



Minutes of the 37th AGM of Portobello Community Council held on 24th June 2019

Present: Donald Bloxham (acting Treasurer), Lee Kindness (Vice-chair), Esther Gray, Marjorie Thomas, Elaine Murray, Onyema Ibe (taking minutes), Sean Waters, Fraser McNaughton, Justin Kendrick, Catherine Etoe.

Apologies: Madeline Begg, Miranda Hurst (Chair), Cllr Callum Laidlaw.

In Attendance: Cllr Maureen Child, Cllr Mary Campbell, Cllr Kate Campbell and members of the public.

37.1 Chair's Welcome & apologies

Lee welcomed everyone to the meeting.

37.2 Chair's report

The annual report was summarised, along with engagement statistics; see Appendix 1 & 2.

37.3 Treasurer's report

The report was summarised, see Appendix 3.

37.4 Election of office bearers

Cllr Mary Campbell took over chairing of the meeting. A proposal to continue the current office bearers until after the upcoming community council elections was agreed:

Chair: Miranda Hurst

Vice-chair: Lee Kindness

Acting treasurer: Donald Bloxham

Meeting minutes to continue to be taken on a rotating basis until a permanent secretary is appointed.

The 37th AGM was closed.



Appendix 1: Annual report

Portobello Community Council has remained focused on its primary purpose during the period August 2018 to July 2019 which is to consult the residents and business owners it represents and to make their views known to public authorities, service providers and other stakeholders.

To this end, the community council has concentrated on three main objectives:-

1. Raise awareness of matters of community interest
2. Encourage engagement in community matters by residents, business owners and community groups
3. Provide a voice for the community by gathering feedback and making representations (where relevant)

A mixture of online and offline methods have been deployed to achieve these aims.

- The PCC website is updated regularly with public notices, relevant community news as well as formal reports and documentation
- The Facebook page is also regularly updated with public notices and other items of community interest
- The Twitter feed is actively updated and used to share community info
- Regular email newsletters are distributed with information and links

For those who are not online

- The PCC area in Portobello Library is kept up to date
- The noticeboard network is regularly refreshed
- A column is provided for the Party Reporter
- Consultations at drop-in sessions and public events

Community councillors also liaise with community representatives, the Portobello and Craigmillar Neighbourhood Partnership, local police officers and elected members in helping identify areas of priority or greatest need.

In terms of overall reach, the main headline numbers are as follows:-

| | |
|--------------|-----------------|
| Website | 6,200 users |
| Facebook | 2,412 likes |
| Twitter | 1,544 Followers |
| Mailing list | 679 Subscribers |



| | |
|----------------|--------------------|
| Porty Reporter | Circulation 12,500 |
|----------------|--------------------|

Please see separate PCC Engagement report for more detailed statistics

Recent consultations

Portobello Community Council has assisted with or conducted a diverse range of consultations and public information sessions in the last 12 months, including the ongoing proposed sale of the Pitz site on Westbank Street, parking at Kings Place, the development of a skate park at Treverlen Park, the developments at Portobello Sands (Pipe Lane), the replacement of the setts on Brighton Place and a participation request regarding proposals by Edinburgh Leisure to reconfigure the Portobello Golf Course.

Public Notices

The PCC receives a significant volume of public notices from the City Council, Scottish Government agencies and other public bodies. These include Traffic Orders, Licensing Applications, Planning Applications, funding opportunities, consultations on public matters, meeting notices, agenda and reports. As far as possible, these notices are published on the PCC website, Facebook and Twitter feeds so that members of the public can keep up to date.

See <http://www.portobelloc.org/pccpn> for more details.

Planning

Major planning matters in the period included the proposed sale of the Pitz site on Westbank Street, Brunstane and the Seafield/Local Development Plan.

Relevant planning applications in the area, with public interest are published on the PCC website and can be accessed here:- <http://www.portobelloc.org/pccpn/category/publicnotices/planning/>

Community-related Initiatives and activities

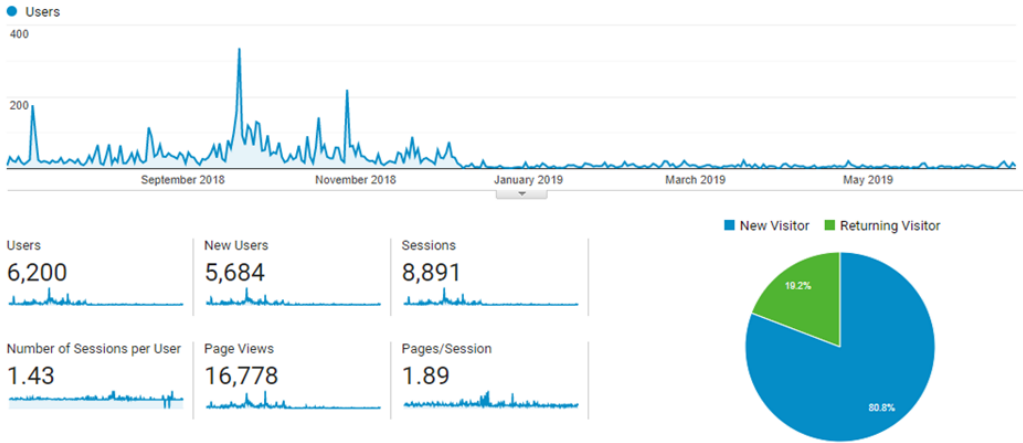
There are many hundreds of clubs, associations, voluntary groups, charities, businesses and not-for-profit organisations which contribute to the fabric of this community. The community council is just one layer of that, but we have been fortunate to have been given notice of, or been able to contribute to, a wide range of community-related initiatives and activities.

These have included: support for the Beach Wheelchairs at Tumbles, a popular stall at the Portobello Village Show, the annual sandcastle building competition and input into the bouncy castle charity day held by Albert Reid at Straiton Place.

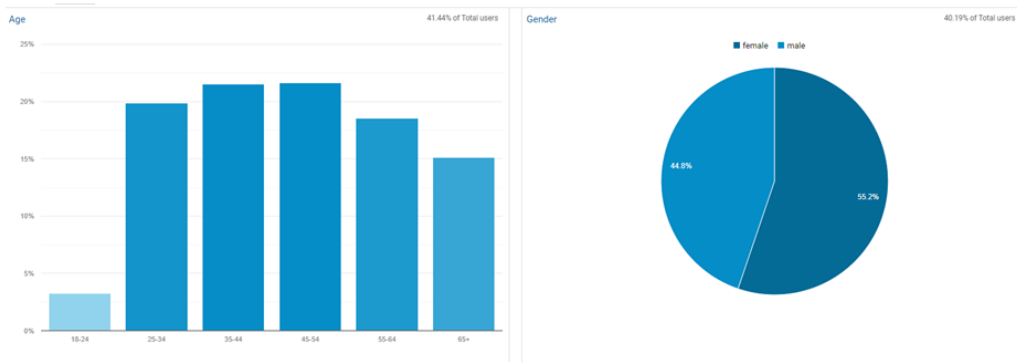


Appendix 2: Engagement statistics

Website overview



Website Demographics

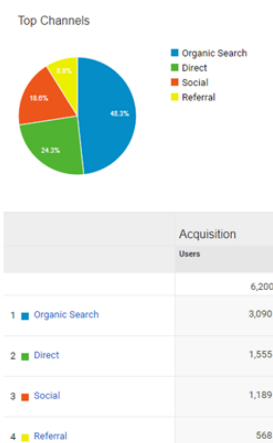




Website traffic

| Page | Page Views | % Page Views |
|--|------------|--------------|
| 1. / | 3,457 | 20.60% |
| 2. /pccpn/latest-notices/ | 1,237 | 7.37% |
| 3. /pccpn/2018/09/20/brighton-place-sett-reconstruction-update-20-september/ | 1,173 | 6.99% |
| 4. /pccpn/2018/05/05/brighton-place-sett-reconstruction-bus-diversions/ | 568 | 3.39% |
| 5. /Minutes/ | 436 | 2.60% |
| 6. /pccpn/2018/04/26/brighton-place-sett-reconstruction-update-26-april/ | 406 | 2.42% |
| 7. /contact.php | 361 | 2.15% |
| 8. /pccpn/2018/07/10/brighton-place-sett-reconstruction-update-10-july/ | 342 | 2.04% |
| 9. /pccpn/2018/10/19/brighton-place-sett-reconstruction-update-19-october/ | 335 | 2.00% |
| 10. /pccpn/ | 329 | 1.96% |

Website Sources



| | |
|------------------------------|----------------|
| 1. google / organic | 2,992 (46.55%) |
| 2. (direct) / (none) | 1,555 (24.19%) |
| 3. m.facebook.com / referral | 730 (11.36%) |
| 4. t.co / referral | 282 (4.39%) |
| 5. facebook.com / referral | 127 (1.98%) |

- Social (and especially Facebook) has dipped as channel for engaging people



Facebook

Post Reach

The number of people who had your Page's posts on their screen. This number is an estimate and may not be precise.



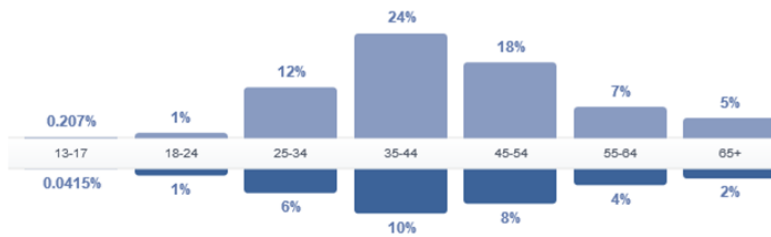
Facebook

Women

67% Your Fans

Men

31% Your Fans



More females than males reached via Facebook and females more likely to engage with posts.



Twitter

Portobello CC
@portobellocc
Representing Portobello on matters of community interest.
Portobello, Edinburgh
portobellocc.org
Joined August 2010

Tweets 10.8K Following 572 Followers 1,545 Likes 868 Lists 4 Moments 0

Tweets Tweets & replies Media

Portobello CC @portobellocc · Jun 21
Maureen Child Update 21 June 2019 portobellocc.org/pccpn/2019/06/...

Portobello CC @portobellocc · Jun 18
AGM and June Meeting Notice -> makchump/9c3c5384ee3/4...

1,544 followers, up from 1,428 in May 2018 and 1,263 in 2017

Definitions

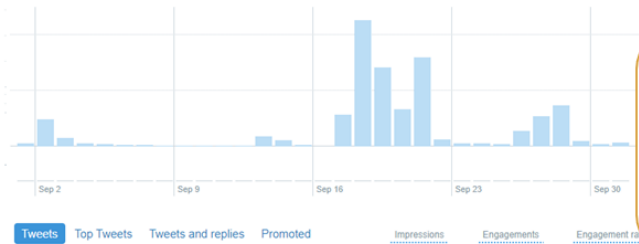
Tweets: How many times you've posted something or passed on something someone else has posted

Following: The number of people whose tweets you will see

Followers: The number of people who have said they want to see your tweets

Twitter

Your Tweets earned 19.6K impressions over this 31 day period



Twitter reach and engagement more variable than other channels.

Spike of activity around replacement of Brighton Place setts in September 2019

Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

Portobello CC @portobellocc · Sep 27
Brighton Place setts reconstruction - major roadworks, starting Monday 1 October. Updated with latest info from @Edinburgh_CC and @on_tothianbuses #edinburgh #edintravel @edintravel portobellocc.org/pccpn/2019/09/... pic.twitter.com/rq9VkwMbdB
View Tweet activity



Appendix 3: Treasurer's report

This statement of account for the year 2018/19 was prepared for the PCC in advance of its August 2018. I will now draw your attention to the main items of income and expenditure for the year.

Donald Bloxham
Temporary Treasurer

Income

The main source of income is the grant of £907 received from The City of Edinburgh Council which is based on 'a standard lump sum payment plus an additional per capita contribution related to the population for that area' (Scheme for Community Councils guidance, section 11). In addition, the CEC provided a grant of £500 to cover the costs of upgrading the PCC website, including rendering it mobile-friendly.

Please note that, unlike in previous years, this report will not include reference to any funds held by PCC as donations from local businesspeople for Christmas lights and special events. Those funds cannot be used for the standard business of the PCC. Should anyone require information about those funds, please contact the PCC treasurer.

Expenditure

Major items: In addition to website costs (Typeform cost: £240) and website hosting costs (£113), there were basecamp costs of £240, public liability insurance costs of £250, and rental costs of £400 (though see the next item for further discussion of rent). Please note that a £300 payment for website improvements was made in the following financial year, 2019-2020.

Financial Position

The closing balance (as of 6 April 2019) showed a position of £1871 held as cash in the bank account; the position at the start of the year was £1482. For the financial year 2018-19 PCC income exceeded expenditure by £389. Note, as above, that £300 of relevant expenditure was delayed until 2019-20; on the other hand, as of 2019, the rental costs for PCC meetings diminish significantly (rent is charged by Portobello Baptist Church by calendar year rather than financial year, so the effect of the decrease in rental will be more strongly felt in 2019-2020 than 2018-19).