

EDUCATION

Salford City Council

Fuelling Ambitions Creatively Together (FACT) Salford

‘FACT Salford’ (Fuelling Ambitions Creatively Together) is a people based pilot which aims to create a social movement for change by testing different ways of 'doing with not to' families. As part of this we facilitate networks for local residents to create opportunities for employment and aspiration (supply), and also work with local business (demand) to enable social investment.

A ‘hackathon’ event was held on 28th and 29th April 2016. Students from Albion Academy met members of the business community, such as the managing director of Mettler Toledo Safeline, to develop innovative projects. The hackathon was called ‘FACT Salford’ (Fuelling Ambitions Creatively Together) and was held at The Landing, MediaCityUK. The Landing gives digital SMEs and micro-businesses a place to work alongside large media and technology organisations, allowing them to be part of and benefit from the community at MediaCityUK.

Following two days of intensive work, five small teams of young people and local businesses developed the following projects:

- **Team Zeon.** An app to enable young people to book and use leisure and recreation facilities during quiet periods at discounted rates.
- **Vindictive Gamers.** A social gaming business that would generate income from publishing video content on gaming.
- **Chosen Generation.** A ‘pop-up’ youth club concept, bringing together young people from different backgrounds and faiths to socialise and plan young people’s activities in a safe space.
- **Digibodees.** An app that encourages a healthy lifestyle by showing other young people the harmful effects of an unhealthy lifestyle on the body
- **Jobs4U.** An app that would allow users to access work experience opportunities and to learn about different types of jobs, either through watching content on the app or through finding a real-world work experience opportunity.

A film clip of the day can be viewed at <http://youtu.be/A92hdKa-c10> and you can follow the progress on Facebook.

Digibodees has already got support from Public Health England, Salford Royal and Salford City Council while teachers at Albion were so impressed they crowdfunded the £220 fee for the youngsters to trademark their Digibodees idea. The group also shared their plans at the national NHS DigiHealth UK conference in October.

So far, the project has resulted in:

- 35 students at Albion Academy taking part in the pilot,
- prominent members of the Salford business community supporting the scheme, including Barclays, Manchester United Foundation, Mettler Toledo Safeline, The Landing, The GM Chamber of Commerce, Crosslane Group, Salford University Business School and many creative and digital SMEs (e.g. Bearded Fellows),
- Barclays have committed to supporting the rollout to 6 other schools in Salford.

For further information contact:

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