

## Strategies for sustainability North West Region



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with material from Ian Knowles and David Wilcox

### DirectSupport Programme

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## Workshop content



- Who are DirectSupport?
- Sustainability:
  - Through Social Enterprise
  - Through Partnership
  - Through new Project Funding
  - Through Forward Planning



## Introduction: Direct Support Consortium



- Established November 2000
- Currently funded by DfES to 2004
- Help for Vol. Sector UK online centres
- Helpline - 0800 026 0202
- Online network - Virtual ICT Centre
- Developmental toolkits for centres
  - Mentoring, workshops, telephone/online help
- ICT for Fun; for Regeneration; for Participation

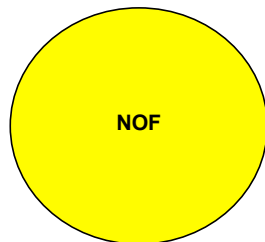


## DirectSupport [www.directsupport.org.uk/](http://www.directsupport.org.uk/)

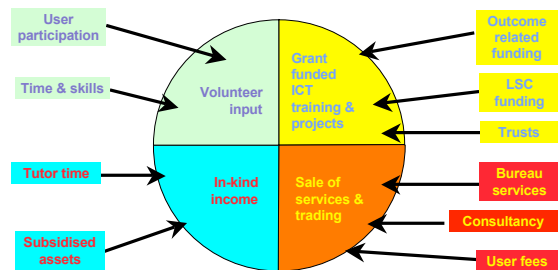


The screenshot shows the DirectSupport website interface. It includes a 'Members' Login' section, a 'Services' menu with items like Virtual ICT Centre, Mentoring, Centre Development, ContextIT, Helpline, Background, Press, Target Partners, and Achievements. There are also 'Outcomes', 'Links', and 'Contact' sections. The contact information listed is Jane Perry and Richard Williams, with a telephone number of 0800 026 0202.

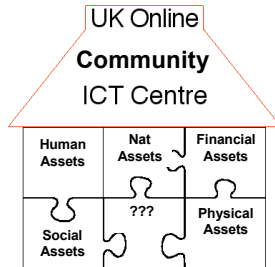
## Sustainability What does your income model look like?



## Sustainability What does your income model look like? Could you change it?



## Sustainability & Social Enterprise



## Social Enterprise The 5 Capital Assets



- **Financial Capital**
  - Money, funding
- **Physical Capital**
  - Buildings, machinery, equipment
- **Human Capital**
  - Skills, workforce, labour, time
- **Social Capital**
  - Contacts, networks, knowledge, links, outreach
- **Natural Capital**
  - The land, environment



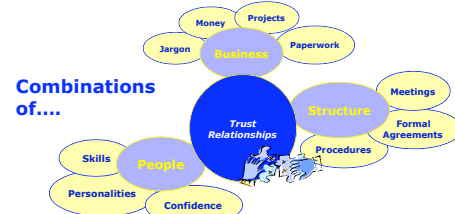
## Social Enterprise:



- **Service delivery by third sector**
  - Health, Care, Crime, Youth, Community, Skills
- **Mixing grant funding with trading**
  - Contracts for services, charging
  - Futurebuilders
- **Involving volunteers**
- **Working in partnership**
- **'Adding Value'**



## Sustainability through Partnerships



*Tips: Find your strengths and added value  
Keep it small, but be aware of the big picture*



## Partnerships: What benefits?



- **Joint bidding?**
  - Access to wider sources?
- **Shared workload?**
- **Shared costs?**
- **Expertise:**
  - Strength in delivery? Strength in outreach?
- **Cross-sectoral knowledge and good practice?**



## Partnerships: Make it work



- **Clarify roles of each partner**
- **Roles must involve win/win**
- **Balanced roles**
- **Realistic and achievable contributions**
- **Structure should implement, not get in the way**
  - Only decision makers should attend meetings!
- **GIVE IN ORDER TO RECEIVE**



## Partnerships: cover the ground

Direct Support

UK online centres

## Sustainability through new projects

Direct Support

Typically:

- A themed programme of activity
- For an enrolled group(s) of people
- To progress them through “a project”
- hobby/lifestyle/aspiration/local issue
- Working together
- Use of ICT to achieve other goals
- >> “Stealth” Learning

UK online centres

## Build in what you need

Contribute to core costs

Direct Support

- **Preparation Phase**
  - Planning, Staff training/recruitment and costs
  - Marketing, outreach meetings, consultation
  - Curriculum development phase
- **Any new items, software or materials**
- **Trainee recruitment**
  - Open days, advertising costs
- **Running the course (x times over x weeks)**
  - Trainer salaries, session trainers, co-ordinator time
- **Evaluation time**

UK online centres

## Sustainability through forward planning

Direct Support

STACK YOUR PROJECTS!!

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## How to move forward?

Tools for decision making

Direct Support

- **NOF sustainability plan**
  - Text based planning
  - Template format in booklet and Word doc format
- **With accompanying suggested activities**
  - Eg Stakeholder audit
  - Volunteer audit
  - SWOT
- **Business Plan Template**

UK online centres

## How to move forward

Tools for decision making

Direct Support

- **Financial planning spreadsheet**
  - To allocated core costs to individual centre activities
- **Project design template**
  - for new funded ICT projects
  - eg based around fun/lifestyle/themes
- **Further DirectSupport workshops**
- **All tools available from DirectSupport**
  - Call 0800 026 0202
  - or email [info@directsupport.org.uk](mailto:info@directsupport.org.uk)

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