



## Report

---

### Public Consultation Impact Report

#### Design Consultation

#### Edinburgh Tram York Place to Newhaven

#### City of Edinburgh Council

January 2019

---



© Turner & Townsend Infrastructure (PM). This document is expressly provided to and solely for the use of City of Edinburgh Council on the Edinburgh Tram York Place to Newhaven and takes into account their particular instructions and requirements. It must not be made available or copied or otherwise quoted or referred to in whole or in part in any way, including orally, to any other party without our express written permission and we accept no liability of whatsoever nature for any use by any other party.

# Report

## Table of Contents

<b>1</b>	<b>Introduction</b>	<b>4</b>
<b>1.1</b>	<b>Purpose</b>	<b>4</b>
<b>1.2</b>	<b>Background</b>	<b>4</b>
1.2.1	Community Engagement	4
1.2.2	Background to Public Consultation	5
1.2.3	Overall timeline of Public Consultation	5
<b>2</b>	<b>Methodology</b>	<b>6</b>
<b>2.1</b>	<b>Public Consultation 1 Process</b>	<b>6</b>
2.1.1	Scope of the Consultation	6
<b>2.2</b>	<b>Public Consultation 1 Engagement Process</b>	<b>6</b>
2.2.1	Consultation Hub	7
2.2.2	Public Information Events	7
2.2.3	Business Information Events	8
2.2.4	Notification Letter	8
2.2.5	Consultation Information Leaflet	8
2.2.6	Advertising	8
2.2.7	Social Media	9
<b>3</b>	<b>Public Consultation 1 Responses</b>	<b>10</b>
<b>3.1</b>	<b>Overview of Responses</b>	<b>10</b>
3.1.1	Public Consultation 1: Fast Facts	10
<b>3.2</b>	<b>Analysis of Responses</b>	<b>11</b>
<b>3.3</b>	<b>Design Changes</b>	<b>11</b>
<b>3.4</b>	<b>Community Workshops</b>	<b>11</b>
<b>3.5</b>	<b>Deeper Analysis of Responses</b>	<b>12</b>
3.5.1	Parking – Key issues raised	12
3.5.2	Parking – Further breakdown into each area	12
3.5.3	Congestion – Key issues raised	13
3.5.4	Congestion – Further breakdown into each area	13
3.5.5	Public Realm – Key public realm concerns	14
<b>4</b>	<b>Consultation and Design Optioneering</b>	<b>15</b>
<b>4.1</b>	<b>Community Workshops</b>	<b>15</b>
4.1.1	Pilrig Street and Foot of the Walk Community Workshop 1	15
4.1.2	Elm Row Public Realm Community Workshop	15
4.1.3	Pilrig Street and Foot of the Walk Community Workshop 2	16
<b>4.2</b>	<b>Key Design Changes</b>	<b>17</b>

# Report

<b>5</b>	<b>Public Consultation 2</b>	<b>18</b>
<b>5.1</b>	<b>We Asked, You Said, We did</b>	<b>18</b>
<b>5.2</b>	<b>Consultation and Engagement Process</b>	<b>18</b>
<b>6</b>	<b>Public Consultation 2 Responses</b>	<b>19</b>
<b>6.1</b>	<b>Overview of Consultation Responses</b>	<b>19</b>
6.1.1	Active Travel	19
6.1.2	Elm Row Public Realm Design	20
6.1.3	Access and Egress from Leith Walk Side-Streets	20
6.1.4	Permeability of Leith Walk	21
6.1.5	Location of Balfour Street Stop	22
6.1.6	Constitution Street	23
<b>6.2</b>	<b>Key Findings and Next Steps</b>	<b>23</b>
	<b>Appendices</b>	<b>25</b>

## 1 Introduction

### 1.1 Purpose

The purpose of this document is to describe the community and stakeholder consultation undertaken by the City of Edinburgh Council on the Edinburgh Tram York Place to Newhaven proposals.

The consultation process sought to engage local stakeholders, business owners and other key stakeholders on extending the tram line to Newhaven.

This document provides a storyline from public consultation 1 which began in March 2018, the update of the designs following the consultation responses in June 2018 and the proposals put forward for public consultation 2 in October 2018.

### 1.2 Background

#### 1.2.1 Community Engagement

In 2005 the Scottish Government introduced the 'National Standards for Community Engagement' - a set of good-practice principles designed to support and inform the process of community engagement, and improve what happens as a result (Figure 1).



**Figure 1: The Seven National Standards for Community Engagement**

The seven standards: inclusion, support, planning, working together, methods & communication were adopted by CEC in April 2017 and formed the backbone of the consultation exercises that the Edinburgh Tram project had undertaken.

## 1.2.2 Background to Public Consultation

The updated Outline Business Case (OBC) was approved by full council on 21<sup>st</sup> September 2017. This signalled a move onto Stage 2 of the pre-construction process with a series of agreed activities and outcomes expected to take place during Stage 2 of the project. The outcome below included in the OBC relating to public consultation was the basis for forming the consultation engagement strategy.

- Public consultation processes and arrangements will be established and implemented and recommendations for business support measures will be developed.

The public consultation was broken down into two distinct phases:

- Public Consultation 1 commenced on 19<sup>th</sup> March 2018 until 29<sup>th</sup> April 2018
- Public Consultation 2 commenced on 1<sup>st</sup> October 2018 until 11<sup>th</sup> November 2018

Consultation 1 was focused on the proposed temporary traffic management during construction, business support scheme and outline designs/road layouts of the permanent design following construction.

Consultation 2 was focused on the updated designs following the feedback received from the public and stakeholders on the first round of consultation.

## 1.2.3 Overall timeline of Public Consultation

Figure 2 shows the overall timeline that was followed from pre-consultation engagement in October 2017 to public consultation 2 in October 2018.

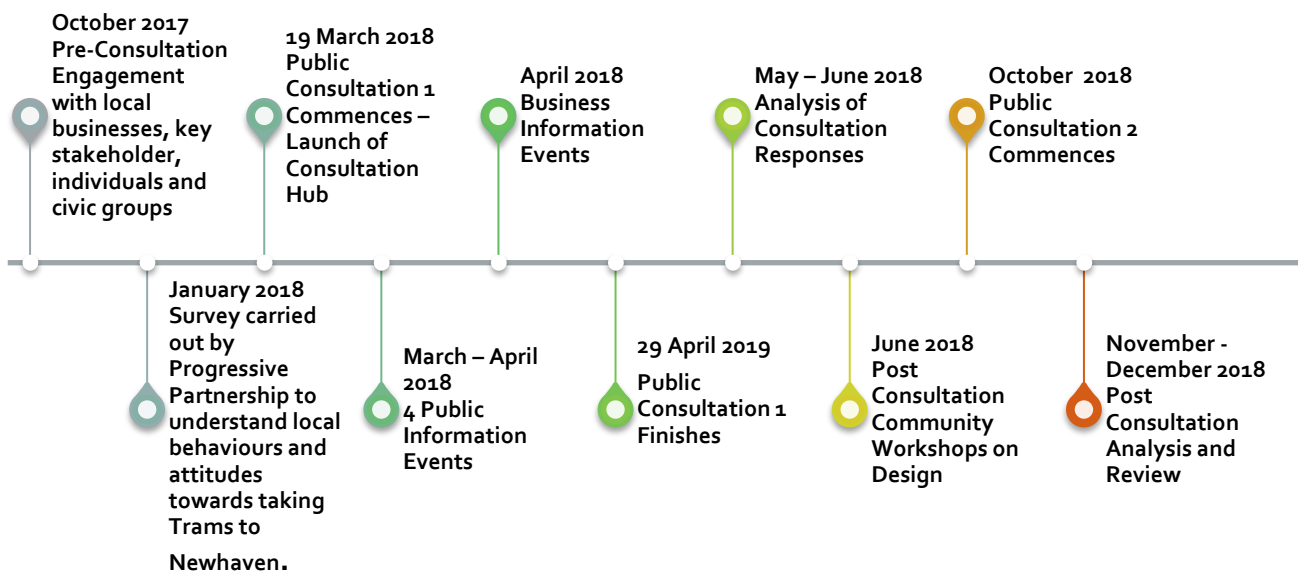


Figure 2: Timeline of public consultation

## 2 Methodology

### 2.1 Public Consultation 1 Process

The purpose of the consultation was to share more detailed information about the proposed extension from York Place to Newhaven and to encourage the public to express their views on the design proposals.

Feedback from the consultation helped shape and inform decision-making regarding design and development of the extension.

#### 2.1.1 Scope of the Consultation

The proposed new line will run for 4.69 kilometres/2.91 miles, connecting Leith and Newhaven to the current end of the Edinburgh tram line at York Place. The look and feel of the stops, overhead lines and general design principles will follow similar ones to those used in the current line. This will mean that the new section of the tram line will tie in with the look and feel of the existing line.

Once completed Line 1a will run for 18.5 km /11.5 mi from Edinburgh International Airport via the densely populated area of Leith and onto Newhaven in the city's key waterfront development area.

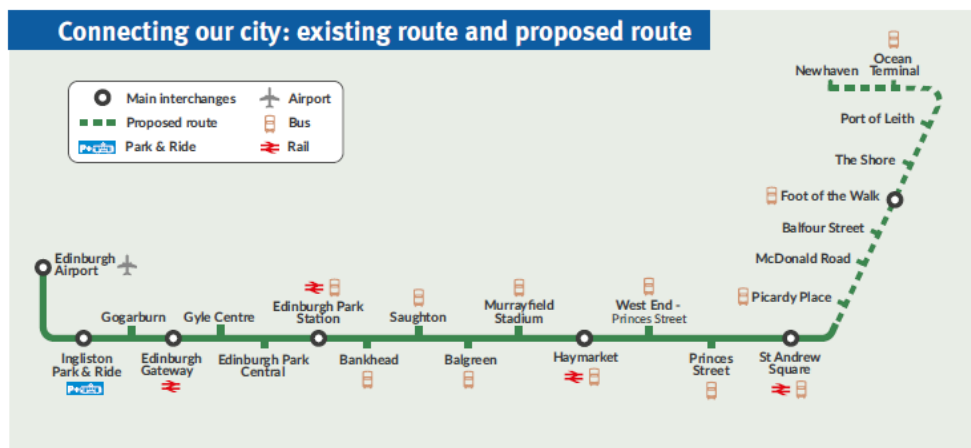


Figure 3: Operational route of Edinburgh Tram with potential future phases

### 2.2 Public Consultation 1 Engagement Process

A comprehensive consultation and engagement plan was established to deliver the first round of public consultation. A wide range of communication channels were used to raise awareness of the consultation and inform consultees of the latest proposals. This included:

- Completing the online questionnaire on the Council's **Consultation Hub**
- Attending one of the **public information events**
- Attending one of the **business information events**
- Making comments via the dedicated Trams to Newhaven **project email address**
- Notification **letter**
- Consultation **information leaflet**



# Report

- Local **advertising** through the following measures: lamp post wraps, local press and Leith Walk giant screen
- **Social media** interaction via the Council's Twitter and Facebook accounts

The map below highlights the reach of the public consultation. The communication channels mentioned above were used within this radius.



**Figure 4: Consultation Map**

## 2.2.1 Consultation Hub

An online questionnaire was produced to allow the public and stakeholders to provide their views of the extension from York Place to Newhaven. The survey opened on 19<sup>th</sup> March 2018 and closed on 29<sup>th</sup> April 2018, allowing the respondents to review the plans and provide their feedback. This was done via the Council's online Consultation Hub.

A total of 1,464 responses to the consultation were received and the analysis of the key themes emerging from the responses are shown in the following sections of the report.

## 2.2.2 Public Information Events

Four public information events were held at the following locations:

- Leith Theatre
- McDonald Road Library
- Leith Community Education Centre
- Ocean Terminal

In total, over 1,500 people attended the events, with lots of positive engagement whether for or against.

# Report

## 2.2.3 Business Information Events

Three business information events were held at the following locations:

- Malmaison
- David Lloyd
- McDonald Road Library

In total, approximately 35 people attended which was below expectation, however the team have met with over 600 businesses at their premises.

## 2.2.4 Notification Letter

30,000 residential addresses in Leith all received a notification letter detailing how long consultation would be open for, outline how, where and when people could take part in-person and directed them to the Consultation Hub to review the plans and give their feedback.

## 2.2.5 Consultation Information Leaflet

The information leaflet was produced to hand out at all public information events as well as a download from the project website and Consultation Hub. The leaflet was available in a variety of formats to ensure ease of accessibility for all.

## 2.2.6 Advertising

The poster shown in Figure 5 below was used as the basis for the different forms of advertising to show when each public information event was taking place and directing people to the Consultation Hub and dedicated trams to Newhaven website.

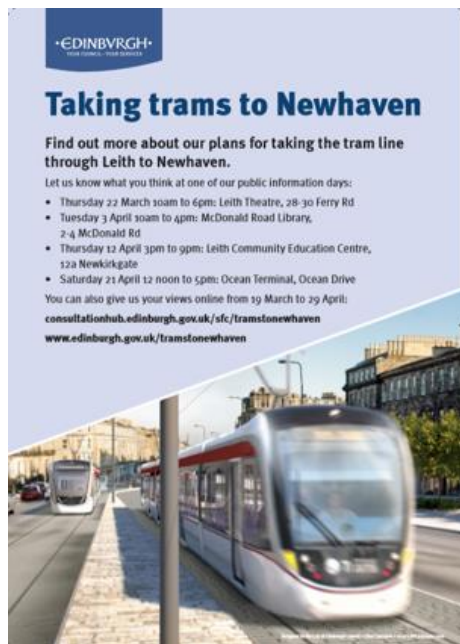


Figure 5: Taking trams to Newhaven Poster



# Report

## *2.2.6.1 Lamp Post Wraps*

Lamp post wraps were deployed across the proposed route, starting at Omni Centre at the city bound end, down the length of Leith Walk and onto Constitution Street. They also featured on Easter Road and outside of venues where Public Information Events were scheduled to take place.

## *2.2.6.2 Leith Walk Digital Screen*

The digital screen on Leith Walk is one of the area's most prominent advertising sites. The aim was to capture as many people as possible during both the AM and PM peaks, when buses tend to dwell longer in the area.

## **2.2.7 Social Media**

The Council's Twitter and Facebook accounts were used to provide a build up to the consultation, provide the public with update on events and provide general updates on how the consultation was progressing.

### 3 Public Consultation 1 Responses

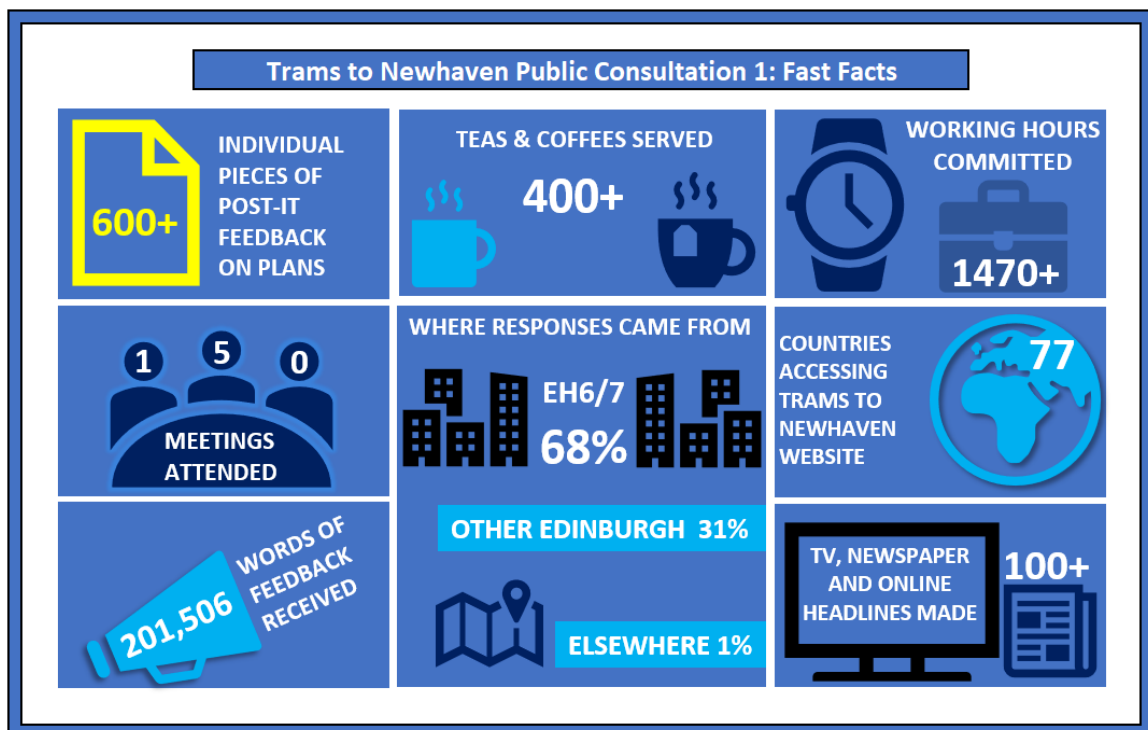
The general public and stakeholders were invited to provide comments on the design for the Edinburgh Tram York Place to Newhaven proposals. This section provides a summary of the consultation responses following a deep analysis of the responses received. Alongside analysis of responses, the team have also considered the overall campaign and how well it performed. This is shown in Appendix A.

#### 3.1 Overview of Responses

The high level response to consultation is shown below:

- 1,464 responses received totalling 8,000 individual comments and over 200,000 words
- 1,390 submissions came from individuals, with a further 74 coming from groups or organisation.
- Post Code analysis of responders:
  - EH6/7 Postcodes: 68%
  - Other Edinburgh: 31%
  - Rest Scotland/elsewhere: 1%

##### 3.1.1 Public Consultation 1: Fast Facts



## 3.2 Analysis of Responses

Through carrying out detailed analysis of the consultation responses, the project team were able to identify some key areas of focus that have stood out based on the levels of feedback received. Each issue identified below formed part of an action plan to help address each issue, thus leading to a large percentage of all respondents receiving a suitable resolution to the issues they had raised. The key issues were:

- Access to premises on Constitution Street
- Cycling provision from Pilrig Street to Foot of the Walk and on to Newhaven
- Use of a central reservation
- Access to and from Balfour Street (and Cambridge Gardens etc.) including location of stop
- No right turns from non-signalised junctions onto Leith Walk
- Lack of crossing points on Leith Walk between Pilrig and Foot of the Walk
- Elm Row public realm design

## 3.3 Design Changes

Elements of the aforementioned key themes were used to inform design changes; reflecting the project team's commitment to ensure the community's main concerns are addressed and put into action. The project team held a series of workshops with members of the local community to discuss proposed design changes, however the following changes were made without the need for community workshops:

- Resiting of the Balfour Street stop to the south of the current position and away from the entrance to Balfour Street
- Signalisation of Balfour Street and Albert Street
- Realignment of double track along a section of Constitution Street to allow parking and loading to be maintained on one side of the street
- Introduction of additional crossing points on Leith Walk, with a specific focus on Pilrig Street to Foot of the Walk

## 3.4 Community Workshops

As well as the design changes mentioned above, certain aspects of the design required further input from the community to ensure a collaborative plan emerged and in doing so, empower the community in decision making on the project. The project team held a series of community workshops in June 2018 to cover aspects where there were significant concerns raised via consultation submissions. This included:

- Community Workshop 1: Pilrig Street to Foot of the Walk 1
- Community Workshop 2: Elm Row Public Realm
- Community Workshop 3: Pilrig Street to Foot of the Walk

Attendees at the workshops represented a wide cross-section of the local community which included: community councils, local business owners, arts organisations and interest groups. This ensured that the outcomes and changes made to the designs were reflective of the needs of the community.

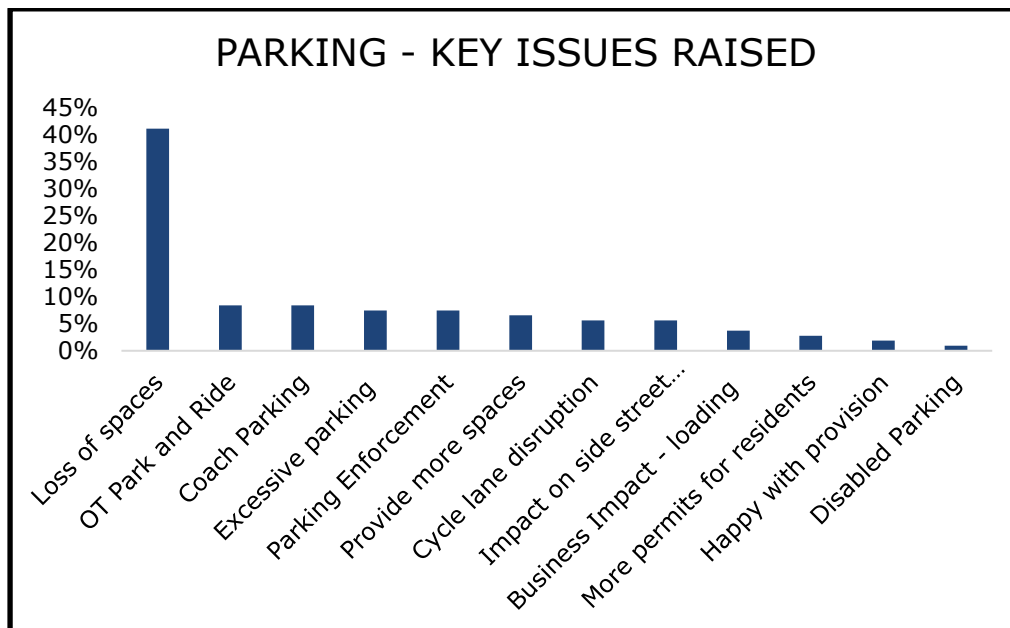
# Report

Further details around the design options taken to the workshops and the outcomes of the workshops are presented in the next section of this report.

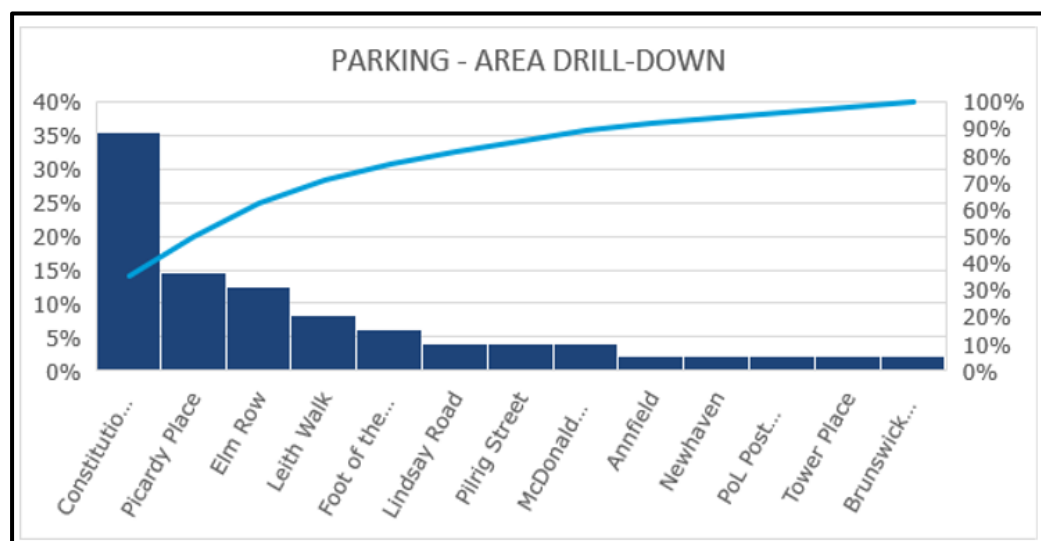
## 3.5 Deeper Analysis of Responses

The analysis below provides a deeper insight into the key issues that were raised relating to parking, congestion and public realm.

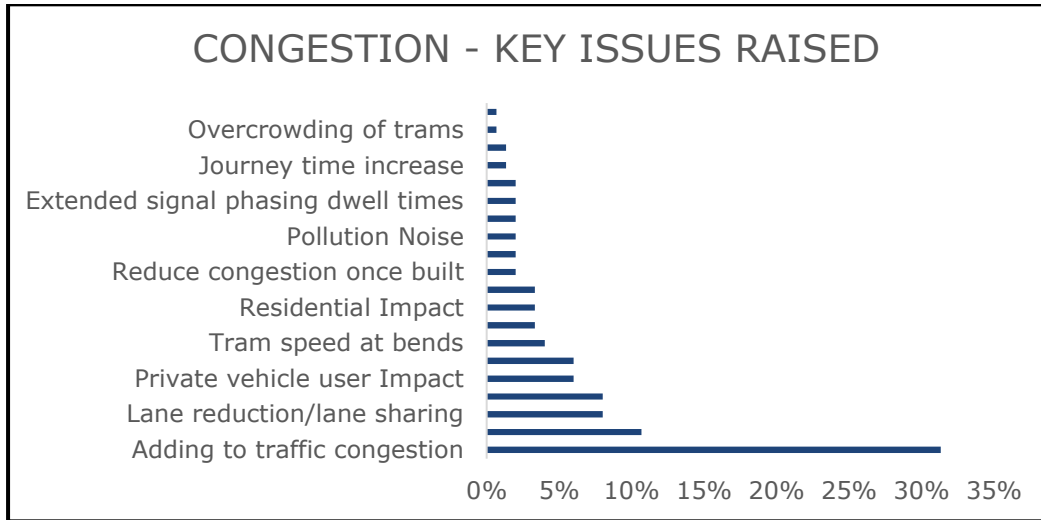
### 3.5.1 Parking – Key issues raised



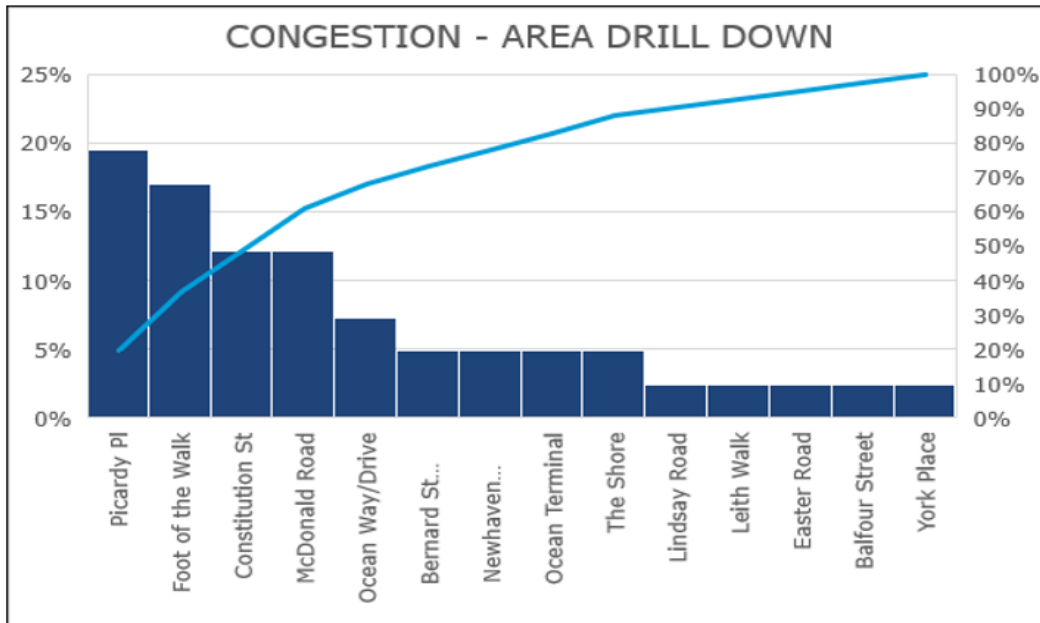
### 3.5.2 Parking – Further breakdown into each area



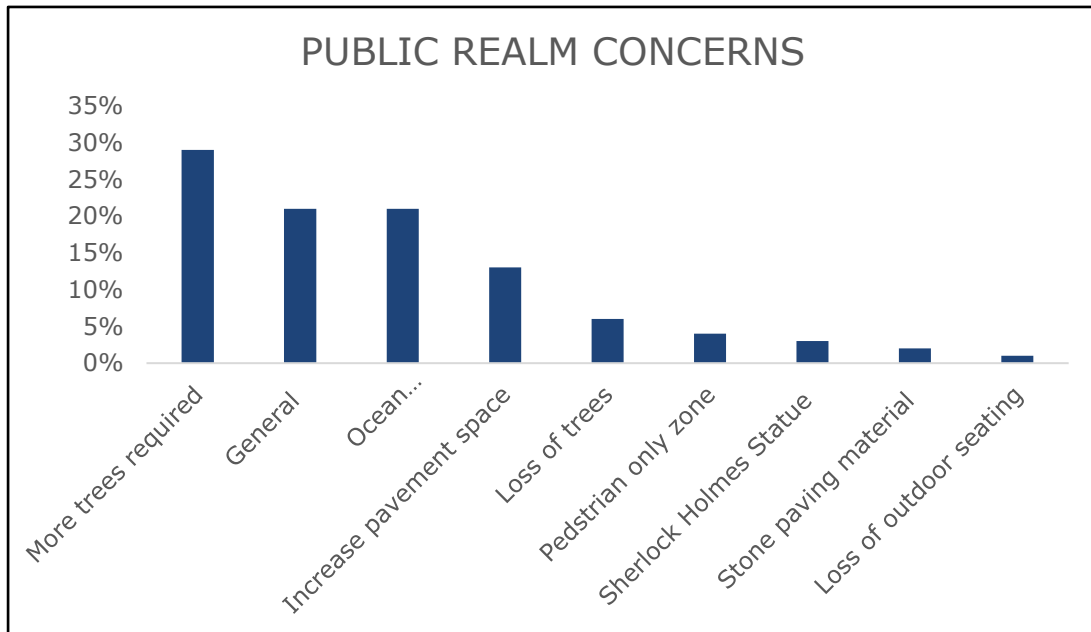
3.5.3 Congestion – Key issues raised



3.5.4 Congestion – Further breakdown into each area



3.5.5 Public Realm – Key public realm concerns





## 4 Consultation and Design Optioneering

Following the end of the first public consultation the project team updated the designs along the route based on the feedback received and carried out a series of community workshops. These workshops were held in June 2018 and cover aspects where there were significant concerns raised via consultation submissions and where various viable options were available. The following workshops were undertaken:

- Community Workshop 1: Pilrig Street to Foot of the Walk 1, 14 June 2018
- Community Workshop 2: Elm Row public realm, 25 June 2018
- Community Workshop 3: Pilrig Street to Foot of the Walk 2, 27 June 2018

Attendees at the workshops included members of community councils, interest groups, elected members and council officers. The workshops presented a series of new proposals to the group, with each proposal offering up different ways of resolving the issues during consultation.

### 4.1 Community Workshops

#### 4.1.1 Pilrig Street and Foot of the Walk Community Workshop 1

In total four new options were presented for the section between Pilrig Street and Foot of the Walk, this is shown in Appendix B. These were then debated in smaller break-out groups and presented back to the wider group. This involved a lot of debate and discussion and afforded the project team an opportunity to better understand which of the proposals was favoured.

Option 3b emerged as the most favourable option and it was agreed that the project team would take the feedback raised on Option 3b and work up solutions ahead of the second workshop for Pilrig Street to Foot of the Walk. The main concerns that were raised around option 3B were:

- What happens in the event of an incident and how do emergency services gain access
- The location and number of loading/parking spaces is not equally balanced
- Passengers exiting or entering buses need to cross straight over the cycleway
- Concerns raised over the impact of hold and release mechanism at Balfour Street and its impact on tram/bus journey time and traffic congestion

#### 4.1.2 Elm Row Public Realm Community Workshop

The purpose of the Elm Row public realm community workshop was to develop a selection of design principles and layouts for the Elm Row Public Realm area following feedback on the public realm design proposals.

The workshop was held with a group of residents, community councils, businesses and interest groups. From this a new and improved design for Elm Row emerged with a focus on creating an open and inviting space for all.

Following agreement at the workshop, the cycleway through Elm Row will now form a single lane, with those heading city-bound using a segregated cycleway on the Gayfield Square side.

All trees currently on Elm Row will be maintained where possible and the new public realm designed and built around those.

# Report

## 4.1.3 Pilrig Street and Foot of the Walk Community Workshop 2

The second workshop for Pilrig Street to Foot of the Walk provided solutions to the concerns raised during the first workshop. This is shown in the table below:

Concerns	Solutions
<b>What happens in the event of an incident and how do emergency services gain access</b>	We will devise strategic diversion routes to be implemented in the case of an incident.  Cross street access points will be added to the design of the central reservation at strategic locations.
<b>The location and number of loading/parking spaces is not equally balanced</b>	A review of loading and parking provision has been carried out on option 3B.  This has created a more even balance through the section.
<b>Passengers exiting or entering buses need to cross straight over the cycleway</b>	Floating bus stop solutions have been implemented in line with the street design guidance.
<b>Concerns raised over the impact of hold and release mechanism at Balfour Street and its impact on tram/bus journey time and traffic congestion</b>	Traffic modelling was carried out to measure the impact.

Option 3b emerged as the preferred option when compared with the design considerations due to the following reasons:

- Improved Active Travel
- Improved permeability
- Improved symmetry when compared to 3a
- Access for residents and general traffic
- Improved Public Realm

As a result of the feedback from the community workshops, the designs were updated to include two running lanes from Pilrig Street to Foot of the Walk with improved provision for pedestrians, cyclists and parking and loading. Parking and loading provision will be available during both peak and off-peak hours.

## 4.2 Key Design Changes

Following the first round of consultation along with design workshops, the designs were updated in line with the key themes that emerged. Key changes that have emerged from the updated designs are as follows:

- Introduction of additional access to Hawthornvale Path from Lindsay Road
- Improved Active Travel provision along Melrose Drive
- Additional Junction on Ocean Drive at Cala Homes/S1 Developments
- Traffic Restriction at South End of Constitution Street to accommodate parking & loading in shared space
- New road layout between Pilrig St and Foot of the Walk accommodating active travel concerns
- Introduction of 3 additional signalised junctions on Leith Walk to accommodate right hand turns
- Introduction of numerous signalised and non-signalised crossing points on Leith Walk to accommodate permeability
- Redesign of public realm at Elm Row including the closure of Montgomery Street and reduction in road space on Elm Row

The design changes mentioned above were put forward to public consultation 2, which will be explored in the next section of this report.

## **5 Public Consultation 2**

### **5.1 We Asked, You Said, We did**

Following the 'We Asked, You Said, We Did' framework which is used by the City of Edinburgh Council for responding to those who take part in public consultations, the team gathered all of the data collected and collated these into a series of key themes and issues as well as details around what design changes were made to the proposals. This is shown in Appendix C.

Throughout the process the project team gathered thousands of comments from a wide range of residents, businesses and organisations. The information gathered has given the team an insight into the needs and concerns of the community and helped to reshape the plans for taking Edinburgh Trams to Newhaven.

The second round of public consultation commenced on 1<sup>st</sup> October 2018 until 11<sup>th</sup> November 2018 and concentrated on communicating where the community's feedback has influenced the design, and the changes associated with this.

### **5.2 Consultation and Engagement Process**

The consultation was promoted via a series of measures which were selected due to their high rate of investment during public consultation 1. This included the following:

- Public information events (2 events held at Ocean Terminal and McDonald Road Library)
- Bus shelter advertisements
- Lamp post wraps
- Paid for targeted social media advertisements
- Print media advertisements
- Email communications to the tram stakeholder list

The project team communicated the update of the designs, with a specific focus on how the community was involved with shaping the plans via the Council's Consultation Hub, website, public information events and an information leaflet detailing the design changes which was provided at the events.

## 6 Public Consultation 2 Responses

The 'You Said, We Did' public consultation exercise on design changes to the proposals for taking Trams to Newhaven closed on 11 November 2018.

### 6.1 Overview of Consultation Responses

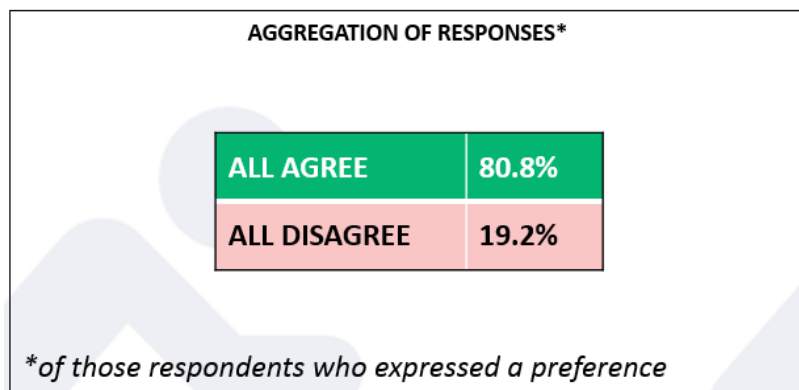
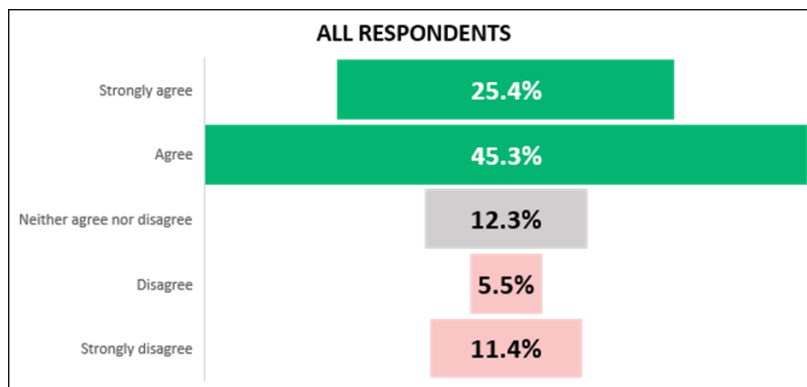
A total of 289 responses were received via the Consultation Hub online survey. The breakdown of responses is shown below:

- Age: 16-24 (24%), 35-54 (41%), 55-74 (33%) and 75+ (2%)
- Gender: Male (70%), Female (29%) and Other (1%)
- Disability: Yes (10%), No (81%) and Not Answered (9%)

Respondents were asked to answer a set of 6 questions based on the key themes that emerged during the first round of public consultation in Spring 2018. Presented with examples of the previous design and the updated design, each person was asked whether they 'Strongly Agreed, Agreed, Disagreed, Strongly Disagreed or Neither Agreed/Disagreed' with each element of the design changes. The results highlighted below, show overall a strong level of agreement for each of the design changes.

#### 6.1.1 Active Travel

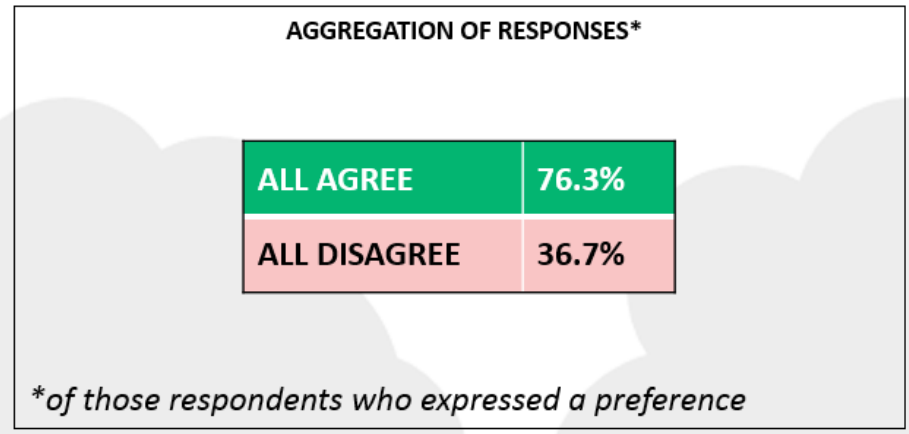
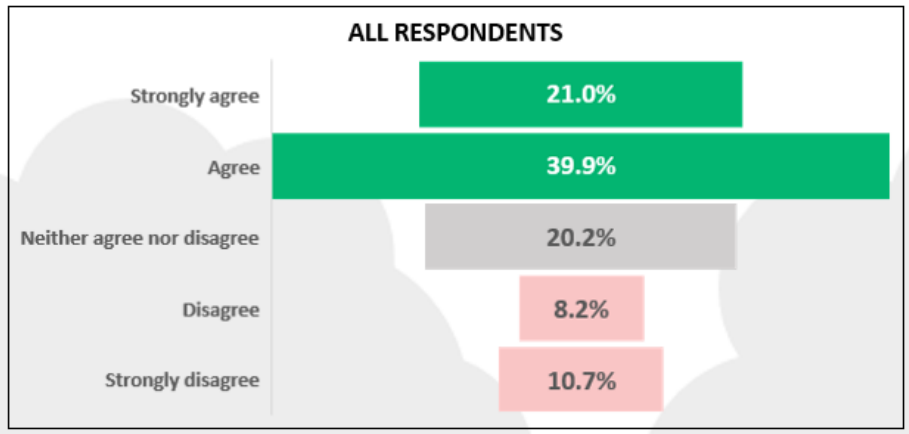
To what extent do you agree that the updated plans have given better consideration to active travel provision?



# Report

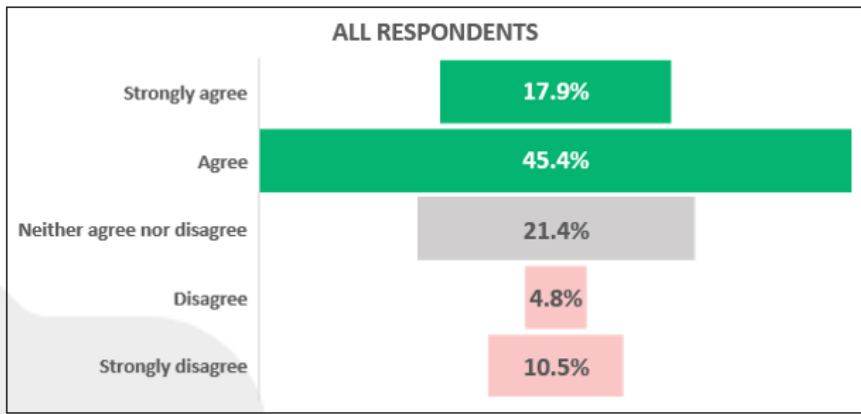
## 6.1.2 Elm Row Public Realm Design

To what extent do you agree that the new updated design for Elm Row has created a better public space for all?

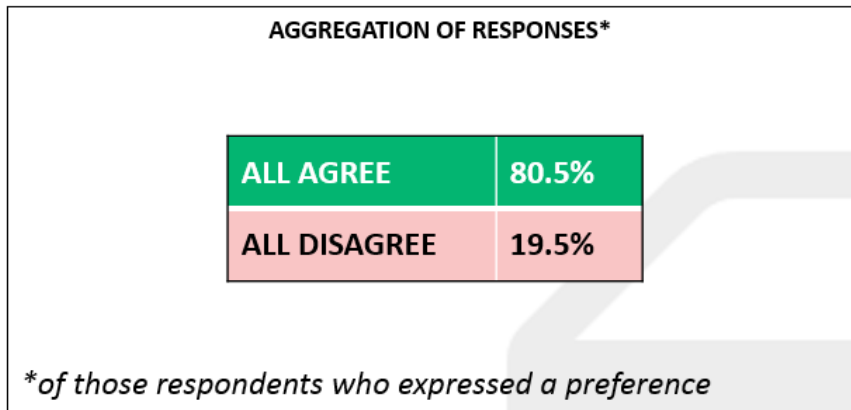


## 6.1.3 Access and Egress from Leith Walk Side-Streets

To what extent do you agree that the updated designs allows improved access to and from side streets as compared to the previous designs?

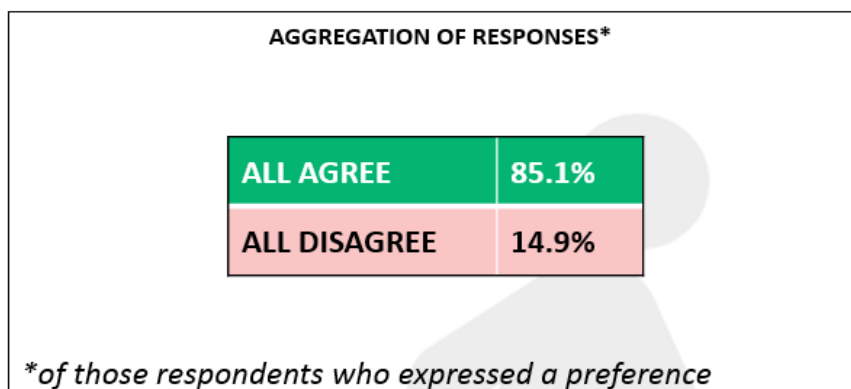
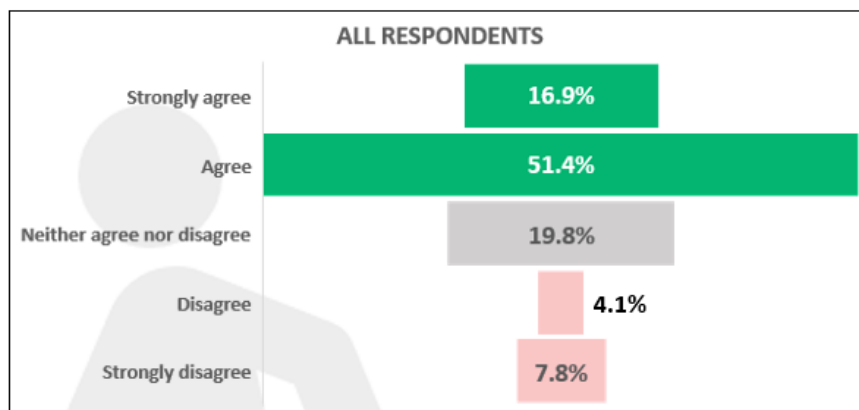






**6.1.4 Permeability of Leith Walk**

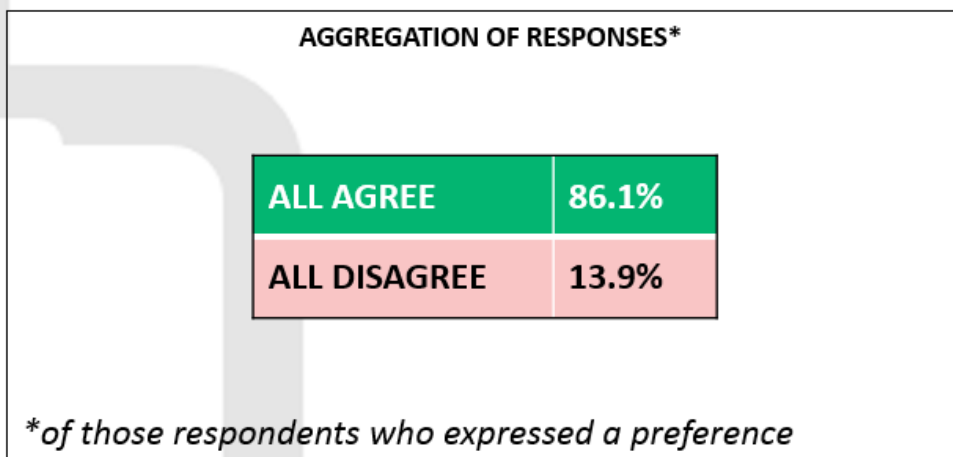
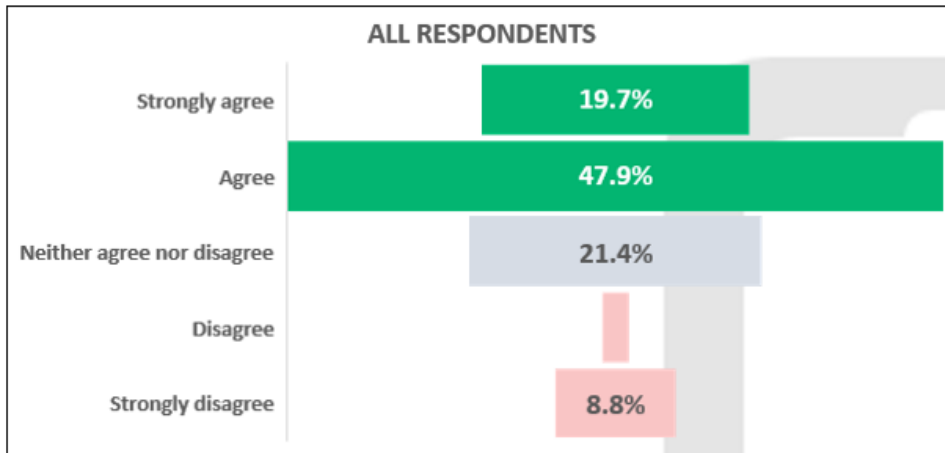
To what extent do you agree that crossing points and permeability across Leith Walk has been improved as compared to the previous designs?



# Report

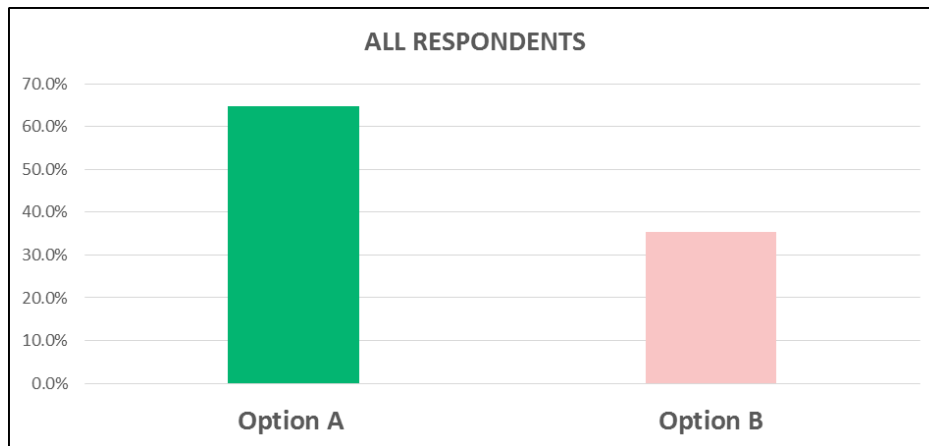
## 6.1.5 Location of Balfour Street Stop

To what extent do you agree that moving the stop and introducing a signalised junction, has remedied previous concerns raised?



## 6.1.6 Constitution Street

One of the key themes that emerged from the consultation was public transport, provision for pedestrians, road safety and local access requirements on Constitution Street. Response regarding the two proposed solutions (Option A and Option B), regarding what was the preferred option for the design of the southern end of Constitution Street:



Option A emerged as being the most favourable. The project team are continuing to engage with Council officers and external parties should Option A be taken forward to the build stage.

## 6.2 Key Findings and Next Steps

The table below outlines the key findings from the consultation 2 analysis and the proposed next steps and actions that the project team will be taking going forward. An analysis of submissions from groups and organisations is shown in Appendix D.

Key Findings	Next Steps
<b>Many people are concerned about the lack of a direct and segregated cycle way from FoTW to Ocean Terminal</b>	This will be remedied via a provision for an alternative safe cycling route and as part of the supplementary project scheme.
<b>There is a demand for two-way cycling provision on Leith Walk during construction (similar to Leith Street during closure)</b>	Unlikely that space can be provided to deliver a two-way cycle path  The team continue to investigate potential diversion routes and will provide further detail once this has been agreed
<b>More detail required in relation to bus stops/interactions with cyclists and pedestrians</b>	Continue to work with relevant Council departments and JC Decaux to finesse design options
<b>Picardy Place solution remains a concern</b>	Picardy Place design does not fall within the remit of the project team  Communication lines to be developed to clearly communicate where LOD sits between projects

# Report

<p><b>Retention of existing trees viewed positively, however removal of hedging is causing some concern re: the prevailing wind</b></p>	<p>Following feedback from consultation 1, the team resolved to maintain as many trees currently in-situ as possible. This change was well-received by participants.</p> <p>The removal of hedging is necessary to ensure an open and welcoming public space for all</p> <p>Dialogue should be opened up with residents to help alleviate concerns</p>
<p><b>The staggering of pedestrian crossings should be avoided as they make crossing the road more difficult for those with mobility issues</b></p>	<p>The team have always tried to ensure staggering is avoided where possible.</p> <p>Commitment to look once more at any staggers and consider any changes</p>
<p><b>Enforcement of restrictions in shared space environment will be difficult (re: Constitution Street 'Option A').</b></p>	<p>The team have already investigated how this could work and will continue to liaise with Council officers and external parties, should Option A be taken forward to build stage.</p>
<p><b>More information requested in relation to bin storage etc.</b></p>	<p>Continue to work with Council Waste department to finalise locations ahead of ECI</p>

Report

## **Appendices**

---

## Appendix A - Campaign Analysis

### Trams to Newhaven

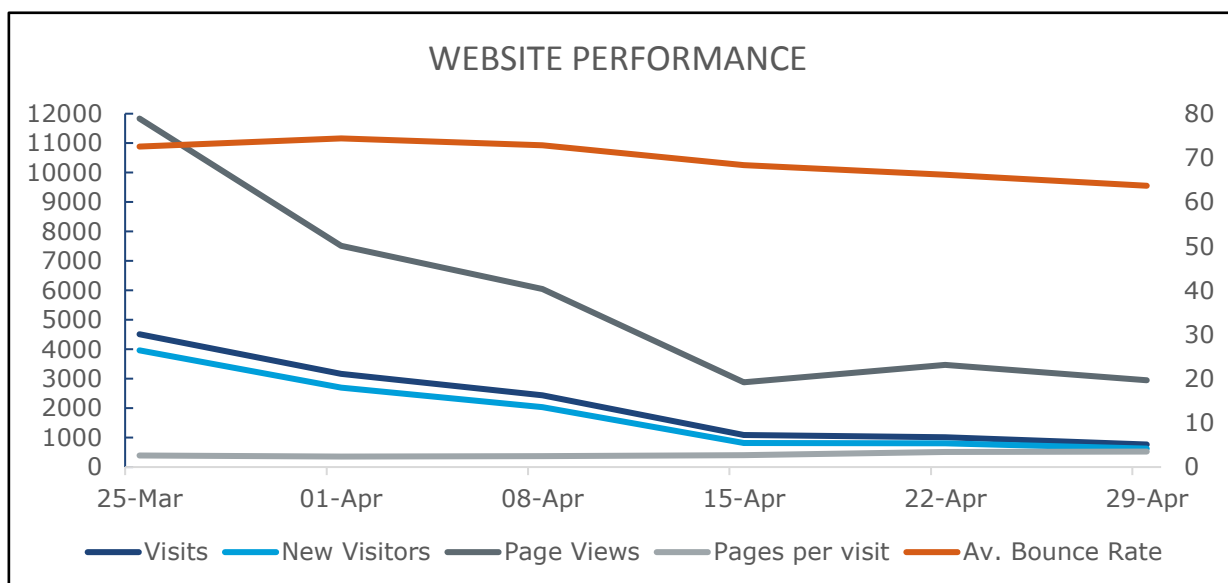
#### City of Edinburgh Council

---

## 1 Campaign Analysis

### 1.1 Website (to 29 April 2018)

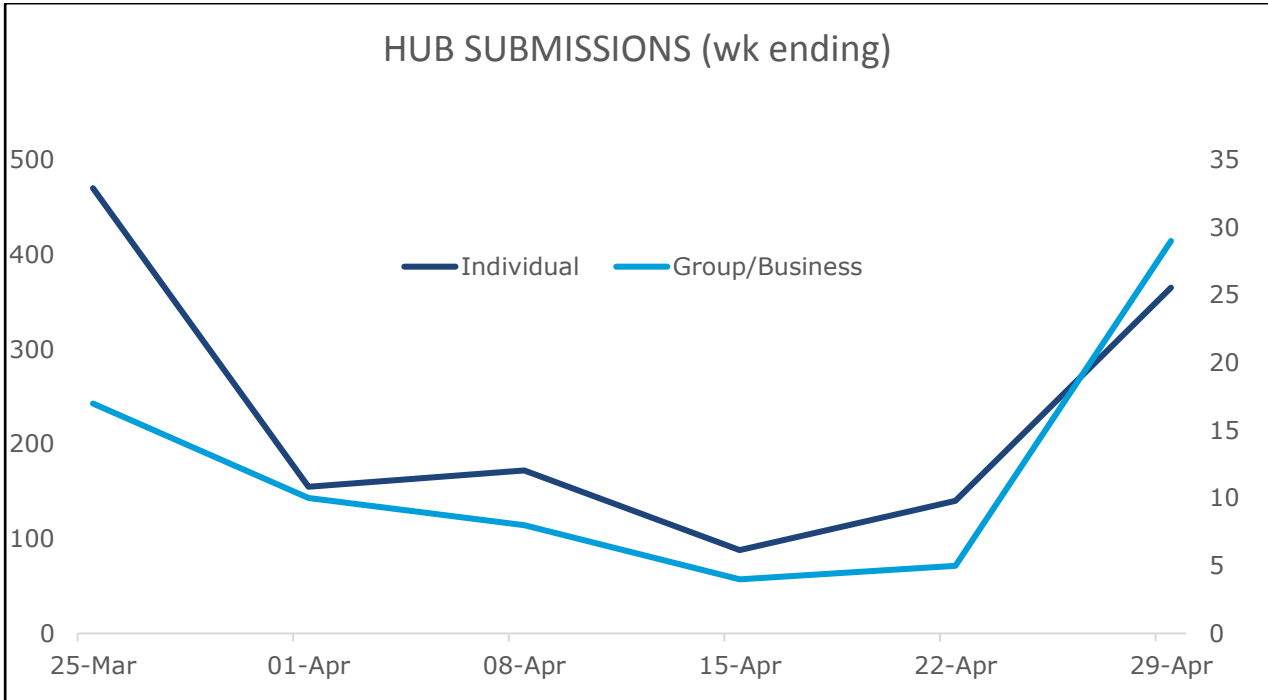
- Site visits: 12,981
- Page views: 34,689
- Highest dwell time (time spend on a specific page): Business Support (1m 45s)
- Most downloaded: Landscape plans (3,030).



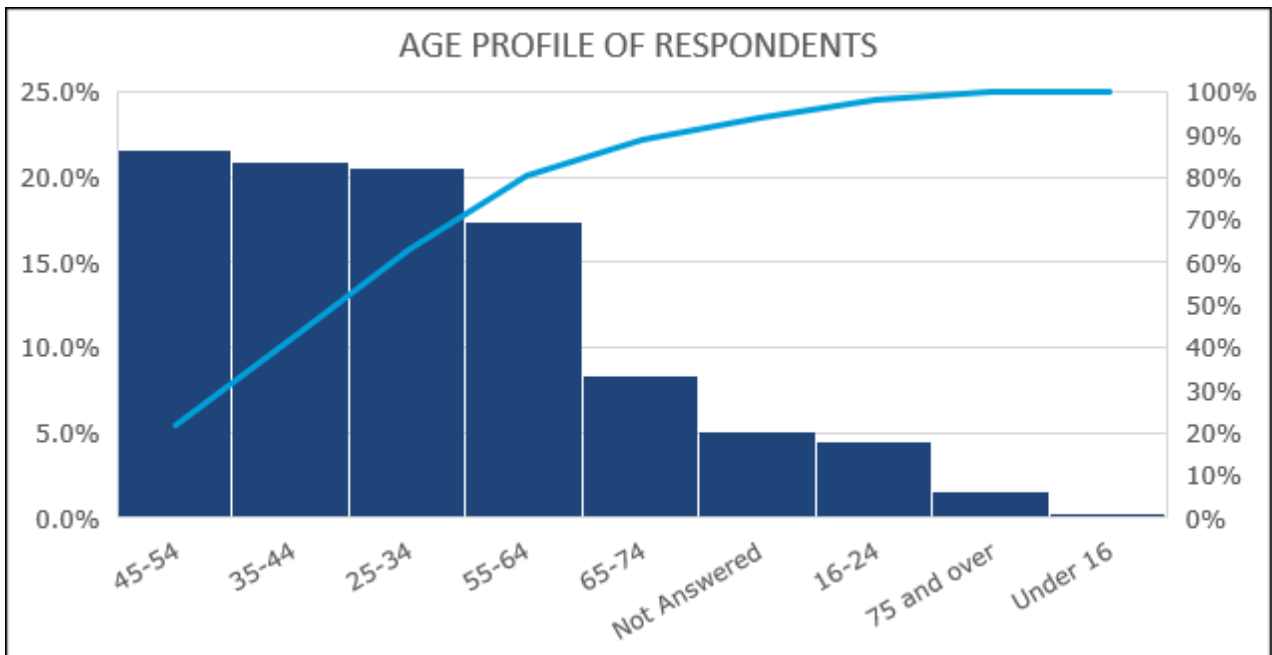
### 1.2 Consultation Hub

- 1,464 responses received totalling 8,000 individual comments and over 200,000 words
- 1390 submissions came from individuals, with a further 73 coming from groups or organisation.
- Post Code analysis of responders:
  - EH6/7 Postcodes: 68%
  - Other Edinburgh: 31%
  - Rest Scotland/elsewhere: 1%



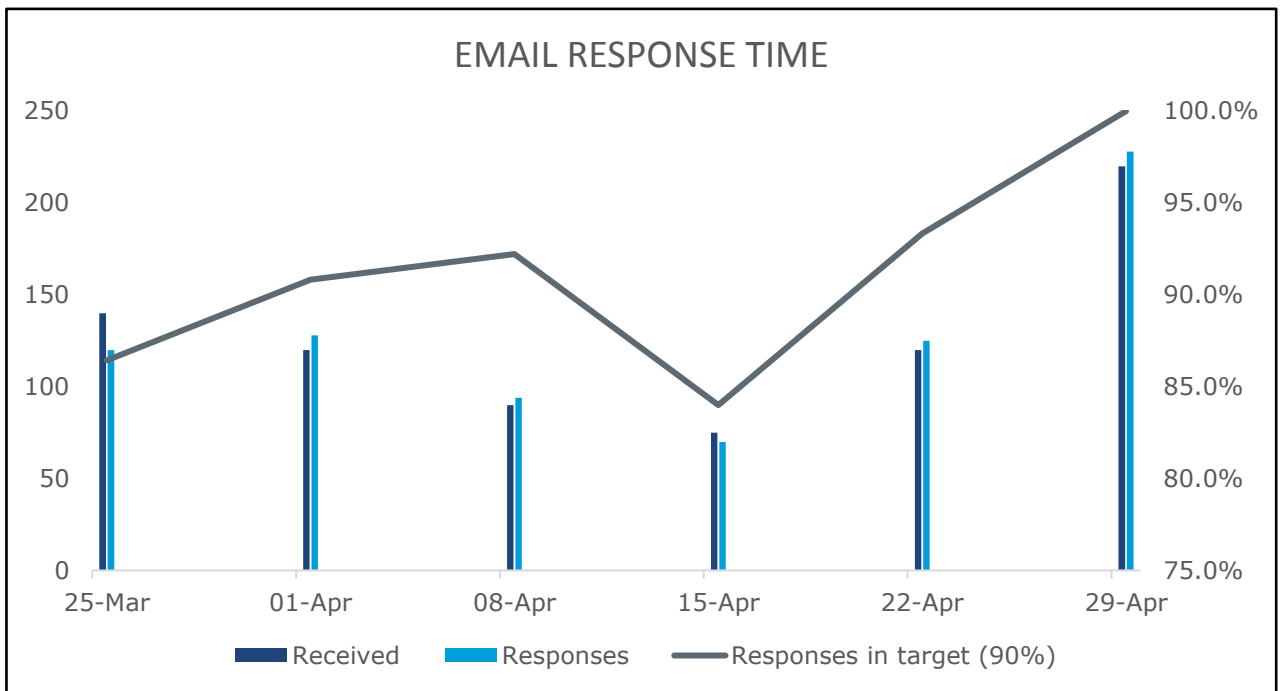


### 1.3 Age profile of respondents



## 1.4 Email

- 765 emails were received directly to the Trams to Newhaven mailbox
- 91% of all email correspondence received a response within 5 working days and 100% within 10 working days.
- A control of information policy has been developed to ensure consistency of messaging and adherence to service standards.



## Trams to Newhaven Public Consultation 1: Fast Facts



INDIVIDUAL  
PIECES OF  
POST-IT  
FEEDBACK  
ON PLANS

TEAS & COFFEES SERVED



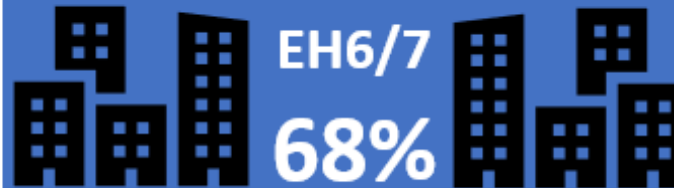
400+



WORKING HOURS  
COMMITTED



WHERE RESPONSES CAME FROM



COUNTRIES  
ACCESSING  
TRAMS TO  
NEWHAVEN  
WEBSITE



OTHER EDINBURGH 31%



ELSEWHERE 1%

TV, NEWSPAPER  
AND ONLINE  
HEADLINES MADE



## Trams to Newhaven Public Consultation 1: Interactions



Website (wk ending)	25-Mar	01-Apr	08-Apr	15-Apr	22-Apr	29-Apr	Total
Visits	4511	3161	2440	1084	1018	767	12981
New Visitors	3964	2699	2031	814	805	628	10941
Page Views	11835	7515	6042	2879	3473	2945	34689
Pages per visit	2.62	2.38	2.48	2.66	3.41	3.51	2.84
Av. Bounce Rate	72.53	74.41	72.87	68.36	66.21	63.69	69.68



Email (wk ending)	25-Mar	01-Apr	08-Apr	15-Apr	22-Apr	29-Apr	Total
Received	140	120	90	75	120	220	765
Responses	120	128	94	70	125	228	765
Av' response time (days)	4	2	1	2	4	5	3
Exceed 5 days reponse time	19	11	7	12	8	0	9.5
Responses in target (90%)	86.4%	90.8%	92.2%	84.0%	93.3%	100.0%	91.1%
Target	90.0%	90.0%	90.0%	90.0%	90.0%	90.0%	90.0%
Sign-ups	70	60	50	20	10	14	224



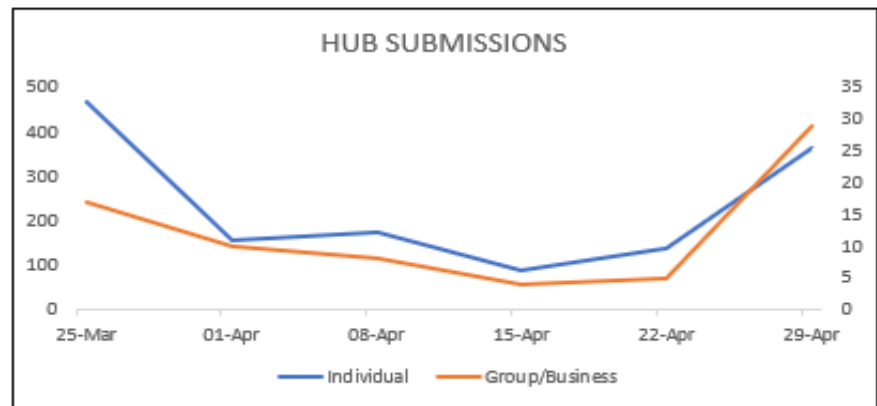
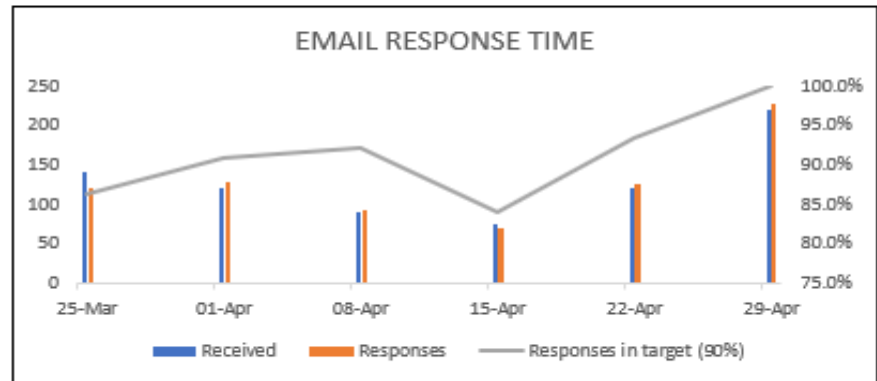
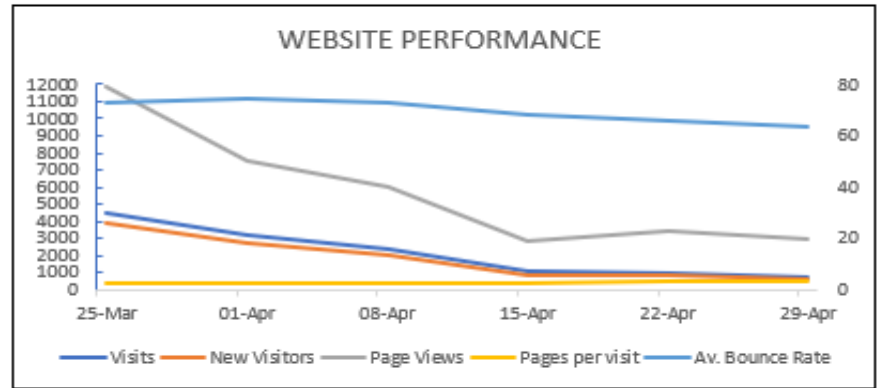
Consultation Hub (wk end)	25-Mar	01-Apr	08-Apr	15-Apr	22-Apr	29-Apr	Total
Individual	470	155	172	88	140	365	1390
Group/Business	17	10	8	4	5	29	73
All	487	165	180	92	145	394	1463

Public Events	Total
Leith Theatre	340
McDonald Road Library	260
Leith Comm' Centre	340
Ocean Terminal	650

1590

30

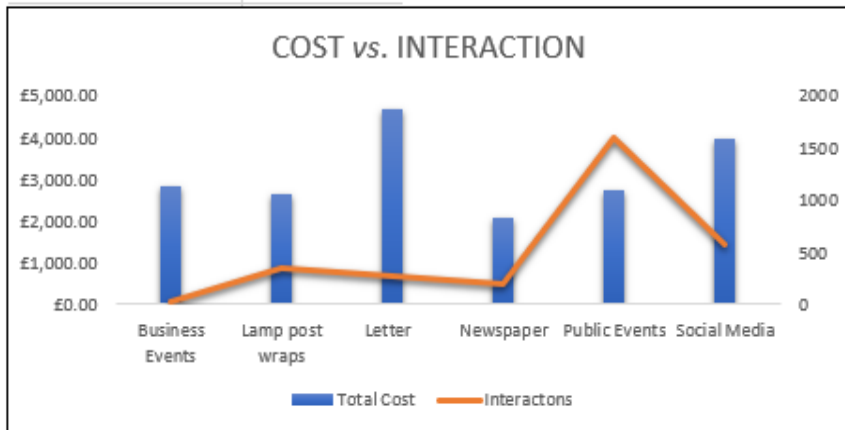
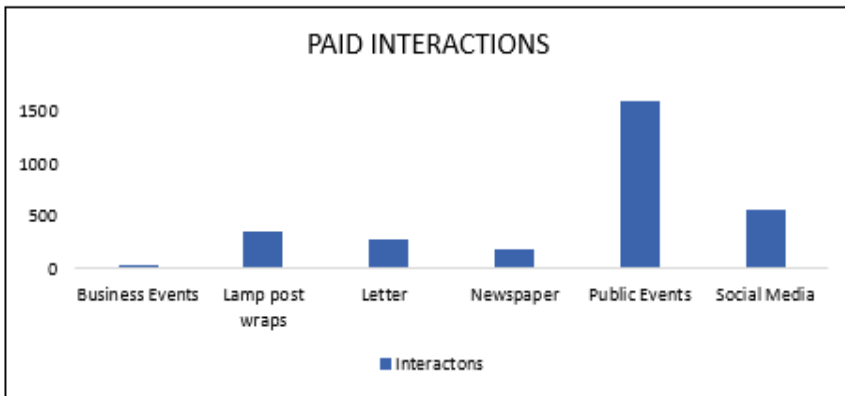
Business Events
Malmaison
David Lloyd
McDonald Road Library
City Chambers



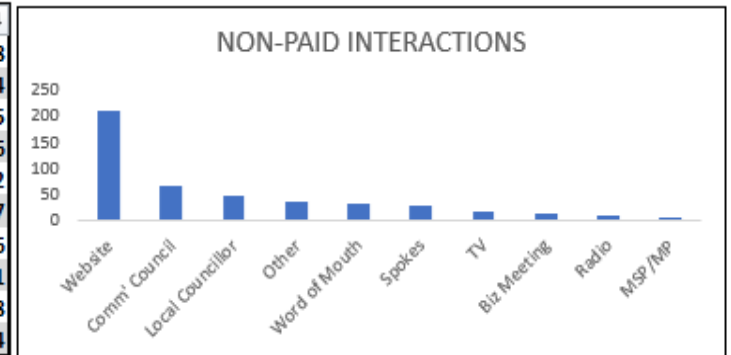
## Trams to Newhaven Public Consultation 1: Campaign Cost Analysis



Paid For	Total Cost	Interactions	£/Interaction	Mean
Business Events	£2,837.00	30	£94.57	£23.06
Lamp post wraps	£2,650.00	355	£7.46	
Letter	£4,680.00	278	£16.83	
Newspaper	£2,062.56	192	£10.74	
Public Events	£2,735.00	1590	£1.72	
Social Media	£3,985.80	567	£7.03	



Non-paid	Response
Website	208
Comm' Council	64
Local Councillor	45
Other	36
Word of Mouth	32
Spokes	27
TV	16
Biz Meeting	11
Radio	8
MSP/MP	4



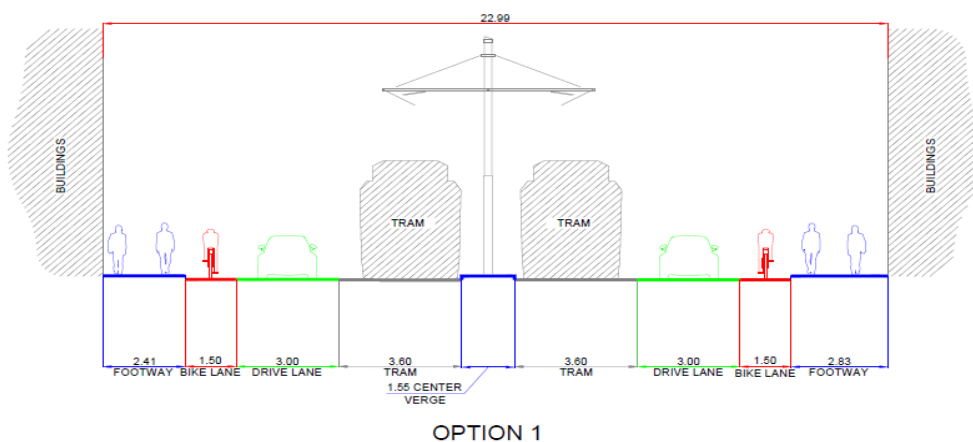
### Commentary

- A total of £18,950.69 was committed to promoting the consultation to members of the community
- The average spend per interaction was £23.06, which compares favourably to industry benchmarking
- The best value for money interactions were the public events where cost per response stands at £1.72. This cost covers the hire of rooms, all associated materials and refreshments
- Conversely, events held for business were the least value for money with a cost per response of £94.57. This demonstrates the need to reconsider how we interact with local business to ensure involvement in the process is meaningful. A review of approach will be considered during the lessons learned exercise to take place in May/June 2018.
- Social media performed very well. For an investment of £3985.80 a total of 567 responses were submitted. With over 3.5 million views of our ads, the cost per view were 0.001p, providing evidence that the choice to invest heavily in social media advertising paid off.
- Lamp post wraps have also been responsible for a noteworthy level of interaction, with 24% of all of those who submitted responses singling this out as the primary way they found out about consultation.
- 15% of responses that came from sources where no financial investment was made found their way to consultation via the Trams to Newhaven website, which performed strongly in terms of visits and page views.
- Community Councils also featured highly in terms of directing people to consultation, with around 5% of all responses coming via this route
- Surprisingly Community Council responses outweighed those from Councillors, which highlights a need for the project team to work more closely with elected members to help realise a higher interaction rate
- The organisation that was responsible for directing the largest number of people to consultation was Spokes. This is reflective of efforts made on their part to encourage cyclists to feed into the process.

## Appendix B - Pilrig Street to Foot of the Walk Community Workshop 1: Design Options

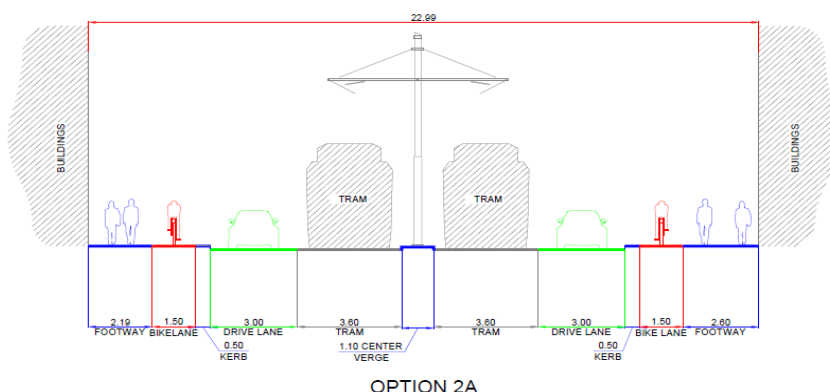
### Option 1:

- OLE pole located on a raised central verge of 1.55m
- Dedicated public transport corridor in the two central lanes during peak times. Used by all traffic during off peak times
- Outer lanes for use by general traffic during peak times, reverting to parking and loading during off peak times
- Segregated cycleway on either side of the road, with no verging between cycleway and running lane/parking and loading
- Footway minimum width of 2.41m at the narrowest part of the street.



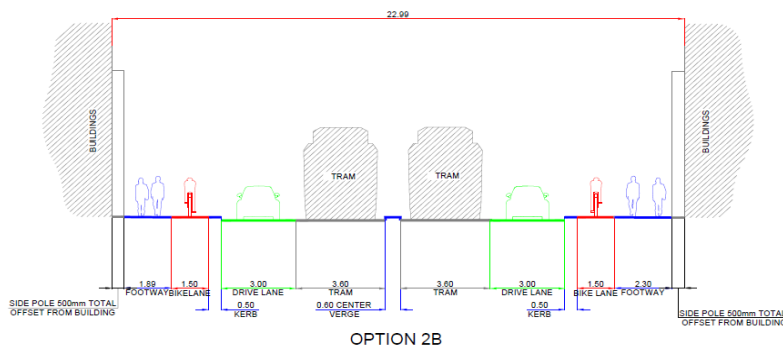
### Option 2a:

- OLE pole located on a raised central verge of 1.10m
- Dedicated public transport corridor in the two central lanes during peak times. Used by all traffic during off peak times
- Outer lanes for use by general traffic during peak times, reverting to parking and loading during off peak times
- Segregated cycleway on either side of the road, with 0.50m kerb between cycleway and running lane/parking and loading
- Footway minimum width of 2.19m at the narrowest part of the street.



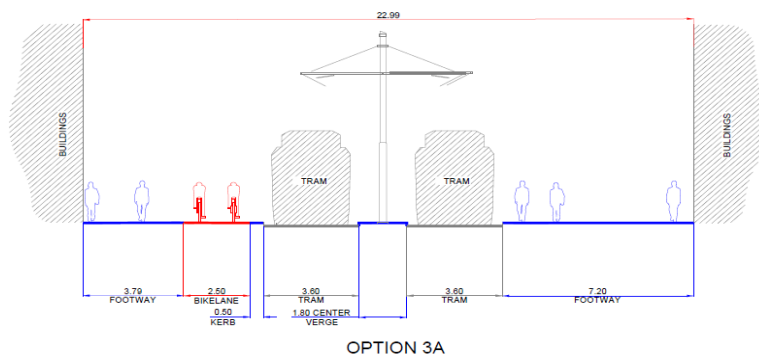
### Option 2b:

- 0.6m central verge flush with road surface
- OLE poles located on pavements and offset 0.5m from building line
- Dedicated public transport corridor in the two central lanes during peak times. Used by all traffic during off peak times
- Outer lanes for use by general traffic during peak times, reverting to parking and loading during off peak times
- Segregated cycleway on either side of the road, with 0.5m verging between cycleway and running lane/parking and loading
- Footway minimum width of 1.89m at the narrowest part of the street.



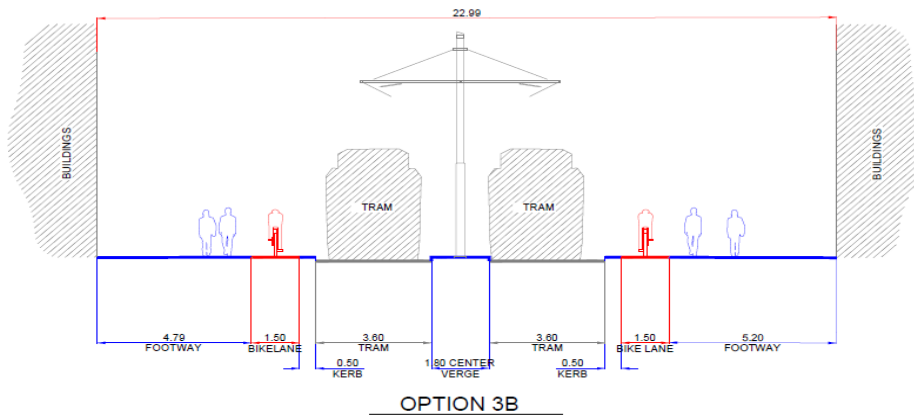
### Option 3a:

- 1.8m central verge, allowing it to be classified as a safe crossing point/refuge
- Two running lanes for use by all road traffic
- Two-way segregated cycleway on west side of the street, with 0.5m verging between cycleway and running lane/parking and loading
- Footway minimum width of 3.79m on west side and 7.2m at the narrowest part on the east side of the street.
- All parking and loading located on the east side of the street to accommodate two-way cycle way on east side



### Option 3b:

- 1.8m central verge, allowing it to be classified as a safe crossing point/refuge
- Two running lanes for use by all road traffic
- Segregated cycleway on both sides of the street, with 0.5m verging between cycleway and running lane/parking and loading
- Footway minimum width of 4.79m on west side and 5.20m at the narrowest part on the east side of the street.
- Parking and loading can be accommodate on either side of the street and where enough space permits





---

## Appendix C - We asked, You said, We Did

### Trams to Newhaven

#### City of Edinburgh Council

---

#### 1 Purpose

To provide an update on progress made on analysing the information gathered during the first round of public consultation and provide information on how the project team intend to use the data gathered. This forms part of the wider community engagement strategy intended to be delivered in parallel with the proposed construction of the Edinburgh Tram from York Place to Newhaven via Leith.

#### 2 Background

In recognizing the importance of ensuring that the feedback received on the project proposals is properly understood and applied where relevant, the project team embarked on a process of making sense of the 8,000+ comments received on various elements of the proposals. This paper aims to provide detail on the key questions asked, the responses the team received and what changes have been made to the proposals.

#### 3 We Asked, You Said, We Did

Following the 'We Asked, You Said, We Did' framework as used by the City of Edinburgh Council for responding to those who take part in public consultations, the team have gathered all of the data collected and collated these into a series of key themes and issues. For most of these responses we have been able to work up a solution that delivers on the feedback received. Some, such as the location of the Foot of the Walk stop, cannot be resolved and so an explanation as to why is being provided.

We Asked	You Said	We Did
We asked... your thoughts on the layout of the proposals for Leith Walk	<p>You said... the lack of segregated cycling provision for the entire length of the street was a missed opportunity.</p> <p>You also told us that provision for parking and loading was unsuitable.</p>	<p>We did... a segregated cycleway will run the entire length of Leith Walk and will form part of the final design proposals.</p> <p>Provision for parking and loading has also been updated to ensure an appropriate number of spaces available. Loading bays will now located at strategic points to ensure an equality of access for all businesses.</p>
We asked... should the section of Leith Walk beyond Pilrig Street to Foot of the Walk consist of four running lanes or two. Under the four-lane proposal we suggested that the outside lane be used for traffic during peak times only, switching to parking	You said... two running lanes would be preferred to allow for additional space to be provided for pedestrians, cyclists, parking and loading. You told us the four running lane option, with the outer lanes switching from running lane to parking/loading in the	We did... the designs have been updated to include two running lanes from Pilrig Street to Foot of the Walk with improved provision for pedestrians, cyclists and parking and loading. Parking and loading provision will be

and loading during off peak hours.	peak/off peak would be problematic and difficult to enforce.	available during both peak and off-peak hours.
We asked... you about the location of the proposed tram stops and whether you agreed that these were in the best possible place.	<p>You said... the majority of tram stops on the route are in the right place.</p> <p>One stop caused you some concern – Balfour Street – as it sat across the junction of Balfour Street, which is a one way in, one way out street and thus restricting both access and egress for residents.</p> <p>You also asked us to look at the potential for moving the Foot of the Walk stop from Constitution Street and onto Leith Walk.</p>	<p>We did... the Balfour Street stop has been moved by approximately 60 metres to the south of the originally proposed location and away from the junction of Balfour Street itself.</p> <p>The team have investigated the potential for moving the Foot of the Walk stop, however, due to the level of traffic movements in that area from multiple directions, it was not practical to move the stop. This was backed up with data from an independent transport modelling expert that demonstrated a stop at the bottom of Leith Walk would have a serious and detrimental affect on congestion in the area and beyond.</p>
We asked... about permeability and crossing points on Leith Walk.	You said... with the introduction of the central reservation and reduction in crossing points, Leith Walk would be a more difficult street to traverse than it is today.	We did... the central reservation has been widened to accommodate a safe refuge/crossing point for those who wish to cross the road away from crossing points. We have also introduced a further three controlled crossing points and several unofficial crossing points along the length of the street to ensure permeability remains.
We asked... about the principle of a ban on right-hand turns from non-signalised junctions onto Leith Walk.	You said... the lack of ability to turn right from many streets on Leith Walk would lead to unnecessarily long diversions to get to your destination.	We did... an additional three signalised junctions at Albert Street, Balfour Street and Manderston Street have been introduced to allow right-turns to be made from these streets onto Leith Walk.
We asked... about the layout of Constitution Street and	You said... the complete removal of parking and	We did... following a workshop with residents and

<p>the associated removal of all parking and loading from the Southern-end of the street.</p>	<p>loading could have a detrimental effect on your day to day lives, with deliveries being difficult and services not being able to easily access your properties.</p>	<p>businesses on Constitution Street we used that feedback to devise a principle that will allow some parking and loading to take place on the Southern-end of Constitution Street, within a shared space environment.</p>
<p>We asked... your opinions on our initial plans for supporting business during construction</p>	<p>You said... the project should prioritise measures that will help to ensure the viability of local business.</p>	<p>We did... following a review of feedback received and a study of best practice from around the world we have updated our business support measures to ensure the highest level of support possible. This means investment in short-term measures that will ensure the vibrancy and vitality of the area during construction. We will also invest in some legacy measures that will continue to benefit the local area once construction completes.</p>
<p>We asked... your thoughts on our proposals for the management of diversions and overall principle of a one-dig approach for construction.</p>	<p>You said... you were concerned that the traffic management would not work effectively.</p>	<p>We did.... traffic management plans will be updated once the final tender bids are received. Once a contractor has been selected we will update you further on what the overall approach to traffic management will look like. The team are confident, however, that the traffic management plan and proposed 'one-dig' policy remain the most efficient and least disruptive way of delivering this project.</p>
<p>We asked... your thoughts on the public realm design proposal for Elm Row,</p>	<p>You said... you liked the idea of opening up the space with the removal of the railings in the centre.</p> <p>However, many of you questioned the need for a two-way cycleway through the middle of the space at the expense of space for people to dwell.</p>	<p>We did... we held a workshop with a group of residents, community councils, business and interest groups. From this a new and improved design for Elm Row emerged with a focus on creating an open and inviting space for all.</p> <p>The cycleway through Elm Row will now form a single lane, with those heading city-</p>

	<p>Many of you also raised the issue of tree removal from the area, citing a preference for us to maintain those trees if it was possible to do so,</p>	<p>bound using a segregated cycleway on the Gayfield Square side.</p> <p>All trees currently on Elm Row will be maintained where possible and the new public realm designed and built around those.</p>
<p>We asked... about the proposals for the area around Newhaven terminus.</p>	<p>You said... the connections between the stop and the North Edinburgh cycle network at Hawthornvale Path could be improved.</p> <p>You suggested that the bus stops in the area could be better located to provide a better interchange between bus and tram.</p> <p>You also asked why the stop was located where it is and why we were not taking the line to Granton.</p>	<p>We did... the team propose to improve accessibility of the cycle network from the Hawthornvale Path. This should make it much easier to get from the N Edinburgh cycle network to the new cycleway infrastructure on Lindsay Road/Melrose Drive.</p> <p>The bus stop on the same side of the street at the tram terminus will be located adjacent to the tram stop. The bus stop on the opposite side of the street (and some 20m away from the tram stop) cannot be moved closer without the need to eat into green space around Anchorfield. We know from speaking to residents that the loss of this green space would not be acceptable.</p> <p>The proposal for taking Edinburgh Trams to Granton and beyond is outlined within the city's Local Development Plan. It remains the city's long-term aspiration to extend the line to Granton and onto Roseburn, creating a suburban Northern loop.</p>
<p>We asked... your thoughts on the proposed stop at Picardy Place.</p>	<p>You said... Can you leave the stop at York Place, which is only a short distance from the proposed stop at Picardy Place?</p> <p>You also asked if it would be possible to have an additional south-side platform to allow</p>	<p>We did... the stop at York Place was always intended to be a temporary stop. The platform at York Place sits directly atop the city-bound line and so we need to move this to somewhere close by where there is ample space to</p>

	<p>people to alight and disembark onto the new Picardy Place central island.</p>	<p>allow for two sets of tracks and a platform.</p> <p>On the design of the new stop at Picardy Place – an additional south-side platform will be introduced for those coming to or from the direction of Edinburgh St James.</p>
--	--	---

Organisation/Group	Position	Key Issues
CCTT	Supportive	<ul style="list-style-type: none"> <li>• More detailed design work required in some areas (bin locations, bus stops, parking and loading and cycling/pavement/bus stop interactions)</li> <li>• ‘Moral obligation’ to revisit Environmental Impact Assessment</li> <li>• Retention of attractive public realm space during construction</li> <li>• Clarity over re-routed buses</li> <li>• Resilience of Council departments re: additional resource pressure</li> <li>• Supplementary projects are essential</li> <li>• Extension of CPZ into Leith</li> <li>• Information on SfB should be communicated ASAP to allow businesses time to adapt</li> <li>• Well-designed and signposted interchanges</li> <li>• Cycle link from FoTW to Ocean Terminal</li> <li>• Roundabout at foot of Easter Road</li> <li>• Road renewal programme for side streets</li> <li>• Duncan Place improvement</li> </ul>

Organisation/Group	General View	Key Issues
Spokes	Supportive	<ul style="list-style-type: none"> <li>• Leith Walk cycleways do not conform to Edinburgh Street Design Guidance in some places</li> <li>• Clear and direct cycleways needed from CS to Newhaven</li> <li>• Temporary routes should be agreed before construction commences</li> <li>• Clear identification of cycleway in areas of shared space i.e. Sandpiper Drive/Melrose Drive</li> <li>• Cycling provision during construction similar to Leith Street</li> <li>• 2-way cycle path at Elm Row should go to Montgomery Street</li> <li>• CS Option A preferred, however belief neither A or B good for cycling, specifically around the FoTW stop</li> <li>• Crossing points for cyclist and pedestrians should be separate</li> <li>• Advance release at all junctions for cyclists</li> </ul>

Organisation/Group	General View	Key Issues
Living Streets	Supportive	<ul style="list-style-type: none"><li>• Some pavements on Leith Walk where bus stops are located are too narrow.</li><li>• Suggestion that cycle paths at these points should be pinched to allow widening of footpath</li><li>• Concerns over use of floating bus stops with request for evaluation of those already in-situ</li><li>• Belief that the Kirkgate solution is not a suitable route for cyclists</li><li>• Pavements on Constitution Street must be maintained to 2m and not be curtailed for any loading or parking</li><li>• Preference for separate cycle and walking space at Newhaven vs. proposed shared space solution</li><li>• Suggest a modelling exercise is undertaken to understand effects of closing Montgomery Street on other streets</li></ul>



Organisation/Group	Position	Key Issues
Stevedore Place Residents Association	Generally Supportive	<ul style="list-style-type: none"><li>• Happy with proposals for introducing new trees shrubs at W end of S Place</li><li>• Concerns over number of trees being removed (30 on Ocean Way?) and request for a replanting plan to be developed</li><li>• Request for further consultation with residents and a written commitment to deliver on this</li><li>• Preference for 'grasscrete' to be extended beyond Ocean Terminal</li><li>• Keen to get agreement that level of light from newly installed lights on OLE poles same as it is today</li><li>• Tram stop design at Port of Leith should be 'simple and unobtrusive' to reflect residential nature of area with no advertising</li><li>• Minimisation of noise i.e. tram bells, door sounds and announcements</li></ul>