



Spirit of Salford

Our response to the coronavirus (Covid-19) pandemic, the first three months

Contents

- Introduction from City Mayor 1
- Adapting to the crisis 3
- How we responded 5
 - Spirit of Salford helpline 5
 - Local economy and jobs 6
 - Employment and apprenticeships 7
 - Supporting people in the city..... 7
 - Volunteering and voluntary sector 8
- Keeping Salford informed 11
- Keeping services running 13
 - Supporting our Environment,
Caring for Places..... 14
 - Supporting children and young people..... 15
 - Working with the NHS and care system..... 16
- A 'Team Salford' response 19
- The Spirit of Salford 21



Introduction from City Mayor



**By Paul Dennett
City Mayor**

Today, in mid-June 2020, the world is completely different to how it was only a short three months ago. In March, I had just launched the city's new cultural strategy, I was meeting with all secondary school head teachers, and had accepted the Bronze award from the Defence Employer Recognition Scheme for employers who support those who serve or have served in the Armed Forces, and their families. And of course, we were anticipating the May local and Mayoral elections.

The world, and Salford, is now a completely different place. Coronavirus is a global public health, social and economic crisis. The pandemic and our response has no parallel in the living memories of the vast majority of people in the UK and in Salford. For many this has been a scary, unsettling and personally traumatic time.

Sadly, by late May, in the UK nearly 40,000 people had lost their lives to the virus, almost 300 in Salford, and the virus still poses a threat to the health of thousands of people across the country. Our thoughts and prayers are with their families and friends as they grieve for their loved ones.

I would like to pay special thanks to those who have continued working and putting themselves at risk throughout this pandemic. The NHS, social work and key front-line workers, all our staff, and the hundreds of volunteers across the city, who are continuing to support the people of Salford and to keep the city moving. Our partners and every resident in the city have played their part – providing essential services, volunteering to help people in our communities, and by following the health protection guidelines.

The Spirit of Salford is exactly what this great city is about – supporting each other when we need it most. I am unbelievably proud of how we as a city have responded to this crisis.

Until a vaccine is available then testing, tracing, and self-isolation will be part of our lives; local vulnerable people will need to continue to protect themselves and we will all need to make social distancing the norm.

Our resources are stretched as we continue to deliver our essential services and respond to new work. Since 2010, we have lost over 50% of our budget and we are lobbying hard to hold the government to its promise to refund to local authorities the costs of responding to the coronavirus pandemic.

This report sets out how we have come together to support residents and businesses across the city. As we move to the second stage of planning and recovery, I believe that we have the capacity and the courage to build better.

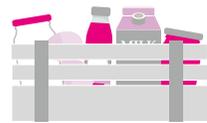
A handwritten signature in black ink, appearing to read 'P. Dennett'.



8,754 calls

received by the **Spirit of Salford helpline**, with **6,350** outbound calls made

2,915 food parcels delivered to **vulnerable individuals**



£70 million

has been distributed to **Salford businesses.**

1,217 business have been granted relief and **3,300** businesses have been provided with a grant



Salford Assist,

the council's discretionary support scheme has received **1,400 referrals** and **provided 1,254 Pay Point and shopping vouchers** to **Salford's most vulnerable residents**



Salford City Council, along with partner organisations and volunteers have come together to support the city, demonstrating the true Spirit of Salford.

24^h

Local testing centre set up and operational in 24 hours at the

A J Bell stadium in conjunction with the Salford health and social care system.

Continued to empty over **266,000**

bins per week with no reductions in collection services.



900 tonnes of **extra waste** collected in this period

We've posted 3,000

coronavirus- related social media messages, which have seen over **25,000 clicks** for more information



The council's coronavirus web pages have been viewed over **30,000** times.

Adapting to the crisis

Our officers, councillors and partners across the city rose to the challenge, maintaining core services whilst adapting overnight to completely new ways of working. To manage these changed circumstances, councillors and officers put in place emergency procedures and transformed the way the council works.

Coronavirus Pandemic Co-ordinating Group

From mid-March, the council stood up its emergency planning structures to respond to the unfolding and fast changing situation. Led by the Chief Executive and the council's leadership team, together with health partners, the group was able to respond quickly to government's announcements and the scale of the crisis and put in place services to respond.

Our City Mayor quickly stood up the Civic Leadership Group to ensure strategic coordination of the response with our strategic partners from the public, private, and voluntary, community and social enterprise (VCSE) sectors.

Our Director of Public Health and wider public health team have been at the heart of our response since the very early days of the pandemic working tirelessly to support the city. The team has provided direct support to our care homes – ensuring effective infection control advice, directed the provision of PPE and

training in its use for all our key workers, they have supported our schools to develop safe and effective arrangements to remain open, and have overseen the development of local testing facilities, and are now leading the development of our outbreak control arrangements.

Transforming the way the council works

Our HR and digital services teams have been at the heart of transforming the way the council works.

Just as lockdown was on the horizon, ICT accelerated the rollout of laptops and other equipment to enable staff and councillors to work from home. They continue to provide vital lockdown support to keep our staff working safely from home and providing the services our communities rely on.

Our HR service has put in place support packages and flexible working practices to allow our staff and councillors to continue to work flexibly, with regard to their wellbeing needs. Our trade unions have worked hand in hand with us throughout this change to protect our staff, services and communities.

The heart of council democracy is open and transparent decision making. Our democratic services and ICT teams moved council meetings onto virtual platforms and our councillors have risen to these challenges, adapting to chairing



and contributing to these meetings whilst always representing the communities they serve.

Transforming the way the council delivers its services

Overnight the council has had to change the way it delivers many of its services, to keeping schools open for key workers' children and vulnerable children, to working out how to keep services running without face to face contact, to ensuring our key workers are able to operate safely within PPE and safeguarding requirements.

In response to the pandemic, we mobilised our support for all of our communities, safeguarding vulnerable people, supporting businesses and people at risk of unemployment, supporting care homes and the key workers who needed PPE and shielding, responding to environmental and community safety issues, setting up helplines and testing centres, and mobilising our Spirit of Salford volunteer heroes.

Developing and delivering new services

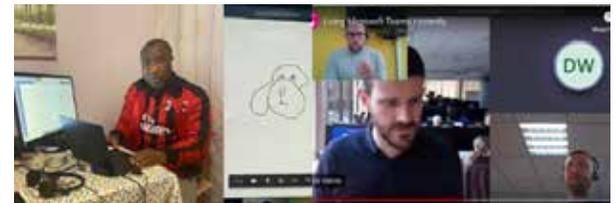
The coronavirus pandemic has created a new group of vulnerable people, and providing crisis support to these people was a priority from the outset. Within days we set up the Spirit of Salford helpline and the Spirit of Salford Network, reaching out to deliver services in a completely new way, delivering food parcels, essential medicines, and providing practical and emotional support.

Sourcing and distributing personal protective equipment (PPE) to key workers on the front line was a challenge from the start and with the Greater Manchester Combined Authority (GMCA) we established a PPE cell, helping us to buy and distribute a vast amount of PPE. Together with NHS partners, we established a testing centre at the A J Bell Stadium so staff could get tested quickly.

Many of the new services have been supported by volunteers from our communities and businesses, working alongside council staff who volunteered to be temporarily redeployed into different roles and take on new skills.



"We work across a number of local authorities and it has been noted by us how well Salford City Council has reacted to this crisis. The establishment of the civic leadership group and subsequent direction and support of Salford City Council has been instrumental in the amazing partnership response to supporting people across Salford. It is leadership and preparedness we have not seen elsewhere."



How we responded

The council's immediate response has been focused on four key areas:

- Local economy and jobs
- Supporting people in the city
- Volunteering and the voluntary sector response
- Spirit of Salford Helpline

Spirit of Salford Helpline

Providing immediate crisis support to vulnerable people has been a priority since the very beginning of our response to the pandemic. On 24 March 2020, the council set up a dedicated helpline and website for vulnerable residents to get the help, support and advice they need as a result of not being able to leave their home. This includes helping people:

- get food and medication if they are self-isolating and have no support from family or friends
- get emergency supplies if they're in a crisis – for example nappies, baby milk, gas and electricity

Initially, volunteers provided support with food using Salford Assist vouchers to purchase

groceries at Aldi supermarkets and delivering them directly to the home or posting the vouchers directly to the resident.

Since April, a food hub at Buile Hill Park replaced these food vouchers with pre-made food boxes, which are provided at no cost (for those on a low income) or for £20 for those who could afford food but could not go shopping for themselves. Since the beginning of May, Kosher food boxes are also provided.

The helpline is also providing

- regular check in phone calls for people feeling lonely
- support for looking after pets such as dog walking if they are self-isolating and have no family or friends to support them
- advice for managing debts and applying for benefits including council tax discounts
- mental health support for those who are not currently known to services
- digital help so they can access online services
- housing advice or help if they become homeless.

We are providing this service as a freephone number and there is a call back option available.

Since its launch the helpline has received a high number of contacts. As of 21 May, the

helpline has received 8,754 phone calls, 1,237 online applications and has delivered 2,915 food boxes to both shielded and non-shielded Salford residents.

In addition, the helpline has made 6,350 outbound calls to people on the government's 'shielded list' to offer additional support and all over 70's received a leaflet through the door advising of the support available.

The service has been able to reach out to our most vulnerable residents, with a high percentage of the callers aged 70 or over and 40% of people identified as having a disability.



The Spirit of Salford Helpline
0800 952 1000
Spirit of Salford Network
Salford City Council

“Just taken my first phone call this afternoon, someone just wanted to say thank you. She has a rainbow in her window and a Union Jack and has family that are looking after her so she wanted to say thank you for being here if she needs us.”



Local economy and jobs

Supporting our local businesses through the pandemic has been a top priority from the outset – businesses of all sizes and from all sectors. As of 18 May, 99% of local businesses were reporting coronavirus impacts with 66.7% reporting a decrease in sales and 16.1% reporting cashflow issues.

We are also focussed on doing everything we can to support people who face uncertainties in the jobs market and the risk of unemployment.

Our first priority was to promote the government's business and financial support packages and local business support services, to ensure that all eligible businesses in the city accessed the schemes.

This involved recruiting and training 24 staff volunteers from across the council to handle the high volume of calls so that the business rates team could concentrate on getting money out to businesses as quickly as possible.

Since the funding schemes opened, staff have taken over 3,400 calls and paid out nearly £40 million to Salford businesses - 90% of the available funds.

The same group of volunteers, plus new staff volunteers from teams including environment, communications and neighbourhood management are now trying to reach over 1,000 businesses that are thought to be eligible for the grants but have not yet applied, trying to ensure no eligible business misses out. So far 300 new grant applications have been submitted.

On 26 May we launched an additional discretionary business support scheme to distribute a further £2.2million of government funding to organisations that were not eligible for earlier grants.



“I'd like to pass on my thanks to the Salford team who have been absolute stars in helping us navigate what was a tricky grant application. We simply couldn't have done it without their tenacity and knowledge. We have secured a significant grant which will go some way to keeping the lights on and staff employed in these testing times. Please pass on our heartfelt thanks.”

“Very helpful indeed. Right from the start Salford City Council has been brilliant! Many thanks”

“Thank you so much from the bottom of my heart for your effort, support and for pushing things forward for my business. You have been amazing all the way through.”

Employment and apprenticeships

Our Skills and Work services are supporting residents who have become newly unemployed or furloughed, linking people to emerging vacancies. We set up a helpline in late April to support young people aged 16-24 not in education, employment and training (NEET) or at risk of redundancy.



With partners we have been able to give 10 tablet devices to vulnerable residents who did not have internet access at home. As a result, one person managed to keep his job as he was able to work from home. Others have started online learning to develop their skills.

We are supporting the construction sector by sourcing opportunities for displaced apprentices and supporting recruitment in the social care sector through the 'Be a Care Hero' Campaign.

With Salford College and the Build Salford consortium, we are setting up an Apprenticeship Redundancy Fund which will support young people to move to other employers to complete their learning.

Supporting people in the city

Coronavirus is not just a public health crisis, it has had a profound economic and social impact for people in the city. From the outset the council's priority has been to ensure we do what we can to support local people with their housing needs, financial situation and health and wellbeing. For example:

The housing options team is providing same day homeless assessments virtually, and same

day access to emergency accommodation to all those who need it.

Since 23 March, the service has offered advice and assistance to 255 people and taken a homelessness application from a further 296. The team is working closely with registered housing providers to move families on from temporary accommodation where it is safe to do so.

The supported housing team supports anyone with a housing need. This includes rough sleepers, people under A Bed Every Night (ABEN), hospital and prison discharges, recently granted refugees and anyone to whom the council has a statutory homelessness duty.

From the onset of this crisis our priority has been to persuade entrenched rough sleepers to 'come inside'. Since the beginning of March, we have managed to take six people in from sleeping on the streets.

We moved 56 people from shelters and shared accommodation into properties with their own bedroom, so they can socially distance and self-isolate if necessary. We have provided basic prepaid mobile phones and dropped off supplies of food and toiletries.

The service is contactable seven days a week.

We have worked with our social housing providers to find and prepare an extra 87 properties to move families out of B&Bs and have provided accommodation for statutory placements.

We are aware of the increased risk of domestic abuse throughout this pandemic and have a small cluster of properties available for people who aren't a priority but still need that additional support and safe accommodation. We can accommodate all genders.

As part of the coronavirus response we have taken on new duties to support any self-isolating asylum seekers who would otherwise be left destitute.

We are working closely with the Royal British Legion, SSAFA and other agencies to continue to support our veterans and sourcing specific properties so they can be accommodated and supported by our Veterans Champion.

The welfare rights and debt advice service has continued to deliver a specialist advice service by phone, providing welfare rights advice to 569 people and debt advice to 167 people. This has meant £84,000 in additional income for those advised since 23 March. One third of these referrals came through the Spirit of Salford helpline. The Salford Assist team has

seen a sharp increase in demand for services, including through the Spirit of Salford helpline. The team has assessed 2,450 applications, given shopping vouchers to 809 residents, issued 1076 Paypoint vouchers for gas and electricity and made over 370 referrals to other services.

The Health Improvement Service has been working hard to help keep our residents healthy and well. We have set up Health Improvement Connect where people will have access to online group activities, peer support using What's App and one to one support for health and wellbeing.

The team is supporting vulnerable new mothers in the city through Baby Bank and Visit from the Stork - providing free baby products such as nappies, formula milk, infant or children's toiletries, Calpol and baby wipes.

Volunteering and voluntary sector

The Voluntary, Community and Social Enterprise (VCSE) sector in Salford is diverse; made up of 1,513 organisations, ranging in size, structure and services. We have a history of working in

partnership within the sector and with our public sector partners including responding to emergencies and crisis, co-ordinated by Salford CVS.

The sector responded quickly to the coronavirus pandemic from the very early stages and has been on the frontline of the crisis, providing support to the most vulnerable members of our communities.

In Salford there was also huge outpouring of offers of support from local people who were keen to help, showing the Spirit of Salford.

In order to coordinate and capture this good will, we produced a clear advisory leaflet called; 'Being a Good Neighbour in Salford' and developed a support route for people to ensure delivery via existing VCSE sector structures, supporting people to

- donate to the Salford4Good Fundraiser (administered by Salford CVS)
- give goods to local food banks, clubs and charities, and
- give time through formal volunteering

The VCSE sector in Salford has adapted at pace to the changes brought about by coronavirus. 75% of VCSE organisations are now supporting local people either through phone or Zoom conversations and activities. For example,

Citizen's Advice Salford set up a virtual call centre in 72 hours and extended their advice line hours to the evenings and weekends. Their Help to Claim service, supporting new Universal Credit claimants in Salford, has seen a six to seven fold increase in new claims following the UK's lockdown.

VCSE organisations also switched to delivering different services in order to meet the needs of the people who attended their activities. Many local community groups, including art, sports and social clubs began delivering food and care packages to their members. For example, Dancing with Dementia a social dancing and singing group for people living with dementia and their families and carers swapped ballroom dances for preparing, cooking and delivering meals to the people they support.



Their work means that they have close ties with care homes they have also distributed PPE to five local homes.

Many VCSE organisations replaced face to face activities with virtual clubs and weekly phone calls to check in on the wellbeing of the people they work with. These groups continue to provide vital support for their members including through bereavement and loneliness. For example, Connect Youth and Community Centre volunteers make phone calls to the centre's members and post personalised cards designed by the group to those living alone. They also run virtual arts and singing groups via WhatsApp.

The challenge for many VCSE organisations since lockdown has been the need to undertake digital transformation at a fast pace. In response to this Salford CVS, in partnership with Tech for Good Live and 10GM, have created the 'Help a Charity' scheme which matches skilled digital volunteers with VCSE organisations that need digital support, for example with building a website or creating an app. This aims to support the VCSE sector's digital capacity and to help make the switch to digital sustainable.

VCSE organisations including foodbanks, food clubs, charities and social enterprises have played a key role in the provision of emergency

food. For example:

- Social AdVentures has been cooking 600 meals a week for NHS frontline staff. The social enterprise also provides food parcels for local people who are referred from the Spirit of Salford Network
- Mustard Tree has provided emergency food parcels to people who are unable to access the food club hubs
- Age UK Salford has supported over 200 older people with their food shopping
- Lucie's Pantry, a social supermarket where people can access affordable food, has remained open during the pandemic thanks to volunteers who are formally homeless people working together to gain new skills and experiences
- Salford Food Share Network has distributed over £100,000 of grants to food crisis services in the city

VCSE organisations which provide services and activities to help tackle loneliness, social isolation, anxiety, and stress, across all ages have been especially busy. For example, 42nd Street has provided a range of online and telephone support for young people who experience anxiety that can affect their day-to-day life. Start in Salford has been in regular contact with the people who use their services and are developing some online resources.

VCSE organisations have been especially key in providing support to communities of identity, including those who are disabled and those in black and minority ethnic communities. The Yemeni Community Association, the Federation of Jewish Services and Europaia have been active supporting their communities to understand the need to stay at home and stay safe. They have also been providing practical support with accessing food and accessing online religious celebrations such as Passover and Eid.

They have also supported communities of experience, including the homeless, rough sleepers, victims of crime and people with addictions and many others who are vulnerable or excluded.

Through Salford CVS, the Spirit of Salford Network has had a direct link to small community groups. This has allowed for the coordination of large scale production of items. Local craft groups including Twiddle Club, Rags N Bags and Knit and Natter have made 'ear savers' for NHS staff and hearts for hospital and bereavement teams to comfort those who can't be near their loved ones.

The Salford Crisis Fund was launched by Salford CVS on 19 March to help VCSE organisations address immediate needs arising from the coronavirus crisis. To date more

than 80 local VCSE organisations have been supported and over £41,000 has been allocated from Salford CVS' Third Sector Fund, provided by NHS Salford CCG.

A full list of all the awards made to date can be found at:

www.salfordcvs.co.uk/salford-crisis-fund-awards

Salford CVS has also supported VCSE organisations to access other sources of funding via 1-2-1 support, tailored funding searches and webinar sessions. Our development workers have supported 27 groups who have collectively brought in an additional £215,544 from a range of funders to support the coronavirus response.

Volunteers have been an important part of the emergency response, supporting services to be delivered differently and reach more people. In Salford we saw huge interest in volunteering, with over 700 local people registered to volunteer in the relief efforts.

Volunteers have gone above and beyond to support communities in Salford. Case studies from volunteers reflect that volunteering has also helped them, allowing them to form deeper connections with their communities and supports their own wellbeing.



Keeping Salford informed

Ensuring people and business in the city, and our own council staff, had timely and accurate information has been a critical part of the council's response since the early days of the pandemic.

The council's communications team have used all available media channels to communicate rapidly changing, and often complex, information and guidance quickly and clearly. All communications have been coordinated with organisations across the city and with Greater Manchester through the city's communications cell, led by the city council.

As the pandemic developed throughout the country in March, a dedicated section of the council website was established, providing a single source of advice within the city for residents and businesses. The section included information on the latest government advice, on local health, wellbeing and crisis support, on support for businesses, and the current position on council services. To date, the main page in this section has been viewed just over 30,000 times. The most popular pages in the section are the page about household waste and recycling centres (over 8,500 views), the Spirit of Salford Helpline (over 8,000 views) and the page for businesses and employers (nearly 7,000 views).



The team also produced messages dedicated to specific audiences. This included an older people's health and wellbeing booklet distributed by Age UK; a series of adverts in two Jewish community newspapers in the lead up to Passover; and a leaflet campaign, with distribution in key outlets including food shops. Some of this content was replicated by Greater Manchester Combined Authority (GMCA) and Salford Clinical Commissioning Group (CCG).

They also heavily promoted the Spirit of Salford helpline via two separate mailings to over 70s, a series of adverts on the front cover and inside the local newspaper, Salford Weekly News, and on social media, with 91 posts about the helpline to date.



The team has used social media to not only promote the helpline and reinforce government social distancing messaging, but also to share and celebrate the many positive stories of how communities in the city are helping each other. Our social media campaign focussed on the council's [Facebook account](#), [Twitter account](#), and another Twitter account dedicated to [business related content](#). Many social media posts were boosted so that they would reach more people – those who live in Salford but don't follow us on social media.

From the start of lockdown, the team has put out over 3,000 social media posts related to coronavirus, which have seen over 25,000 clicks for more information, showing people are really engaging in the information the team is putting out.

To ensure all residents are aware of important messages, and what the council has done in response to the pandemic, the team produced a special, shorter, edition of Life in Salford which will go to every household in the city.

The council has also reinforced stay at home messages, along with content celebrating the Spirit of Salford, through outdoor advertising, using digital screens across the city; lamppost pennants on the East Lancashire Road; and road messages near Salford Royal Hospital.

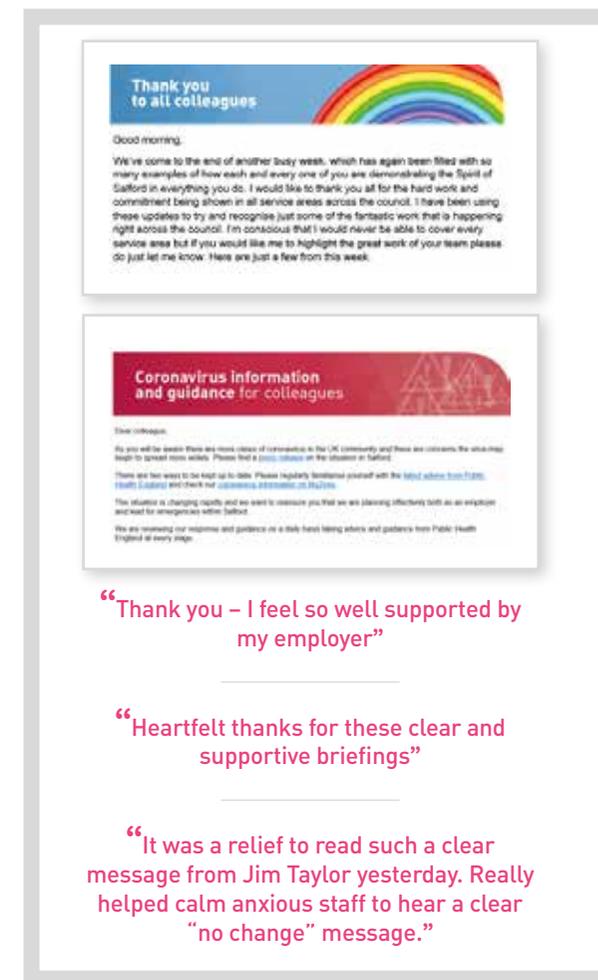
The impact of the pandemic on Salford's business community will undoubtedly be profound. The council's business team is in regular contact with local businesses to help them understand the complex range of government support available. This includes direct phone calls to all affected businesses, regular e-bulletins and dedicated business information on our website and social media.

Keeping staff well informed has also been critically important. A daily briefing from the Chief Executive ensures all staff are kept up to date with the latest news on the council's response, shares some of the positive feedback from the public about the Council's efforts, and, importantly, is an opportunity to thank staff for their exceptional work to keep services running.

Many staff found themselves working from home overnight. Updated guidance and helpful digital tips are regularly shared via email and MyZone. Staff have also had access to a range of support for mental health and wellbeing, which is more important than ever.

Councillors and the city's MPs have received a weekly briefing on the council's response. They have also received a weekly briefing on the broader economic and social impact of the pandemic and the response measures, so that from the very beginning we have been able to think about the longer term recovery of the city.

Ultimately, the key to success of our communications activity has been the fact that it has truly been a Team Salford approach – ensuring key messages are amplified, timely and above all, accurate.



Keeping services running

Making sure the range of services the council runs across the city continued to support our residents has been centrally important throughout our response to this crisis.



"Thank you very much for carrying on emptying our bins, I dread to think what it would be like without this service. Thank you to all council workers, you are all very much appreciated."

"[Your refuse workers] have been super nice giving people advice to wash their hands as soon as they handle the bin. Just caring and super polite"

"Just a quick thank you for your efficient service of delivering a new bin, from the collection crew, call centre to the delivery, excellent service. Thank you."

"Big shout out to the binmen of Irlam. Mum always leaves them a lemon drizzle cake. None last week. They asked her why, no flour, she said. Next day two bags of flour arrived. Legends."

"Every single week without fail the Ellenbrook crew fill my two year old son with excitement. They are always cheery, smiling and waving at him while he dances frantically in the window. Thank you so much from little Oliver."



#OurValues
Pride
Passion
People
Personal responsibility
www.salford.gov.uk/corona

Supporting our environment, caring for places

Salford has been the only council in Greater Manchester to consistently maintain the full range of waste collection services throughout the pandemic. Our fantastic waste and recycling and Streetscene teams continue to empty over 266,000 bins per week, with no reduction in collection services across the city. This includes collecting over 600 tonnes more residual waste and 300 tonnes more food and garden waste.

Our refuse workers continue to receive messages of support and thanks from grateful members of the public.

When recycling centres closed, we saw a large increase in the amount of waste being fly tipped across the city and mobilised swiftly to clear this up. The waste recycling centres reopened to the public on 2 May, and we set up traffic management to support all three sites at Lumns Lane, Cobden Street and Boysnope Wharf, with staff on site to manage traffic and ensure that visitors were only bringing the permitted types of waste.

Teams from across our environmental services supported the setup and management of the coronavirus testing facility at the A J Bell Stadium and the temporary testing site at Albert Park, run by the military.

This included marshalling traffic in and out of the facilities and providing welfare cabins for staff based at the sites.

We are looking to introduce measures to enable pedestrians and cyclists to maintain social distancing at key areas within the city. This will involve the installation of temporary barrier systems to widen existing footpaths into the road space and the installation of clear signage. The first streets involved were Liverpool Street and Irwell Street and these measures were in place for the bank holiday weekend at the end of May.

During the lockdown people have been able to use the network of cycling routes and loolines that we have already put in place in partnership with the GM Mayor's Challenge Fund for essential journeys and exercise. We are working closely with Transport for Greater Manchester (TfGM) to help fund a range of cycling and walking initiatives to help people to continue to travel safely while social distancing. Going forward we are planning initiatives to prevent the return to car based transport and to encourage a longer term switch to green transport.

We maintained parking services and brought in free parking for NHS staff and painted a big thank you to the NHS on roads leading to Salford Royal Hospital.

Our bereavement services responded quickly to support families at this difficult time, working closely with funeral directors to ensure crematorial services were maintained and we are putting in place webcasting so that families can take part in services for their loved ones.



Regulatory services have been working with businesses to ensure that coronavirus safety measures are in place if the business is able to open, including helping food businesses to reopen as takeaways and home delivery services.



Work in our neighbourhoods stepped up quickly to support communities, managing local food deliveries, supporting volunteer groups to access funding, assisting councillors to support their communities and working with partners to keep public spaces safe and clean.

Supporting children and young people

We continue to operate our key children's services to keep children and young people safe. All of our services have developed coronavirus response plans and a risk assessment is completed on each child that is open to a social worker to identify those children who are at increased risk and why they are not in school, if applicable. Staff are still conducting home visits and have access to PPE.

In response to the increased risk of domestic abuse, social workers are working with families at risk to update safety plans.

Local authority nurseries are open for children who are eligible to attend, and we have developed a home learning pack for those children who are not able to attend nursery. 68

children have attended

We have supported schools to stay open by maintaining catering services, providing PPE for key workers and specialised workstation equipment for staff working from home.

The virtual school team has developed home learning support materials and online links for children in foster care and residential settings.

Schools have been supported to identify young people who will now be more at risk of not moving into further education, employment or training due to the current crisis.

The coronavirus situation presents enormous challenges for Year 11 high school pupils preparing for their transition into further education, training or employment. In response to this a resource menu for Year 11 pupils is being developed. This menu includes access to employability skills materials, digital CVs, virtual employer videos and inspiration, meet the tutor videos, pre apprenticeship programmes and summer programmes.

We have developed virtual learning platforms to support students remotely and are making plans for a wider return to school. We are aware that in some areas of the city young people and their families do not have access to IT equipment or Wi-Fi and we are seeking access to laptops through schools.

Educational psychologists, speech and language therapists, and mental health support services continue to provide support to children and young people. The children's and adolescent's mental health services (CAMHS) is reviewing all new planned appointments to July to free up appointments where they may not be needed and to increase appointment capacity. New remote working and virtual support offered by CAMHS workers is working well and the service has extended the service to an 8am-8pm service from March.

The youth service continues to engage with young people through welfare calls, engagement in on-line youth sessions, detached work contacts, groups and activities. Youth work sessions and groups are running daily on-line and via social media, and we are developing a seven day weekly offer to young people with additional citywide activities from wuu2 social media. Staff are planning targeted community outreach sessions to young people who have not engaged in on-line activity and who have not been in contact.

For our young people currently in alternative provision, support continues to be provided by a Transition Mentor through an online and telephone offer, with additional support from a tutor. As one young person on the project said:

“It is good to know someone cares about us as we are stuck in isolation, but I now know that the plans we have made will go ahead still.”

Working with the NHS and care system

The health and care system is making heroic efforts to respond to the unprecedented challenge of coronavirus, and this is having a significant impact on how people seek care and the way health and care is being delivered.

We are working with Salford Clinical Commissioning Group, our GP practices, care homes and community services to help them cope with the increased demands of coronavirus and to develop our system response.

We have established a strategic and tactical response to ensure the whole of our adult social care (ASC) system remains in a strong delivery position, maintaining our legal duties under the Care Act 2014. We have worked flexibly to ensure that our adult social workers have been able to carry on assessing, reviewing and keeping in touch with our vulnerable adults



The city's care workforce; care homes, supported housing and extra care schemes, have risen to the challenge of ensuring our most vulnerable residents and their loved ones continue to receive the best care and experience through the most difficult of times. Residents at Broughton House Veteran Care Village were treated to a VE Day Facebook Live concert by 'The Veterans' Sweetheart' Sarah Dennis, and a Piper playing bagpipes outside the home. The supported tenancies team, along with their children and pupils from All Saints RC primary school sent telegrams to residents to brighten their day.



across Salford to make sure their needs are being met. We have established a Salford financial support offer for our ASC market which has enabled services to remain in place throughout the crisis – this includes ensuring that any ASC workers who is unable to work during the crisis receives 100% of their normal pay.

We have worked with our ASC providers to ensure that they have access to PPE and testing. Our focus is to ensure we are able to meet their urgent needs for PPE and we are working across the Greater Manchester health and care system to secure the PPE where we can from international and national suppliers.

We have established daily communication and reporting to ensure our system's performance throughout the period has been clear and understood. Importantly our ASC system has not needed to apply any Care Act Easements which is a tremendous reflection on our collective and collaborative approach through the coronavirus crisis in maintaining support for vulnerable adults across our city.

Salford Royal, which is part of the Northern Care Alliance NHS Group, rose to the challenge of swiftly and successfully re-arranging its workforce, estate and ways of working to both create capacity to deal with an increased number of critically unwell patients and also to find safe ways for staff members to

continue caring for patients within the hospital, community and social care services who were confirmed or suspected to have the virus.

Acute and community-based teams worked hand-in-hand to ensure patients could be appropriately and rapidly discharged so that people did not remain in hospital for longer than absolutely necessary and instead were supported within their own homes or place of residency with any on-going medical and therapy needs.

Many teams took advantage of innovation and technology to continue to provide patients with their on-going care and treatment, for example virtual outpatients appointments or assessments.

Recognising that the pandemic was an extremely challenging time for patients, visitors and staff, the organisation launched initiatives such as the 'send a letter' scheme as a new way for families to keep in touch with their loved ones who were in hospital during the coronavirus crisis and not able to receive visitors. The #NCAfamily initiative saw the children of Northern Care Alliance staff members have the opportunity to receive a thank you letter from Chief Executive Raj Jain. This was to recognise the difficulties that many families were facing during the pandemic and to say thank you to youngsters for the love and support they were giving to their mum, dad or

relative, which then gave them the motivation they needed to come in to work and help care for patients.

In just 24 hours over the Easter bank holiday weekend, a team of NHS and council workers worked around the clock to set up a testing hub at the A J Bell Stadium; a crucial facility initially prioritising our health and care workforce and helping them back to work, before widening testing to other key workers.

Within a matter of weeks, plans that were in the pipeline for several years to deliver health services more innovatively with better use of technology have been delivered. All GP practices moved to virtual / telephone triage of all patients, only bringing patients into practice for face to face appointments where needed.

Coronavirus assessment centres were established by Salford Primary Care Together for people needing remote or face to face GP support to treat and manage symptoms of coronavirus, alongside a home assessment service for patients in their own home when they cannot be managed via remote consultation. Our five Primary Care Networks are co-ordinating GP services, using daily neighbourhood huddles to share information, issues and learning.

We introduced early testing of care home residents and health and social care staff

ahead of the national scheme. We are providing constant advice and support, with daily contact between the public health team and care homes, providing infection control support, helping them maintain their stock of PPE and offering financial and practical support to bring in additional nursing and domestic staff where necessary.

We also provided iPads and technology support so residents can keep in touch with their families.

A volunteer-led medicines delivery service is now available in Salford. The service covers the collection of medication from registered pharmacies in Salford and delivery to the patients by volunteers in response to requests from individual patients or pharmacies requiring additional support for deliveries. Individual requests from residents go via the Spirit of Salford helpline.

Mental health and wellbeing

The pandemic is having a profound impact on everyone's lives and will continue to do so for months and years ahead. Our mental health services have adapted to the social distancing guidelines by delivering appointments and services online, by video and by telephone. We're recognising the challenges facing our mental health and wellbeing – both for our workforce and wider community – with a

number of new services established by the Greater Manchester Health and Social Care Partnership including:

- Silver Cloud: online therapy programme for adults
- SHOUT: 24/7 text service with trained volunteers
- Kooth: online counselling and emotional wellbeing platform for children and young people
- Living Life to the Full: range of courses based on cognitive behavioural therapy principles to support people with low mood, stress and resilience
- Blue Ice: app available on prescription from CAMHS

However, in Salford we recognised there were some people not meeting the criteria for Greater Manchester Mental Health but needing more than what primary care mental health services could offer. This is very similar to our Living Well principles and so we used the relationships developed as part of the Living Well Collaborative and Design Team to quickly set up an offer for this group of people, called Beyond.

So far this service has helped 109 people.

A Team Salford response to the crisis

Throughout the pandemic organisations large and small, from across the public, private, and voluntary, community and social enterprise (VCSE) sectors have provided vital assistance in supporting people in the city and in meeting many of the challenges presented by the crisis. Many organisations have stepped forward to help, and their collective contribution has been crucial.

Major employers in Salford have made very significant donations to tackle the pandemic, with the HUT Group contributing £10 million and supplying large amounts of PPE to the NHS in Greater Manchester. A J Bell has launched a War on COVID fund, with senior managers in the business donating several months' salary to the charity – which has funded the supply of tablets to care homes and hospitals so residents and patients can keep in touch with their families.

In a letter to the company, the City Mayor said: "On behalf on Salford and Greater Manchester I want to express my deep gratitude to you, your Board Directors and Senior Managers for taking the decision to establish the A J Bell Trust's: Wage War on COVID Fund and for donating your salaries to kick start the fund. I am sure that you're immensely proud of your team for also donating part of their salaries to support the fund's objectives.

At MediaCityUK, Kellogg's UK has pledged to donate 500,000 servings of food direct to NHS and key workers across the UK, as well as pledging to distribute more than three million servings of food to its charity partners, in order to reach food banks, schools and community groups supporting the most vulnerable people. BUPA has launched a Greater Manchester Community Fund and has offered remote working customer service team members to support public and voluntary services.

Small businesses have also played an important role in helping to deal with the pandemic. Local gin distillery Sis4ers has switched to manufacturing hand sanitiser throughout the crisis, so far 4,000 litres have been distributed to key workers. The Lowry transferred its supplies of hand soap and sanitiser to the council for distribution to the frontline.

The University of Salford has used its expertise and resources to make a difference on several fronts: providing temporary accommodation for junior doctors on its campus; training frontline staff at NHS Nightingale Manchester, donating and manufacturing PPE for use by SRFT, and using its media production facilities to support United We Stream to deliver daily performances by musicians and other performers which have, in the first month, raised more than £250,000 to tackle

coronavirus. Salford's health partners have been overwhelmed with donations of PPE from LSE Retail Group, Manchester Museum via Manchester China Forum, Waters Corporation and The Belt and Road Association (UK).

Salford CVS has been co-ordinating emergency response volunteering throughout the crisis, responding to calls from residents and helping to distribute food and other vital supplies to residents and key workers in the city. Salford CVS and Salford CCG have also launched the Salford Crisis Fund (COVID-19) which is providing emergency grants of up to £500 for community groups supporting the health and wellbeing of Salford residents during the crisis.



Many individual VCSE organisations in Salford have also done innovative and important work during the crisis. The Hamilton Davies Trust has been making PPE for use at SRFT. Several organisations – including Salford Women’s Aid, Basic, Talk about it mate CIC, African Rainbow Family, Binoh, Start, and Proud and Loud Arts have been providing online support and engagement sessions for vulnerable, isolated residents. VCSE organisations have also been at the forefront of distributing food and other essentials and services to vulnerable individuals and families in Salford including: Salford CAB, Langworthy Cornerstone, Aguda Northwest, Special Spirits, Connect youth and community centre, the Audacious Foundation, COMMUNITY Little Hulton, Sareli, and Salford Loaves and Fishes.

Through the High Sheriff’s Police Trust, GMP has supported the Greater Manchester Humanitarian Group with a donation of £50,000, plus large donations to 21 charities and organisations in Greater Manchester and Salford including Barnabus, Booth Centre, Centerpoint Manchester, Fort Alice, Mustard Tree, St John Ambulance, Red Cross and Seashell Trust.

Salford’s housing providers have also worked hard to protect their communities. At both Salix Homes and ForHousing, staff have been volunteering to call vulnerable tenants across Salford, to ensure that they have the food, fuel



and medicine they need and to provide human contact at a time when more people are at risk of isolation. Both organisations have also been supporting charitable initiatives, including Salix volunteers supporting the delivery of hundreds of Easter eggs to households over Easter and ForHousing supporting the Mustard Tree charity to remain open to help vulnerable people in need of support.

Salford CVS has also been coordinating local donations from business to ensure these have been accessible to local VCSE organisations. Donations of food have been received from Costa Coffee drive through in Trafford Park, the White Swan pub in Salford, the Co-op, Kelloggs, and Holland Bakery. We have also had cardboard boxes donated from Nuttall Packaging for the creation of food boxes. The Lowry donated arts and crafts materials for vulnerable children and young people. We also received a huge amount of support from local companies who donated their staff time including Anchor Removals who have been invaluable with helping us with deliveries to foodbanks.

These efforts, which have spanned sectors have helped Salford meet the unprecedented challenges of this emergency, and they will provide a strong foundation for us to build back a better and fairer city as we emerge from the crisis.

The Spirit of Salford

Over the past three months it has become clearer than ever how much we rely on things we take for granted. Never before in our lifetimes has the national spotlight shone so much on the people who empty bins, look after the vulnerable, work in supermarkets and transport goods.

What has been extraordinary is how the city came together in this crisis, supporting these key workers and our vulnerable citizens. We came together, public, private, voluntary and community and showed the true Spirit of Salford.

The responses set out in this report, and the many examples of initiative and of service, show what we can achieve by working together. The Spirit of Salford will continue to shine as we work together to plan our recovery.

Together, as we ease out of lockdown, we will create a better and fairer Salford.



Parks team
Bereavement services

Citywatch
Teaching assistants

Youth services **Children's centre teams**

Nursery staff **Health improvement service**

Temp accommodation team **Early help**

Regulatory services **Home carers** **Parking services**

Social care teams **Volunteers**

Childminders **Pest control** **Parking management**

Social workers **Teachers**

Infection control **Property management**

Highway maintenance **Supported housing**

Street cleaning **Vehicle maintenance**

School cleaners **Citywide and catering**

School caretakers

Refuse collection crews

Print and post team

CCTV team

Dog wardens

