

Mei Lin Cervi  
Trudy Cross  
Bénédicte Fages  
Victoria Jackson  
Fiona McAuliffe  
Nelly Moreau

# Client Report



**Client: Shona Maguire**

**Social Enterprise Alliance Midlothian (SEAM)**

Aim: To discuss the work carried out by the group and to give recommendations for future projects

- January 2009 -

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## **1. Introduction**

### **1.1 Executive Summary**

This report has been produced by the Communications Management consultancy group from Napier University for the purpose of providing solutions for the brief provided by Social Enterprise Alliance Midlothian (SEAM).

The main aim of the brief was to promote activities supported by SEAM to the residents of Woodburn, Mayfield and Easthouses to introduce a social synergy between long standing and recently settled residents in each area.

The findings and recommendations within part 12 of this report have been obtained through primary research including the distribution of questionnaires to people of all ages within the aforementioned areas, and through attending Youth Forums gauge a better understanding of the project.

The primary research analysis and findings revealed that local residents have a high level of regard for their community and are keen to engage with activities that would reinforce this. The gap between the long-standing members of the community and the new arrivals was however felt, especially amongst the younger generation.

This document outlines the optimal uses of different communications tools which could help portray key messages and ultimately establish a greater sense of community throughout Woodburn, Mayfield and Easthouses. The group will finally provide recommendation that might help SEAM in the future.

### **1.2 Terms of Reference**

This report was written for SEAM as the third objective of the project. SEAM is a cross-sector partnership that provides business support for local social enterprises. This partnership represents both the social economy and the private sectors. They

actively pursue their original aims to support and promote the development of Social Enterprises within Midlothian. The organisation directly targets existing agencies and a number of their partners in order to build a strong infrastructure locally. Also they aim to improve the skills and resources in order to encourage growth and partnership between agencies and residents alike. As well as developing and nurturing, they also look to promote these agencies in order to gain widespread awareness. This is in order to raise profiles and make sure there is adequate support and assistance for those residents who require it.

Shona McGuire, employee of SEAM, has identified students as a potential volunteer market and has tasked the Communications Management group with providing support for her and the overall goals as stated in section 2.1.

The Communications Management group has produced a strategy for implementing posters and press releases which were designed to influence people's views on their community and to increase an attendance of local activities.

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## 2. Objectives

### 2.1 Targets for the Project

The overall aim of the project was to promote activities supported by SEAM to the residents of Woodburn and Mayfield & Easthouses in order to introduce a social synergy between long standing and recently settling residents in each area.

In order to achieve the target audience, the following objectives were set;

- **Objective 1:** Gain an understanding of the residents' feelings towards their local area by reviewing and refreshing the existing questionnaire which will be distributed pre strategy implementation. This questionnaire will be tailored for post strategy use.
  
- **Objective 2:** Implement in each area an integrated poster and press release campaign aiming to increase the attendance at four negotiated community activities.
  
- **Objective 3:** Develop a marketing campaign based on preliminary research, implemented actions and a degree of post strategy research (through conducting a limited post strategy survey, recommended to be furthered by SEAM in future). This strategy and its accompanying recommendations are delivering to SEAM and Midlothian Council through this actual report and a following presentation.

In order to achieve the above aims and objectives, the communication strategy had to change perceptions and to develop relationships between residents. Therefore it would improve the community activities within the target areas. The work which the group has undertaken to date, combined with this document, should allow the marketing strategy to be flexible and applicable to other areas with similar development needs.

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### 3. Communication Objectives

To succeed in achieving the agreed aims, the group had to carry out a number of communication objectives to link with the brief its set goals. Through these objectives the group aimed to improve the feeling of community in the Mayfield & Easthouses, and Woodburn areas.

Please see below the channels used:

- Marketing campaign in the form of posters and press releases
- Questionnaires pre- post survey

The aim of the communication objectives was to increase attendance at local social enterprise classes. The group aims was to ensure that people from both areas will interact socially and feel a greater sense of community. This will be measured through the pre and post survey strategy.

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## 4. Knowing our Target Audience

By definition a social enterprise is a “local community acting together to provide services needed by the local population”. This helped us to define SEAM’s primary target audience for this project.

In advertising, to highlight a target audience we need to do in-depth market research so that we can have: age, gender, social category, and hobbies of the target audience that we are looking to focus on. So once the research has been carried out, we are able to know more precisely what type of advertising will be used (eg humour, academic, emotive).

In this case it was not a regular advert – the aim was not to sell a product – the group wanted to satisfy needs. It is case of promoting awareness to an entire community and the surrounding areas. Here, market research was part of a wider social plan. It was a form of brain storming between all the social representatives of the area. It was not about “criteria” but “needs”.

The group defined the target audience in line with the survey results:

- *Current behaviour* = people seem a bit anxious about their area; they are not fully aware of what is going on and are therefore hesitant to get involved in local activities. This is clearly a circle that need to be broken.
- *Level of awareness* = locals are not very interested in their area and its activities – this is mainly due to lack of two-way communication within the areas
- *Level of knowledge* = the youth are more aware about local events and participate in a lot of activities (eg: youth group) – however this is also the audience who are more conscious of the divide between long standing members of the community, and recent settlers. Older people do not appear to be, or want to be, part of these activities. A mindset which SEAM is keen to alter.

- *Preferred methods for receiving the information:* the survey shows that most local people read local newspapers and listen to the local radio Black Diamond.
- *Motivations and barriers accepting the information:* most people seem to resist the information, they are not motivated enough.

It was quite difficult to define a specific target audience because it was a whole community. However the group had two separated targets: the youth and the older generation. Young people were easier to convince because they had hope for the area. Young people in this area wanted things to change, though older generation did not necessarily believe in change anymore. They might have seen too many slogans with the same message: 'We will Change things'.

So our job here was to uphold the youth's 'hope' and to create or influence optimism in the mindset of the older generation.

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## 5. Key Message per Target Audience

Following on from our research, the group considered main catalysts which could trigger change.

- *What do you want to change?* We want to alter their way of looking at social enterprise. We want them to believe in SEAM and understand its rationale for initiating change
- *What do you want the Target Audience to know?* We want them to know and understand that there are solutions and that they must be aware of these solutions. We want them to see the local activities as a good way of coming together on a social level
- *What do you want them to feel?* We want them to feel confident, happy with their neighbours and content in their surrounding environment. We would look to remove the feeling of 'us and them'.
- *What do you want them to do?* We want them to take the solutions of SEAM seriously; we want them to feel involved, to look for solutions and be motivated to change. This will be initiated by starting to attend local events and activities.

It is integral that this campaign had a long shelf life – the longevity of this campaign will be key to influencing people and helping them to change their habits. There were some obvious short term fixes, but clearly some longer term solutions also – it is important that these run alongside each other aligned so people were aware of what was happening and not overwhelmed.

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## 6. Communication Mix

The communication mix is a vital aspect of the marketing campaign. This factor allows the main objectives of the brief to be met through many different media channels. The two essentials of the communication mix were press and print. They have worked together to raise awareness of the classes - a necessity stated in the survey responses - to ultimately increase attendance to make the objective measurable.

The posters were implemented first because displaying them in the local areas would create a “buzz” around the classes at an early stage. This interest was followed up, and thus supported, by the implementation of the various press releases which provided more information on what the classes involved.

The following sections expand on the decisions the group have made towards the communication mix for what was seen as optimal communication practice.

The group believes this has been an effective, as the two mediums allowed us to reach a large target audience, and have promoted the classes in a positive and exciting way, as well as ensuring longevity and flexibility.

Copies of both the posters and press releases can be found as appendices 1 and 2.

### 6.1 Posters

The pre-strategy survey showed that the residents felt that more advertisements should be used to promote classes, in particular posters.

The posters increased awareness of classes and activities; helping to provide the audience with a better understanding of what is happening in their community.

To increase economic spend in the community Dalhousie Press was selected to print the posters; also, they offered a 10% discount for featuring their logo on the posters.

This selection benefitted both the cost aspect of the campaign and the sense of unity and support from within the area.

The posters were implemented on the week commencing 15 December 2008. They were placed around the local area in key positions around Easthouses, Mayfield and Woodburn. A selection of locations was used to ensure the widest possible reach including: community centers, cafes, bingo halls, snooker halls, shops, charity shops, libraries, butchers, and local amenities.

These positions are essential as they provide a platform from which the press releases can build. For example, many people use the Dalkeith Leisure centre on a daily basis and therefore will be passing the posters regularly. Local shops are vital for the poster placement as they play an important role within the local community and many residents would see the posters and will be interested in attending the classes advertised.

## 6.2 Press Releases

The press releases were implemented in the week commencing 5 January 2009, and are promoting the following classes:

<b>Mayfield and Easthouses</b> (Mayfield Leisure Centre)	<b>Woodburn</b> (Dalkeith Community Centre)
- Girls Allowed	- Woodburn Day Care Centre
- Aerobics	- Woodburn Playgroup and Nursery

Table 1.0

The responses of the surveys completed in Woodburn showed that there was a need for both the Day Care Club and the Playgroup and Nursery.

SEAM had originally stated that the promotion of classes with a youth and health/fitness focus was the preferred route. This influenced the group to promote such classes in Mayfield and Easthouses.

The press releases were submitted to local publications “The Dalkeith Advertiser,” “Edinburgh Herald and Post,” and the “The Edinburgh News” to be published in the Week Commencing 5<sup>th</sup> January 2009. The group also went in to speak to the Dalkeith Advertiser to ensure their press releases would be totally suitable for the publication.

Local publications were selected as they hold most relevance to the audience – national newspapers are unlikely to carry such localised stories. An example of the pre-strategy survey results are shown below:

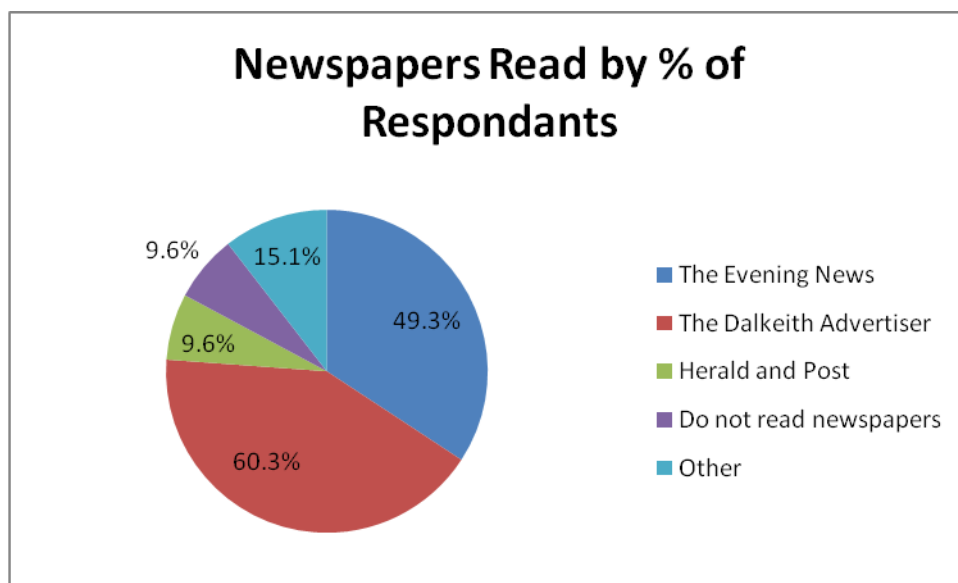


Table 1.1

After receiving and analysing the results, it was important that the press releases were placed in the most popular publications. For example, “The Dalkeith Advertiser”, which had over 60% of the readership. Furthermore the results also highlighted that the press releases would be more effective if run in the press in the new year 2009. They can play on the idea of people making new year resolutions, for example lifestyles changes and increase in community involvement. These would be resolutions which the audience may choose to adopt at this time of year. For example, the Aerobics class may fit in with the popular plans and aspirations for people to start a new diet or fitness regime.

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## **7. Promotion**

As agreed with the client, our aim concerning the project was to promote activities supported by SEAM to the residents of Dalkeith and Newbattle and introduce a social synergy between long standing and recently settling residents in each area.

Our main goal was to involve all residents in the community. To promote these activities the group determined how to proceed. After the initial survey, the group started to think about the best way to promote the sense of community in these areas.

### **7.1 Creative Idea**

As per section 6, the group agreed to work on posters and press releases. This would be the best way to reach the target audience.

To create the posters, the full group held a creative session. It was agreed that the creative was to be very positive looking and convey an eye-catching but simple message. This means little text but an interesting format and design. These elements would reinforce the message towards the target audience.

### **7.2 Posters**

As the goal was to promote local areas, the group suggested to utilize the universal and famous 'I ♥ N.Y.' and to turn it into 'I ♥ Woodburn or Mayfield & Easthouses'. One poster was designed for each area (Appendix 2). This is a world- renowned symbol which is attractive and simple to understand at first glance. The posters refer directly to the area with a simple and positive message that cannot be misconstrued. Also, this symbol contains a heart which reinforces this idea of love (i.e. love for the community). The heart is red, a colour which is very eye-catching and transparent.

The idea then was to show two 'post-it' notes where the name, date and place of two different activities that take place within the area can be inserted. These two yellow

windows enabled the group and the client to give information about classes without divulging any intricate details which would be too complicated and could result in the target audience losing interest. These sections can be filled in by hand after printing. This will help with printing costs, since the group and the client can write as many different classes as required and print in bulk.

The slogan was “*Support social enterprises in **your** community*”. It was short, catchy and understandable. The word “your” was written in red to link in with the red heart. It reinforced the idea of belonging to a community within the area. Also, this sentence was encouraging and motivating.

The poster was white, red and yellow with SEAM logo in green. It enabled us to draw the public attention without being too aggressive with our message.

### **7.3 Press Releases**

During a creative session, the group chose several classes to promote. The most important aspect of this part of the project was that the press releases had to target different types of people (young people, adults, families, etc.). Also, it was important for the classes promoted to be held by social enterprises.

As a group, it was agreed that the press releases should highlight an angle. This is an important element for press releases to be picked up on. As a lot of social enterprises are closed during Christmas Holidays, the client agreed that the press releases will be sent to journalists after that. It will be a better way to reach the target audience. Moreover, the “after-Christmas” theme is a very good angle for press releases.

The group has written four press releases about different activities: *Girls Allowed* and *Aerobics* for Mayfield & Easthouses and *Woodburn Day Care* and *Playgroup & Nusergy* for Woodburn (Appendix 2).

The group spoke to certain newspapers (like the Dalkeith Advertiser) to ensure that they would be happy to cover this kind of information. They agreed and gave us their

own editing deadlines. According to the results of the survey, most of the residents read these two newspapers and would like to see information about community activities in them. Therefore, we can estimate that these press releases will have a large audience which will reinforce the audience of the posters.

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## 8. Budget

### 8.1 Money available to-date

The group was allocated a budget of £500 to be spent on printing costs for the posters to be implemented, and the printing of questionnaires (see appendix 3).

It was vital that the group tried to maintain and convey a sense of community when printing the posters. Keeping this in mind, the group aimed to look for local printing companies within the local area, and to use the budget in a more cost effective manner. This allowed the printing company to place their logo on the posters with a discount for SEAM. After receiving many quotes from various companies, the group and client made the decision to print the posters at Dalhousie Press which is located in Mayfield, Dalkeith. The company offered the best price with a 10% discount, for example: 40 posters A4 cost £18 approx. The discount allowed the group to use the given budget effectively, as well as ensuring our aim of printing was by a local company was met.

Another aspect of the brief which some money from the budget was used was the printing of the questionnaires. It was important that the questionnaires were printed quickly as they had to be implemented at the start of the project. To ensure the deadline was met for the printing, the client suggested that the printing came out of her printing budget within the SEAM office. This further allowed the budget to spend effectively and the minimal cost used. The group collated the results of the questionnaire online using a program called "Survey Monkey" <http://www.surveymonkey.com/>. This was effective as it was straightforward and quick to use. It also provided graphs and percentages of the information received. The cost of this program was £19.95, and provided the group with the accurate and accessible information. This ensured the questionnaire results were at the highest possible standard. Post-marketing questionnaires should also be implemented using this strategy.

## 8.2 Money Available for Future Project

In terms of the budget for the future, the idea of printing the design 'I ♥ Woodburn or Mayfield & Easthouses' onto t-shirts for local members of the community would be costly. The group researched prices from local printing companies and the cheapest quote given was £300. Therefore this could be an idea for the future, however this is not a necessity and the budget would need to be carefully considered as well, as the main priorities for SEAM in the future.

When considering the budget for the future it would be beneficial to not print off questionnaires, as they can be created online and sent to people to complete. This would be both time and cost effective; the 'Survey Monkey' account would be the only cost (£19.95).

When considering the budget for future projects it is vital that SEAM try and use all types of assistance possible. Such as student groups, as they have both knowledge and understanding of the necessities of such a project and would benefit from the experience.

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## **9. Timeline**

### **9.1 Long term communications**

The project the group has undertaken has been over a relatively short period of time and therefore the communication report can be assessed as a model to be carried forward by SEAM in the future.

The nature of the marketing formats that have been used, both press releases and posters are media that can be used in the future to reinforce the aim of the project and increase a sense of community in the long term. The posters have been designed so that they can be used again to promote other classes, activities or events in the future. The yellow post it squares on the poster are blank and can simply be written on by hand in pen.

Following the results of the post strategy survey other potential marketing means could be explored by SEAM to build on the communication strategy already in place.

### **9.2 Communication Opportunities**

In the future and if the project was to be rolled out in other areas, additional forms of communication could be used for promotion. This is dependent on the nature of the area and the aim of the project.

The 'I ♥ Woodburn' logo can be easily transferred to promote another area as the logo is easily recognisable and works well to promote an area.

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## **10. Awareness of the Brand**

### **10.1 The importance of being on brand**

Whilst obviously SEAM's main objective is to promote a greater awareness of community and not to promote itself, it is still key that a sense of brand equity is conducted.

Brand equity adds significant value when running an ongoing campaign as it ensures people are able to recognise the campaign and thus have positive associations with it.

In order to adhere to this, all communications which go out from SEAM to do with this project must be consistent and in-line with the overall aims. Small steps can achieve this which have been outlined in the next section.

### **10.2 Use of images and text**

If the font and overall look of the communications remain consistent, then this will allow the target audience to connect with the project and the key messages which are being pushed.

To appeal to the target audience, it is important that text and images are used in harmony to ensure a consistently interested response is triggered. Different images can be used throughout different communications were appropriate. For example, in a press release it may be more relevant to include a picture with a testimonial – to make the story real to the reader; however in a poster, it could be optimal to use a humorous image to make people stop and look – hence why we used a heart to draw attention to it. The most important thing is that all the images are simplistic, bold and predominant, as this will encourage people to engage with the messages and warm to the overall project.

In terms of text, for similar reasons to the aforementioned, the group would suggest that a more informal font is used, such as Comic Sans or Arial. This will prevent people viewing the messages as being pushed on them, and see the messages as something that they are keen to engage with.

### **10.3 Communicate a positive image of SEAM**

Whilst, as mentioned above, this project is about ensuring voice for the local communities and not SEAM – to warrant a positive reaction to messages – it is necessary that people see the people who are trying to help as being genuine.

For instance, the group achieved this by going to the craft fair, distributing the questionnaire in a friendly manner, asking local shops to put up posters. Doing all this, the group always make sure that they had to communicate a positive image of SEAM.

Whether trying to sell a product or promote a message, success can be highly dependent on the ability to project the right company image and to create/ sustain a positive “buzz” amongst the audience about what you can offer them. If SEAM and the project as a whole do not remain visible, then this lack of transparency prevents the target audience from instilling confidence and goodwill into the messages, and instead grows suspicious.

By sending clear, consistent messages to the areas, people will warm much more rapidly to the ideas being portrayed – and this can be done through simple ‘quick-fix’ methods such as assuring the SEAM logo is reflected on all communications and highlighting the work that is being undertaken through specifically designed press releases and radio slots. Perception is integral in projects like this which depend whole-heartedly on the uptake of local communities.

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## **11. Evaluating Success**

### **11.1 Evaluating Measures**

The questionnaire corresponding to objective 1 was distributed pre strategy implementation. Collating and analysis of responses allowed a notable divide between residents to emerge but also their local media consumption and the resulting social implications. In addition, the same questionnaire will be distributed following on from the press releases and poster campaigns. Results of this second round should justify the media choice, present an improvement of the life in the neighbourhood, an improvement to a greater awareness of local activities and thus should allow SEAM to evaluate the success of this project.

As the second objective was to promote four activities from local leisure centre, the measurement of this action would be simply recording increase of attendance in each class.

### **11.2 Evaluation of Success**

This strategy document is based to a degree on campaign surveys, careful information analysis and critical reflection in order to gauge the project success. Unfortunately, at the time of this writing this document, the project is not finished. In addition, the real success of such a communication strategy cannot be evaluated in short-term. So, the conclusion can only be theoretical: the positive results of the second survey and the development of the promoted classes should justify that the group met the aim and objectives.

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## 12. Recommendations

After having worked for more than three months with the client, the group would like to provide recommendations that might help SEAM in being more efficient towards different objectives.

SEAM should invest more in communication tools, such as posters and leaflets. These are very useful and appreciated by the residents. As the posters are modifiable, it will be easy to re-use them for other events. The pattern can be used for a lot of different activities since anything can be written on the yellow sticky notes. Moreover, a very big symbol has been used in the posters (I ♥ Woodburn or Easthouses & Mayfield). It could be good to start developing it on other supports, such as T-shirts, badges, stickers and banners. These actions would improve the awareness of SEAM and of several community activities.

The group also suggests SEAM start to organise more events to get together the old and new residents. These events could be called “I ♥ Woodburn” (or Easthouses & Mayfield). It would be a good way to unite people and to make them know each other during a special day, for example, a spring fair, a barbecue or a Christmas dinner.

Concerning the questionnaire, the group thinks that the best and most cost effective way to carry this out is the Internet, thanks to <http://www.surveymonkey.com> (for only £19,95). This type of website allows people to create a survey (with different types of questions), collect responses and to analyze them (with tables and graphs). It is very easy to use and can be promoted as an environmental-friendly action.

After carrying the project the group feels that “communication” can only succeed to a certain extent, with problems within communities. As there are other contributing factors which it cannot solve such as crime, anti-social behaviour and decreasing community.

Finally, it may be good to improve the content of the website of SEAM by giving more links to social enterprises and community activities. It means that SEAM would

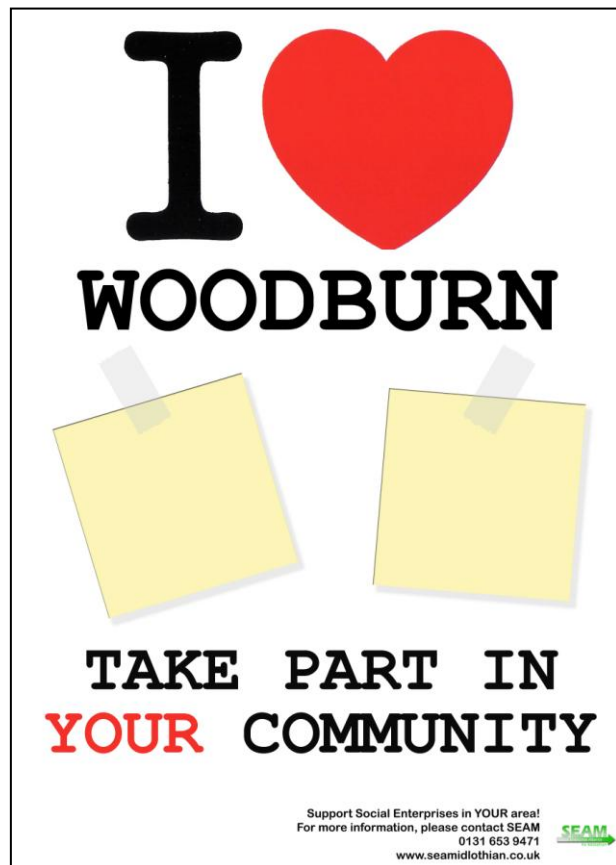
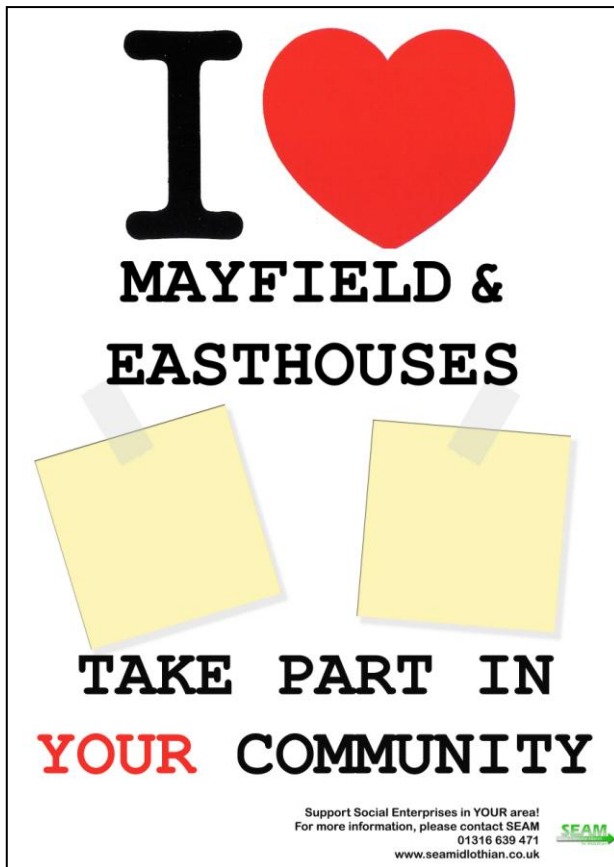
become a bridge to community activities that residents could refer to if they need information.

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## 13. Appendices

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Appendix 1 – Posters



## Appendix 2 – Press Releases



Social Enterprise Alliance for Midlothian (SEAM)

# news release

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For release: w/c 5 January 2009

## Choose Stomach Crunch not Credit Crunch

As the credit crunch looms over our bank balances like a sore head, it is important to enjoy life's little luxuries without breaking the bank. However, baring this in mind doesn't mean you can't tighten both your figure and your purse strings simultaneously.

Over 12% of the UK population spend their hard earned pennies on a gym membership. However in the heat of the current financial climate, the only thing we want to get hot... is our bodies! So why waste money on an expensive gym, when you can get fit and healthy on your door step at Mayfield Leisure Centre.

It's the New-Year, the time to stick to that resolution and get fit and healthy. It has been proven that exercise can reduce your risk of cancer, boost your immune system, and help beat depression, as well as helping your confidence and most importantly feel great about yourself. This can all be done without having to spend too much time or money.

One of the best ways to do this is to attend the Aerobics class at the Mayfield Leisure Centre on (Wednesdays 6pm – 7pm.) This allows local residents to beat the post Christmas bulge and the credit crunch. At only £3.60 per class you can get into shape, make new friends and support local community activities.

## MORE

**For further information on these classes and others, please contact Mayfield Leisure Centre on 0131 663 2219.**

*END*

### **Notes to editor:**

*The Social Enterprise Alliance Midlothian (SEAM) is working to support and promote Social Enterprises operating within Midlothian. Social Enterprises are businesses that put their profits back into the local community rather than to named shareholders. By supporting local Social Enterprises, you are directly supporting your own community.*

*This project is a pilot initiative aiming to strengthen the local community by encouraging locals to meet new people in their community. To find out more on this project, or to learn more about Social Enterprise, please contact Shona Maguire, Research & Development Officer at SEAM on:*

*Tel: 0131 454 0911*

*Email: seam@barimaproductions.com*

**- ENDS -**



Social Enterprise Alliance for Midlothian (SEAM)

## news release

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For release: w/c 5 January 2009

### **Volunteer to Volunteer**

I want to be more confident. I want to have fun. I want to make new friends. I want to boost my CV. I want to feel good about myself and my community.

Unachievable resolutions? Not any more! If you become a volunteer, you are able to improve your life, as well as those of people in need in your spare time.

If you volunteer it allows you to work alongside a wide variety of people, improve your self confidence, and can greatly enhance your CV.

Giving back to your community is a great opportunity for anyone with some free time. It shows a great kindness and willingness to help other people, which will in turn further impress any employers and allow you to get to know a wide range of people, whom you may never have met within your community.

One place in desperate need of your help this new year is the Day Care Club at the Woodburn Community Centre. The Day Care Club is a great place for the elderly to make friends and enjoy themselves. The club runs every Monday – Thursday at 9.00am – 16.00pm. Transportation is provided to and from the centre, if necessary.

## **MORE**

**For further information on this and other activities, please contact Dalkeith Community Centre on 0131 663 3445.**

*END*

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*Tel: 0131 454 0911*

*Email: seam@barimaproductions.com*

**- ENDS-**



Social Enterprise Alliance for Midlothian (SEAM)

## news release

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For release: w/c 5 January 2009

### **Let the Kids be Kids**

Kids are consistently demanding your attention. Whether they try and gain it by drawing on the walls or throwing their tea, or worse, at you – they will quite rightly, never go unnoticed. Whilst as parents we want our kids to have fun – it's all about finding that happy medium where kids can have fun, behave and learn!

It has been well reported that kids benefit from social and language stimulation. Simple playing can teach them about sharing and using their imaginations; as well as furthering their communication skills with adults and kids alike. These ideas are a fun way to learn, and at the Woodburn Playgroup and Nursery; they won't even know they're learning.

Being a parent is a full time job, however it is important for any parent to have time to relax! This is why parents should drop their kids off at The Woodburn Playgroup and Nursery. The classes involve your children meeting new friends from many different areas and learning new skills which they can take with them to the big primary school! Not to mention that well deserved break for the hard working parents.

Involving you and your family in the Woodburn Playgroup and Nursery can help you get involved in your community and meet other parents who understand the traumas of the 'terrible twos'! The sessions are held 9.15 am – 11.00am, at only 30p!

**MORE**

**For further information on this and other activities, please contact Dalkeith Community Centre on 0131 663 3445.**

*END*

**Notes to editor:**

*The Social Enterprise Alliance Midlothian (SEAM) is working to support and promote Social Enterprises operating within Midlothian. Social Enterprises are businesses that put their profits back into the local community rather than to named shareholders. By supporting local Social Enterprises, you are directly supporting your own community.*

*This project is a pilot initiative aiming to strengthen the local community by encouraging locals to meet new people in their community. To find out more on this project, or to learn more about Social Enterprise, please contact Shona Maguire, Research & Development Officer at SEAM on:*

*Tel: 0131 454 0911*

*Email: seam@barimaproductions.com*

**- ENDS-**



Social Enterprise Alliance for Midlothian (SEAM)

## news release

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For release: w/c 5 January 2009

### **Girls Allowed has the X Factor**

Everyone knows how difficult it can be being, or bringing up, a teenage girl. So much drama, drama, drama! Enter Mayfield Leisure Centre's new initiative, Girls Allowed. Girls Allowed is a class for 11 – 15 year old females, which aims to help solve life's little worries, by creating a social, friendly atmosphere for girls and their friends.

Girls Allowed provides a safe, supervised meeting point, offering fun activities to take part in such as exercise classes, socialising and building on their personal development.

Girls in this age group are often left with few positive activities to occupy them, especially during the winter. Giving these girls the chance to participate in these classes will encourage them to make the right choices in life, and keep them away from problems on the streets such as underage drinking and drug taking.

The classes can help girls meet and fit with their friends and community and help create a better and stronger understanding between parent and teenager, not to mention give the parents a break.

Starting for a new session on Friday January 12th, the classes run from 6.00pm–7.00pm - the perfect chance to keep them off the streets and give their parents a break.

**MORE**

**For further information on this Girls Allowed and other activities, please contact Mayfield Leisure Centre on 0131 663 2219.**

*END*

**Notes to editor:**

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*Tel: 0131 454 0911*

*Email: seam@barimaproductions.com*

**- ENDS-**

## Appendix 3 – Questionnaire

### Questionnaire

Please take 5 – 10 minutes to complete this survey. This survey is for residents of the Easthouses and Mayfield area and is being conducted by **SEAM** (Social Enterprises Alliance Midlothian). The aim of this questionnaire is to record residents views on their sense of community within their local area.

Thank you for your cooperation.

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#### SECTION ONE: About You

##### 1. Gender

<input type="checkbox"/> Male	<input type="checkbox"/> Female
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##### 2. Age

<input type="checkbox"/> 15 and under	<input type="checkbox"/> 16-24	<input type="checkbox"/> 25-34	
<input type="checkbox"/> 35-44	<input type="checkbox"/> 45-54	<input type="checkbox"/> 55-64	<input type="checkbox"/> 65+

##### 3. Marital Status

<input type="checkbox"/> Single	<input type="checkbox"/> Married	<input type="checkbox"/> Divorced	<input type="checkbox"/> With Partner
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##### 4. Do you have any children?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
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##### 5. Where would you look to find out what services and activities exist within your community (please tick all boxes that apply)?

<input type="checkbox"/> The Dalkeith Advertiser	<input type="checkbox"/> Black Diamond FM 107.8 (if yes, please answer Q 6 & 7. If not, please go to Q8)	<input type="checkbox"/> Midlothian Council Website	<input type="checkbox"/> Posters in the local area
<input type="checkbox"/> Other (please give details below)			

6. If you listen to Black Diamond FM when are you most likely to listen (please tick all boxes that apply)?

<input type="checkbox"/> 0700 – 1000	<input type="checkbox"/> 1000 – 1200	<input type="checkbox"/> 1200 - 1500	<input type="checkbox"/> 1500 – 1800
<input type="checkbox"/> 1800 - 2000	<input type="checkbox"/> 2000 – 0000	<input type="checkbox"/> 0000 - 0300	<input type="checkbox"/> Don't Listen (please go to question 8)

7. Please tick the days of the week that you are likely to listen (tick all boxes that apply).

<input type="checkbox"/> Monday	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Thursday
<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday	<input type="checkbox"/> Sunday	

8. Where would you like to see community activities/ classes advertised (please tick all that apply)?

<input type="checkbox"/> The Dalkeith Advertiser	<input type="checkbox"/> Black Diamond FM 107.8	<input type="checkbox"/> Midlothian Council Website	<input type="checkbox"/> Posters in the local area
<input type="checkbox"/> Other (please give details below)			

9. Which of the following newspapers do you read (tick all boxes that apply)?

<input type="checkbox"/> The Evening News	<input type="checkbox"/> Dalkeith Advertiser	<input type="checkbox"/> Herald and Post
<input type="checkbox"/>	<input type="checkbox"/> Do not read newspapers (please go to question 9)	<input type="checkbox"/> Other (please give details in the space below)

10. In general which box best describes how you read your chosen newspaper/s (please tick all that apply)?

<input type="checkbox"/> Only read some articles	<input type="checkbox"/> Read almost every article
<input type="checkbox"/> Read and take note of community groups/classes/activities	

11. How long have you lived in the area?

<input type="checkbox"/> Up to one year	<input type="checkbox"/> 1-4 years	Please complete Sections 2 and 4
<input type="checkbox"/> 5-10 years	<input type="checkbox"/> More than 10 years	Please complete Sections 3 and 4

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## SECTION TWO: You and Your Community

In the following section community refers to a feeling or sense of social belonging and loyalty towards both those who live in your local area, and the area itself.

1. Since moving to the area, how well do you feel you have mixed with the existing community (please tick one box)?

<input type="checkbox"/> Not at all	<input type="checkbox"/> Not very well	Please answer questions 1.1 and 2
<input type="checkbox"/> Fairly well	<input type="checkbox"/> Very well	Please answer questions 1.2 and 2

1.1 If not at all or not very well, why do you feel this way (please tick one box only)?

<input type="checkbox"/> Don't feel comfortable mixing with people I don't know	<input type="checkbox"/> Not interested in participating within the community
<input type="checkbox"/> Haven't thought about it	<input type="checkbox"/> Restrictions (i.e. time, family commitments, financial)

1.2 If fairly well or very well, why do you feel this way (please tick one box only)?

<input type="checkbox"/> Know other residents socially	<input type="checkbox"/> Take part in community events
<input type="checkbox"/> Shared local amenities (i.e. supermarkets, community centre, bars)	<input type="checkbox"/> Welcomed by existing residents

2. In your opinion, how could you gain a greater sense of community in your area (please tick one box only)?

<input type="checkbox"/> More involvement within community groups/classes/activities	<input type="checkbox"/> Greater understanding of your local area
<input type="checkbox"/> Other. Please specify in the space below	

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### SECTION THREE: You and Your Community

In the following section community refers to a feeling or sense of social belonging and loyalty towards both those who live in your local area, and the area itself.

1. Please circle the number which best describes the sense of community in your area?

No sense of community				Great sense of community
1	2	3	4	5

2. Please give details of why you think this? (Please use the space below):

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3. Which of the following statements do you mostly agree with? (Tick one box only)

<input type="checkbox"/> There has always been a strong sense of community	<input type="checkbox"/> There is an increasing sense of community	<input type="checkbox"/> The community is united
<input type="checkbox"/> The community is divided	<input type="checkbox"/> The sense of community has deteriorated	<input type="checkbox"/> There has never been a sense of community

4. Which of the following do you think could promote a better sense of community?  
Please tick as many that apply.

<input type="checkbox"/> More community groups/classes/activities	<input type="checkbox"/> Greater awareness of community groups/classes/activities
<input type="checkbox"/> Greater understanding of the other residents within your community	<input type="checkbox"/> Greater promotion of the positive aspects of the area
<input type="checkbox"/> Other (please provide details in the space below)	

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**SECTION FOUR: Community Groups in Your Local Area.**

1. Do you use the Mayfield Leisure Centre?

<input type="checkbox"/> Yes (please answer questions 2, 3 and 5)	<input type="checkbox"/> No (please answer questions 4 and 5)
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2. If yes, please list the purpose for which you use it? Please use the space below.

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3. How frequently do you use the Mayfield Leisure Centre? Please tick only one box.

<input type="checkbox"/> Once	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Frequently	<input type="checkbox"/> Regularly
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4. If no, why have you not attended? Please tick one box only.

<input type="checkbox"/> I am not actively interested in the events held	<input type="checkbox"/> Not enough information about events held
<input type="checkbox"/> Events are at an unsuitable time	<input type="checkbox"/> Restrictions (i.e. family commitments, financial)

5. After considering and answering the questions in this questionnaire, do you feel motivated to participate more and contribute to a greater sense of community in your area?

If yes, please state why in the space below

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If no, please state why in the space below

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Thank you for answering this questionnaire.