



St. Benedict's Hospice
& Centre for Specialist
Palliative Care

Proud supporters and
media partners of
St Benedict's Hospice

WINNER
OUTSTANDING SOCIAL
ENTERPRISE AWARD



North East Charity Awards
Outstanding Social Enterprise
Winner 2020



MediaSavvy
empowering through creativity **cic**

CLASSROOM BASED &
ZOOM  YouTube

LIVESTREAM

SIGN UP TO WATCH LIVE OR LATER VIA PRIVATE LINK

PROSPECTUS 2020/21



MEDIASAVVY_CIC



MediaSavvyCIC 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. In December 2020 we were delighted to be named as the region's **Outstanding Social Enterprise** in the **2020 North East Charity Awards**.

Now in our eleventh 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. Since the COVID-19 pandemic, we have also significantly developed our virtual learning provision. 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 IEE

OUR VISION

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

OUR MISSION

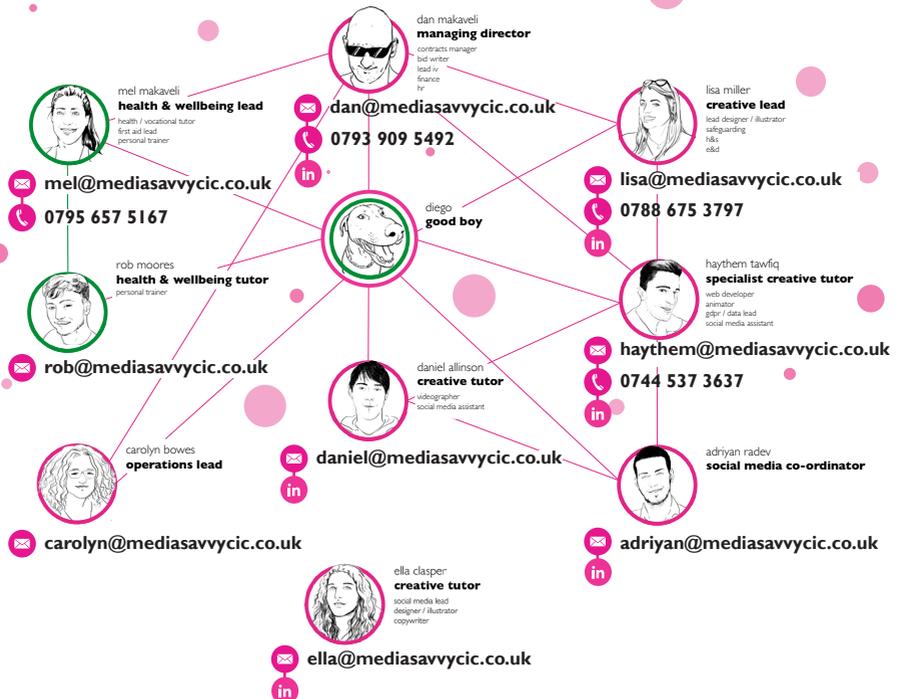
“ To unite and empower our community through creativity, innovation and education ”

2020/21 TUTORS

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

2020/21 SUPPORT STAFF AND VOLUNTEERS

Paula Dawes - Raymond Daghish - Charlotte Inskip



2020 - 2021 COURSE INFORMATION

INTRODUCTORY

NEW Digital Skills for
Beginners: 7 available pathways
Introduction to Digital Imaging
Pre-Employability & Wellbeing
Fit Body Fit Mind
Understanding My Fitness

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 16-18). 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 introduced a wide range of very informal sessions, based on ongoing learner feedback and funded through *The National Lottery Community Fund*. These sessions / short courses focus on a wide range of creative areas, such as photography, animation, drawing and video editing, (see pages 19-20).

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).



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.



Tyne and Wear Lieutenantcy

Mrs Susan M. Winfield, OBE, Her Majesty's Lord-Lieutenant

commended by Her Majesty's Lord-Lieutenant for

**INCREDIBLE SUPPORT AND SERVICE
GIVEN DURING THE COVID-19 CRISIS**

March 2020 - In response to the national lockdown, we quickly pivoted our teaching model and adapted 90% of our curriculum for online delivery. We also responded to learner demand and need, developing new content including the launch of a livestream, YouTube hosted chat show, '*Staying Connected*'. The core purpose here was to maintain contact with, and engage individuals who were becoming increasingly socially isolated during the pandemic. We are proud that our swift reaction was noted by and highly commended by the Her Majesty's Lord Lieutenant of Tyne and Wear.

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

Please get in touch at any time to find out what we have coming up,
or to be added to our mailing list, email:
courses@mediasavvyjc.co.uk

NON-ACCREDITED COURSE LIST		PAGE
DIGITAL SKILLS CHOOSE FROM A SUITE OF 7 SUBCATEGORIES	BEGINNERS, COMMUNICATION, MONEY MATTERS, ESAFETY, SOCIAL MEDIA FOR BEGINNERS, ONLINE PROFILE & EMPLOYABILITY haythem@mediasavvyvic.co.uk / lisa@mediasavvyvic.co.uk	6
INTRODUCTION TO DIGITAL IMAGING	INCREASE DIGITAL SKILLS BY CREATING YOUR OWN IMAGES AND PROJECTS haythem@mediasavvyvic.co.uk / lisa@mediasavvyvic.co.uk	7
UNDERSTANDING MY FITNESS	LEARN HOW TO WORTH WITH YOUR BODY TYPE IN THIS COURSE SUITABLE FOR BEGINNERS rob@mediasavvyvic.co.uk / courses@mediasavvyvic.co.uk	8
FIT BODY FIT MIND	IMPROVE YOUR CONCENTRATION, MEMORY AND MENTAL HEALTH rob@mediasavvyvic.co.uk / courses@mediasavvyvic.co.uk	9
PRE-EMPLOYABILITY & WELLBEING	ASSESS YOUR FITNESS, IMPROVE YOUR DIET AND WELLBEING rob@mediasavvyvic.co.uk / courses@mediasavvyvic.co.uk	10

NON-ACCREDITED COURSE LIST		
L1 - IT USER SKILLS USING DIGITAL ARTS AND MEDIA	USE INDUSTRY STANDARD SOFTWARE AND BUILD SKILLS IN OTHER AREAS SUCH AS WORD PROCESSING TO STRENGTHEN YOUR CV lisa@mediasavvyvic.co.uk	11
L2 - IT USER SKILLS DEVELOP DIGITAL ARTS AND MEDIA	USE INDUSTRY STANDARD SOFTWARE APPLYING SKILLS TO CREATE YOUR OWN IMAGES AND VIDEOS lisa@mediasavvyvic.co.uk	12
L1 - UNDERSTANDING AND OVERCOMING HEALTH AND FITNESS BARRIERS	UNDERSTAND HOW THE BODY WORKS, PLAN A FITNESS PROGRAMME AND CREATE AND DELIVER A PRESENTATION rob@mediasavvyvic.co.uk / courses@mediasavvyvic.co.uk	13
L2 - DEVELOPING SKILLS FOR EMPLOYMENT, PERSONAL HEALTH AND WELLBEING	DEVELOP PRACTICAL SKILLS AND TECHNIQUES TO IMPROVE YOUR LEVELS OF EMPLOYABILITY AND PERSONAL WELLBEING rob@mediasavvyvic.co.uk / courses@mediasavvyvic.co.uk	14
SKILLS FOR EMPLOYMENT, TRAINING & PERSONAL DEVELOPMENT	BUILD KNOWLEDGE OF YOUR IDEAL ROLE AND GAIN WORKEXPERIENCE FOR YOUR CV haythem@mediasavvyvic.co.uk / lisa@mediasavvyvic.co.uk	15

DROP-IN SESSIONS		
DIGITAL ARTS AND MEDIA SESSIONS	AN OPPORTUNITY FOR LEARNERS OF ALL LEVELS TO TRY OUT NEW SKILLS IN A FRIENDLY AND SUPPORTIVE ENVIRONMENT daniel@mediasavvyvic.co.uk / haythem@mediasavvyvic.co.uk	16
HEALTH AND WELLBEING SESSIONS	SUITABLE FOR ALL FITNESS LEVELS. SESSIONS INCLUDE; LOSE WEIGHT FEEL GREAT, HUMAN MOT, FOOD AND HEALTHY EATING, FIRST AID AND FITNESS CLASSES rob@mediasavvyvic.co.uk / courses@mediasavvyvic.co.uk	17
NATIONAL LOTTERY SESSIONS	A DIVERSE RANGE OF TASTER SESSIONS AND SHORT COURSES TO BE DELIVERED ACROSS SUNDERLAND OVER 2020-22 courses@mediasavvyvic.co.uk	19

COMMERCIAL COURSES		
FIRST AID QUALIFICATIONS	NATIONALLY RECOGNISED QUALIFICATIONS INCLUDING FIRST AID AT WORK, PAEDIATRIC, BASIC LIFE SUPPORT AND DEFIBRILATOR TRAINING <small>(DISCOUNTS AVAILABLE FOR LARGER GROUPS)</small> rob@mediasavvyvic.co.uk / courses@mediasavvyvic.co.uk	21

For any other related commercial training enquiries please get in touch

IMPROVE DIGITAL SKILLS &
CONFIDENCE ON OUR BRAND
NEW VIRTUAL SESSIONS

zoom  YouTube

LIVESTREAM

SIGN UP TO WATCH LIVE OR LATER VIA PRIVATE LINK

DIGITAL SKILLS: BASICS

PLUS FREE
ZOOM GUIDE

This course is the first in our Digital Skills series and is a prerequisite to access the other sessions. Aimed at those with minimal digital skills, learners will gain confidence using their device, set up a Google account, learn how to stay connected digitally alongside some basic eSafety

DIGITAL SKILLS: SOCIAL MEDIA

This course is aimed at those with minimal digital skills. Learners will improve knowledge on using social media including Facebook and Messenger, Twitter, Instagram and YouTube and key terms e.g. hashtag
N.B. Learners must complete Digital Skills: **Basics** before enrolling

DIGITAL SKILLS: eSAFETY

This course is aimed at those with minimal digital skills. Learners will improve knowledge on eSafety topics including location data, antivirus, fraud and scams, fake news and authenticating information
N.B. Learners must complete Digital Skills: **Basics** before enrolling

DIGITAL SKILLS: EMPLOYABILITY

This course is aimed at those with limited digital skills. Learners will improve knowledge on maintaining a good online presence inc. photos, sharing, managing UC claims and online form filling
N.B. Learners must complete Digital Skills: **Basics** before enrolling

DIGITAL SKILLS: MONEY MATTERS

This course is aimed at those with limited digital skills. Learners will improve knowledge of internet shopping and banking, including password security, checking reviews and price comparison sites
N.B. Learners must complete Digital Skills: **Basics** before enrolling

DIGITAL SKILLS: COMMUNICATION

SUNDERLAND
EXCLUSIVE

This course is aimed at those with limited digital skills. Learners will improve knowledge in using online communication methods such as Zoom, Facetime, Teams and their features e.g. Screenshare
N.B. Learners must complete Digital Skills: **Basics** before enrolling

DIGITAL SKILLS: SILVER SAVVIES

SOUTH TYNESIDE
EXCLUSIVE

This course is aimed at those with minimal digital skills. Learners will improve knowledge in learning the basics of using technology such as taking photos, downloading apps and eSafety



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

Sunderland
City Council



South Tyneside 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 professional 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



Sunderland
City Council

South Tyneside Council

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

- Gail B, Learner



UNDERSTANDING MY FITNESS



BRAND NEW VIRTUAL SESSIONS SUITABLE FOR ALL FITNESS LEVELS

This non-accredited course has been designed as a Taster, for learners who wish to start improving their knowledge of health, fitness and wellbeing; including how it applies to themselves and their own body types. This course is an excellent, bite-sized starting point for anyone wanting to get healthier and become more active, as well as being a potential pathway to access further, more in depth health and wellbeing courses.

As regulars at the health and wellbeing citywide network, we can see there is a high demand by health professionals for interventions like ours, especially those from our health and wellbeing suite. There is certainly a renewed push given the recent 'Live Active' initiative, and this course certainly compliments that.

As with ALL of our courses, transferable employability skills are built-in, giving learners an opportunity to complete their own research and risk assessments, take part in activities, develop their own plan and present findings to the group.



TIPS ON HOW TO WORK WITH YOUR BODY TYPE

LEARN ABOUT DIFFERENT TYPES OF FITNESS

START YOUR HEALTH JOURNEY

LEARN MORE ABOUT DIET & NUTRITION

Sunderland
City Council

A great session where I learned a lot of really interesting things about the body and my health and had a lot of fun!

- Amelia S, Learner

FIT BODY FIT MIND



**IMPROVE
MEMORY,
MENTAL
HEALTH AND
CONCENTRATION**

**LEARN
MORE
ABOUT
RELAXATION**



HEALTH AND WELLBEING TASTER COURSE

This introductory level course acts as a follow-on from *Understanding My Fitness*, but also independently.

The course empowers learners to take control of their fitness so that they are better equipped to stay fit, active 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 / Virtual 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 / VIRTUAL WELLBEING



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. We have frameworks for classroom, virtual and mixed delivery.

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.

Sunderland
City Council



South Tyneside Council

- Keith Stafford, Team Manager, NCRC



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

**1 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



Sunderland
City Council



South Tyneside Council

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.



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.

Sunderland
City Council



South Tyneside Council

- Colin C, Learner



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 QUALIFICATION



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

Sunderland
City Council



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-related situations 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 different roles.

This course will improve transferable employability skills, such as teamwork, confidence building, communication and 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'



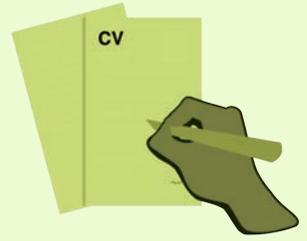
I really enjoyed the course, Mel was such a good tutor and I found it easy to learn and felt confident in what I'd learnt. It has given me the confidence and self esteem to continue on my search for employment.

- Whitney MT, Learner

Sunderland
City Council



SKILLS FOR EMPLOYMENT, TRAINING & PERSONAL DEVELOPMENT



DEVELOP EMPLOYABILITY SKILLS WITH A FOCUS ON VOLUNTEERING

This course aims to build core employability skills, with focus on volunteering. Learners will also develop IT skills by navigating the PC, completing online research, before compiling this into word processing documents and completing digital workbooks. These transferable skills include improved confidence and communication in order to help to approach organisations for voluntary and/or paid 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, perhaps in some instances, filling gaps where there has been long-term unemployment. Volunteering is an opportunity to gain experience in various role types in order to help 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



South Tyneside Council

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

- Joan N, Learner

**EXCITING
OPPORTUNITY**



Media Savvy
empowering through creativity cic

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

Provision has
been affected by
COVID-19 - please
get in touch for up-
to-date information



Media Savvy have 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, NHSNTW



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**

SESSIONS EITHER HELD AT:
**SAVVY TOWERS
OR ONLINE VIA
VIA ZOOM**
ZOOM /  YouTube

**FITNESS
CLASSES**

**THE HUMAN
BODY**

**OUTSIDE
PARK FUN**

FIRST AID



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 have nearly always progressed 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 2020/2021



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

FOR MORE DETAILS

EMAIL COURSES@MEDIASAVVYCIC.CO.UK TO ENROL OR FOR MORE INFO



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've never been able to develop a suite of offers that we can genuinely say has been learner-led.

- Dan, MD, Media Savvy CIC



INTRO TO ANIMATION VIRTUAL TASTER AND 5 WEEK COURSE



**SOCIAL MEDIA
BEGINNERS &
SOCIAL MEDIA
STRATEGY**

**INTRO TO PHOTOPAEA
VIRTUAL TASTER AND
5 WEEK COURSE**

**VIDEO EDITING
VIRTUAL TASTER AND
5 WEEK COURSE**

**ZOOM GUIDE &
WHATSAPP GUIDE**

**PHOTOGRAPHY
SESSIONS**

**A RANGE OF HEALTH &
WELLBEING COURSES INC.
RESISTANCE TRAINING**

ALL AVAILABLE NOW!

EMAIL COURSES@MEDIASAVVYCIC.CO.UK TO ENROL OR FOR MORE INFO



Really enjoyed the session and the activities and felt like I learned a lot. Had a good time with the group and I'm really pleased with my work!

- Beverley B, Learner



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,
Chiroprapist, 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 

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

- 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

illustration

videography

BE MORE SAVVY

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



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