



## ProMo Cymru – Digital Services

### Background information

ProMo-Cymru works collaboratively to make links between people and services using creativity and digital technology. Supporting the third and public sectors to imagine, test and create better services.

ProMo works with communities through communications, advocacy, cultural engagement, digital and media production. Our work is informed by over 20 years of delivering digital youth information projects. This experience has allowed us to support a range of other third sector organisations in their digital journeys. This includes organisations supporting with homelessness, learning disabilities, community development, supporting families and many more complex social issues. We believe in forming long term partnerships to benefit people and organisations. ProMo is a registered charity and social enterprise; our profits are invested back into our community projects.

### Awards and recognition:

Tech for Good Award (Social Business Awards 2018)  
Best Marketing Digital Communication (WalesOnline Digital Awards 2018)

Website: [www.promo.cymru](http://www.promo.cymru)

### The offer under Enhance:

ProMo is able to offer a wide range of digital support and help organisations from working better with digital, communicating messages more effectively through to supporting the development of digital services.

We can help organisations deal with immediate demands as well as long term thinking around a sustainable model of digital delivery.

ProMo is based in Wales and is able to work bi-lingually through the Welsh language. We can work through video conferencing and provide remote support. We have no specific geographical limitations and are able to work across the UK.

The 3 specific Enhance support packages are:

1. Developing Digital Services:

How do you transition to delivering a sustainable digital service?

ProMo has over 20 years of experience in delivering digital services for communities. We can help third sector organisations develop systems and processes for working digitally with the communities they support. This could mean moving existing services online or designing and testing new solutions.

We achieve this through a process called Service Design which is a collaborative approach that puts people at the heart of the digital change process.

ProMo-Cymru will support organisations to move through the four phases of Service Design:

### Discover

Finding out the needs of their user and develop an understanding of what other support exists

### Define

After the Discovery phase ProMo will help organisations make sense of their findings and choose where they can best apply their resources.

### Develop

ProMo will help develop a prototype digital service that can be tested and further refined.

### Deliver

At the end of the process the organisation will have a working prototype digital service (or improved existing service) and will be better placed to support the people they work with.

Support will be provided through a combination of workshops, user research and technical delivery

## 2. Communicating with Users:

ProMo can support third sector organisations to better communicate with the communities they support through digital. We are able to do this through a variety of different methods this includes supporting organisations to use and make the best of a variety of messaging services to speak to their users.

ProMo will support organisations to implement a plan through a combination of direct delivery, coaching and workshops. This is subject to

achieving Level 1 of Lloyds Communications Enhance Module (ProMo is able to support organisations to achieve Level 1). A range of topics will be explored including: digital marketing, social media targeting, using analytics, using video & animation, making the most of free or low cost online tools.

### 3. Video and Animation:

ProMo is able to provide video and animation services to engage communities and ensure peoples voices form part of the organisations messaging.

An example of how we supported the YMCA to explain a complex issue to professionals and young people:

<https://www.promo.cymru/project/ymca-cardiff/>

### **When might the Partner be the most appropriate solution for the charity?**

We can help support organisations who want to develop new digital services but are unsure about the next steps. ProMo is a non-profit with a trading arm that has been building digital services for 20 years. We specialise in communication and developing messages with and for seldom heard groups. ProMo also delivers frontline digital services so understands the needs of communities and the demands on the third sector.

Past clients have included Welsh Government, Public Health Wales, Shelter Cymru, Llamau, South Riverside Community Development Centre, All Wales People First, Holos, DTA Wales, Local Authorities, Housing Associations and others.

Details of some of our project can be found here:

<https://www.promo.cymru/projects/>

### **Input needed from the charity:**

#### **Developing Digital Services:**

This offer will require active participation from across the organisation from frontline staff to CEO. We would expect this equates to around 2 days of staff time.

#### **Communicating with Users:**

This offer will require up to 0.5 days of participation from the organisation prior to delivery in order to assess current systems, processes and knowledge. The rest of the delivery time will consist of workshops/training/one to one support. This can be delivered across the organisation or we can work with a designated lead.

**Animation:**

This offer will require up to 1.5 days of participation from a designated lead. This will consist of supporting the development of storyboards and sign off of scripts and facilitating access to participants if needed.