

Communities and Neighbourhoods Committee

10.00am, Tuesday, 23 September 2014

Natural Neighbourhoods: what's my patch?

Item number	7.1
Report number	
Executive/routine	
Wards:	All

Executive summary

This report updates Elected Members on a project to engage with citizens in order to produce a new set of natural neighbourhood boundaries which will:

- create an online resource allowing local residents to communicate with each other, find local events and follow news related to their “patch”;
- inform service planning processes by ensuring service area boundaries are more sensitive to citizen requirements;
- encourage partnership working across the city by creating a common geographic vocabulary across all agencies; and
- encourage greater community participation in local initiatives by ensuring that marketing campaigns and consultations are more meaningful to local residents.

Links

Coalition pledges:	P33
Council outcomes:	CO23
Single Outcome Agreement:	All

Natural Neighbourhoods: what's my patch?

Recommendations

- 1.1 It is recommended that the Communities and Neighbourhoods Committee:
 - 1.1.1 Approves the natural neighbourhood boundaries in Appendix 1.
 - 1.1.2 Agrees to help to disseminate the boundaries amongst Edinburgh Partnership partners.

Background

- 2.1 This report updates Members on a project to engage with citizens in order to produce a new set of defined natural neighbourhoods which may inform a range of work undertaken by the Council and its partners including:
 - the Scottish Government's [review of Data Zone boundaries](#); and
 - the Local Government Boundary Commission for Scotland's [Fifth Statutory Review of Electoral Arrangements](#).

Main report

- 3.1 Natural neighbourhoods are areas that have an identity meaningful to residents and are often clearly delineated from surrounding areas by geographic features such as main roads, railways or open space.
- 3.2 The Council submitted a set of natural neighbourhoods to the Local Government Boundary Commission as part of the review of ward boundaries in 2004.
- 3.3 We have engaged with Edinburgh's citizens to produce a new set of natural communities that best reflects their collective view of the many natural neighbourhoods that comprise the city and that reflect the changes that have taken place over the last ten years.
- 3.4 By synthesising direct and indirect responses from the public with the views of partners and elected members, a single set of defined neighbourhoods has been created which best reflect the views of all concerned. This work may inform two important ongoing consultations:
 - the Scottish Government's [review of Data Zone boundaries](#); and

- the Local Government Boundary Commission’s [Fifth Review of Electoral Arrangements](#). The outputs from the natural neighbourhoods project may be submitted by the Council when the Commission develops its proposals on the ward boundaries in September.

3.5 In the longer term, a better understanding of natural communities can inform a range of work undertaken by the Council and its partners, including:

- service planning – by targeting resources at areas where commonality of need and expectation is high; and
- communication – by structuring data collection and communication around areas created by Edinburgh’s citizens, rather than reporting information about areas which are too large to be meaningful to most residents (e.g. wards or, neighbourhood partnerships) or too small to have a shared identity (e.g. Data Zones). Appendix 1 lists the expected benefits from the new dataset.

An online staff consultation was carried out during August 2013 as a proof of concept. Staff were asked to submit their postcode and the name they give to their local area. Members were informed of the results of this survey in [October 2013](#).

3.6 Following the success of the staff survey, we conducted an online consultation, which was augmented by offline surveys and received a further 2,600 responses. Members were updated on this consultation in [May](#)

3.7 We used the survey results to consult with Elected Members and Partnership Information Managers to produce a set of provisional 2014 boundaries in March. We then consulted with the public and other stakeholders on the provisional boundaries using a range of platforms. Distinctive branding was developed by the Council’s in-house design team. (A summary of communications channels and an image contained in appendix 2).

3.8 The Edinburgh Partnership Board considered a [report](#) on natural neighbourhoods on 19 June 2014. The Board agreed to help raise the profile of the current consultation with its stakeholder groups; and help to disseminate the final dataset throughout the constituent organisations.

3.9 The engagement on the provisional boundaries ran for a six-week period until 22 July. We received in the region of 3,800 responses following sources:

Contact Centre	1,663
Meadows Festival	101
Online survey	1,520
Online quiz	243
South Neighbourhood Libraries	260
Grand Total	3,787

- 3.10 Business Intelligence within Corporate Governance worked with the Libraries and Information Service to link the natural neighbourhoods project to the [Our Town Stories](#) and [Capital Collections](#) online resources. A prize draw of bespoke framed maps was offered with the dual aim of incentivising participation in the online survey and promoting interest in the two websites. Over 800 of the respondents to the online survey opted to enter the prize draw. The five winners will be notified at the time of the launch of the final boundary dataset.
- 3.11 Respondents were asked to submit their postcode and the name of their natural neighbourhood. Business Intelligence mapped this information together with the responses from the original consultation. In addition, over 500 respondents to the online survey commented on the provisional boundaries. Business Intelligence has shared this information with Partnership Information Managers to further refine the provisional boundaries.
- 3.12 The next steps:
- Pending approval by Committee, Business Intelligence will publish and disseminate the final boundaries with the aim of encouraging their use as a service planning and consultation resource throughout the Edinburgh Partnership.
 - The anonymised consultation responses and the boundaries will be made available on the Council website and on its [open data portal](#) as geographical information system files.
 - Business Intelligence will encourage the take-up of the final boundaries by disseminating the data to individuals and agencies who have contributed to the project including Edinburgh and Cardiff Universities.
 - The provisional natural neighbourhood boundaries have been used to inform a range of initiatives including the BOLD SW Neighbourhood Pilot, the Scottish Government's Consultation on datazones and work on the new Health and Social Care Sector boundaries.
 - The use of a common boundary dataset by all agencies will help unravel the myriad of service boundaries currently used within the city. Many of the current service boundaries tend not to be customer centred but are based on historical service provision or defunct electoral geographies.
 - The boundaries will provide meaningful spatial units with which to communicate with citizens; people are more likely to identify with and take part in local initiatives if they feel that it'll be their "patch" which will see the benefit.

Measures of success

- 4.1 The new set of natural neighbourhood boundaries will be adopted by all agencies within the Edinburgh Partnership as the standard neighbourhood geography for the city.
- 4.2 The boundaries will be adopted as an online resource allowing local residents to communicate with each other, find local events and follow news related to their "patch".

- 4.3 Services from all agencies will use the boundaries to plan services that are more responsive to users' needs and will be confident that other agencies will be doing the same.
- 4.4 Agencies will use place-names are which more relevant to local people when communicating with them.

Financial impact

- 5.1 A total of £258.65 was spent promotional materials; revenue costs result from staff time and are contained in the 2013/14 and 2014/15 budgets.

Risk, policy, compliance and governance impact

- 6.1 The reputational risks associated with the project have been considered by the project team. A set of Frequently Asked Questions (FAQs) has been compiled for use during the public consultation.

Equalities impact

- 7.1 The dataset will assist the Council in discharging two general duties under the Equalities Act 2010:
- Fostering good relations
 - Advancing equality of opportunity.

Sustainability impact

- 8.1 There are no adverse environmental implications arising from this report. It is intended that the defined communities will lead to greater social sustainability by encouraging increased levels of engagement in the planning and delivery of Council services.

Consultation and engagement

- 9.1 The project team was actively involved in identifying and consulting with a range of internal and external stakeholders. In total 6,878 responses were received from the two consultations.

Background reading / external references

[Natural Neighbourhoods -what's my patch](#) – report to City of Edinburgh Council, Communities and Neighbourhoods Policy Development and Review Sub Committee, 6 May 2014

Alastair D Maclean

Director of Corporate Governance

Contact:

Iain Bell, Senior Business Intelligence Officer, Business Intelligence Service

E-mail: iain.bell@edinburgh.gov.uk | Tel: 0131 469 3852

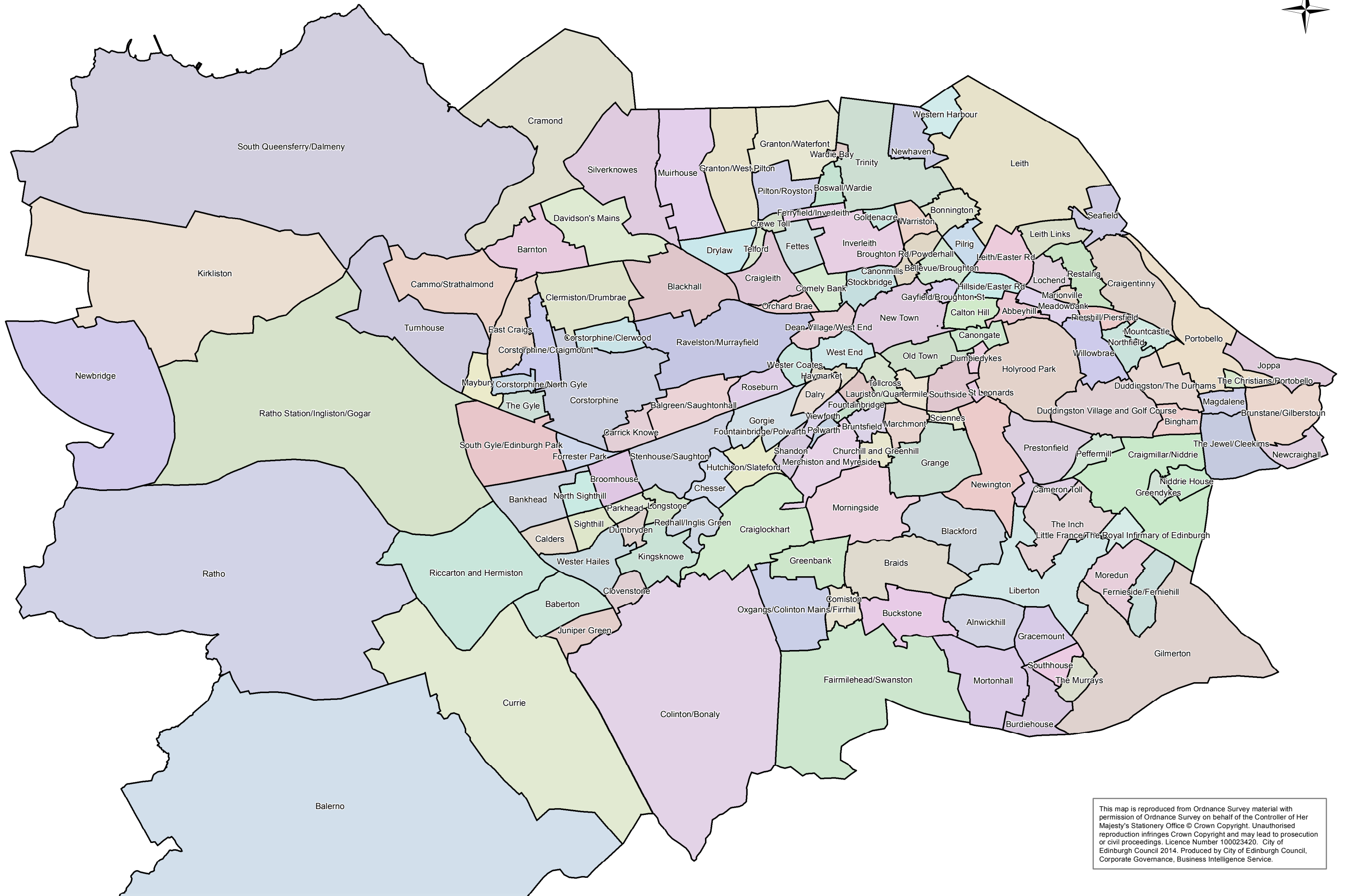
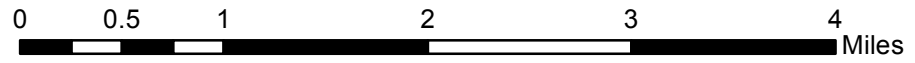
Nick Croft, Corporate Policy and Strategy Manager, Organisational Development

Email: nick.croft@edinburgh.gov.uk | Tel: 0131 469 3726

Links

Coalition pledges	P33 - Strengthen Neighbourhood Partnerships and further involve local people in decision on how Council resources are used
Council outcomes	CO23 -Well engaged and well informed – Communities and individuals are empowered and supported to improve local outcomes and foster a sense of community.
Single Outcome Agreement	SO1 - Edinburgh’s Economy delivers increased investment, jobs and opportunities for all. SO2 - Edinburgh citizens experience improved health and wellbeing, with reduced inequalities in health SO3 - Edinburgh’s children and young people enjoy their childhood and fulfil their potential SO4 Edinburgh’s communities are safer and have improved physical and social fabric.
Appendices:	Appendix 1: A map showing the proposed new Natural Neighbourhoods boundary dataset Appendix 2: Summary of Communication Channels and the Natural Neighbourhoods brand design

Appendix 1 Proposed Natural Neighbourhoods (Final Draft)



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Appendix 2 – Natural Neighbourhoods Consultation June/July 2014: Summary of Communication Channels and Natural Neighbourhood Brand Image

Id	Stakeholder	Owner	Platform
1	CEC Customers	Council Contact Centre/Business Intelligence	Direct contact via telephone, captured using online form
2	CEC Staff	Business Intelligence/Communications	ORB carousel
3	CEC Staff	Communications	Plasma Screens in Waverley Court
4	CEC Staff	Governance Service/Communications	Email signature
5	Community Councils	NP Community Planning Team	E- flier
6	Community Groups	NP Community Planning Team	E- flier
7	EP Partners	Communications/Business Intelligence	E-flier
8	EP Partnership Board	Business Intelligence	Report and posters, briefing
9	Public	Business Intelligence	Online Quiz
10	Public	Business Intelligence	Online Survey
11	Public	Business Intelligence	CEC Website - NN page
12	Public	City Centre & Leith Neighbourhood Team	Twitter
13	Public	City Centre Neighbourhood Team	Facebook
14	Public	Communications	Clear Channel/Adshell in various city locations
15	Public	Communications	Facebook
16	Public	Communications	Twitter
17	Public	Communications	Website - News
18	Public	Communications	Press release: Edinburgh Evening News Article, 7 June
19	Public	Craigmillar and Portobello Libraries	Plasma Screens
20	Public	North Neighbourhood Team	Twitter
21	Public	NP Community Planning Team	Website
22	Public	NP Community Planning Team	Twitter
23	Public	NP Community Planning Team	Facebook

24	Public	SFC Libraries: city wide	Stands and posters (face-to-face data capture by staff in South libraries)
25	Public	SFC, Planning and Building Standards	Interactive map
26	Public	South Central Neighbourhood Team	Twitter
27	Public	South Neighbourhood Team	Twitter
28	Public	South Neighbourhood Team	Facebook
29	Public	South Neighbourhood Team: Meadows Festival	Stands and posters (face-to-face data capture)
30	Public	South West Neighbourhood Team	Twitter
31	Public	South West Neighbourhood Team	Facebook
32	Public	West Neighbourhood Team	Twitter
33	Tenants Associations	NP Community Planning Team/ Business Intelligence	E- flier, posters

The natural neighbourhoods brand image developed by the Council's in-house design team:

