

The New Commuting Economy in Midlothian



Pictures provided by CALA Homes



Aim: To determine the extent of the new commuting market in Midlothian – with a view to finding out what goods and services they may require, and in what ways Social Enterprises in the area could provide a service to them in order to address social issues in Midlothian and invest its profits back into the community.

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Please note this is the summary report. If you require access to the full report and all references, please contact lesley.kelly@mvacvs.org.uk

1.0 Summary

The aim of this report is to establish the extent of the new commuting economy in Midlothian. Taking into consideration detailed Local Plans (outlining the need for development in the area), the Socio-demographic profile of Midlothian, Housing Land Audit, information on commuting patterns, transport methods and commuting times within Midlothian, demographics of the area, and the cost, size (including number of bedrooms), marketing materials (target market) and design (gardens, play areas, etc) of the new build properties the results show the new commuting economy in Midlothian would fall into the following:

1. Large Families with one or two parents working in Edinburgh and the surrounding areas with a moderate to high disposable income
2. New Families looking to expand with a moderate disposable income
3. Young commuting professionals looking to start a family with a moderate to high disposable income
4. Empty Nesters/elderly downsizing with a moderate disposable income

These home buyers are likely to be time poor, with higher stress levels, they are likely to have a moderate to high disposable income, and be seeking a better quality of life. The majority of new housing in the Midlothian area in 2006 was 4-6 bedroom terraced housing with a mean price of around £146,940. Projections suggest the population of Midlothian will increase to somewhere between 106,334 and 117, 627 by 2022.

The findings of this report not only support the requirement for local companies, social enterprises and charities to step forward and meet the needs of the new commuting population, but suggest that a healthy and successful future economy depends on it.

The Edinburgh and Lothian Structure Plan 2015 describes the Lothian area as the hub of economic development of East Central Scotland. Midlothian is in a very positive position to develop a thriving economy on the back of this.

"The dominant force on the local housing system at present is the influence of the Edinburgh economy and housing market".

Local Housing Strategy in Midlothian, August 2007

2.0 Location & Quantity of New Housing Developments in Midlothian

| Site | Total Dwellings | Total Flats | Total Houses | Total Affordable Units |
|------------------------------|------------------------|--------------------|---------------------|-------------------------------|
| Bonnyrigg/Loanhead | 1594 | 101 | 830 | 262 |
| Dalkeith | 1776 | 169 | 692 | 173 |
| Gorebridge | 1121 | 48 | 65 | 154 |
| Mayfield/Newtongrange | 1359 | 73 | 71 | 212 |
| Penicuik | 1116 | 58 | 184 | 264 |
| Shawfair | 3998 | 0 | 0 | 78 |
| Villages and Rural Remainder | 1605 | 2 | 177 | 324 |
| MIDLOTHIAN | 12,569 | 451 | 2019 | 1467 |

[Data Source: Housing Land Audit 2007]

The Housing Land Audit records all housing sites with council support. Some sites have support gained through planning permission only (windfall sites), but most of the larger sites have been allocated through the local plan process.

LP denotes sites allocated in the Midlothian Local Plan (adopted 2003), FMLP refers to Finalised Midlothian Local Plan (these sites are still subject to the findings of last year's Public Inquiry, due in late April 2008). Outline and Full are different levels of planning consent – outline consents require a subsequent Reserved Matters consent, but both are recorded in the Housing Land Audit. Sites allocated through the Local Plan process still need to be granted planning permission (to cover layouts, density, design, etc) - those that already have planning permission have 'Full' or 'Outline' in the Latest Consent column of the Housing Land Audit (in brackets in the table above). None of the FMLP sites, and not all of the LP sites have yet been granted planning permission. Instead these sites have council support due to their identification through the Local Plan process.

Most Significant Housing Plots With Planning Consent

All known sites are recorded annually in the Housing Land Audit (HLA) and a view is taken as to when completions are anticipated on each site. This HLA is agreed with the house-building industry, although occasionally, as in 2007, full agreement is not always reached and sites may be recorded as disputed. The following table shows the most significant housing plots which have received full planning consent:

| Housing Company | Number of New Units | Full Planning Consent Granted (Site) |
|------------------------|----------------------------|--|
| Taylor Wimpey | 207 | Hopefield (Plot V) ('Hopefield Meadow') |
| Barratt East | 95 | Hopefield (Plot P) |
| CALA Homes | 92 | Hopefield (Sites R and S) |
| Midlothian Council | 100 | Part of Playing Fields, S of Cameron Crescent, Bonnyrigg |
| Taylor Wimpey | 105 | Fmr St David's School, Abbey Road (St. David's Gardens) |
| Bellway | 103 | Wester Cowden / Thornybank - N3 ('Duchess Park') |
| Taylor Wimpey | 182 | Wester Cowden / Thornybank - Site M1 |
| Taylor Wimpey | 107 | Wester Cowden / Thornybank - Site M3 |

[Data Source: Housing Land Audit 2006, 2007]

While the significant size of the new housing plans in Midlothian would strongly suggest that the population is increasing, external factors could affect these predictions. The market could become unstable, and although planning permission has been granted on a number of sites, it is not guaranteed that the new building work will go ahead. Much of this report has needed to be based upon speculation and forecasting estimated projections of the new housing market.

Nevertheless it is necessary to look at the information we do have in order to predict the future trends in the area.

3.0 Target Market for New Housing Developers

In order to get an overview of the type of people moving into the area, it was necessary to find out who the new housing developers are aiming to sell the properties to.

The George Wimpey Marketing brochure (Taylor Wimpey being the single highest contributing company to new build homes in Midlothian) displays picturesque views of green grass, blue skies and family homes offering a selection of 3, 4 and 5 bedroom family homes and 2 bedroom apartments.

"Interestingly out of the 60 units we've sold so far, the vast majority of those have been to people who live in and around the Midlothian area, although our main market is likely to be the overspill from Edinburgh. Prices are skyrocketing, almost meeting those of Edinburgh. There is about a £30,000-£40,000 price difference between here (Bonnyrigg) and Gorebridge. That's as stands, we've just launched so prices will be competitive"

Michelle at Taylor Wimpey Marketing Suite

Their homes are marketed at three main groups in Midlothian:

1. First Time Buyers/ Young Professionals – with a range of two bedroom apartments
2. Young Families – with a large number of 3 bedroom homes
3. Larger Families – the majority of new homes in the Midlothian area are 4 bedroom homes.

"In the case of our most recent development, Hopefield in Bonnyrigg, we decided that a wide range of people would be attracted to purchase because of the location, proximity to Edinburgh, good local schools, excellent road networks and the general attractive rural ambience of the area. It is therefore expected that we may attract young professionals and couples, young families, mature families or "empty nesters" as well as those in their twilight years moving down to something more manageable."

Gillian Gray
Media and Communications Director
CALA Homes Scotland

Cala homes are marketed at four main groups within Midlothian, with a focus on the benefits for commuters:

1. Young Professionals and couples
2. Young Families
3. Mature Families
4. Empty Nesters/elderly downsizing

The marketing materials of the developers are high quality glossy brochures, with a focus on design, quality and innovation of the housing and seem to be aimed at families with a moderate to high disposable income.

“Set just 11 miles from Edinburgh, Hopefields Meadow is an exciting development of 2, 3, 4 and 5 bedroom homes... You'll find a wealth of shops and stores in Edinburgh as well as a huge range of restaurants and pubs, cinemas and theatres, art galleries and museums, music venues and more”.

Hopefield Meadows, Bryant Homes

Bryant Homes aim their marketing at a selection of commuting groups with an interest in access to cultural activities:

1. Young Families
2. Larger families

While the marketing materials of Bryant Homes go on to mention some good local facilities, they do seem to encourage new home owners to go to Edinburgh to meet any cultural entertainment needs. In order to encourage these home owners to invest in the local economy, it is necessary for such facilities to be available in the local area – and essential that they are marketed and promoted to this market.

“There are 15 different styles of home to choose from. The three bedroom terraced properties are perfect for young professionals and new families, while the truly impressive larger detached homes (with up to five bedrooms) provide the space and flexibility for even the largest family”

Sherwood, Bonnyrigg, Grange Estates brochure

“Roman Fields at Dalkeith is set to be one of the most popular developments in Midlothian... Roman Fields will combine all that is best of rural charm, with areas such as the tree lined boulevard, featuring artistic iron work railings and natural materials such as slate and stone, and the village green which will be linked directly to some of the larger properties and will incorporate an extensive play area. These, along with woodland walks and cycle paths, give the development all the appeal of a country village with the added bonus of urban convenience on your doorstep”.

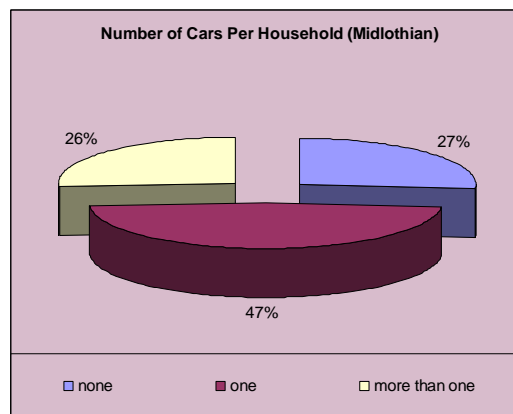
Roman Fields, Dalkeith, Walker Group (Grange Estates) brochure

Many of the materials have a strong emphasis on high quality of the homes, the size of the homes, usability for families (with good local infrastructure – even if they suggest they reach these in Edinburgh - play parks, good schools and local amenities), rural charm and family stability – suggesting a better quality of family life will be achieved by living in Midlothian. It can be concluded that the main target market seen by most developers here is large families and young families with a higher than average disposable income.

4.0 New Market Issues and Needs

4.1 Commuting Issues:

With the increase in the volume of property on the two main commuting corridors; 1350 units on the A7/A68/ Waverley Line, and a further 850 units on the A701 corridor, (Shawfair and Midlothian LP 2007), the volume of cars on the road is likely to increase considerably.



[Data Source: Scottish Household Survey]

The majority of homes in Midlothian have only one car. However, as can be seen from the chart above, 27% of homes have no car, and 26% have more than one car, suggesting that the average number of cars per household will even out at approximately one car per home. Taking this into consideration, it can be expected that the number of additional cars using the two main commuting corridors will be in the region of 2200. Therefore commuting times can be expected to increase considerably. With the Dalkeith Bypass due for completion in May 2008, it may be that some of this will ease off, though the increased strain on rural roads will be evident. The increased capacity of the bypass is likely to take the majority of commuting traffic away from Dalkeith itself.

An increase in Park & Ride Facilities may encourage car users to utilise free parking outside of Edinburgh and travel by bus into the centre. This largely depends on where the commuters' work, as the bus routes revolve around the centre of town, but the investment into such a service suggests that the commuting population is on the increase. A large percentage (40%) of Midlothian commuters already travel to work before 9:30am, which suggests a significant increase in the length of the commute. This will result in a significant lack of free time. Therefore, they are likely to be interested in goods and services which will help them to save time.

Many commuters feel they must get home by a certain time due to familial responsibilities. If Social Enterprises can offer after school activities for children, fresh, healthy and affordable meal delivery options and other time saving offers, this may help lighten the load on the mind of the many new commuters in the area.

4.2 Commuter Needs:

"Commuters can experience greater stress than fighter pilots going into battle or riot policemen, a new study says... Dr Lewis said: "The difference is that a riot policeman or a combat pilot have things they can do to combat the stress that is being triggered by the event."

Mike Barry, Personnel Today, 30th November 2004

With an increase in the number of commuters, and an increased volume of traffic expected on the roads, stress is likely to be a big issue faced by this new market, suggesting they may be interested in services and activities which will help them reduce their stress levels or increase their stress tolerance levels. As highlighted by Dr Lewis in the above article, people respond better to stressful situations if they are aware of techniques and mechanisms which they can use in such situations, leaving them feeling more in control. This highlights the possibility of Social Enterprises offering activities such as "Beat Stress" classes, and evening activities to keep people fit, healthy and on top of their stress. Marketed as part of a "Fresh Start Initiative" – new home owners are likely to want to take on this kind of training or activity. Additionally, commuting will make them time poor, so services which will help them to save time are likely to be popular.

Services & Activities to Save Time:

- ❖ Childcare Services Dog walking – could have add on services such as dog grooming, holiday stays, dog food delivery, dog training etc.
- ❖ After School Club/ Pre-school breakfast club
- ❖ Niche Take-away/ home delivery meal options

Services and Activities to Improve Quality of Life:

Fresh goods and related services

- ❖ Home Delivery of groceries (fresh, healthy local produce)
- ❖ Activities for children of varying ages
- ❖ Activities for teenagers – bmx, motocross, art projects
- ❖ Handyman help
- ❖ Gardening Service
- ❖ Cleaning Service
- ❖ Parent and Child activities (social events for parents moving to the area)

Beat Stress

- ❖ Exercise Classes – sports, yoga, Pilates, martial arts, running, walking, martial arts, local sports associations

- ❖ Stress Relief – meditation, massage, counselling, night class in managing stress (possibly one off)
- ❖ Events – Social Groups – pub quiz, local events, arts and culture

5.0 Solutions with Social Enterprises

In order for Social Enterprises to address the needs of this new market, they need to focus on competing in the market, they must act more competitively – highlighting the benefits of their services, and targeting these benefits to the new market. Social Enterprises should be considering how their services fit the needs of this new population:

- ❖ Do they save time?
- ❖ Do they reduce stress?
- ❖ Do they offer a saving?
- ❖ Do they reduce the need to travel?
- ❖ Do they save effort?
- ❖ Do they offer a better quality of life?
- ❖ Are they particularly useful to families?

Market the Benefits on Both Sides:

Good quality products and services which also invest profits back into the local economy.

“A social enterprise can be described as a business that has social objectives whose trading surpluses are reinvested in the community rather than to shareholders or investors”

Financehub.org.uk

As the purpose of a Social Enterprise is to reinvest its profits back into the local community, by supporting local Social Enterprises, the new market will gain not only the short term benefits of the high quality services, but the longer term benefits of an improvement in the local economy – and thus a better result on the investment of buying a home in the area.

- ❖ High quality cleaning/gardening/odd job services organisation – the key here is likely to be trust factor – testimonials can be added to marketing materials
- ❖ Vegetable boxes – well packaged, organic option, an emphasis on fresh local produce – delivery service at a time that suits the market – they decide according to a booking schedule
- ❖ High Quality takeaway service
- ❖ Weekend activities – local services to allow commuters the luxury of staying home at the weekend – bar/bistro, pub lunches, etc
- ❖ Training programmes for disadvantaged communities in line with employment
- ❖ Childcare Services
- ❖ Private Parent and Child Activities

Suggestion - Organic Vegetable Delivery Box Scheme

For the community - Training could be offered in Food Hygiene, Cooking, Health & Safety and Customer Service Training. Social Enterprises can offer employment opportunities as well as a training and development programme for workers. High quality, well packaged boxes of vegetables can be delivered to buyers at a cost, and less packaged vegetables could be offered free or at low costs to under privileged communities and volunteers – not only tackling nutrition issues, but also health issues in the area. Land requirements will need to be taken into consideration.

For the buyer - it would offer good value, well produced (and well presented) fresh, local products delivered to their door at no extra hassle – if marketed effectively, it could also leave them feeling they have done their bit to contribute to the local economy. The positive benefits should be brought out in the marketing materials.

Case Study: Fare Start (Seattle based Social Enterprise)

“Good Food. Better Lives”

FareStart offers job training and placement programmes for homeless and disadvantaged individuals. It has been running for 15 years now, and provided opportunities for over 2000 people, whilst at the same time serving over 3 million meals to disadvantaged men, women and children. They have guest chefs from top Seattle restaurants once a week – the students learn from the chef and cook his/her choice of menu and recipes. In the evenings, they sell their high quality 3 course meals (prepared by people graduating from the training programme) to paying customers. Their prices are above average. The customers believe the programme is good. The quality of food is worth the price - everyone is benefitting from the exchange. <http://www.farestart.org/>

Organisations such as this are likely to motivate the local community as well as bring employment opportunities into the area, whilst also servicing the needs of the new commuting market. It needs to be tackled sensitively and realistically, taking risks into account. Nevertheless, a social enterprise could run this very effectively and successfully in Midlothian. Farestart have also set up a partner organisation; Kitchens with Mission to guide new organisations in starting a similar project.

Tourism - Suggestions

Utilising Edinburgh’s increasing Tourist Market and Population (reaching further due to expansions in transport links – with the tram network in Edinburgh and the Waverley Line plan), the following tourist activities and services can be expected to increase in the Midlothian area:

- ❖ **Sightseeing in Midlothian**
- ❖ **Hill Walking Activities**
- ❖ **Historic Tours**

Other possibilities:

- ❖ **Community Farm** (school tours/business team building/tours for older people/opportunities for people with learning disabilities/training opportunities)
- ❖ **Community Garden** – could be tied in with a Social Enterprise such as organic vegetable delivery box scheme which also supplies food boxes to disadvantaged communities

6.0 Case Study on Mayfield & Easthouses

In order to focus some attention on the effect the new developments might have on the local area, this report will look at Mayfield & Easthouses as a Case study. A large development of new housing is planned in the Mayfield and Easthouses area - one of the worst affected areas on the Social Index of Multiple Deprivation (SIMD)¹. Health and education are specific issues here.

Population: 7639 people live in the Mayfield and Easthouses area; 1664 children aged 0-15, 4719 of working age, and 1256 people of pensionable age. The local population is very young; 21.73% of the community is under the age of 16.

In a recent survey conducted by the Mayfield and Easthouses Development Trust (MAEDT), the following areas were highlighted as specific problems:

- ❖ Lack of local facilities
- ❖ Problems with litter and graffiti
- ❖ Problems with lighting and walkways
- ❖ Vandalism and hooliganism

The majority of homes existing in the area are council properties. Looking at figures generated by Melville Housing's SCORE Report (2006/2007) the results indicate that within Midlothian the majority of Melville Housing households are occupied by single parent families, followed by a much lower percentage of single adults. This shows a direct contrast with the Scotland-wide figures which show a large majority (44%) of households are occupied by single adults. After the single adults there is a split between mixed adults and older persons (16%) and single older persons (3%).

There is a high level of young people claiming Job Seekers Allowance – 7.68% of the population (compared to 4.2% Scotland wide). Of the Mayfield and Easthouses population 9.59% are on prescribed drugs for anxiety, depression or psychosis compared to 8.2% nationally, and hospital admissions for drugs misuse are at a rate of 192.48 per 100,000 population, compared to 127.46 nationally.

A large segment of the community is comprised of single parent families and older people, with a low disposable income, many of whom are employment deprived. The impact of this new housing market in this area has the potential to give the area a financial boost, but there is also the threat of the way in which an increased income gap could impact upon the community.

Local people would like to see the following changes:

¹ **Data Zones:**

S01004182 – ranks in 10-15% most deprived data zones in Scotland (income domain)

S01004205 - ranks in 10-15% most deprived data zones in Scotland (employment)

S01004185 - ranks in 15-20% most deprived data zones in Scotland (income domain)

S01004188 - ranks in 15-20% most deprived data zones in Scotland (income domain)

"A resource centre with café facilities would be good"
"We need a bank or a credit union office re-opened in Bogwood Court"
"Not much being done about the graffiti and vandalism"
"High time things were done in this community for all age groups"
"An internet café would be good and more police on the streets"

[Data Source: Mayfield & Easthouses Development Trust Steering Group Report]

Comparing these results with the marketing materials of Cruden Homes, which advertises the Easthouses area as:

"Enveloped by rich farmland, the former mining hamlet of Easthouses exudes a sense of community and a tranquillity that's hard to find. Enjoy the endless open space, absorb the inspiring views to the Pentland hills and drink in the fresh, clean air that brings that quality of life you've been dreaming of".

Cruden Homes website (www.cruden-homes.co.uk)

Looking at the reality of the area and its current and past demographic climate, it can be expected that the new housing population will have different expectations to what life in the area has in store. The following photographs were taken by local residents to show a picture of the best and worst parts of the Mayfield and Easthouses area.



Graffiti in the Easthouses area



Amenities at Bogwood Court



Mayfield Public Park



View over the Pentlands and Penicuik from the Easthouses area

6.1 SWOT Analysis of Mayfield and Easthouses

A SWOT Analysis of the Mayfield and Easthouses area was carried out taking into consideration the findings of this report as well as the findings of the report undertaken by the Steering Group of Mayfield and Easthouses Development Trust.

Strengths

- ❖ Mayfield/Easthouses is a post-industrial area with rich cultural history in mining
- ❖ It has some of the best views over The Pentlands, Edinburgh, Arthur's Seat and the Firth of Forth
- ❖ It has close links with the surrounding countryside
- ❖ Land is more affordable in this area – so buyers can get more for their money

Weaknesses

- ❖ The new commuters will change the overall demographic of the area, masking the true extent of deprivation, possibly effecting funding outcomes – which could lead to an increase in deprivation
- ❖ Lack of local facilities
- ❖ Problems with litter and graffiti
- ❖ Problems with lighting and walkways
- ❖ Vandalism and hooliganism

Opportunities

- ❖ New Social Enterprises could provide employment opportunities in the area as a result of new commuting market and their needs – this could inject new life and opportunities for locals in the area

Threats

- ❖ An increase in anti-social behaviour
- ❖ Higher crime rate
- ❖ Higher rate of deprivation if funding is lost due to masked figures
- ❖ A rich poor divide in the area
- ❖ A lost sense of cultural identity

The new build properties will be developed in the following areas of Mayfield and Easthouses:

| Area | Developer | Number of Units |
|--|------------------------------|--------------------------|
| South Mayfield | Grange Estates | 499 (LP allocated site) |
| North Mayfield | (Private) | 63 (LP allocated site) |
| Land at Hurstead Avenue/Easthouses Road, Easthouses | Eaglestone Homes Ltd | 11 (full consent) |
| Land at Chester View and Stone Place, Mayfield | Midlothian Council | 44 (full consent) |
| Land adj. to Mayfield Place and Salisbury View, Mayfield | Melville Housing Association | 12 (full consent) |
| Bryans, Easthouses | Midlothian Council | 65 (FMLP allocated site) |
| Langlaw, Easthouses | Midlothian Council | 50 (FMLP allocated site) |
| Langlaw Road, Easthouses | Melville Housing Association | 85 (FMLP allocated site) |

New Build Properties in Mayfield and Easthouses

While some of the new build properties have attracted a local market, looking to improve their situation, the majority of new build housing is aimed at a commuting market of families, utilising the overspill of the saturated Edinburgh housing market.

6.2 How will this affect the community?

Bringing families with a moderate level of disposable income and large homes, into an area with many single parent families with a low disposable income is likely to cause a negative effect based upon prejudices on both sides (even if only on a psychological level). If these new commuters can bring benefits to the area which will directly affect the lives of those currently living there, and vice versa, this can be tackled positively.

“Fundamental to achieving this (vision) is the location of new housing close to good community facilities, shops and employment opportunities, with efficient and high quality public transport connections. Fostering the creation of vibrant, self contained communities able to retain their separate identities is integral to this vision”

Vision, Finalised Midlothian Local Plan

The concern is that the integration of the two different demographic groups will result in a confusion of community, with no real sense of identity. This could lead to anti-social behaviour based upon a perceived rich/poor divide. The challenge here is to avoid that risk by empowering both communities, promoting the benefits each community has to offer, bringing a sense of a shared community identity to the area, and avoiding negative conceptions of each group.

Conclusion

The findings of this report show the new housing economy in Midlothian would fall into the following:

1. Large Families with one or two parents working in Edinburgh and the surrounding areas with a moderate to high disposable income
2. New Families looking to expand with a moderate disposable income
3. Young commuting professionals looking to start a family with a moderate to high disposable income
4. Empty Nesters/elderly downsizing with a moderate disposable income

And are likely to be/ have

- ❖ High Stress Levels
- ❖ Time poor
- ❖ Moderate disposable income
- ❖ Looking for a better quality of life

Pockets of deprivation do still exist in many areas of new housing developments. There are risks that this will mask the true extent of deprivation and have a negative impact upon required funding. Nevertheless, many Social Enterprises are already working towards tackling these areas positively. Infrastructure should be developed with respect to the possible consequences of moving two very different cultural groups into the same living community.

The importance here is that Social Enterprises recognise their value in the expansion of the Midlothian economy. Social Enterprises are extremely well placed to become a very powerful force within the area, and to drive the improvements in employment, health and quality of life for the local people if they are prepared to take on gaps in the market that could be supported financially by paid-for services.

The findings of this report, coupled with new opportunities show that the new commuting population is the means to a more affluent society in Midlothian, holding the key to more jobs, more opportunities, better facilities and a higher quality of life for everyone in the area. All stakeholders (new buyers, social enterprises and local kids on the street alike) stand to improve their situation by collaborating and working towards achieving a thriving economy in Midlothian.

Recommendations for SEAM

As the umbrella body for Social Enterprises within Midlothian, SEAM is in a position of responsibility to ensure that Social Enterprises in Midlothian are best equipped to take on the new market. SEAM should support and develop the promotional and business skills of Social Enterprises with specific emphasis on the following:

- ❖ Business planning support
- ❖ Marketing Support
- ❖ Promotional Support
- ❖ Creation of a handbook advertising Social Enterprises in the area – market and promote Socially Responsible Services – aimed at new housing market – hand delivered through the door of new homes – this could be done via the housing companies - possibly a welcome pack to the area?
- ❖ Assist Social Enterprises in identifying what they can offer to this market

Resources

| Name | Contact | Services |
|---------------------|--|---|
| The Edinburgh Group | www.theedinburghgroup.org | <p>The Edinburgh Group (www.theedinburghgroup.org)</p> <p>All services are pro-bono (free). The Edinburgh Group strive to provide a highly professional service, whilst providing valuable learning experience in the social sector for student consultants. They assign teams of consultants, between 4-6, to each client engagement. Projects last between 8-10 weeks, and generally follow a bi-annual cycle (starting in late September/early October and mid-January)</p> <p>The way they construct the briefs is a flexible 3-stage process with potential clients: 1) initial short client application, with broad indication of possible problem-areas. 2) client interview with TEG executive committee members to establish more defined briefs. 3) write-up of project proposal, refined in discussion with client. They then select clients for each cycle according to the skills and interests of their consultants.</p> |
| Business Gateway | 0845 609 6611 (or 0131 654 1234) bgateway@scotent.co.uk www.bgateway.com | <p>Business Gateway offers a wide range of services to new and established businesses including social enterprises. Services include business information, advice, business workshops, support, and where appropriate, funding. They can put together a package of support specifically for your organisation, referring you to specialist teams where appropriate. This might include:</p> <ul style="list-style-type: none"> • Business health checks |

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| | | <ul style="list-style-type: none"> • Help with business plans • Access to grants and loans • Market research • Business workshops • Business adviser sessions, if appropriate • Information and advice on Europe and internationalisation |
| Community Enterprise | <p>Douglas Westwater 01506 862 492 douglas@communityenterprise.co.uk www.communityenterprise.co.uk</p> | Community Enterprise Limited offers consultancy services, support, development and training for social and community enterprises throughout the Lothians, the Forth Valley, and Fife. They also work with Social Investment Scotland to promote the SEED loan fund as a finance option for the social economy. |
| Communities Scotland | <p>Contact: Ruth Hutton 0131 479 8860 Ruth.Hutton@communitiesscotland.gsi.gov.uk www.communitiesscotland.gov.uk</p> | The Scottish Executive agency responsible for implementing regeneration, social inclusion and housing policy. Various funding and investment programmes, including Futurebuilders Scotland. |
| Graduates For Growth | <p>Lorna Pellet (Project Director) Lorna.pellet@graduatesforgrowth.co.uk Tel: 0845 291 3306 Mobile: 07815058719</p> | Graduates for Growth are a graduate recruitment agency aiming to place graduates in employment to retain skilled graduate talent in Scotland. They offer a fully comprehensive service of advice, support and recruitment to the SME sector. If you would like to explore your current and future Skill Needs, they will visit your business to discuss and advise the skills you will require to facilitate your growth. |
| Midlothian & East Lothian Chamber of Commerce | 0131 654 1234 | Midlothian & East Lothian Chamber of Commerce offers the following |

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| | info@met.org.uk www.melcc.org.uk/ | <p>additional services to social enterprises:</p> <ul style="list-style-type: none"> • Discounted membership of Midlothian Chamber of Commerce • Advice on environmental issues through the Business Environment Partnership • Student and graduate work placements • Access to free training on business topics, for example finance, recruitment, staff management and book-keeping |
| Midlothian Voluntary Action (MVA) | <p>Dr Lesley Kelly 0131 663 9471 lesley.kelly@mvacvs.org.uk www.mvacvs.org.uk</p> | <p>Midlothian Voluntary Action is the umbrella body for voluntary and community organisations in Midlothian. They provide a range of support to aspiring and existing social enterprises including funding advice, information on legal structures and charity law, and information on a range of issues that impact on the voluntary sector. They also run an annual training programme which is free to Midlothian voluntary organisations.</p> <p>If you need support in developing a social enterprise, contact MVA and they will either help you themselves, or direct you on to other appropriate bodies.</p> |
| Senscot | <p>Contact: Pat Bowie or Colin Campbell Senscot 54 Manor Place Edinburgh EH3 7EH mail@senscot.net www.senscot.net</p> | <p>Senscot aims to build independent social enterprise networks throughout Scotland, provides electronic news updates relevant to the social economy, and brokers relationships between experienced and aspiring social entrepreneurs.</p> |

For further details of support services and SEAM partners, please visit the SEAM website – www.seamidlothian.co.uk

Reference Materials

Housing Land Audit (2007) – Appendix 1

Housing Plans and Economic Plans(provided by Midlothian Council) – Appendix 2

- Sites marked in red are all known sites which have been submitted through the adopted Midlothian Local Plan. Sites marked in blue have been recorded from the new Finalised Midlothian Local Plan (but is still waiting for the public enquiry report due at the end of April 08).

Midlothian Finalised Local Plan (Deposit Version)

Final Midlothian Economic Development Framework 2007 (Midlothian Council and Scottish Enterprise)

Incorporating Public Transport Newsletter (Midlothian Council)

Midlothian Economic Development Framework 2007 (Midlothian Council)

Local Housing Strategy, Analysis of Affordability in Midlothian (Midlothian Council)

Socio-Demographic Profile of Midlothian 2005 and 2007 (Community Planning Midlothian)

UK Operations and Integration, Ian Sutcliffe, Taylor Wimpey plc (presentation available on Taylor Wimpey website)

Scottish Household Survey using the 1999 to 2006 data

Transport Directorate - Analytical Services, Scottish Government
(transtat@scotland.gsi.gov.uk)