

Brighton Place, Portobello

Business support activity

Aim

During the four phases of the works:

- Portobello is still open for business
- Keep people visiting Portobello
- Make sure people know diversion routes
- Keeping you informed

Contract Management

- Work Carried out in 4 phases to ensure local access.
- Contract awarded to contractor with previous experience of laying setts in Edinburgh.
- Phase 1 to be completed by 30th November to allow Brighton Place to re-open on 1st December for Christmas trading period.
- Phase 2 to start 7th January 2019.

NOTES:

- Phase 1
Phase 2
Phase 3
Phase 4

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WINTERHARDY CEREALS

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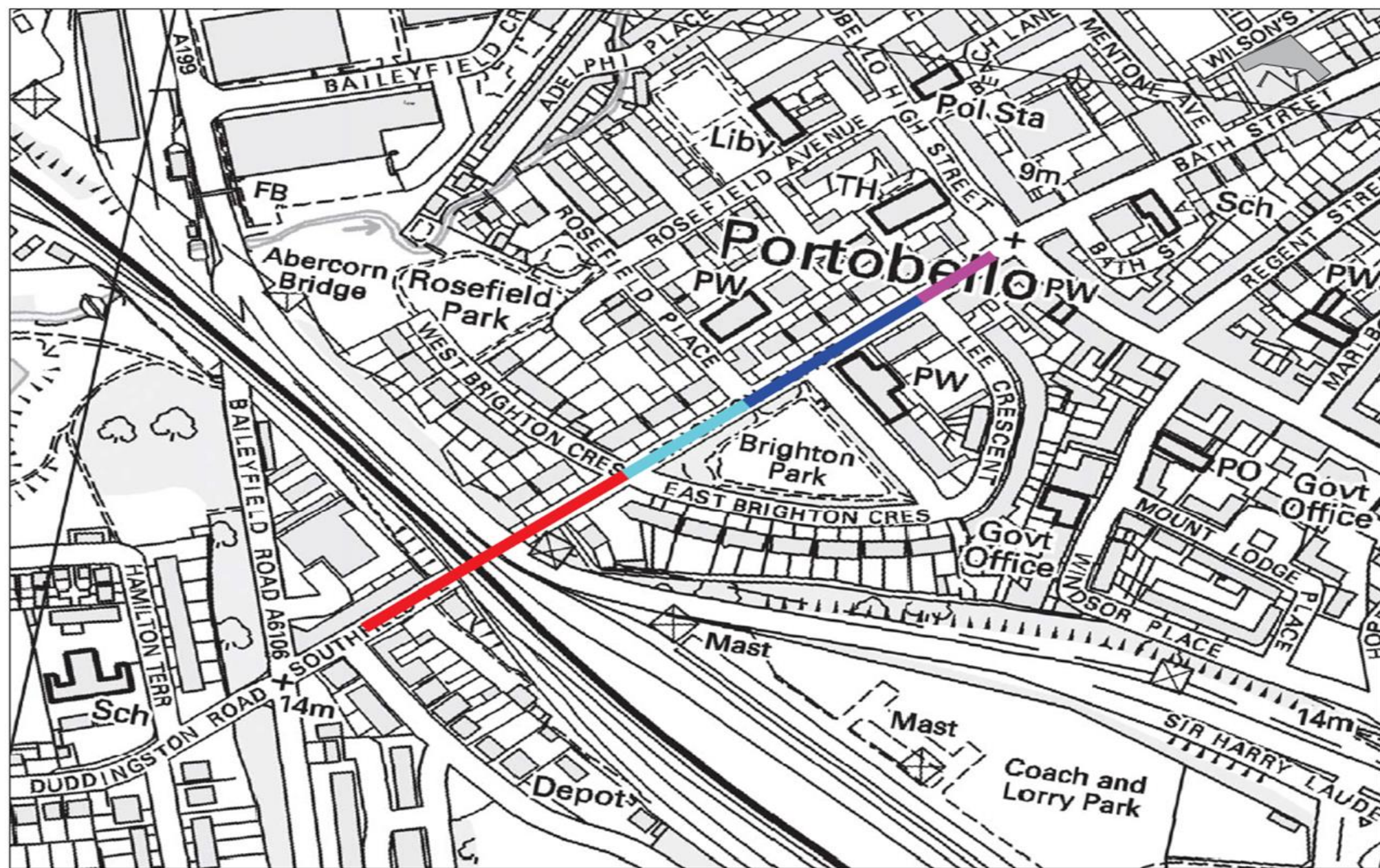
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The City of Edinburgh Council
Waverley Court
4 East Market Street
Edinburgh, EH8 8BQ
Telephone: 0131 200 2000

PLAY MANAGEMENT
IN LAST MILE
TRANSPORTATION AND DELIVERY

Carriageway Reconstruction
Brighton Place/Southfield Place
Proposed Phasing Plan

Date: 28 March 2019	Access: 000079	Drawn by: A. McFarlane
Scale: 1:75		Checked by: G. Wilson
DRG. No. TDD/636573/8/101		

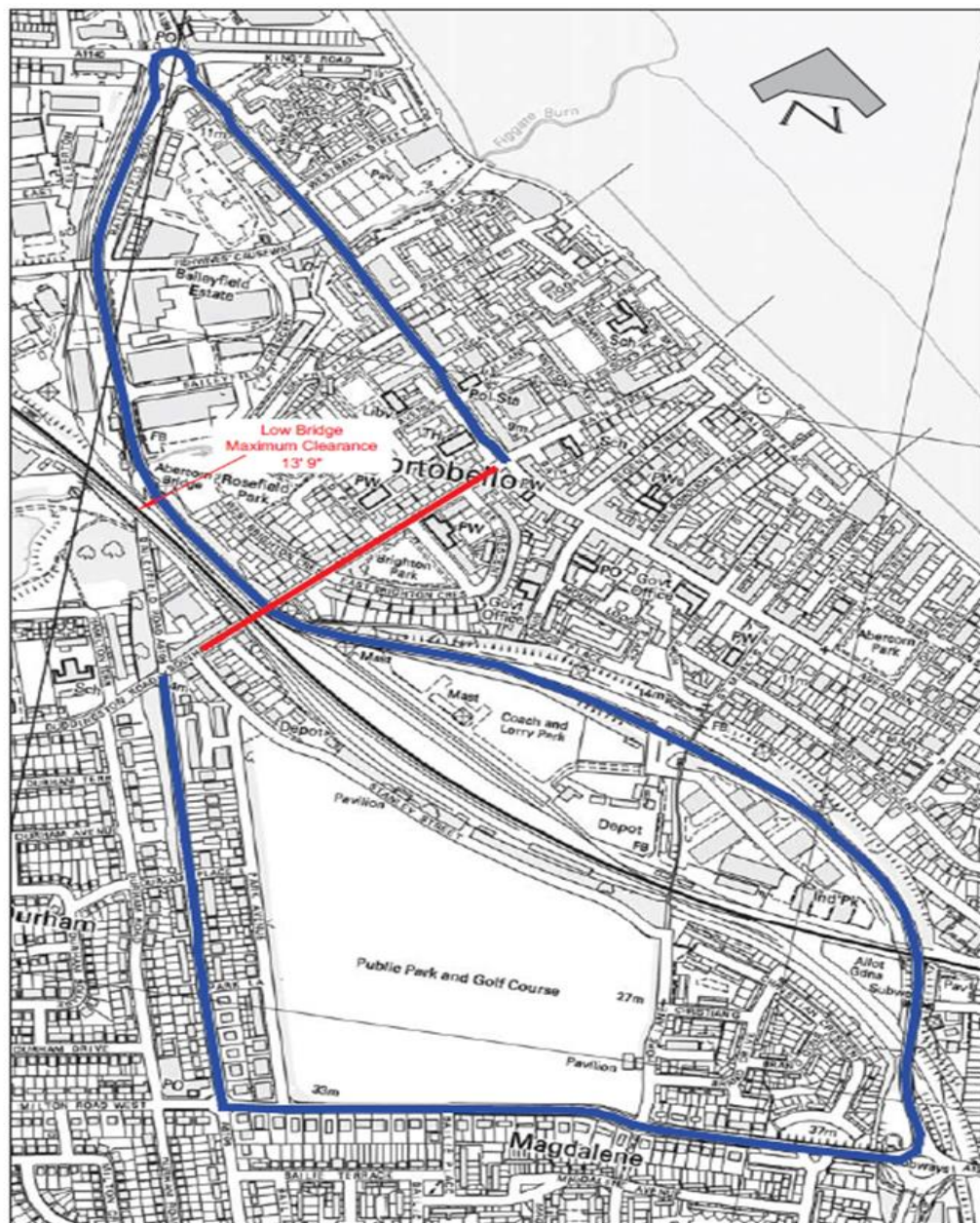


Traffic Diversions

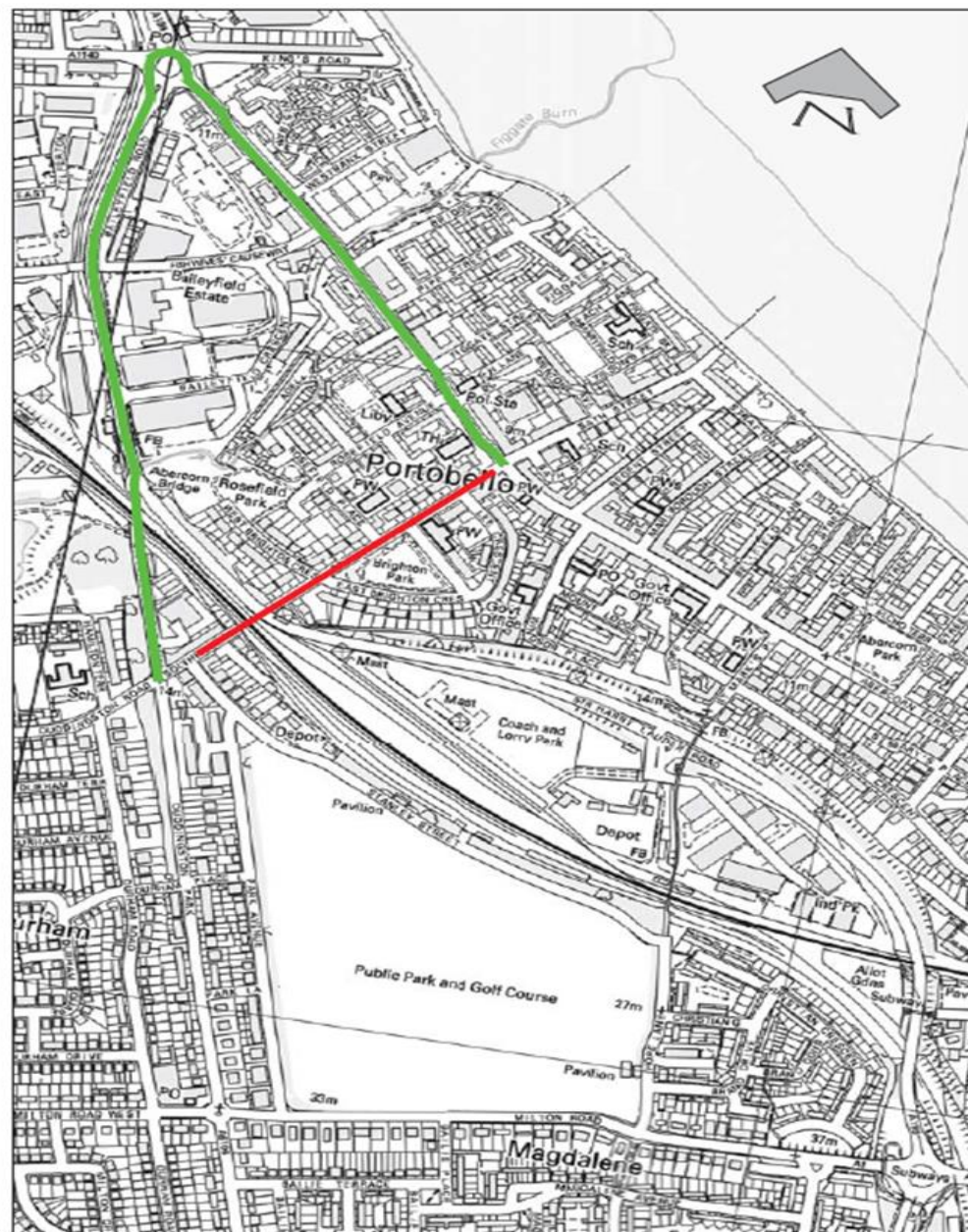
- Two diversion routes:
 - General traffic diverted via Portobello High Street, Seafield Junction, Sir Harry Lauder Road and Baileyfield Road in both direction
 - High vehicles diverted via Portobello High Street, Seafield Junction, Sir Harry Lauder Road, Milton Road and Duddingston Park in both directions

NOTES:

- Road Closure
- Diversion Route for vehicles 13' 9" or over
- Diversion Route for all other vehicles



Diversion route for high-sided vehicles 13' 9" or over



Diversion route for all other vehicles

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PLAN MANAGEMENT
INFRASTRUCTURE
TRANSPORT AND DELIVERY

Carriageway Reconstruction
Brighton Place/Southfield Place
Proposed Diversion Routes

Date: 28 March 2017 Drawn by: R. McQuinn

Scale: 1:5000 Checked by: G. Wilson

DRG. NO. TDD/636573/8/100

Bus Diversions

- Services 21 and 69 will continue to serve Portobello High Street in both directions
- Service 21 will maintain a direct link to Restalrig/Leith in the north and Niddrie/Hospital (RIE) in the south
- Services 42 and 49 will be diverted and will not serve Portobello. Interchange between these and other services to/from Portobello will be available in Portobello Road (21, 26 & 124) and Duddingston Park South (21)

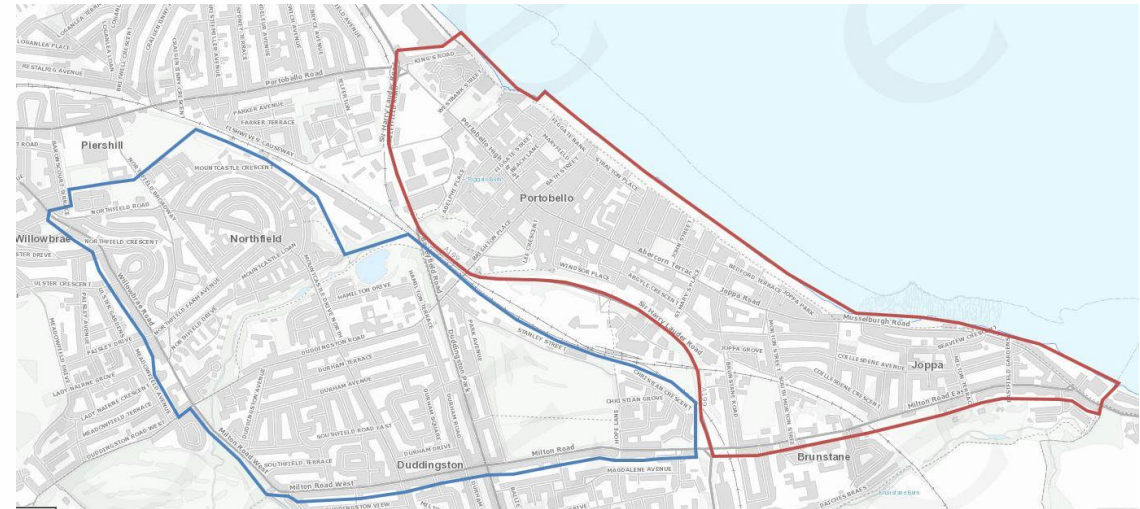


Stakeholder Liaison

- CEC currently recruiting a site based Project Manager who will act as the main point of contact on-site. (A Clerk of Works will fulfil this role in the interim)
- Contractor will have a Liaison Officer on-site to deal with day-to-day issues concerning deliveries, waste collections, access, etc.

Residents' communications

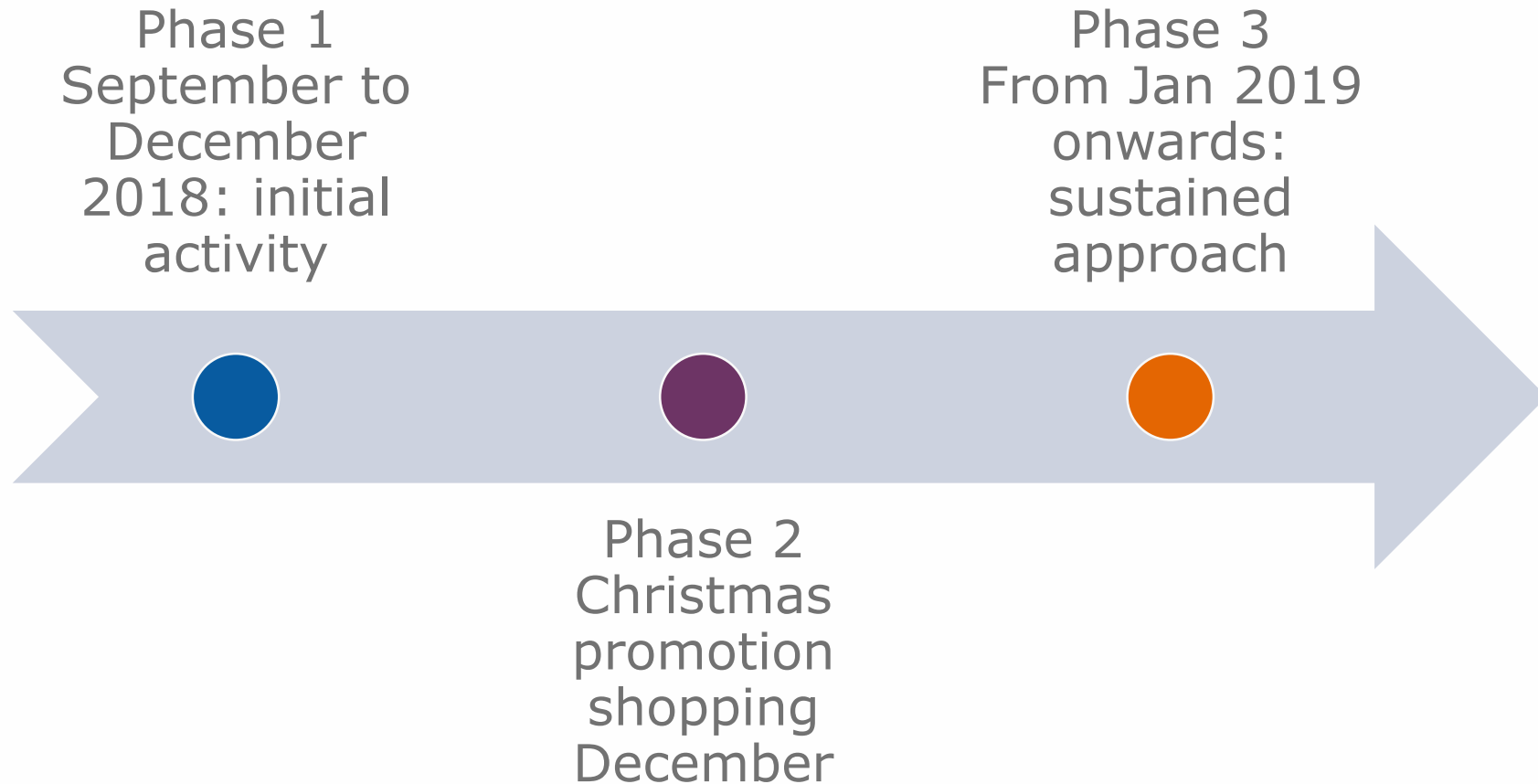
- Direct mail to 8250 properties around Portobello
- Targets people who
 - would use 21, 49, 42 and 69 bus routes
 - use approach roads in Duddingston, Mountcastle, Northfield, and Joppa



Open for business campaign

- Target residents in north-east of the city
- Profile your businesses
- Key messages
 - Portobello is open for business
 - Follow the diversion routes
 - Investing in your community

Open for business promotion



Campaign approach

- Use our experience of previous award-winning campaigns communications campaigns and successful marketing eg:
 - areas with independent business and Small and medium size businesses (SMEs)
 - West End and Grassmarket
- Capture the personality of Portobello

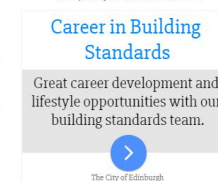
Campaign tools being planned

Activity plan being developed includes range of marketing tools such as:

- Sustained and geo-targeted social media and online advertising
 - eg Facebook, twitter, Google adverts, Porty Online, Edinburgh Reporter
- Target drive-time (15 min)
- Local community publications/newspaper advertising
- Standard and non-standard outdoor advertising (depending on availability) for example:
 - Large-format Posters
 - Bus shelters/digital/telephone booths
 - Bus rears
 - ATMs
 - Lamppost Wraps
- Works site barriers for promotional opportunities

Creative approach

- Personalised to Portobello
 - Use local 'faces' (traders)
 - Use retailers activities eg
 - Christmas promotions
 - Events/markets
 - Sales/specials



Help us to help you

- 6-10 business owners to be featured in the promotional campaign (photography)
- Regular information
 - on events you are running eg Christmas shopping evenings
 - other promotions which we can feature
- Be proactive on social media – we'll share with our followers
 - 110,000 on twitter
 - 20,000 on Facebook



Other Assistance

- **Business Gateway** - Specialist Business Support Service offering free advice and information to help business owners
- Dedicated team of business advisers supporting businesses and assisting with access to specialist support including digital, marketing and PR.
- Can discuss needs with traders and offer bespoke workshops and practical support, focusing on how digital marketing, social media and other marketing activities can help maintain contact with their customers
- Contact: Rebecca.burnett@edinburgh.gov.uk
0131 529 6644

Questions?