

18 March 2019

## Area Budget Report

STRATEGIC INITIATIVE BUDGET (SIB)  
EXECUTIVE SUMMARY

## RECOMMENDATION APPROVE

<b>Title of Project</b>	EDIT Phase Two Top Up (Info Point and Digital Marketing)	
<b>Full Cost of project</b>	The Box Youth Project (Doxford)	£5,000
	Back on the Map (Hendon)	£5,000
	Media Savvy (Millfield / East)	£10,000
	Blue Watch Youth Centre (Ryhope and St Michael's)	£10,000
<b>Match Funding</b>	£0	
<b>Total SIB requested</b>	£30,000	
<b>Start / End</b>	April 2019 / March 2020	
<b>Declaration</b>	Cllr Marshall and Cllr Mordey are trustees	

## Project Description

East Area Committee were instrumental in developing what is now known as Sunderland Information Point as part of its 2013 / 2014 work plan. This work has now been mainstreamed and investment in software by the People Directorate and Together for Children has resulted in an improved online portal through which organisations can manage their own information in terms of promoting their local offer.



The aim of Sunderland Information Point (<https://www.sunderlandinformationpoint.co.uk>) is to provide an online catalogue of all of available community resources in a local area to enable individuals, where appropriate, to be signposted and supported to access and use the community resources or services that are promoted within the Area Network, so that their individual needs and requirements are met quickly in the context of reducing the need for diminishing public services. A Facebook page for the Information point has also been developed to promote activities and sessions via social media to maximise publicity and encourage take up.

In addition, in June 2018 Area Committee aligned £50,000 SIB against the new area priority 'valuing volunteers' with a clear action outlined to "enable volunteers to help others by finding out what is out there for families, children, young people, special educational needs, disabilities, adults and older people by improving use and access via the Sunderland Information Point".

At the January 2019 People Board members discussed different options to deliver action against the area priority and recommended that the existing Edit Programme is supplemented to provide the delivery Partners with additional funding to add an extra element to the Programme that supports organisations in East Sunderland to:

- Support East organisations to set up online accounts and manage their information about services and events being delivered, via the Info Point.
- Promote the Site to East volunteers as the main hub of gathering and sharing information across the whole East Sunderland area.
- Identify groups who maybe interested in developing further knowledge around web development and social media marketing

Each ward will be provided with 5 hours per week of 1-2-1 support by an EDIT specialist to enable local VCS Groups to set up online accounts and promote the Info Point to volunteers. This equates to 25 hours per week across the East area @ £15 p.h. = £3,900, plus on costs @ £1,100 = £5,000 per ward.

An additional £5,000 (£1,000) per ward will be allocated to support groups with web development and social media marketing.

Output	Target
Number of VCS Groups signed up to the Info Point	20 per ward (100)
Number of Volunteers signposted to the Info Point	60 per ward (300)
Number of Web Development and Social Media Marketing Workshops delivered	2 per ward (10)

Financial Breakdown						Total
Ward	Doxford	Hendon	Millfield	Ryhope	St Michael's	
Organisation	The Box	Back on the Map	Media Savvy	Blue Watch	Blue Watch	Totals
Salaries @ £15 p.h. / 5 hrs p.w.	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Workshops @ £500 each x 10			£5,000			£5,000