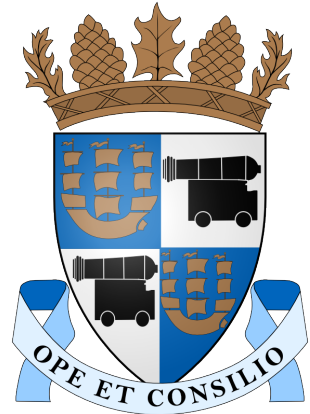


SESPlan Main Issues Report Consultation

Results

Portobello Community Council
September 2015



Aims of the Consultation

The SESPlan MIR Consultation was launched on Tuesday, 21 July 2015 covering a wide range of planning policy questions facing Edinburgh, Lothians and Fife in the next decade.

After considering the consultation questions it was decided that Portobello Community Council should:

- Raise awareness of the consultation as a whole
- Encourage engagement with consultation by the public
- Focus on Question 2 - Spatial Strategy
- Gather responses and feed those back SESPlan

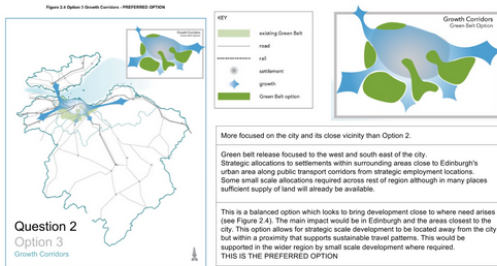
The consultation ran from 29 July to 28 September.

Raising Awareness

The SESPlan team has published a comprehensive range of materials, including an 'Easy Read Guide' and had scheduled a number of community information events. Consequently, the PCC consultation focused principally on online methods for raising awareness in the community. PCC website, Facebook, Twitter feed and email newsletter.

Strategic Development Plan - Growth Strategy Consultation

Do you agree that a higher proportion of future development within Edinburgh, Fife and the Lothians area should take place close to Edinburgh?



This is the preferred option outlined in the South East Scotland Strategic Plan Main Issues Report Consultation and Portobello Community Council would like to hear your views.

Have Your Say

Website

Strategic Development Consultation

View this email in your browser



Email newsletter

Strategic Development Plan - Growth Strategy Consultation

Do you agree that a higher proportion of future development within the place close to

Portobello Community Council added 3 new photos.

Published by Geoff Lynn (1) · 31 July · 🌐

Do you agree that a higher proportion of future development within Edinburgh, Fife and the Lothians area should take place close to Edinburgh?

Have your say on the Strategic Development Plan - Growth Strategy Consultation:

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

3,103 People Reached

17 Likes, Comments & Shares

14 Likes	14 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
2 Shares	0 On Post	2 On Shares

74 Post Clicks

49 Photo views	13 Link clicks	12 Other Clicks
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NEGATIVE FEEDBACK

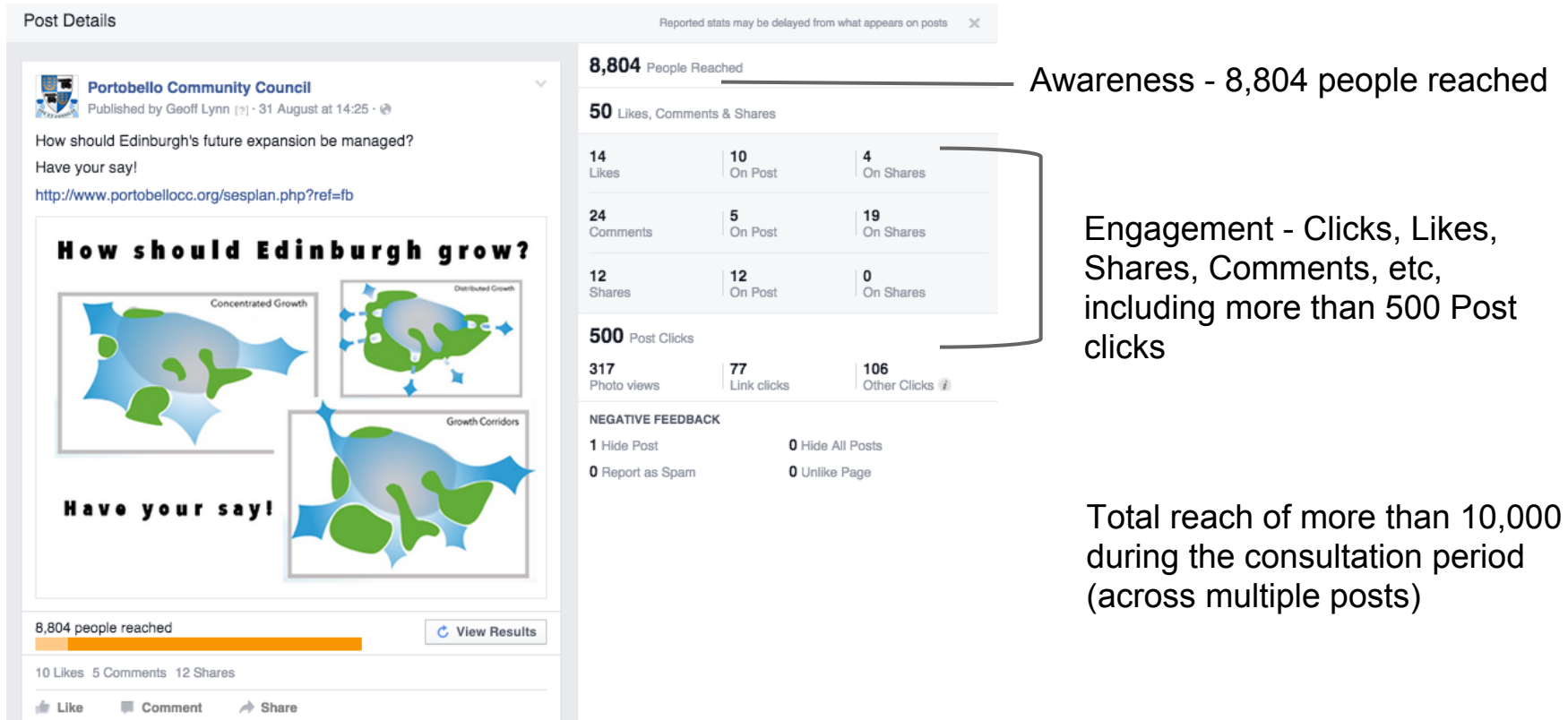
0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

3,103 people reached

View Results


Facebook

Awareness and Engagement - Facebook



Awareness and Engagement - Twitter

Tweet activity ×



Portobello CC @portobellocc
How should Edinburgh grow in future? Make sure you have your say.
[http://www.portobellocc.org/sesplan.php?ref=twitter ... pic.twitter.com/dYw71bE7Nk](http://www.portobellocc.org/sesplan.php?ref=twitter...pic.twitter.com/dYw71bE7Nk)

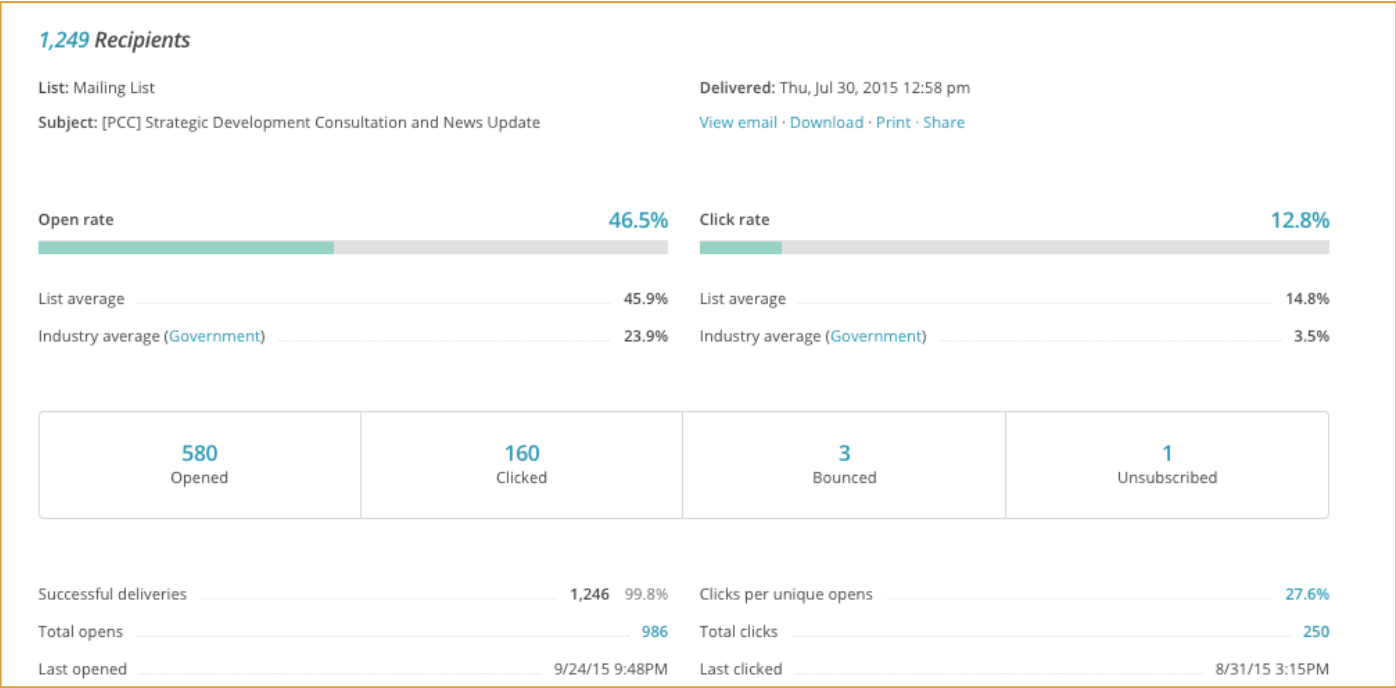
Promote your Tweet
Your Tweet has **24** total link clicks so far.
Get more link clicks on this Tweet!

Promote your Tweet

Impressions	1,492
Total engagements	61
Link clicks	24
Media engagements	18
Retweets	7
Detail expands	5
Favorites	4
Replies	2
Email shares	1

Total reach of more than 1,500 on Twitter during the consultation period (across multiple posts)

Engagement - Email



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

Engagement - Website

The screenshot shows a consultation interface. At the top left, a legend identifies symbols for 'rail' (dashed line), 'settlement' (grey circle), 'growth' (blue diamond), and 'Green Belt option' (green area). To the right, text reads 'such levels of development without significant additional investment.' with a small building icon. Below this is a rating scale for 'Option 1 - Concentrated Growth?' with five points: 'Strongly Disagree', 'Disagree', 'Neutral', 'Agree', and 'Strongly Agree'. Each point has a radio button. The 'Option 1' label is on the left. Below the scale, the heading 'Option 2 - Distributed Growth' is visible. Further down, a caption reads 'Figure 2.3 Option 2 Distributed Growth - Alternative Option' above a map showing a green area with blue diamonds and a grey area with a blue diamond. An arrow points from the 'Agree' radio button in the scale to the text on the right.

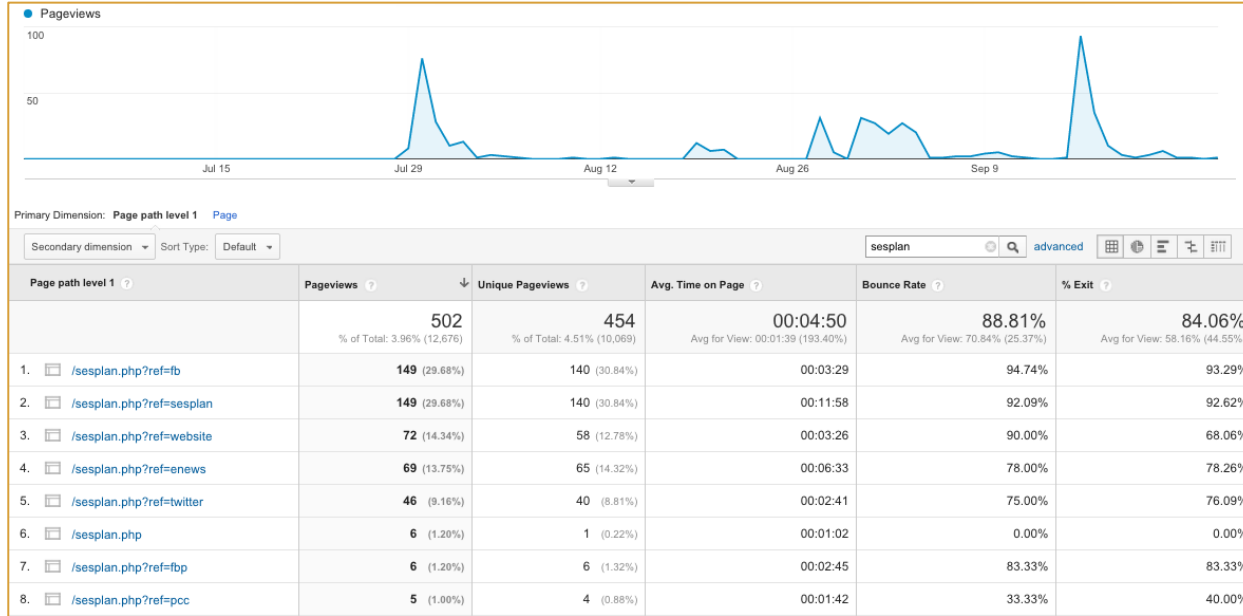
The main consultation page on the PCC website consisted of details of the three options.

You can see it here:-

<http://www.portobelloc.org/sesplan.php?ref=website>

Users asked to rate each of the three Spatial Strategy Options.

Engagement - Website



The main consultation page on the PCC website received more than 500 clicks over the period, with users spending nearly 5 minutes on average considering the materials.

Total Reach / Engagement

	Reach	Engagement
Facebook	14,642	701
Twitter	1,696	65
Email	1,749	161
Website	1,849	502


Reach: How many people saw the posts


Engagement: How many people clicked or otherwise interacted with the posts


Responses / Comments


Mash-hood Ahmed Mir, Paramanathan Mariappan, Josslyn Ann Mcneill and 7 others like this. Most Recent -

12 shares




 **Jeremy Forde** What about growth and infrastructure connections across the Firth?
Like · Reply · 31 August at 18:01

 **Owen Macdonald** That would surely distribute things! I've banged on about putting the development along transport corridors before but without asking why we're actually growing I think any nice green fields are doomed whichever option is taken? There's talk of smarter cities rather than necessarily larger cities...
Like · Reply · 1 · 31 August at 21:49

 **Kieran Anderson** Dies Edinburgh need to be much bigger, why not expand into Fife, increase connectivity, have people proudly being citizens of the Forth.
Like · Reply · 3 · 1 September at 01:26

 **David Lucas** This foolish notion that growth equal prosperity is a lie, and if anything is very dangerous. We have now moved into the age of limits, so if anything Edinburgh should not expand, and neither should any other place..
Like · Reply · 1 · 1 September at 07:42

...

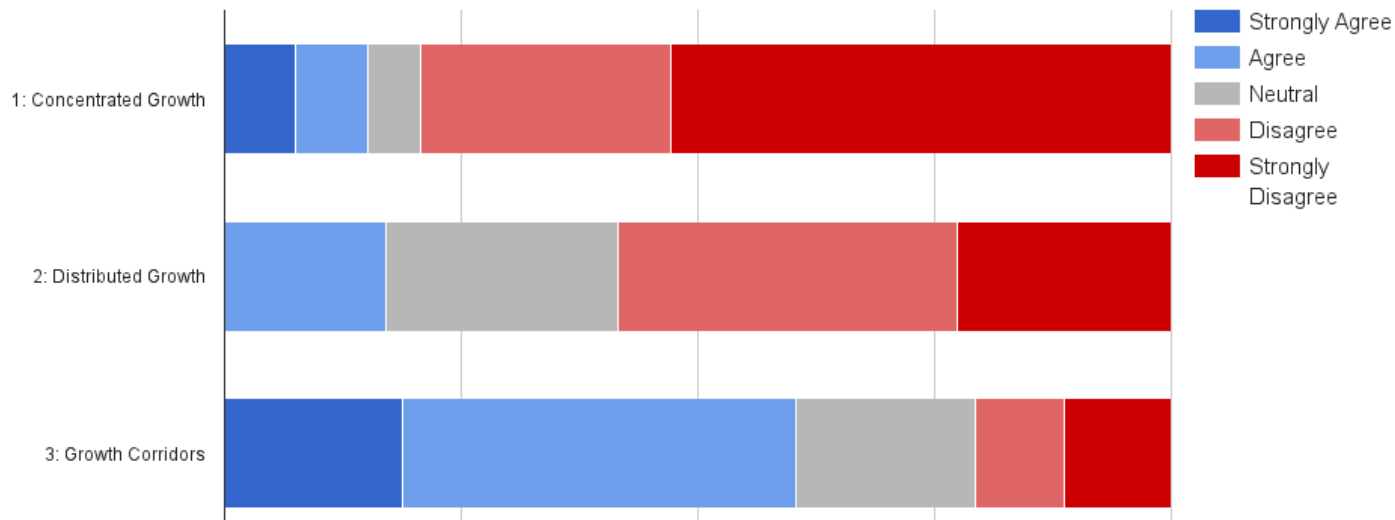
 Write a comment...  

Some comments received via Facebook

Results - SESplan

Responses: 53

A Strategy for Edinburgh and South East Scotland



	1: Concentrated Growth	2: Distributed Growth	3: Growth Corridors
Strongly Agree	8%	0%	19%
Agree	8%	17%	42%
Neutral	6%	25%	19%
Disagree	26%	36%	9%
Strongly Disagree	53%	23%	11%

Results

Full anonymised results at:

goo.gl/wXiPr8

(click to view)