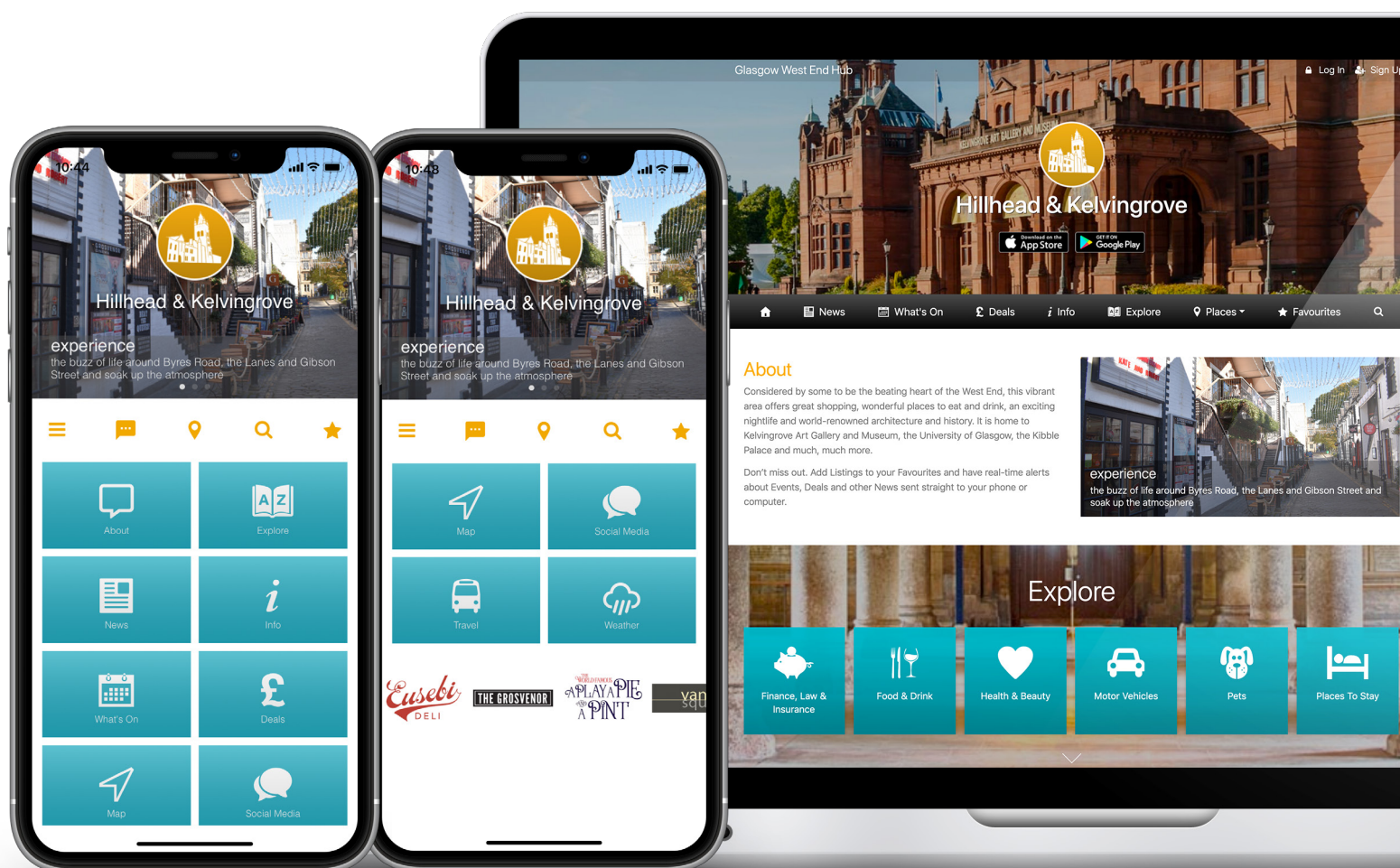


An Introduction to our Residents and Visitors Engagement & Communication Platform





Our
Community
Hub

the UK's leading online community platform

Executive Summary

- > Our Community Hub is a white-label residents and visitors engagement & communication platform that has been designed for use in the age of mobile - it offers mobile users content in a way that is optimised for viewing on a mobile phone (rather than on a computer screen)
- > the platform contains all aspects of a community's life, from its local news, weather, travel, what's on and special offers to its businesses, clubs, community groups and more
- > each local business, club and community group has its own space on the platform and 24/7 control of its own content - each can use Our Community Hub to promote itself and to send messages straight to the mobiles and computers of residents and visitors - the platform's facility to send out messages can also be used to promote the community as a whole
- > Our Community Hub is a unique product and not simply a "dumb" website - it consists of mobile apps (both iOS and Android), a public-facing website and a cloud-based content management system
- > the platform can be used for a single town/village or for a larger area (such as a city or a county) - in the latter case, each district/town/village within the larger area then has its own section to promote its particular community groups, businesses, local events, special offers, news, weather, travel info, etc
- > as a tested and established online platform that is GDPR compliant, Our Community Hub has already passed the approval processes of Apple and Google
- > Our Community Hub can be used to generate significant advertising revenue for reinvesting in the local community and local projects





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Our Platform

what is it for?

Developments in technology mean that we live in a world that is smaller and more connected than it has ever been in the past and we communicate with each other in ways that few could have dreamed of. These changes have been positive in all sorts of ways but they have impacted on traditional relationships and communication channels and given rise to new challenges to be overcome.

With newspapers in decline and media audiences spread over thousands of outlets, traditional communication channels are increasingly ineffective. Look around you in any public place and you will see people glued to their mobile phones. Increasingly, it's where we get our information from and how we communicate with each other. We are now firmly in the age of mobile and communities need to adapt accordingly if they are to be successful in the future.

How, though, do you reach your target audience in a mobile-focused online world that is dominated by noise from big business and global media? Our Community Hub is the answer. It's a unique online platform that creates an engaged audience in the age of mobile and provides the means to communicate, directly and immediately, with that audience.

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WEBSITE
mobile friendly



MOBILE APP
iOS & Android



**CONTENT
MANAGER**





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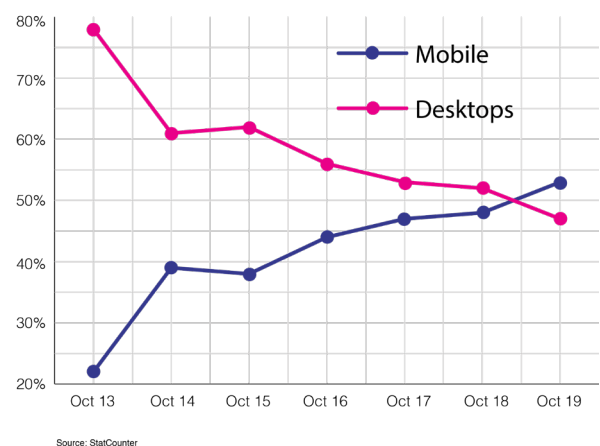
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but we have a website, isn't that enough?

Not even close - even if your website is mobile friendly!

Firstly, mobiles have now overtaken desktops as the most popular way to access the internet. Without exception, websites (which are designed to look good and work well on desktops) give a mobile user a sub-optimal experience, both in terms of how the content is displayed and the time it takes to display it. That sub-optimal experience is reflected in high numbers of mobile users abandoning websites very quickly after arriving on them (this is often called a "high bounce rate") and statistics showing that, even when measured against a mobile friendly website, mobile user engagement is 4x better on an App.

Internet Accesses - UK Market Share



Secondly, the % market share for desktops shown in the graph above drops substantially if home shopping is excluded. A recent report by Deloitte identified that device preference varies with purpose/activity and that users in every age category bar those over 65 prefer to use their phones to access news-type content.

Thirdly, a website is "dumb" in that it simply sits there as an online noticeboard. Residents and visitors may look at it but what they do after that is completely within their control. They may contact you; they may not. They may look at your website again in the future; they may not. They may become aware of other sales offerings that your community has; they may not. You may, somehow, acquire their contact details; you may not. Our Community Hub addresses these issues (and others) and creates a communication channel with residents and visitors that your local businesses, clubs and community groups control and can use to interact with them.

Having a website is still essential for most organisations but, used in isolation, it can be like a Cassette Deck in the age of Spotify and Apple Music.



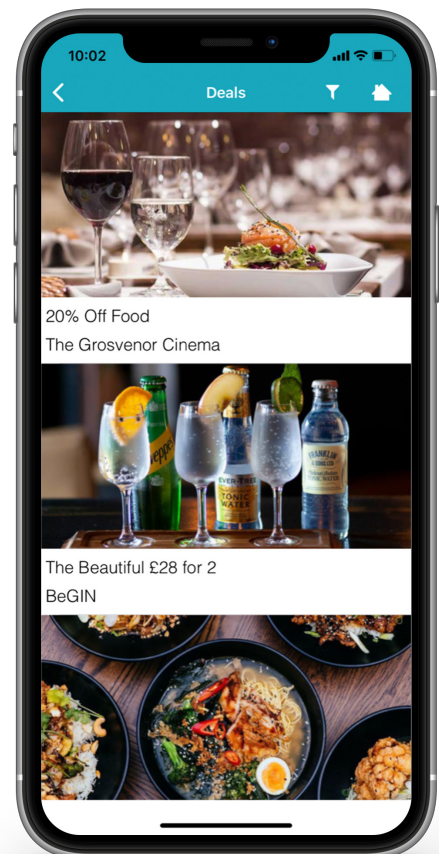
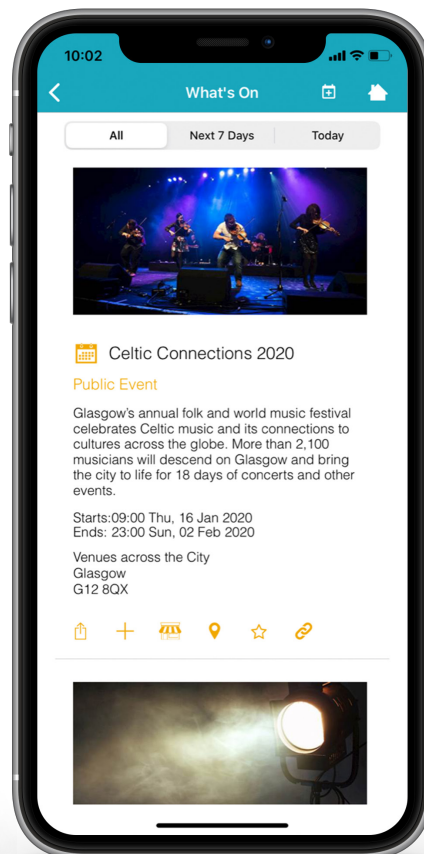
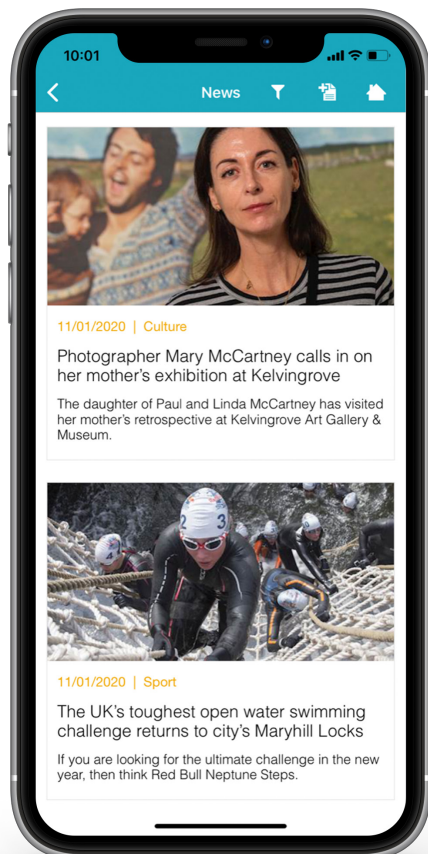
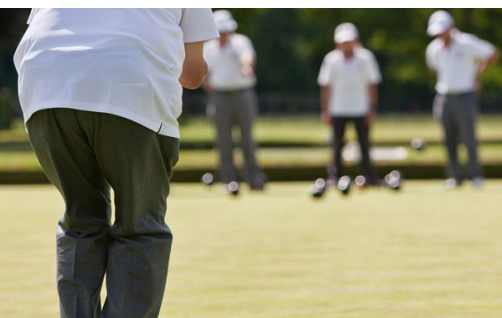


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a hub for the local community

Our Community Hub is the “go to” place for users interested in local news, travel, weather, what’s on, deals, businesses, clubs, community groups and more. As such, it plays a key role in developing and strengthening social and cultural ties within the community, as well as supporting the sustainability of the local economy and employment.

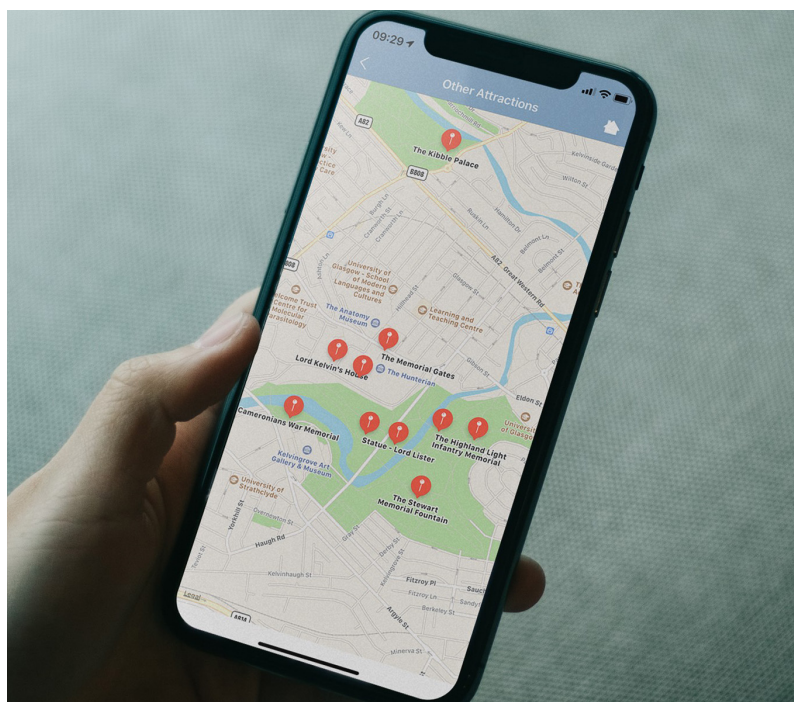




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a source of information for visitors

Visitors to the local community are provided with interactive maps and a central information source on places to stay, local attractions and other things that may be of interest to them.



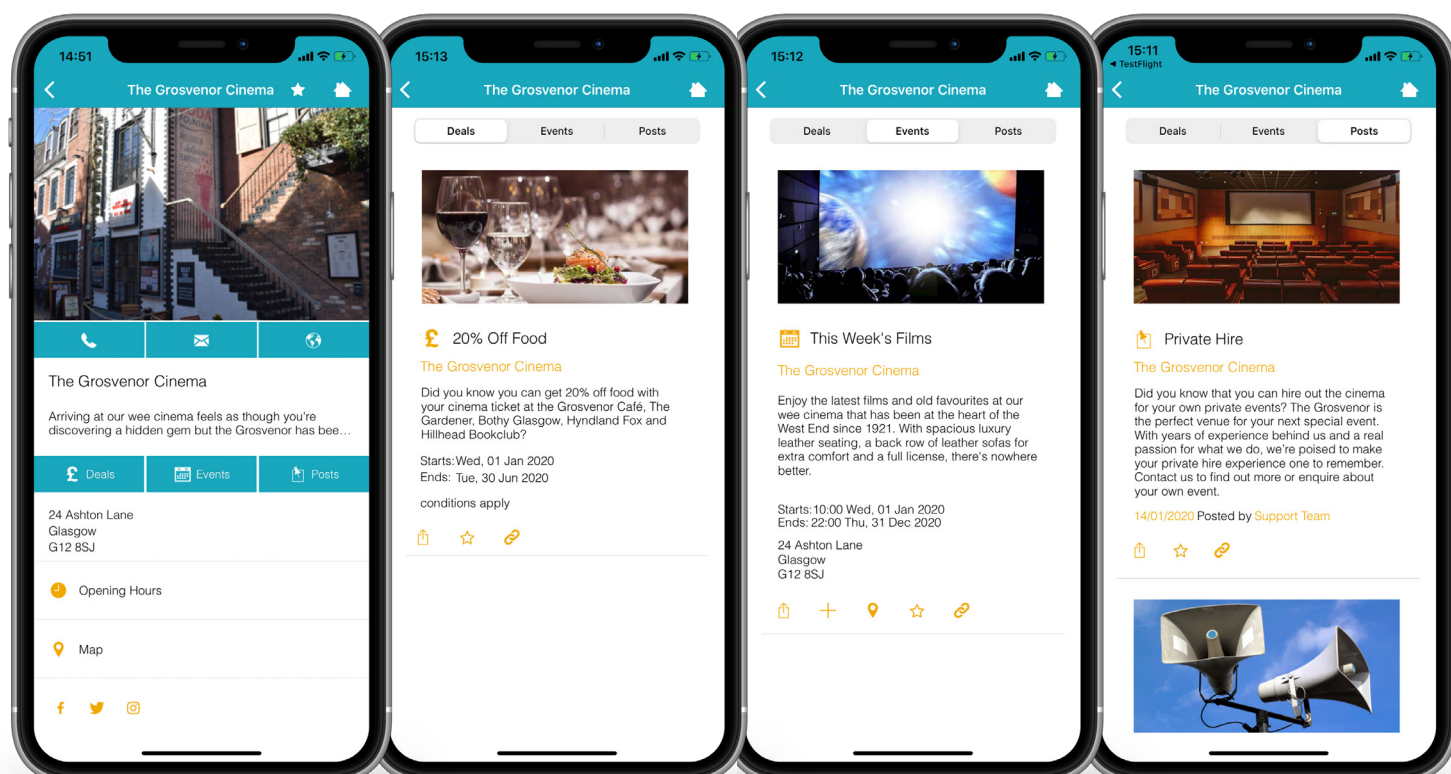


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a powerful collective and individual marketing platform

As a window onto all that the local community has to offer, Our Community Hub facilitates local businesses and other interested groups acting collectively to promote the community as a destination of choice for shopping, leisure and business. In circumstances where better transport links generally mean that shoppers and others have a wider choice of destination than ever before, this ability to market the community as a whole can be vital for local sustainability, economic wellbeing and employment.

Equally, Our Community Hub allows individual local businesses to market themselves and their goods and services directly to customers and potential customers. That can be in the form of general marketing or by way of promotion of special offers or forthcoming events.



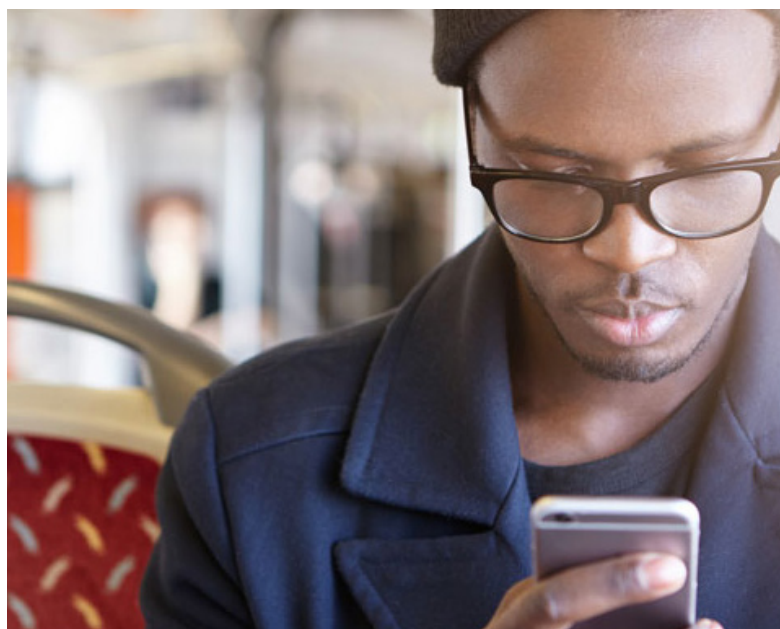


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an essential tool in the age of mobile

With sales of smartphones forecast to increase markedly in coming years (in contrast to sales of desktops and traditional print media), local communities need to implement a mobile digital strategy if they are to secure a sustainable future. Our Community Hub facilitates that. Mobile users are offered content in a way that is optimised for mobile phones and the local businesses, clubs, community groups and councils acquire a direct communication channel to the mobiles and computers of residents and visitors.



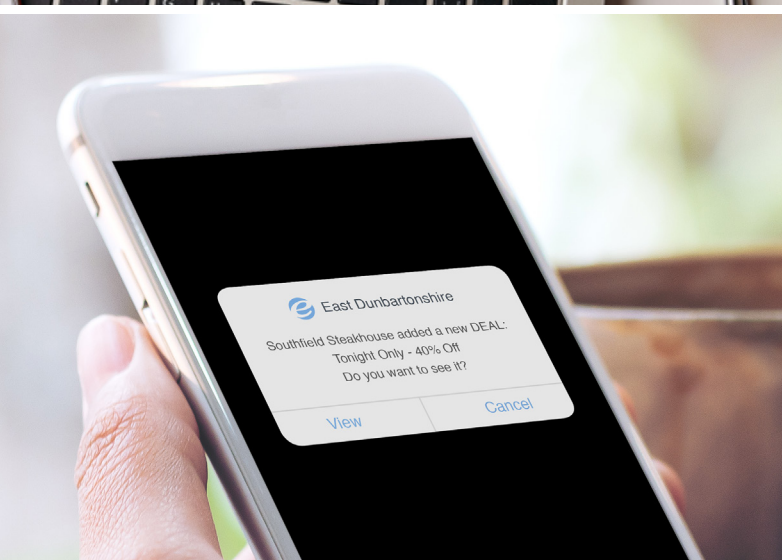
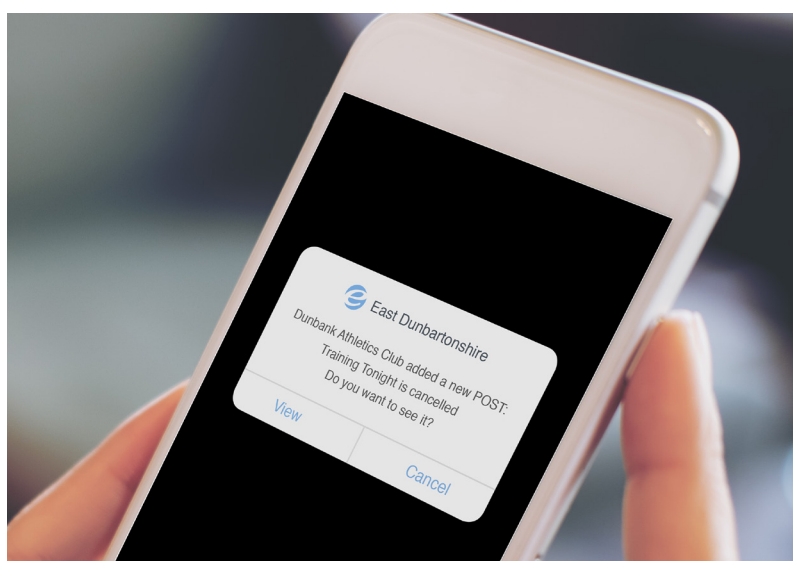


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a direct and immediate communication channel

Our Community Hub acts as an immediate and direct communication channel. Notices put on to it are sent out automatically by push notification and email. Councils can take advantage of this to send out public information. Community Groups can use it to spread news to members and publicise local events. Businesses can use it to talk directly to local customers and advertise special offers.

Push notifications pop-up on the home screen of the phone or tablet. Users don't need to act proactively to seek out the information summarised in the push notification. They simply click on a link in the the push notification itself and Our Community Hub takes them automatically to the page where the information is set out in full.





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a tool to collect and verify contact data

As part of the registration process, Our Community Hub requires verification of the email address that the user has provided. This functionality ensures the accuracy of that contact data which can then be used for marketing.

a source of revenue

Our Community Hub comes with an in-built facility to generate revenue from subscriptions and other third party advertising. Communities can choose whether or not they wish to make use of that facility. If they do, significant funds can be raised to reinvest in the local community and local projects.





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Hosting the Platform

The platform is cloud-based and we licence the use of it on a "software as a service" basis. That means there is no need for our customers to incur expenditure on IT infrastructure. All that is needed is a connection to the internet.

Ease of Administration

Operating Our Community Hub does not impose a significant administrative burden. Each council, club, community group and business listed on it is responsible for uploading and maintaining its own content. It does that via the online content management system which generates and stores any applicable sales invoices. The content management system has user name and password functionality, providing a full audit trail to the source of all content uploaded.

Collection of subscription and other advertising revenues (other than for Partners' Logos) is dealt with by the content management system. Card details are recorded at the online checkout and payment is taken immediately for one-off purchases (like display advertising). Recurring subscription payments are debited on the 1st day of each month and any non payment triggers automatic suspension of the listing concerned.

The Architecture of our Apps

Our apps are built as "native apps".

A "native app" is the gold standard architecture for mobile technology and offers users the best speed, usability, features and overall mobile experience. It is expensive to build a native app (unlike a "web app" or "hybrid app") but, particularly in mobile, the quality of the user experience is of paramount importance. Research shows that users simply shun apps that fail to offer a high quality and rewarding experience. In this context, it is notable that Mark Zuckerberg publicly acknowledged that Facebook's biggest mistake was its initial failure to develop a native app, instead relying on a hybrid. That changed in 2012 when Facebook jettisoned the hybrid and replaced it with a native app.



Key Differences between our Platform and a Directory-Style Website

Over the last 10 years or so "Place Marketing" has usually revolved around having a centrally managed and dumb directory-style website, a few social media accounts and, in some cases, a rudimentary app. As in other areas, though, technology has moved on and the limitations of that outdated approach to Place Marketing (some of which are highlighted in the list below) no longer need to be accepted.

	OCH platform	typical directory- style website
1. Does it verify the email addresses of residents and visitors?	yes	no
2. Does it obtain the electronic address of mobile phones/ tablets to allow push notifications to be sent by the platform administrator ("the Administrator") or organisations that have listings on it ("Listers")?	yes	no
3. Does it allow the Administrator to send mass messages to registered users ("Users") by email?	yes	no
4. Does it allow the Administrator to send mass messages to Users by push notifications to mobiles?	yes	no
5. Does it allow the Administrator to send mass messages to Listers by email?	yes	no
6. Does it allow Listers to send mass messages to Users by email?	yes	no
7. Does it allow Listers to send mass messages to Users by push notifications to mobiles?	yes	no
8. Does it give each of the local clubs, churches, schools and community groups their own "page"?	yes	no
9. Does it give each of the Listers 24/7 online editing control of its own content?	yes	no
10. Does it give each of the commercial Listers the 24/7 online ability to upload a DEAL?	yes	no
11. Can it automatically send out an email/push notification to Users about that DEAL?	yes	no
12. Does it automatically collate all of the DEALS from all of the commercial Listers and display them in one place?	yes	no
13. Does it give each of the Listers the 24/7 online ability to upload an EVENT?	yes	no



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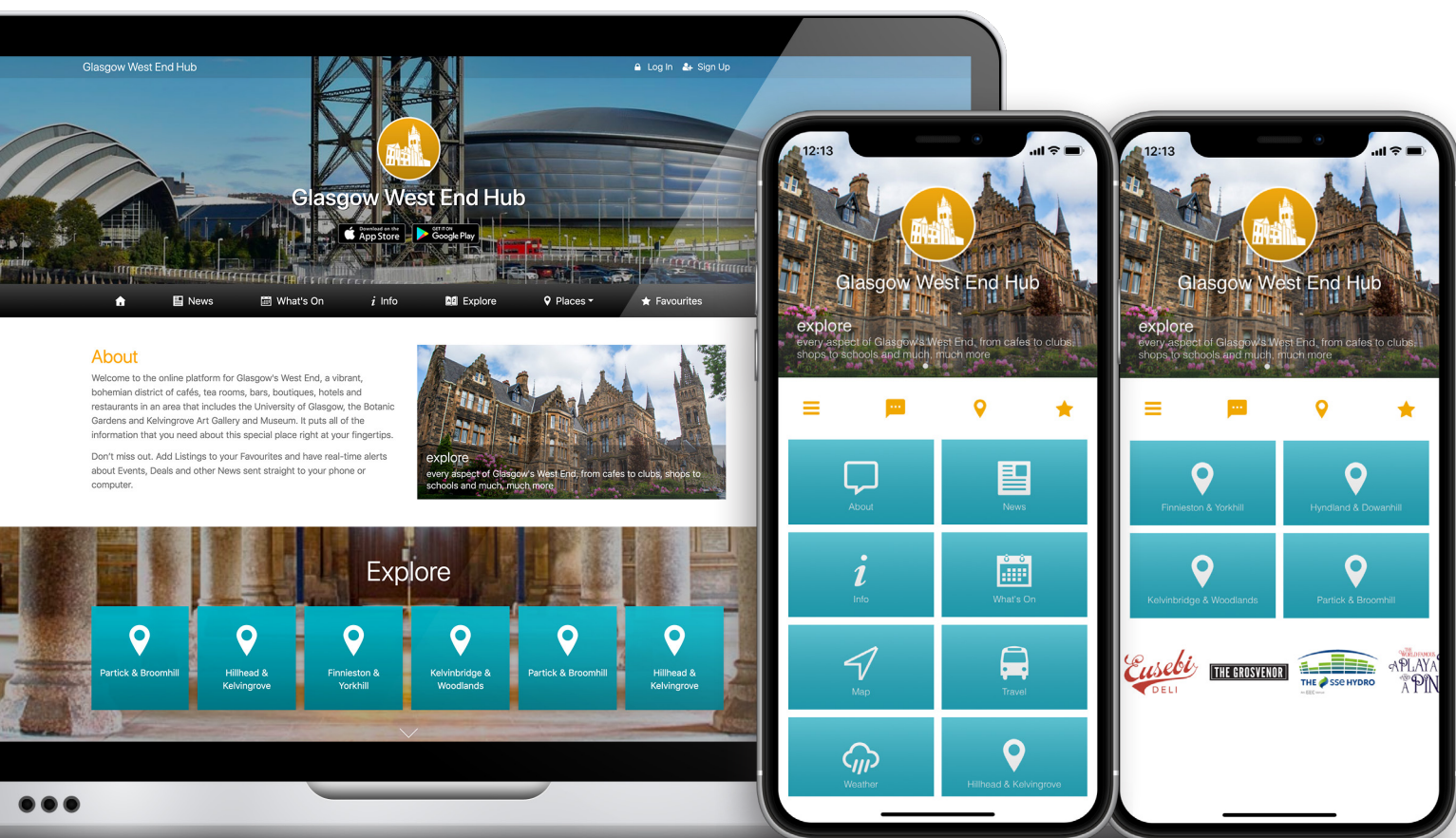
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	OCH platform	typical directory- style website
14. Can it automatically send out an email/push notification to Users about that EVENT?	yes	no
15. Does it automatically collate all of the public EVENTS from all of the Listers and display them in a WHAT'S ON for the whole community?	yes	no
16. Does it offer the facility for the public to submit EVENTS for publication?	yes	sometimes
17. Does it give each of the Listers the 24/7 online ability to upload a POST (ie a message)?	yes	no
18. Can it automatically send out an email/push notification to Users about that POST?	yes	no
19. Does it contain a NEWS section that can be used as a local newspaper for the community?	yes	no
20. Does it offer the facility for the public to submit stories for publication in the NEWS section?	yes	no
21. Does it automatically incorporate content that a 3rd party maintains (eg news, weather, travel information, etc)?	yes	no
22. Does it automatically cleanse itself of old data?	yes	no
23. Is it interesting/dynamic enough to attract a local audience (not just visitors) and, crucially, keep that audience coming back?	yes	sometimes
24. Does it contain interactive online maps, showing the location of Listers?	yes	sometimes
25. Does it contain interactive online maps, showing the location of the local visitor attractions, parks and other public amenities?	yes	no
26. Can it raise substantial advertising & other revenues for the Administrator to reinvest?	yes	no
27. Does it automatically generate the sales invoices for those revenues and deal with cash collection and credit control?	yes	no



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