

Salford CVS'

Active East Salford Fund

Summary Report
2025-26



Selam Language and Culture Association's
Love and Peace Football

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About the Active East Salford Fund

The Active East Salford fund was established in 2024, with the aim of supporting communities in East Salford to move more. The fund aimed to engage with a variety of VCSE organisations working with East Salford residents, not just organisations delivering sports and exercise projects. Grants were distributed to organisations which met the following delivery requirements:

- helped to break down the barriers people face when it comes to being active
- provided new activities that meet the needs and interests of the communities they work with in East Salford
- adapted a current activity to incorporate more moving

Eligible applicants were invited to apply for up to £5,000 or £10,000, dependent on the size of the organisations.

Grants in numbers 25/26

- **25** grant applications were submitted, totalling **£194,659**
- **10** grants were awarded, totalling **£67,778**
- **434** sessions were held
- **439** people benefitted directly from project activities

Examples of funded activities

Active East Salford Fund has supported a range of physical activities, including:

- | | |
|-----------------|---------------------|
| • Pilates | • Kickboxing |
| • Dance | • Touch rugby |
| • Netball | • Movement sessions |
| • Swimming | • Yoga |
| • Tai-chi | • Football |
| • Outdoor walks | • Qi Gong |

Words from funded groups

"This funding will make a real difference to the girls we support, giving them a chance to access fun, inclusive fitness sessions in a culturally appropriate setting. It will help them build confidence, improve their physical and mental health, and create a strong sense of belonging and motivation to stay active."

- **Youth Start**

"Funding from Salford CVS to support our Bouncing Buddies Project is a huge support for us as a charity, and for the people that we work with! The funding will enable us to run a female dance group for teens and young children, helping them to increase their physical activity in a fun and enjoyable way. We hope this will make them want to keep up the activity as a new lifestyle change, and it's all thanks to this funding that we are able to get our new dance groups off the ground. Beneficiaries will also benefit from the side benefits of increased and improved social interactions and relationships, which will positively benefit their mental and emotional wellbeing too. A massive thank you to Salford CVS for your support!!!"

- **Bluebells Community Club**

"Having initially heard about the fund we knew it would make a huge difference to local residents. Being based in East Salford we see first-hand the obstacles local people face in being active, from the financial strain through to the lack of confidence or knowledge. This project will help our team to address these issues directly, helping to change the narrative and perception of exercise and being active in the community."

- **Salford Involved**

"A much-needed resource, that will improve the health and wellbeing of our community."

- **The Wellness Project CIC**

"The award will make a huge difference in the lives of inactive young women in Broughton. We will provide a diverse range of sport and activities in an enjoyable environment. Flyers and leaflet explaining the importance of keeping active and its benefits for the physical and mental wellbeing will be distributed to our users. All this will encourage inactive young women to undertake more active lifestyles."

- **ABS Training LTD**

"This award will enable us to provide fun, active dance classes for girls in our community – helping to improve their physical health, boost their mood, and build confidence through movement. It's a joyful way to stay active, make friends, and feel good inside and out."

- **The Great Club Charitable Trust**

Funded Projects Spotlight: The Wellness Project

Project Name: Movement for a Better Life

Number of sessions: 25

Number of beneficiaries: 17



The Movement for a Better Life project delivered weekly sessions for residents providing accessible movement activities. Most of the participants lived in the Salix Homes Tower block. Project activities took place in the community room or outside in the community garden, if weather permitted. At the beginning of the project, participants described feeling anxious and lacking confidence about joining exercise classes. Some didn't know where else they could find a class that would suit their needs.



Each session offered gentle activities such as yoga, Tai Chi and Qi Gong, with a focus on improving balance, flexibility, breathing and stress management. Attendees reported the sessions supported them through menopause, helped them to meet new people, and helped with physical and mental health. This has had a lasting impact on the attendees: 5 participants now regularly practise movement exercises at home; 7 participants progressed

during the course of the project to complete the exercises without requiring a chair for balance. Additionally, the attendees described feeling better connected to the community garden with some joining in volunteering to help out with the upkeep and using the produce to make healthy meals.

"I am autistic and tend to have a lot of anxiety. At one point it was the only time of the week where I felt relaxed."

"Yoga classes can be quite stressful, but this one is not. I prefer being in a small group, it makes me feel more relaxed. I don't feel self-conscious in [the trainers] class, she doesn't make you feel like there is anything wrong with you."

- Quotes from participants

Funded Projects Spotlight: ABS Training

Project Name: Getting Local Girls Active

Number of Sessions: 82

Number of beneficiaries: 210

This project was designed to support young women in the Orthodox Jewish community who face barriers to being active such as cultural suitability, cost, and limited access to female-only activities. The project addressed these barriers by providing free, female-only fitness sessions in a safe and familiar environment.



Through a programme of keep fit, dance, aerobics, Pilates, swimming, netball and countryside walks, participants were able to find enjoyable ways to move. The project not only increased physical activity levels during the programme but also encouraged longer-term behaviour change. By gaining a better understanding of the importance of staying active for both their physical and mental wellbeing, participants were encouraged to incorporate exercise into their weekly routines beyond the project.

"I never used to take part in any exercise, but the sessions were enjoyable and encouraged me to do more activity each week."

"I really enjoyed the netball game; it was something different that we never get opportunities to participate. Please can we have more?"

- Quotes from participants

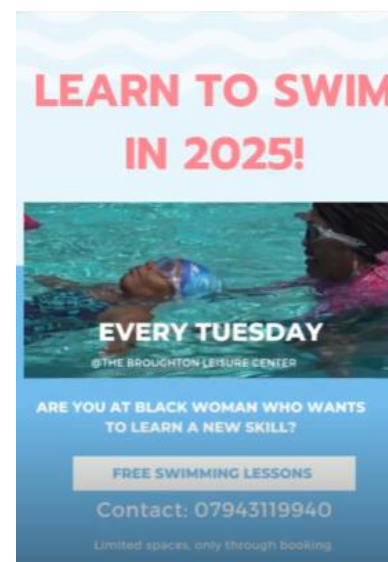
Funded Projects Spotlight: River of Life Christian Community

Project Name: Swimming Lessons for Women

Number of Sessions: 32

Number of beneficiaries: 34

This project aimed to support women aged over 40 from BAME backgrounds to learn to swim. Those who participated faced several barriers to being active including long term health conditions, low confidence, concerns around hair care and difficulty in accessing female-only swimming sessions.



The project faced some delays in finding a regular time and instructor to deliver the swimming lessons but continued to meet the fund's aims by delivering a walking group and dances sessions until the swimming lessons were established.

The swimming lessons helped the attendees feel more confident and be more active. To support women to learn to swim the sessions were delivered in Lingala and French translation was available. By the end of the project many women were able to swim independently without the use of a swim noodle. Many participants have continued attending the female-only swimming sessions every Tuesday, while several have registered for memberships at Broughton Leisure Centre so they can continue swimming independently.

"Before this project, I hardly left the house because of my back pain. Now I look forward to Tuesdays. I've made friends, I feel healthier and I'm much more active than before."

"I was always afraid of the water, but now I can enjoy swimming with my children. I never thought I'd be able to say that."

- Quotes from participants

Funded Projects Ethnic Health Forum

Project Name: Walkie Talkie

Number of Sessions: 21

Number of beneficiaries: 146

This project focused on providing group walking sessions in local parks and green spaces, including Albert Park, Clowes Park and Crescent Meadow. The project primarily engaged people from minority ethnic communities living in Broughton and surrounding East Salford neighbourhoods, including South Asian, Middle Eastern, Portuguese, Persian and African communities. The project supported women facing barriers such as childcare responsibilities, safety concerns, social isolation, limited confidence speaking English and the cost of formal exercise activities. Family-inclusive walks, flexible timings and a supportive group environment made participation more accessible.



The walks provided a free, accessible and family-inclusive opportunity for residents to become more physically active, explore local green spaces and build social connections. Sessions were organised at different times, including weekends, to accommodate families and working participants.

Alongside increasing activity levels, the project met wider outcomes to support people to engage with their local community. Ethnic Health Forum staff and volunteers provided practical encouragement and created a welcoming group environment, helping participants – particularly women and people newly settled in the area – to feel safer and more confident walking in local parks. Participants were encouraged to become 'Park Champions' to help lead walks and build local ownership. Increased group use of the parks and participant feedback indicate improved confidence and positive engagement with local public spaces. Ethnic Health Forum also recruited 'Talk Buddies', which supported informal English conversation and helped to strengthen social connections.

"It has helped me stay more physically active, and it's been great for my mood and stress levels. I have definitely felt safer walking in a group of women, and it made the whole experience more comfortable and enjoyable."

- Quote from participant

"This programme has exceeded our expectations in terms of both reach and impact. Although the advantages of group-based physical activity are well recognised in theory, hearing directly from participants intensely illustrated these outcomes"

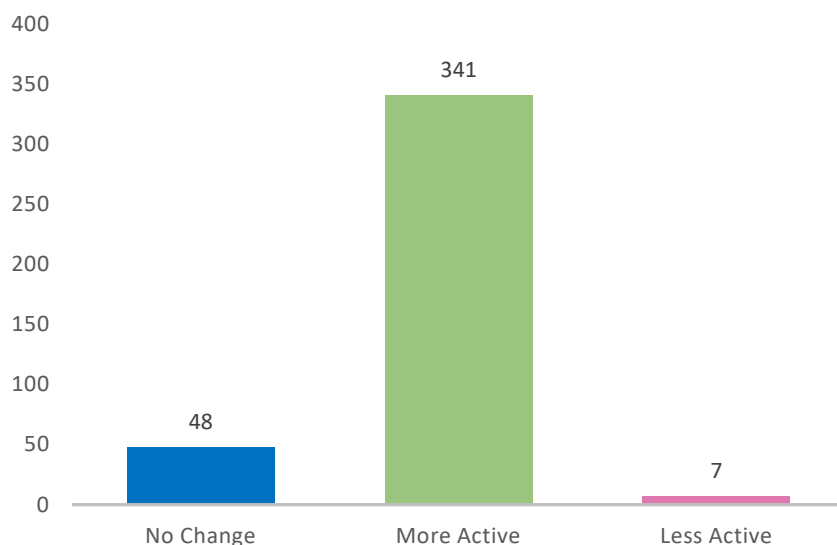
- Quote from project co-ordinator

The difference Active East Salford has made

Figure 1 – Difference in physical activity levels

As part of the project monitoring and evaluation, all funded groups asked participants the following question:

As a result of this activity, how have your physical activity levels changed since [start of the project]?



Project Outcomes

- All projects worked to increase the physical activity levels of people they were working with. Highlighted by Figure 1, 341 individuals reported becoming more active over the course of the project.
- Improving mental wellbeing was a key focus for several projects, which is a well-established positive outcome related to moving more. **ABS Training LTD** found that participants reported feeling healthier, more confident and more connected to others through taking part in group activities. Feedback highlighted improvements in mood, wellbeing and self-confidence, with many participants valuing the social aspect of the programme and the opportunity to make new friends while being active.
- Several projects aimed to increase participants' confidence. **The Great Charitable Trust LTD** reported that several of the young women they worked with became more physically confident through their Yiddish dance project. One participant said she felt "so much more confident" to join in at social events in her community after taking part in the project.
- Most projects reported improved interest of physical activity and/or encouraging lifestyle changes for their beneficiaries. For example, many women attending the **River of Life Christian Community** swimming lessons have now joined the local leisure centre to continue swimming after the project has finished. The **Wellness Project CIC** also reported that 1 in 5 of their participants now regularly practise movement exercises at home.
- Many projects reported that the activities led to improved social connections and/or connections with the local area for their participants. **Ethnic Health Forum's** Park Champions and Talk Buddies supported participants with community ownership and informal English conversation. Participant feedback reported reduced isolation and stronger feelings of connection and belonging.

Appendix: All small grants awarded

Organisation name	Project name	£ Awarded
Youthstart	The Fitness Zone	£ 9,475.00
Bluebells Community Club	Bouncing Buddies	£ 9,333.00
Ethnic Health Forum	"Walkie Talkie" – Park Buddy (Walk, Talk and Connect to local Parks)	£ 7,263.24
Salford Involved	Community Sports Leaders	£ 5,470.00
The Wellness Project CIC	Movement for a better life	£ 4,996.00
ABS Training LTD	Getting Local Girls Active	£ 7,263.24
Salford Red Devils Foundation	Teammate	£ 8,642.00
River of Life Christian Community	Swimming Lessons for Women	£ 4,999.00
The Great Club Charitable Trust LTD	Yiddish Dance	£ 6,980.00
Selam Language and Culture Association	Love and peace football	£ 3,355.54

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August 2026