

# Portobello Community Council

## Annual Report

2021

Portobello Community Council's last AGM was in October 2020, delayed due to the Coronavirus pandemic. As such this AGM covers a shorter seven-month period.

The community council has continued to run virtual meetings, these meetings have been well attended, and offer a degree of flexibility which physical meetings cannot. When restrictions lift we should consider how best to blend the opportunities of virtual meetings with the strength of in-person meetings. Meetings have focused on our primary purpose to consult the residents and business owners of Portobello, 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, businesses & 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 noticeboard network is regularly refreshed
- A column is provided for the Porty Reporter
- We would also normally look to, but not currently possible:
  - The PCC area in Portobello Library is kept up to date
  - Consultations at drop-in sessions and public events

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

## Recent consultations

Portobello Community Council has run the following consultations in the last seven months. These allow us to learn of community views and to reflect those to decision makers:

- 14 Bath St, former George Cinema - consultation to inform response to residential planning application
- Pipe Ln - consultation to inform response to residential planning application

- Future use of Portobello Town Hall - consultation to gauge community approval of a couple of submitted bids, also polling for questions to help the community better understand the bids
- Pipe Ln - consultation on proposals for a reimagined Pipe Lane public toilet on Portobello Prom, combining this with catering, or other, facilities
- Brunstane Rd / Joppa Triangle - consultation results analysed and shared with City of Edinburgh Council Transport and Environment committee

We have also encouraged engagement with City of Edinburgh Consultations, including ongoing Spaces for People review.

## Local priorities

The community council has also been active on the following topics:

- Scottish Parliament election - organised hustings for Edinburgh Eastern constituency, with all four candidates attending
- Public toilet provision - picked up on local feelings on anti-social behaviour, fed back to City of Edinburgh Council and pressured for reopening of local toilets
- Seafield - continuing work with neighbouring community councils, the City of Edinburgh Council & other partners regarding this area which is identified for mixed residential led development in the emerging City Plan
- Coordinate with City of Edinburgh Council on their “Shop Local” campaign, including getting local businesses involved
- Road safety - coordinate with City of Edinburgh councillors and officials regarding transport improvements at Kings Rd junction following fatal collisions, and at Abercorn Terrace following a collision
- Kings Place – continuing discussions with City of Edinburgh Council

## 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.portbelloc.org/pccpn> for more details.

Occasionally additional measures are taken:

- Licensing application for mobile sauna on Portobello Promenade - poll community for any questions they had on this application
- Safety signage on the beach and Prom - inform community on this initiative, which follows on from earlier meeting with emergency services and the community council

## Planning

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/>

## Future meetings

All Portobello Community Council meetings are open to the public, and are held on the last Monday of the month except for July and December.

Dates for your diary: 28 June, 30 August, 27 September.

## Contact us

Email: [secretary@portobelloc.org](mailto:secretary@portobelloc.org)

Facebook: [PortobelloCommunityCouncil](https://www.facebook.com/PortobelloCommunityCouncil)

Web: [www.portobelloc.org](http://www.portobelloc.org)

Twitter: [@portobelloc](https://twitter.com/portobelloc)

Lee Kindness, co-Chair

# Portobello Community Council Financial Report 2020/21

This statement of account for the year 2020/21 was prepared for the PCC virtual Annual General Meeting held on 31<sup>st</sup> May 2021. Please note that this report will not make reference to any money held by PCC in the Traders' Account as the funds were collected by local businesspeople for Christmas lights and special events. These funds cannot be used for the standard business of the PCC. Should anyone require information about those funds, please contact the PCC treasurer, email address: [treasurer@portobellocc.org](mailto:treasurer@portobellocc.org)

## *Business Account*

The activities of the community council resulted in a surplus for the year of £286.61 compared with the loss of £249.77 for the year ending 31<sup>st</sup> March 2020.

I will now draw your attention to the main items of income and expenditure for the year.

## *Income*

The main source of income was the grant of £906.74 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 the area. Other income was a payment in arrears from Action Porty for a share of Basecamp costs, an arrangement which has now ceased, along with the insurance settlement for damage to an interpretation board of £197.72. A half contribution of £50.00 for the agreed share of the insurance excess was received from Portobello Amenity Society.

## *Expenditure*

The main items of expenditure were £259.40 for insurance, £477.23 for Information Communication Technology costs including the fee for using Basecamp. The charge of £40.00 was incurred for registration with the Information Commissioner's Office for the calendar years of 2021.

Unfortunately one of the seaside interpretation boards was damaged which necessitated a repair costing £297.72, partly met by the insurance claim, and the only other expenditure was the transfer of £3.50 to the Traders' account due to an accounting error when the funds were separated in 2017.

It has to be noted that payment of rent for room hire to hold meetings has not been necessary this year as all meetings have been held online due to the current government restrictions on face to face meetings.

## *Balance Sheet*

Turning to the Balance Sheet, the PCC as at 31<sup>st</sup> March 2021 had £1908.27 cash in the business account held by the Bank of Scotland compared with £1621.66 at the end of March 2020. We do not hold any petty cash. I have accounted for a liability of £108.34 which is to cover the fees for Basecamp up until 31<sup>st</sup> March 2021. This results in an accumulated surplus of £1,799.93, an increase of £516.83 over the financial year.

## *Financial Position*

The financial position of the community council remains strong with all known liabilities being accounted for and forecast expenditure remaining below income. This will enable the community council to continue all of its functions in the coming year.

Stephen Hawkins, **Treasurer**

30<sup>th</sup> May 2021



## Portobello Community Council

### Accounts for year ending 31st March 2021

#### Income and Expenditure Account

Income	2021 £	2020 £
CEC Grant	906.74	756.74
Other income	457.72	0.00
Total	1364.46	756.74
<b>Expenditure</b>		
Repair to seaside board	297.72	0.00
Insurance	259.40	254.83
Room hire	0.00	300.00
Information Commissioner	40.00	80.00
Action Porty	0.00	15.00
Webhosting and IT design	56.68	356.68
Basecamp fees	420.55	0.00
Traders' Account reconciliation	3.50	0.00
	1077.85	1006.51
<b>Surplus of income over expenditure</b>	286.61	-249.77
<b>Surplus brought forward</b>	568.09	817.86
<b>Surplus carried forward</b>	854.70	568.09



## Portobello Community Council

## Accounts for year ending 31st March 2021

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### Balance Sheet

	2021 £	2020 £
<b>Current Assets</b>		
Cash at Bank	1908.27	1621.66
Petty Cash	0.00	0.00
<b>Current Liabilities</b>		
Uncleared cheques or Unpaid invoices (Provision for Basecamp Fees)	108.34	338.56
<b>Net Current Assets</b>	1799.93	1283.10
Represented by :		
<b>Accumulated Surplus</b>	1799.93	1283.10

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Signed

Treasurer

Chair

Date

### Auditor's Report

I have examined the above statement of accounts of Portobello Community Council for the year ended 31st March 2021. I certify that these statements reflect the income and expenditure of Portobello Community Council for the year ended 31st March 2021 and are in accordance with the books and records of the Treasurer.

Signed

Auditor

Date

## Secretary's Report

The past seven months have seen the secretary's role continue to organise the meetings and ensure that as wide an audience as possible has access to them. The volume of incoming mail and queries has grown throughout 2021 and whilst I have not been able to respond immediately everyone does get a reply and a thank you to those who have been able to come back to the queries, including members of the community council, our ward councillors, CEC and Police Scotland.

We have continued to use Teams well and were even able to run the Scottish parliament election hustings via our Teams channel which all of the candidates agreed was a successful evening. Thank you to Stephen for doing the legwork in getting everyone to agree a date and appearance.

Whilst we may be able to meet in person later in 2021 we shall continue to use Teams as it has been as inclusive as it can be. With the Library opening in June we shall be able to start putting physical copies of Agendas and Minutes. As part of the continued sorting of the website it would be good to explore if there is a viable solution for digitising old records to add to the website. A huge thank you to Lee and Craig for chairing over the last seven months.

Thank you to all members of the Community Council for your work and expertise in all areas and support in discussions during meetings and throughout the month.

A thank you to members of the public who have also adapted to the online meetings and their patience at waiting to ask questions and add thoughts into the meetings.

Mike Leeman, Secretary  
31<sup>st</sup> May 2021



# Engagement Report

## Portobello Community Council

Engagement Report 2021



### Context

Portobello Community Council area boundary



<https://porty.org.uk/local-info/general-info/>

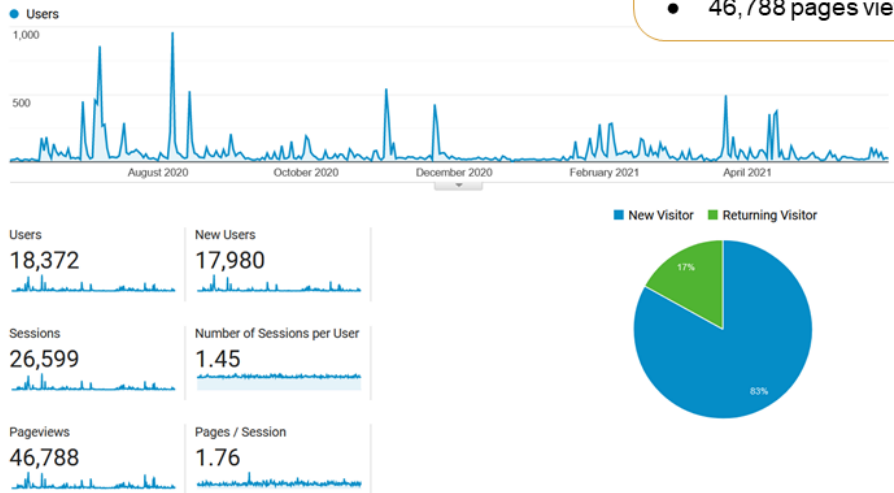
Portobello and Craigmillar Ward population mid-year estimate, 2019

31,957

<https://statistics.gov.scot/>

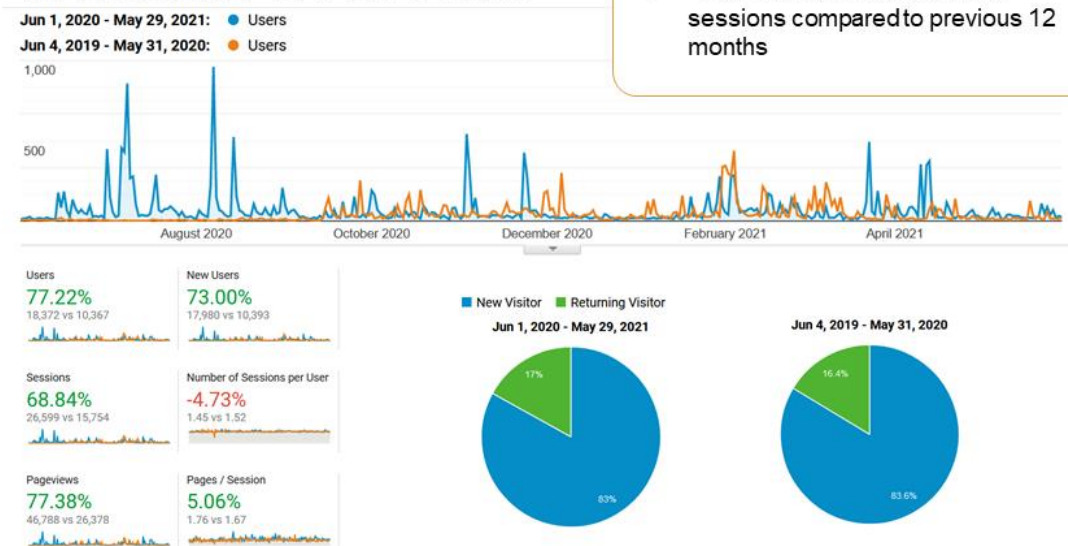
# Website overview

- 18,372 website users in the period
- 26,599 visits (user sessions)
- 46,788 pages viewed



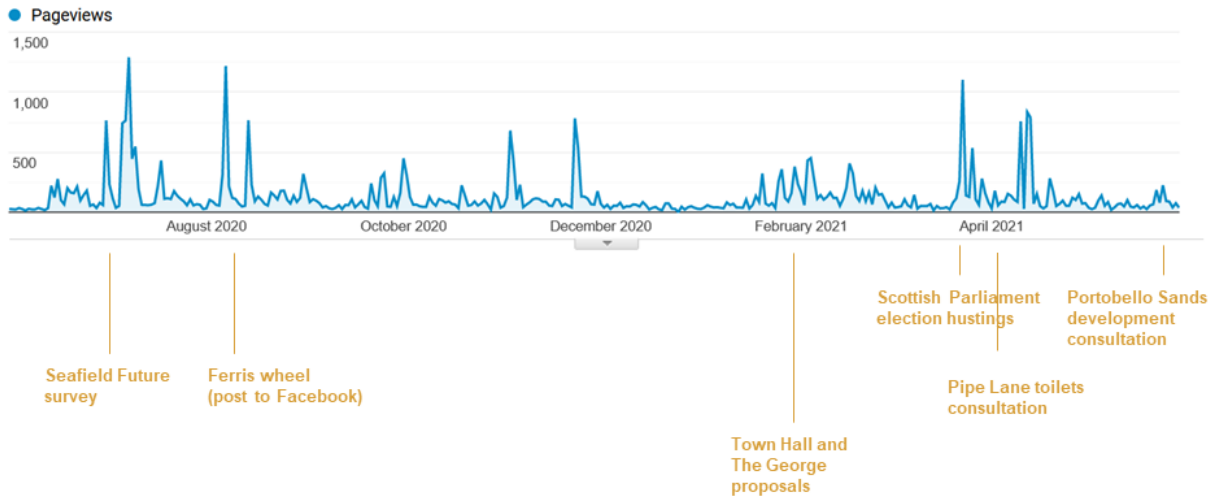
# Website overview

- ~70% increase and users and sessions compared to previous 12 months

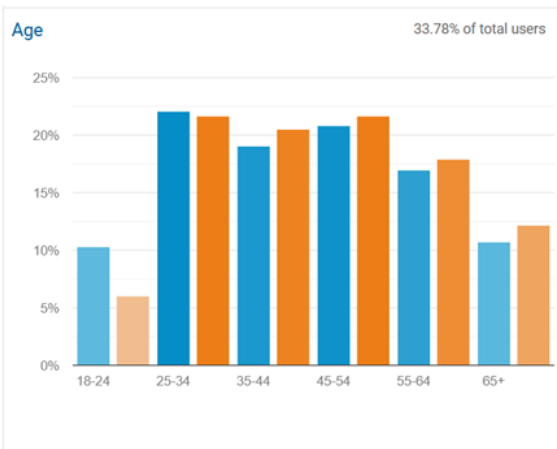


# Website traffic

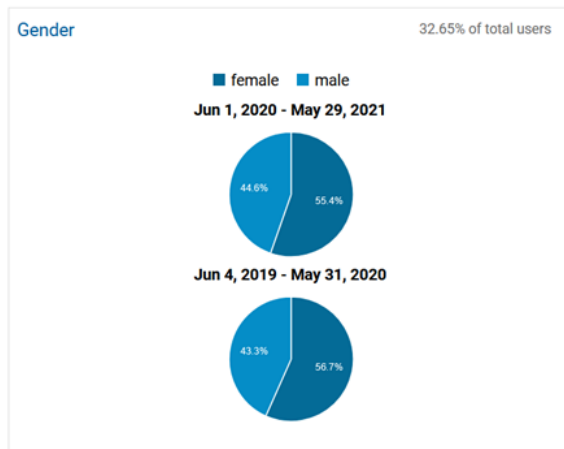
- As in previous years, day-to-day usage driven by community matters



# Website Demographics

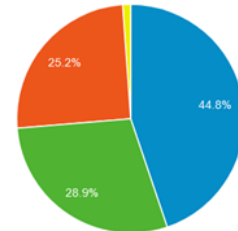


Orange for previous period, blue for this period



# Website Sources

	18,372 % of Total: 100.00% (18,372)	18,372 % of Total: 100.00% (18,372)
1. <span style="color: blue;">■</span> Social	8,529	44.80%
2. <span style="color: green;">■</span> Organic Search	5,498	28.88%
3. <span style="color: red;">■</span> Direct	4,794	25.18%
4. <span style="color: yellow;">■</span> Referral	216	1.13%
5. <span style="color: cyan;">■</span> (Other)	1	0.01%



Social Network	Users
Facebook	6,042
Twitter	2,583

## Facebook

- Total page likes are 2,672 up from 2,543 at the 2020 AGM, and up from 2,331 in 2018.
- We paid £60 to promote the Pipe Lane toilets consultation

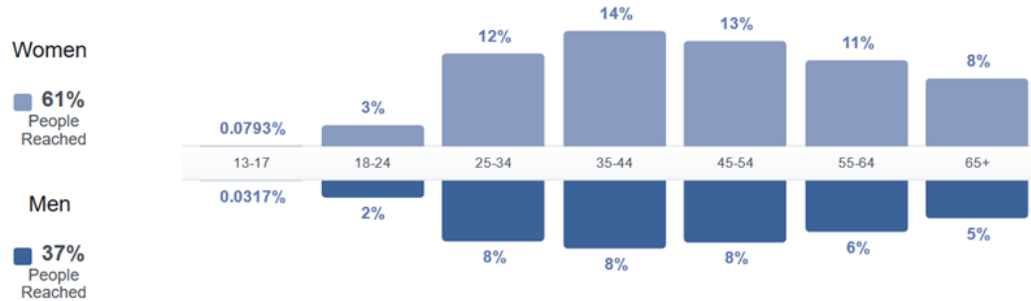
### Post reach

The number of people who saw any of your posts at least once. This metric is estimated.



# Facebook

The number of people who had any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.



More women than men reached via Facebook and women more likely to engage with posts.

# Twitter



## 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

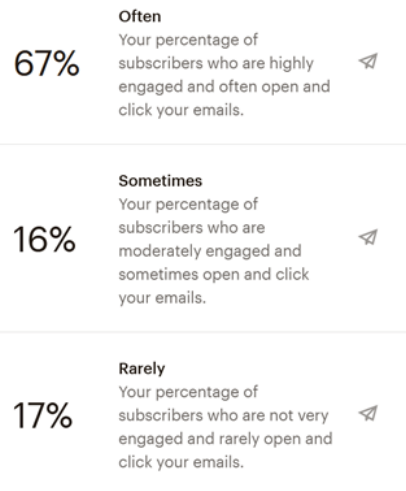
**Followers:** The number of people who have said they want to see your tweets

1,815 followers up from 1,751 followers at 2020 AGM.

# Mailing List



- 707 (up from 693 at 2020 AGM) people subscribe to the mailing list
- We have a high percentage of engaged subscribers



## Consultations

- Seafield Future (joint consultation with Craigentinny and Meadowbank Community Council, Leith Links Community)
- Portobello Town Hall (143 responses)
- The George (266 responses)
- Pipe Lane toilet facilities (169 responses)
- Portobello Sands development (ongoing)

## Other activities

- Scottish Parliament election hustings
- Brief pieces in the Portobello Reporter and Portobello Direct