



Community Integration & Social Enterprise (Fairer Scotland Fund)

PILOT PROJECT

**Mayfield & Easthouses
Woodburn**

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Introduction

As a follow up from the SEAM Report "The New Commuting Economy in Midlothian", SEAM submitted a bid to the Fairer Scotland Fund to address one of the risk areas highlighted by this report. That risk was the possible negative consequences that may come from moving two very different socio-economic groups into the same neighbourhoods.

SEAM highlighted two pilot areas for the project (Mayfield and Easthouses and Woodburn), and working on evidence gathered from the first report, set about increasing the number of people who were able to engage in idle chit chat in the street within their neighbourhoods. At the base of it the main focus was to get people to meet each other, and chat in their local neighbourhoods. By promoting the work and activities run by local Social Enterprises as a means to allowing people to meet and chat, the local areas were able to benefit socially and economically (with the profits of the activities run in Social Enterprise activities going back into the local communities). The original intention had been to work with Mayfield and Easthouses Development Trust (MAEDT), but at the time of commencement of the project, they were unfortunately not in a position to be promoting classes, so we reassessed our options and were able to work with the Mayfield Leisure Centre instead.

SEAM identified two local activity providers; The Mayfield Leisure Centre and The Dalkeith Community Centre. SEAM worked with Napier University students to engage in a marketing campaign to promote the Girls Allowed Class, and the Aerobics class at Mayfield Leisure Centre, and the Day care Club and Playgroup and Nursery class at The Dalkeith Community Centre.

Aims

The Community Integration & Social Enterprise project aimed to meet the following outcomes:

- 1. Community-led activities and facilities have increased profile in their local communities and report an increase in use over the lifetime of the project, leading to increased sustainability.*
- 2. Development of effective new ways of raising the profile and use of community activities and facilities in Midlothian, leading to increase in number of residents who rate their neighbourhood as a good place to live*
- 3. Social enterprises in Midlothian are more engaged with a wider range of local residents, attract more local residents as users, customers, volunteers and board members, and are ultimately better able to respond to the changing needs of their communities.*
- 4. Old and new residents mixing through increased participation in community activities, leading to increase in sense of community and breakdown of perceived divides between the two groups.*

Baseline Data

Our pre-marketing survey was completed by 76 participants. It was required to ascertain how to best increase profile of local community activities, establish what ways they are lacking at the moment and how best to improve them.

The results showed that 65.8% of residents did use their local leisure centre, and 34.2% did not. Of those who did not, 24% felt there was not enough information about events held at the leisure centre, and 12% felt events were at an unsuitable time.

Results showed that 45.2% of respondents felt the sense of community in their local area had deteriorated.

19.4% felt there was an increasing sense of community.

Our pre-marketing survey showed that 60.8% of the respondents read The Dalkeith Advertiser, and 50% read The Evening News. When asked where they would like to see community classes advertised, 70% said they'd like to see posters in their local area, 67.1% answered The Dalkeith Advertiser, 22.9% said Black Diamond FM and 24.3% said the Midlothian Council website.

We were able to identify 2 partner organisations to work with in each area:

Woodburn: Mayfield Leisure Centre and MARC (Mayfield Advice & Resource Centre)

Mayfield & Easthouses: Dalkeith Community Centre, MAEDT (Mayfield and Easthouses Development Trust)

We identified 2 promotional partners who cover both areas in order to increase advertising and promotional support. These were Black Diamond FM (community radio station) and The Dalkeith Advertiser

78.6% of pre-marketing survey respondents felt that a greater sense of community could be gained through more involvement in community activities.

Our pre marketing survey showed that 17.6% felt they had mixed with the existing community very well. 41.2% felt they had mixed fairly well, 29.4% of residents did not feel they had mixed with the existing community very well, and 11.8% felt they had not mixed with the existing community at all.

Of those who did not feel they integrated well, 42.9% felt it was due to time restrictions and family commitments, and 28% hadn't considered it or weren't interested in integrating with the local community.

65.8% of survey respondents had lived in the area for over ten years. 17.1% had lived in the area for 5-10 years.

Outputs Achieved

76 people took part in our pre-marketing street survey, and 63 people took part in our post marketing street survey

Usage figures were recorded (but it was not possible due to staff resources to ascertain whether the attendees were from old or new communities within each area).

After the marketing activities, we found that the opinions of residents was changing - 45.2% of Mayfield and Easthouses respondents felt the sense of community was improving and 31% of Woodburn respondents felt the sense of community was improving.

Nevertheless 32.3% of Mayfield and Easthouses respondents felt the sense of community in the area was deteriorating, and 44.8% of Woodburn respondents felt the same, which suggests that a longer term approach of positive and encouraging/welcoming marketing was necessary.

Due to the pre-marketing responses on effective media, we promoted 2 activities taking place in Mayfield Community Centre and 2 activities in Dalkeith Community Centre through the following avenues:

- Three press releases were sent to The Dalkeith Advertiser, two to The Evening News
- One column promoting the fitness classes (after New Year)
- 40 Posters were distributed to local shops, and leisure centres to advertise classes in each of the two pilot areas
- 4 Black Diamond Radio mentions of the Community Integration project talking about what classes are on

Established a column with The Dalkeith Advertiser – 3 columns have been printed (covers Woodburn and Mayfield and Easthouses)

Established a bi-weekly appearance on Black Diamond FM's "Women on the Loose" show (covers Woodburn and Mayfield and Easthouses) – 10 appearances in total

Worked with the Mayfield Leisure Centre to promote classes in Mayfield as local Social Enterprise MAEDT were not in a position to advertise classes at the time of commencement of the project

Worked with Dalkeith Community Centre in Woodburn to promote parent and child activities

We created a Social Enterprise Directory including details of services provided, pictures and contact details, which was mailed out alongside the Melville Housing 'Voice' magazine to their residents (largely in Mayfield and Easthouses and Woodburn) which went to 1700 homes.

Promoted the MARC logo alongside Fairer Scotland Fund and SEAM logos on all posters (they operate in both Woodburn and Mayfield & Easthouses, and are based in Woodburn)

We worked with Dalhousie Press, a printer based within the McSense Business Park (a Social Enterprise business park in Mayfield) to do our printing.

Post marketing figures showed (with a fairly even spread of answers) that residents would feel more happy in their neighbourhoods if they were friends with neighbours, more involved with local classes, activities and community groups, if they had a greater understanding of what's on in the local area, less deprivation and more interesting shops. One Woodburn survey respondent suggested "community gala or fun day like Dalkeith BBQ but in Woodburn" would help promote a better sense of community.

The post marketing survey showed 54.8% showing they felt they had mixed very well (Mayfield & Easthouses) and 29.6% (Woodburn), 38.7% felt they had mixed fairly well (Mayfield & Easthouses), and 59.3% (Woodburn). 7.4% felt they had not mixed with the community very well (Mayfield & Easthouses) - 0% (Woodburn), and 6.5% felt they hadn't mixed at all (Mayfield & Easthouses) and 3.7% (Woodburn)

Of the post marketing respondents who did not feel they integrated well, 40% felt it was due to time restrictions and family commitments, and 20% hadn't thought about it (Woodburn), 60% felt they weren't interested in taking part in their local community, 20% felt it was due to restrictions such as time and family commitments (Mayfield and Easthouses)

87.9% of Mayfield & Easthouses respondents had lived in the area for over ten years, 6.1% had lived in the area 5-10 years

71.4% of Woodburn respondents had lived in the area over ten years and 17.9% had lived there for 5-10 years.

This shows largely that new residents, those who are moving to the area, are not using the local shops and community centres.

Progress Made

Attendance figures have increased for all activities promoted:

Mayfield Leisure Usage Figures

Aerobics Pre Marketing (Aug/Sept)

47 attendees

Post Marketing (Jan/Feb) 80 attendees

Attendance increased by 41%

Girls Allowed

Pre-marketing (Aug/Sept)

12

Post-marketing (Jan/Feb) 30

Attendance increased by 60%

Dalkeith Community Centre Usage Figures

Daycare Club

Pre-marketing (Aug/Sept) 255 attendees

Post-marketing (Jan/Feb) 423 attendees

Attendance increased by 39.7%

Playgroup & Nursery

Pre-marketing (Aug/Sept) 685 attendees

Post-marketing (Jan/Feb) 695 attendees

Attendance increased by 1.4%

Classes have received an increased profile in the local communities through free advertising and marketing support through posters, articles in the Dalkeith Advertiser and airtime on Black Diamond FM.

"I think the project has made an impact. Before we had weeks where there were only between two and five people attending the Girls Allowed class. But people are talking about the classes now. People do bring friends along. Now we have between ten and fifteen in the class. We will continue to use the posters to advertise classes"
Stuart Hunter, Duty Officer, Mayfield Leisure Centre

Due to the development of our working relationship with the Dalkeith Advertiser, we are now working with them to develop a pilot community integration website to promote the work and news of local community groups, classes and activities, with a view to encouraging the community to take part, write blogs and have a voice.

We have developed strong links with local media and are now promoting Social Enterprise, SEAM and community news on a regular, ongoing basis.

The positive reinforcement of seeing the "I ♥ Woodburn" and "I ♥ Mayfield and Easthouses" on an ongoing basis is likely to increase local residents' pride in their own neighbourhood, which is vital to achieving a sense of community, and in making people feel their neighbourhood is a good place to live.

Social Enterprises have been able to advertise to a new audience, one which perhaps has no prior understanding of what Social Enterprise is. This has raised the profile of the sector in general, at the same time as providing an effective advertising medium to local residents through local newspapers, local radio and direct marketing to them in their homes. This has opened up the market of users, customers, volunteers,

board members and others which will ultimately allow Midlothian Social Enterprises to be better able to respond to the changing needs of their communities.

While attendance has increased for the classes promoted, the new residents have been harder to reach, and on the whole, more work needs to be done in specifically marketing to this audience.

Additionally, from non-recorded data, obtained through informally chatting with survey respondents in each of the pilot areas, it became clear that the majority of Woodburn residents felt disillusioned to a community project such as this to make any lasting change. Views were very cynical, and the overall view was not to “get high hopes or you’ll just get disappointed”. In Mayfield and Easthouses, the feedback was more positive, although there were vastly different views of what a community/sense of community actually is. Many did not think of themselves as part of the community as “community” was seen to represent council community workers, or “organisers” or “bossy people”. We feel this is something which should be considered for future projects in Mayfield and Easthouses.

Case Study: Napier Student Project

Working with students from Napier University, SEAM was able to access a team of creative, advertising focussed students to undertake a thorough and well designed marketing campaign which could be utilised for future.

Pre-Marketing Survey

The students assisted with the survey distribution, taking on a friendly and positive approach. They analysed the results and used these to determine the marketing plan in order to shape the most effective outcome of the project.

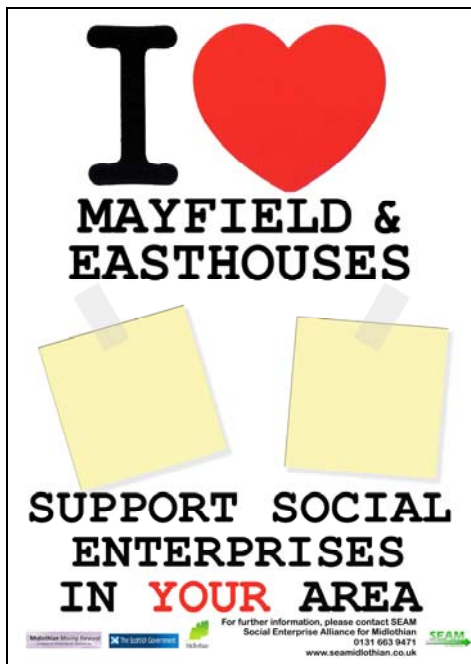
Marketing Plan

1. Press Releases

The pre-marketing survey showed that 60.8% of the respondents read The Dalkeith Advertiser, so a series of press releases focussing on classes was identified as a focus for the marketing plan. As 50% read The Evening News, it was felt important to distribute these press releases to The Evening News as well, although it was felt less likely these would go to print. Due to the time frames of the project (October until January), it was felt that there should be a positive "New Years Resolutions" message within the press releases.

2. Poster Campaign

When survey respondents were asked where they would like to see community classes advertised, 70% said they'd like to see posters in their local area, so the students planned to advertise the classes locally in shops around the focus areas. Of the survey respondents who did not feel they integrated well, 42.9% felt it was due to time restrictions and family commitments, and 28% hadn't considered it or weren't interested in integrating with the local community. For this reason, it was felt necessary to create a positive marketing campaign which would not focus on the need to "integrate with the local community", but to focus on advertising one parent and child activity, to enable the residents to attend without losing out on time with family and other constraints which they were already under, and to positively market the area's services, motivating people to start something new. It was felt that the "I ❤️" campaign would do this most effectively.



Activities

- Initial street survey participation and advocacy of the project
- Press Releases sent to The Advertiser and The Evening News
- Article in The Advertiser promoting classes at Mayfield Leisure Centre
- Presentation to Council Officials, SEAM members, Housing Companies and other stakeholders which raised the profile of the project, and resulted in subsequent meetings with Castle Rock Edinvar to discuss how their future projects could be planned out to be most effective in the creation of strong, resilient communities.

We worked with surveys (pre and post marketing) to ascertain the current sense of community in each area, to look into which marketing avenues would be best to increase profile of activities, and to gauge the impact our project had made on the outcomes.

Direction

We had originally thought we would have time to undertake focus groups, and to work with three partner organisations in each area, but during the pilot project it became clear there would not be time to work with three partner organisations, and indeed it was fairly difficult to gain the support from two in each area. It did not feel like it was 'partnership working' as such, although there was a degree of exchange and mutual appreciation of the project. Due to time restrictions and external factors which arose when working with the student group the student group, the time frames within which we initially expected to achieve much of the project, proved to be unrealistic.

Nevertheless, within the timeframes of the project (an average of 3.5 hours a week), we feel that the project has actually achieved a lot. It has become apparent that more work needs to be done in targeting new residents at home, and making them aware of the local media, Social Enterprise services and activities on offer and specifically encouraging them to become part of their local communities.

Although the marketing campaign was only able to run for three months, we have evidence to prove that it has worked, and reason to believe that a longer term approach (already put in place through this project to some extent) will continue to work allowing the sense of community to grow.

Regular exercise can reduce stress, increase confidence (and positivity) and improve health. With an increase in residents attending local classes, perhaps with their children and friends, we will not only increase the health, confidence and positivity of residents, but we will empower them and their communities to support each-other, and the local economy.

Unplanned Impacts

Community Website

Working with the Dalkeith Advertiser to promote the SEAM column, in meeting with the editor, and discussing the community integration project, the SEAM Development Officer has been asked to take the lead on a pilot community integration website run by The Advertiser, and she has already met with the web designer to discuss the template for this. The idea is for the Development Officer to act as a central point to facilitate and edit content supplied by a range of Social Enterprise groups across Midlothian, and to give them a voice to publicise their work, to establish an open communication tool with blogs, pictures, video files, music and advertising to allow the community groups to integrate their local communities using this website as a tool. All website maintenance and updating would be managed by The Dalkeith Advertiser. This is now at the very early stages, and while it was an unplanned focus of this project, we feel it fits perfectly with the intention of the project – it will increase community pride, and communication, it will provide a hub for advertising classes, activities and groups, and in so doing will allow a platform to integrate communities across Midlothian. It is felt this will be a key tool in the continuation of this project across Midlothian.

Fair Trade

The SEAM Development Officer sits on the Fair Trade Midlothian Steering Group, and due to the column, connections at the Dalkeith Advertiser, and Black Diamond FM was able to promote a Fair Trade fundraising and awareness event held in The Scottish Mining Museum as part of Fairtrade Fortnight. The event was very well attended and actually sold-out due to the extensive coverage it received not only on Black Diamond FM and in the Dalkeith Advertiser, but also through promotion from within MARC, MAEDT, and other community and social enterprise groups.

Negative Impacts:

Student Miscommunication led to some set backs in survey distribution which led to a knock-on effect of the press release and poster campaign having to be pushed back.

Partnership Working

The Dalkeith Advertiser - Due to this relationship, we have been able to initiate a column, and are now embarking upon a pilot community hub website. Project participants have been able to learn more about what is on in their areas, what Social Enterprises do locally, and how to get involved.

MAEDT (Mayfield & Easthouses Development Trust) – we have worked with MAEDT to promote activities in Mayfield and Easthouses, and to distribute surveys. Although the partnership did not start out as originally planned, once MAEDT were in a position to get on board they did so wholeheartedly, and are now using the marketing materials to promote classes and activities in their premises. The partnership has been effective, and they will be key in the continuation of integration work within Mayfield and Easthouses after the completion of the pilot project, and for this reason, they have played (and will continue to play) a very important role.

Black Diamond FM – we have worked with Black Diamond FM to establish a bi-weekly appearance on the Women on the Loose show. Not only has the partnership with Black Diamond been very successful, it has allowed us to communicate with a much wider audience, and to promote not only the classes, and activities we were focussing on for this project, but has allowed an avenue to promote all Social Enterprise news, Fair Trade Midlothian news, and MVA news (voluntary sector news) as well as opening up discussions on how businesses in a recession could do more for their environment by operating as Social Enterprises and investing profits into their local area.

MARC (Midlothian and Advice Resource Centre) - the partnership with MARC was a minor one, but has been very effective. We promoted MARC on the posters, allowing increased advertising of their organisation on posters distributed in Woodburn and Mayfield and Easthouses. We had 40 of these posters printed and displayed in each of the two pilot areas. MARC has also assisted us with survey distribution in Woodburn.

MVA (Midlothian Voluntary Action) - the SEAM Development Officer is housed within the offices of MVA. This has been a very strong and successful partnership. MVA has assisted with a lot of support in accessing voluntary sector and minority groups, survey distribution, displaying posters, and general information to assist with the project.

The Dalkeith Community Centre - we have been assisted by the Dalkeith Advertiser to display our posters, put surveys into pigeon holes and delivered feedback on attendance figures showing an increase in attendance for classes. This has been the first time we have worked with The Dalkeith Community Centre in this way, and it was felt the timescale was not long enough to successfully develop the necessary relationships to allow this to be as successful as it perhaps could have been. However, on the whole the partnership was successful and the Community Centre staff were very helpful.

Mayfield Leisure Centre - Originally we had hoped to work with MAEDT, and at the last minute it became necessary to find an alternative partner in Mayfield and Easthouses. As the Leisure Centre offered a variety of community activities for all age groups, it was the logical option (even though it was not a Social Enterprise).

The duty officer was very keen to work with SEAM to promote community integration, and was very open to promoting other Social Enterprise activities for the area within the centre. The partnership has been very effective, and the Mayfield leisure centre has made a very positive difference to the effectiveness of the project. Additionally, Mayfield Leisure Centre will continue to promote classes and activities using the marketing materials we designed, and will play a key role in the continuation of community integration work in Mayfield and Easthouses, and in increasing the number of people who feel their neighbourhood is a good place to live.

Equalities Issues

While our project has been wholly based upon community integration within the areas of Woodburn and Mayfield and Easthouses, the majority of activity has been concerned with increasing attendance in the local activities identified regardless of race, religion, creed, gender, etc. We have taken care to make the posters available to a wide range of organisations, and have advertised with radio, press and posters (all of which are easily accessed by most equality groups).

Our Social Enterprise Directory has been mailed out to 1700 homes, and the Social Enterprise activities contained within it are investing profits into:

- Addressing the underlying issues of Poverty, which in many ways
- Increasing Employment Opportunities – working with those who have been out of work for a while, those who have never been in work, those with disability issues, etc
- Youth work and childcare – working with a range of youth related inequalities
- Supporting care providers – working to support those who provide care to a range of inequality groups
- Supporting local voluntary groups – including a wide range of equality groups

By utilising Midlothian Voluntary Action mailing lists to the voluntary sector, we were able to access a wide variety of individuals and organisations – many of whom specifically tackle equality issues and under-represented groups including the following:

Men in Mind (part of Health in Mind - mental health for Black Minority and Ethnic men)
CAPS (mental health advocacy group)
Health in Mind (mental health)
Midlothian Women's Aid
MECOPP (Minority Ethnic Carers of Older People)
ELREC (Edinburgh & Lothians Racial Equality Council)
MELD (Mid & East Lothian Drugs)

While the community integration activities promoted were not always suitable for those with physical disabilities, the community and leisure centres within which the classes were promoted, and all meetings regarding the project, were fully accessible for wheelchair users and those who were physically disabled.

Midlothian Disability networks requirements were taken into account by working with Eric Johnstone, Community Care Forum Development Worker.

Where possible the materials produced were made available in large print format upon request.

Sustainability

The marketing posters were sent out to the following groups allowing them to hand write their own classes/activities into the yellow post-it sections of the poster:

Social Enterprise Alliance Midlothian (26 individuals)
Midlothian Community Care Providers (113 individuals)
MVA Community Development distribution list (73 individuals)
Voluntary Sector Forum (134 individuals)
MVA Midlothian Information distribution list (216 individuals)
MVA Children distribution list (59 individuals)

This was to encourage local groups to join the community integration initiative to advertise community classes and activities in their areas, thus allowing a certain level of sustainability of the project.

Conclusion

Pre-project figures showed 19.4% of respondents felt the sense of community was increasing in their areas. After the marketing activities had taken place, 31% of the Woodburn residents felt that the sense of community was increasing, and 45.2% of the Mayfield and Easthouses respondents felt the sense of community was increasing, which shows that the marketing has gone some way in making residents feel that there are improvements in the sense of community in both areas.

We have developed high quality marketing materials reinforcing a positive image of each area, which have succeeded in increasing attendance at local classes and activities. These marketing materials have been distributed amongst the local activity providers, which have been visually identified as being used to promote a variety of community activities currently, with agreement from the organisations to use these posters to promote future classes. The continuity of using a positive message to promote pride in the local area is one which will increase community pride as community activities continue to be promoted.

Electronic copies of the marketing posters have been sent to the Dalkeith Community Centre and the Mayfield Community Centre along with Woodburn and Mayfield Library, to encourage a continuation of the promotion of community integration in these areas.

The Social Enterprise Directory will be mailed out to new homes throughout Woodburn and Mayfield and Easthouses in order to specifically target the new home owners to share information on local service providers and Social Enterprises with a view to encouraging them to take part in local community activities, and to become customers of local Social Enterprises.

Attendance figures have increased for all activities promoted throughout this project. This is the first step in increasing the number of residents who know each-other, and at the same time it addresses a reduction in stress, and an increase in confidence for the residents which are both major factors affecting personal satisfaction. By increasing confidence and reducing stress, residents will feel happier. By increasing the number of residents who know each-other socially, residents will feel more welcome, and will begin to feel an increase in the sense of community thus has been key to increasing the percentage of people who rate their neighbourhood as a good place to live.

The pilot project in Woodburn and Mayfield and Easthouses may be over, but the Development Officer will now be rolling the project out across Midlothian, and will still be in a position to advertise community classes in Woodburn and Mayfield and Easthouses through the Black Diamond FM broadcast without losing the ability to promote community classes throughout the rest of Midlothian.

Social Enterprise activities and services have been promoted, which invest profits into the local community thus further improving the local area. With the communication channels now open for further promotion of work in this area, it is felt the platform for improvement and growth of what this project has started has been successfully set.