Communities and Neighbourhood Committee

10.00am, Tuesday 5 May 2015

Contact in the Capital - Community Communications

Item number	7.2
Report number	
Executive/routine	
Wards	All and in particular Pentland Hills, Sighthill/Gorgie, Portobello/Craigmillar, Forth and Inverleith

Executive summary

This report provides a summary of progress on two Community Communications Pilot projects in North Edinburgh and Craigmillar, originally agreed by Corporate Policy and Strategy on 5 November 2013. The report also provides an update on the Wester Hailes pilot project agreed by the Communities and Neighbourhoods Committee in February 2015. These are attached in Appendix 1.

Appendix 2 provides an overview of other community newspapers in the city and how they achieve sustainability as requested by Committee.

The report reviews how the pilots have performed against the original success criteria set out by Committee at the start of the pilot programme. The experience of the pilot projects highlights the potential of community communication channels to support community cohesion.

Links

Coalition pledges	P33
Council outcomes	CO23, CO24
Single Outcome Agreement	

EDINBVRGH
THE CITY OF EDINBURGH COUNCIL

Report

Contact in the Capital – Community Communications

Recommendations

It is recommended that Committee:

1.1 Notes that local community based news channels, particularly in regeneration areas, have the potential to enhance community cohesion, improve communication and engagement with local communities and offer the potential to provide skills development opportunities. .

1.2 Notes the experience of the pilot projects to date, against the success criteria set at the outset of the pilots.

Background

2.1 Following the decision to end the contract for Outlook, the Council's public information newspaper, the City of Edinburgh Council approved a report on 22 November 2012 recommending that work be carried out to 'provide options for investment in better, more efficient, two-way communications with the Capital's communities'.

2.2 On 5 November 2013, the Corporate Policy and Strategy Committee approved a Community Communication Pilot Project. Committee subsequently agreed, on 25 March 2014, to proceed with two projects, one in North Edinburgh and the other in Craigmillar and to transfer the governance to the Communities and Neighbourhoods Committee.

2.3 The Wester Hailes Digital Sentinel subsequently approached the Council for inclusion in the scheme and this was agreed by the Communities and Neighbourhoods Committee in February 2015. The involvement of this element of the pilot created a wider geographical spread across the city.

2.4 The pilot scheme presented options for improving the ways in which the Council communicates with residents with a renewed emphasis on two-way communications and community driven initiatives. With the Council's commitment to a renewed focus on dialogue with communities and decision making which better reflects public opinion, Edinburgh has the opportunity to use innovative communications developments, while maximising the channels already operating within communities.

2.5 Appendix 1 describes how each of the pilot projects:

- Adds value to an existing communications channel or uses new technology /social media to add value and save money;

- Enables information to reach people more quickly or more effectively;

- Offers ways to reach hard to reach audiences;

- Provides two way communications – encouraging feedback and ongoing dialogue;

- Provides opportunities to be adapted or replicated for use in other areas and communities;

- Enhances community capacity and in particular links in to Community Council or other community based group activity; and

- Offer opportunities for training and skills development.

2.6   Appendix 2 provides an outline of other known hyperlocal publications, albeit not in regeneration areas, as requested by Committee in February 2015

Main report

3.1   Initial comparisons between the three pilot projects bear out UK wide research findings reported by NESTA (an innovation charity, helping people and organisations bring great ideas to life) in its UK wide review of hyperlocal media 'Here and Now'.

Findings

3.2   There are many different production models for successful community communications channels, supporting a number of different civic and journalistic purposes, including local news, campaigns, scrutiny of public bodies and supporting local identity. Each has its place in communities and any model developed must, by its nature, be relevant and particular to the local area, taking into account community capacity, history and resources available.

3.3   There is no "one size fits all" model guaranteed to be successfully replicated in other communities.

3.4   Appropriate models grow from particular circumstance and those in regeneration areas require support to enhance community capacity.

3.5   The NESTA review goes on to state that "Hyperlocal news is not just about online, print continues to play a role as does video and audio production, albeit often delivered in newer ways. They play a useful role in the hyperlocal mix and should not be discounted". All three pilot projects have recognised the need for this mix and are working to get the balance right for their area.

3.6   The three pilot projects in this programme illustrate the need for different production models to be allowed to emerge based on local circumstances as well as the need for local editorial control and decision making. Successful local projects do not simply broadcast information, but engage in two-way dialogue with their readers. Community engagement is as important as journalistic and publishing skills for future sustainability.

3.7   Sustaining community engagement is as big a challenge as publishing relevant and interesting local news and requires deliberate support and investment to be

successful in regeneration areas. The level of support and investment will be particular to each area and should support creativity and innovation already taking place. It is suggested that Neighbourhood Partnerships consider this matter, as appropriate, with community news outlets in their areas.

3.8   While some hyperlocal community communications models have managed to become financially viable (mainly through advertising sales – such as the Portobello Reporter) this is unlikely to be successful in regeneration areas where audiences are not usually of the scale to attract significant advertising revenue.

3.9   The future of successful community communications channels is likely to be varied and what works for some communities will not work for others.

3.10   For example, some key findings from the pilots, are:

- The Craigmillar pilot has been resource intensive in terms of officer time and it has taken some time to develop community interest in the project however foundations have been established. The next stage will involve skills development and training with Castlebrae Community High School an active partner in the project;
- In North, the pilot project has facilitated media coverage of the joint agency campaign against youth crime in this area #Stronger North. The pilot has provided an independent channel to communicate with the community, and a means to develop community cohesion in response to this challenge which is a priority for the neighbourhood; and
- There is the potential for community news outlets to support existing initiatives as for example in Wester Hailes, the Digital Sentinel pilot plans to forge closer links with Wester Hailes Education Centre and the Healthy Living Wester Hailes project.

3.11   All three pilots have offered training and skills development opportunities for young people in line with the success measures set out at the start of the programme.

3.12   In conclusion, there are a variety of benefits for communities resulting from community communications outlets. The benefits should be set in context of the particular priorities for local communities and the resource implications for neighbourhood teams. Further details of this are outlined in Appendix 1.

Measures of success

4.1   The newly aligned neighbourhoods / localities use local communications channels where appropriate, particularly in regeneration areas to enhance community engagement.

Financial impact

5.1   None from this report.

Risk, policy, compliance and governance impact

6.1   If there is a significant time gap in considering the support required for the projects in this pilot programme the projects may fold and any momentum, readership following and community involvement gained may have to be rebuilt in future.

Equalities impact

7.1   Accessibility issues will always require to be considered for each community with particular attention paid to engagement with and involvement of difficult to reach groups.

Sustainability impact

8.1   The continuing drive to reduce printed material has a positive environmental impact.

Consultation and engagement

9.1   Consultation has taken place as follows:

- Lead officers in Neighbourhoods
- Pilot project lead officers

Background reading/external references

The Edinburgh People's Survey 2012, Corporate Policy and Strategy Committee, 26 February 2013.

Local Government Reputation: delivery for people LGA 2010

NESTA Report Hyperlocal Media Today

Contact in the Capital – North Pilot Project Report with Appendices

John Bury

Acting Director of Services for Communities

Lesley McPherson, Chief Communications Officer

Lesley.McPherson@edinburgh.gov.uk | Tel: 0131 529 4030

Links

Coalition pledges	P33: Strengthen Neighbourhood Partnerships and further involve local people in decisions on how Council resources are used.
Council outcomes	CO23 – Well engaged and well informed – Communities and individual are empowered and supported to improve local outcomes and foster a sense of community. CO24 – The Council communicates effectively internally and externally and has an excellent reputation for customer care.
Single Outcome Agreement	
Appendices	Appendix 1 – Progress and update on three pilot projects
	Appendix 2 – Information on other Edinburgh community newspapers.

North – Contact in the Capital Performance & Monitoring 2014-2015
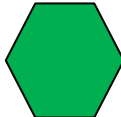
March 2015

Background:

The Contact in the Capital pilot initiative has been established to identify methods to improve communication with our communities. The pilot should also be used as an opportunity to identify where successful methods can then be sustained.

There are two pilot projects, East and North with North receiving £25k for the period 2014/15.

Performance metrics agreed by the Council's Corporate Policy & Strategy Committee are shown in **RED Bold** in the following tables, alongside additional local performance indicators identified by the North Pilot Project Group. These focused on three key elements:
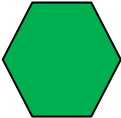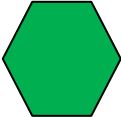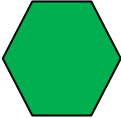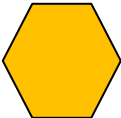
- Youth Engagement;
- Electronic media;
- Print editions of North Edinburgh News.

North – Contact in the Capital	Performance Indicators	Source	Baseline 2014	Project Group Target	
YOUTH ENGAGEMENT	Number of young people actively engaged in developing local media	NEN/CLD Reports	Zero	Minimum 45 Young People involved	

DESCRIPTION / PILOT TARGET	DESIRED OUTCOMES	LEAD	SUPPORT / RESOURCE	PROGRESS MADE	OVERALL PROGRESS
Enhanced skills for young people and community representatives (16)	Interested residents and young people contribute to local life	NEN Editor/ North Edinburgh Young Peoples Forum/ Guardians Group / CLD	Project funding / North Edinburgh Young Peoples Forum/ CLD	**September 2014** **5** young people attended Forth NP Regeneration Conference on 27th September and learned to write journalistic notes and ask appropriate questions. Inverleith SeptemberFest involved blog articles from **2** Broughton High Students, using photographs supplied by **5** art/photography students aged 16 – 18 yrs. Same students prepared full page article with images for October NEN. **4** students provided an article and photographs on the Active Schools Autumn Sports event at Broughton High School and an article with pictures on the Inverleith Community Conference. **October 2014** Training day for **4** members of North Edinburgh North Edinburgh Young Peoples Forum, articles and short video produced;	**EXCEEDED**

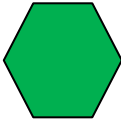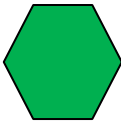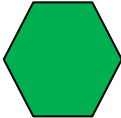|					
				November 2014	
				1 S5 BHS pupil completes four week long work placement with NEN and produced two articles for publication;	
				Training of **5** North Edinburgh Young Peoples Forum members and **4** BHS students to develop and produce articles and pictures for December 'Youth' NEN;	
				December 2014	
				Same 4 BHS students produced and published articles for December NEN and online blog;	
				December edition included a 'Youth NEN' with involvement of Power to the Pupil group involving **14** young people supported by CLD, learning about youth democracy etc with contributions to articles from **4** of the group**.**	
				January 2015	
				Further training of same North Edinburgh Young Peoples Forum and BHS students for February edition. To include coverage of Scottish Youth Parliament elections/hustings	
				February 2015	
				1 young person contributed to the NEN blog basing his article on his experience of the Scottish Youth Parliament Hustings.	
Numbers of local people/ young people signed up for training	Local people and young people learn new skills and	NEN Editor/North Edinburgh	Project funding / North Edinburgh Young Peoples	**4** members of North Edinburgh Young Peoples Forum took part in a one-day training session at the PCA office on Ferry Road Drive. This resulted in two blog	**EXCEEDED**

| as citizen journalists (12); and completed training (9) | engage with wider community | Young Peoples Forum/ CLD | Forum | articles – with photographs and a short film was also produced. Group continue to be involved in NEN.

1 S5 Broughton High pupil completed four week work experience placement with NEN learning all aspects of printed and digital media, reporting, editing.

6 young people trained on journalistic interviewing techniques as part of Muirhouse Library Teen Scream (youth mag).

Group of **11** young people (Tomorrows People) aged 16 – 25 yrs trained to research and produce stories on social media. The group will now research the agreed topic of legal highs and work will continue with them during March. | |
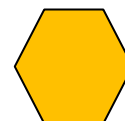
North – Contact in the Capital	Performance Indicators	Source	Baseline 2014	Project Group Target

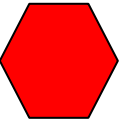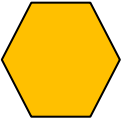| DIGITAL MEDIA		Number of people seeking communication via digital media	Baseline survey June 2014 - 229 responses	63% prefer Facebook 32% prefer Twitter 72% prefer a Website	Redevelop Facebook page Increase number of followers Redevelop website
DESCRIPTION / PILOT TARGET	**DESIRED OUTCOMES**	**LEAD**	**SUPPORT / RESOURCE**	**PROGRESS MADE**	**OVERALL PROGRESS**
Number of stories identified (3 per week)	Interested residents and young people contribute to local life	NEN Editor	Project funding	NEN Online Blog: Average 150 stories per month. Average 250 visits per day. Facebook: Launched November, 430 likes Twitter: 1044 Followers	**EXEEDED**
Frequency of text published (1 per week)	Local interest and issues are widely promoted	NEN Editor	Project funding	Blog – average 9 articles/items per day Facebook – average 20 items per day Twitter – average 8 – 11 tweets per day	**EXCEEDED**
Number of pictures taken and published (2 per week)	Interested residents and young people contribute to local life and learn new skills	NEN Editor	Project funding	Majority of online blog articles/items include image or link to video. Twitter and Facebook also include images and links to local information.	**EXCEEDED**
Increased access to information – range of channels available/satisfaction with improvement (20% increase on baseline)	Local residents and organisations are more aware of local opportunities to get involved and have a say.	NEN Editor	Project funding	Online Blog – average 250 visits per day Facebook – 430 likes Twitter – 1044 followers % increase in satisfaction not measured – further survey to be carried out if project funding secured	**PARTIALLY MET**
Number of social media transactions	Local community grows online	NEN Board	Project funding	Twitter – average 8 – 11 tweets per day Facebook – average 20 items per day	**EXCEEDED**

(Tweets, followers/likes etc) (12 per month)	engagement			Facebook launched November – 0 - 430 likes Twitter – 1044 followers.	
Community Capacity building – number of people capable of local digital reporting (28)	Community representatives can engage with and instantly report on local developments	NEN Editor/ CLD	Project funding	Youth events planned in March Adult events not developed during pilot	**PARTIALLY MET**
Redevelop Facebook Page	Residents, especially younger people will engage with local information and media	NEN	Project funding	Completed – Went live November 2014 430 Likes	**FULLY MET**
Develop Website	Will support multiple platform engagement	NEN	Project funding	Completed – Went live November 2014 Blog included and averages 250 views per day	**FULLY MET**

North – Contact in the Capital	Performance Indicators	Source	Baseline 2014	Project Group Target
PRINTED MEDIA	Number of people seeking communication	Baseline survey June 2014 - 229	68% preferred	Provide 3 printed versions of NEN with door to door

		via printed materials	responses	printed	distribution in agreed areas and pickup points.

DESCRIPTION / PILOT TARGET	DESIRED OUTCOMES	LEAD	SUPPORT / RESOURCE	PROGRESS MADE	OVERALL PROGRESS
Number of stories identified (3 per week)	Interested residents and young people contribute to local life	NEN Editor	Project funding	Oct 14: 6 articles from residents/groups 3 articles from young people 16 articles from locally based orgs Dec 14: 6 articles from residents/groups 7 articles from young people 14 articles from locally based orgs Feb 15: 6 articles from residents/groups Centre page spread from young people 17 articles from locally based orgs	**EXCEEDED**
Frequency of text published (1 per week)	Local interest and issues are widely promoted	NEN Editor	Project funding	3 printed editions completed, each 16 page and included over 40 articles/items per issue	**EXCEEDED**
Number of pictures taken and published (2 per week)	Interested residents and young people contribute to local life and learn new skills	NEN Editor	Project funding	3 editions = 115 images	**EXCEEDED**

Increased access to information – range of channels available/satisfaction with improvement (20% increase on baseline)	Local residents and organisations are more aware of local opportunities to get involved and have a say.	NEN	Project funding/ distribution company	3 printed editions completed with 36,000 copies printed and distributed door to door (over 97% successful delivery rate). 4,000 distributed via 31 pickup points. % increase in satisfaction not measured – further survey to be carried out if project funding secured	**PARTIALLY MET**

North – Contact in the Capital	**Performance Indicators**	**Source**	**Baseline 2014**	**Associated Target**
OTHER SUPPORT / ENGAGEMENT	Increase in feedback and consultation and satisfaction	Not measured	n/a	Increase number of opportunities for people to engage

DESCRIPTION / PILOT TARGET	DESIRED OUTCOMES	LEAD	SUPPORT / RESOURCE	PROGRESS MADE	OVERALL PROGRESS
Increased feedback opportunities – number/type of feedback available / satisfaction with feedback opportunities	CEC and local projects identify most suitable methods to engage and inform	NEN Editor/ Project Group / CEC North Team	NEN	Methods used to date allow for two way communication including the blog, twitter and Facebook. New website will continue to support this also with ability to undertake polls etc. Individuals also engaged via the Letters page in the NEN.	**PARTIALLY MET**
Enhanced consultation opportunities – client customer satisfaction	Local residents can engage with and influence how local services are provided	NEN Editor/ Project Group / CEC North Team	Project funding	Anecdotal evidence of greater awareness and opportunity to engage, but no systematic analysis carried out	**PARTIALLY MET**
Open door events (2)	Interested residents and young people can informally learn about how to get involved with new media and future reposting	NEN Board	N/A	Youth event planned March 2015	**NOT MET**
New recruits/trainees for project governance (4)	More interested people can become involved in developing longer term sustainability for the wider project.	NEN Board	N/A	Project Group benefitted from sustained support from community representatives (average of just under 4 per meeting). No increase in NEN board membership	**PARTIALLY MET**

PORTOBELLO & CRAIGMILLAR

NEIGHBOURHOOD PARTNERSHIP

East – Contact in the Capital
Performance & Monitoring 2014-2015

March 2015

Background:

The Contact in the Capital pilot initiative has been established to identify methods to improve communication with our communities. The pilot should also be used as an opportunity to identify where successful methods can then be sustained.

The Craigmillar project based in East Neighbourhood received £13.5k or the period 2014/15 and has spent £7,500.

Performance metrics agreed by the Council's Corporate Policy & Strategy Committee are shown in **RED Bold.** In East, there was no pre-existing news website or other publication. The project approach has been to find a sustainable method of creating and publishing a digital news platform provisionally called The Digital Chronicle developing local community capacity without the need to employ somebody on a short or long term basis, but to buy in expertise, equipment or publishing platforms on a one off basis as required.

 A survey was carried out in the summer of 2014 (attached) to establish some baseline information, on the views and requirements of the community, which was followed up with two workshops in November 2014; one held at Castlebrae Community High School and one in the White House. An email distribution list created now contains over 200 email addresses of interested individuals.

Although the website has not yet been built, workshops will be delivered over the next one to two months on a number of topics including newsgathering, film making on a smart phone and tablet device, blogging, copyright and journalism ethics, interviewing, digital and multimedia journalism. Although places will be limited, they will be open for all to apply and delivered locally. Castlebrae High School has been and will continue to be an active partner in the delivery of the new Chronicle. A reporter's pack including a laptop and tablet has been sourced; this will be checked in and out to ensure digital access for Chronicle citizen reporters without access to the necessary IT equipment. This should increase the future sustainability of the Chronicle.
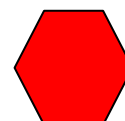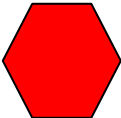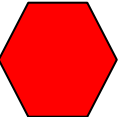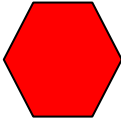
Summary and recommendations

Overall, the development of an operational online digital news product in Craigmillar has been resource intensive in terms of officer time. Effort has had to be put into building effective and sustainable foundations by strengthening community capacity. As this is mainly about networking, identifying community participants and developing relationships in a community with significant challenges it has taken a number of months to reach this stage. It is therefore not surprising that the project has not yet managed to reach the stage of regular published material and overall progress performance metrics have not been met. The project has successfully created community interest and is now able to move on to the stage 2 comprising training and skills development for community participants.
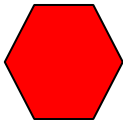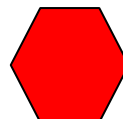
It is the view of the project lead officer that there is significant merit and community interest in continuing to develop an online Digital Chronicle. However, the officer time required for this still requires to be identified.
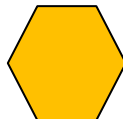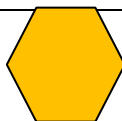
The benefits of and need for a community based online communications tool is not in question, particularly in a regeneration area like Craigmillar. What is required is a decision about whether it is of significant priority to be supported and resourced by the Council and if so under which workstream.
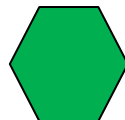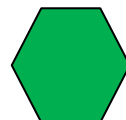
Committee may want to consider a further report with specific options for continuing support in Craigmillar and the wider location / neighbourhood area and how this links in with the establishment of the four new localities that are part of the Council transformation programme.

East – Contact in the Capital	Performance Indicators	Source	Baseline 2014	Project Group Target
YOUTH ENGAGEMENT	Number of young people actively engaged in developing local media	East Neighbourhood Programme Manager	Zero	Minimum 6 Young People involved

DESCRIPTION / PILOT TARGET	DESIRED OUTCOMES	LEAD	SUPPORT / RESOURCE	PROGRESS MADE	OVERALL PROGRESS
Enhanced skills for young people and community representatives (16)	Interested residents and young people contribute to local life	East Neighbourhood Programme Manager	Chronicle Steering Group / Castlebrae High School	**November 2014** 14 young people from S1 to S6 attended workshop to explore what a Digital Chronicle should look like and what stories it should contain to shape latter stage design. Core group will be involved in future workshops to actively populate the website.	**EXCEEDED**
Numbers of local people/ young people signed up for training as citizen journalists (12); and completed training (9)	Local people and young people learn new skills and engage with wider community	East Neighbourhood Programme Manager	Chronicle Steering Group / Castlebrae High School	Training to be delivered. See main text.	**NOT MET**

East – Contact in the Capital	Performance Indicators	Source	Baseline 2014	Project Group Target
DIGITAL MEDIA	Number of people seeking communication via digital media	Baseline survey June / August 2014 - 138 responses	61% use Facebook 32% use Twitter 68% use Website 39% use Google+	To be developed through Chronicle development group. Once training sessions have been set up, a development / editorial group will be established to drive Chronicle development.

DESCRIPTION / PILOT TARGET	DESIRED OUTCOMES	LEAD	SUPPORT / RESOURCE	PROGRESS MADE	OVERALL PROGRESS
Number of stories identified (3 per week)	Interested residents and young people contribute to local life	Chronicle Editorial group – to be established	Citizen reporters	Chronicle and editorial group not yet established.	**NOT MET**
Frequency of text published (1 per week)	Local interest and issues are widely promoted	Chronicle Editorial group – to be established	Citizen reporters	Chronicle and editorial group not yet established.	**NOT MET**
Number of pictures taken and published (2 per week)	Interested residents and young people contribute to local life and learn new skills	NEN Editor	Citizen reporters	Chronicle and editorial group not yet established.	**NOT**
Increased access to information – range of channels available/satisfaction with improvement (20% increase on baseline)	Local residents and organisations are more aware of local opportunities to get involved and have a say.	Chronicle Editorial group – to be established	Citizen reporters	Chronicle and editorial group not yet established.	**NOT MET**

Description / Pilot Target	Desired Outcomes	Lead	Support / Resource	Progress Made	Overall Progress
Number of social media transactions (Tweets, followers/likes etc) (12 per month)	Local community grows online engagement	Chronicle Editorial group – to be established	Citizen reporters	Chronicle and editorial group not yet established.	**NOT MET**
Community Capacity building – number of people capable of local digital reporting (28)	Community representatives can engage with and instantly report on local developments	Chronicle Editorial group – to be established	Citizen reporters	Chronicle and editorial group not yet established.	**NOT MET**

East – Contact in the Capital		Performance Indicators	Source	Baseline 2014	Associated Target
OTHER SUPPORT / ENGAGEMENT		Increase in feedback and consultation and satisfaction	Not measured	n/a	Increase number of opportunities for people to engage
DESCRIPTION / PILOT TARGET	DESIRED OUTCOMES	LEAD	SUPPORT / RESOURCE	PROGRESS MADE	OVERALL PROGRESS
Increased feedback opportunities – number/type of feedback available / satisfaction with feedback opportunities	CEC and local projects identify most suitable methods to engage and inform	East Neighbourhood Programme Manager	Chronicle Steering Group / Castlebrae High School	Feedback sought during baseline survey and main focus of workshops. Will be built upon once website and editorial team fully established.	**PARTIALLY MET**
Enhanced consultation	Local residents can	East	Chronicle Steering	Baseline survey carried out. Workshops delivered	**PARTIALLY MET**

opportunities – client customer satisfaction	engage with and influence how local services are provided	Neighbourhood Programme Manager	Group / Castlebrae High School	with opportunities to influence the initial shape and design of the Chronicle; fed back to the distribution email list and attendees. Will gain greater traction once the website is fully developed and editorial team established.	
Open door events (2)	Interested residents and young people can informally learn about how to get involved with new media and future reposting	East Neighbourhood Programme Manager	Chronicle Steering Group / Castlebrae High School	Open event held in the White House with over 25 people in attendance that either live or work locally, and an event held in Castlebrae High School for secondary pupils.	**FULLY MET**
New recruits/trainees for project governance (4)	More interested people can become involved in developing longer term sustainability for the wider project.	Initial steering group set up. Chronicle Editorial group – to be established.	N/A	Steering group consisted of representatives from Thistle Foundation, Craigmillar Library, Community Alliance Trust, Castlebrae High School and Community Renewal. An editorial group will be set up as part of the ongoing development of the Chronicle.	**FULLY MET**

Appendix South West

Wester Hailes - Digital Sentinel

Digital Sentinel Background

With the 2008 closure of the Wester Hailes Sentinel (latterly the West Edinburgh Times) the local community lost not only their newspaper but a central point of community information and forum for local views. Its archive – saved by Prospect Housing - led to a number of community activists and local organisations developing resources and activities around the social history of the neighbourhood as recorded by the newspaper's photographers and writers.

This work included a range of digital projects supported by academic partners from Edinburgh College of Art and Heriot Watt University. The projects included blogs, facebook pages, digital code books and a digital totem pole.

Consultation and participation, involving hundreds of local residents, during the projects highlighted the significant gap that was left by the loss of the Sentinel both in terms of a single, regular, source of local information and in fostering a sense of place and community resilience.

Community Consultation Sessions

The Digital Sentinel, an online community newspaper, was identified as the best way to address the need for local news, information and to further the digital innovation already underway in Wester Hailes.

In 2012 the Digital Sentinel site was established and work began on developing a team of volunteer Community Reporters to contribute a wide range of regular news to the site.

This early locally-led development work was given a boost when, in 2013, the Carnegie UK Trust selected the Digital Sentinel to be part of its Neighbourhood News project. In addition to bringing welcome recognition of our hard work, Neighbourhood News provided funding support to employ a Community Media Development Worker to help train more local people as Community Reporters and to enhance the Digital Sentinel site.

In 2013/2014, 44 local people were supported to get involved with the Digital Sentinel with 6000 page views of local news accessed by almost 1400 people.

From June – December 2014, key community anchor organisations (Prospect Housing, WHALE Arts, Wester Hailes Health Agency) committed funds from the Valuing Different Perspectives project to continue the development of the Digital Sentinel.

Analytics March 2014 – March 2015

Detailed evaluation and research on the Digital Sentinel has been conducted by Talk About Local on behalf of the Carnegie UK Trust and by Dr Peter Matthews as part of the Valuing Different Perspectives Project – a joint community and academic project in Wester Hailes. Both reports are included as appendices.

Contact in the Capital KPI's:

The community-led development of the Digital Sentinel and the approach taken to date differs from the other hyperlocal pilot projects that are part of Contact in the Capital, as such not all of the KPI's have detailed numbers against them. Where useful, some additional narrative has been added to explain the specific context in which the Digital Sentinel operates.

1   Benefits / Performance Metrics/ KPI's Digital Sentinel March 2014 – March 2015

Performance		Timescale		
Description	**Baseline**	**Current target reached**	**Target in future**	**Explanation/Improvement Action**
Enhanced skills for young people and community representatives – number of people	0	Achieved 20 pupils from Forrester High School attended 2 information days	Further 6 young people engaged in 2015	Understanding and ability to use digital platforms and social media for professional purposes.

benefitting				
Community capacity building – number of people capable of local digital reporting	0	Achieved 4 community activists.	Further 6 people in 2015	12 local people contributed to the site in the reporting period. The opportunity to share a story or learn how to add content to the site is available to anyone in Wester Hailes. Regular reporting from Community Council meetings and attendance at other community events supports community capacity building.
Increased access to information – range of channels available/ satisfaction with improvement		Achieved	20% increase on baseline	Twitter (13% growth), Facebook (43% growth) and Digital Sentinel Site all have regular content posted. Plans to produce limited print run – in response to local demand – in order to increase profile and community involvement
Increased feedback opportunities – number/type of feedback available/ satisfaction with feedback opportunities		n/a	n/a	Opportunity for online comments/responses. Regular presence in the community. Regular Digital Sentinel community events e.g. community news cafe, pop-up news desks.
Enhanced consultation opportunities – Client / customer satisfaction		n/a		Local consultation work pre-dates the reporting period.
Numbers of local people/ young people	0	n/a		We have not provided accredited training but offered the opportunity for all local

signed up for training as citizen journalists				residents to engage with the Digital Sentinel – either by producing digital content or providing local stories for others to cover. In addition we have created a full time role for one young person as Trainee Community Reporter.
New recruits / trainees for project governance	0	0		Editorial Group consists of key local community organisations, efforts to increase involvement of local residents are ongoing.
Open door events	0	- Weekly Community News Cafe - CMDW present in Wester Hailes for 16 days. - 'Pop-up' News Desks - Floating News Desk on ReUnion barge	3	In addition to attending other community events, we have developed 4 models of 'Digital Sentinel' open door events. These allow the community to learn about and get involved in digital publishing/editorial training. Events have taken place at: WHALE Arts Wester Hailes Healthy Living Centre The Union Canal Westside Plaza Wester Hailes Library Wester Hailes Health Agency
Number of stories identified	0	Average 12 per week over reporting period	3 per day	Based on a 5 day working week
Frequency of text published	0	5 days per week	5 days per week	Based on a 5 day working week
Number of pictures taken and published	0	10 per week	10 per week	Average 10 new photos per week but an image is published with every story from the Digital Sentinel photo library

			12 per week	Current target of 12 tweets per week and plans being developed to increase Facebook activity.
Number of social media transactions (tweets, followers/likes etc)	0			

More detailed 'in house' analytics, set out below, have been produced since August 2014 and demonstrate a growth in all aspects of the Digital Sentinel – with a marked increase since January.

This upward trend suggests that the revised approach of increasing the amount of content - and the frequency with which it is published - is having the desired effect. Another key element of the revised strategy is to use the increased content and readership to build more community involvement and create a plurality of community voices on the site.

	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15
Sessions	476	685	584	505	695	863	1048	1323
Users	327	443	383	338	474	528	682	980
Page Views	1137	1727	1522	1466	1846	2196	2314	2315
Bounce Rate	61.76%	60.58%	59.76%	57.03%	57.27%	64.08%	68.70%	77.85%
Average Time	00:01:49	00:03:32	00:03:36	00:03:15	00:03:01	00:02:37	00:02:15	00:01:39
New Visits	57.35%	56.64%	57.19%	57.43%	60.29%	52.49%	56.68%	65.38%
Organic Search	219	329	244	190	211	290	375	370
Social	135	154	127	122	247	265	376	451
Direct	95	182	196	137	180	217	227	216
Referral	27	20	17	56	57	91	70	286
Desktop	291	423	391	457	436	567	594	848
Mobile	138	181	136	37	187	207	311	315
Tablet	47	81	57	11	72	98	143	160
Twitter Followers	211	210	221	222	228	233	238	248
Facebook Likes	138	144	171	184	189	196	198	203
Mailing List	18	19	21	22	23	26	24	24

Over the 12 month reporting period the Digital Sentinel **published 647 local news articles** on the site and we are rapidly approaching our one thousandth tweet (983 to date).

Current Delivery & Future Plans

From January 2015 the structure of the Digital Sentinel was revised to reflect the lessons learned to date and to make maximum use of limited resources. The regular involvement of the Community Media Development Worker (CMDW) came to an end at this point. The CMDW role was instrumental in establishing the quality look and feel of the Digital Sentinel site, to producing regular

content and providing support to the Trainee Community Reporter. With this work completed the decision was made to build additional community involvement in the Digital Sentinel by focussing more on community development approaches.

With investment from Contact in the Capital, the Digital Sentinel will extend the contract of the Community Reporter (initially funded through Community Jobs Scotland) by 6 months, recruit a project/community worker one day per week, provide regular training sessions/events in Wester Hailes.

Further steps to increase the long term sustainability of the Digital Sentinel – including exploring a training model – will be pursued during this period.

Contact in the Capital March – August 2015

Targets and Budget:

From March - August 2015

Share learning to date

Increase local involvement with the Digital Sentinel

Improve links with WHEC

Deliver 6 monthly training sessions or events

Deliver a limited print run of (estimated 2000 copies)

Publish minimum 15 articles per week

Increase % of unique content

Achieve a 10% Increase number of sessions and users and page views

Develop other sources of income to support ongoing development

Connect with Living Well Wester Hailes project

Budget Item	£
Community Reporter	5871
Development Worker	3104
Management & Overheads	1345
Training & Events	1230
Tech Support & Innovation	450
	12000

Appendices

Appendix A – Carnegie UK Trust

http://www.carnegieuktrust.org.uk/CMSPages/GetFile.aspx?guid=ea541637-67c7-4044-8ded-cbf04d53a738

http://www.carnegieuktrust.org.uk/CMSPages/GetFile.aspx?guid=9e6562b7-d9ca-4324-b8e8-07e05a6cdea7

http://www.carnegieuktrust.org.uk/CMSPages/GetFile.aspx?guid=6d19b4e4-f996-4fe0-bc9e-0e84006c774f

Appendix 2

Community Newspapers 2015

These local community newspapers do not cover regeneration areas and would not be seen as having community capacity issues.

The Portobello Reporter
The Portobello Reporter is a free, independent quarterly community newspaper with a printed circulation of 12,500, produced by volunteers and funded by local advertisers.

The Currie and Balerno News
The C&N News is produced by volunteers and the 10 issues per year are distributed locally through shops, post offices and cafes and costs 40p per copy. Around 3,000 copies are printed and it is funded through advertising and the cover price.

Broughton Spurtle
The Broughton Spurtle is a monthly hyperlocal community newspaper for the Broughton area run by unpaid volunteers, funded through advertising and annual subscriptions. Print copies available through newsagents, shops, pubs and cafes. Also published online and e-mailed to subscribers.

The Speaker
The Speaker is run by The Ripple Project and covers the Restalrig / Lochend area with 6,500 copies distributed door to door. They are funded through advertising and an award of £10k Health and Wellbeing funds from NHS Lothian.

Other sites
There are numerous other digital media websites, blogs, facebook, twitter and other social media sites being used across the city for a variety of purposes including campaigning around a single issue or around issues particular to a geographical location. This report does not attempt to summarise these.