




# We want to use social value to make it **10% Better** in Salford...

<p><b>Better...</b></p>	<p><b>For People</b></p> <ul style="list-style-type: none"> <li>• community spirit</li> <li>• sense of community</li> <li>• level of trust or cohesion in communities</li> <li>• individual mental well-being</li> <li>• supportive relationships</li> <li>• social relationships</li> <li>• volunteering</li> </ul> 	<p><b>For the Planet</b></p> <ul style="list-style-type: none"> <li>• environmental sustainability</li> <li>• energy efficiency</li> <li>• waste and emissions</li> <li>• recycling</li> <li>• ethical supply chains</li> </ul> 	<p><b>At Creating Local Prosperity</b></p> <ul style="list-style-type: none"> <li>• financial equality</li> <li>• valued employment</li> <li>• connection of vulnerable groups to employment and training opportunities</li> <li>• healthy work place, good work/life balance</li> <li>• local supply chains</li> </ul> 
<p><b>What can you do?</b></p>	<p><b>Pledge what you can to make Salford 10% better. It doesn't sound much, but if all businesses, schools, hospitals, councils, community groups, etc, committed to do just one thing, then together we can make a real difference.</b></p>		
<p><b>Help us have...</b></p>	<ul style="list-style-type: none"> <li>• 10% MORE volunteering</li> <li>• 10% MORE young people who are in employment, education and training</li> <li>• 10% MORE Salford people saying that they have good wellbeing</li> </ul>	<ul style="list-style-type: none"> <li>• 10% LESS waste – fuel, rubbish, energy, water, etc</li> <li>• 10% MORE recycling</li> <li>• 10% MORE green travel - buses, trams, trains, bikes, lift shares, electric vehicles, walking etc</li> <li>• 10% MORE use of parks and green spaces</li> </ul>	<ul style="list-style-type: none"> <li>• 10% MORE companies paying the Salford Living Wage</li> <li>• 10% MORE local people from vulnerable groups accessing new jobs, apprenticeships, training and work experience placements</li> <li>• 10% LESS fuel poverty</li> <li>• 10% MORE purchasing from Salford based coMpanies</li> </ul>
<p><b>This could mean...</b></p>	<p><b>Over 1,000 fewer children living in poverty, 50 fewer young people who are NEET, 1,000 fewer households living in fuel poverty, lots more people paid the accredited Living Wage, more tonnes of waste recycled, etc.</b></p>		

# SOCIAL IN SALFORD

## PLEDGE



On behalf of .....,

I ..... pledge to use **social value** to make Salford **10% BETTER** by implementing the following principles:

- optimising the social, environmental and economic well-being of Salford and its people in everything that we do
- thinking long-term – turning investment into long-lasting outcomes
- working together across sectors to provide social value outcomes
- having values including inclusion, openness, honesty, social responsibility and caring for others
- having a clear and current understanding of how social value can make Salford a better place to live
- working together to measure, evaluate and understand social value, as well as reporting publicly to the people of Salford about the social value that we create

and doing what I can, however small, to tackle poverty and play my part in improving the following by **10%** in our city:

- **MORE** volunteering
- **MORE** young people who are in employment, education and training
- **MORE** Salford people saying that they have good wellbeing
- **LESS** waste – fuel, rubbish, energy, water, etc
- **MORE** recycling
- **MORE** green travel - buses, trams, trains, bikes, car shares, electric vehicles, walking, etc
- **MORE** use of parks and green spaces
- **MORE** companies paying the LW Foundation Living Wage
- **MORE** local people from vulnerable groups accessing new jobs, apprenticeships, training and work experience placements
- **LESS** fuel poverty
- **MORE** purchasing from Salford-based companies

**My Pledge is that:**

.....

.....

.....

.....

.....

.....

.....