

Social Value
in Salford



**Salford Social
Value Alliance**

Wednesday 7th August 2025
Event Report

Introduction

At the second Salford Social Value Alliance event of the year, current and prospective members of the alliance met at Salford's brilliant RHS Bridgewater to hear about the fantastic social value being delivered from across our private, public and VCSE sector related to our PLANET strand of work.

The PLANET strand of our work promotes:

- Less Waste, More recycling and re-use
- Less carbon emissions
- More use and care of green and blue spaces

To begin, we heard from **Nina Agnew and Andrew Simpson from RHS Bridgewater's Community Outreach team.**

They outlined how social value is created through redistributing surplus plants and materials from RHS Garden Bridgewater and RHS shows, including Tatton Park and Wentworth Woodhouse. Over £18,000 worth of plants and more than 4,000 items were redistributed in 2024 to groups such as Friends of Sackville Gardens and Blackleach Allotments. Examples included adding plants to parks like Parr Fold Park and Langworthy Park.





They also covered corporate volunteering as a further source of social value, highlighting AQA sessions in Langworthy Park valued at £715. Additional examples included work by Kenny Waste and Salford Employment Hub at Peel Park Little Hulton, where 310 m² was bark-mulched. These contributions were presented as support for community projects and as valuable match-funding evidence.



Those in attendance were then asked to discuss in groups : **How could we (as an alliance and as RHS) support green community groups in accessing more corporate volunteering?**

The following is a sample of what was discussed:

- ★ Needs to be 2-way opportunities R.E fundraising resources, donations
- ★ Consistent relationships rather than one-offs
- ★ Reframe to an exchange of benefit
- ★ Build in green community groups into the supply chain for corporate organisations
- ★ Access to outside and green spaces - memberships or staff trips
- ★ Matching platforms or equivalent
- ★ Networking events between green community groups - self-sufficiency – but also networking with corporates
- ★ Using SSVA bulletin or website to make asks



Next up was **Lewis Welsby from Seddon Construction**.

Lewis explained about the Passivhaus standard as an energy-efficient building approach that creates warmer, cheaper-to-run homes. He described Seddon's partnerships in Salford, including work with the Mustard Tree Freedom Project, where five service users joined the Longshaw Drive site in December 2023. He also referenced collaboration with Build Salford to provide site visits and placements.

He then introduced Seddon's Net Zero Heroes group, which works across fleet, green site setups, data, communications, and supply chain to reduce carbon outputs. Lewis also outlined participation in Plastic Free July, noting efforts to reduce construction-related plastic waste.



Those in attendance were then asked to discuss in groups : **How can we get young people to engage with the environment to benefit their own communities?**

This is what groups fed back:

- ★ Young people need more of a say into investment in their local green spaces
- ★ Frame the emerging technological revolution as a climate concern
- ★ Working with colleges + universities + schools to involve them in public green space projects



- ★ Social media / Organising events or creating a challenge
- ★ Junior park runs / A sponsored environmental award
- ★ Education days at recycling centres
- ★ Grassroots football clubs to enforce no plastic bottle

Finally was **Jessica Britch from the Salford Ranger Team.**

Jessica outlined the core responsibilities of the Salford Ranger Team, including managing parks and greenspaces, delivering events, education programmes, and coordinating volunteers. She reported that during the Great British Spring Clean in March 2025, 80 litter picks were completed with 1,100 participants and 1,000 bags collected.

She highlighted social value through procurement, project support, and accredited training such as City & Guilds horticulture and AQA conservation courses. Jessica also reported on reduced-mowing biodiversity surveys and the 2024 Salford Walking Festival, which delivered 52 walks for 1,438 participants.





The group was then asked: **What types of training should the rangers team offer to engage more Salford people?**

- ★ Green wood crafting – willow weaving etc. Making things to trade / sell
- ★ Coppicing – woodland management – using wood to craft things we can use
- ★ Plant propagation + soil maintenance. To keep ground fertile
- ★ Foraging / planting – encouraging people to recognise plants + grow their own fruit and veg
- ★ Training for councillors
- ★ An organisation accreditation
- ★ Active travel training including bike maintenance courses
- ★ Outreach to communities who aren't well represented in climate action
- ★ Employability training – how to get into the rangers team

