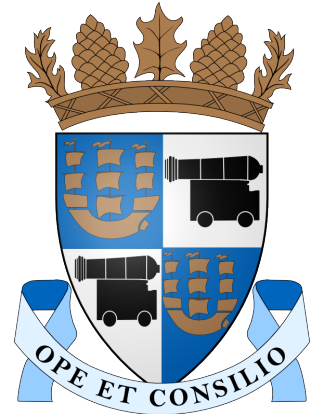


Retirement Development Designs Consultation

Results

Portobello Community Council
June 2015



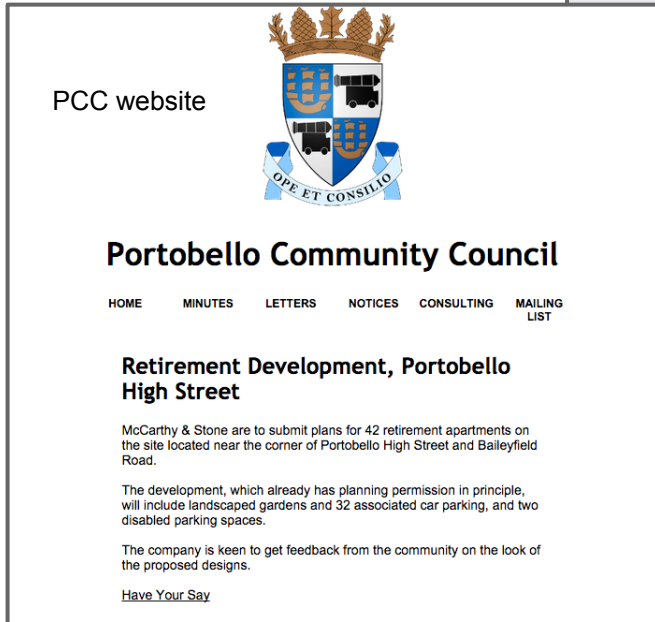
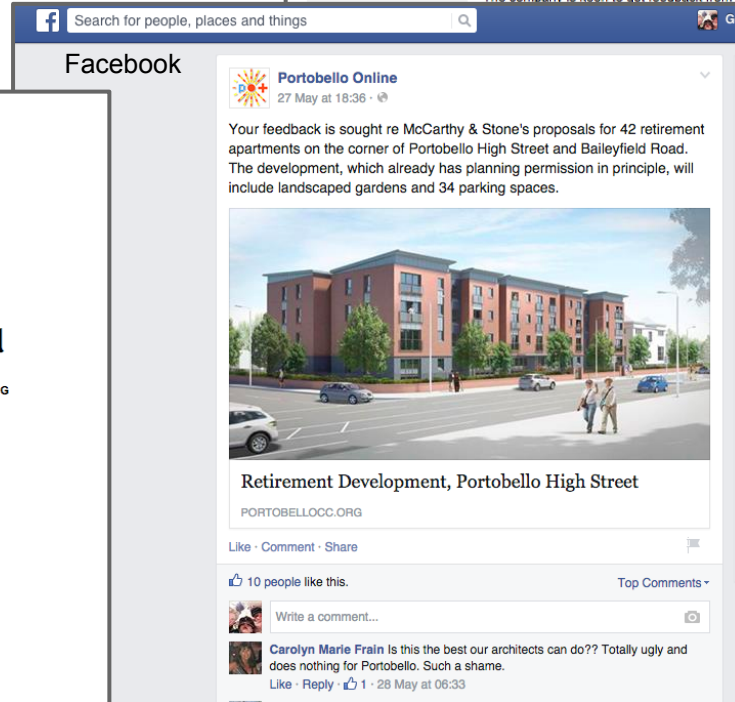
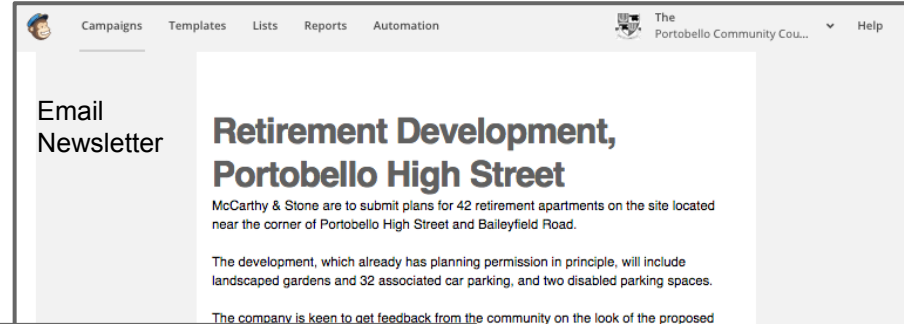
Aims of the Consultation

1. Following a presentation by the developers at May's PCC meeting, it emerged that two options for the external design were being considered
2. PCC agreed to undertake a snap consultation to:
 - 2.1. Raise awareness of the proposals
 - 2.2. Encourage engagement with the designs and determine if there was any preference locally between the two options presented
 - 2.3. Gather responses and feed those back to the developer, elected reps and planning department

The consultation ran from Wednesday, 27 May to Wednesday, 3 June.

Raising Awareness

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.



complete a
Towerbank
tory

ing a statutory consultation on the
nt. Launched on Friday, 8 May, it

ws on four options.

mit your Response

Engagement - Facebook

Post Details

Portobello Community Council
Published by Geoff Lynn [?] · 16 hrs · 🌐

Please submit any comments on the McCarthy & Stone designs by 5 pm tomorrow (Wednesday, 3 June) and we'll pass them on to the developer.
<http://www.portobellocc.org/retirement.php?ref=fb>

1,611 People Reached

21 Likes, Comments & Shares

5 Likes

14 Comments

2 Shares

287 Post Clicks

39 Photo views

0 Hide Post

0 Report as Spam

1,611 people reached

Like · Comment · Share · 🍌 2 🗨️ 9

Post Details

Portobello Community Council
Published by Geoff Lynn [?] · 27 May at 13:54 · 🌐

McCarthy & Stone would like the community's feedback on proposed designs for a 42-unit retirement development on Portobello High Street. Please let us have your views and we'll pass them on.
<http://www.portobellocc.org/retirement.php?ref=fb>

Retirement Development, Portobello High Street

PORTOBELLOCC.ORG

1,497 people reached

Like · Comment · Share · 🍌 4 🗨️ 1

1,497 People Reached

6 Likes, Comments & Shares

4 Likes	4 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

260 Post Clicks

0 Photo views	168 Link clicks	92 Other Clicks 🗨️
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NEGATIVE FEEDBACK

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

The PCC posts on Facebook reached around 1,500 users each

Engagement - Facebook

<http://www.portobelloc.org/retirement.php?ref=fb>



Like · Comment

👍 Lynn Aitken and 12 others like this.


 **Claire Myers Smith** I'm a bit confused as to exactly where these building are to be built. I was under the impression that curden and Aldi were to build on space at baileyfield. That's the reason all us in the little cottages ave been asked to leave by the 1 July
29 May at 08:41 · Like · 👍 2

 **Joyce Turnbull** These are to b built where the old land rover showroom / garage at kings road roundabout
29 May at 09:02 · Like · 👍 1

 **Claire Myers Smith** Ok thanks
29 May at 09:03 · Like

 **Louise Taylor** Looks lovely and be so much better looking than an empty old show room. X
29 May at 09:04 · Like · 👍 1

 **Jamie McDonald** Sorry, this is NOT the old Land Rover Garage. This is between the Aldi & Kings Rd junction. The old Land Rover garage has a planning app for a nursing home.
29 May at 09:09 · Like

 **Rona Gray** Aldi?
29 May at 09:10 · Like

bookmarks  **Louise Taylor** Now I have no idea where this is! 🤔

Lots of discussion and comment on local Facebook group pages.

Permalinks:-

<https://www.facebook.com/portobello.online/posts/10153084391698705>

<https://www.facebook.com/groups/portyhighstreet/permalink/817611948326158/>

<https://www.facebook.com/PortobelloCommunityCouncil/posts/704191409706433>

<https://www.facebook.com/groups/PortyPeople/permalink/842448682495863/>

<https://www.facebook.com/PortobelloCommunityCouncil/photos/a.332483286877249.1073741825.218042744987971/709120599213514/?type=1&theater>

The Porty People Facebook group has 3,000 members and generated a lot of comments. No Reach figures are available for Groups, however.

Engagement - Email

1,217 Recipients

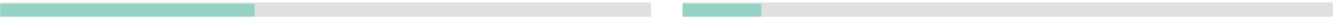
List: Mailing List

Delivered: Thu, May 28, 2015 12:12 pm

Subject: [PCC] Feedback needed on Retirement Development, Youth Services and TB Catchment

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

Open rate **39.3%** Click rate **11.5%**



List average 47.3% List average 14.9%

Industry average (Government) 23.7% Industry average (Government) 3.4%

478 Opened	140 Clicked	1 Bounced	1 Unsubscribed
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Successful deliveries 1,216 99.9% Clicks per unique opens 29.3%

Total opens 791 Total clicks 234

Last opened 6/3/15 11:22AM Last clicked 6/2/15 7:41PM

Forwarded 0 Abuse reports 1

PCC email newsletter which is distributed to 1,200

Engagement - Website

Retirement Development, Portobello High Street

McCarthy & Stone are to submit plans for 42 retirement apartments on the site located near the corner of Portobello High Street and Baileyfield Road.

The development, which already has planning permission in principle, will include landscaped gardens and 32 associated car parking, and two disabled parking spaces.

The company is keen to get feedback from the community on the look of the proposed designs.

Please use the form below to submit your thoughts

Closing Date for Responses: 3 June, 2015

Option 1



[Click to see large version](#)

Please note: The adjacent building is not part of this development

Option 2



[Click to see large version](#)

Click for [More Details](#) | [Location Map](#)

Click here to see the [Early sketches submitted to Planning](#) (Option 2 forms the current proposals).

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

Users could click to see larger versions of each image, a More Details PDF, location map and (added on Friday 29 May) some of the early sketches submitted to planning

How do you feel about the proposed designs? *

	Strongly Against	Against	Neutral	Support	Strongly Support
Option 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Option 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Reasons for your answer *

Your Name *

Your Address *

Please include your name and address

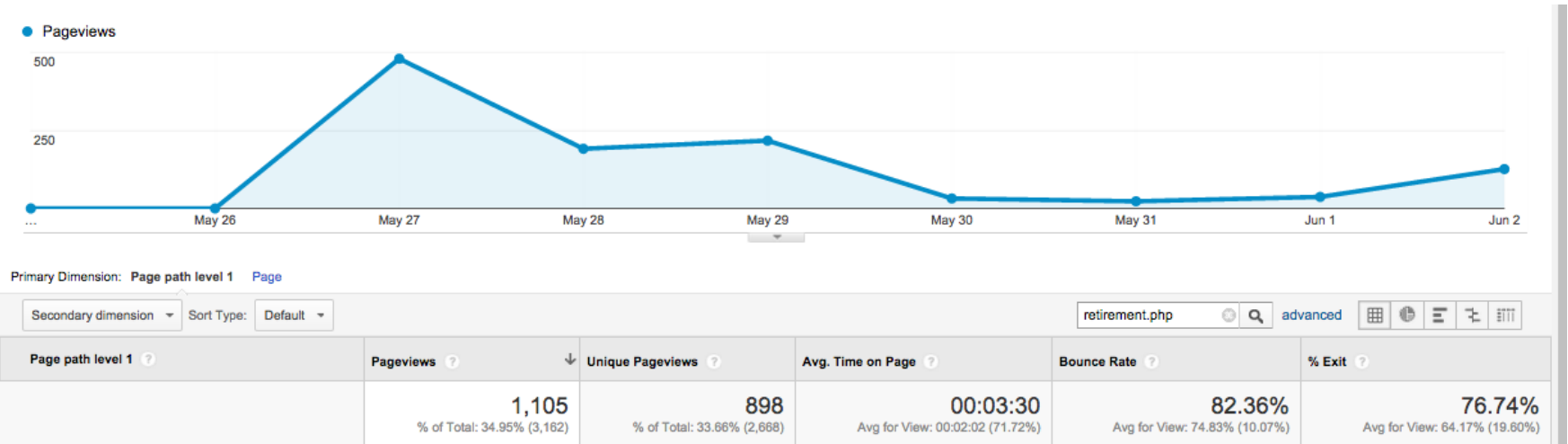
Your Postcode *

Email address

If you don't want to be contacted in future about Portobello community matters

Opt Out

Engagement - Website



The main consultation page on the PCC website received more than 1,100 clicks over the period, with users on average spending 3 and a half minutes considering the materials.

Options

1



2

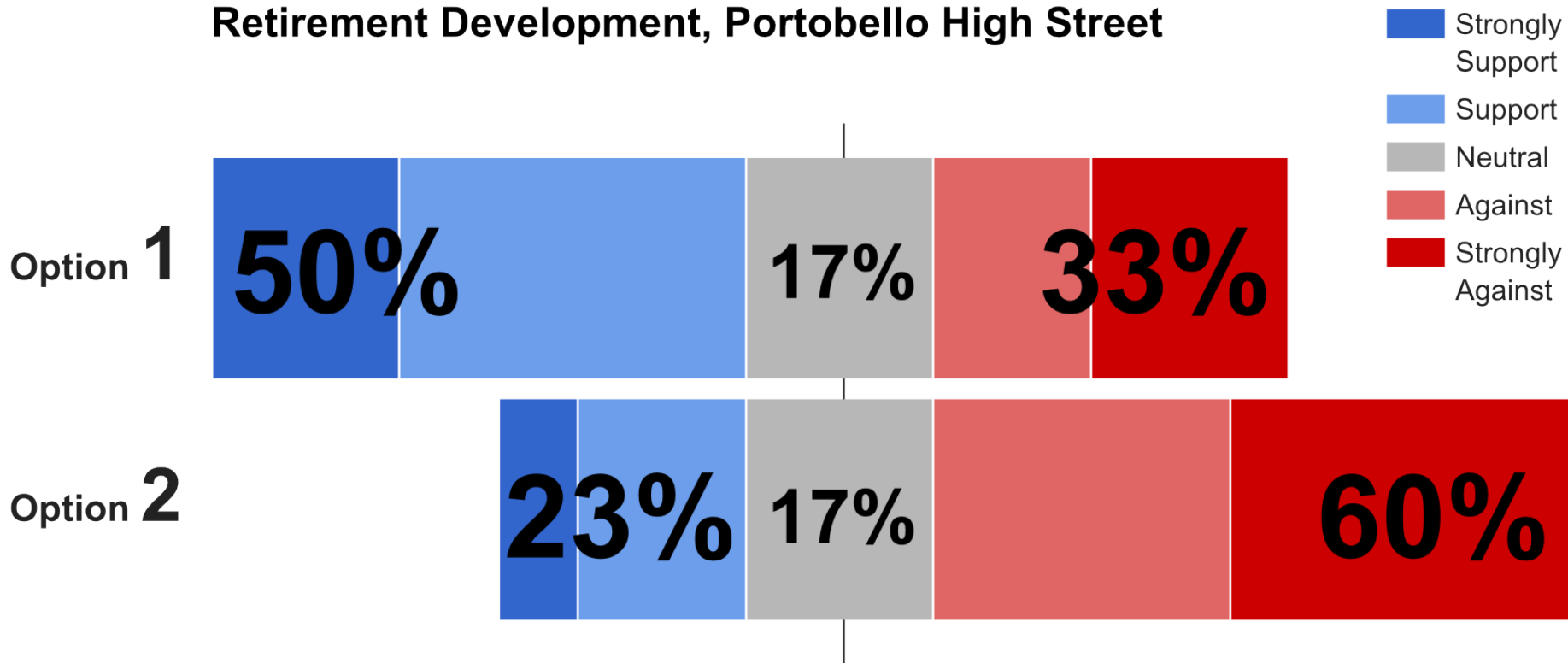


Results

Responses: 109

	Strongly Support	Support	Neutral	Against	Strongly Against
Option 1	17%	32%	17%	15%	18%
Option 2	7%	16%	17%	28%	32%

Retirement Development, Portobello High Street



Results

Full anonymised results at:

goo.gl/nZRfhx

(click to view)