Communications Group report March 2016

1. **Logo selection** – The four contenders have been put up on our Facebook page. To these was added a 'home made' idea consisting of a silhouette of the Queens Hall against Arthur's Seat. No comments have been received so far. A decision should be made at the March meeting of the SCC.

2. **Gifford Park Mural Postcard** – We now have 2000 of these postcards to share with the Southside Association. We need to get them distributed as widely as possible. Ideas as to how to do this are welcome.

3. **Community Day, May 14th** – It was originally thought that we would produce a leaflet, folded A4. The costs for that it would be about £500. That would need grant funding, as that is a bit too much for the CC to meet out of its own funds. It was found that the SCNP grants to be decided at the next meeting were all allocated, and there isn't another round until June. We could apply for South Centra£ Decides grant, but we might not win support from the public. So, on further consideration we decided to scale back a bit. Maybe it would be difficult to fill two sides of A4 since we haven't really done anything yet. We do have the Gifford Park Mural postcards, which the University funded. There are 2000 of them to share with the Southside Association. They look good, and give some basic information about the CC – when and where we meet, website details. We should have something else though. We can get 1000 A6 flyers plus some posters for £65 plus VAT, which seems to me to be within a reasonable budget. The Communications Group is working on what we could put on such flyers. As for the day itself, the plan is to have a table, or perhaps two small tables, and a display stand (we have one which gives us two panels 70cm wide by 110 cm high front and back). We have printed some big maps, and thought if one of these was on the display stand we could get people to put stickers on the map to show where they live. If we colour coded the stickers according to age (say under 18, 18 – 30, 31 – 50, over 50) we could get an age profile map of the area. There are other things we could collect in a similar way, such as type of housing (shared flat, rented house, etc.), or occupation (student, employed, unemployed, pensioner etc.) but I'm not sure that we would learn much and it could all get a bit confusing. The real value of the age profile map is as a way of engaging with people, drawing them in, and giving us some other feedback such as what are their main concerns about the area, and what is their vision – how could we make things better for everyone. We need some forms for people to fill in to give us that sort of information. We could also bring up the question of "Orphan Land". We need to draw up a rota of volunteers to be on the street to talk to people.