



Co-operative Councils
Innovation Network

COMMUNITY

Salford City Council and Unlimited Potential

Fuelling ambitions creatively together (FACT)

There is a persistent gap between those young people from disadvantaged backgrounds and their more fortunate peers in economic opportunities and outcomes. Each year, a vote amongst young people in Salford schools consistently produces 'learning for life' as their top priority.

Despite significant and continuing economic growth in Salford, far too many local residents have been unable to benefit from the prosperity that is being created in the city. FACT is designed to help young people to develop their mental resilience and to widen and deepen their networks, in order to improve their life opportunities.

Following an invitation from the Director of Children's Services at Salford City Council, Unlimited Potential developed the FACT project in 2015-2017 as an innovation project, in partnership with the local authority and the Albion Academy.

Following a hackathon with local entrepreneurs, 35 young people formed teams to develop projects that they determined. The project engaged them in enterprise and entrepreneurial activities and was supported extensively by the local business community. Activity included a showcase event and a presentation at a Chamber of Commerce event.

Albion Academy reported that the project had a significant impact. The students who participated demonstrated improved behaviour, increased confidence and engagement with school, as well as developing insight into entrepreneurship and the world of work. They also learned new skills such as how to network and how to pitch their business ideas both in writing and in person.

Following a review of the pilot, Unlimited Potential won a tender from Salford City Council to coordinate activity in a much wider joint project, currently supporting seven schools across Salford to engage with local businesses, other employers and other partners.

Following a similar model to the pilot, the current project includes three key components: a two-day hackathon; each school developing partnerships with strategic employers; and an Enterprise, Professionalism and Employability model.



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The project aims to test the potential for spread of the FACT approach, which the Chief Executive of Portsmouth Council recently described as “a really important piece of work” in his feedback from an LGA peer challenge.

Outcome measures for the project focus on its impact on: levels of attainment and resilience; development of entrepreneurial competencies; school connectivity with local businesses; work-related opportunities. In the longer term, we hope to assess its impact on the quality of employment opportunities for the young people, a key determinant of their future health and well-being.

For further information contact:

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