

Bulwell and Bulwell Forest Area Committee One May 23rd 2012

Title of paper:	My Bulwell Facebook	
Director(s)/ Corporate Director(s):	Andy Vaughan Loxley House, Nottingham Director, Neighbourhood Services	Wards affected: Bulwell and Bulwell Forest
Report author(s) and contact details:	Celia Knight – Neighbourhood Development Officer celia.knight@nottinghamcity.gov.uk Tel 0115 8833729	
Other colleagues who have provided input:	Jamie O'Malley – Communications Manager jamie.omalley@nottinghamcity.gov.uk Tel 0115 8763308	
Relevant Council Plan Strategic Priority: (you must mark X in the relevant boxes below)		
World Class Nottingham		
Work in Nottingham		
Safer Nottingham		x
Neighbourhood Nottingham		x
Family Nottingham		x
Healthy Nottingham		x
Leading Nottingham		
Summary of issues (including benefits to citizens/service users):		
This report provides an outline of the work done to date on the pilot scheme to establish a facebook page for Bulwell and Bulwell Forest Wards.		
Recommendation(s):		
1	That Area Committee discuss the report and suggest additional ways of encouraging residents and local organisations to utilise the opportunity the My Bulwell page presents.	
2	That Area Committee note the report	

1. BACKGROUND

1.1 Nottingham City Council has a Facebook page called My Nottingham to cover the whole city. It was agreed that a pilot should be established to see whether local facebook pages for different neighbourhoods across the City would be useful for local residents, voluntary, community groups and businesses.

1.2 Attempts to establish a Bulwell Town Centre facebook page had been made by the Neighbourhood Action Officer for the Town Centre, Angela Bolton. This post was deleted in the recent restructuring of neighbourhood management and the decision was taken to establish one Facebook page which would cover the town centre and the wider areas of Bulwell and Bulwell Forest.

1.3 As part of the pilot, it was recognised that a My Bulwell page may not be seen as relevant to some areas of Bulwell Forest ward and that, if this pilot was successful, additional Facebook pages may need to be established to cover these areas.

1.4 The new My Bulwell page was set up in January 2012 and local organisations were informed of the opportunity to use the page. It has also been promoted at community meetings, through emails and groups have been invited to promote their events through the page.

1.5 There have been some technical issues relating to the implementation of new systems to help manage the Council's social media channels. This has delayed the plan to share access to neighbourhood Facebook pages with partner agencies and organisations and meant they have only received limited promotion thus far.

1.6 As a result, initial take up has been relatively low. However, it is hoped that eventually the My Bulwell page will be an additional means of promotion of local events and developments by all sections of the community.

1.7 The views of the committee on how this opportunity can be promoted to encourage residents to use this facility are being sought.

2. REASONS FOR RECOMMENDATIONS (INCLUDING OUTCOMES OF CONSULTATION)

2.1 Nottingham City Council welcomes the views of the experienced community representatives and members on Area Committee and would like to ensure that these views are taken into account and actioned prior to the pilot period coming to an end.

3. OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

None

4. FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY/VAT)

None

5. RISK MANAGEMENT ISSUES (INCLUDING LEGAL IMPLICATIONS AND CRIME AND DISORDER ACT IMPLICATIONS)

The My Bulwell facebook page is monitored by the Neighbourhood Development Officers through a computer programme which enables offensive postings eg racist language to be removed.

6. EQUALITY IMPACT ASSESSMENT

An equality impact assessment is not needed.

7. LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION

None

8. PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

None

