

Strategies for sustainability North West Region



Jane Berry and Andy Matchet
with material from Ian Knowles and David Wilcox

DirectSupport Programme

0800 026 0202

Lead partner: ruralnet|uk
Tel: 024 7669 0691

Email: info@directsupport.org.uk



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/



Members' Login
Click to login to your virtual ICT Centre account

DirectSupport IT activities for UK online centres
The activities we have developed are in the following areas:

Fun2Learn
The area contains activities which are fun to do but develop the users' skills with popular software packages, e.g. 'Recording Football Team Results' lets someone follow their team's progress whilst learning more about spreadsheets.

Fun2Write
In this area you'll find simple activities which can be done just for fun, but will offer a learning experience. Most highlight history, literature, or special interest websites and to give the student experience of Internet use whilst engaging them in a subject they will enjoy. All the sites included have been checked by DirectSupport and are believed to be safe, interesting and rewarding. As with all web activities the user must take the usual care to exclude unsuitable material or viruses they may encounter.

Fun2Projects
Contained in this area are longer term activities, which may combine a number of activities around a theme or project, but make use of ICT. A group of people might be recruited to work together on, for example, local history, heritage, arts, music or media, or a self-help programme. We will also advise on possible sources of funding to run these activities.

Services
Virtual ICT Centre
Mentoring
Centre Development
ContextIT
Helpdesk

Background
Press
Target
Partners

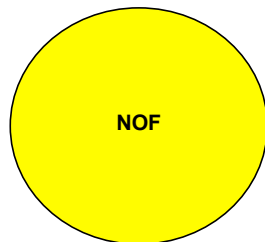
Achievements
Outcomes
Comments

Links
Support
Disabilities

Contact:
Jane Berry J.
Richard Williams
Telephone: 0800 026 0202

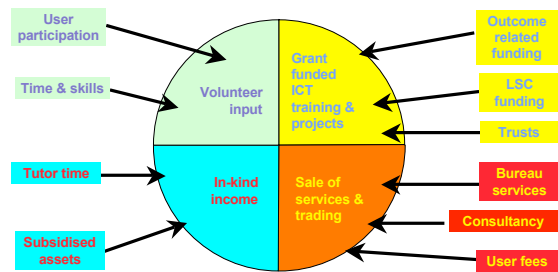
Sustainability

What does your income model look like?

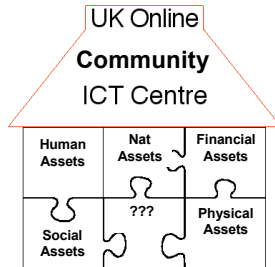


Sustainability

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



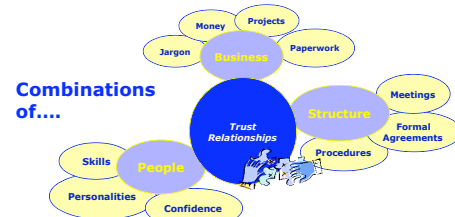
Social Enterprise:



- **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!!

UK online centres

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

UK online centres