

progressive

City of Edinburgh Council

Low Traffic Neighbourhood Research - Corstorphine Wave 1

June 2022



Corstorphine
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 Corstorphine, and working with Sustrans, CEC proposes to initially introduce traffic restrictions and traffic calming measures. This first phase of development will be followed by a LTN on a trial basis.

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

This report outlines the findings from the first wave of this research, conducted March to July 2022. This research provides baseline data prior to the introduction of traffic restrictions and the LTN.

Research objectives



Residents Survey

- To determine the frequency and types of transport used within the local area
- To assess how serious problems with motor vehicle traffic, noise and pollution are perceived to be in the local area and which streets are most affected
- To assess how serious problems with crime and anti-social behaviour are perceived to be in the local area and which streets are most affected
- To explore attitudes towards walking and cycling in the area, in terms of ease, safety and how pleasant it is to travel actively
- To identify opinions on the key issues which make walking and cycling difficult, unsafe or unpleasant in Corstorphine
- To determine attitudes towards the safety of children walking and cycling independently to school, and the issues which drive any negative perceptions
- To determine levels of support or opposition for the introduction of the proposed Low Traffic Neighbourhood in Corstorphine

Shops and Business users Survey

- To determine key aspects of the journey and visit purpose to Corstorphine, including where travelled from, main destination, mode of transport, length of visit, shops/businesses visited and spend.

Method



- The data was collected using face-to-face CAPI interviews (computer aided personal interviewing). Interviewers worked in specified streets in Corstorphine, including Corstorphine High Street, St Johns Road, Manse Street, Saughton Road North and Lampacre Road. A small number of interviews (52) were also conducted in-home.
- Loose quotas were set on sample selection to ensure a good spread of respondents in terms of age and gender.
- Within these quotas, respondents were selected randomly and asked a series of screening questions to determine whether they fitted the criteria to take part in the surveys.
 - Residents – all respondents had to live within Corstorphine as defined on map (see appendix)
 - Shops and Business Users – all respondents had to be visiting a shop, café, restaurant, take away, hairdresser, pharmacy or other local business in the Corstorphine area. Those in the area for work/education, visiting friends/relatives, passing through, attending a medical appointment or visiting for exercise were excluded.
- The fieldwork was completed between 25th March and 4th May (Business) and 25th March and 7th July 2022 (Residents*).
- In total, 302 Residents and 319 Shops and Business Users were interviewed.
- These sample sizes provide data with a margin of error of between +/- 1.13% and +/- 5.66% at the 95% confidence interval (market research industry standard).
- It should be noted that some respondents to the Residents survey were also in the area to visit shops/businesses at the time of interview, and similarly some Shops and Business Users were residents of Corstorphine.

*The main fieldwork phase for the Residents survey was completed by 4th May. Additional interviews were conducted in early July to boost numbers living within specific postcodes of LTN area.

Data Analysis



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

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

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

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

Sub-samples used in analysis



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

Gender	Residents sample	Shops/Business sample
Male (incl. trans male)	141	167
Female (incl. trans female)	160	152

Age	Residents sample	Shops/Business sample
16-34	81	98
35-54	113	136
55+	106	85

Disability or health condition	Residents sample	Shops/Business sample
Have a disability/health condition	36	42
Do not have a disability/health condition	265	277

Parent of child/ren under 16	Residents sample
Parent	71
Not a parent	228

Cycling	Residents sample
Cycle in local area	49
Never cycle in local area	253

Where do you live?	Shops/Business sample
People living in Corstorphine*	57
People living elsewhere	262

*People living in Corstorphine includes those living in both the LTN area and other parts of the Corstorphine area.

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



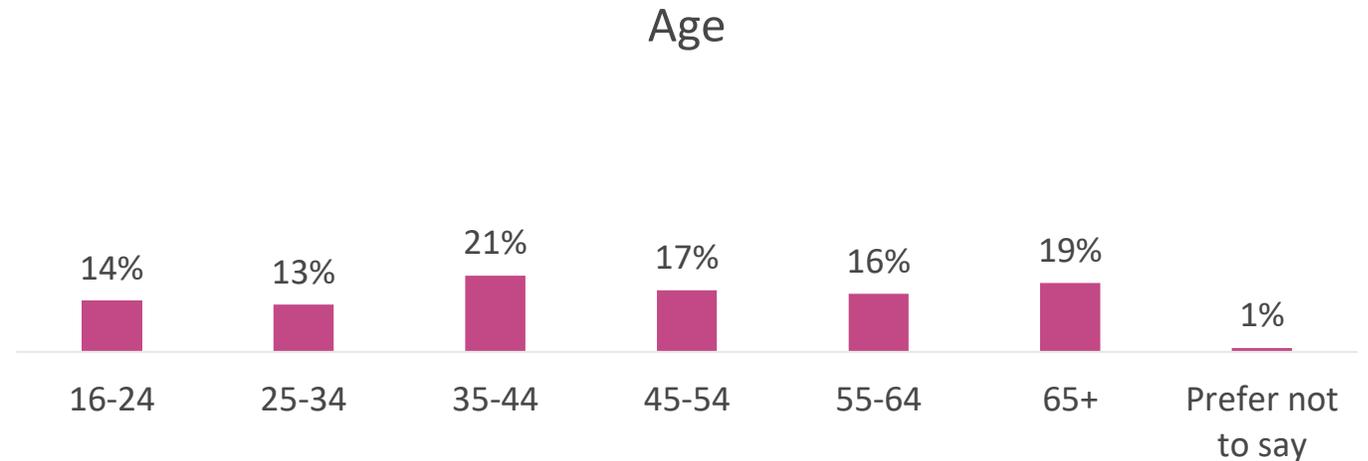
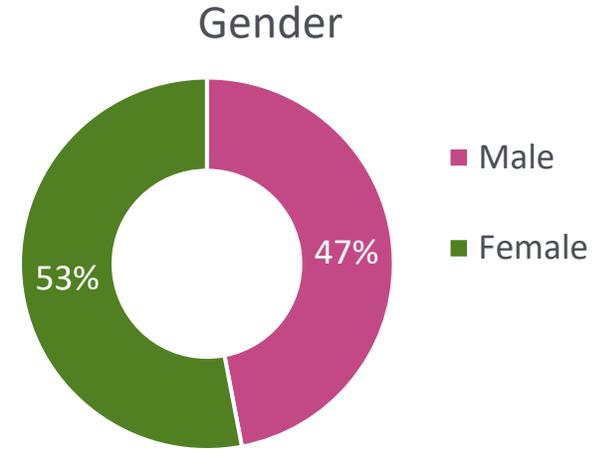
Residents survey - sample profile

Residents

Sample profile

- The sample of residents included slightly more women (53%) than men (47%), and a spread of age groups.
- In total, 27% of respondents were aged under 35 years old, 38% were aged 35 to 54 and 35% were aged 55 years or older.

Gender and age



Base (all): 302

Residents

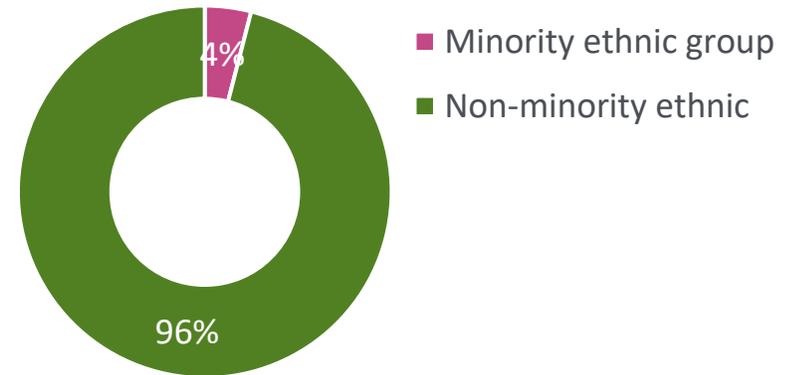
Sample profile

- In total, 4% of respondents belonged to a minority ethnic group, with 2% Asian/Asian British, 1% Black/African/Caribbean/Black British and 2% of mixed ethnicity.
- Over half of respondents (58%) were in employment, with 47% working full time and 11% part time. Almost a fifth were retired and 8% were in education.

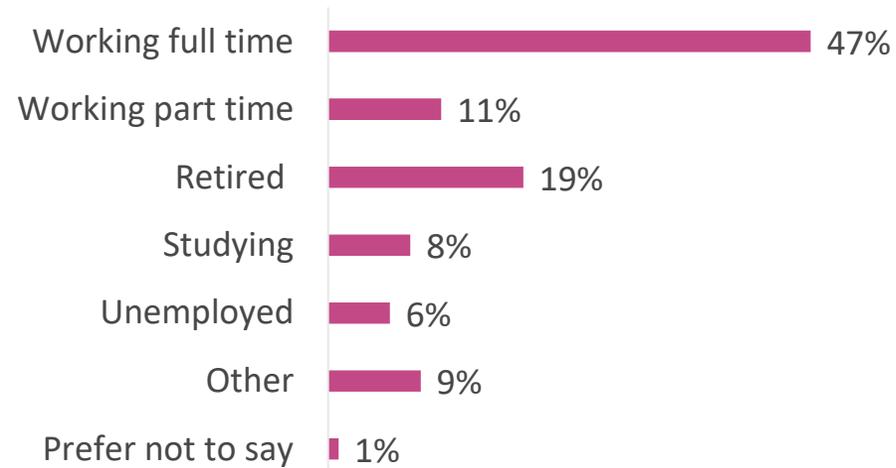
Ethnicity and working status



Minority ethnic



Working status



Residents

Sample profile

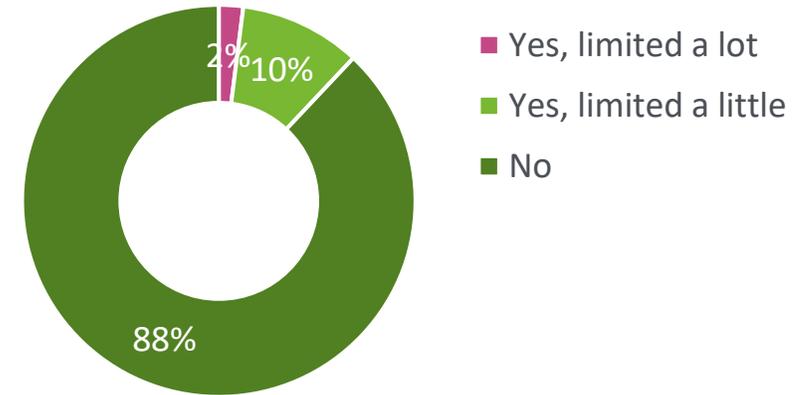
- The majority of respondents (85%) rated their health in the past four weeks as very good or good, although only 42% said it was very good.
- Over one in ten (12%) said their day-to-day activities were limited due to a health problem or disability, with 2% saying they were limited a lot and 10% limited a little.
- Amongst respondents aged 65+, 38% said they had a disability or health problem that limited their day-to-day activities.
- Women (16%) were also more likely than men (8%) to say their day-to-day activities were limited by a health problem or disability*.

*Significant at 90% level

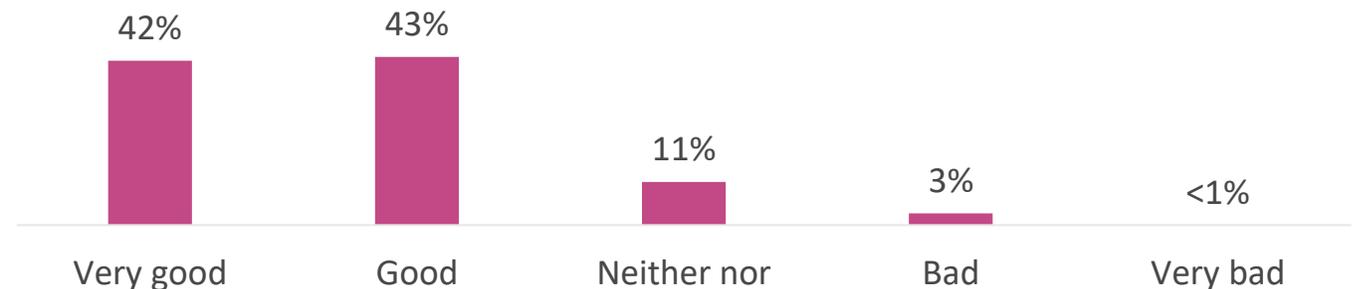
Disability and health



Day to day activities limited by health problem or disability?



Rating of overall health over past 4 weeks



Q21: 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?; Q22: Overall, how would you rate your general health over the past four weeks?

Base (all): 302

Residents

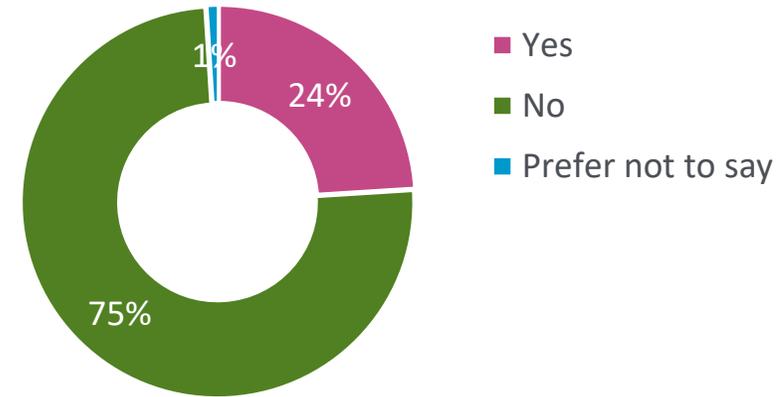
Sample profile

- Almost a quarter of respondents (24%) said they were a parent, guardian or carer of children under the age of 16 years old.
- These respondents had children across a range of ages, with a slight skew to older age groups with 35% with children aged 8 to 11 years and 37% 12 to 15 years.

Parents of children under 16

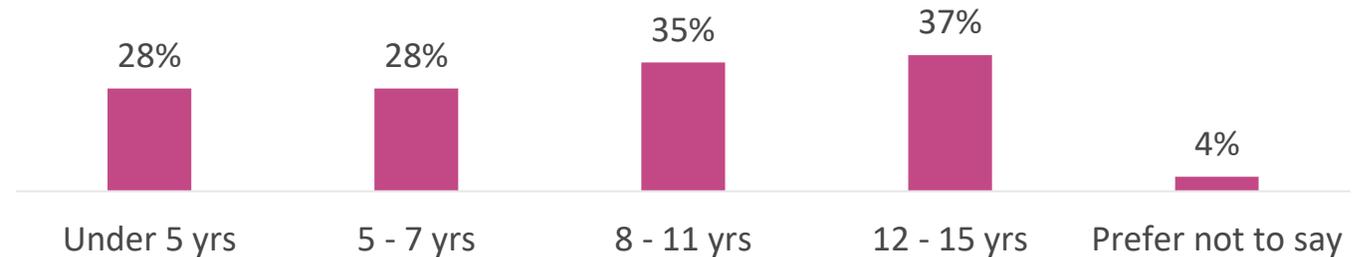


Parent, guardian or carer of children under 16 yrs?



Base (all): 302

Ages of children



Base (all parents): 71

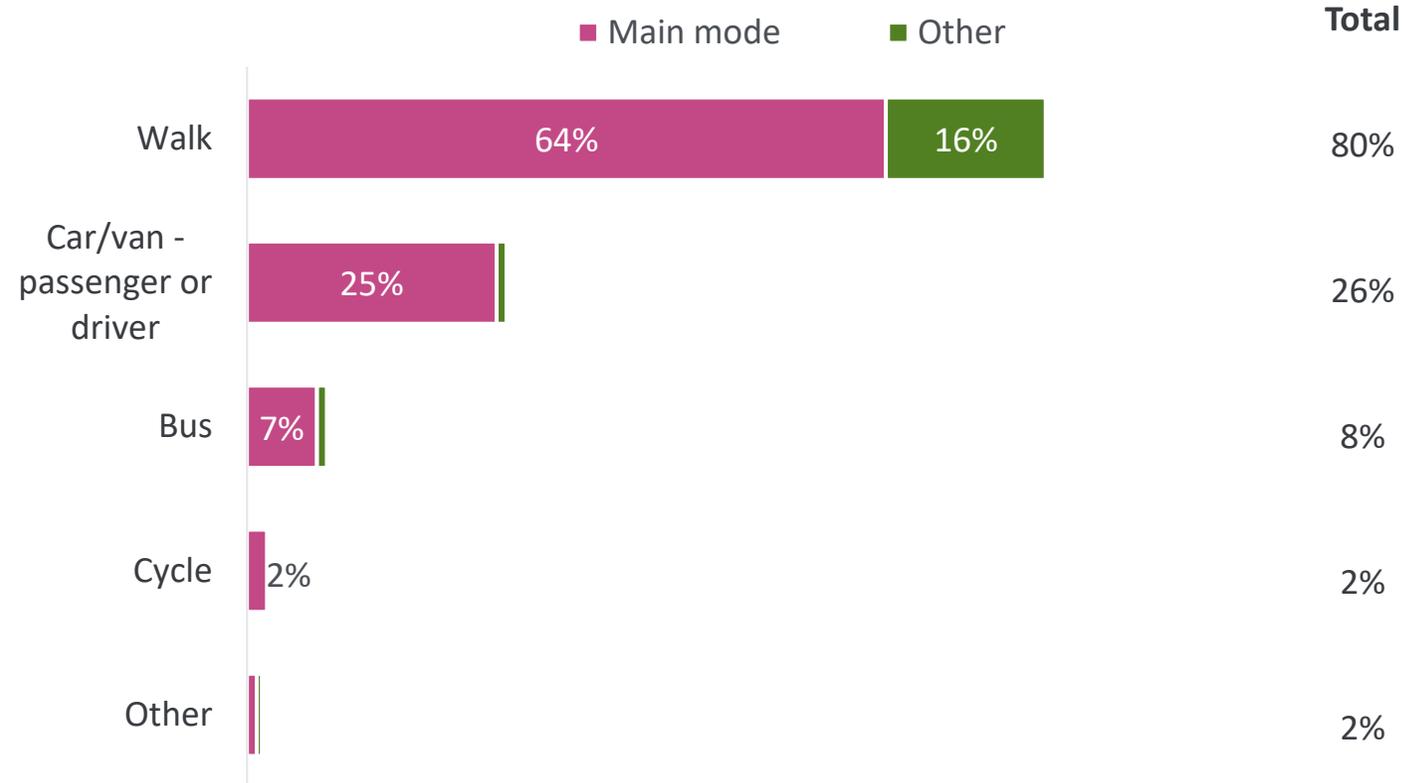


Residents survey - key findings

Residents Transport

- When asked how they had travelled to the area where they were interviewed in Corstorphine, four in five respondents reported that they had walked, either for the whole journey (64%) or for part of the journey (16%).
- More than a quarter (26%) had travelled by car/van, while 8% had travelled by bus and 2% cycled.
- There were no statistically significant differences in findings across the demographic profile of the sample.

Method of transport today



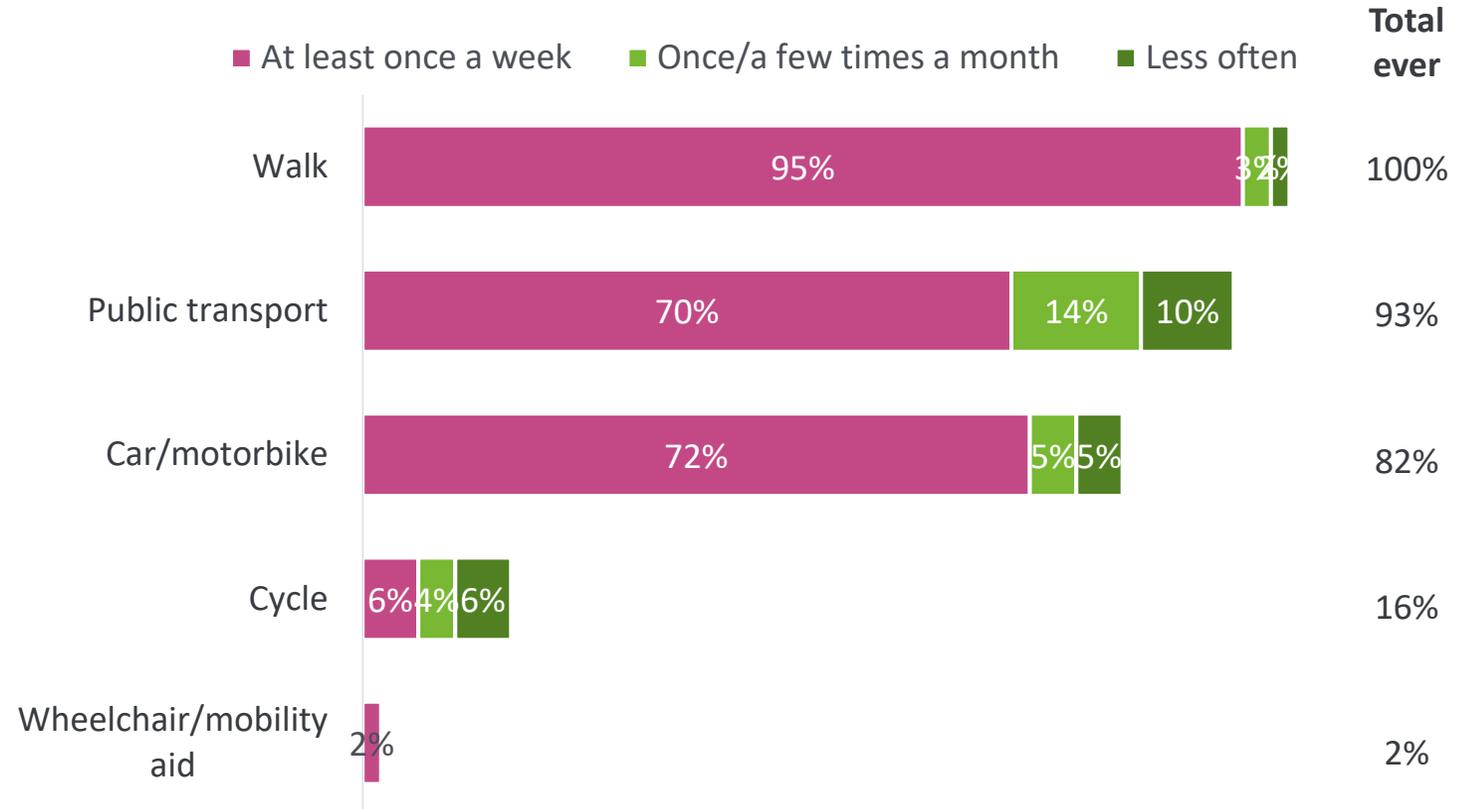
Q15: How did you travel to get here today? Firstly, what was your main mode of transport? i.e. the method you used for the longest part of your journey; Q16. And what other modes of transport did you use to get here today?

Base (all, excluding in-home interviews): 250

Residents Transport

- The data describing the method of transport on the day of interview is mirrored in findings relating to modes used generally when travelling in the Corstorphine area.
- Again, participation in active travel was evident, with all respondents reporting that they walk at least once a week in the local area. One in six (16%) also reported that they cycle, with 6% doing so at least weekly.
- More than nine in ten reported that they ever use public transport, with 70% using it at least weekly.
- Travel by car/motorbike was mentioned by more than eight in ten of respondents (82%) as a way of getting around the local area, with almost three quarters (72%) using this mode at least weekly.
- Men (22%) were more likely than women (11%) to ever cycle in the local area. However, older respondents (8% of over 55s) were less likely to say that they ever cycle than those in the 16-34 (26%) and 35-54 (18%) age groups.
- Younger respondents were also more likely to use public transport – 86% of 16-34s use it weekly, compared to 63% of those aged 35+.
- Conversely, younger respondents were less likely to travel by car – only 62% of under 35s travelled by car weekly in the Corstorphine area, compared to 76% of those aged 35+.

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): 302

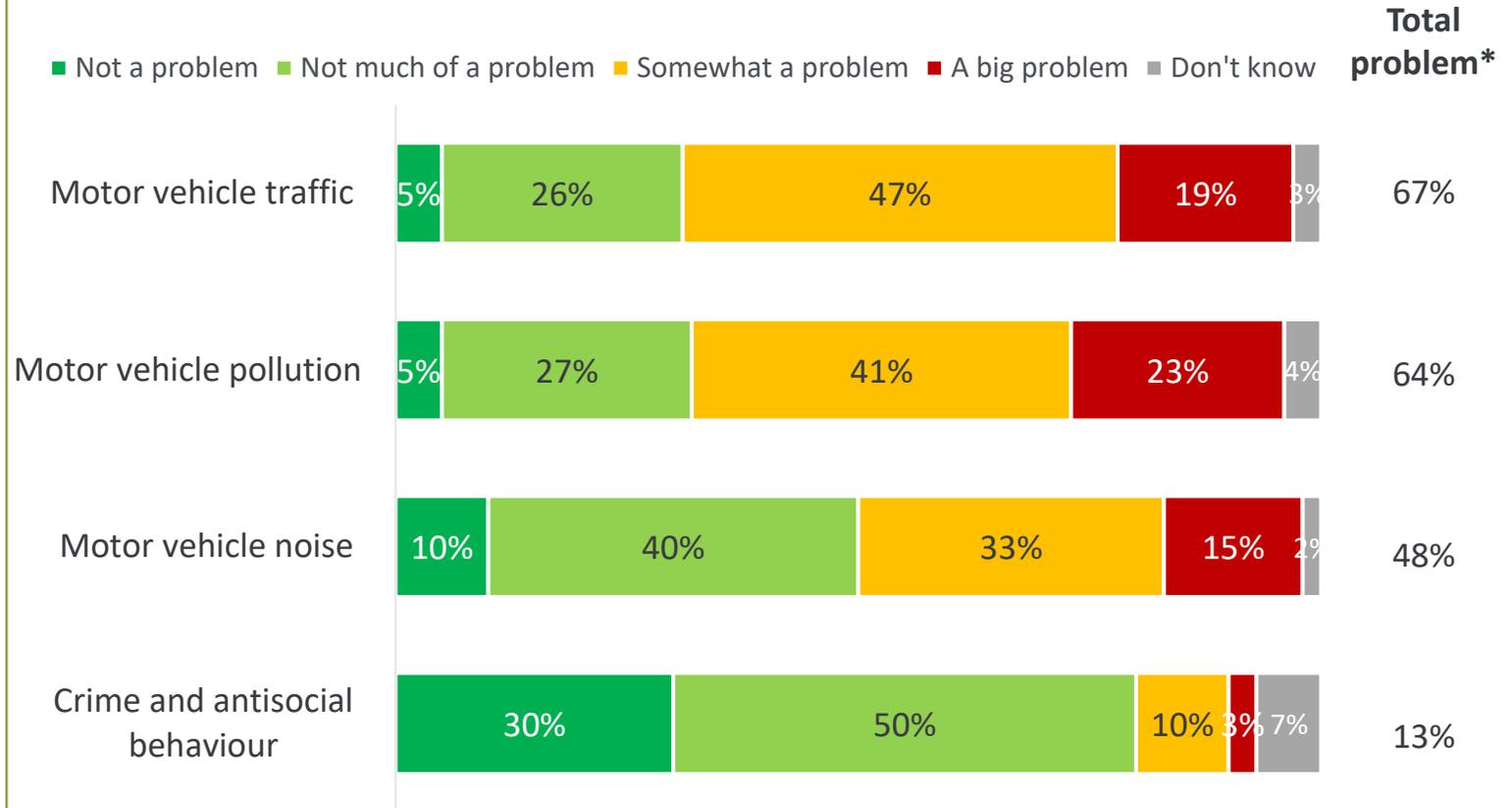
Residents

Neighbourhood issues

- Respondents were asked to provide an opinion on the degree to which a number of issues are a problem in the Corstorphine area.
- Motor vehicle traffic generally and pollution specifically were the most likely to be described as a problem. Two thirds of respondents considered traffic to be a problem, with almost a fifth saying it is a big problem in the area.
- Motor vehicle pollution was also described as a problem by almost two thirds of respondents with just less than one quarter saying it is a big problem.
- Motor vehicle noise was also considered an issue by many residents – 48% saw it as a problem with 15% saying it is a big problem.
- Crime and anti-social behaviour was less likely to be a concern. Only 13% of respondents overall described this as a big/somewhat of a problem in Corstorphine.
- Younger respondents were less likely than those in older age groups to consider motor vehicle traffic (54% of under 35s vs 71% of 35+), pollution (52% vs 68%) and noise (35% vs 53%) to be a big problem/somewhat a problem.
- A higher proportion of people with a disability/health problem considered motor vehicle traffic to be a big/somewhat of a problem (83%) than those with no disability/health problem (65%).
- Attitudes to crime and antisocial behaviour were generally consistent, although people with a disability were more likely to see it as a big/somewhat of a problem (33%) than people with no disability (10%).



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?

*Total problem includes big/somewhat a problem

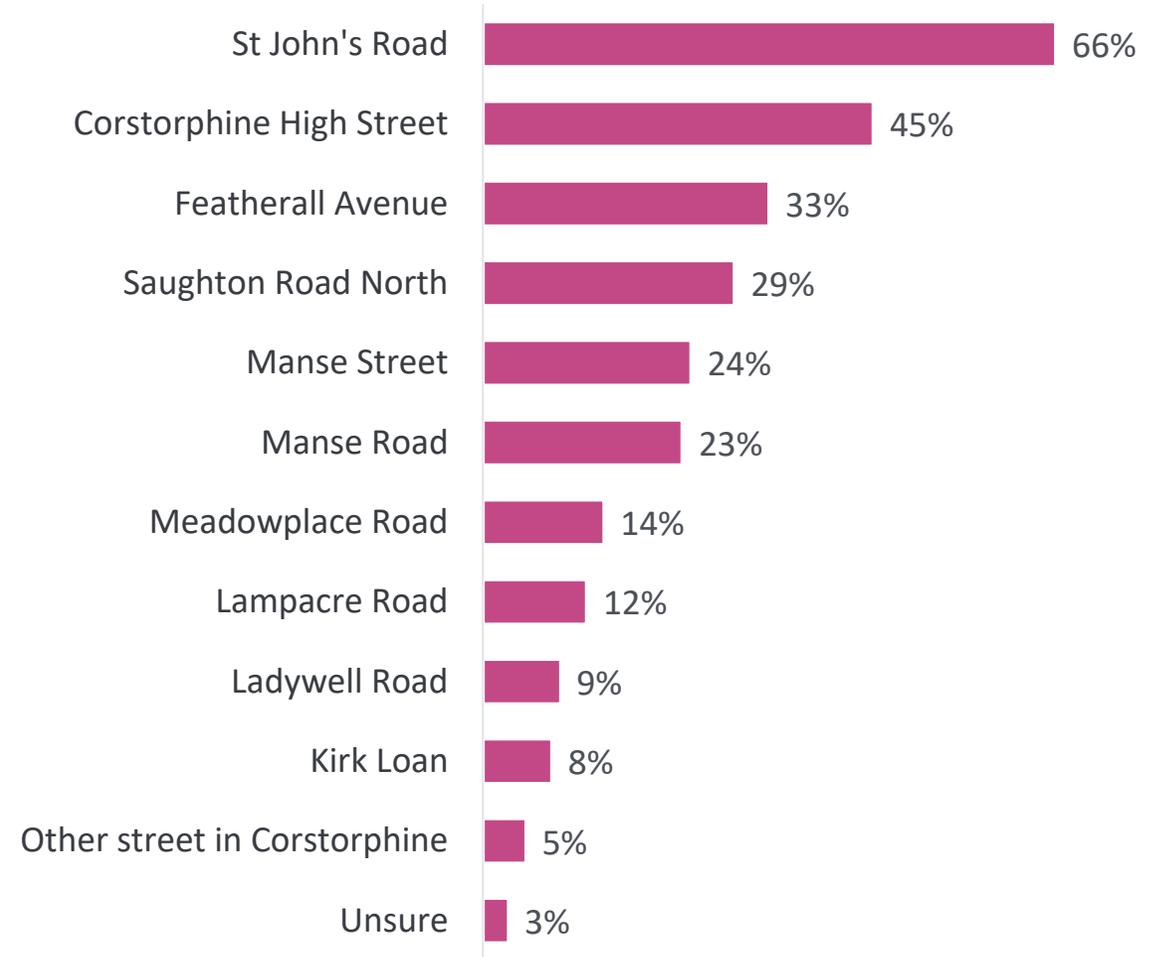
Base (all): 302

Residents

Neighbourhood issues

- Respondents who perceived motor vehicle traffic, pollution or noise as a problem were asked which streets in the local area were most affected.
- A wide range of streets were mentioned by respondents; however, St John's Road was a particular concern for two thirds of those who considered traffic, pollution or noise to be a problem.
- Corstorphine High Street was cited by nearly half of respondents (45%), while a third mentioned Featherall Avenue and 29% identified Saughton Road North as a problem area in terms of traffic.

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?

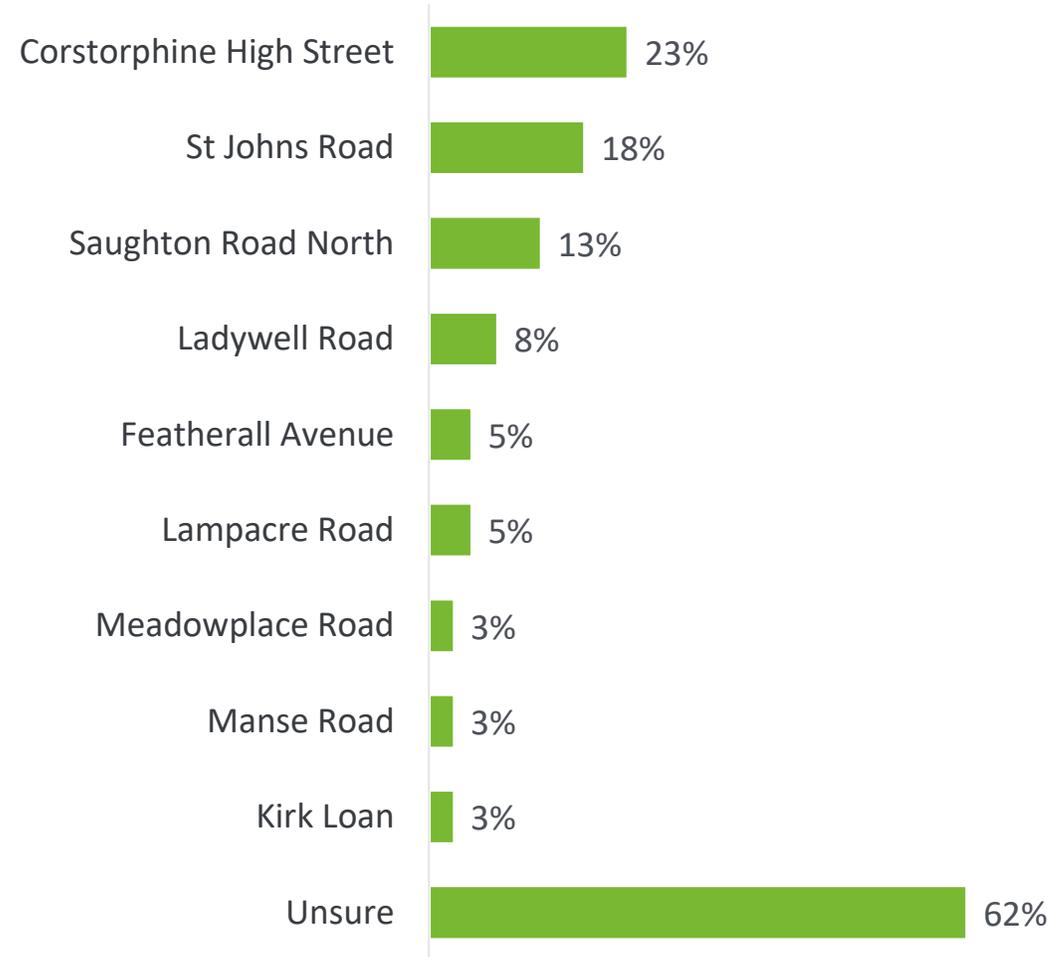
Base (those who perceived a problem): 217

Residents

Neighbourhood issues

- The minority of respondents who considered crime and anti-social behaviour to be a problem in Corstorphine were asked to identify the streets which they considered to be of most concern.
- It is notable that the majority of these respondents (62%) were unsure which streets were most affected by crime and anti-social behaviour, perhaps suggesting that these respondents perceive a problem but it is not clearly visible where crime and anti-social behaviour is occurring in the area.
- Of the streets that were identified, Corstorphine High Street, St John's Road and Saughton Road North were the most likely to be mentioned as areas with a problem with crime and anti-social behaviour.

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



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

Base (those who perceived a problem): 39

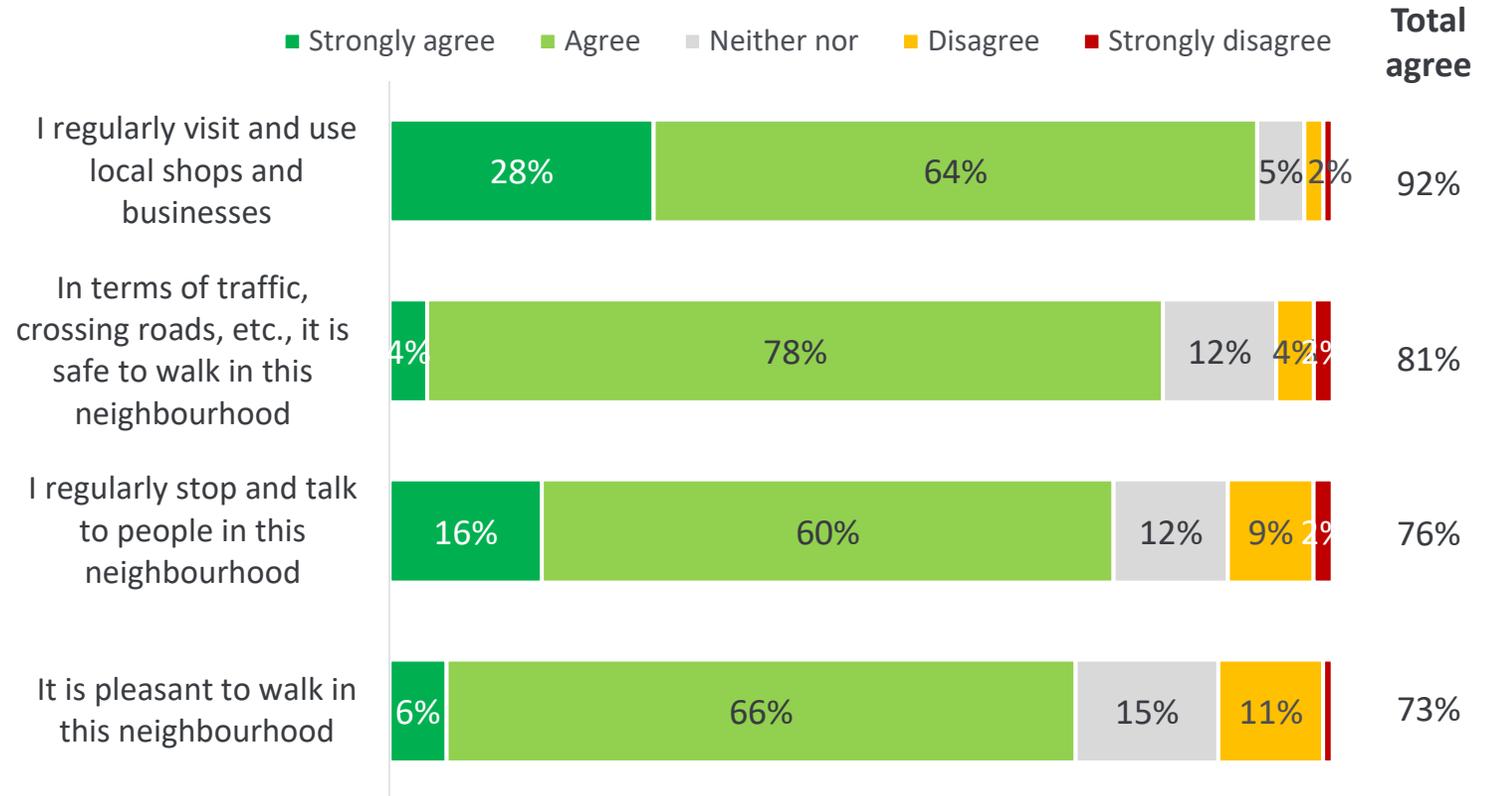


Residents

Walking in Corstorphine

- Respondents were asked the extent to which they agreed or disagreed with a series of statements about walking in the local area.
- When thinking about walking in the neighbourhood, the vast majority of respondents (92%) agreed that they regularly visit local shops and businesses, although only 28% strongly agreed.
- There were generally positive attitudes in terms of how safe it is to walk in Corstorphine and how pleasant it is: 81% agreed that it is safe and 73% agreed it is pleasant walking in the neighbourhood. It is notable, however, that agreement was weak, with far higher proportions agreeing rather than strongly agreeing.
- Most (76%) also agreed that they regularly stop and talk to people in the neighbourhood.
- These findings were generally consistent across the profile of the sample; however, older respondents were more likely to disagree that walking in Corstorphine is pleasant (23% of over 55s, vs 10% of 35-54s and 2% of under 35s).

Attitudes towards walking in the area



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

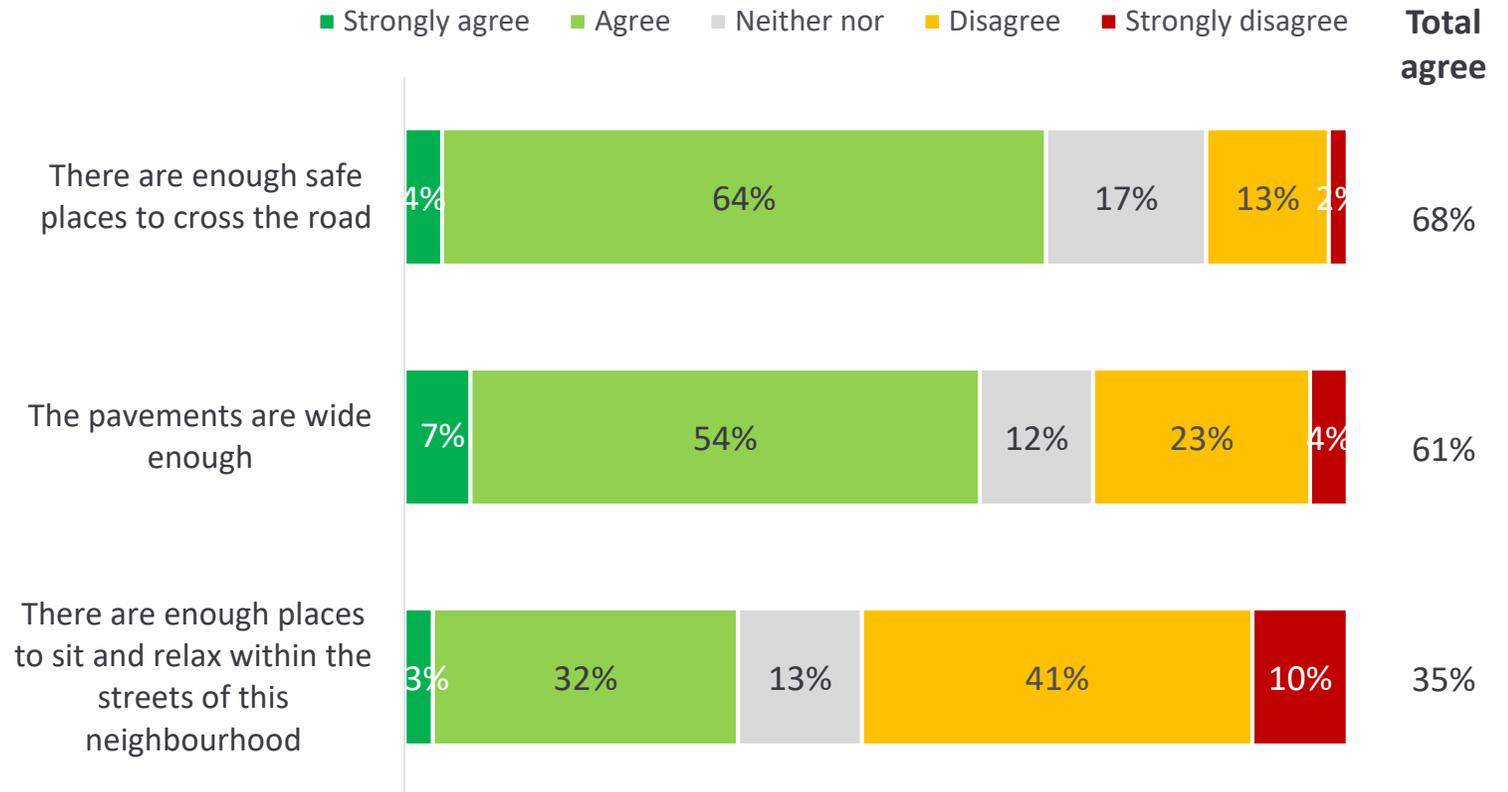
Base (all): 302

Residents

Walking in Corstorphine

- Respondents were also generally positive about pavements and roads within Corstorphine – two thirds agreed there are enough safe places to cross the road and 61% agreed that the pavements are wide enough. However, only a very small minority agreed strongly with these statements and significant proportions disagreed, most notably that the pavements are wide enough (27% disagreed).
- There was significant disagreement that there are enough places to sit and relax in Corstorphine – half of respondents disagreed with this statement, while only 35% agreed. This is an aspect of the LTN measures that is therefore likely to be welcomed by residents.
- Men (67%) were more likely than women (56%) to agree overall that the pavements are wide enough. Older respondents were also more likely to disagree that pavements are wide enough (41% of 55+, compared to 19% of 16-54s).
- Women (14%) were three times as likely as men (5%) to disagree strongly that there are enough places to sit and relax. Older respondents were also more likely to disagree (71% of over 55+) with this statement than younger respondents (40% of those aged 16-54).
- People with a disability were particularly likely to disagree that there are enough safe places to cross the road (28%, compared to 14% of people who did not have disability) and that the pavements are wide enough (61%vs 22%). Those with a disability were also more likely to disagree that there are enough places to sit and relax (81%) than those with no disability (47%).

Attitudes towards walking in the area



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

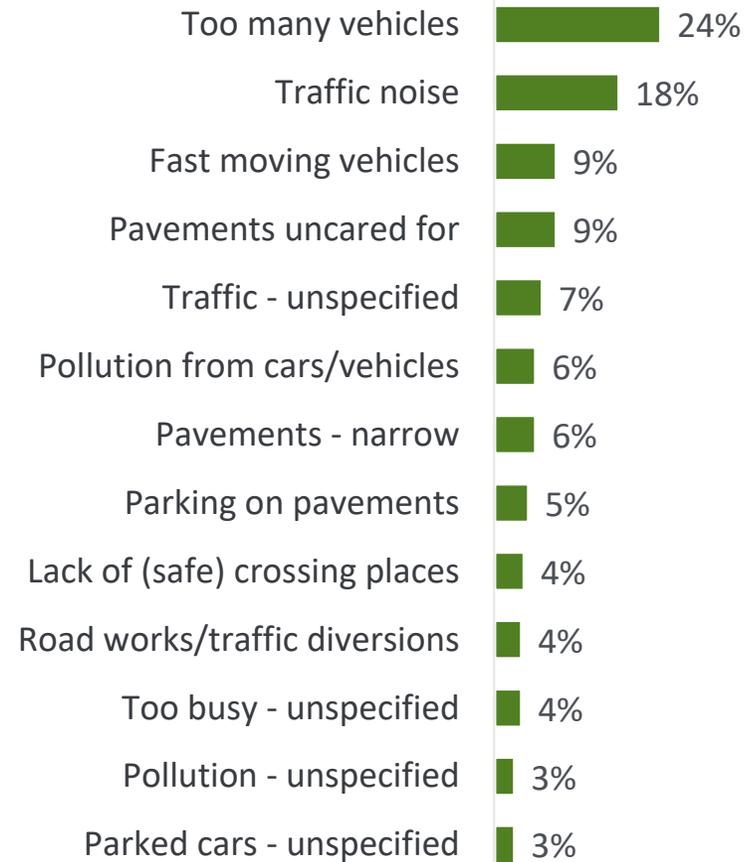
Base (all): 302

Residents

Walking in Corstorphine

- Respondents who disagreed with any of the statements about walking in Corstorphine were asked to state what they saw as the biggest problem for people who want to walk in the neighbourhood.
- A wide variety of responses were received, but there were two main themes:
 - **Traffic issues (61%)** – too many vehicles (24%), traffic noise (18%), fast moving vehicles (9%), traffic generally (7%), pollution from vehicles (6%)
 - **Road works/infrastructure (23%)** – pavements uncared for (9%), narrow pavements (6%), lack of safe crossing places (4%), road works/diversions (4%).

Biggest problems for people walking in area



Responses with <3% are not shown

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

Base (all who disagreed with statements): 190

Biggest problems for people walking



Verbatim quotes

It just can be very busy sometimes when walking dogs on the main roads they end up terrified with noise and amount of traffic.

Male, 35-44

Its congested with traffic at peak times then at quiet times they drive fast.

Female, 45-54

Too many roadworks which cause diversions and delays and obstruction of footpaths. the work here is never ending, its not pleasant to walk about.

Female, 55-64

Uneven and bad surfaces. Poor quality for pushing a wheel chair.

Male, 65+

Lighting has changed, not as bright and holes in pavements.

Female, 55-64

Maybe some areas have narrower paving and hard to pass cars parked on the path.

Female, 45-54

Its the noise from traffic and the pollution from exhausts.

Male, 45-54

Pavements are too narrow and cars are parked everywhere.

Female, 65+

Not enough places to sit and rest on benches.

Male, 16-24

The noise and the parked cars from people visiting area.

Female, 65+

There's not enough parking for the size of the place and the amount of shops and the pavements are to narrow.

Female, 45-54

Roadworks and diversions, always on and off the roads as the paths can be small at parts, sometimes not enough room for two people to pass. The parks are more for sports rather than leisurely walks.

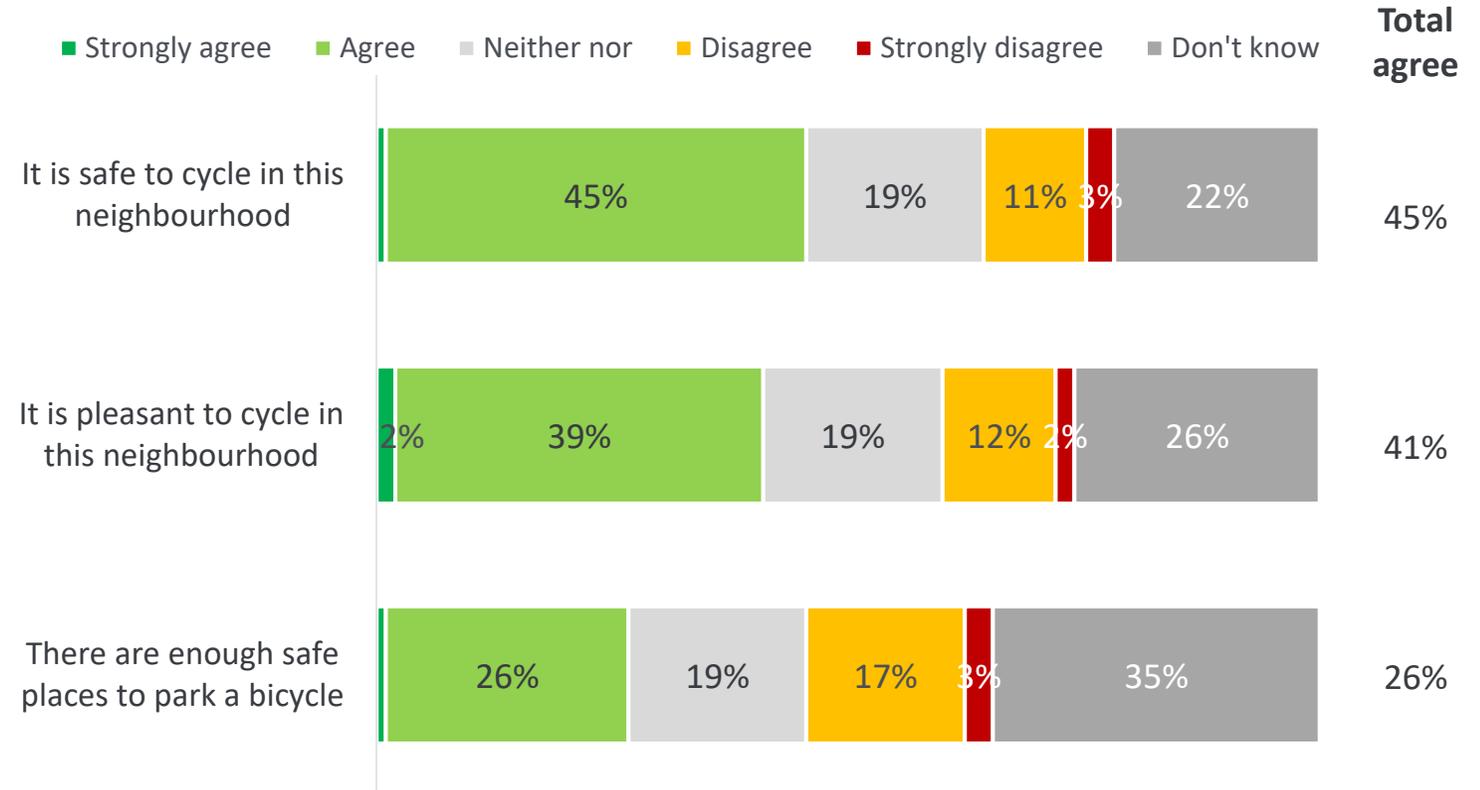
Male, 16-24

Residents

Cycling in Corstorphine

- Respondents were also asked to comment on various aspects of cycling in Corstorphine. For these statements, a significant proportion of respondents felt unable to comment; the responses for cyclists only are therefore detailed on the following page.
- Amongst those who did comment, opinions were generally more positive than negative. For example, almost half of respondents (45%) agreed that it is safe to cycle in Corstorphine and 41% agreed it is pleasant to cycle in the neighbourhood. However, there was notable disagreement with these statements – 13% disagreed that it is safe to cycle and 15% disagreed it is pleasant.
- Opinion was split on the availability of safe places to park a bicycle: nearly as many people disagreed that there are enough safe places (20%) than agreed (26%).
- Women and respondents aged 55+ were more likely than men and younger age groups to respond 'don't know' to this question, reflecting lower levels of cycling in these groups.
- The younger age group (16-34) had more positive attitudes to cycling than older respondents (55+) with higher levels of agreement that cycling is safe (63% vs 33%), pleasant (57% vs 28%) and there are enough places to park a bike (37% vs 18%).

Attitudes towards cycling in the area



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

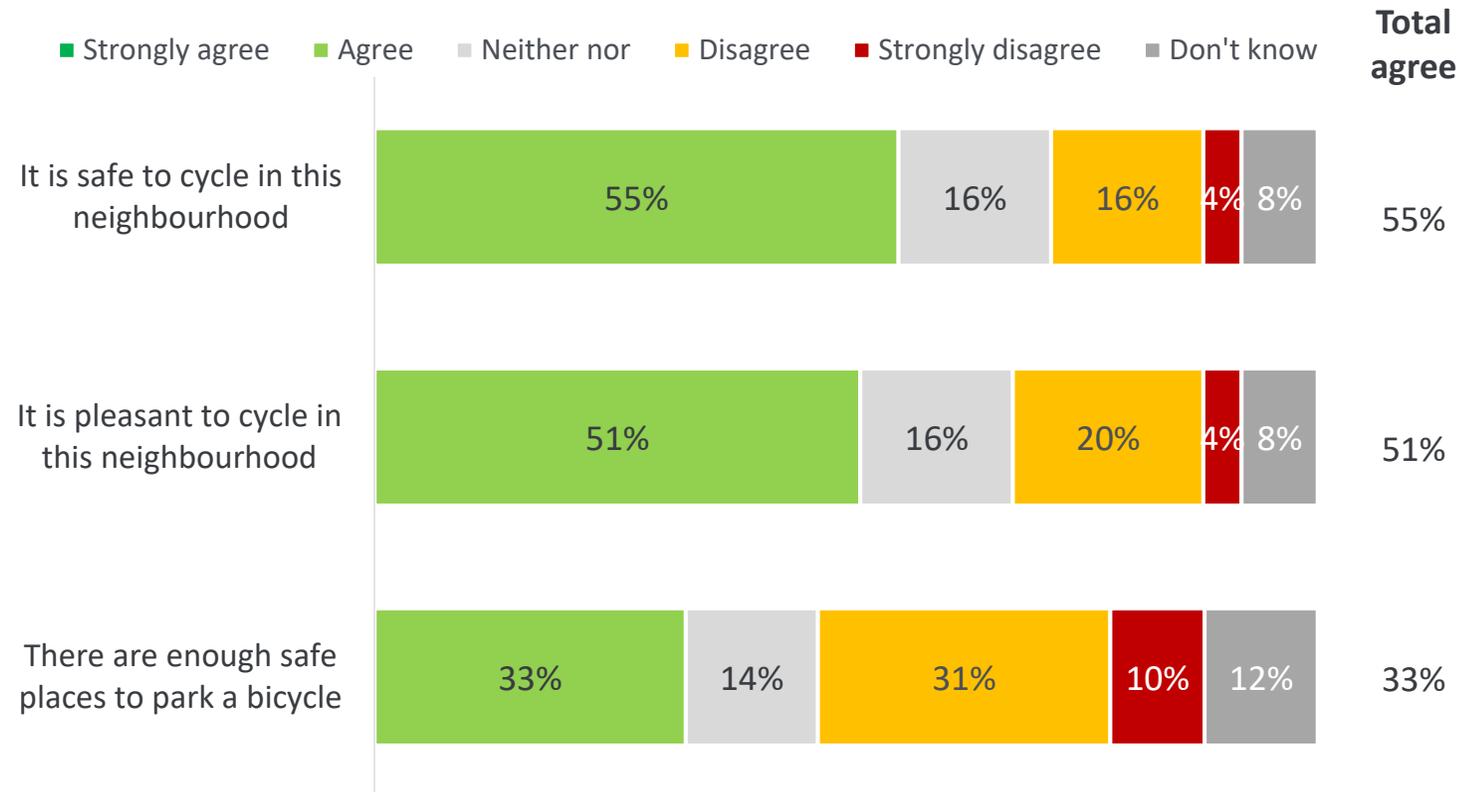
Base (all): 302

Residents

Cycling in Corstorphine

- Amongst those who reported that they cycle in the local area, fewer responded 'don't know' meaning that the proportions providing both positive and negative opinions were higher than for the total sample of residents. Overall, cyclist opinions were moderately positive, although significant proportions did express negative views.
- More than half (55%) agreed that it is safe to cycle in the neighbourhood; however, none strongly agreed and 20% disagreed.
- Similarly, whilst half (51%) considered cycling around Corstorphine to be pleasant, none agreed strongly and 24% disagreed.
- In terms of safe places to park bikes, cyclists were more likely to disagree there are sufficient – 41% disagreed there is enough safe cycle parking, compared to 33% who agreed.

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?

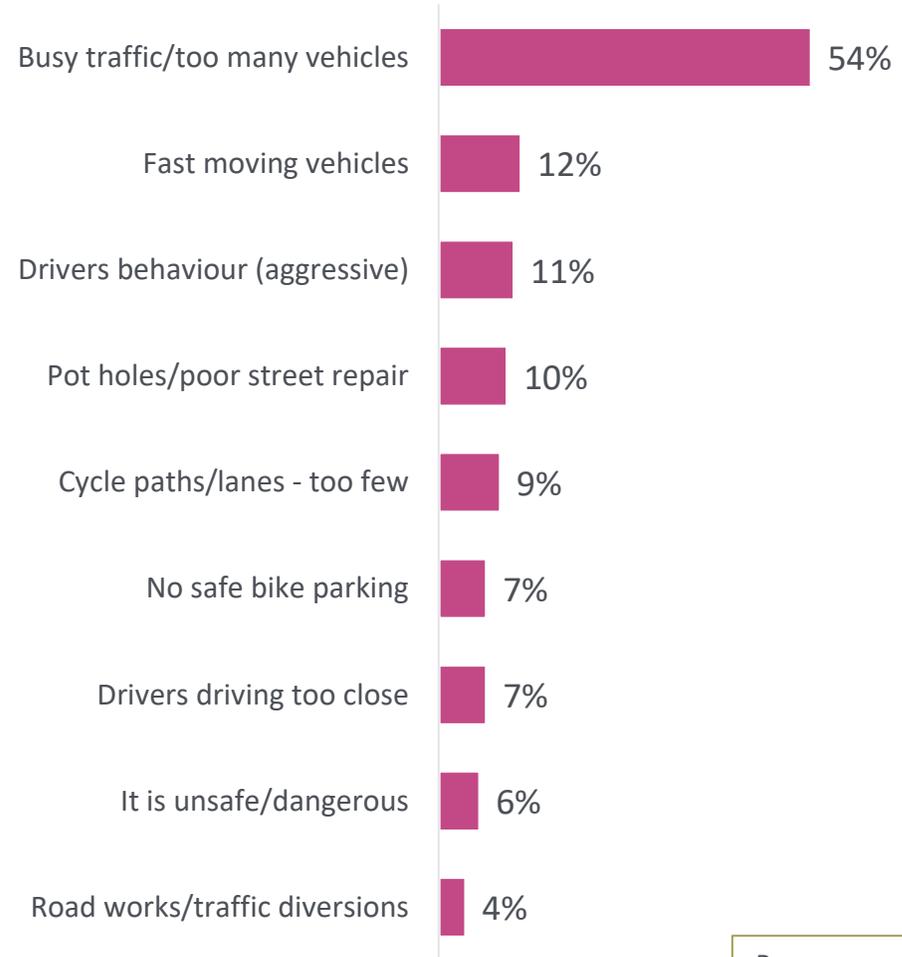
Base (cyclists only): 49

Residents

Cycling in Corstorphine

- 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 main theme in responses related to the safety of people cycling, with many commenting on issues that make cycling in the area less safe. These included:
 - **Issues with traffic (61%)** – busy traffic/too many vehicles (54%), fast moving vehicles (12%)
 - **Issues with streets/road works (13%)** – pot holes/poor street repair (10%), road works/diversions (4%)
 - **Issues with cycling infrastructure (12%)** – too few cycle lanes (9%), cycle lanes not fit for purpose (2%), need for continuous cycle lanes, i.e. not going on and off pavements/roads (1%)
 - **Issues with drivers (12%)** – drivers behaviour (aggressive) (11%), drivers driving too close (7%).

Biggest problems for people cycling in area



Responses with <3% are not shown

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

Base (all who disagreed with statements): 82

Biggest problems for people cycling



Verbatim quotes

It's the state of the roads and availability of decent cycle tracks.

Female, 25-34

Cycling amongst heavy traffic , cycle lane poles that have been put up are dangerous.

Male, 55-64

There are always roadworks in the area; they are a pain for everyone not just cyclists, but there are not a lot of places to leave your bike.

Female, 35-44

Drivers driving too fast and not giving cyclists enough room.

Female, 35-44

No safe places to keep bikes when you need to stop.

Male, 25-34

Too many cars especially on St John's Road. It's frightening to cycle along there. Other streets not so bad.

Male, 45-54

It's too risky, cars don't leave enough room for cyclists.

Male, 65+

The safety when on the roads, some drivers drive too fast and too close.

Female, 65+

Speeding cars and the roads are always congested.

Female, 55-64

The amount of traffic. There are cycle lanes but the cars go too fast.

Male, 35-44

The threat of other vehicles and quality of road surface. Lack of cycle lanes.

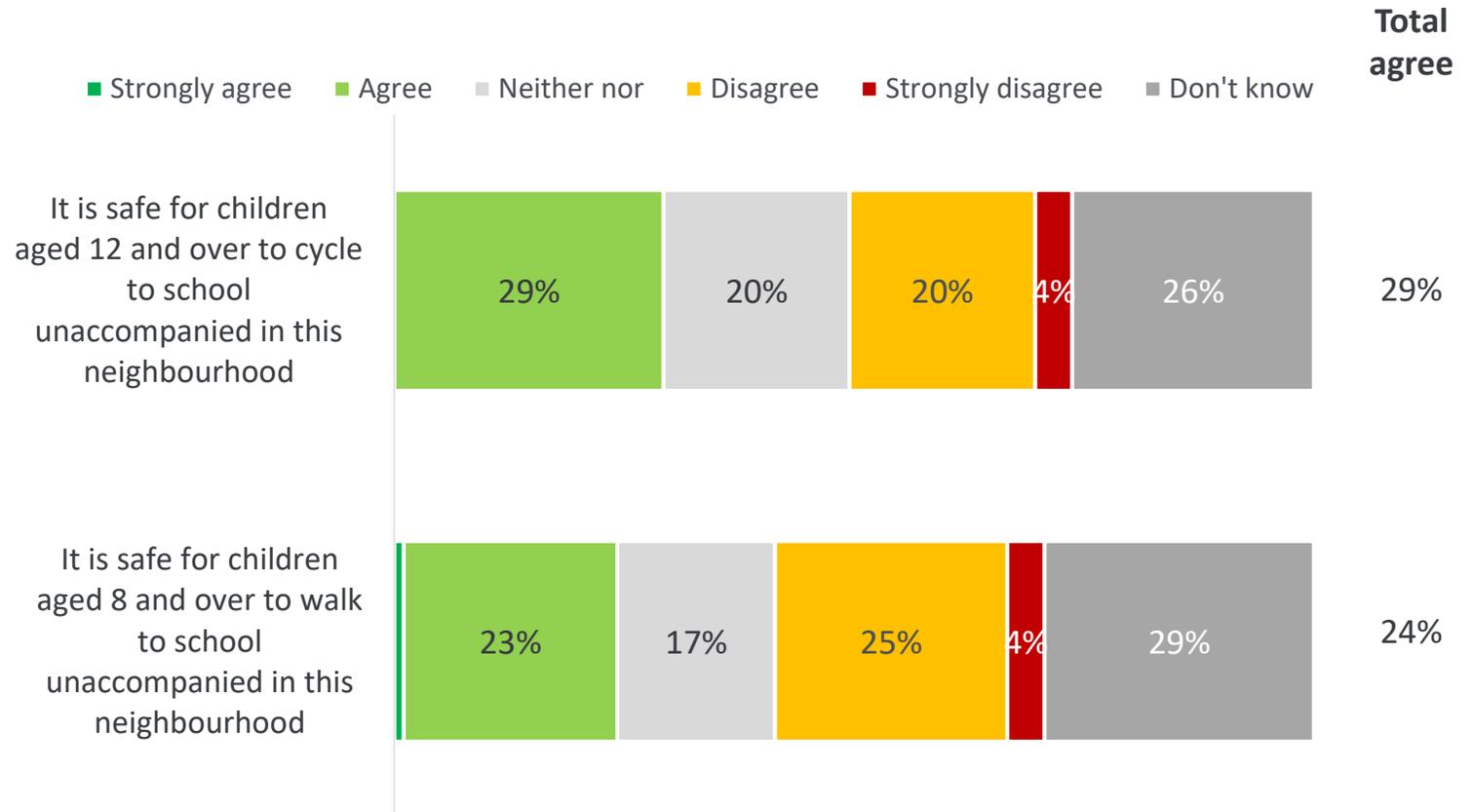
Male, 25-34

Residents

Children walking/cycling

- The sample was also asked to comment on how safe they felt the local neighbourhood is for children walking and cycling to school.
- Across the sample, only 29% agreed and 25% disagreed that it is safe for children aged 12 or over to cycle to school unaccompanied in Corstorphine.
- Opinion was similarly split on walking to school – only 24% agreed, while 29% disagreed that it is safe for children aged 8 or older to walk to school unaccompanied in the neighbourhood.
- Amongst parents views were stronger – 27% agreed and 46% disagreed that it is safe for children aged 8 or older to walk to school in Corstorphine, and 32% agreed and 39% disagreed it is safe for children aged 12 or older to cycle to school.
- Men were more likely than women to agree that it is safe for children aged 8 or older to walk to school (30%, v 19% of women).

Attitudes towards children travelling to and from school in the area



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

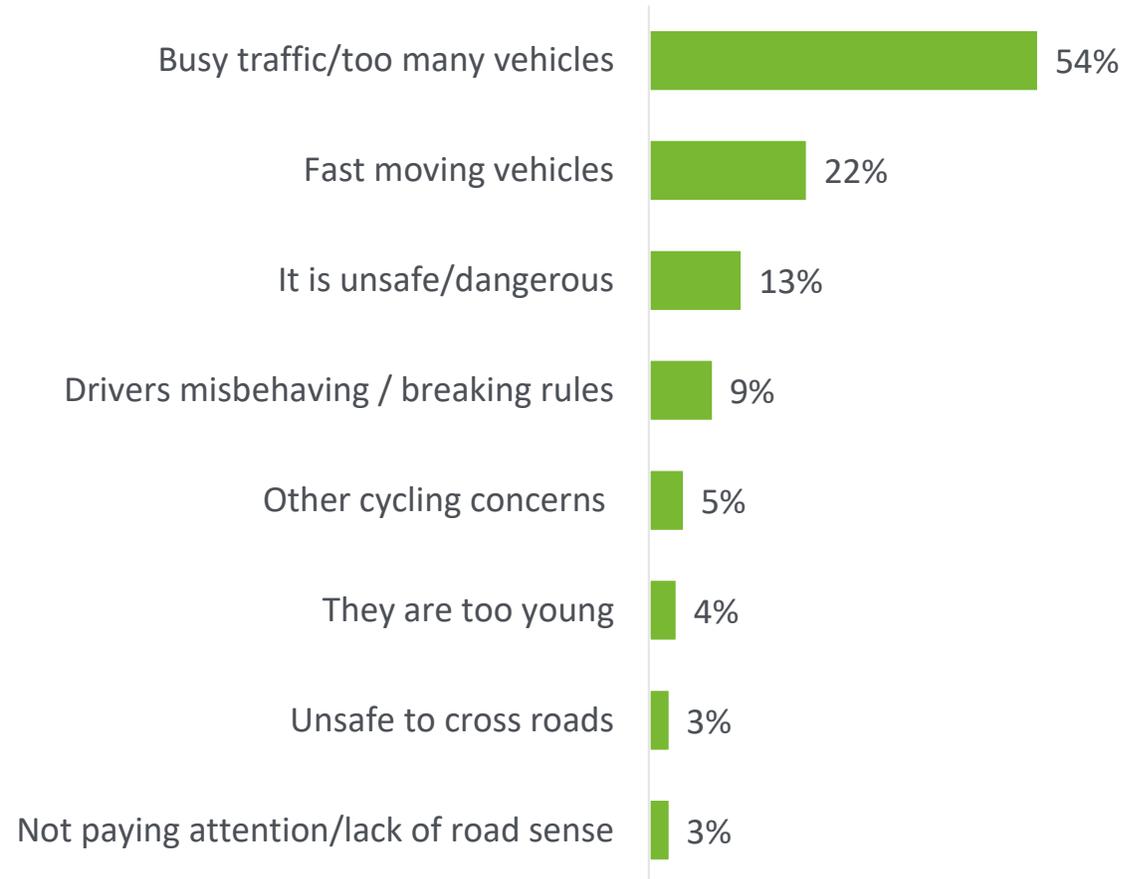
Base (all): 302

Residents

Children walking/cycling

- Again, an open ended question was asked of those who disagreed with the statements, allowing respondents to explain why they think walking and/or cycling to school is unsafe for children in Corstorphine.
- The main theme to emerge in the open ended responses was concern about traffic. Issues with traffic were mentioned by four in five respondents (79%), including concern about busy traffic/too many vehicles (54%), fast moving vehicles (22%), drivers misbehaving/breaking rules (9%) and it being unsafe to cross roads (3%).

Biggest problems for children travelling safely in area



Responses with <3% 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): 100

Biggest problems for children walking/cycling



Verbatim quotes

A lot of kids not paying attention to traffic and crossings.

Male, 16-24

Dark winter mornings and nights and the traffic.

Female, 65+

Too busy unless you stayed close to school, too many main roads to cross.

Male, 35-44

The high volumes of vehicles that pass through the area and vehicle pollution.

Female, 35-44

There are some crazy drivers. I wouldn't let my kids cycle.

Male, 25-34

There are some crazy drivers. I wouldn't let my kids cycle.

Male, 25-34

The amount of parked cars and speed that some people drive.

Female, 35-44

The roads are too busy. There's not enough traffic crossings for kids.

Male, 35-44

Cars taking short cuts through residential streets.

Female, 65+

The amount of cars parked around the schools.

Female, 25-34

Children, unless supervised, are unpredictable and the volume of traffic, especially in the mornings, is too great.

Female, 55-64

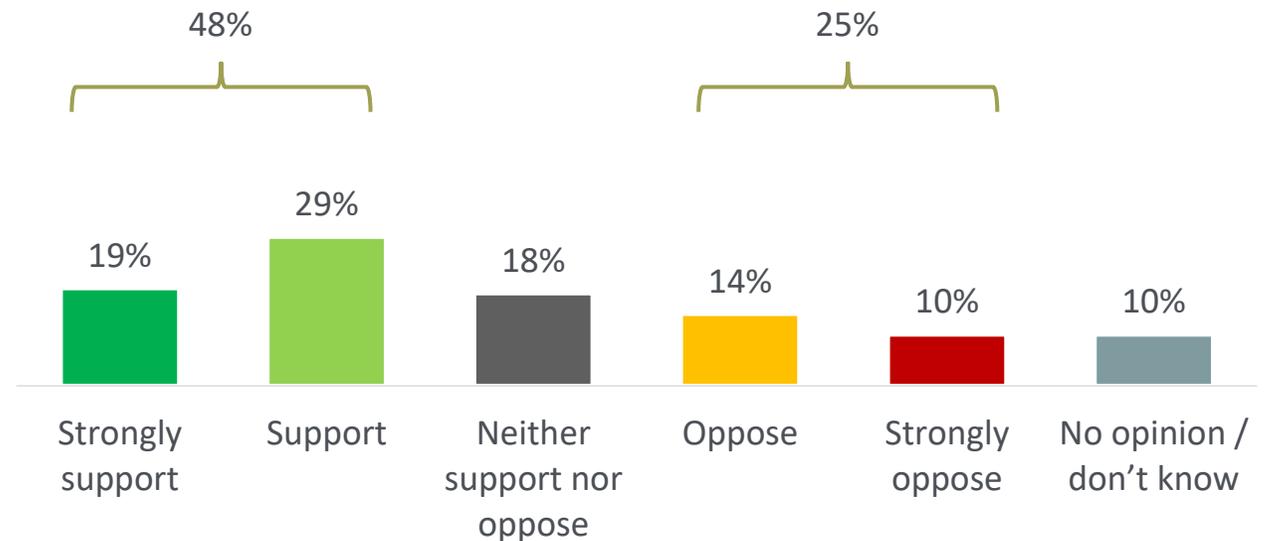
Residents

Low traffic neighbourhood

- Respondents were read a description of the proposed low traffic neighbourhood scheme and shown an image of a design concept for what a new public space could look like (see appendix).
- Nearly half the sample (48%) supported the low traffic neighbourhood proposals, with 19% strongly supportive. In total, one quarter opposed the concept, with 18% neither supportive nor opposed and 10% undecided.
- Women (56%) were more likely to support the LTN than men (40%), and conversely men were more likely to oppose than women (30% vs 19%).
- Opposition to the LTN was higher amongst respondents aged 35+ (28%) than amongst those in the younger age groups (15% of 16-34 year olds).
- People with a health condition or disability were more likely to support the LTN (64%) than those without such health concerns (46%)*.

*Significant at 90% level

Opinion on the proposed low traffic neighbourhood for Corstorphine



Q12: What is your opinion on the proposed low traffic neighbourhood for Corstorphine?

Base (all): 302

Shops and business users survey

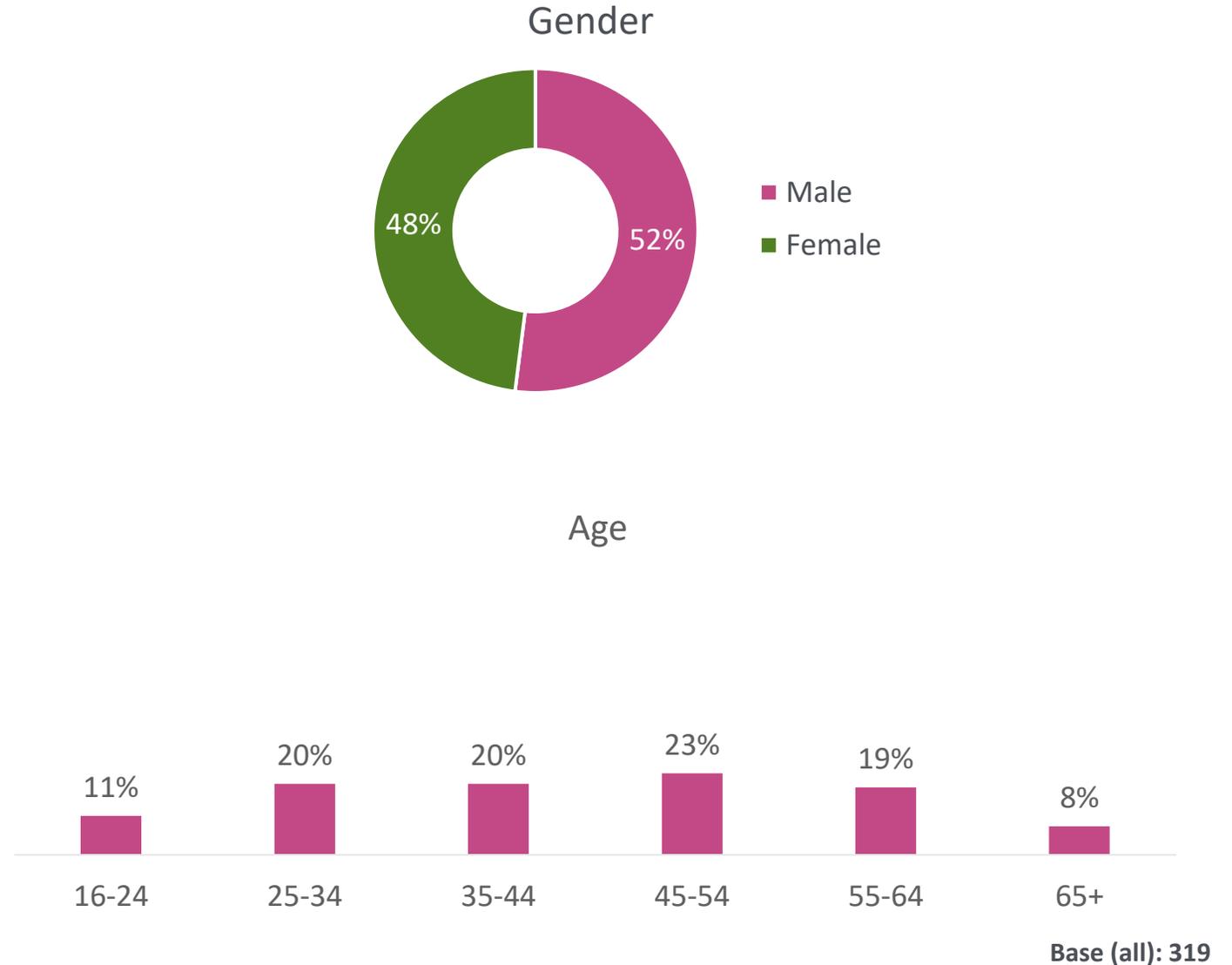
- sample profile

Shops/business users

Sample profile

- The sample of people who were interviewed while they were visiting shops and businesses in Corstorphine was approximately evenly split between males (52%) and females (48%).
- A range of age groups also participated in the research, with 31% aged 16 to 34 years old, 43% aged 35 to 54 and 27% aged 55+.

Gender and age



Shops/business users

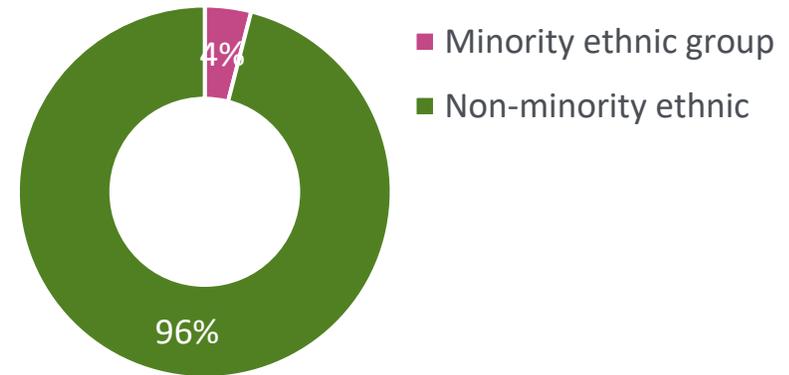
Sample profile

- In total, 4% of respondents belonged to a minority ethnic group, including Asian/Asian British (3%) and mixed ethnicity (2%).
- Three quarters of respondents were working, with 59% employed full time and 17% part time.
- Almost one in ten respondents (8%) was retired, while 4% was in education and 4% was unemployed.

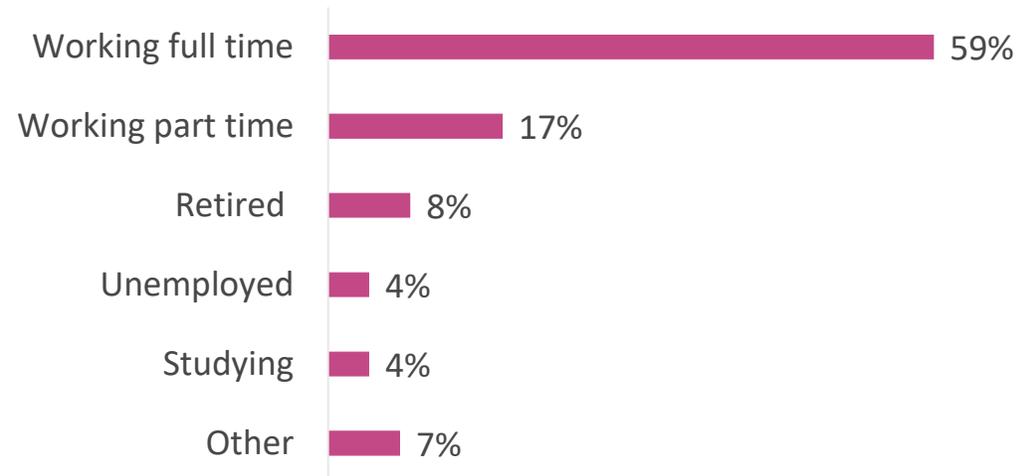
Ethnicity and working status



Minority ethnic



Working status



Shops/business users

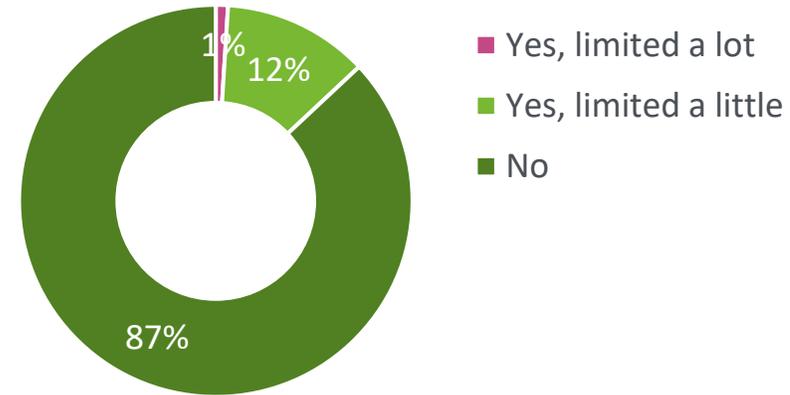
Sample profile

- Almost nine in ten respondents (88%) rated their health in the past four weeks as very good or good, although, similar to the Residents sample, only 48% said it was very good.
- Consistent with the Residents sample, one in eight (13%) 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.
- Amongst respondents aged 65+, 40% said they had a disability or health problem that limited their day-to-day activities.

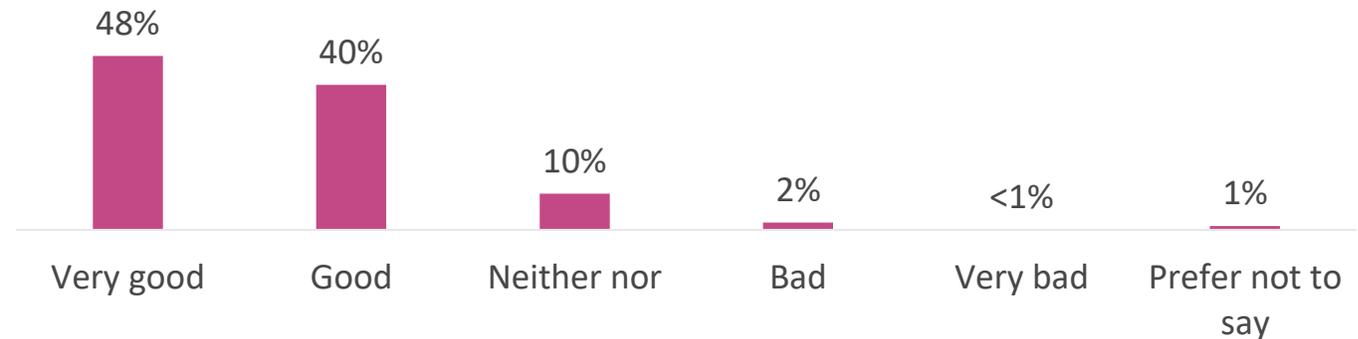
Disability and health



Day to day activities limited by health problem or disability?



Rating of overall health over past four weeks



Q21: 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?; Q22: Overall, how would you rate your general health over the past four weeks?

Base (all): 319

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

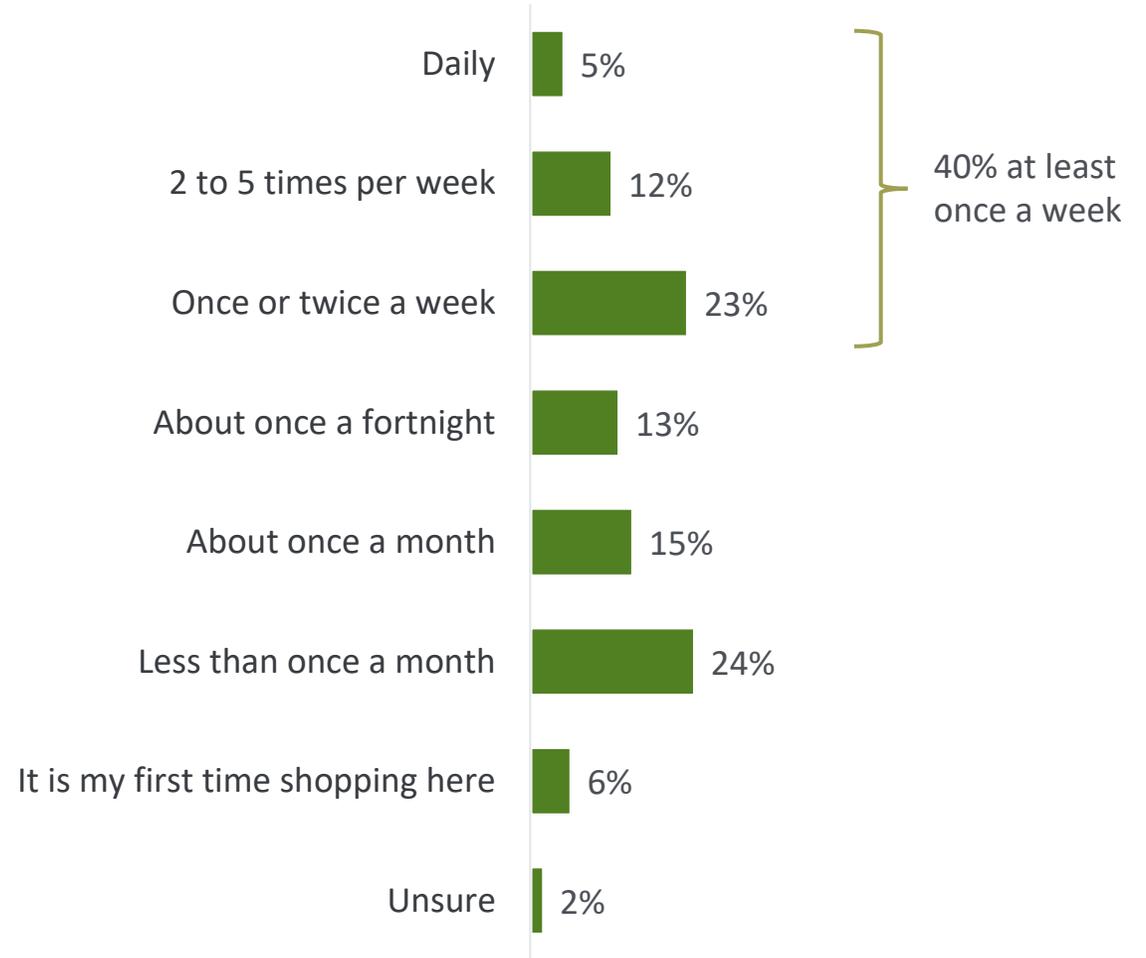
Shops and business users survey - key findings

Shops/business users

Visit profile

- Two fifths of respondents to the survey were regular visitors to the area for shopping, cafes, etc, reporting they visit at least once a week.
- Three in ten (29%) were more infrequent visitors, only visiting local shops and businesses less than once a month.
- As we would expect, people who live in Corstorphine were more likely to say they visit the area for shopping etc. at least once a week (77%) than those visiting from elsewhere (32%).
- Younger respondents also tended to visit more frequently than those in 35-54 age group – 48% of 16-34s visit at least once a week, compared to 34% of those aged 35-54.

Frequency of visiting area



Q17: How often do you visit this street/area for shopping, cafes, post office, etc. on average?

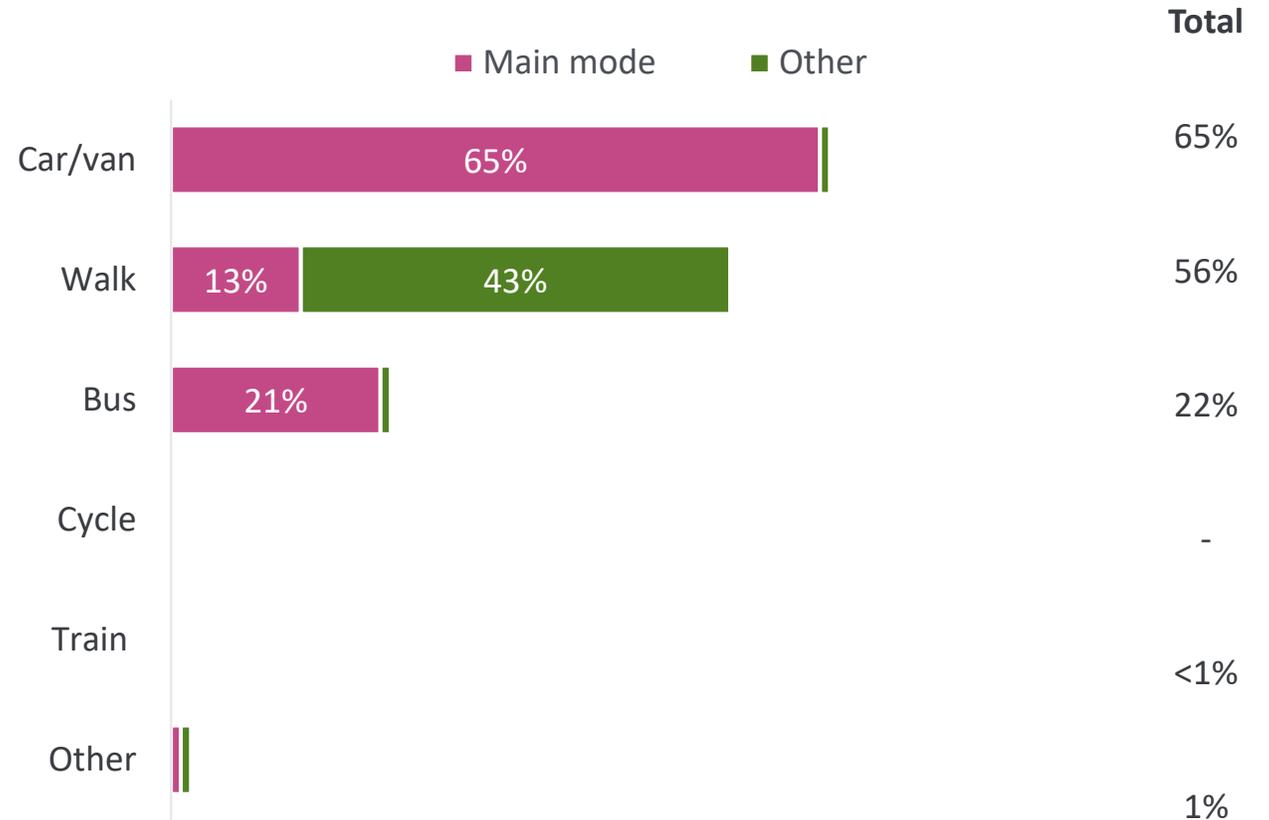
Base (all): 319

Shops/business users

Visit profile

- The main mode of transport used by people visiting shops and businesses in Corstorphine was by car/van. Almost two thirds of respondents travelled in this way.
- More than half of respondents (56%) reported that they walked, either as their main mode (13%) or for part of the journey (43%).
- The most prevalent form of public transport was by bus, mentioned by one in five as their main mode of transport to the area.
- Respondents aged 16-34 (57%) and 55+ (59%) were less likely to travel by car as their main mode, compared to those aged 35-54 (74%).
- As we would expect, Corstorphine residents were more likely to have walked as their main mode (46%) than people visiting from elsewhere (6%).

Method of transport today



Q15: 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; Q16. And what other modes of transport did you use to get here today?

Base (all): 319

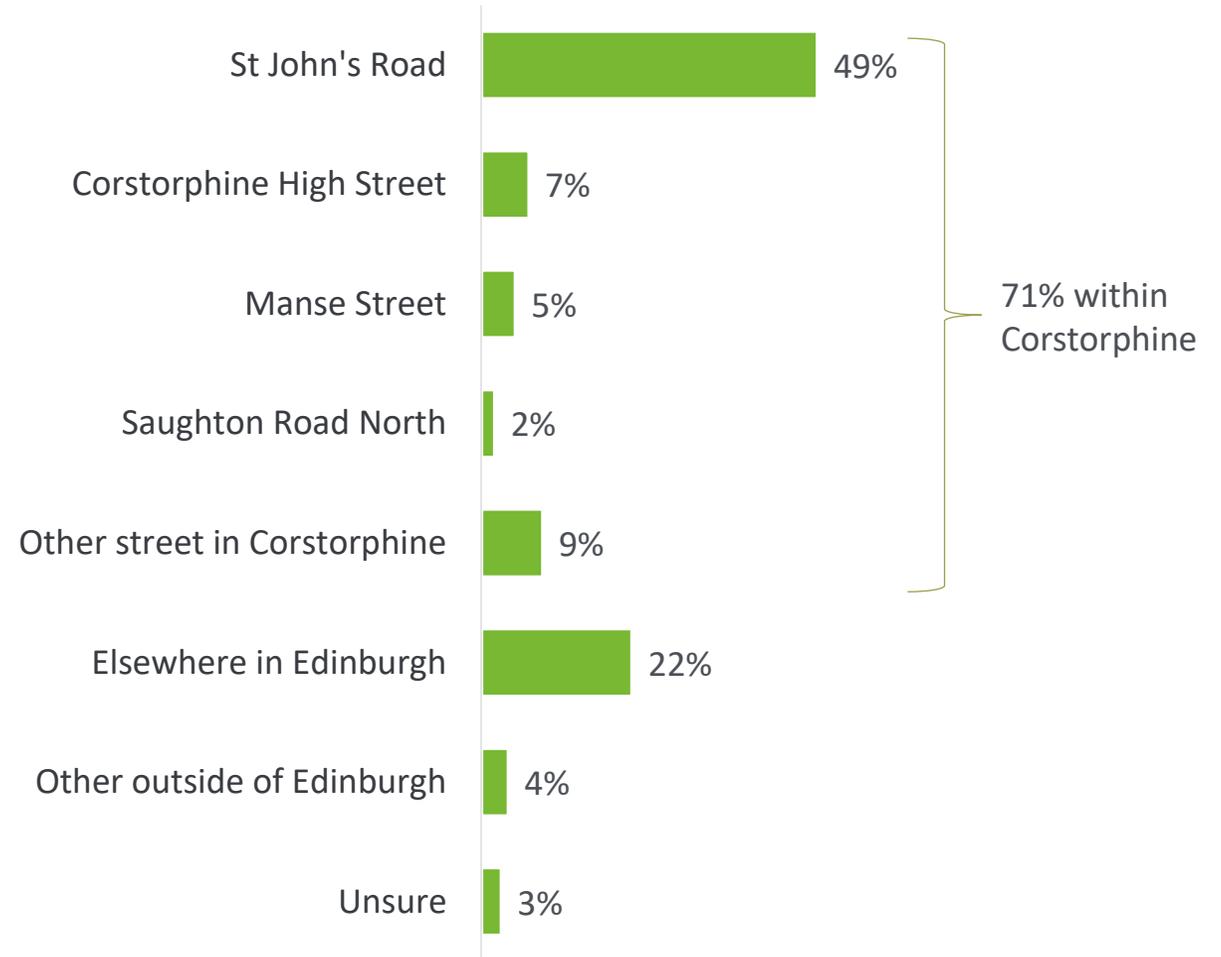
Shops/business users

Visit profile

- When asked where their main destination was on the day of interview, the majority of respondents (71%) mentioned a destination within Corstorphine, with almost half stating St John's Road.
- One quarter cited a destination outside of Corstorphine, most commonly elsewhere in Edinburgh (22%), suggesting that some had stopped off in Corstorphine on their way elsewhere.
- People who live in Corstorphine were more likely than those who live elsewhere to say their main destination was St John's Road (63% vs 46% of those from elsewhere) or Manse Street (18% vs 2%).
- A higher proportion of women (9%) than men (1%) visited Manse Street.

*Please note that responses to this question are likely to be influenced by the sampling points chosen for interviewing, which were focussed in busy areas of Corstorphine.

Main destination today



Q14: What is the main destination of the journey you're currently undertaking?

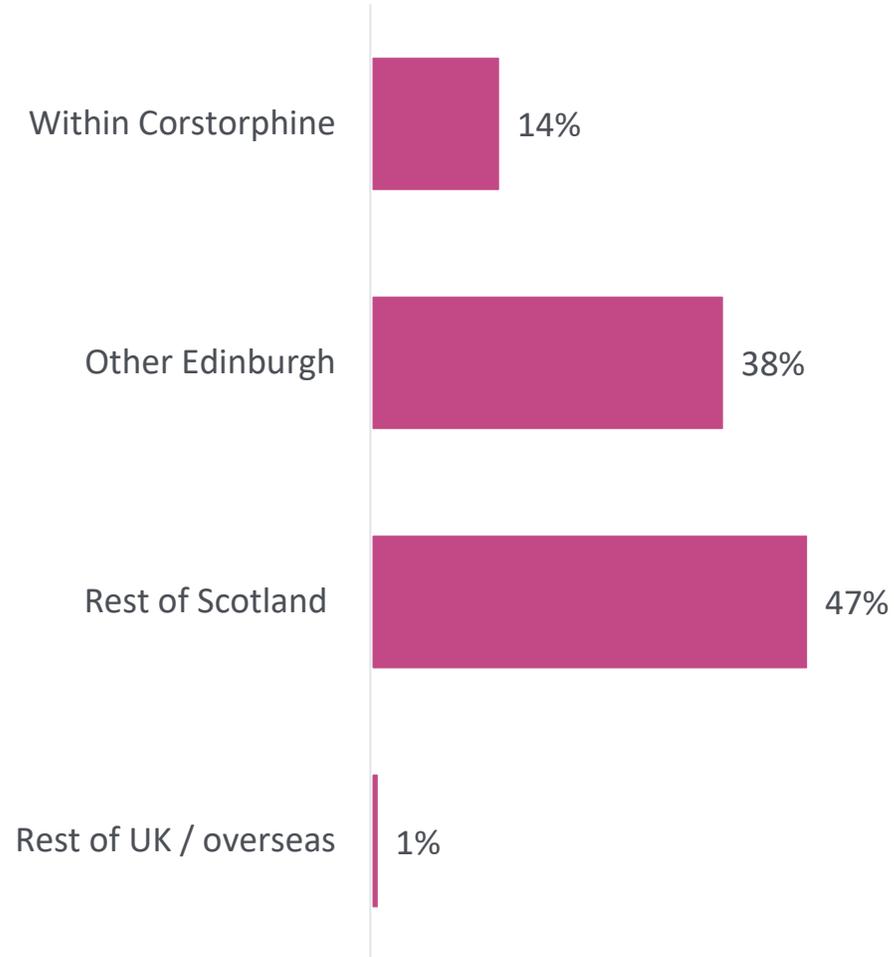
Base (all): 319

Shops/business users

Visit profile

- The visitors to Corstorphine shops and businesses came from a wide area across Edinburgh, with many also visiting from other parts of Scotland.
- Just over half (52%) of respondents reported that they started their journey to Corstorphine from within Edinburgh, with 14% starting in Corstorphine and 38% coming from other parts of the city.
- Other areas of Edinburgh included Drumbrae/Gyle (7%), Murrayfield/Roseburn (6%), Sighthill/Gorgie (4%), Almond (3%), Fountainbridge/Craiglockhart (3%) and Pentland Hills (3%).
- Almost half (47%) came from another part of Scotland, mostly west of Edinburgh, including West Lothian (19%) and Glasgow and surrounding area (17%).

Start of journey today



Q13: Where did you start your journey here today?

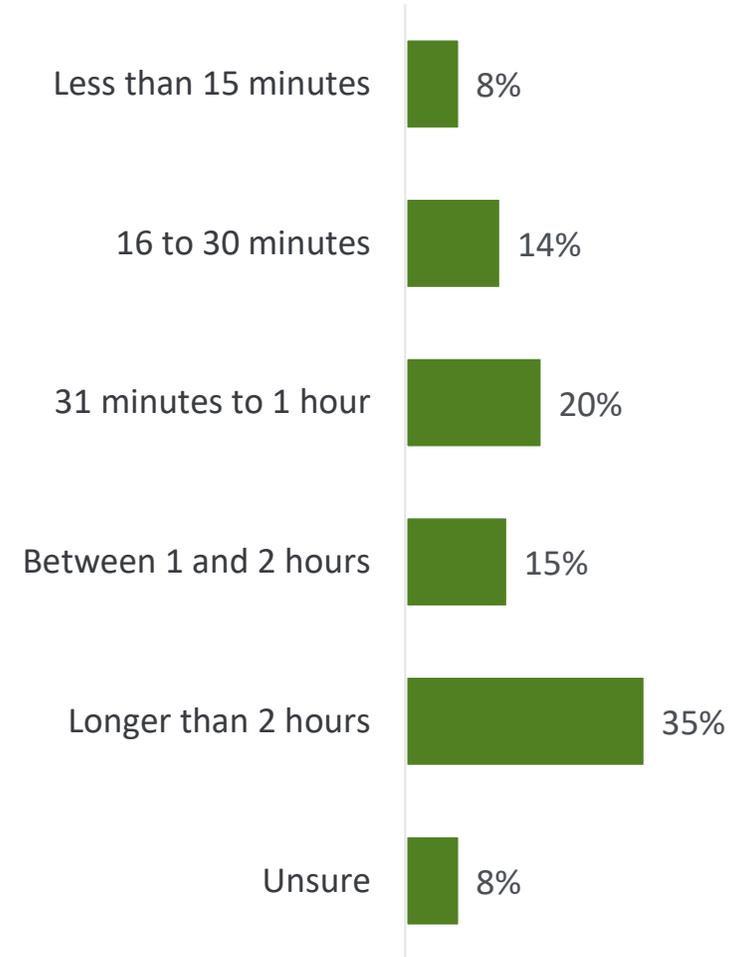
Base (all): 319

Shops/business users

Visit profile

- When asked how long they expected their visit to Corstorphine to last, 42% stated up to one hour and 50% stated more than an hour.
- People who were not residents of Corstorphine were more likely to visit for a longer period of time – 40% of non-residents reported over two hours compared with 14% of residents.
- Two thirds (67%) of Corstorphine residents visited for up to one hour, compared with just over one third (37%) of non-residents.

Length of visit today



Q18: How long do you think your visit to this street/place will be today?

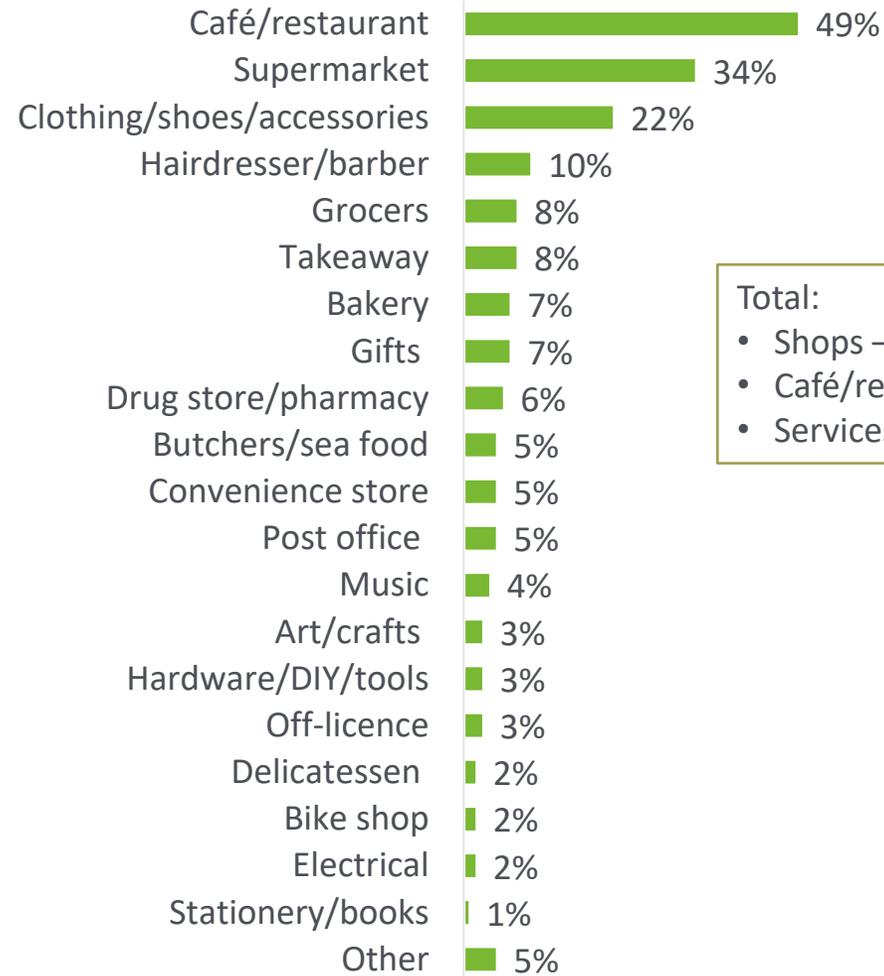
Base (all): 319

Shops/business users

Visit profile

- Almost three quarters of respondents reported visiting shops in Corstorphine, with food shops such as supermarkets (34%), grocers (8%), bakeries (7%), and butchers/seafood (5%) being the most popular choices.
- More than one in five (22%) reported that they had visited a clothing/shoes/accessories shop.
- Over half (55%) were visiting Corstorphine to go to a café/restaurant (49%) or take away (8%).
- One in five (21%) reported using local services, such as hairdressers (10%), pharmacies (6%) and post offices (5%).
- Clearly a large number of people were visiting a combination of shops and businesses, perhaps shopping and then going for a coffee or lunch, which may explain the high proportion reporting visiting the area for more than one hour.
- Use of cafes/restaurants/takeaways was higher for people who were visitors to Corstorphine (61%) than for residents (25%). People who did not live within Corstorphine were also more likely to cite clothing/shoe/accessories shops (26%) than those who did live in the area (4%). A higher proportion of people living locally visited a convenience store (12%) compared with those from elsewhere (3%).

Shops and businesses visited today



Total:

- Shops – 74%
- Café/restaurant/take away – 55%
- Services – 21%

Q19: What type of shops or businesses are you planning to visit/have you visited today?

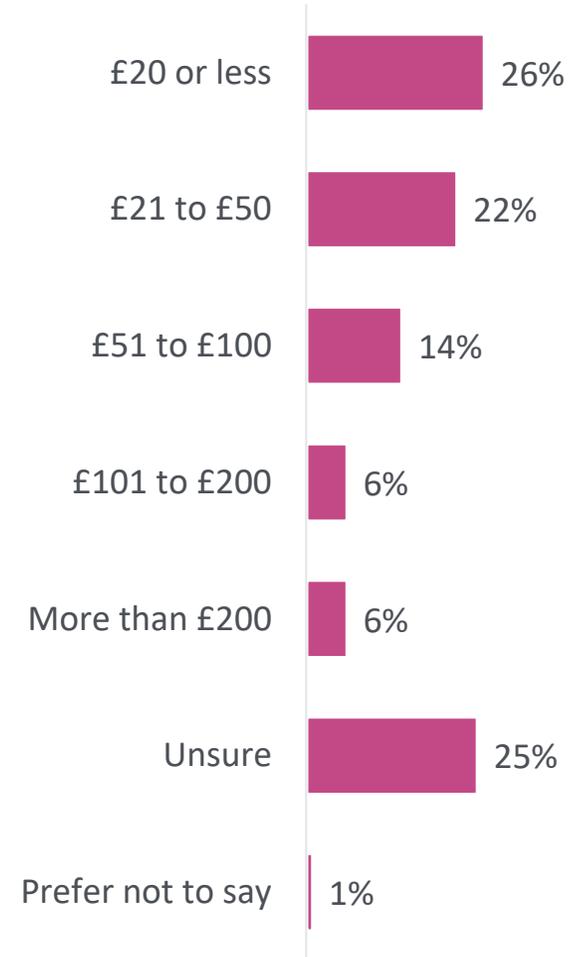
Base (all): 319

Shops/business users

Visit profile

- When asked their expected spend on the visit, a wide range of responses were received.
- Just over a quarter of respondents (26%) expected to spend £20 or less, while 36% estimated £21 to £100 and 12% planned to spend in excess of £100.
- Men (32%) and respondents aged under 35 (35%) were more likely to spend £20 or less than women (20%) or people aged 35 to 54 (21%).

Estimated spend today



Q20: In total, how much do you estimate you have spent/will spend at this street/place today?

Base (all): 319

Summary and conclusions



Research overview

- The purpose of this study was to provide a baseline data set to determine the views, opinions and experiences of people living in and visiting Corstorphine. The survey particularly focussed on issues around traffic, transport, crime and anti-social behaviour, and usage of local shops and businesses.
- The research provides a baseline data set against which future monitoring waves can be compared to measure the impact of the low traffic neighbourhood on the views and experiences of residents and visitors.

Active travel is already prevalent amongst Corstorphine residents, particularly walking

- The majority of residents had walked as their main mode of transport for their journey on the day of interview.
- Furthermore, more than nine in ten residents reported that they walk in the local area at least once a week.
- One in six residents also reported that they cycle in the local area, with 6% cycling weekly.

Traffic was widely agreed to be a problem in the local area

- Two thirds of residents described the volume of traffic and motor vehicle pollution as a big problem or somewhat of a problem. Almost half of residents were similarly concerned about traffic noise. The key areas of concern were St John's Road and Corstorphine High Street.

However, only a minority were concerned about crime and anti social behaviour

- In total, only 13% considered crime and anti social behaviour to be a big problem or somewhat of a problem in Corstorphine.
- Those who were concerned tended to respond 'unsure' when asked which streets had a problem with crime and anti-social behaviour, perhaps suggesting this issue is not particularly visible, even amongst those who perceive it to be an issue.

Summary and conclusions



Attitudes towards walking in Corstorphine were generally positive

- The majority agreed it's pleasant and safe to walk in Corstorphine. However, strength of agreement with these sentiments was weak, with far more agreeing rather than agreeing strongly, suggesting scope for improvement. There was also significant disagreement that the pavements are wide enough – more than a quarter of residents disagreed.
- There was also significant disagreement that there are enough places to sit and relax in Corstorphine (half of respondents disagreed), suggesting the proposals for the LTN will be welcomed by residents.
- The main issues for people walking in the area related to high levels of traffic and pavements being too narrow or uncared for.

Residents were more likely to agree than disagree that it is pleasant and safe **it is to cycle in Corstorphine**

- However, very few agreed strongly that cycling in Corstorphine is pleasant or safe.
- Amongst cyclists, attitudes also tended to be positive, although a significant minority disagreed it is pleasant (24%) or safe (20%) to cycle locally.
- People who cycle were more likely to disagree than agree that safe bike parking spaces in Corstorphine are sufficient.
- The key concerns around cycling were in relation to the volume of traffic, the speed of traffic, issues with streets (e.g. potholes) and the lack of coherent cycling infrastructure.
- There is clearly scope to improve provision of safe cycling infrastructure and bike parking in Corstorphine to encourage uptake of active travel in the area.

Opinions were split regarding whether it is safe for children to walk or cycle to school unaccompanied, although parents tended to be more concerned

- Similar proportions of residents agreed and disagreed that it is safe for unaccompanied children to walk to school (if aged 8 or older) or cycle to school (if aged 12 or older).
- Amongst parents, however, higher proportions disagreed than agreed that it is safe for children to walk or cycle to school unaccompanied.
- The main concerns were the high traffic volumes in the area and the speed of cars.

Summary and conclusions



Support for the LTN amongst residents was cautiously positive

- Almost half of residents supported the proposals, with one quarter opposing. This finding provides evidence that the introduction of the LTN in Corstorphine is likely to be supported by the local community.

Corstorphine attracts visitors to shops and businesses from a wide area, and visits to shops were particularly popular

- Only 14% of those interviewed visiting shops and businesses had travelled from within Corstorphine, while 38% came from other parts of Edinburgh and almost half came from other parts of Scotland – mostly from areas to the west of the city.
- Both shops and cafes/restaurants were popular and half spent more than an hour in Corstorphine for their visit on the day of interview.
- Spend figures were more varied ranging from £20 or less (26%) to more than £100 (12%). There may be scope to increase spend in future waves if visitors are encouraged to stay for longer and visit more shops and businesses.



Appendices

Map of Corstorphine

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

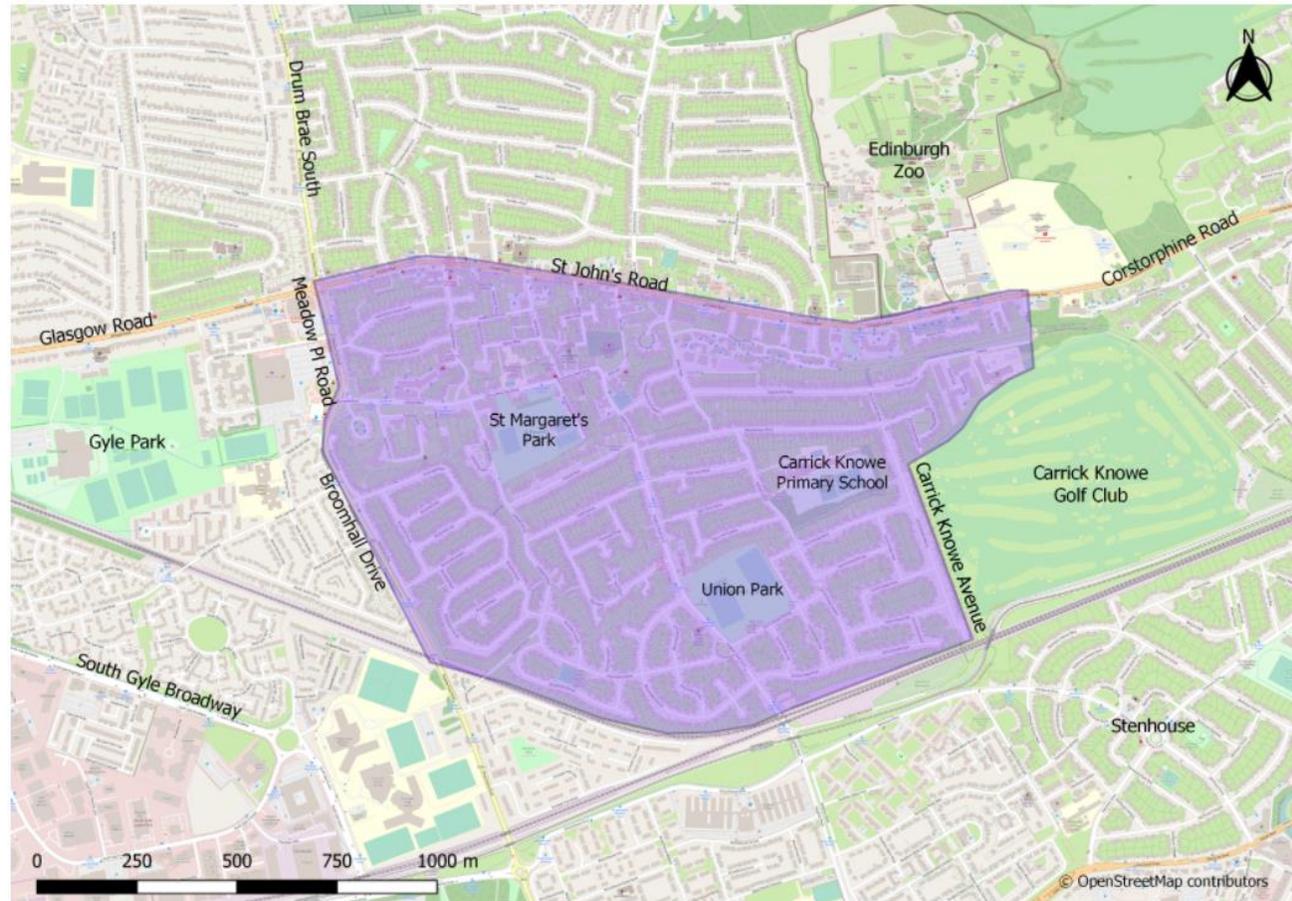


Image of public space in low traffic neighbourhood (Q12)



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

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



Technical appendix

Quantitative: method and data processing



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

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

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

The target sample sizes were 300 Residents and 300 Shops and Business Users and the final achieved sample sizes were 302 Residents and 319 Shops and Business Users.

Fieldwork was undertaken between 25th March and 7th July 2022. In total, 9 interviewers worked on data collection.

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.

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

The overall sample size of 302/319 provides a dataset with an approximate margin of error of between $\pm 1.13\%$ and $\pm 5.66\%$, calculated at the 95% confidence level (market research industry standard).

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

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:

- Responses are checked to ensure that interviewer and location are identifiable. Any errors or omissions detected at this stage are referred back to the field department, who are required to re-contact interviewers to check.
- A computer edit of the data carried out prior to analysis involves both range and inter-field checks. Any further inconsistencies identified at this stage are investigated by reference back to the raw data on the questionnaire.
- Where "other" type questions are used, the responses to these are checked against the parent question for possible up-coding.
- Responses to open-ended questions will normally be spell and sense checked. Where required these responses may be grouped using a code-frame which can be used in analysis.
- All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.

Key contacts



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