



City of Edinburgh Council

Leith Connections: Qualitative research (Wave 3) to explore views of parents, those with accessibility needs and socially disadvantaged

November 2024



Contents



Background and objectives



Method and sample



Research findings:

- Life in Leith
- Awareness and opinions of Leith Connections
- Views of measures implemented
- Views of trial measures
- Communications



Summary and conclusions

Background & objectives

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 and Leith was identified as an appropriate area to pilot these proposals.

Measures were introduced in Leith in Spring 2023 to reduce traffic and improve pedestrian crossings and community spaces (some were on a trial basis). Future plans include an active travel corridor and segregated cycling infrastructure.



The impact of the development plans for Leith is being measured and monitored in a variety of ways, including surveys with Leith residents, businesses and users of local shops and businesses. CEC also commissioned Progressive to conduct qualitative research to complement the findings from the quantitative surveys.

The study includes three waves of qualitative research, aiming to:

- explore people's awareness of the project and its aims and objectives
- understand views of local streets before and after LTN measures have been introduced
- provide feedback on what people would change about the measures introduced.

This report outlines findings from the final wave of research conducted in October 2024.

Method and sample

- In all three waves of research, three focus group discussions were conducted online using the Zoom platform.
- The research was conducted with the following target audiences:

- Respondents were recruited using Progressive’s qualitative recruiters in the target locations, via social media and through schools/community groups.
- Wave 1 fieldwork took place between 21st February and 6th March 2023, Wave 2 fieldwork took place between 9th and 14th May 2024 and Wave 3 fieldwork was conducted between 22nd and 23rd October 2024.
- Please note that, due to the small sample sizes involved and the methods of respondent selection, qualitative research findings do not provide statistically robust data. However, this type of research does facilitate valid and extremely valuable consumer insight and understanding.

Target audience	W1	W2	W3
Group 1: Parents Children in P5-S1 attending schools within the LTN area	4	8	8
Group 2: Accessibility needs Live in/near the LTN area, if not living within the area visited at least a couple of times a month. Included a mix of needs, e.g., wheelchair, need assistance walking, etc.	9	8	7
Group 3: Socially disadvantaged Live in LTN area, in the lowest 20% SIMD postcodes and/or DE socio-economic group	5	6	7
Total no. respondents	18	22	22

Life in Leith



Life in Leith

- As seen in Waves 1 and 2, respondents in Wave 3 included a mix of born and bred Leithers, people who had lived in the area for many years, and relative newcomers.
- When asked to describe what it is like to live in Leith, very similar positive views were also expressed as had been mentioned in previous waves:
 - The community spirit and diverse mix of local residents
 - Ease of access to the city centre (walking distance, or 10 minutes on the bus)
 - Close to good public parks (e.g. Leith Links, community garden)
 - Lots of local amenities – ‘everything is on your doorstep’ (e.g. shops, services, cafes, restaurants and bars, easy access to Ocean Terminal and Kirkgate centre for shops)
 - Good transport links across Edinburgh – in Wave 3, as in Wave 2, the introduction of the tram service was highlighted as being of benefit (in Wave 1, most respondents were concerned about the disruption being caused by the installation of tram infrastructure)
- Respondents who had lived in Leith for a long time also noted that the area has changed compared to when they were younger, mentioning a lot of regeneration in the area – although they did also note that this does mean that the area is much busier than it used to be. People did also note that some of the newer developments (e.g. nice hotels and restaurants) were ‘not cheap’.

Leith Links and the parks, it's as good as the Meadows, there's plenty of green space and plenty to do.

Female, parent

Leith has that sense of community and green spaces, and it's quite well connected, and walkable to the city centre and it has its own identity.

Male, parent

I just like the atmosphere, it's a real mix of different people and lifestyles and there is a great community spirit around Leith.

Female, accessibility needs

Leith links is a fantastic place, and the community garden.

Male, accessibility needs

Life in Leith

- When asked about any negatives of living in Leith, key issues mentioned were:
 - It is very busy with people – especially since the introduction of the trams and possibly more visitors to the area
 - Concerns about safety and anti-social behaviour – especially around Kirkgate but also around the Shore.
 - Some mentioned issues with youth crime and ‘yobs’ causing issues, with ‘undesirables’ hanging around, and also with homelessness in the area
 - Most felt that traffic problems were worse since the road closures introduced as part of the Leith Connections project (see later)
 - For example, some noted that it was ‘not ideal with a car’ / not as easy to get around by car anymore. It is worth noting that two of the respondents in the socially disadvantaged group were actually in the process of leaving the area, at least partly because they felt it is not practical with a car any more.
 - Lack of green spaces, apart from Leith Links.

Congestion is a problem. Maybe the tram has been a good thing bringing people in, but there's people everywhere.

Male, parent

I've been in Leith for a long time, when I first came, I liked it a lot... It's all changed over the last few years... the locals I feel are getting pushed out of certain spaces... I used to feel safe in the Kirkgate, but now there are yobs on scooters.

Male, socially disadvantaged

Life in Leith

- transport

- Similar to both previous waves, most respondents reported that they usually walk to shops and services in Leith.
- This is even more prevalent now as road closures mean that residents have to drive the long way round via very congested roads.
- Parents tend to walk their children to school, and some said they are doing this more often than they used to.
- Public transport to and within Leith is considered excellent, with many now using the tram to get to the city centre, and several commenting on the good bus routes – although some did say that because of traffic congestion it can be quicker to walk than get the bus, depending on the distance.
- Only a minority mentioned cycling in the area. Comments about cycling usually focused on problems with the cycle paths in the area (although people tended to focus on Leith Walk, where the design of the cycle lanes was strongly criticised).
- Those who did cycle were also put off cycling on certain streets, where cyclists travel against traffic on one-way streets, which was considered very dangerous.

It's general fitness for me, I managed to lose a bit of weight which encourages me, and with the traffic it is easier to walk a bit more... It probably takes the same amount of time [as driving], with roadworks, it might be a little quicker but by the time you have walked it's alright.

Male, parent

They [children going to school] walk in a group and meet up... Now I'm pretty confident they [walk] as a group, and when the weather is bad, I walk up with them.

Female, parent

Have you ever cycled in Leith in their so-called cycle lanes? Ha! You go on a cycle path on a one-way street towards oncoming traffic, when there's not actually a lane for you, they want you to go the wrong way into oncoming traffic.

Female, socially disadvantaged

I use the bus and walk, it's a nightmare now by car.

Male, socially disadvantaged

Life in Leith - transport

- For respondents with mobility issues, getting around Leith can still be very challenging.
- Some mentioned the uneven pavements making it difficult for people using mobility scooters, walkers or sticks, as well as issues with lighting, and cycle lanes that were perceived to be dangerous for pedestrians.
- They also said it is more difficult to park nowadays, which means people can feel anxious about going out in their car.
- None of the respondents with mobility issues mentioned spontaneously that they had noticed improvements in pavements etc. in the last year.

I've got a scooter, but I find the cobbles a real problem.

Male, accessibility needs

I usually walk about with the walker rather than the mobility scooter, because the pavements are quite narrow... It's always busy and trying to get past bus stops on a mobility scooter, people can be quite ignorant... [and] you can get caught in potholes.

Female, accessibility needs

Generally, I might get a taxi or the tram. I do have a car but with the parking I have to search outwith my street to get a space.

Female, accessibility needs

Awareness and opinions of Leith Connections



Leith Connections – general awareness and overview of opinions of the measures implemented



- Respondents were generally aware of changes in traffic management and to public spaces and were familiar with the changes introduced – although there was lower awareness of it being an integrated project called ‘Leith Connections’.
- Some mentioned seeing information on posters in the area, recalled receiving information via the post, seeing posts on the ‘I love Leith’ Facebook page, or general chat with neighbours – although recall was fairly vague and none of this information was very recent.
- Respondents were then shown a series of visuals of the measures implemented and asked whether they were aware of them. All respondents were aware of at least some of the new traffic and public realm measures.
- Overall views on the measures were relatively negative. Those who drive expressed the most frustration, saying that the changes made things difficult for locals by forcing them to take long detours for previously quick journeys.
- Although most supported the environmental aspirations behind the scheme, they did not feel that the changes have had the desired effect. Further, while there was also general support for the ambition to make Leith a more pleasant place to live and visit by reducing traffic and creating more community spaces, many did not think that the measures implemented so far have achieved these goals either.
- People did note the importance of consistency (i.e. not constantly changing the traffic restrictions etc) and said people do tend to adapt to the changes over time.

There's signs dotted about Leith for that.
Male, socially disadvantaged

If I remember correctly, they did send something through the post, it's like a little booklet showing you what was getting done.
Female, socially disadvantaged

You do adapt to it over time, it is easier when things are consistent instead of chopping and changing, it is difficult to keep on top of it. People need to adapt to and be familiar with it.
Male, parent

Views of measures implemented



Views of measures – changes to roads and streets

- Some positives were identified from the changes implemented.
- In Wave 3, the parents group tended to be the most positive about the changes, with some saying they felt the area was now safer for children. For example, some parents reported that they walk their children to school more often now, as it's quicker than taking the car. It was also noted that it is safer around schools in Leith with less traffic in the area.
- Some in the socially disadvantaged group also noted that it is quicker to walk to places now, as the area is more pedestrian-friendly. Those who did not drive themselves were also more likely than drivers to focus on the area feeling safer to walk around.
- It should be noted that views varied considerably depending on whether respondents drive or not. For example, in Wave 2, the socially disadvantaged group were the most positive about the measures – but most in this group did not have a car. In Wave 3, more of this group happened to be drivers, and their responses were more negative as a result.
- The group with accessibility needs struggled to identify any positive changes – see also the later section on pavement adaptations.

I definitely think it's safer for children, that's the best thing to come out of it.

Female, parent

It's safer and I walk more often than not... I feel better, the traffic doesn't really affect me, I generally feel OK with the changes.

Female, parent

Just because I don't drive, I like that they have made the area more safe and community friendly.

Female, parent

Views of measures – changes to roads and streets

- A range of concerns were raised with the changes to roads/streets – focused around two main issues: congestion caused by the displacement of traffic to surrounding routes; and drivers being frustrated by road closures, especially if they live close to the streets affected or regularly take routes that now require a long detour.
- People said that they did not think there had been a reduction of traffic in the area.
- Respondents also mentioned that since short distance journeys now take a long time due to having to take the long way round, they had doubts about the environmental benefit of the measures. Those travelling by car are driving longer distances and congestion means they are sitting in idling traffic – leading to a perception that pollution could be worse.
- As well as having to take a long detour to make what used to be a short journey, people also reported witnessing the frustration/anger of other drivers when they come up against the closures – which people said often came as a surprise to people and resulted in drivers making fast three-point turns to change direction. It was said that sat nav systems do not always have the correct instructions based on new restrictions, which can confuse people who are unaware of the road closures.
- Some respondents noted that they had changed their behaviours so that they now shop in Leith less regularly – they tend to drive further to different shops, with better parking (rather than trying to shop locally where driving was perceived to be more difficult now).

It's not so much safer, it has just pushed congestion to other areas.

Male, parent

I think you just get a lot of frustrated drivers to be honest, you get quite a lot of erratic driving.

Female, parent

I think some people don't know where they are going, it is quite confusing and makes other streets busier.

Female, accessibility needs

[The changes] are not good, I can understand trying to stop traffic coming into Leith, but these calming measures interfere with locals going certain routes... the locals are suffering in the middle of it all.

Male, socially disadvantaged

Views of measures – changes to roads and streets

- As was mentioned in Wave 2, there were still some concerns about crime and anti-social behaviour in the closed off streets, as they are quieter now.
- People said that there was more opportunity for vandalism and also noted that certain streets were being used as an escape route for people behaving anti-socially (e.g. if people know a police car cannot follow them down a blocked off street).
- Some also felt that blocking off Sandport Bridge to traffic had led to an increase in 'undesirables' hanging around which felt unsafe.
- The minority who ever cycled around Leith also noted that changes to the streets to allow a cycling contraflow were dangerous and were generally avoided.

I don't think it's a help to me, the yobs are finding these flowerpots in their favour, they know all the places that the traffic can't go... it would be better if they made the pavement bigger for people with accessibility issues.

Male, accessibility needs

I go out walking with my wee dog, you go and sit down by the Shore to listen to people drinking, smoking... It's quite intimidating, it's not a nice place to sit.

Female, socially disadvantaged

Views of measures – community spaces

- There was a mixed response to the new community spaces.
- Most people liked the idea of more community spaces in Leith; however, there were doubts about the positioning of the spaces and the quality of the installations. This feedback was very consistent with what was said in Wave 2.
- Some noted that some of the communal areas gave Leith a ‘continental’ feel and encouraged people to spend time outdoors and appreciated the effort to improve the local area.
- However, as was mentioned in previous waves, concerns were raised around maintenance to ensure the spaces remain attractive. Issues were mentioned e.g. planters being vandalised and used as a litter bin.
- Consistent with feedback in Wave 2, the quality and aesthetic appeal of the installations were also questioned – especially the metal planters.

It's trying to give a continental feel... At least here they have done something for the community.

Male, socially disadvantaged

The textures, the different materials, it's a very bricky area, so bringing in the different colours and materials in, does break it up a little bit, from that point of view, that's a nice thing.

Female, socially disadvantaged

These planters are just ashtrays, I don't know if they are all like that, but the majority of them are, I don't think the council are looking after them... they're horrible, I know at the road down at the Shore near the pubs, they're even worse.

Female, parents

Views of measures – community spaces

- Respondents queried the locations for some of the new community spaces. For example:
 - Respondents questioned the placement of some additions like the benches at Sandport Bridge, which were seen to be badly thought out and not somewhere you would choose to sit
 - Although the artwork at John's Place looks good when viewed from above, at ground level the design is not clear and people were also concerned about placing an area for children to play in right next to a road – especially when Leith Links, which would be safer for children, is right next to it.
- Some also said they had seen people congregating around some of the community spaces and felt it attracted anti-social behaviour.
- Only a small number of respondents had used the community spaces themselves.

The one at John's Place, why would you want to sit there when you've got Leith Links 20 metres away? I don't understand. I've never seen anybody using that one... The one at the bridge at Sandport, that tends to be where I find the undesirables are all sitting.

Female, socially disadvantaged

They have just put a bench on the end of the bridge, you can still see the road markings and you're just facing someone's flat, that's done really badly.

Female, socially disadvantaged

The problem I find with the planters is they haven't thought 'this is a scenic place, lets close it because it has some qualities', they have just closed it... The one at the Shore is not a good location, you can go down the canal and that's a better place to be.

Male, socially disadvantaged

Views of measures – pavement adaptations

- Although the respondents with accessibility needs welcomed measures to improve accessibility and mobility, such as dropped kerbs and pavement build outs, they felt the impact of these was minimal since the quality of the pavements round and about these changes was judged to be poor.
- They noted in the visuals shown that they would have to negotiate uneven pavements and narrow streets before they could reach the crossings where the build outs and dropped kerbs had been installed.
- None of the group with accessibility needs said that they had noticed any improvements in terms of getting around the area as a result of the changes introduced.

[It helps] a wee bit, but look at the cracks and that in the paving stones, you could easily fall.

Female, accessibility needs

I need to look for lower pavements... You really have to look for these dips and lot of them can be really uneven as well.

Female, accessibility needs

Spend the money on fixing pavements, they are uneven especially on the cobbles, they have tarmacked over some of the cobbles and that can be dangerous as well... especially if you're older.

Female, accessibility needs

Views of measures – Salamander Place/Links Gardens Junction



- Awareness and opinions of the impact of the change to traffic management at the Salamander Place/Links Gardens junction was very dependent on the frequency of walking/driving on this street – therefore, feedback was limited.
- As in Wave 2, for drivers, the requirement to turn right onto Salamander Place was an unwelcome inconvenience.
- Some respondents questioned why this was needed, since buses don't use the route going straight up Links Place. A couple of respondents reported that police vehicles also use the bus gate (in non-emergencies) which they thought should not be allowed.
- People who walk in the area said it was fine to cross the road here if heading towards Leith Links – the traffic island helps with this.

There's no buses that go straight ahead. What is also quite annoying is the police station is near there and they use that without their sirens on, they shouldn't be allowed to use that either.
Female, socially disadvantaged

It's fine for crossing the road but if you're in a car, bus or taxi, it's a nightmare.
Female, parent

They've made it a no entry going one way and you can still drive the other way, there's nothing on the road to show that, it seems a bit mad to me... They have the traffic calming up the way so it's alright to cross, but it is quite a busy street now.
Female, accessibility needs

Views of measures – impact on how people use the area

- Findings in Wave 3 were very similar to Wave 2 in relation to any impact on how people use the area.
- Respondents noted that the way they and others travel in Leith has been altered by the introduction of the measures.
- For those who travel by car, the main change has been that they have had to change the routes they use to drive through the area – leading to longer journeys and more traffic congestion on certain streets.
- For others, there was noted to be an increase in walking and cycling in the area. The parents group was most positive in this regard in Wave 3, with a focus on the area being safer for children and encouraging children and families to walk in the local area.
- Some reported that there are more people visiting Leith now, to come to the popular restaurants and bars – although for some, this has meant an increase in prices which mean they are visiting these places less frequently now.

I think it's showing the kids, it is good to go green, you see more people walking and less taking the car, and I think that's what they are aiming for.

Female, parents

I'd say it's been positive, I was negative when it first came out, but you sort of get used to it, you start walking more and I have seen a positive impact on me and my partner and my daughter, we can get out a lot more.

Male, parents

There's definitely an upturn in people going to Leith for a night out or a meal... the local businesses, it's town prices now.

Male, socially disadvantaged

Views of trial measures



Views of trial measures

- Respondents were asked if they would keep or reverse the trial measures that were introduced.
- Views on this were mixed. The parents group tended to be most positive about the changes – not because they supported them particularly, but because they thought it was better not to constantly change things and people were now used to these measures so it would be easier to keep them in place.
- As buses do not use Links Place but pass between Salamander Place and Links Gardens, the general consensus was that it would be better if the westbound bus gate on Links Place was removed to reduce congestion on other roads.
- Some were concerned that road closures at Wellington Place/Johns' Place is leading to more traffic around Leith Primary School, which actually made it less safe.
- Most respondents felt the contraflow cycling on one-way streets was dangerous – pedestrians and cars are not expecting bikes to come from the other direction and for cyclists the roads are too narrow to safely pass vehicles coming in the opposite direction.
- There was no strong opinion about operation of Tolbooth Wynd being one- or two-way.

I think they should keep them all because we have got used to it now, I think they have achieved what they intended to.

Female, parents

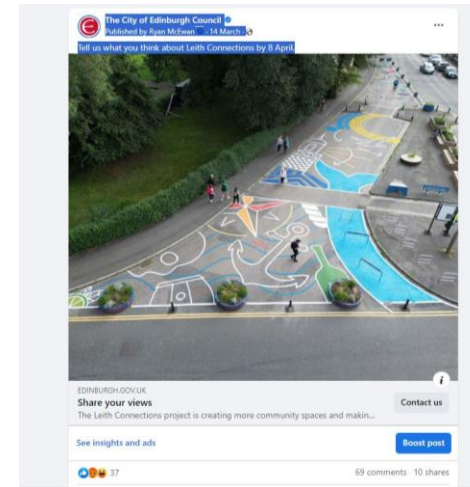
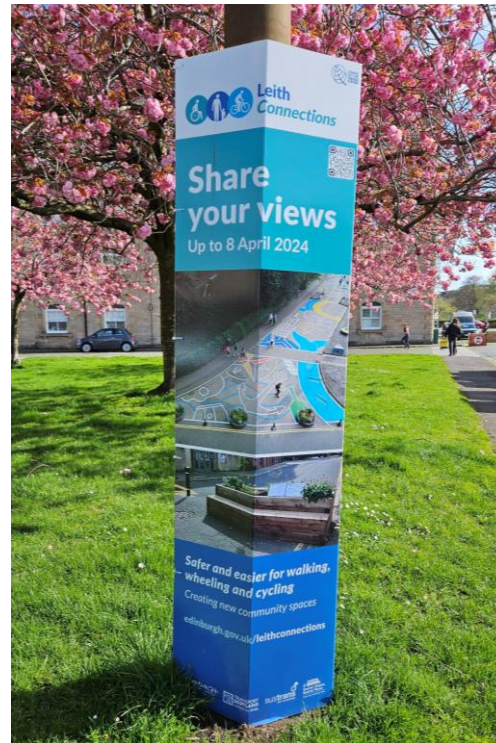
Change that back as it's bad for kids leaving school at a main road.

Female, socially disadvantaged

It is the most stupid thing... cyclists flying towards traffic.

Male, socially disadvantaged

Communications





Give us your feedback

Background

During 2023 we made changes in your area to create more community spaces and to improve streets to make them safer for all road users. Changes included community inspired artwork, new benches and planting, pavement bulbout areas around Leith Links to help pedestrians cross the street, dropped crossings and tactile paving and decluttering pavements to removing various unused signage and poles.

Alongside this we have put in place some trial measures to change how motor traffic moves through the area and reduce non-essential through traffic at:

- Tolbooth Wynd
- Wellington Place
- John's Place
- Links Place
- East Hermitage Place Hermitage Place

These trial changes to traffic movement and new pedestrian crossing points are part of a trial being carried out through an Experimental Traffic Regulation Order (ETRO). As part of the ETRO process, we must decide within 18 months on whether to make the changes permanent.

Community engagement

Since February 2024 we have engaged with residents and businesses to get feedback on the changes. In August 2024, the Council's Transport and Environment Committee agreed to go ahead with the trial.

We are monitoring a range of data to assess the scheme's impact. This includes measuring traffic, air and noise quality and real-time research surveys of residents, visitors and businesses.

How to share your views on the Experimental Traffic Regulation Order

We would like to hear your views before **8 April 2024** as part of the consultation process to decide if the trial measures should be made permanent. You can find out more about the Experimental Traffic Order and how to comment on our website www.edinburgh.gov.uk/leithconnections.

Help us shape our plans for Lindsay Road Bridge

Lindsay Road Bridge is a much-loved landmark and important part of Leith's local history. Until it had to close for due to health and safety concerns it provided a safe and convenient walking, wheeling and cycling route between North Foot Street and Southburn. The Council and Business are now working on options for redeveloping the bridge, so we can bring it back into community use.

We will be working with the whole community to better understand everyone's needs and get your views on proposed designs. You can share your views at the website www.edinburgh.gov.uk/leithconnections.

© EDINBURGH COUNCIL | susstrans | LEITH CONNECTIONS



Communications

- Respondents were shown a variety of communications that have been distributed around Leith about the Leith Connections project – letters, lamppost wraps, social media posts, and information posters at Sandport Bridge.
- Similar to Waves 1 and 2, recall of the communications was generally low, although some respondents remembered seeing the lamppost wraps and a minority recognised the social media posts. Some had vague memories of receiving information in the post but could not be very specific or sure about what exactly it was.
- As in previous waves, some respondents said they get local news and information from the ‘I love Leith’ Facebook group, and a couple had seen discussions about the measures on this group.
- Respondents would like to be kept informed of any further developments in the Leith Connections project, especially advance warning of changes to traffic management. However, some did not they felt it was pointless consulting with the public since ‘I always wonder if your views are ever taken on board’.
- When asked what would be the best way to inform local people about the Leith Connections project, respondents suggested:
 - Adding QR codes to the posters (the examples from around Leith give a web address you would have to make the effort to type in – a QR would be easier to access)
 - Letters in school bags
 - Social media posts using popular channels such as ‘I Love Leith’ groups
 - Stands at local markets, in supermarkets etc
 - Holding more public meetings in community spaces.

If I get a letter that isn't actually addressed to me, the chance of me reading it, is slim, and I'm probably not going to email the address. I'd complain about it but probably wouldn't do anything about it.
Female, socially disadvantaged

Maybe partner with the schools a bit better, if my daughter brought back a leaflet then I'd be more likely to read it.
Female, parents

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

Summary and conclusions

Summary and conclusions

There was a mixed response to the measures, generally split by car drivers versus non-drivers

Similar to Wave 2, respondents in Wave 3 who don't drive in Leith tended to be more positive about the measures implemented and the improvements for pedestrians and cyclists, whereas drivers continued to express frustration with increased journey times and traffic congestion. Indeed, some respondents who drive said the changes have made things worse for them.

Although the concept of community spaces was positively received, there was felt to be some work required to make the current spaces appealing to residents

Reflecting the views expressed in Wave 2, the Wave 3 respondents mostly felt that the community spaces were generally not well positioned or integrated into the area, while the quality of planters and street art was also criticised by some. Ensuring that planters etc. are maintained may encourage higher levels of use – though there are still concerns about anti-social behaviour in these areas.

Given the choice, most respondents would like at least some of the trial measures to be restored to the previous layout

The parents group tended to say the changes should be made permanent, simply for consistency and now that people are more used to them; however, the other two groups did not feel the trial measures were beneficial and would prefer them to be reversed. The cycle contraflow measure in particular was felt to be unsafe.

Recall of communications was again low

As has been seen at all three waves, there was only very limited recall of communications from City of Edinburgh Council, and awareness of Leith Connections as an overarching project was also low. It would be beneficial to continue to communicate the objectives of Leith Connections to the local community to ensure future support for any further measures implemented.

Thank you

The logo for Progressive Partnership, featuring the word "progressive" in a lowercase, sans-serif font inside a solid olive-green circle.

Contact

Diane McGregor

diane.mcgregor@progressivepartnership.co.uk

Ruth Bryan

ruth.bryan@progressivepartnership.co.uk

Progressive Partnership

Q Court, 3 Quality Street
Edinburgh,
EH4 5BP

0131 316 1900

info@progressivepartnership.co.uk

Appendix I - technical appendix

- The data was collected by focus group discussions.
- The target groups for this research study were: parents of P5-S1s, those with accessibility needs, and socially disadvantaged groups living in/near the Leith LTN area.
- In total, 3 group discussions were undertaken. A total of 22 respondents took part in the research.
- Fieldwork was undertaken between 22nd and 23rd October 2024.
- Respondents were recruited face to face by Progressive's skilled qualitative recruiters, via social media and through schools/community groups.
- Our Operations team manage recruitment to ensure quota controls were met and that the final sample reflected the requirements of the project.
- An incentive of £40 compensated respondents for their time.
- In total, 2 moderators were involved in the fieldwork for this project.
- Stimulus materials were used during the group discussions. These included maps and visualisations of the measures implemented in Leith.
- Each recruiter's work is validated as per the requirements of the international standard ISO 20252. Therefore, all respondents were subject to validation, either between recruitment and the date of the group discussion/depth interview, or on the day of the group discussion/depth interview. Validation involved respondents completing a short questionnaire asking pertinent profile questions and checking that they have not participated in similar research in the past 6 months.
- It should be noted that, due to the small sample sizes involved and the methods of respondent selection, qualitative research findings do not provide statistically robust data. This type of research does however, facilitate valid and extremely valuable consumer insight and understanding.
- All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.