

**QUESTION NO 10**

**By Councillor Rust for answer by the  
Convener of the Transport and  
Environment Committee at a meeting  
of the Council on 28 October 2021**

**Question**

**(1)** Please confirm the total cost of running the recent "local engagement" exercise for Lanark Road *Spaces for People* for all tasks involved which will include as a minimum:

- a) Planning the consultation approach;
- b) Designing and writing the consultation materials (in all accessible formats);
- c) Producing the consultation materials - print costs and digital implementation costs, and any technical requirements to keep the consultation secure and unable to be manipulated by special interest groups;
- d) Promoting the materials - including any delivery of letters, adverts design, media spend, time spent on press releases etc;
- e) Analysing the responses;
- f) Preparing the report for committee.

Please split the cost by:

- Internal council officer time
- External costs.

Specifically how much officer time was involved in:

- a) responding to complaints relating to the engagement exercise?
- b) identifying respondents who needed to be contacted?
- c) liaising with individual respondents to confirm or change their answers?

**Answer**

**(1)**

- Question** (2) Please provide the evidence that demonstrates the local engagement met, or did not meet, the required measures for the seven consultation quality standards within "Edinburgh's Consultation Framework - Guidance Note 7 - Consultation Quality Standards", under the headings:
- Process
  - Genuine
  - Inclusive and Accessible
  - Informative
  - Effective
  - Action-focused
  - Feedback

**Answer** (2)

- Question** (3) In this local engagement exercise, the postcodes and email addresses for individual respondents were captured. This created various concerns in terms of data and identification and that this method of validating responses can still be spammed and is inadequate etc.
- a) Will this be reviewed to use a more robust method in future?
  - b) What will now happen to this data, bearing in mind it may need to be kept somewhere in case of future legal challenge?

**Answer** (3)