In Partnership with the NHS** at the HSJPartnershipAwards and in December we received a **royal visit** at Worsley Leisure Centre from Princess Anne to celebrate the success of the service.



**WE DELIVERED 8 WEEKLY WELLBEING WALKS AND TRAINED 10 NEW VOLUNTEER WALK LEADERS.**

“ Having been referred by the Macmillan Cancer team to help get me back on track I have been regularly going to Worsley Leisure Centre, I find all the equipment I use very useful and the staff on reception and personal trainer Ben have all been brilliant with me. I can't fault anything or anybody plus a big thanks to Vicki.”



- We introduced a unique web-based customer service tool to support accessible customer experiences and **enhance staff knowledge, 'WelcoME'**.
- Three of our sports halls continued to operate as **Vaccination Centres**, facilitating the administration of **over 109,000 vaccines**.
- We supported the city's **Healthy Holidays Scheme**, providing **free sporting and reading activities** and **healthy lunches** to **over 435 children** and young people.
- We celebrated National Fitness Day by offering **free access** to the **gym, swim or a class** for friends of existing members, **42 people** took advantage of this opportunity.

# IMPROVING HEALTH & WELLBEING

- We delivered a successful **open water season** at the **Salford Watersports Centre**, recording over **6,000 attendances**, and in a new addition to the programme we introduced **swimmers** to the **extreme sport** of **cold-water swimming**.
- Our **Active Communities** team ran a programme of **targeted activities** across the city, including activities that target year 6 transition, a **disability focus**, tackling **inactivity**, tackling **anti social behaviour**, **outreach work** and open access sessions. Throughout the year the team **helped over 1,500 children and young people** become more active.



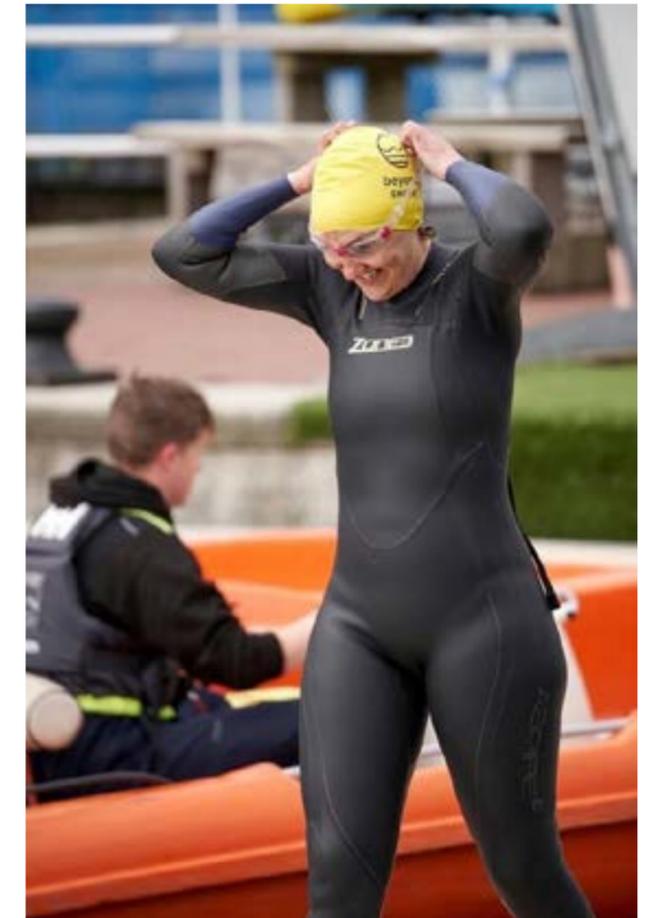
**“ I cannot thank enough the team at SCL, and all my gym friends, for supporting me on my journey, and I look forward to many more years of health and happiness.”**



**DANCE CLASSES FOR ADULTS WITH A DISABILITY OR ADDITIONAL NEEDS RESUMED, WITH SOME CLASSES CONTINUING ONLINE TO ENCOURAGE PARTICIPATION.**



- The **mental health** and **wellbeing benefits** of **reading for pleasure** were highlighted during the ongoing Covid lock-downs. More readers discovered the benefits of **e-books** and **e-audio books** with an average of **7,000 loans** per month, nearly **twice as many** as before the pandemic.
- Nine **reading groups** began meeting again in libraries as restrictions were relaxed, along with two **Zoom groups** which had **continued to meet** online throughout the pandemic.
- **More than 60 people** enjoyed the **social, learning and wellbeing benefits** of discussing books with others in an informal setting.
- Working in partnership with **RHS Garden Bridgewater** we launched a weekly Well-being Walk for Salford residents, attracting around **25 walkers each week**. In addition to the walk and accessing the gardens, residents participated in some of the **RHS Wellbeing Gardening sessions**.



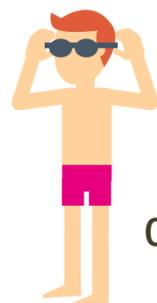
# IMPROVING HEALTH & WELLBEING

## Making our Museums and Galleries more accessible

To help ensure our museums and galleries are **accessible to all** we have **improved accessibility** for D/deaf visitors (thanks to funding from Museum Development North West), **audio described tours** for visitors with visual impairments, introduced Choosing Boards for **neurodiverse visitors** and have new trails at Ordsall Hall for children with special educational needs and disabilities.

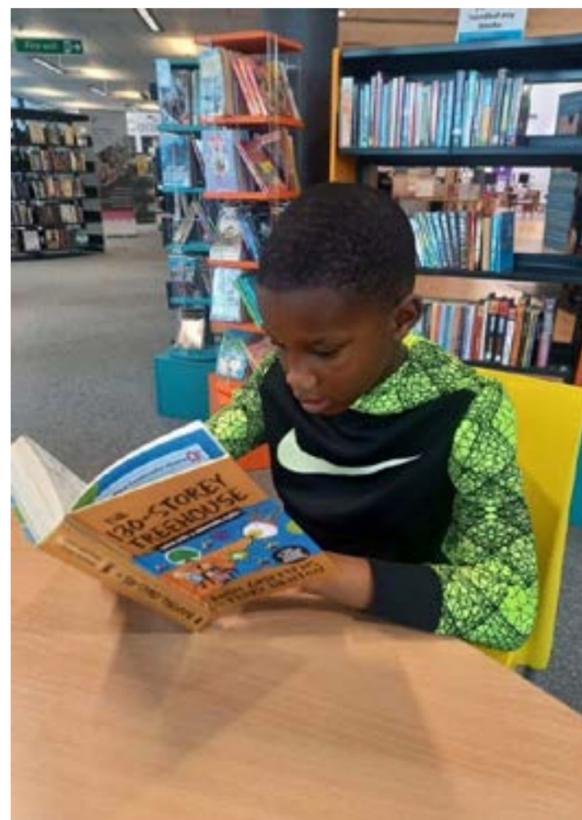
- **Over 1,000 children** and young people took part in **singing** activities, including **concerts, workshops**, regular rehearsals and singing assemblies.
- We supported the relaunch of the **Salford Social Value Alliance**, renewing our commitment to the **10% Better campaign** and **improving the lives of people across Salford**.



 **3900**  
CHILDREN AND YOUNG PEOPLE  
LEARNT TO SWIM WITH US



**300** GROUP EXERCISE  
CLASSES WERE  
DELIVERED EACH  
WEEK



**“ My daughter loves to come into the library. She feels safe and happy. She has many health issues, one being severe anxiety. I am so happy that she feels confident to speak freely to the staff, something she doesn’t do in other settings. She is always treated with care and respect and nothing is too much trouble if she asks for assistance.”**



# IMPROVING HEALTH & WELLBEING

## Books@Home – Supported over 400 housebound residents across the city

“I wanted to express my gratitude and thanks for the wonderful opportunity Books at Home and the Mobile Book Service provided for my dad. This is such a valuable front-line service that is quite hidden but so important. Many elderly people like my dad are isolated, lonely, vulnerable and very much on their own. When Darren, from Books at Home regularly came to see my dad and bring books, he provided invaluable support. My dad at 89 had always been an avid reader but he suffered severe depression and had abandoned books. With the help of the library service and Books@ Home he slowly started to turn a corner with his depression and he was keen to benefit from this fabulous service.

My dad is no longer with us and cannot voice his thanks and gratitude, but I can and it's to this end that I wanted to praise and accolade this flagship service.”



**“Joining Swinton and Pendlebury Leisure Centre has had a huge impact on my entire life! Not only has my health improved, I’ve lost over 5 stone in weight, and my family life has benefited enormously. My confidence has increased and I have a new lease of life. Exercising has become an essential part of my life.”**



# INCREASING COMMUNITY INVOLVEMENT



As a Community Benefit Society, we exist to enhance people's lives through leisure and cultural opportunities. We deliver this through a neighborhood-based approach, with a presence in all neighborhoods across the city, and by working closely with residents to provide opportunities that encourage greater community involvement and better outcomes.

Here are some examples of how our teams have delivered activities that have seen fantastic community involvement over the past year:

**WE DELIVERED A SUCCESSFUL PROGRAMME OF OUTDOOR THEATRE WITH 8 SHOWS OVER THE SUMMER PERIOD, ATTRACTING OVER 1,000 PEOPLE.**



We delivered a **full programme** of **summer holiday activities**, including: splash, family swims, storytelling sessions, craft sessions, self-guided tours of Ordsall Hall, open-air theatre, soccer stars, sport and performing arts camps, watersports sessions, Tudor craft activity, **free holiday camps** and our Music & Performing Arts Summer School.

## New Youth Facility – The Den

In partnership with Walkden Town Centre, Salford Youth Service and Maverick Stars Trust we opened a new youth space called 'The Den' where children and young people can access positive activities in a safe environment. Each week The Den provides a wide and varied programme of activities including Dodgeball, Amateur Boxing, Music and Performing Arts and a Youth Club which offers multi-sports, pool, air hockey, table football, table tennis, console gaming and the opportunity for young people to come together and socialise safely with qualified youth workers on hand to offer advice and guidance around any issues of concern for the young people.

**Since opening in October, over 300 children and young people have accessed The Den.**

- Our **Community Centres** re-opened throughout the year as groups began to meet again and, encouragingly, they are **bustling with community activity** once again.
- The **Watersports Centre** came to **Pudsey's aid**, transporting him to **Media City** for Children in Need.

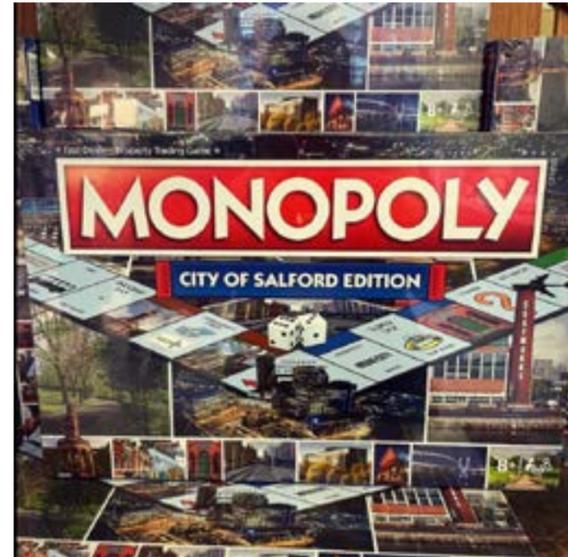
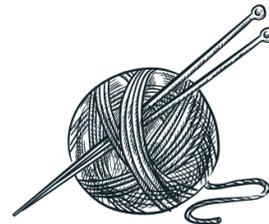


# INCREASING COMMUNITY INVOLVEMENT

- We introduced **moonlight Stand Up Paddleboarding** and **Kayak tours** around Salford Quays during the **Lightwaves festival**.
- In a **first for SCL**, we hosted our Annual General Meeting online.
- Ordsall Hall became Ordsall's **new polling station** for the May **local elections**, the **most fancy polling station** in the North West.
- **Libraries** resumed their role of **supporting residents** with expert advice being offered in libraries by partners like the TSB Bank, Citizen's Advice Bureau and Healthwatch Salford.



- Despite Covid restrictions, the **Greater Manchester Festival of Libraries**, sponsored by the Manchester City of Literature, **brought high quality events** to **Eccles Library** in June. A local company, Hawk Dance, performed to a socially distanced family audience and **award-winning broadcaster** and **author Stuart Maconie** discussed the central role libraries had played in his life and career.
- A programme of activities and events in the libraries welcomed new and old customers back.



**WE WERE VERY PROUD TO SEE**

- **ORDSALL HALL**
- **SALFORD MUSEUM & ART GALLERY**
- **THE WATERSPORTS CENTRE**

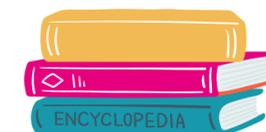
**FEATURE ON THE SALFORD EDITION OF MONOPOLY.**



**WE CELEBRATED THE 10 YEAR ANNIVERSARY OF ORDSALL HALL'S RESTORATION WITH ONLINE TALKS AND A LOOK BACK AT THE RESTORATION OF THE HALL IN 2011.**



**CUSTOMERS CONTINUED TO RETURN TO LIBRARIES, WITH MORE THAN 24,000 PHYSICAL BOOKS BEING BORROWED PER MONTH BY THE END OF THE YEAR.**



# INCREASING COMMUNITY INVOLVEMENT

THE MUSEUMS DELIVERED A RANGE OF **EXHIBITIONS** SUPPORTING **LOCAL AND REGIONAL ARTISTS**, SHOWCASED **SALFORD'S PARKS, GREEN SPACES AND HISTORY**.



- The **Museums** relaunched their public programmes with **78 events**, including creative activities, talks, afternoon teas, ghost nights, comedy shows, a wassail in the orchard and garden-based workshops.
- Salford Museum and Art Gallery welcomed **Salford Art Club** back to exhibit their latest work in a variety of media, styles and subject matter. The exhibition included over **70 works by 30 members** of the club.



## Halloween

October half-term delivered a busy spooktacular programme of Halloween activities across the city, including: a Halloween party at The Den, a decorated Lark Hill Place soccer camp, cinema screening, crafts, a pumpkin trail at Ordsall Hall, family afternoon tea, pool parties, outdoor swimming and spooky paddle at the Watersports Centre.

- A **Nursery Rhyme Trail** was installed and launched in the **Victorian Gallery** at Salford Museum and Art Gallery, supporting **under 5s** to **engage with paintings**, sing and sign.
- Volunteers returned to Ordsall Hall in May and racked up **over 400 volunteer** hours in the gardens, painting sheds, building benches, helping host events and facilitating the donation of plant bulbs.
- We introduced an **online tour** of Ordsall Hall and Salford Museum and Art Gallery, extending the reach of the museums and **enhancing the visitor experience**.
- **Christmas celebrations** and activities returned to Ordsall Hall and Salford Museum and Art Gallery with a **sold-out programme** of festive fun, including breakfast with Father Christmas and Christmas Carols in the Victorian Gallery.
- We celebrated **12 weddings** at **Ordsall Hall** and **5 weddings** at our new venue, **Salford Lads Club**, under Covid guidelines and restrictions.
- Salford Sports Village, working with **Inspiring Communities**, introduced **free coffee mornings** to help encourage some of the more **vulnerable residents** in the local area to come out of their homes and **socialise with others**.

## Volunteering

Our Active Communities team supported 39 young people to become volunteers within their local community. The young volunteers contributed 1,000 volunteer hours to community activities and 14 of the volunteers have since found employment through their experiences.

One young man the team helped had grown up attending our activities from the age of 8 years old. When he got to an age where he felt he had outgrown the activities he worked with the development officers who gave him the opportunity to become a volunteer.

Over time, this young man gained skills and used his experiences of volunteering to be a role model, having a positive impact on the other local young people who attended the community provision.

# DEVELOPING EDUCATION & SKILLS

Education is at the heart of what we do at SCL. Be it at our museums and galleries, in schools, in our libraries, in our leisure centres or at our other sites across the city, SCL supports the city of Salford with a wide range of opportunities to access reading, history, arts, music and physical education. We also enable people across the city to thrive through competition and showcase their talents and passions through performances and events.

Here are some examples of how we have supported our communities to develop education and skills over the past year:



The Museums launched a new **SCHOOLS LEARNING HUB** website with funding from the Art Fund and Arts Council England. The website for teachers offers **FREE BITE-SIZED ACTIVITIES**, videos, CPD and support.

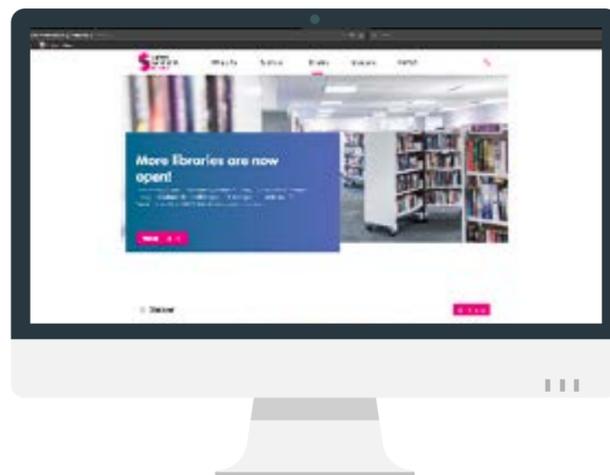
**DUE TO COVID RESTRICTIONS THE MUSEUM HOSTED ITS FIRST EVER ONLINE EXHIBITION, DISPLAYING OVER 100 WORKS.**



- We were so excited to **welcome school visits back to the Museums**, since re-opening **over 2,200 pupils** visited with their schools and bookings have been steadily increasing throughout the year.
- A new programme of **art sessions** for primary and secondary schools has **successfully launched** at Salford Museum and Art Gallery.
- We launched **5 new Discovery Boxes for schools**, full of museum objects, source material, indoor and outdoor activities to support local history learning.
- Salford Museums and Art Galleries is the **lead heritage partner in Salford** for Historic England's Heritage Schools programme, **offering free local history CPD to teachers**. The Museum has **awarded 2 Salford schools** with their Heritage Schools Award.
- The Museum has **transformed a gallery** that had been used for storage for the past 20 years into a **brand new bright and airy learning space** for Pinc College, a creative college for neurodiverse young people.

## DEVELOPING EDUCATION & SKILLS

RESIDENTS CONTINUED TO MAKE ESSENTIAL USE OF THE **FREE LIBRARY PCS** - OVER THE PAST YEAR TAKE UP HAS **RISEN BY 450% WITH OVER 2,000 PEOPLE A MONTH UTILISING THE PCS.**



**DESPITE THE CONTINUAL CHANGING COVID RESTRICTIONS WE CONTINUED TO OFFER SERVICES TO SCHOOLS SUPPORTING THEM WITH BOOKS, MUSIC, SPORT AND SWIMMING.**



Despite ongoing restrictions and library closures, **nearly 800 children** and their families took part in the Big Salford Summer Read 2021. Parents were **delighted** with the **swimming passes** awarded to those who took up the **reading challenge**.



- The Watersports Centre ran a **sailing project** with funding from the Royal Yachting Association. The funding provided community groups (including lower socioeconomic BAME and disability groups) with **free access to sailing**.
- We successfully delivered watersports activities to **over 30 schools** with over **3,000** children and young people benefiting from outdoor learning.
- The MAPAS Youth Orchestra got the chance to **rehearse with the BBC Philharmonic Orchestra** at the **Lowry Theatre**, inspiring the young musicians and giving them a **unique experience**.
- Salford regained the **Top Club trophy** at the Lancashire Swimming Championships - swimmers returned with a haul of **153 medals**. This was the first **major competition** involving all age groups competing together since Covid. Salford has **won Top Club** in the county consistently over the past 20 years.
- The **Dance team students** returned to dance with a bang, excelling in their dance exams (*234 exams were taken*) and returning to competition with an outstanding haul of **70 medals**.
- The **Gymnastics team** delivered weekly recreational gymnastics to over **100 children** and young people, enabling them to get back into an active routine.



**THE SALFORD SYNCHRONISED TEAM WON SILVER AT THE NATIONAL AGE GROUPS (13 - 15 YEARS OLD)**

## DEVELOPING EDUCATION & SKILLS



- The **Watersports Centre** ran an **open water lifeguard course** and delivered the popular Swim Safe programme, teaching children and young people how to be **safe in open water**.
- Teachers and children were **thrilled to visit and join libraries again** - hearing stories and learning about what the library can offer.
- The **Schools Library Service** supported learning and literacy by continuing to provide books to schools throughout the pandemic. During the past year the service supplied **72 Salford schools with 75,000 books**.



“ Thanks for having our classes this week - hopefully this is the start of many more visits.”

**CHILDREN WERE ABLE TO SELECT A FREE BOOK IN THE LIBRARY USING THEIR WORLD BOOK DAY VOUCHER. AT SOME LIBRARIES, WHOLE CLASSES VISITED THE LOCAL LIBRARY WITH THEIR VOUCHERS.**



- We delivered **sports coaching** in over **18 sports to 11 Primary Schools** across the city, supporting the delivery of high quality PE lessons and facilitating sports clubs at breakfast, lunch and after school.
- We supported a **large scale theatre making** project led by Salford Cultural Education Partnership, delivering summer holiday activities to over **150 young people** in Eccles, Ordsall and Walkden. Activities encompassed all elements of theatre making and performance from technical theatre to puppetry, from storytelling to drama and from dance to creative making.
- More than **100 learners** completed a range of digital courses in libraries.

## DEVELOPING EDUCATION & SKILLS

- MAPAS taught Whole Class Instrumental Tuition in over **30 schools with 4,200+ pupils** receiving weekly instrumental lessons in their classroom.
- MAPAS launched their new **Junior Musical Theatre Company** following the **success** of their Senior Musical Theatre Company. This gives children aged 7-11 the opportunity to **express themselves** through song, drama and dance. The group has been **incredibly popular** due to the inclusivity of the sessions – rehearsals are **welcoming and fun** and membership is **affordable**.
- Despite school closures and tutors not being able to **visit schools**, **over 200 young people** continued to receive **instrumental lessons** virtually or at an alternative venue.
- MAPAS continued to **support schools** with their music curriculum development, assisting 12 schools with additional support and **delivering training** to **over 90 teachers** to give them **confidence** and **skills** to deliver music in the classroom.

**DESPITE NUMEROUS RESTRICTIONS, OUR OUT-OF-SCHOOL ARTS CENTRE PROVISION RE-OPENED IN THE SUMMER SO THAT YOUNG PEOPLE COULD ACCESS CHOIRS, BANDS AND ORCHESTRAS AGAIN.**



# OVER 1500

**MUSICAL INSTRUMENTS WERE LOANED OUT TO CHILDREN & YOUNG PEOPLE SO THAT THEY COULD ACCESS MUSIC LESSONS.**

**“ My son struggles to sit still for long but bedtime has become a special time for us as we snuggle up and he engages in picture books every night. Now the library has reopened I can order books online from home, pick them up quickly when we visit and enable me to focus on him when we are in the library. We now go to the library every week and the staff are lovely and welcoming. I have re-embraced my love of reading, putting my phone down, turning away from social media and reading in bed.”**



# DEVELOPING EDUCATION & SKILLS

## Libraries Supporting Small Businesses

Libraries built on their pre-pandemic role of providing support and information to small businesses, start-ups and entrepreneurs. Eccles Library became a Business and IP Centre (BIPC), part of the Greater Manchester network, and the ERDF-funded Build a Business project was launched in partnership with other local library services. 41 people have so far engaged with the project which offers access to specialist databases, expert-led workshops, webinars, 1-1 advice and networking opportunities.

Build A Business  
in GM Libraries



NORTHERN  
POWERHOUSE

European Union  
European Regional  
Development Fund



## ONLINE DANCE CLASSES

A seated dance class for adults with multiple sclerosis has continued to be delivered online, continuing to have a **positive impact on the lives** of participants.

**“ I find this class wonderful as not only do you get to dance away your troubles, but it actually gets you moving while you are enjoying the company and the music too. Also being on Zoom means you don’t have the stress of travelling to it. I still get to see my friends and we all have a laugh.**

**After my MS diagnosis in 1996, dancing was one of the things I thought I would never do again due to my ability to stand but I was wrong. I started to go to the Seated dance class and it was amazing -it helps you do enjoyable exercise/dancing to popular songs and it makes me feel happy.”**



# ENRICHING THE ENVIRONMENT

Managing sites of significant historical and community importance, we are committed to ensuring that they continue to excel as hubs that benefit our communities across the city for generations to come.

In addition to our commitment to our spaces and facilities, we also remain fully committed to reducing our impact on the planet. Here are some examples of how we have invested in both our facilities and our environment over the past year:

We **opened CrossFit SCL**, the first CrossFit box operated by a Leisure Trust in the Greater Manchester region. CrossFit is a form of high intensity training, strength and conditioning made up of functional movements, with a constantly varying programme.



- The sports hall floors at Eccles, Irlam and Cadishead and Swinton and Pendlebury Leisure Centres have been resealed and lined.
- A number of the Community Centres have undergone improvements, including new floors, internal and external painting, new kitchens fitted and a room conversion.



We launched our **first Eco Refill shop** at Salford Museum and Art Gallery to **help support** people wanting to **make wider changes** in their life to be more **sustainable**.

- Ordsall Hall Gardens saw the installation of a **beautiful peacock sculpture** which had originally sat outside Ordsall Secondary Modern School. Stanley the peacock now sits proudly at the front of the Hall.
- All internal lighting at Salford Sports Village has been upgraded to LED.
- **Solar panels** were fitted to Broughton Leisure Centre, Salford Sports Village and Worsley Leisure Centre helping to **reduce our carbon footprint**.
- A new heating and cooling system was installed in the school base at Salford Museum and Art Gallery.

## ENRICHING THE ENVIROMENT

WE SUBMITTED A FUNDING BID TO THE **FOOTBALL FOUNDATION** TO OPEN A DEDICATED **FUTSAL CENTRE** WITHIN ORDSALL LEISURE CENTRE.



- We shared proposals for the new **Community Well-being Centre** in Pendleton with the public.
- Funding secured from the Culture Recovery Fund **improved access** at the Museum with new signage & door furniture & **enhanced the outdoor facilities** at Ordsall Hall including **seating and outdoor games**.
- Funding from the government's Cultural Investment Fund has been secured to make **improvements** at Height Library, enabling it to offer flexible and accessible event and **community meeting spaces**.
- **18 items** were acquired and **donated** to the museum collections. Highlights included a **painting by LS Lowry** and a painting by Jerry Gordon as a homage to LS Lowry.
- **3 paintings** from our collections were sent on loan to other museums, including one that was sent to a **major exhibition in the Netherlands**.
- We secured a grant of **£500,000** in conjunction with Salford City Council and the Football Foundation to **refurbish** the changing rooms at Brookhouse Playing Fields, creating **4 FA-compliant** junior changing rooms, a cafe area, club room, disabled toilet and 2 referee changing rooms.

ORDSALL HALL SECURED FUNDING FROM A LOCAL COMPANY FOR THE RESTORATION OF A PAINTING.



 **77%** OF SALFORD RESIDENTS ARE SATISFIED WITH THE LEISURE / CULTURE OFFER IN SALFORD.



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

# DEVELOPING OUR PEOPLE

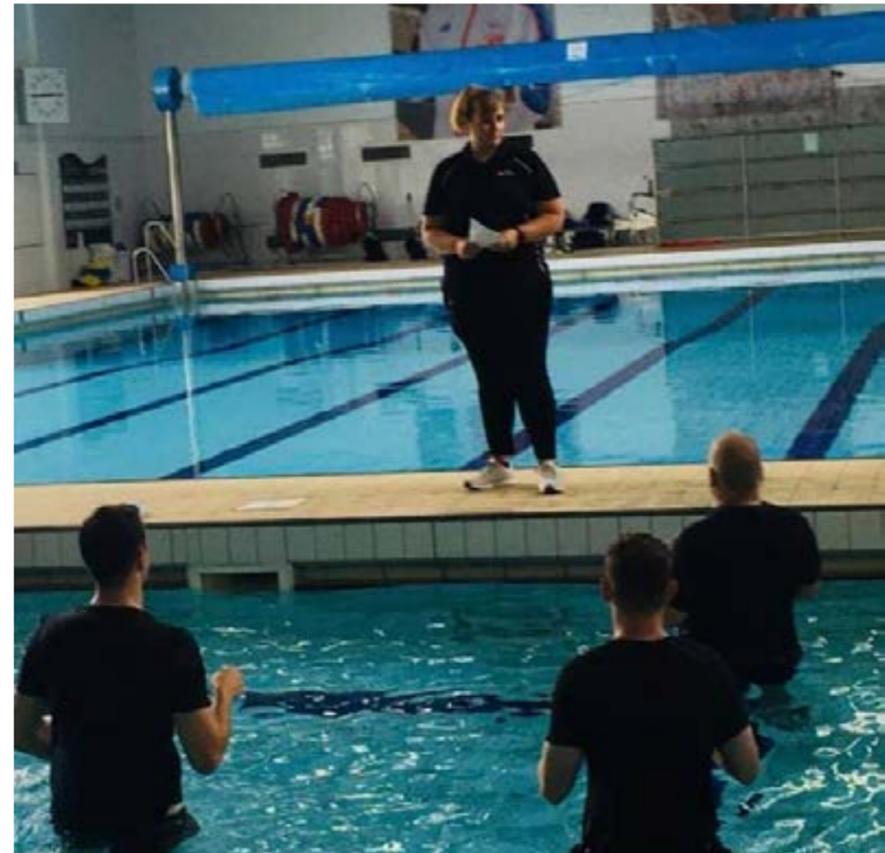
We are **committed to investing** in the **learning and development** of our **workforce**. In the past year **220 courses** have been attended.

We have **upskilled** team members in a variety of areas to help **enhance the lives of our customers**, including more colleagues being able to **support people** with long-term health conditions through exercise, The workforce has gained an increased awareness of **safeguarding** and essential **health and safety training** to ensure our buildings and services are safe.

Our team have delivered First Aid, Health and Safety and Fire Safety training to a number of local organisations, including support to schools, to ensure they remain open and safe.

**5 National Pool Lifeguard courses** were delivered to young people, equipping them with the knowledge and skills to work in Leisure Centres and swimming pools across the industry.

**126 VOLUNTEERS SUPPORTED THE DELIVERY OF OUR SERVICES.**



## APPRENTICESHIPS

Investing in, developing and expanding our **workforce** is essential to ensure we continue to provide **excellent service to our communities**. In the past year we have employed 3 young people from Salford on full-time apprenticeships within our Leisure Centres and supported a number of existing employees as they **increase their knowledge and expand their skills** through a range of apprenticeships, including plumbing, joinery and supervisory management.

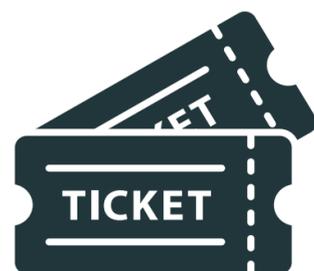
# ENGAGING WITH OUR CUSTOMERS

## NEW FOR 2021

Throughout 2021, SCL sought to drive greater engagement with existing and new customers by showcasing the value we bring to communities throughout the city and the amazing people within SCL that deliver it. Bringing our people and our offering closer to our communities through digital channels has seen us significantly increase engagement with our valued members and customers.



**NEW GYM MEMBERSHIPS BRANDING**



**Bespoke ticketing system for events**

**WE CREATED A NEW SOCIAL MEDIA PRESENCE FOR CAN-MOVE & BOOTHSTOWN COMMUNITY CENTRE.**

**NEWSLETTERS FOR GYM AND MUSEUM CUSTOMERS**



## 2021 AT A GLANCE



**OVER 3 MILLION VISITS TO OUR WEBSITE**

**65,000+ SOCIAL MEDIA FOLLOWERS**

**400,000 EMAILS SENT TO CUSTOMERS**

**A focus on content to drive new and increased engagement.**

- A **213% increase** in website visits.
- **80%** of website visits were from people who haven't visited our website before.
- **25,000 more** followers of our social media accounts.



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