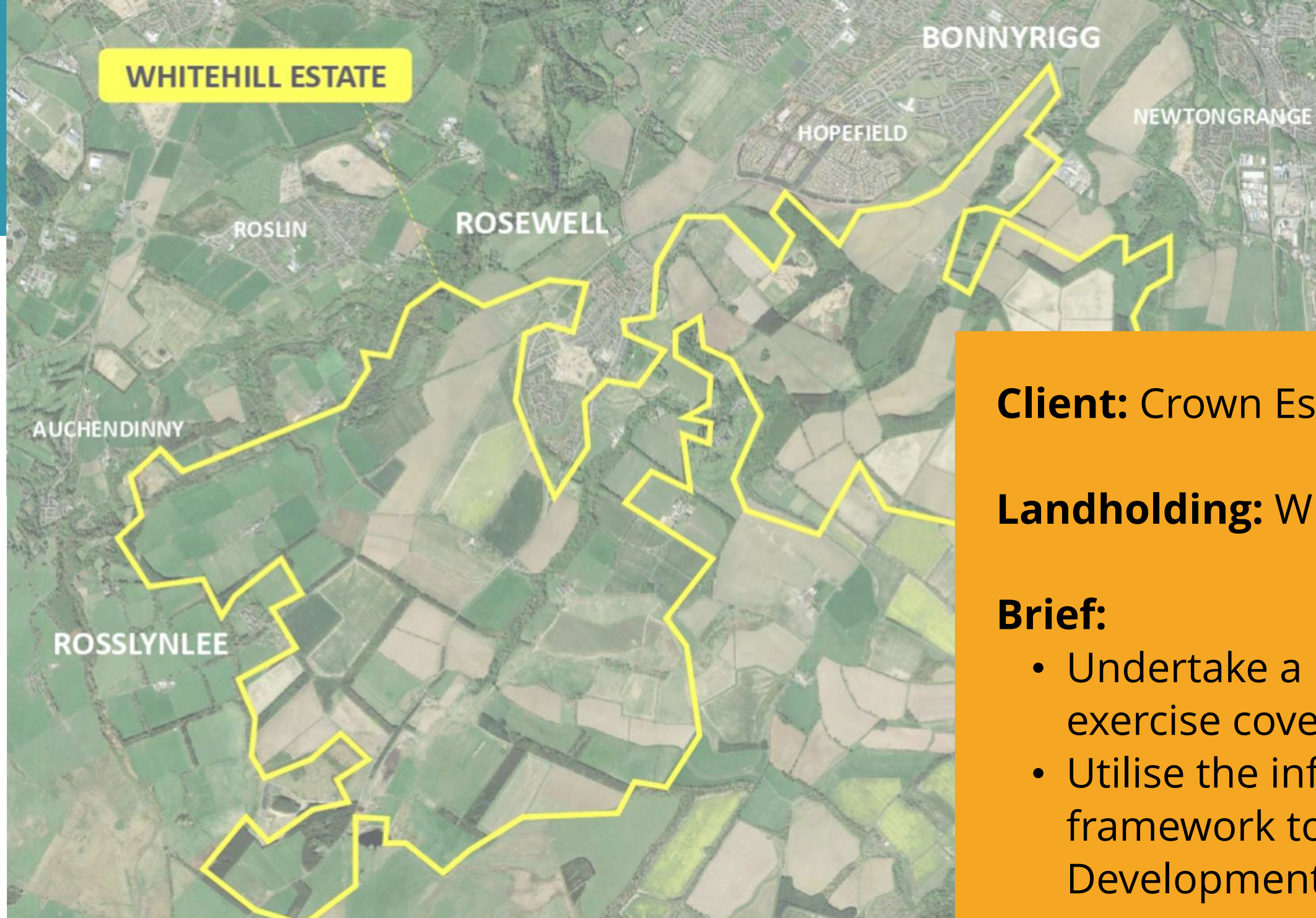


Lucy Laidlaw Communication

Scottish Land and Estates
Annual Conference
17 May 2022



Engage | Communicate | Create



The Brief

Client: Crown Estate Scotland

Landholding: Whitehill Estate, Midlothian

Brief:

- Undertake a meaningful communication and engagement exercise covering Crown Estate Scotland's Whitehill Estate.
- Utilise the information gathered to produce a development framework to inform a submission to the Midlothian Local Development Plan.

The Team:

Terra Nova Scotland

Lucy Laidlaw Communication

Colin Ross Workshop

Colliers



The Place

3200 Acres

Three existing hubs: Rosslynlee Hospital, Rosewell and Bonnyrigg.

Former mining area with a strong heritage.

4 Agricultural tenancies and 2 major industrial tenants.

Existing community capacity.

1500 new homes in last 12 years.

Existing planning consent on adjacent property for over 400 homes.

Whitehill Estate not recognised as a 'place' in its own right.



Stakeholder Mapping

Understanding the make up of the community:

- Existing dynamics and relationships.
- Appetite for engagement
- Underlying issues
- Key influencers

Plotted under the following headings:

- Local Government
- National Government
- Tenants
- Local Representative Bodies
- Clubs and Associations
- Local Businesses
- Schools
- Charities



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Strategy Development

Speaking with those who know the area best to ensure we didn't create any unintentional barriers to engagement.

Understanding what has gone before.

- What worked what didn't?

Creating customer journeys, ensuring all our stakeholders had a route to engage.

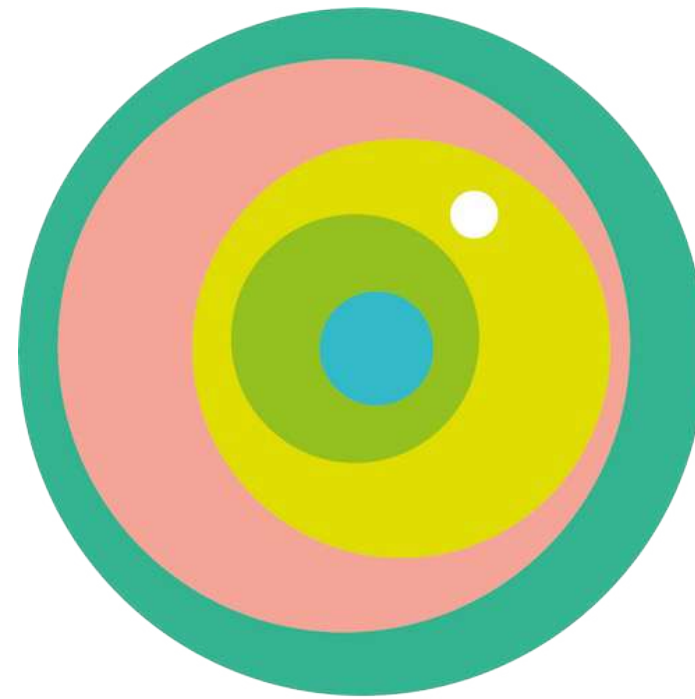


Brand & Content Development

Whitehill Estate didn't have an existing visual identity and wasn't widely recognised as a place in its own right.

We wanted to demonstrate:

- Doing things differently
- Open and welcoming
- Exciting and interesting
- Open and Honest
- Community focused
- Collaborative
- Positive
- Engaging
- Eye-Catching



Whitehill
Estate
2030



Brand & Content Development



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1/15

Place of...

TOP SCIENTIFIC DISCOVERY

Whitehill Estate 2030

#whitehillestate2030
www.whitehillestate2030.com

7/15

Place of...

MUSIC

Whitehill Estate 2030

#whitehillestate2030
www.whitehillestate2030.com

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Place of...

PRODUCE

Whitehill Estate 2030

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Place of...

MOVEMENT AND ARRIVAL?

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Place of...

ATTRACTION

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2/15

Place of...

NATIONAL HOUSING INNOVATION

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4/15

Place of...

CONSTANTLY CHANGING LANDSCAPES

Whitehill Estate 2030

#whitehillestate2030
www.whitehillestate2030.com

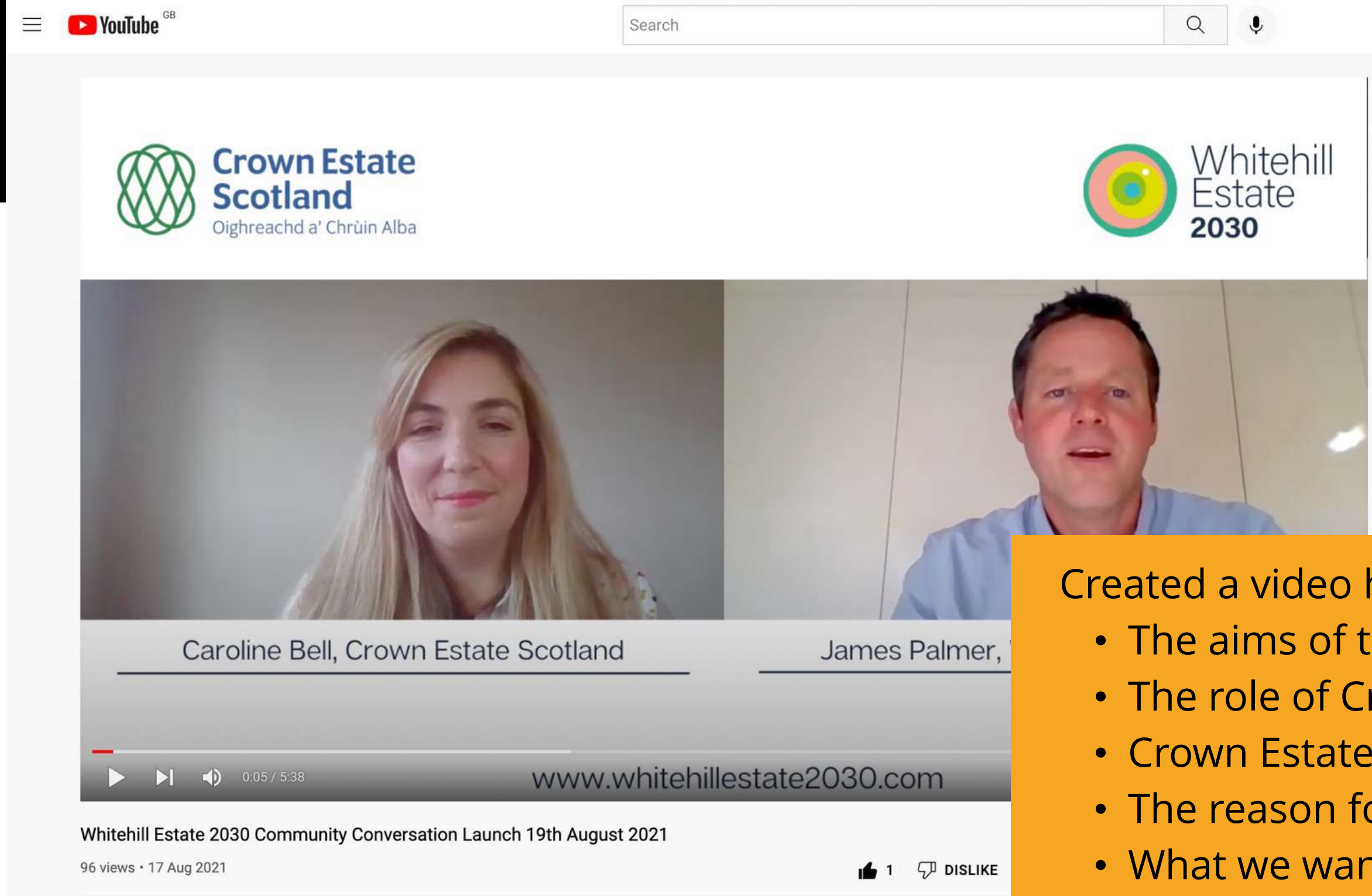
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Place of...

ROMANCE AND ROMANS

Whitehill Estate 2030

#whitehillestate2030
www.whitehillestate2030.com

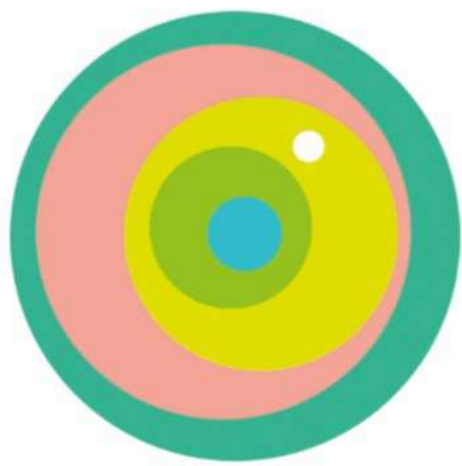


Context Setting

Created a video hosted on YouTube outlining:

- The aims of the project.
- The role of Crown Estate Scotland.
- Crown Estate Scotland's history in the area.
- The reason for undertaking the project now.
- What we wanted to find out.
- How to get involved.
- Sharing contact details and introducing the team

Website



Whitehill
Estate
2030

What is Whitehill Estate
Crown Estate Scotland



Have Your Say

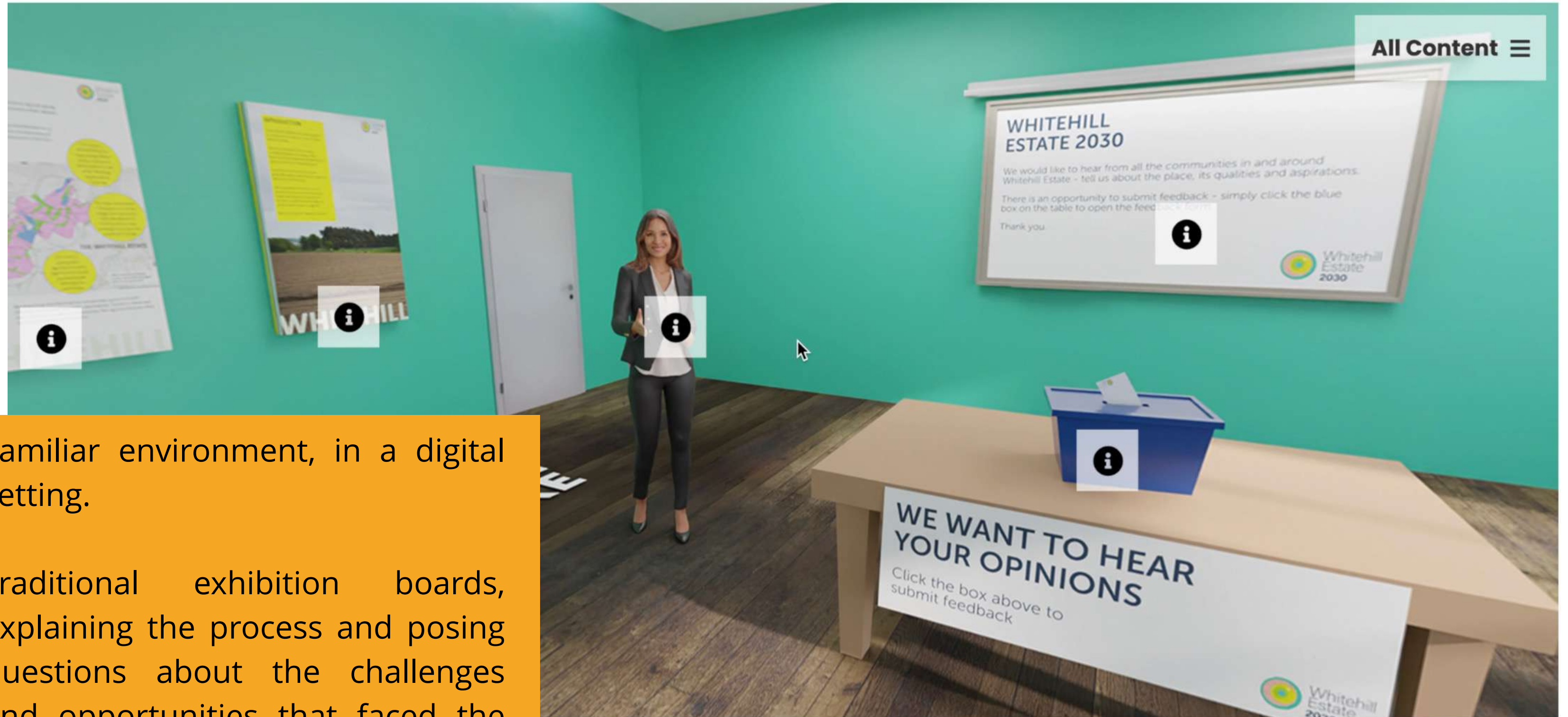


Central hub for the project, all activity and promotion drove people to the website.

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Virtual Village Hall



Familiar environment, in a digital setting.

Traditional exhibition boards, explaining the process and posing questions about the challenges and opportunities that faced the area.

Social Media

Tapped in to existing social media groups already representing the community.

Advertised through Facebook to raise awareness of the virtual village hall and survey.

Created content for stakeholders to share on our behalf.





Physical Presence

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Positioned physical exhibition boards in The Steading in the centre of Rosewell. Available for two weeks.

Allowed people to view at their own leisure.

Physical surveys were available to fill out and submit.

In Phase Two we were able to host a physical drop-in event inviting members of the community to meet the team, pose questions and share their thoughts.





Survey

Available to complete online in the virtual village hall and in person at The Steading.

Questions investigated existing challenges and opportunities. The importance of the history of the area and ways to bring the community together as a whole.



Whitehill
Estate
2030

Community Survey

Whitehill Estate 2030 is seeking your views on the future of your area.

The Whitehill Estate extends from Rosslynlee to Bonnyrigg, with Rosewell at its centre.

The Estate holds a lot of potential to enhance the lives of all its community. This questionnaire seeks to gather information to understand what really works and where the areas for improvement lie. Your responses will be treated confidentially and will be used to shape the future use of the land within the Whitehill Estate.

This is the first of two public consultations, the second will be held later in the autumn. Crown Estate Scotland recognise that some of your feedback is outside of their control however will look to work with stakeholders and organisations to explore opportunities and solutions. The final concept plan for the landholdings will be used to inform Crown Estate Scotlands plans for the future and may form part of submissions to the forthcoming Midlothian Council Local Development Plan review.

To keep up to date with how the plan is progressing, please follow our updates on our webpage: www.whitehillestate2030.com and our Facebook page - @Whitehillestate2030.

1. Which Age Group do you Fall under?

- ☐ 7-17
- ☐ 18-25
- ☐ 25-40
- ☐ 40-60
- ☐ 60-80
- ☐ 80+

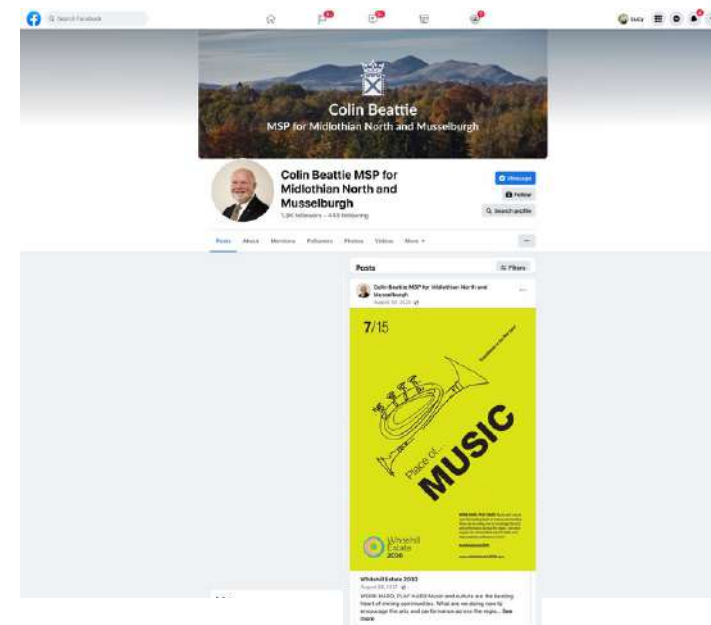
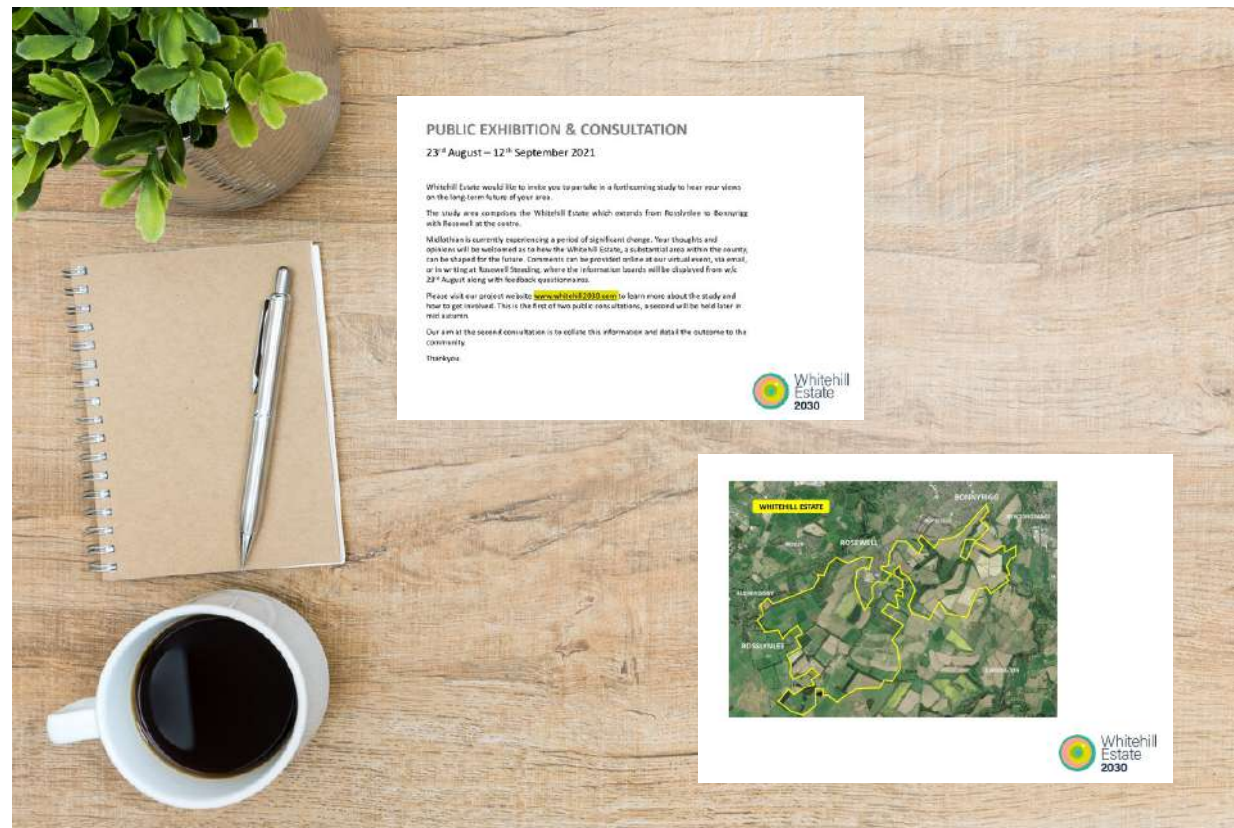
2. What is your postcode?

This will assist us to map where responses have come from. Your personal details will not be disclosed.

3. What do you like most about living in/around The Whitehill Estate? Please rank your top 3 answers from one to three in the boxes provided.

- ☐ Always lived here
- ☐ Close to family/friends
- ☐ Access to Edinburgh and the wider region
- ☐ Access to major routes
- ☐ Access to Open Space and great views
- ☐ A full range of facilities and amenities within easy reach
- ☐ Sense of Community
- ☐ Value for money
- ☐ Other (please specify) _____

Direct E-Mail to stakeholder groups



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Analysis



Grouping comments and suggestions into themes.

Identifying where we need to bring in partners and facilitating those discussions.

Looking at areas to investigate further in phase two of the engagement.





Phase Two

Replaying all the information shared and asking more in-depth questions.

In addition to the phase one activity, we were able to resume face to face events....

- Hosted drop-in sessions at The Steading in Rosewell to meet the team and share thoughts and ideas.
- Project W - Ideas competition with two local primary schools.



Stats



Kids Engaged
200



Pages viewed
on website
2300



Visits to virtual
village hall
500



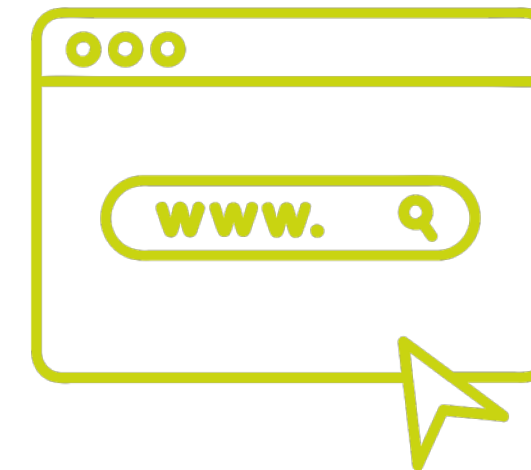
Facebook
Reach
8,000



Surveys Returned
135



Face to Face
Conversations
100



Website Visits
1500



YouTube
views
100



Any questions?

Website

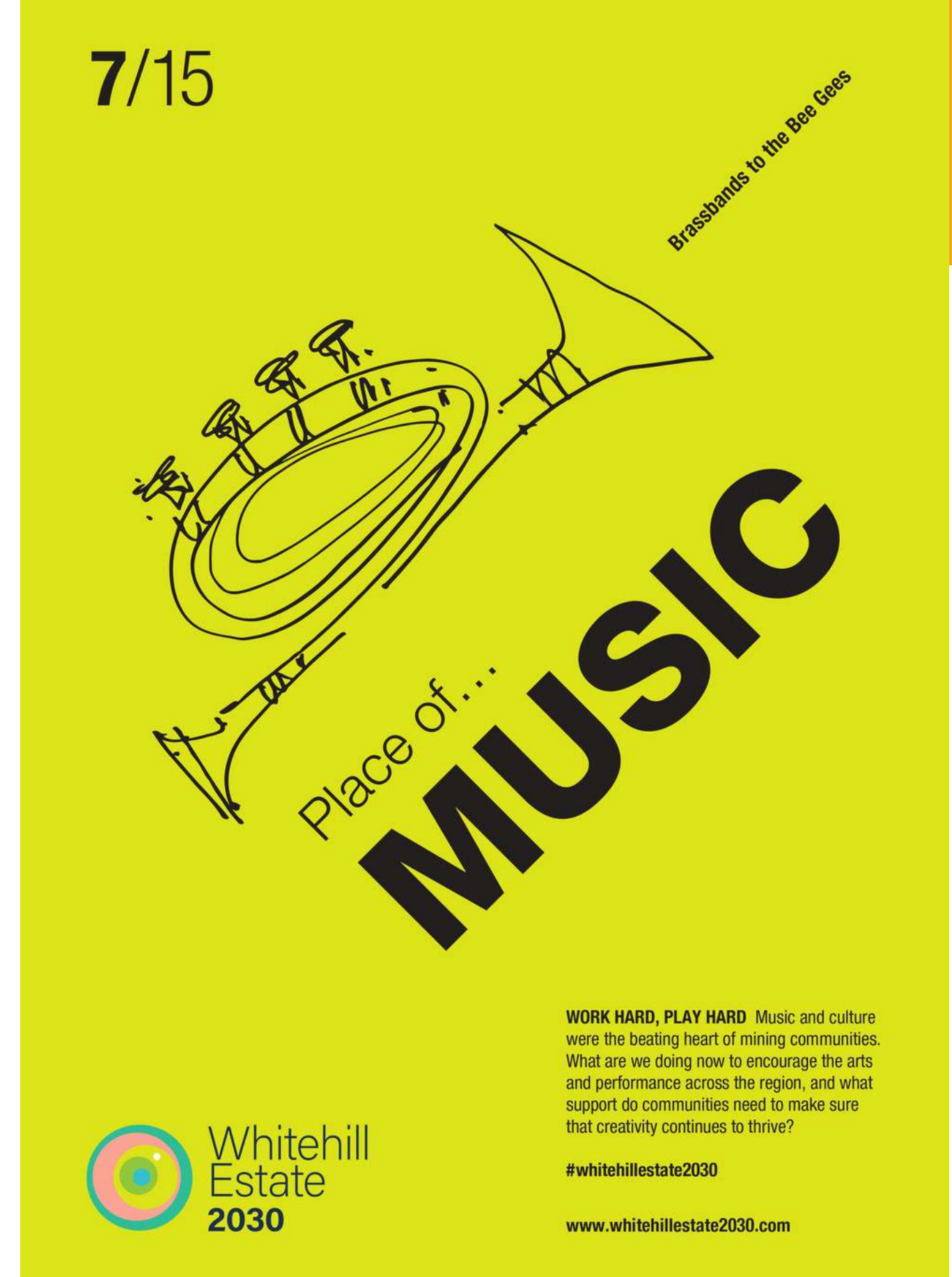
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