

# QDCC Communications Report – Feb 2018

## Media

**Local Directory Live** has been taken over by a couple who have a marketing business in The Vennel. I met with Angus Denholm-Hay, he and his wife Claire have some great plans for rebranding this with a name change to a more community content based, high quality magazine modelled on something comparable to the I-on magazine.

They aim to launch the first issue in April but it is dependent amongst other factors on sufficient supply of community content by 10<sup>th</sup> March latest. I have emailed a number of key local people for support in passing content to Claire and Angus and respectfully ask for community councillors to seek potential contributors and spread the word to local group, organization or facility leaders to supply this mutual support to the magazine directly via [hello@localdirectorylive.co.uk](mailto:hello@localdirectorylive.co.uk)

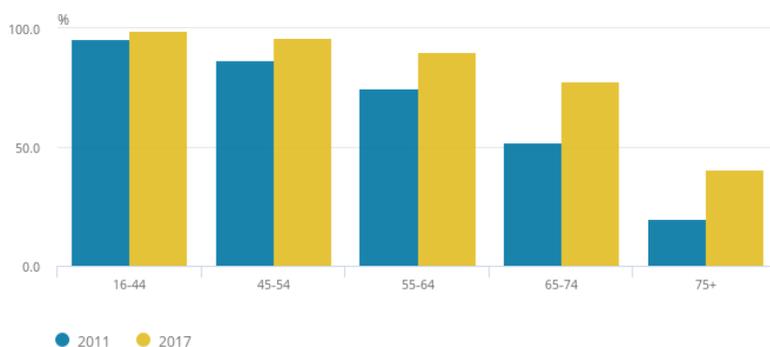
It potentially delivers the desired change we looked for from the old LDL towards a quality publication that informs and engages the community with an attractive 'sit down and read' content rich magazine that promotes the area and local business.

For this reason I believe we as a community council should fully support this great opportunity for the community and supply relevant content compiled from each sub-committee convener as required. This potentially adds to our strong online presence reaching the community as discussed below.

### Who are we reaching?

The issue having been raised again by some members of the community council about not all residents being on the internet and Facebook, the following gives an indication of how many we are potentially reaching and how.

Figure 2: Recent internet use in 2011 and 2017 by age group, UK



*ONS latest statistics March 2017:*

**89%** of adults in UK had access to the internet in the preceding three months. **9%** of adults had **never** used the internet. **99%** of adults aged 16 to 44 and **41%** of adults over 75 years of age had recent internet access.

*The trend is growing towards internet usage and these figures are from one year ago so likely lower than today's figures.*

Our **website** is therefore accessible for all but 9% of the population as is our **Facebook** page which is open public access, displayed on our website home page and does not require an account to view. Only to read others' comments on our posts or engage in any discussion is a Facebook account required.

There are 1.4 billion Facebook users worldwide, we currently have 2,472 specific page followers and when we share our information from our page it regularly reaches several thousand local users. The main local community Facebook group we often use has 6,800 members who can and often do share the post further. Some of our posts have reached well over 10,000 people.

That gets the word out to the community, but obviously relies on word of mouth then being spread to those 9% who are offline and those online who did not access or read it.

We also offer the facility for the public to attend the monthly meetings, contact us by letter, phone or email and the minutes of the monthly meetings are posted by David in the library. Community councillors' names to approach directly are published on our website and on the minutes posted in the library as are ward councillors' details who hold surgeries with the public.

Even if we did have the resource (which we do not) our experience of leaflet/newsletter drops gives little indication that it reaches the elusive few. The local press has a limited and falling circulation, no guarantee over content, timing or position and info is often missed by readers

The trial with Local Directory Live in the latter six months of last year did not draw any conclusive feedback that we were reaching much beyond our online catchment. However, perhaps the new format will be more successful.

**QDCC Website** – no significant changes this month other than updates. Aiming to modernize the website when time and access permitting. Any ideas or feedback welcome.

<http://queensferrycommunitycouncil.co.uk/>

**Facebook** remains the most popular communication link with the community. Please note this is accessible to view by all public who are online, even without a Facebook profile; account only required if you wish to make or view comments, post information or message us. <https://www.facebook.com/queensferry/>

## Community feedback

### ➤ Planning

**Builyeon Rd** - the approval by CEC of the PPP for this development has drawn a fair amount of criticism on social media. Much of it is ill informed but the key factor beyond some NIMBYism is the perceived lack of amenities and infrastructure to support the development. This comes despite the fact that this development proposes a school, Medical centre contribution (plus the per capita funding), class 4 and community space, a contribution towards Dalmeny Station parking and is conditional upon a satisfactory revised master plan, a transport assessment and placemaking exercise with public consultation. There is some belief out in the community that 'greedy developers' and Edinburgh council are favouring and forcing housing over commercial and leisure facilities despite our efforts to clarify some of the facts.

The LDP sites proposed and fought against by QDCC in 2014 but approved in 2016, means that setting an expectation of overturning developments is potentially inviting disappointment and all sorts of allegations towards Edinburgh Council but more importantly and dangerously a public sense of "what's the point in objecting or engaging".

The social media discussions have highlighted the need for the community council and ward councillors to be working together in presenting the facts to the community – what contributions have come from previous developments, why class 4 business, commercial and leisure spaces are not being filled and what can realistically be opposed, amended and delivered to Queensferry & Dalmeny.

## ➤ **Transport**

**Traffic flow** – A question has been raised on whether anything can be done about the parking at the Hopetoun crossroads under the FRB up Bo'ness Rd. Parked close to the junction and on both sides of the road causing traffic to face oncoming. Eastbound buses regularly cannot sweep in to the bus bay due to the level of parking. **Police request.**

**Road Condition** – much discussion centered around the potholes on various roads, particularly Rosebery Ave and connecting roads, any attempted repairs being inadequate.

**Grit Bins** – there have been a number of new grit bins placed around the area, not entirely sure they have been properly planned, e.g. at the very end of the cul-de-sac in Longcrook.

## **Reports**

In line with the discussion at the last meeting, monthly reports will be published on our website only after the Feb meeting.

**G.McKinley 24<sup>th</sup> Feb 2018**