



City of Edinburgh Council
Corstorphine Connections Research
- Wave 2
November 2023



Corstorphine
Connections



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progressive

In March 2021 City of Edinburgh Council (CEC) launched its City Mobility Plan (CMP) with the objective of developing the city's transport system to make it safer, more inclusive and more sustainable. The CMP is a key element of the Council's commitment to achieve net zero by 2030.

One of the core elements of the plan is to 'reduce car dependency, promote active travel and increase the quality of public spaces'. Low Traffic Neighbourhood (LTN) schemes were proposed as part of the strategy to deliver on this objective.

Leith and Corstorphine were identified in August 2021 as appropriate areas to pilot the LTN proposals.



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Within Corstorphine, CEC, along with project partners Sustrans and Aecom, has initiated a trial LTN to remove and reduce non-residential through traffic from the local area and improve local streets for walking, cycling, wheeling and spending time in. The first phase of measures under the Corstorphine Connections project was implemented in summer 2023.

The impact of the Corstorphine Connections project is being measured and monitored in a variety of ways. A key component is surveys with Corstorphine residents and users of local shops and businesses to assess views on the infrastructure developments and the LTN.

This report outlines the findings from the second wave of this research. Interviews were conducted in October 2023, five months after the introduction of the first phase of measures. In this report, findings are compared to baseline data gathered in summer 2022.

Research objectives

Residents Survey

- To determine the frequency and types of transport used within the local area
- To assess how much of a problem motor vehicle traffic, noise and pollution are perceived to be in the local area and which streets are most affected
- To assess how much of a problem crime and anti-social behaviour are perceived to be in the local area and which streets are most affected
- To explore attitudes towards walking and cycling in the area, in terms of ease, safety and how pleasant it is to travel actively
- To identify opinions on the key issues which make walking and cycling difficult, unsafe or unpleasant in Corstorphine
- To determine attitudes towards the safety of children walking and cycling independently to school, and the issues which drive any negative perceptions
- To determine the overall level of support or opposition for measures introduced in phase 1 of the Corstorphine Connections project
- To gauge opinions of individual measures introduced, such as wider footways, seating, planting and changes to traffic movements

Shops and Business Users Survey

- To determine key aspects of the journey and visit purpose to Corstorphine, including where travelled from, main destination, mode of transport, length of visit, shops/businesses visited and spend
- To assess whether these aspects of visits to Corstorphine have changed since the baseline survey

Method

- Consistent with the first wave of research, the data in wave 2 was collected using face-to-face CAPI interviews (computer aided personal interviewing). Interviewers worked in specified streets in Corstorphine, including Corstorphine High Street, St Johns Road, Manse Street, Saughton Road North and Lampacre Road.
- Loose quotas were set on sample selection to ensure a good spread of respondents in terms of age and gender.
- Within these quotas, respondents were selected randomly and asked a series of screening questions to determine whether they fitted the criteria to take part in the surveys.
 - Residents – all respondents had to live within Corstorphine LTN area as defined by postcode
 - Shops and business users – all respondents had to be visiting a shop, café, restaurant, hairdresser, pharmacy or other local business in the Corstorphine area. Those in the area for work/education, visiting friends/relatives, passing through, attending a medical appointment or visiting for exercise were excluded.
- The Wave 2 fieldwork was completed between 16th October and 2nd November 2023. Wave 1 interviews took place between 25th March and 7th July 2022.
- Sample sizes in each wave were:
 - Wave 1 - 302 residents and 166 shops and business users*
 - Wave 2 - 302 residents and 313 shops and business users
- The sample of 302 residents provides data with a margin of error of between +/- 1.1% and +/- 5.5% at the 95% confidence interval (market research industry standard). The Wave 1 sample of shops/business users of 166 provides data with a margin of error of between +/- 1.5% and +/- 7.5%, while the wave 2 sample of 313 provides data with a margin of error of between +/- 1.1% and +/- 5.5%.

*For this report, we have included data only for shops/business users who started their journey in the Edinburgh area. This is because the Wave 1 sample had a higher proportion of people who started their journey outside of Edinburgh than in Wave 2. To ensure comparability of findings, we have focussed the shops/business users analysis on people who had travelled to Corstorphine from the Edinburgh area.

Data Analysis

Only **statistically significant** differences are reported. All differences are significant at 95% confidence level, unless noted otherwise.

Where base sizes are low a caution sign is shown. ⚠️
These results must be read with caution

Where figures do not add to 100% this is due to multi-coded responses or rounding

For ease of reading, figures of 1% or 2% are not shown on some charts.

Sub-samples used in analysis



- Data for sub-samples are included in this report. These sub-samples and the base sizes for each are shown below.
- It should be noted that base sizes for routed questions will be lower.

Gender	Residents		Shops/business users	
	Wave 1	Wave 2	Wave 1	Wave 2
Man (incl. trans man)	141	139	167	143
Woman (incl. trans woman)	160	163	152	170

Age	Residents		Shops/business users	
	Wave 1	Wave 2	Wave 1	Wave 2
16-34	81	83	98	91
35-54	113	96	136	121
55+	106	123	85	101

Disability or health condition	Residents		Shops/business users	
	Wave 1	Wave 2	Wave 1	Wave 2
Have a disability/health condition	36	54	42	37
Do not have a disability/health condition	265	245	277	273

Parent of child/ren under 16	Residents	
	Wave 1	Wave 2
Parent	71	56
Not a parent	228	246

Cycling	Residents	
	Wave 1	Wave 2
Cycle in local area	49	50
Never cycle in local area	253	252

Any findings with a low base size will be marked with this symbol. These data should be read with caution.

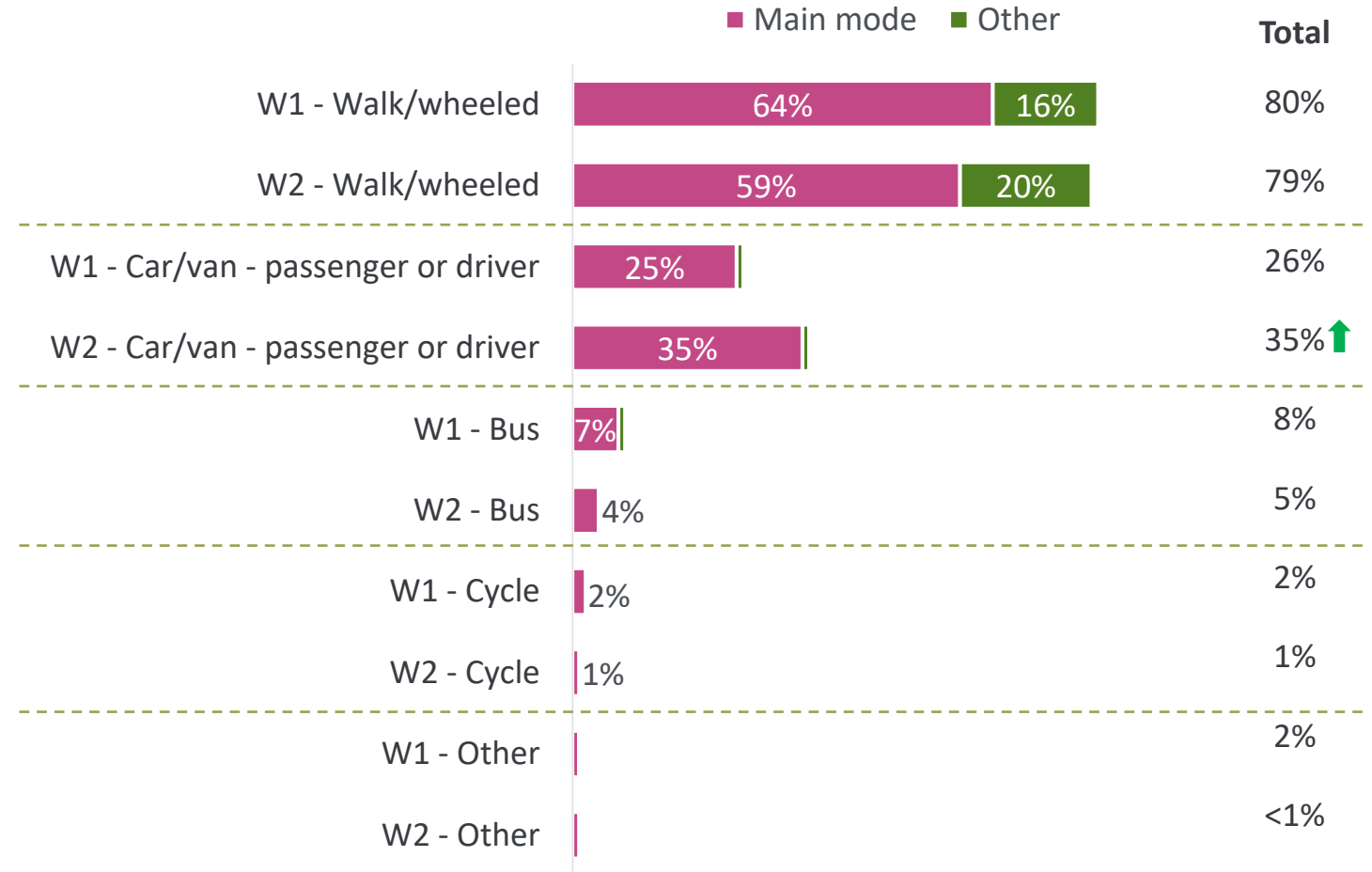
A vertical olive-green bar is positioned to the left of the text.

Residents survey - key findings

Residents Transport

- When asked how they had travelled to the area where they were interviewed in Corstorphine, four in five respondents reported that they had walked, either for the whole journey (59%) or for part of the journey (20%). The proportion of residents walking at the time of interview was consistent between Wave 1 and Wave 2.
- More than a third (35%) had travelled by car/van, which is an increase in car travel compared to Wave 1 (26%).
- Only a small minority of respondents had travelled by bus (5%) or cycled (1%) at the time of interview.
- Those aged 16-34 were more likely to report that they walked/wheeled all or part of their journey (90%) than those aged 35-54 (71%). Those aged 35-54 years old were more likely to have travelled by car (48%), compared to 16-34s (20%) and 55+ (33%).
- People with a health condition or disability were more likely to report that they were a passenger in a car (20%) than people with no health condition or disability (7%).

Method of transport today



Q17: How did you travel to get here today? Firstly, what was your main mode of transport? i.e. the method you used for the longest part of your journey; Q18. And what other modes of transport did you use to get here today?

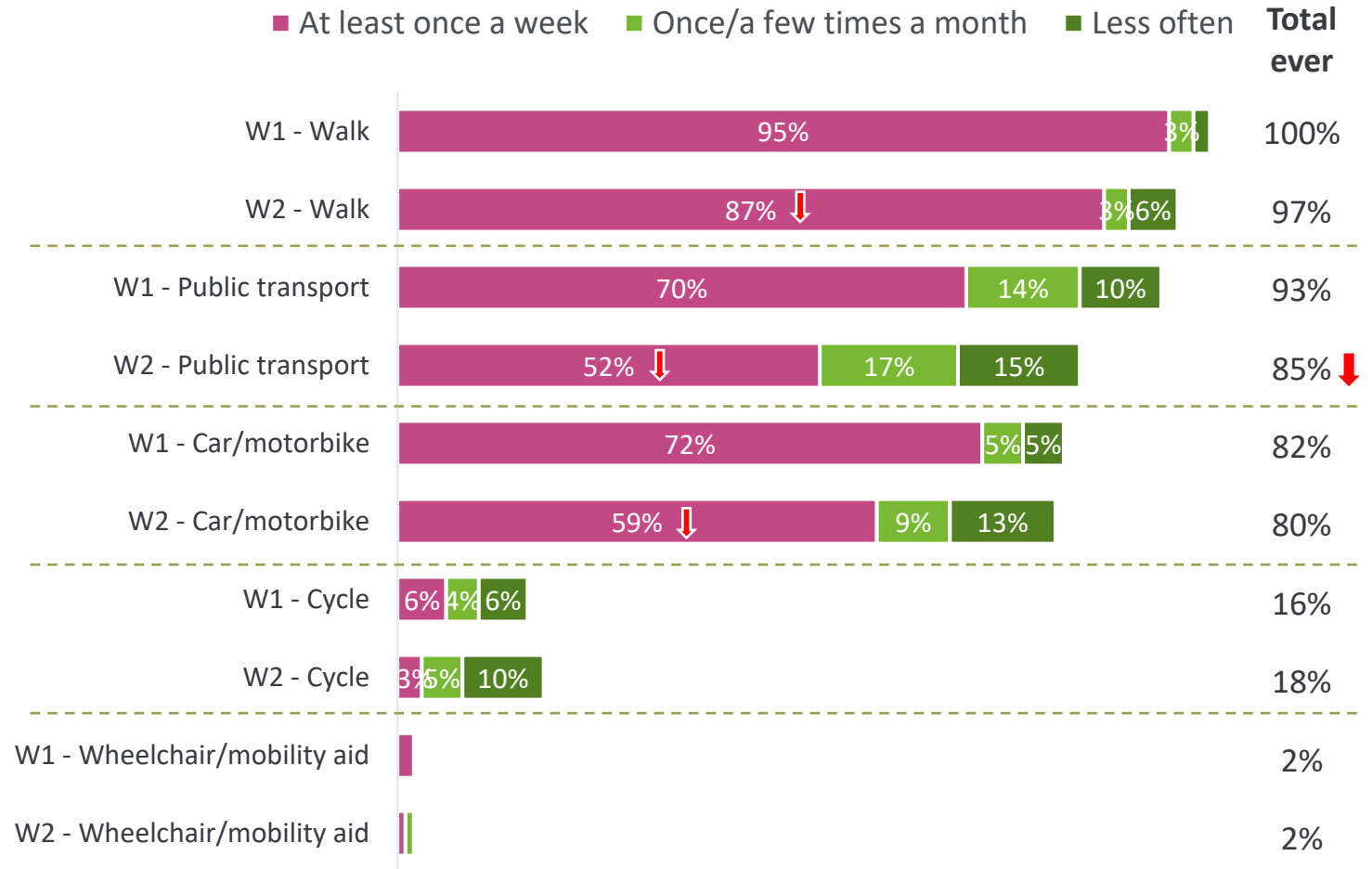
Base (all): W1 250; W2 302

Residents Transport

- As well as asking respondents about the mode of transport of the day of interview, they were also asked how frequently they use each mode in the local area.
- Again, participation in active travel was evident, with the large majority reporting that they walk at least once a week in the local area. Almost one fifth (18%) also reported that they cycle, with 3% doing so at least weekly. The overall proportion walking and cycling is very similar to Wave 1; however, the proportion walking at least once a week has decreased. This decrease may be a result of the different time of year when the research was conducted in Wave 2 (October) compared to Wave 1 (April – July).
- Although the majority (85%) also use public transport, the proportion citing this mode was lower than in Wave 1 (93%).
- Travel by car/motorbike was mentioned by eight in ten of respondents (80%) as a way of getting around the local area, with 59% using this mode at least weekly – a decrease compared to Wave 1.
- Men (12%) were more likely than women (3%) to cycle in the local area at least once a month. The 16-34 age group were also more likely to ever cycle (33%) than those aged 35-54 (21%)* or 55+ (2%).
- Younger respondents were also more likely to regularly use public transport – 63% of 16-34s use it weekly, compared to 45% of those aged 35-54 years.
- Respondents aged 16-34 and 55+ were, however, less likely to travel by car – only 48% of under 35s and 49% of those aged 55+ travelled by car weekly in the Corstorphine area, compared to 75% of those aged 35-54.



Frequency of using transport in local area



Q1: How often do you normally use the following ways of getting around the local area?

Base (all): W1 302; W2 302

*Significant at 90% level

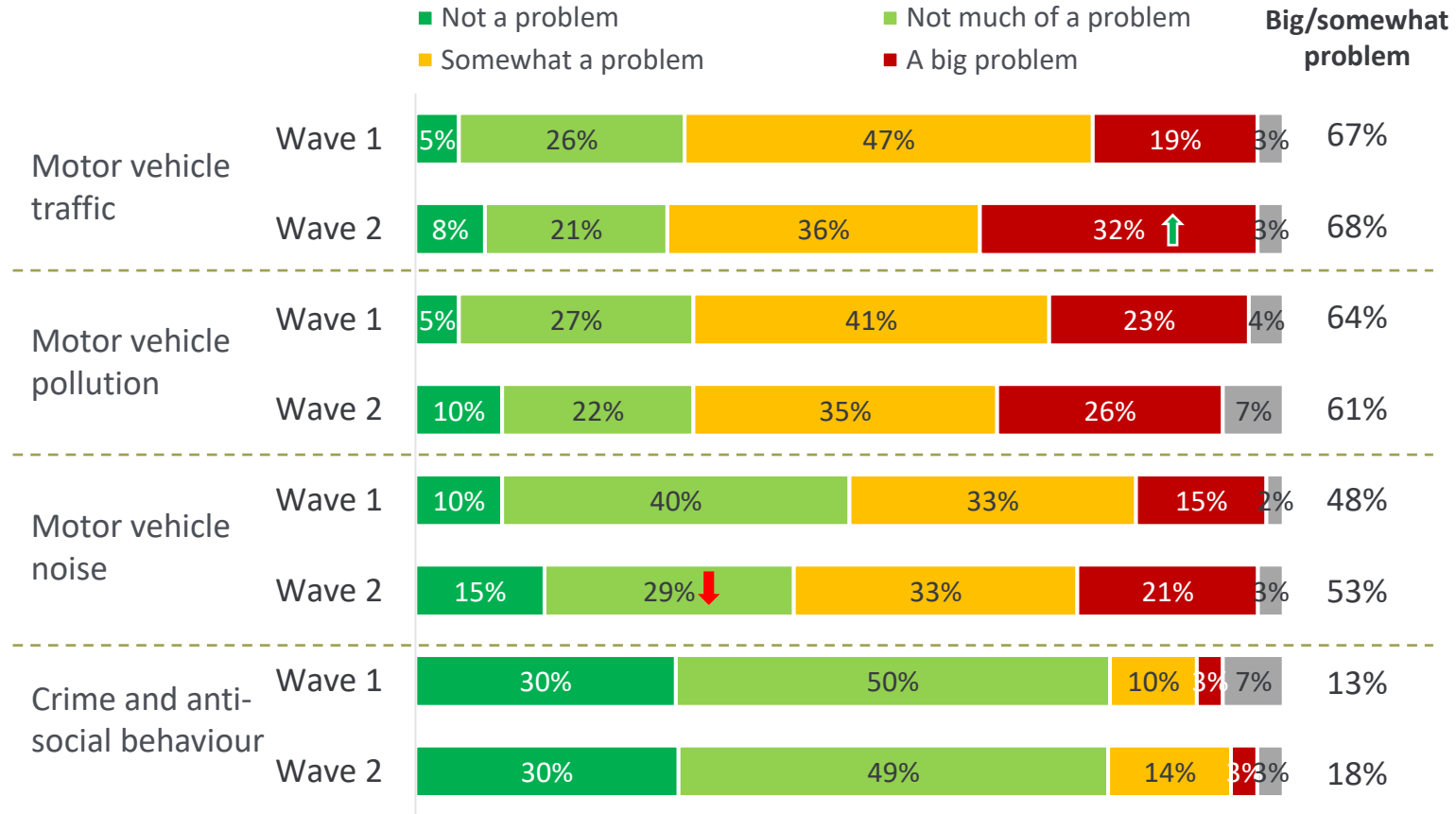
Residents

Neighbourhood issues

- Respondents were asked to provide an opinion on the degree to which a number of issues are a problem in the Corstorphine area.
- Motor vehicle traffic generally and pollution specifically were the most likely to be described as a problem. Two thirds of respondents considered traffic to be a problem, with almost a third saying it is a big problem in the area. This is an increase in the perception of traffic being a big problem since Wave 1.
- Similarly, 61% described motor vehicle pollution as a problem, with 26% saying it is a big problem. The perception that motor vehicle pollution is a problem in Corstorphine was consistent between waves 1 and 2.
- Around half of the residents interviewed (53%) also considered motor vehicle noise to be a problem with a fifth (21%) saying it is a big problem. This overall proportion is consistent with Wave 1.
- Crime and anti-social behaviour was less likely to be a concern, although almost one in five of respondents overall (18%) described this as a big/somewhat of a problem in Corstorphine. This proportion is broadly similar to Wave 1.



How much of a problem are the following in this neighbourhood?



Q2: In your opinion, how much of a problem is each of the following in this neighbourhood?

Base (all): W1 302; W2 302

Neighbourhood issues

Sub-sample analysis



- Perceptions of motor vehicle traffic, pollution and noise were generally fairly consistent across the profile of the sample, although people aged 35-54 tended to be more likely than those aged 16-34 or 55+ to consider motor vehicle traffic, pollution and noise to be a big problem.
 - Motor vehicle traffic – 41% of 35-54 year olds said it is a big problem vs 26% of 16-34s and 28% 55+*
 - Motor vehicle pollution – 34% of 35-54 year olds said it is a big problem vs 17% 55+
 - Motor vehicle noise – 28% of 35-54 year olds said it is a big problem vs 17% of 16-34s* and 16% 55+
- Interestingly, people with a disability/health problem were less likely to describe noise (38%) and pollution (47%*) as a problem than people without a disability/health condition (57% and 63% respectively).
- Attitudes to crime and antisocial behaviour were generally consistent, although women (6%) were more likely than men (1%) to see it as a big problem.

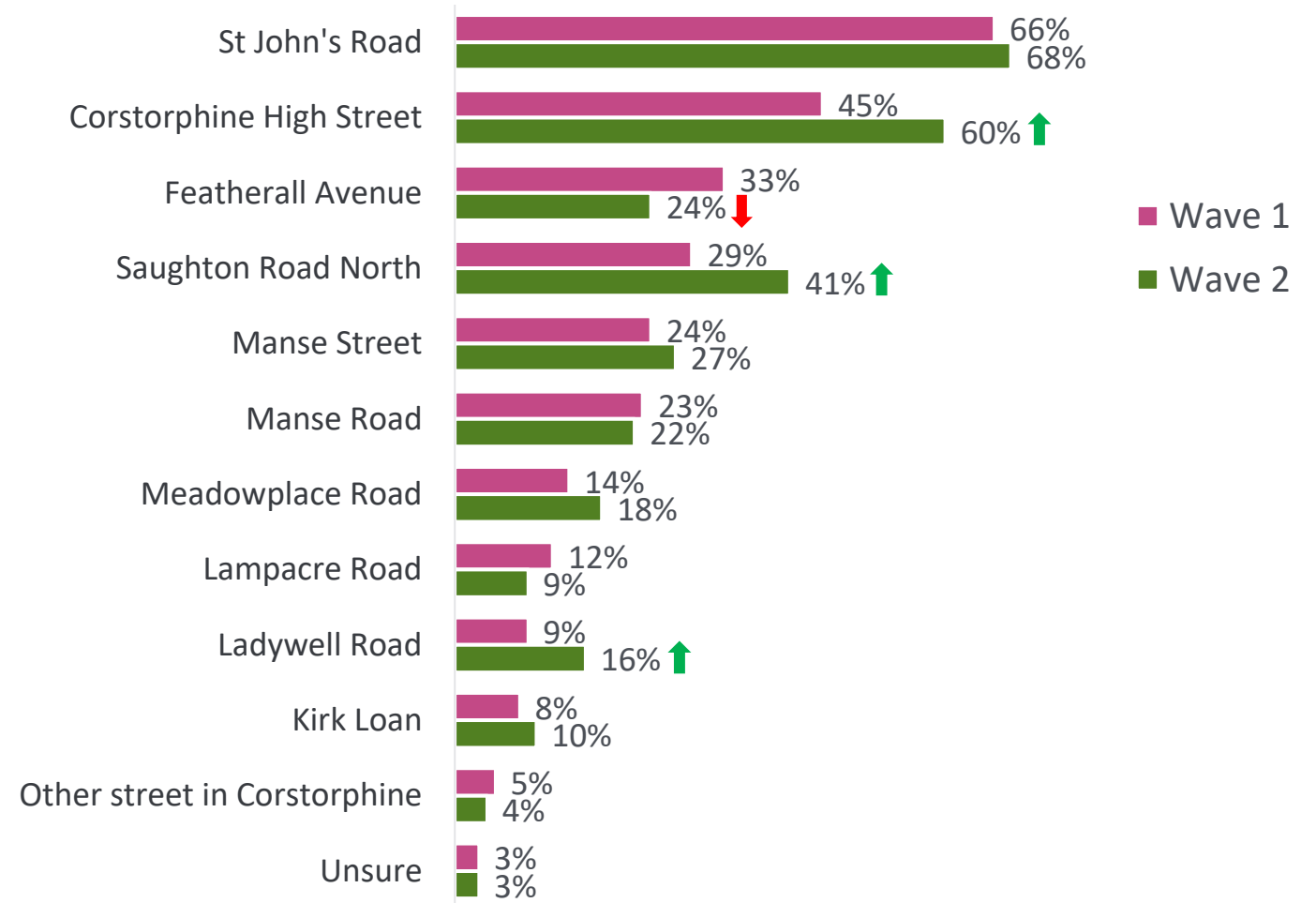
*Some differences only significant at 90% level

Residents

Neighbourhood issues

- Respondents who perceived motor vehicle traffic, pollution or noise as a problem were asked which streets in the local area were most affected.
- A wide range of streets were mentioned by respondents; however, as we saw in Wave 1, St John's Road was a particular concern for two thirds of those who considered traffic, pollution or noise to be a problem.
- Corstorphine High Street was also mentioned by three fifths, and this street has seen an increase compared to Wave 1 (45%). There has also been a notable increase in the proportion who felt that Saughton Road North was a road affected by traffic, pollution and noise (from 29% in Wave 1 to 41% in Wave 2).
- Almost a quarter of concerned respondents (24%) cited Featherhall Avenue; however, fewer mentioned this area this wave than in Wave 1 (33%).

Streets where motor vehicle traffic, pollution and noise is perceived to be a problem



Q3a: On which local streets in this area do think motor vehicle traffic, pollution or noise is a problem?

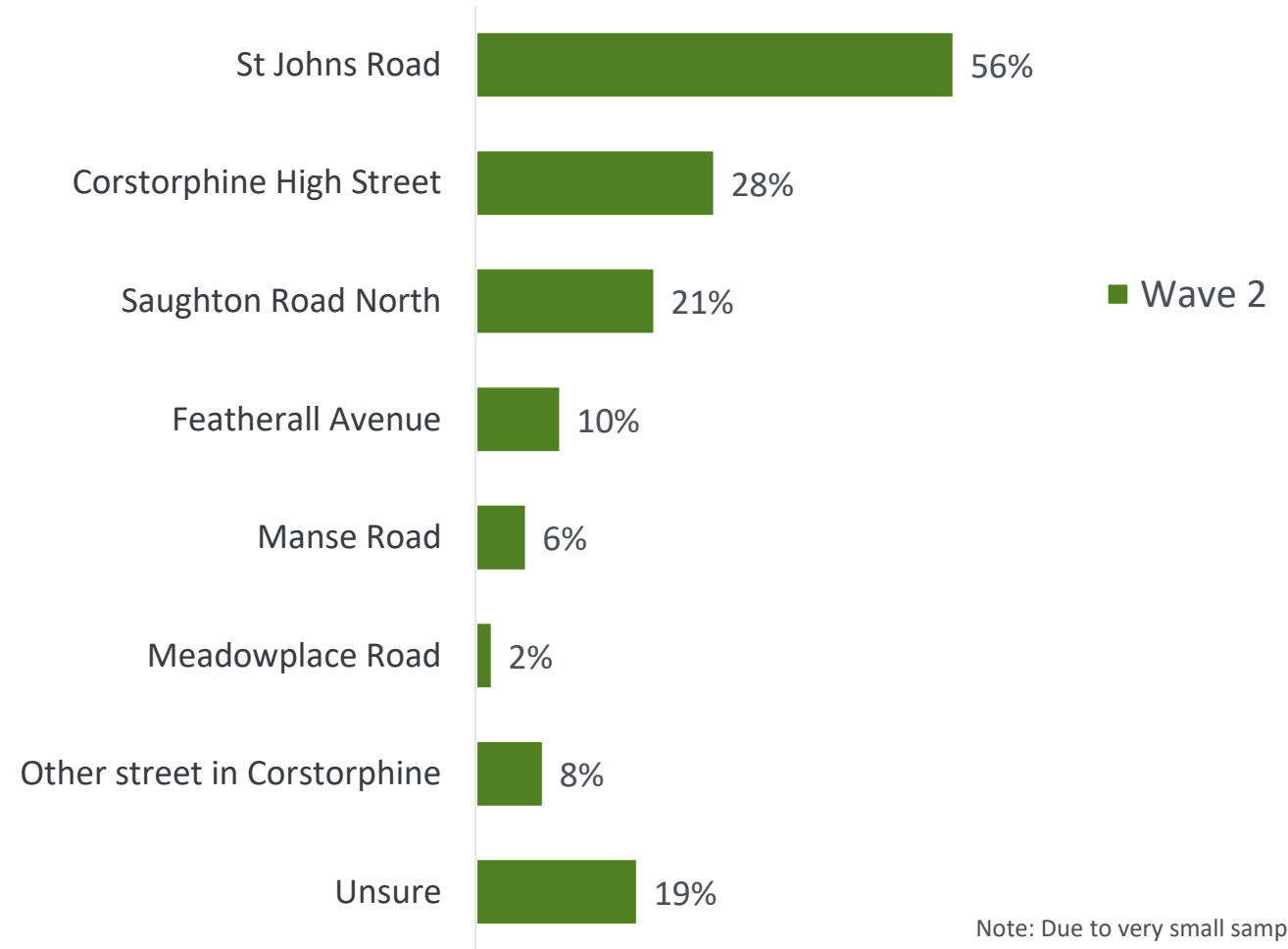
Base (those who perceived a problem): W1 217; W2 208

Residents

Neighbourhood issues

- The minority of respondents who considered crime and anti-social behaviour to be a problem in Corstorphine were asked to identify the streets which they considered to be of most concern.
- The key area where crime and anti-social was felt to be occurring was St John's Road – over half (56%) of those concerned identified this street.
- Some respondents also cited Corstorphine High Street (28%) and Saughton Road North (21%) as areas with a problem with crime and anti-social behaviour.

Streets where crime and anti-social behaviour is perceived to be a problem



Q3b: On which local streets in this area do think crime and antisocial behaviour is a problem?

Note: Due to very small samples, comparisons to Wave 1 are not shown

Base (those who perceived a problem): W2 52



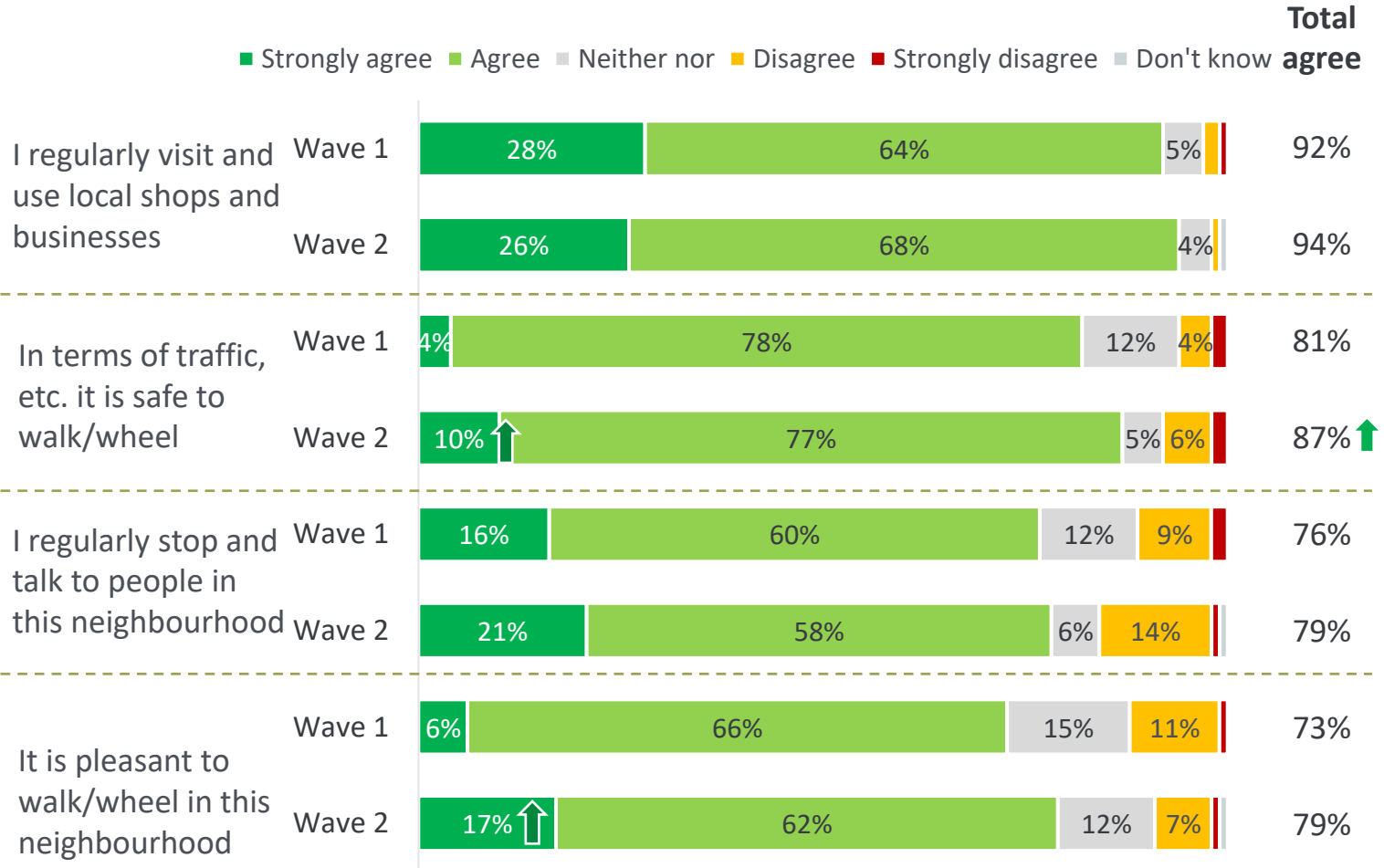
Residents

Walking in Corstorphine

- Respondents were asked the extent to which they agreed or disagreed with a series of statements about walking/wheeling in the local area of Corstorphine.
- Many findings this wave were similar to Wave 1. For example, the vast majority of respondents (94%) agreed that they regularly visit local shops and businesses, while almost four in five (79%) agreed that they regularly stop and talk to people in the neighbourhood and feel that it is pleasant to walk/wheel. There has been an increase in the proportion agreeing strongly that walking/wheeling is pleasant.
- There were also improvements in strong and overall agreement that, in terms of traffic, it's safe to walk/wheel, perhaps indicating an early positive impact of the LTN measures.

*Significant at 90% level

Attitudes towards walking/wheeling in the area



Q4: How much would you agree or disagree with the following statements about *walking/wheeling* in this neighbourhood?

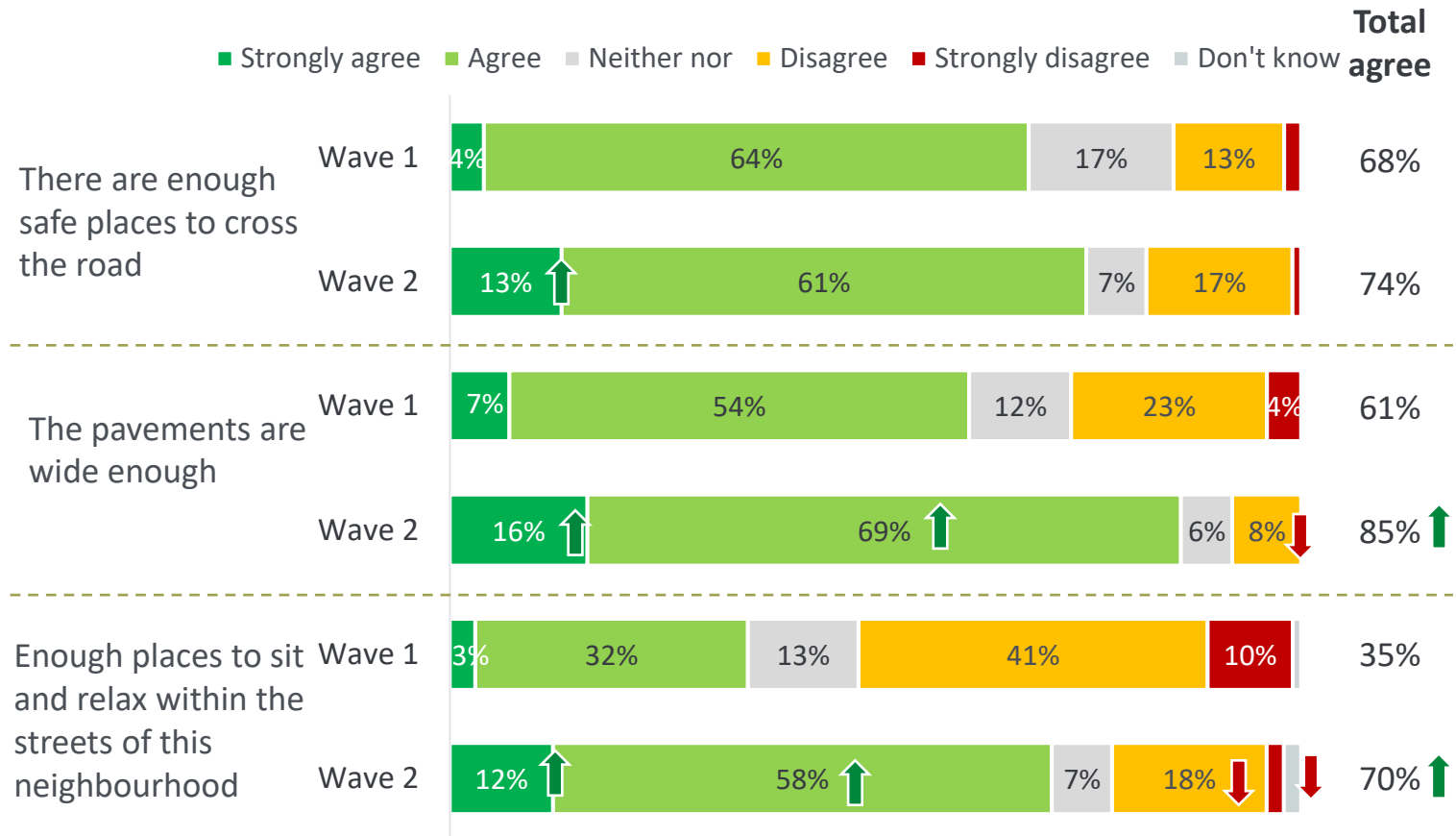
Base (all): W1 302; W2 302

Residents

Walking in Corstorphine

- As was noted in the baseline wave, respondents were also generally positive about pavements, roads and having enough places to sit within Corstorphine; however, in Wave 2 there have been some significant increases in agreement with the statements.
- Both strong agreement (16%) and overall agreement (85%) that the pavements are wide enough increased between Waves 1 and 2, whilst the proportion agreeing that there are enough places to sit and relax in the neighbourhood doubled from 35% in Wave 1 to 70% in Wave 2. Strong agreement with this statement also increased from 3% in Wave 1 to 12% in Wave 2.
- Whilst overall agreement that there are enough safe places to cross the road was similar between Waves 1 and 2 (the increase is not statistically significant), there has been an increase in the proportion of residents strongly agreeing with this statement.

Attitudes towards walking/wheeling in the area



Q4: How much would you agree or disagree with the following statements about walking/wheeling in this neighbourhood?

Base (all): W1 302; W2 302

Attitudes towards walking/wheeling in Corstorphine



Sub-sample analysis

- Many of these findings were consistent across the profile of the sample; however, older respondents were more likely to agree that they regularly stop and talk to people (92% of 55+, vs 74% of 35-54s and 68% of under 35s).
- The younger age group was the least likely to strongly agree that they regularly visit local shops and businesses (14% of under 35s, vs 27% of 35-54s* and 34% 55+).
- Younger respondents aged 16-34 (94%) were more likely to agree that the pavements are wide enough than those aged 35-54 (79%) or 55+ (85%*). Respondents with a disability/health condition were also more likely to disagree that pavements are wide enough (18%) than people without a disability/health condition (6%).
- Younger respondents were also more likely to agree that there are enough safe places to cross the road (82%) than those aged 35-54 (66%) or 55+ (78%*).
- Views on whether there are enough places to sit and relax in Corstorphine were generally consistent, although men (17%) were more likely than women (8%) to agree strongly.

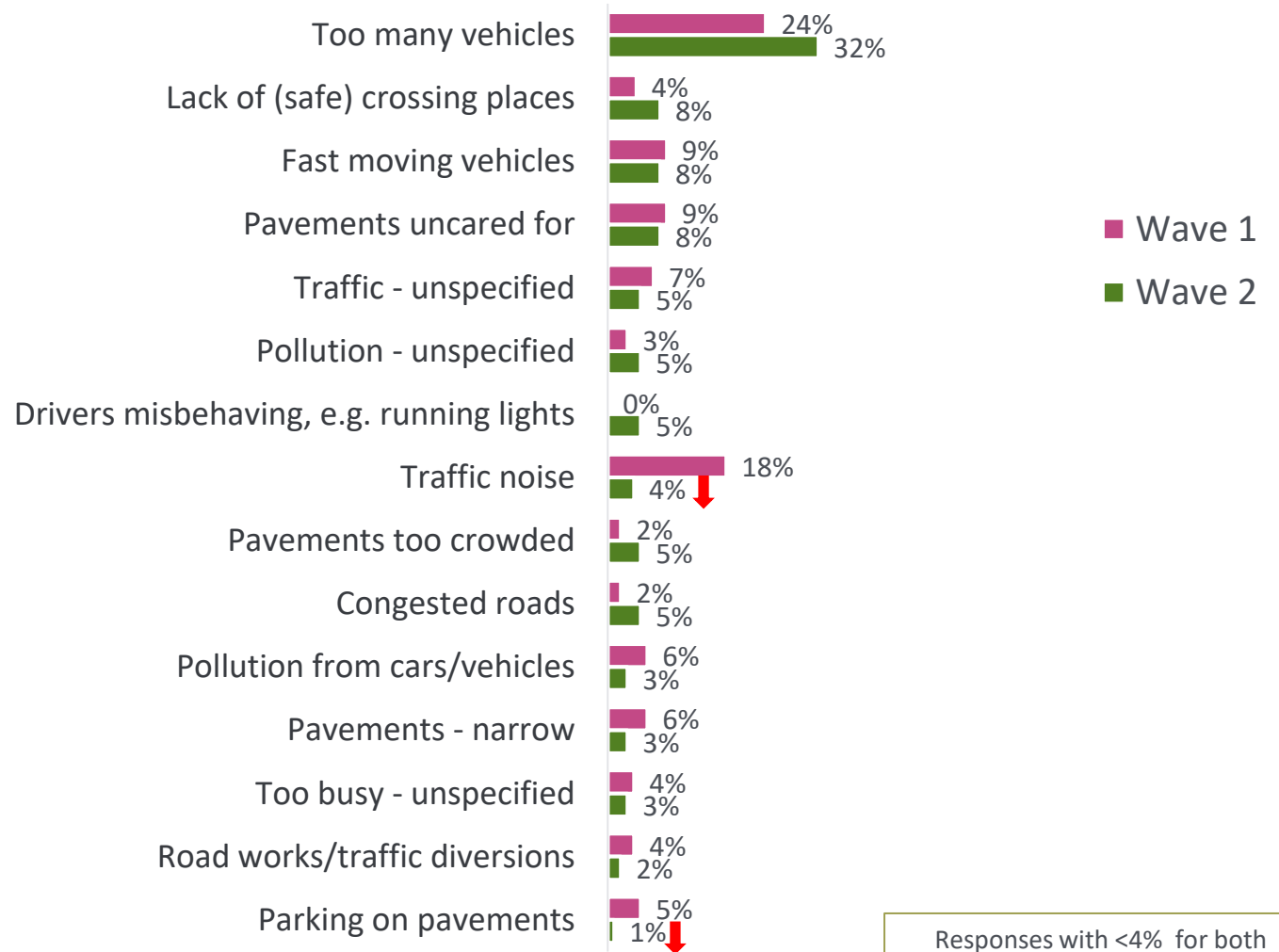
Residents

Walking in Corstorphine

- Respondents who disagreed with any of the statements about walking in Corstorphine were asked to state what they saw as the biggest problem for people who want to walk/wheel in the neighbourhood.
- As was evident in Wave 1, a wide variety of responses were received, with traffic and roadworks/infrastructure issues being the main themes.
 - **Traffic issues (52%)** – too many vehicles (32%), traffic noise (4%), fast moving vehicles (8%), traffic generally (5%), pollution from vehicles (3%)
 - **Roadworks/infrastructure (23%)** – pavements uncared for (8%), narrow pavements (3%), lack of safe crossing places (8%), road works/diversions (2%).
- The pattern of response across these issues was broadly consistent between Wave 1 and Wave 2, although there were decreases in the proportions mentioning traffic noise and parking on pavements.



Biggest problems for people walking/wheeling in area



Responses with <4% for both waves are not shown

Q5: What would you say is the biggest problem for people who want to walk/wheel in this neighbourhood? (open ended)

Base (all who disagreed with statements): W1 190; W2 117

Biggest problems for people walking

Verbatim quotes

The noise and fumes are so dangerous.

Male, 25-34

The pollution from the cars that all go on the main roads.

Female, 25-34

We need more time at the crossings to get over. I have a friend who is slow on her feet and it's a struggle to get over in time.

Female, 55-64

Beggars and crime have increased. I won't walk in evenings.

Female, 45-54

Traffic is too heavy and dangerous.

Male, 45-54

Level of traffic and narrow pavements. Crossing left into Kirk Loan is a major hazard.

Male, 55-64

It's busy with people and cars, always non-stop traffic.

Male, 25-34

Increased traffic, speed of traffic, bikes and scooters on pavement. Electric scooters go way too fast.

Male, 65+

The place is nose to tail with traffic and angry drivers because of congestion.

Female, 45-54

I don't think there is a problem. It has been overkill with the solution. People need cars for work, especially when they have a lot to carry. My partner is having a terrible time as he is a delivery driver and can't get close enough to anywhere. He's trying to find a new job. It's really stressing him.

Female, 16-24

State of the pavements and roads, particularly for wheelchair users and cyclists.

Female, 55-64

Cars parking on red lines, parking on pavement. All the changes have just made the other roads busier and faster.

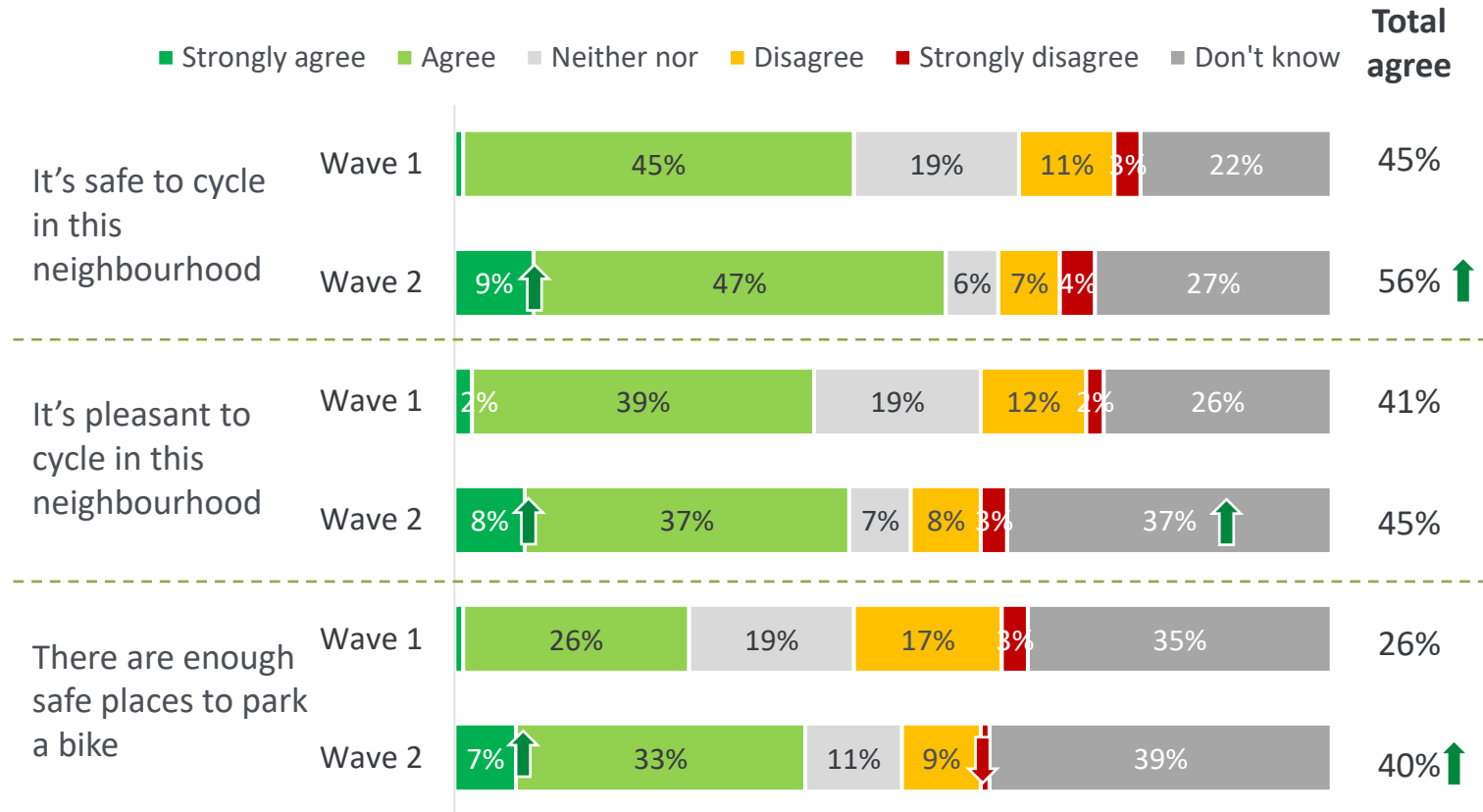
Female, 55-64

Residents

Cycling in Corstorphine

- Respondents were also asked to comment on various aspects of cycling in Corstorphine. For these statements, a significant proportion of respondents felt unable to comment; therefore, the responses based only on the sample of people who cycle can be found on slide 22.
- Amongst those who did comment, the Wave 2 findings suggest improvements in opinions. There were significant increases in strong agreement that it is safe (9%) and pleasant (8%) to cycle in Corstorphine, as well as an increase in overall agreement that cycling in Corstorphine is safe (from 45% to 56% in Wave 2).
- There has also been a significant increase in overall agreement that there are enough safe places to park a bike since Wave 1, with 40% of respondents agreeing overall and 7% agreeing strongly. There was also a corresponding decrease in the proportion disagreeing with this sentiment (from 20% in Wave 1 to 10% in Wave 2).

Attitudes towards cycling in the area



Q6: And how much would you agree or disagree with the following statements about *cycling* in this neighbourhood?

Base (all): W1 302; W2 302

Attitudes towards cycling in Corstorphine

Sub-sample analysis



- Women and respondents aged 55+ were more likely than men and younger age groups to respond 'don't know' to this question, reflecting lower levels of cycling in these groups.
- The younger age group (16-34) had more positive attitudes to cycling than respondents aged 34-55 and 55+, with higher levels of agreement that cycling is safe (78% vs 53% of 35-54 and 53% of 55+) and pleasant (60% vs 44% of 35-54 and 35% of 55+). The older age groups were more likely to respond 'don't know' to these statements than the 16-34 year olds.
- Men (47%) were more likely than women (34%) to agree that there are enough safe places to park a bike in Corstorphine.

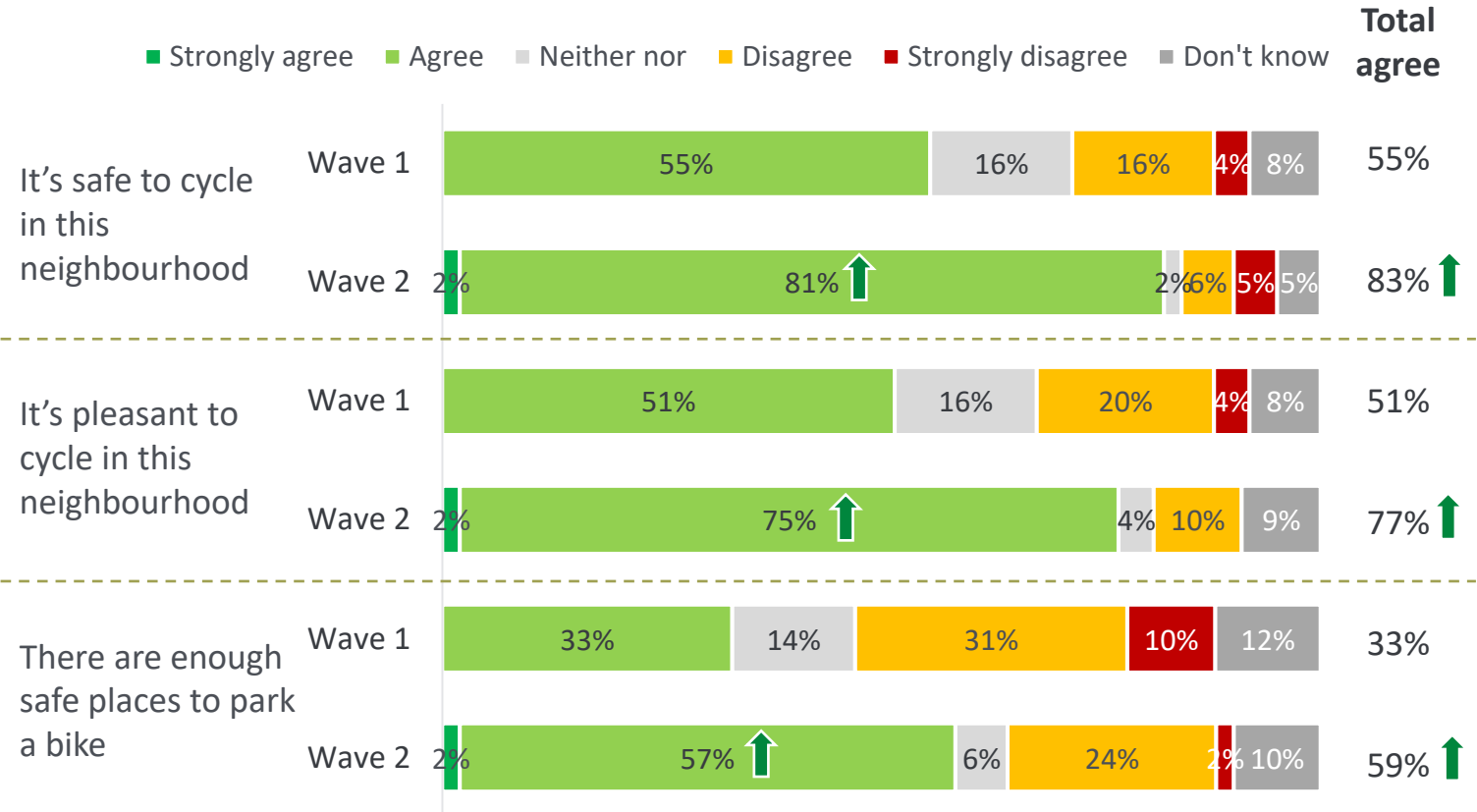
Residents

Cycling in Corstorphine

- Amongst respondents who reported that they ever cycle in the local area, fewer responded 'don't know' meaning that the proportions providing both positive and negative opinions were higher than for the total sample of residents.
- Although the sample sizes of cyclists were low for both waves of research, the Wave 2 data shows clear improvements in perceptions of cycling in Corstorphine. The majority agreed that it is both safe (83%) and pleasant (77%) to cycle locally, although the vast majority agreed rather than agreed strongly. The proportions agreeing with these statements have increased significantly compared to Wave 1.
- More than half (59%) also agreed that there are enough safe places to park a bike, another notable increase compared to Wave 1, when one third agreed with this statement. However, again, most agreed (57%) rather than agreed strongly (2%), and a significant minority (25%) disagreed.



Attitudes towards cycling in the area - People who cycle only



Q6: And how much would you agree or disagree with the following statements about *cycling* in this neighbourhood?

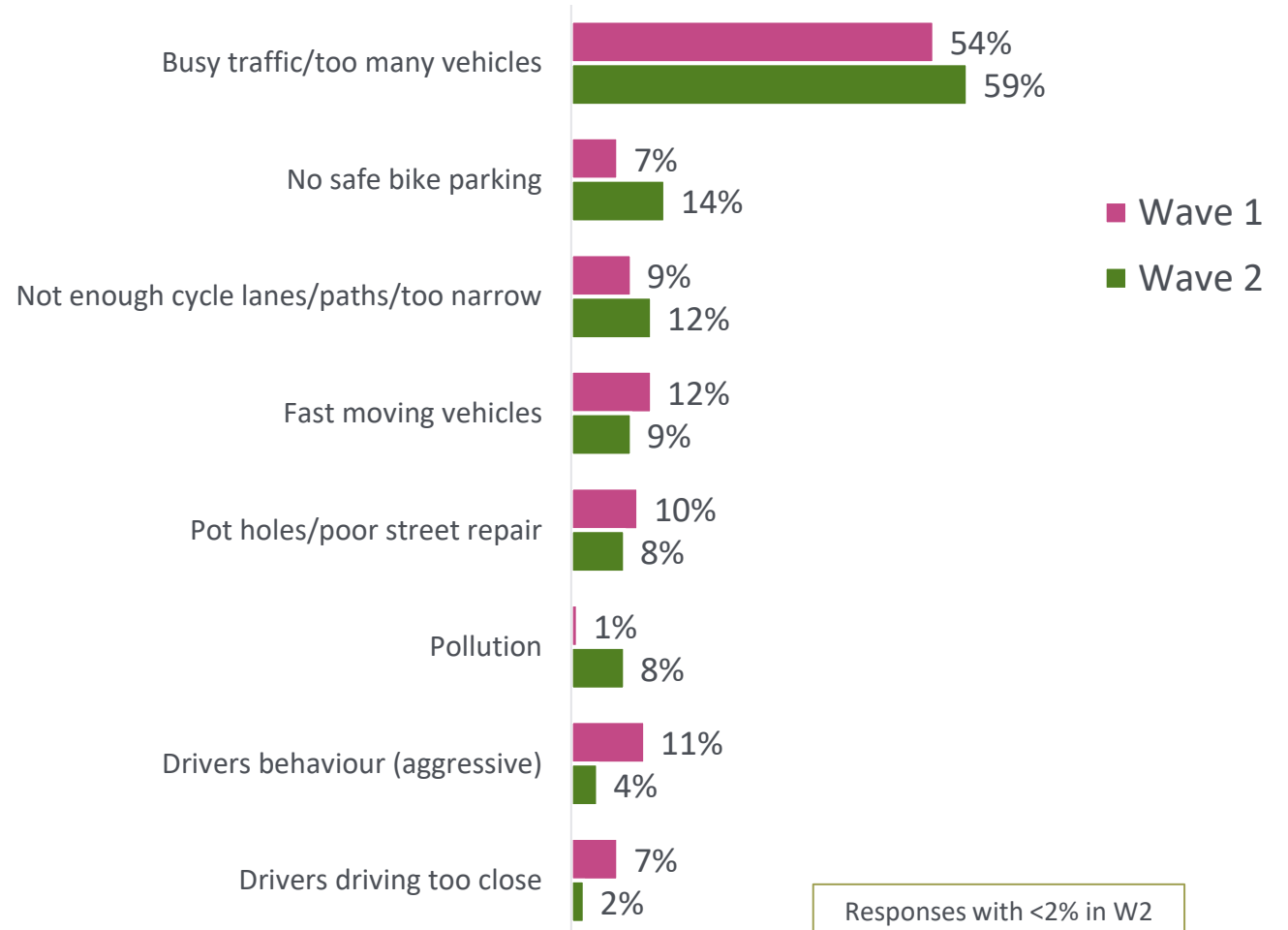
Base (cyclists only):
Wave 1 49; Wave 2 50

Residents

Cycling in Corstorphine

- Those respondents who disagreed with any of the statements about cycling were asked what they considered to be the biggest problems for people cycling in the area.
- The main themes in responses related to issues with the safety of cycling in Corstorphine, with many commenting on issues such as traffic and cycling infrastructure. These included:
 - **Issues with traffic (65%)** – busy traffic/too many vehicles (59%), fast moving vehicles (9%)
 - **Issues with cycling infrastructure (28%)** – no safe bike parking (14%), too few cycle lanes (12%), need a dedicated cycle path, not shared (2%), need for continuous cycle lanes, i.e. not going on and off pavements/roads (2%)
 - **Issues with drivers (6%)** – drivers' behaviour (aggressive) (4%), drivers driving too close (2%).

Biggest problems for people cycling in area



Q7: What would you say is the biggest problem for people who want to cycle in this neighbourhood? (open ended)

Base (all who disagreed with statements): W1 82; W2 50



Biggest problems for people cycling



Verbatim quotes

Road rage because of traffic jams.
Female, 16-24

The roads are too narrow and the speed of traffic. Most people cycle on pavement.
Female, 45-54

There's nowhere to keep bikes. It can be dangerous because of lots of traffic.
Female, 25-34

It's too busy, there are uneven roads and road markings are gone.
Female, 35-44

Most seem to cycle on pavement, so pedestrians are probably the biggest hazard! Speed and volume of traffic makes it impossible to cycle in road.
Male, 45-54

Fast cars and then during the day it's tailed back.
Male, 16-24

Bikes being stolen.
Male, 16-24

The fumes and too many cars on St John's Road.
Male, 25-34

It's busy and dangerous, there's not enough room.
Female, 65+

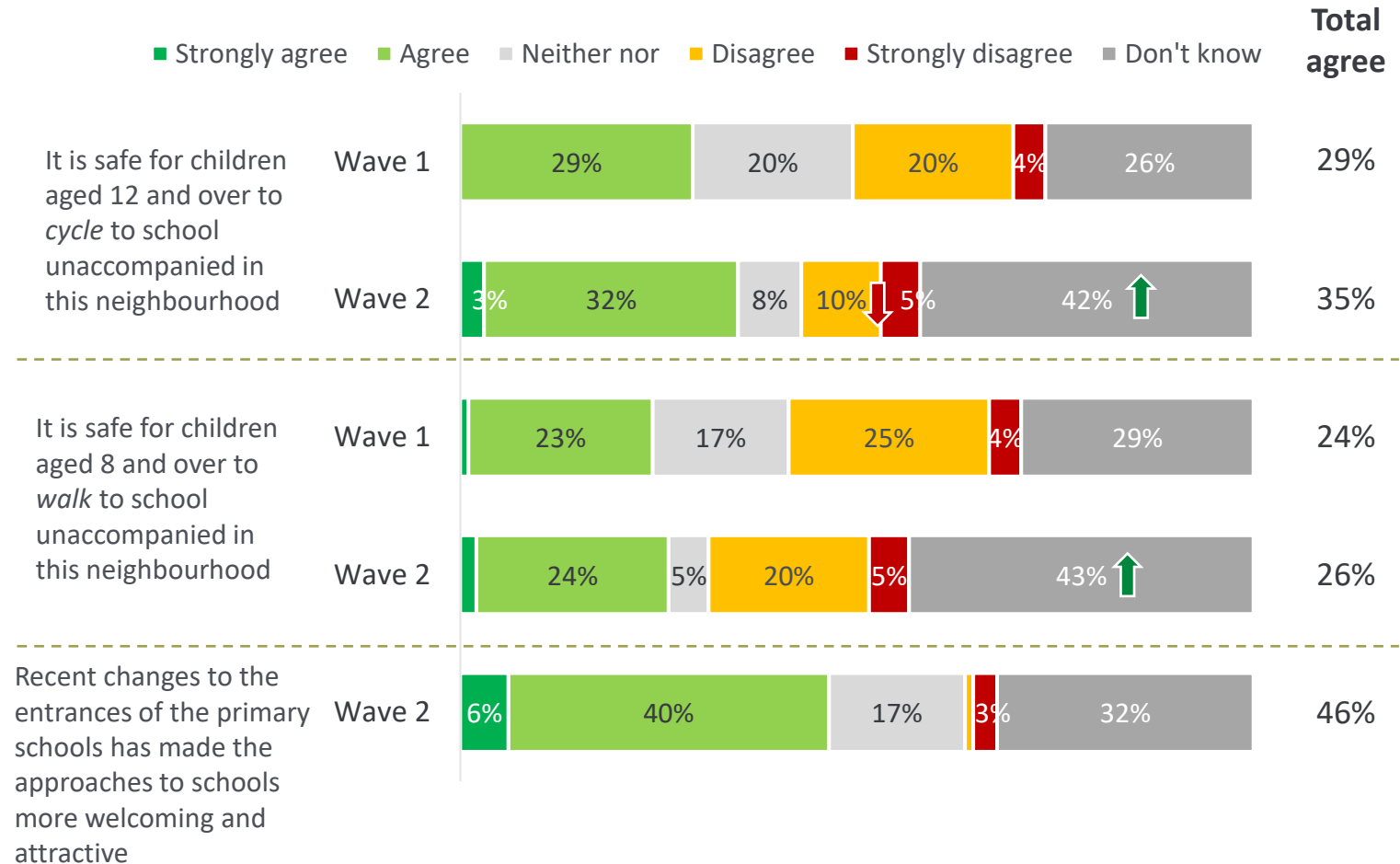
It's very dangerous because of the amount of congestion and crazy drivers.
Female, 35-44

Residents

Children walking/cycling

- Respondents were also asked to comment on how safe they felt the local neighbourhood is for children walking and cycling to school, as well as their views on recent changes to the entrances to primary schools.
- Overall agreement that it is safe in Corstorphine for children aged 8+ to walk and aged 12+ to cycle to school was broadly consistent between Wave 1 and Wave 2, although there were higher proportions stating 'don't know' for these statements in Wave 2.
- Just over one third of respondents (35%) agreed it is safe for children aged 12+ to cycle to school, while 15% disagreed. Opinion was more divided on the safety for children aged 8+ walking to school – 26% agreed and 25% disagreed.
- Respondents were generally positive about the recent changes to primary school entrances; almost half (46%) agreed that they have made the approaches to schools more welcoming, while only 4% disagreed.
- Variances in these findings across the profile of the sample were generally driven by parents being more likely to express an opinion and non-parents responding 'don't know'.
- Analysis has, therefore, also been conducted on the data for the sample of parents only, as shown on the following page.

Attitudes towards children travelling to and from school in the area



Q10: How much would you agree or disagree with the following statements about children travelling to and from school in this neighbourhood?

Base (all): W1 302; W2 302

Residents

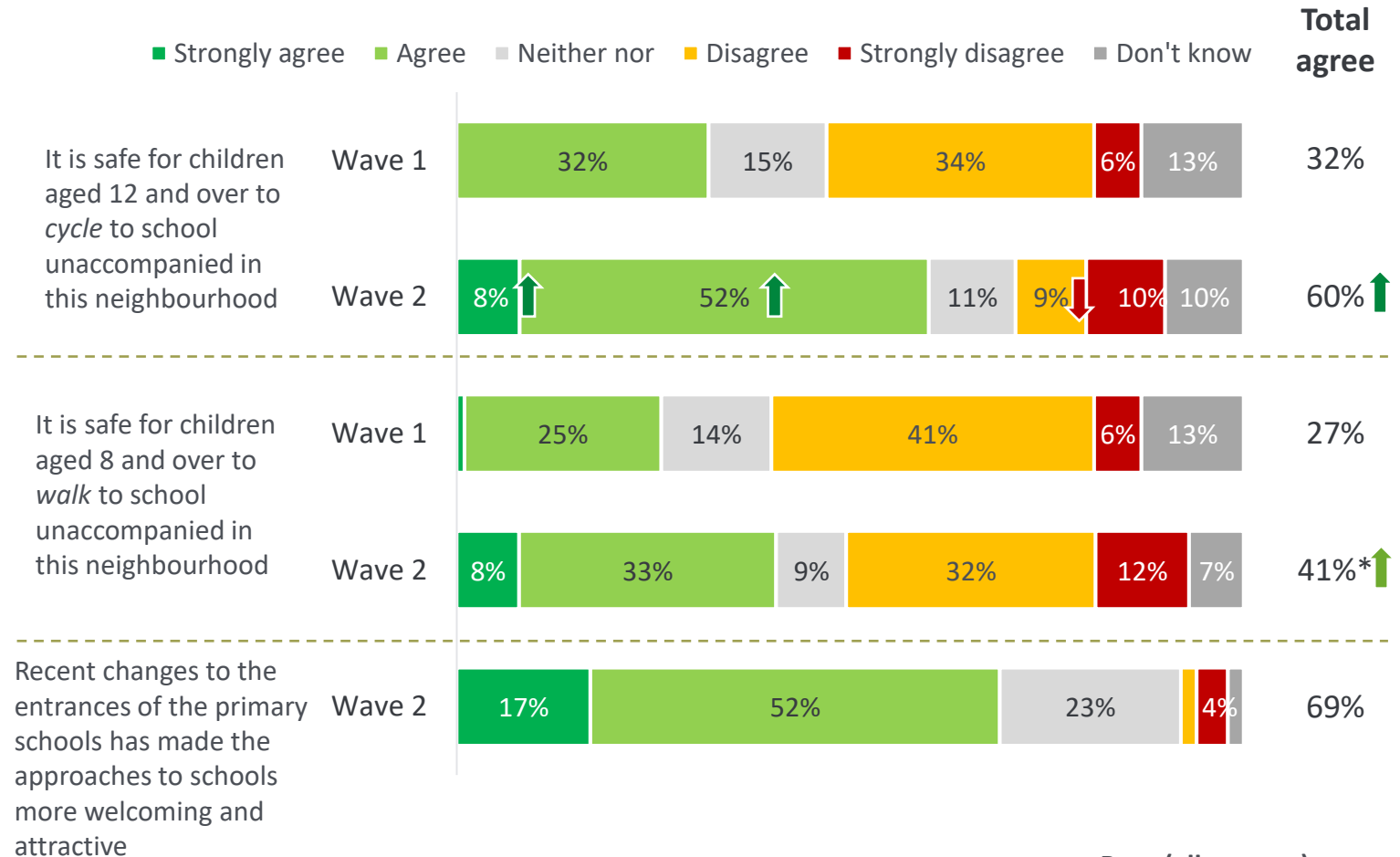
Children walking/cycling

- Looking at the samples of parents of children aged under 16 for both waves of the research, there is evidence of an increase in perceptions of Corstorphine being a safe place for children aged 12+ to cycle to school. The proportion agreeing with this sentiment has almost doubled from 32% in Wave 1 to 60% in Wave 2.
- The small sample bases mean that the increase in the proportion of parents believing it is safe for children aged 8+ to walk to school (from 27% in Wave 1 to 41% in Wave 2) is not statistically significant at the 95% level, but is significant at the 90% level.
- Overall, almost 7 in 10 parents (69%) agreed that the recent changes to primary school entrances have made them more welcoming and attractive.

*Significant at 90% level

Attitudes towards children travelling to and from school in the area

- Parents of children aged under 16 only



Q10: How much would you agree or disagree with the following statements about children travelling to and from school in this neighbourhood?

Base (all parents):
W1 71; W2 56

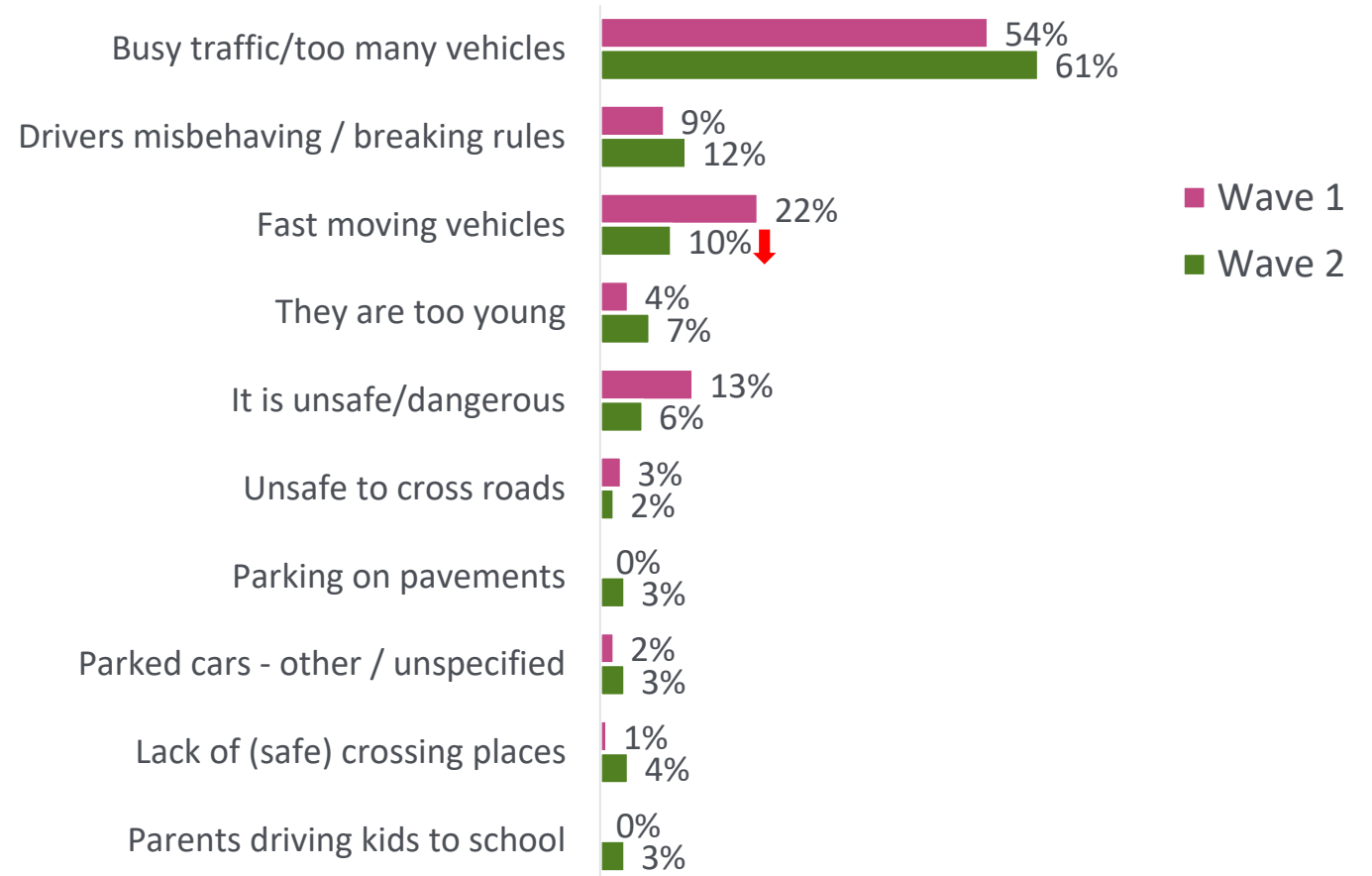


Residents

Children walking/cycling

- Again, an open-ended question was asked of those who disagreed with the statements, allowing respondents to explain why they think walking and/or cycling to school is unsafe for children in Corstorphine.
- As was evident in Wave 1, the main theme to emerge in the open-ended responses in Wave 2 was concern about traffic. Issues with traffic were mentioned by more than three quarters of respondents (77%), including concern about busy traffic/too many vehicles (61%), drivers breaking the rules (12%) and fast moving vehicles (10%). There was, however, a notable decrease in the proportion citing fast moving vehicles in Wave 2.

Biggest problems for children travelling safely in area



Responses with <3% in W2 are not shown

Q11: What would you say is the biggest problem for children travelling safely in this neighbourhood? (open ended)

Base (all who disagreed with statements): W1 100; W2 86

Biggest problems for children walking/cycling



Verbatim quotes

The traffic is so busy if they have to cross main roads.

Female, 25-34

There is far too much traffic, angry drivers because traffic is so bad.

Female, 45-54

Again too much traffic, it's far too busy for children to walk on their own.

Male, 45-54

They are safer in the cars so they don't breathe the fumes if we were walking.

Female, 35-44

Too many cars not getting far enough so they take more chances.

Female, 25-34

The volume of traffic and irresponsible drivers.

Male, 65+

Too busy with nose to tail traffic and I feel that's not safe for kids.

Male, 25-34

The cars drive too fast and you see them on their phones.

Female, 65+

They can't see past parked cars to cross roads. Drivers not stopping at pelican crossings.

Female, 45-54

It's all rush hour. Selfish parents park anywhere and kids don't think to look.

Female, 25-34

The volume of traffic, people parking on pavements, ignoring crossings, driving through red lights.

Female, 55-64

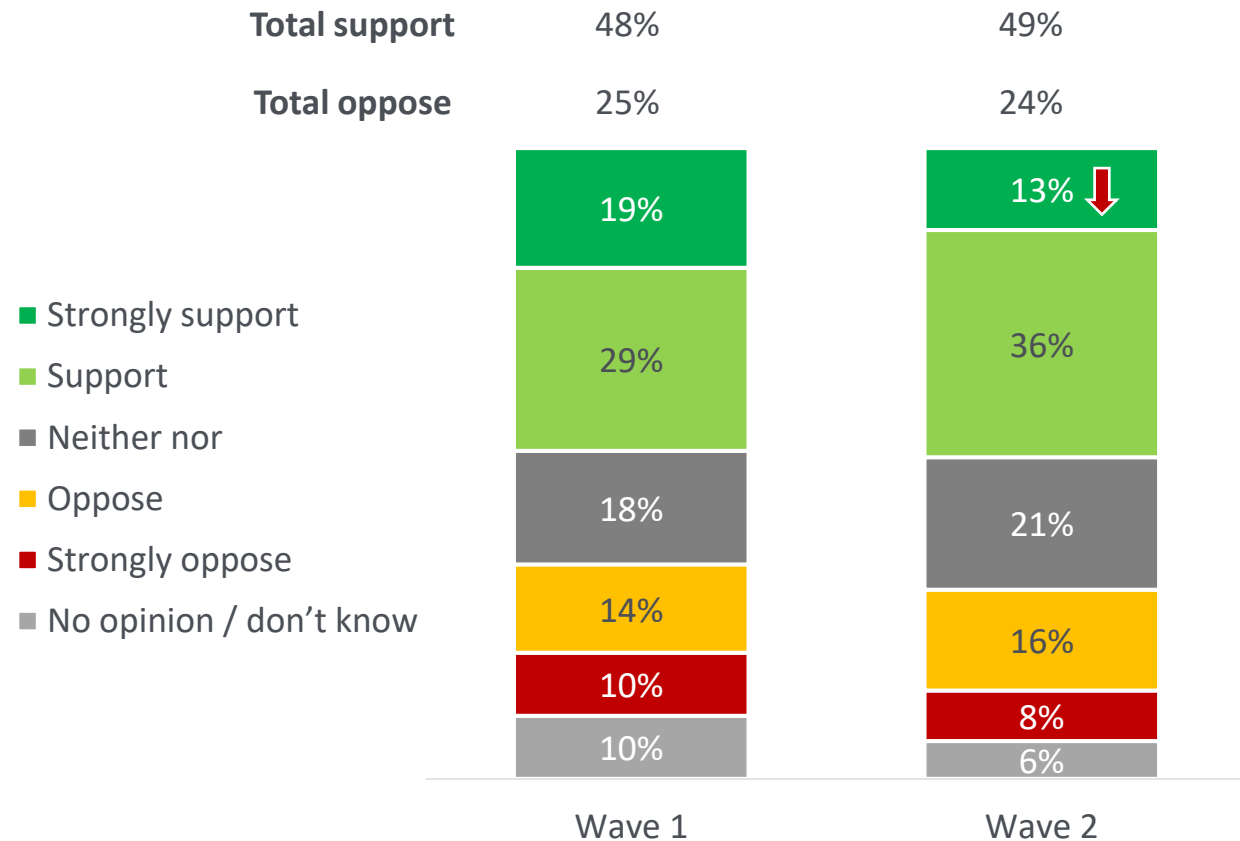
Residents

Attitudes to changes

- Respondents were read a description of the low traffic neighbourhood scheme and asked to state whether they supported or opposed the scheme. In Wave 1 respondents were shown concept drawing for a public space, and in Wave 2 they were shown a map of the area (see appendix).
- There was very little difference in support for the LTN scheme between Waves 1 and 2; nearly half of respondents in both waves supported the project, while one quarter opposed the scheme. There was, however, a decrease in the proportion strongly supporting the project in Wave 2 (13%) compared to Wave 1 (19%).
- Women (55%) were more likely to support the project than men (43%), and conversely men were more likely to oppose than women (29% vs 20%)*.
- Opposition was higher amongst respondents aged 35-54 (31%) than amongst those aged 55+ (18%).
- Parents were more likely to say they strongly support the Corstorphine Connections project (29%) than non-parents (8%), although overall support was similar between these two groups.
- Cyclists (61%) were also more likely to support the project than non-cyclists (46%)*.

*Significant at 90% level

Opinion on the Corstorphine Connections project changes



Q12: What is your opinion on the changes that the Corstorphine Connections project has introduced within the project area?

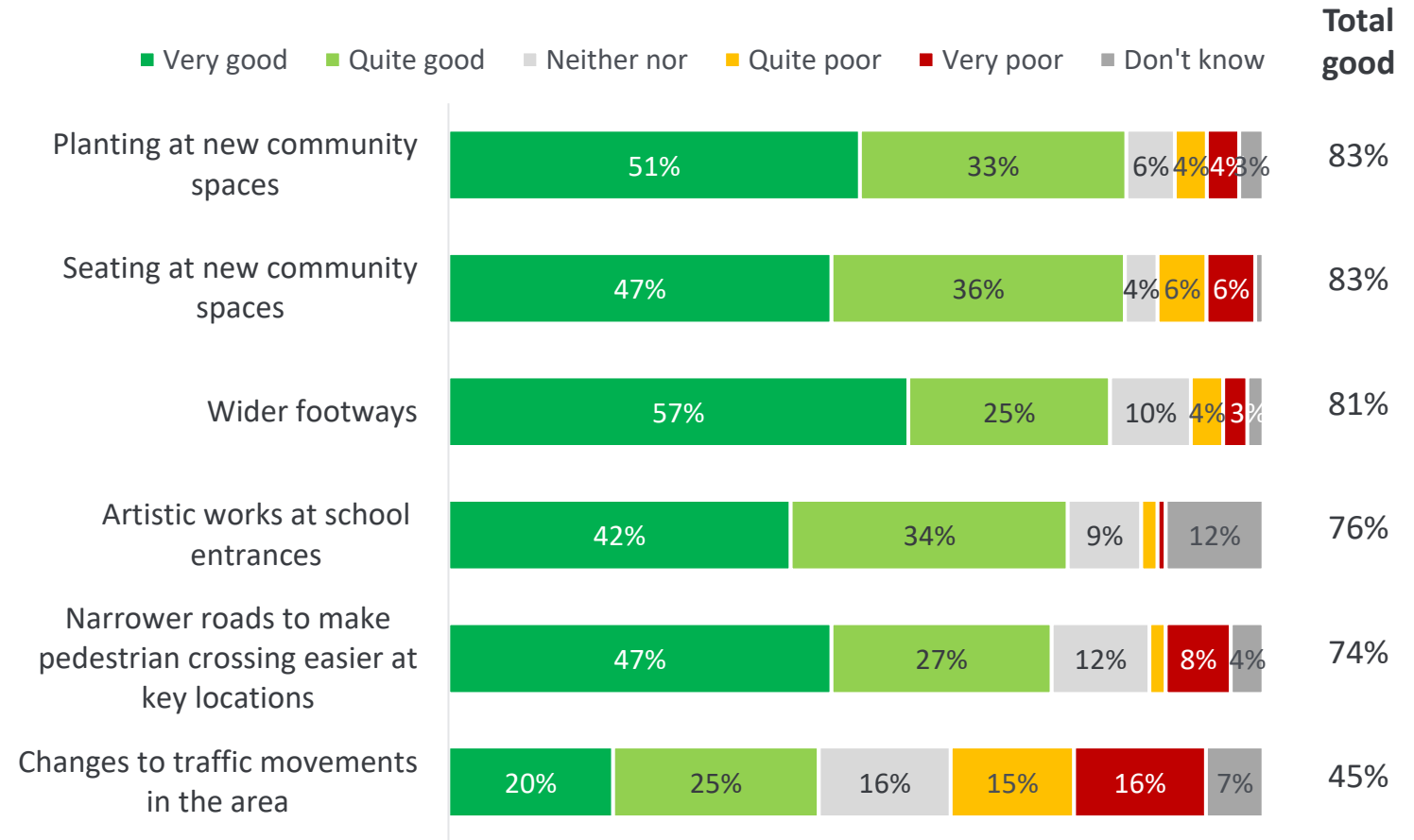
Base (all): W1 302; W2 302

Residents

Attitudes to changes

- Opinions of the various changes made as part of the Corstorphine Connections project have generally been welcomed, with most people describing them as good.
- In particular, four in five respondents described the wider footways as good, with more than half (57%) considering them very good.
- Planting and seating at new community spaces also attracted positive ratings from more than four in five respondents (83%), with almost half describing these aspects as very good.
- Although the artistic works at school entrances seems to have a slightly lower score, it should be noted that 12% responded 'don't know' to this aspect. Amongst those who stated an opinion, the vast majority described the artworks as good.
- Changes to make roads narrower at key locations was considered a good improvement by three quarters of respondents; again, almost half believed this measure to be very good.
- The only measure which attracted a more mixed response was the changes to traffic movements in Corstorphine. In total, 45% of the sample felt that these changes were good; however, 31% described them as poor.

Opinion of changes made as part of the Corstorphine Connections project



Q13: What is your opinion on the following changes that have been made as part of the project ?

Base (all): Wave 2 302

Opinion of changes made as part of the project

Sub-sample analysis



- There were a number of variances across the profile of the sample in terms of views on the measures installed.
- Respondents aged 55+ (89%) were more likely to describe the wider footways as good than people aged 35-54 (75%).
- 35-54 year olds (16%) were more likely than 16-34s (4%) to consider narrower roads to be poor.
- A higher proportion of women (49%) than men (34%) described the artistic works at schools as very good.
- Men (37%) were more likely than women (27%)* to consider the changes to traffic movement to be poor. Those aged 35-54 years old (39%) were also more likely than those aged 55+ (26%)* to describe the traffic movement changes to be poor.
- Younger respondents aged 16-34 were more likely to describe community seating areas as very good (55%) than those aged 35-54 (38%).
- Community planting was also more likely to be appreciated by the younger age group (56% very good) than those aged 35-54 (43%)*.

*Significant at 90% level

Residents

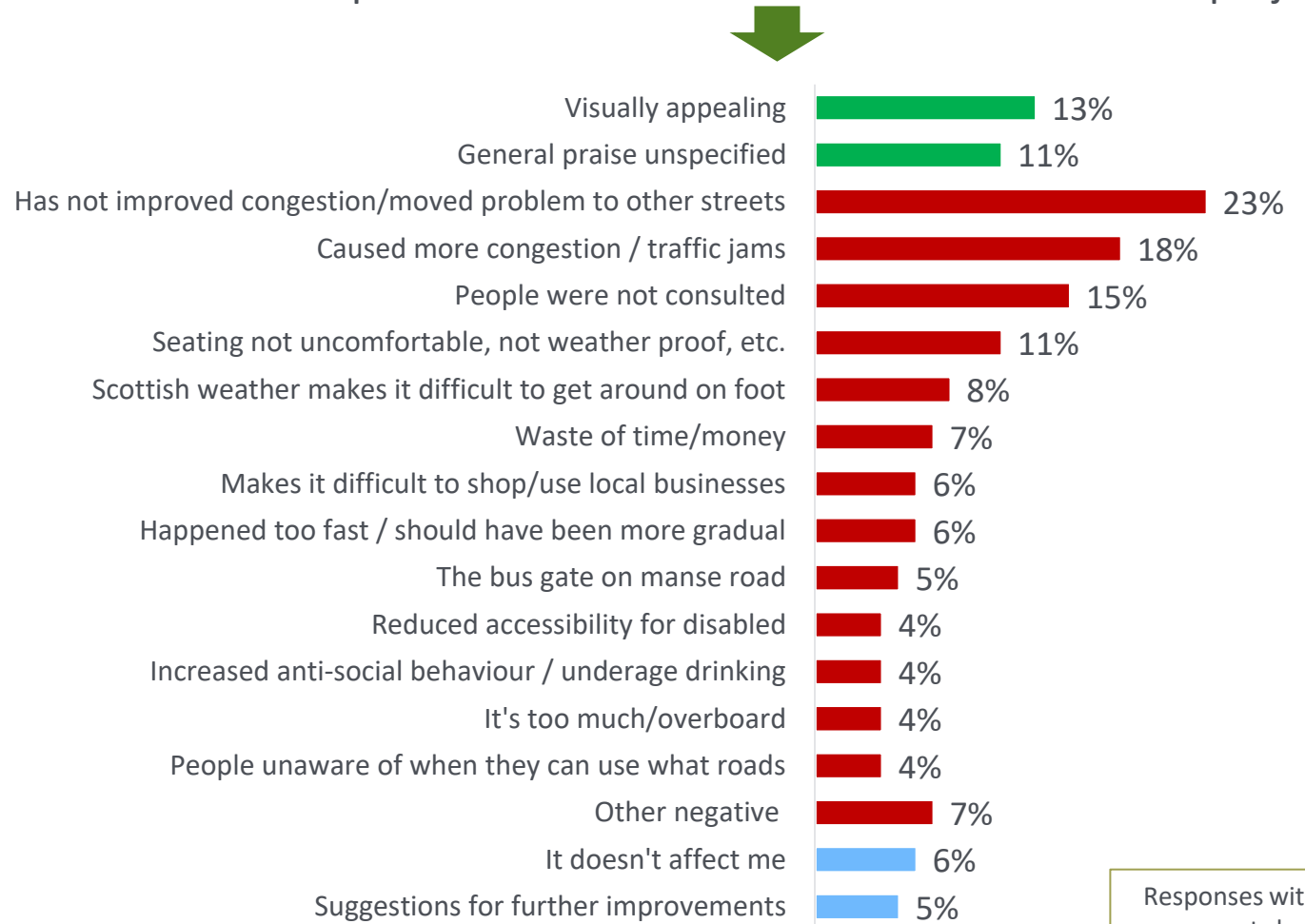
Attitudes to changes

- At the end of the interview respondents were offered the opportunity to make further comments on the changes made for the Corstorphine Connections project. One in five (19%) made a further comment, and these are summarised in the chart opposite.
- In general, the comments made by respondents were negative towards the project, with 78% raising a concern about some aspect of the scheme. The most prevalent concern was that the project has not improved congestion or has moved the traffic problem to other streets (mentioned by 23% of those who made a comment). Just less than one in five (18%) were also concerned that the measures had actually caused more congestion in the area.
- In total, 22% made a positive comment, saying the measures are visually appealing (13%) or providing general praise about the project (11%).

Further comments

progressive

19% of respondents made a further comment about the project



Q14: Do you have any further comments on any specific changes introduced as part of the Corstorphine Connections project? (open ended)

Responses with <3% are not shown

Base (all who made a comment): Wave 2 56

Further comments

Verbatim quotes

It is poor for disabled drivers now. They are not getting the same access as they did before the changes. It doesn't affect me, I can cycle.

Male, 25-34

I'm enjoying it but I'm not working and in no hurry.

Looks nice.

Female, 45-54

It takes twice the time to drive. I have to leave earlier for every journey I do.

Male, 45-54

It's ideal for me because I use a mobility scooter and it's made my life a lot easier.

Female, 65+

It's alright on nice crisp days like this. I felt like a prisoner in my own home last week as I couldn't use my car and it was too wet and windy to take my toddler out. I pity pensioners.

Female, 25-34

I've mixed feelings on this. I understand why they are doing it, but I think they've railroaded it through. They are taking walkers, cyclists and pedestrian points of view but none of the drivers. The driver is a bad person in Edinburgh, but they need to be careful what they wish for as we keep the economy flowing. If this affects business, it will all have been pointless.

Male, 35-44

Not so sure the wood (on seats) will last and it may become an eyesore. I'm not sure how this is going to be in the winter. On a lovely day its perfect. Unfortunately, we don't get many lovely days in Edinburgh.

Female, 35-44

I cycle and I also drive. This is a non-driver who thought this up. Someone who can get from A to B without much hassle. I don't like the changes. It is not practical and is causing a lot of grief.

Male, 25-34

All the changes are good but there needs to be more and happening quicker.

Female, 45-54

It all looks very nice, but I don't know how practical it is. My daughter picks me up and I've heard her complaining how inconvenient it all is.

Female, 65+

I'm going to have to change where I shop because it is now a nightmare. There's too much and it's causing more congestion than there ever was. It could be good if it was more gradual.

Female, 35-44

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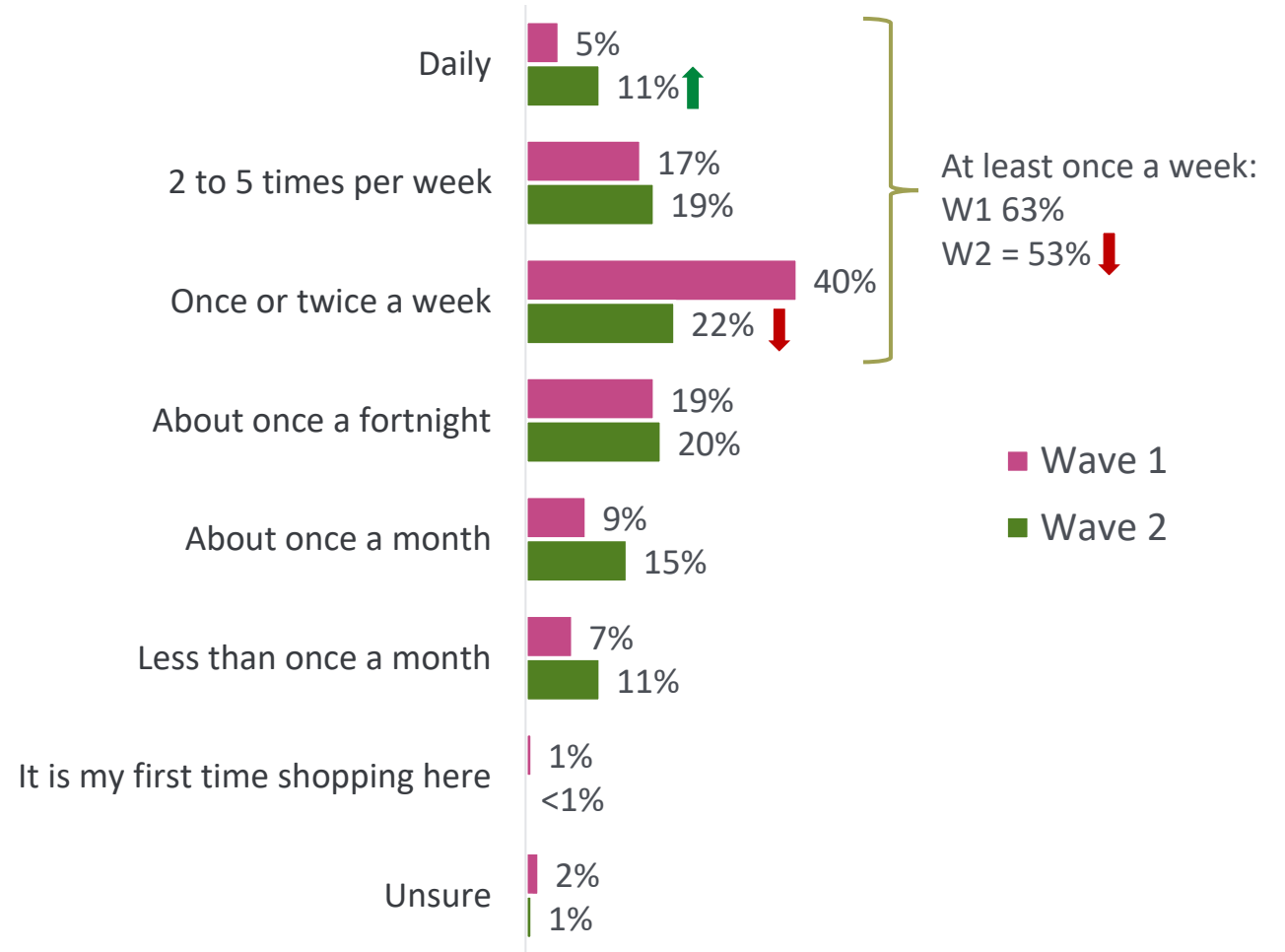
Shops and business users survey - key findings

Shops/business users

Visit profile

- Over half of respondents in Wave 2 (53%) were regular visitors to the area for shopping, cafes, etc., reporting they visit at least once a week. This represents a slight decrease in frequency compared to Wave 1 (63%), although there was an increase in the proportion saying that they visit daily (from 5% to 11%).
- Respondents in the 16-34 (14%) and 55+ (15%) age groups were more likely to say they visit Corstorphine shops and businesses daily than those aged 45-54 (5%).

Frequency of visiting area



Q19: How often do you visit this street/area for shopping, cafes, post office, etc. on average?

Base (all): W1 166; W2 313

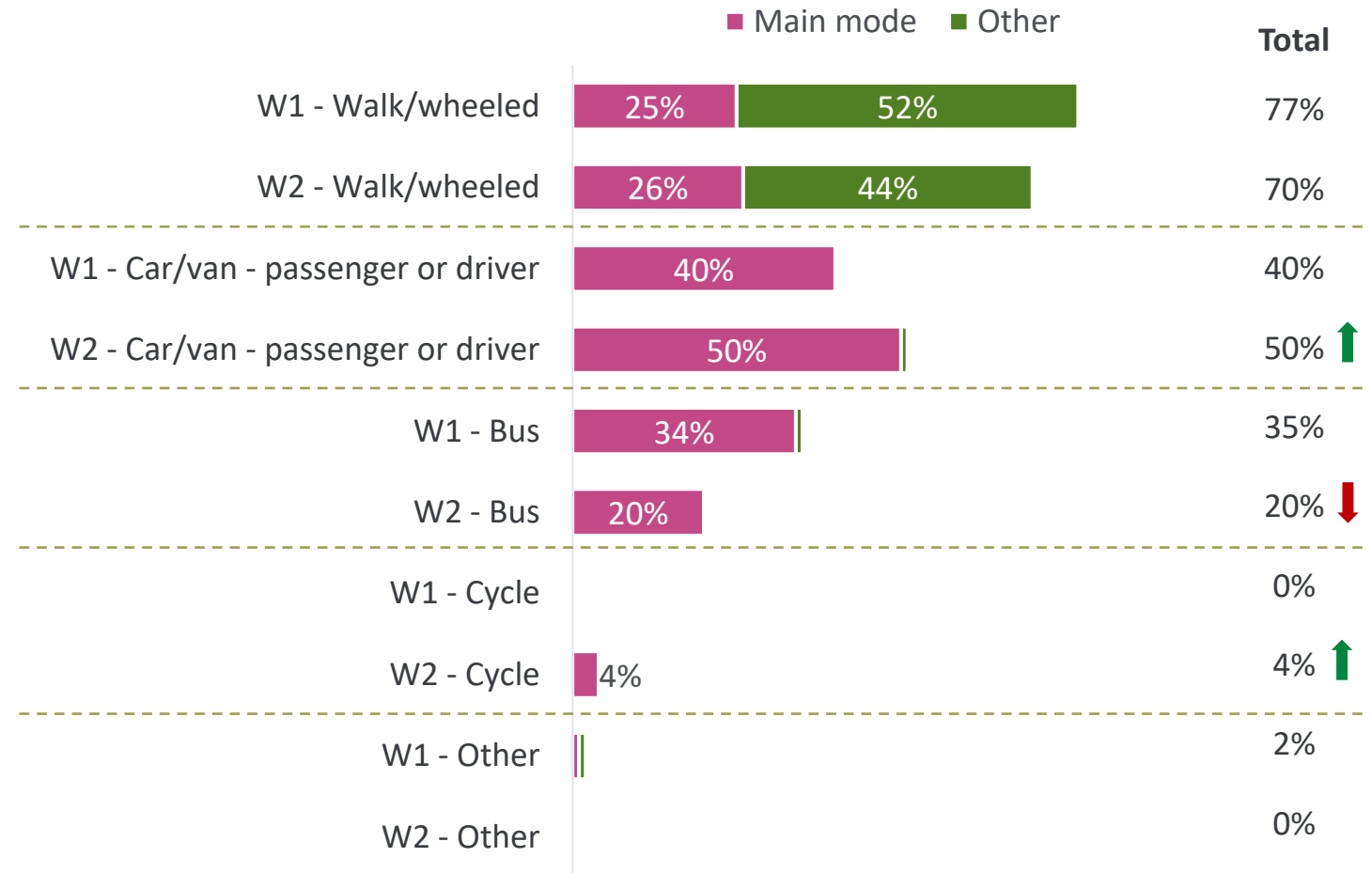
Shops/business users

Visit profile

- Consistent across the two waves of research, the main mode of transport used by people visiting shops and businesses in Corstorphine was by car/van. In total, 40% in Wave 1 and 50% in Wave 2 cited car/van as their main mode to visit shops and businesses in the area.
- Seven in ten respondents (70%) reported that they walked, either as their main mode (26%) or for part of the journey (44%). The proportions walking to shops/businesses in Corstorphine was broadly consistent between Waves 1 and 2.
- The most prevalent form of public transport was by bus, mentioned by one in five as their main mode of transport to the area. There was a decrease in bus travel compared to Wave 1 when 35% cited it.
- Younger respondents (11% of 16-34 year olds) were more likely to cycle than those in the 35-54 (1%) and 55+ (1%) age groups. Men (7%) were also more likely to cycle than women (2%)*.
- Respondents aged 16-34 (36%) were less likely to have travelled by car, compared to those aged 35-54 (63%) and 55+ (51%). The 35-54 year olds were less likely to travel by bus (12%) than 16-34s (22%)* and 55+ (27%).

*Significant at 90% level

Method of transport today



Q17: How did you travel to get here today? Firstly, what was your main mode of transport? i.e. the method you used for the longest part of your journey; Q18. And what other modes of transport did you use to get here today?

Base (all): W1 166; W2 313

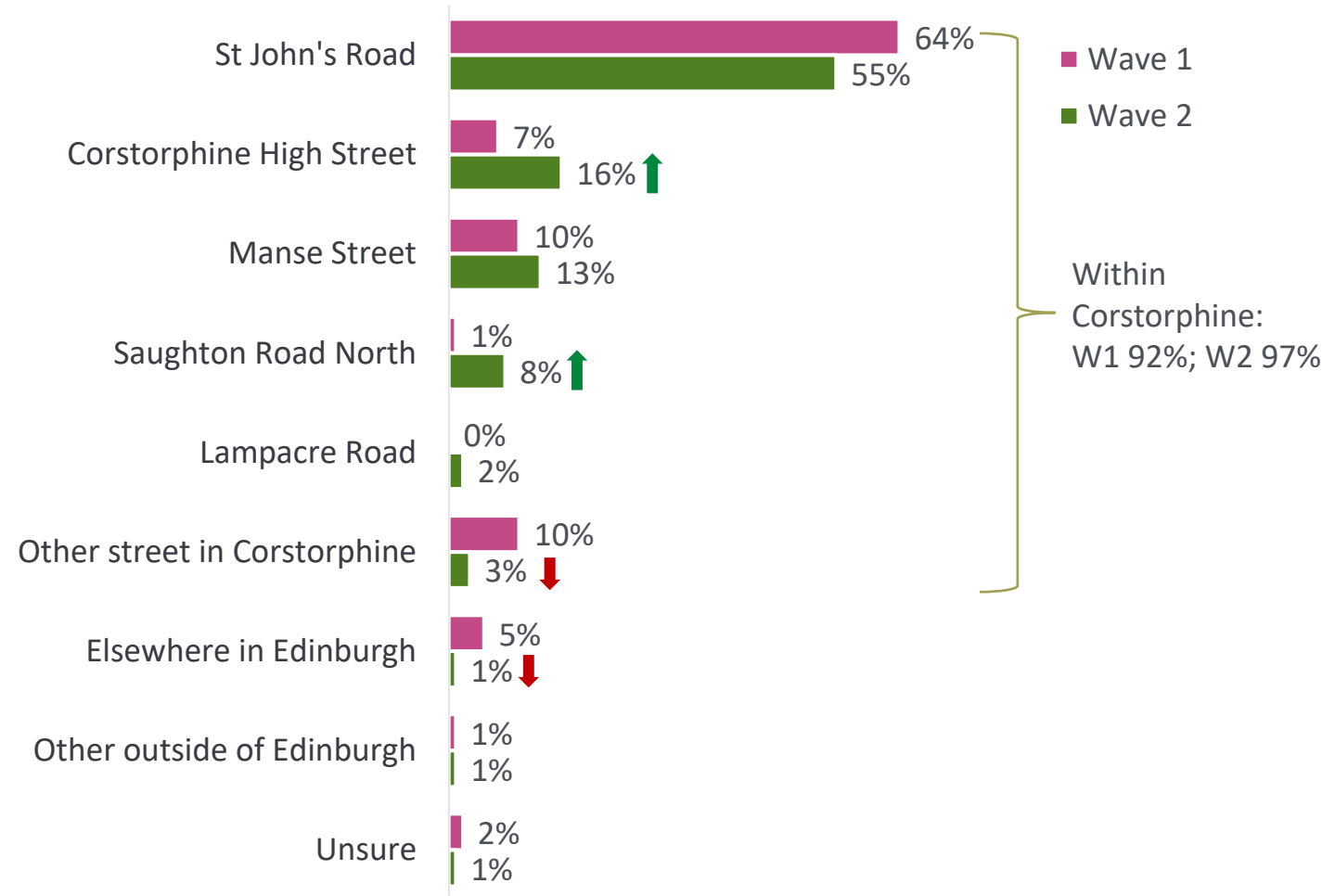
Shops/business users

Visit profile

- When asked where their main destination was on the day of interview, the vast majority of respondents (97%) mentioned a destination within Corstorphine, with over half (55%) stating St John's Road.
- The data for main destination were generally consistent with Wave 1, although there has been an increase in mentions of Corstorphine High Street and decreases in other streets in Corstorphine and elsewhere in Edinburgh.
- There were no significant differences in these findings across the profile of the sample.

*Please note that responses to this question are likely to be influenced by the sampling points chosen for interviewing, which were focussed in busy areas of Corstorphine. Sampling for Wave 2 was slightly different from Wave 1 in terms of the numbers of interviews completed on each street.

Main destination today



Q16: What is the main destination of the journey you're currently undertaking?

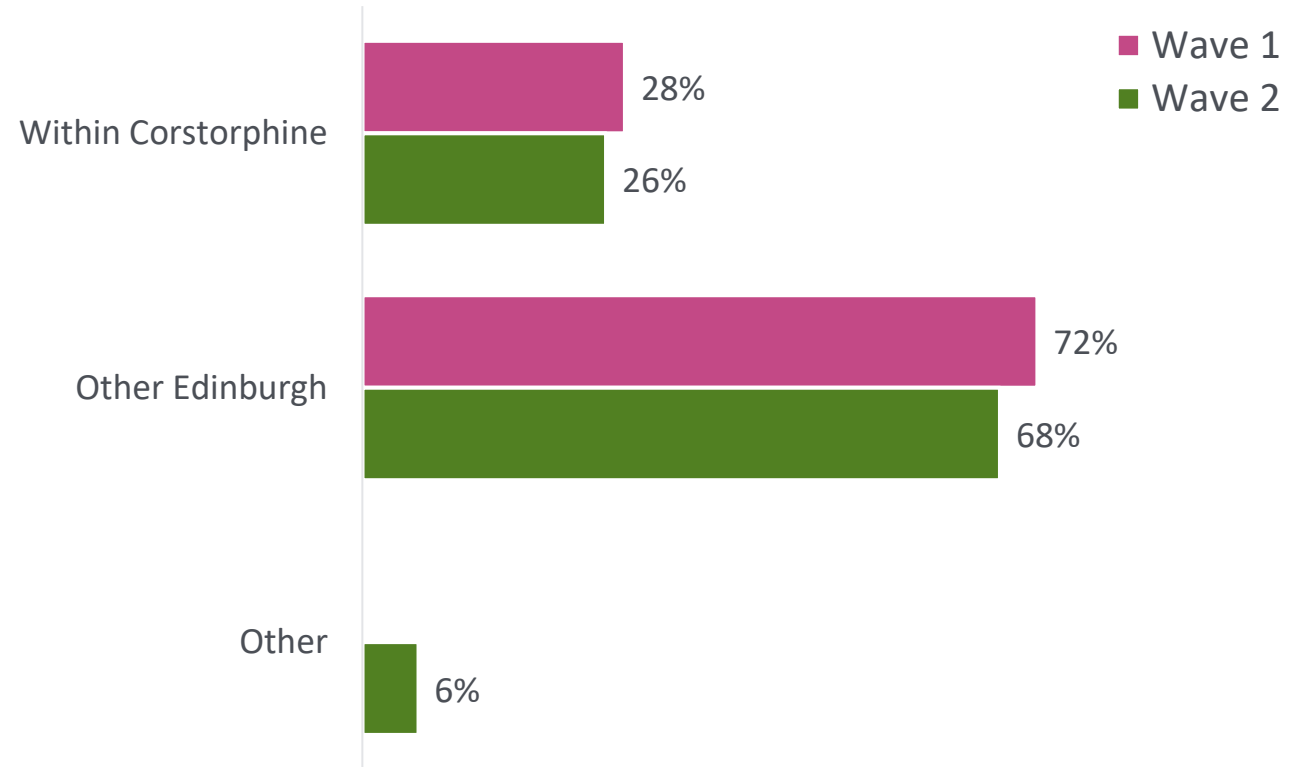
Base (all): W1 166; W2 313

Shops/business users

Visit profile

- The visitors to Corstorphine shops and businesses came from a wide area across Edinburgh and beyond.
- Almost all respondents (94%) reported that they started their journey from within Edinburgh, with 26% starting in Corstorphine and 68% coming from other parts of the city.
- Other areas of Edinburgh included Drumbrae/Gyle (30%), Murrayfield/Roseburn (12%), Sighthill/Gorgie (4%) and Fountainbridge/Craiglockhart (5%).
- These findings were generally consistent across the profile of the sample.
- Wave 1 data has been filtered to include only people who started their journey in Edinburgh. Within this group, the proportions coming from Corstorphine and other parts of Edinburgh were consistent with Wave 2.

Start of journey today



Note: W1 data is filtered to only include respondents who started their journey within Edinburgh to ensure comparability with W2 data

Q15: Where did you start your journey here today?

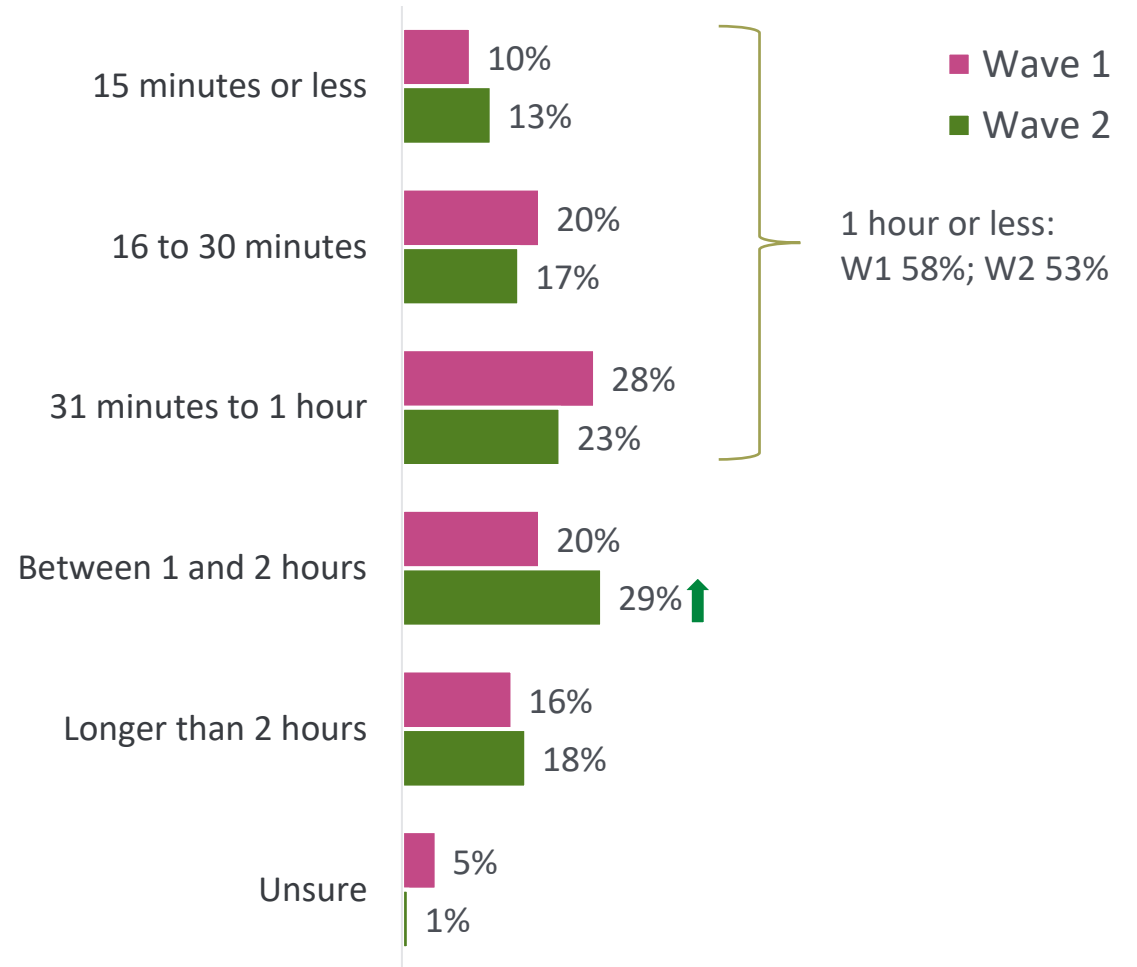
Base (all): W1 166; W2 313

Shops/business users

Visit profile

- When asked how long they expected their visit to Corstorphine to last, 53% stated up to one hour and 46% stated more than an hour. The length of visit was broadly similar between Waves 1 and 2, although more people stayed for a period of between 1 and 2 hours in Wave 2.
- Men (18%) were more likely to visit for 15 minutes or less than women (10%).

Length of visit today



Q20: How long do you think your visit to this street/place will be today?

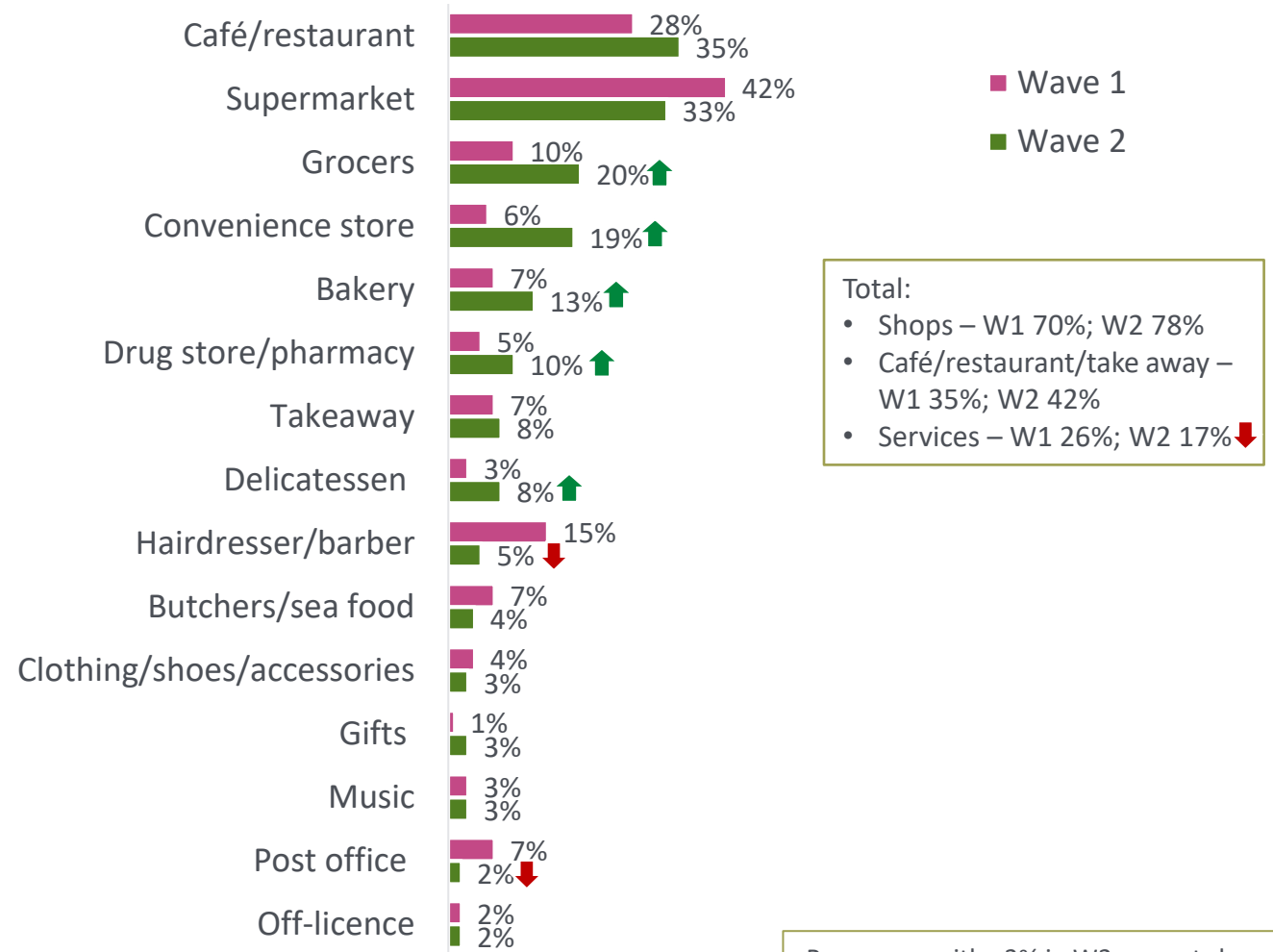
Base (all): W1 166; W2 313

Shops/business users

Visit profile

- In Wave 2 more than three quarters of respondents (78%) reported visiting shops in Corstorphine, with food shops such as supermarkets (33%), grocers (20%), bakeries (13%), and delicatessens (8%) being the most popular choices.
- Just over two fifths (42%) were visiting Corstorphine to go to a café/restaurant (35%) or takeaway (8%).
- In total, 17% reported using local services, such as pharmacies (10%), hairdressers (5%), or the post office (2%).
- The main types of shops and businesses visited were broadly similar between Waves 1 and 2, namely cafes/restaurants and supermarkets. However, there were increases in the proportions reporting that they were visiting grocers, convenience stores, bakeries and pharmacies in Wave 2.
- Women were more likely than men to visit grocers (24% women, 14% men) and cafes/restaurants (40% women, 28% men).

Shops and businesses visited today



Responses with <3% in W2 are not shown

Q21: What type of shops or businesses are you planning to visit/have you visited today?

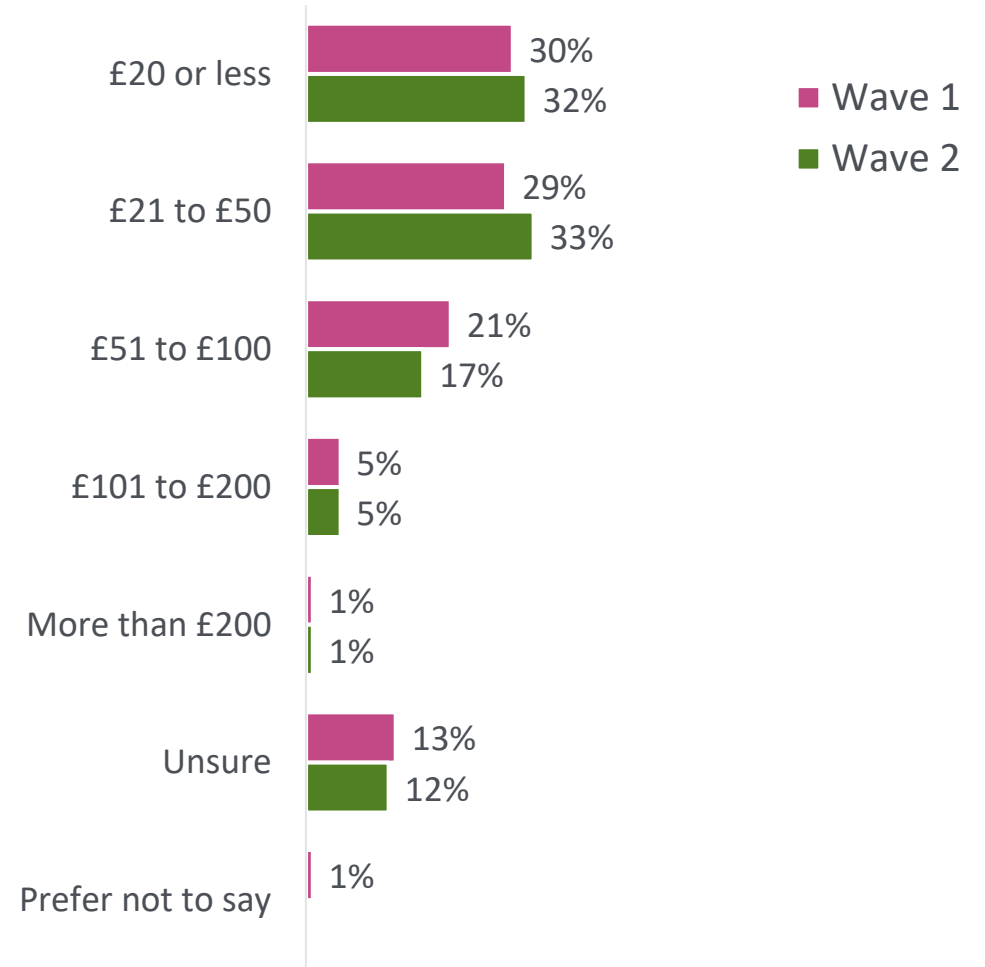
Base (all): W1 166; W2 313

Shops/business users

Visit profile

- When asked their expected spend on the visit, the largest proportions of respondents stated an amount of £50 or less. This was consistent between Waves 1 and 2 with 59% stating £50 or less in Wave 1 and 65% in Wave 2.
- Younger respondents tended to spend less – 45% of 16-34 year olds spent £20 or less, compared to 26% of 35-54 and 25% of 55+ age groups.
- Women (8%) were more likely than men (1%) to report sending £101 to £200.

Estimated spend today



Q22: In total, how much do you estimate you have spent/will spend at this street/place today?

Base (all): W1 166; W2 313

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Summary and conclusions

Summary and conclusions

Research overview

- The purpose of this tracking study is to determine the views, opinions and experiences of people living in and visiting Corstorphine before and after the introduction of the Corstorphine Connections project measures. To date, two waves of research have been conducted: a baseline wave in spring/summer 2022 and follow-up wave of research in autumn 2023. A third wave of research is expected to take place in 2024. The research particularly focusses on issues around traffic, transport, crime and anti-social behaviour, and usage of local shops and businesses.

Active travel remains prevalent amongst Corstorphine residents, particularly walking

- In both the baseline wave of the study and Wave 2 following the introduction of LTN measures, the majority of residents had walked as their main mode of transport for their journey on the day of interview. The proportion walking was consistent across both waves.
- Furthermore, just less than nine in ten residents reported that they walk in the local area at least once a week. Although very high, this proportion was slightly lower in Wave 2 than in Wave 1. It is important to note that the time of year and weather may have played a part in this finding (Wave 1 conducted in April – July 2022 and Wave 2 in October 2023).
- Almost one in five residents (18%) also reported that they cycle in the local area, with 3% cycling weekly. Levels of cycling in Wave 2 were broadly consistent with Wave 1.

Traffic was identified as a problem in the local area in both waves of the study

- The overall proportions of residents describing motor vehicle traffic and pollution as a big problem/somewhat of a problem was consistent across both waves of the study. Two thirds of residents described the volume of traffic as a problem, while three fifths were similarly concerned about pollution. However, there was an increase in the percentage of residents describing the volume of traffic as a **big problem**, from 19% in Wave 1 to 32% in Wave 2. The key areas of concern were St John's Road and Corstorphine High Street.

Crime and anti-social behaviour were a concern to only a minority of residents over both waves of research

- In total, only 18% considered crime and anti-social behaviour to be a big problem/somewhat of a problem in Wave 2, which was broadly consistent with Wave 1 (13%).
- Those residents who were concerned in Wave 2 were most likely to identify St Johns Road as the area where crime and anti-social behaviour is visible.

Summary and conclusions

Attitudes towards walking/wheeling in Corstorphine remain positive and some significant improvements were noted in Wave 2

- Reflecting the Wave 1 findings, the majority of residents agreed it's pleasant and safe to walk/wheel in Corstorphine – and there have been increases in the proportion agreeing strongly with these sentiments in Wave 2. Respondents in Wave 2, following the introduction of Corstorphine Connections measures, were also significantly more likely to agree strongly that there are enough safe places to cross the road, the pavements are wide enough and there are enough places to sit and relax. There were also significant reductions in disagreement that the pavements are wide enough (from 27% in W1 to 8% in W2) and there are enough places to sit and relax (from 51% in W1 to 21% in W2).
- The proportions of residents saying they regularly visit local shops and business and stop and talk to people were consistent between waves 1 and 2, suggesting that, whilst the measures have been noticed and appreciated by many, they may yet to have impact on behaviours in relation to walking.

Good improvements were also noted in attitudes towards cycling in Corstorphine

- Although still a minority, higher proportions of residents **agreed strongly** that it is safe and pleasant to cycle in Corstorphine in wave 2 compared to Wave 1. Overall agreement was also higher in Wave 2 that it is safe to cycle in the area.
- Amongst people who cycle in the local area, increases in overall agreement were particularly strong, with 83% agreeing that it safe (compared to 55% in Wave 1) and 77% agreeing its pleasant (compared to 51% in Wave 1)*.
- There was also a very notable increase in agreement that there enough safe places to park a bike. This rose from 26% to 40% amongst residents as a whole, and from 33% to 59% amongst the sub-sample of cyclists.

Attitudes in relation to the safety of children walking and cycling to school were fairly static between waves of research

- Overall agreement that it is safe for children to walk and cycle to school in Corstorphine was very similar between waves 1 and 2, with more people agreeing it is safe for children aged 12+ to cycle (35%) than for children aged 8+ to walk to school (26%). There has, however, been a reduction in the proportion **disagreeing** it is safe for children to cycle from 24% in Wave 1 to 15% in Wave 2.
- Although bases sizes were small, there were notable increases in perceptions of safety for children walking and cycling to school amongst parents.
- The main concerns for children walking and cycling were the high traffic volumes in the area, bad drivers and the speed of cars.

Summary and conclusions

Support for the Corstorphine Connections project amongst residents remains positive

- Consistent with Wave 1, almost half of residents supported the changes made for the Corstorphine Connections project, although the proportion strongly supporting it dropped from 19% to 13%. The proportion stating opposition to the measures was also consistent – 25% in wave 1 and 24% in Wave 2. This finding suggests that, whilst there has been disruption and changes to infrastructure, twice as many local people continue to broadly support the project as oppose it.
- Almost all of the individual measures were described as good by the majority of residents surveyed, particularly planting and seating in new community spaces, wider footways and artistic works at schools. Changes to traffic movements tended to split opinions with 45% considering them to be good and 31% poor.


Amongst users of shops and businesses, frequency of visiting Corstorphine decreased slightly but length of time in the area and spend were consistent

- Slightly fewer shops/business users reporting visiting Corstorphine weekly compared to Wave 1, although the proportion of daily visitors increased.
- There were also some differences in terms of method of transport, with more travelling by car and fewer travelling by bus. Encouragingly, 4% reported that they had travelled by bike to visit Corstorphine shops/businesses, compared to none in Wave 1.
- Both shops and cafes/restaurants remain popular in the area, particularly cafes/restaurants and supermarkets.
- Just less than half spent more than an hour in Corstorphine for their visit on the day of interview and almost two thirds of shops/business users spent £50 or less during their visit, which was very similar to Wave 1.

Overall, residents remain broadly positive about the Corstorphine Connections project and appreciate the majority of the measures that have been introduced. There does, however, remain a significant minority who oppose the introduction of the measures. There is yet to be a noticeable impact on behaviours in terms of methods of transport used in the area and frequency of using shops and businesses, but these behaviour changes are likely to take more time to become established. The third wave of research, expected to take place in 2024, will provide more evidence of whether the project has encouraged changes in the behaviours of residents and visitors.

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Appendices

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Appendix I

Residents survey - sample profile

Residents

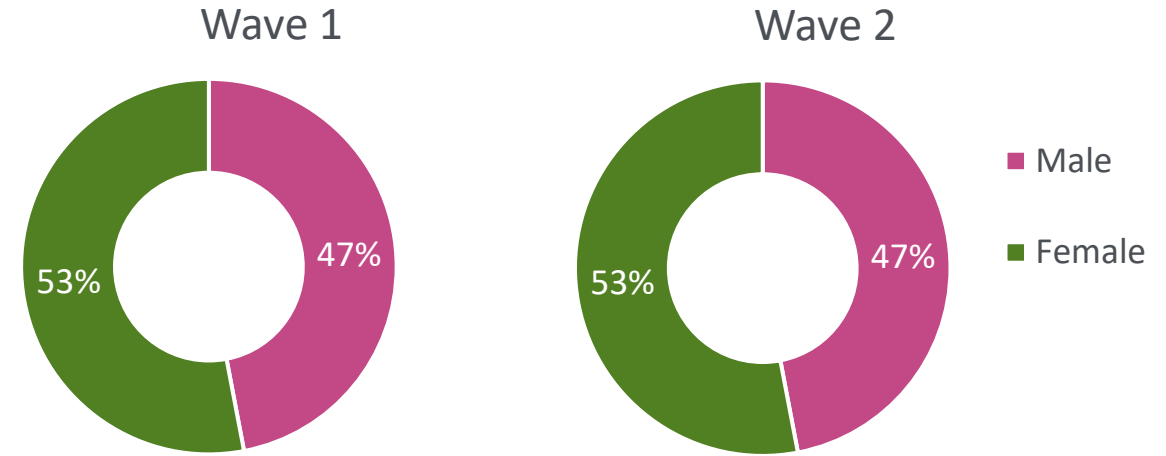
Sample profile

- In order to ensure a good spread of residents from Corstorphine within the sample, quotas were set on interviewing based on gender and age. Wave 2 data has also been weighted on age and gender to ensure consistent samples for analysis. The data presented opposite is unweighted for Wave 1 and weighted for Wave 2.
- For both Wave 1 and Wave 2 of the survey the sample of residents included slightly more women (53%) than men (47%), as well as a broad range of age groups.

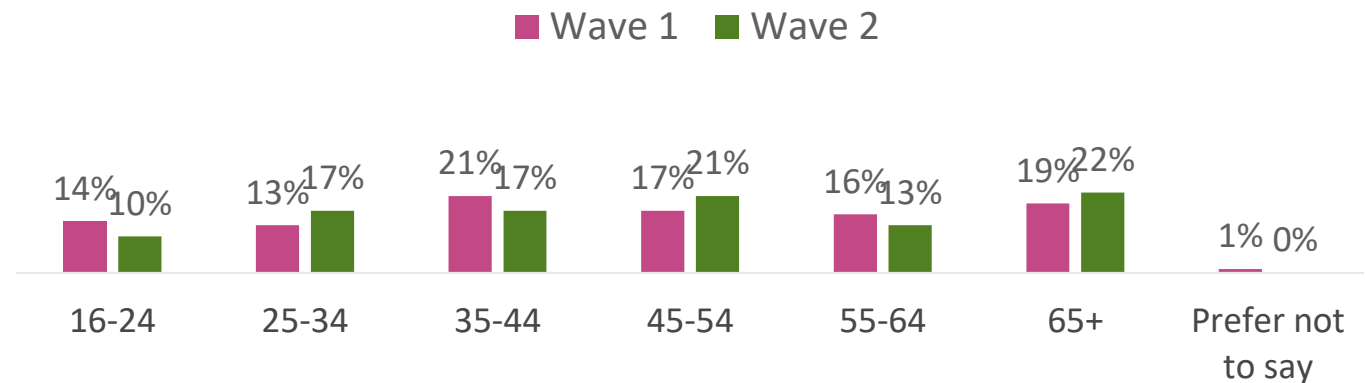


Gender and age

Gender



Age



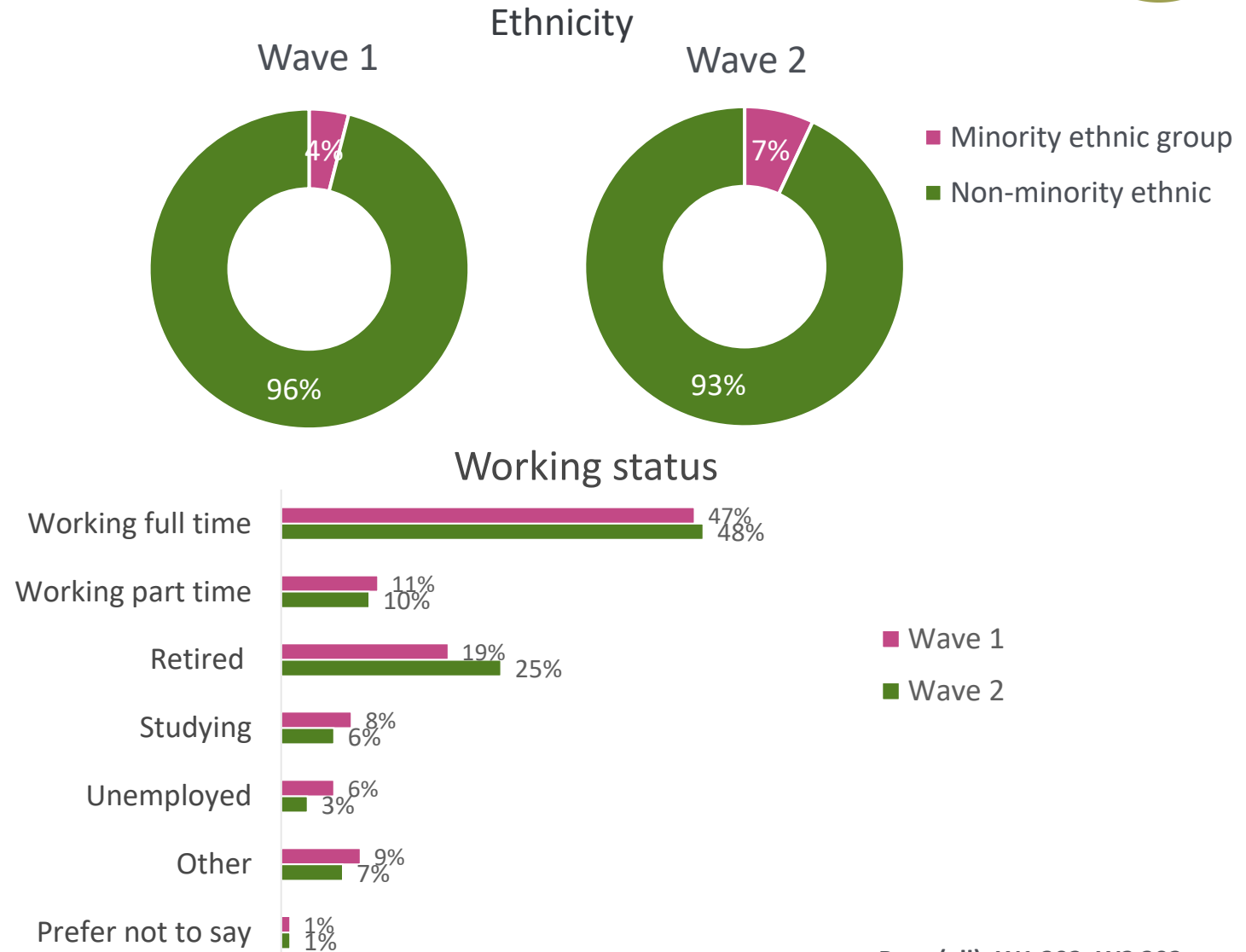
Base (all): W1 302; W2 302

Residents

Sample profile

- In total, 7% of respondents belonged to a minority ethnic group in Wave 2, with 2% Asian/Asian British, 2% Black/African/Caribbean/Black British and 2% of mixed ethnicity. Although the percentage minority ethnic is slightly higher than in Wave 1, the difference is not statistically significant.
- Over half of respondents (58%) were in employment, with 48% working full time and 10% part time. One quarter were retired and 6% were in education.
- The working status profile was consistent between Wave 1 and Wave 2.

Ethnicity and working status



Residents

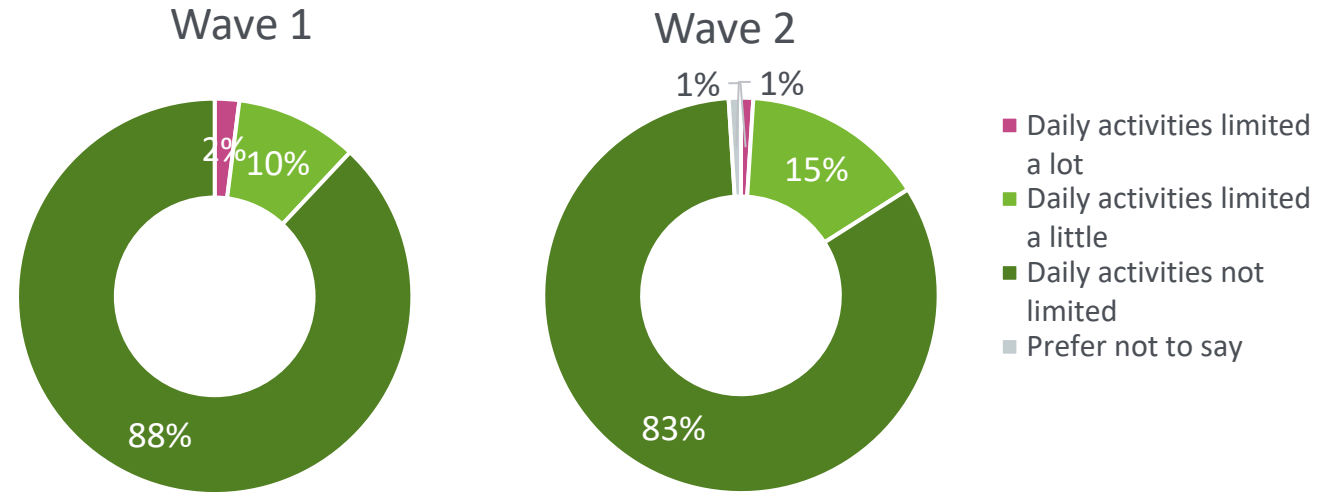
Sample profile

- The majority of respondents (88%) rated their health in the past four weeks as very good or good.
- Around one if six respondents (16%) said their day-to-day activities were limited due to a health problem or disability, with 1% saying they were limited a lot and 15% limited a little.
- Amongst respondents aged 55+, 41% said they had a disability or health problem that limited their day-to-day activities.

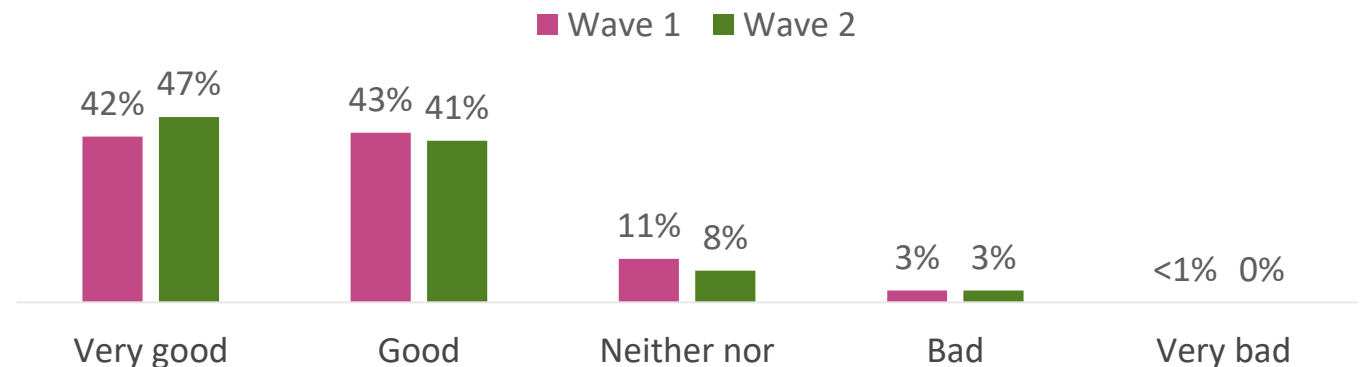
Disability and health



Daily activities limited by health problem/disability



Rating of overall health over past 4 weeks



Q25: Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last at least 12 months?; Q26: Overall, how would you rate your general health over the past four weeks?

Base (all): W1 302; W2 302

Residents

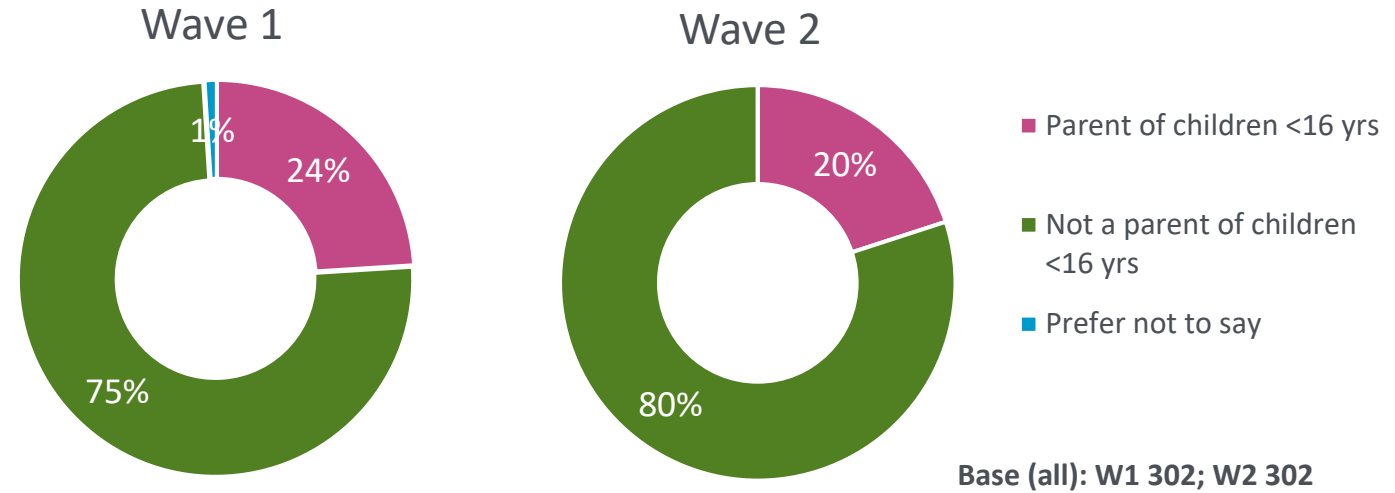
Sample profile

- One in five respondents (20%) said they were a parent, guardian or carer of children under the age of 16 years old. This proportion is very similar between Wave 1 and Wave 2.
- Both Wave 1 and Wave 2 samples included parents/guardians of children across a range of ages, although there was a slight skew to older age groups in Wave 1 and a skew to younger age groups in Wave 2.

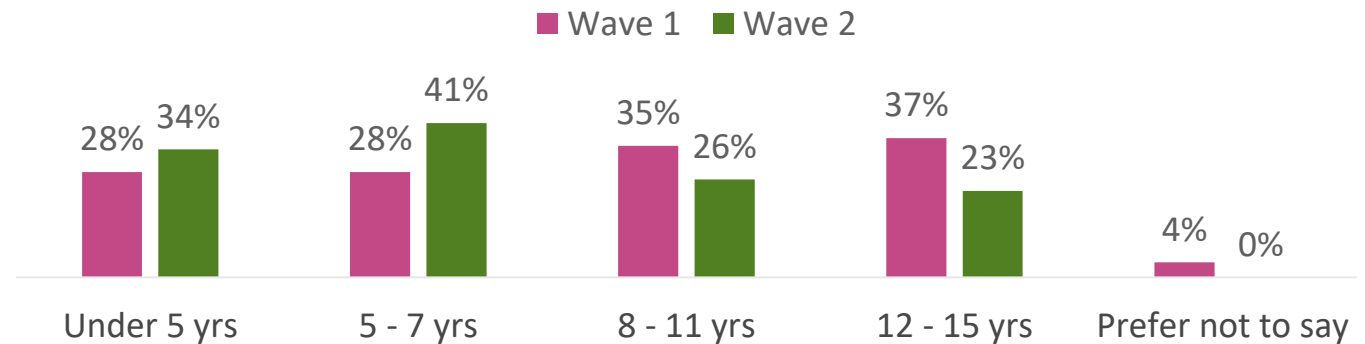


Parents of children under 16

Parent/guardian of child(ren) under 16 years old



Ages of children



Q8: Are you a parent, guardian or carer for children under the age of 16?; Q9: How old are your children?

Base (all parents): W1 71; W2 56

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Appendix II

Shops and business users survey - sample profile

Shops/business users

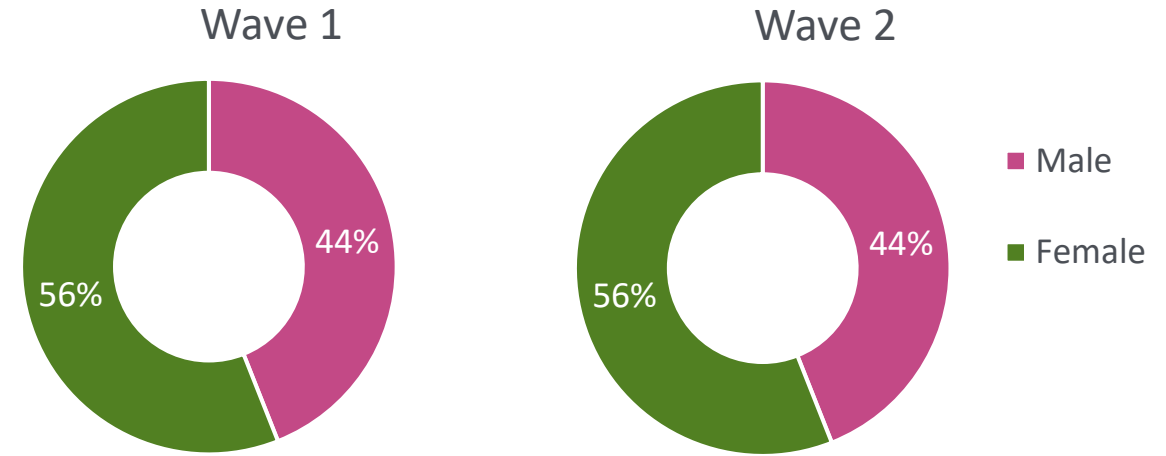
Sample profile

- Similar to the residents survey, quotas were set to ensure a good spread of people who use shops and businesses within Corstorphine. These quotas were based on gender and age. Wave 2 data has also been weighted on age and gender to ensure consistent samples for analysis. The data presented opposite is unweighted for Wave 1 and weighted for Wave 2.
- For both waves of research, the sample of people who were interviewed while they were visiting shops and businesses in Corstorphine included a good mix of men and women a broad range of age groups.

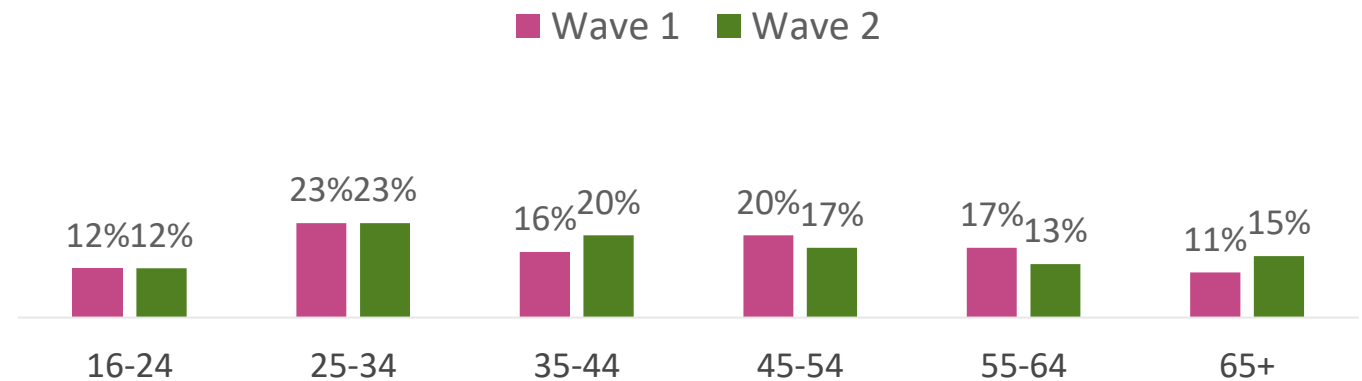


Gender and age

Gender



Age



Base (all): W1 166; W2 313

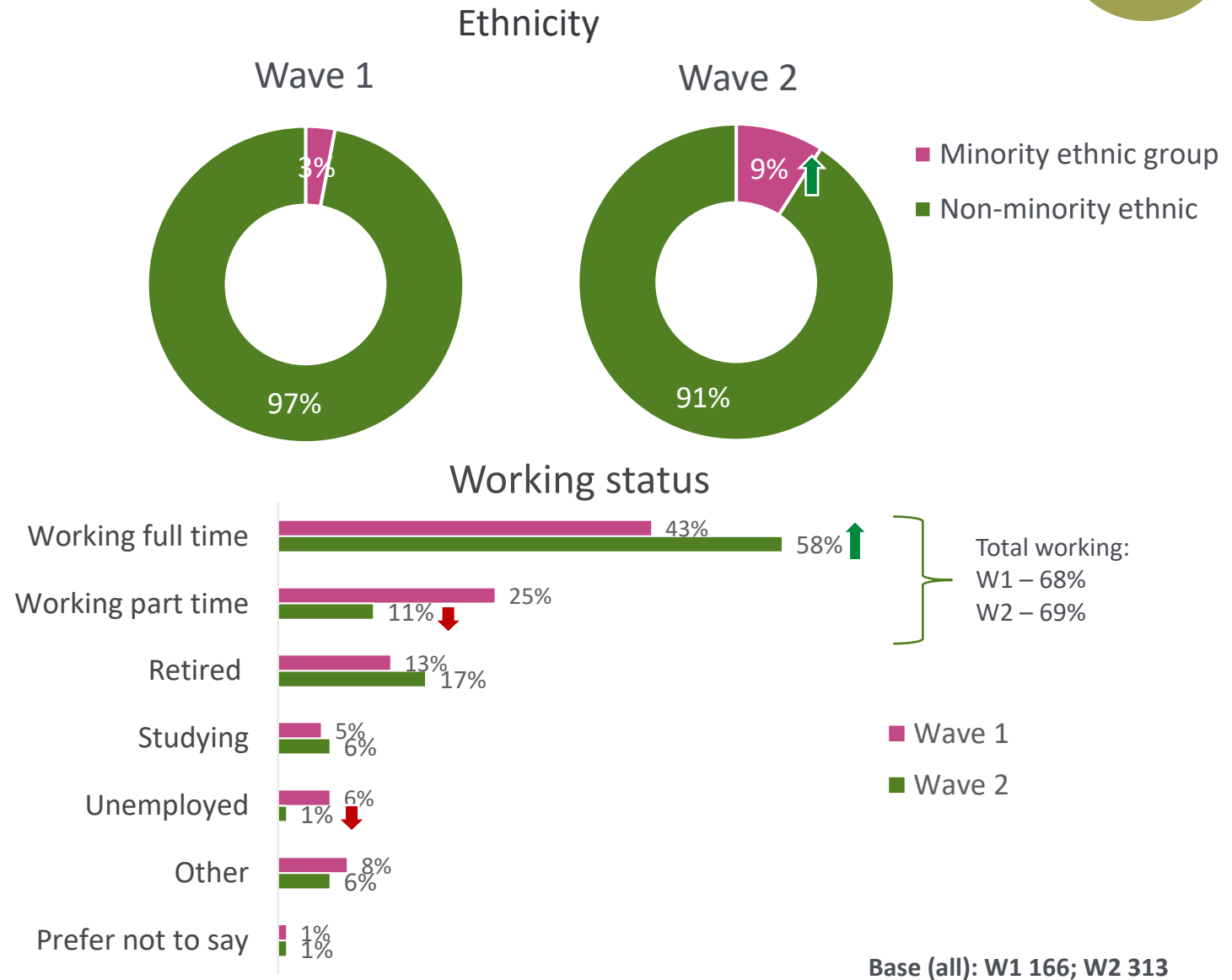
Shops/business users

Sample profile

- In total, 9% of respondents belonged to a minority ethnic group, including Asian/Asian British (3%) and mixed ethnicity (2%). There was a larger proportion of minority ethnic respondents interviewed in Wave 2 than in Wave 1.
- Over two thirds (69%) of respondents were working, with 58% employed full time and 11% part time. Although the overall proportion of working respondents was consistent between Waves 1 and 2, there was a higher proportion of full time workers and fewer part time workers in Wave 2.
- One in six respondents (17%) was retired, while 6% were in education.



Ethnicity and working status



Shops/business users

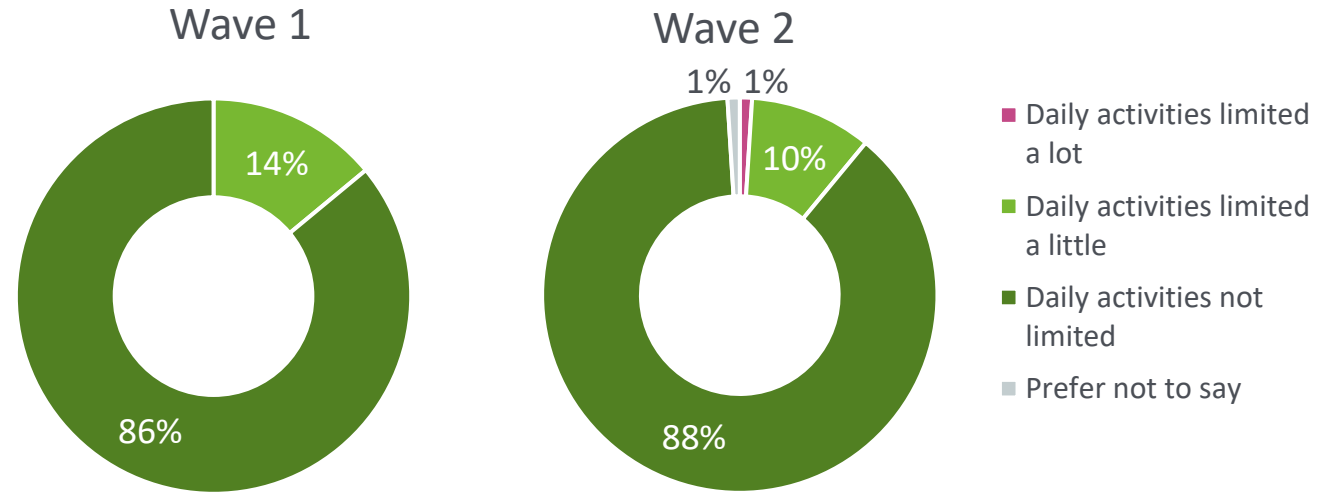
Sample profile

- Around nine in ten respondents (86% in Wave 1 and 90% in Wave 2) rated their health in the past four weeks as very good or good. Wave 2 respondents were more likely to say their health is very good.
- In total, 14% of Wave 1 respondents and 11% of these interviewed in Wave 2 said their day-to-day activities were limited due to a health problem or disability.
- Amongst respondents aged 55+, 28% said they had a disability or health problem that limited their day-to-day activities.

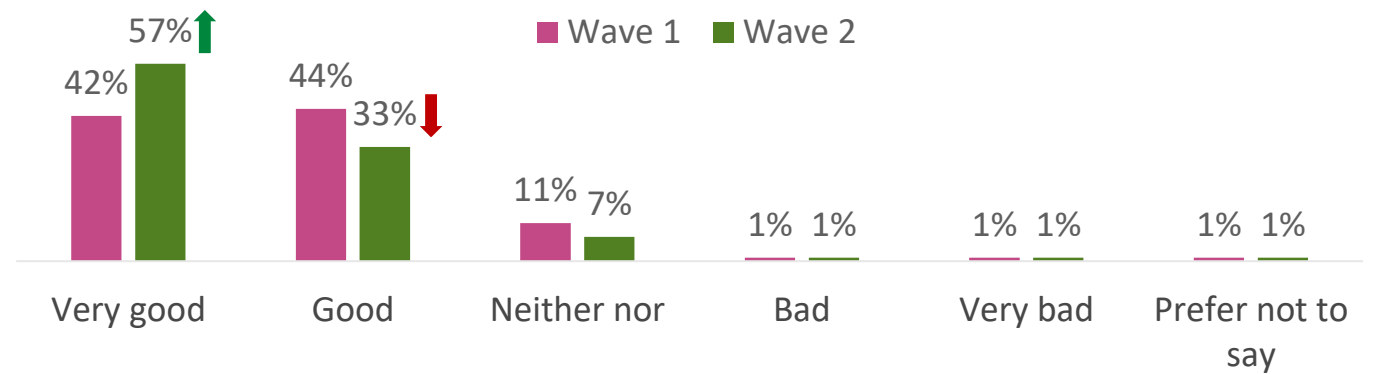


Disability and health

Daily activities limited by health problem/disability



Rating of overall health over past 4 weeks



Q25: Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last at least 12 months?; Q26: Overall, how would you rate your general health over the past four weeks?

Base (all): W1 166; W2 313

A vertical olive-green bar is positioned to the left of the text.

Appendix III

Stimulus used in interviews – Wave 1

Image of public space in low traffic neighbourhood (Q12) – Wave 1

All Residents survey respondents were read a description of the low traffic neighbourhood - “A low traffic neighbourhood is going to be established in Corstorphine in July 2022. This will remove rat running traffic from some of the streets in the area (particularly around the schools), provide widened pavements, improve pedestrian crossings and create new public spaces.”

They were also shown this image to illustrate a potential public space in the low traffic neighbourhood.



A vertical olive-green bar is positioned to the left of the text.

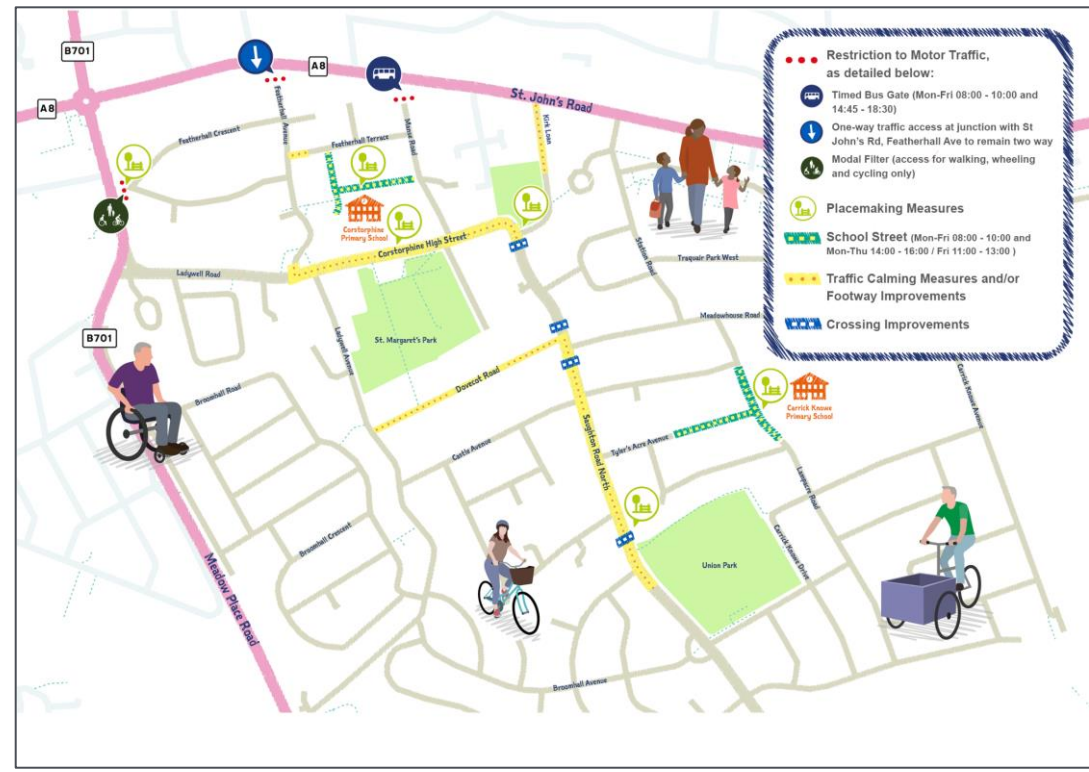
Appendix IV

Stimulus used in interviews – Wave 2

Image of map (Q12) – Wave 2

All residents survey respondents were read a description of the Corstorphine Connections project - “The aim of the Corstorphine Connections project has been to reduce non-residential through traffic from streets in the area (particularly around the schools), provide widened pavements, improve pedestrian crossings and create new public spaces.”

They were also shown this map to illustrate the area covered by the project.



Images of project measures (Q13) – Wave 2

Respondents were given further information about the Corstorphine Connections project - “The project has introduced new planting, seating and artwork at a number of locations. There may be opportunities that these are further upgraded in the future.”

They were also shown the following images from the project area.



Technical appendix

Quantitative: method and data processing

The data was collected by face-to-face CAPI interviews (in street).

The target groups for this research study were residents of Corstorphine and people visiting Corstorphine for shopping and other services.

The sample type was non-probability. Respondents were selected using a stratified random sampling technique, where interviewers worked to specified quota controls on key sample criteria, and selected respondents randomly within these quotas. Our quotas aimed to ensure a broadly even proportions of males and females and an even spread in age groups 18-34; 35-54 and 55+. The purpose of setting quotas was to ensure feedback from a range of residents and shops/business users in terms of age and gender.

The Wave 2 target sample sizes were 300 residents and 300 shops and business users and the final achieved sample sizes were 302 residents and 313 shops and business users. For Wave 1 the same targets were set and the achieved sample sizes were 302 residents and 319 shops and business users. This report only includes data from shops/business users from Wave 1 whose journey originated within the Edinburgh area. This was because the Wave 1 data included a large proportion of people visiting from outside Edinburgh, which meant that comparisons to Wave 2 were not possible for many questions due to the differing sample profiles.

Fieldwork for Wave 2 was undertaken between 16th October and 2nd November 2023. In Wave 1 the fieldwork dates were 25th March to 7th July 2022. In total, 10 interviewers worked on data collection at each wave.

Each interviewer's work is validated as per the requirements of the international standard ISO 20252. Validation was achieved by re-contacting (by telephone or email) a minimum of 10% of the sample to check profiling details and to re-ask key questions from the survey. Where telephone details were not available re-contact may have been made by post. All interviewers working on the study were subject to validation of their work.

The Wave 2 data set was weighted to reflect the profile of the Wave 1 data to allow accurate comparisons.

Loose quota controls were used to guide sample selection for this study. This means that we cannot provide statistically precise margins of error or significance testing as the sampling type is non-probability. The margins of error outlined below should therefore be treated as indicative, based on an equivalent probability sample.

The overall sample size of 302 residents provides a dataset with an approximate margin of error of between $\pm 1.1\%$ and $\pm 5.5\%$, calculated at the 95% confidence level (market research industry standard). The Wave 1 sample of shops/business users of 166 provides data with a margin of error of between $\pm 1.5\%$ and $\pm 7.5\%$, while the wave 2 sample of 313 provides data with a margin of error of between $\pm 1.1\%$ and $\pm 5.5\%$.

The following methods of statistical analysis were used: statistical significance testing Z tests and t-tests.

Technical appendix

Quantitative: method and data processing

Our data processing department undertakes a number of quality checks on the data to ensure its validity and integrity.

For **CAPI Questionnaires** these checks include:

- Field checks will be agreed with the fieldwork manager prior to fieldwork starting. These may include speed of interview, quality of open-ended responses, probing at scale questions, adherence to quotas and any other project specific checks required. The raw data submitted by each and every interviewer is checked against these criteria throughout fieldwork. Any concerns are personally communicated back to interviewers, and their work further monitored.
- The raw data is checked to ensure that interviewer and location are identifiable. Any errors or omissions detected at this stage referred back to the field department, who re-contact interviewers to check.
- CAPI scripts include an option to agree to being re-contacted, either by email to complete an online survey or by telephone for an interview, for quality assurance purposes. Responses to the back-checking are matched to the CAPI interview responses which may be corrected if errors are identified. We back-check at least 10% of each interviewer's work.

Other checks include:

- Every project has a live pilot stage, covering the first few days/shifts of fieldwork. The raw data and data holecount are checked after the pilot to ensure questionnaire routing is working correctly and there are no unexpected responses or patterns in the data. For CAPI projects, interviewers will also be asked to provide feedback on the questionnaire, sample, quotas and sample locations as required.
- A computer edit is carried out prior to analysis, involving both range (checking for outliers) and inter-variable checks. Any further inconsistencies identified at this stage are investigated by reference back to the raw data where possible.
- Where an 'other – specify' codes is used, open-ended responses are checked against the parent question for possible up-coding.
- Responses to open-ended questions will be spell and sense checked. Where required these responses may be grouped using a coding frame, which can be used in analysis. The code frame will be developed by the executive or operations team and will be based on the analysis of minimum 50 responses.

A SNAP programmed was set up with the aim of providing the client with useable and comprehensive data. Cross breaks are discussed with the client in order to ensure that all information needs are met.

All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.

Key contacts

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