
From: Brian Paton
Sent: 17 August 2019 08:30 AM
To: Jacqueline Allan
Subject: Re: Ravelston Common Good Consultation

Many thanks for sorting that Jacqueline - it really is appreciated. I will get them distributed early next week and be back in touch once I hear about the advert.

Have a great weekend

Kind regards
Brian

Sent from my iPhone

On 16 Aug 2019, at 17:33, Jacqueline Allan <Jacqueline.Allan@edinburgh.gov.uk> wrote:

Hi Brian, thanks for sending these through – I have changed the ‘swoosh’ graphic to the new one which will appear on headed paper going forward. The benefit is that it doesn’t ‘bleed’ off the page so won’t get cut off when printing.

I’ve put a black version on the questionnaire– cheaper to print – but put the red on the other two docs to draw attention, particularly for the site notice.

And I have to confess to tweaking things a little (sorry – but ask a comms person ...). I’ve managed to get the questionnaire onto two sides so will be cheaper to produce. And I’ve managed to get the location plan bigger on the site notice as it was really too small to see the detail. Didn’t manage to get the info document onto four sides though.

If you are printing more than 20 copies or so, it would be worth you asking the in house print unit to do the printing for you as the unit cost on their digital printers is significantly less than the MFDs (maybe you are on to that already though). The can also laminate eg the site notice.

Jacqueline

From: Brian Paton
Sent: 16 August 2019 14:47
To: Jacqueline Allan <Jacqueline.Allan@edinburgh.gov.uk>
Cc: Noel Miller <Noel.Miller@edinburgh.gov.uk>
Subject: RE: Ravelston Common Good Consultation

Hi Jacqueline

Further to our conversation, please find attached the questionnaire, background document and site notice relating to Blackhall. Happy for you to rebrand as you see fit.

I am planning to get the documents out at the beginning of the week and will liaise with Noel over Facebook comms, a form of words for the school to send out and dropping an interest story to the Evening News.

Please do not hesitate to contact me should you need anything further.

Kind regards
Brian

From: Jacqueline Allan
Sent: 16 August 2019 14:08
To: Brian Paton <Brian.Paton@edinburgh.gov.uk>
Subject: RE: Ravelston Common Good Consultation

Thanks Brian.

If the QC thinks a newspaper is necessary, we can of course do help with that – Sara filled me in on the background so I understand the need is eg more like Portobello school rather than promoting

the consultation, wasn't aware of that before I emailed. Suggest we do something along the lines of the attached – display advert rather than public/stat notice but keeping it short and sharp so you don't have to spend lots of money?

Once you get wording agreed, we can get this in motion asap – we need a cost centre and a note of the oracle authorisers from you to get the media buying agency to place that.

In terms of a poster, we can give you a branded template like the one attached which can be saved as a PDF and you can send/email to schools, libraries, etc, asking them to put it up. Print Services can help digitally printing if you need a small print run – they can also put into the mail run for any facilities in the area you need to target.

Jacqueline

From: Brian Paton

Sent: 15 August 2019 12:57

To: Jacqueline Allan <Jacqueline.Allan@edinburgh.gov.uk>

Cc: Noel Miller <Noel.Miller@edinburgh.gov.uk>; Sara McGuire <Sara.McGuire@edinburgh.gov.uk>; Katie Spence <Katie.Spence@edinburgh.gov.uk>

Subject: Re: Ravelston Common Good Consultation

Thanks Jacqueline. Apologies that you were not informed earlier - I had assumed you had been briefed but obviously not.

Elected members are aware of the consultation and I will contact them later today to advise of timings.

I will check with our QC in respect of the newspaper adverts. He was keen that we have something in the papers in order that he can evidence this in the Court of Session. I will let you know what he advises

Regards

Brian

Sent from my iPhone

On 15 Aug 2019, at 12:43, Jacqueline Allan <Jacqueline.Allan@edinburgh.gov.uk> wrote:

Hi Brian, I've got three meetings this afternoon so finding time for a quick chat is a wee bit difficult – will try to call you at some point.

But I do have to say, it is a very late in the day to start conversation about producing posters and placing adverts when your consultation starts tomorrow – this needs planned in and takes time to produce/book/print/distribute etc. What we can do at short notice is:

- one of Sara/Noel's colleagues will be able to do some target paid social media adverts.
- we can provide a simple poster template in Word which you can put the details on and circulate to the local community/groups, community councils, residents' groups/forums, etc.
- Noel will be able to advise about the route to get info to schools through Communities and Families – I suspect it will be communicating direct with head teachers and asking them to include the message in any parent council and/or parent comms. Be aware that schools have just gone back of course so the first week or so can be a little chaotic and emails might get overlooked – perhaps better to let them settle/wait until next week or so? If you draft some information about your consultation, we'd be happy to check your comms messages and give you advice/guidance.
- I'm sure you've done this already but will ask just in case - have you briefed local councillors? If not this is the first thing you need to do before the consultation goes live. You can also ask them to promote in their newsletters/blogs/etc to local residents/communities. The message as per above can work for this too.

I wouldn't recommend a newspaper advert as the circulation are very low (eg in the case of Evening News eg 19/20,000) and newspapers go much wider than the area

you are targeting eg Metro or Evening News. Cost is also price-y eg for one advert around £400/500. More effective is getting the info into local groups, shops, supermarket notice boards (even if you have to pay a small fee), etc.

Jacqueline

From: Noel Miller

Sent: 15 August 2019 10:06

To: Sara McGuire <Sara.McGuire@edinburgh.gov.uk>; Brian Paton <Brian.Paton@edinburgh.gov.uk>

Cc: Katie Spence <Katie.Spence@edinburgh.gov.uk>; Jacqueline Allan <Jacqueline.Allan@edinburgh.gov.uk>

Subject: RE: Ravelston Common Good Consultation

Brian,

Let me have a quick chat with Jacqueline first and then I think the way forward would be for you, me and her to catch up for 30 mins to go through the proposals and come up with suggestions.

All good

Cheers

Noel

Noel Miller, Senior Media and Social Media Officer, The City of Edinburgh Council, 2:1 Waverley Court, 4 East Market Street, Edinburgh, EH8 8BG [REDACTED]

<image001.png>

From: Sara McGuire

Sent: 15 August 2019 09:52

To: Brian Paton <Brian.Paton@edinburgh.gov.uk>

Cc: Noel Miller <Noel.Miller@edinburgh.gov.uk>; Katie Spence <Katie.Spence@edinburgh.gov.uk>

Subject: RE: Ravelston Common Good Consultation

Brian

[REDACTED]

I have copied in the media manager and a senior colleague in the team who will get back to you about it.

Thanks.

Sara

From: Brian Paton

Sent: 15 August 2019 09:30

To: Sara McGuire <Sara.McGuire@edinburgh.gov.uk>

Subject: Ravelston Common Good Consultation

Hi Sara,

I have made some progress.

The Consultation Hub consultation is ready to go live and will be up from 16th August to 11th October (8 weeks). Link to the preview:

https://consultationhub.edinburgh.gov.uk/cg/proposed-sale-of-an-area-of-common-good-land-to-bl/start_preview?token=90c1cac00451f9fd1ee8d9ef4bde6c4b3067b3ec

I also attach the paper document that will be made available to anyone who requests it.

I am meeting the Blackhall Community Trust today to talk them through the consultation process and will pop into the library to make them aware of the consultation.

From the action plan (attached), what I still need help with is:

Social media both targeted to within a mile radius and wider channels

A poster

Press adverts

Wording for comms to be put out by schools advising parents of the proposals

Could we have a chat please?

Many thanks

Brian

Brian Paton | Senior Surveyor | Strategic Asset Management | Property and
Facilities Management | Resources | The City of Edinburgh Council | Waverley Court,
Level 1:5, 4 East Market Street, Edinburgh, EH8 8BG | [REDACTED]

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www.edinburgh.gov.uk/commercialproperty

<DRAFT Ravelston Park Common Good Site Notice 20190816 JA.docx>

<Blackhall Common Good Questionnaire 20180816 JA.docx>

<FINAL Ravelston Park Common Good Consultation Document 20190815 JA.docx>