

IMPACT REPORT **2022-23**

**ENHANCING
PEOPLE'S LIVES**

A YEAR OF CONTINUED RECOVERY AND RESILIENCE!



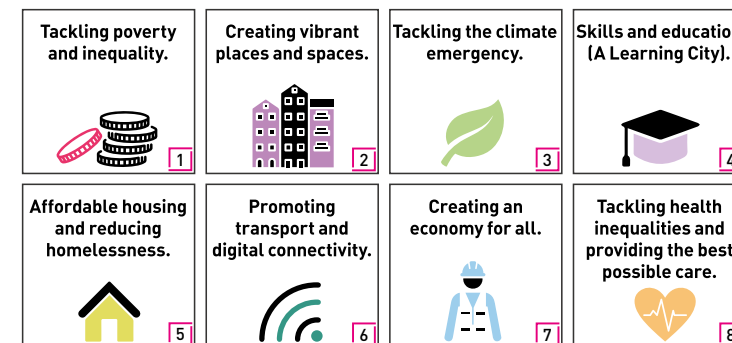
WELCOME TO SALFORD COMMUNITY LEISURE'S (SCL'S) IMPACT REPORT FOR 2022 - 23

As we complete another eventful and challenging year, I'm proud to recognise the resilience and commitment of all SCL staff and volunteers. It is both heart-warming and humbling to see and hear how valuable our services are to so many people, and to appreciate the wider 'social value' of our efforts to improve health and wellbeing.

As we have striven to Build Back Better, I am pleased to report that the numbers of people using our services and facilities have returned to pre-pandemic levels. In addition to activities and memberships at leisure centres and libraries, this year we have welcomed **over 21,500 visitors to Ordsall Hall, more than 106,000 visitors to Salford Museum and Art Gallery**, and community centres continue to **attract 25-30,000 visitors per month, engaging with around 160 clubs and groups.**



This report highlights the impact of many of our activities, demonstrating how the priorities and activities align with many national and regional ambitions in relation to sport, leisure and cultural activity, as well as the objectives of **Salford City Council the Great Eight.**



During this year we have supported the development of the City's new Physical Activity Strategy and have become an **integral partner in the SPAA Network**, with an increased recognition of the contribution of our services to wider population health and wellbeing.



We have also produced an **Affordable Activities leaflet**, supported various Public Health campaigns, are working with the council and partners on a Literacy Strategy, are well on the way to being awarded Libraries of Sanctuary status, and have worked alongside key partners supporting Child Friendly City and Age Friendly City agendas.

Stephen Hassall
Chief Executive

OPEN

SOCIALLY RESPONSIBLE
HONEST

caring
FOR OTHERS

IMPROVING HEALTH & WELLBEING

One of the lasting effects of the pandemic has been the increased recognition of the importance of physical activity and the focus on well-being. Throughout 2022-23 this has remained a key priority for SCL, and all teams have continued to support individuals and communities to stay happy and healthy.

Here are some examples of how:

- Our specialist Active Communities Team delivered a successful Healthy Activities Fund (HAF) programme citywide by offering young people the opportunity to access a wide range of physical and enrichment activities across multiple venues during school holiday periods. The provision was **free to access and included a hot meal for everyone attending.**

Cornelius case study

Cornelius O'Keefe, 62, is a long-standing member. He started his wellness journey in 2016, as part of a 3-month programme set up by Salford GPs and SCL for people who were overweight and unfit. The first 3 months did not go too well, he was then introduced to other members, and more importantly, encouraged to exercise on the equipment more efficiently, giving him the confidence needed to progress. He tried the spin bikes and was very quickly hooked. With increased confidence he joined other classes such as Body Pump and Pilates. He now enjoys exercising at several leisure centres, with significant weight loss and improved fitness.



WE DELIVERED OVER 300 CLASSES PER WEEK, RESULTING IN OVER 16,000 ATTENDANCES

“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”



- The **Chatty Bench** scheme, which tackles loneliness and supports improved mental health & wellbeing, was rolled out in Parr Fold Park.
- **Over 1500** patients were referred into our Active Lifestyles Exercise on Referral programme, and the wider Active Lifestyles service continued to **support over 500 people with long-term health conditions** to get active each week, including 6 weekly sessions for Pulmonary Rehab patients, working closely with Salford Royal Foundation Trust (SRFT).
- The “Easy Does it Circuit” class is now well-established at centres for clients and helps with the maintenance of their new fitness journey, and the Hydrofit class at Eccles Leisure Centre has been a **great success**, with increased capacity now allowing more access.

IMPROVING HEALTH & WELLBEING

- We delivered 12 weekly falls prevention classes in community venues across the city, with **over 85% improved mobility scores** after 24 weeks.
- Through the GM Falls Collaborative our specialised Postural Stability team have become involved with the N-Fit group which aims to increase the uptake of FaME (*Falls Prevention*) across the UK.
- We celebrated National Fitness Day by offering **free access to the gym, swim and leisure classes** for friends of existing members.



- An **additional 500 Swimming lesson places** have been created across all pools, increasing the capacity to **over 4000**. We continue to deliver school swimming lessons at all of our swimming pools, Key Stage 2 attainment is back to pre-covid levels of 55%, and we **increased public swimming attendances by 9%** across the city, enabling more people to get active in our pools.



WE LAUNCHED A NEW STUDENT LEISURE MEMBERSHIP TO SUPPORT STUDENTS IN THE CITY TO GET ACTIVE

- In recognition of the **positive impact** of creative activities on **mental health and wellbeing**, we have invested in a new post to focus on 'Creative Health'.
- The Salford Sports Network was re-launched with a range of new benefits. The Network supports a wide variety of **grassroots sports** clubs in the city.
- **Specialist Fitness Instructors** are being reintroduced to support the growing need for **low-level health support** as more people seek qualified assistance with medically referred exercise, or just a guided introduction to physical activity.

"The dance class allows you to learn routines to a variety of different songs whilst improving your agility, balance, co-ordination, fitness and over all well-being. Whether you are a complete beginner or a strictly dance professional!"



IMPROVING HEALTH & WELLBEING



New Classes & Social Support for CAN-Move programme

CAN-Move continues to provide a supportive community for anyone living with or beyond cancer. Rehab Circuit classes now also have a social element, allowing people to share experiences. A weekly Dance fitness class started for CAN-Move members, in partnership with the SCL Dance Team. This offers a great way for patients to improve cardiorespiratory health, so can be helpful to manage and reduce cancer-related fatigue.

“As relatively new members of the Eccles CAN-Move Circuit class, it’s been a game changer. It’s become a great opportunity to redirect our thoughts following my husband’s diagnosis. The group were very welcoming to us which really helped us settle in very quickly. Gavin and the rest of the team are always there to help and encourage everyone. Best decision we made, to join the group”.

- Ordsall Hall extended its opening hours to enable more visitors to experience the **well-being benefits** of visiting the Hall and gardens.
- We collaborated with Castlefield Viaduct National Trust to deliver a **walking tour** and cheese and **wine event** at Ordsall Hall as part of their community engagement initiative.
- The **Reading Well** programme delivered by our libraries team provides expert-recommended books which help people **manage health issues**, including dementia, young people’s mental health and long-term conditions.



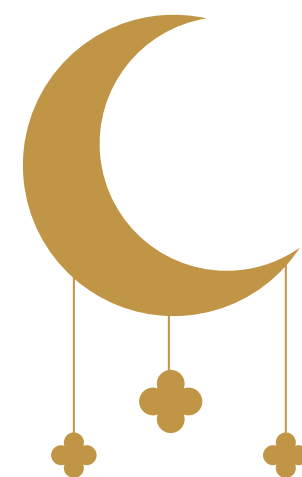
Our Books@home service saw almost **60,000 books** delivered to **355 housebound residents**

- Many people enjoyed the well-being benefits of **12 monthly reading groups**, in libraries or online, discussing more than **100 books and 50 short stories** over the year. A group focusing on **LGBTQ+** issues was also established.
- Customers continued to use libraries for reliable and **trusted health information and guidance**, including the Healthwatch Salford Libraries Listening Tour, adoption counselling, tea and chat for people experiencing **mental health** issues and several **health improvement** sessions covering such topics as **smoking cessation** and **fibromyalgia support**.

IMPROVING HEALTH & WELLBEING

Sleeping Well in the Early Modern World

This year marked the start of a two-year collaboration between Ordsall Hall and the University of Manchester Sleeping Well in the Early Modern World project, taking historical research on sleep practices, food and plants in the Tudor period and turning it into engaging activities and workshops for visitors, including schools. We delivered a number of packed events including a hag-stones talk, witch mark tour, a sleepy tea bags activity and candle-making.



SLEEPING WELL at Ordsall Hall



- The Active Communities Team delivered a **playmaker award pilot tackling mental health & wellbeing in young people**. The pilot engaged 16 ten-year-olds in a primary aged leadership programme with one of our partner schools.
- There were **over 2050 class attendances** across the variety of CAN-Move classes/sessions through a variety of face to face, online, indoor and outdoor delivery.
- The **Gymnastics** Team has maintained **high demand for sessions**, and all are currently at **full capacity**. A new group, Excel, identified 20 gymnasts to move to a higher ability level and it is anticipated that this group will feed into **Manchester Academy of Gymnastics**.
- The **Soccer Stars** programme is now delivering 3 sessions across the city with **over 60 attendances weekly**. The team has developed a partnership with Manchester International Football Academy (MIFA) and created an evolving curriculum which supports children to learn the fundamentals of football through fun and creative games.
- Working in partnership with Salford libraries a very successful **pop-up library scheme** was implemented at **3 schools within the Active communities'** holiday programme. I think this gave all our attendees the opportunity to access age-appropriate fiction and non-fiction books whilst also promoting the citywide library offer to children and young people aged 8 - 16 years.



“The benefits of the Wellbeing Gardening sessions are fantastic. Everyone has different health needs and backgrounds. The RHS Staff are welcoming and reassuring. They adapt the sessions to your personal needs. We gain new gardening skills, make friendships, relax & laugh”

RHS Wellbeing Sessions

The BBC filmed our Wellbeing Gardening session for the Great Northern Garden Build programme. These monthly sessions at RHS Garden Bridgewater offer a chance to take a walk in the surroundings of this beautiful garden, as well as practice some mindful activities such as gardening and crafting.

INCREASING COMMUNITY INVOLVEMENT

As a Community Benefit Society, we exist to enhance people's lives through leisure and cultural opportunities, encouraging greater community engagement and positive outcomes.

Here are some examples:



Ordsall Hall

Open to all for 50 years

**ORDSALL HALL, SALFORD'S
OLDEST BUILDING,
CELEBRATED 50 YEARS
AS A MUSEUM, AND
WELCOMED OVER 21,000
VISITORS THIS YEAR**



- The Hall hosted the Platinum Jubilee Beacon Civic Event and celebrated its **8th year of Open-Air Outdoor Theatre**, with **5 performances attracting nearly 600 spectators**.
- A **new programme** of '**Garden Thursdays**' was launched, using the Hall gardens and materials found in them to make dens, willow head-dresses, broomsticks, wands, and clay monsters.
- '**Craft Social**' workshops at the Hall proved popular, with a mini community of **crafters regularly attending** sessions.
- To mark the opening of the **Women's Euros 2022**, we hosted a programme of **free events at the Media City Piazza**, including an inflatable football pitch, climbing wall and musical performances.

**AWARD-WINNING TOUR GUIDE FLECKY BENNETT LAUNCHED
MANCHESTER GHOST WALKS AT ORDSALL HALL**

INCREASING COMMUNITY INVOLVEMENT

- Our **children's party** offer in community and leisure centres across the City, has been **expanded** and introduced to new venues.
- We have **developed strong relationships** with local friends and gardening groups to improve the look of our buildings.
- The community centres attract more than **25,000 visits per month**, engaging with around **160 clubs and groups**.
- **New Health and Fitness offers** have been extended to staff and students at **Salford City College**.



The Den

Since opening its doors approximately 18 months ago The Den has recorded over 15,000 attendances. It is recognised within Greater Manchester as an highly innovative project, offering a unique space and continues to be the highest attended young peoples provision across the city. During the evenings The Den provides a varied range of activities for young people including Dodgeball, Amateur Boxing (run by Walkden ABC) and a Youth Club which offers multi-sports, pool, air hockey, table football, table tennis, console gaming and the opportunity to come together and socialise safely with qualified youth workers on hand to offer advice and guidance around any issues of concern.

- SCL's School of Dance celebrated their return to full performances with two shows at The Lowry. **Over 220 dancers** aged between 2 and 17 performed in our **Summer Street Dance and Winter Spectacular Showcase to audiences of up to 500 people.**



Height Library a 24/7 Community Hub

Following a successful bid to the Libraries Improvement Fund, work begun on developing the Community Hub at Height Library, a fully accessible and flexible space for independent use by the whole community in and out of library opening hours.



INCREASING COMMUNITY INVOLVEMENT

We delivered our first Tipi Wedding in August 2022 with great success.

“Our entire experience - from beginning to end - was perfect. Sue and the team went above and beyond to help us have the most amazing wedding ceremony in such a beautiful space. Our guests unanimously said they had a brilliant time and were in awe of the gorgeous building and gardens!”



“When we first visited the Lads Club we were made to feel really welcome and were blown away by how beautiful the building is inside”



10 WEDDINGS WITH OVER 700 GUESTS WERE HELD AT ORDSALL HALL AND SALFORD LADS CLUB

Winter Festival at Orsdall Hall

This Christmas saw our Winter Festival at Ordsall Hall welcoming over 380 visitors and Breakfast with Father Christmas at the Museum attracting over 150 children and young people. The event was entirely free and included performances from MAPAS's choir and Brass Quintet, story time with Father Christmas, a Pinecone Trail, Sleepy Tea Bag making and Snowflake Crafts.

“We had the best time. We really did. It was such a personal experience and really good value for money. Everyone was so friendly and helpful, and my girls had a wonderful day to remember. I hope it's on again next year”

INCREASING COMMUNITY INVOLVEMENT



- **MAPAS offered musical theatre** and drama workshops to secondary & primary **schools** this year with two musical theatre groups combining to put on a **full show - Legally Blonde the Musical**.

- **Over 1,700 matches** were played on the grass pitches and a number of school sites have been opened up to meet the demand for outdoor sports pitches.



- Libraries celebrated the city's diverse communities with events, storytelling and displays for **Holocaust Memorial Day, Black History Month, Refugee Week**, Mother Language Day and the Pink Picnic. Pendleton library hosted a visit from an authentic caravan as part of **Gypsy, Roma & Traveller History Month**.



- We welcomed over **106,000 people to Salford Museum & Art Gallery**, and have engaged **over 400 visitors** in our adult workshops such as wreath making, pottery, beading and life drawing.
- In addition the Museum and Art Gallery hosted artist talks, a film screening, a **Takeover by Tandem Theatre Company**, and a **Craft and Cocktails night**. Also, we hosted an event for the Being Human Festival in the Victorian Gallery.
- The Museum and Art Gallery held **7 new exhibitions**. The Open [3] exhibition had well **over 100 entries from 76 artists**, with just under 90 pieces on display, all created by people who live, work, study or were born in Salford.



Celebrations of Rugby League World Cup

More than 100 people celebrated the Rugby League World Cup in October: Eccles library hosted its first podcast with Rugby League authority Phil Caplan and guests. Children from local schools experienced live theatre in the library with a performance of Anoushka's Try from Colour the Clouds and award-winning poet Louise Fazackerley led a creative writing session for children.

INCREASING COMMUNITY INVOLVEMENT

- Developed **bespoke programmes** for our Jewish community at Broughton Leisure Centre.
- MAPAS are working towards a Rainbow Flag award from the Proud Trust, demonstrating how the service is welcoming and **inclusive for people** from the LGBTQ+ community.
- To support groups returning from the pandemic we offered **reduced rates** at leisure centres for a period.



“I enjoyed looking at LS Lowry’s architecture and the colourful pots and I like Harold Riley’s old drawings so much”
(8-year-old visitor)

- The ‘Exploring the Collection: Geoffrey Key, Harold Riley and L.S Lowry’ exhibition included 6 works by LS Lowry, on loan from The Lowry, and brought out over 50 artworks from the museum stores.
- We delivered **two online exhibitions**: one for the Queen’s 70th Jubilee year, and the other in collaboration with the GM Archives and BBC Archives, celebrating the 100th anniversary of the BBC.
- The museum successfully also held its **first Etsy Craft Fair**.
- Working with the Activity Alliance, we are the **first Leisure Trust in the country to pilot the self-assessment tool**, LEAD, to identify how accessible our services are for disabled people.



At all our venues we delivered an extensive programme of holiday activities, including **exhilarating Watersports** sessions, intensive swimming lessons, and **wide-ranging libraries**, museums, music and performing arts activities.



“I feel the event was excellent. Very good afternoon. Well organised and friendly staff. Children were well entertained and enjoyed it. Very good introduction to the library”

Festival of Libraries

The Festival of Libraries featured an evening with Salford legend, Mike Sweeney, mother language storytelling and a writing workshop with author Danielle Jawando and students from Moorside High School. 50 copies of Lenny Henry’s ‘The Boy with wings’ were donated to children as part of a book hunt, with some getting to meet the man himself!

“It was an inspiring experience to work with Danielle Jawando, a role model for young women like myself.”

DEVELOPING EDUCATION & SKILLS

Across SCL we provide a wide range of learning opportunities in relation to reading and literacy, history, arts, music, and physical education. We enable people to thrive through competition and to showcase their talents and passions through performances and events. Here are some examples from the past year:



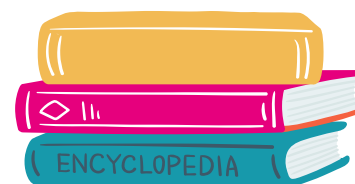
Synchro Head Coach, Jessica Fletcher

Jess was nominated to attend the Swim England national award for Coach of the Year, after winning the Northwest Coach of the year in 2022. Jess achieved second place in the national awards, which is a massive achievement and recognition of her hard work.

1600 CHILDREN TOOK PART
IN THE 'BIG SALFORD SUMMER
READ' DURING WHICH **35,000**
BOOKS WERE ISSUED TO MORE
THAN **3000 CHILDREN**



- **‘Pop-up’ libraries** were set up at various venues, allowing customers to **read, relax and borrow books** at places best suited to them.
- Visits to libraries from local schools **hit record numbers, with 6000 children joining the library** and learning the love of books. For World Book Day nearly **1000 visitors were given a free book** to take home.
- The **Salford Literacy Trail**, in partnership with the National Literacy Trust & the Bupa Foundation, featured **20 book benches**, created by local children & artists.
- **16 weekly** story-time and play-&-stay sessions for under-5s and their parents & carers continue to be a **vital part of Early Years learning and socialising**.
- More than **5000 babies, toddlers and children** in pre-school settings benefitted from the **Bookstart scheme**.
- A partnership with high schools, the council and the Dick Camplin Education Trust involved students from across the city **taking part to the City Mayor’s Challenge**, supported by libraries and the Local History Library.
- **ESOL classes** were held in libraries throughout the year.
- MAPAS developed a pilot programme, ‘Tune in to Talking’, in a number of school nurseries, using music to **aid development of language and communication**.
- Pinc College continues to run its Salford campus from the Museum & Art Gallery, **supporting neurodiverse young people** in creative and key skills qualifications.



**320,000 BOOKS AND
64,000 E-BOOKS & E-AUDIO BOOKS**
WERE BORROWED BY READERS OVER THE YEAR

DEVELOPING EDUCATION & SKILLS



SCBA
2022

STUDENTS FROM **EIGHT SECONDARY SCHOOLS** TOOK PART IN THE ANNUAL CHILDREN'S BOOK AWARD AND ATTENDED THE AWARD CEREMONY AT SALFORD UNIVERSITY.

- More than **100,000 digital learning sessions** took place on the library public access PCs, with customers receiving **vital digital support and knowledge**.
- Libraries hosted various work placements over the year, including a young person participating in the **Salford Futures scheme**.
- Salford Museum and Art Gallery engaged with **2494 students** and Ordsall Hall **2657 students**, in **167 learning sessions**.

I-PADS WITH FUN, EDUCATIONAL GAMES WERE MADE AVAILABLE IN CHILDREN'S LIBRARIES ACROSS THE CITY

THE SCHOOLS LIBRARY SERVICE LENT MORE THAN 70,000 BOOKS TO NEARLY 70 SCHOOLS



"I joined the session to help a friend start a cleaning business. Their advice was what propelled me to pursue my own dream and encourage me to take the plunge and start my own business"

NORTHERN
POWERHOUSE

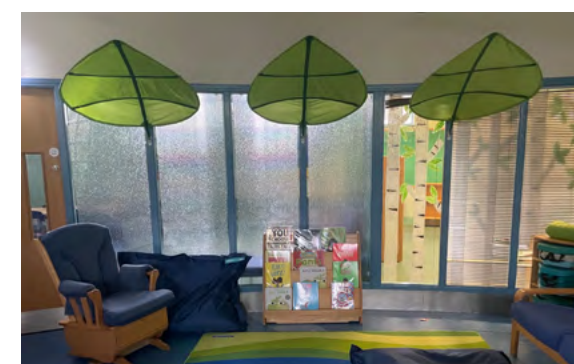
European Union
European Regional
Development Fund

Build A Business
in GM Libraries

Supporting the Local Economy

Build a Business, a Greater Manchester libraries project partly funded by the European Regional Development Fund, provides small businesses, entrepreneurs and anyone thinking of starting their own business with workshops, networking and 1:1 tailored advice at Eccles library, a Business and IP Centre (BIPC). **Since the project began in 2021 it has supported 1400 local people.**

the
Storynook



The StoryNook, an immersive environment bringing stories alive through play, has been introduced to Winton library for all families to explore different ways of enjoying books with children, increasing accessibility for those whose first language is not English.

DEVELOPING EDUCATION & SKILLS



ON AVERAGE **OVER 280**
CHILDREN & YOUNG PEOPLE
ATTENDED THE MUSIC AND
PERFORMING ARTS CENTRE
EACH WEEK



THREE SALFORD SWIMMERS WERE SELECTED
FOR INTERNATIONAL COMPETITIONS, **85**
MEDALS WERE WON AT SWIMMING
REGIONAL CHAMPIONSHIPS & **153** AT
LANCASHIRE COUNTY CHAMPIONSHIPS



- The Watersports Centre received funding from Booths Charity to **support 6 young people to access an Open Water Lifeguard** and Powerboat course, with the potential to seek formal employment with SCL.
- **Over 300 exams** were taken with the **International Dance Teachers Association** in Street Dance, Ballet, Tap, Contemporary Modern Jazz and Acrobatics- all dancers passed with superb feedback from the examiners.
- The Active Education Team invested in **new equipment** which enabled the physical activity offer for primary school children to be **enhanced, improving physical literacy skills** through innovative new sports such as Quidditch and Touchball.
- For **International Women's Day** Eccles library hosted a 3D printer workshop, marking the contribution of women to science and technology.

ENRICHING THE ENVIRONMENT

We are committed to ensuring that our sites of significant historical and community importance are effectively managed and maintained for generations to come.

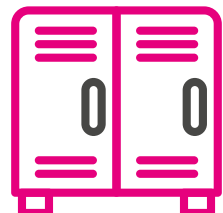
We also remain fully committed to reducing our environmental impact and investing in our facilities. Here are some examples:

- Salford Museum & Art Gallery launched its **first online shop with over 250 new products**, sourced wherever possible from local and UK-based companies. We also opened our first **Eco Refill Shop** in 2022.



*Salford
Museums
& Galleries
Shop*

[CLICK HERE
FOR NEWS
ARTICLE](#)



WE HAVE SECURED FUNDING FOR THE **FUTSAL DEVELOPMENT AT ORDSALL**, TO BE LAUNCHED LATER IN 2023, AND FOR **CHANGING ROOM IMPROVEMENTS** AT SALFORD SPORTS VILLAGE.



Working with communities to enrich the environment

A group of residents collaborated with the Libraries team and other partners, including CVS and RHS Bridgewater, on an exciting project to transform the garden at Irlam library into an accessible, eco-friendly, and biodiverse space for the whole community. Support from the GM Green Spaces Fund will allow for a wide range of outdoor activity, from storytelling to nature discovery to wellbeing workshops.

PARR FOLD PARK RE-OPENED FOLLOWING SIGNIFICANT INVESTMENT [PARR FOLD PARK IN SALFORD TO GET £303K REVAMP FOLLOWING FUNDING APPROVAL – MANCHESTER EVENING NEWS](#)

- In partnership with **'We Do Tennis'** new coaching taster sessions were offered at Parr Fold courts during the summer.
- We undertook a programme of equipment refresh, **seeing over £100k invested** in supporting our gyms and group exercise programmes.

ENRICHING THE ENVIROMENT



OUR COMMUNITIES TEAM HAS DEVELOPED RELATIONSHIPS WITH LOCAL 'FRIENDS' AND GARDENING GROUPS TO IMPROVE THE LOOK OF PARKS FACILITIES AND ENGAGE WITH NEW PEOPLE.

- **Improvements have been made** at leisure centres sites, including flooring, kitchens, painting, furniture, new office and meeting spaces.
- **Reduced emissions** heating systems have been installed at 3 community centres.
- The introduction of goal post boxes at several pitches has seen a reduction in unauthorised matches.
- We have joined the 'Too Good to Go' scheme to **reduce food waste** in our cafes.
- Plug-in points were installed in libraries to allow customers to use the **free WIFI** with their own devices for work, study and **connecting with others**.
- **15 libraries and museums** undertook **internal Health and Safety** Audits, with 4 venues inspected by Greater Manchester Fire Service.

"The painting has been away from the Hall for over four years and has been greatly missed by the public and staff alike. The Court Lady has always been regarded as part of the fabric of the Hall, so it is fabulous to have her back and looking so good as well"

Peter Ogilvie, Collections Manager



For Living ForViva funds the Restoration of Ordsall Hall's "Portrait of a Lady"

The 16th Century panel painting "**Lady in a Court Dress**" has been restored and rehung at Ordsall Hall after a 4-year absence. In addition two portraits with historic connections to Ordsall Hall, Sir John and Sir Alexander Radclyffe, were loaned by a Radclyffe descendent. This was linked to a 6-month programme of evening events with the new residents of Dock 5, hosted by the Museum.

[NEWS ARTICLE - SALFORD MEDIA](#)

[NEWS ARTICLE - MANCUNIAN MATTERS](#)

ENRICHING THE ENVIROMENT



ORDSALL HALL WELCOMED BACK THE ORDSALL PEACOCK

NEWS ARTICLE - MEN

NEWS ARTICLE - SHRIEKING VIOLETS



- **Over 60 new items** were acquired by Salford Museum & Art Gallery, with highlights including **LS Lowry's "Going to the Match"**, a **limited-edition print by Harold Riley**, commemorative scarabs celebrating 25 years of the Pilkington Society, and City of Salford 1953 coronation beakers.
- Funding was successfully obtained to purchase a fire-proof filing cabinet, hanging secol sleeve files and acid free coin envelopes, to secure the **long-term preservation** of the museum's coins and medals collection.
- The Local History Library benefitted from a **large redevelopment**, including decoration to match the museum's Victorian Gallery, light fittings replaced with efficient LED bulbs, new microfilm scanners, and new seating areas for visitors.
- Our museums **improved the offer for deaf and hearing-impaired people** with Museums Development North-West funding. This included hearing loops, public tours translated to BSL and Mind's Eye Audio Description for blind and visually impaired customers.

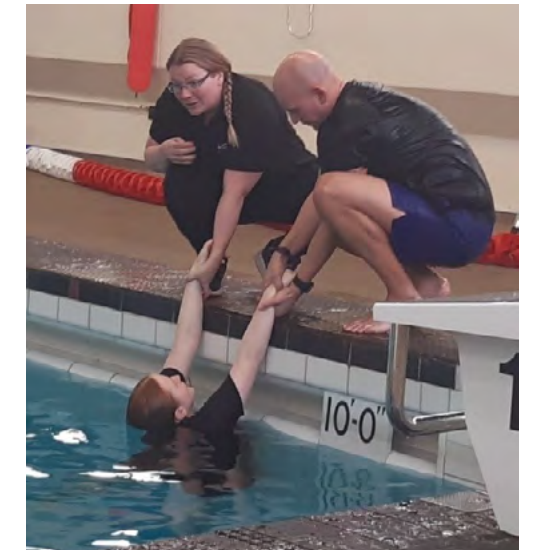
INVESTING IN OUR WORKFORCE

We are **committed to investing** in the **learning and development** of our **workforce**. This year we have facilitated several learning opportunities, enabling staff to continue serving our communities. Here are some examples:

- In partnership with Public Health, 20 staff members from our Broughton libraries and leisure facilities undertook the Level 2 '**Understanding Health Improvement**' course, enabling them to effectively **support residents** and signpost to other services.
- Recognizing the impact of Covid on both physical and mental health, we have pledged that all staff will be **trained as Mental Health First Aiders, with 100 staff already trained to date.**
- 30 people attended **Answer Cancer awareness sessions**, the Greater Manchester Cancer screening engagement programme.
- As part of our work towards signing the **Menopause Pledge** we ran a number of staff awareness sessions, with **40 people attending**, helping to create a more inclusive workplace.
- We have supported **20 new swimming teachers** to undertake Level 2 qualifications, enabling us to expand the **Learn to Swim programme** and teach more children and young people an essential life skill.



**LOCAL RESIDENTS
HELPED THE HEAD
GARDENER WITH
MAINTENANCE
OF THE THREE-
ACRE FORMAL
GARDENS**



- Our dedicated training team, 'SCLTraining', successfully completed external **quality assurance** exercises with both **Qualsafe** and **The Royal Life Saving Society** RLSS.
- Two additional members of the team have completed their Postural Stability Instructor (PSI) qualification, supporting delivery of our falls prevention programme."
- As part of our commitment to inclusion and accessibility, we established an internal Equality, Diversity and Inclusion (EDI) working group.
- We have also worked with an EDI consultant through the GM Music Hub to help us identify inclusion issues with our workforce
- Over **200 front-line staff** are regularly **trained in First Aid**, and their skills played an important role in successfully saving the life of a customer using an AED defibrillator.
- We **delivered first aid training to over 800 external customers**, including school, children homes and highways staff.
- Libraries staff began a programme of **awareness-raising** about refugees and asylum seekers, as part of **Libraries of Sanctuary**.

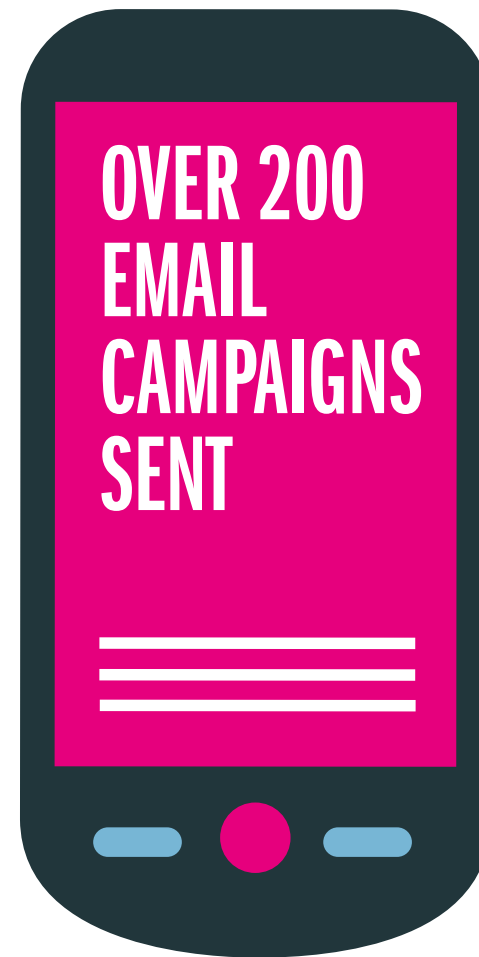


**95 STAFF HAVE BEEN TRAINED
IN HEALTH & SAFETY AND 183
IN LEVEL 2 FIRE SAFETY**

COMMUNICATING WITH OUR CUSTOMERS

The objective during 2022 was to build on the successes from the previous year in driving increased engagement and bringing customer participation back to pre-pandemic levels. This was achieved by improving the quality and frequency of engagement with existing customers and by broadcasting our message to a wider audience of new customers.

- There were **regular updates** to all service web pages.
- We introduced technology in our sites to work towards a **paperless environment**. QR codes have been introduced at our point of sales, allowing our customers to access membership and facility information online.
- We have implemented a new system, 'Melded', to allow parents to book and pay for music tuition online.
- Three new Facebook pages were set up for Beesley and Boothstown Community centres and Parr Fold Park Pavilion Café. The pages have been a huge success with **over 5000 interactions per month** between them.
- An adverse weather procedure was rolled out on the webpages, allowing customers to **access information** on any short notice closures **more efficiently**.
- The Salford Sports Network works closely with the facilities team, through our Club Development Officer, resulting in information being shared between facilities and sports clubs.
- We launched 'Recite', an accessibility toolbar to make our website **more accessible for everyone**.



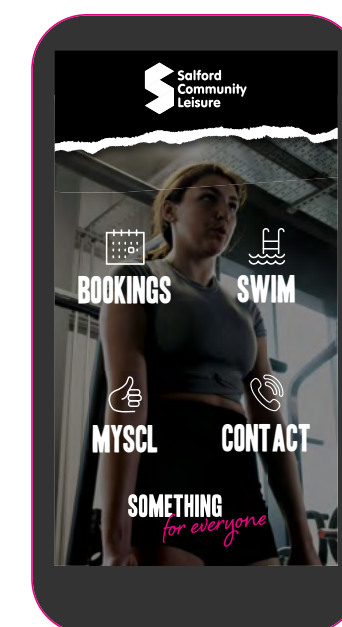
**OVER
3 MILLION**
VISITS TO OUR WEBSITE

74,680 +   
SOCIAL MEDIA FOLLOWERS

 **324,644 EMAILS SENT TO CUSTOMERS**

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