salford foundation

THE LOOP

Issue 22 | September 2026



Registered Charity Number 1002482

www.salfordfoundation.org.uk



Mel Goddard

Chief Executive's Message

As this is my first introduction to The Loop, I wanted to start by saying hello and thank you to everyone who supports the work of Salford Foundation.

Returning to Salford and Greater Manchester after more than a decade away has given me a fresh perspective on how the city-region has changed and progressed. Yet alongside this progress, many of the challenges facing young people remain, and in some cases have become even more complex.

As many young people prepare for the start of a new academic year. For some, September brings excitement and opportunity; for others, uncertainty and anxiety. Having the right support, encouragement and opportunities at the right time can be life changing.

The Government's National Youth Strategy highlights many issues we see every day through our work with young people. Its focus on trusted adults, wellbeing, safety, meaningful opportunities and pathways into education and employment strongly reflects what young people themselves are telling us they need.

Encouragingly, it also recognises the importance of local partnerships, communities and employers working together to support the next generation.

This is what we do at Salford Foundation. Through mentoring, employability support, early intervention programmes or connecting young people with employers, we help every young person have the best start in life and the confidence to realise their potential.

As you read this issue, I hope you're inspired by the impact of our programs and the stories of the young people we support. Whether through volunteering, mentoring, fundraising, offering opportunities, or partnering with us, your support can create a lasting difference.

Together, we can tackle disadvantage and change lives, ensuring that more young people have the confidence, skills, opportunities and support they need to fulfil their potential.

Thank you for being part of that journey

Mel Goddard
Chief Executive Officer



Hot Topic: The Social Media Ban

As a parent, how do you protect your child from potential online harms and prolonged social media exposure? The UK government plans to ban social media platforms for under 16s in 2027, and will also restrict features on other online services, like livestreaming and stranger contact for under 18s.

At Salford Foundation, we're protecting young people from online harms by helping them to **understand online safety**, **develop media literacy** and **use social media responsibly** to connect with each other and learn new digital skills. At present, the data shows:



of girls

of boys

in 2021 frequently received unwanted explicit photos *



79% of 13-19 year olds encountered violent pornography before turning 18 ^

In response to these trends and growing concerns, our youth services team has developed an exciting new pilot project to tackle malicious communications and protect young people from **online harm**.

** Review of sexual abuse in schools and colleges | Ofsted, 2023*

^ 'A lot of it is actually just abuse'- Young people and pornography | Children's Commissioner for England, 2023

How do we define online harm?

We define "Online Harm" as a broad umbrella term encompassing **malicious communications**, **online abuse**, **peer-on-peer harassment** (sexual or otherwise), **sharing harmful or explicit content**, and **the normalisation of harmful behaviours** both **online and offline.**

This also includes **misogynistic attitudes, gender based harassment, and sexual violence.** We also consider **AI-generated images of individuals produced without their consent** (particularly with the proliferation of pornographic AI-generated imagery on platforms such as X), to be online harm.

Tackling Malicious Communications

Our new pilot project aims to engage up to 24 young people aged 10 to 17 in Greater Manchester who are at risk of committing a malicious communications offence, or becoming a victim of this crime. The project will support both boys and girls. Through advocacy, mentoring and building trusted relationships, our Youth Worker will build trusted relationships with each young person over 10 weeks using structured one to one weekly sessions change behaviours including:

Teaching 10-17 yr olds on what 'malicious communications' look like, online risks and safety, & online communications laws	Raising awareness among young people of online safety practices and help them to adopt a healthy digital diet.	Empowering young people to protect themselves online and report concerns.

How can you help?

We need funding of £25k over 12 months to cover project costs including staffing, office and beneficiary costs. Please contact **helen.garry@salfordfoundation.org.uk** if you are interested in investing in this pilot as a community initiative to support your social value offer.

Mentoring Case Study

Kurt, a 13-year-old boy was referred to Salford Foundation's STEER early intervention and prevention programme for mentoring support after becoming involved in crime. He had been arrested for robbery, had a history of associating with the "wrong" group of friends and being missing from home.

He initially presented with significant disengagement, isolation, and fear of leaving his local area because of conflict with peers and community tensions. Kurt lives with his grandmother, who is his primary carer. He had become increasingly withdrawn, spending most of his time gaming and refusing to attend school due to safety concerns. His grandmother reported a loss of trust in statutory services due to previous lack of follow-up, compounding the family's sense of isolation and vulnerability.

During the first meeting, Kurt was reluctant to speak and appeared dismissive and detached. His Mentor used early building and a non-pressured approach to gradually enable him to open up. Sessions were initially held at home and then progressed to McDonald's. This was a significant milestone for Kurt because his grandmother initially explained that he would not leave the house.



He had become very withdrawn, by this point he was not attending school, school was visiting his house for lessons. Through consistent weekly sessions, trust developed, and Kurt began engaging in activities and structured worksheets focusing on emotions, safety mapping, peer influence, knife crime, and future aspirations.

A key breakthrough came during discussions on safety mapping, where Kurt was able to identify specific areas in his community where he felt unsafe. He disclosed incidents of local youth violence and spoke candidly about knife-carrying behaviours among peers, linking this to fear and retaliation. These conversations allowed for meaningful education around the law, consequences, stop and search, and personal safety.



His insight into risk developed over time, and he began reflecting on how avoiding certain peer groups could support a safer future.

Kurt's sessions expanded and he agreed to try mini golf with his Mentor. This was his first time leaving the immediate area for a positive activity in a long time. The activity built confidence, promoted positive risk-taking, and strengthened his relationship with his Mentor. His enthusiasm for the experience led to future outings, including bowling where he displayed competitiveness, humour, and pride in beating his Mentor.

Kurt demonstrated a naturally curious mind. He asked wide-ranging questions about science, history, the Royal Family, and world events, indicating a desire to learn beyond basic schooling. He engaged well in worksheets exploring social media, peer pressure, decision-making, and gang influence, showing increasing self-awareness. He recognised that positive change in his life may require new friendships and distance from his current area. A huge shift from early sessions where he expressed little interest in life outside his family.

Family remained a strong protective factor for Kurt, and he consistently spoke with affection about his grandmother and mother, showing deep appreciation for their love and care.

By the end of the STEER project, Kurt had made substantial progress. He was attending sessions, leaving the house regularly, engaging in new activities, and speaking openly about his feelings and experiences. He concluded the programme in a much more positive and stable place than when he began.



CGI

During July, we worked with CGI's London office to develop a bespoke media library system to securely store images and capture media consents. A huge thanks to Tio and Annie, CGI placement graduates who scoped, designed and handed over the system within 6 weeks, delivering 420 hours of pro-bono consultancy advice and support. We were very impressed with their professionalism, communication and project management skills.

Capgemini

Capgemini are donating funds and volunteering time to support 36 young people in Salford aged 16-25 with special educational needs and disabilities (SEND) who are at risk of becoming not in employment, education and training (NEET). The project was launched in July and aims to provide one to one mentoring for 16 weeks to improve employment, training and education outcomes for young people.

Landsec

Landsec have renewed our 3 year charity partnership and will be providing funding to support local residents, including adults and young people to access work related opportunities at Media City and careers in the Creative Sector.

TLT

A big welcome and congratulations to **TLT LLP** in Manchester who have nominated Salford Foundation as their charity of the year. The charity committee and team have already raised an amazing £4,800.

BEAVERBROOKS

A warm welcome and thank you to **Beaverbrooks** for becoming a new supporter of Salford Foundation. We look forward to working together to create positive change and opportunities for people across our communities, your support will make a real difference!

Coating Services Ltd
Industrial and Commercial Painting Contractors

We would like to extend our sincere thanks to **Coatings PLC** for their generous donations to Salford Foundation which helps us continue to provide opportunities, guidance, and vital services to individuals and communities across Salford.

Corporate round up - networking events



Salford Social Value
People Event | 22/09/2026

Join Salford CVS for Salford Social Value Alliance: People to hear how organisations from across the city are using social value to build community spirit, strength and resilience.

This event is ideal for anyone interested in increasing volunteering opportunities, improving the wellbeing of local residents, reducing digital exclusion, or learning more about social value in Salford.

Attendees will hear from members of the Salford Social Value Alliance about their work across the city and how they can support organisations to increase their impact in Salford.

Book your place: **https://www.salfordcvs.co.uk/civicrm/event/info?id=2470**

Networking with Salford Foundation
22/09/2026

An opportunity to connect with a network of thriving businesses focussed on making a difference in the world through sustainable action.



Come mingle and connect with professionals at The Alchemist MediaCityUK on Tuesday 22nd September, 2026 at 10:15am. It's a great opportunity to expand your network and meet new people in the industry.

Don't miss out on this chance to build relationships and exchange ideas. Whether you're looking for potential collaborations or simply want to socialise and grab a brew, this event is perfect for you!

Book your place: **https://www.eventbrite.co.uk/e/networking-with-salford-foundation-tickets-1982959137159**



How can businesses create opportunity in Salford?

In Greater Manchester, hidden talent is everywhere. Yet many young people face complex decisions and uncertain futures without access to professional business networks, careers education and visible industry role models.

For young people, education is the foundation for life and work, but schools cannot always provide expertise and meaningful experiences in and around the world of work. When a young person lacks access to mentors, workplaces, and real-world insight, their potential falls and ambitions narrow. By working with Salford Foundation, your business can become that vital link for pupils and students in schools and colleges to raise aspirations, remove barriers and fulfil potential.

Young people facing disadvantage often experience:

- **Limited access to professional networks and industry insight**
- **Lower confidence in navigating recruitment processes**
- **Fewer opportunities to develop real-world employability skills**
- **Reduced awareness of available career pathways**
- **A belief that certain industries or roles are "not for people like me"**

Teachers and schools do incredible (and underappreciated) work, but they cannot replicate the impact of employers opening their doors, sharing lived experience, offering mentoring, or creating meaningful encounters with the world of work.

When businesses step in, something shifts. Young people begin to see what's possible and, crucially, see themselves in it.

Our Strategy in Action: Tackling Disadvantage. Changing Lives.

We want to reach even more children and young people by 2030. Our Working Futures priority aims to inspire and inform disadvantaged young people about future careers to help break cycles of inequality by:

- **Raising aspirations**
- **Building confidence and resilience**
- **Strengthening employability skills**
- **Broadening career horizons**
- **Linking youth to work opportunities**
- **Bridging education & employment**

However, sustainable impact requires sustainable partnerships.

Why partner with us?

Corporate social responsibility should be more than a statement in a report, it should have a visible impact on the communities supported. Partnering with us enables your business to:

Deliver tangible ESG and social value impact

Align your business with a proven, place-based charity making a visible difference

Strengthen your future talent pipeline

Meet and inspire the workforce of tomorrow, especially in sectors facing skills shortages.

Engage and inspire your employees

Volunteer & mentoring opportunities boost staff engagement, pride, and retention.

Demonstrate authentic community leadership

Show customers, clients and stakeholders that you invest where you operate

Enhance brand reputation and trust

Be recognised for your committment to equity, opportunity and social mobility.

Your business can be the difference between potential unrealised, and potential unleashed. By partnering with Salford Foundation, you are investing in young people's futures, tackling disadvantage at its root, changing life trajectories, and shaping the future workforce.

Together, we can ensure that where a young person starts does not determine where they finish.



Raising Aspirations Corporate Volunteering

September 2026 to November 2026

Our Raising Aspirations projects currently work in schools and colleges across Greater Manchester to enable young people from primary school up to college (age 9-19) to think more about their aims and goals for the future and to learn new skills. The majority of our projects are lead or facilitated by volunteers from the world of work, education sectors or training providers.

To book on to any of the activities you find below, **please use this Microsoft form** or if you have a question, please contact the team on: **raisingaspirations@salfordfoundation.org.uk**

World of Work

World of Work sessions give young people a real insight into different jobs and career pathways – starting with a simple conversation with you.



As a volunteer, you'll chat with small groups of students (15–20 minutes each), sharing your career journey, answering questions, and helping them imagine their own futures. These conversations can be hugely influential, even shaping choices like which GCSEs they take.

We ask each volunteer to plan a short activity to bring their role or industry to life – but don't worry, we can provide ideas and resources if needed. Students rotate in a 'carousel' format, so you'll meet several groups across the session, giving them a broad view of the world of work.

You're welcome to bring banners, handouts, or giveaways, and interactive activities are encouraged. Taking part is a rewarding way to inspire the next generation while experiencing their enthusiasm, curiosity, and potential firsthand.

In the spirit of this activity, we also have a traditional careers fair on 5th November at All Hallows and a purpose-delivered World of Work day at Cloughside College, a community hospital school, supporting those who are patients and may be experiencing complex mental health needs

Next Volunteering Opportunities

- 07/10 | Werneth High School, Stockport
  - 08:00-13:30
- 15/10 | Co-op Academy, Swinton, Salford
  - 08:00-13:00
- 19/10 | Harrytown High School, Stockport
  - 08:45-14:25
- 04/11 | West Hill School, Tameside
  - 08:30-13:30
- 05/11 | All Hallows RC, Salford
  - 08:00-12:30
- 26/11 | Cloughside College, Bury
  - 10:30-15:00



Book on to these activities here

Mock Interviews

Mock Interviews give young people a taste of real job interviews, helping them prepare, build confidence, and develop vital skills for the workplace.

As a volunteer, you'll meet 10–15 students across the school day in 20-minute interview slots. After each interview, you'll give constructive feedback, encouragement, and practical tips to help them improve.

No preparation or experience is needed – all materials are provided, and you'll receive a full briefing on the day. Your role is simply to listen, ask questions, and share advice in a supportive way.

By taking part, you'll help students look beyond the jobs they already know, inspiring them to aim higher and feel more confident about their future.

Next Volunteering Opportunities

- 22/10 | 08:30-14:30 | Buile Hill High School, Salford
- 19/11 | 08:15-15:00 | St Monica's RC High School, Bury
- 23/11 | 08:30-15:15 | Manchester Enterprise Academy

Personal Finance Day

Personal Finance Day gives Year 10 students (aged 14–15) a head start in understanding money management and the financial responsibilities of adult life.

Students rotate through interactive workshops on topics like banking, budgeting, living costs, transport, and payslips. As a volunteer, you'll oversee one of these sessions, guiding small groups for around 20 minutes each.

No financial expertise or preparation is needed – all resources are provided, and you'll get a full briefing on the day. Your role is to encourage discussion, support the activity, and help students think about real-life financial choices.

By taking part, you'll give young people essential budgeting and decision-making skills, building their confidence for the future.

Next Volunteering Opportunities

- 30/09 | Hazel Wood High School, Bury
  - 08:30-15:00
- 10/11 | Matthew Moss High School, Rochdale
  - 08:30-15:00



The Impact of our Steps Program

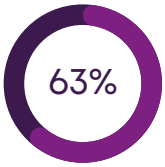
STEPS, our Gender-Based Violence project, has been selected for a Youth Endowment Fund (YEF) and Cordis Bright evaluated research trial, to find out whether the programme improves boys' attitudes towards gender stereotypes and respectful behaviour compared with usual school provision.

The programme was commissioned by GMCA Violence Reduction Unit and was initialised by Salford Foundation in March 2024, with completion in July 2026. The programme was delivered to 1,847 pupils at Key Stage 2-3 across 10 Greater Manchester boroughs. In addition to educating young boys, STEPS facilitated training to 650 professionals in Violence Against Women and Girls (VAWG) prevention.

A Cordis Bright (2025) evaluation of participating boys attitudes identified:



thought STEPS was important to schools



improved behaviour towards women & girls



less negative gender-based behaviour in school

Under the current March 2026-December 2027 YEF funded trial, STEPS will facilitate VAWG prevention education to 4,660 KS3 boys. Early observations indicate positive prospects for the future of STEPS. Successful initial delivery of the programme at Ellesmere Park High school indicates thoughtful pupil engagement, a willingness to challenge assumptions and reflect on their own attitudes and behaviours. This positive start to the trial will support future implementation as additional schools participate.

Alongside continued school recruitment, STEPS will work closely with Cordis Bright and participating schools to ensure high-quality delivery and contribute to growing evidence for effective VAWG prevention education.

Our current participation in YEF trial research means our focus is streamlined to KS3 boys. However, should additional funding be received, we are looking to offer training to more professionals. Please contact **steps@salfordfoundation.org.uk** if you would like to find out more about our STEPS programme.



The work we do would not be possible without the support of over 180 different businesses. Our partnerships expand opportunities for people in Salford and Greater Manchester, allowing us to reach more and sustain vital services.

While we've built strong, lasting relationships with incredible corporate partners, we are always developing new relationships to achieve our mission and reach more people. If you want to back a charity dedicated to changing lives of 1,000s of children, young people and adults, we can explore together how to deliver meaningful social value in our local communities.

To find out more about how you can support Salford Foundation and how we can help to deliver your Social Value, please contact:

Vanessa Kuhillow | Corporate Fundraiser
vanessa.kuhillow@salfordfoundation.org.uk

Thank you to all our partners, donors and funders, we couldn't achieve our impact without your support!

Beaverbrooks · The BigLife group · BNY · Bolton Council · Bury Council · CGI · Coating Services Ltd

Cotton Industry War Memorial Trust · Garfield Weston Foundation · GMCA Greater Manchester Combined Authority · GMWSA · Landsec · The JABBS Foundation · JD Foundation

Manchester City Council · Salford CVS Making a difference in Salford · Salford City College Group · Salford City Council · National Offender Management Service · Tameside Metropolitan Borough



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