

Proud supporters and media partners of St Benedict's Hospice



## PROSPECTUS 2019/20



**MEDIASAVVY\_CIC**



**MediaSavvyCIC** [info@mediasavvycic.co.uk](mailto:info@mediasavvycic.co.uk)



**@MediaSavvyCIC**



**Media Savvy CIC**



**Media Savvy CIC**

# COMPANY INFORMATION

Established in 2010, Sunderland based Community Interest Company, *Media Savvy CIC*, promotes employability, education and creativity through the medium of digital arts and media, often focussing on socially themed projects. We deliver accredited and non-accredited workshops and courses to marginalised and hard to reach groups, including offenders, those with mental ill health, learning difficulties and/or autism, vulnerable people and the long-term unemployed.

*Media Savvy* implements a highly successful 'learning by stealth' and personalised learning approach, through a variety of creative practices, in an inclusive, fun and informal environment. Digital imaging and video projects are the most prevalent offers, though basic digital skills, eSafety, word processing are also popular topics. We also deliver a popular suite of courses more closely linked to (both mental and physical) health, fitness, nutrition and wellbeing. Groups often comprise of mixed abilities and individual needs are taken into consideration, working in a way that learners do not feel overwhelmed. Peer explaining is advocated and encouraged.

We have continued to grow and evolve over the years, picking up various business awards and accolades along the way, including the inaugural *Lloyds TSB Enterprise Awards* in 2012, when we were named Best Start-up business in the North East and Yorkshire from over 200 short-listed.

Now in our tenth year of trading, we have acquired our own Sunderland city-centre base to deliver from, which supplements our region-wide outreach, and sees us travel (equipment in hand) to groups to deliver courses in their venues. There are never any direct costs to our learners as we secure requisite funding via tenders and grants. All of our community learning provision is completely FREE at the point of access.



## OUR ADDRESS:

27 Norfolk Street  
Sunniside  
Sunderland  
SRI 1EE

# OUR VISION

*A society where each individual feels valued, has access to suitable education and the opportunity to realise their potential*

# OUR MISSION

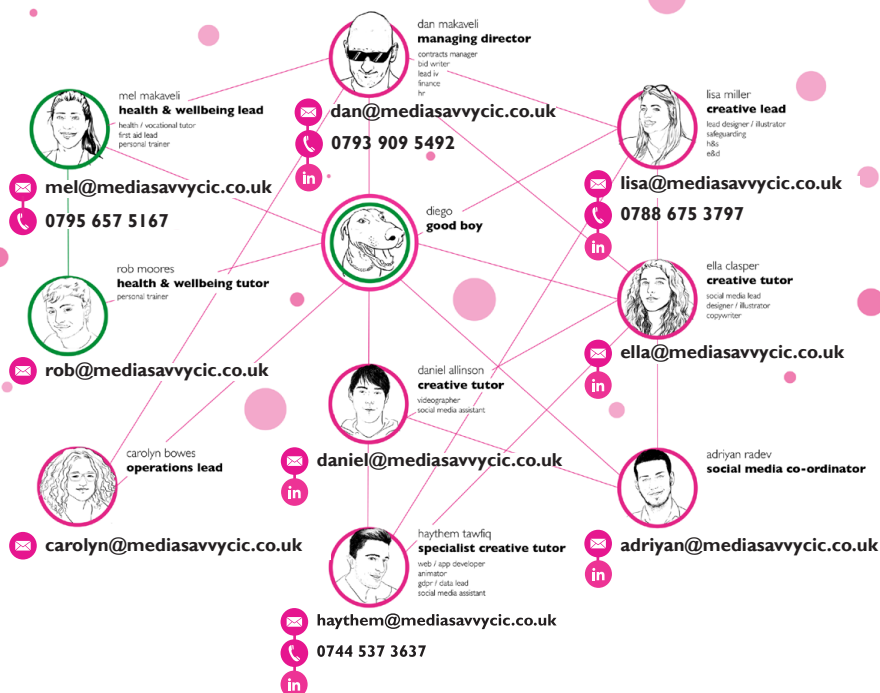
*To unite and empower our community through creativity, innovation and education*

## 2020 TUTORS

Lisa Miller - Haythem Tawfiq - Mel Makaveli - Ella Clasper - Daniel Allinson - Rob Moores

## 2020 SUPPORT STAFF AND VOLUNTEERS

Paula Dawes - Raymond Daglish - Anthony Shields - Suvad Konjevic - Daniel Holdsworth - Charlotte Inskip



# 2019 - 2020 COURSE INFORMATION

**We currently offer delivery of nine fundamental courses**

## INTRODUCTORY

**Digital Skills for Beginners**  
**Introduction to Digital Imaging**  
**Pre-Employability & Wellbeing**  
**Fit Body Fit Mind**

## ACCREDITED

**Employability Skills Through Digital Arts & Media (L1)**  
**Developing Employability Skills Through Digital Arts & Media (L2)**  
**Understanding and Overcoming Health & Fitness Barriers (L1)**  
**Developing Skills for Employment (L2)**  
**Skills in Employment, Training and Personal Development (L1)**

In addition to the formal courses listed above, we also have a variety of regular drop-in style workshops, which are often used as taster sessions (see pages 15-18). We regularly launch new opportunities throughout the year, so it's worthwhile keeping an eye on our social media channels and website for news. In January 2020 we will be introducing a wide range of very informal sessions, based on ongoing learner feedback and funded through *The National Lottery Community Fund*. These sessions / short courses will focus on a wide range of creative areas, such as photography, animation, drawing and video editing.

One of the most important considerations for us at Media Savvy is (where appropriate) being able to offer our learners a progression route with us. We have really worked on improving these internal pathways during recent academic years and in some cases, learners have the opportunity to progress through (up to) 5 courses in a single area (digital or health focus).



Last year we launched two new courses, *Skills in Employment, Training and Personal Development (SETPD)* and *Fit Body Fit Mind (FBFM)* and both have been great successes. Our SETPD (pg 14) course focusses on volunteering, which we have found to be a gap for our learners in recent years. We decided to try and help plug this gap by creating a tailor-made qualification on the subject. FBFM is our *Digital Skills for Beginners* (pg 6) equivalent in our health and wellbeing suite.

We pride ourselves in offering our learners an excellent experience with high end industry standard software and inspiring, innovative teaching practices. We are also conscious to not create learning barriers for graduates once the course is finished; therefore we always offer alternative options or freeware substitutes. This same approach also crosses over to our health provisions and can involve tips on how health and wellbeing can be easily improved with little or no extra cost or significant changes made to your everyday life.



Feedback from learners and partner organisation staff alike corroborates that our courses are fun, unique and engaging whilst also highly informative and practical for learners. We are always prepared to go that extra mile for those who demonstrate commitment and our tutors will regularly create bespoke tutorials and source specific imagery, in order to help them realise their personal, creative visions. In the case of the health courses, bespoke fitness programmes and suitable 'diets' are also regular (added value) outcomes.

Please get in touch at any time to find out what we have coming up, or check out our booking system for courses currently being recruited for: <https://bookwhen.com/mediasavvy>

**None of our courses have formal entry criteria. Our tutors will judge learner suitability as part of our informal Initial Assessment process**

| NON-ACCREDITED COURSE LIST |   |   | PAGE |
|----------------------------|---|---|------|
|                            | <b>DIGITAL SKILLS FOR BEGINNERS</b>   | BUILD AND IMPROVE YOUR DIGITAL SKILLS & CONFIDENCE<br><br>haythem@mediasavvyvic.co.uk / lisa@mediasavvyvic.co.uk  | 6    |
|                            | <b>INTRODUCTION TO DIGITAL IMAGING</b>                                      | INCREASE DIGITAL SKILLS BY CREATING YOUR OWN IMAGES AND PROJECTS<br><br>haythem@mediasavvyvic.co.uk / lisa@mediasavvyvic.co.uk  | 7    |
|                            | <b>FIT BODY FIT MIND</b>  | IMPROVE YOUR CONCENTRATION, MEMORY AND MENTAL HEALTH<br><br>mel@mediasavvyvic.co.uk   | 8    |
|                            | <b>PRE-EMPLOYABILITY &amp; WELLBEING</b>                                    | ASSESS YOUR FITNESS, IMPROVE YOUR DIET AND WELLBEING<br><br>mel@mediasavvyvic.co.uk   | 9    |
| ACCREDITED COURSE LIST     |   |   |      |
|                            | <b>L1 - IT USER SKILLS USING DIGITAL ARTS AND MEDIA</b>                     | USE INDUSTRY STANDARD SOFTWARE AND BUILD SKILLS IN OTHER AREAS SUCH AS WORD PROCESSING TO STRENGTHEN YOUR CV<br><br>lisa@mediasavvyvic.co.uk  | 10   |
|                            | <b>L2 - IT USER SKILLS DEVELOP DIGITAL ARTS AND MEDIA</b>                   | USE INDUSTRY STANDARD SOFTWARE APPLYING SKILLS TO CREATE YOUR OWN IMAGES AND VIDEOS<br><br>lisa@mediasavvyvic.co.uk   | 11   |
|                            | <b>L1 - UNDERSTANDING AND OVERCOMING HEALTH AND FITNESS BARRIERS</b>        | UNDERSTAND HOW THE BODY WORKS, PLAN A FITNESS PROGRAMME AND CREATE AND DELIVER A PRESENTATION<br><br>mel@mediasavvyvic.co.uk  | 12   |
|                            | <b>L2 - DEVELOPING SKILLS FOR EMPLOYMENT, PERSONAL HEALTH AND WELLBEING</b> | DEVELOP PRACTICAL SKILLS AND TECHNIQUES TO IMPROVE YOUR LEVELS OF EMPLOYABILITY AND PERSONAL WELLBEING<br><br>mel@mediasavvyvic.co.uk   | 13   |
|                            | <b>SKILLS FOR EMPLOYMENT, TRAINING &amp; PERSONAL DEVELOPMENT</b>           | BUILD KNOWLEDGE OF YOUR IDEAL ROLE AND GAIN WORK EXPERIENCE FOR YOUR CV<br><br>haythem@mediasavvyvic.co.uk / lisa@mediasavvyvic.co.uk   | 14   |
| DROP-IN SESSIONS           |   |   |      |
|                            | <b>DIGITAL ARTS AND MEDIA SESSIONS</b>                                      | AN OPPORTUNITY FOR LEARNERS OF ALL LEVELS TO TRY OUT NEW SKILLS IN A FRIENDLY AND SUPPORTIVE ENVIRONMENT<br><br>daniel@mediasavvyvic.co.uk / haythem@mediasavvyvic.co.uk  | 15   |
|                            | <b>HEALTH AND WELLBEING SESSIONS</b>  | SUITABLE FOR ALL FITNESS LEVELS. SESSIONS INCLUDE; LOSE WEIGHT FEEL GREAT, HUMAN MOT, FOOD AND HEALTHY EATING, FIRST AID AND FITNESS CLASSES<br><br>mel@mediasavvyvic.co.uk                                     | 16   |
|                            | <b>NATIONAL LOTTERY SESSIONS</b>  | A DIVERSE RANGE OF TASTER SESSIONS AND SHORT COURSES TO BE DELIVERED ACROSS SUNDERLAND OVER 2020-22<br><br>dan@mediasavvyvic.co.uk  | 17   |
| COMMERCIAL COURSES         |   |   |      |
|                            | <b>FIRST AID QUALIFICATIONS</b>   | NATIONALLY RECOGNISED QUALIFICATIONS INCLUDING FIRST AID AT WORK, PAEDIATRIC, BASIC LIFE SUPPORT AND DEFIBRILATOR TRAINING.<br><small>DISCOUNTS AVAILABLE FOR LARGER GROUPS.</small><br>mel@mediasavvyvic.co.uk | 18   |

For any other related commercial training enquiries please get in touch

# DIGITAL SKILLS FOR BEGINNERS

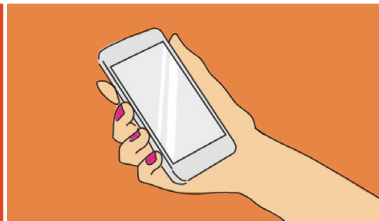


## IMPROVE YOUR DIGITAL SKILLS AND CONFIDENCE

This course is aimed at learners who have very limited skills in IT, or those who wish to develop skills in a specific area they lack confidence in. Topics covered include e-safety, passwords, mouse control, form filling, basic word processing, as well as online shopping, dating and general online safety, which includes using social media responsibly.

Individuals will gain/improve their understanding of the basic tools in Microsoft Office and/or Google docs and practice their use. Our Initial Assessment pdf (an online style form) will be completed, mimicking an online appearance, which aims to increase confidence in online applications. We can also tailor to specific learner / cohort requests if the needs aligns with the course learning outcomes.

Learners from this course can progress onto our 'Introduction to Digital Imaging' or the Level 1 IT User Skills courses.



HAVE FUN  
MEET PEOPLE  
GET CREATIVE

## I DAY COURSE

IMPROVE CONFIDENCE  
AND KNOWLEDGE  
IN A RANGE OF BASIC  
DIGITAL SKILLS

“

*I am very confident with my IT skills now and would be happy to start applying for IT based jobs.*



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City Council

- Neil A, Learner

”



# INTRODUCTION TO DIGITAL IMAGING



## CREATE YOUR OWN IMAGES AND PROJECTS

This course aims at building confidence in IT using digital imaging skills and techniques.

Learners will develop transferable IT skills by navigating their assigned laptop, opening files and saving them in different locations and in different formats. With an abundance of help from their tutor, they will begin to get to grips with *Adobe Photoshop* quickly and the confidence that they will gain within this often complex software, will improve their overall assurance when using IT.

Learners from this course can progress onto the Level 1 Certificate in *IT User Skills*.



HAVE FUN  
MEET PEOPLE  
GET CREATIVE

**20 HOUR  
COURSE OVER  
5 SESSIONS**

DEVELOP CREATIVE SKILLS  
ALONGSIDE ENCHANCING  
CORE ICT AND  
EMPLOYABILITY SKILLS



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**Sunderland**  
City Council

*I have really enjoyed doing this course and learning about the software I have used, meeting new people and making new friends.*

- Gail B, Learner



# FIT BODY FIT MIND



**IMPROVE  
MEMORY,  
MENTAL  
HEALTH AND  
CONCENTRATION**

**LEARN  
MORE  
ABOUT  
RELAXATION**



## HEALTH AND WELLBEING TASTER COURSE

This introductory course has been designed to act as the starting point on our health and wellbeing pathway.

The course will empower learners to take control of their fitness so that they are better equipped to stay fit and healthy as well as becoming better organised and being able to work effectively as a team. It will suit those with an interest in getting back into employment, but also those who are not quite ready to take that step. It suits those looking to try something different, including individuals wishing to overcome barriers linked to personal physical / mental health.

Learners from this course can progress onto our 'Pre-employability & Wellbeing' course.



**INCREASE  
YOUR  
ENERGY  
LEVELS**

**LEARN MORE  
ABOUT DIET &  
NUTRITION**

**TEAM WORK  
MEET NEW PEOPLE  
PERSONAL  
WELLBEING**

**I DAY A  
WEEK FOR 2  
WEEKS**

**LEARN MORE  
ABOUT HEALTH  
CONDITIONS SUCH  
AS DIABETES &  
CHOLESTEROL**

“

*Mel was really helpful and enthusiastic. I learned a lot about being healthy and also gained confidence.*

- Denise K, Learner

  
Sunderland  
City Council

”



# PRE-EMPLOYABILITY AND WELLBEING FOR BEGINNERS



**TAKE  
PART IN  
FITNESS  
ACTIVITIES**

**ASSESS  
YOUR  
OWN  
FITNESS**



**LEARN COMPONENTS OF  
PHYSICAL FITNESS AND  
WELLBEING**

This course is designed to empower learners to take control of their fitness whilst gaining a basic knowledge of health, nutrition and wellbeing. It gives a solid introduction to a range of health and fitness topics and closely links to core, transferable employability skills through self directed and team work.

The course structure is flexible and we approach each group and individual uniquely, which enables us to meet every learners' needs.

Learners from this course can progress onto our accredited Level 1 Vocational Studies course 'Understanding and Overcoming Health and Fitness Barriers'.

**IDENTIFY  
FUNCTIONS OF  
THE SKELETON  
AND MUSCLES**

**PLAN YOUR OWN  
FITNESS  
PROGRAMME**



**TEAM WORK  
MEET NEW PEOPLE  
PERSONAL  
WELLBEING**

**30 HOUR  
COURSE OVER  
10 SESSIONS**

**IDENTIFY  
NUTRIENTS FOR  
A HEALTHY DIET  
AND BODY**



*Media Savvy help learners to increase their levels of self esteem, self worth, and community integration. Not only have they helped offenders desist from offending, but also move on to education and employment.*

**- Keith Stafford, Team Manager, NCRC**



**South Tyneside Council**

**Sunderland  
City Council**

# EMPLOYABILITY SKILLS THROUGH DIGITAL ARTS AND MEDIA



## CREATE YOUR OWN IMAGES AND PROJECTS

This course covers a variety of topics, aiming to build learners' confidence in IT. Tasks include navigating the laptop, opening and saving files in different locations and in different formats. They will also edit documents and complete some digital form filling for course workbooks. They will begin to get to grips with primary course software, *Adobe Photoshop*, alongside more mainstream word processing, (*Microsoft Word*) software.

Other topics covered are e-safety, copyright law, downloading content from the internet, and using IT to improve productivity. In the past, learners who have progressed onto the Level 1 have produced calendars, birthday cards, family photo collages, logos and marketing material for businesses, including flyers and social media content ... the possibilities really are endless.

This course has 4 units and is accredited by NOCN as a Level 1 Certificate in *IT User Skills*. Learners from this course can progress onto our Level 2 Certificate in *IT User Skills*.



HAVE FUN  
MEET PEOPLE  
GET CREATIVE

**I DAY A  
WEEK FOR 10  
WEEKS**

GAIN A  
NATIONALLY  
RECOGNISED  
QUALIFICATION

“

*This course has been very useful and informative, not only have I broadened my digital skills but I have created a logo and poster that will be used in the real life setting of a community centre. I have been able to work at my own pace and with useful guidance and built my skills up week by week and received valuable help with my CV.*

- Katherine MG, Learner

”



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# DEVELOPING EMPLOYABILITY SKILLS THROUGH DIGITAL ARTS AND MEDIA



## CREATE YOUR OWN IMAGES AND VIDEO PROJECTS

In this course, learners will expand on established IT skills, knowhow and ability, further advancing their skills and confidence levels. They will develop their software skills in Adobe Photoshop and more mainstream word processing (Microsoft Word) software. This course also introduces video editing, using the software Adobe Premiere. This can be useful in many areas including social media, digital marketing, websites and blog/vlog posting for personal and/or employment use. Previous learners who have progressed onto the Level 2 have produced logos, marketing materials, such as flyers and social media content, video slideshows, mini documentaries and even stop motion animation ... as with the Level 1, the possibilities are endless. There are a variety of outcomes to the course linked directly and indirectly to job seekers gaining employment.

This course has 4 units and is accredited by NOCN as a Level 2 Certificate in IT User Skills. Media Savvy can help to determine appropriate progression pathways for completing learners.



"A STORY ABOUT  
EGO, AMBITION  
AND LIFE CHOICES"

# SEEKING

HAVE FUN  
MEET PEOPLE  
GET CREATIVE

**1 DAY A  
WEEK FOR 10  
WEEKS**

GAIN A  
NATIONALLY  
RECOGNISED  
QUALIFICATION



*I have been put at ease. I received all the help I needed.  
I didn't feel at all intimidated or stressed because of the  
way the class has been taught.*

- Colin C, Learner



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City Council

# UNDERSTANDING AND OVERCOMING HEALTH AND FITNESS BARRIERS



## LEARN HOW TO CONTROL YOUR PHYSICAL FITNESS AND WELLBEING

This course will support learners in completing their own research and risk assessments, which will serve to empower them to take control of their fitness, enabling them to be better equipped to stay fit and healthy. The course will also help them become more organised, work in a team, as well as speak and present to a group. Learners will improve their knowledge of the body and health and wellbeing more generally. The course structure is flexible and we treat each group and individual uniquely, meaning we can meet every learners' needs.

This course has 5 units and is accredited by NOCN as a Level 1 Certificate in Vocational Studies (Sport & Leisure).

Learners can progress onto our 'Developing Skills for Employment, Personal Fitness and Wellbeing' Level 2 qualification.

### IDENTIFY FUNCTIONS OF THE SKELETON AND MUSCLES



### PLAN YOUR OWN FITNESS PROGRAMME



### TAKING PART IN EXERCISE AND FITNESS



### IDENTIFY NUTRIENTS FOR A HEALTHY DIET AND BODY

### GAIN A NATIONALLY RECOGNISED CERTIFICATE IN VOCATIONAL STUDIES



A really thorough and in-depth introduction to the study of the human body and its physiology, and how it can be improved and healthily maintained through a healthy diet and exercise. It was a well led course with the tutor providing information in an always interesting and dynamic way using a wide range of individual and group work skills including discussions, presentations and poster making

- Alan S, Learner



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# DEVELOPING SKILLS FOR EMPLOYMENT, PERSONAL HEALTH AND WELLBEING



## GAIN TRANSFERABLE SKILLS AND RESEARCH ROLES TO DEVELOP A CAREER PATHWAY

This course has been designed to allow learners to experience work and demands related to a number of chosen vocational fields. As part of the course, learners may gain hands on experience as well as an understanding of what jobs are available and what skills are needed for each one. This course will improve transferable employability skills, such as team work, communication skills, confidence building, presentation skills as well as having crucial literacy and numeracy skills in-built. The 10-week course has been designed to be the final progression in our health and wellbeing pathway, having a strong emphasis around bridging gaps towards possible voluntary work / future employment.

This course has 4 units and is accredited by NOCN as a Level 2 Certificate in *Developing Skills For Employment*. Learners often move on to our IT / Digital pathway after completion of this qualification.

## USE TOOLS AND EQUIPMENT FOR A PRACTICAL ACTIVITY

## DEVELOP PRACTICAL SKILLS AND TECHNIQUES

## USE OF MATERIALS IN A PRACTICAL ACTIVITY

## PARTICIPATE IN VOCATIONAL TASTERS

## GAIN A NATIONALLY RECOGNISED CERTIFICATE IN 'DEVELOPING SKILLS FOR EMPLOYMENT'



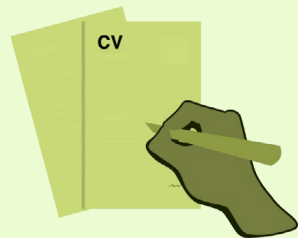
*I really enjoyed the course, Mel was such a good tutor and I found it easy to learn and felt confident in what I'd learnt. It has given me the confidence and self esteem to continue on my search for employment.*

- Whitney MT, Learner



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# SKILLS FOR EMPLOYMENT, TRAINING & PERSONAL DEVELOPMENT



## DEVELOP EMPLOYABILITY SKILLS WITH A FOCUS ON VOLUNTEERING

This course aims to build skills, awareness and confidence in employability with focus on volunteering. Learners will also develop IT skills by navigating the PC, doing online research, compiling this into word processing documents and completing digital workbooks. The transferable skills they will gain include improving confidence in order to approach organisations for opportunities.

Learners will explore and increase knowledge in their chosen field, whilst also demonstrating a willingness to learn and develop skills to contribute to that organisation. These tasks can add work experience to their CV, possibly also filling gaps where there has been long-term unemployment. Volunteering is an opportunity to gain experience in various role types so as to ascertain which types of employment best suits an individual; where they may feel fulfilled in any career decisions that they make.

This course has 2 units and is accredited by NOCN as a Level 2 Award in *Developing Skills For Employment*. Learners often move on to our IT / Digital or Health and Wellbeing pathways after completion of this qualification.



## DEVELOP PRACTICAL SKILLS AND TECHNIQUES

## BUILD KNOWLEDGE OF YOUR IDEAL ROLE



## RESEARCH WHAT SKILLS ARE NEEDED FOR YOUR IDEAL ROLE



## 30 HOUR COURSE OVER 5 SESSIONS

## GAIN A NATIONALLY RECOGNISED AWARD IN SETPD

“

*Through the group I have become more involved in community activities. I am more independent and feel less isolated.*

- Joan N, Learner

”



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City Council



**EXCITING  
OPPORTUNITY**



in partnership with  
**NHS**  
Sunderland  
Clinical Commissioning Group  
**TESCO**

# **DIGITAL ARTS AND MEDIA SESSIONS**

These drop-in style sessions offer learners a flexible opportunity for them to explore their digital and creative skills, self-expression and build their confidence. Learners are able to produce a diverse range of digital works in this safe, friendly and supportive environment, often quickly progressing onto more formal opportunities.

**TESCO EXTRA  
COMMUNITY ROOM**

**EVERY**

**THURSDAY**

**09:30 - 15:00**

**Newcastle Road, Sunderland SR6 0DA**



*Media Savvy has been one of our most effective partners on the Occupational Therapy Vocational Pathway and have been proactive in promoting recovery in mental health by the interventions they deliver.*

- Keith Charlton, Occupational Therapist, NHS NTW



# NEW **FREE** HEALTH AND WELLBEING DROP-IN SESSIONS



**SUNDERLAND BASED &  
SUITABLE FOR **ALL**  
FITNESS LEVELS**

**LOSE WEIGHT  
FEEL GREAT**

**FOOD &  
HEALTHY  
EATING**

**BEACH WALK  
AND TALK**

**HUMAN  
M.O.T**

MOST SESSIONS HELD AT SAVVY TOWERS:  
**27 NORFOLK STREET  
SUNNYSIDE  
SUNDERLAND  
SRI LEE**

**FITNESS  
CLASSES**

**THE HUMAN  
BODY**

**OUTSIDE  
PARK FUN**

**FIRST AID**

In partnership with



“

*These sessions have been hugely successful to-date. The CCG funding has allowed us to create a diverse suite of offers, catering for a wide range of individual needs. Learners usually progress onto more formal courses after gaining confidence in these drop-ins.*

- Mel, Tutor, Media Savvy CIC

”

# HEALTH AND WELLBEING DROP-INS

## **The Human Body** at *Savvy Towers* (60 mins)

These sessions focus on the body, organs, skeleton and our internal systems, providing an insight into what our amazing bodies are capable of

## **Food and Healthy Eating** at *Savvy Towers* (60 mins)

These sessions focus on food labels, diets (and their potential dangers) and why we need to eat certain food groups to achieve a healthy, balanced diet

## **Outside Park Fun** at *Mowbray Park* (60 mins)

These sessions include a 15 minute walk to *Mowbray Park* (from *Savvy Towers*), a 30 minute fitness session in the park then a slow walk back to our building

## **Human M.O.T** at *Savvy Towers* (30 mins)

A chance to check and monitor your fitness progress inc. weekly weigh-ins, body analysis and general chat about achieving your own personal goals (all optional)

## **First Aid** at *Savvy Towers* (60 mins)

These sessions will be broken down into small manageable First Aid snippets.

Learners will be given an overview of what to expect each week and successful completing learners will achieve an Emergency First Aid at Work Certificate (EFAW) which is valid for three years

## **Beach Walk and Talk Meet** at *Bungalow Cafe Roker Seafront* (60 mins)

These sessions will involve a gentle walk along to Seaburn and back. Come and meet Diego the Doberman (our famous *Media Savvy* mascot) and enjoy taking in the fantastic coastal views

## **Lose Weight and Feel Great** at *Savvy Towers* (60 mins)

Each session will analyse a different perspective on weight loss. Whether you want to build lean muscle, lose body fat or simply know how you can feel better in your own skin then these sessions are for you. You can also develop a bespoke food plan, tailored to suit your own goals

## **Fitness Class** at *Savvy Towers* (30 mins)

A 30 minute fitness session that will change each week. Come along to try something new and enjoy a sublime endorphin rush

# NEWLY FUNDED SESSIONS FOR 2020



## A DIVERSE RANGE OF TASTER SESSIONS AND SHORT COURSES DELIVERED ACROSS SUNDERLAND

### INCLUDING ARTS

Photography / Photoshop / Premiere / Graphic Design /  
Smartphone Photography & Videography / Concept Art /  
Drawing / Animation / Storyboarding / Illustration

**& MUCH MORE**

### AND WELLBEING

Arts & Crafts / Nutrition / Cooking on a Budget /  
Healthy Home Cooking / First Aid / Exercise /  
Create your own Recipe Book / Fitness / Walking Club

## FROM JANUARY 2020 GET IN TOUCH FOR MORE DETAILS

“

We are absolutely delighted to be entering into this 2-year programme, funded by The National Lottery Community Fund. Over the course of the 24 months, until December 2021, we will be regularly asking our learners what types of sessions they would like to see us deliver as well as what level and duration.

- Until now, we have never been able to develop a suite of offers that we can genuinely say has been learner-led.

- Dan, MD, Media Savvy CIC

”

# COULD YOU SAVE SOMEONE'S LIFE IN AN EMERGENCY?

Our comprehensive First Aid courses ensure delegates have the knowledge and practical skills to effectively handle a variety of emergency situations.

## Emergency First Aid at Work (EFAW)

1 day course (6 hours)

Cost per person **£75**

## First Aid at Work (FAW)

3 day course (18 hours)

Cost per person **£180**

## Paediatric First Aid - Parents

1 day course (6 hours)

Cost per person **£70**

## Paediatric First Aid - Child Minders

2 day course (12 hours)

Cost per person **£120**

## Basic Life Support and Defibrillator Training

Half day (4 hours)

Cost per person **£40**



Learn to treat

**WOUNDS  
BURNS  
FRACTURES  
DISLOCATIONS and  
SPRAINS**

**Discounts for larger groups and private bookings available on request**

“

*We always use Mel to deliver our First Aid qualifications. She carries out the course at our place of work so that it is convenient for us and she brings along all of the necessary equipment. Courses are always informative and professional.*

**-Victoria Sandberg-Rodgers,  
Chiropodist, The Westoe Practise Ltd**

”

# LOOKING TO INCREASE YOUR BUSINESS' CSR?

graphics

Media Savvy CIC is a wearside-based social enterprise, making a big difference both locally and across the region. Our core purpose is to promote education, employability skills, creativity and in some cases, also recovery and rehabilitation to some of the most marginalised groups and individuals from our local communities. We offer a diverse range of commercial services, in order to help us sustain our core social enterprise activities.

training

fitness

media



web

first aid

We have a core team of highly experienced tutors, who are also extremely talented **designers, illustrators, videographers, animators, web / app developers** and even **personal trainers**.

We have a track record of delivering successful projects for a range of commercial clients including **Tait Walker Chartered Accountants, Sunderland City Council** and **NHS England**.

# MediaSavvy

empowering through creativity **cic**

We are very confident that if you chose to commission us you would benefit from:

illustration

- High quality final project
- Outstanding customer service and aftercare
- Very competitive pricing
- Innovative and creative thinking
- Increasing your company's CSR
- Helping us to help make a real difference via our social enterprise

videography

# BE MORE SAVVY

Give us a shout to find out more or for a quick and honest quotation



MEDIASAVVY\_CIC



MediaSavvyCIC



@MediaSavvyCIC



Media Savvy CIC



Media Savvy CIC



info@mediasavvycic.co.uk