



Portobello Community Council

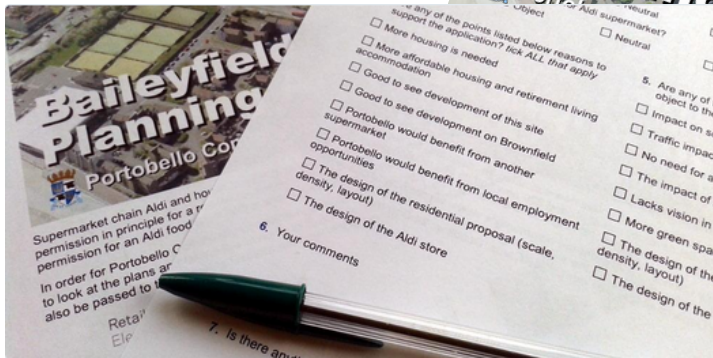
Public Consultation on Major Planning Application 14/03736/PPP

Aims of the Consultation

1. Raise awareness of the Major Planning Application amongst PCC residents and business owners
2. Encourage engagement with the matter (generally) and help people access the details of the planning application
3. Gather responses to inform the community council's decision

Raising Awareness

A mixture of online and offline methods used to raise awareness of the planning application.



Edinburgh News EVENING
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Education Transport Politics Crime Health Opinion Edinburgh East Lothian Midlothian West Lothian

Portobello to get say on shop and homes plans

Portobello Community Council
HOME MINUTES LETTERS NOTICES

Notice of 323rd Meeting

The 323rd meeting of Portobello Community Council will be held on Monday, 27th October, 2014 at 7:30 pm in Portobello Hall, 185 Portobello High Street.

Meetings are open to the public and all are welcome.

[Agenda](#)

Major Planning Application for Baileyfield

Supermarket chain Aldi and housebuilders Cruden have submitted a planning application for the site at Baileyfield, Portobello.

The application is for outline planning permission for the residential development of around 220 new homes and detailed planning permission for an Aldi food store with associated car parking and landscaping.

This is a major development which will help shape Portobello and surrounding areas for years to come. Portobello Community Council would like to accurately reflect what local people think about this proposal.

Your opinion matters, please take a few minutes to fill out the survey:-

PLANS for a new supermarket and hundreds of homes are set to be presented to residents across Portobello.

Budget shopping chain Aldi and housebuilder Cruden have joined forces to develop the former ScottishPower site at Baileyfield.

Community councillors have now launched a wide-ranging consultation amid fears over the potential pressure on the town's infrastructure.

Published on the 07 October 2014 11:45

f Like 14
t Tweet 6

Awareness (Reach)

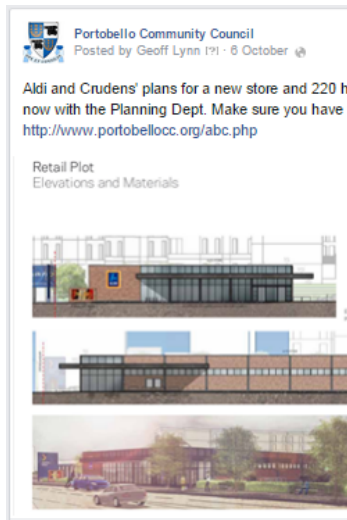
Evening News article	30,000 circulation across Edinburgh
Direct mail leaflet	5,000 households, all in PCC area
Facebook Posts	20,000+
Twitter	5,700+
PCC website	2,000 users
PCC email mailout	750+ recipients
ScoMid Table	30+ Shoppers and Passers by
Library display	Dozens

A number of community groups have also been making members aware of the major planning application.

Engagement - Overview

	Engaging with the issue	
Evening News article	People who read article in print and online	000s
Direct mail leaflet	Residents and business owners who looked at the flyer	000s
PCC Website	Users who visited the consultation form on the PCC website	000s
PCC email mailout	Recipients who opened and read the email and/or clicked on the links	00s
Facebook Posts	People who clicked on, liked, or commented on a Facebook post	00s
Twitter	People who saw Tweets and/or retweeted, favourited	00s
ScoMid Table	Shoppers who discussed the issue and/or took away a consultation form	dozens
Library display	People who reviewed materials, took away forms	dozens




Engagement - Facebook



Portobello Community Council
Posted by Geoff Lynn · 8 October

Aldi and Crudens' plans for a new store and 220 homes now with the Planning Dept. Make sure you have...
<http://www.portobelloc.org/abc.php>

Retail Plot
Elevations and Materials



Portobello to get say on shop and homes plans
PLANS for a new supermarket and hundreds of homes are set to be presented to residents across Portobello.
EDINBURGHNEWS.SCOTSMAN.COM

Like · Comment · Share



Portobello Online
8 October at 05:28

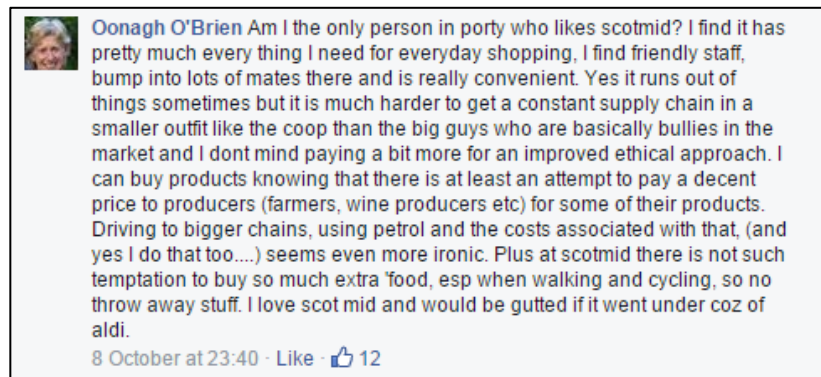
EN coverage of consultation on Aldi/Crudens plans.



Portobello to get say on shop and homes plans
PLANS for a new supermarket and hundreds of homes are set to be presented to residents across Portobello.
EDINBURGHNEWS.SCOTSMAN.COM

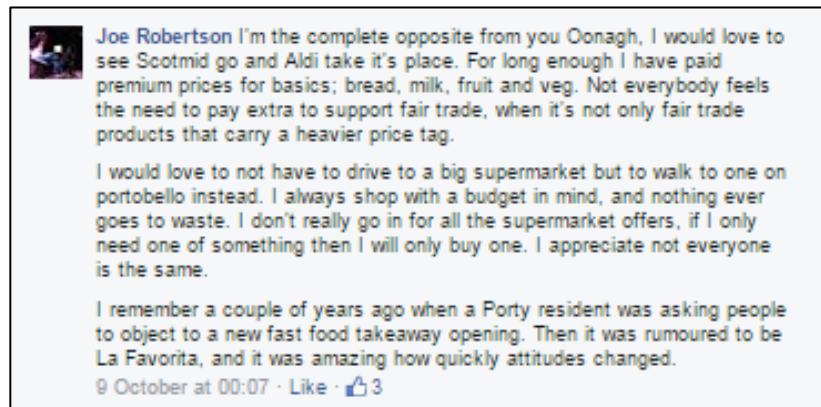
Like · Comment · Share

Facebook has proven to be a key tool in engaging the community with the consultation. Posts on the topic have generated a great deal of interest, including around 500 comments.



Oonagh O'Brien Am I the only person in party who likes scotmid? I find it has pretty much every thing I need for everyday shopping, I find friendly staff, bump into lots of mates there and is really convenient. Yes it runs out of things sometimes but it is much harder to get a constant supply chain in a smaller outfit like the coop than the big guys who are basically bullies in the market and I dont mind paying a bit more for an improved ethical approach. I can buy products knowing that there is at least an attempt to pay a decent price to producers (farmers, wine producers etc) for some of their products. Driving to bigger chains, using petrol and the costs associated with that, (and yes I do that too...) seems even more ironic. Plus at scotmid there is not such temptation to buy so much extra food, esp when walking and cycling, so no throw away stuff. I love scot mid and would be gutted if it went under coz of aldi.

8 October at 23:40 · Like · 12



Joe Robertson I'm the complete opposite from you Oonagh, I would love to see Scotmid go and Aldi take it's place. For long enough I have paid premium prices for basics; bread, milk, fruit and veg. Not everybody feels the need to pay extra to support fair trade, when it's not only fair trade products that carry a heavier price tag.

I would love to not have to drive to a big supermarket but to walk to one on portobello instead. I always shop with a budget in mind, and nothing ever goes to waste. I don't really go in for all the supermarket offers, if I only need one of something then I will only buy one. I appreciate not everyone is the same.

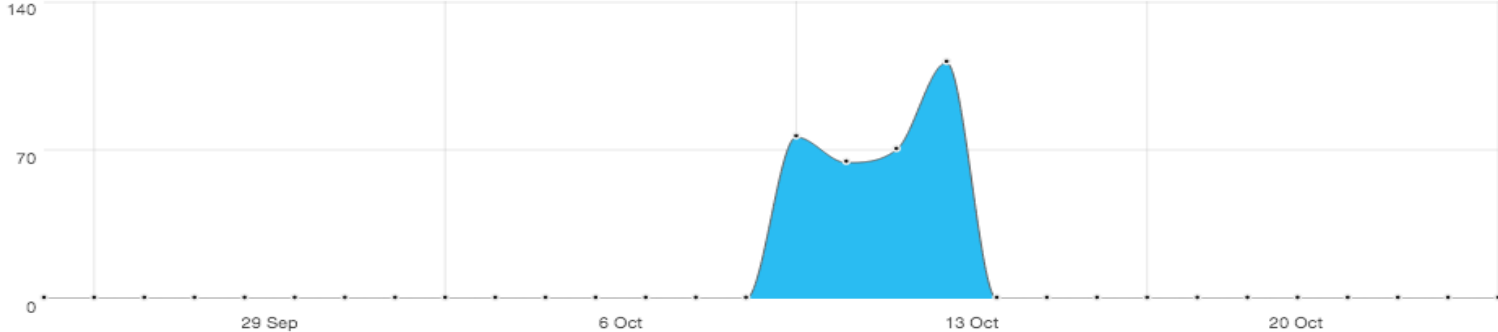
I remember a couple of years ago when a Porty resident was asking people to object to a new fast food takeaway opening. Then it was rumoured to be La Favorita, and it was amazing how quickly attitudes changed.

9 October at 00:07 · Like · 3

Engagement - Twitter



Baileyfield Major Development



Summary Engagements Spend

NAME	IMPRESSIONS	CLICKS ?	RETWEETS	REPLIES	FOLLOWERS ?	CARD ENGAGEMENTS ?	ENG. RATE
<input type="checkbox"/> Baileyfield Major Development Website clicks or conversions - Interests EXPIRED Edit	5,713	309	6	3	3	-	5.62%

Engagement - Email

763 Recipients

List Mailing List

Delivered Fri, Oct 03, 2014 02:50 pm

Subject [PCC] We need your views on Baileyfield Planning Application

[View Email](#) · [Download](#) · [Print](#) · [Share](#)

Open rate **54.3%**



List avg 51.8%

Industry avg (Government) 23.3%

Click rate **20.8%**



List avg 15.1%

Industry avg (Government) 3.2%

413 Opened	158 Clicked	3 Bounced	2 Unsubscribed
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Successful deliveries 760 99.6%

Total opens **849**

Last opened 10/23/14 8:32PM

Forwarded 0

Clicks per unique opens **38.3%**

Total clicks **211**

Last clicked 10/23/14 8:33PM

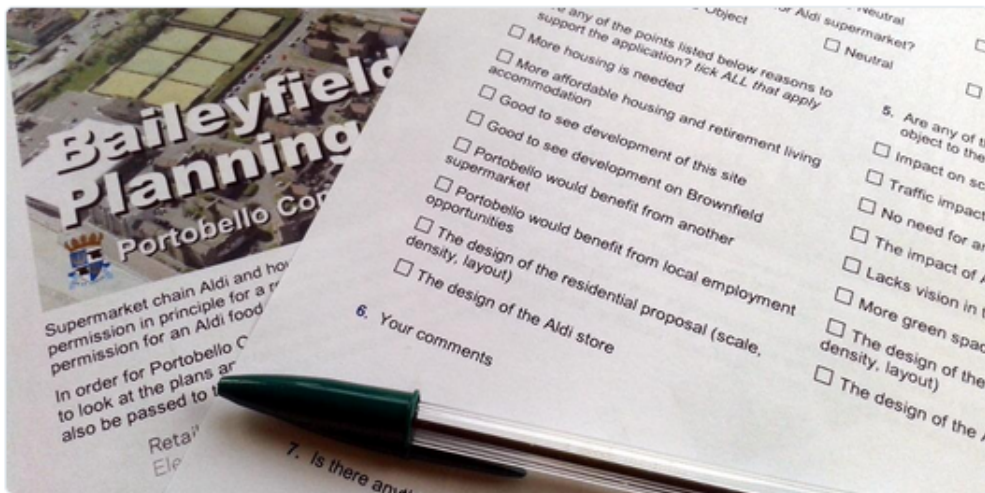
Abuse reports 0

Engagement - Offline



Portobello CC @portobellocc · Oct 11

We're at @Scotmid Portobello this morning 10am-12 to gather views on Baileyfield planning app [green pen optional]



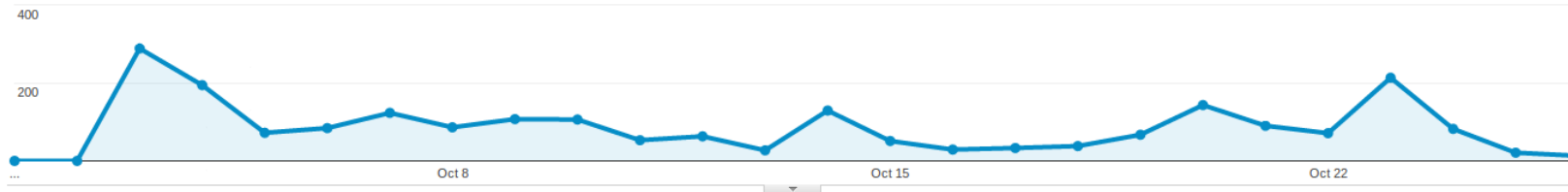
A selection of planning materials and response forms were made available in Portobello Library

Engagement - Website

Pageviews VS. [Select a metric](#)

Day Week Month  

● Pageviews

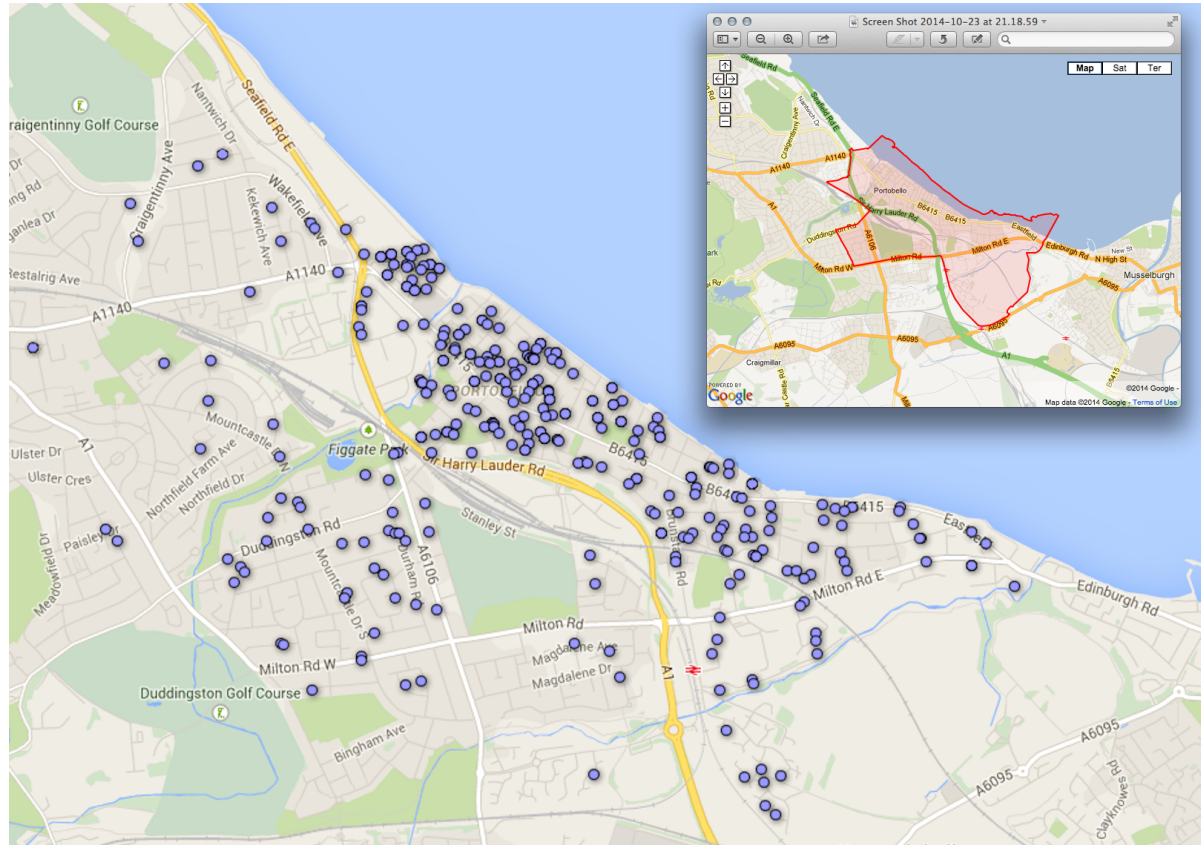


Primary Dimension: [Page](#) [Page Title](#) [Other](#)

Page	User Type	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		2,183 <small>% of Total: 42.96% (5,082)</small>	1,859 <small>% of Total: 45.20% (4,113)</small>	00:04:07 <small>Site Avg: 00:01:36 (157.93%)</small>	1,624 <small>% of Total: 57.77% (2,811)</small>	84.67% <small>Site Avg: 69.62% (21.61%)</small>	80.94% <small>Site Avg: 55.31% (46.34%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. /abc.php	New Visitor	1,195 (54.74%)	1,033 (55.57%)	00:03:12	914 (56.28%)	85.89%	82.76%	\$0.00 (0.00%)
2. /abc.php	Returning Visitor	780 (35.73%)	642 (34.53%)	00:04:26	530 (32.64%)	82.83%	77.18%	\$0.00 (0.00%)
3. /abc2.php	New Visitor	135 (6.18%)	119 (6.40%)	00:06:12	118 (7.27%)	83.90%	83.70%	\$0.00 (0.00%)
4. /abc2.php	Returning Visitor	73 (3.34%)	65 (3.50%)	00:12:40	62 (3.82%)	83.87%	86.30%	\$0.00 (0.00%)

Traffic to the web form was fairly steady throughout the consultation, benefitting from a boost provided by the leaflet on 13 October. Good to see so many new visitors too!

Responses

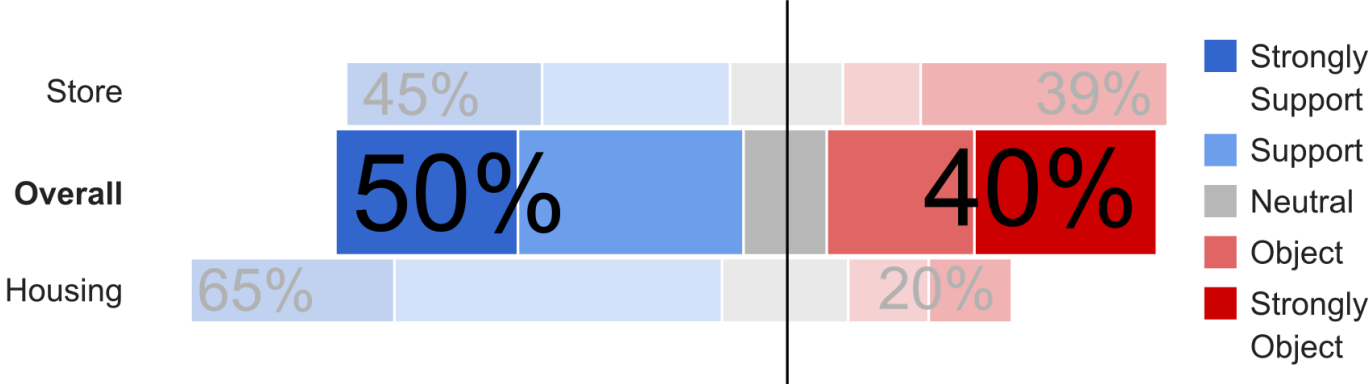


More than 400 responses received.

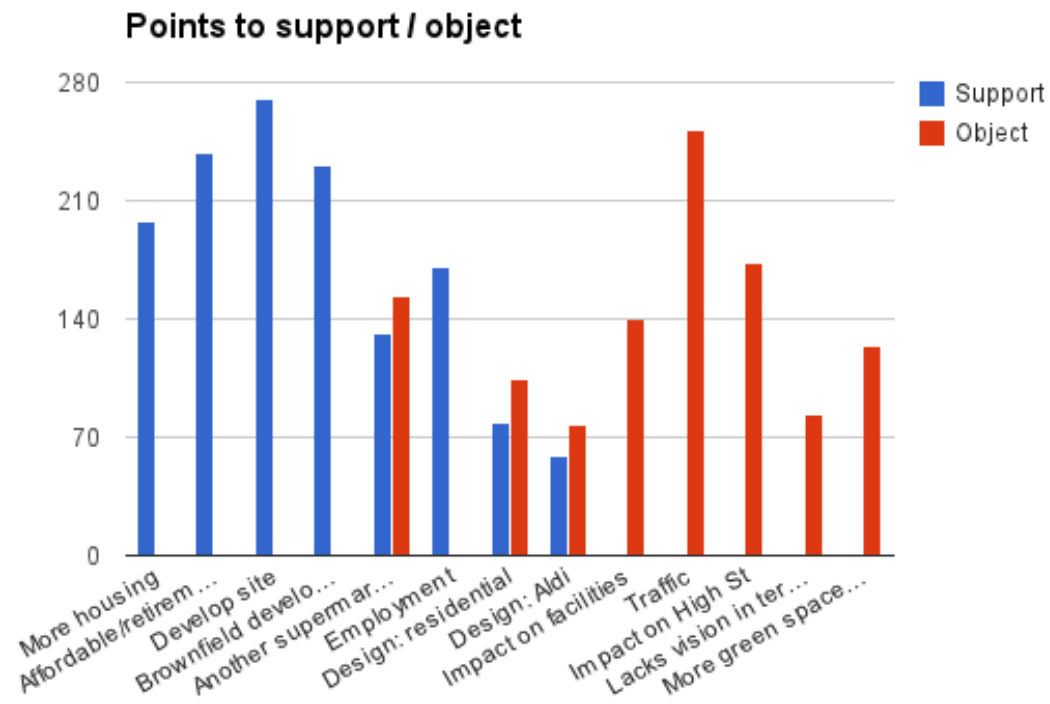
Good spread of responses from across the length and breadth of the PCC area (PCC area inset, marked in red).

Responses

Baileyfield: Summary of responses



Responses



Responses

