

**NEIGHBOURHOOD FUND – NORTH COMMUNICATION PROJECT****ALL PROJECT DETAIL TAKEN VERBATIM FROM APPLICATIONS****Application No. 1**

|                          |                             |
|--------------------------|-----------------------------|
| <b>Funding Source</b>    | <b>Neighbourhood Fund</b>   |
| <b>Name of Project</b>   | North Communication Project |
| <b>Lead Organisation</b> | Media Savvy CIC             |

|                                     |                            |                             |
|-------------------------------------|----------------------------|-----------------------------|
| <b>Total cost of Project</b>        | <b>Total Match Funding</b> | <b>Total NF Application</b> |
| £30,994                             | £1,000                     | £29,994                     |
| <b>Project Duration</b>             | <b>Start Date</b>          | <b>End Date</b>             |
| 1 Year                              | April 2020                 | April 2021                  |
| <b>Application Assessment Score</b> | 89/110                     |                             |

**The Project**

The aim of this application is to support the North Area Committee (NAC) in their mission to deliver a new and innovative ‘communications project’ across the North Sunderland area. This bid has been carefully considered against Media Savvy’s (MS) capabilities, mission and vision and we have determined that the project is an excellent fit on all levels. MS is highly experienced in the design, development and printing of leaflets, booklets and brochures. Distribution will be a new element for us however, we are confident in options available to us following local research.

MS is a well established organisation in the creative design field. Our newsletters and leaflets will be designed to look professional, modern and visually appealing, drawing in and engaging the reader immediately. The publications will stand out from the designs usually associated with VCSE groups. N.B. Examples of our work can be provided on request.

The project will focus on delivering key messages and activities, in the form of newsletters and leaflets, to residents and key partners in the North locality including Castle, Fulwell, Redhill, St Peters and Southwick wards.

**Newsletters -**

Based on the anticipated needs and expectations of NAC, we suggest a quarterly newsletter to include content as agreed by Councillors and the committee. This will be in the format of a lightweight brochure style A4 folded to A5 (stapled). The end result will be 8 A5 pages on 115 gsm full colour print.

We recommend printing **30,000 copies** which would be enough for distribution to every home across the north area, with enough remaining to distribute in batches at key areas within the community, perhaps alongside the activity cards.

The MS design team will initially create a professional ‘theme’ for the newsletters, which will be approved by NAC representatives. This will mean that all future publications will follow the same, consistent style and brand guidelines, which again will add to the overall professionalism of the work.

MS staff will work closely with nominated members of the committee during the design and development stage to ensure the content and design meets the committee's approval. However, we would request a *single* primary point of contact to sign-off and confirm artwork and copy.

We would expect draft / finalised copy to be provided via NAC as well as relevant photos and other imagery, which we would integrate into our design and ensure works perfectly within the newsletter/s. MS would be proactive in seeking the information and would help guide the content with regards to ideal word counts, types and quality of imagery.

The newsletters will be distributed over a one week period to households and key partners in the North following design and print. A 4-6 week lead in period will be required to plan distribution for each quarter.

### **Leaflets -**

We propose to design a single-sided leaflet to promote key enforcement messages and a separate single-sided leaflet to showcase local investment. It would be more cost effective to produce these as part of one double-sided leaflet but we are aware of the conflicting messages and understand that this would not be appropriate in this case.

We recommend printing **30,000 copies** which would be enough for distribution to every home across the north area, with enough remaining to distribute in batches at key areas within the community, perhaps alongside the activity cards.

We would again plan to work closely with the committee to approve content, but we would encourage sticking to the same theme established with the newsletter, which will help further establish this new, professional NAC brand. Our proposal includes one leaflet to be distributed simultaneously with one of the quarterly newsletters and the second to be distributed with another. N.B. We are open to feedback from NAC as to which newsletter the respective leaflets would accompany.

As with the case of the newsletters, we would rely on timely information and approval from the NAC in order to meet our suggested outputs.

### **Activity Information Cards -**

Depending on the level of activity content, we propose a robust, credit card style card which will be small enough to fit into a purse, pocket or wallet. We created similar style cards for a region-wide internet safety project, which was a huge success.

We would seek input from the All Together Youth Consortia and SCAG co-ordinated groups and would offer FREE design workshops for them to be actively involved in the concept and design.

Once complete, we would order **10,000 units** and once delivered, some of these would be handed to Vivienne Metcalfe for batch distribution across the north. e.g. youth centres, police station, community centres, Bunny Hill Centre as well as to be given out at NAC networking meetings. MS would assist in this distribution, having liaised with Vivienne on a coherent strategy.

We would like these to be ready for distribution in early July, ready for any summer holiday provision. However, we are prepared to be guided by the timings and agenda of NAC.

We are highly confident that NAC will be very proud of this project and we believe it will bring a new level of professionalism and style to NAC communications and marketing.

**Recommendation – The People Board considered the results of the formal appraisal and recommend approval of this project which delivers to the Communications Priority**

## Application No. 2

|                          |                            |
|--------------------------|----------------------------|
| <b>Funding Source</b>    | <b>Neighbourhood Fund</b>  |
| <b>Name of Project</b>   | Made in Sunderland (North) |
| <b>Lead Organisation</b> | Imagine Creative Solutions |

|                                     |                            |                             |
|-------------------------------------|----------------------------|-----------------------------|
| <b>Total cost of Project</b>        | <b>Total Match Funding</b> | <b>Total NF Application</b> |
| £40,000                             | £10,000                    | £30,000                     |
| <b>Project Duration</b>             | <b>Start Date</b>          | <b>End Date</b>             |
| 1 Year                              | April 2020                 | March 2021                  |
| <b>Application Assessment Score</b> | 62/110                     |                             |

### The Project

In recent times following the digital boom there has been a huge decline in informative printed literature as well as the promotion of good news in printed form. Social media has made it easier to disseminate information quickly. Sunderland no longer has a local newspaper that is 'made in Sunderland'.

The advent of social media has made it easier for organisation to interact with their community/followers. However, due to the abundance of information that is available on platforms such as Facebook, Twitter etc it is difficult to monitor and evaluate the success of such promotion and it is often information overload.

Imagine have long believed that there is a need for tangible, printed literature promoting the valuable contribution that VCS organisations provide to the community in collaboration with the local authority in an apolitical manner.

Imagine would develop a title named 'Made in Sunderland - North'. We believe if successful this could be looked at as best practice and replicated by the other Area Committees in the City. It is imperative that the community and organisations that deliver services in the area are part of the project. Households receive an abundance of flyers, political leaflets, junk mail each week. VCS building's noticeboards are filled posters and flyers advertising events and provision. However, without a 'draw in' such as a prize/competition these often go unnoticed.

Imagine will work with schools and VCS organisations to upskill local people in the subject matters of public relations and design. This would give emphasis to the project and make the community part of the project. From experience, we have found that this approach creates real anticipation for the publication, making sure that it is well received and ultimately read. Each week we all receive a plethora of printed materials that ultimately become recycling, or worse still landfill. Imagine will work with a school and VCS organisation in each of the wards that make up Sunderland North and deliver sessions within each venue to create content for the publication.

The publication will be a platform to disseminate the key objectives of the North Area Committee as outlined in the project spec. However, we believe that there should also be several good news stories and a page relating to history as well as sport. We would collaborate with local VCS organisation such as The Fans Museum, the local amateur boxing clubs and North East Sport CIC as well as local history projects such as The Hylton Castle Project to provide informative stories within the publication.

Imagine will create interest in the project by developing a basic website and social media platforms to compliment the publication. These will never overshadow the printed publication but will create anticipation and engage with the community to develop the readership and gain an insight in to the local area.

Imagine will also develop a leaflet that will highlight investment in the area as well as that of enforcement messages. These leaflets will be delivered within the publication each quarter. Due to the content that will be within the leaflets (pro Local Authority messages) Imagine believe they will have an increased 'corporate' feel. At a time when our community is often anti-establishment/local authority we feel that this emphasises the need for the primary vehicle (newsletter) to look and feel like a real community product, developed by local people and organisations, so that it is not seen as propaganda. This will by no means allow anti local authority messages but by allowing for good news stories and messages we know that local people will engage with the publication and ultimately read the message that are within the title.

Imagine have vast experience in working to print deadlines as well as print management. Key members of our organisation have created newsletters for organisations including Washington Mind, Sunderland Maritime Heritage, Young Asian Voices, Impact North East as well as newsletters for Hetton Town Council. Here we managed all aspects of the publication including gathering content, taking photographs, designing the publication, managing the print, editing/proof reading and organising distribution.

Imagine will also develop an A6 card that will be delivered to VCS venues/schools and community places of interest outside of the main publication distribution, we will work with local organisation to discuss whether this would be best place to match school holidays or if their provision changes more frequently.

This will be complemented by an online presence as well as posters in venues. We will develop an online events tool where VCS organisations can submit their activities and these can be combined to provide an informative card that displays the youth provision in Sunderland North.

Imagine feel that micro publications of this type really benefit the community in creating community spirit as well as providing information and promoting the fantastic work that VCS organisation deliver and the support of the local authority.

Imagine aim to create a real success of this project that the process and title is best practice and replicated throughout the city. We would like to see that the publication can be sustained following the initial funded period and would explore revenue streams to enable this to happen. We hope to create a fantastic working relationship with the Area Committee and key stakeholders to enable the project to continue on its own if Imagine were not contracted in the future.

**Recommendation – The People Board considered the results of the formal appraisal and recommend rejection of the application**