

SAVTE Brief for Rebrand – August 2022

1 Business and Brand Overview

1.1 SAVTE is looking to

Update brand and message to reflect more accurately what we are and what we are aiming to achieve. This includes creating a new name which is memorable for all our participants and a logo that symbolises what we are about (inclusion, equity and emphasising that everyone is welcome).

1.2 SAVTE overview

SAVTE (the Sheffield Association for the Voluntary Teaching of English) is a Sheffield based charity which started in the 1970s when volunteers decided to support Yemeni steelworkers and their families to learn English in a way that supported their integration into the city. We are (even on a national scale) fairly unique. We have a network of over 150 volunteers working to support speakers of other languages to develop skills, knowledge and confidence in the English language. This ultimately develops agency, and enables students to participate and become more active citizens. The English we provide is relevant for practical, everyday use and is highly individualised as it responds to an individual's goals. We also help people engage with their communities, access services and progress onto other activities when they are ready. Over the last few years, our approach has been breaking new ground nationally and SAVTE has been cited in numerous Good Practice research which has resulted in good practice toolkits and frameworks which have been published nationally. These include [Migration Yorkshire ESOL for Refugees Toolkit](#) and [NATECLA "A Framework for Good Practice in Voluntary ESOL".](#)

SAVTE has strong historical links in Sheffield, and these play to our identity. Over 48 years, we have continually evolved to respond to the changing migration patterns and diverse needs in the city. Our training programmes and resources are developed to suit the people that we support. We know that there is a lot of opportunity to do more, our programmes also offer supported volunteering placements which provide new

opportunities and experiences for anyone in the city to develop skills and new experiences which in turn supports wellbeing, employability and community connectivity. Our programmes have been tried and tested, and we are now an accredited training provider with the aim to deliver services/consultancy outside of Sheffield. We have a unique, quality product and we want to do more - therefore our brand needs to set the tone for where we want to be.

Our current programmes include:

- 1:1 support at home or online
- Online conversation / small conversation groups - part of our digital inclusion project
- Community conversation groups
- Digital support (provision of devices and data and training)
- Volunteer training, including new Level 1 accredited training.
- Ongoing volunteer development and support.

Our participants:

We welcome anyone who lives in Sheffield, however our objective is to work with those participants who are unable to access standard provision, due to circumstances, or lack of availability, and those where a more informal and flexible approach to learning and practising English is more suitable. We are also keen to recruit more people as volunteers who are new to volunteering, and who can benefit from developing skills and experiences as volunteers with SAVTE. We are keen for the new brand to be welcoming and inclusive for both these groups of people.

1.3 Our organisational mission and values

Our current mission statement is:

“SAVTE works with Sheffield communities and individuals to realise their potential through volunteering and the development of practical English language skills and the confidence to become more active, empowered and connected citizens”.

Our approach is underpinned by the following values:

- **Open and accountable** - involving participants and taking into account their views and experiences. We are transparent and report on all our activities / finances
- **Collaborative** - we work in partnership to achieve our aims and maximise impact for all partners and beneficiaries.
- **Compassionate** - and kind to everyone, we stand against abuse of trust, power and discrimination. Our policies and workplace practices will aim to create an inclusive culture, where people's wellbeing and mental health are valued and promoted.
- **Inspirational and a role model for best practice** - we are constantly improving - we want to empower and make a difference for individuals and communities.
- **Integrity** - good governance and management in place, decisions are democratic and team upholds professional - personal conduct at all times
- **Respect** - We value people from all cultures and backgrounds and celebrate diversity as a strength and are sensitive to the impact of our activities on both the natural and human environment.
- **Empowering** - overcoming barriers, promoting Equal Opportunities responding to individual, identified needs - enabling people to build agency, have a voice and influence.

1.4 What makes us unique

We are unique because we are not classroom-based, our provision is not top down but person-centred, we support our participants to achieve their self-defined goals at an individual level: our 1:1 programme is our USP. Nationally, there are a limited number of organisations who provide 1:1 English support to those experiencing the greatest isolation. Our volunteer programme is quality marked, a tried and tested, bespoke training programme coupled with the supported placement opportunity, our participants report a positive experience of volunteering. Almost all our home learners experience

complex needs and that is why we ensure thorough training and support to ensure that

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our programmes give all our participants the best investment into their learning and development that is possible.

1.5 The current problem

The charity has undergone much change and development in its near-50 years of existence, and yet the name and branding has not been updated since 2004. There is a strong sense among staff, trustees, volunteers and clients of the charity that the current name - SAVTE - lacks meaning and relevance to the work that the organisation now prioritises. The logo and visual branding also feel out-of-date and disconnected from the organisation's key values. For example, we are keen to move away from a name that incorporates the concept of 'teaching' as this does not reflect the collaborative role that volunteers play in *supporting* language learning and the development of skills. We also recognise the need for a name that is more accessible and meaningful for people for whom English is not their first language.

Furthermore, the organisation is experiencing and anticipating change, particularly due to the wider funding landscape. SAVTE has successfully delivered volunteer-led programmes in Sheffield for 48 years, typically funded through grants and local contracts. The funding landscape is changing rapidly, however, with increasing expectations for classroom-based language learning and emphasis on 'employability'. There are also fewer opportunities to access funding to support community development work, and more personalised, volunteer-led approaches to language learning. This means that, in the past couple of years, we have had to reconfigure the delivery of some key activities and realign the organisation's priorities, to respond to changes in available funding. We anticipate more of this in the coming years, and therefore feel now is a crucial time to revise the outward-facing branding of the organisation. This would position us better for building new relationships, developing our offer and accessing new income streams.

We want our new brand to help us to achieve the following goals in the next few years:

- Develop and broaden our connections with local and national stakeholders, to raise the profile of the organisation and its work and to collaborate on larger

programmes/contracts.

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- Access different sources of funding in Sheffield and beyond, including grants, contracts, personal donations and corporate sponsorship. We are currently reliant on grant funding.
- Market our accredited training programme to other third sector and / or private sector organisations, beyond Sheffield, we are the first in the country to deliver accredited ESOL Volunteer training.
- Maintain capacity to deliver both direct English language support and support for local community development as well as formal English classes.
- Recruit more volunteers who are new to volunteering, and from diverse backgrounds, to support the work of the organisation and build their own skills and experience.

2 Scope of work

2.1 Project objectives

To develop and produce a new brand for the organisation that is a better reflection of the work we do and our values, moving forward. This branding will include:

- A new name for the organisation
- A new logo
- A new tagline / slogan
- A new visual identity for the organisation's website and other communication.

2.2 Target audience / markets

SAVTE engages in different ways with a broad range of different people, and the new brand needs to be accessible and appealing across these audiences. They include:

Our Participants (learners): many participants are new to Sheffield, all face barriers and therefore cannot access mainstream provision for language support. Some are

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isolated in areas where there is no provision or community infrastructure. Almost all have low levels of English, many only have a smartphone and a significant number are not digitally literate.

Volunteers: we receive a large number of volunteer applications from the more affluent areas of Sheffield, demographically volunteers who are retired / time rich. We are keen to attract more volunteers from the communities where we work, and currently invest in this, through outreach and networking. However, this takes time.

Referral Partners: those who refer people to SAVTE (statutory front line workers) and who support those we work with.

Potential organisations who might partner with us to provide formal ESOL or volunteer training.

Funding organisations who would consider granting funding or contracting the organisation to deliver services and / or programmes.

2.3 Overall approach

Reflecting the core values of the organisation, it is expected that the approach to developing the new brand and identity will be collaborative, involving direct engagement with a range of stakeholders who have experience of the organisation's work. This will likely include a range of staff, trustees, volunteers, clients, and other external stakeholders. It is particularly important that the branding development explores and accommodates the needs of the people the organisation supports - people with limited English, and often with limited digital skills.

However, we are also keen to bring in broader perspectives from beyond the circles within which SAVTE usually operates, to ensure that the final brand is accessible and meaningful to a diverse audience.

2.4 Key steps and deliverables

The following steps reflect the anticipated process of this work:

- Engagement with staff, volunteers, trustees, clients and key external stakeholders to generate insights to inform brand development.

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- Develop draft name, logo and messaging.
- Test draft name, logo and messaging with key stakeholders.
- Revise name, logo and messaging following testing.
- Develop visual identity and guidelines for using branding.
- Deliver final branding package, configured for web and other digital use.

The following deliverables are the expected outputs of this work:

1. Short summary report following initial engagement work.
2. Draft name, logo and messaging, reflecting initial engagement work.
3. Final name, logo and messaging, configured for digital use.
4. New visual identity for website and other external communications.
5. Branding guidelines to guide the use of the new brand.

3 Project Timescale

Brief circulated and open to applications	15/08/22
Deadline for submissions of applications	9am on 19/09/22

Consultants / agencies notified of outcome of shortlisting process	By 26/09/22
Interviews with shortlisted consultants / agencies, to present proposal	03/10/22 (morning)

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Agency / consultant appointed	05/10/22
Inception meeting and project development timeline confirmed. Roles and responsibilities (SAVTE/ Consultant) confirmed.	Week beginning 10/10/22
Suggested timeframe for activities: <ul style="list-style-type: none"> ● Development of ideas ● Draft summary report on engagement activities ● Testing ● Submit draft ideas to CEO & board ● Further refinement & testing 	October / November '22 End of November '22 December '22 / January '23 End of January '23 February '23
Sign-off of final brand and logo	End of February 2023
Development of digital resources and branding guidelines	March 2023
Completion of all deliverables	End of March 2023

4 Project Budget

£5k (including VAT and expenses).

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5 Required Response

Proposals for this consultancy work should include:

- A written response to the brief indicating your proposed approach and steps to developing the new branding (no more than 2 pages).
- Description of how your experience meets the values of SAVTE and the expectations for this work.
- Breakdown of costs and timescale for the work.
- Up to 3 examples of relevant past work.
- Up to 3 testimonials from previous clients, or contact details for people who can provide references for your work.

Proposals should be emailed to Stella Burton (Chief Executive) by **9.00am on Monday 19th September**: stella@savte.org.uk

6 Contact Information

Please get in contact with Stella Burton (Chief Executive) with any questions about the brief, or to arrange an informal chat: stella@savte.org.uk

Website: <http://savte.org.uk/>

Twitter: [@SAVTE2](#)

