

York on a budget book

Proposal for production and distribution of information to help people reduce the cost of living, reduce debt, maximise income and seek further support

Summary

Specifically, the book will cover

- Basic advice about money concerns.
- Hints on controlling finances and managing money better.
- Advice on managing debts.
- Tips for saving money.
- Ideas to help increase income
- Advice about how to manage money at Christmas
- Contacts for more help and advice
- Suggestions of things to do and places to go for free in York

The booklet will be distributed in the following ways:

- Through the Bureau reception, outreaches and specialist projects.
- Via partner agencies e.g. Arclight, Peasholme Centre, GPs libraries,
- Credit Union, probation, through Children's Centres, YREN, York Travellers Trust, CVS etc.
- Through appropriate Council departments, all Councillors and ward committees.
- Estate managers, housing associations, residents associations
- At specific promotional events including the Credit Crunch event at the Guildhall in November
- Money management workshops
- Appropriate community groups and events
- Delivered to specific ward area along with 'Your Ward' publication

Milestones for preparations

Preparation of draft copy and quotes for design and print already completed

Funding confirmation - £2,000 is already identified for the production of the booklet. Additional funding to be sought from the council would allow for its distribution across the city beyond those wards who have funded so far.

Weeks 1 & 2 - Review of copy by CYC officers in Economic Development Unit and Marketing Communications (with reference to style, plain use of English and prominence of CYC branding in accordance with corporate policy)

Weeks 3 & 4 – Design review, final approval and printing, pending booking of print time

Weeks 5 ongoing – provision of booklets to agencies and distribution as above.
Marketing and promotional activity (with reference to preparation for Christmas)

Measurable targets and outcomes

Target - To produce 20,000 copies for York residents to help inform on money saving, how to budget and deal with debt. Also to inform on the range of assistance and services available i.e. Future Prospects and Credit Union

Outcomes – To help maximise income, minimise debt and ensure visibility of information about further support and assistance

Funding breakdown

£2,000 already identified from ward budgets

Additional funds for print, design and city-wide distribution £3,500
(not just in those wards who have funded thus far)