



# PORTOBELLO COMMUNITY COUNCIL

Minutes of the Consultation and Engagement Committee meeting held on 24<sup>th</sup> April 2014 at Portobello Library.

Present: Emma Dempsey (Chair), Max Blinkhorn, Gillian Eunson, Lee Kindness, Thea McMillan and David Medcalf.

Apologies: Mark Cameron

**1 Welcome and apologies** Emma welcomed everyone to the meeting and noted 1 apology from Mark Cameron.

**2 Minutes & actions**

The minutes were agreed.

**3 Notice boards and displays**

Max noted that he has obtained the noticeboard keys and will start populating the boards following the next meeting with current information.

**4 Consultation training**

Discussion took place around training / guidance on conducting consultations and what would suit the group. It was agreed that a short session would be useful. Emma is to contact Jane Milne to discuss further.

**5 Scotmid consultation**

It was agreed that the next consultation topic will be to ask for views on what would improve use of the beach / promenade for the community (in the form of two things which would improve the beach / prom).

The topic was considered appropriate in light of comments arising from earlier Scotmid consultation and comments noted during the ongoing consultation regarding potential dog restriction zones on the beach.

Thea and Gillian have volunteered to conduct the consultation. Max will help with set up.

Flipchart, banner, post it notes, etc. to be collected from Sean Watters.

PCC members are to be asked at the next PCC meeting to contribute ideas for future consultations.

## **6 Social media strategy**

6.1 Emma reminded people of the need to distribute and promote the email list. She noted that we now have 489 names on the list, with some additional 200 arising from the ongoing consultation.

6.2 Discussion took place around recent Facebook activity surrounding the beach restriction consultation and surrounding media publicity. The group felt it would be useful to have some social media guidelines in place to help support and advise. These were discussed and will be discussed with wider PCC shortly.

6.3 Emma suggested that it would be good to make the Facebook page and web page more enticing to draw people in to engage. Ideas were discussed, and views are to be sought from the wider PCC.

It was suggested that a promotion to encourage people to submit photos of themselves / others doing positive things for/within the community (e.g. park clean ups, etc.) might promote people to access the sites.

## **7 Dogs on the beach consultation**

Lee reported that approximately 600 responses to the dogs on the beach consultation have been received to date. This showed that there is clearly interest in the topic.

On-line responses received from out with Portobello were submitted mostly by dog owners. It was perceived amongst the group that this was likely a response to the Evening News front page.

An active Facebook conversation on the back of the consultation / media coverage was noted.

It was agreed that the consultation should be flagged as ending on the weekend and then responses would be collated and analysed, including any comments provided. This was likely to be time consuming and unlikely to be available for the next PCC meeting on the 28<sup>th</sup> April. David will talk at the meeting regarding the consultation status and trends apparent to date.

## **8 Future consultations**

It was suggested that future consultation exercises should be supported / advised by the Consultation & Engagement sub-group to help capture and apply lessons learned over time.