

## **Opportunity for Sunderland Voluntary & Community Sector**

### **Offer: Website Search Engine Optimisation and Copywriting**

We have an exciting opportunity for Voluntary and Community sector organisations in Sunderland.

The Social Value offer comes from a media company who will meet with a VCSE organisation to assess their requirements and review their current website and social media posts. They will then provide the VCSE organisation with their recommendations to change website copy and provide 'tone of voice' guidance for all social media posts.

If you are a VCSE organisation operating within the Sunderland Local Authority area, with an annual turnover less than £250k, and believe you could benefit from this Social Value initiative, we would love to hear from you.

#### **What is Social Value?**

Social value is defined through the Public Services (Social Value) Act (2013) which requires organisations and their suppliers to look beyond the financial cost of a contract to consider how the services they commission and procure can improve the economic, social, and environmental wellbeing of an area.

The Alliance is bringing this type of added value to voluntary and community organisations, from the generosity of organisations offering a range of services, (pre-employment support, printing, fund writing, building materials and lots more) for public benefit.

This offer is made as part of Sunderland City Council's pledge to use its contracts with external companies to enable suppliers to provide charitable donations to local communities.

#### **What Next?**

If you think this could be you, and would like to apply, you will need to complete and return our short application form, describing how you would use the offer and what difference it will make to both your organisation and your community. After the deadline date, a panel will meet to choose the winning organisation. Some organisations may be contacted by the company prior to the decision-making panel to discuss the feasibility and size of the project, or for further information.

#### **How to Apply**

If you would like to apply, please email us at [contactus@sunderlandvsa.co.uk](mailto:contactus@sunderlandvsa.co.uk) returning your application form by Friday 13<sup>th</sup> December 2024 at 12 noon.

If you have any questions about this process, please contact Sharon Quinn via email: [sharon.quinn@sunderlandvsa.co.uk](mailto:sharon.quinn@sunderlandvsa.co.uk) or by mobile on 07770155710.