



The Broughton Trust support for residents in East Salford

The BIG Lottery Fund has awarded, in the frame of 'The Irwell Valley Sustainable Communities Project, the Broughton Trust almost £1 million to support residents in East Salford to adapt to the effects of climate change and help them to live more sustainably. A partnership of twelve local groups from the voluntary, public, and private sectors has been formed to deliver the project over five years covering the wards of Broughton, Irwell Riverside and Kersal in East Salford. The Project is supporting households who wish to make greener choices and reduce household bills, by growing their own food and becoming more energy efficient. Residents living alongside the river are supported to look at ways to increase their preparedness for future flooding events. Community groups and residents, who are interested in getting involved in the project, are invited to join four community-led task groups who meet regularly to develop projects around flood awareness and river usage, energy efficiency, food growing, and recycling. The Broughton Trust is one of twelve organizations across England to receive funding from the BIG Lottery's Fund's Communities Living Sustainably programme. To find out more about the project follow the project's blog at www.greenmyvalley.com and find the project on Facebook and Twitter.

Note: See source document for full reference.

Applicable to:

Stakeholders: [Social networks](#), [Attitudes toward environmental issues](#)

Disaster Phases: [Preparedness](#)

Types of Actors Concerned: [Entrepreneurs](#), [Active citizens](#)

Hazards: [Natural hazards](#)

Recommendations:

- [Foster the adoption of a culture of disaster prevention and resilience by informing and motivating citizens to take action](#)

Source

[Deliverable D7.1 "Report on literature review" \(page 85\)](#)

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<https://culturalmap.carismand.eu/a/7-1-60-the-broughton-trust-support-for-residents-in-east-salford>