



City of Edinburgh Council

Leith Connections: Residents and Shops
and Business Users Attitudinal Survey
- Wave 2

July 2024



Leith
Connections



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Project background

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.



Within Leith, CEC 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 Leith Connections project was implemented in spring 2023.

The impact of the Leith Connections project is being measured and monitored in a variety of ways. A key component is surveys with Leith residents and users of local shops and businesses to assess views on the new traffic management measures and the LTN.

This report outlines the findings from the second wave of this research. Interviews were conducted in March/April 2024. The first phase of measures were introduced between April and October 2023. 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 Leith
- To determine attitudes towards the safety of children walking and cycling independently to school, and the issues which drive any negative perceptions
- To determine levels of support or opposition for the Low Traffic Neighbourhood measures in Leith
- 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 Leith, 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 Leith 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 Leith, including Leith Links, Henderson Street, Coburg Street, Commercial Street, Constitution Street, Great Junction Street and the Tolbooth Wynd/Water St/Carpet Lane area.
- 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 the Leith LTN area as defined by postcode
 - Shops and Business Users – all respondents had to be visiting a shop, café, restaurant, take away, hairdresser, pharmacy or other local business in the Leith 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 25th March and 20th April 2024. Wave 1 interviews took place between 25th March and 7th July 2022.
- Sample sizes in each wave were:
 - Wave 1 - 318 residents and 201 shops and business users*
 - Wave 2 - 312 residents and 324 shops and business users*
- The sample of 312 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 sample of 324 business users provides data with a margin of error of between +/- 1.1% and +/- 5.3%. The Wave 1 sample of 201 shops/business users provides data with a margin of error of between +/- 1.4% and +/- 6.9%.
- Wave 2 data has been weighted on age and gender to ensure consistent samples for analysis. Weighting was based on the Wave 1 sample profile.

*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 Leith from within the Leith/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 unweighted 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)	163	161	104	156
Woman (incl. trans woman)	155	151	96	168

Age	Residents		Shops/business users	
	Wave 1	Wave 2	Wave 1	Wave 2
16-34	87	94	59	80
35-54	115	114	70	109
55+	115	104	71	135

Disability or health condition	Residents		Shops/business users	
	Wave 1	Wave 2	Wave 1	Wave 2
Have a disability/health condition	41	42	34	47
Do not have a disability/health condition	276	269	167	276

Parent of child/ren under 16	Residents	
	Wave 1	Wave 2
Parent	58	48
Not a parent	253	262

Cycling	Residents	
	Wave 1	Wave 2
Cycle in local area	48	57
Never cycle in local area	270	255

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

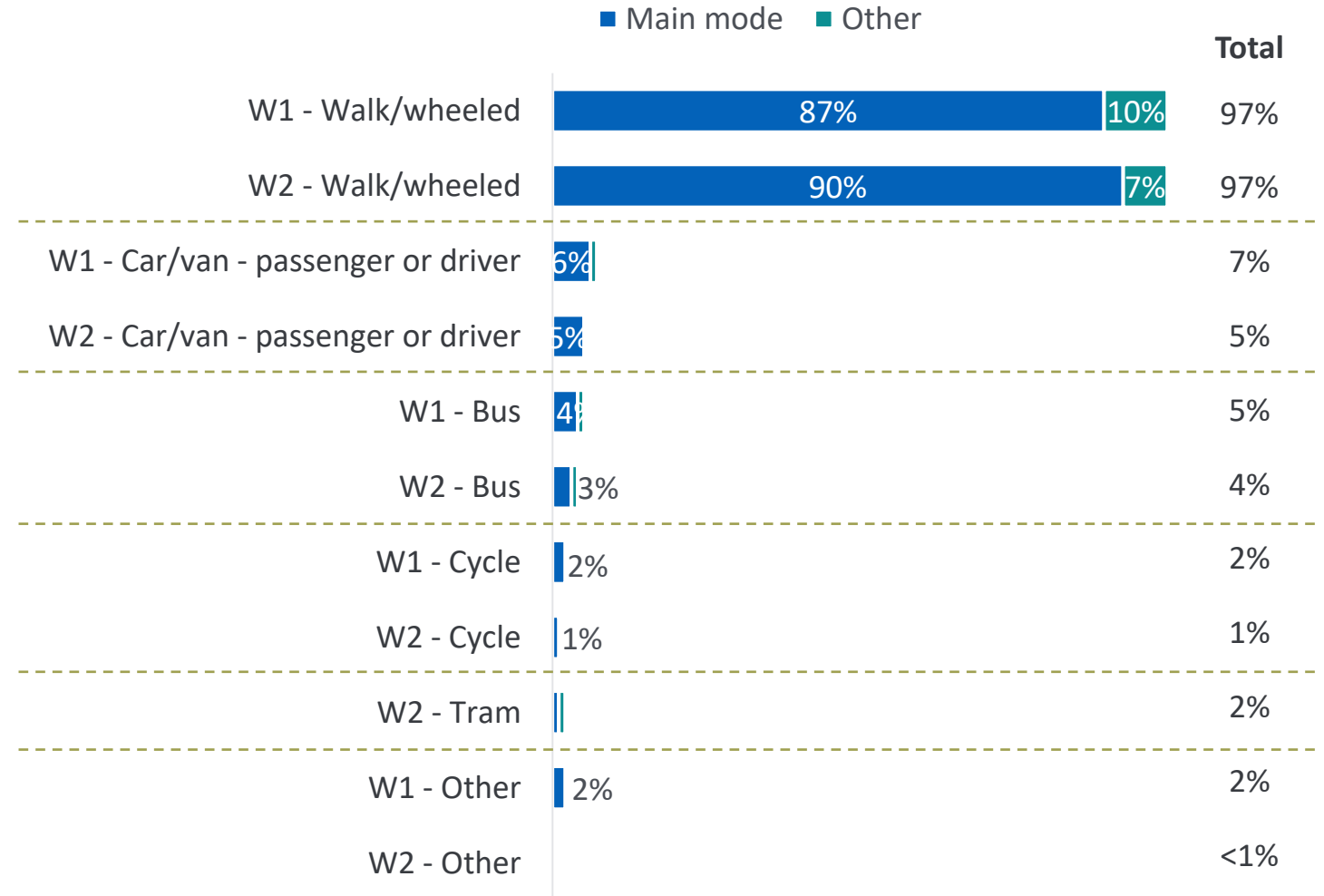
A vertical olive-green bar is positioned to the left of the text.

Residents survey - key findings

Residents Transport

- When asked how they had travelled to the area where they were interviewed in Leith, the overwhelming majority of respondents reported that they had walked, either for the whole journey (90%) or for part of the journey (7%).
- All other modes were used by much smaller proportions: 5% travelled by car, 4% by bus and 1% cycled.
- These findings were broadly in line with Wave 1 (with the exception of addition of tram as a travel option, for 2% of respondents in Wave 2).
- The only sub-group difference in method of transport was by age: those aged 55+ were more likely to have travelled by car (10%) than those aged 16-34 (nobody); while only those aged 16-34 had cycled (5% of this age group, compared to nobody aged 35+).

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?

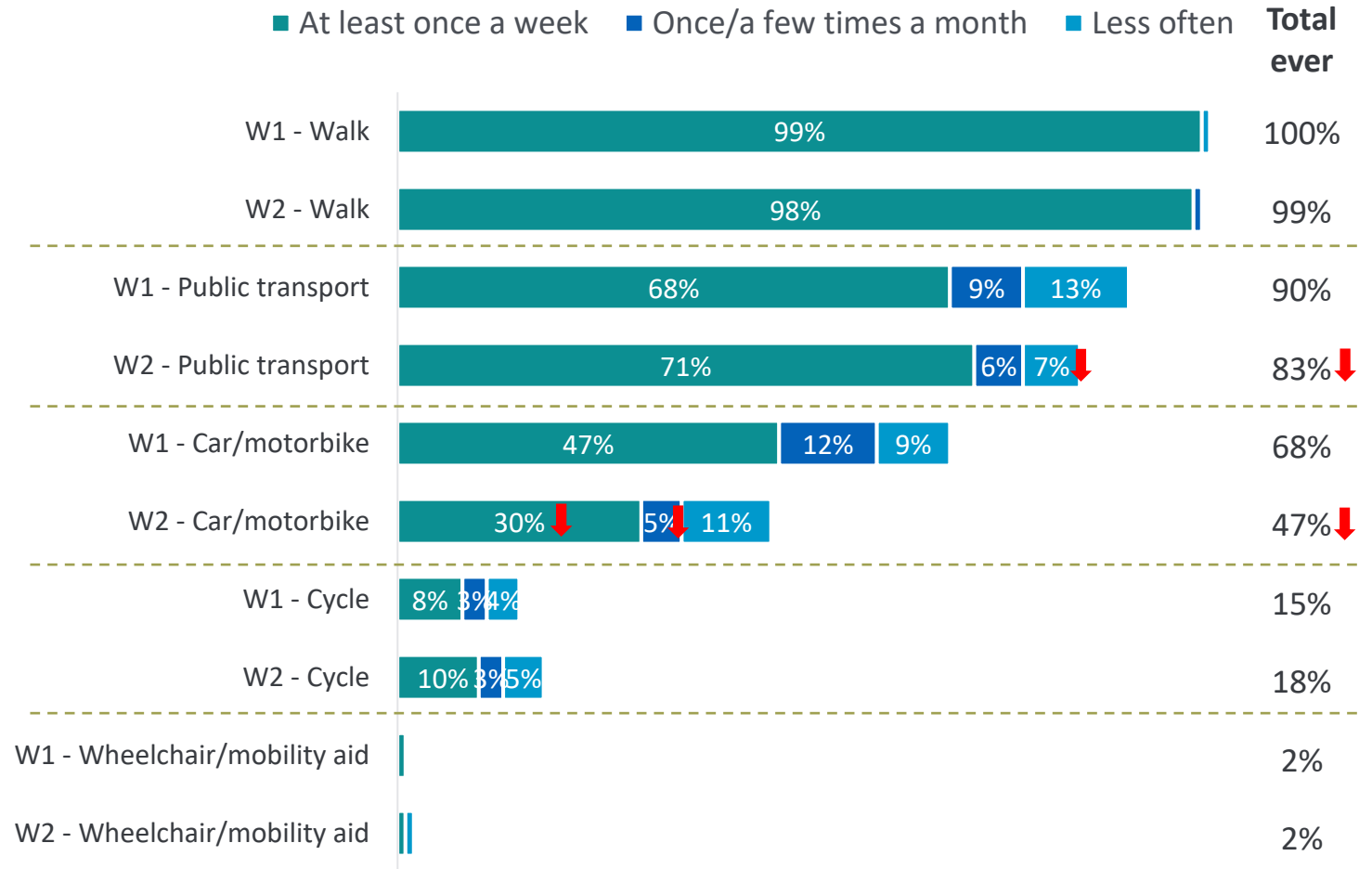
Base (all): W1 318; W2 312

Residents Transport

- Respondents were also asked **how often** they used various modes of transport to get around the local area.
- Participation in active travel was evident, with the vast majority (98%) walking at least once a week. A significant minority (18%) also reported that they cycle, with 10% doing so at least weekly.
- Just over four in five reported that they ever use public transport, with 71% using it at least weekly.
- Travel by car/motorbike was mentioned by 47% of respondents as a way of getting around the local area, with 30% using this mode at least weekly – this had declined in Wave 2, driven particularly by a drop in the proportion using a car/motorbike at least weekly. Fewer also mentioned using public transport this wave (83%, compared to 90% last wave).
- Men were more likely than women to cycle at least once a week (13% vs 6%*). Younger respondents were more likely to ever cycle (36% of 16-34s, v 15% 35-54s and 6% 55+), and less likely to travel by car – only 38% of under 35s ever do so in the Leith area, compared to 54% of those aged 35-54. Parents were also more likely to ever travel by car (71%) than those with no children in the household (42%). Women were more likely than men to ever use public transport (88% v 79%).

*significant at 90% level

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 318; W2 312

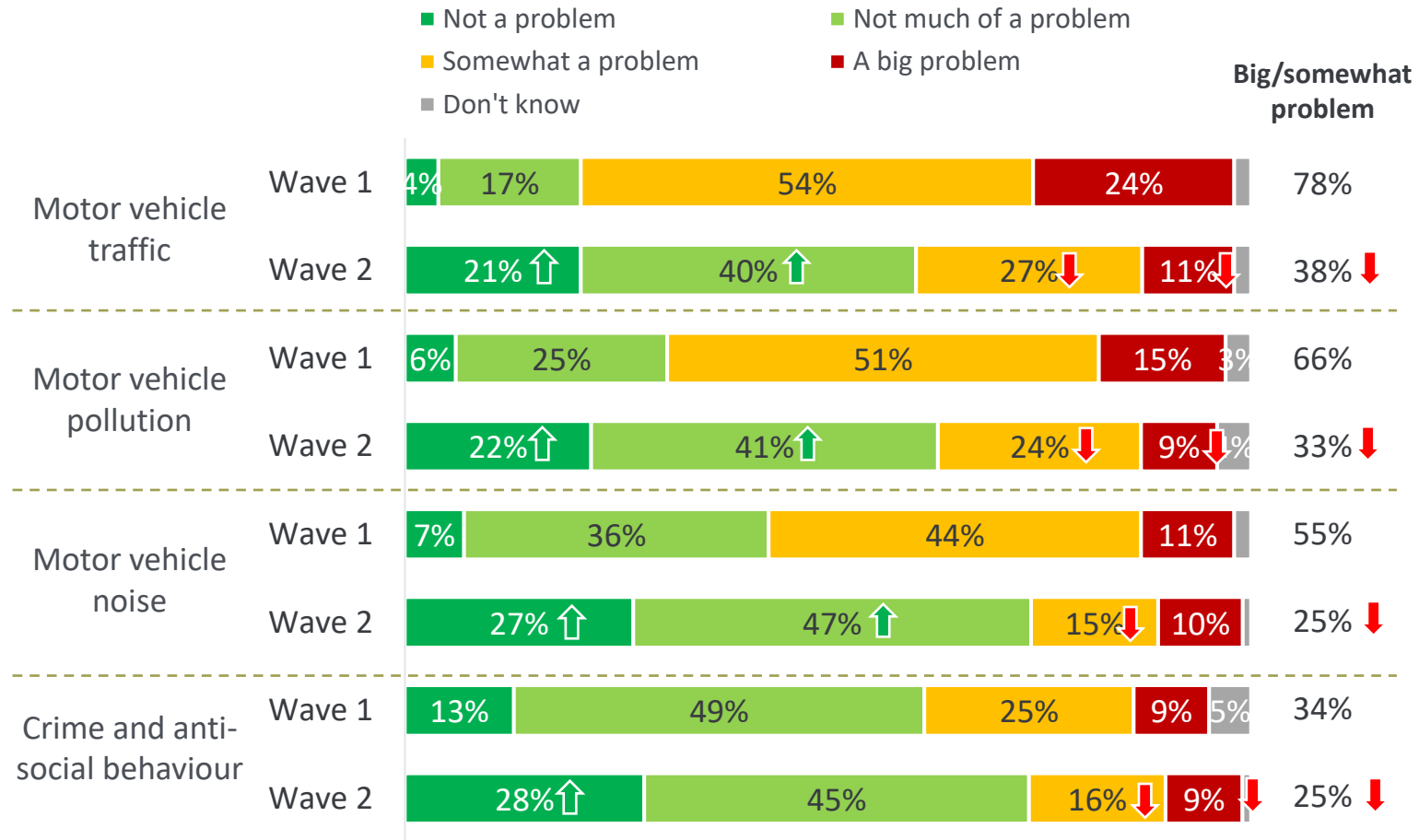
Residents

Neighbourhood issues

- Respondents were asked to rate the degree to which a number of issues are a problem in the Leith area.
- Motor vehicle traffic was most likely to be identified as a problem, with almost two fifths describing it as a big problem/somewhat a problem (and 11% said it was a big problem).
- Motor vehicle pollution was described as a problem by a third of respondents, with 9% saying it is a big problem. Slightly fewer, a quarter, said that motor vehicle noise was a big problem/somewhat a problem (and 10% said it was a big problem).
- A quarter of respondents said that crime and antisocial behaviour a problem in Leith; again, around one in ten said it was a big problem (9%).
- However, for all of these issues, ratings had improved since Wave 1 with fewer saying each of these aspects was a big problem or somewhat a problem, and more saying these were not a problem. These changes may have been influenced both by the introduction of LTN measures and the completion of the tram link to Leith, which was still under construction in 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 318; W2 312

Neighbourhood issues

Sub-sample analysis



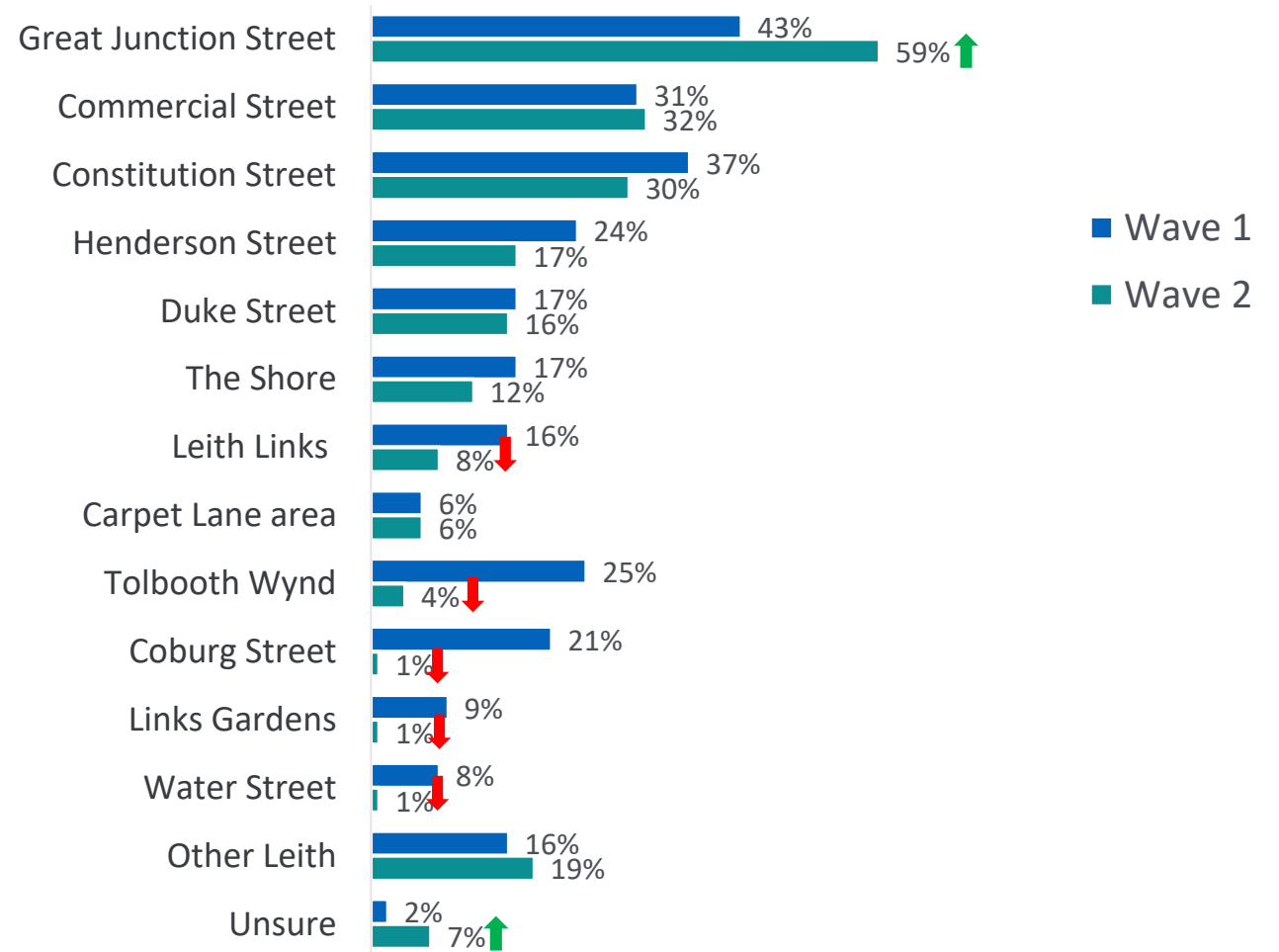
- Perceptions of motor vehicle traffic, pollution and noise were generally fairly consistent across the profile of the sample, although parents were more likely to say motor vehicle traffic was a big problem (21% of those with children under 16 v 9% of those without children).
- Cyclists (48%) were more likely than non-cyclists (29%) to say motor vehicle pollution was a big/somewhat a problem.
- Women were more likely than men to rate motor vehicle pollution as a big/somewhat a problem (38% v 28%*).
- Attitudes to crime and antisocial behaviour were generally consistent, although women were more likely than men to see it as a big/somewhat a problem (30% v 20%*).

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, but Great Junction Street was cited by three fifths of these respondents (59%), an increase from Wave 1, and several of the other streets were less likely to be mentioned than last wave.
- The increase in mentions of Great Junction Street may be due to perceptions of more traffic being re-routed down Great Junction Street because of LTN measures.
- Reductions in the proportions identifying streets such as Coburg Street, Tolbooth Wynd, Links Gardens and Water Street as having traffic issues are also likely to reflect the traffic measures/restrictions introduced on these streets.
- Other commonly mentioned areas were Commercial Street (identified by 32%) and Constitution Street (30%).

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 251; W2 139

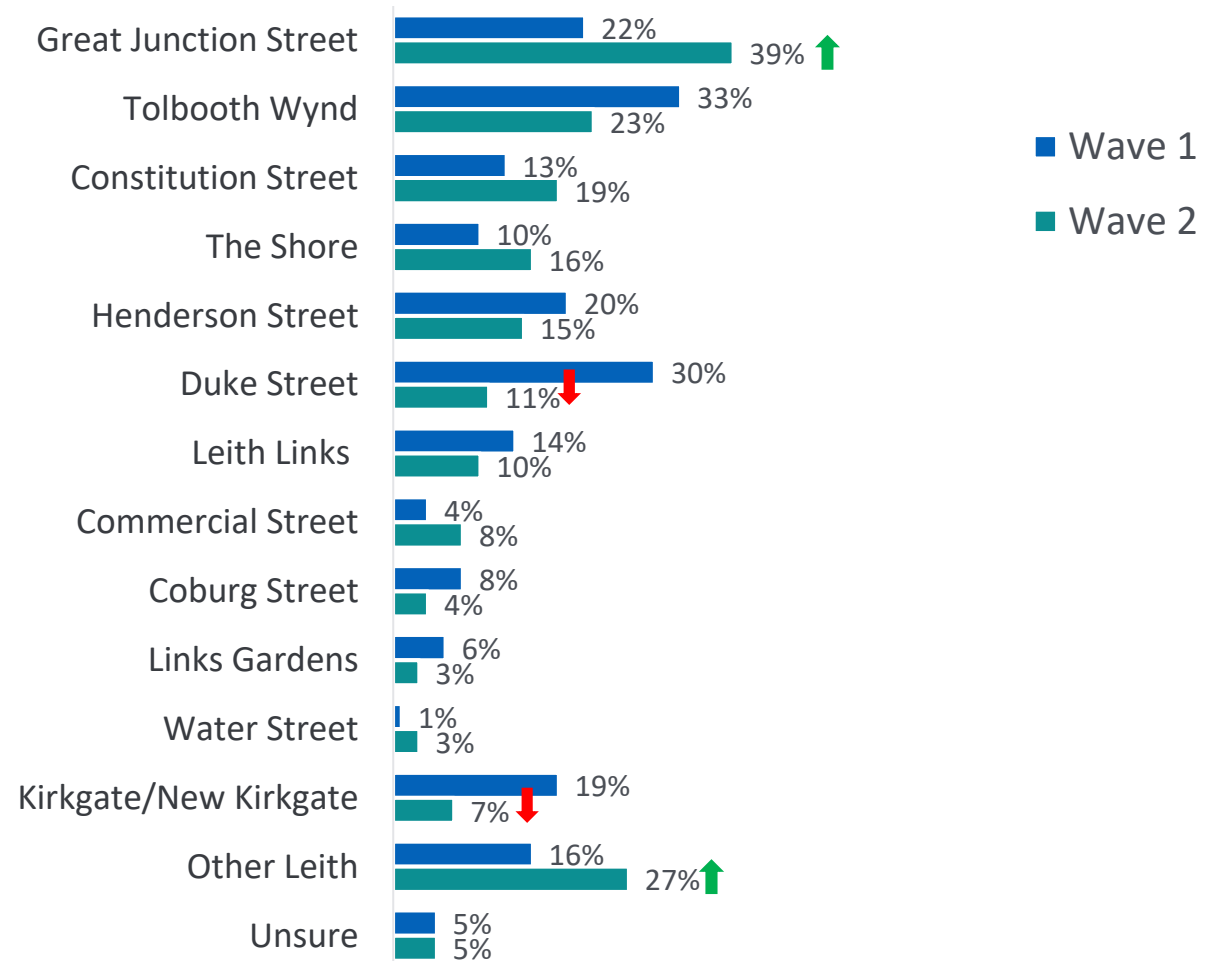
Residents

Neighbourhood issues

- Those respondents who considered crime and antisocial behaviour to be a problem were asked to identify the streets which they considered to be most of concern.
- Great Junction Street was most commonly mentioned this wave, by two fifths (more than in Wave 1). Tolbooth Wynd and Constitution Street were also fairly frequently mentioned, followed by the Shore and Henderson Street.
- Fewer this wave mentioned Duke Street or Kirkgate than in Wave 1, but more mentioned other streets within Leith. These included Bernard Street, Cables Wynd and people saying just generally across Leith.



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?

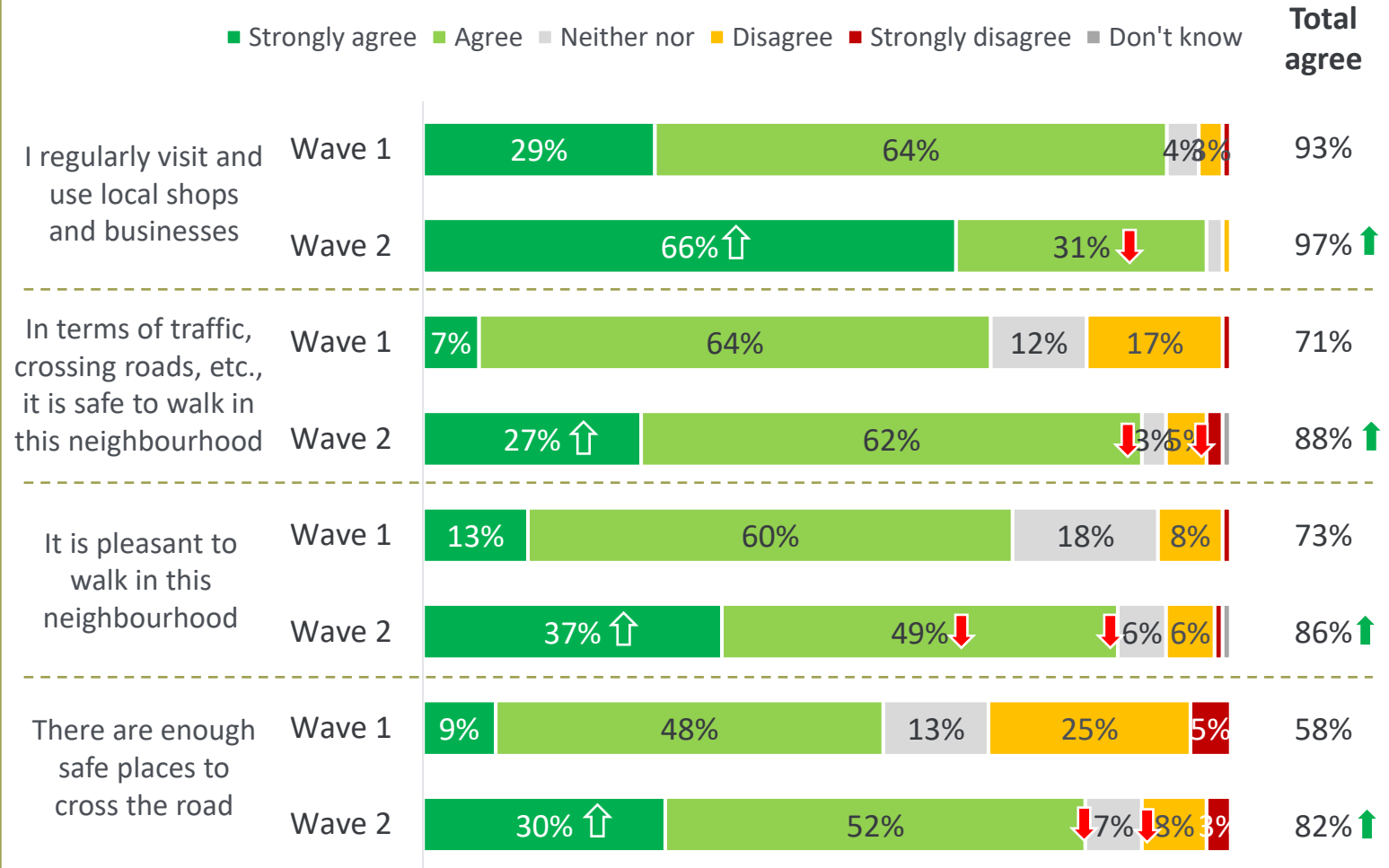
Base (those who perceived a problem): W1 107; W2 78

Residents

Walking in Leith

- Respondents were asked the extent to which they agreed or disagreed with a series of statements about walking in the local area.
- When thinking about walking in the neighbourhood, the vast majority of respondents (93%) agreed that they regularly visit local shops and businesses, with 66% strongly agreeing – a significant increase since wave 1.
- There were positive attitudes in terms of how safe it is to walk in Leith and how pleasant it is: almost nine in ten (88%) agreed it is safe in terms of traffic/crossing roads etc., and that it is pleasant to walk in the neighbourhood (86%). Four in five (82%) agreed there are enough safe places to cross the road). For all of these aspects, ratings have improved significantly in Wave 2, with more agreeing overall and strongly agreeing with these statements.

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 318; W2 312

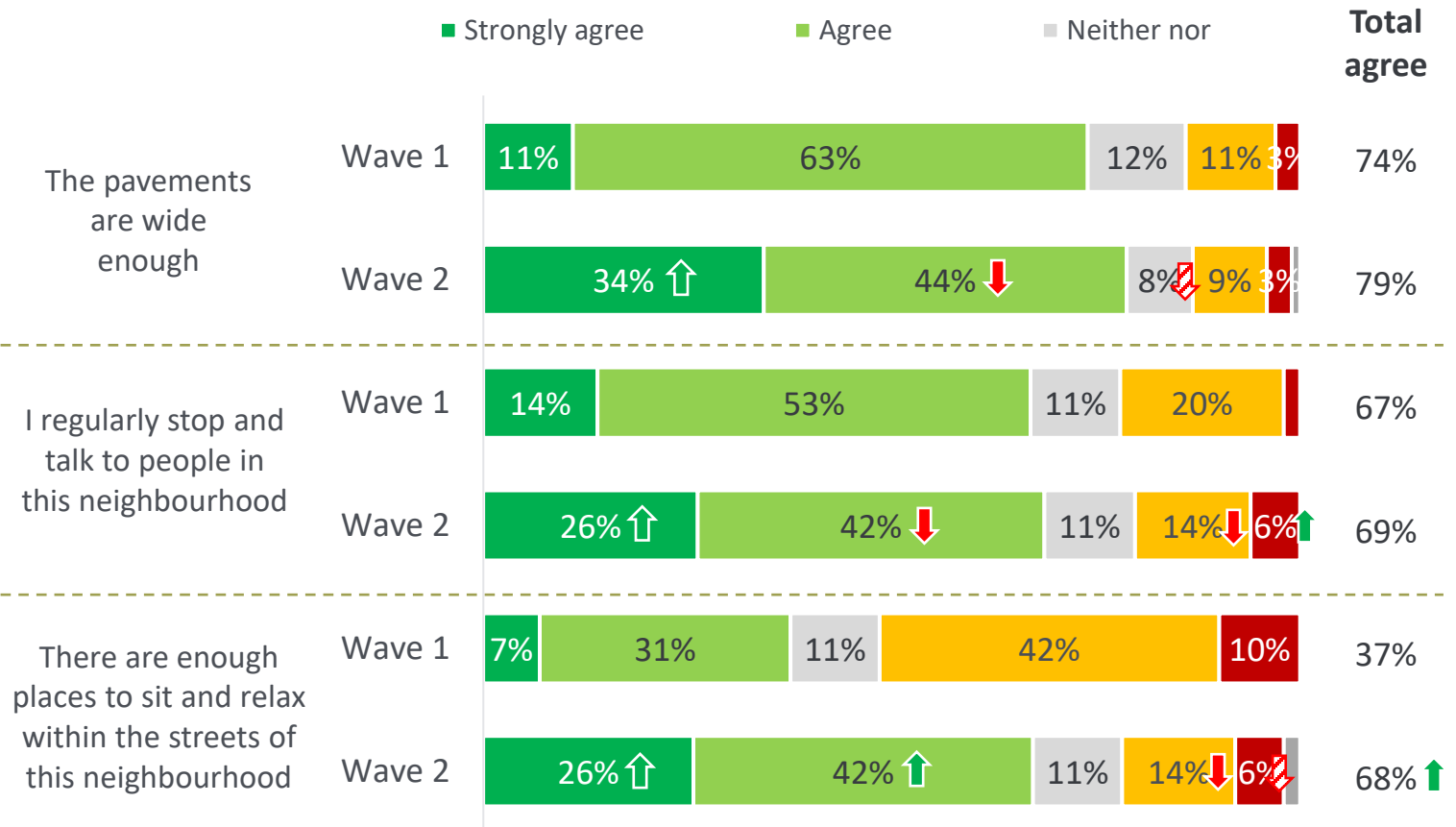
Residents

Walking in Leith

- Around four in five (79%) agreed the pavements are wide enough, and strong agreement with this statement has increased in Wave 2, to 34%.
- A majority also agreed that they regularly stop to talk to people in the neighbourhood (69%) and that there are enough places to sit and relax within the streets of the neighbourhood (68%). For both of these statements, ratings had improved significantly compared to Wave 1 – more agreed strongly with both aspects, and more agreed overall about there being enough places to sit and relax.
- Many of the findings about walking/wheeling in the area were consistent across the profile of the sample; however, older respondents were more likely to agree that they regularly stop and talk to people (76% of 55+, vs 65% of 35-54s and 64% of under 35s*).
- Respondents with a disability/health condition were less likely to agree that it is pleasant to walk/wheel in the neighbourhood than those without a health condition (72% v 88%). They were also less likely to agree there were enough places to sit and relax (55% v 70%*).

*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 318; W2 312

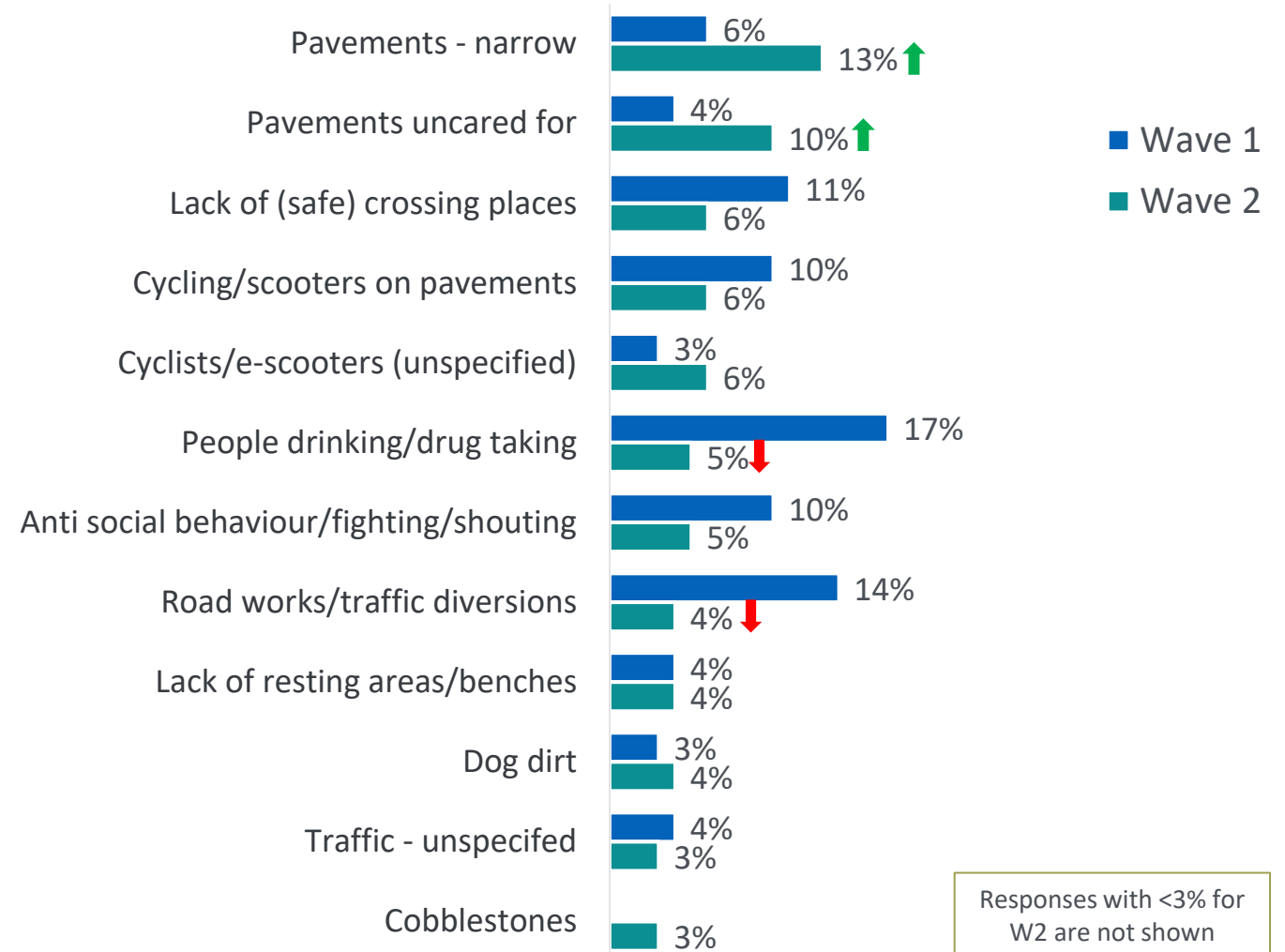
Residents

Walking in Leith

- Respondents who disagreed with any of the statements about walking/wheeling in Leith were asked to state what they saw as the biggest problem for people who want to walk/wheel in the neighbourhood.
- A wide variety of responses were received, but there were some common themes – the most frequently mentioned this wave were issues with the pavements being too narrow (13%) or uncared for (10%).
- Notably, there were some changes from Wave 1 – fewer people this wave mentioned:
 - Any issues related to crime and antisocial behaviour (10% v 24% in Wave 1)
 - Any traffic issues (9% v 32%) – in particular, too many vehicles was mentioned by 17% in Wave 1 but was only mentioned by 2% this wave
 - Road works/traffic diversions (4% v 14%)
 - People drinking/drug taking (5% v 17%).



Biggest problems for people walking/wheeling in area



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 188; W2 128

Biggest problems for people walking

Verbatim quotes

People on bikes going too fast.
Female, 25-34

Not enough crossings and bikes on the pavement.
Female, 65+

Mobility scooters and electric bikes zooming past not giving space.
Male, 45-54

I would like to see more benches so I can have a seat when I'm out walking.
Female, 55-64

The traffic noise and pollution.
Male, 65+

Not enough crossings and watching out for cyclists, they don't stop at lights and go too fast.
Male, 25-34

General nuisance and antisocial behaviour by youths.
Male, 55-64

The pavement sizes are too narrow uneven and cobbled.
Male, 55-64

Some sides of the street have smaller paths.
Female, 55-64

Not much space down the lanes, the paths are tiny and cars are parked.
Male, 35-44

Drivers going too fast round Dock Street.
Female, 65+

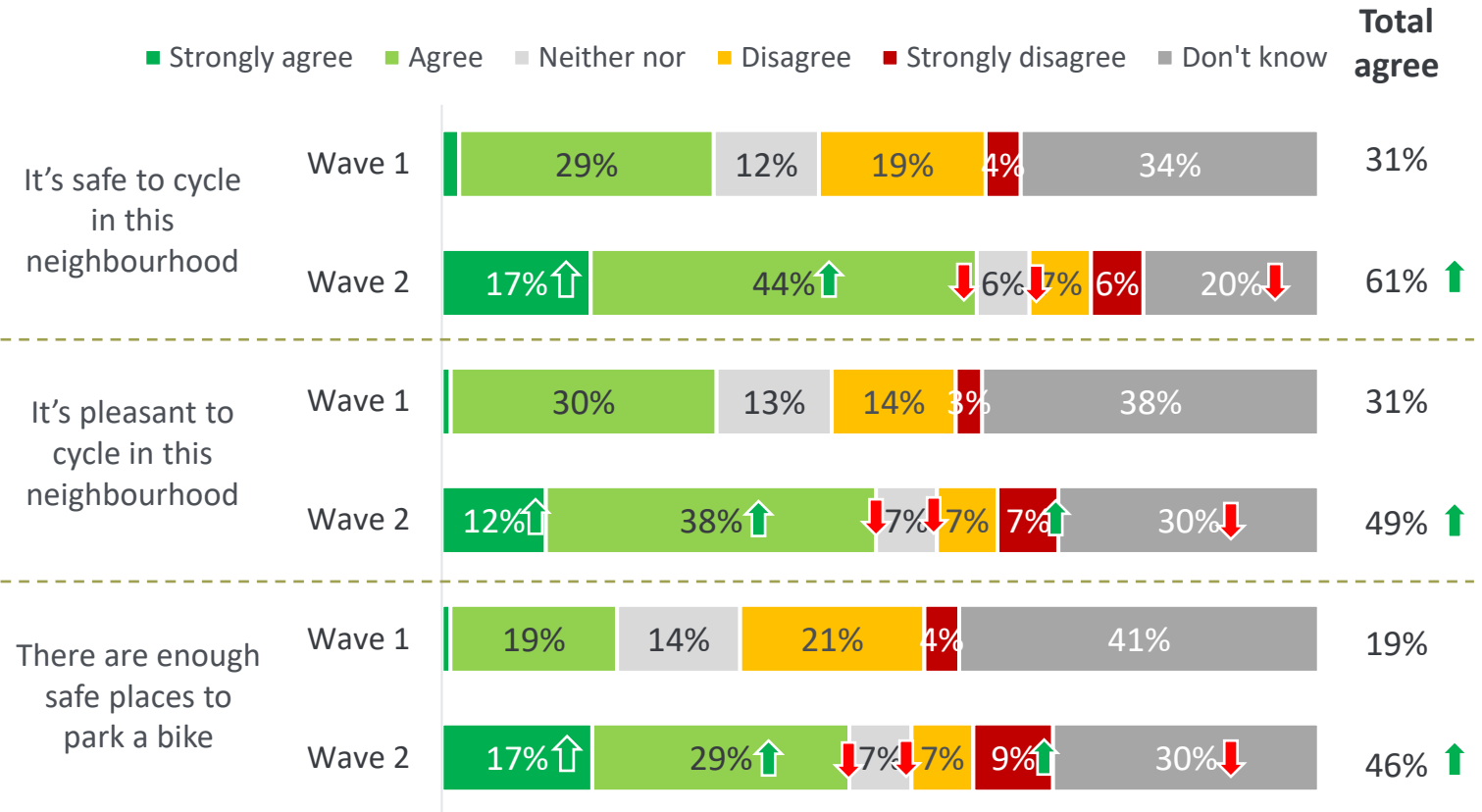
Pavements not wide enough for children to walk along beside mum or on scooter.
Female, 25-34

Residents

Cycling in Leith

- Respondents were also asked to comment on various aspects of cycling in Leith. For these statements, a significant proportion of respondents felt unable to comment: the responses for cyclists only are therefore detailed separately (see following slide).
- The majority of the total sample of residents agreed that it is safe to cycle in the neighbourhood (61% agreed and 17% strongly agreed), whilst just under half agreed it is pleasant to cycle in the neighbourhood, with 12% agreeing strongly. A similar proportion (46%) agreed that there are enough safe places to park a bike.
- Across all of these measures, there have been improvements in ratings compared to Wave 1, with particularly significant increases in agreement that it is safe to cycle in this neighbourhood and that there are enough safe places to park a bike.
- Respondents aged 55+ were more likely than younger age groups to respond 'don't know' to this question, reflecting lower levels of cycling in these groups.

Attitudes towards cycling in the area



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

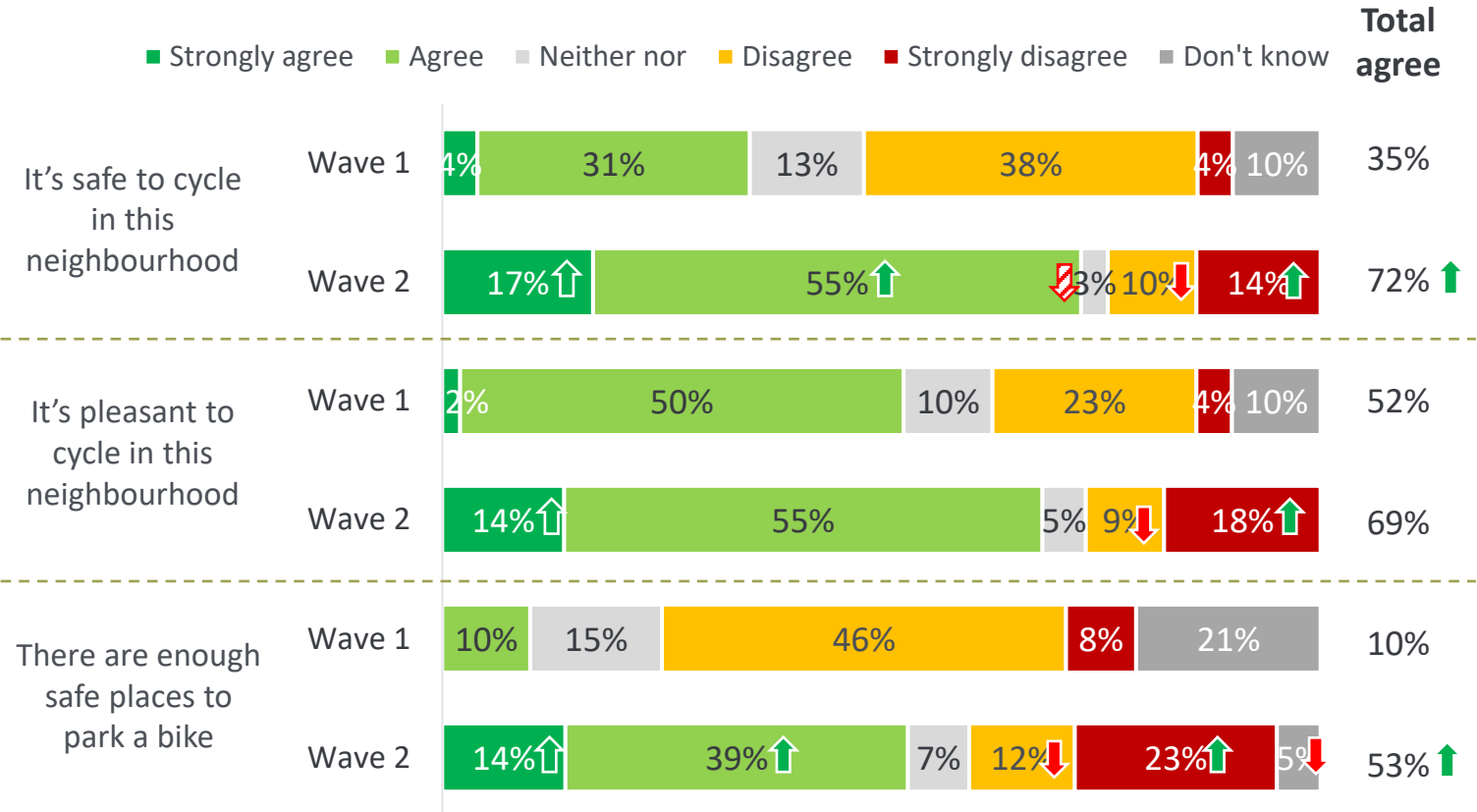
Base (all): W1 318; W2 312

Residents

Cycling in Leith

- Amongst those who reported that they ever cycle in the local area, seven in ten (72%) agreed that it is pleasant to cycle in the neighbourhood, a substantial increase compared to Wave 1 (35%).
- A similar proportion (69%) agreed it is pleasant to cycle in the neighbourhood, and just over half (53%) agreed there were enough safe places to park a bike – an increase since Wave 1.
- Although overall ratings had improved among cyclists, this is partly driven by a drop in the proportion saying they don't know – and while more strongly agreed with each statement, more also strongly disagreed with each this wave.
- (Note the small base sizes of cyclists – results should be treated with caution).

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 48; Wave 2 57

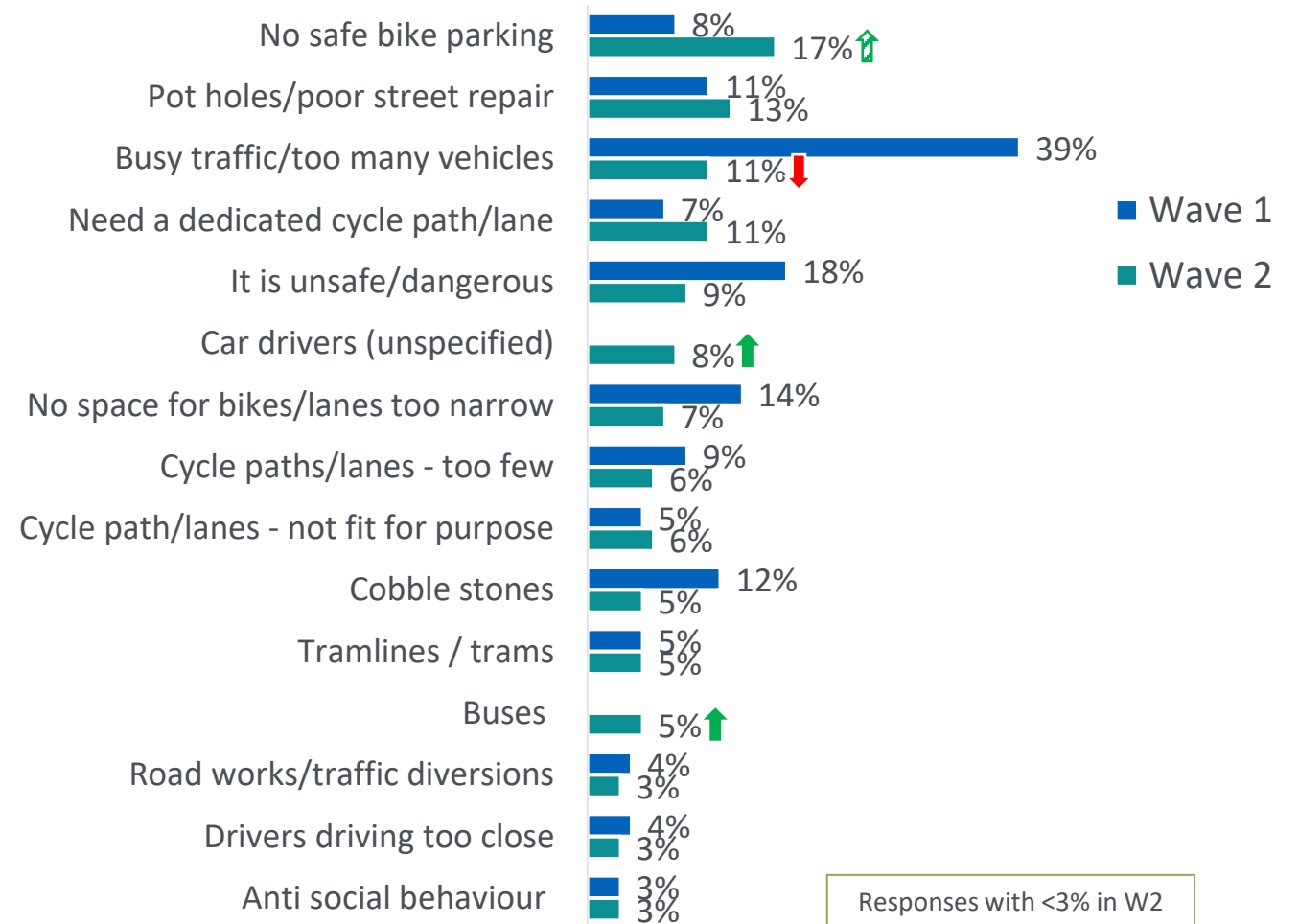
Residents

Cycling in Leith

- Those respondents who disagreed with any of the statements about cycling were asked to state what they thought the biggest problem was for people cycling in the area.
- The single most commonly mentioned issue this wave was no safe bike parking (17%), followed by pot holes/issues with street repair (13%).
- Fewer this wave mentioned any issues with traffic (14%, compared to 51% in Wave 1) – e.g. the proportion mentioning busy traffic/too many vehicles dropped from 39% to 11%. There were also fewer mentions of fast moving vehicles (2% compared to 14% in Wave 1 - not shown on chart as figure in Wave 2 is less than 3%).



Biggest problems for people cycling in area



Responses with <3% in W2 are not shown

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 95; W2 63

Biggest problems for people cycling

Verbatim quotes

Traffic is too busy and trams.
Female, 35-44

Too many parked cars in the way.
Female, 25-34

Cobbled roads are unsafe and badly
maintained.
Male, 45-54

Not enough parking and buses
and cars get too close.
Female, 25-34

Cycle lanes aren't wide enough,
should be separated by a fence.
Male, 65+

Too many buses or trams on the road.
Male, 25-34

I would like more safe
parking for cycles.
Male, 16-24

Need to be in cycle lane, separate from vehicles and
not on pavements beside people who are walking.
Female, 25-34

Condition of the roads, the traffic
and poor road maintenance.
Male, 45-54

Bikes stolen is an issue and cars hitting
bikes around Henderson Street.
Female, 25-34

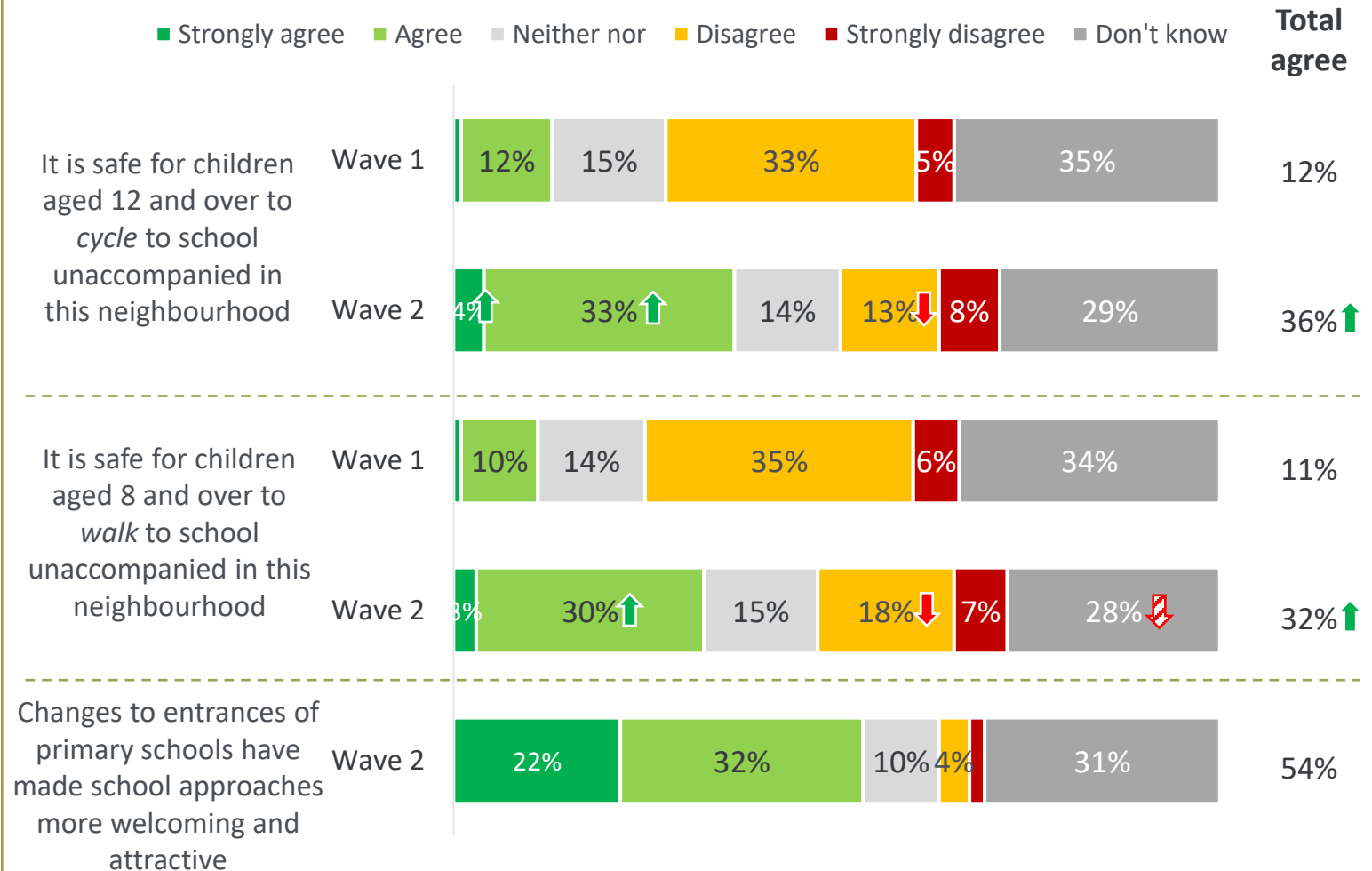
Cobbled stones, not enough
separation from pedestrians,
cars going faster than the limit.
Female, 25-34

Residents

Children walking/cycling

- Residents were also asked to comment on how safe they felt the local neighbourhood is for children walking and cycling to school. Across the sample as a whole, a substantial proportion said they did not know (results for parents only are therefore presented in the following slide).
- There have been some positive shifts in results this wave, with more now agreeing that it is safe for children aged 12+ to cycle to school unaccompanied (36% compared to 12% in Wave 1) or for children aged 8+ to walk to school unaccompanied (32% now agreed, compared to 11% last wave).
- Just over half overall agreed in Wave 2 that changes to the entrances of primary schools have made the approaches more welcoming and attractive (and 31% said they did not know – very few disagreed).
- Results were broadly consistent across demographic sub-groups (with the exception of parents v non-parents – see the following slide).

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 318; W2 312

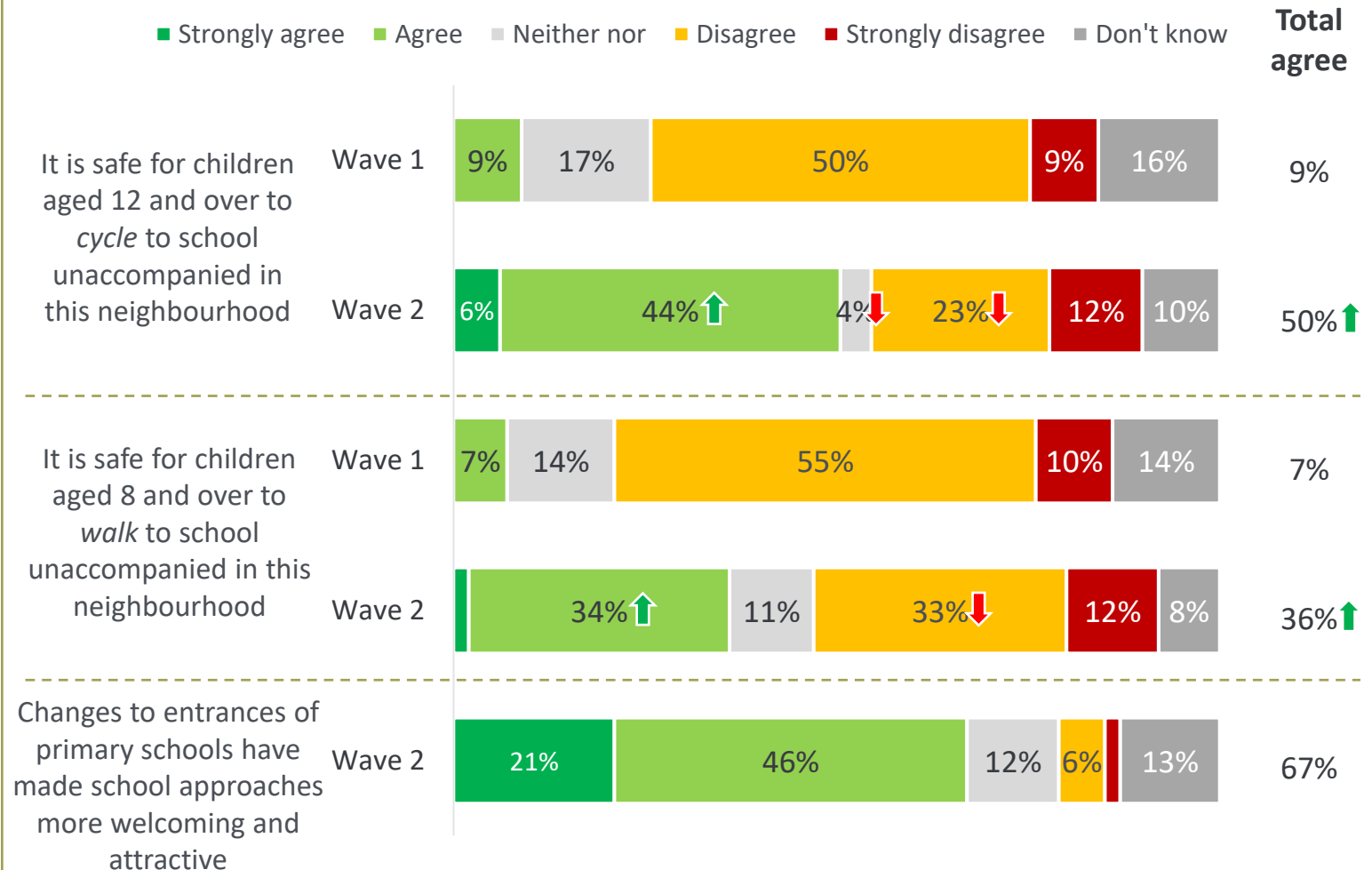
Residents

Children walking/cycling

- Among parents, there had been improvements in ratings of safety for children aged 12+ to cycle and 8+ to walk to school unaccompanied – 50% now agreed in relation to cycling for over 12s and just over a third (36%) agreed re children walking to school safely at the age of 8+.
- Two thirds (67%) agreed that changes to primary school entrances made them more welcoming and attractive.
- (Note the small number of parents – results should be treated with caution).

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 58; W2 48



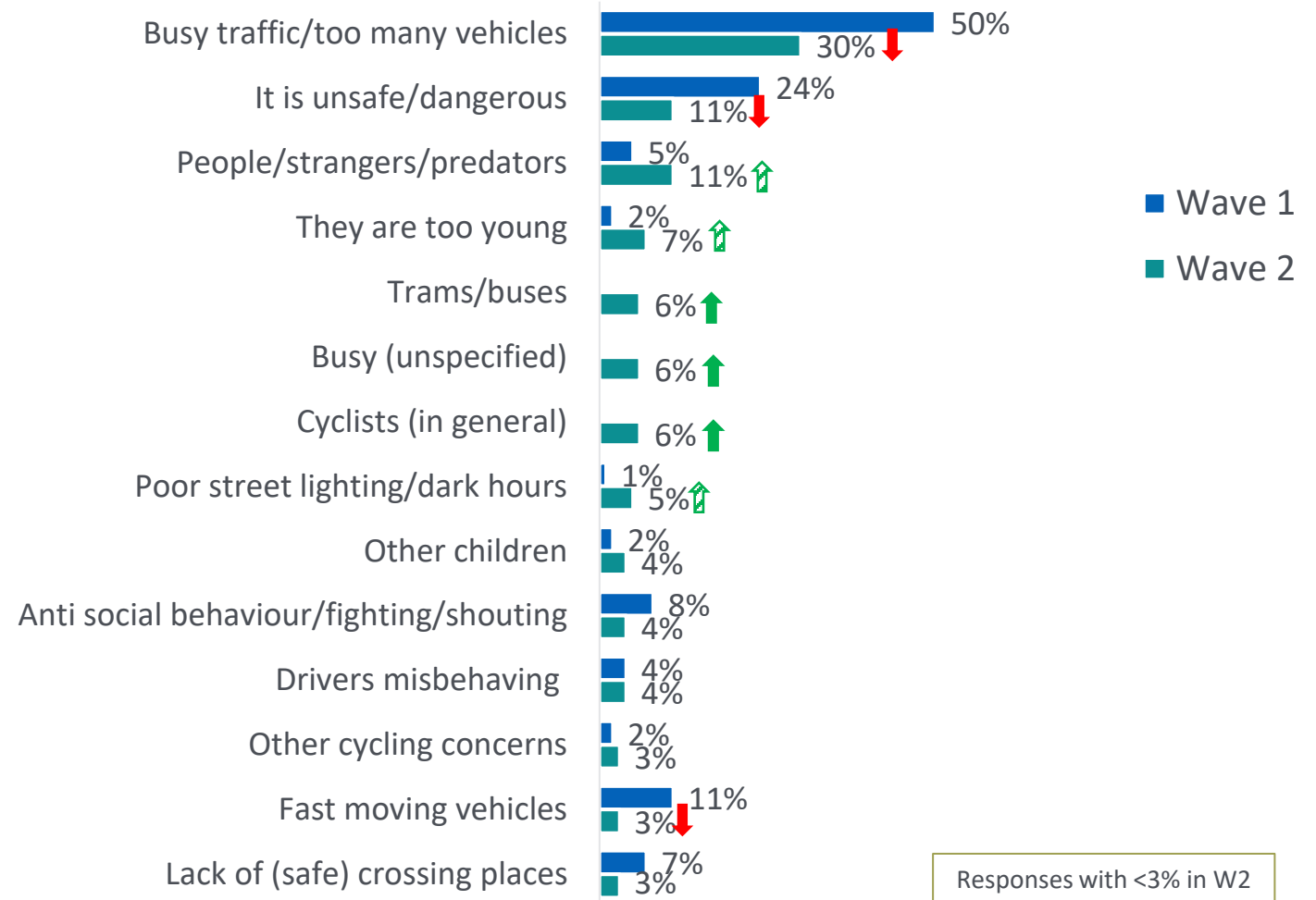
Residents

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 Leith.
- Traffic was the main concern cited by 44% of those who commented – mainly because traffic is busy/there are too many vehicles (30%). However, fewer mentioned traffic concerns overall (44% v 65% in Wave 1), and fewer mentioned busy traffic (30% v 50%) and fast moving vehicles (3% v 11%) this wave.



Biggest problems for children travelling safely in area



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 133; W2 90

Biggest problems for children walking/cycling



Verbatim quotes

The traffic is terrible at school times, too many parents dropping of children.
Female, 25-34

Street lighting especially in the winter.
Male, 35-44

The grown ups on bikes not giving way to children.
Male, 25-34

Anti social behaviour, not a safe place for kids.
Female, 35-44

Always unsavoury people hanging about on the way to school.
Female, 25-34

Amount of cars going too quick on roads.
Male, 65+

Too many buses at busy times of day. Not safe for children.
Male, 25-34

Too many buses and trams and traffic lights.
Male, 35-44

Not enough assisted crossings.
Female, 45-54

It's not safe to let children go anywhere alone nowadays. You never know who is about.
Female, 25-34

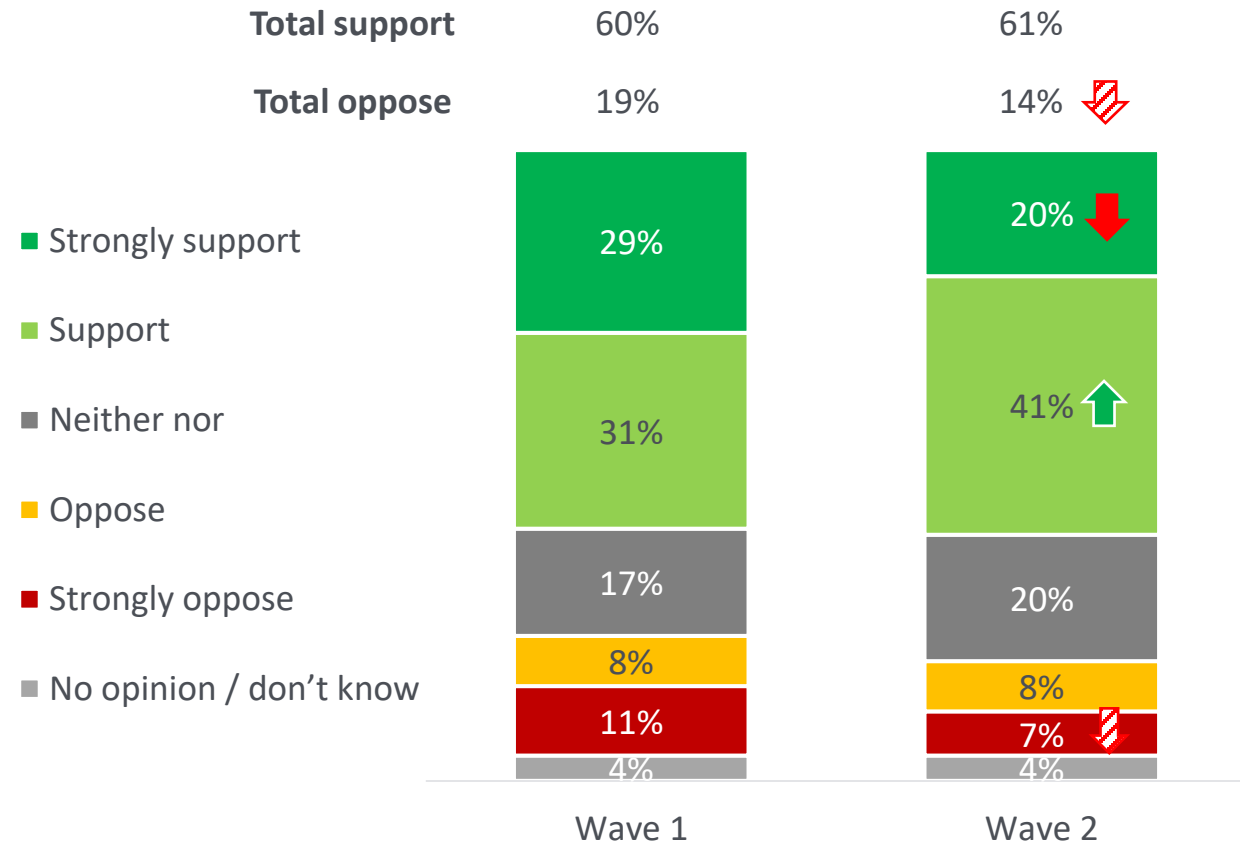
Blind corners, no adequate crossing places.
Female, 25-34

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 a concept drawing for a public space, and in Wave 2 they were shown a map of the area (see appendix).
- In wave 2 the majority of the sample (61%) supported the low traffic neighbourhood measures – in line with support for the proposals in Wave 1 (60%) – though there was a dip in strong support (from 29% to 20%).
- Fewer now said they oppose the measures (14%, compared to 19% in Wave 1), driven by a drop in the proportion strongly opposing it.
- Levels of support were fairly consistent across the sample, with the exception of by gender: women were more likely than men to support the measures (73% v 50%) while men were more likely to oppose them (21% v 8%).

Opinion on the Leith Connections project changes



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

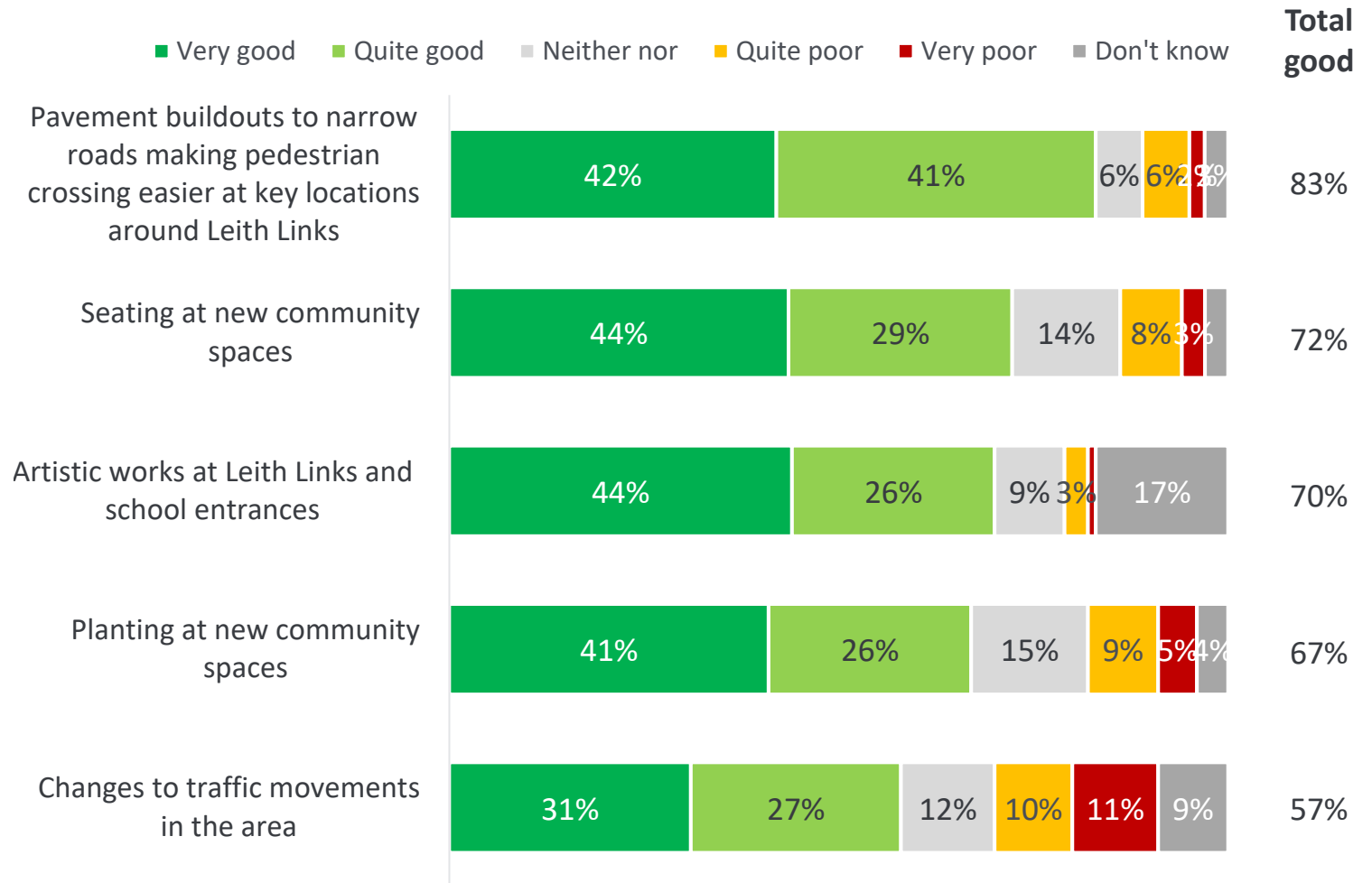
Base (all): W1 318; W2 312

Residents

Attitudes to changes

- The various changes made as part of the Leith Connections project have generally been welcomed, with most people describing them as good.
- In particular, just over four in five respondents said the pavement buildouts to improve pedestrian crossings around Leith Links were good (83%).
- Seating at new community spaces, artistic works at Leith Links and school entrances, and planting at new community spaces were also rated as being good by roughly seven in ten respondents.
- The only measure to receive a slightly lower rating was the changes to traffic movements in the area, although a majority still rated these as good overall (57%).
- Women were more likely than men to rate several elements as being good: pavement buildouts (92% v 76%), changes to traffic movements (63% v 51%), seating (78% v 67%), planting (74% v 61%).
- Younger respondents were more likely than older age groups to say changes to traffic movements were good (69% of 16-34s, v 48% 35-54s, 57% 55+), and that seating at community spaces was good (84%, v 68% 35-54s, 67% 55+).

Opinion of changes made as part of the Leith Connections project



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

Base (all): Wave 2 312

Residents

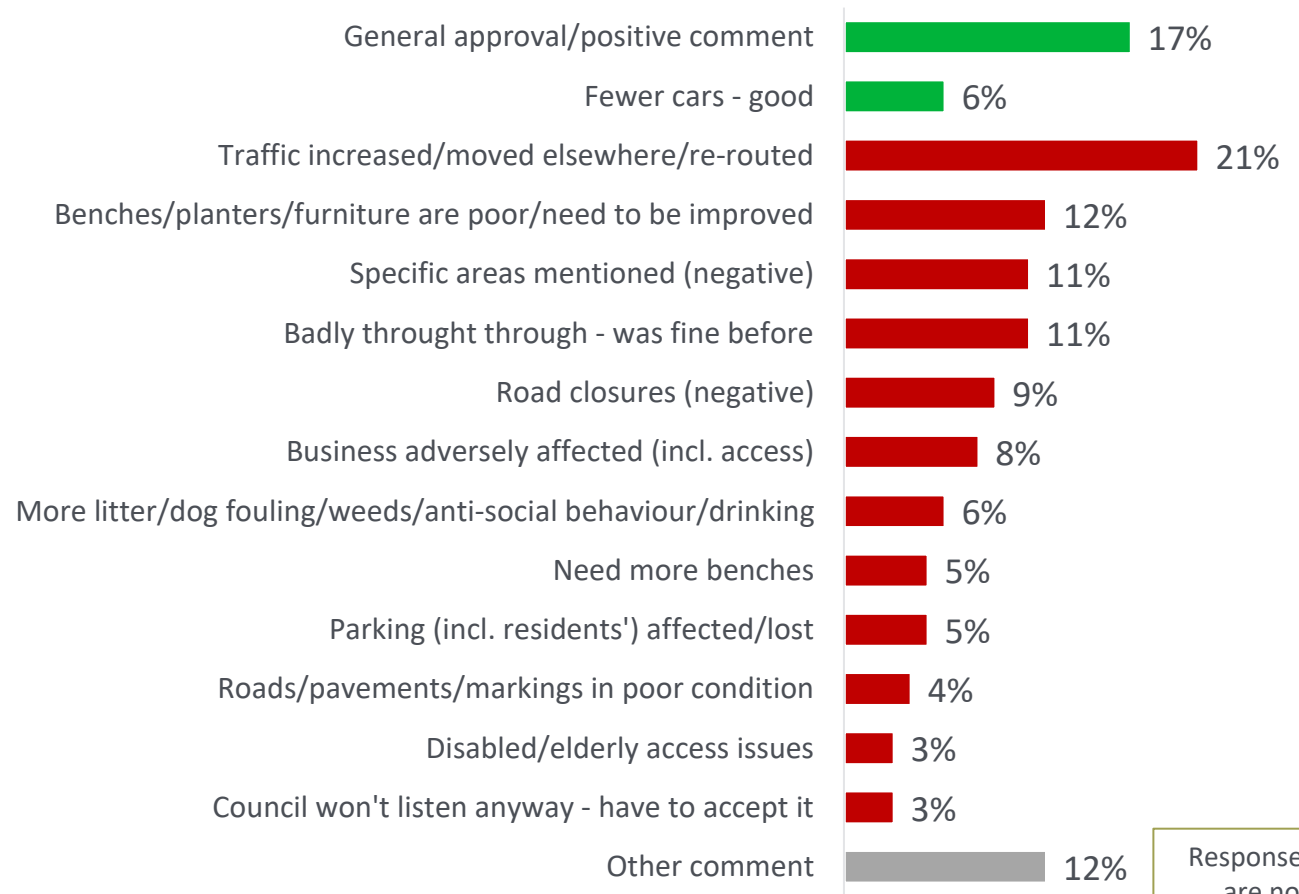
Attitudes to changes

- At the end of the interview respondents were offered the opportunity to make further comments on the changes made for the Leith Connections project. Three in ten (29%) 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 moved the traffic problem to other streets (mentioned by 21% of those who made a comment).
- In total, 21% made a positive comment, saying the measures are good in general (17%) or specifically mentioning fewer cars in the area (6%).

Further comments

progressive

29% of respondents made a further comment about the project



Responses with <3% are not shown

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

Base (all who made a comment): Wave 2 91

Further comments

Verbatim quotes

progressive

It has made the traffic problem worse.
Male, 65+

I really like it walking and thinking to myself.
Male, 35-44

It's ok spending money on these plans like the planters and the seats but will they be maintained?
Male, 45-54

Very good in the long run, better for environment, safer, I like it but more to be done – needs to be more attractive.
Female, 45-54

I work in the hairdressers and our pensioner numbers have dropped because it's not as accessible to them now.
Female, 25-34

I live and work in the neighbourhood, plus am a business owner. Now need to drive through all the surrounding streets to park my car near the house and am causing a great deal more pollution sitting in traffic jams than previously. The new seating at Sandport Bridge is frequently used by adults who loiter drinking there, usually the same people, so they're the only ones who benefit, seating here not required.
Female, 25-34

There are already enough eating sitting and walking places. That's one of the reasons I chose here but they don't have to make it so difficult for drivers.
Male, 35-44

The rationale behind the road closures is not apparent it adds time to my drive and causes much more pollution.
Male, 55-64

The fact we have to drive miles round to get to this side with no through traffic.
Female, 45-54

It cuts down noise pollution makes it safer.
Female, 65+

It's a good idea but it's given the undesirables somewhere to sit, drink and do other things.
Female, 35-44

Coming or moving by car, having to drive so much further when you need it to carry shopping isn't good.
Female, 45-54

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Shops and business users survey - key findings

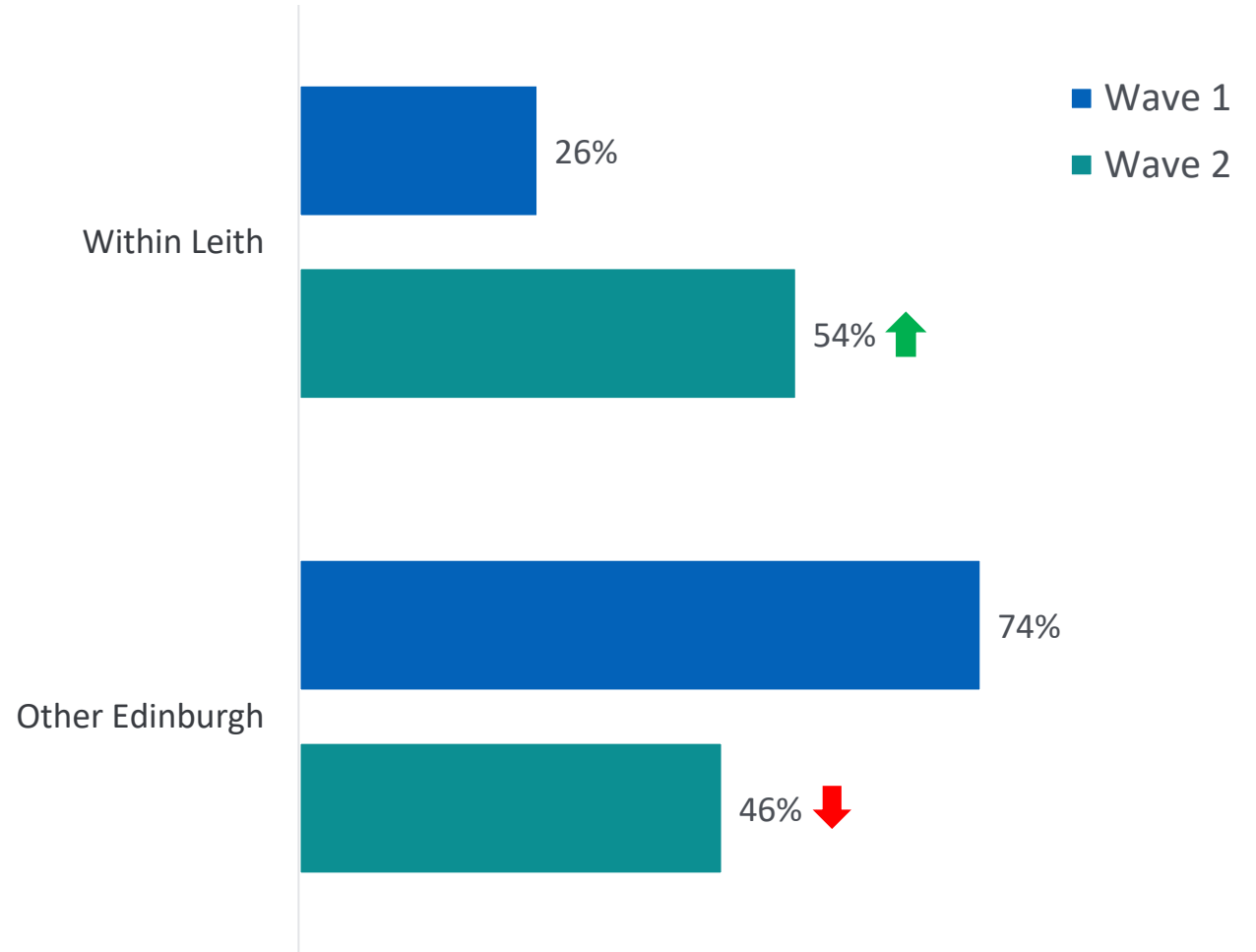
Shops/business users

Visit profile

- Visitors to Leith shops and businesses in Wave 2 tended to be local, with 54% of respondents starting their journey in Leith.
- Of the remaining 46% who reported that they had come from other areas within Edinburgh, most came from relatively close to Leith (EH7) but there was also people travelling from a range of other areas across the City.
- This is a change in balance compared to Wave 1, when more respondents had come from other areas of Edinburgh than lived in Leith.

To ensure comparable data between Wave 1 and Wave 2, for both waves data has been filtered to include only people who started their journey in Edinburgh.

Start of journey today



Q15: Where did you start your journey here today?

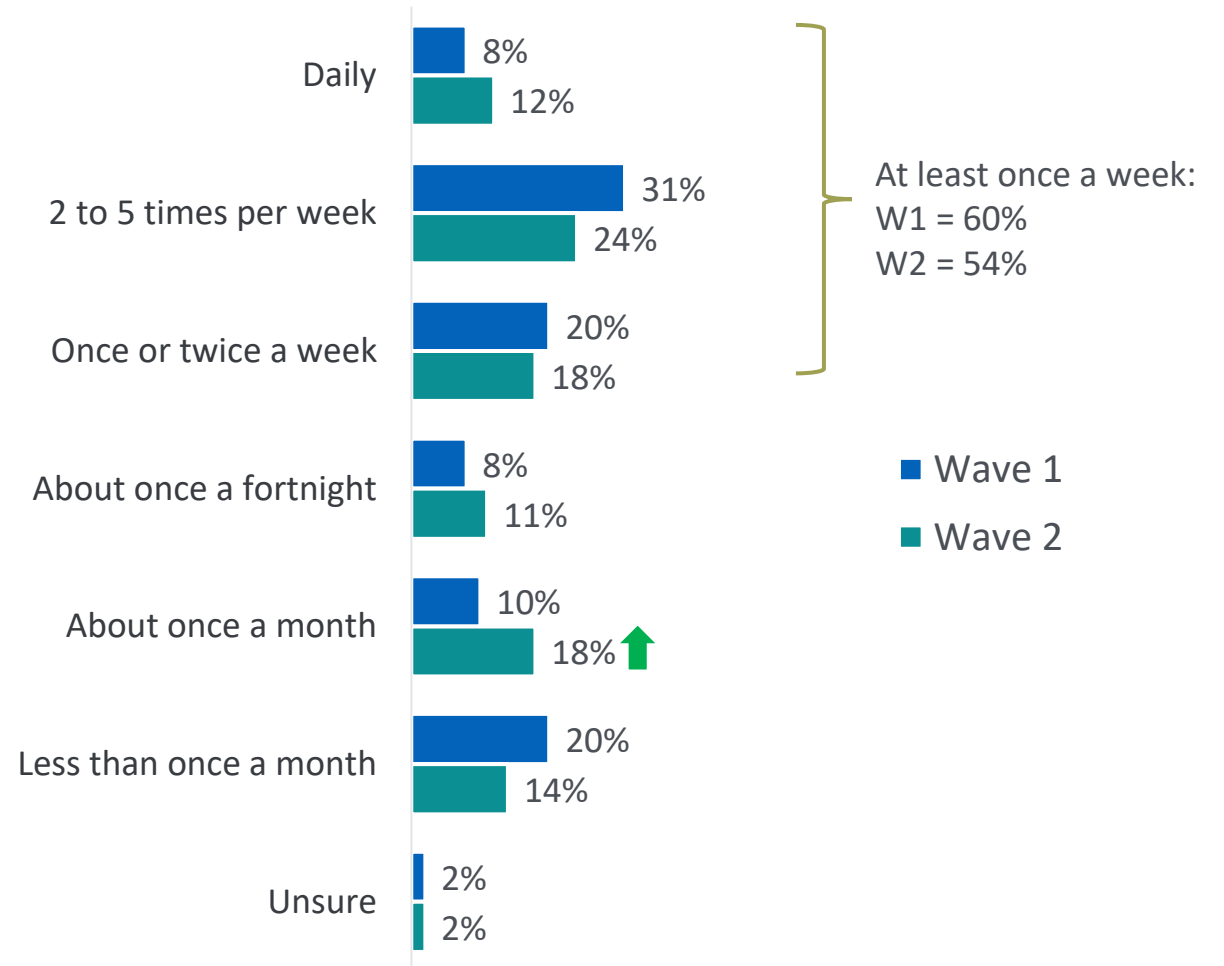
Base (all): W1 201; W2 324

Shops/business users

Visit profile

- Over half of respondents in Wave 2 (54%) were regular visitors to the area for shopping, cafes, etc., reporting they visit at least once a week. This is broadly in line with Wave 1 when 60% visited at least weekly.
- Respondents in the 16-34 (15%) and 55+ (16%) age groups were more likely to say they visit Leith shops and businesses daily than those aged 35-54 (4%).

Frequency of visiting area



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

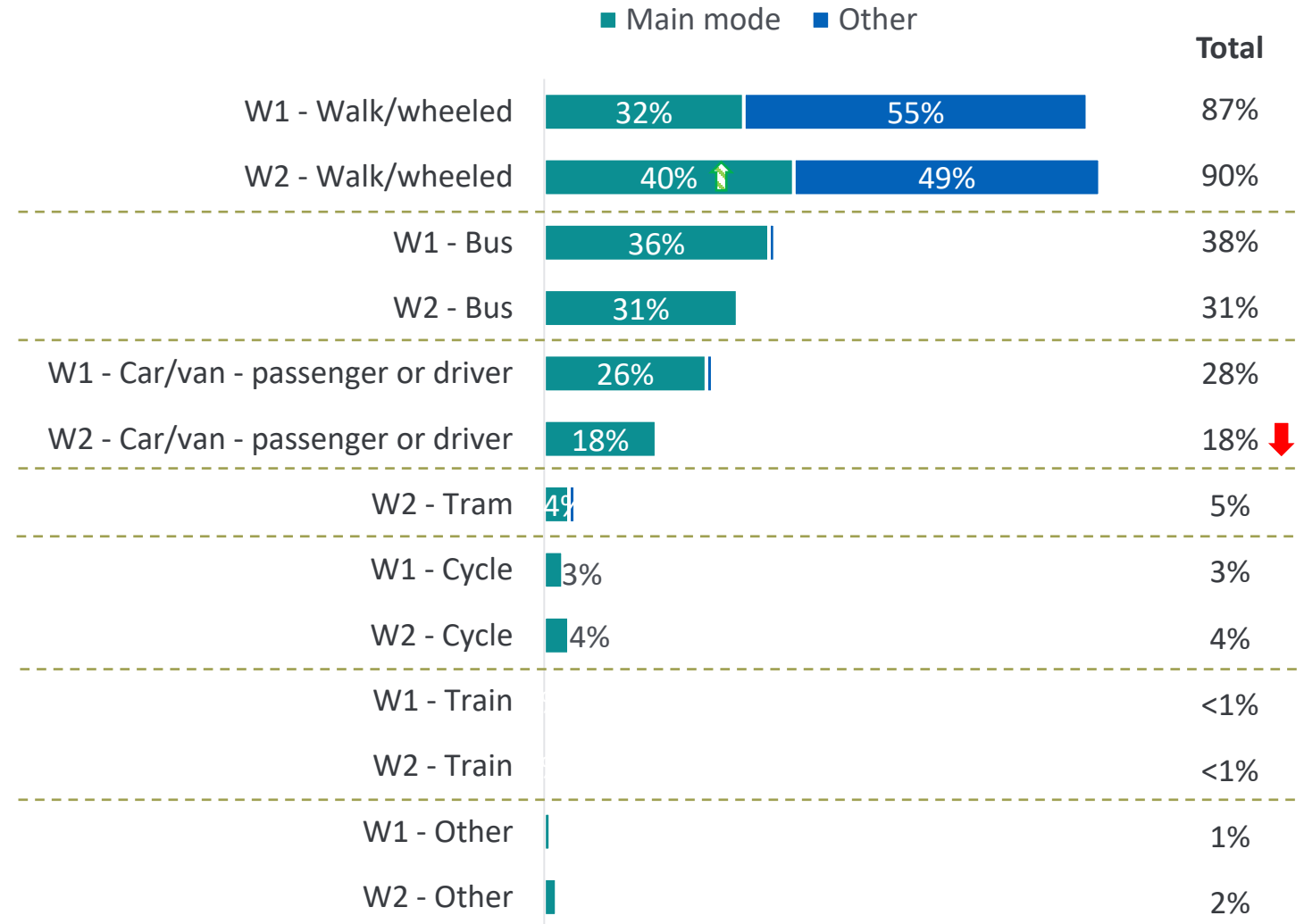
Base (all): W1 201; W2 324

Shops/business users

Visit profile

- The vast majority of visitors to shops and businesses in Leith (90%) walked/wheeled for at least part of their journey. Two fifths of those interviewed (40%) walked as their main mode of travel – a slight increase from Wave 1, when a third used walking/wheeling as their main mode (32%).
- Bus travel was also commonly mentioned, with 31% using a bus in Wave 2.
- Coming by car/van was less likely to be mentioned in Wave 2 – just less than a fifth (18%) now mentioned travelling by car (as a driver or passenger) compared to 28% in Wave 1.
- Respondents aged 16-34 (50%) were more likely to report that they walked as their main mode than those aged 55+ (33%). The youngest age group were also more likely than the oldest to have cycled any part of their journey (8% v 1%).

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 201; W2 324

Shops/business users

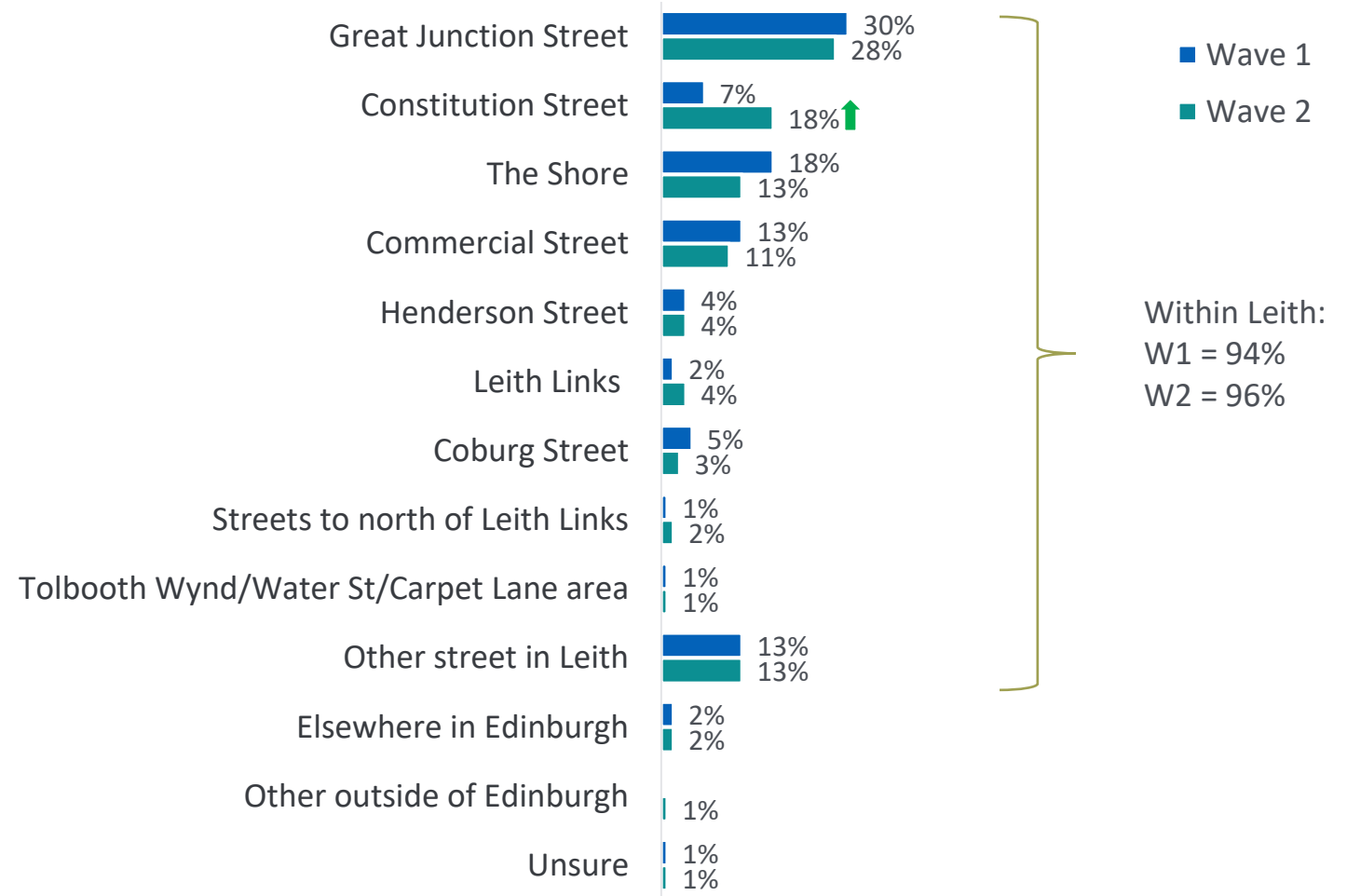
Visit profile

- When asked where their main destination was on the day of interview, the majority of respondents mentioned one of the main shopping/commercial streets in Leith.
- This was most likely to be Great Junction Street (28%), followed by Constitution Street (18%), the Shore (13%) and Commercial Street (11%).
- These findings were all broadly consistent with Wave 1, with the exception of more people now mentioning Constitution Street.

*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 Leith.



Main destination today



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

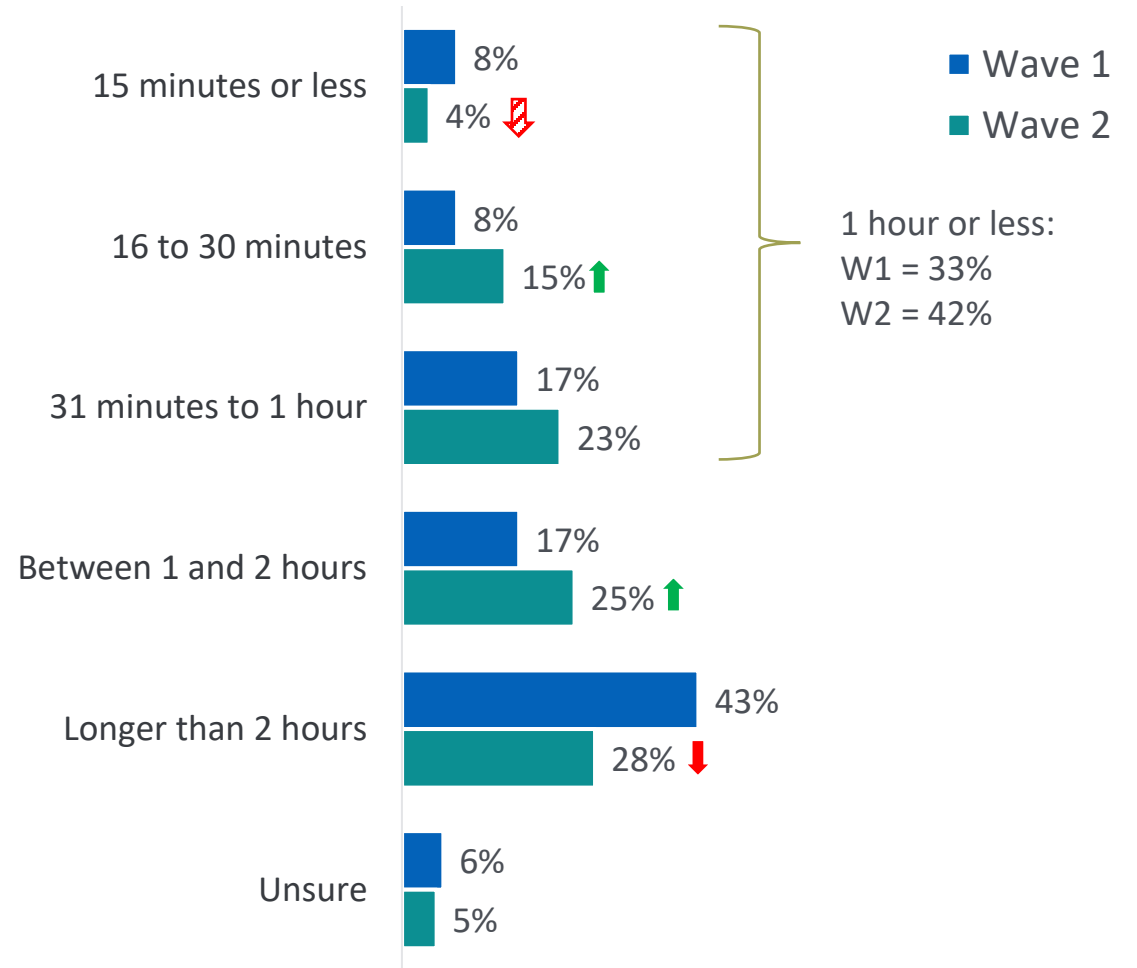
Base (all): W1 201; W2 324

Shops/business users

Visit profile

- When asked how long they expected their visit to Leith to last, two fifths (42%) said they expected to be there for an hour or less – although a substantial minority said longer than two hours (28%).
- Wave 2 respondents were more likely to say they would visit for between one and two hours, and less likely to say longer than two hours, than those interviewed in Wave 1.

Length of visit today

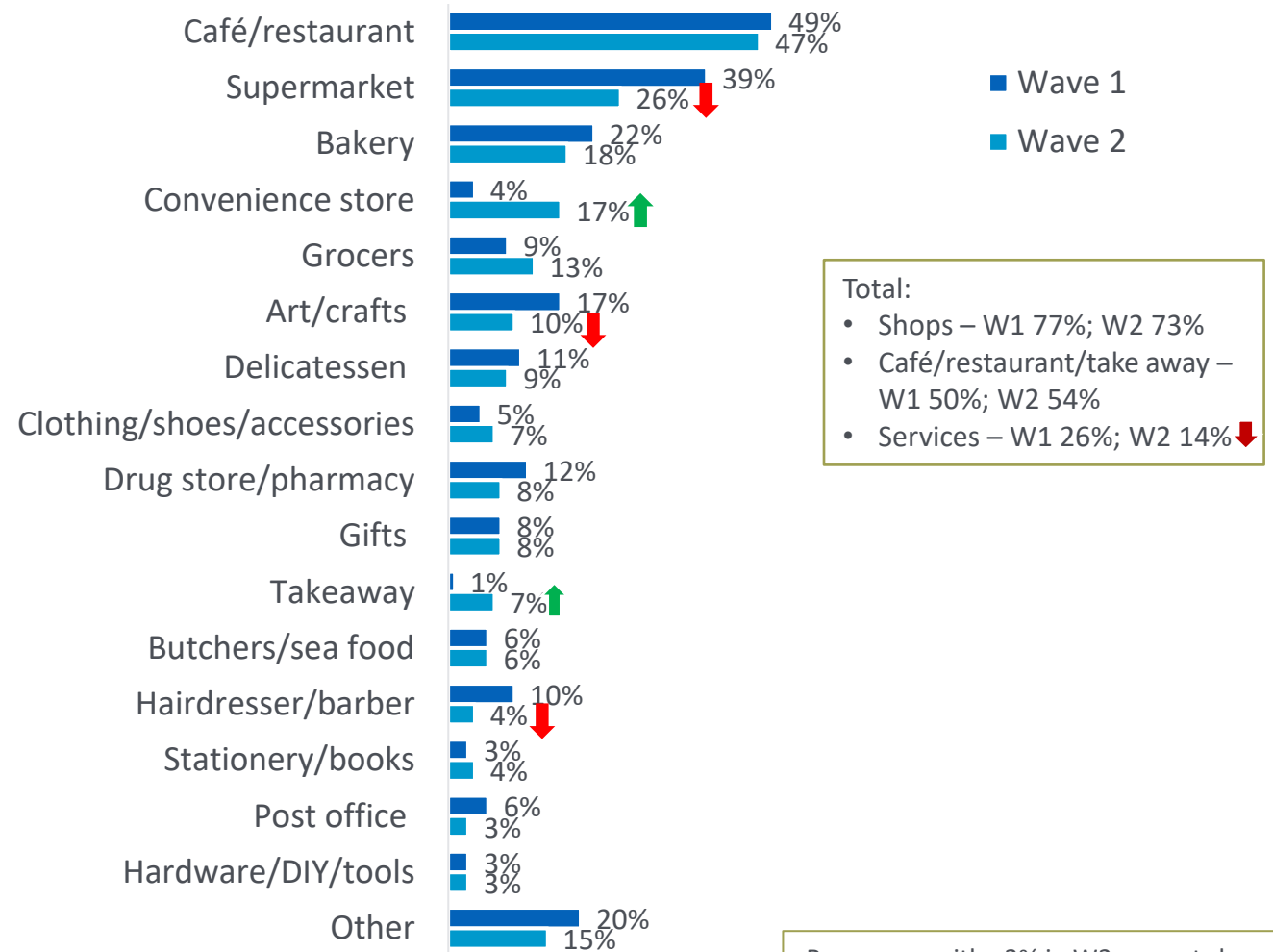


Shops/business users

Visit profile

- Almost three quarters of respondents (73%) reported visiting shops in Leith, with food shops such as supermarkets (26%), bakeries (18%), grocers (13%) and delicatessens (9%) being the most popular choices.
- Respondents also mentioned visiting art/craft shops (10%), gift shops (8%) and clothing and accessories shops (7%).
- Just over half of respondents (54%) were going to a café/restaurant or takeaway during their visit to Leith.
- In Wave 2, 14% reported using local services, such as pharmacies (8%), hairdressers (4%) and post offices (3%) – a drop in the proportion using services overall compared to Wave 1.

Shops and businesses visited today



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

Responses with <3% in W2 are not shown

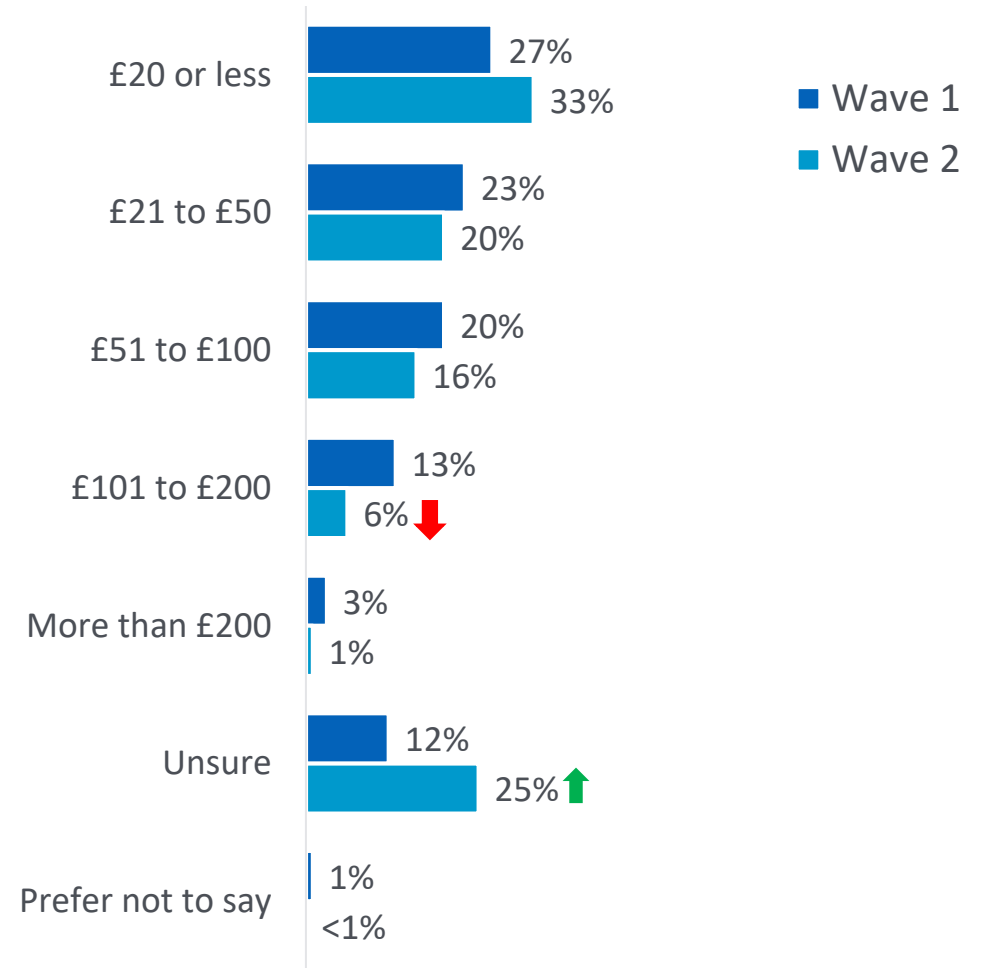
Base (all): W1 201; W2 324

Shops/business users

Visit profile

- When asked their expected spend on the visit, a wide range of responses was received.
- A third (33%) expected to spend £20 or less, 36% estimated £21 to £100 and 7% planned to spend in excess of £100. However, a quarter said they were not sure (higher than in Wave 1).

Estimated spend today



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

Base (all): W1 201; W2 324

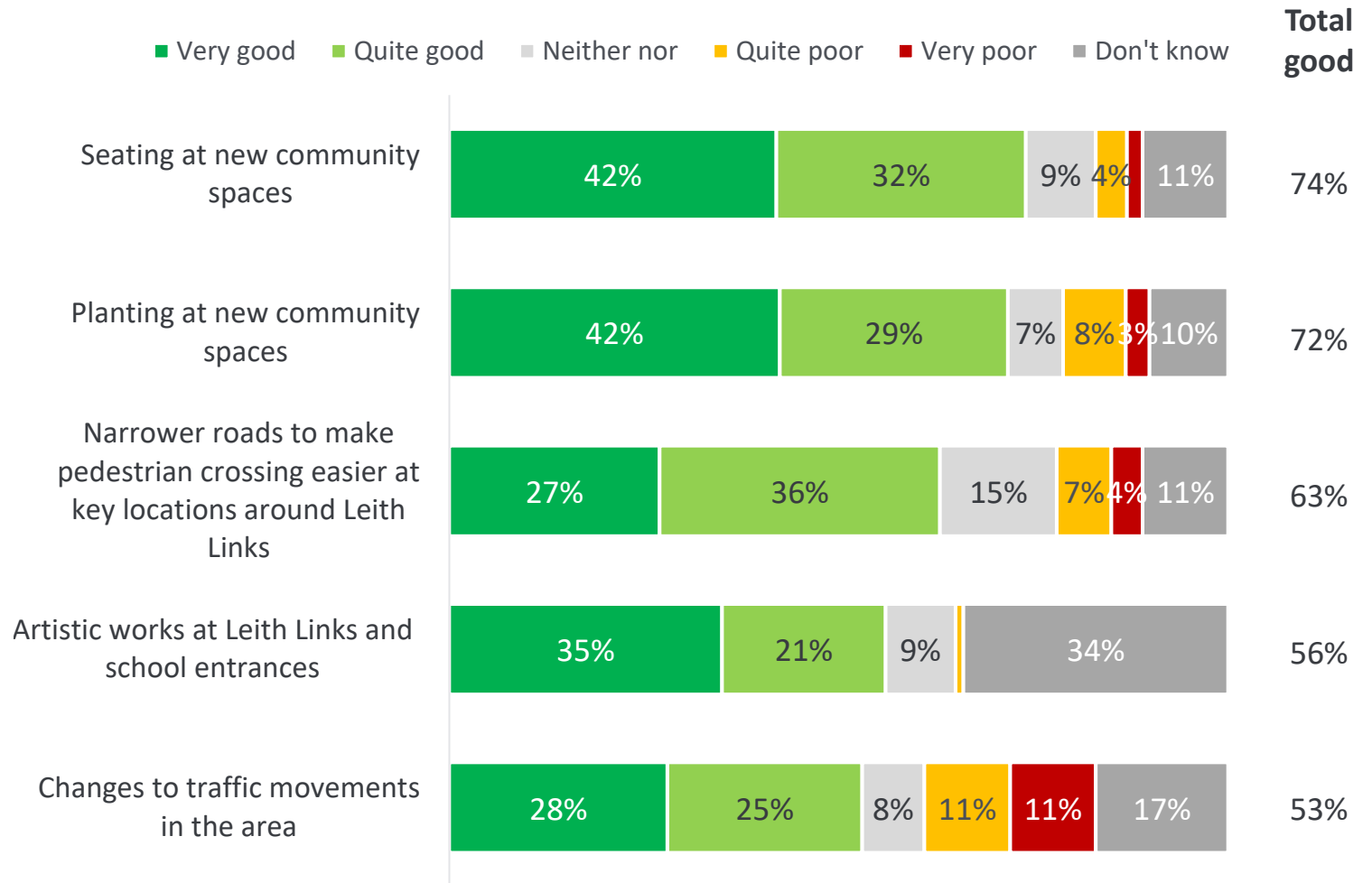
Shops/business users

Attitudes to changes

- Shops and business users visiting Leith were asked their opinion of the changes introduced as part of the Leith Connections project.
- Over seven in ten rated the seating and planting in community spaces as being very or quite good, with the balance towards 'very' good (42% said each of these elements was very good). Seating at community spaces was more likely to be rated as being good by the middle age group (84% of 35-54s said this, compared to 73% of 16-34s* and 65% of those aged 55+).
- A majority also said the narrower roads (63%), art works at Leith Links/school entrances (56%) and changes to traffic movements (53%) were good – although traffic changes received the highest proportion saying these were very or quite poor (22%). The oldest age group (55+) were more likely than others to rate changes to traffic movements as being poor (30%, compared to 16% of 16-34s and 19% of 45-54s*).

*Significant at 90% level

Opinion of changes made as part of the Leith Connections project



Q23: As a user of businesses and services in the area, what is your opinion on the following changes that have been made as part of the project?

Base (all): Wave 2 324

Shops/business users

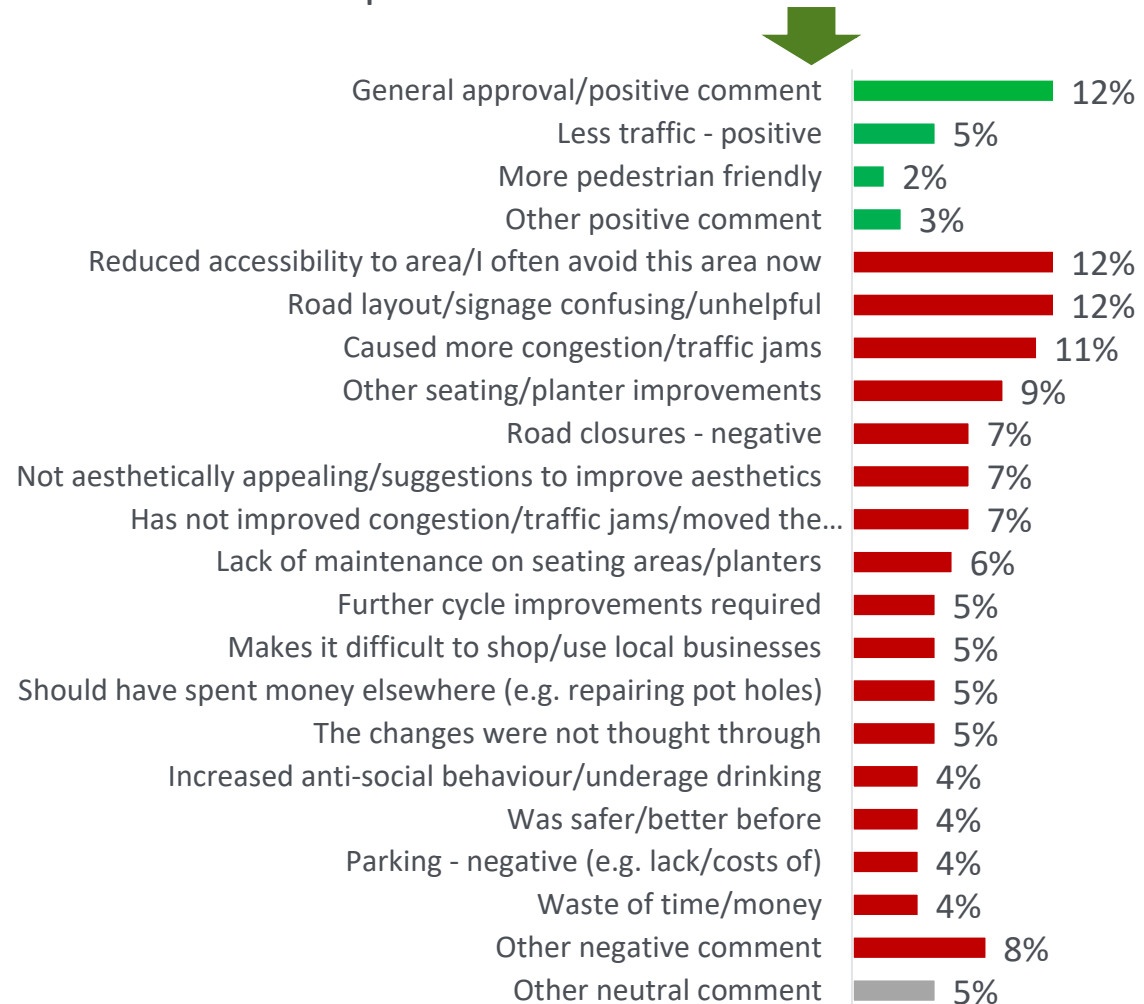
Attitudes to changes

- At the end of the interview respondents were offered the opportunity to make further comments on the changes made for the Leith Connections project, and 23% provided a further comment.
- Among those who commented, in general, the feedback given was negative, with 86% raising a concern about some aspect of the scheme. The most prevalent criticisms were that the changes have reduced accessibility (12%), that road layout/signage is confusing (12%), and/or it had caused more congestion/traffic jams (11%).
- In total, 19% made a positive comment – most comments were just generally positive/approving (12%) although some mentioned less traffic (5%) or being made pedestrian friendly (2%).



Further comments

23% of respondents made a further comment about the project



Responses with <3% are not shown

Q24: As a user of businesses and services in the area, do you have any further comments on any specific changes introduced as part of the Leith Connections project? (open ended)

Base (all who made a comment): Wave 2 76

Further comments

Verbatim quotes

If it's less traffic, it's a good thing.
Female, 55-64

There's not enough parking and it takes longer to get here, the traffic is worse now.
Male, 45-54

I think it's great, the more safe bits for pedestrians the better.
Male, 25-34

It's definitely quieter for cyclists, better for environment.
Female, 35-44

It constantly looks like building works. They are always doing something.
Female, 25-34

The seating is cheap looking.
Male, 35-44

I can't drive as often because of the road closures which means the shops lose out. I don't shop as often as I would have before.
Female, 45-54

The traffic is slower now, it's terrible at schools.
Female, 25-34

Would like pavement surfaces to be as flat as possible, my mother has mobility problems and cobbled surfaces cause balance, therefore safety problems when moving around the area, would be good if she could walk around safely in newly upgraded areas.
Female, 25-34

Roads are a nightmare for drivers, particularly at Duke Street and the Shore area.
Female, 25-34

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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 Leith before and after the introduction of the Leith 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 spring 2024. A third wave of research is expected to take place later 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 Leith 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 (this was consistent across waves).
- Furthermore, the vast majority of residents (98%) reported that they walk in the local area at least once a week. Almost one in five residents (18%) also reported that they cycle in the local area, with 10% cycling weekly. Levels of cycling in Wave 2 were broadly consistent with Wave 1.

Traffic was less likely to be identified as a problem in the local area in Wave 2, although was still an issue for a minority

- The overall proportions of residents describing motor vehicle traffic, pollution and noise as a big problem/somewhat of a problem had all dropped in Wave 2 compared to the baseline findings, which is likely to be a direct impact of the Leith Connections measures introduced. It is also possible that the significantly improved ratings reflect changes in the area associated with the opening of the tram line since Wave 1, when there had been road works and other traffic issues in the local area for quite some time.
- However, a minority still said these issues were a problem (38% for traffic, 33% for pollution and 25% for noise). A wide range of streets were mentioned by those who thought traffic was a problem, but Great Junction Street was cited by three fifths of these respondents (59%), an increase from Wave 1, and several of the other streets were less likely to be mentioned than last wave. This could possibly be due to a perception that more traffic is re-routed down Great Junction Street because of LTN measures. However, reductions in the proportions identifying streets such as Coburg Street, Tolbooth Wynd, Links Gardens and water Street as having traffic issues are also likely to reflect the traffic measures/restrictions introduced on these streets.

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

- In total, 25% considered crime and anti-social behaviour to be a big problem/somewhat of a problem in Wave 2 – and this was lower than in Wave 1 (34%).
- Those residents who were concerned in Wave 2 were most likely to identify Great Junction Street as the area where crime and anti-social behaviour is visible.

Summary and conclusions

Attitudes towards walking/wheeling in Leith remain positive and had improved significantly in Wave 2

- The majority of residents agreed with all the positive statements about walking/wheeling in Leith (e.g. it is pleasant to walk in the area, it is safe, they regularly visit local shops/businesses etc) – and there have been increases in the proportion agreeing strongly with these sentiments in Wave 2. Respondents in Wave 2, following the introduction of the Leith Connections measures, were significantly more likely to agree overall that it is safe to walk in the area (88% compared to 71%), there are enough safe places to cross the road (82% v 58%), and that there are enough places to sit and relax (68% v 37%).

Good improvements were also noted in attitudes towards cycling in Leith

- Among the total sample, there were increases in the proportions agreeing this wave that it is safe to cycle in the area (61% compared to 31% in Wave 1), that it is pleasant to cycle in the area (49% v 31%), and that there are enough safe places to park a bike (46% v 19%). Fewer also said they didn't know this wave for all statements.
- Among those who ever cycle, there was an increase in agreement that it is safe to cycle in the area (72% now agree), and that there are enough safe places to park a bike (53% agree)*.

Improvements were seen in relation to perceptions of safety for children walking and cycling to school

- Overall agreement that it is safe for children to walk and cycle to school in Leith had increased in Wave 2, with more people agreeing it is safe for children aged 12+ to cycle (36% compared to 12% in Wave 1) and for children aged 8+ to walk to school (32% v 11% in Wave 1) – although substantial minorities still said they did not know.
- 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 related to traffic (mainly that traffic is busy/there are too many vehicles). However, it is worth noting that fewer mentioned traffic concerns than in Wave 1.

Summary and conclusions

Support for the Leith Connections project amongst residents remains positive

- Consistent with Wave 1, three fifths of residents supported the changes made for the Leith Connections project, although the proportion strongly supporting it dropped from 29% to 20%. The proportion stating opposition to the measures had dropped slightly this wave – 19% in Wave 1 to 14% in Wave 2. There is clearly still much higher levels of support for the project than opposition among local residents.
- All of the individual measures were described as good by the majority of residents surveyed, particularly the pavement build outs (83%), seating at new communal spaces (72%), artistic works at Leith Links and school entrances (70%) and planting at new community spaces (67%). The only measure to receive a slightly lower rating was the changes to traffic movements in the area, although a majority still rated these as good overall (57%).


Users of shops and businesses tended to be more local to Leith this wave, most visited at least weekly and tended to visit for an hour or less

- Just over half of the business users were from Leith in Wave 2, and just over half used local businesses in the area at least weekly.
- Fewer travelled by car this wave, and there had been a slight increase in walking/wheeling as main mode this wave (likely to reflect the more local profile of business users).
- Both shops and cafes/restaurants remain popular in the area, particularly cafes/restaurants and supermarkets.
- Two fifths spent an hour or less in Leith on the day of interview, although a substantial minority (just under three in ten) were visiting for longer than two hours.

Overall, residents remain broadly positive about the Leith Connections project and appreciate the majority of the measures that have been introduced. There does, however, remain a minority who oppose the introduction of the measures. There are signs of some changes in travel behaviour this wave, e.g. fewer residents and business users travelling by car, and a slight increase in the proportion of business users walking/wheeling to the area. The third wave of research, which will be conducted later 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

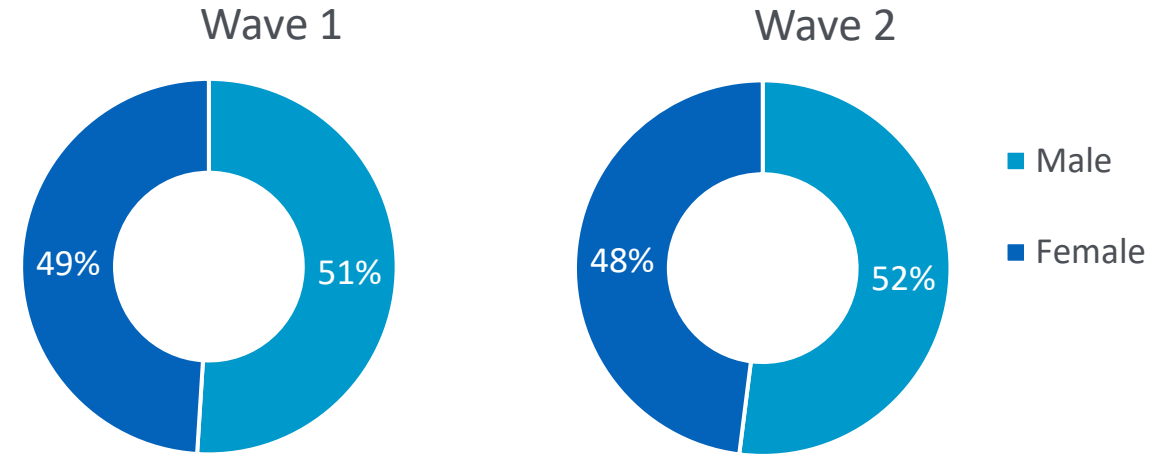
Sample profile

- In order to ensure a good spread of residents from Leith within the sample, quotas were set on interviewing based on gender and age. Wave 2 data has also been weighted on age to ensure consistent samples for analysis. The data presented opposite is unweighted for Wave 1 and weighted for Wave 2.
- For both waves the sample of residents included very slightly more men (52% in Wave 2) than women (48%), as well as a broad range of age groups.

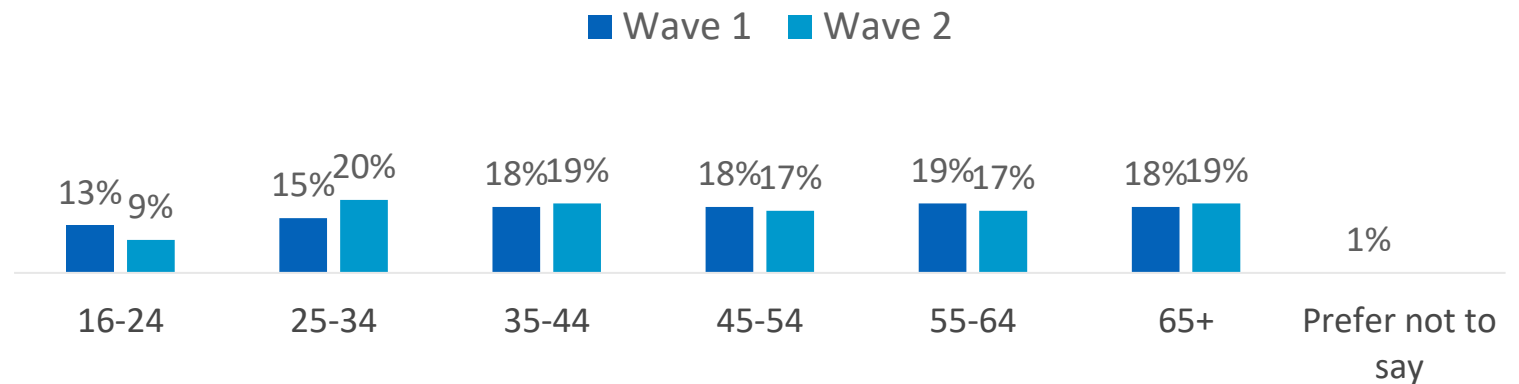


Gender and age

Gender



Age



Base (all): W1 318; W2 312

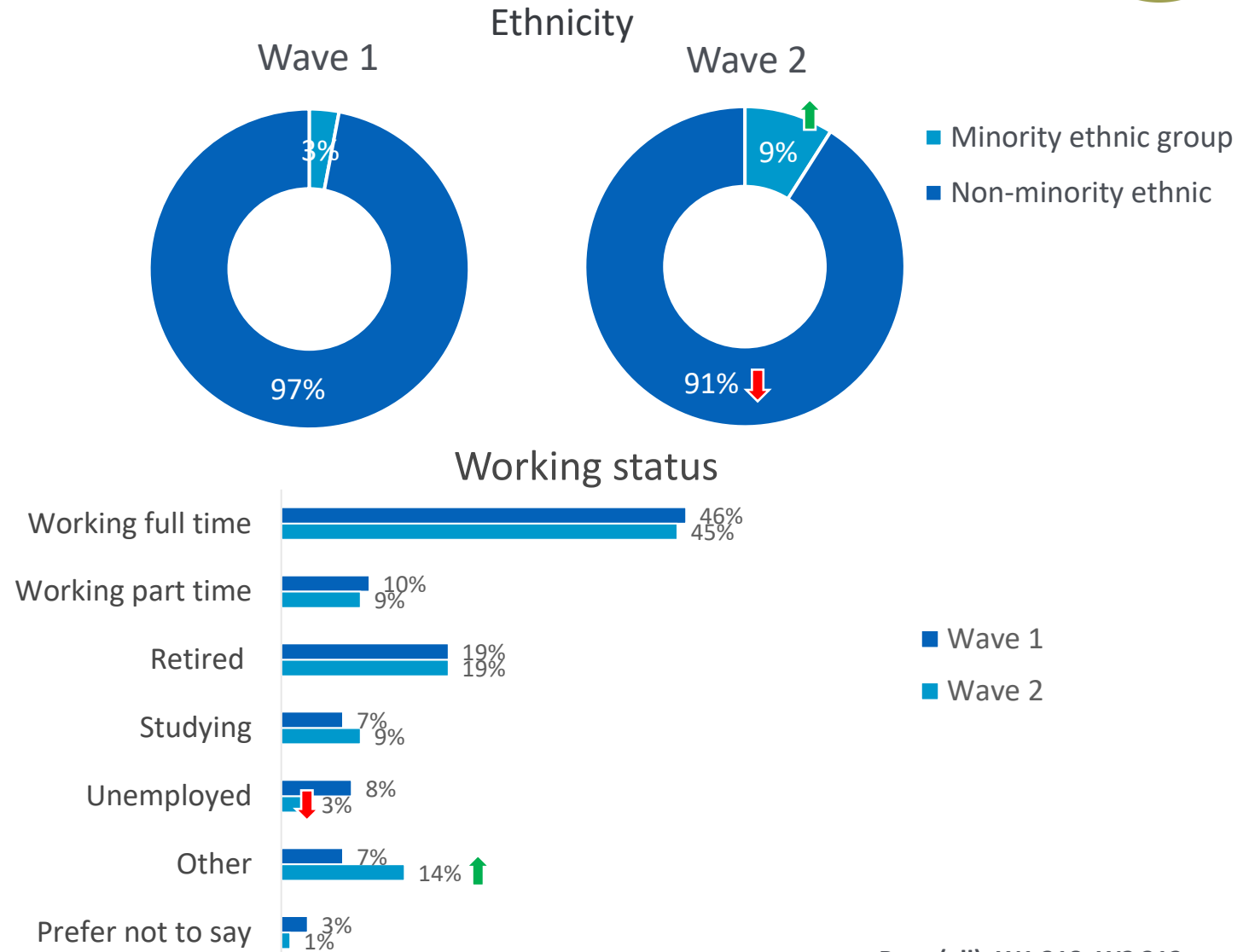
Residents

Sample profile

- In total, 9% of respondents belonged to a minority ethnic group in Wave 2 – higher than in Wave 1. The most common minority ethnic groups in Wave 2 were Asian/Asian British (4%) and Black/African/Caribbean/Black British (4%).
- Over half of respondents (55%) were in employment, with 45% working full time and 9% part time. One fifth were retired and 9% were in education.
- The working status profile was broadly consistent between Wave 1 and Wave 2, although fewer reported being unemployed.



Ethnicity and working status



Residents

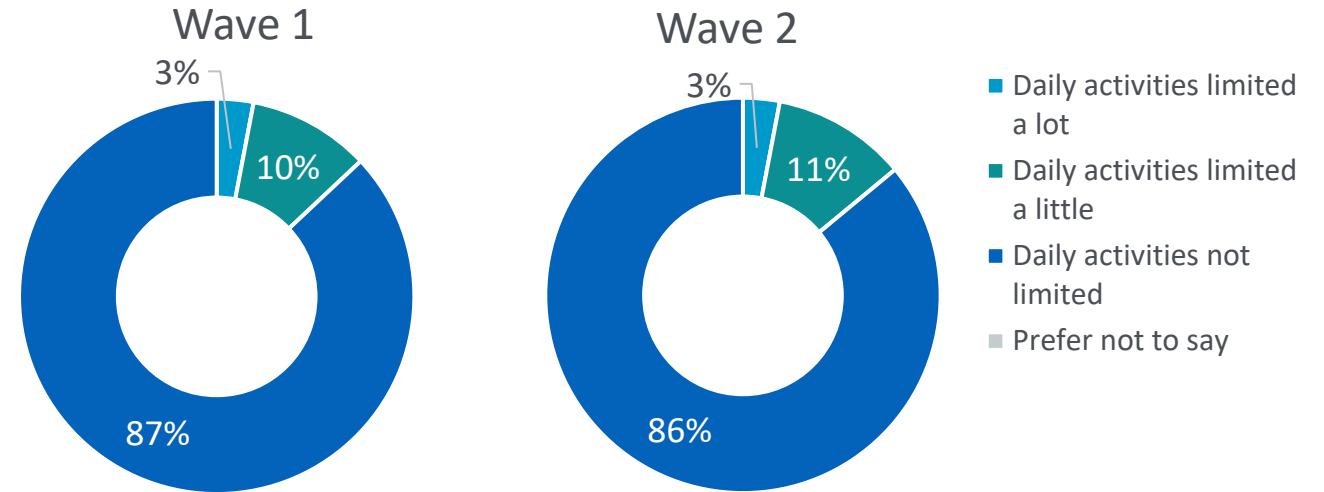
Sample profile

- The majority of respondents (84% in Wave 2) rated their health in the past four weeks as very good or good.
- Fourteen per cent said their day-to-day activities were limited due to a health problem or disability, with 3% saying they were limited a lot and 11% limited a little. These findings are all broadly in line with Wave 1.

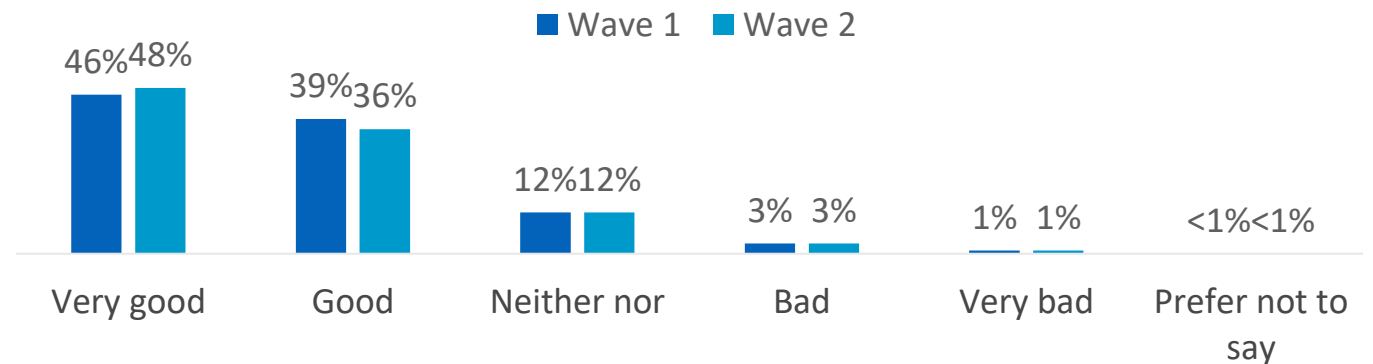
Disability and health



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 318; W2 312

Residents

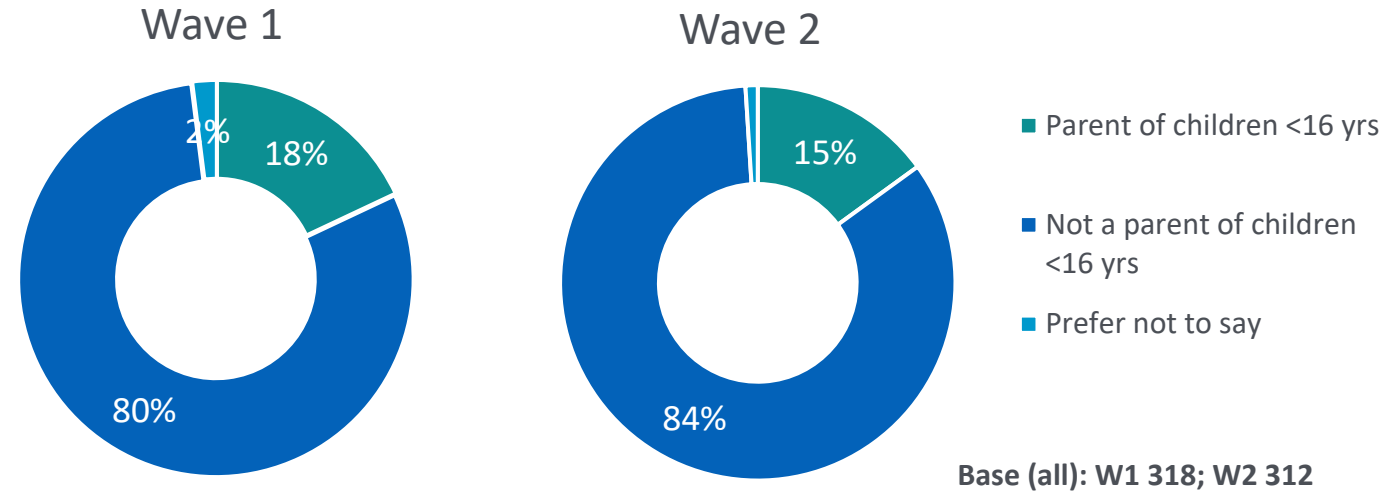
Sample profile

- Fifteen per cent of respondents 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.

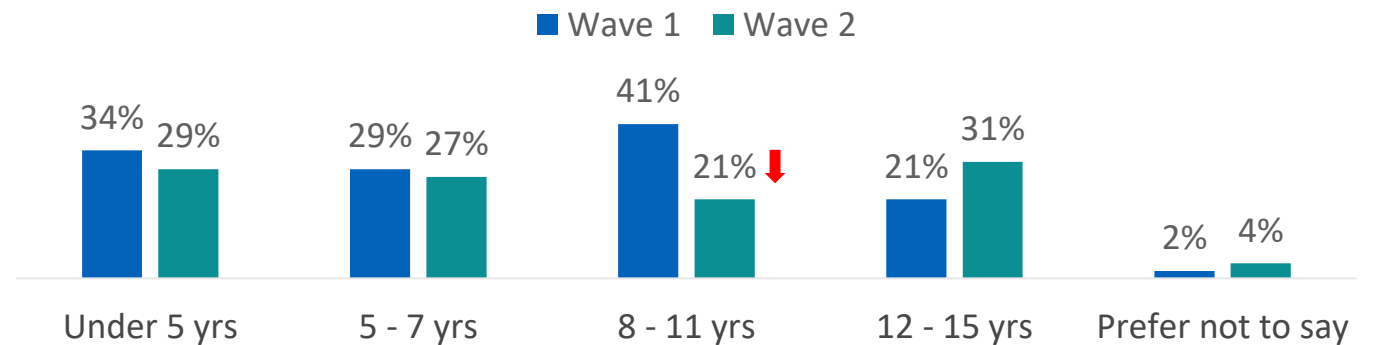


Parents of children under 16

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 58; W2 48

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Appendix II

Shops and business users survey - sample profile

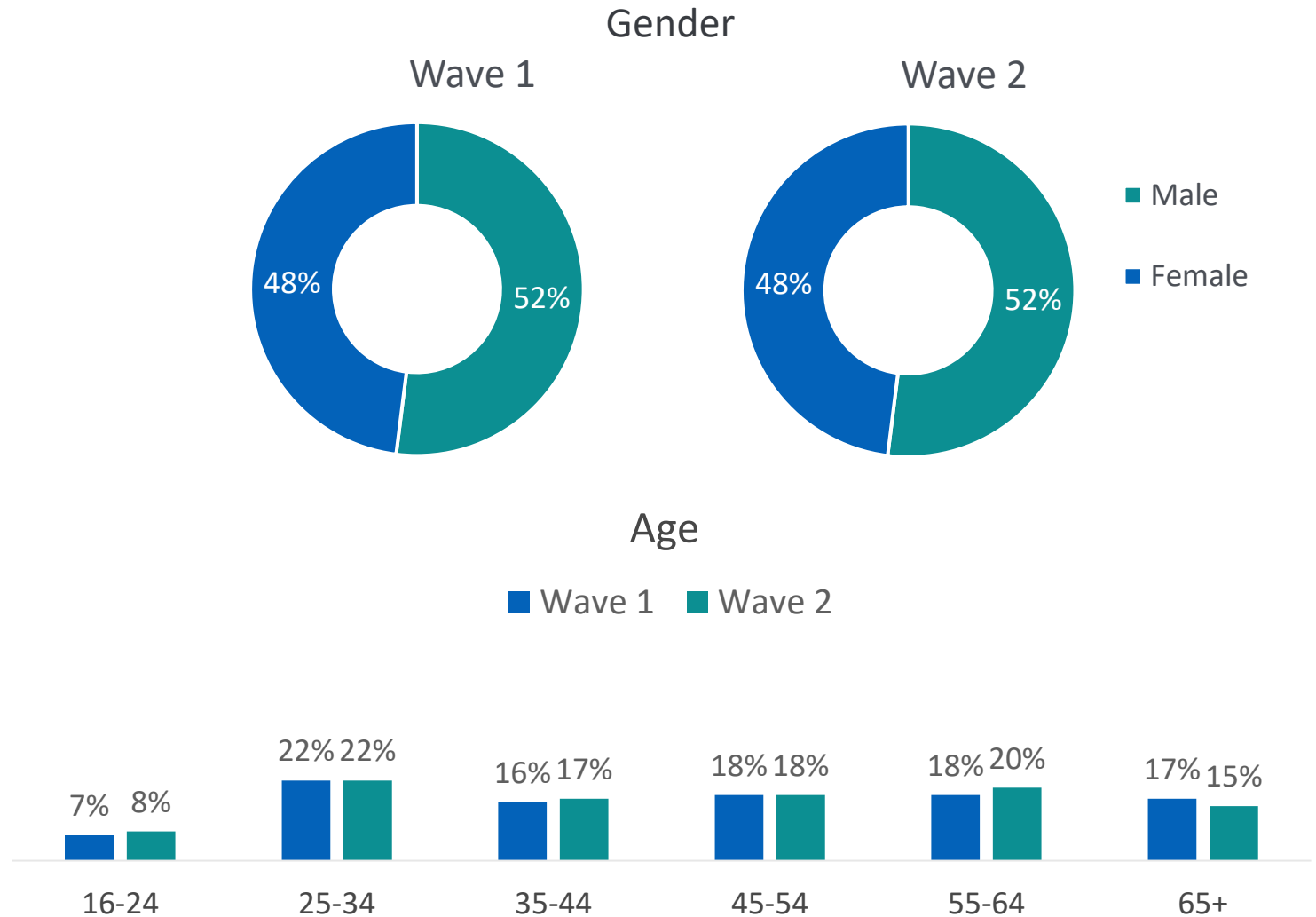
Shops/business users

Sample profile

- Similar to the residents survey, quotas were set to ensure a good spread of people who use shops and businesses within Leith. 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 Leith included a good mix of men and women a broad range of age groups.

To ensure comparable data between Wave 1 and Wave 2, for both waves data has been filtered to include only people who started their journey in Edinburgh.

Gender and age



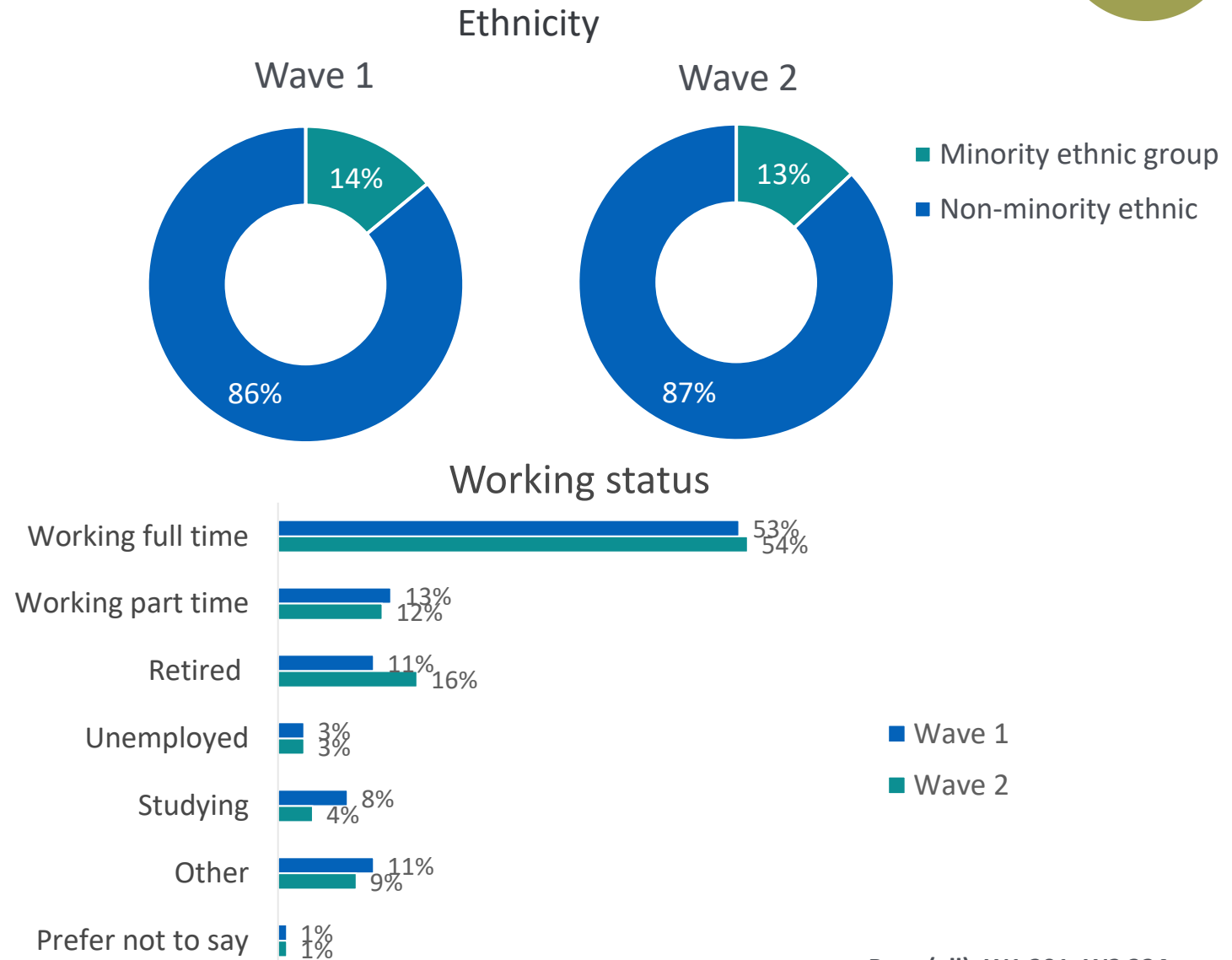
Base (all): W1 201; W2 324

Shops/business users

Sample profile

- In total, 13% of respondents belonged to a minority ethnic group in Wave 2; this was consistent with Wave 1.
- Two thirds (67%) of respondents were working, with 54% employed full time and 12% part time. Around one in six respondents (16%) was retired, while 4% were in education.
- These figures were consistent between Wave 1 and Wave 2.

Ethnicity and working status



Base (all): W1 201; W2 324

Shops/business users

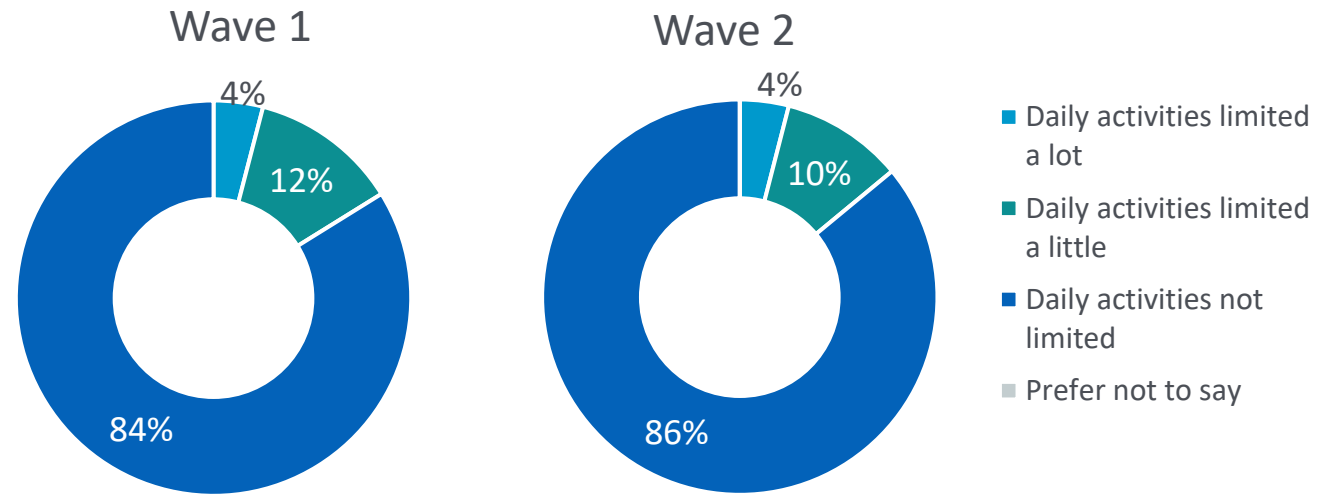
Sample profile

- Just over four in five respondents (84% in both waves) 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, 12% of Wave 1 respondents and 10% of these interviewed in Wave 2 said their day-to-day activities were limited a lot due to a health problem or disability.

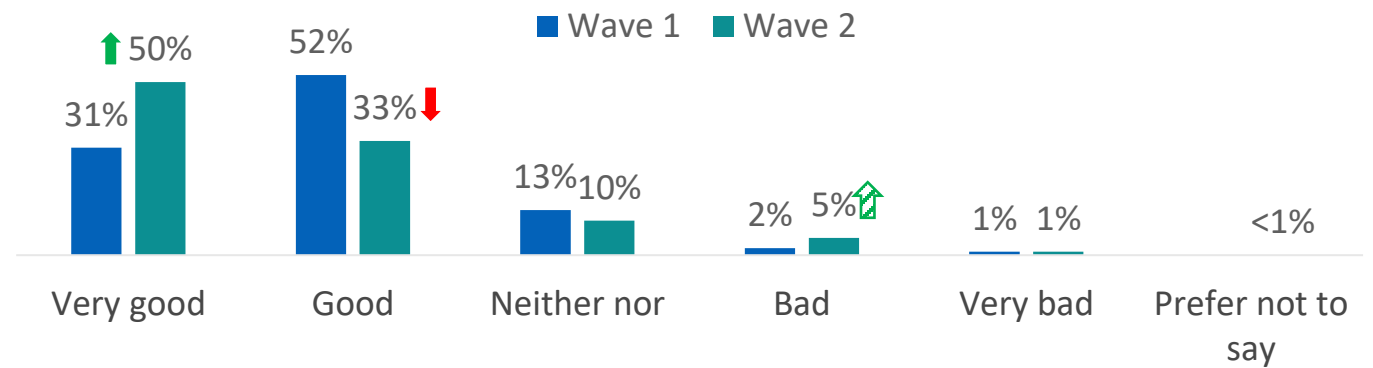


Disability and health

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 201; W2 324

Appendix III

Data for business/shops users who started their journey outside of Edinburgh

Shops and business users



Data for those who started journey outside Edinburgh

Destination on day of interview	Wave 1	Wave 2*
Leith Links	3%	-
Streets to north of Leith Links	1%	-
The Shore	32%	36% (5)
Henderson Street	2%	7% (1)
Commercial Street	8%	14% (2)
Coburg Street	3%	7% (1)
Tolbooth Wynd/ Water St/ Carpet Lane area	2%	-
Constitution Street	7%	7% (1)
Great Junction Street	17%	7% (1)
Other street in Leith	7%	7% (1)
Elsewhere in Edinburgh	13%	7% (1)
Other outside of Edinburgh	-	-
Unsure	1%	7% (1)
Base	99	14

Method of transport (total main and other)	Wave 1	Wave 2*
Walked/wheeled	77%	86% (12)
Bus	16%	7% (1)
Train	7%	21% (3)
Drive or passenger in a car/van	67%	57% (8)
Tram	1%	14% (2)
Base	99	14

Frequency of visits to the area	Wave 1	Wave 2*
Daily	1%	14% (2)
2 to 5 times per week	11%	14% (2)
Once or twice a week	12%	7% (1)
About once a fortnight	11%	-
About once a month	17%	21% (3)
Less than once a month	40%	29% (4)
It is my first time shopping here	6%	14% (2)
Unsure	1%	-
Base	99	14

*Wave 2 data should be treated with caution due to very small base.

Shops and business users

Data for those who started journey outside Edinburgh



Shops/businesses visited/planned to visit	Wave 1	Wave 2*
NET: Shops	74%	57% (8)
NET: Cafés / restaurants / takeaways	69%	71% (10)
NET: Services	7%	14% (2)
Café / restaurant	67%	64% (9)
Bakery	19%	14% (2)
Delicatessen	8%	-
Convenience store	8%	7% (1)
Arts / crafts	7%	7% (1)
Clothing / shoes / accessories	28%	14% (2)
Hardware / DIY / tools	4%	-
Stationery / books	3%	-
Drug store / pharmacy	4%	14% (2)
Base	99	14

Shops/businesses visited/planned to visit	Wave 1	Wave 2*
Bike shop	2%	-
Electrical	2%	7% (1)
Music	11%	-
Gifts	15%	7% (1)
Supermarket	29%	14% (2)
Post office	2%	-
Hairdresser / barber	1%	-
Grocers	4%	-
Butchers / sea food	4%	-
Off-licence	4%	-
Takeaway	2%	14% (2)
Other	14%	14% (2)
Base	99	14

*Wave 2 data should be treated with caution due to very small base.

Shops and business users

Data for those who started journey outside Edinburgh



Length of visit to the area	Wave 1	Wave 2*
Less than 15 minutes	2%	14% (2)
16 to 30 minutes	1%	-
31 minutes to 1 hour	6%	-
Between 1 and 2 hours	13%	14% (2)
Longer than 2 hours	68%	64% (9)
Unsure	10%	7% (1)
Base	99	14

Estimated spend	Wave 1	Wave 2*
£20 or less	22%	36% (5)
£21 to £50	9%	7% (1)
£51 to £100	10%	14% (2)
£101 to £200	7%	-
More than £200	6%	7% (1)
Unsure	45%	29% (4)
Prefer not to say	-	7% (1)
Base	99	14

*Wave 2 data should be treated with caution due to very small base.

Shops and business users

Data for those who started journey outside Edinburgh



Narrower roads to make pedestrian crossing easier at key locations around Leith Links	Wave 2
Very good	29% (4)
Quite good	29% (4)
Neither good nor poor	29% (4)
Quite poor	-
Very poor	-
No opinion / don't know	14% (2)
Base	14

Artistic works at Leith Links and school entrances	Wave 2
Very good	36% (5)
Quite good	14% (2)
Neither good nor poor	-
Quite poor	-
Very poor	-
No opinion / don't know	50% (7)
Base	14

Changes to traffic movements in the area	Wave 2
Very good	36% (5)
Quite good	14% (2)
Neither good nor poor	7% (1)
Quite poor	7% (1)
Very poor	14% (2)
No opinion / don't know	21% (3)
Base	14

Seating at new community spaces	Wave 2
Very good	36% (5)
Quite good	29% (4)
Neither good nor poor	7% (1)
Quite poor	7% (1)
Very poor	-
No opinion / don't know	21% (3)
Base	14

*Wave 2 data should be treated with caution due to very small base.

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

Appendix IV

Stimulus used in interviews – Wave 1

Map of Leith

All Residents respondents were screened to ensure they lived in the area defined below.

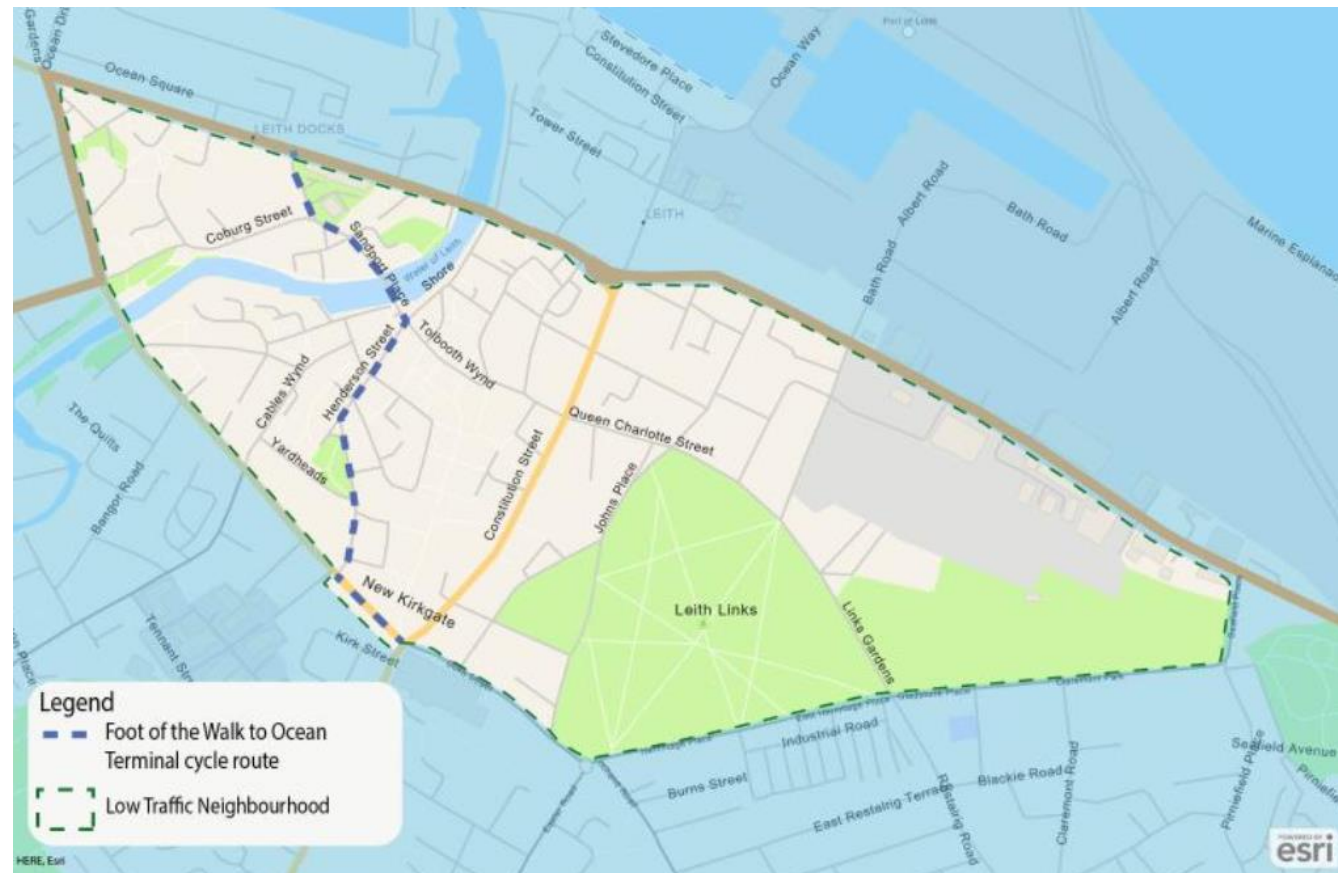


Image of public space in low traffic neighbourhood (Q12) – Wave 1

All Residents survey respondents were read a description of the low traffic neighbourhood - “A low traffic neighbourhood is going to be established in Leith in October 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 V

Stimulus used in interviews – Wave 2

Image of map (Q12) – Wave 2

All residents survey respondents were read a description of the Leith Connections project - “The aim of the Leith Connections project has been to reduce non-residential through traffic from streets in the area (particularly around the schools), improve pedestrian crossings and create new public spaces. The Council has also recently introduced parking controls for residents and visitors across the area and introduced changes associated with the new Trams to Newhaven service. However, this questionnaire is looking for feedback on measures introduced around Coburg Street and Shore area and around Leith Links specifically to reduce through traffic and create new community 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 Leith 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. There will be permanent construction upgrades to pedestrian space, planting and seating at Sandport Place Bridge at Shore during 2024”.

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



Appendix VI

Technical appendix

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 Leith and people visiting Leith 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 312 residents and 338 shops and business users. For Wave 1 the same targets were set and the achieved sample sizes were 318 residents and 300 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 25th March and 20th April 2024. In Wave 1 the fieldwork dates were 25th March to 7th July 2022. In total, 11 interviewers worked on data collection in Wave 1, 9 interviewers worked on data collection in Wave 2.

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 sample of 312 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 sample of 338 business users provides data with a margin of error of between +/- 1.1% and +/- 5.3%. The Wave 1 sample of 201 shops/business users provides data with a margin of error of between +/- 1.4% and +/- 6.9%.

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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