

# Salford Social Value Alliance

**PROSPERITY**



Conference Room, Salford Innovation Forum, 51 Frederick Road, Salford, M6 6FP



# Salford Social Value Alliance Prosperity event

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Policy and Development Officer,  
Salford City Council

# Not in Education, Employment or Training (NEET) and 'Not Known' performance: August 2025

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## NEET and Not Known data:

- 16/17-year-old NEET: 7.04% (an increase from 6.83% in August 2024)
  - 16/17-year-old Not Known: 0.97% (a decrease from 1.19% in August 2024)
  - Combined NEET and Not Known: 8% (a decrease from 8.02% in August 2024)
  - 77% NEET are active NEET and 23% are inactive NEET
  - In August 2025, the average number of days NEET is 279 (an increase from 272 in August 2024)
  - Between August 2024 and August 2025, the cohort has increased by 385 young people
  - Elective Home Educated (EHE): 86 young people in year 11 are EHE as of September 2025
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# NEET and 'Not Known' performance: August 2025

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## Vulnerable groups:

- Special Educational Needs and Disabilities (SEND) young people aged 16 to 24 with an Education, Health and Care Plan (EHCP) in EET: increased to 87.7% from 74.8% in August 2024
  - SEND young people aged 16 to 24 with an EHCP who are Not Known has reduced to 0.3% from 7.0% in August 2024
  - Youth justice 16-to 17-year-olds in EET: the percentage has increased to 41% from 35% in August 2024
  - Looked after 16-to 17-year-olds in EET: the percentage has increased to 76.4% from 67.4% in August 2024
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# NEET seeking and not ready: August 2025

Ward	NEET Seeking	Not Ready
Barton & Winton	9	18
Black Friars Trinity	2	2
Boothstown and Ellensbrook	5	2
Broughton	12	14
Cadishead and Lower Irlam	9	7
Claremont	3	2
Eccles	4	5
Higher Irlam and Peel Green	13	11
Kersal and Broughton	9	8
Little Hulton	30	7
Ordsall	8	5
Pendleton and Charlsetown	12	9
Pendleton and Clifton	6	7
Quays	0	1
Swinton and Wardley	14	7
Swinton Park	6	5
Walkden North	18	3
Walkden South	7	1
Weaste and Seedley	27	18
Worsely and Westwood Park	8	8
<b>TOTAL</b>	<b>202</b>	<b>140</b>

- 75 young people are not capable due to health reasons
- 13 young people are young carers
- 13 young people are young parents

# Summer programmes 2025

Programme	Referrals	Participants
Pink Academy Nails and Beauty	35	17
Manchester Bike Kitchen Riding to Success	17	12
Frameworks Social Enterprise CIC Construction (Eccles)	12	8
Morgan Sindall Construction (Pendleton)	32	9

- 96 referrals across all programmes with 46 young people participating (48% conversion)
- 38 participants have moved into full-time education or training
- Seven participants are currently NEET. Two of these have placements but are awaiting start dates, three have potential starts with Pink Academy, the Youth Service and the Growth Company, one is being supported by our SEN adviser and one is not engaging
- One attendee is now in year 11

# Summer programmes 2025

“I really enjoyed the bike programme, it improved my communication skills and showed the importance of teamwork.” - Riding to Success participant

“I met new people with similar interests to me, learned and made new friends.” - Nails and Beauty participant

“The hands-on experience was amazing, the staff were spot on and I learnt loads.” Construction participant (Morgan Sindall)

“I enjoyed the time spent with all of the staff and the other people.” - Construction participant (Frameworks Social Enterprise CIC)



# NEET programmes 2025 and UKSPF evaluation

Young people engagement outcomes Data Sept-Aug 2025

Metric	Number of Young People (YP)	Notes
Total YP engaged	153	Includes programmes and one-off events
Engaged in actual programmes	136	17 attended only taster events
Completed programmes	109	Full programme completion
Total EET following course	61	Entered Employment, Education or Training
Total engaged following course	101	Continued engagement after course

## April to August 2025 updates:

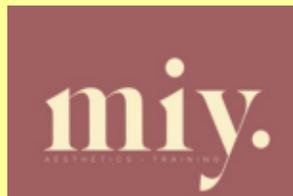
- Headstart (hairdressing)
- Madlab (IT and coding)
- Salford Royal Hospital (health care)
- 30 places available across three programmes
- 23 young people completed with 12 now in EET destinations and 21 who continue to be engaged

# NEET programmes 2025 to 2026

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## Planned provision for September to December 2025

- Restart Ready with Youth Service (Salford City Council) and Salford Community Leisure: 12 places available
- Introduction to Construction: 10 places available
- MIY/PINK beauty - 30 places available
- 52 places available across all provision

The logo for Salford City Council, consisting of the text "Salford City Council" in white, sans-serif font on a solid pink rectangular background.

# Step into Salford (Pathways Programme)

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- The target audience: job-seeking young people who require pre-employment, work experience or in-work support
- Programme lasts six weeks consisting of three days a week and a bursary of £80
- One day per week with a skills provider to access learning and support focused on functional skills if needed
- One day per week on placement
- One day per week of meaningful pastoral support and work-ready skills

## What will be covered in the pre-employment programme?

- Completion of a skills assessment to identify gaps, support and creation of a clear action plan for any areas to improve
  - Confidence building
  - Work ethic, expectations, time management and organisational skills
  - IT skills (using systems like Outlook and Teams)
  - Functional skills
  - Five ways to wellbeing
  - Money Matters
  - Creation of an action plan to support development before moving on
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# Programme details

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- Following the completion of the pre-employment programme and if the young person is ready and suitable, they will move into service areas they have been allocated to for 25 hours a week for the first six months, followed by six months FTE
- Placement programme is six months of 25 hours per week and one day for any learning needs, including maths and English)
- Placement: young person is allocated to a service area with weekly check-in meetings throughout the six months
- Support: pastoral support and a continuous record of skills and learning to address gaps and highlight successes
- Evaluation: mid-point and end-point evaluation scoring templates to track progress
- Six months of full-time employment will follow, with continued tailored support and an exit plan for longer-term outcomes

## Quotes from Pathways participants

- "Joining the council has helped me massively already. My confidence and social skills have improved so much in just under two months."
  - "In just a few short weeks, I have settled into my role, met a fantastic team, and gained confidence in handling a variety of queries."
  - "I have really enjoyed the last six weeks and would highly recommend it to others. I have built a great relationship with Stacey, who has been there for me throughout the programme."
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# Supported Internships

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- Supported Internships are structured study programmes designed for young people aged 16 to 24 with an EHCP or statements of SEN
- Internships are based with an employer and enable young people with learning difficulties and/or disabilities to develop workplace skills and experience to achieve paid, sustainable employment
- Internships typically last for one academic year and include unpaid work placements of at least six months and support the young person to move into paid employment at the end of the programme, wherever possible
- In the academic year 2024 to 2025, Salford City Council hosted five interns over 20 weeks of employer placements



Salford City Council



# Social Value in Action

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## Support so far:

- Access to ME learning
- Donations of Personal Protection Equipment (PPE)
- Work placements
- Bike donations
- Staff time and expert knowledge

## What do we need further support with?

- Work placements (supportive and inclusive)
  - Jobs
  - Equipment (IT and PPE)
  - Staff time and expert knowledge
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# Discussion 1

Please suggest **3 practical ways in which organisations** can support getting those furthest away from work into education, employment or training



# **Social Value In Practice: How we can achieve growth & prosperity for all in Salford.**

**Helen Garry, Business Development Manager, Salford  
Foundation**



## **Social Value in Practice:**

**How we can achieve growth and prosperity for all in Salford.**

### **Key priorities for Prosperity include:**

- **More employers paying the Living Wage Foundation 'Real Living Wage'**
- **More Salford people who are in employment, education and training**
- **More purchasing from Salford based companies**



## About Salford Foundation

### Our vision:

**“Communities free of disadvantage, in which everyone has the opportunities and resources to change their lives and reach their full potential.”**

- **35 years of delivering social value in Salford**
- **Established as Salford Business Education Partnership (BEP)**
- **New Strategy 2025-2030 “Tackling Disadvantage, Changing Lives” includes “Working Futures”**
- **12,000+ adults, children & young people supported p.a.**
- **Services delivered in Salford & Greater Manchester**

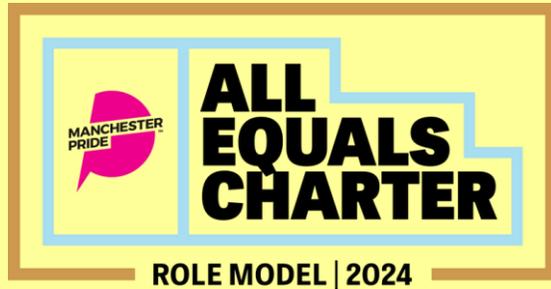
## Working Futures Strategy 2025-30

- everyone to have the opportunity to fulfil their potential and contribute to society.
- young people to be inspired and informed for their future careers.
- adults to gain skills and receive support to work for a living wage.
- promote volunteering and alternative forms of ‘meaningful employment.’
- everyone to secure a future that works for them.





## Good Employer Standards



## Good Employer Practices

- **Employee Assistance Programme & Healthcare Scheme**
- **Hybrid & Flexible Working**
- **Inclusive EDI policies (Menopause, Domestic Abuse, Trans Inclusion & Hate Crime)**
- **Staff Learning & Development – 35 hours per year**
- **Volunteering Days – Staff 2 days per year**
- **Workplace Engagement Group**



## Local Recruitment Strategy

**2022/23**

**32% of staff were  
Salford residents**

**87% of staff were GM  
residents**

**415 volunteers  
recruited**



**60% local staff Supply Chain Targets**

**Kickstart Young People's Scheme &  
Apprenticeships**

**Salford University BACP Counsellors**

**Staff "Refer a Friend" scheme £100**

**Outreach with community/  
faith groups**

**University Student Social Work Placements**

**Volunteer policy, recruitment & training**

## Local Supplies - LM3

1. Community Centres/venue hire
2. Gardening & Planting
3. Office Cleaning
4. Office Supplies
5. Window Cleaning
6. Handyman
7. Management Training
8. Media & Print
9. Taxis & Minibus Hire
10. Skip Hire & Waste Management
11. Works refurbishment & maintenance
12. Website design & maintenance



**17% of 3rd party spend with Salford Suppliers**

**53% of 3rd party spend with GM suppliers**

**sole traders, micro enterprises, SMEs & VCSEs**

## Case Study 1: Landsec Futures

### The Employability Project, funded by Landsec £25ks pa x 3 years

The project aims to improve wellbeing, develop employment skills, and work opportunities for 100 marginalised men p.a. aged 18+ in Salford.

One to one coaching and wellbeing group activities, enables men to overcome barriers to employment, achieve sustainable job placements and progress into paid work.

95 men supported to date since October 2023 including:

- 80% with bespoke CVs
- 71% with bespoke action plans
- 39% attending training
- 30% securing paid work

### Social Alliance Member Opportunities: Work & Skills

1. Employee Volunteering to deliver Employability Workshops
2. Hosting Work safaris, Paid Work placements & Work Trials
3. Offering Mock Interviews & Job opportunities
4. Funding group workshops and accredited training for adults



## Case Study 2: JD Foundation

### Kickstart Your Future

Better prepare **3,750** young people pa with knowledge and skills for life, enhance employment awareness and career prospects,

- Provide young people with the skills and knowledge to better support the transition from primary school to high school.
- Better prepare young people with the skills needed to succeed in the workplace and support them getting into employment.
  - Inform and educate young people about a wide range of careers.
  - Provide young people with opportunities to apply their knowledge and understanding in practical experiences with employers.
- Engage employers to support the Programme across MediaCityUK, Manchester City Centre and across Greater Manchester.



## Case Study 2: JD Foundation:

### Social Value Alliance Member Opportunities Work & Skills (Young People):



- **Transition Days**
- **Enterprise Skills**
- **Mock Interviews**
- **Mentoring**
- **Personal Finance Day's**
- **STEM Day's**
- **World of Work**
- **Workplace Visits**

1. Employee Volunteering to support Mock Interviews and World of Work delivered in schools for young people
2. Hosting Work safaris at your workplace for groups of young people
3. Volunteering/attending careers exhibitions/events for young people
4. Co-designing STEM workshop activities for young people with Salford Foundation's raising aspirations team
5. Funding careers education and guidance workshop activities for young people

## Key Contact Details:

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**email: [helen.garry@salfordfoundation.org.uk](mailto:helen.garry@salfordfoundation.org.uk)**

**Strategic Partnerships, Funding & Business Development**

**email: [helen.fenton@salfordfoundation.org.uk](mailto:helen.fenton@salfordfoundation.org.uk)**

**Corporate Funding Partnerships, Employee Fundraising & Payroll Giving**

**email: [raisingaspirations@salfordfoundation.org.uk](mailto:raisingaspirations@salfordfoundation.org.uk)**

**raising aspirations & corporate volunteering in schools for young people**

**email: [kevin.scovell@salfordfoundation.org.uk](mailto:kevin.scovell@salfordfoundation.org.uk)**

**employer engagement, work & skills opportunities for adults (men and women)**

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**Salford Foundation, Foundation House, 3 Jo Street, Salford M5 4BP**

**Registered Charity No. 1002482**

**[www.salfordfoundation.org.uk](http://www.salfordfoundation.org.uk)**

# Discussion 2

In what ways can we **better work together** to increase employment and training opportunities for Salford residents?

**Living Wage  
Week 2025**

**LIVING  
WAGE**  
FOUNDATION

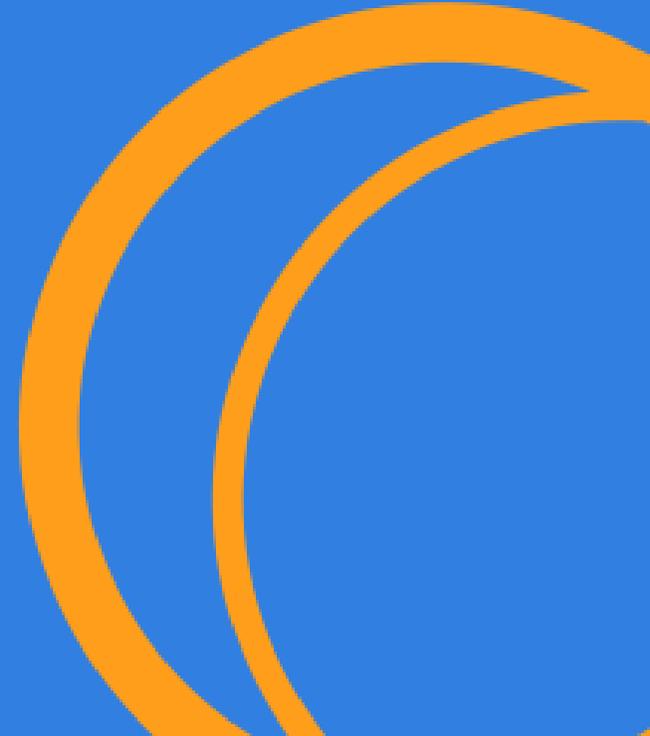
# Living Wage

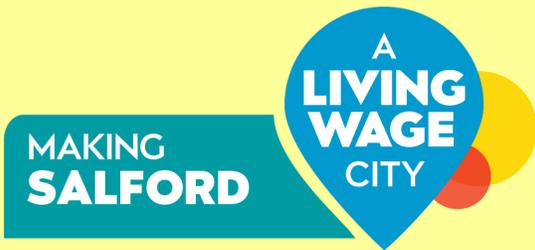
MAKING  
**GREATER  
MANCHESTER**

A  
**LIVING  
WAGE**  
CITY  
REGION

MAKING  
**SALFORD**

A  
**LIVING  
WAGE**  
CITY





**Living Wage  
Week 2025**

**LIVING  
WAGE**  
FOUNDATION

**Gemma Foxcroft**

**Programme Manager – North West**

**Living Wage Foundation**

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Living Wage  
Week 2025

LIVING  
WAGE  
FOUNDATION

# We believe work should provide everyone with a decent standard of living.

We know that the real Living Wage, Living Hours and Living Pension are good for people, good for employers and good for society



# For the cost of living





# The difference between UK Wage Rates



## The Minimum Wage

### What is it?

The government's minimum wage rate for under 21's

### Hourly rate?

£10 across the UK

### Required by law?

Yes

### Age eligible?

From school leaving age to 21

### How is it set?

Negotiated settlement based on recommendations from businesses and trade unions

### Is there a London weighting?

No

## National Living Wage

### What is it?

The government's minimum for over 21's

### Hourly rate?

£12.21 across the UK

### Required by law?

Yes

### Age eligible?

21 and over

### How is it set?

Calculated based on a % of median earnings

### Is there a London weighting?

No

## Real Living Wage

### What is it?

The only wage rate based on the actual cost of living

### Hourly rate?

£13.45 across the UK  
£14.80 in London

### Required by law?

Voluntary higher rate paid by thousands of UK employers

### Age eligible? 18 and over

### How is it set?

Independently calculated based on what is needed to cover living costs (rent, food, bills & more)

### Is there a London weighting?

Yes - there is a higher rate for London workers

The  
Governme

need to

according to the cost of living, based on a basket of household goods and services

Is there a London Weighting?  
No London weighting.

Is there a London Weighting?  
Yes – separate higher rate for London

The difference between real Living Wage and National Living Wage...



£2400



equivalent to 7 months' worth of food for a household  
or 4 months of housing costs.



WHAT WE DO

# Our accreditations

Driving up standards of good work

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## Living Wage Employer

Demonstrates that you pay your employees a real Living Wage, independently calculated every year to reflect the real cost of living in the UK and London.



## Living Hours Employer

Demonstrates that you commit to providing employees with secure working hours and shifts.



## Living Pension Employer

Demonstrates that you commit to paying an independently calculated annual savings target for your employees so they can have stability in work and retirement.

Living Wage  
Week 2025



## Why real Living Wage and Living Hours matter

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- **4.5 million jobs**, or 1 in 6 jobs, were paid below the real Living Wage in April 2024, following a 13% rise in the proportion of jobs paid below the Living Wage in the year to April 2024.
- Almost **6 in 10** (59%) workers paid below the real Living Wage skipped meals, turned off the heating, fell behind on bills or took out a pay-day loan in the past year to cover essentials, and over 2 in 5 have used a foodbank in the past year.
- **Women, part-time and racialised workers** continue to be disproportionately affected by low pay compared to men and full-time workers.
- Salford's economy could benefit by **£1.3 million** if just 10% more of our 17,000 low-paid workers were moved onto the real Living Wage.  
(Source: [Cardiff Business School 2025](#))



MAKING  
**SALFORD**

A  
**LIVING  
WAGE  
CITY**



**Living Wage  
Week 2025**

**LIVING  
WAGE  
FOUNDATION**

## Living Wage in Salford

- Salford became England's first recognised Living Wage City in 2019. Salford's 'Living Wage City' status was renewed in November 2022, and we are currently in the process of committing to a further 3 years of this work.
- A core team, formed of representatives from the University of Salford, Salford City Council, Salford CVS and our Salford-based Living Wage Employers meet regularly to work collaboratively on the campaign.
- Salford now has 124 Living Wage Employers (14.7% of GM's total!)
- 24.4 workers are employed by Salford-based Living Wage Employers
- More than 3000 Salford workers receive a pay rise each year due to this public commitment.





# The real Living Wage is good for business

Here's what Living Wage Employers said were the benefits of paying a real Living Wage...

**66%** said it has helped them differentiate from competitors

**87%** said it has enhanced their reputation as an employer

**62%** said it has improved recruitment of Living Wage employees

**64%** said it has helped improve relations between staff and managers

**60%** said it has improved retention of Living Wage employees



# How accreditation can support your Social Impact

Accreditation can drive your social impact through your social value offer in procurement and through social commitments in responsible business strategies.

Putting your **Employees at the core of your Social Strategy**

Improving your **Employee Health & Wellbeing**

Increasing **Local Economic & Community Development**

Improving your **Employee's & their Family's Social Mobility opportunities**

Supporting your organisation's **Equity, Diversity & Inclusion strategy**



**Gemma Foxcroft**  
**Programme Manager – North West**  
**Living Wage Foundation**

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**Living Wage**  
**Week 2025**



**MAKING**  
**SALFORD**



# Discussion 3

What next steps **could your organisation** take to further fair pay, secure working hours and/or living pensions in your workplace?



# Time for networking!

Social Value   
in Salford



14.11.2025