

Salford City Council

# #GreenSalford

Raising Awareness of Salford's  
Unique Green Spaces

## Background

Salford is home to over 60 parks and open spaces, including 2 Country Parks; Clifton and Blackleach.

As well as beautiful scenery, Salford's green space also includes a wealth of fantastic lakes and waterways, picturesque landscapes, vibrant wildlife, excellent sports and children's facilities and even the hidden remnants of Salford's industrial past.

We're extremely proud of our green space and continue to work to dispel the myth that Salford isn't a green city.

## Salford City Mayor Paul Dennett:

“Sixty per cent of Salford is beautiful green, open space, and we have such a variety of places, from parks and woodlands to Chat Moss and Kersal Wetlands, our new flood basin and nature reserve.

“This project, working in partnership with Marketing Manchester and University of Salford is all about raising awareness of the city’s green space and now more than ever before, people are recognising the importance of these spaces and the benefits they bring and are proud that Salford is such a green city.”

# Commitment to Green Spaces

- Partnership working with key agencies in the city
- Kersal Wetlands - a stunning new outdoor space to enjoy, created as part of a £10 million flood protection scheme.
- Duke's Drive - secured funding from the Heritage Lottery Fund, Peel Holdings and other partner organisations to revitalise the Bridgewater Canal in Salford.
- Chat Moss - council is part of the Great Manchester wetlands partnership, working on proposals for a nature improvement area.
- Dedicated Park Ranger Team
- Ongoing management and maintenance of over 800 hectares of precious green space, including parks, playing fields, playgrounds, sports facilities, cemeteries, allotments and highway areas.
- Supporting active 'friends' groups

# Project Rationale

Joint partnership working between Salford City Council, University of Salford and Marketing Manchester.

#GreenSalford is one element of a wider 'Salford Stories' project with the aim of creating engaging reputational enhancing content about the city, aimed at international audiences.

# Project Rationale

Marketing Manchester to create engaging content based around 4 key themes:

- Green Space
- Salford's Culture
- MediaCityUK
- Salford's Innovation Triangle

Green Space is the first completed element of the project

## Project Aims

Create content to raise international awareness; whilst strengthening and amplifying other marketing and communications activities focusing on:

- The City Mayor's ambitious plan to transform Salford into a modern global city, alongside a clear vision for an inclusive city, 'a better and fairer Salford for all'. Themes to incorporate the city's green credentials, cultural strategy and innovation.
- The University of Salford's work highlighted in the Greater Manchester Local Industrial Strategy's priority themes, including health and social care, robotics, artificial intelligence, energy and smart living.

# Green Space Aims

- Complement Salford's own activity to promote its green space - 60% of Salford is green space.
- Develop is a lifestyle angle for sector media, such as tech titles, capitalising on the fact that liveability is a factor in business decisions to locate in particular areas.
- Utilise case studies
- Potential to host an international media visit for tech and/or environment journalists. A key market targeted is China.
- Create original content in support of the above.
- Distribute new and existing content to third-party media and influencers.
- Work in collaboration with the Council and the University, to identify a series of key stories to promote Salford on a national and international stage.
- Achieve six pieces of national/international coverage providing 1million opportunities to see.

The post-COVID19 objective is use film, digital and PR content to raise awareness of key aspects of the city's 'offer' to residents, visitors and businesses.



# #GreenSalford

## 8 films produced:

- Clifton Country Park, a 48-hectare Green Flag nature reserve in the Irwell Valley, which is perfect for family walks
- RHS Garden Bridgewater, a stunning new 156-acre RHS garden under construction in Worsley
- Lightoaks Park, where a community group has introduced improvements including a new Tea'osk
- Peel Park, which was recently redeveloped using Heritage Lottery Funding to restore it to its former glory
- Ordsall Hall gardens, tranquil grounds of a visitor attraction in the heart of Salford's modern centre
- Kersal Wetlands, part of the flood protection works on the banks of the River Irwell
- Worsley Delph, an industrial heritage site at the source of the Bridgewater Canal in Worsley village
- Duke's Drive, transformation of a derelict pitch and putt facility into a park, sitting at the side of the Bridgewater Canal in Monton

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# #GreenSalford – Clifton Country Park



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# #GreenSalford – Lightoaks Park



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## #GreenSalford – Peel Park



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## #GreenSalford – Kersal Wetlands



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# #GreenSalford – RHS Bridgewater



# Green space usage throughout the pandemic

The city's green space has seen increased usage throughout the pandemic as more people understand the value of green space and the need for outdoor exercise

- Walking, cycling, jogging
- Outdoor fitness classes
- Independent walking, running groups established
- Children's activity sessions
- Increased number of local traders operating in green spaces, such as coffee vans

Only areas of reduced usage have been around organised events such as summer festivals and Bonfire Night celebrations not taking place due to restrictions.

# Benefits of using Green Space

The benefits of using green space were greatly heightened during the pandemic

- Outdoor exercise
- Improve physical and mental wellbeing
- Chance to socialise
- Converse with nature
- Discover local heritage
- Instill pride in local area and green space
- Become a 'local tourist'



## Successes

The Green Salford section on [visitmanchester.com](http://visitmanchester.com) has had 4,849 views.

The videos have had the following impact on social media channels:

- 2,208 views on YouTube
- 14,022 reached on Facebook
- 40,542 impressions on Twitter

Local media coverage of films in

- Manchester Evening News
- Place North West

# Future

## Further planned activity

- Continued promotion of the #GreenSalford videos on social media
- Focus on promotion of Christmas Walks in Salford's green spaces
- Renewed media push in 2021 to secure media visits and accompanying coverage
- Use of #GreenSalford films at MIPIM event in 2021
- Creation of new content for Salford Stories project

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# Many Thanks

Any Questions?

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