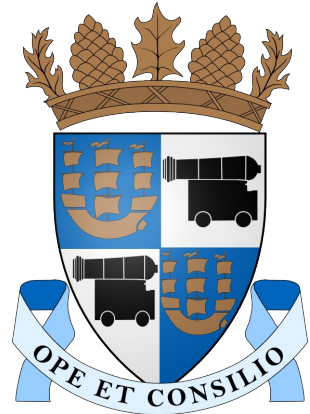


# Baileyfield South Consultation

Results

Portobello Community Council  
January 2016



# Aims of the Consultation

1. Following the submission of a planning application seeking permission to build 483 homes and create 10,000 sq feet of commercial space at the former Standard Life site on Baileyfield Crescent .
2. PCC conducted a community-wide consultation aiming to:
  - 2.1. Raise awareness of the proposals
  - 2.2. Encourage engagement with the details of the proposals
  - 2.3. Gather responses and feed those back to the Planning Dept

The consultation ran from 21 December 2018 to 27 January 2017

# Raising Awareness

A combination of online and offline methods were used to raise awareness in the community. PCC website, Facebook, Twitter feed and email newsletter, a printed leaflet delivered to 5,000 addresses and a public meeting / drop-in session at Portobello Library



## Portobello Community Council

Developers Barratt Homes are seeking planning permission for 483 new homes, 10,000 sq ft of commercial space and related infrastructure, drainage and landscaping at 17 Fishwives Causeway and 8 - 9, 10, 11, 12, 25 Baileyfield Crescent. Please have your say on the proposals.

Deadline: Friday, 27 January 2017


start

ENTER

Website

Portobello Community Council added 4 new photos. Published by Geoff Lynn 19: 21 December 2016

Developers Barratt Homes are seeking planning permission for 483 new homes, 10,000 sq ft of commercial space and related infrastructure, drainage and landscaping at Baileyfield Crescent. Please let us have your views.  
[http://www.portbelloc.org/baileyfield\\_cres.php](http://www.portbelloc.org/baileyfield_cres.php)



16,513 people reached

142 Reactions, comments & shares

49 Like	33 On post	16 On shares
1 Love	0 On post	1 On shares
1 Angry	0 On post	1 On shares
79 Comments	52 On Post	27 On Shares
12 Shares	4 On Post	8 On Shares

3,290 Post Clicks

1,817 Photo views	263 Link clicks	1,210 Other Clicks @
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NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

16,513 people reached

View Results

Laura Docherty, Colin Roebuck and 31 others 27 Comments 1 Share

Social media



Baileyfield Drop-in Event - Please Spread The Word

## Baileyfield South Planning Application

Portobello Community Council needs your views



Barratt Homes are seeking planning permission for 483 new homes (25% affordable), 10000 sq ft of commercial space and related infrastructure, at the ex Standard Life site (Fishwives Causeway, Baileyfield Crescent). We would like to accurately reflect what local people think about this proposal. Your opinion matters, please come along to our drop-in consultation event:

**Portobello Library, 21 Jan, 1-4pm**

Alternatively respond online, before 27 Jan:

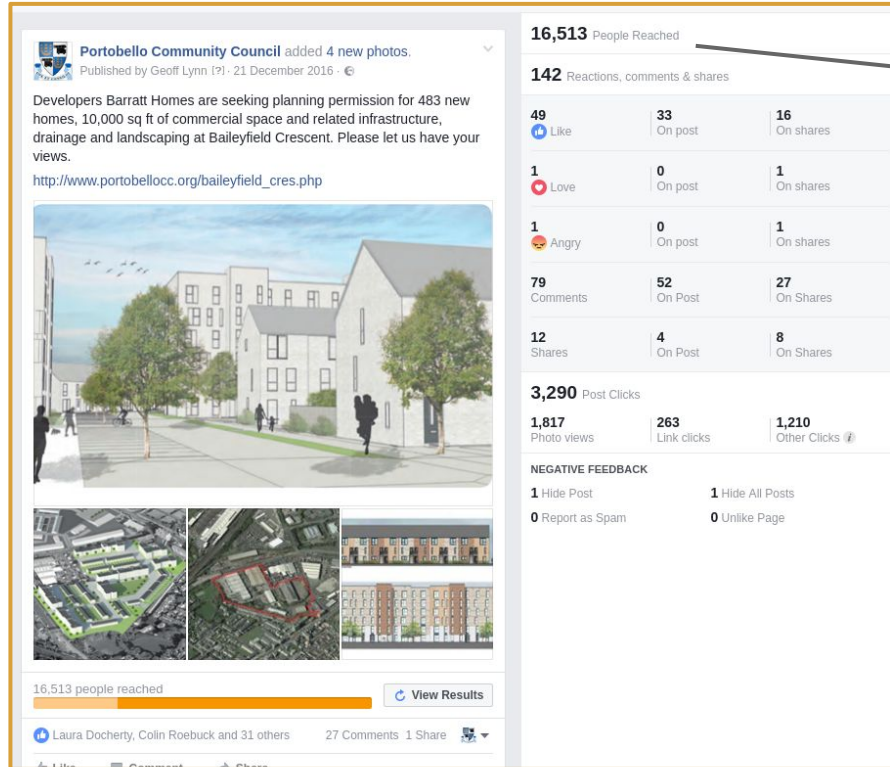
**[portbelloc.org/baileyfield\\_south](http://portbelloc.org/baileyfield_south)**



You can also respond directly to Edinburgh Council on 0131 629 3778 or [edinburgh.gov.uk/planninganddevelopmentonline](mailto:edinburgh.gov.uk/planninganddevelopmentonline) quoting reference 160896016.

Email Newsletter

# Awareness and Engagement - Facebook



Awareness - 16,513 people reached

Engagement - Clicks, Likes, Shares, Comments, etc, including 3,290 clicks on the post.

# Engagement - Email

1,746 Recipients

List: Mailing List

Delivered: Wed, Dec 21, 2016 1:26 pm

Subject: [PCC] Plans for 483 Homes at Baileyfield - Have Your Say

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

0

Orders

\$0.00

Average order revenue

\$0.00

Total revenue

Open rate

45.9%

Click rate

16.9%

List average

40.2%

List average

12.9%

Industry average (Government)

24.5%

Industry average (Government)

3.7%

799

Opened

294

Clicked

7

Bounced

1

Unsubscribed

PCC email newsletter which is distributed to more than 1,700 people

# Engagement - Website

“ The site encompasses the bulk of the former Standard Life site on Baileyfield Cres

For full details, please see the Planning Portal --> <http://bit.ly/2hR1Amn> (opens in new window)



Continue

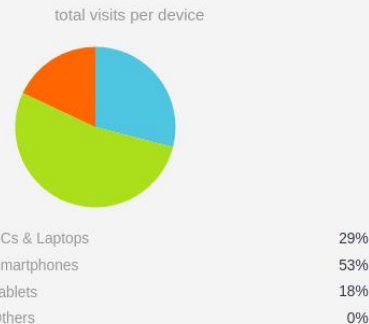
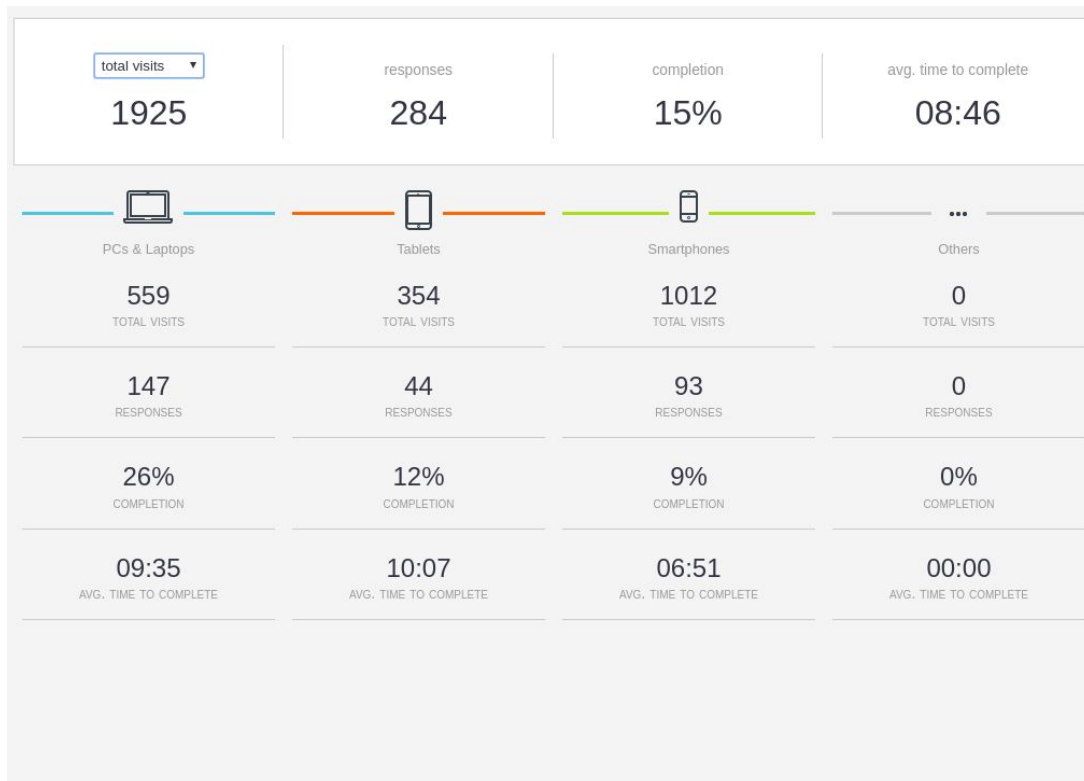
press ENTER

The main consultation page on the PCC website consisted of brief details about the design proposals along with links to the full details displayed on the Planning Portal.

You can see it here:-

[http://www.portobellocc.org/baileyfield\\_south](http://www.portobellocc.org/baileyfield_south)

# Engagement - Website



The main consultation page on the PCC website received more than 1,900 clicks over the period, with users spending between 7 and 10 minutes considering the materials and submitting their responses.



# Engagement - Leaflet

## Baileyfield South Planning Application

Portobello Community Council needs your views



### Portobello Community Council needs your views

Barratt Homes are seeking planning permission for 483 new homes (25% affordable), 10000 sq ft of commercial space and related infrastructure, at the ex Standard Life site (Fishwives Causeway, Baileyfield Crescent). We 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 at:

**[portobellocc.org/baileyfield\\_south](http://portobellocc.org/baileyfield_south)**

Alternatively respond at our drop-in event:

**Portobello Library, 21 Jan, 1-4pm**

Closes 27 January. You can also respond directly to Edinburgh Council on 0131 529 6123 or [edinburgh.gov.uk/planninganddevelopmentonline](http://edinburgh.gov.uk/planninganddevelopmentonline) quoting reference 16/05898/FUL

[portobellocc.org](http://portobellocc.org) | [secretary@portobellocc.org](mailto:secretary@portobellocc.org) | Portobello CC, 14 Rosefield Ave, EH15 1AU

Leaflets were printed early January, with distribution between 11 and 16 January.

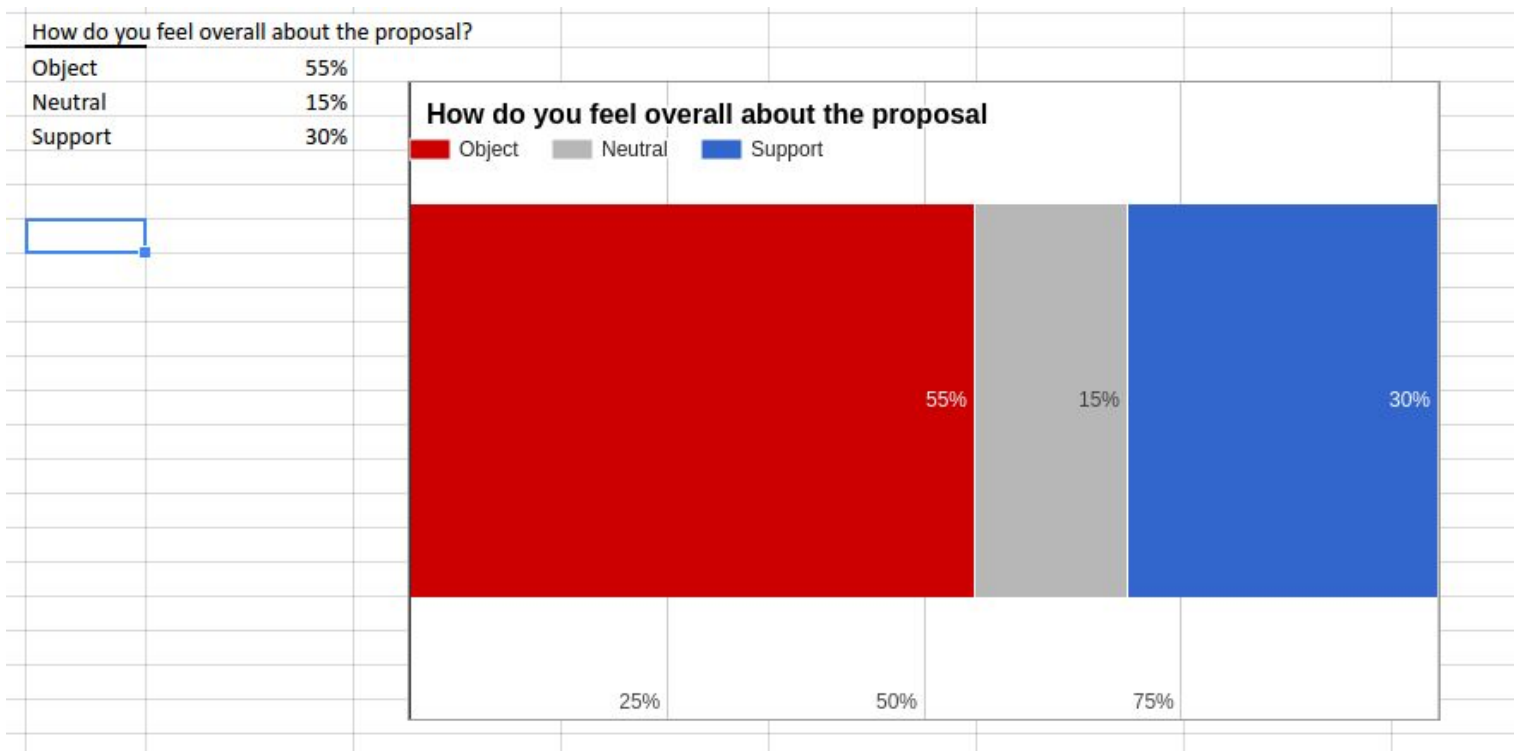
Recipients could engage online or attend the drop-in event in the Library, and/or contact the Planning Dept with queries.

More than 60 people attended the drop-in event, with 27 responses completed on the day.



# Responses / Comments

A total of 269 individual responses were received during the period with percentages as follows.



# Responses / Comments

How would you rate the walking and cycling routes round the development?

266 out of 284 people answered this question



► Hide detail



# Responses / Comments

How would you rate public transport provision for the development?

269 out of 284 people answered this question



► Hide detail



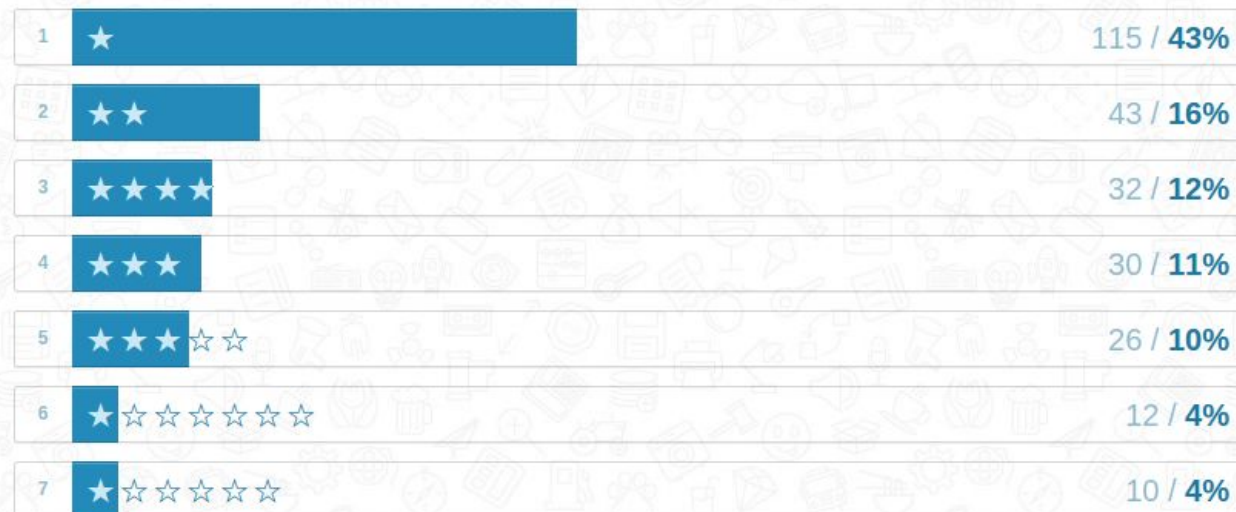
# Responses / Comments

How do you rate the traffic and parking proposals?

268 out of 284 people answered this question



► Hide detail



# Responses / Comments

How would you rate the play and recreation spaces available to the development?

266 out of 284 people answered this question



**3.09**  
Average rating

► Hide detail



# Responses / Comments

Will the development create an attractive place that is easy to get around?

270 out of 284 people answered this question



**3.19**  
Average rating

► Hide detail





# Responses / Comments

