



City of Edinburgh Council

Leith Connections: Residents and Shops
and Business Users Attitudinal Survey
- Wave 3

November 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.

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



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 final wave of this research. Interviews were conducted in October 2024, around 12 months after the introduction of measures. Previous waves were conducted in summer 2022 and spring 2024.

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, wheeling 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, wheeling and cycling difficult, unsafe or unpleasant in Leith
- To determine attitudes towards the safety of children walking, wheeling 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 two waves of research, data in Wave 3 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 3 fieldwork was completed between 1st and 22nd October 2024. Wave 1 interviews took place between 25th March and 7th July 2022 and Wave 2 between 25th March and 20th April 2024.
- 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*
 - Wave 3 - 318 residents and 267 shops and business users*
- The margins of error for these samples, at the 95% confidence interval (market research industry standard) are:
 - Residents: for all three waves the margin of error is between +/- 1.1% and +/- 5.5%
 - Business users: W3 +/- 1.2% and +/- 6.0% , W2 +/- 1.1% and +/- 5.3%, W1 +/- 1.4% and +/- 6.9%.
- Waves 2 and 3 data have 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 Waves 2 and 3. To ensure comparability of findings, we have focussed the shops/business user's analysis on people who had travelled to Leith from within the Leith/Edinburgh area.

Data analysis and reporting notes

- Only statistically significant differences are reported.
- **Significance testing on charts focuses on differences between Wave 3 and Wave 1 (the baseline measure). Green and red arrows indicate significant increases/decreases in Wave 3 compared to Wave 1.** Wave 2 changes are noted in the commentary where relevant but not shown visually for ease of reading the charts.
- All differences are significant at 95% confidence level, unless noted otherwise. On charts, green and red arrows with a striped pattern indicate significance at the 90% level.
- 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 3	Wave 1	Wave 2	Wave 3
Man (incl. trans man)	163	161	170	104	156	123
Woman (incl. trans woman)	155	151	147	96	168	144

Age	Residents			Shops/business users		
	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3
16-34	87	94	60	59	80	87
35-54	115	114	113	70	109	98
55+	115	104	145	71	135	82

Disability or health condition	Residents			Shops/business users		
	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3
Have a disability/health condition	41	42	51	34	47	33
Do not have a disability/health condition	276	269	261	167	276	233

Parent of child/ren under 16	Residents		
	Wave 1	Wave 2	Wave 3
Parent	58	48	45
Not a parent	253	262	270

Cycling	Residents		
	Wave 1	Wave 2	Wave 3
Cycle in local area	48	57	53
Never cycle in local area	270	255	265

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

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Residents survey - key findings

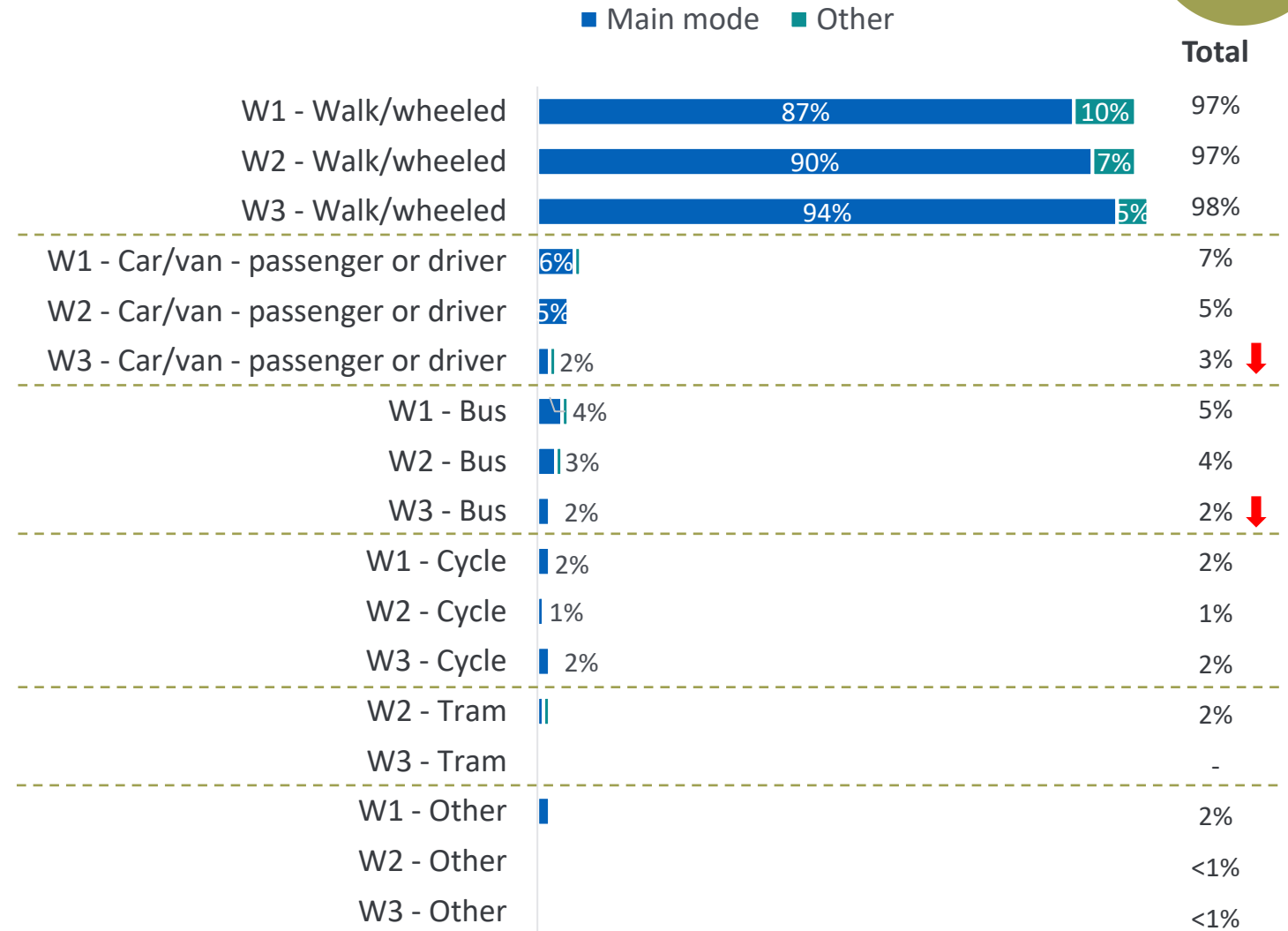
Residents Transport

- 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 (94%) or for part of the journey (5%).
- All other modes were used by much smaller proportions: 3% travelled by car, 2% by bus and 2% cycled.
- These findings were broadly in line with Waves 1 and 2, although there has been a decrease since Wave 1 in people travelling in Leith by car and bus.
- The only sub-group difference in method of transport was by age: those aged 55+ were more likely to have travelled by car (5%) than those aged 16-34 (nobody)*.

*Significant at 90% level

Please note that changes marked by arrows on the chart, show statistically significant differences compared to Wave 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 318; W2 312; W3 318

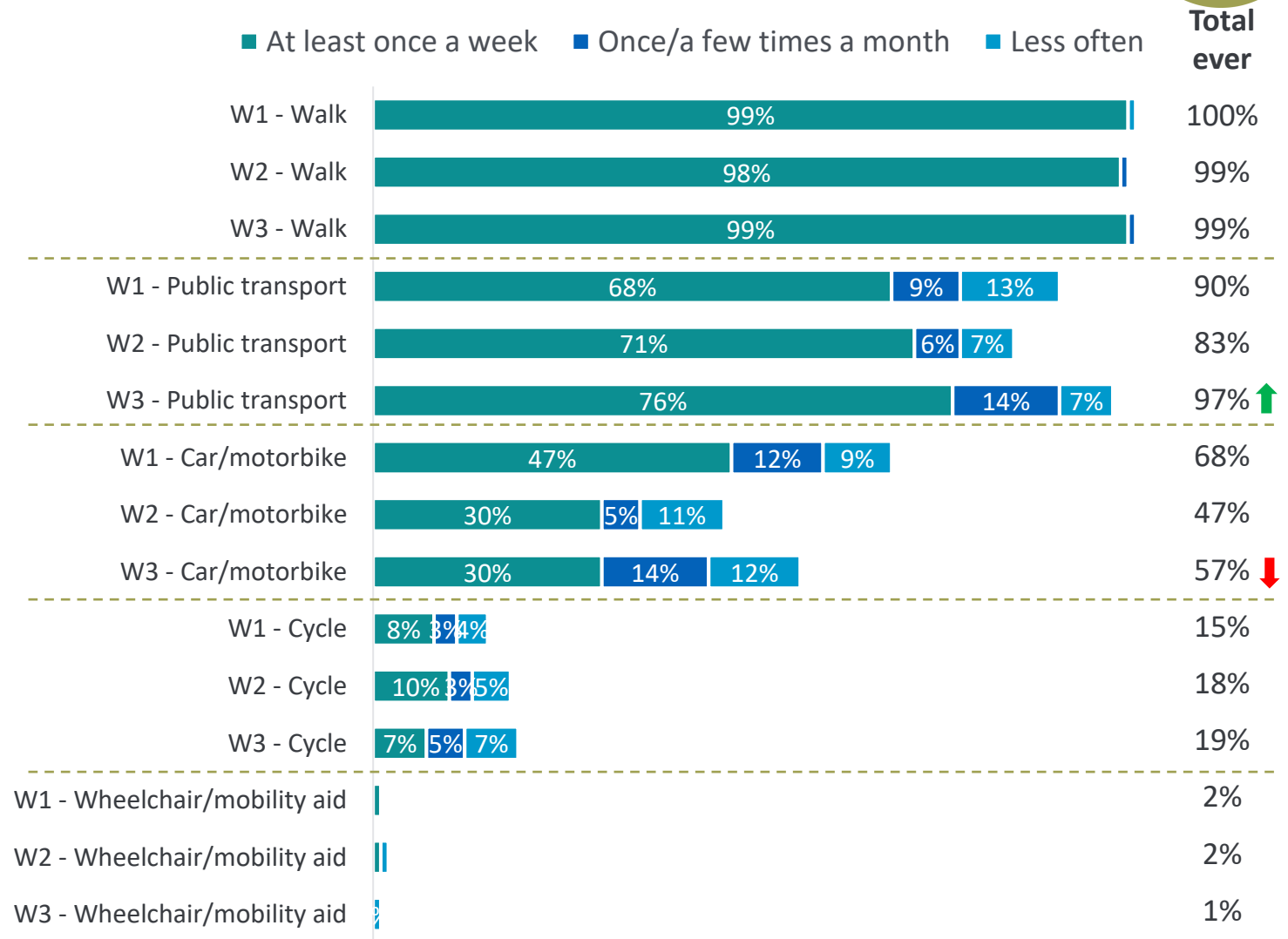
Residents Transport



- Respondents were also asked **how often** they used various modes of transport to get around the local area.
- As seen in previous waves, participation in active travel was widespread, with almost all respondents (99%) walking at least once a week. Almost one in five (19%) also reported that they cycle, with 7% doing so at least weekly.
- Almost all respondents (97%) also reported that they ever use public transport, with 76% using it at least weekly.
- Travel by car/motorbike was mentioned by over half of the sample (57%) as a way of getting around in Leith, with 30% using this mode at least weekly. Car travel declined in Wave 2 compared to Wave 1, and, although this measure has increased again this wave, it remains lower than in Wave 1.
- Travel by public transport was higher in Wave 3 compared to both Wave 1 and Wave 2, whilst levels of cycling have remained unchanged.
- Men were more likely than women to cycle at least once a week (10% v 5%*). Younger respondents were more likely to walk every day (66% of 16-34s v 43% of 35+), or ever cycle (36% of 16-34s, v 21% 35-54s and 5% 55+). Parents were also more likely to ever travel by car (84%) than those with no children in the household (51%). Women were more likely than men to use public transport weekly (82% v 69%).

*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; W3 318

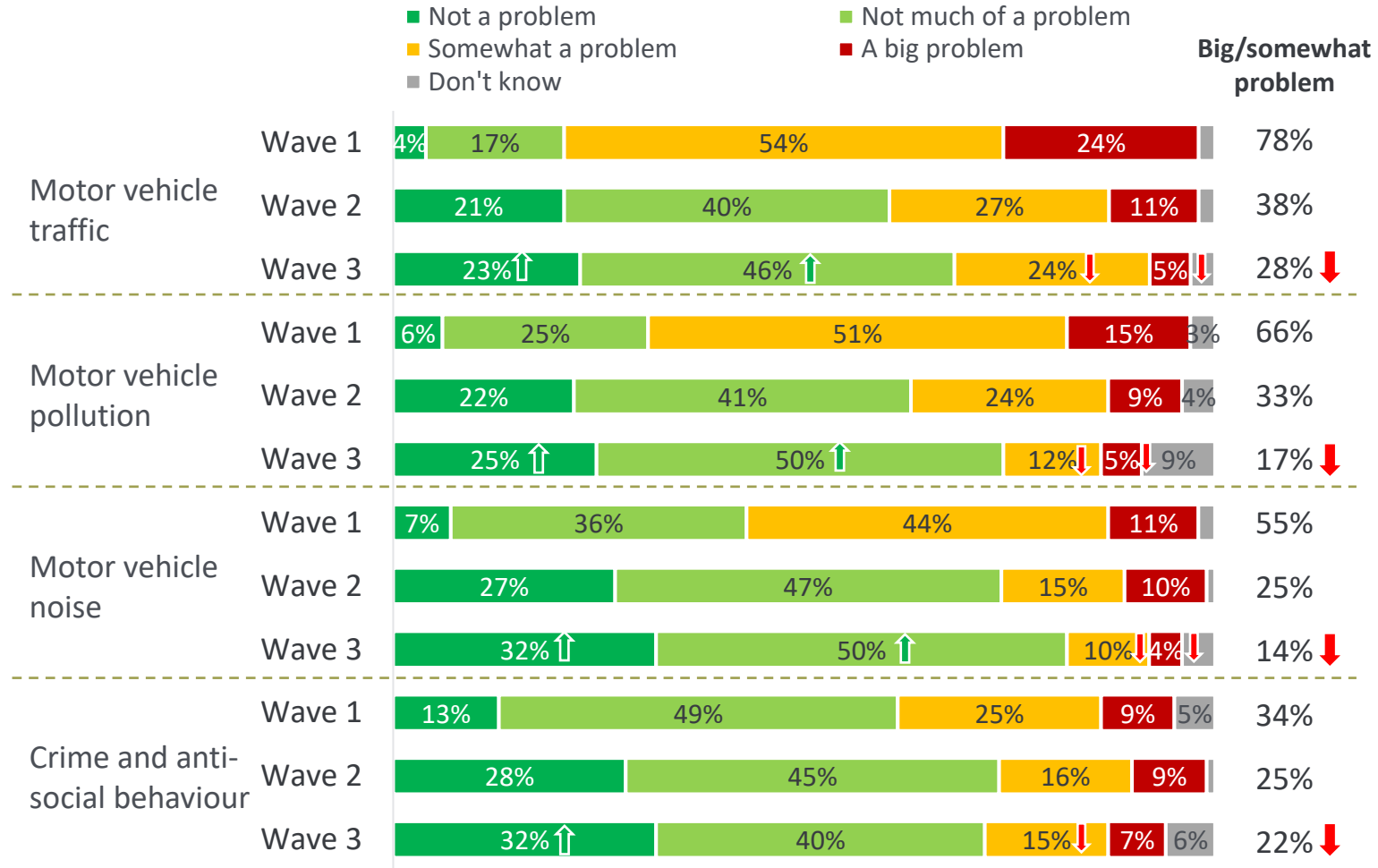
Residents

Neighbourhood issues

- Respondents were asked to rate the degree to which a number of issues are a problem in the Leith Connections area.
- The proportions describing motor vehicle traffic, pollution and noise were all significantly lower this wave, compared to the baseline wave and Wave 2.
- The volume of motor vehicle traffic was the most concerning to residents, with almost three in ten describing it as a big or somewhat of a problem. Nevertheless, most respondents considered traffic not to be a problem (23%) or not much of a problem (46%) in the area.
- Fewer were concerned about the levels of motor vehicle pollution (17%) and noise (14%), with only a small minority considering these to be a problem in Wave 3.
- Just over one in five respondents (22%) considered crime and antisocial behaviour to be a problem in Leith. This proportion is very similar to Wave 2 but is lower than Wave 1.
- The improvements in these measures since Wave 1 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; W3 318

Neighbourhood issues

Sub-sample analysis



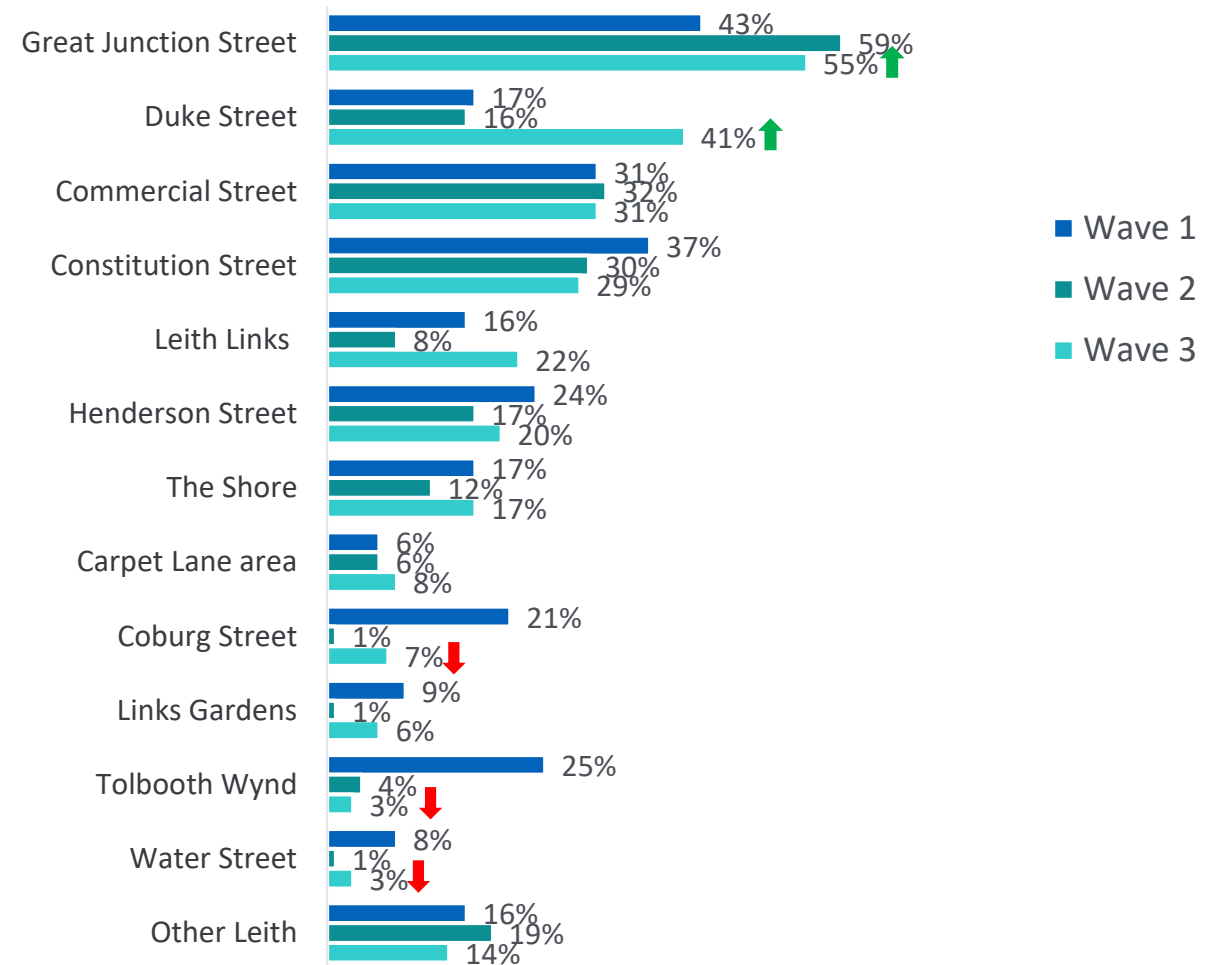
- Perceptions of motor vehicle traffic, pollution and noise were generally fairly consistent across the profile of the sample, with the exception of:
 - The middle age group were more likely than the youngest to say that traffic volume (35% of 35-54s v 22% of 16-34s*) or motor vehicle pollution (23% v 8%) was a big/somewhat a problem.
 - Parents were more likely to say motor vehicle traffic was a big/somewhat a problem (39% of those with children under 16 v 25% of those without children*), and that motor vehicle pollution was a big/somewhat a problem (80% v 64%).
 - Cyclists (26%) were more likely than non-cyclists (15%) to say motor vehicle pollution was a big/somewhat a problem.
- Cyclists (33%) were more likely than non-cyclists (19%) to perceive crime and antisocial behaviour as a big/somewhat a problem.

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 was mentioned by respondents, but, similar to Waves 1 and 2, Great Junction Street was the most often cited (55%). The proportion mentioning this street was similar to Wave 2, but higher than Wave 1.
- This wave also saw an increase in the proportion mentioning Duke Street as somewhere where motor vehicle traffic, pollution and noise is a problem.
- As noted in Wave 2, the increase in mentions of Great Junction Street (and Duke 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 and Water Street noted in Wave 2 have been maintained in Wave 3. These are also likely to reflect the traffic measures/restrictions introduced on these streets.
- Other commonly mentioned areas were Commercial Street (identified by 31%) and Constitution Street (29%).

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?

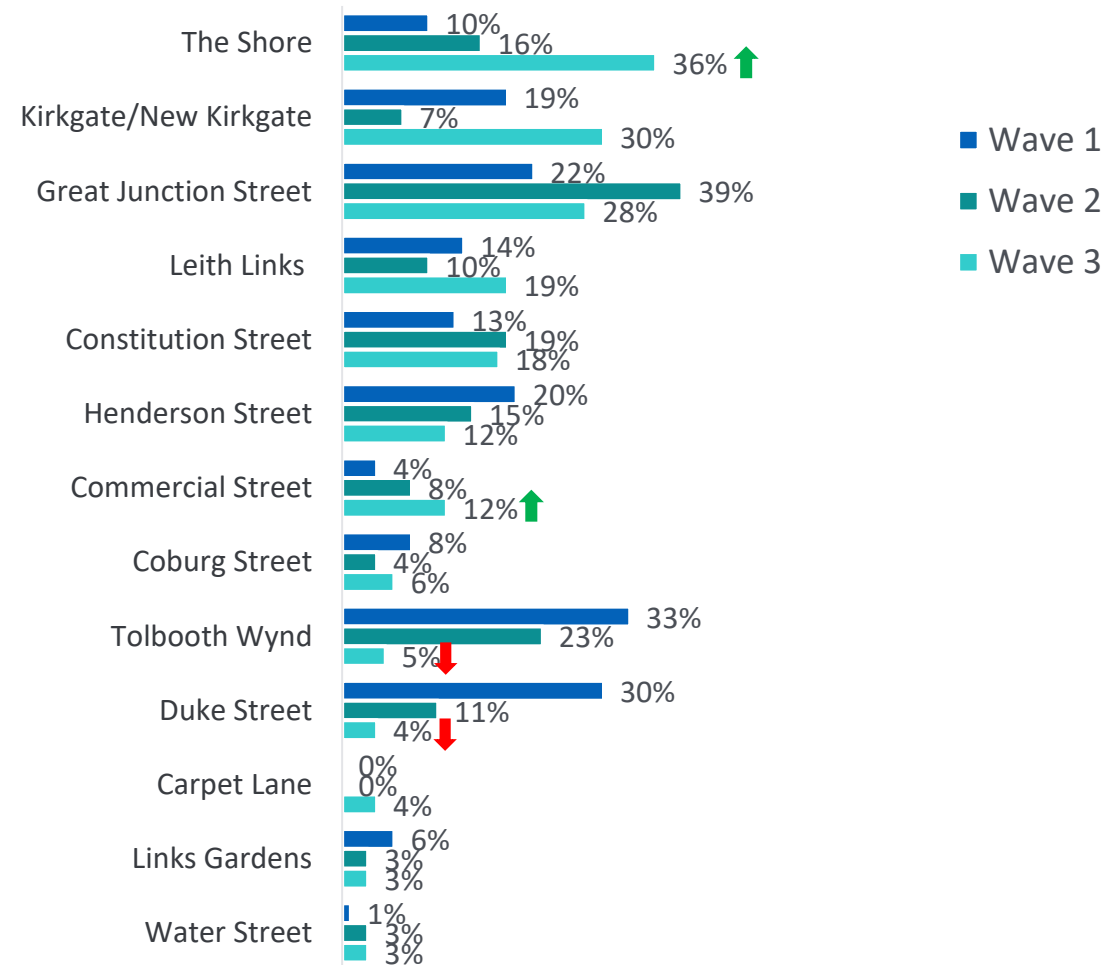
Base (those who perceived a problem): W1 251; W2 139; W3 105

Residents

Neighbourhood issues

- Those respondents who perceived crime and antisocial behaviour to be a problem in the Leith area were also asked to identify the streets which they considered to be most of concern.
- Interestingly, The Shore was the most likely area to be mentioned in Wave 3 (36%) – up significantly compared to Waves 1 (10%) and 2 (16%).
- The Kirkgate area (30%) and Great Junction Street (28%) were also identified as a concern by significant proportions of respondents, while Leith Links (19%) and Constitution Street (18%) were also fairly frequently mentioned.
- Very few respondents this wave mentioned Tolbooth Wynd or Duke Street, and both of these were significantly lower than in Wave 1.

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?

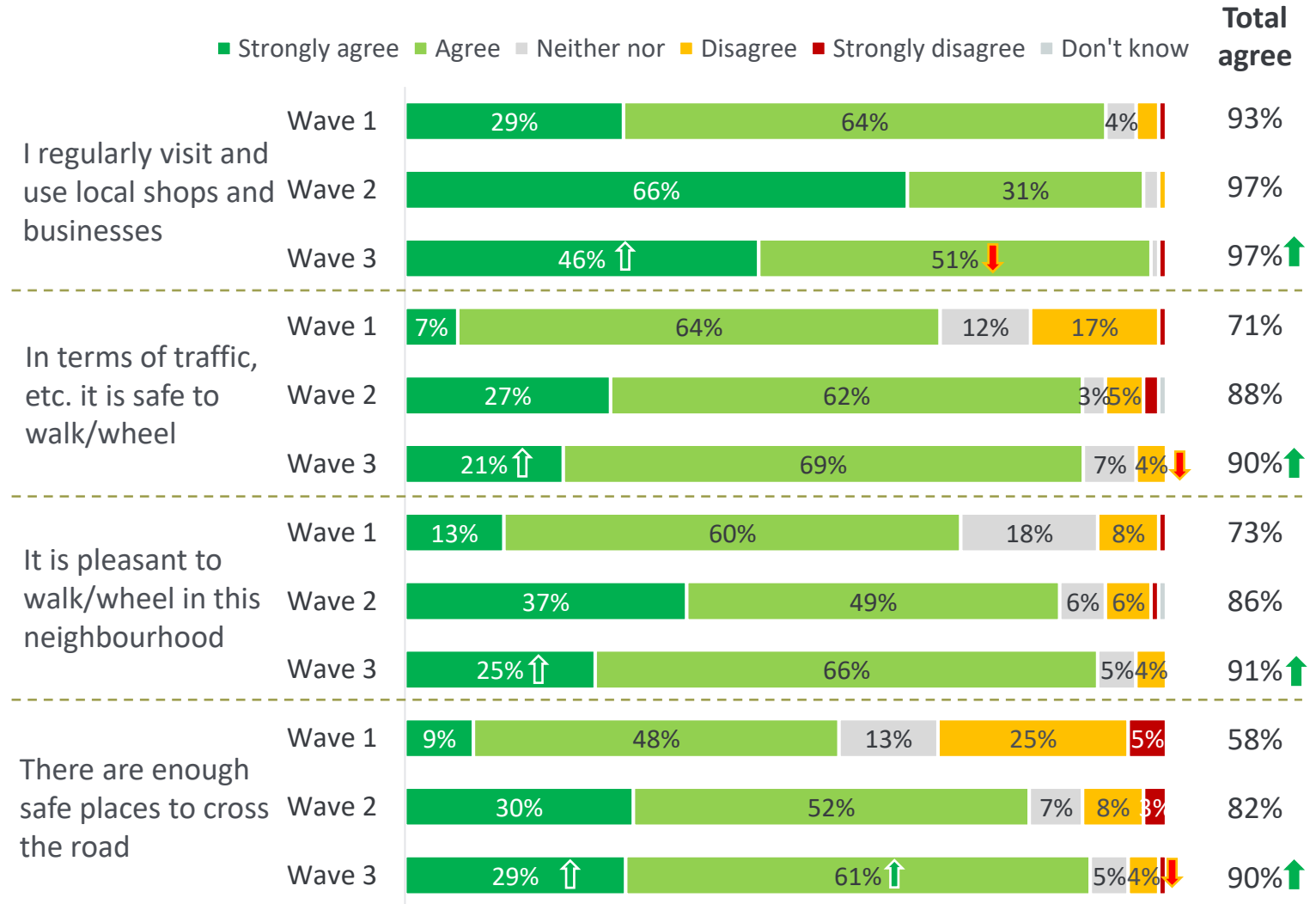
Base (those who perceived a problem): W1 107; W2 78; W3 71

Residents

Walking/wheeling in Leith

- Respondents were asked the extent to which they agreed or disagreed with a series of statements about walking/wheeling in the Leith Connections area.
- The vast majority of respondents (97%) agreed that they regularly visit local shops and businesses, with 46% strongly agreeing. The proportion agreeing strongly remains significantly higher than in Wave 1 (29%) but is lower than in Wave 2 (66%).
- There were positive attitudes in terms of how safe and pleasant it is to walk/wheel in Leith: nine in ten agreed it is safe in terms of traffic/crossing roads etc. (90%); that it is pleasant to walk/wheel in the neighbourhood (91%); and that there are enough safe places to cross the road (90%).
- For all of these aspects, the improvements in overall agreement with these statements noted in Wave 2 have been maintained in Wave 3. However, there was a decline in strong agreement that it's pleasant to walk/wheel in the neighbourhood in Wave 3 compared to Wave 2.

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; W3 318

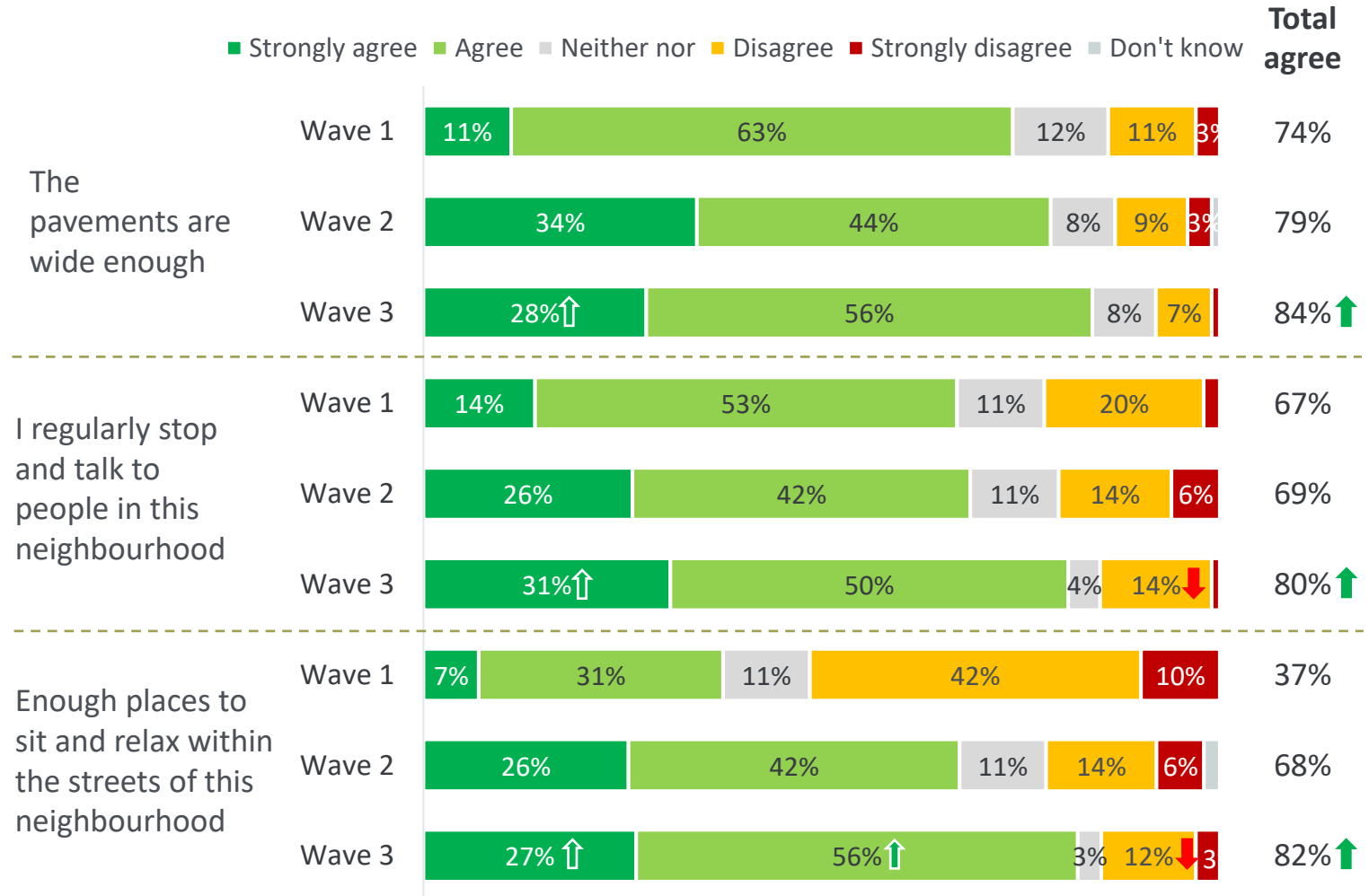
Residents

Walking/wheeling in Leith

- Around four in five respondents agreed with all of the statements shown opposite, indicating that the majority of residents feel that the pavements are wide enough (84%), they regularly stop and talk to people in the neighbourhood (80%) and there are enough places to sit and relax (82%).
- For all of these statements, the higher levels of agreement seen in Wave 2 were maintained in Wave 3. Indeed, the proportions saying they regularly stop and talk, and that feel there are enough places to sit and relax have increased again in Wave 3 compared to Wave 2.
- Most of the findings about walking/wheeling in the area were consistent across the profile of the sample, although older respondents were more likely to agree that they regularly stop and talk to people (90% of 55+, vs 80%* of 35-54s and 68% of under 35s).

*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; W3 318

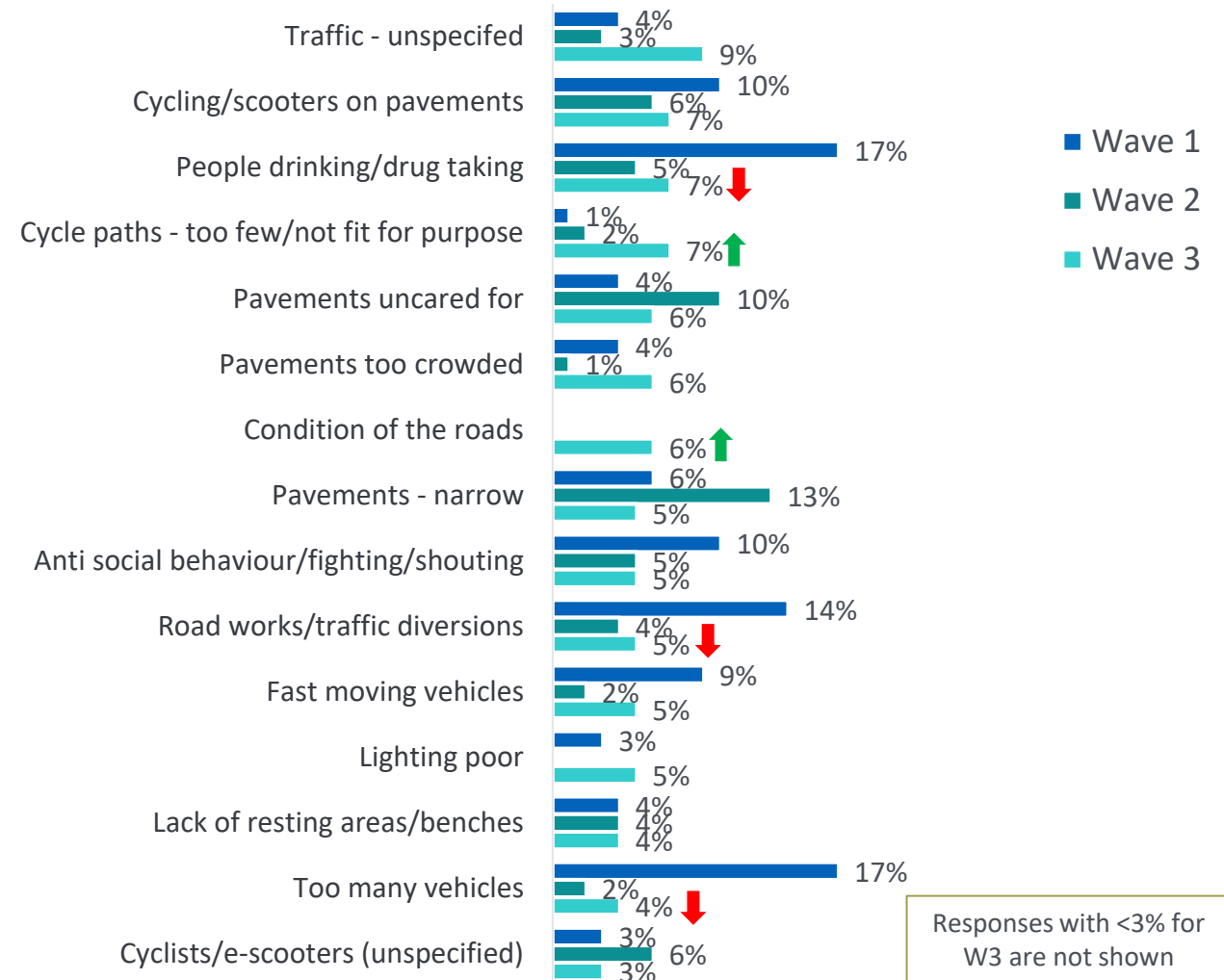
Residents

Walking/wheeling 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 or wheel in the neighbourhood.
- A wide variety of responses was received, but there were some common themes – the most frequently mentioned this wave were issues with roads, pavements and infrastructure (mentioned by 29% in total), e.g., cycle paths being too few or not fit for purpose (7%), pavements uncared for (6%), pavements too crowded (6%), condition of the roads (6%), etc.
- Notably, many changes noted between Wave 1 and Wave 2, were maintained in Wave 3, for example:
 - Issues related to crime and antisocial behaviour (12% v 10% in Wave 2 and 24% in Wave 1)
 - Any traffic issues (16% v 9% in Wave 2 and 32% in Wave 1)
 - Road works/traffic diversions (5% v 4% in Wave 2 and 14% in Wave 1)
 - People drinking/drug taking (7% v 5% in Wave 2 and 17% in Wave 1).
- Compared to Wave 1, more people this wave mentioned:
 - Cycle paths – too few/not fit for purpose (7% vs. 1%)
 - Condition of the roads (6% vs. none)



Biggest problems for people walking and 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; W3 105

Biggest problems for people walking and wheeling

progressive

Verbatim quotes

My partner is a wheelchair user so often see things from her perspective and think there should be more dropped kerbs added throughout the area to allow for easier road crossing.

Female, 25-34

Bikes and motor scooters on the pavement.

Female, 45-54

Cyclists on pavements going very fast.

Female, 55-64

Anti social behaviour in the Shore and Kirkgate.

Male, 65+

Too many arterial roads have been blocked off in the area with the resulting traffic congestion, additional time to travel, pollution from traffic stuck in jams and added stress of local people simply trying to commute to work out of the city or elsewhere within its boundaries. Councillors making the decisions in consultation with road planners etc do not reside in the area, have no idea what it's like living with the poor decisions they make and frankly don't care.

Male, 25-34

Present road works with surrounding gates, means pedestrians need to walk on road, they are in place for far too long. Drug users loitering around shop areas.

Male, 65+

If using a bicycle then have to move from pavements to road to avoid road works and pedestrians, so not safe even in Kirkgate. Teenagers go up and down street on electric scooters and go in the path of the people walking with children, not safe.

Male, 35-44

Too many changes in past year to road layouts and roadworks everywhere and change without warning. Try and use a route used the previous week and then blocked off and roadworks appear and left to try and find a new route for journey and can be late for work. No warning or signs saying when road will open again.

Male, 35-44

It's the seemingly abandoned roadworks in several places, no sign of work/action on the site and no end date for completion that is so frustrating for local residents. Good quality communication, adherence to stated and clearly signposted target completion dates would earn a great deal of respect for the Council from locals.

Male, 45-54

No clearly defined cycle route, cyclists have to move on and off roads frequently so going in and out of traffic flow and extremely busy roads. Main arterial roads such as Leith Walk and Great Junction St have very busy pavements and cannot really be extended as roads are far too busy.

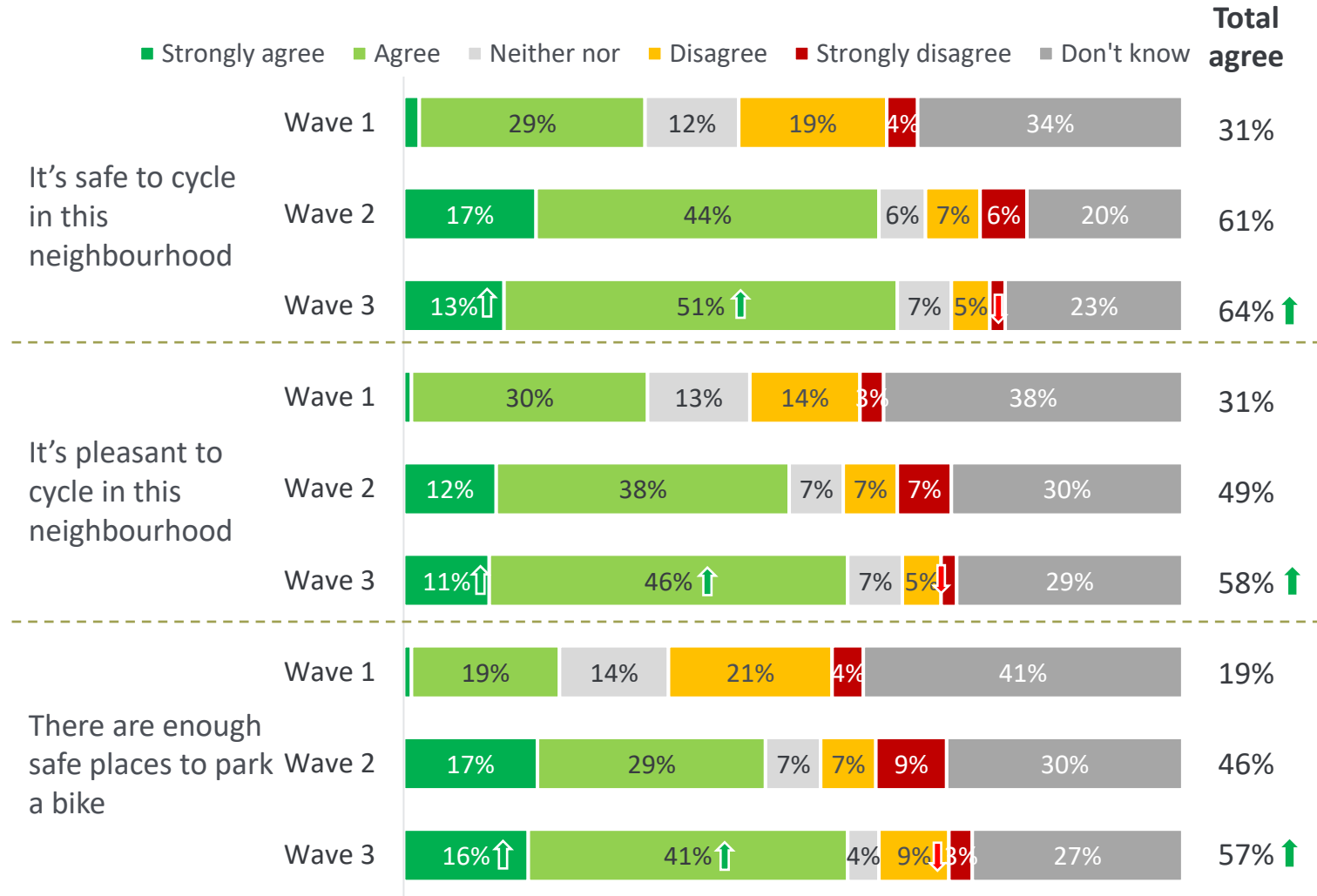
Male, 25-34

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 (64% agreed overall). Nearly six out of ten (58%) also agreed it is pleasant to cycle in Leith, with 11% agreeing strongly. A similar proportion (57%) agreed that there are enough safe places to park a bike.
- Across all of these measures, the improvements in ratings from Wave 1 to Wave 2 have been sustained in Wave 3. Indeed, further increases were noted between Waves 2 and 3 for it being pleasant to cycle and 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?

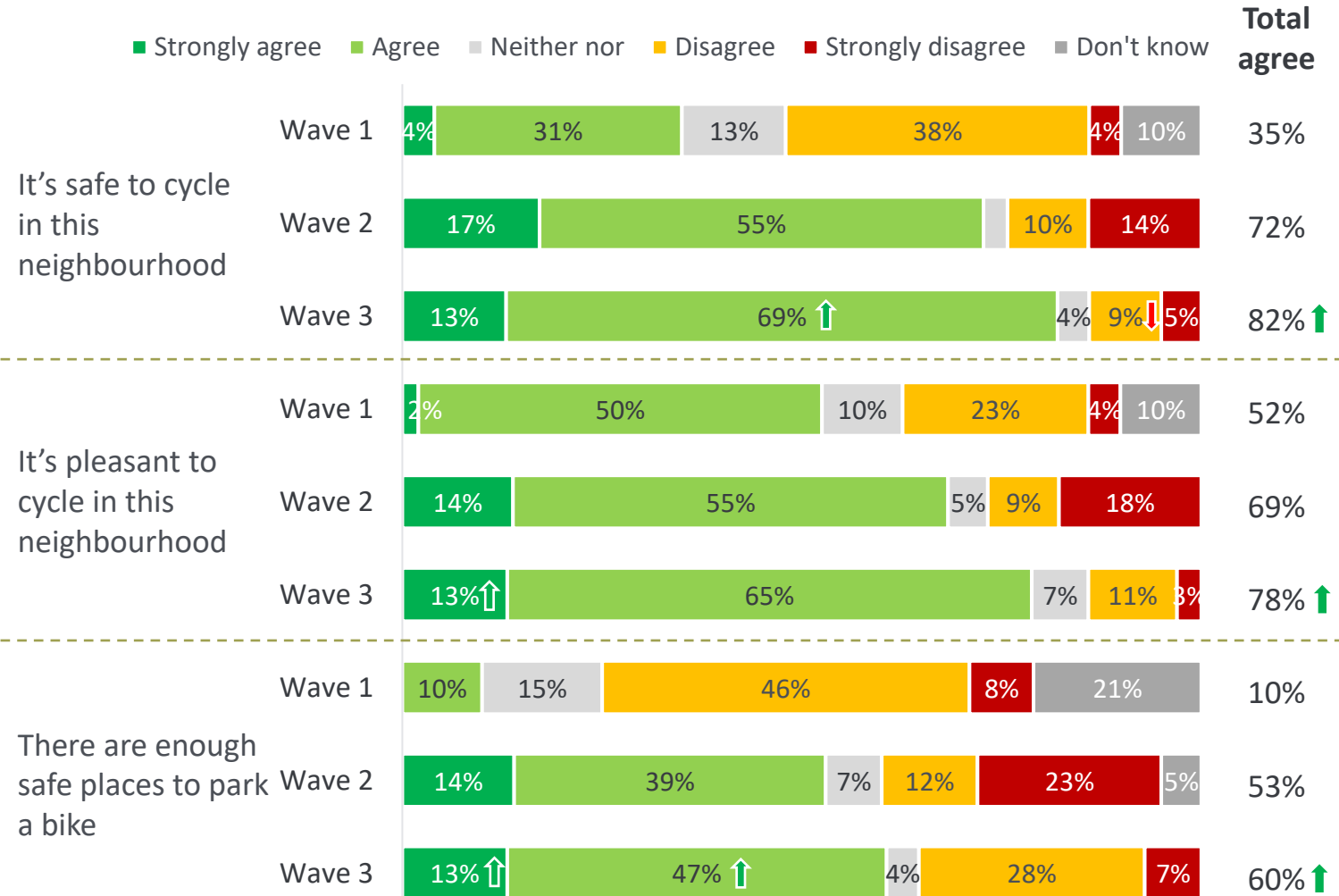
Base (all): W1 318; W2 312; W3 318

Residents

Cycling in Leith

- Amongst respondents who reported that they ever cycle in the local area, none in Wave 3 responded 'don't know' meaning that the proportions providing both positive and negative opinions were higher than for the total sample of residents.
- Around eight out of ten of people who cycle agreed that it is safe (82%) and pleasant (78%) to cycle in the neighbourhood, while six out of ten (60%) agreed there are enough safe places to park a bike.
- The Wave 3 data shows that the significant improvements in perceptions amongst cyclists noted between Wave 1 and Wave 2 have been maintained. In particular, compared to the baseline wave strong improvements in perceptions of cycling safety and there being sufficient places to park a bike were noted.
- (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): W1 48; W2 57; W3 53



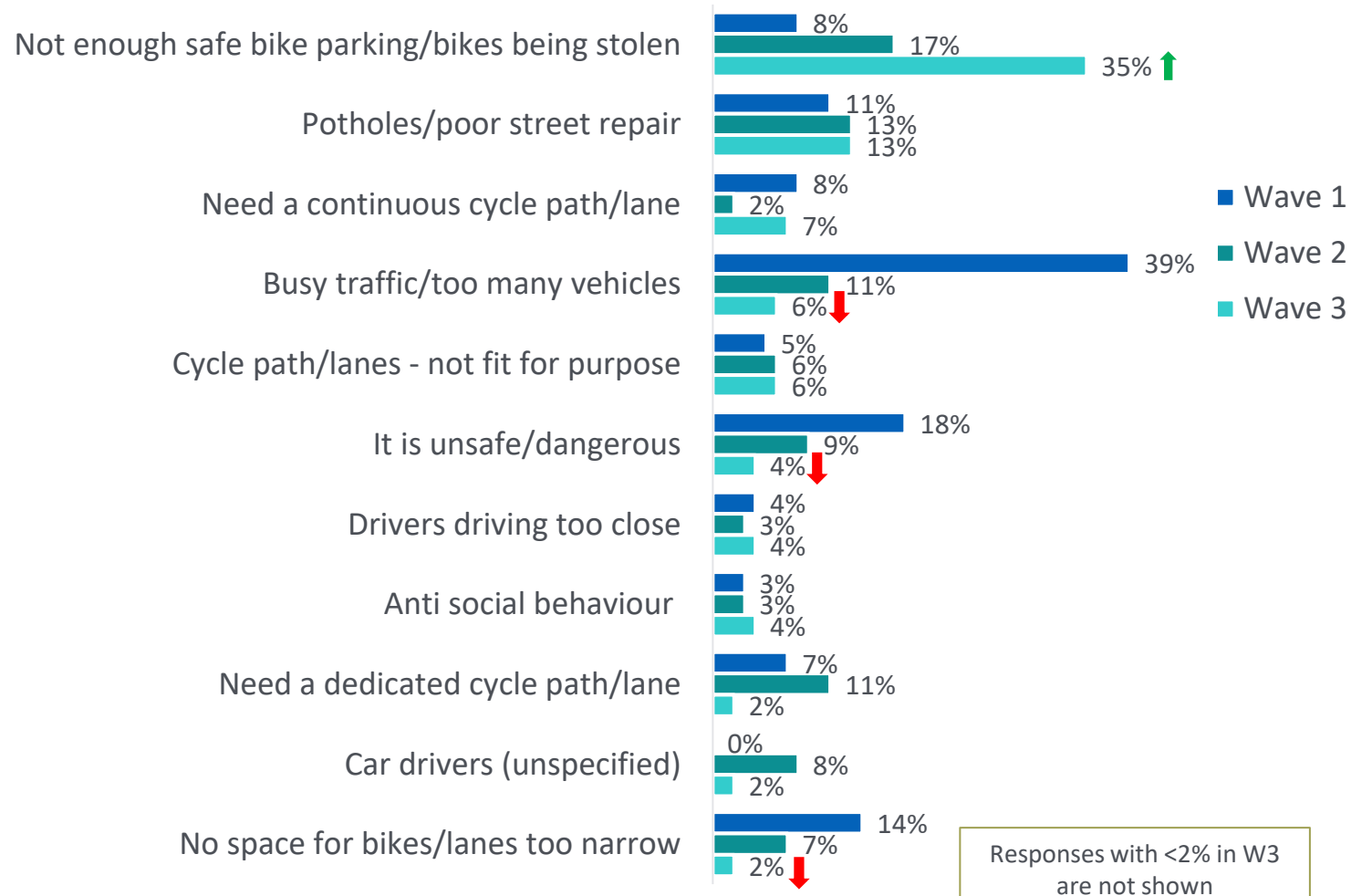
Residents

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 not enough safe bike parking/bikes being stolen (35%), followed by potholes/issues with street repair (13%).
- A significantly higher proportion of those concerned about cycling in Wave 3 mentioned a lack of safe bike parking (35%) compared with Wave 1 (8%). However, it is important to note this perception amongst the small sub-sample of people with concerns does not reflect the overall trend across the total sample of residents where a higher proportion agreed that there is enough safe cycle parking in Wave 3 compared to Wave 1.
- Compared to Wave 1, fewer this wave mentioned busy traffic (6% vs 39% in Wave 1), the area being unsafe/dangerous (4% vs 18%), and that there was insufficient space for bikes/lanes being too narrow (2% vs 14%).



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 95; W2 63; W3 47



Biggest problems for people cycling



Verbatim quotes

Leaving their bicycle outside their home or at shopping areas, need more secure places to lock them up.

Female, 16-24

No places to put bicycles without being stolen. Have to keep the bicycle in hallway at home, nowhere else to put it. An outside space which can be locked and watched by security cameras maybe on Kirkgate beside the shops would be good to use.

Male, 35-44

Until all the road works and changes have stopped the problem is drivers taking wrong turns, using no entry roads and getting lost, so cyclists not safe until work in area stops. People using electric scooters fast on pedestrian walkways then onto roads narrowly miss cyclists and pedestrians.

Male 35-44

Road surfaces and joining up all the users of the road network.

Male, 65+

The state of the roads.

Male, 65+

The potholes in roads are dangerous and breathing in fumes from traffic constantly stuck in congested streets in the area, made worse by the new redirected traffic plan in the area.

Male, 55-64

Potholes in roads, heavily congested roads, much worse since new traffic management system to protect the vision of upgrading the Shore area to a pedestrian safe space, perfectly laudable but completely unnecessary to close off half the streets that they have, at the cost of added stress to people who have chosen to live here.

Male, 45-54

Cycle paths are not joined up.

Male, 25-34

Cycles being stolen. Youths in balaclavas doing wheelies in the road.

Female, 55-64

Parking bikes safely without risk of theft.

Female, 55-64

Residents

Children walking/cycling

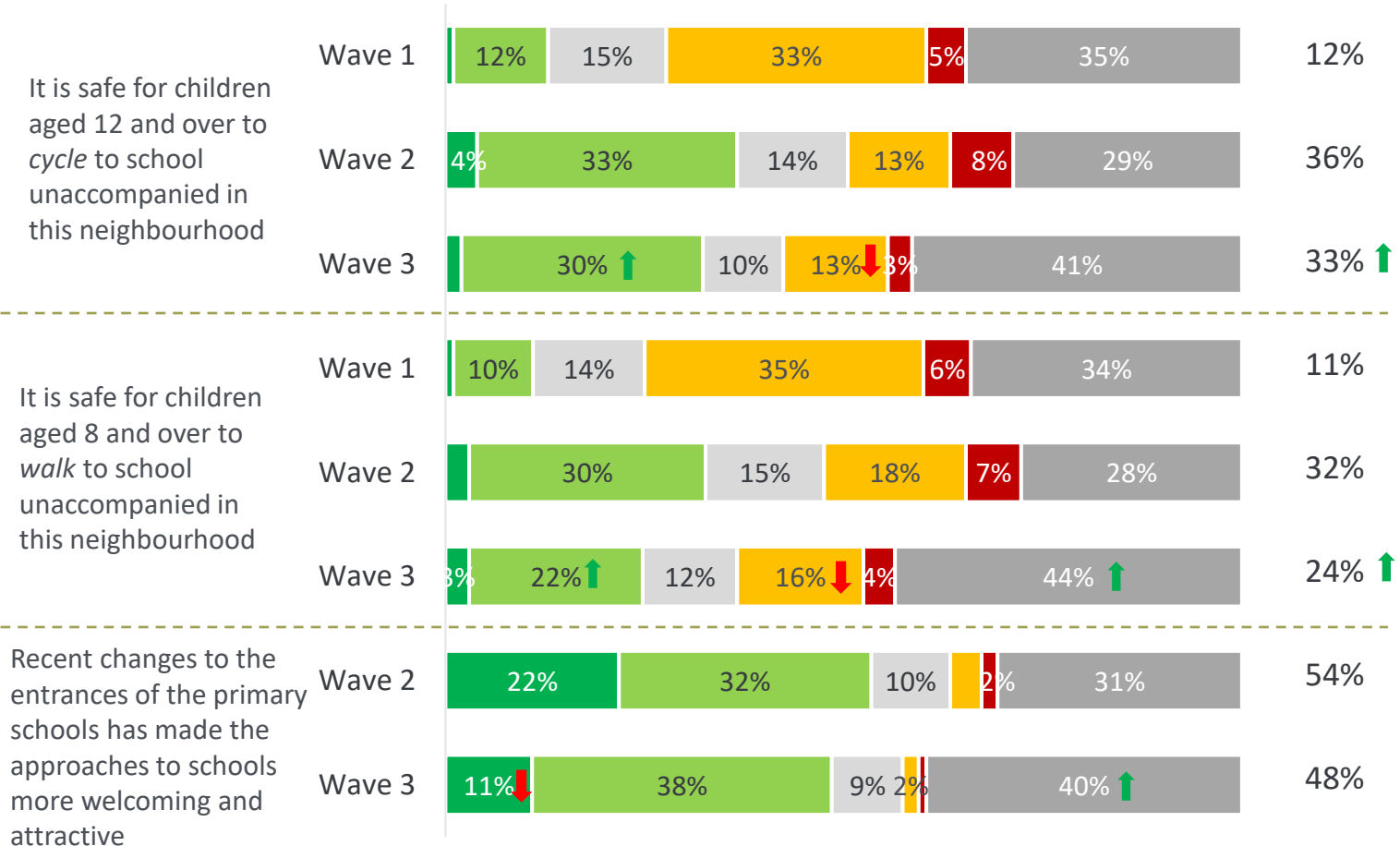
- Residents were also asked to comment on how safe they felt the local neighbourhood is for children walking and cycling to school. Across the sample as a whole, a substantial proportion said they did not know; therefore, data for parents only are presented on the following slide.
- Results for the total sample suggest the improvements in perceptions of safety for children seen in Wave 2 have largely been maintained in Wave 3. The proportion agreeing that that it is safe for children aged 12+ to cycle to school unaccompanied stayed at one third in Wave 3 (33% compared to 12% in Wave 1), while a quarter agreed it's safe for children aged 8+ to walk to school unaccompanied (24%, compared to 11% in Wave 1). There has, however, been a decrease in perceptions of safety for children aged 8+ to walk to school compared to Wave 2 (when 32% agreed).
- Nearly half of respondents in Wave 3 agreed that changes to the entrances of primary schools have made the approaches more welcoming and attractive – similar to the proportion that felt this way in Wave 2. However, there was a decrease in those who strongly agreed and an increase in those who said they did not know.
- 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



Strongly agree Agree Neither nor Disagree Strongly disagree Don't know

Total agree



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; W3 318

Residents

Children walking/cycling

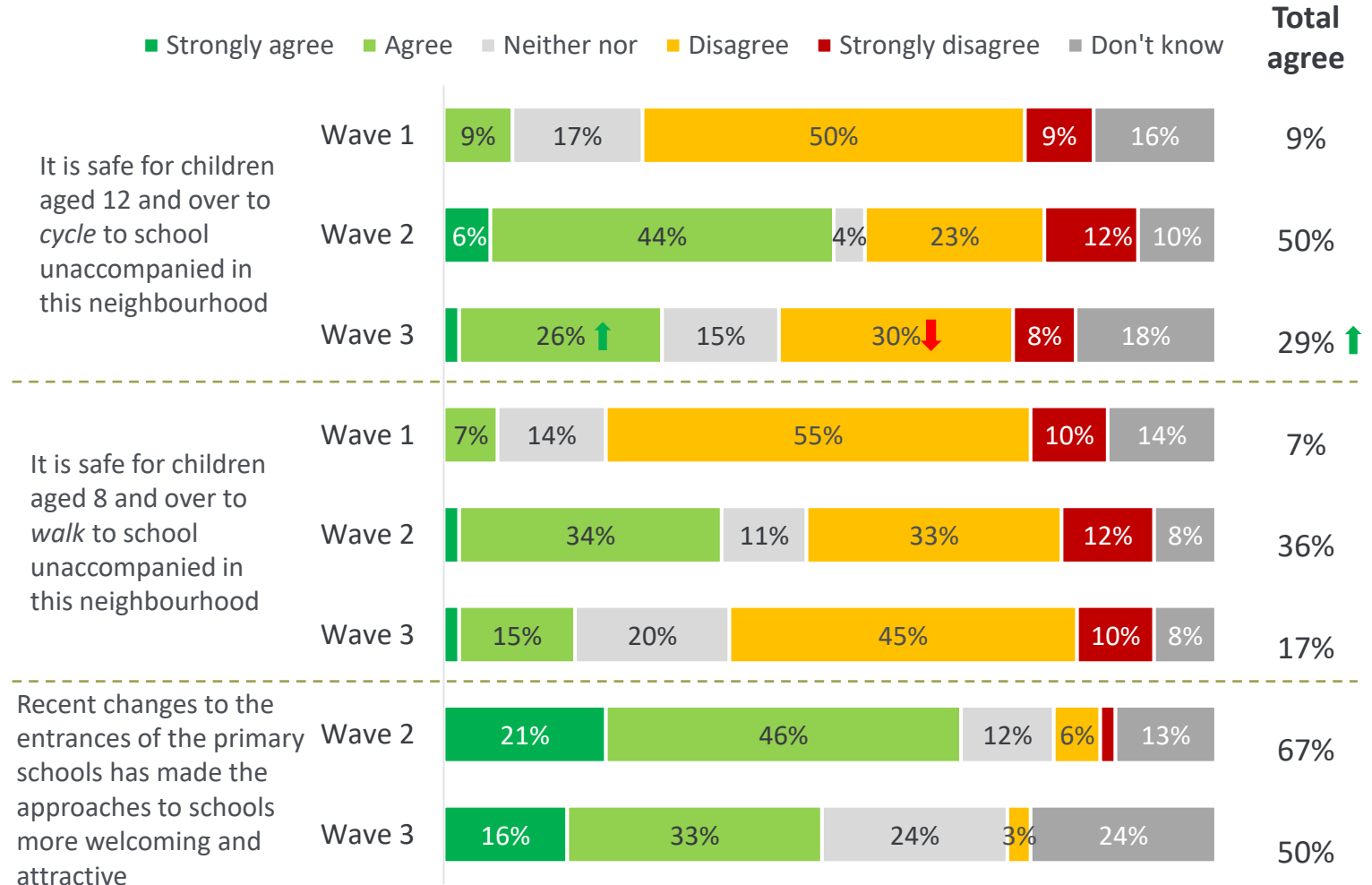
- Among parents, three out of ten (29%) agreed it was safe for children aged 12+ to cycle to school unaccompanied. This is an improvement compared with Wave 1 (9%); however, it is lower than Wave 2 (50%).
- One in six parents (17%) agreed it is safe for children aged 8+ to walk to school unaccompanied. This is not significantly different to the proportion found in Wave 1 (7%), but it is lower than the proportion who felt this way in wave 2 (36%).
- Half of parents in Wave 3 agreed that changes to primary school entrances made them more welcoming and attractive. This is slightly lower than the two thirds that felt this way in Wave 2 (67%)*.
- (Note the small number of parents – results should be treated with caution).

*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 58; W2 48; W3 45



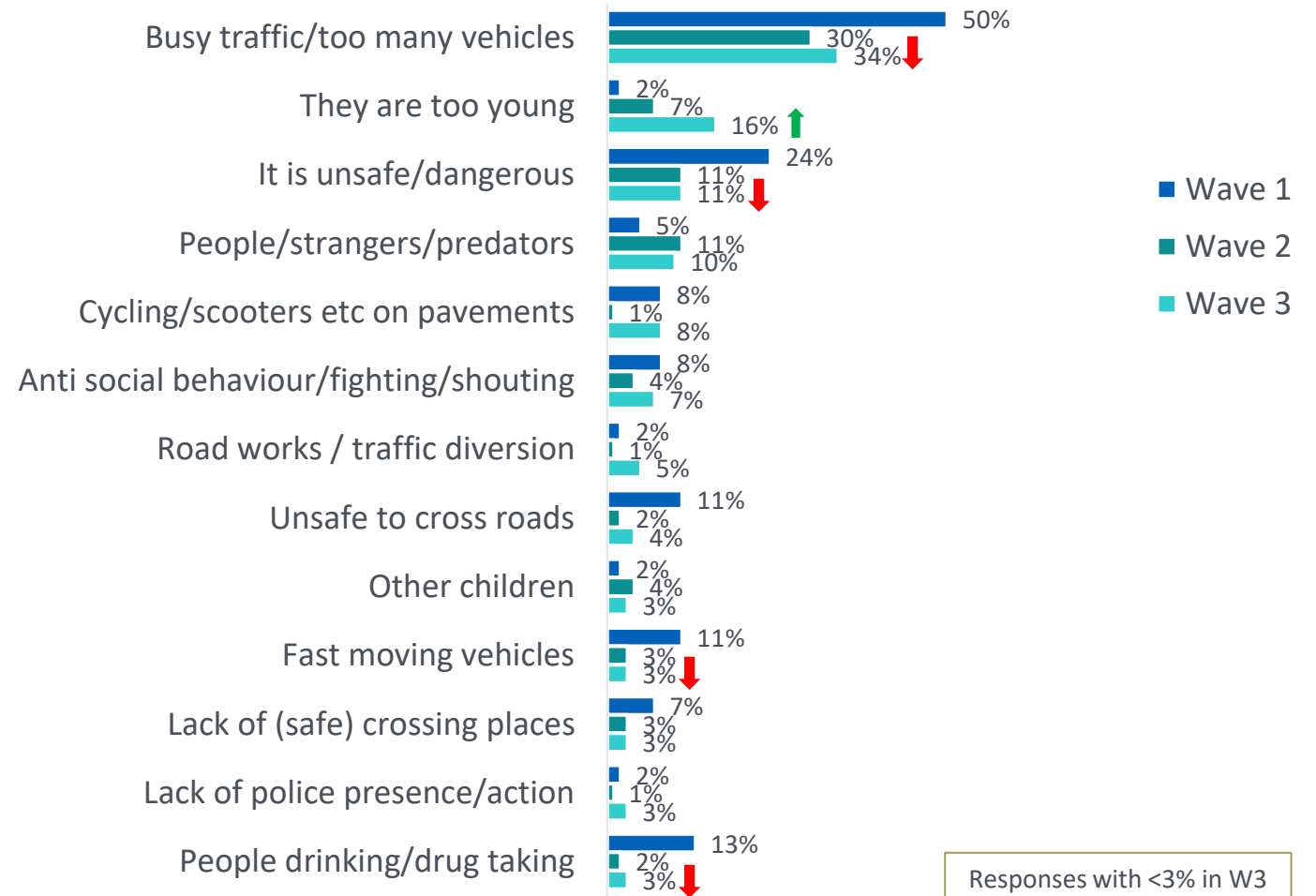
Residents

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.
- Busy traffic and too many vehicles was the main concern cited by a third (34%) of those who commented. Children being too young was also cited by one in six (16%).
- Compared with Wave 1, a lower proportion felt busy traffic, unsafe/dangerous conditions, fast moving vehicles and people drinking/drug taking were problems for children travelling safely. A higher proportion this wave felt that children are too young.



Biggest problems for children travelling safely in area



Responses with <3% in W3 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 133; W2 90; W3 75

Biggest problems for children walking/cycling

Verbatim quotes

Drivers and cyclists unsure of what they are doing and not concentrating on the other road users.

Male, 35-44

Need to be focused on the roads and cyclists all the time instead of walking along with friends chatting and having fun and relaxing.

Male, 35-44

Traffic taking wrong turnings, cyclists using pedestrians' spaces, not safe at present in rush hour traffic am or pm for children or indeed slow-moving adults while trying to cross busy roads.

Male, 45-54

Traffic is too busy and kids aged 8 or younger are just too young.

Female, 45-54

Cars, buses, trams - kids might not be street smart.

Male, 35-44

I wouldn't let my daughter walk alone at 8 years anywhere.

Female, 25-34

Too many dangers out there, including traffic.

Male, 55-64

Still too busy with cars and you don't know who's around, too many strangers.

Female, 35-44

Someone could stop them or they could get knocked down.

Male, 35-44

Too many strangers.

Female, 25-34

They are too young to walk alone at that age, too many bad things happening in the world.

Female, 45-54

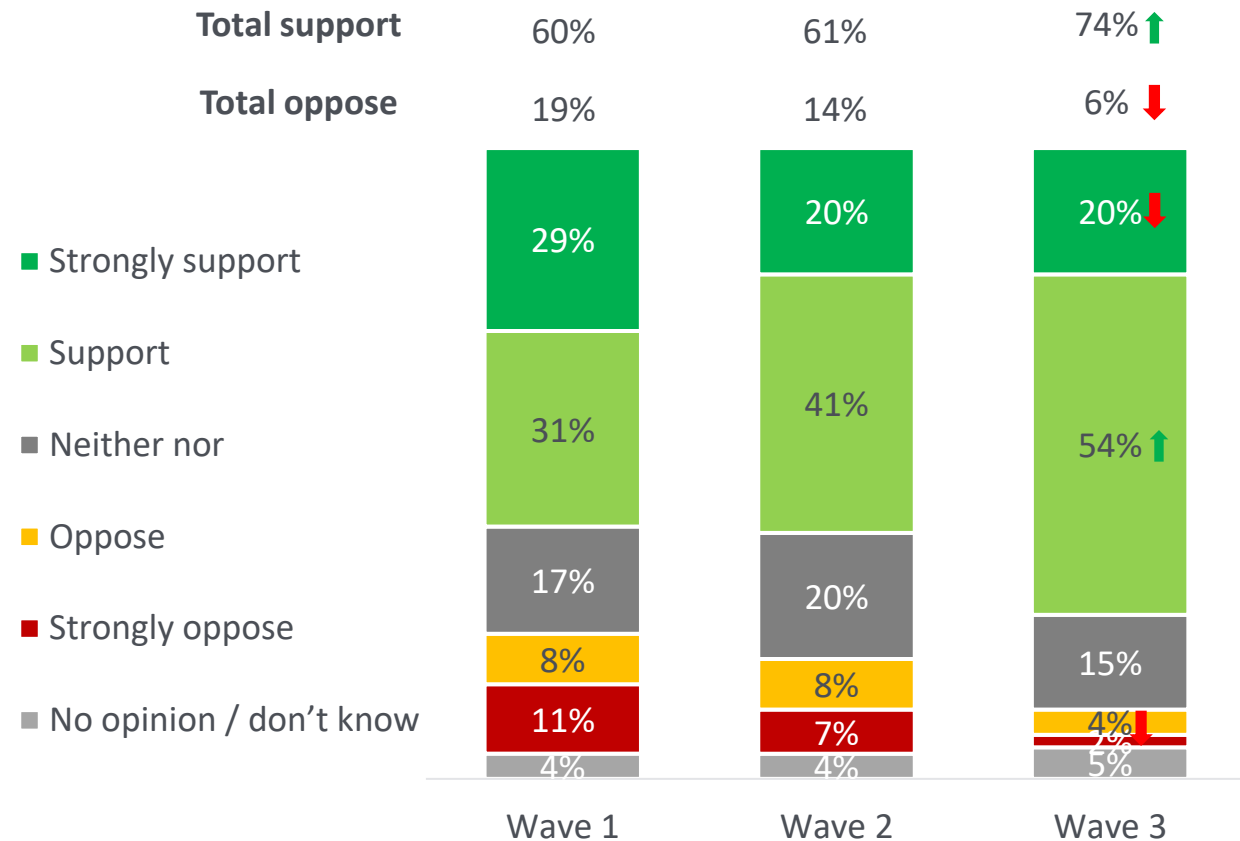
Residents

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 Waves 2 and 3 they were shown a map of the area (see appendix).
- In Wave 3 the majority of the sample (74%) supported the low traffic neighbourhood measures – a higher proportion than the previous two waves. Despite the decrease in strong support (from 29% in Wave 1 to 20% in Waves 2 and 3), there was an increase in overall total support (from 60% to 74%).
- Very few said they oppose the measures in Wave 3 (6%, compared to 19% in Wave 1) – both general opposition and strong opposition dropped significantly from Wave 1.
- Levels of support were consistent across the sample, with no demographic groups being particularly likely to support/oppose the project changes.

Note: Where totals in charts do not add to 100%, or there are slight differences between charts and net figures, this is due to rounding.

Opinion of the Leith Connections project changes



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

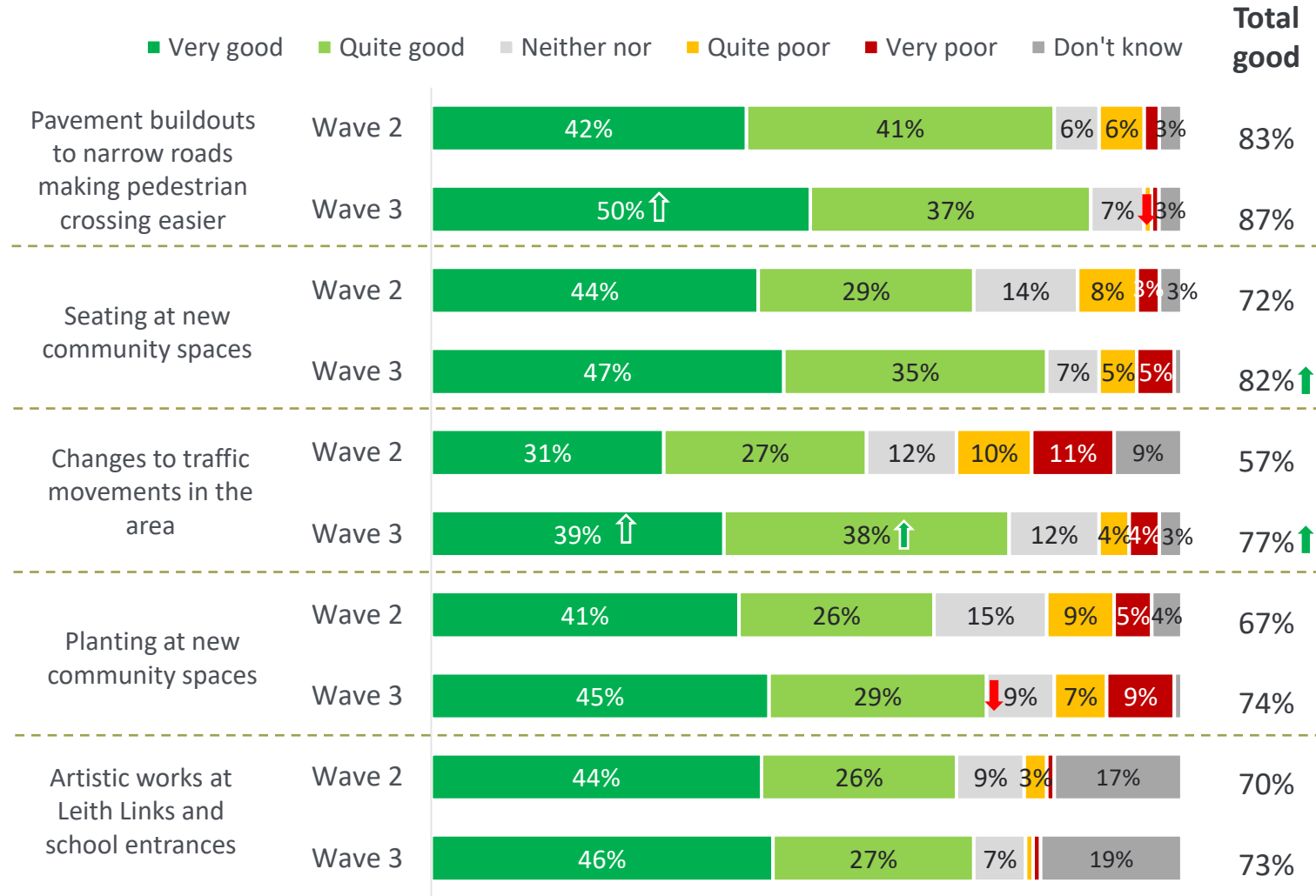
Base (all): W1 318; W2 312; W3 318

Residents

Attitudes to changes

- Similar to last wave, the various changes made as part of the Leith Connections project have generally been welcomed, with most people describing them as good.
- The most positive response was in relation to pavement buildouts at pedestrian crossings around Leith Links – seven out of eight respondents (87%) felt these were good, with half specifically saying these were ‘very good’.
- Seating at new community spaces was also well-liked, with eight out of ten respondents (82%) describing this as good – an increase from 72% last wave.
- Artistic works at Leith Links and school entrances, and planting at new community spaces were also rated as being good by nearly three quarters of respondents.
- The lowest rated measure last wave received a much higher rating this wave: 77% felt the changes to traffic movements in the area were good in Wave 3 compared with 57% in Wave 2.
- Women were more likely than men to rate several elements as being ‘very good’: seating (53% v 41%), art works (52% v 40%), and pavement buildouts (57% v 44%).
- Cyclists were more likely than non-cyclists to rate changes to traffic movements as being poor (16% v 7%).

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): W2 312; W3 318

Residents

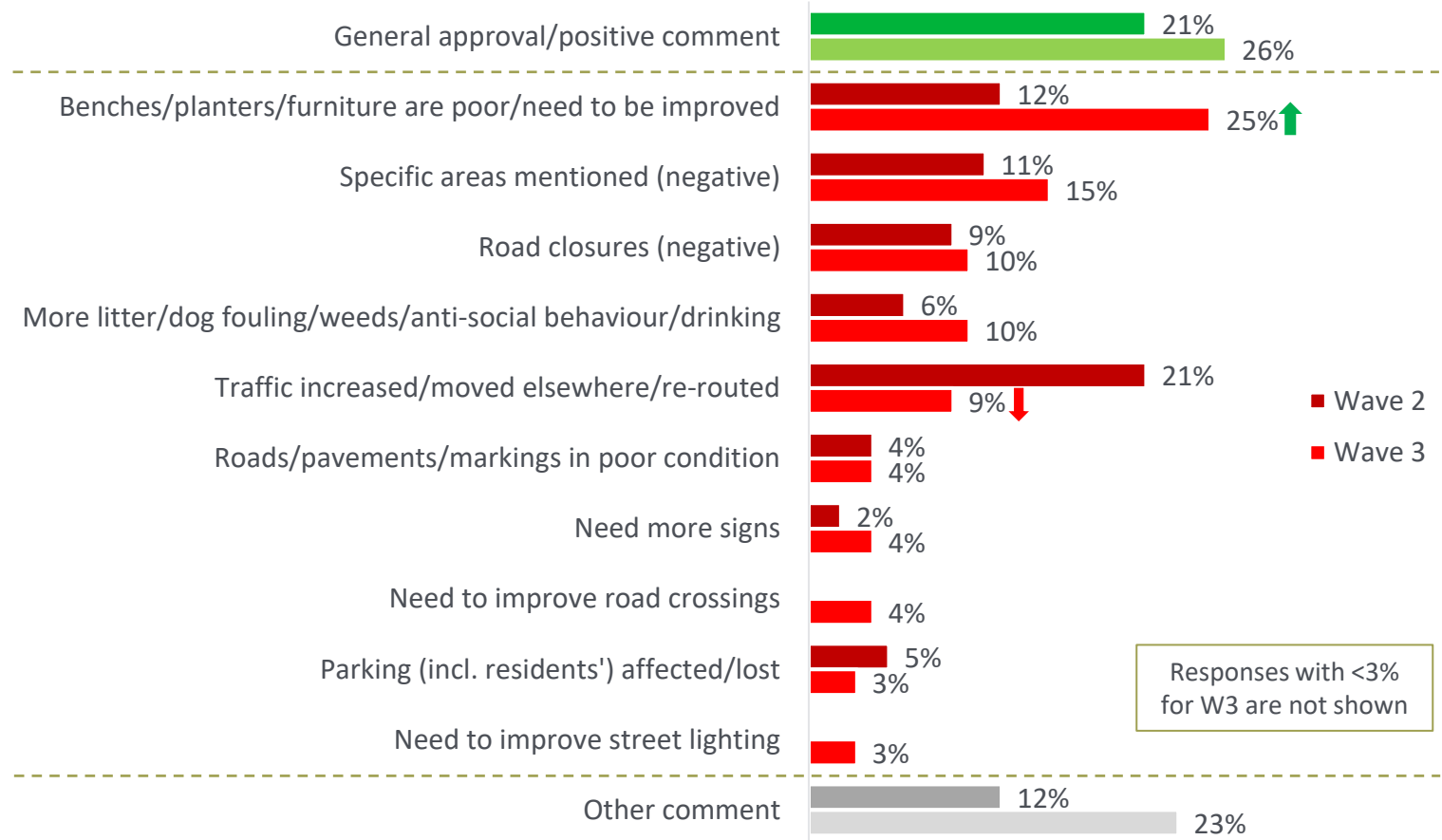
Attitudes to changes

- At the end of the interview respondents were offered the opportunity to make further comments on the changes made for the Leith Connections project. Around one in five (19%) made a comment, and these are summarised in the chart opposite.
- In total, 26% made a positive comment, expressing their general approval for the project.
- In total, 60% made a negative comment, fewer than in Wave 2 (78%). Negative comments mainly focussed on the need for improvements to be made to benches, planters and street furniture.
- Others mentioned something negative in relation to a specific area of Leith, although no one area stood out in a majority of these comments.
- Around one in ten expressed concern over road closures, an increase in unwelcomed litter and unsociable behaviour.
- Compared with last wave, a higher proportion in Wave 3 commented on the need for improved benches/planters/furniture and a lower proportion expressed concern over traffic increasing or moving elsewhere.

Further comments



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 Leith Connections project? (open ended)

Base (all who made a comment): W2 91; W3 60

Further comments

Verbatim quotes

It feels safer to walk around and there are nice areas to sit.
Female, 65+

Some traffic movements seem unnecessary such as closure of road at Mimi's Bakehouse area. Closure at Bernard St would have been enough to allow pedestrians to walk safely in Shore area.
Planters just used as litter trays, not nice.
Female, 25-34

Makes the place more like a community.
Male, 35-44

Planting areas are simply wooden boxes to stop traffic passing in the area. Plants lasted a few weeks then left to die off and planters now full of cigarette ends and weeds and just left.
Male, 55-64

Seats at Sandport bridge good idea as they are metal and can be repainted, wooden plant boxes not so nice, no flowers in them, only old cigarette ends and cans and weeds, maybe local people could be encouraged to volunteer to look after them, like waterfront in Amsterdam and would always look nice.
Male, 35-44

Someone should take responsibility for the upkeep of the planter boxes; they look like large bin areas full of cigarette ends rather than something colourful and nice to observe when passing.
Male, 45-54

I like it as I feel safer when I am cycling.
Female, 16-24

It is much more pedestrian friendly.
Male, 45-54

Crossing a road is a nightmare. You are looking for cars, buses, trams and when you think its safe to cross a bike comes from nowhere. The problem is the cyclists don't follow the rules of the road. They seem to think its okay for them to continue through red lights. I don't know how many times I've nearly been knocked over by a cyclist.
Female, 55-64

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Shops and business users survey - key findings

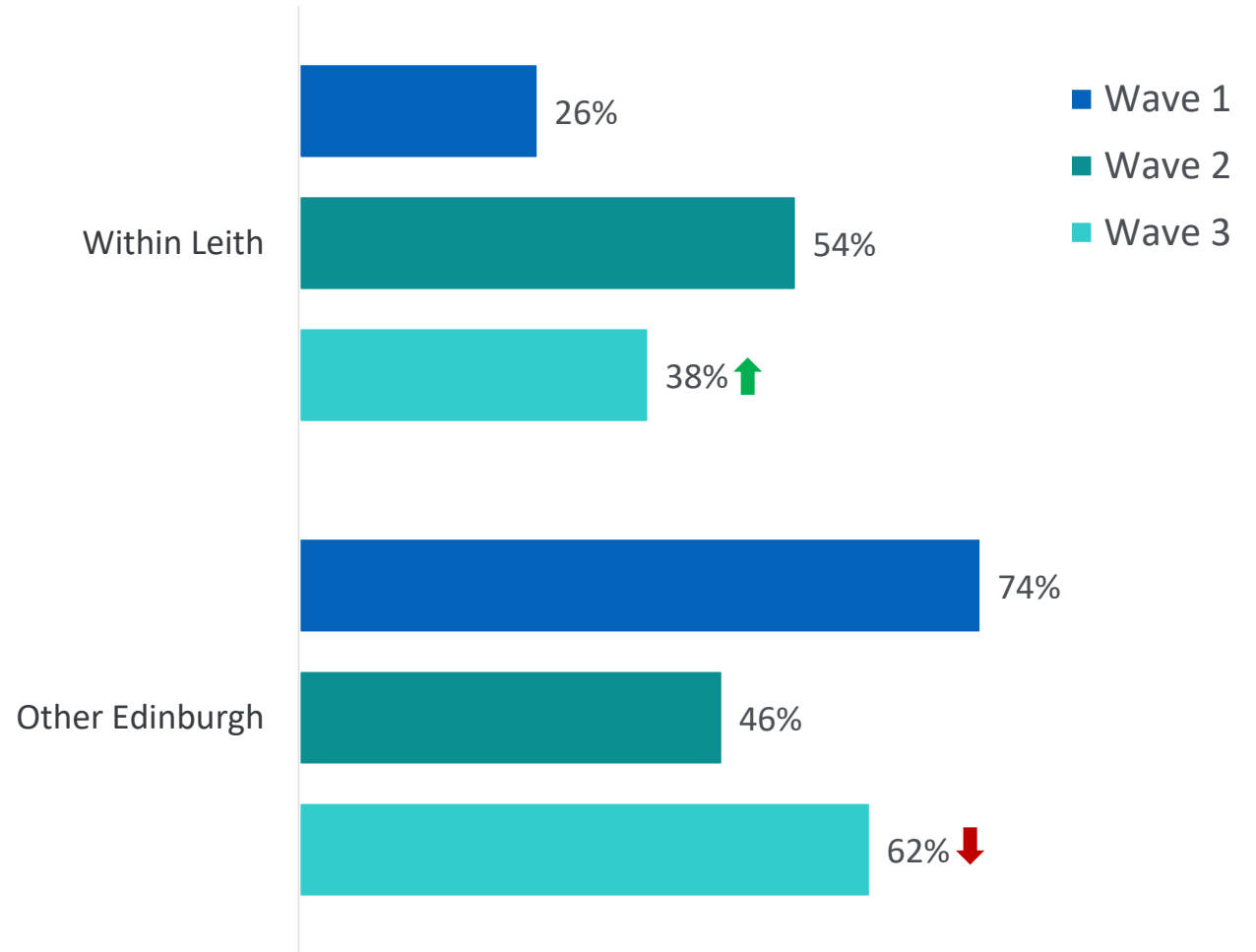
Shops/business users

Visit profile

- Almost two in five respondents visiting shops and businesses at the time of interview reported that they had started their journey within the Leith area. This proportion has varied over the waves of research, with Wave 3 being higher than Wave 1 but lower than Wave 2.
- Amongst those who reported that they had started their journey in other areas of Edinburgh, a range of areas across the City were cited, including Leith Walk (11%), Forth (7%), Craighentiny/Duddingston (6%) and Sighthill/Gorgie (5%).

To ensure comparable data between all 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; W3 267

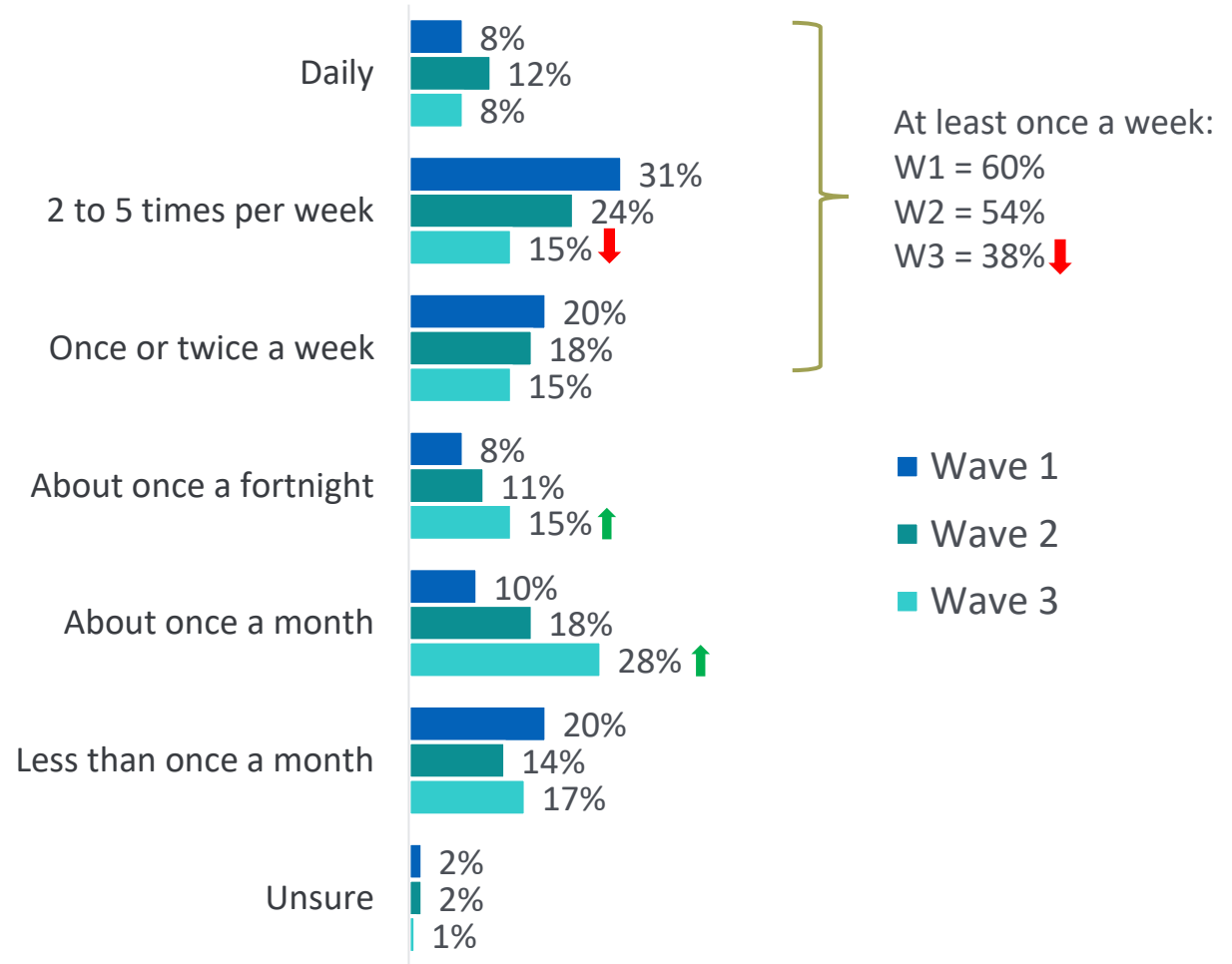
Shops/business users

Visit profile

- Nearly four out of ten respondents in Wave 3 (38%) were regular visitors to the area for shopping, cafes, etc., reporting they visit at least once a week. This represents a decrease in frequency compared to Wave 1 (60%) as well as Wave 2 (54%).
- These results were consistent across sample sub-groups.



Frequency of visiting area



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

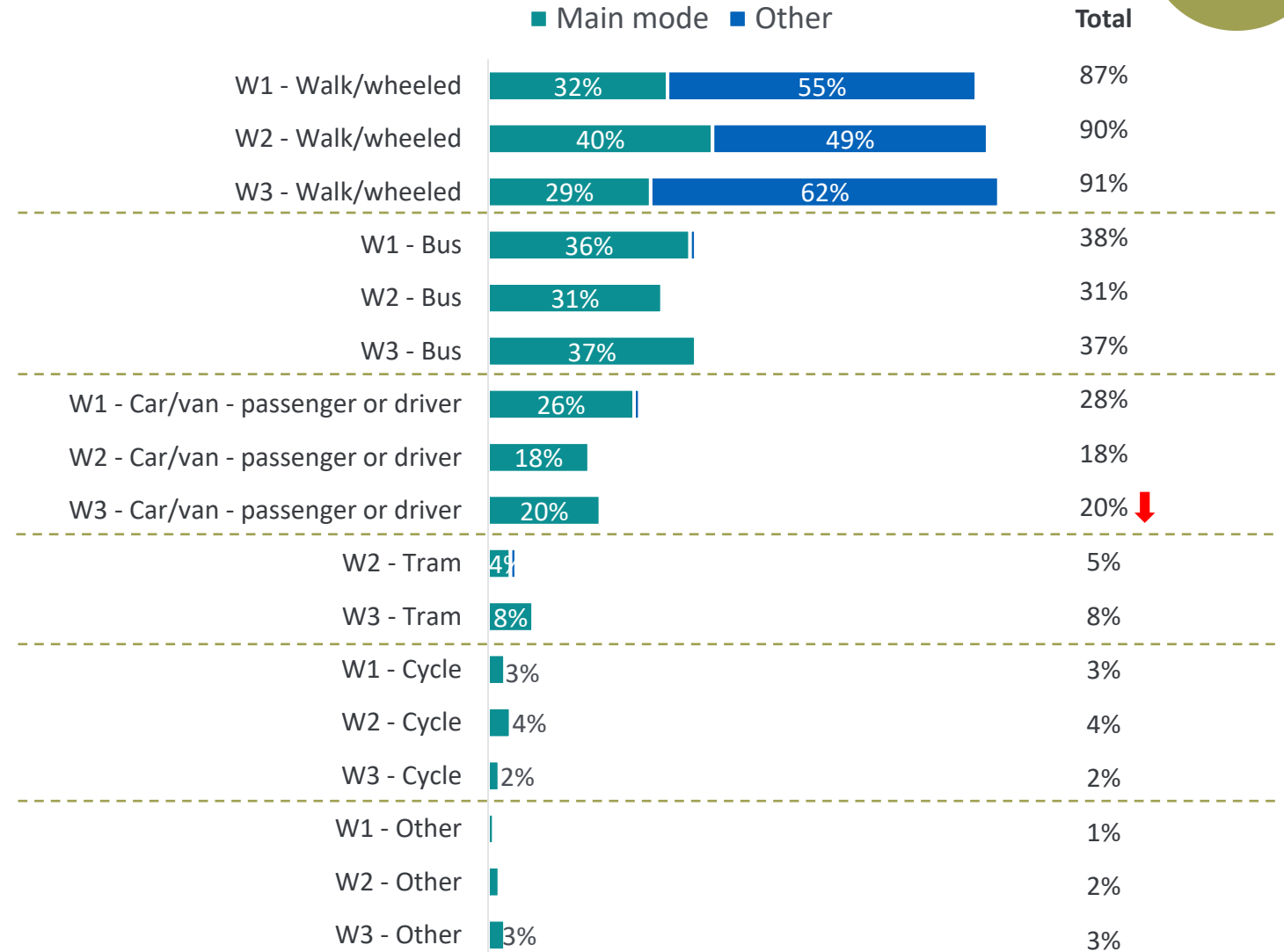
Base (all): W1 201; W2 324;
W3 267

Shops/business users

Visit profile

- Consistent with previous waves, the vast majority of visitors to shops and businesses in Leith (91%) walked/wheeled for at least part of their journey. Nearly three out of ten of those interviewed (29%) walked/wheeled as their main mode of travel – a decrease from Wave 2 but similar to the baseline Wave 1 when just over three out of ten did so.
- Bus travel was also commonly mentioned, with 37% using a bus for their trip to Leith in Wave 3.
- Travel by car/van was less likely to be mentioned in Wave 3 – one in five (20%) now mentioned travelling by car (as a driver or passenger) compared to 28% in Wave 1. However, the proportion was very similar to Wave 2 (18%).
- Respondents aged 16-34 were less likely to report that they travelled by car (9%, v 23% aged 35-54 and 28% 55+), and more likely to have cycled any part of their journey (5% v none aged 55+).

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; W3 267

Shops/business users

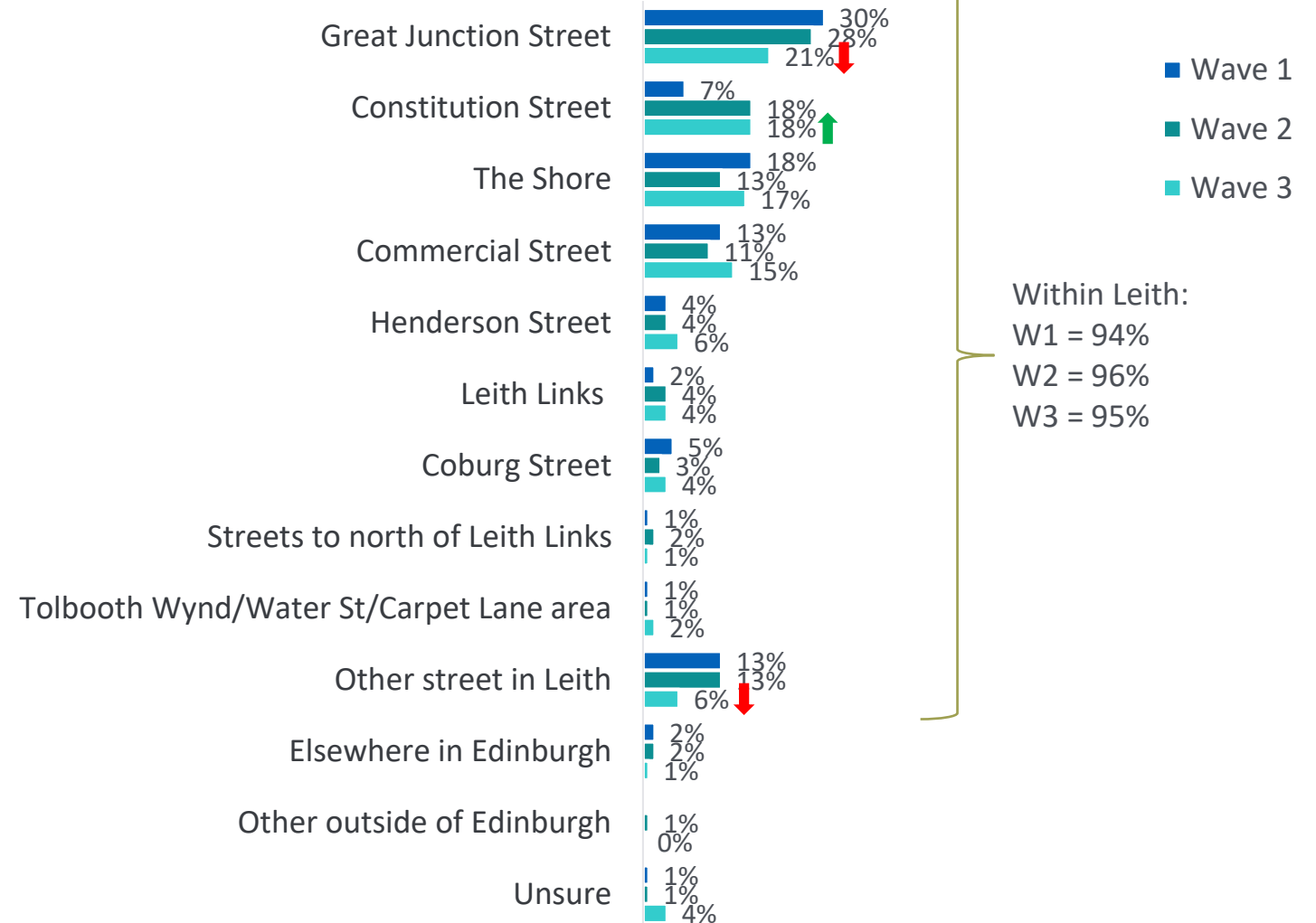
Visit profile

- 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 – similar to the last two waves.
- This was most likely to be Great Junction Street (21%), followed by Constitution Street (18%), the Shore (17%) and Commercial Street (15%).
- These findings were all broadly consistent with Wave 1 and Wave 2, with some minor exceptions: compared to Wave 1, more cited Constitution Street and fewer cited Great Junction Street or some other street in Leith not captured in the question list.

*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?

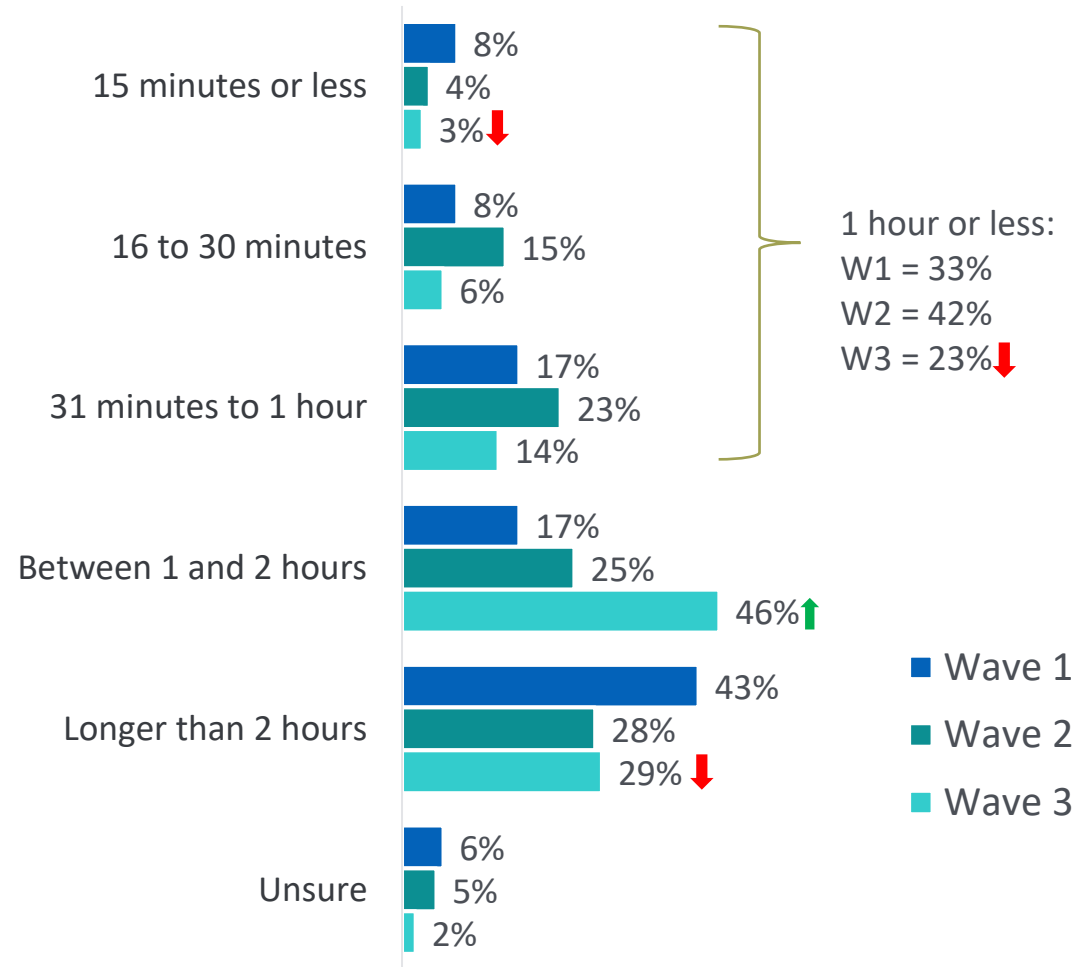
Base (all): W1 201; W2 324; W3 267

Shops/business users

Visit profile

- When asked how long they expected their visit to Leith to last, nearly a quarter (23%) anticipated an hour or less. Nearly half (46%) were planning to visit for an hour or two, and just over a quarter (29%) said longer than two hours.
- Compared with Wave 1, Wave 3 respondents were more likely to say they would visit for between one and two hours (46%, compared to 17% in Wave 1).
- Fewer respondents anticipated being in the area for a short trip of an hour or less (23% in Wave 3 compared to 33% in Wave 1) or a longer trip of more than two hours (29% in Wave 3 compared to 43% in Wave 1).

Length of visit today



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

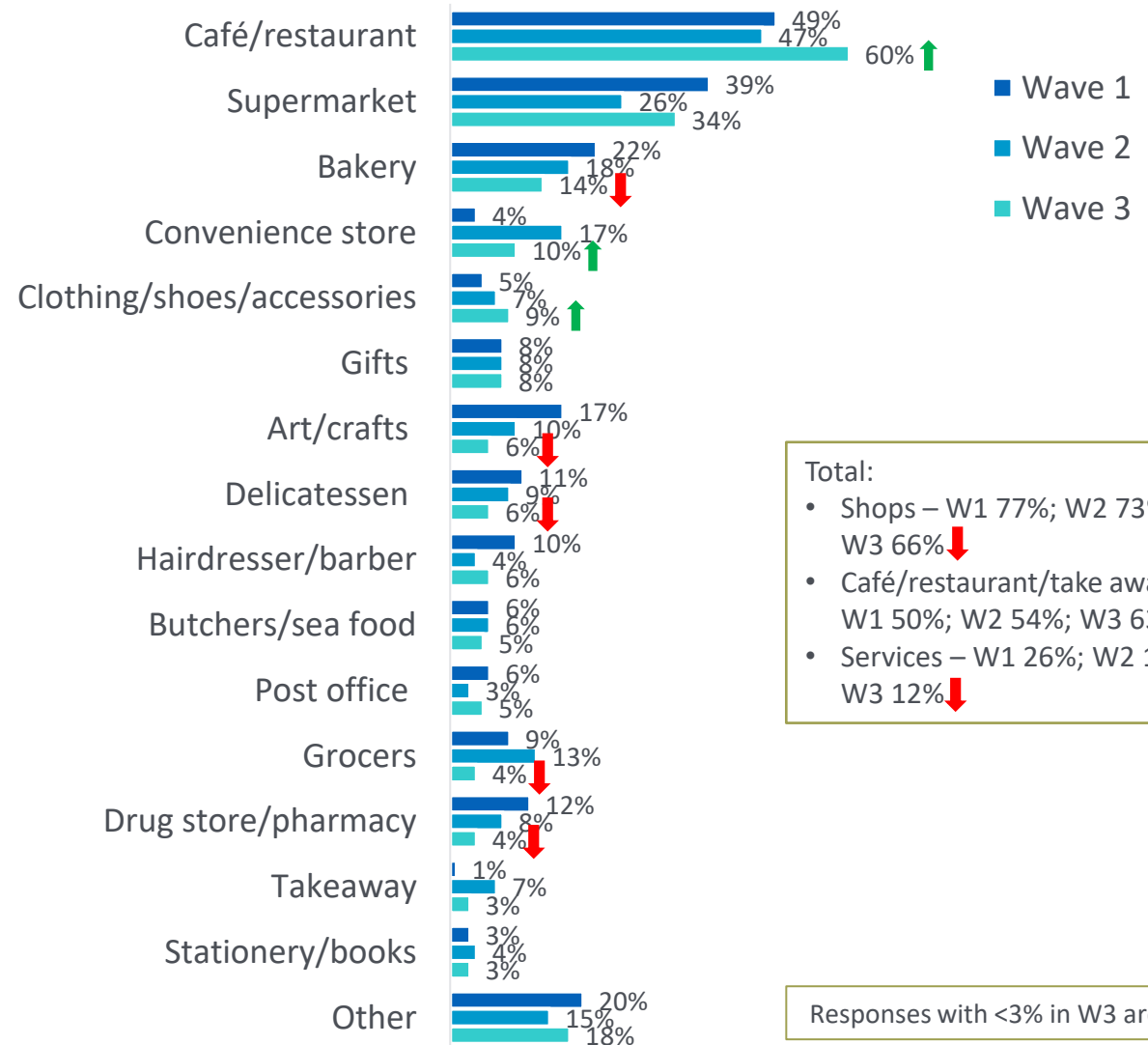
Base (all): W1 201; W2 324;
W3 267

Shops/business users

Visit profile

- A total of two thirds of respondents (66%) reported visiting shops in Leith, with food shops such as supermarkets (34%), bakeries (14%) and convenience stores (10%) being the most popular choices.
- Respondents also mentioned visiting clothing and accessories shops (9%), gift shops (8%) and art/craft shops (6%).
- Visiting shops in general in Wave 3 was down compared to Wave 1 (66% vs 77%).
- Nearly two thirds of respondents (63%) were going to a café/restaurant or takeaway during their visit to Leith. Visiting cafes/restaurants/takeaways increased from Wave 1 (50%) to Wave 3 (63%).
- In Wave 3, 12% reported using local services, such as hairdressers (6%), post offices (5%) and pharmacies (4%) – a drop in the proportion using services overall compared to Wave 1 (26%).

Shops and businesses visited today



Total:

- Shops – W1 77%; W2 73%; W3 66% ↓
- Café/restaurant/take away – W1 50%; W2 54%; W3 63% ↑
- Services – W1 26%; W2 14%; W3 12% ↓

Responses with <3% in W3 are not shown

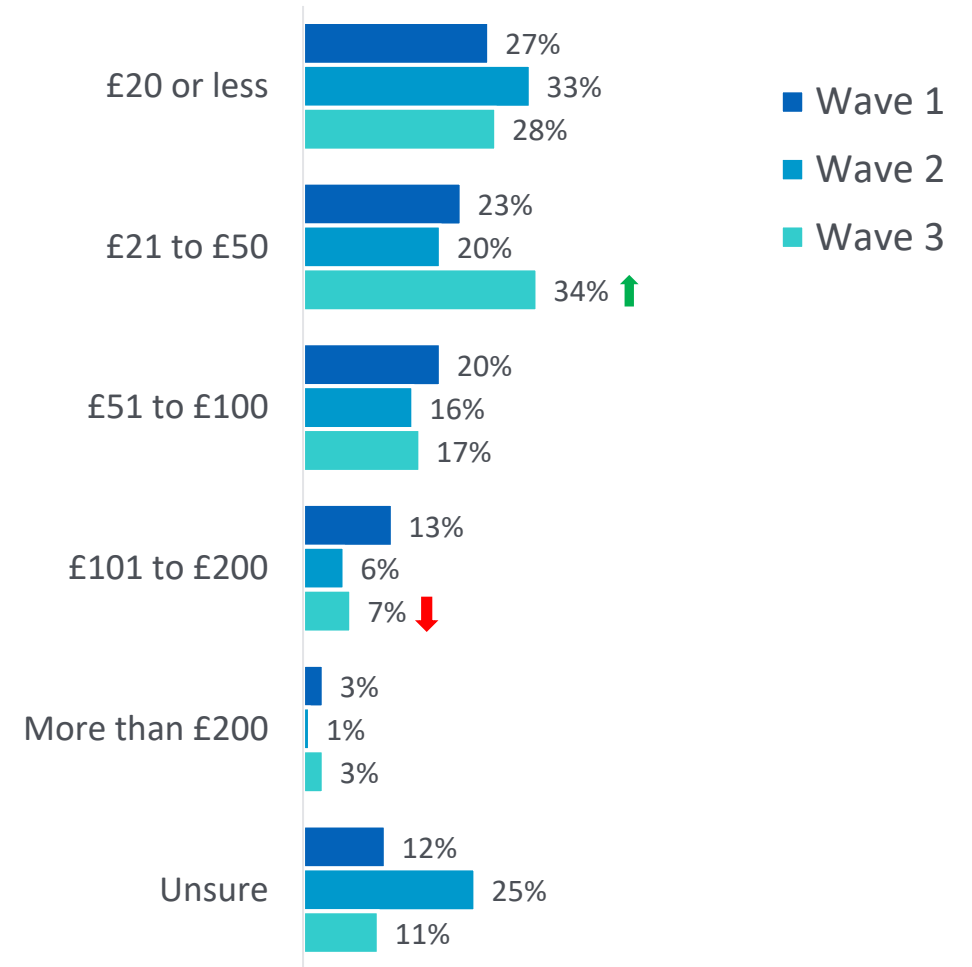
Q21: What type of shops or businesses are you planning to visit/have you visited today?

Shops/business users

Visit profile

- When asked their expected spend on the visit, a wide range of responses was received.
- Just over a quarter (28%) expected to spend £20 or less, a third (34%) estimated £21 to £50, one in six (17%) estimated £51 to £100, and 10% planned to spend in excess of £100.
- Compared with Wave 1, a higher proportion estimated spending £21 to £50, and a lower proportion estimated spending £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 201; W2 324; W3 267

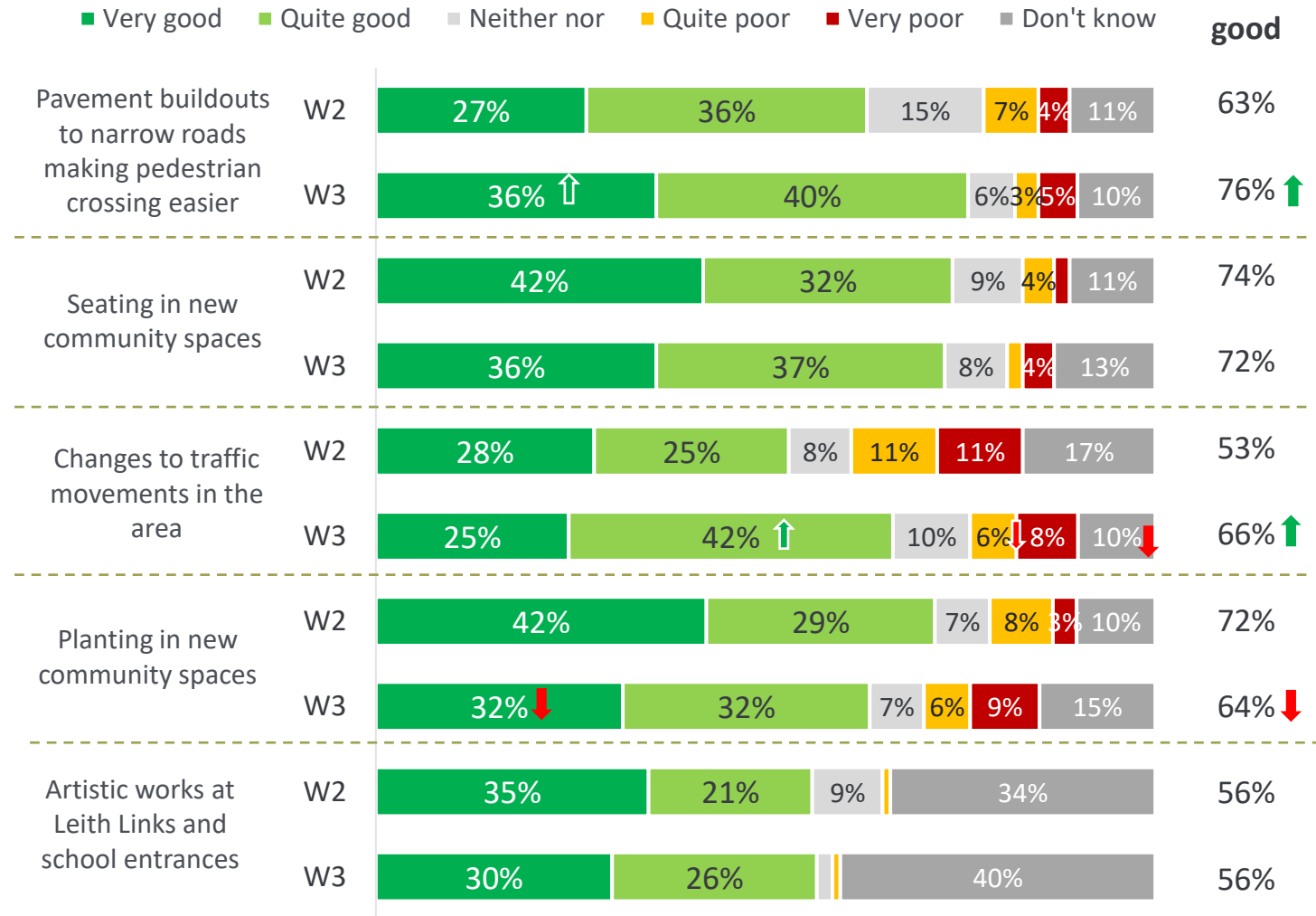
Shops/business users

Attitudes to changes

- Shops and business users visiting Leith were asked their opinion of the changes introduced as part of the Leith Connections project.
- The highest rated change made was in relation to the improved pedestrian crossings with pavement buildouts, with three quarters of respondents (76%) rating these as good – an improvement compared with the 63% that rated it as good in Wave 2.
- Two thirds (66%) also rated changes to traffic movements as good, which was also an improvement on the rating in Wave 2 (53%).
- Similar to Wave 2, over seven in ten (72%) rated the seating in community spaces as being good. However, there has been a decrease in appreciation of the planting: 64% rated this as good in Wave 3 compared to 72% in Wave 2.
- The lowest rated aspect of Leith Connections was the artistic works (described as good by 56% in both Wave 2 and Wave 3), although this is due to the high proportion of respondents who said ‘don’t know’. Amongst those who stated an opinion, almost all (93%) rated them as good.
- Results were broadly consistent across the sample, although women were more likely than men to say school entrance art was ‘very good’ (37% v 23%), as were the youngest respondents (39% 16-34s v 21% 55+). Older respondents were more likely to say changes to traffic movements were poor (21% aged 55+ v 8% 16-34s), or that planting is poor (23% v 10% of under 55s). The youngest age group were most likely to rate community seating as being good (81% v 69% of those aged 35+*)

*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): W2 324; W3 267

Shops/business users

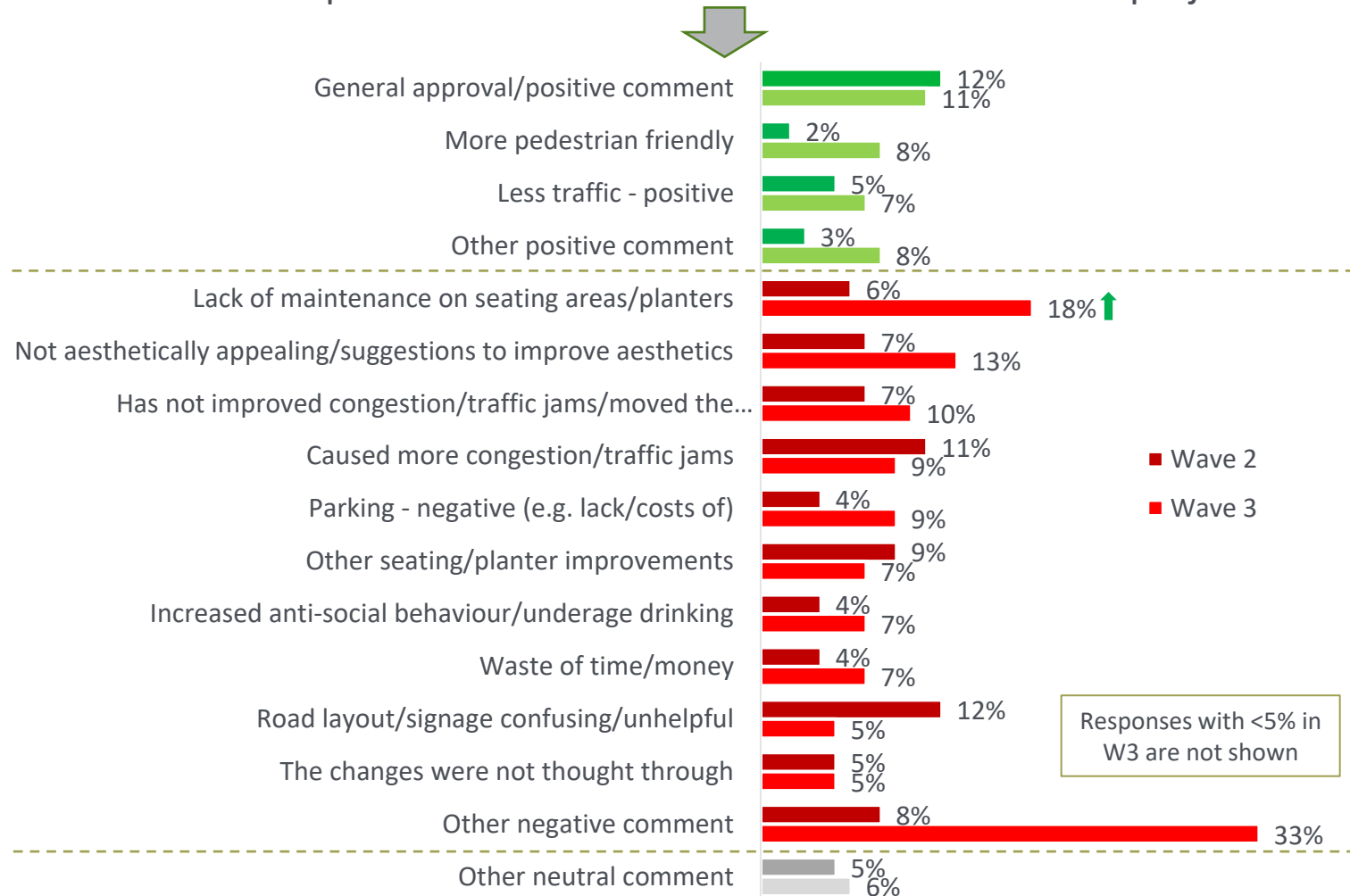
Attitudes to changes

- 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 16% provided a further comment.
- In total, 27% made a positive comment about the LTN measures and 82% made a negative comment.
- Most of the positive comments were just generally positive/approving (11%), with some specifically mentioning feeling the area is more pedestrian friendly (8%) and there being less traffic (7%).
- Amongst the negative comments, the most prevalent criticisms were around the lack of maintenance on seating areas/planters (18%), the changes being aesthetically unappealing (13%), and/or that it had caused more congestion and traffic jams (9%).
- Some people (33%, 14 respondents) made comments that have been coded in the 'other' category. These included concerns about needing more police, roadworks not being completed quickly enough and the costs of the changes.



Further comments

16% of respondents made a further comment about the project



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): W2 76; W3 43



Further comments

Verbatim quotes

Area is lovely but needs maintenance.

Male, 25-34

Can sit and relax in the sun during the summer now at The Shore, new seats are good idea. Could put in more, they usually get used by people relaxing overlooking the water. It's more peaceful now without traffic coming past constantly. I feel much safer walking in this area now. Planters just block the street, don't really notice flowers in them.

Female, 16-24

Changes are beneficial to the area and has calmed the traffic.

Female, 55-64

Think that the seating is very cheap looking, and money could have been better spent on seating which reflects the heritage of the area and looks inviting and creative and would be built to last hundreds of years and take wear and tear and weathering well. The plants look lifeless, are not renewed to reflect seasonal changes and don't appear to have anyone tending to them. They all drooped and died in hot weather in some areas and just left to rot, sad really.

Female, 25-34

Traffic simply moved around the area and now adding to congestion elsewhere. New plant boxes not aesthetically appealing, they are not looked after, should have someone responsible for them.

Male, 65+

Please remove roadworks from pavements much faster when no longer in use, dangerous as we have to walk onto the road to walk around them. Works in Trafalgar Lane have a sign saying 2 weeks and they've been there since August, no sign of people working. Plant boxes used to block roads off, e.g. at The Shore are full of weeds and cigarette butts, been like that for months, nobody cleans/clears them out, no point calling them planters.

Female, 25-34

Summary and conclusions

Summary and conclusions

Research overview

- The purpose of the tracking study was 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. Three waves of research were conducted: a baseline wave in spring/summer 2022, followed by two waves post installation in April and October 2024. The research particularly focussed on attitudes towards traffic, transport and crime and anti-social behaviour; usage of local shops and businesses in Leith, and views of the changes made to traffic movement and community spaces as part of the Leith Connections project.

Across all three waves of research active travel was prevalent amongst Leith residents, particularly walking

- In both the baseline wave of the study and the follow-up research waves after the implementation of measures, the majority of residents had walked as their main mode of transport for their journey on the day of interview.
- Furthermore, almost all residents reported that they walk in the local area at least once a week in every wave of the research study, with consistently one in five residents also reporting that they cycle in Leith, with around 10% cycling weekly.
- There was evidence across the three waves of a reduction in car usage in Leith – almost half of residents respondents reported travelling by car at least weekly in the baseline wave, compared to three in ten in both Waves 2 and 3 of the study. Fewer respondents also reported that they travelled by car on the day of interview in Wave 3 compared to Wave 1 for both the residents and business users surveys.

Over the three waves of research concern about traffic in Leith has reduced amongst residents

- The overall proportions of residents describing motor vehicle traffic generally, traffic pollution and traffic noise as a big problem/somewhat of a problem in Wave 3 was significantly lower compared to both the baseline and Wave 2 findings. The Leith Connections measures introduced are highly likely to have been a key driver in this decrease in concern about traffic, but it is also important to note that the tram line was still under construction in Wave 1. Nevertheless, further improvements in perceptions were noted between Waves 2 and 3, as additional Leith Connections measures were introduced.
- Amongst the minority of respondents who said that traffic is a problem in Waves 2 and 3, a number of streets were cited as areas of concern, with Great Junction Street being considered the most likely to have traffic issues. As noted in Wave 2, this could be due to traffic being re-routed down Great Junction Street because of the LTN measures. Compared to Wave 1, Waves 2 and 3 also saw reductions in the proportions of residents identifying streets such as Coburg Street, Tolbooth Wynd, Links Gardens and Water Street as having traffic issues, a finding that is likely to reflect a positive outcome for the traffic measures/restrictions introduced on these streets.

Summary and conclusions

Fewer residents were concerned about crime and anti-social behaviour after the LTN measures were introduced

- In Waves 2 and 3 around a quarter of residents respondents considered crime and anti-social behaviour to be a big problem/somewhat of a problem in Leith, which was lower than in Wave 1 (34%), again indicating a possible impact of the LTN. Those residents who were concerned in Waves 2 and 3 tended to identify Great Junction Street as the area where crime and anti-social behaviour is most visible, however in Wave 3 The Shore and Kirkgate were also identified as a key areas of concern.

Attitudes towards walking/wheeling in Leith improved in both waves of research conducted after the LTN measures were introduced

- 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.) across all three waves of research, however, the total proportion agreeing increased wave on wave. Respondents in Waves 2 and 3, following the introduction of the Leith Connections measures, were significantly more likely to agree overall that it is safe to walk/wheel in the area, it's pleasant to walk/wheel in the area, there are enough safe places to cross the road, and that there enough places to sit and relax.

Good improvements were also noted in attitudes towards cycling in Leith between waves of research

- Across the total sample, compared to the baseline wave, there were increases in Waves 2 and 3 in the proportions agreeing that it is safe and pleasant to cycle in the neighbourhood, and that there are enough safe places to park a bike.
- Furthermore, amongst the sub-sample of people who cycle in Leith, the increases in agreement with these statements was even more pronounced compared to the baseline wave.

Improvements were also 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 was higher in Waves 2 and 3 compared to the baseline wave, with more people agreeing it is safe for children aged 12+ to cycle and for children aged 8+ to walk to school.
- Although bases sizes were small, there were also notable increases in perceptions of safety for children walking and cycling to school amongst parents in the sample.
- 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 in Waves 2 and 3 than in Wave 1.

Summary and conclusions

Support for the Leith Connections project was at its highest in the third wave of research

- In total, three quarters of residents respondents stated they supported the Leith Connections project in Wave 3, compared to six in ten in Waves 1 and 2. Correspondingly, opposition has decreased over time, with 19% opposing the measures being introduced in Wave 1, compared to just 6% in Wave 3. These findings suggest that support has grown as people living in the LTN area have become more accustomed to the measures over time.
- Consistent with the Wave 2 data, all of the individual measures were described as good by the majority of residents surveyed in Wave 3, particularly the pavement build outs (87%), seating at new communal spaces (82%), planting at new community spaces (74%) and artistic works at Leith Links and school entrances (73%). Changes to traffic movements in the area was less likely to receive a positive rating in Wave 2 (57% good), however, in Wave 3 an increase in this measure was noted (up to 77% good). Again, this may suggest residents are adapting to the LTN measures as time goes on.


Users of shops and businesses were also generally supportive of the LTN measures and were less likely to have travelled by car

- The majority of shops and business users considered the various measures introduced to be good, particularly the pavement buildouts and seating in community spaces. Appreciation of these measures was generally either consistent or higher in Wave 3 compared to Wave 2, with the exception of planting. Open-ended comments also indicated that respondents were concerned about the maintenance of planters, and had noticed a deterioration in appearance over time.
- Fewer travelled by car in Waves 2 (18%) and 3 (20%) compared to Wave 1 (28%), which may be as a consequence of the LTN measures, but could also be influenced by the introduction of the tram line, which was still under construction in Wave 1 (8% travelled by tram in Wave 3).
- There has been an increase in the proportion of the sample who stated that they had visited cafes/restaurants in Wave 3 (63% compared to 50% in Wave 1), while fewer reporting visiting shops (66% vs 77% in Wave 1) and service providers (12% vs 26% in Wave 1).
- One in four 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.

The data gathered over the three waves of the tracking study suggest that over time residents have become more positive about the Leith Connections project and appreciate the measures that have been introduced. The majority support the project and are more positive about walking/wheeling and cycling in Leith since the project was introduced. Concern about the amount of traffic, noise and pollution in the LTN area has also diminished significantly over the three waves, indicating a positive impact from the introductions of LTN measures. There is also some evidence of changes in travel behaviour since the baseline wave, with fewer residents and business users travelling by car. However, some concerns have been expressed, notably changes to traffic movements initially after introduction, and in the final wave of research, the condition of planters in community spaces. Effective maintenance of these features will be key to maintaining community support going forward.

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Appendices

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Appendix I

Residents survey - sample profile

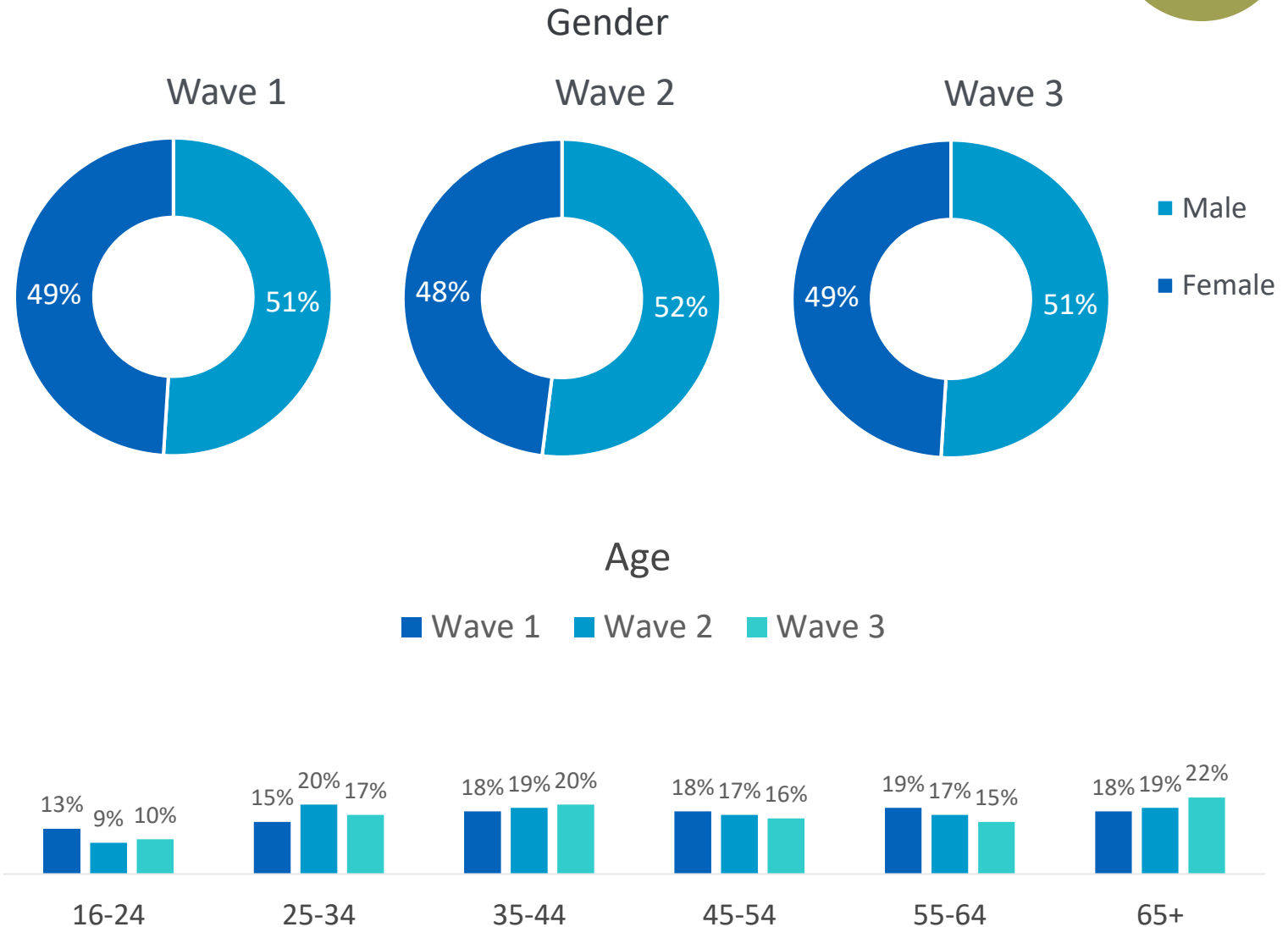
Residents

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. Waves 2 and 3 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 Waves 2 and 3.
- For all waves the sample of residents included very slightly more men than women, as well as a broad range of age groups.



Gender and age

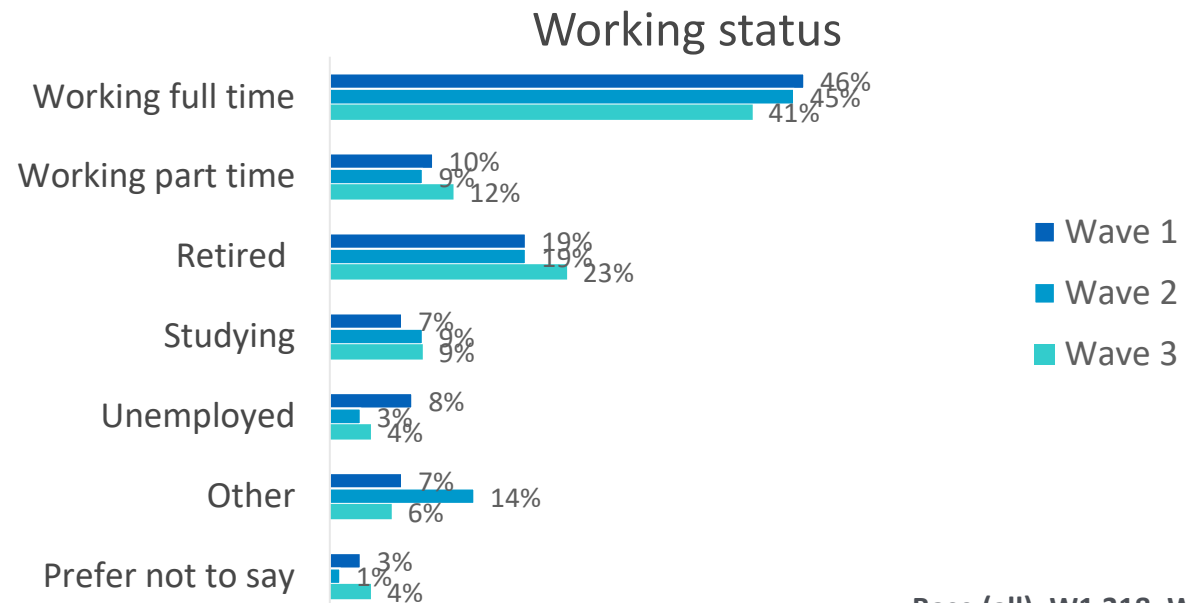
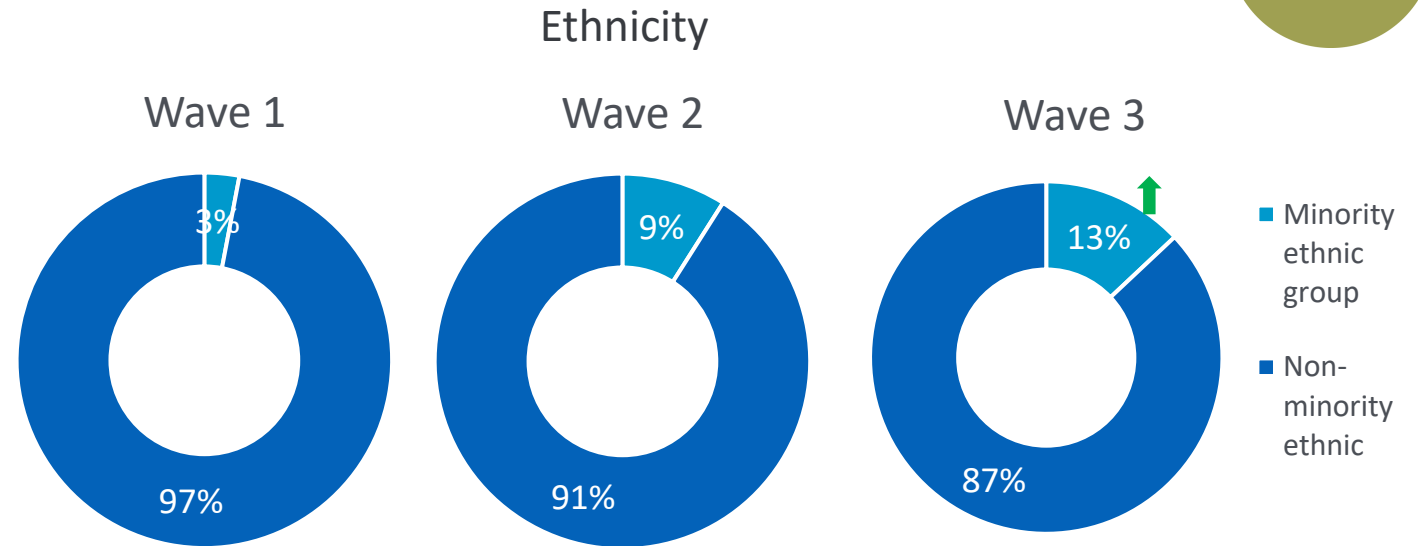


Residents

Sample profile

- In total, 13% of respondents in Wave 3 belonged to a minority ethnic group, which is a higher proportion than in Wave 1. The most common minority ethnic groups in Wave 3 were Asian/Asian British (5%), Black/African/Caribbean/Black British (3%) and mixed/multiple ethnic groups (3%).
- Over half of respondents (53%) were in employment, with 41% working full time and 12% part time. Almost one quarter (23%) were retired and 9% were in education.
- The working status profile was broadly consistent across the three waves of research.

Ethnicity and working status



Base (all): W1 318; W2 312; W3 318

Residents

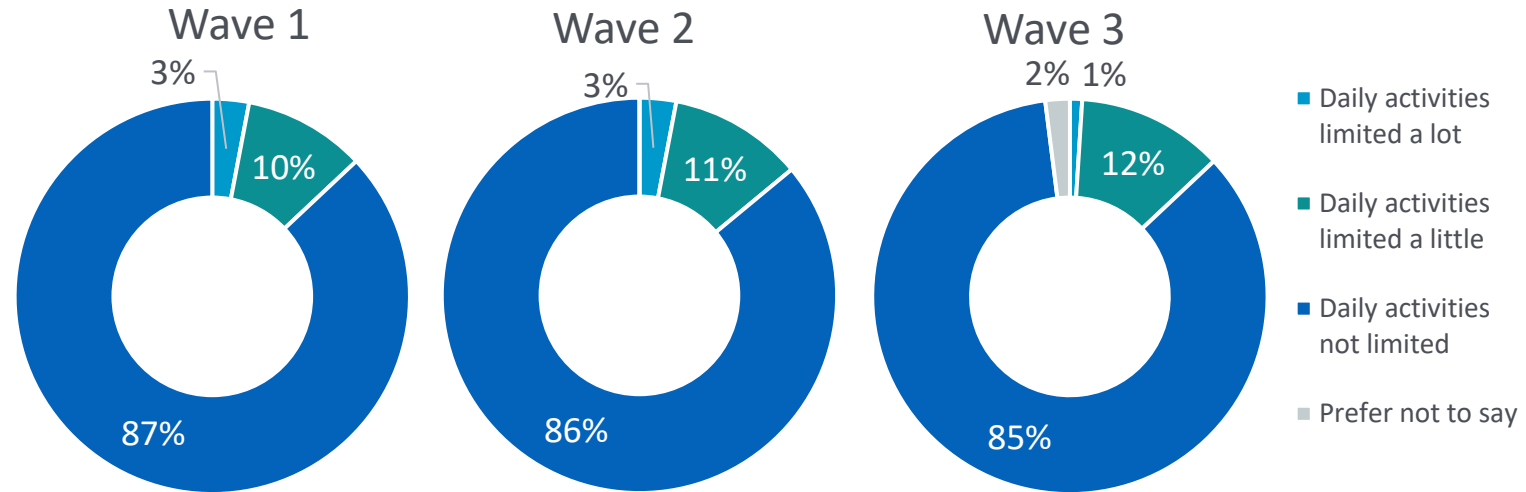
Sample profile

- The majority of respondents (84% in Wave 3) rated their health in the past four weeks as very good or good.
- Thirteen per cent said their day-to-day activities were limited due to a health problem or disability, with 1% saying they were limited a lot and 12% limited a little. These findings are all broadly in line with Waves 1 and 2.

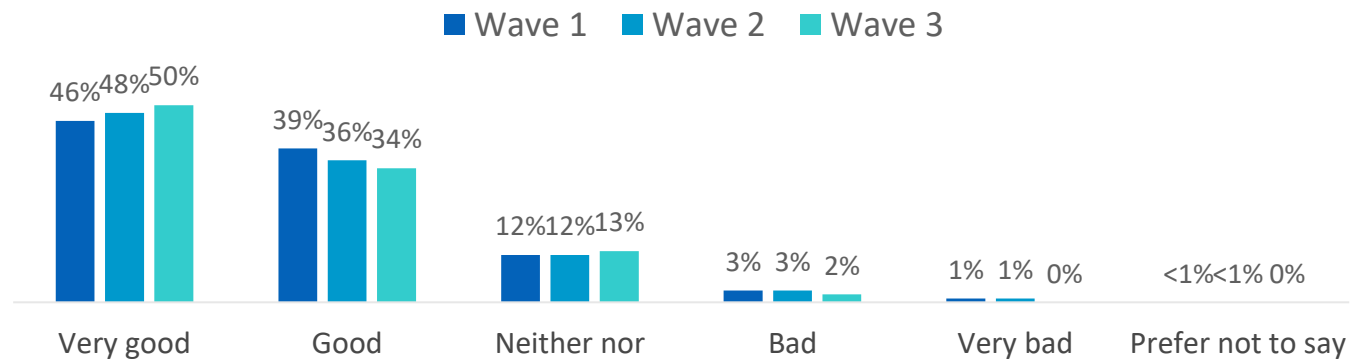


Disability and health

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; W3 318

Residents

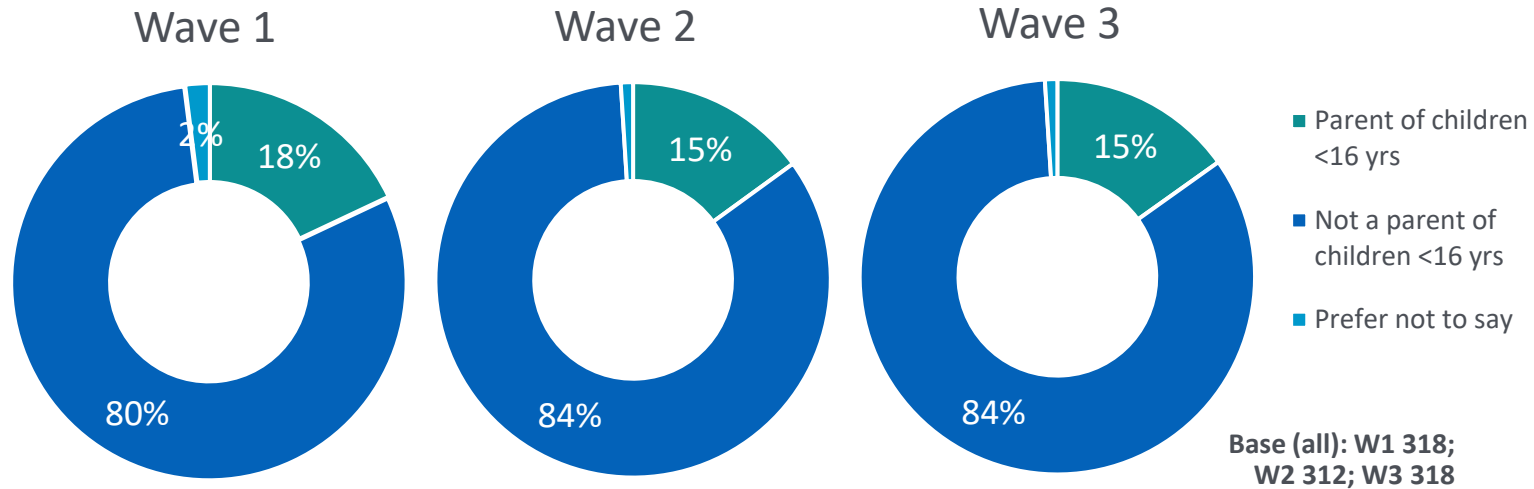
Sample profile

- Fifteen per cent of respondents in Wave 3 said they were a parent, guardian or carer of children under the age of 16 years old. This proportion is very similar to Wave 1 and Wave 2.
- Across all waves of research, samples included parents/guardians of children across a range of ages.

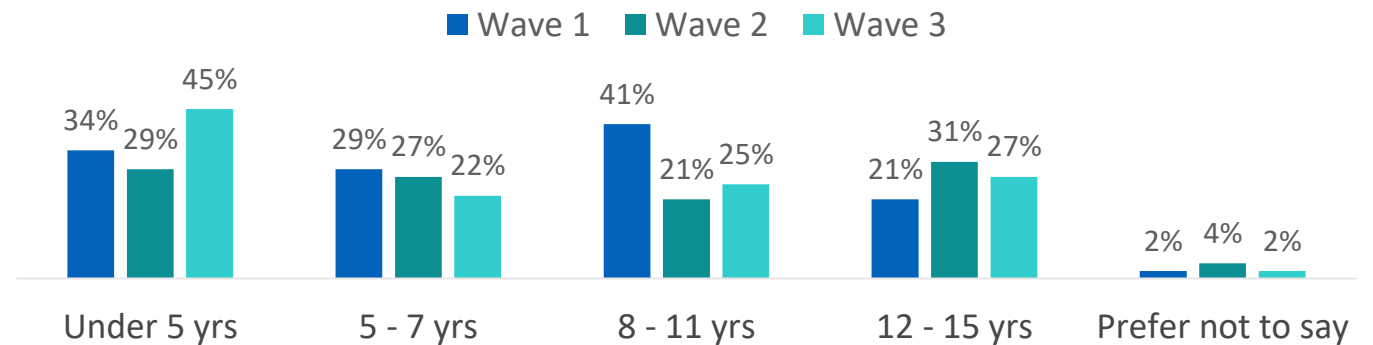


Parents of children under 16

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; W3 45

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Appendix II

Shops and business users survey - sample profile

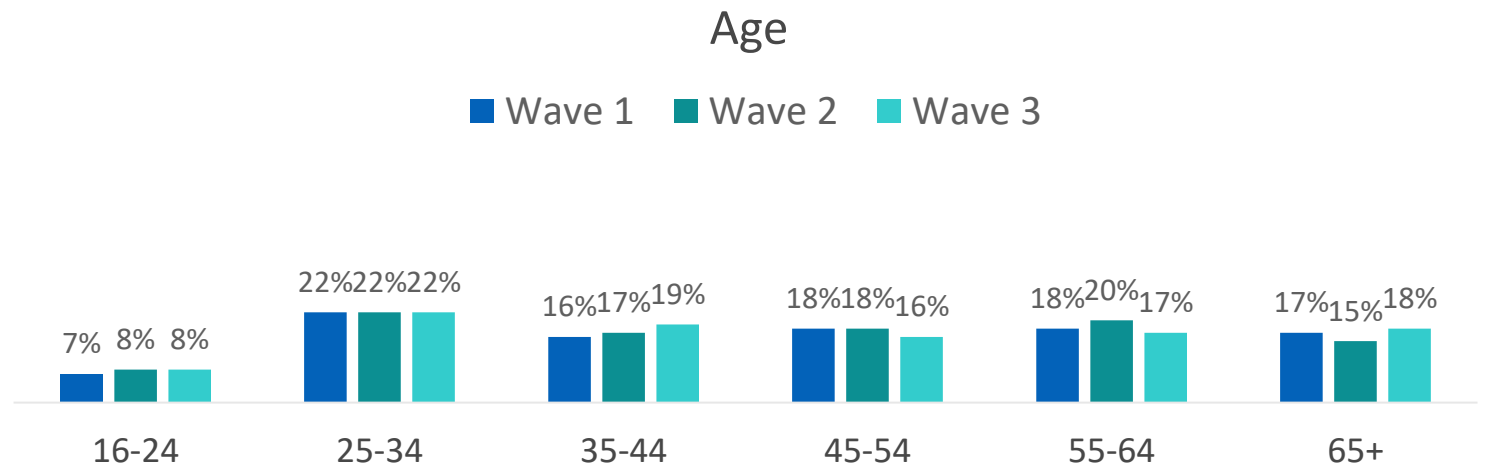
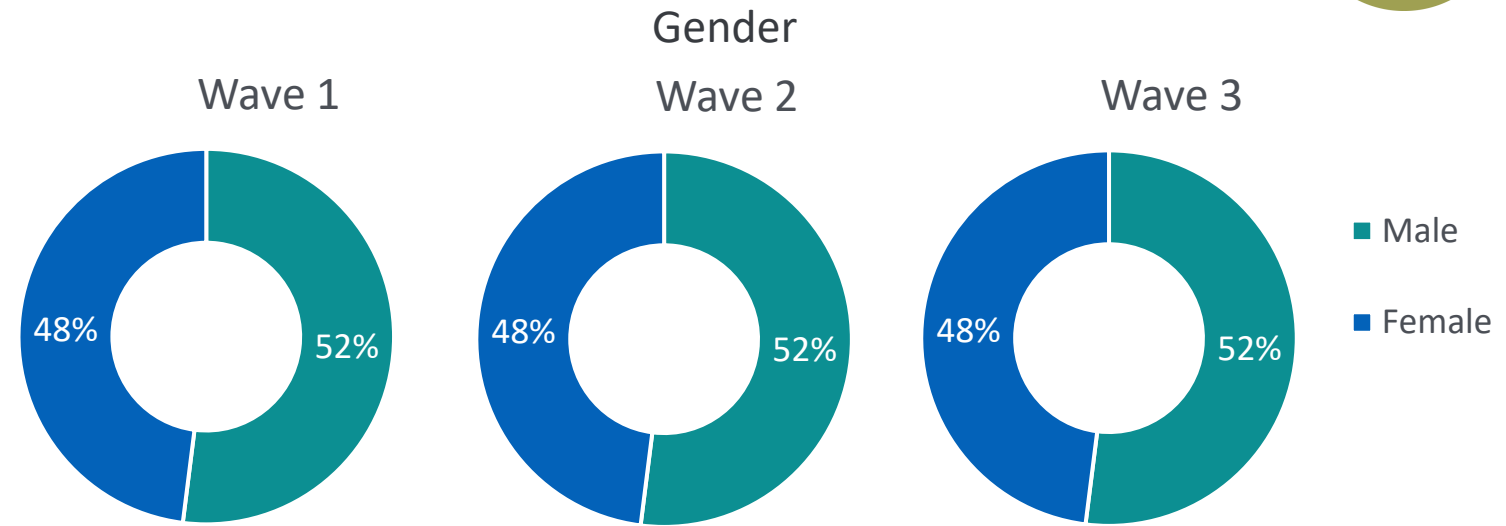
Shops/business users

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. Data for Waves 2 and 3 have 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 Waves 2 and 3.
- For all 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 and a broad range of age groups.



Gender and age



Base (all): W1 201; W2 324;
W3 267

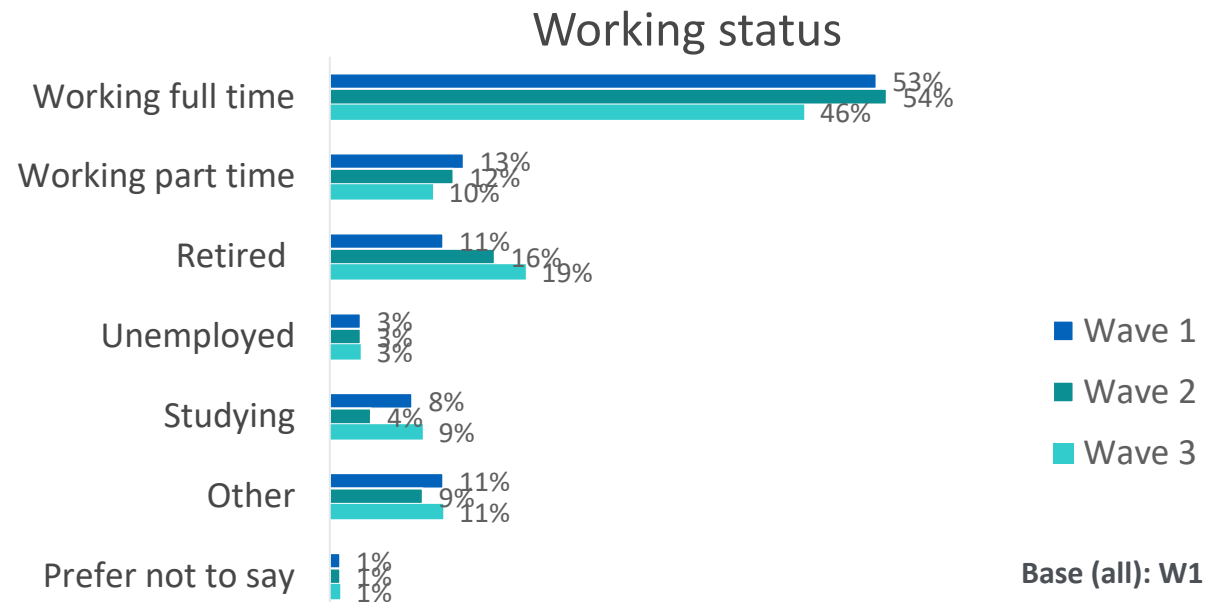
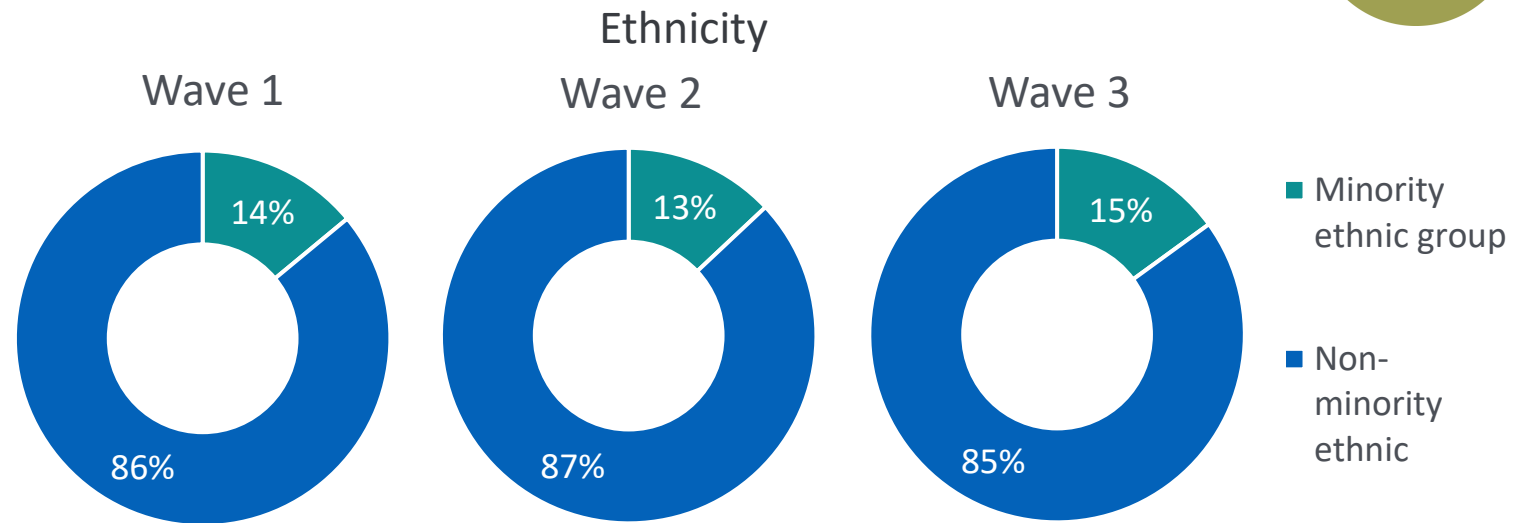
Shops/business users

Sample profile

- In total, 15% of respondents belonged to a minority ethnic group in Wave 3; this was consistent with Waves 1 and 2.
- Two thirds (56%) of respondents were working, with 46% employed full time and 10% part time. Around one in five respondents (19%) was retired, while 9% were in education.
- Compared to Wave 1 data, in Wave 3 fewer business users respondents were working and more were retired.



Ethnicity and working status



Base (all): W1 201; W2 324; W3 267

Shops/business users

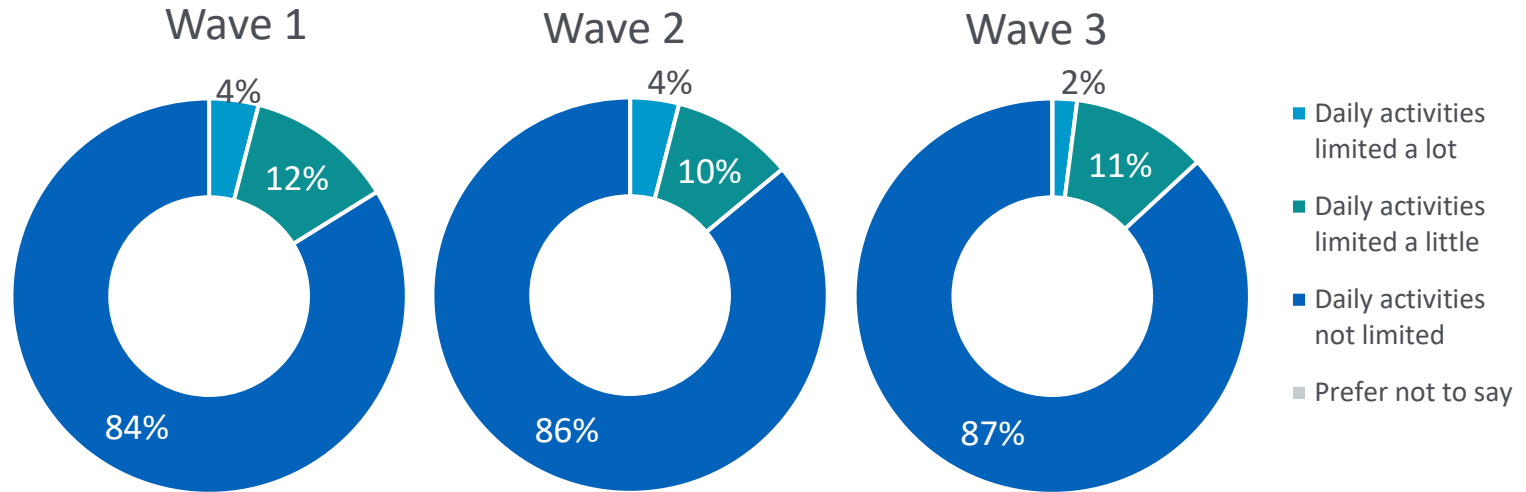
Sample profile

- Almost nine in ten respondents (88% in both waves) rated their health in the past four weeks as very good or good. Similar to Wave 2, Wave 3 respondents were more likely to say their health is very good, compared to Wave 1.
- In total, 14% of Wave 3 respondents said their day-to-day activities were limited due to a health problem or disability. This finding was consistent across the three waves of research.

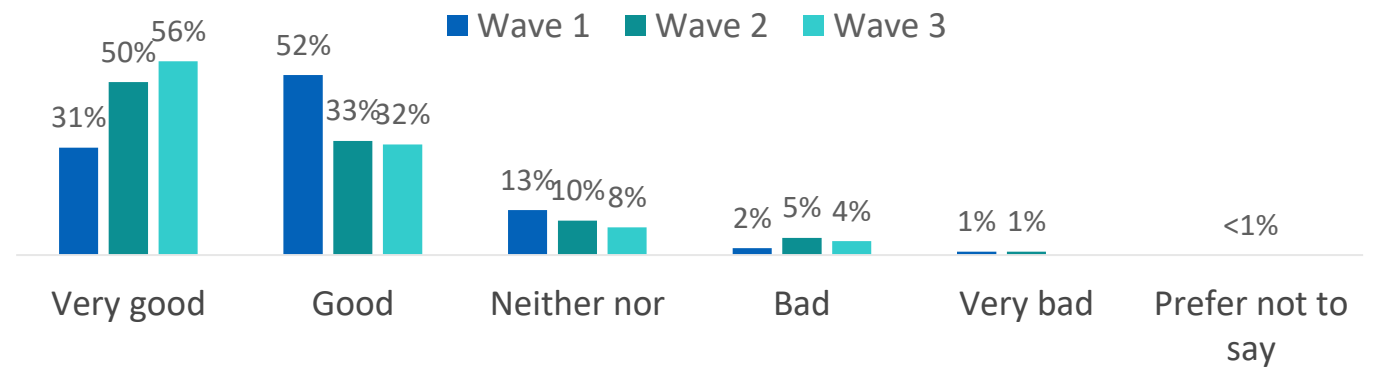


Disability and health

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; W3 267

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*	Wave 3*
Leith Links	3%	-	6% (3)
Streets to north of Leith Links	1%	-	2% (1)
The Shore	32%	36% (5)	29% (15)
Henderson Street	2%	7% (1)	-
Commercial Street	8%	14% (2)	19% (10)
Coburg Street	3%	7% (1)	4% (2)
Tolbooth Wynd/ Water St/ Carpet Lane area	2%	-	4% (2)
Constitution Street	7%	7% (1)	8% (4)
Great Junction Street	17%	7% (1)	12% (6)
Other street in Leith	7%	7% (1)	2% (1)
Elsewhere in Edinburgh	13%	7% (1)	2% (1)
Other outside of Edinburgh	-	-	2% (1)
Unsure	1%	7% (1)	12% (6)
Base	99	14	52

Method of transport (total main and other)	Wave 1	Wave 2*	Wave 3*
Walked/wheeled	77%	86% (12)	85% (44)
Bus	16%	7% (1)	17% (9)
Train	7%	21% (3)	27% (14)
Drive or passenger in a car/van	67%	57% (8)	60% (31)
Tram	1%	14% (2)	19% (10)
Base	99	14	52

Frequency of visits to the area	Wave 1	Wave 2*	Wave 3*
Daily	1%	14% (2)	-
2 to 5 times per week	11%	14% (2)	-
Once or twice a week	12%	7% (1)	4% (2)
About once a fortnight	11%	-	-
About once a month	17%	21% (3)	31% (16)
Less than once a month	40%	29% (4)	56% (29)
It is my first time shopping here	6%	14% (2)	8% (4)
Unsure	1%	-	2% (1)
Base	99	14	52

*Waves 2 and 3 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*	Wave 3*
NET: Shops	74%	57% (8)	65% (34)
NET: Cafés / restaurants / takeaways	69%	71% (10)	96% (50)
NET: Services	7%	14% (2)	10% (5)
Café / restaurant	67%	64% (9)	94% (49)
Bakery	19%	14% (2)	6% (3)
Delicatessen	8%	-	10% (5)
Convenience store	8%	7% (1)	13% (7)
Arts / crafts	7%	7% (1)	29% (15)
Clothing / shoes / accessories	28%	14% (2)	37% (19)
Hardware / DIY / tools	4%	-	2% (1)
Stationery / books	3%	-	15% (8)
Drug store / pharmacy	4%	14% (2)	8% (4)
Base	99	14	52

Shops/businesses visited/planned to visit	Wave 1	Wave 2*	Wave 3*
Bike shop	2%	-	2% (1)
Electrical	2%	7% (1)	8% (4)
Music	11%	-	19% (10)
Gifts	15%	7% (1)	33% (17)
Supermarket	29%	14% (2)	4% (2)
Post office	2%	-	-
Hairdresser / barber	1%	-	2% (1)
Grocers	4%	-	-
Butchers / sea food	4%	-	12% (6)
Off-licence	4%	-	2% (1)
Takeaway	2%	14% (2)	4% (2)
Other	14%	14% (2)	6% (3)
Base	99	14	52

*Wave 2 and 3 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*	Wave 3*
Less than 15 minutes	2%	14% (2)	2% (1)
16 to 30 minutes	1%	-	2% (1)
31 minutes to 1 hour	6%	-	4% (2)
Between 1 and 2 hours	13%	14% (2)	19% (10)
Longer than 2 hours	68%	64% (9)	65% (34)
Unsure	10%	7% (1)	8% (4)
Base	99	14	52

Estimated spend	Wave 1	Wave 2*	Wave 3*
£20 or less	22%	36% (5)	8% (4)
£21 to £50	9%	7% (1)	8% (4)
£51 to £100	10%	14% (2)	10% (5)
£101 to £200	7%	-	21% (11)
More than £200	6%	7% (1)	15% (8)
Unsure	45%	29% (4)	38% (20)
Prefer not to say	-	7% (1)	-
Base	99	14	52

*Wave 2 and 3 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	Wave 3*
Very good	29% (4)	35% (18)
Quite good	29% (4)	37% (19)
Neither good nor poor	29% (4)	2% (1)
Quite poor	-	4% (4)
Very poor	-	2% (1)
No opinion / don't know	14% (2)	21% (11)
Base	14	52

Artistic works at Leith Links and school entrances	Wave 2	Wave 3*
Very good	36% (5)	12% (6)
Quite good	14% (2)	21% (11)
Neither good nor poor	-	2% (1)
Quite poor	-	-
Very poor	-	-
No opinion / don't know	50% (7)	65% (34)
Base	14	52

Changes to traffic movements in the area	Wave 2	Wave 3*
Very good	36% (5)	21% (11)
Quite good	14% (2)	37% (19)
Neither good nor poor	7% (1)	6% (3)
Quite poor	7% (1)	-
Very poor	14% (2)	2% (1)
No opinion / don't know	21% (3)	35% (18)
Base	14	52

Seating at new community spaces	Wave 2	Wave 3*
Very good	36% (5)	19% (10)
Quite good	29% (4)	31% (16)
Neither good nor poor	7% (1)	6% (3)
Quite poor	7% (1)	4% (2)
Very poor	-	-
No opinion / don't know	21% (3)	40% (21)
Base	14	52

*Wave 2 and 3 data should be treated with caution due to very small base.

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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.

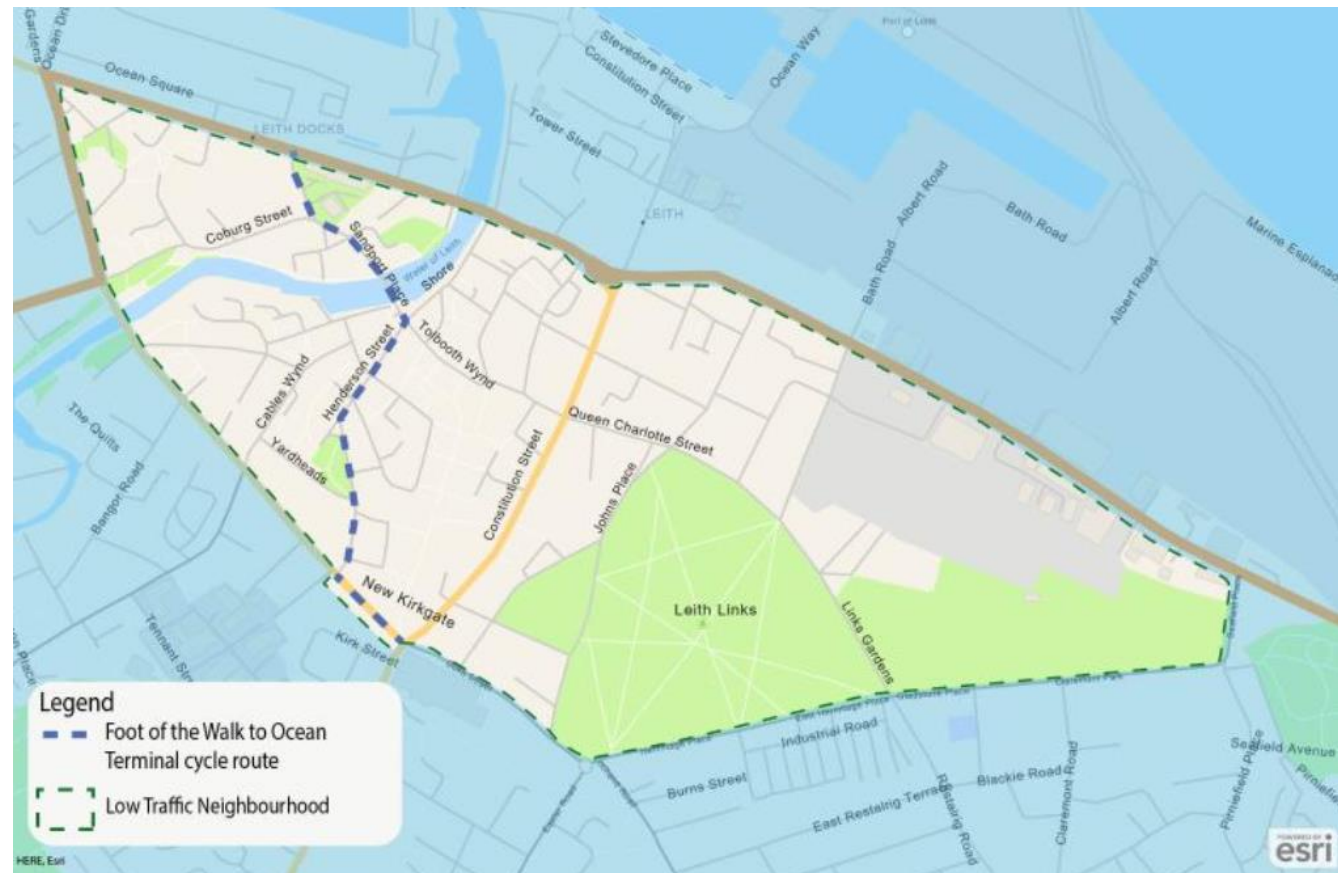


Image of public space in low traffic neighbourhood (Q12) – Wave 1

All Residents survey respondents in Wave 1 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.



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Appendix V

Stimulus used in interviews – Wave 2 & 3

Image of map (Q12) – Wave 2 & 3

All residents survey respondents in Waves 2 and 3 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 & 3

Respondents in Waves 2 and 3 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 3 target sample sizes were 300 residents and 300 shops and business users and the final achieved sample sizes were 318 residents and 319 shops and business users. For Waves 1 and 2 the same targets were set and the achieved sample sizes were 318 residents and 300 shops and business users in Wave 1 and 312 residents and 338 shops and business users in Wave 2. This report only includes data from shops/business users 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 and wave 3 were not possible for many questions due to the differing sample profiles.
- Fieldwork for Wave 3 was undertaken between 1st and 22nd October 2024. In Wave 1 the fieldwork dates were 25th March to 7th July 2022 and in Wave 2 the dates were 25th March and 20th April 2024. In total, 11 interviewers worked on data collection in Wave 1, 9 interviewers worked on data collection in Wave 2 and 7 in Wave 3.
- 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 and Wave 3 data sets were 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 residents for all three waves provides data with a margin of error of between +/- 1.1% and +/- 5.5% at the 95% confidence interval (market research industry standard). The business users samples provide data with margins of error of between - W3 +/- 1.2% and +/- 6.0% ; W2 +/- 1.1% and +/- 5.3%; W1 +/- 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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