

**Social Value**  
in Salford



# Salford Social Value Alliance

**Friday 14th November 2025**  
Event Report

# Introduction

At the final Salford Social Value Alliance event of 2025, current and prospective members came together at the Salford Innovation Forum to hear about how organisations across the city are creating social value linked to our PROSPERITY strand of work.

This strand focuses on:

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

The session showcased a wide range of data, initiatives and case studies illustrating how partners from the public, private and VCSE sectors are supporting economic inclusion and fair growth across the city.



## Presentation 1: NEET & Not Known Performance – **Gemma Fitzpatrick, Salford City Council**

Gemma opened the session with an overview of the latest performance data on young people aged 16–17 who are Not in Education, Employment or Training (NEET) or whose destinations are Not Known.



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Key updates included:

- NEET at 7.04%, up slightly from 6.83% the previous year
- Not Known at 0.97%, down from 1.19%
- Combined NEET / Not Known at 8%
- 77% of NEET young people are active NEET
- Average days NEET increased from 272 to 279 days
- Cohort has grown by 385 young people compared to the previous year
- 86 Year 11 pupils now Electively Home Educated (EHE)

Gemma also presented comparative regional figures for the North West and England, providing useful benchmarking for the Alliance.

Progress among vulnerable groups was also shared, with significant rises in EET outcomes for young people with EHCPs, those in the youth justice system, and looked-after young people, demonstrating the positive impact of strengthened multi-agency working.





Gemma provided a brief look at summer programmes and the Step Into Salford Pathways initiative, which continue to offer practical routes into training and employment. Programmes across beauty, construction and cycling engaged young people in confidence-building, hands-on experience and skills development, contributing to increased NEET progression

## Presentation 2 – Social Value & Employment Pathways

### **Helen Garry, Salford Foundation**

Helen outlined how Salford Foundation’s work supports Prosperity by helping residents build skills, confidence and readiness for employment. She highlighted the organisation’s long-standing commitment to removing barriers to work and increasing access to meaningful opportunities, underpinned by the Working Futures Strategy



Examples included the Landsec Futures programme, which provides coaching and wellbeing support to marginalised men, with 30% progressing into paid work, and the Kickstart Your Future programme, which develops young people’s workplace readiness, life skills and awareness of career pathways.

Both programmes demonstrate the value of employer involvement, from volunteering to hosting site visits and placements.

Helen also emphasised how good employer practices—such as local recruitment, EDI policies, staff development and volunteering—contribute to wider social value across Salford



## Presentation 3 – Fair Pay & the Living Wage Gemma Foxcroft, Living Wage Foundation

Gemma Foxcroft closed the speaker session with an update on the Real Living Wage, Living Hours, and Living Pension standards.

She confirmed the latest Real Living Wage rates of **£12.60 UK** and **£13.85 London**, and highlighted Salford's continued national leadership as a Living Wage City, with **124 accredited employers** and more than **3,000** local workers receiving improved pay annually as a result of accreditation.

She also spoke about the broader benefits of fair pay, including improved wellbeing, reduced financial stress, stronger staff retention and enhanced employer reputation. Gemma encouraged members to consider accreditation as both a practical step towards social responsibility and a meaningful contribution to local Prosperity.



### 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.



## Closing

Due to limited time, group discussions did not take place; however, the event delivered a clear and focused overview of the actions, programmes and employer commitments driving the Prosperity agenda in Salford. Members were encouraged to continue exploring ways to support fair pay, local employment pathways and inclusive economic growth.