



SALFORD CVS

ANNUAL REPORT

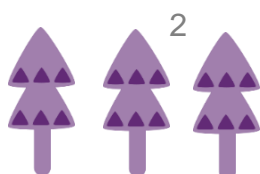
FOR YEAR ENDED 31 MARCH 2020

Salford Community and Voluntary Services (Salford CVS)

Company Limited by Guarantee registered number: 1948293 | Registered Charity number: 519361 England and Wales

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INTRODUCTION

Welcome to Salford Community and Voluntary Service's annual report and audited accounts for the financial year ending 31st March 2020. Not surprisingly, the report also includes some reflections on our role since March 2020 during these unprecedented times (in my lifetime, in any event).

I've now been Chief Executive of Salford CVS since April 2013 – and am sometimes surprised to learn that I am the organisation's longest-serving CEO. But then again, maybe I'm not so surprised. Whilst no two days are ever the same and the work is certainly interesting, it is nevertheless pretty full on... and with the arrival of the Covid-19 crisis I have at times felt overwhelmed. I'm sure we are all grappling with having to be pretty reactive at the moment and I have struggled to find sufficient time to plan and reflect since the pandemic hit. So, it was good to pause, reflect and review when writing this report.

The past 12 -18 months have seen Salford CVS go from being proactive to reactive, yo-yo between business as usual, emergency response and recovery planning, and take on tasks that we never thought we would. You will read more about this juggling act throughout the report.

Which brings me onto **6 things that reminded me why I do this job:**

100 Years and cheese – much of early 2019 involved preparation for our joint 100 Years celebration event with Gaddum and Macc.



Salford CVS was established in 1973. However, our roots go back to 1919 when Manchester and Salford Council of Social Service (MSCSS) was established to address poverty and social need after World War 1. Amazingly, one of our early duties was to distribute cheese to the poor...

Our first chair was Henry Gaddum, hence the link to Gaddum, Manchester's oldest charity. In 1973 MSCSS split into two entities, creating Salford CVS and Manchester CVS.

22nd July 2019 saw us celebrating exactly 100 years since our creation – a century of Making a Difference in Salford! On this day we held a large event at the People's History Museum, the nearest we could get to the twin cities border and a great place to celebrate a century of social action. We invited lots of key friends, past and present, including staff and trustees from across the years. Paul Dennett, City Mayor of Salford, and Richard Leese, the Leader of Manchester City Council, gave joint keynote speeches alongside the current CEOs and Chairs of all 3 organisations.



As part of the event we celebrated with a pictorial '200 years of radical action in the twin cities of Salford and Manchester', focusing on key events since Peterloo in 1819.

This theme had been trailed a couple of months before in May, when we held our best-ever (so said attendees!) VCSE annual conference at AJ Bell Stadium. The conference was titled **Radical Roots to Practical Action** and featured some truly inspirational national and local speakers. We asked our speakers to talk about their own journey from radical roots to practical action and were wowed by their stories. I was proud to give some snippets of my own story too, including how I came to be working at Salford CVS!



September saw us hold a fabulous Third Sector Fund grants celebration event at The Lowry, which focused on telling lots of grant-funded **#SalfordStories**. This was a very moving event and brought home that grants can have a huge impact on communities. Thanks as ever go to

NHS Salford CCG for believing in the power of small grants to make a big difference.

In November we held our largest-ever **Heart of Salford awards**, our 16th annual awards ceremony celebrating volunteering and voluntary action. Almost 400 people joined us to recognise the amazing contributions local people and organisations make to the life of our city. Once again we were joined by our City Mayor, Paul Dennett, alongside partners from across sectors. Pride of place though was reserved for the fabulous nominees!



You can read more about all of our large events later on in this report, which were attended by **over 1,000 people**. What struck me when writing this though, was how strange the notion of holding a large event now feels... and I feel sad that this year (2020) we aren't able to hold any events of any size. What a difference a year makes. Last October we held a well-attended AGM at Eccles Community Hall, complete with tasty food and a chance for our members to pitch their ideas and win £1,000. This year we're having to hold a virtual AGM on Zoom (6-8pm on Tuesday 17th November) and for the first time in 5 years we won't be able to hold our fabled Great Big Festive Quiz, raising funds for Salford 4 Good.

Which brings me on to number 5 in my list: **Covid-19 pandemic** – AKA learning

how to respond in an emergency (that feels like it has no end in sight...). Responding to this crisis has been our greatest challenge as an organisation since WW2. We have seen this disease ravage communities, creating fear and isolation, exacerbating poverty and inequality. Yet it has also shone a light on how organisations across sectors in Salford are committed and able to work together in times of crisis; and more importantly, has truly shown the commitment of local people to come together to help each other in times of need. The Spirit of Salford in action. From the hundreds of people who formally volunteered to become emergency responders via our Volunteer Centre, to the thousands of good neighbours who took matters in their own hands to ensure local residents were practically and emotionally supported. Mutual aid in all its glory! The voluntary, community and social enterprise (VCSE) sector has been at the heart of this response; adapting and stepping up services and support wherever it has been needed – from provision of food to mental health support and everything in between.

I am honoured to have played a small part in this response, which started out as a sprint (we thought it would all be over in three months) and which has now turned into a marathon. I am immensely proud too of our team of volunteers, trustees and paid staff here at Salford CVS – we have certainly needed all hands on deck and the team have risen admirably to the challenge. Yet we know there is much more to come... I do hope that when I am writing this report next Autumn for the year-ending 31/3/2021 we are on the road to recovery... and in doing so are also making good progress towards creating a *Better, Fairer and Greener Salford*.

Whatever we're doing in twelve months' time, we know it will be without our current chair, Chris Fox, who is standing

down from our Board at this year's AGM. Chris has been a fantastic Chair, a great support to me and I will miss him!

Finally, I have to say that there have been many times over the past year when I have thought '*I wish Louise was here...*'



In December 2019, after two years of living with cancer, our colleague Louise Murray passed away. For those who had known Louise, you'll know why I would have wanted her around in a crisis. Louise started working at Salford CVS in December 2004 as the interestingly named Youth Nexus Development Worker, rising to Deputy Chief Executive in 2009, a position she held alongside Kirsten Blackwood for the next ten years, until she had to medically retire in July 2019 due to her illness. Louise was passionate about what she did for a living; and her heart was always in her youth work roots and wanting to improve the lives of children and young people. She believed in our sector and she was always the consummate professional. Good fun, hard-working, organised and focused... and sometimes a hard taskmaster. Ideal in a crisis!

So, to conclude, I hope you find the following annual report interesting and informative; and I dedicate it to **Louise Murray – gone but never forgotten!**

Alison Page, Chief Executive



FOREWORD



I am very proud to report on another challenging but successful year at Salford CVS on behalf of the Board of Trustees.

At the time of writing this report for the previous financial year it's important to reflect on the enormous challenge and pressure that Covid-19 has put on the third sector, our communities and volunteers. I'm glad Salford CVS has played a central role in Salford's response to the pandemic; being flexible and dynamic in an emerging public health emergency played to our strengths and I'd like to commend the Management Team, Staff and Volunteers for all the parts they have played in supporting the community response.

This is my 8th and final year as Chair of the Board, after 18 years as a Trustee of the organisation I've decided it's time to step down and move on to other things. In my time with the charity I've seen us go from strength to strength. I've worked with some amazing and inspirational volunteers, staff and trustees - we've worked together on the quality and governance of the way we do things and I'm proud to have played my part in the organisation's legacy of Making a Difference in Salford.

Now, down to business, in 2019/20 we maintained and enhanced delivery of a wide range of core CVS and Volunteer Centre services – building on the legacy of 100 years of working in Salford to make a difference to local people.

We continued to work in partnership on existing initiatives such as Wellbeing

Matters (social prescribing) and Answer Cancer (cancer screening engagement) and new initiatives such as History Makers (making smoking history in Greater Manchester) and the Salford Local Pilot for GM Moving.

Our Heart of Salford awards were as popular as ever – celebrating volunteering and voluntary action never goes out of fashion!

We also continued to mature as a grant-maker, awarding £1,491,205 of grants across a range of funds in Salford and also in Greater Manchester.

As a custodian of grant funding, along with holding small amounts of money for some of Salford's smallest community groups, our audited accounts might appear complex, so please do ask us if you would like us to explain anything you read in this report.

Finally, I'd like to take this opportunity to thank my fellow trustees, our staff and volunteers, plus all of our partners and funders for all of their support. The impact of the Covid-19 pandemic was only just beginning to be felt at the end of this financial year (March 2020). We already know that the social, political and economic impacts are going to have significant implications for our sector and it is Salford CVS' role to position ourselves to help coordinate the right local response.

Farewell and thank you to all who have contributed to the organisation during my time on the Board.

Chris Fox, Chair



100 YEARS OF HISTORY

Yemeni community established on Eccles

The Yemeni community in Eccles was established in the 1950s. It began with the arrival of three men in search of work - Abdo Hizam, Hassan Muhammad and Muhammad Kasseum - but rapidly expanded.



Manchester and Salford Council of Social Service founded

In 1919 Henry Gaddum and others, concerned about the waste of effort caused by a lack of coordination between voluntary and statutory organisations formed the Manchester and Salford Council of Social Service (MSCSS). The MSCSS lasted until 1974 and was succeeded by Salford CVS and Manchester CVS.



Birth of the NHS

The National Health Service (NHS) was born on 5 July 1948. By the day of its launch 94% of the public were enrolled with the NHS. Free healthcare for all meant that for the first time access to healthcare was based on need, rather than ability to pay.



Salford granted city status

With the Industrial Revolution Salford grew and the population rapidly increased. With a population of over 50,000 in 1889 Salford became one of the first county boroughs in the country. Following a campaign city status was granted to the county borough by letters patent dated 21 April 1926.



1919-1950s

Battle of Bexley Square

On the 1st October 1931 over 10,000 members of the Salford branch of the National Unemployed Workers Movement (NUWM) marched on the Old Town Hall in Bexley Square in response to proposed further cuts to unemployment benefit. As the march reached Chapel Street it was cordoned off and the protesters were attacked by mounted police. In spite of the efforts of the NUWM the council cut relief by £70,000.



All women get the vote

In 1918 the Representation of the People Act was passed, enfranchising all men as well as women over the age of 30 who met minimum property qualifications. It was not until 1928 that the Representation of the People (Equal Franchise) Act gave the the vote to all women over the age of 21 on equal terms with men.



100 YEARS OF HISTORY

Our first Heart of Salford awards

Originally established to celebrate volunteering in Salford, these awards are now a firm feature in Salford CVS and Volunteer Centre Salford's annual calendar and celebrate both volunteering and the work of voluntary organisations, community groups and social enterprises across Salford.



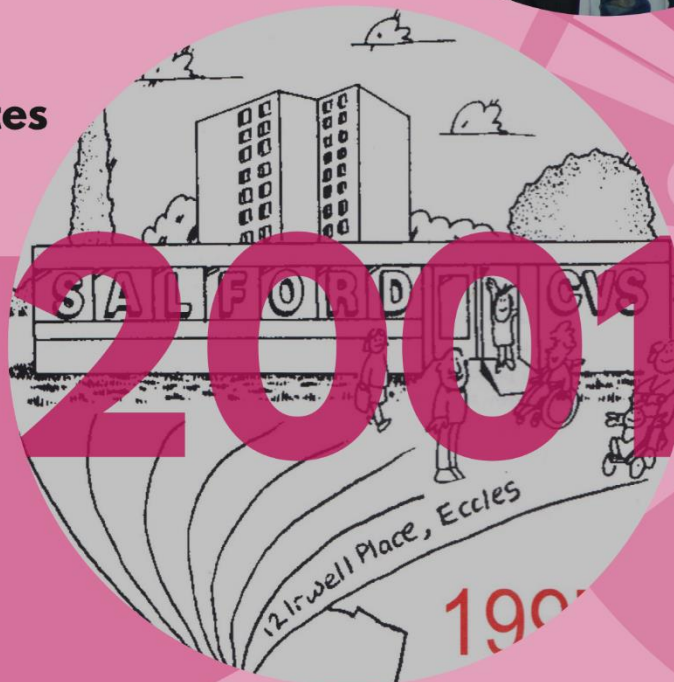
Golden Jubilee of Manchester and Salford Council of Social Service

Manchester and Salford Council of Social Service (MSCSS) celebrated its golden anniversary with choirs and a brass band. It had presided over fundamental changes to social worker training and the voluntary and community sector.



Salford CVS relocates

Salford CVS had to move from 12 Irwell Place, a prefabricated building, to make way for the redevelopment of the centre of Eccles. We moved to the ground floor of the Old Town Hall, Eccles, just across the road, and soon afterwards, to refurbished offices on the first floor.



1969-2002

The Equal Pay Act

The Equal Pay Act was passed in 1970. The trigger for the introduction of the Act was the strike action of sewing machinists in 1968 at the Dagenham Ford Factory. It was common practice for companies to pay men less than women, irrespective of the skills involved.



Section 28 passed

The highly controversial Section 28 part of the Local Government Act 1988 banned the 'promotion' of homosexuality by local authorities and in schools. It was the first new homophobic law to be introduced in a century and despite uproar from LGBT+ activists it endured until it was repealed in 2003.



MSCSS split into Manchester CVS and Salford CVS

In 1973 it was agreed to separate MSCSS into two Manchester and Salford organisations in line with new local authority boundaries. Salford District Community Council Executive Committee began to meet from May 1973 and soon became known as Salford CVS.



100 YEARS OF HISTORY

Grenfell Fire

On 14 June 2017, a fire broke out in the Grenfell Tower block of flats in North Kensington; it caused 72 deaths and more than 70 people were injured. Residents had expressed significant safety concerns before the fire. The Grenfell Action Group highlighted major safety problems, criticising the neglect of fire safety and building maintenance. A report into the tragedy suggested cladding was incorrectly installed and the primary cause of the "catastrophic" spread of the fire.



Stop the War protest

On 15 February 2003, there was a coordinated day of protests across the world in which people in more than 600 cities expressed opposition to the imminent Iraq War. The protest was organised by The Stop the War Coalition, a movement established on 21 September 2001 shortly after the September 11 attacks, to campaign against what it believed were unjust wars.



Manchester Arena attack

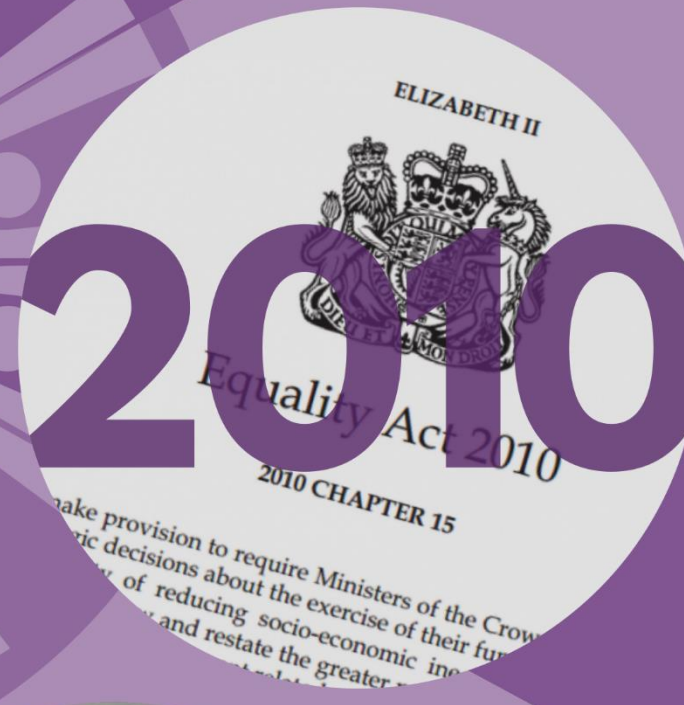
On 22 May 2017 a bomb exploded at Manchester Arena killing 22 people and injuring many more. Following the attack people from all around the world showed their love, support and solidarity. Local VCSE organisations played an important ongoing role in supporting those affected by the attack.



2003
-2017

The Equality Act

A new Equality Act came into force on 1 October 2010. The Act brought together over 116 separate pieces of legislation into one single Act that provides a legal framework to protect the rights of individuals and advance equality of opportunity for all.



Brexit Referendum

The EU referendum was held on Thursday 23 June, 2016, to decide whether the UK should leave or remain in the European Union. Leave won by 51.9% to 48.1% and more than 30 million people voted. In the immediate aftermath of the vote financial markets fell and the Prime Minister resigned. In March 2019 a Put it to the People march took place in London with around 400,000 people attending.



Salford is a Social Enterprise City

Salford became the North-West's first accredited Social Enterprise City. We worked with The Business Group and local social enterprises to gain this recognition from Social Enterprise UK. We all received the award from SEUK at an event held at the University of Salford's Media City campus.



100 YEARS OF HISTORY

Black Lives Matter movement

The brutal murder of George Floyd brought the Black Lives Matter movement to the fore this spring, with Black communities everywhere demanding urgent action on addressing systematic racism. At Salford CVS we are committed to supporting Black and minority ethnic communities and to ensure our own practices promote equity, diversity and inclusion.



The Windrush Scandal

The Windrush political scandal can be linked to the 'hostile environment policy' and concerned people who were wrongly detained, denied legal rights, threatened with deportation, and wrongly deported from the UK by the Home Office. Many had been born British subjects and had arrived in the UK before 1973, particularly from Caribbean countries as members of the "Windrush generation", named after the Empire Windrush ship, that brought one of the first groups of West Indian migrants to the UK.



Covid-19 pandemic

Covid-19 has presented our biggest challenge since WWII. We joined forces with partners from across sectors to support local people, communities - including providing information, support and grants; recruiting hundreds of emergency response volunteers; and using our premises as a mini distribution hub for food, toiletries, pet supplies, PPE, leaflets and more!



Extinction Rebellion Protests

Extinction Rebellion is a movement using nonviolent resistance to protest against climate breakdown, biodiversity loss, and the risk of human extinction and ecological collapse. In 2019 Extinction Rebellion organised 11 days of demonstrations in London, including staging "die-ins", and gluing themselves to the entrances of landmarks.



2018-2020

Salford becomes a Living Wage City

Salford became the first city in England to be accredited by the Living Wage Foundation for 'becoming a Living Wage City.' We helped secure accreditation and organise the launch event, which featured our City Mayor and local poet Tony Walsh. We have been a Living Wage Employer since 2013 and are GM's only accredited Living Wage Funder.



100 Years Celebration Event

On 22 July 2019 we held an event at the People's History Museum to celebrate A Tale of Two Cities - jointly organised with Macc and Gaddum to celebrate 100 years since Manchester and Salford Council for Social Service was formed (our name until 1973, when we split into Salford CVS and Manchester CVS).



INFORMATION AND COMMUNICATIONS

Communications are an important part of our support for Salford's voluntary, community and social enterprise organisations. We are a reliable source of quality information, connecting the VCSE sector to available support, resources and opportunities.

INFORMATION

Sharing relevant information including opportunities, resources and support in a timely way and in an accessible format

PROMOTION

Promotion of our members and wider VCSE sector's services and achievements

SUPPORT

Supporting the wider VCSE sector and championing its social and economic value and supporting campaigns that reflect and further the values of our sector

Our core communications

We have grown our reach – both through expanding onto new social media channels (this year we joined LinkedIn); and increasing our audiences on our existing communications platforms.

113,388

sessions on the Salford CVS website for 2019/20. This is a huge **increase of 20%** from 2018/19 and reflects more traffic on our website in response to Covid-19. In 2019/20 we had a massive **28% increase** in users with **68,818** visiting our website.

2,667

mailing subscribers in 2019/20, a significant **increase of 26%** from 2018/19. A total of **135** mailings were sent throughout the year, including the 10GM Funding E-bulletin, thematic VOCAL updates and a weekly e-news.

45% ▲

increase in 'likes' for our Salford CVS Facebook page compared to 2018/19. We had **804 likes** at 31/03/20.

13,294

Salford CVS is an organisation full of tweeters! Across all of our accounts we have a sizeable **13,294 followers**. This year, our Salford CVS twitter account followers have **increased by 28%**.

Covid-19 response

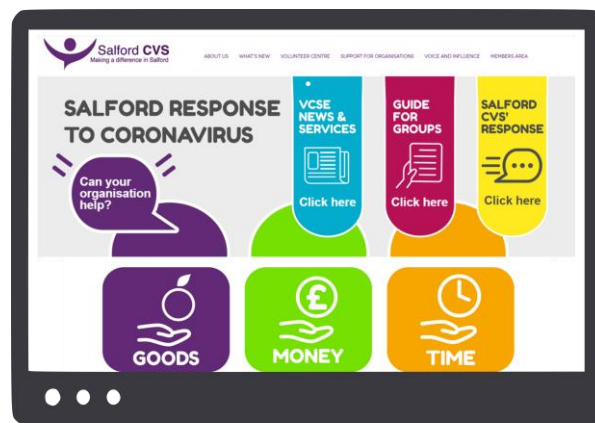
During the coronavirus pandemic, communications have become more vital than ever. In the climate of fear, misinformation and the fast pace of the news we worked hard to be a trusted source of accurate, clear and relevant information for our members, partners and the wider VCSE sector in Salford.

As Covid-19 changed the daily lives of people, it also changed the way they could be reached – placing a greater emphasis on the 'self-serve' aspects of our website and on our digital communications channels.

1,701 

Our website received significantly more visits as the pandemic gained pace (there was a large increase in users from 28 February onwards with **1,701** the highest number of users in one day). One of our priorities were to disseminate important information in an accessible way that was easy to understand. We redesigned our website homepage to make it easier for those who wanted to give help or get help to find what they needed.

We also repurposed some of our key website functions to tailor them to the Covid-19 response. This included: developing our funding search functions




Our revamped homepage made it easier to navigate to information on ways to give help and get help

and expanding the number of featured funds; creating thematic tags for our Covid-19 news items and adding a filter to make the volume of news and updates more manageable; and building online forms to streamline the management of offers to help.

The way people used our website switched in response to Covid-19. For 2019/20 our most popular pages were our live grants, jobs search, volunteering portal, however in March 2020 our most popular pages were all Covid-19 related – volunteering and guidance resources.

As we changed the way we worked our digital communications became key to staying connected with our members. We condensed our mailings into a twice weekly update to reflect the speed with which updates were being issued and to prioritise Covid-19 resources and information. We used videos and blogs to share information in a more engaging ways and to help our members to get to know our team – albeit virtually!

 Meet the Team and subscribe to our channel: [youtube.com/SalfordCVS](https://www.youtube.com/SalfordCVS)

How to be a good neighbour

Our 'How to be a good neighbour' leaflet was one of the first pieces of coronavirus response guidance produced for Salford. We created and disseminated the leaflet with the Spirit of Salford network partners.

The leaflet gave clear information on how people can safely give help during the pandemic, by:

- Donating Goods
- Donating Money
- Donating Time



We'd love to see you online!

You can connect with us on social media; follow [@SalfordCVS](#) (Twitter, Facebook and Instagram), head to our website for blogs from the team, guides, useful resources and news. Plus you can sign up to our mailings for the latest information straight to your inbox: www.salfordcvs.co.uk



#SalfordStories

#SalfordStories is one of our key campaigns. It aims to showcase the work of our sector and to demonstrate its impact by encouraging VCSE organisations to tell their stories.

We launched #SalfordStories at our grants celebration event on Monday 9th September 2019 where we shared the stories of some of the Third Sector Fund grant recipients to celebrate the impact of the fund. Since the launch we have run mini campaigns including #SalfordStories 12 Days of Christmas featuring 12 local VCSE groups who each shared a story of how they had made a difference.

We have also captured the stories of our members and their role in the response to coronavirus in Salford. This was collated in our #SalfordStories 'Never More Needed' report, which illustrated how vital the VCSE sector has been during the pandemic.



STRATEGIC PARTNERSHIP WORKING

2019/20 was a significant year for us in terms of strategic partnership working. Alongside ensuring Salford CVS' and VCSE sector reps' involvement in a wide range of the usual cross-sectoral partnerships - ensuring we have voice and influence across a wide range of issues - we started the year in a frenzy of activity planning some big events:

Radical Roots to Practical Action – our annual VCSE conference, considered by many attendees as our best-ever conference, with some truly mesmerizing speakers, took place at AJ Bell Stadium in May 2019.

A Tale of Two Cities – our 100 Years celebration event organised in partnership with Macc and Gaddum; held at the iconic People's History Museum – and the best place we could find that straddles the twin cities of Salford and Manchester. The event was held on 22nd July, 100 years to the day that Manchester and Salford Council for



Social Service was formed (our name until 1973, when we split into Salford CVS and Manchester CVS).

Salford Stories – our Third Sector Fund grants celebration and learning event that we held at The Lowry theatre in September, which featured everything from an impact garden to a living library!



Annual General Meeting – our well-attended AGM was once again held at the beautifully-restored Eccles Community Hall. The evening culminated in 18 of our members pitching in 60 Seconds to win £1,000 for their group. After a vote involving everyone present, Audacious Foundation were the proud winners!

Salford Living Wage City – Salford became the first city in England to be accredited by The Living Wage Foundation / Citizens UK as working towards becoming a Living Wage City. Salford CVS were heavily involved in securing the accreditation and organising

the swish launch event, which featured our own City Mayor, Paul Dennett and celebrated Greater Manchester poet, Tony Walsh.



raise funds for **Salford 4 Good**, which used the money to make small grants to local good causes.

A Winter's Tale event – a week before the festive break Salford CVS held our first-ever Winter's Tale event. This was an opportunity for small community groups to showcase their work achieved as part of the Wellbeing Matters programme and to celebrate the contribution of our team of Volunteer Wellbeing Champions to making a difference in Salford. The event was a true winter wonderland, with decorations, an amazing balloon arch (kindly loaned to us), a lovely lunch, and lots of activities, singing and fun. A brilliant end to 2019.

Heart of Salford awards – our 16th annual awards event to celebrate volunteering and voluntary action in Salford took place in November. This was our biggest ever awards, with **almost 400 people** packed into the AJ Bell stadium to hear some inspiring stories of how local volunteers and VCSE groups and organisations make an amazing difference in our city every day of the year.



Great Big Festive Quiz – Early December saw our 5th annual quiz take place. What a night! Cheese-tasting, dressing-up, games, merriment, and raffle-prizes galore, with the winning quartet called Team Sparkle Elves. All to

We then emerged from a well-earned festive break to news of a new virus... and before long we had stopped thinking about events and were knee-deep in mobilising an **emergency response** to the Covid-19 pandemic, whilst also rushing to ensure our staff could work safely and productively from home, alongside us keeping a skeleton staff in our offices so we could keep our phonelines open and use our premises as a mini collection and distribution hub for food, toiletries, pet food, PPE, leaflets and much more.



Partnership working remained key during the year and we worked closely with colleagues from a wide range of Salford

and Greater Manchester voluntary, community, charity and social enterprise organisations; our colleagues from 10GM and other local infrastructure organisations; The Business Group Salford; Salford City Council; NHS Salford CCG; Salford Primary Care Together; Salford Primary Care Networks; Salford Royal; GM Mental Health Trust; ForHousing; Salix Homes; The Lowry; University of Salford; Salford Community Leisure; GM Health and Social Care Partnership; GM Combined Authority; a range of private sector businesses; and many more.

Some highlights from 2019/20

Strategic Partnerships – voice and influence:

During the year, Salford CVS contributed to **420 strategic partnership** meetings in Salford. A significant number of these were also attended by VOCAL VCSE Forum representatives.

During 2019/20 Salford CVS organised and delivered 10 bespoke strategic workshops of interest to the VCSE sector and 20 VOCAL VCSE Forums for voice and influence, with a total of 845 people attending (**51% increase** in attendance on 2018/19).



A month in the life... focus on September 2019

The start of September saw us organise and host a round table event with Andy Burnham, Mayor of Greater Manchester, who joined Salford CVS and VOCAL VCSE Leaders at Salford Lads and Girls

Club to discuss some of the big issues of the day, including VCSE voice and influence, VCSE commissioning and contracts, digital exclusion, tackling poverty, the importance of volunteering, Brexit, climate emergency, and much more. Some positive actions emerged from this event, including a commitment to returning for a further discussion post-election (*subsequently postponed due to Covid-19*).

The following Monday 9th September saw us hold our big #SalfordStories grants achievement event at The Lowry (*see page 45*).

On the Tuesday evening we joined our City Mayor and many others at the second Salford 'Reach Out, Start to End Suicide' vigil, organised by local charity Start to mark World Suicide Prevention Day. This is one of the most moving and important events in our annual calendar.



Also that week our CEO was a keynote speaker at an event held at the Mechanics Institute in Manchester, entitled 'New Frontiers: The Social Sector Through Brexit'. This was a national event, jointly organised by 10GM, NPC, Lloyds Bank Foundation and the Brexit Civil Society Alliance. **Over 120 people attended.**

Saturday 14th saw us actively participate in Salford's annual Big Day Out event,

promoting volunteering and keeping kids entertained!

The next week we co-organised a large conference on Parental Conflict with Salford Council, which was attended by 120 delegates. (See page 31 for more details.)

Later that week our CEO met with the new Chief Executive of NCVO, Karl Wilding, alongside other GM local infrastructure organisations, where we discussed his priorities for his first six months in post, the role of local infrastructure, and the relationship between local and national. We ended with a commitment to working more closely together going forward.

The rest of the month saw us participate in Age UK Salford's annual dragon boat race at Salford Quays on Saturday 21st September, raising awareness of dementia on World Alzheimer's Day; then we ended the month on Saturday 28th September by joining our Little Hulton Big Local colleagues to launch their new charity, Community Little Hulton.

Phew!

In 2019/20 we also actively supported:

Salford Social Value Alliance, administering and chairing the alliance, including ongoing delivery of the **10% Better campaign**.

Development of the **Living Well** mental health approach, including actively participating in the design group and collaborative and managing the grants programme that we have aligned to this work.

Establishment of Salford Together's Neighbourhood Steering Group and five **Neighbourhood Forums** (as part of our VCSE Voices Matter work), including

securing places for 2 VCSE reps on each forum.

Salford Social Enterprise City, including (1) working with The Business Group and Salford social enterprise partners to produce a printed booklet, entitled *Local, Social, Ethical*, which we created to promote social enterprise in Salford and Greater Manchester to public and private sector influencers; and (2) working with The Business Group Salford to secure a *Buy Social Extension* grant from Social Enterprise UK to further develop our work around the '**Buy Social**' campaign in Salford.

VCSE Annual Conference

Our 5th annual Salford VCSE Conference was held on Thursday 23rd May 2019 at the AJ Bell Stadium and explored the theme of '**Radical Roots to Practical Action**'.

Alison Page, Salford CVS' CEO, kicked off proceedings, and we were thrilled to be joined on the day by:

- Kathy Evans, CEO, Children England
- Nathan Yeowell, Head of Policy, NPC - [You can read Nathan's speech on place-based approaches to social change and NPC's strategy here](#)
- Peter Holbrook, CEO, Social Enterprise UK
- Voices from the VCSE sector in Salford: Duncan Craig, Survivors Manchester; Sarah Whitehead, Community Pride; Kush Chottera, Europa; Bernie Garner, The Fed; Lynette Cawthra, Working Class Movement Library; Lee Wakeham, HM Pasties
- We also held 8 fantastic workshops, with a wide range of presenters - from Salford's Chief Digital Officer to a convenor from Greater

Manchester's Extinction Rebellion group.

There was an interactive 'social showcase' running at the conference; with START's Reach Out Start to End Suicide sea of hands, a giant rainbow shoe signed in support of Salford's LGBTQI+ community and a '200 Years of Social History' timeline spanning the length of the conference, which attendees could add their own organisation's history to.



You can read all about the conference on our website: <http://bit.ly/VCSEConference>

colleagues, with evaluation feedback excellent and many people stating this was our "best ever" conference.

Delegates were inspired by and connected with the theme and the personal stories of our speakers - some described their best bits as:

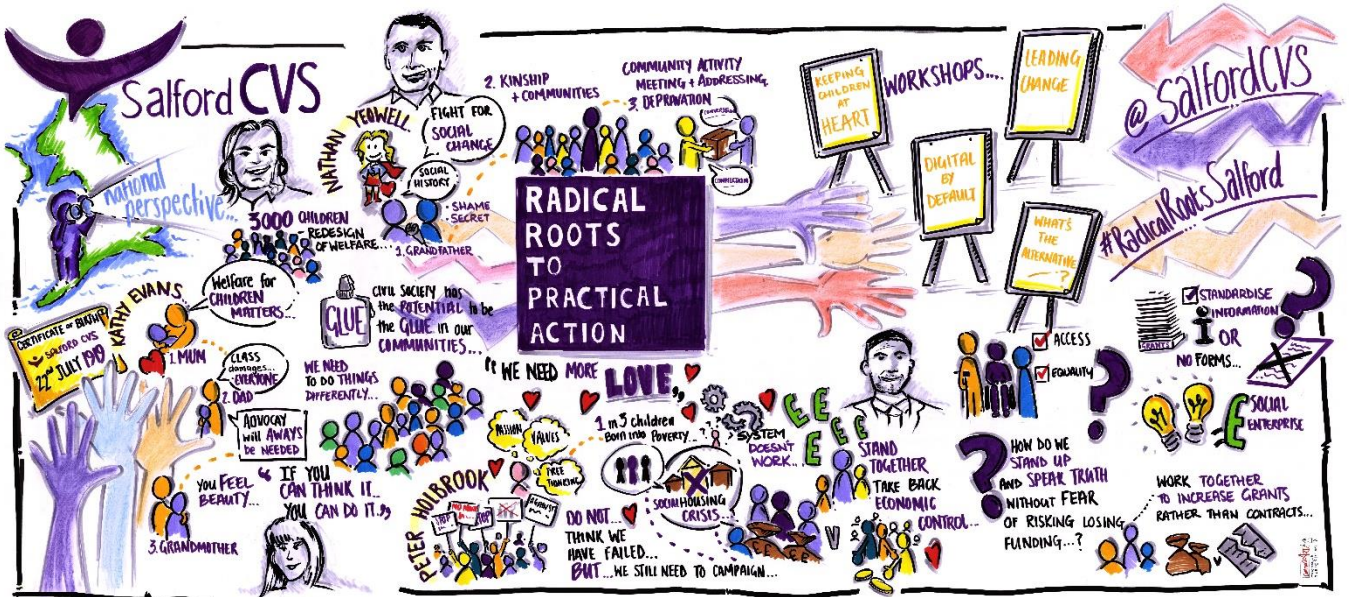
"Speakers – inspiring and passionate. Local perspective was fantastic"

"The keynote addresses were all fantastic – especially the final one, inspiring as a socialist"

"All presentations and both workshops were very interesting, thought-provoking and inspirational"

"Being in the same room as some incredibly inspiring people"

The conference was attended by over 150 different VCSE organisations alongside public and business sector



Salford VCSE Strategy 2018-2023

Salford CVS continued to facilitate the Salford VCSE Strategy 2018-2023 action group and make progress against the action plan.

In August 2019 as part of this work Salford CVS organised and facilitated a **VCSE Commissioning and Investment Strategy** workshop at the AJ Bell Stadium which was attended by VOCAL VCSE Leaders and public sector colleagues.

The workshop provided a re-cap on the VCSE Manifesto, VCSE Strategy, the Health & Social Care MoU and Collaboration Agreement.



Peter Brambleby, the Interim Director of Public Health at Salford City Council gave an update on the Salford Locality Plan refresh – which Salford CVS had been helping develop - and Anthony Hassall, Chief Accountable Officer at the CCG and Charlotte Ramsden, Director of People at Salford City Council gave a summary of the new Integrated Commissioning Arrangements between NHS Salford CCG and Salford City Council.

The workshop was also an opportunity for VCSE Leaders to comment on the draft Investment Strategy and propose amendments. These table-top

conversations were then summarised for taking forward by the VCSE Strategy action group.

Later in the year the proposals for the VCSE Investment Strategy were included in the draft of the city's new Inclusive Economy Strategy, with VOCAL VCSE Leaders and Salford CVS having representation on the writing group for this work.

Postscript: This new strategy and associated action plan were due to be launched in spring of 2020 but due to Covid-19 this work was postponed until Autumn 2020.

Development of an Inclusive Economy Strategy for Salford

Salford CVS organised a workshop at our 2019 VCSE annual conference, entitled "What's the Alternative?" which focused on engaging participants in discussion, debate and setting actions around the development of an inclusive economy in Salford. The sector was very engaged and attendees requested another half-day session to look at this further as one of their actions.



Salford CVS were subsequently invited by Salford City Council's policy team to join the writing group for developing the city's new Inclusive Economy Strategy, building upon the work we had done earlier in the year and to ensure VCSE Investment was a key feature. We then

agreed with the council that two additional VCSE reps could participate on behalf of VOCAL VCSE Leaders Forum.

On 26th November our new VOCAL Inclusive Communities Forum provided an opportunity for VCSE organisations to contribute to the outline of the structure of the strategy. As a result of this session the insight and ideas gathered were taken away by Neil McInroy, CEO of CLES, and Salford CVS, and many of them were then included in the draft strategy. This included stronger text about the role of and investment in the VCSE sector and more about tackling poverty and social value.

Tackling Poverty



Early in the financial year 2019/20 Salford CVS worked with Salford City Council and the Salford Food Share Network (a VCSE collaborative) to tackle holiday hunger.

Our CEO also worked with the City Mayor's Tackling Poverty task force to research the impact of universal credit, building upon the work of the Salford Conditionality and Sanctions Taskforce (chaired by CVS and supported by Citizens Advice, SUCRC and Salford Council).

VOCAL VCSE Leaders also focused on tackling poverty during their strategic planning conversations and set the

following areas of priority: To build on the VCSE Strategy action plan pillar known as 'End Poverty' to include how the VCSE sector works together strategically and practically to tackle poverty and focus on sharing practical information, schools and financial education / literacy, homeless people and banking, school uniform poverty, prescription poverty and food poverty.

Salford CVS and VOCAL VCSE Leaders reps agreed to once again join with Salford Council to refresh the Salford Tackling Poverty Strategy, originally planned for spring 2020, but with Covid-19 postponed to late 2020.

During spring and summer 2020 Salford CVS worked closely with Salford Food Share Network and our partners at the CCG and Council to develop a Food Response approach to access to and affordability of food during the Covid-19 pandemic, which included securing grant funding for our sector and also private sector donations of cash and goods.

Hearing the Voice of Children & Young People



This year's Seldom Heard Young People event, organised by Salford CVS, was held on Tuesday 12th November at Eccles Sixth Form College and was attended by **20 City Leaders** (including

Cllr John Walsh, Jim Taylor and Charlotte Ramsden from Salford Council; Anthony Hassall, Karen Proctor and Stephen Woods from NHS Salford CCG; and VCSE Leaders including Alison Page, Salford CVS; Delana Lawson, Healthwatch Salford; Phil East, Salford Foundation; Simon Spray, 42nd Street; and Lynne Stafford, Gaddum) who listened to the issues raised by 11 groups of 'seldom heard' young people.

Salford CVS had undertaken a lot of work with the young people's groups beforehand to prepare them for the event. After the event city leaders were followed up to secure pledges from them in response to the young people's 'asks'. We secured a pledge for each of the young people's asks which were SMART (Specific, Measurable, Achievable, Relevant and Timely).

Salford CVS subsequently fed back to the young people's groups who made the recommendations / requests to keep them updated about progress. We also produced an interim report which was shared with the 0-25 Advisory Board.



At the VOCAL Children, Young People & Families Forum meeting, held in March 2020, we had Rachel Prest from Salford City Council as a guest speaker to provide information about the 'Making A Difference in Salford: What's Life Like for You project', which was about hearing the voices of children and young people in

Salford. Salford CVS then provided an update on the work they did on behalf of VOCAL Children, Young People & Families Forum around engagement of 'seldom heard' young people with city leaders.

It was our intention to hold a follow-up event bringing young people and leaders back together, however this was put on hold as a result of Covid-19.

Mental health and wellbeing

VOCAL Wellbeing, Health & Care Forum set mental wellbeing as its overarching priority for the year and ran a workshop on the new **Living Well model in Salford**.



Nick Webb, the programme director of Living Well UK, set the context by giving a presentation about the Lambeth Living Well Model. This was then followed by roundtable question and answer sessions which were led by VCSE leaders and public sector partners, discussing elements of the 'Living Well in Salford' programme using the world café approach. The table facilitators received a lot of input and ideas from VCSE attendees, which they agreed to feed into the Design & Collaborative Groups of Living Well. Attendees were then asked what difference the session had made to

them, with the following being examples of the positive responses received:

“I now have a better understanding of the model”

“A better understanding of a strategic approach using co-design”

“The importance of lived experience being embedded with co-design and delivery”

We followed this workshop up with a VOCAL Environment Forum looking at Green Care; in particular the work that Salford University has been doing around models for engaging with nature to improve wellbeing. The forum was hosted by Incredible Education at their Tindall Street allotment site, who gave a presentation about the work they do and facilitated a site walk-around. This is an area of work that Salford CVS and its Wellbeing Matters partners are keen to further develop in 2020/21.

The Covid-19 pandemic saw demand for emotional wellbeing and mental health support rocket, with a wide variety of VCSE groups and organisations turning their attention to support their members / beneficiaries alongside more formal support. New services such as Silver Cloud, Shout and Kooth were established in Greater Manchester to support residents; and in Salford, local VCSE organisations Start, Mind and Six Degrees worked with the council and CCG to establish Beyond, a new mental health support service.

Salford CVS worked with commissioners to re-purpose some of the Emotional

Wellbeing and Mental Health grants we manage to financially support this new initiative.

We then followed this up in Q1 and Q2 of 2020/1 by launching new grants around the themes of loss, substance misuse, carers / families support, and suicide prevention, working closely with the **Living Well** design group and wider collaborative.



Cathrine from Salford CVS supporting the Salford Mad Pride event 2019

VCSE Voices Matter

During the year 2019/20 Salford CVS continued to deliver the ‘VCSE Voices Matter’ strategic work to ensure VCSE participation, voice and influence in the Salford Together partnership for integrated health and social care.

This work involved ensuring active VCSE participation in the existing Health and Wellbeing Board and Adult Advisory Board, and the development of the five Integrated Health and Social Care Neighbourhood Leadership Teams. These now include an elected VOCAL VCSE Forum representative, a Wellbeing Matters rep, and a rep from Salford CVS in each neighbourhood.

The impact of VCSE representatives’ active participation in the Neighbourhood Leadership Teams has helped to shape some innovative project proposals that will help to cement integrated working

across sectors, as all 5 neighbourhood teams have co-produced the proposals for building integrated teams with VCSE activity at the core. CVS' involvement across the integrated neighbourhood work has enabled effective use of local intelligence and built productive relationships between the statutory and VCSE sectors.



During the year we continued to work with Salford University, Health Education England (HEE), NHS England and the Northern Care Alliance to develop plans for embedding a student VCSE placement module in the undergraduate Nursing Curriculum. We have also continued to broker placements for postgraduate nursing and allied health professionals who are converting from hospital-based employment to community and practiced based posts. This is part of a scheme managed by Salford Primary Care Together and HEE.

We helped the Health & Social Care Scrutiny Panel set priorities for 2019/20 and submitted verbal and written questions to services under scrutiny. We also supported the Salford Carers Strategy Group and plans for public engagement; and the Salford Frailty Strategy Group with the development of a response to the GM Frailty Charter.

We contributed to the Reducing Tobacco Harms Group and offered advice on engagement strategies for implementing

smoke-free policies across public sector sites. This resulted in the development of a survey of VCSE organisations about their smoke-free policies, which aims to obtain a better understanding of the levels of support they offer their members, employees and volunteers. This complemented the History Makers work (see page 48) we have been leading in Greater Manchester as part of the Make Smoking History campaign.

We also worked closely with key colleagues as part of the ICO Strengths-Based steering group, overseeing the development of a 'strengths-based' model for health & social care provision in Salford and ensuring meaningful involvement of the local VCSE sector.



Throughout the year our 'VCSE Voices Matter' Strategic Lead has worked hard to ensure that the insights and opinions of the VCSE sector are fed into the strategic decision-making health and social care forums of the city. Both CVS and VOCAL VCSE Forum representatives use their voices to offer challenge and support in the development of Health and Social Care services, as well as ensuring that these services are accountable and responsive to the insight we present on behalf of the sector.



Emergency Response

During 2019 Salford CVS's Voice & Influence Manager continued to work with Salford City Council and AGMA leads to develop arrangements for an effective, co-ordinated community response to emergencies within the city. This work included the establishment of a Designated Lead phone tree and a Handbook that was added to Salford City Council's 'Sheltering Evacuees Plan'. It also included the development of a database of Emergency Response Volunteers and VCSE organisations who could be called upon to support an emergency situation.

On 31st July 2019 Salford CVS were called to put a Reception Centre Manager, Reception Centre Volunteers and General Volunteers on standby for mobilisation in response to localised flooding issues at Worsley Brook. The Salford CVS Designated Lead staff responded within 7 minutes of the call being made. Fortunately, water levels subsided just in time to avoid serious flooding.

During the autumn of 2019 we participated in a number of workshops, including a chemical spill scenario session; but in real life things were largely quiet until January 2020, when news of a new coronavirus began to emerge.

Salford City Council, NHS Salford CCG, Salford Royal and Salford CVS quickly came together to hold weekly update meetings on the new virus; with new coordination and response structures being formed soon afterwards, including the development of a new Health and Social Care Covid-19 Cell, which was attended by Salford CVS on behalf of the wider VCSE sector. The Salford Local Resilience Forum began to meet twice weekly, and the City Leaders Forum began to meet weekly. Salford CVS prioritised attendance at these meetings, reporting to and from our own sector.



Then, on 16th March 2020 Salford CVS established the Spirit of Salford Network (Emergency Response Group) to help co-ordinate the community response to Covid-19.

This was established as a multi-agency group that agreed to focus on supporting the Salford CVS campaign for people to Donate Time (volunteering / good neighbour), Donate Goods (for local foodbanks) and Donate Money (to the Salford4Good emergency fundraising appeal).



The group agreed to meet weekly to enable co-ordination of the response. By the end of March this work resulted in **558 volunteers** registered to become emergency responders, **215** of whom were swiftly matched to volunteering opportunities (**over 700** had been recruited by the end of June).

Dozens of VCSE and private sector organisations also offered their support – from donating cash to supporting foodbanks; donating PPE to providing support with distribution and comms.



Anchor Removals helped us to get donations to where they were needed across Salford.

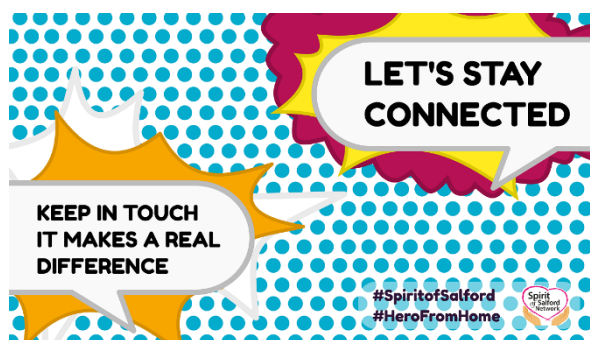
Over £145,000 has been raised via the [Salford 4 Good emergency appeal](#) to date, which is being used to support a wide range of community activity via a Covid-19 emergency response VCSE grants and investments programme.

Staff at Salford CVS worked with Janice Lowndes and members of the Health Improvement Team at Salford City Council to establish the [Spirit of Salford Helpline](#), which went live on 23rd March 2020. Salford CVS, as part of their emergency response work, mobilised volunteers to support this and have continued to support it as a referral route for connection with VCSE organisations and volunteers within the city's five health neighbourhoods.



Salford CVS staff also worked closely with Amanda Rafferty (NHS Salford CCG) to establish the Spirit of Salford's [Stay in Touch](#) service, with support from our emergency response volunteers.

Salford CVS were involved in a range of emergency response strategic meetings and groups including the Salford Local Resilience Forum, Health and Social Care Covid-19 Cell, Risk Assessment task and finish group, Shielded Patients working group, City Mayor's City Leaders Group, city council's Recovery Coordination Group, new Health Protection Board, new STAT Group (sub group of the Health and Wellbeing Board to tackle health inequalities exacerbated by Covid-19) and others. Salford CVS also worked with VOCAL VCSE Leaders to feed into the city's recovery action plan and our CEO chairs the STAT group.



Salford CVS also convened emergency meetings of the VOCAL VCSE Leaders Forum from the very start of the crisis to discuss the impact of Covid-19 on their organisations, services and the people they support. We continued to meet fortnightly to work together as part of the overall response.

The pandemic is far from over, but we feel we have the right relationships and partnerships in place to do our best for the people of Salford, whatever happens next...



Greater Manchester

Alongside our work in Salford we also worked strategically in a range of Greater Manchester settings during 2019/20.



During the year, Salford CVS attended and contributed to **124** strategic partnership meetings and events in Greater Manchester. We continued to play a key role in the GM VCSE Leadership Group and its sub-groups, and also participated in a range of other GM partnerships, for instance our CEO sits on the decision-making panel for the GM Social Investment Fund, managed by GMCVO.

With the arrival of Covid-19, this then included us playing an active role in Greater Manchester emergency response structures, including the Humanitarian Assistance Group (HAG) and Recovery Coordination Group (RCG), acting as a rep for the GM VCSE Leadership Group and contributing to the development of the Greater Manchester One-Year Recovery Plan.

An important feature of 2019/20 in terms of our GM work was the continued development of **10GM**, a joint venture

between Salford CVS, Bolton CVS, Macc and Action Together. In February we had our first 10GM staff away-day, which was attended by about 100 of our joint staff team. This was an opportunity for staff to meet each other, hear about our exciting plans for the future, and start to further develop strands of work.

By the end of the year we had taken the decision to create a legal entity and registration as a company limited by guarantee - with cooperative principles underpinning our collaboration agreement - followed soon afterwards.

2020/21 will see 10GM continue to deliver existing partnership work and further explore how we can work together to support the VCSE sector across all of the 10 LAs in Greater Manchester, working closely with local infrastructure in each borough and also with GM-wide infrastructure bodies.

A significant joint piece of work for 2020 will see Salford CVS lead on the **State of the VCSE Sector 2020** survey and focus groups, working with the University of Salford as our academic partner.

Temperature checking our sector is more important than ever, as we have seen the Covid-19 pandemic increase demand on our sector, seen inequalities widen, and at the same time seen a funding crisis on a scale never seen before...

DEVELOPMENT SUPPORT

During the year 2019/2020 Salford CVS continued to focus our work on supporting groups and organisations to tackle poverty and inequality in the city of Salford, whilst at the same time supporting and celebrating a wide range of community activities for the benefit of local people.

The core work of our development support function is to provide a wide range of Information, Advice and Guidance (IAG) to voluntary organisations, charities, community groups and social enterprises of all shapes and sizes from across the city.

- Policies and procedures
- Business / project planning
- Premises / buildings

This year also saw a rise in the number of **training workshops** we delivered:

20% ▲

increase on the previous year (50 in 2018/19 to **60 in 2019/20**).

A total of **694 people** from hundreds of local VCSE groups and organisations attended these workshops throughout the year.

During **Trustees Week** we held an event to match potential trustees to organisations looking to strengthen their Board / Management Committee. As you can see, drums were involved!



In 2019/20 the number of **1-2-1 support sessions** we delivered rose by 8% from the previous year (447 in 2018/19 to **483 in 2019/20**).

Funding remains the number one request for support. Other popular areas include:

- Setting up a new group / organisation / social enterprise
- Incorporation of charities and social enterprises
- Proof-reading bids and governance documents
- Governance
- Safeguarding (children and adults)
- DBS advice



This year we partnered with:

- GAMCare - for a session on Women with Problem Gambling
- UK Coaching - for a sport-specific child safeguarding session
- Ethical Property Foundation - for an Asset Transfer workshop



During the year we participated in national campaigns such as delivering Big Advice Days for **Small Charities Week**; and in **Trustees Week** delivering bite-sized sessions on various topics including fundraising, safeguarding and governance.

Delivering **Adult Safeguarding** and **Children's Safeguarding** training sessions remains a core part of the work we do. This year, we delivered Adult Safeguarding training to 152 people from 68 organisations and Children's Safeguarding training to 79 people from 50 organisations.

As helping VCSE groups and organisations secure **funding** is our number one enquiry for IAG, we have developed a wrap-around service which includes training ('Win That Bid' and 'Funding Focus'), funding bulletins, 1-2-1 IAG and proof-reading of bids and tenders. This year we have added 'Trusts and Foundations' to our Funding Focus programme and commissioned a Corporate Fundraising workshop. Our monthly **Funding e-bulletin** (produced in

conjunction with our 10GM colleagues) continues to grow its readership – this year by 11% (1,004 in March 2019 to **1,114** in March 2020).

During 2019/20 we supported VCSE organisations to successfully apply for a wide range of funding, including:

- Reaching Communities
- Awards for All
- Sport England
- Children in Need
- Comic Relief
- Veolia Environmental Trust
- Garfield Weston Foundation
- Forever Manchester
- WEA / ESF funding
- Key Fund
- Booth Charities
- GM Social Invest
- and many more...

We also continued to support with development of **legal structures**. This year we have supported **11** groups to become Registered Charities / CIOs and **21** to formally register as Community Interest Companies.

Special Spirits

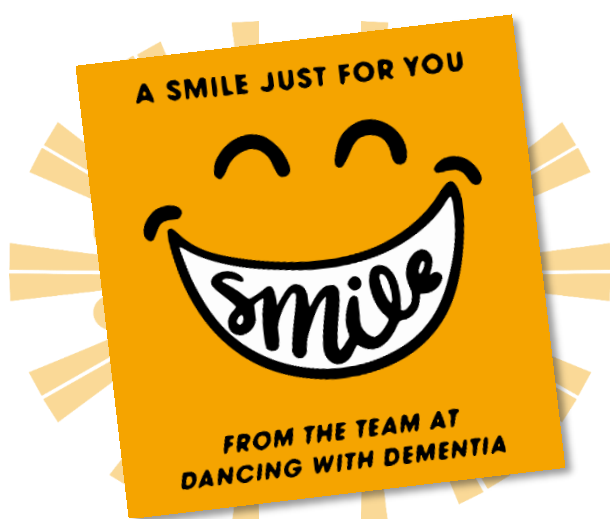
Special Spirits are a charity working with disabled children in the Orthodox Jewish community, providing after school provision and respite for cared-for children. They have over 80 young people who volunteer for them.

We started working with them in 2016 soon after they had set up as a charity. Since then we have been helping them to secure funding to support the work they do. Over the years we have supported them to secure grant funding from NHS Salford CCG, Salford City Council, Awards for All, Children in Need and in August 2019 they received a National Lottery Reaching Communities grant of £291,109 over 5 years.

Their grant funding has grown significantly over the years, as has their service, with them now providing sessions four evenings per week and also on Sunday mornings.

Dancing with Dementia

We started working with Dancing with Dementia in 2016 when they started out as a small community group running monthly social dances with live music for people living with dementia and their carers. When they first started they had 20 to 30 people attending. Since then the group has grown significantly and at their last event they had over 180 people attending. While they still run their monthly dance sessions, they have expanded their offer to include social trips and other events.



During this time we have supported them with their funding, policies and governance. In October 2019, we helped them to become a CIO; this in turn helped them to secure more funding as they were now a registered charity. Now not only do they have a number of groups raising money on their behalf, at Christmas 2019 they were a featured charity on the TV show "Who Wants to be a Millionaire" celebrity edition and their celebrity (Cath Tyldesley, ex-Coronation Street) won £8,000 for them. Without the

charitable status we helped them secure they would not have been able to be featured on the programme.

Reducing Parental Conflict

In 2019 we worked with Salford City Council's Early Help Team on a project which aims to Reduce Parental Conflict across Salford. The project was funded by DWP and the work undertaken included a scoping exercise and the coordination of a city-wide conference to both inform and consult with a wide range of practitioners from across the children's workforce. The lead from Salford CVS was Deb Drinkwater, our Development Worker specialising in children, young people and families work.



The scoping exercise involved consultation with teams and organisations from both the public sector and the VCSE sector, using an impact tool provided by the DWP. The data collected was used to compile a report, which informed DWP of current activity around Parental Conflict and what is required strategically to reduce parental conflict across the city.

On 16th September 2019 we helped deliver a successful conference on the theme of 'Reducing Parental Conflict' that was attended by 120 practitioners, from schools, the local authority and the VCSE sector. The conference took place at AJ Bell Stadium, with our CEO introducing the conference alongside Cathy Starbuck from Salford City Council. Keynote speakers provided insight into the background to this work, featuring successful projects delivered both locally and nationally. The conference used online voting app and group-work exercises to consult with delegates on how we could best approach this work going forward and reduce parental conflict across the city.

The conference was followed up by a series of train the trainer sessions, including with VCSE sector organisations. As a result of the training, representatives from our sector were also involved in developing the resources further so that we can provide an appropriate, asset-based, quality service that best meets the needs of families and young people across the city.

DBS and Backroom Services Support

Salford CVS offer a Disclosure and Barring Service (DBS) that provides information, advice and guidance to organisations across Greater Manchester wishing to obtain DBS checks for their staff and volunteers.



In 2019/20 we carried out **1,134 DBS checks**, of which **477** were for Salford organisations (the rest were VCSE customers across GM). With recent changes to the DBS update service we anticipate shifting to a model of providing more IAG support, rather than processing lots of new checks.

During the year **208** Salford organisations were provided with information, advice and guidance relating to DBS checks.



A Salford community group contacted Salford CVS for support with DBS checks. They have a number of volunteers who support people who are living in isolation with addiction and mental health issues. The volunteers were reluctant to travel to Eccles to come to our offices to complete the forms so we arranged to go and visit the group on a day they usually meet. The volunteers were really grateful and made us feel really welcome.

Whilst we were there we talked to the group leader about funding to pay for the DBS checks as they have very little money. This resulted in the group applying to become a member of Salford CVS and subsequently submitting an application to our Volunteer Expenses Fund to help pay for their DBS checks. They are now also accessing some of our other support services too.

During 2020/21, Salford CVS continued to provide a range of **financial support services** to the VCSE sector in Salford, including:

Payroll

We provide a service to small organisations who do not have the time or expertise to process their own payroll – thus ensuring both legal compliance and best practice. This is an area of work that has grown by almost 5% during the year and it is our aim going forward to further grow this service to meet sector need. The end of the year saw a flurry of activity around the **Government Job Retention Scheme**, with lots of organisations asking for our help to understand and process 'furlough' applications.

Holding Accounts

We provided this popular, free service to 59 Salford groups / organisations in 2019/20. During the year some of our holding accounts naturally closed as major funding programmes such as Ambition for Ageing came to an end at 31st March 2020.

Benefits of holding accounts for small groups include enabling them to access grant funding; be able to pay for supplies and services in a way that can be audited; and also ensure segregation of duties for those organisations where there are not enough people (willing or capable) to be able to manage this themselves. Whilst we usually offer this service for a maximum of six months, some organisations will not be able to open bank accounts in this time for a number of reasons, including the transient nature of their volunteers, the financial history of volunteers, or the capacity / capability of the group or organisation to manage a bank account. Salford CVS is therefore acting as a custodian of these funds and they are separately listed in our audited accounts (see page 62).



Book-keeping & financial management support

This practical service is provided to VCSE organisations by our team of experienced and qualified finance staff in order to help them manage their finances better and remain compliant with legal requirements. It includes budgeting and financial planning, producing quarterly management accounts, dealing with HMRC, VAT support, and a wide range of other advice and guidance on an ad hoc basis.



As the pandemic took hold and lockdown was implemented in March 2020, we supported a number of organisations to:

- **Understand the Government's Coronavirus Job Retention Scheme** – with daily information being issued by Government regarding eligibility for employers and employees, some VCSE organisations were struggling to understand this complex and changing picture, so we produced a collated information sheet for our sector that we updated regularly. We also gave 1-2-1 bespoke advice to dozens of charities and social enterprises. In addition we provided

organisations with template 'furlough' agreements.

- **Access cash** from their holding accounts during lockdown to enable them to continue delivering activities (*relevant to small community groups*).
- **Make arrangements for paying wages** into Q1 of 2020/21 in case Trustees were not able to process payments due to illness or shielding (*relevant to our payroll clients*).

Information Governance

Information Governance support has become a growing area of need for the VCSE sector in Salford and across Greater Manchester. VCSE organisations handle people's personal data every day, ranging from simple membership details through to complex support provision and case management. Data management and appropriate data sharing isn't just crucial to our work but also to maintaining trusted relationships with the people we support.

"Thanks again for this afternoon's call, I always learn a lot and feel supported by other organisations going through the same issues as us, particularly at the moment"

Salford CVS in the past year have maintained a representative role on the Greater Manchester Information Board, ensuring the sector's voice and views are fed into Greater Manchester discussions on Information Governance; and as a result of that 2019 saw the

formation of the Greater Manchester VCSE Information Governance Forum.

The forum is convened by Salford CVS (on behalf of 10GM) and the Greater Manchester Combined Authority and is the first of its type nationally to enable VCSE sector leads to come together regarding Information Governance.

“Thank you very much for all this information! You’ve pretty much answered all the overriding questions and I feel confident in moving forward now.”



The quarterly forum has a current membership of around 30 VCSE organisations and operates under ‘Chatham House’ rules to enable open conversation about our work and challenges.

In the past year have discussed matters such as the GM Information Strategy and the NHS Data Security and Protection Toolkit (with support from the Greater Manchester Health and Social Care Partnership), Cyber Security (with guest speakers from the North West Cyber Crime Unit) and how to complete key tender questions around Information

Governance. In addition to the group there has been an active mailing list throughout the year to provide up-to-date guidance and relevant legislative updates.

As we moved through the coronavirus pandemic the role of the group evolved slightly, with Salford CVS attending numerous Data and IG ‘cell’ meetings to support effective data-sharing at this important time. Our email bulletins became weekly so we could keep our sector up-to-date, enabling us to provide timely information and guidance in response to the move towards remote working and digital services and to help ensure that organisations felt comfortable in the sharing and collection of data at this important time.

GM VCSE INFORMATION GOVERNANCE FORUM

PEER
NETWORKING



PROFESSIONAL
DEVELOPMENT

VOICE AND
INFLUENCE



RESOURCES

VOLUNTEER CENTRE



Volunteer Centre Salford remains the city's only accredited Volunteer Centre (VCQA accredited by NVCO) and is a significant work strand for Salford CVS.

During the year we continued to deliver a number of core functions as part of our Volunteer Centre offer, with the aim of providing support for volunteers and support for volunteer-involving organisations.

Promoting volunteering opportunities to Salford residents is core to the work we do at the Volunteer Centre. We do this through our dedicated online Volunteering Portal, alongside regular drop-ins, promotions and outreach activities.

However, since March onwards the Volunteer Centre has been involved in the Covid-19 Emergency Response for Salford and has had to radically change its service offer. A key role has been recruiting, training, placing and managing c.700 emergency volunteers recruited as part of our work as a key partner in the Spirit of Salford Network.

A year in the life of Volunteer Centre Salford:



Volunteers' Week, which runs every year between 1-7 June, is always a great



opportunity to spread the word; and we supported a whole range of initiatives, activities and promotion around volunteering.

In the months before Volunteers' Week we administered a Volunteer's Week Activities Fund, which enabled organisations to apply for grants so that they could celebrate their existing volunteers and / or put events on to recruit new volunteers. Through this grant we were able to support **29 organisations** to deliver a wide range of activities, which helped to strengthen their volunteer programmes and raise the profile of volunteering in Salford.

At **Little Hulton Big Local's** celebration event we were joined by singer-songwriter Claire Mooney. Claire wrote a song at the event, inspired by local volunteers and contributed to by some of those who were there. She then performed the song live with percussion and backing from volunteers.



Watch the performance via
our Facebook page:
<http://bit.ly/VolSong>

As well as supporting other organisations' events we also held our own recruitment and celebration events.

This year we partnered with local housing providers based in Salford and on 5th June held a volunteer recruitment event at Brotherton House. Local volunteer-involving organisations came along to the event and promoted their volunteering opportunities.

Feedback from attendees included:

"I have been to other events before, however, this one was the best one I have attended. We now have a few more volunteers on board and other important community contacts were made that should help with future activities in the shelter."



On Friday 7th June we held an event at Walkden Town Centre in partnership with the Health Improvement and Neighbourhood Teams.

The Ceremonial Mayor of Salford presented certificates to volunteers who support groups in Walkden and the surrounding areas.



There was food and fabulous entertainment at the event, which was open to the public so they could find out more about volunteering with the local organisations who were represented there.



In September we took the opportunity to **create an animation** to help us reach a wider audience on social media to promote our drop-in service for potential volunteers.



Watch the animation on
our YouTube channel:
<http://bit.ly/VCDropIn>



International Volunteer Managers Day took place on the 5th November. This is a day to highlight and celebrate the work of Volunteer Managers and Coordinators.

To support the campaign in Salford we ran our 'Recruiting and Managing Volunteers' training workshop and as a small token of thanks we gave each participant a cupcake with the 'Volunteer Managers Day' logo on. We promoted this event on social media, which further reinforced the message and promoted our services.



Our 15th annual **Heart of Salford Awards** to celebrate volunteering and voluntary action in Salford took place on 18th November at the AJ Bell Stadium.

With **11 award categories, 155 nominations and almost 400 attendees**, this year was our biggest celebration yet!

The purpose of the awards is to acknowledge the vast contribution made by volunteers and voluntary organisations to the life of the city. We heard some very inspiring stories of the difference volunteers have made to their communities and how volunteering has helped them to overcome challenges in their lives.

In each organisational category we witnessed the breadth and diversity of Salford's VCSE sector, with organisations working to improve people's lives in Salford and tackle challenges in their local communities.

This year the Volunteer of the Year voting resulted in a joint win!



This year we commissioned local social enterprise Start Creative to design the Heart of Salford trophies. Ben did a brilliant job!



Joint winners of our Volunteer of the Year were Neil Jarvey and Joshua Buckley-Ambler





After a well-earned festive holiday break, in January we then launched our '20 Ways to Volunteer in 2020' campaign across social media.

The campaign promoted a range of volunteering opportunities for local VCSE organisations including:

- St Ann's Hospice
- Sovereign House GH
- Emmaus
- Green Teach
- and many more...

We created a customised short animation to accompany each of the volunteering opportunities in the campaign.



Watch back on our Facebook page:
<http://bit.ly/VCvideosFB>

Student Volunteering Week took place between 10-16 February.



To promote this, we launched a social media campaign aimed at students and encouraging them to find their perfect volunteering match using

the hashtag **#SWV2020**. Each day we matched degree courses with volunteering opportunities that could provide the students with relevant experience.

For example, we matched social work students to volunteering to roles at a homelessness project, a domestic abuse charity and Salford Unemployed Community Resource Centre.

We also produced an animated Instagram campaign which linked degrees with 'live' volunteering opportunities.



Find out more and watch our videos here:
<http://bit.ly/SalfordSVW>



March then saw us spring into action to play a key role in the city's emergency response work as a result of the Covid-19 pandemic. This included

us recruiting over **700 emergency response volunteers!** See page 26 for a case study on our emergency response work.

Volunteer Centre activities – making a difference in Salford:

Salford CVS continued to develop a diverse range of volunteering opportunities across Salford during 2019/20 in order to ensure that those who wanted to volunteer had opportunities to do so.

During the year we:

- Helped with the creation of **134 new volunteering opportunities** across Salford
- **Directly recruited over 1,000 volunteers** for local organisations and activities
- Supported **97 organisations** with good practice guidance so they could provide quality / safe volunteering opportunities



We had some great feedback from KidsCan regarding volunteers that we provided them with and the impact they have made to the charity:

“A volunteer we recruited via Salford CVS has learnt how to use our CRM system and is now getting trained up and working on skills to support their job applications so we can help them gain full-time employment after university.

Another volunteer was with us from March until June 2019 with the goal of developing their office skills for their CV and improving their confidence. Whilst volunteering they helped us claim £3,150.50 in Gift Aid – a task that is labour-intensive! This cash will in turn enable us to fund over 300 hours of life-saving research into children's cancer research.

Salford CVS has really helped us with our volunteer programme”

At Salford CVS we are understand that ‘volunteering costs’, both in terms of recruiting, inducting, training and supervising volunteers and in terms of paying volunteers’ out-of-pocket expenses. In order to help address the latter issue, we awarded **18 Volunteers’ Expenses Fund grants**, worth **£11,767** to some of our smaller VCSE organisations during the year. These grants paid for items such as travel expenses, protective clothing and

equipment, the cost of caring for dependants, and the cost of DBS checks.

Also this year we developed our **Volunteering Health Check**, which we launched during Volunteers’ Week. The aim of the Health Check is to promote good practice in volunteering, including identifying areas for further improvement.

Volunteering Health Check	Yes	No	Working Towards	Notes
Volunteer Policy				
Insurance Cover				
<ul style="list-style-type: none"> Are volunteers explicitly mentioned in your policy? What are the upper and lower age limits? 				
Volunteer Role Descriptions				
<ul style="list-style-type: none"> Are roles flexible? Can tasks be adapted where needed? 				
Promotion				
<ul style="list-style-type: none"> Volunteering Portal Leaflets/Posters Social Media www.dsv.org 				
Recruitment Procedures				
<ul style="list-style-type: none"> Are they fair, efficient and consistent? Application Form Informal Interviews References – how do you include volunteers who have difficulty getting a reference? DBS (if applicable) You can refer volunteers who aren't recruited to the Volunteer Centre 				
Volunteer Induction				
<ul style="list-style-type: none"> How are volunteers welcomed into the organisation? Are volunteers given a clear understanding of tasks & responsibilities? Are volunteers informed about relevant policies and procedures? 				

We also continued to support Volunteer Co-ordinators and Managers through forums and training. Examples of training delivered included:

Managing Difficult Conversations with Volunteers to support the work of Volunteer Coordinators / Managers in Salford. The training aimed to increase skills and confidence in addressing difficult issues with volunteers and challenging them effectively. There was significant demand for this training and so we delivered 2 sessions to 30 attendees in total.

“ I now understand better approaches and use of tools and can share them is with my team. ”

We also delivered a **Recruiting and Managing Volunteers** session that 15 organisations attended. The course covered role design, boundaries, recognition, empowering volunteers, dealing with problem behaviour, recruitment and retention.

What difference did the training make for attendees?

“Massive difference. It has given me more ideas on how to put together role descriptions and make volunteering a better experience.”

“I will be able to review our recruitment process, – simplify application process – review current roles and refresher programme.”

“I intend to write volunteer role descriptions that are more inspiring.”

In addition, we worked in collaboration with Greater Sport and UK Coaching to run a **UK Coaching Safeguarding** course on the 28th November. This is a course that all sports coaches have to take and there is usually a cost attached. However, as we wanted to encourage more Salford sports clubs to use our services we worked with Greater Sport who covered the cost of the course so that we could deliver it for free. The course was fully booked with 14 participants from a range of organisations.

Young People

We continued to focus on understanding the barriers to young people volunteering; working with young people and volunteer-involving organisations to explore the issues.

For example, we attended an event called *Find My Future* at Pendleton

Gateway. The event was aimed at younger people up to the age of 25 who were looking to get into work, training or education. Volunteering can assist with these pathways and help them to achieve their goals. We engaged with 15 young people and told them about our volunteering portal, the types of volunteering opportunities that were available and how this could help them gain relevant experience.

After feedback from Salford Youth Alliance on our **Volunteer Recognition Scheme**, we introduced a ‘thank you’ certificate. They said some young volunteers may not reach our ‘100 Hours’ threshold but would still like their contribution to be recognised. Our new ‘Thank You’ certificate is open to all volunteers, but is an especially good way of recognising the achievements of younger volunteers who may not be able to commit to lots of volunteering hours.



This year we also worked closely with Mitchell Mullin, the Salford Youth Mayor, and he joined the Salford Volunteering Strategy Partnership meetings as a result. He also sat on both our Youth Responsiveness grants panel and the Heart of Salford shortlisting panel this year and presented the Young Volunteer of the Year award at the Heart of Salford ceremony. As a result of this developing

relationship we were invited to attend a Salford Youth Council meeting to speak about volunteering and promote our offer. The Youth Council were interested in promoting their volunteer opportunities through our service and we will continue to work with them to get their feedback and input into our campaigns and initiatives.

We have also produced a factsheet for organisations around how to involve young volunteers as a result of this work.

Strategic work

Salford CVS and Volunteer Centre continues to play a key strategic role in promoting and developing volunteering in the city, with our Chief Executive co-chairing the Volunteering Strategic Partnership, which oversees the delivery of the **Salford Volunteering Strategy 2017-2022**.



Salford CVS and Volunteer Centre continued to promote the **Salford Social Value Alliance's 10% Better** campaign target of '10% More Volunteering in Salford' via our communication networks, outreach activities and facilitating volunteering opportunities.

As part of our strategic work around volunteering, we continued to promote and enable good Employer Supported Volunteering (ESV) to take place in Salford.

Examples of this during the year included:



Skill Givers is a partnership project delivered by Macc and Salford CVS, funded by Sport England. The project focusses on doing employer-supported volunteering differently, matching the support the VCSE community really want and need with skills available from local employers.

We have encouraged employers to recognise that there is a difference between employer-supported volunteering and team-building days and to see the benefits of employees sharing the skills that they have and the positive impact that can have on both the community groups they support and on their employees too.



24 Hours to Make a Difference scheme with Salford City Council.

We continue to work with Salford City Council, helping them enable their staff to volunteer 24 hours of their paid work time each year with a Salford VCSE organisation registered on our volunteering portal.



GRANTS AND INVESTMENTS

The year 2019/20 was significant for Salford CVS' grants and investment programme as it marked the final year of our three-year, £3m funding agreement with NHS Salford CCG to support the **Third Sector Fund**.

“90% of beneficiaries suffer with long term health conditions. By coming to the session they have a sense of purpose, it breaks the week up and reduces social isolation. Doing some light exercise stops them going to doctors or visiting primary care services as often.” - Healthy Hearts Exercise Group, supported by a Wellbeing Fund grant

identified in the city's Locality Plan. Throughout 2019/20 the *Third Sector Fund* has supported dozens of Salford's primary schools and over **150 VCSE organisations** across the city in delivering projects large and small.

“It has increased my confidence vastly and I have learnt to manage my anxiety more effectively. I feel I would never have progressed in my day job if it wasn't for the skills and confidence Gaydio have given me.” - Participant in Gaydio's Salford Academy project, supported by an Emotional Wellbeing and Mental Health grant

It also saw NHS Salford CCG recommit to the Third Sector Fund for a further five years during the period 2020-25, providing Salford's VCSE sector and local schools with valuable financial support to help address health inequalities

Over the last 12-months the **Emotional Wellbeing and Mental Health Fund** (resourced by GM health transformation fund monies) was fully realigned to the Salford Living Well model, which focuses on reshaping mental health services for those typically falling between primary and secondary mental health services. Salford is one of 4 national pilots being supported by the Innovation Unit in the **Living Well programme**, applying lessons learned from the London Borough of Lambeth.

Salford City Council's ongoing commitment to the Salford CVS-administered **Short Break Care Fund**

Sow the City



enabled local VCSE providers to deliver support activities for children with disabilities and their families. Salford Council also utilised Salford CVS' services in funding a range of vibrant **Hate Crime Awareness Week** activities in February 2020, focused on raising awareness of hate crime and encouraging reporting.

Salford CVS's role in administering investments across Greater Manchester on behalf of 10GM has developed with the **Answer Cancer** and **History Makers** partnership programmes. In both cases **10GM** has utilised its community reach (via small VCSE organisations) to fund the recruitment and training of champions to encourage uptake of cancer screening and smoking cessation respectively. Both programmes are made possible with support from the Greater Manchester Health and Social Care Partnership.

Beech Court TARA



Salford CVS's contract with GM Mental Health Trust to deliver the grants function of the **Achieve** drug and alcohol recovery programme (serving Bolton, Salford and Trafford) was extended in 2019/20 by two years. This secures the Achieve Asset Fund supporting VCSE-led activities for those recovering from drug and alcohol addiction to 2023. In addition, Salford CVS has also during the year administered the **Achieve Personal Recovery Support Fund**, providing non-cash awards to individual service users

DIY Theatre Group



for items identified by keyworkers as contributing towards achieving their recovery goals.

In March 2020 two partnership initiatives supporting Salford's Age-Friendly City programme drew to a close. Salford CVS has worked closely with partners, notably local charities Age UK Salford and Inspiring Communities Together, to support investments in **Ambition for Ageing** and **Active Ageing programmes**.

"Getting to laugh with other people is better than a pill."

Member of Wellbeing Fund-supported Wednesday's Women's Group

In early 2020 Salford Together, as part of the work of developing the city's 5 neighbourhood health forums, utilised Salford CVS to find a VCSE provider to deliver a Tackling Social Isolation programme across the Irlam, Cadishead, Winton, Barton & Eccles neighbourhood. That work was awarded to Unlimited Potential as a result of an open process.

Salford CVS also continued to work with partners on delivering the **Local Pilot** around **improving physical activity**, as part of GM Moving initiatives, funded by Sport England, and some small investments were made to support

physical activities for girls and young women.

As the financial year drew to a close, Salford CVS played a key role in **Salford's Covid-19 response**. Working closely with our CCG commissioners, the Salford Crisis Fund was launched on March 19th (pre-lockdown) and in the first quarter of 2021 fast-tracked small awards of up to £500 to over 90 VCSE organisations totalling almost £50,000. In addition, a wider Covid-19 response grants and investment programme has been developed and is being rolled out into 2020/21. This has been greatly enhanced with the £101,800 raised through the **Salford4Good Emergency Response Fund (at 31/03/2020)**.

All of the grants awarded by Salford CVS during 2019/20 can be viewed at:
<http://bit.ly/SCVSgrants>

Grant awards made on behalf of 10GM can be viewed at:
<http://bit.ly/GMGrants>

During 2019/20 grants and investments totalling £1.49 million were administered by Salford CVS, enabling our sector to improve health and wellbeing in communities across Salford and beyond.


Evaluating the Impact

Monitoring and evaluation of projects supported through grants and investments forms an integral part of Salford CVS' grants management function.

#SalfordStories

The impact of the *Third Sector Fund* was showcased at a major event held at The Lowry in September 2019.

A short film entitled **Salford Stories** was premiered at the event. The film featured four powerful examples of how grants are helping to transform lives and make the city a healthier place for all.

 Watch the video on our YouTube channel:
bit.ly/SalfordStoriesVideo



We also designed a 'Human Library', where a number of groups were invited to share their stories about their funded projects.

This activity was a formalised example of networking, where two VCSE groups were on a table together and took turns to share their stories to the other people on their tables. People were encouraged to ask questions that turned into interesting conversations - often resulting in people sharing their contact details.



Feedback from the event showed the importance of sharing stories:

“It was very good to see people being empowered, it’s amazing.”

“It was excellent, love the video and evidence on social value and the human stories.”

“It was fantastic to see the amazing projects funded across Salford. It makes me realise why I do what I do.”

“Brilliant and inspiring sharing stories of the changes and impact on Salford.”

These stories of impact were complemented by findings from our evaluation partners CLES and VSNW which showed that for every **£1.00 invested a social return of £14.94 and a financial return of £17.74** has been delivered.

“The pupils are excited to come to the gym. They are not really excited for PE. Nobody is ever sick on Barton Athletic Club Day!”

Primary school teacher - Barton Athletic Club’s Healthy Schools Partnership Challenge funded project

Bespoke narrative reports have also been produced for all funds managed by Salford CVS. Together they evidence the significant impact of a strategic VCSE grants programme in reshaping community approaches to health and wellbeing.



“I’ve really enjoyed coming down and playing every week, its free and right on my doorstep, I’ve made new friends and will keep playing football at the park”

Young person involved in the Rio Ferdinand Foundation’s 5 Star Soccer project supported through the Youth Wellbeing Fund

“During the holidays I can never afford to feed my children. This saved our family a considerable amount of money and it was all Kosher!” - Parent benefitting from Hershel Weiss Centre’s Healthy Holiday funded project during summer 2019

“This project has really changed me as a person because before I thought that it was inevitable to get involved in crime because of where I live and seeing my friends going on the wrong path.”

Young person involved in Sebene’s Youth Wellbeing Fund-supported project.

PROJECTS AND PARTNERSHIPS

Salford CVS is involved in a wide range of partnership initiatives and here are some of the key ones from 2019/20:

Answer Cancer

Answer Cancer is Greater Manchester's VCSE-led Cancer Screening Engagement programme.

ANSWER CANCER

In 2019/20 Salford CVS (on behalf of 10GM) worked in partnership with BHA for Equality, Unique Improvements, and Voluntary Sector North West (VSNW) to start to deliver the Answer Cancer programme on behalf of Greater Manchester Health and Social Care Partnership. Salford CVS is the lead partner and accountable body for the programme.

Answer Cancer is building on the great work that the Greater Manchester Cancer Champions social movement had previously delivered around increasing the uptake of Breast, Bowel and Cervical screening. Answer Cancer focuses in areas of high deprivation and within specific communities where screening uptake is low. We focus on communities that are often poorly served by mainstream health services and who experience disproportionate health inequalities.

The programme has a number of strands – community engagement and awareness-raising, training, evaluation, and a grants programme to support community activity and the recruitment of organisational and individual cancer champions.

For the first round of grants, **21 organisations** from across Greater Manchester were successful in securing funding to run activities within their communities to raise awareness on Breast, Bowel and Cervical screening and recruit Answer Cancer Champions. Grantees delivered a wide array of engaging activities including a community conference, a women-only coffee morning, a sports day and a gaming competition for young people and their parents.

The programme offers awareness-raising sessions to communities and professionals to increase knowledge and reduce the stigma of cancer and cancer screening.



Training is offered to cancer champions and those who are interested in developing their skills and gaining a deeper knowledge on breast, bowel and cervical screening.

We also evaluate the work of the programme on an ongoing basis so we can measure the impact our work is having on communities and uptake of screening services.

Answer Cancer is one element of the work around cancer screening engagement in Greater Manchester and we work closely with the NHS Cancer Screening Improvement Leads (CSILs) for Breast and Bowel and other cancer-focused organisations e.g. CR-UK, Macmillan, Jo's Trust.



In summary in the first year (2019/20) of the programme:

- **1,487** Cancer Champions were recruited
- **21** grants were awarded
- **873** individuals were reached via engagement sessions
- **101** Organisational Cancer Champions were recruited
- **314** people attended our training courses

History Makers

The Make Smoking History strategy for Greater Manchester aims to make the city region the first smoke free city in Europe. In 2019, the Greater Manchester Health and Social Care Partnership commissioned Salford CVS, 10GM and Voluntary Sector North West to grow a 'social movement' of History Makers.

The social movement involves the recruitment of volunteer **History Makers** who support the creation of smokefree spaces, events and stop smoking campaigns as advocates of the smokefree ambition for Greater Manchester.



A key element of the History Makers work is the small investments made to VCSE organisations across GM to create Smokefree Spaces, for example the garden and grounds of a community centre, and Smokefree events such as Salford Pride.

We have ensured that small VCSE organisations across GM have been able to apply for investments of up to £1,000 and have supported the recruitment and training of volunteer History Makers. We have awarded grants to a wide range of organisations from across Greater Manchester to help us 'Make Smoking History'.



The awards made on behalf of 10GM for 2017-20 can be viewed at: <http://bit.ly/GMGrants>

Wellbeing Matters

Wellbeing Matters is a VCSE-led programme of work that commenced in April 2018. Initially funded by the Greater Manchester Health and Social Care Partnership's Transformation Fund until June 2020, in Q3 of 2019/2020 we received confirmation of additional funding support from NHS Salford CCG

and Salford's 5 Primary Care Networks until March 2021.



The programme's overarching aim is to test a system change within Salford through creating a new infrastructure which effectively links statutory health care to VCSE provision and activities (both commissioned and non-commissioned) in order to improve citizen wellbeing and work towards embedding person and community-centred approaches within the health and social care system.

Salford CVS is the lead partner and accountable body for the work and delivers the programme in partnership with Salford Third Sector Consortium.



In 2019/20 **1,548 referrals** were made into Wellbeing Matters by primary care, with a **98% satisfaction rate** being maintained throughout the year.

1,142 onward connections were then made out into VCSE and community support and activities. Social support and connection, physical activity, advice and guidance, and mental health support were the top 4 reasons for referral.

During the year we also **supported 161 voluntary organisations and community groups** – helping to capacity-build their groups and organisations so they were able to receive people with a social prescription,

who could then access their offer. This included developing 109 distinct new volunteering opportunities and awarding Micro-Grants of £500 (or less) to 49 different community groups and Neighbourhood Impact Fund grants of up to £5,000 to 20 different VCSE organisations. **A total investment of £97,135** (at 31/03/2020).

We also continued to work with the University of Salford on the independent evaluation of the programme, which is due to be produced by the end of October 2020.

Salford Primary Care Together
Gary Advanced Practitioner

Julie Salford Resident

Unlimited Potential
Debs Community Connector

Mustard Tree
Food club

Julie's story

Julie was referred by Gary from Salford Primary Care Together to Wellbeing Matters' Social Prescribing service. Julie has been supported by Debs the Community Connector for Eccles (based at Unlimited Potential), to help with her low mood and confidence issues due to living with a long term condition. Julie had accessed the service prior to lockdown and during the Covid-19 crisis. With Debs input Julie has received support from Mustard Tree, initially receiving a food parcel and she is now a member of their food club.

Youth Justice

Lydia Wright, Youth Justice Community Connector at Salford CVS, explains her role:



As the Community Connector for Youth Justice in Salford I primarily take my referrals from the city council's Youth Justice Team. These referrals can be for any parent who has a young person involved in the Youth Justice Service (YJS) for whatever reason – whether it be a serious crime on a compulsory order (young person has to complete or they will end up going back to court) or a voluntary order (young people don't have to do it if they don't want to).

Once I receive the referral I then make contact with the family and do a home visit (*pre-Covid-19*). On this initial meeting we discuss how I can help them – I'll have been given information in the referral and this visit builds on it. I'll then go away and look into what we have discussed, which could be anything from registering for housing to finding fitness groups their children can get involved with. My job is to connect the families with relevant services and activities, often located within the VCSE sector. I usually see a parent once a week, depending upon their needs. Over the past year I have worked with a number of families that have benefitted from the service I provide. As I am not a social worker parents find it easier to talk to me about

issues they are struggling with so that I can support / advocate for them in the best way possible. I am able to build positive relationships quickly and effectively with them and get them the support that they need to help progress their lives.

Support provided includes accessing local foodbanks, Salford Assist, housing, referrals to Wood Street Mission, Cash for Kids Christmas appeal, Emmaus Salford, Mustard Tree and lots more. I also support families to understand the YJS and court processes. A lot of the time it is emotional support I provide, including encouraging the parent to recognise that they are doing their best and to take one step at a time.

During the Covid-19 pandemic, when other services either just stopped or reduced dramatically, the constant support I have offered has helped families through a particularly tough time. Knowing they can speak to someone impartial; air their anxieties without being judged; ask for help understanding a letter they have received; and much more, has helped them feel more confident and secure in these worrying times.

Local Delivery Pilot (GM Moving)

Salford CVS are partners in the Salford LDP, funded through Sport England and linked into the GM Moving programme, and during the year we recruited a part-time Development Worker for girls and young women to increase participation in sport and physical activities.

This work includes working with existing local groups and organisations; helping to develop new groups in co-production with local girls and young women; and to deliver a small grants and investments programme to support this work.



BarnEccles - Barton AC and Eccles Girls Group case study

As part of our work on the Salford LDP, our development worker, Claire, linked Barton Athletic Group with Eccles Girls Group – and BarnEccles was born! The group of girls had decided that they would like to try boxing and wrestling, so we approached Barton AC and they agreed to work in co-production with the girls on this project. Our aims were to primarily target girls who are socially isolated and not engaging in physical activity, but also to enable Barton Athletic Club become a destination for girls and young women, thus increasing the male to female ratio and making it feel like it was a club that welcomes women and girls.

In the 1st session participants had a discussion and completed a journal which explored what their barriers were to being active, and what they hoped to get from the group. This made all stakeholders aware of each other and their needs. They were also encouraged to log their experiences of attending the group. This work was user-centred and focused on activities that the girls' group would like to try, rather than being expert-led. The girls attend their girls group at the venue and then walk to Barton AC to participate in the activities for one hour every Wednesday.

They have also been on 2 trips: one to Challenge4Change – with a high ropes assault course – and also to Chill FactorE to celebrate International Women's Day.

The partnership has now grown in strength and trust and they are in the process of applying for funding to permanently hold and run the girls group at Barton AC; this will allow girls and young women to access the gym/classes.

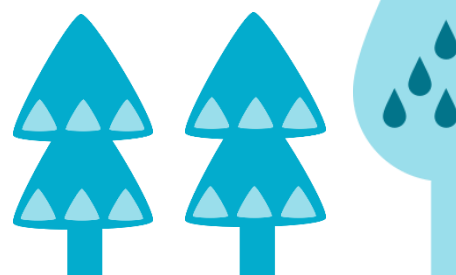


They are also planning to hold an LGBTQ+ night at Barton AC, again offering much wider opportunities for the group's attendees. Making it 'the norm' to be in a gym setting provides these girls and young women more opportunities to be active and learn a new skill.

Community Assets - Volunteering Wellbeing Champions

During 2019/20 we continued to deliver the Volunteering Wellbeing Champions project as part of the city's Community Assets work strand, led by Inspiring Communities Together (ICT).

We worked closely with a range of partners, including lead partner ICT, Age UK Salford, Salford Community Leisure, Salford Third Sector Consortium and the council's Trading Standards team.



In 2019/20, we had **236 local volunteers** involved in supporting initiatives such as Tech and Tea, Postural Stability, Scams, Care Homes and Community Outreach (211 in 2018/19), undertaking a massive **2,870 hours** of volunteering. **50%** of our volunteers identified as belonging to **BME communities**.



 **2,870**

All volunteers received a 'thank you' certificate, as always, and in addition six volunteers received Volunteer Centre Salford '200 hours of volunteering' certificates, ten received '100 hours' certificates and thirty received '50 hours' certificates. Together the team of staff and volunteers working on this programme completed **408 wellbeing conversations** with local people, many of whom were unemployed / living alone / managing a long-term condition. Wellbeing conversations are person-centred and provide a consistent but flexible structure for connecting people to local community assets.



The team also participated in **19 events**, ran 6 focus groups, 13 training sessions, and trained 43 staff from frontline organisations from across the city in how to have a wellbeing conversation.

"I had never been in a care home before, but the environment came as no great surprise as I have worked with elderly residents in the past. The first thing that I noticed is how happy the residents are and joke with each other. I have been volunteering since Nov 2019, this involves chatting to residents about their lives, recalling stories from the past which makes them smile"

"I do now feel more confident in talking about wellbeing. I feel I can answer questions and signpost people to activities, and also start new conversations. I really enjoy doing special events too as I can enjoy all the other activities going on."

"From an initial session at Tea & Chat I was looking for things to get involved in, I'm a full time carer & feel very isolated. I have now been volunteering with a local group and connecting with others"

A Winter's Tale – an event to celebrate Salford champions

In December we celebrated the difference local groups and their volunteers make to the city of Salford, with an event at Eccles Community Hall that was attended by over 100 people.

We started with a lovely lunch and then local groups Connect Youth and Community Club, Barton Belles Ladies Choir and Busy Bees Sewing Group told their inspiring #SalfordStories, alongside a poetry reading, sing-along and fashion show.

Local charity Dancing with Dementia got us all up dancing to the Macarena and doing the conga! This invigorating session was followed by a fantastic drumming workshop from Drumroots, based on the drumming traditions of West Africa.



We then celebrated the achievements of our Volunteer Wellbeing Champions, with Bernadette Elder, CEO of local charity Inspiring Communities Together (and the lead for Salford's Age Friendly City work) presenting the certificates. One amazing volunteer had reached the milestone of contributing a whopping **500 hours of volunteering**.

The event ended with a giant game of pass the parcel before Victoria Ashadu facilitated a creative and inspiring session on exploring possibilities for 2020!



Feedback from the session was brilliant, with participants' comments including:



Little Hulton Big Local

Salford CVS continued to be the Locally Trusted Organisation (LTO) for Little Hulton Big Local (LHBL) in 2019/20, with the Partnership Board of LHBL re-appointing us for another year.

Duties undertaken by Salford CVS on LHBL's behalf included providing strategic and operational support, employing and managing three paid staff, financial management, administration services, acting as banker for their Big Local investment, and supporting their Partnership Board.

LHBL has a vision *"To unite Little Hulton as a community and to enhance local people's wellbeing"* and has access to £1m of Big Local (Big Lottery) funds to invest in order to help achieve its vision.





Plans for Peel Park Pavilion

During 2019/20 key achievements included:

- Setting up a new Charity 'CommUNITY Little Hulton CIO', enabling them to apply for additional funding for activities in the area
- Securing funding for a bike track in Peel Park
- Furthering plans for the redevelopment and extension of Peel Park Pavilion
- Supported essential work in the area during Covid-19, including food support for families.

Salford Third Sector Consortium

During 2019/20, Salford CVS continued to provide 'Hub' function support for Salford Third Sector Consortium, an independent charitable company with **85 member organisations**.



The purpose of the Consortium is to win contracts for its members that they might not be able to win on their own, thus securing investment to enable local VCSE organisations to deliver high quality services to benefit local people

Hub duties undertaken by Salford CVS included Board preparation and support, financial management, membership services, administration and minute-taking.

During 2019/20 the Consortium has achieved the following:

- Successfully delivered the fourth year of Tech and Tea, digital support and training for older people - The project has proven successful and had been recommissioned until March 2021 as part the Age Friendly City programme of work. The project was led by Inspiring Communities Together, delivering alongside Corinth Training CIC and MadLab
- Continued delivery of workstream 1 of the Wellbeing Matters' social prescribing programme, which currently runs until March 2021. This programme is being delivered by six members: Big Life Group, Inspiring Communities Together, Langworthy Cornerstone Association, Social adVentures, Start Inspiring Minds and Unlimited Potential.

DEVELOPMENT PLANS FOR 2020/21

Information and Communications

We will continue to be adaptable in our communications as we move through the phases of Covid-19 response from emergency to recovery and resilience, in order to ensure that we are best supporting the VCSE sector in Salford.

As digital communications become an ever more vital way of keeping in contact with and informing the VCSE sector in Salford we will review our current channels, including our website, to develop and optimise them. In 2020/21 we will investigate digital solutions to help us overcome some of our existing communications challenges.

Strategic Partnership working

Our strategic priorities remain ensuring the VCSE sector is involved in the wide range of strategic partnerships in Salford; has opportunities for voice and influence; and is able to articulate its 'offers and asks' in an effective way, leading to demonstrable change for the communities of Salford.

This work includes:

- Ensuring CVS and VCSE reps on all key partnerships in Salford;
- Facilitating engagement opportunities with key leaders in Salford, including the City Mayor;
- Organising VOCAL VCSE Forums for voice and influence, making

sure they are topical and are addressing both the sector's priorities and the city's 'Great Eight';

- Delivery of the Salford VCSE Strategy and action plan and the Health & Social Care MoU and Collaboration Agreement with the partners of Salford Together;
- Meaningful involvement of the VCSE sector in the development of an Inclusive Economy Strategy for Salford and the refreshes of the Tackling Poverty Strategy and the Equality Strategy;
- Ensuring Salford's VCSE sector voice is heard and has opportunities to influence Greater Manchester agendas;
- Continuing to play a key partner role in the Covid-19 emergency response and recovery work in both Salford and Greater Manchester;
- Securing funding and investment into the VCSE sector in Salford.

Training and Development support

In 2020-21, beyond our usual funding support and 1-2-1 IAG, we will also be prioritising the following specific areas of work:

- Recovery from Covid-19
- Tackling Inequality
- Tackling Poverty
- Mental Health
- Safeguarding

Covid-19 has radically changed how we live and how we work, particularly how the VCSE sector has / has not been able to deliver activities and services. Some organisations have been able to adapt their usual offer; whilst others have changed what they deliver in order to meet the immediate needs of the communities they serve. Other, often smaller community groups, have had to suspend activities until it is safe to resume. All of us will need to go through a recovery process in order to be able to operate safely and effectively in a 'living with Covid-19' Salford.

The impact of Covid-19 in Salford has put a spotlight on health, economic, racial and social inequalities faced by some in our communities. It is our job to support the VCSE sector and the communities impacted to have sometimes difficult conversations in order to help tackle the root causes of inequality.

We are also now seeing how the pandemic has plunged more people and families into poverty, demonstrated by the significant increase in the number of people in receipt of Universal Credit and the demand for foodbanks. The VCSE sector provides a valuable 'safety net', often when the system has failed; and it is our role to ensure we help our sector to be able to continue to support those most in need.

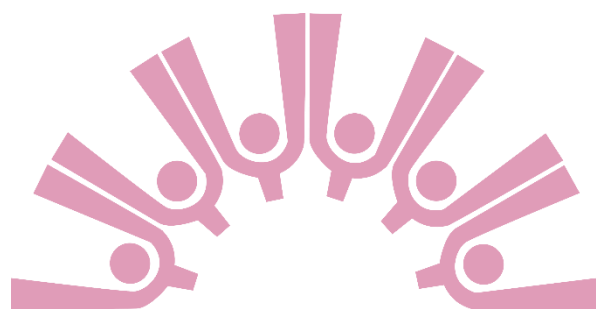
Mental Health remains a pressing issue in Salford and whilst progress has been made to improve the services and access to help through the development of the Living Well in Salford programme, Covid-19 has increased the number of people who need support. More people are experiencing social isolation, anxiety, depression, suicide ideation, domestic abuse and bereavement during this time, which could culminate in longstanding mental health issues. The development of the 'Beyond' VCSE-led mental health service is a good start, but we are still likely to see an unprecedented demand

on our sector's support offer as a result of Covid-19.

Safeguarding also remains a priority area for Salford CVS in 2020/21 and we will continue to review our work, adapting our training offer and working closely with Salford City Council's Safeguarding Children Partnership and Safeguarding Adults Board to ensure that the VCSE sector is fully supported to provide a safe environment, practices and activities for the people of Salford.

Volunteering

- Supporting the emergency response to the Covid-19 pandemic in Salford by recruiting and placing volunteers and supporting our own team of emergency response volunteers;
- Continuing to roll-out our Employer-Supported Volunteering (ESV) schemes, including Skill Givers (with Macc) and 24 Hours to Make a Difference (with Salford City Council);
- Supporting the VCSE sector's volunteer-involving organisations by delivering a range of online training and tailored good practice support;
- Delivering the volunteering elements of the Age-Friendly Salford and Wellbeing Matters programmes of work;
- Providing adapted support and activities during Volunteers' Week;
- Organising our annual Heart of Salford awards to celebrate volunteering and voluntary action in Salford.



Grants and investments

- Crisis Response - The Third Sector Fund will be utilised to support crisis and support grants focused on food banks, wider food response, mental health and children's activities during lockdown, alongside broader recovery and business as usual (adapted) grants;
- Covid-19 Response and Recovery – Monies raised via our Salford4Good emergency appeal will be blended with the CCG-supported Third Sector Fund to create new grant funds focused on supporting those most affected by Covid-19, including BAME communities and disabled people;
- As groups and venues begin to reopen we aim to launch a range of grant funds supporting communities to re-establish health and wellbeing activities;
- The independent evaluation being undertaken on the Third Sector Fund by CLES and VSNW will inform our plans for our grants programmes over the next few years – as will adapting to living with Covid-19;
- We will continue to deliver a range of other grant funding, including for Achieve BST's recovery fund and for the Answer Cancer programme;
- We will continue to work with Salford City Council to deliver Short Break Care and Hate Crime grants.
- Work closely with member organisations of the GM BME Cancer Partnership;
- Further develop our evaluation and impact systems, ensuring we capture the voices of our target communities;
- Continue to deliver awareness-raising sessions, adapting to living with Covid-19 guidance. These will focus particularly on the following target groups: BAME, LGBTQI, carers, disabled people, those with mental health conditions, those living in areas of high deprivation;
- Answer Cancer Champions, both individual and organisational, will continue to be recruited, with a push to develop 100 'Super' Cancer Champions to have a more proactive role in increasing awareness of cancer screening either online or within communities;
- More training courses will be developed and delivered, both online and in person;
- There will be further grants opportunities available;
- Our website, newsletters and social media will be further utilised as a tool to engage with the wider community.

Partnership projects and programmes

Answer Cancer

- Continue to develop strategic relationships across the health and social care system in Greater Manchester and in target localities;
- We will continue to recruit History Makers across Greater Manchester, moving to phone and digital methods of engagement to help them speak to their communities about the value of stopping smoking;
- We will continue to help develop the History Makers website and comms channels, adapting our comms to respond to the Covid-19 pandemic;
- We will endeavour to sign up smoke-free spaces across Greater Manchester, and target some smoke-free events once it is safe to do so.

Wellbeing Matters

- We will continue to develop and enhance strategic links with key partnership programmes of work, including the Living Well programme, 'Beyond' mental health support service, and adult social care's Community-Led Support work;
- We will continue to act as the accountable body and lead partner for the operational delivery of the Wellbeing Matters programme of work, focusing on connecting local residents (patients) with activities and support in their communities and developing and supporting the VCSE eco-system;
- We will work closely with Primary Care Networks to accelerate connecting GP practices to our Elemental platform in order to ensure ease of referral and an effective 'feedback loop';
- We will continue to work with our evaluation partners, The University of Salford, to demonstrate the value and impact of the programme;
- We will focus on securing funding for the programme for the year 2021/22, working closely with NHS Salford CCG, Salford Primary Care Networks, SPCT, and Salford City Council's Public Health and Health Improvement teams;
- We will continue to play an influential role in the development and roll-out of social prescribing in Greater Manchester, working

closely with the GM Health and Social Care Partnership's PCCA team.

Age-Friendly Salford

- We will continue to recruit and support a team of Volunteer Wellbeing Champions and help our volunteers to adapt to Covid-19-safe ways of working;
- We will develop an adapted training offer and support the delivery of the Age-Friendly Salford programme of work, alongside partners Inspiring Communities Together and AgeUK Salford.

Little Hulton Big Local

LHBL Partnership Board have recommissioned Salford CVS to act as their LTO (Locally Trusted Organisation) in 2020/21.

Priorities are to:

- Obtain planning permission for the re-development of Peel Park (LH) Pavilion;
- Progress turning plans for a bike track in Peel Park into a physical reality;
- Support the new charity, CommUNITY Little Hulton, to develop and flourish into a community asset for Little Hulton;
- Continue to support the local community through Covid-19;
- Create a 'final plan' for the balance of the £1m Big Local grant funding.



OUR QUALITY MARKS



NAVCA
Quality
Award



CAMPAIGNS WE SUPPORT



WE ARE MEMBERS OF



navca
local focus national voice



Greater Manchester
Chamber of Commerce



The Business Group
Doing business in Salford



A joint venture to support
the local VCSE sector
in the ten boroughs of
Greater Manchester



Social Enterprise UK
Certified Member

GMCVO

Member



INSPIRING
FINANCIAL
LEADERSHIP

THANK YOU TO OUR FUNDERS

Salford City Council



Greater
Manchester
Health and
Social Care
Partnership



ambition
for ageing

NHS
Greater Manchester
Mental Health
NHS Foundation Trust

Greater Manchester
Moving > < < <

GMCA
GREATER
MANCHESTER
COMBINED
AUTHORITY



Social
Enterprise UK

Local Trust | Big Local

SALFORD
TOGETHER
HEALTH & SOCIAL CARE WORKING
WITH YOU AND YOUR COMMUNITY

NHS
Salford Royal
NHS Foundation Trust



RHS
Inspiring everyone to grow

NHS
England



THANK YOU TO OUR STAFF, TRUSTEES AND VOLUNTEERS

Staff (at 31/03/2020)

Alison Page – Chief Executive
Kirsten Robinson – Deputy Chief Executive
Rachel Jones – Director of Delivery
Bruce Poole - Salford Together VCSE Partnerships Lead
Marie Wilson – Strategic Lead
Wendy Ryan - Programme Manager (Wellbeing Matters)
Jessica Pathak – Programme Manager (Answer Cancer)
Michelle Warburton - Voice and Influence Manager
Anne-Marie Marshall – Services Manager
Jeremy Engineer – Development Worker
Lesmond Taylor – Development Worker
Deb Drinkwater - Development Worker
Claire Roberts – Volunteer Centre Coordinator
Grace Kennedy – Volunteer Centre Assistant
Michael Carroll – Volunteering Development Worker
Beatty Osborne – Volunteering Development Worker
Matt Bell - Volunteering Development Worker
Ashley Chapman – Volunteering Development Worker
Gill Bruder – Office Manager and PA to the Chief Executive
Louise Sheridan – Administrator (Grants and Investments)
Sharon Boswell – Administrator (Membership Services)
Helen Johnson – Administrator (Meetings and Events)
Becky Roberts – Communications and Information Worker
Samantha Hill – Finance Assistant
Cathrine Lee – Grants Administrator
Simon Robinson – Grants Manager

Hannah Barton - Impact and Evaluation Worker
Anna Horton - Healthy Schools Development Worker
Lydia Wright – Youth Justice Worker
Claire Benson – Development Worker (Girls and Young Women)
Alison Jones – Little Hulton Big Local Development Manager
Susan Owen – Little Hulton Big Local Community Organiser
Mandy Lee - Little Hulton Big Local Youth Development Worker

Trustees

Chris Fox
John Phillips
Janice Lowndes
Grace Dyke
Ray Mashiter
Ged Devlin
Dr Kevin Kane
Dr Jennifer Rouse
Barbara Bentham

Council Ambassadors

Cllr Laura Edwards
Cllr Sophia Linden

Volunteers

Greg McHugh
Peter Shepherd
Everyone who is part of the Volunteer Wellbeing Champions team
All of the Emergency Response volunteers

CONTACT US



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200 YEARS OF SOCIAL ACTION



Volunteer Centre
Salford



Salford CVS
Making a difference in Salford

