

Corporate Policy and Strategy Committee

10.00am, Tuesday 25 March 2014

Contact in the Capital – Community Communication Pilots Update

Item number	7.2
Report number	
Wards	All

Links

Coalition pledges

Council outcomes

Single Outcome Agreement

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Executive summary

Contact in the Capital – Community Communication Pilots Update

Summary

This report has been developed in response to the motion to Corporate Policy and Strategy Committee on 5 November 2013 to report in more detail on how the Contact in the Capital project will be managed and evaluated.

Recommendations

1. To note that appropriate diligence has been undertaken with one of the proposed third party partners and will be undertaken with any other partners as the project develops and they are identified.
2. To note the project management plan which outlines the management approach to be followed across all the pilots, as outlined in Appendix 1.
3. Note that the two pilots will start in April 2014 according to the approach outlined in Appendix 1.
4. To note that the proposed pilot scheme within the Gorgie/Dalry area will be put on hold at this time and following further consideration, an update report will be presented to committee at a later date.

Measures of success

Evaluation will include the extent to which the project has:

- established sustainable community based communications initiatives;
- developed training opportunities for young people;
- developed a sustainable model that can be replicated for use in other areas and communities; and
- achieved the detailed performance metrics outlined in Appendix 1.

Financial impact

The £37.5k cost of the two pilot projects will be cross charged in 2014/15.

Equalities impact

Accessibility issues will be considered throughout the project with particular regard to those difficult to reach groups.

Sustainability impact

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

Consultation and engagement

- Councillors' survey (2013)
- Cross service working group
- Workshop (members and officers – 2013)
- Edinburgh People's Survey 2012

Background reading / external references

- The Edinburgh People's Survey 2012
- Survey of Councillors 2013
- Mosaic Profiling Classification System
- Local Government Reputation: LGA
- NESTA UK Hyperlocal media today

Corporate Policy and Strategy Committee

Contact in the Capital – Community Communication Pilots Update Report

1. Background

- 1.1 On 5 November 2013 the Corporate Policy and Strategy Committee approved the Community Communication Pilot project report and a motion that required an update report 'outlining interim financial plans including performance metrics to be developed in consultation with relevant local ward members'.
- 1.2 The report described options for improving the ways in which the Council communicates with residents with a renewed emphasis on two way communications and community driven initiatives. This will involve a transition from traditional print based media to a more sustainable mixed media model for the future, with an increasing emphasis on new technology to achieve this.
- 1.3 With the Capital Coalition's commitment to a renewed focus on dialogue with communities and decision making which better reflects public opinion, Edinburgh has an opportunity to spearhead innovative communications ideas while maximising the channels already operating within communities.
- 1.4 As previously outlined in the report to Council in November 2012, this will require:-
 - a range of communication ideas and tools;
 - refocusing of resources from straight forward provision of information to enhancing and enabling two way communication at a more local level;
 - strengthening of relationships and opportunities within communities; and
 - ongoing flexibility to diversify and embrace new ideas and methods.
- 1.5 This report (Appendix 1) describes the project objectives, commitments, roles and responsibilities, and an overview of the implementation strategy and key deliverables.

2. Main report

- 2.1 The project will initiate pilot work streams to deliver an operational community based communication platform and training/mentoring initiative for local people, adapted and suitable for each identified project area, to be led by the relevant

Neighbourhood Partnerships, with involvement and oversight of the Council's Communications Service.

- 2.2 Further development is required to clarify community capacity and timing issues in the proposed Gorgie/Dalry initiative. Therefore it is recommended that this pilot will be put on hold pending further investigation and an update report will come to committee at a later date.
- 2.3 The project has an allocation of £37.5k to support the two pilots and this will be managed through the usual neighbourhood processes and oversight
- 2.4 The project is to be delivered within 12 months: April 2014 to March 2015.

3. Recommendations

- 3.1 The report recommends:
 - 3.1.1 that Committee notes that appropriate diligence has been undertaken with a proposed third party partner and will be undertaken with other partners as the project develops and they are identified;
 - 3.1.2 that Committee notes the project management plan which outlines the management approach to be followed across the two pilots, as outlined in Appendix 1;
 - 3.1.3 that Committee notes that two pilots will start in April 2014 according to the approach outlined in Appendix 1; and
 - 3.1.4 that committee notes that the proposed pilot scheme within the Gorgie/Dalry area will be put on hold at this time and following further consideration, an update report will be presented to committee at a later date.

Alastair Maclean

Director of Corporate Governance

Links

Coalition pledges	P33 - Strengthen Neighbourhood Partnerships and further involve local people in decisions on how Council resources are used P35 - Continue to develop the diversity of services provided by our libraries
Council outcomes	CO23 - Well engaged and well informed – Communities and individuals are empowered and supported to improve local outcomes and foster a sense of community CO24 - The Council communicate effectively internally and externally and has an excellent reputation for customer care
Single Outcome Agreement	

Appendix 1

Summary Project Document

Communications Service: Community Communication Pilot Projects

1 Introduction

- 1.1. On 5 November 2013 the Corporate Policy and Strategy Committee approved the Community Communication Pilot project report and a motion that required an update report 'outlining interim financial plans including performance metrics to be developed'.
- 1.2. This document describes the project scope and objectives, commitments, roles and responsibilities, and an overview of the implementation strategy and key deliverables.

2 Project developments and scope

- 2.1. The project will initiate two pilot work streams to deliver an operational community based communication tool/platform, adapted and suitable for each identified project area. The project will aim to ensure that the local news platform is run locally by community partner(s) on a financially sustainable basis.

3 Project Constraints and Assumptions

- 3.1. The project is to be delivered within 12 months: April 2014 to March 2015. The timescale is based on the assumption there is already a local group with interest in the development of a two way, hyperlocal communications tool.
- 3.2. The project has an allocation of £37.5k available to support the work streams
- 3.3. The finance will be dispersed by the Neighbourhood Manager and with the scrutiny of the Neighbourhood Partnership once goods and services have been received. Ongoing discussions are taking place on the detailed allocation of funds within each area workstream based on the number of trainees, equipment required, events costs, consultancy and new technology fees.

4 Project Objectives

The objectives of the Community Communication Pilot project are to improve two way communications between the Council and local communities

- To establish sustainable community based communications initiatives
- To develop training opportunities for young people
- To develop a financial sustainable model that can be replicated for use in other areas and communities

5 Project Plan - Major Phases, Milestones and Timescales

Phase	Phase Date end	Milestone/Critical Success Factors
Phase 1 – Start up/ Initiation	December 2013 - February 2014	Define projects and due diligence Report to Committee Establish Project Board
Phase 2 – Management & Control	March 2014- March 2015	Establish work stream teams Produce 1 page business plans Agree investment/authority to proceed Develop platform Train journalists Reviewing and reporting progress Complete and evaluate work streams (benefit review) Develop model for roll out
Phase 3 - Closure	April 2015	Report to Committee

Local Project Work Streams

Each work stream will be led by a Team Leader who will report progress to the Project Manager. The Team Leader will work in partnership with appropriate community representatives to shape the project and identify

training needs, software, equipment and consultancy / support needs. The Team Leader will report progress to the Project Manager and to the Neighbourhood Partnership through the Neighbourhood Manager and ensure they have oversight of Project developments and expenditure.

6 Funding

- 6.1. The two pilots have approved funding of £37.5k. This will be funded by a cross service charge to services based on the historic cross charge for Outlook (former Council newspaper) as stated in the Contact in the Capital report of November 2013.
- 6.2. Work streams are required to prepare a 1 page business case to seek approval for financial spend. Formal approval will come from individual Neighbourhood Managers/Partnerships. The notional split of funds assumes £25k will be required for the North Edinburgh Neighbourhood Workstream because of the scale of the project covering 7 Community Council areas and £12.5k for the Craigmillar project which covers 1 Community Council area.

7 Benefits / Performance Metrics/ KPI's

Benefit		Performance			Timescale	Explanation/Improvement Action
Category	Description	Baseline	Current	Target	Expected date of realization	
Non-financial	Enhanced skills for young people and community representatives – number of people benefitting	0		24	March 2015	Understanding and ability to use digital platforms and social media for professional purposes. develop potential of accredited training in year two in collaboration with Edinburgh College or other academic institution.
Non-financial	Community capacity building – number of people capable of local digital reporting	0		40	March 2015	Involve 40 local people in aspects of digital reporting
Non-financial	Increased access to information – range of channels available/ satisfaction with improvement			20% increase on baseline	March 2015	Local survey to be carried out as first step to establish base line
Non-financial	Increased feedback opportunities – number/type of feedback available/ satisfaction with feedback opportunities			20% increase on baseline	March 2015	Local survey to be carried out as first step to establish base line
Non-financial	Enhanced consultation opportunities – Client / customer satisfaction			20% increase on baseline	March 2015	Local survey to be carried out as first step to establish base line
Non-financial	Numbers of local people/ young people signed up for training as citizen journalists	0		18	March 2015	Based on interest gauged to date
Non-financial	Number of local people/ young people completing training	0		13	March 2015	70% completion
Non-financial	New recruits / trainees for project governance	0		7	March 2015	Recruit local people with interest in project management and train/mentor to sustain project in the medium term
Non-financial	Open door events	0		3	March 2015	Create open door events for the community to learn about and get involved in digital publishing/editorial training or project management
Non-financial	Number of stories identified	0		3 per week	March 2015	
Non-financial	Frequency of text published	0		1 per week	March 2015	
Non-financial	Number of pictures taken and published	0		2 per week	March 2015	

Non-financial	Number of social media transactions (tweets, followers/likes etc)	0		12 per month	March 2015	
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