

## Appendix 3 - Report of Conformity with the Participation Statement

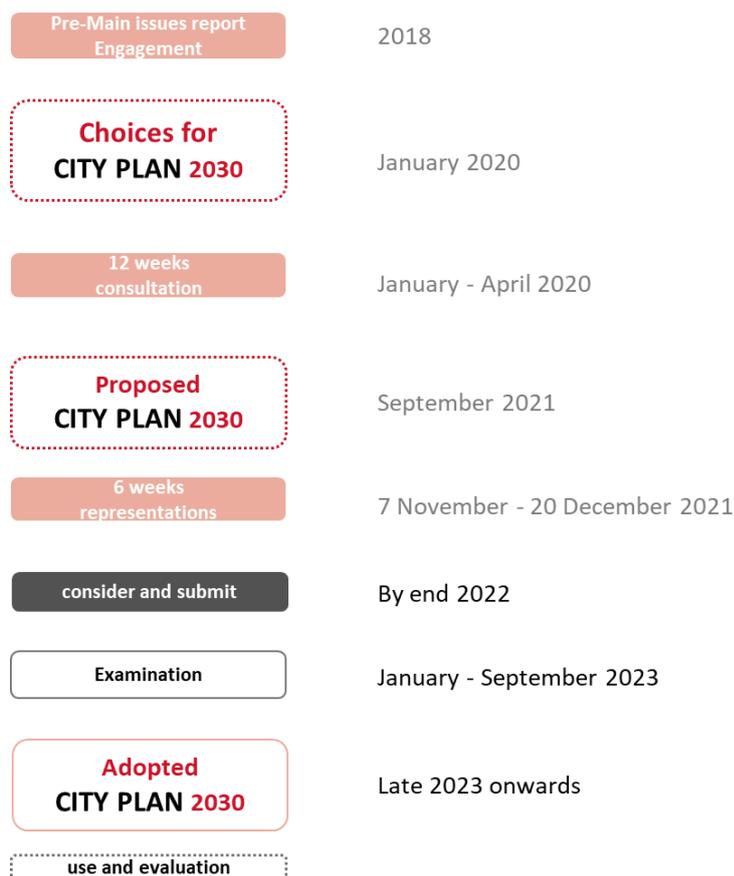
### Overview

The Report on Conformity with the Participation Statement has been prepared as part of the submission of Edinburgh’s proposed local development plan City Plan 2030, to Scottish Ministers.

The Report explains how the Council carried out engagement activities leading up to and during the publication of City Plan 2030 for its Period of Representation in line with the Participation Statement of the Development Plan Scheme.

### Context

Preparation of City Plan 2030 began in 2018 and there has been three key stages of engagement. These are set out in turn below.



*City Plan 2030 timeline*

### Early Engagement (up to Autumn 2019)

In this stage before publication of the Main Issues Report we worked with community representatives and other stakeholder to shape the choices to be presented. This included:

- Community briefings and workshops - 12 briefings with Community Councilors and Ward Councilors and six-community workshops
- Children and Young People Engagement Programme, including nine Place Standard workshops in schools, sessions with geography classes in a high school (Boroughmuir), a session with a youth group (a second one planned was cancelled due to Covid-19 restrictions) and an exhibition stall at Climate Talks Youth Summit
- Topic stakeholder discussion events, focusing on key land use issues including office and industry, development, housing, visitor accommodation and shopping and leisure
- Use of social media to build awareness and interest in the project
- Library exhibition, and
- Engagement and consultation on closely-linked projects such as City Centre Transformation.

### Main Issues Report - Choices for City Plan 2030

Choices for City Plan was the main consultation stage in the preparation of the Proposed City Plan 2030. It set out the main choices for the new plan, including the Council's preferred options for change and other reasonable alternatives. Choices for City Plan sought views on 16 main policy and development options that could be included in the plan.

The consultation ran from 31 January. The consultation period was scheduled to end on the 28 March 2020. However this was extended by a further month following the first Covid-19 lockdown period to allow more time for people to submit responses.

The extension was advertised on the Council's website, on social media and through a mail out to those on the City Plan mailing list.

The following activities took place to raise awareness and encourage people to have their say:

- Launch of consultation document
- Publicity to raise awareness of consultation and online engagement on Facebook, Twitter and LinkedIn
- Notification to all groups and individuals on the project mailing list telling them how to comment
- 11 key stakeholder sessions for key agencies, primary schools and transport groups, and three topic seminars (one seminar was cancelled in late March due to the Covid-19 pandemic)
- 8 Drop-in sessions to allow opportunity to find out more about consultation proposals (one event was cancelled due to the Covid-19 pandemic)
- Staffed exhibitions in public places to raise awareness, including shopping centres and transport hubs, and
- 5 consultation hub surgeries to enable people to ask detailed questions and complete the survey online.

There were 1,807 formal responses to the consultation. This compares to 438 responses to the Main Issues report which led to the 2016 LDP. Social media statistics demonstrate that knowledge of the project reached 1.2 million people, with over 24,000 engagements on the posts.

### Proposed City Plan 2030 Published for Period of Representations

The Proposed City Plan 2030 went before the Council's Planning Committee in September 2021. The planning committee agreed that the proposed plan be published for a period of representations for six weeks. The Period for Representations commenced on 7 November and ran to 20 December 2021. It gave the opportunity to make comments on the Proposed City Plan 2030 and Environmental Report. A full set of supporting documents, including the Housing Study, were made available.

The period for representation was supported by a programme of engagement including:

- Nine online events including four community briefings by local area, a session for business and two drop-in sessions.
- 13,500 Neighbour Notification letters
- The Council's website, blog and social media were used to promote the publication and the opportunity to comment
- A statutory advert was placed in a local newspaper
- Copies of City Plan and a promotional poster were sent to each of Edinburgh's Community Councils and libraires and a full set of documents was provided in the Council's central office
- Public online advertisements took place on external webpages and promotion through podcast adverts
- Physical lamppost wraps adverts were used to raise awareness.
- A guide to plan and submitting a representation was produced to assist communities and members of the public.

Approximately 700 representees responded to the period for representation making over 4650 separate representation comments. In addition, 300 supporting documents were submitted by representees.

### **Participation Statement**

The [Development Plan Scheme of September 2021](#) was current at the time of publication and period for representations of the Proposed City Plan 2030. Its Participation Statement set out that:

- The Proposed Plan was to be reported to the Planning Committee in September 2021 and would be accompanied by a summary explaining how the main issues consultation responses have been taken into account
- The Proposed Plan be published for a 6-week period in which representations can be made.
- That representations will then be considered, first by the Council, then by a Scottish Government reporter in an examination.
- It noted that the impact of Coronavirus / Covid -19 on the proposed Plan Representation Period was not known and that social distancing and/or lockdown measures will be in place to enable traditional, in person, engagement to go ahead, and that

- an update to this participation statement will be provided when the representation period starts.

It then identified a list of activities that would be used to raise awareness and encourage people to have their say on the proposed plan.

### Coronavirus / Covid -19

At the time of the Period for Representations a number of measures to prevent the spread of Covid 19 remained in place. This included some social distancing measures such as mask wearing, the need to give contact details in commercial venues, limits on large gatherings and advice to work from home.

In response a cautious approach was adopted and no physical face to face engagement activities took place. However, a number of online meetings and discussions took place.

### Table of Conformity with Participation Statement

The table below lists the actions in the Participation Statement and the engagement activities which took place leading up to and during the Proposed City Plan 2030 Period for Representations.

Participation Statement (DPS, September 2021)	Proposed City Plan 2030 Activities
<i>The Proposed Plan be reported to the Planning Committee accompanied by a summary of the main issues consultation (MIR) responses.</i>	The Proposed City Plan 2030 was reported to the Council Planning Committee on 29 September. The <a href="#">Committee Report</a> contained an appendix summarising responses to the MIR and how these informed the proposed plan.
<i>The Proposed Plan be published for a minimum 6-week period.</i>	City Plan 2030 was published for a Period of Representations for 6 weeks from 7 November to 20 December 2021, meeting statutory requirements.
<i>An update to the participation statement be provided when the representation period starts</i>	The Council's website was updated with a page set up listing how to be involved in the period for representations. It informed members of the public and other stakeholders know how to comment on the proposed plan, it provided guides on how to read the plan and how to make comments and gave a full list of the different events taking place. This was referred to in social media posts and the Council's blog.
<i>Launch of proposed plan and publicity to raise awareness of proposed plan</i>	The Proposed City Plan 2030 was launched on the 7 November with promotion taking place, including: <ul style="list-style-type: none"> <li>• Online promotion through the <a href="#">Planning Edinburgh blog</a>, Twitter, LinkedIn and 'Next Door' community social media platform. These delivered around 200,000 impressions*</li> <li>• On-line advertisements with 3.8 million impressions*</li> <li>• Voice advertisements during podcasts 142,000 impressions*</li> </ul>

	<ul style="list-style-type: none"> <li>• Physical lamppost wraps</li> <li>• Library posters</li> <li>• A statutory advert in the Edinburgh Evening News</li> </ul> <p><i>* impressions are when a tweet, advert or similar is visible on a user's screen or has appeared on a podcast in the case of voice advertising</i></p>
<i>Statutory neighbour notification</i>	Over 13,500 Neighbour Notification letters were sent out to addresses within 20 metres of site allocations.
<i>Notification to those groups and individuals on the project mailing list telling them how to comment</i>	<p>Approximately 2,800 emails and 25 letters were sent to those on the LDP mailing list. These gave notification of the publication of Proposed City Plan 2030, information on how to comment on the plan, events and how to find out more information.</p> <p>Emails and letters were also sent to 44 Community Councils along with paper copies of the proposed plan and posters promoting engagement in City Plan 2030.</p>
<i>Staffed exhibitions in public places to raise awareness</i>	A cautious approach was taken, given the Covid-19 situation, and no public exhibitions took place. However, drop-in sessions and area based meetings took place on-line along with other physical and electronic promotion as detailed in the table.
<i>Drop-in sessions to allow opportunity to find out more about consultation proposals</i>	<p>Community briefings by locality area, business and drop-in city-wide sessions took place online on the following dates-</p> <p>Area based events:</p> <ul style="list-style-type: none"> <li>• West Edinburgh, Thursday 11 November 6pm – 7.30pm</li> <li>• South West (south area), Thursday 18 November 6pm – 7.30pm</li> <li>• North and East, Monday 22 November 6pm – 7.30pm</li> <li>• South West (west area), Wednesday 24 November 5.30pm – 7pm</li> </ul> <p>Business:</p> <ul style="list-style-type: none"> <li>• Thursday 25 November 4pm – 5.30pm</li> </ul> <p>General/citywide drop-ins:</p> <ul style="list-style-type: none"> <li>• Wednesday 17 November, 5.30pm – 7.30pm</li> <li>• Thursday 2 December 1pm – 3pm</li> <li>• Wednesday 8 December, 5.30pm – 7pm</li> <li>• Saturday 11 December 10am -12pm</li> </ul> <p>Presentations and discussion also took place at the following events:</p> <ul style="list-style-type: none"> <li>• Association of Community Councils, Thursday 21 October</li> <li>• Edinburgh Civic Forum, Tuesday 7 December</li> </ul>

<p><i>Best practice online/digital engagement (as guided by the Scottish Government's digital planning programme) which could include virtual exhibitions, a planning engagement hub, webinars and online events.</i></p>	<p>The 'Consultation Hub' was set up to allow interactive viewing of the proposed plan and proposals maps alongside the ability to make representations on all sections of the plan.</p> <p>Details of online events are given above.</p>
<p><i>Additional activities not listed in the Participation Statement</i></p>	<ul style="list-style-type: none"> <li>• An easy guide to understanding the plan and its purpose was published.</li> <li>• A guide to making comments using the Consultation Hub was published</li> <li>• Contact details were provided offering help anyone having difficulty making representations.</li> </ul>

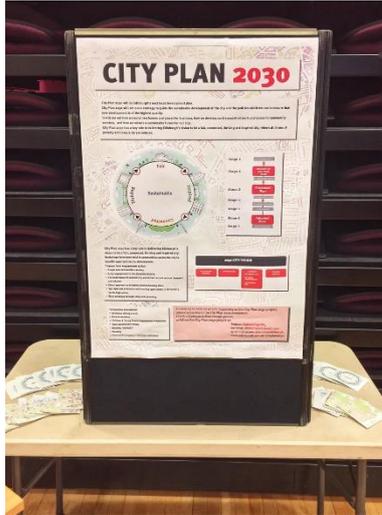
### **Summary and Conclusion**

The table above sets out the requirements of the Participation Statement of September 2021 and assesses these against the activities undertaken as part of the Period for Representations.

Issue 39 of the Council's submission package details comments received on consultation aspects of the plan process and sets out a response. The Council considers that all aspects raised have been addressed.

It is concluded that, with the exception of in-person activities which as previously noted did not take place due to the Covid-19 restrictions, the assessment of participation engagement intentions and the activity undertaken demonstrates that the Council has fully met its commitments made within the relevant Participation Statement.

Promotional Material and Adverts – Early engagement and Choices for City Plan (2018-2020)



Early engagement display



Choices lamppost wrap

**What could your area be like in 2030?**

Take part in discussions on planning for your area at:

**South East Community Workshop**  
Thursday 27th September  
5.15pm - 7pm  
Waverley Court 4 East Market Street,  
Edinburgh EH8 8BG



Twitter promotion early engagement



Young people engagement using the place standard



Choices Drop in event, January 2020

Promotional Material and Adverts – Proposed City Plan 2030 (2021)



City Plan 2030 lamppost wrap

**CITY OF EDINBURGH COUNCIL**  
**PLANNING ETC. (SCOTLAND) ACT 2005**  
**ENVIRONMENTAL ASSESSMENT (SCOTLAND) ACT 2006**  
**CITY PLAN 2030 PROPOSED PLAN –**  
**NOTICE OF PUBLICATION & REPRESENTATION PERIOD**

Notice is given that the Council will formally publish the Proposed City Plan 2030, Environmental Report and supporting documents on 7 November 2021 for a six week period of representations. The Proposed Plan is the new Local Development Plan for Edinburgh and represents the Council's settled view on the land use strategy for Edinburgh.

The Proposed Plan, Environmental Report and background documents can be viewed from 7 November online at [www.edinburgh.gov.uk/cityplan2030](http://www.edinburgh.gov.uk/cityplan2030). Printed copies of the Proposed Plan and Environmental Report are available for inspection at Council Libraries during relevant opening hours and a full set of documents will be available to view in City Chambers reception, 249-253 High Street, Edinburgh, EH1 1YJ, Monday to Thursday between 9am and 5pm and Friday between 9am and 3pm.

Representations can be made online at [www.edinburgh.gov.uk/cityplan2030](http://www.edinburgh.gov.uk/cityplan2030) up until 5pm on Monday 20 December 2021. If you require a different format e.g. braille, large print etc., please contact the Council by phone: 0131 200 2000 or email the City Plan team: [cityplan2030@edinburgh.gov.uk](mailto:cityplan2030@edinburgh.gov.uk). David Givan, Chief Planning Officer, 5 November 2021.

Statutory Advert Edinburgh Evening News

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Online advert sequence