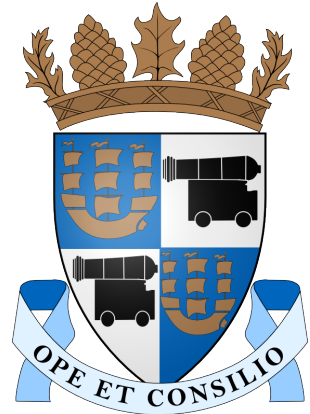


# Cruden / Barratt Designs Consultation

Results

Portobello Community Council  
September 2015



# Aims of the Consultation

1. Following a presentation by the developers at August's PCC meeting, both Cruden Homes and Barratt Homes were keen to get feedback on the proposed designs for the Baileyfield site.
  
2. PCC agreed to undertake a snap consultation to:
  - 2.1. Raise awareness of the proposals
  - 2.2. Encourage engagement with the designs
  - 2.3. Gather responses and feed those back to the developer, elected reps and planning department

The consultation ran from Wednesday, 2 Sept to Sunday, 6 Sept.

# Raising Awareness

Email  
Newsletter

Due to the narrow time frame, only online methods were used to raise awareness in the community. PCC website, Facebook, Twitter feed and email newsletter.

Baileyfield Housing Design + News Update

[View this email in your browser](#)



## Cruden / Barratt Design Consultation

Property developers Cruden Homes and Barratt Homes have published design details for the housing they are proposing for the Baileyfield site.

Cruden Homes are to seek design approval for a single block of 52 housing units on Fishwives Causeway. The flats will be 1 and 2-bedroom and a mix of tenures offered through Port of Leith Housing Association.

Barratt Homes have drawn up design proposals for 105 units, a mixture of town houses and colony style houses.

Since planning permission has already been given in principle, both developers will shortly be seeking approval for the details of the design, the landscaping, car and cycle parking, and the materials proposed.

[What do you think?](#)

## Cruden / Barratt Design Detail Consultation

Property developers Cruden Homes and Barratt Homes have published more design details for the housing they are proposing for the Baileyfield site.

Cruden Homes are to seek design approval for a single block of 52 affordable housing units on Fishwives Causeway. The flats will be 1 and 2-bedroom and a mix of tenures offered through Port of Leith Housing Association.

Barratt Homes have drawn up design proposals for 105 units, a mixture of flats, town houses and colony style houses.

Since planning permission has already been given in principle, both developers will shortly be seeking approval for the details of the design, the landscaping, car and cycle parking, and the materials proposed.

Please submit any comments, queries or suggestions you have using the form below.

### Cruden Homes

One block of 52 affordable housing units, 1-bed and 2-bed flats, mixture of tenures offered through Port of Leith Housing Association



Rendered with using Fishwives Causeway

[Click for Full Details](#)

### Post Details

Reported stats may be delayed from what appears on posts

**Portobello Community Council** added 3 new photos.  
Published by Geoff Lynn · 2 September at 07:54 ·

Baileyfield housing designs published - What do you think?  
<http://www.portobelloc.org/bcb.php?ref=fb>



5,562 people reached [View Results](#)

17 Likes 9 Comments 1 Share

Like Comment Share

5,562 People Reached

64 Likes, Comments & Shares

28 Likes | 17 On Post | 11 On Shares

32 Comments | 9 On Post | 23 On Shares

4 Shares | 1 On Post | 3 On Shares

1,101 Post Clicks

349 Photo views | 137 Link clicks | 615 Other Clicks

#### NEGATIVE FEEDBACK

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

# Awareness and Engagement - Facebook

Post Details

Reported stats may be delayed from what appears on posts

Portobello Community Council added 3 new photos.  
Published by Geoff Lynn · 2 September at 07:04

Baileyfield housing designs published - What do you think?  
<http://www.portobeloccc.org/bcb.php?ref=fb>

5,562 people reached

17 Likes 9 Comments 1 Share

Like Comment Share

5,562 People Reached		
28 Likes	17 On Post	11 On Shares
32 Comments	9 On Post	23 On Shares
4 Shares	1 On Post	3 On Shares

1,101 Post Clicks		
349 Photo views	137 Link clicks	615 Other Clicks #

NEGATIVE FEEDBACK

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

Awareness - 5,562 people reached

Engagement - Clicks, Likes, Shares, Comments, etc, including more than 1,101 Post clicks

# Engagement - Email

1,246 Recipients

List: Mailing List

Delivered: Wed, Sep 02, 2015 11:38 am

Subject: [PCC] Have Your Say on Baileyfield Housing + News Update

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

Open rate

41.8%

Click rate

16.9%

List average

46.2%

List average

14.8%

Industry average (Government)

23.8%

Industry average (Government)

3.5%

520

Opened

210

Clicked

3

Bounced

0

Unsubscribed

Successful deliveries

1,243

99.8%

Clicks per unique opens

40.4%

Total opens

954

Total clicks

366

Last opened

9/7/15 8:15AM

Last clicked

9/6/15 7:56PM

Forwarded

0

Abuse reports

1

PCC email newsletter which is distributed to more than 1,200 people

# Engagement - Website

## Cruden Homes

One block of 52 affordable housing units, 1-bed and 2-bed flats, mixture of tenures offered through Port of Leith Housing Association



[Click for Full Details](#)

How do you rate the Cruden Homes Designs? \*

	Like	Neutral	Dislike
Overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Wave' roof design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brickwork	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landscaping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The main consultation page on the PCC website consisted of brief details about the design proposals.

You can see it here:-  
<http://www.portobelloc.org/bcb.php?ref=website>

Users could click to see larger versions of the PDF files supplied by Cruden Homes and Barratt Homes

## Barratt Homes

105 units, a mixture of flats, town houses and colony style houses.

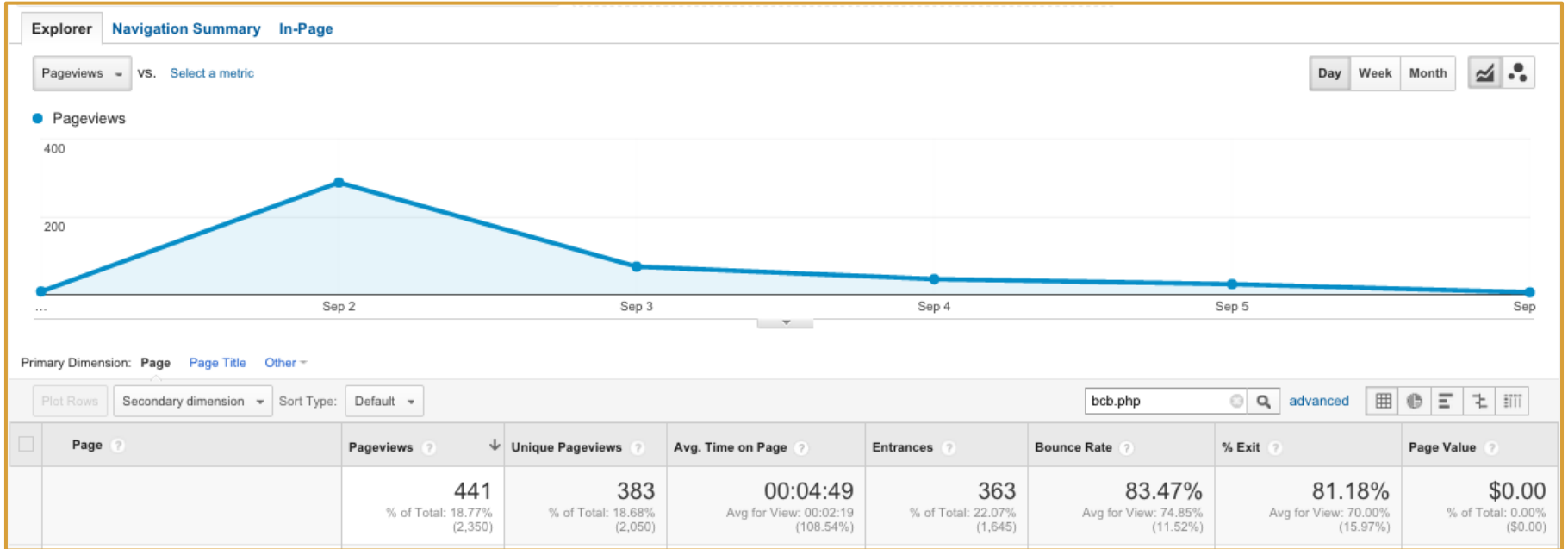


[Click for Full Details](#)

How do rate the Barratt Homes Designs? \*

	Like	Neutral	Dislike
Overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landscaping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Engagement - Website












The main consultation page on the PCC website received more than 400 clicks over the period, with users spending nearly 5 minutes on average considering the materials.

# Responses / Comments

Anna Roszkowska, Graeme Gordon Smith and 14 others like this.

Most Recent -

1 share

-  **Laura Docherty** Evelyn Docherty  
Like · Reply · 2 September at 09:36
-  **Evelyn Docherty** Nice  
Like · Reply · 2 September at 09:45
-  **Stephen Smith** Where's all the traffic gonna go & a new school? 🙄  
Like · Reply · 1 · 3 September at 17:37
-  **Pete Davidson** Yeuch! Bland and tall!  
Like · Reply · 3 September at 17:53
-  **Ian Higgenbotham** Concrete jungle with NO character and finesse.  
Like · Reply · 1 · 5 September at 08:02
-  **Ian Higgenbotham** Why do artists impressions show tall trees. ....the trees will take years to grow to this level.  
Like · Reply · 1 · 5 September at 08:05
-  **Dave Wilson** Do not like these at all!  
Like · Reply · 5 September at 10:19
-  **Chris Cuthill** Similar designs as what's been built at Greendykes, Gracemount and Drylaw  
Like · Reply · 5 September at 11:13
-  **Michael Traill** Better than whats currently on the site. Personally, if i owned the land & was developing it id have went for something a bit nicer but i don't think they are objectionable. Im pleased that someone is willing to invest in Portobello & improve the site!  
Like · Reply · 5 September at 16:15



Write a comment...



**James Lewis** The squarish brick ones look pretty good, but the tan coloured ones will age incredibly badly.

Like · Reply · 2 · 2 September at 08:11



**Marc Robertson** Little boxes on the hillside, Little boxes made of ticky-tacky, Little boxes, little boxes,... See More

Like · Reply · 14 · 2 September at 08:22



**Margaret Ritchie** Easy to be sarcastic Marc when you have somewhere to live.....

Like · Reply · 2 · 2 September at 08:35



**Marc Robertson** That's not fair Margaret. I welcome new houses at Bailliefield, I just don't see why they have to be architecturally boring and bland.

Like · Reply · 7 · 2 September at 08:36



**Margaret Ritchie** I do agree with you about the blandness, let's hope they're better inside!

Like · Reply · 2 September at 08:43



**Tracy Gilhooly** Anything is better than how it looks at the moment 😊

Like · Reply · 1 · 2 September at 09:22



**Alastair Tibbitt** Sadly lacking in cycle paths. Should take opportunity to extend Fishwives Causeway path to high street.

Like · Reply · 8 · 2 September at 09:22



**Morag Phillips** Come on architects. You can do better than prison blocks. Bigger windows and balconies please. People need light and fresh air. Does it cost more to do this?

Like · Reply · 3 · 2 September at 09:37



**Morag Phillips** The one with the two large windows on the corner is getting there. Still boxy.

Like · Reply · 2 September at 09:40



**Lindsay Drybrough** I just wish when they were designing new flats, that they would use the beautiful old buildings in Edinburgh as inspiration, plus use traditional stone.

Like · Reply · 8 · 2 September at 09:44



**Kenneth Dick** I seem to remember the quaint architects drawings of the Granton harbour build and Ocean Terminal, all with lovely trees and minute People with minute dogs and no cars with permanent blue skies..... just look at the reality of what was built!!!!!!!

Like · Reply · 2 September at 09:59



**Heather Hackett** Horrible, I know we need housing but as said before little boxes it reminds me of the housing estate we moved to when I was 14 in the sixties we don't appear to have moved on.

Like · Reply · 1 · 2 September at 18:15 · Edited



# Responses / Comments



**Justin Kenrick** As Alastair Tibbitt says, there's a lack of cycle paths, especially given this is the main route into town. I've just submitted the following to the [Baileyfield](#) site consultation at <http://www.portobelloc.org/bcb.php?ref=pcc>

Fishwives Causeway is the major cycle route into the centre of town from Portobello. Adding all these homes and cars and pedestrians to this street without providing dedicated cycle lanes would be unhelpful, dangerous and go against the need to encourage non-carbon, healthy transport. For this development to go ahead it needs to take on board the need to support, rather than impede, green transport.

A major issue for those living in flats/ tenements in Portobello is the lack of secure and covered bicycle storage facilities. This leads to people either not using bikes or parking them in the stairs in a way that obstructs neighbours. Ensuring sufficient secure and covered bicycle storage facilities in this development is crucial.



**Baileyfield / Cruden / Barratt Consultation**

PORTOBELLOCC.ORG

Like · Reply · Remove Preview ·  5 · 2 September at 15:35



**Avril Scott** Innovative design and aesthetically pleasing - not. Same old, same old, cheap brick boxes. I suppose they'll compliment the cheap brick box that will be Aldi. Shame.

Like · Reply ·  3 · 2 September at 16:48



**Kerry Oliver** ugly

Like · Reply · 2 September at 17:39



**Mary Wight** Where's the will to marry functionality and affordability with aesthetically pleasing, imaginative new housing? It's done well in other European countries so there are models out there.

Like · Reply ·  5 · 2 September at 18:08



**Catherine Boscher** Agree with comments above. Where's the vision? What does it aspire to? Architecture can have a massive impact on the community it hosts. The colony flats built at the end of the 19th century around Edinburgh for example helped create a real community s... [See More](#)

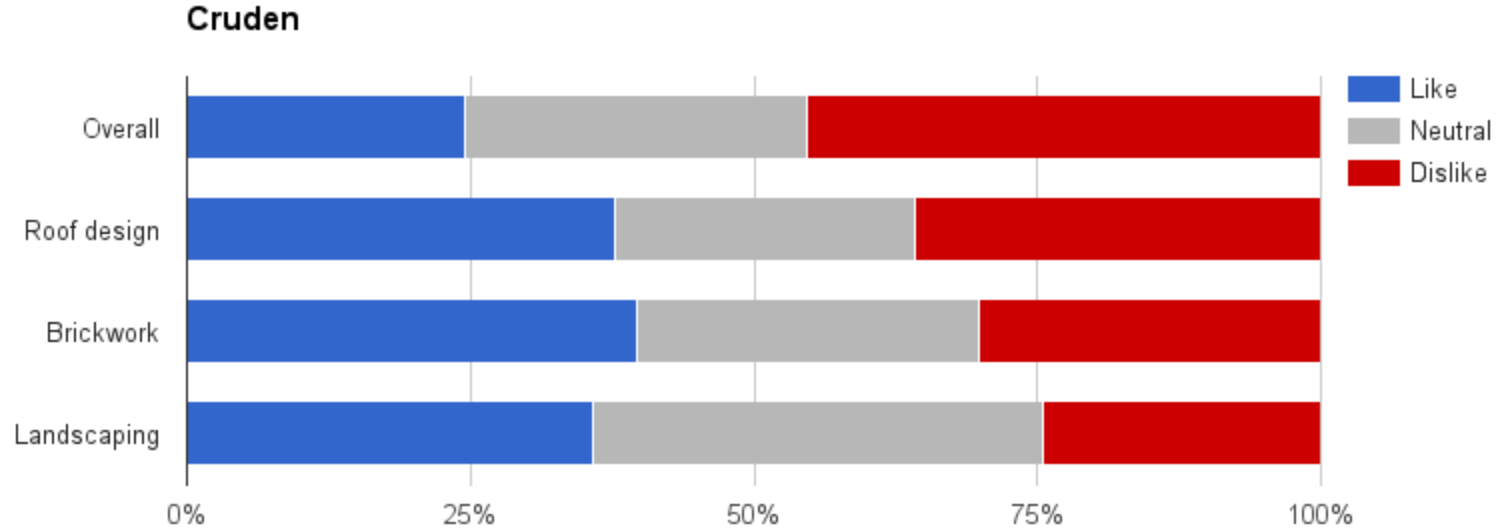
Like · Reply ·  5 · 3 September at 16:33



Write a comment...  

# Results - Cruden

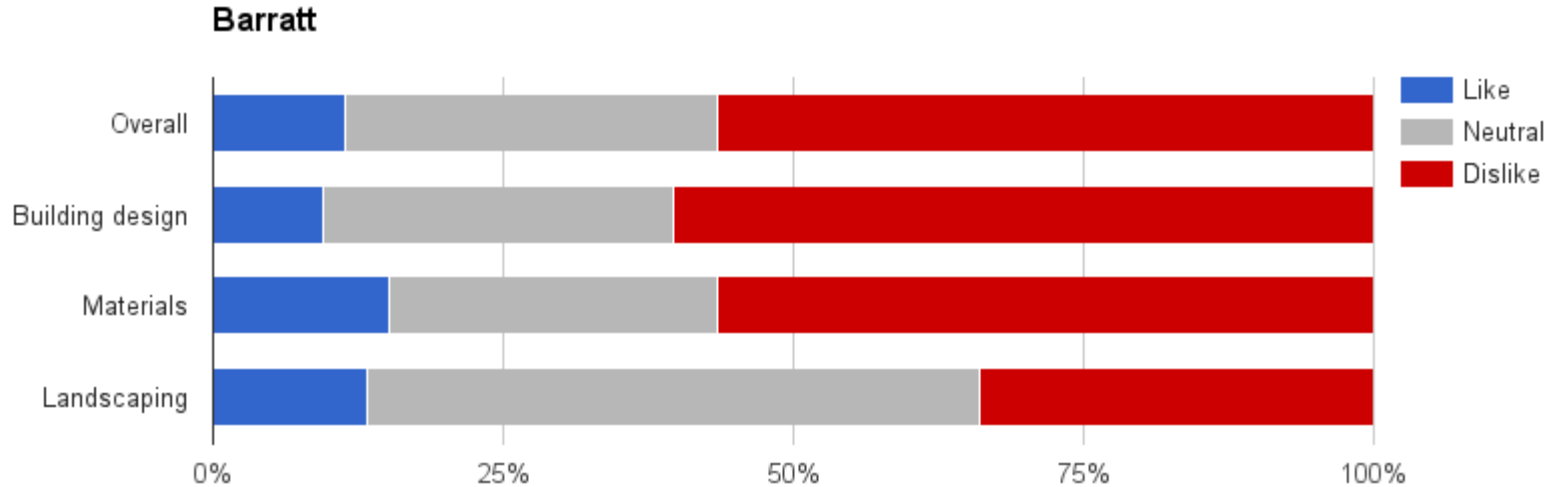
Responses: 53



	Like	Neutral	Dislike
Overall	25%	30%	<b>45%</b>
Roof design	<b>38%</b>	26%	36%
Brickwork	<b>40%</b>	30%	30%
Landscaping	36%	<b>40%</b>	25%

# Results - Barratt

Responses: 53



	Like	Neutral	Dislike
Overall	11%	32%	<b>57%</b>
Building design	9%	30%	<b>60%</b>
Materials	15%	28%	<b>57%</b>
Landscaping	13%	<b>53%</b>	34%

# Results

Full anonymised results at:

[goo.gl/Am0B9I](https://goo.gl/Am0B9I)

(click to view)