

Review

From 1st January 2008 until
30th June 2008 inclusive



Action for Involvement has enjoyed a successful 6 months for the period from 1st January 2008 until 30th June 2008 inclusive.

In this time we met Sheffield Community Enterprise Development Unit (SCEDU) to develop plans to become financially independent and resulted in our having:

- Formulated benchmarks to measure qualitative and quantitative success
- Narrowed our specialist areas of activity to focus on governance and sustainability in the following generic areas of Public/Private cross over:
 - Public/Private Investment
 - Environmental
 - Technology
 - Public Service Delivery locally and nationally
 - Housing
 - Education
 - Transport
 - Health & Welfare
 - Enforcement & Regulation
- Developed work on our Unique Selling Point
- Identified our market, strengths and weaknesses

We concluded these activities with our Annual Report & Accounts for the period 26th June 2006 to 31st December 2007 inclusive, organising an Open Planning Meeting on 24th June 2008 to present what we had done to date and ratify our strategic plans.

Concurrent to this, Wendy Stern, our Joint Co-Chair/Secretary procured the support of a Social Media expert on a non-chargeable basis to redesign our Website to be compatible with Web 2.0 technology. Guest speakers at our Open Planning Meeting which was a resounding success, included Darryl Dawson of Connexions PR the award winning PR & Marketing Consultancy and Dave Briggs, Web 2.0 Social Media specialist.

Our newly appointed Treasurer, Yogi Shastri, and his Assistant, Prency Porathor, are enthusiastic about AFIs objectives and we value their contributions.

All the indications are that our plans to extend AFIs reach are progressing well and we feel optimistic that our funding application will be received well.