

progressive

City of Edinburgh Council

Leith Connections: Residents and Shops
and Business Users Attitudinal Survey

- Wave 1

July 2022



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



Within Leith, CEC plans to deliver segregated cycling infrastructure; complementary measures, such as improved pedestrians crossings, footways and new placemaking areas with seating and planting; and measures to reduce through traffic. Some measures will be introduced on a trial basis.

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

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.

Method



- The data 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 Leith 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 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 fieldwork was completed between 25th March and 4th May (Business) and 25th March and 7th July 2022 (Residents*).
- In total, 318 Residents and 300 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 Leith.

*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)	163	157
Female (incl. trans female)	155	142

Age	Residents sample	Shops/Business sample
16-34	87	79
35-54	115	110
55+	115	110

Disability or health condition	Residents sample	Shops/Business sample
Have a disability/health condition	41 	40 
Do not have a disability/health condition	276	259

Parent of child/ren under 16	Residents sample
Parent	58
Not a parent	253

Cycling	Residents sample
Cycle in local area	48 
Never cycle in local area	270

Where do you live?	Shops/Business sample
People living in Leith*	65
People living elsewhere	213

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

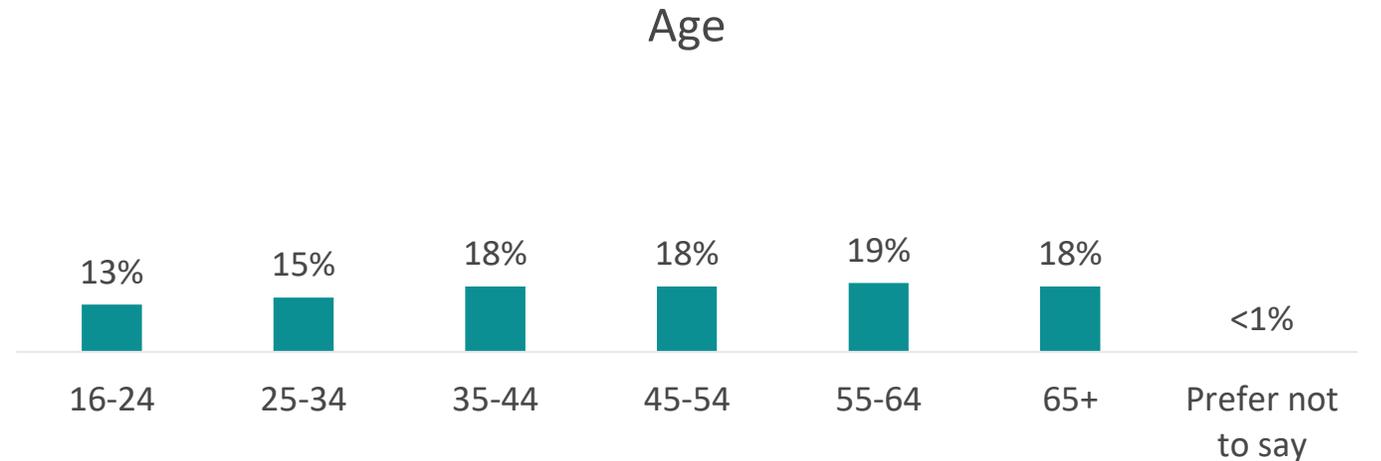
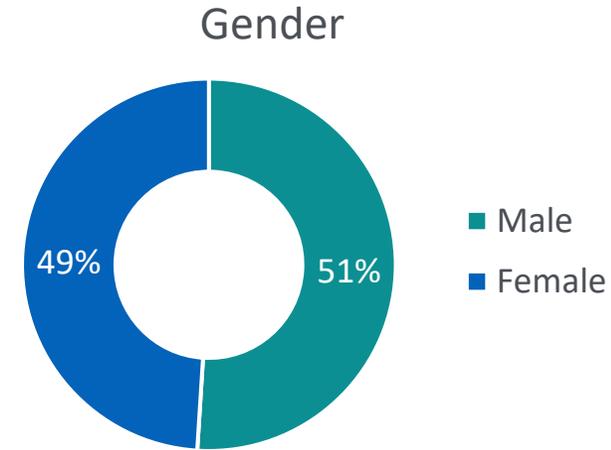
Residents

Sample profile

- The sample of residents included an approximately even split of males and females, and a spread of age groups.
- In total, 27% of respondents were aged under 35 years old, 36% were aged 35 to 54 and 36% were aged 55 years or older.



Gender and age



Base (all): 318

Residents

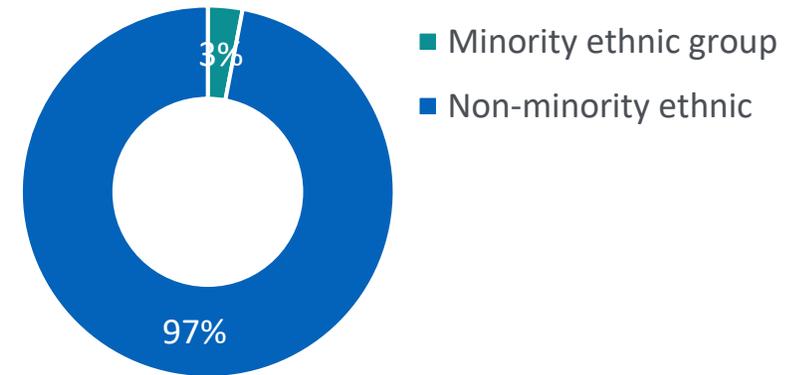
Sample profile

- In total, 3% of respondents belonged to a minority ethnic group, with 2% Asian/Asian British, 1% of mixed ethnicity and <1% belonging to another ethnic group.
- The largest proportions of respondents (56%) were in employment, with 46% working full time and 10% part time. One in five were retired and almost one in ten were unemployed.

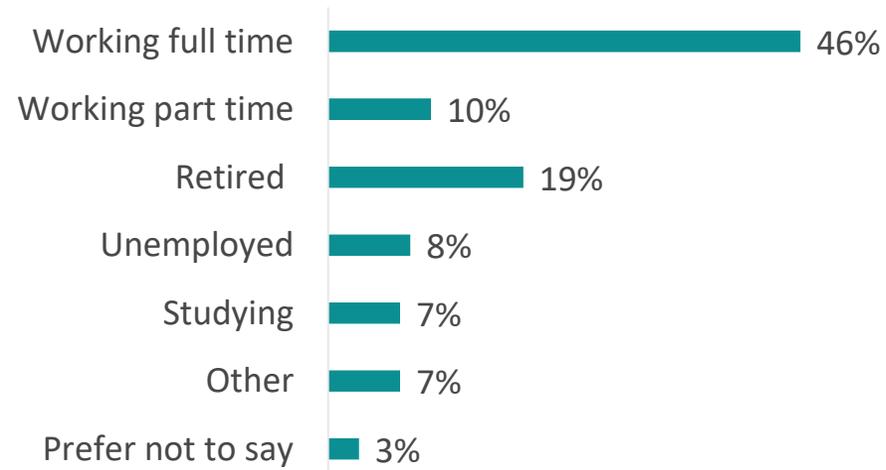
Ethnicity and working status



Minority ethnic



Working status



Residents

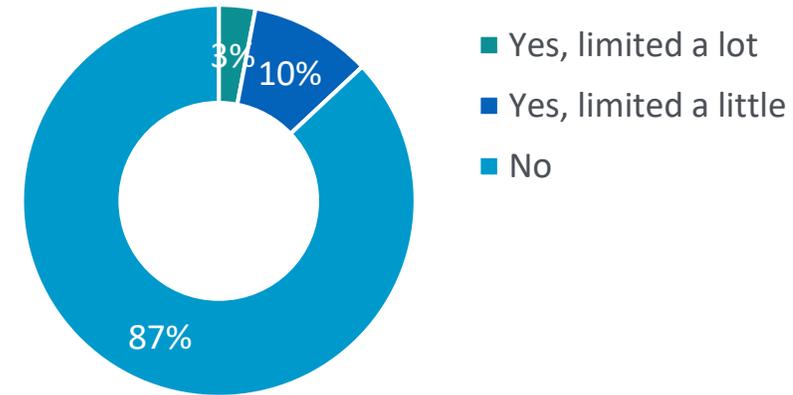
Sample profile

- The majority of respondents (85%) rated their health in the past four weeks positively, although only 46% said it was very good.
- Around one in eight (13%) said their day-to-day activities were limited due to a health problem or disability, with 3% saying they were limited a lot and 10% limited a little.
- Amongst respondents aged 65+, almost two fifths (38%) said they had a disability or health problem that limited their day-to-day activities.

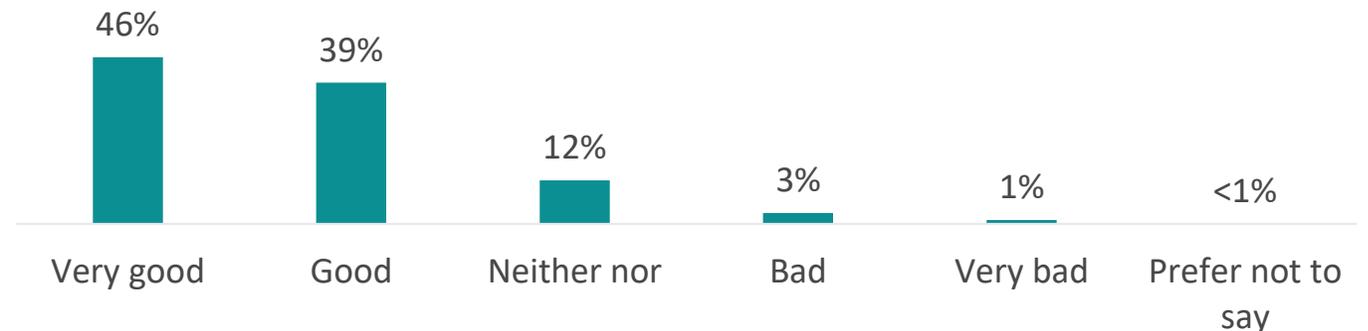
Disability and health



Day to day activities limited by health problem or disability?



Rating of overall health over past 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): 318

Residents

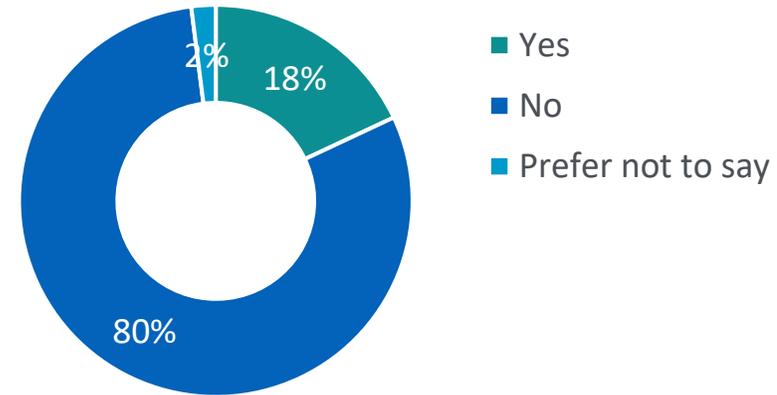
Sample profile

- Just under a fifth of respondents were the parent, guardian or carer of children under the age of 16 years old.
- These respondents had children across a range of ages, with the largest proportion (41%) with children aged 8-11 years old.



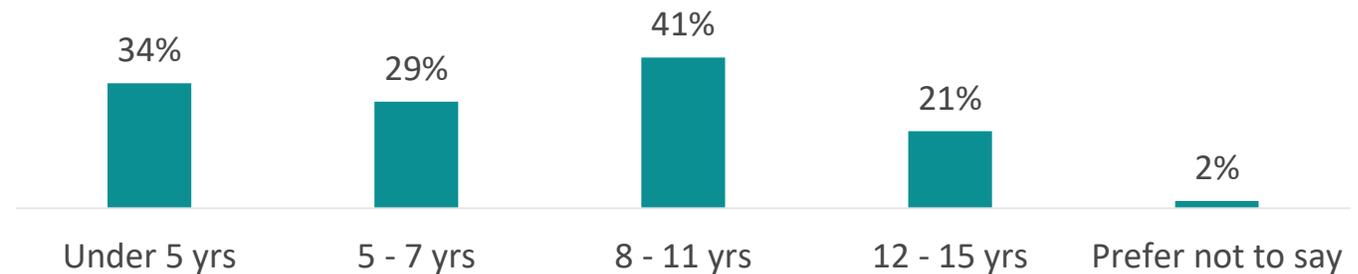
Parents of children under 16

Parent, guardian or carer of children under 16 yrs?



Base (all): 318

Ages of children



Base (all parents): 58

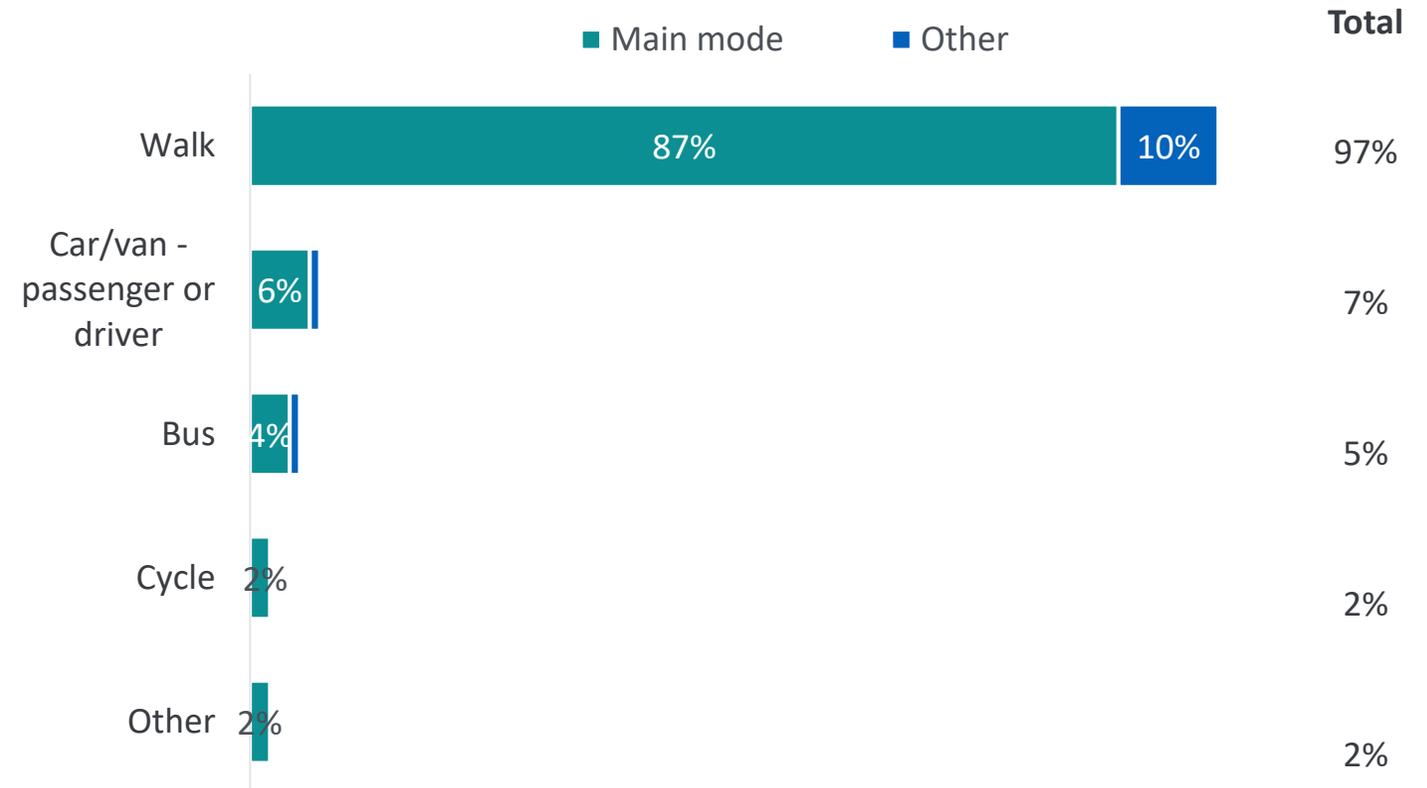


Residents survey - key findings

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 (87%) or for part of the journey (10%).
- All other modes were used by much smaller proportions: 7% travelled by car, 5% by bus and 2% cycled.
- There were no statistically significant differences in findings across the demographic profile of the sample.

Method of transport today



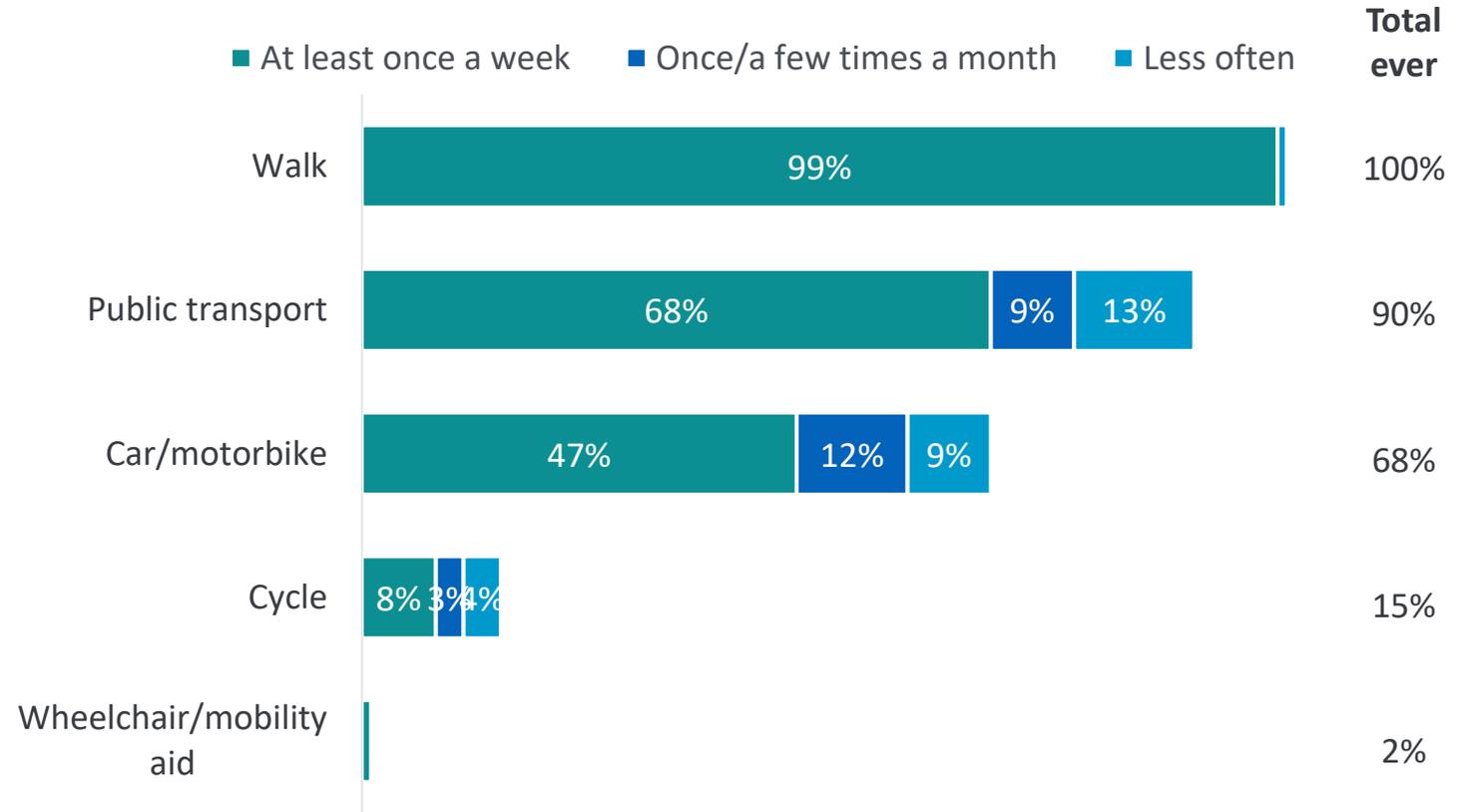
Q15: How did you travel to get here today? Firstly, what was your main mode of transport? i.e. the method you used for the longest part of your journey; Q16. And what other modes of transport did you use to get here today?

Base (all): 318

Residents Transport

- Respondents were also asked how often they used various modes of transport to get around the local area.
- Again, participation in active travel was evident, with the vast majority (99%) walking at least once a week. A significant minority (15%) also reported that they cycle, with 8% doing so at least weekly.
- Nine in ten reported that they ever use public transport, with 68% using it at least weekly.
- Travel by car/motorbike was mentioned by 68% of respondents as a way of getting around the local area, with 47% using this mode at least weekly.
- Men (21%) were more likely than women (9%) to ever cycle and to cycle at least once a week (13% vs 4%).
- Younger respondents were less likely to travel by car – only 57% of under 35s ever do so for travel in the Leith area, compared to 72% of those aged 35+.
- Parents were also more likely to travel by car (83%) than those with no children in the household (64%).
- Use of public transport was consistent across age groups and gender.

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): 318

Residents

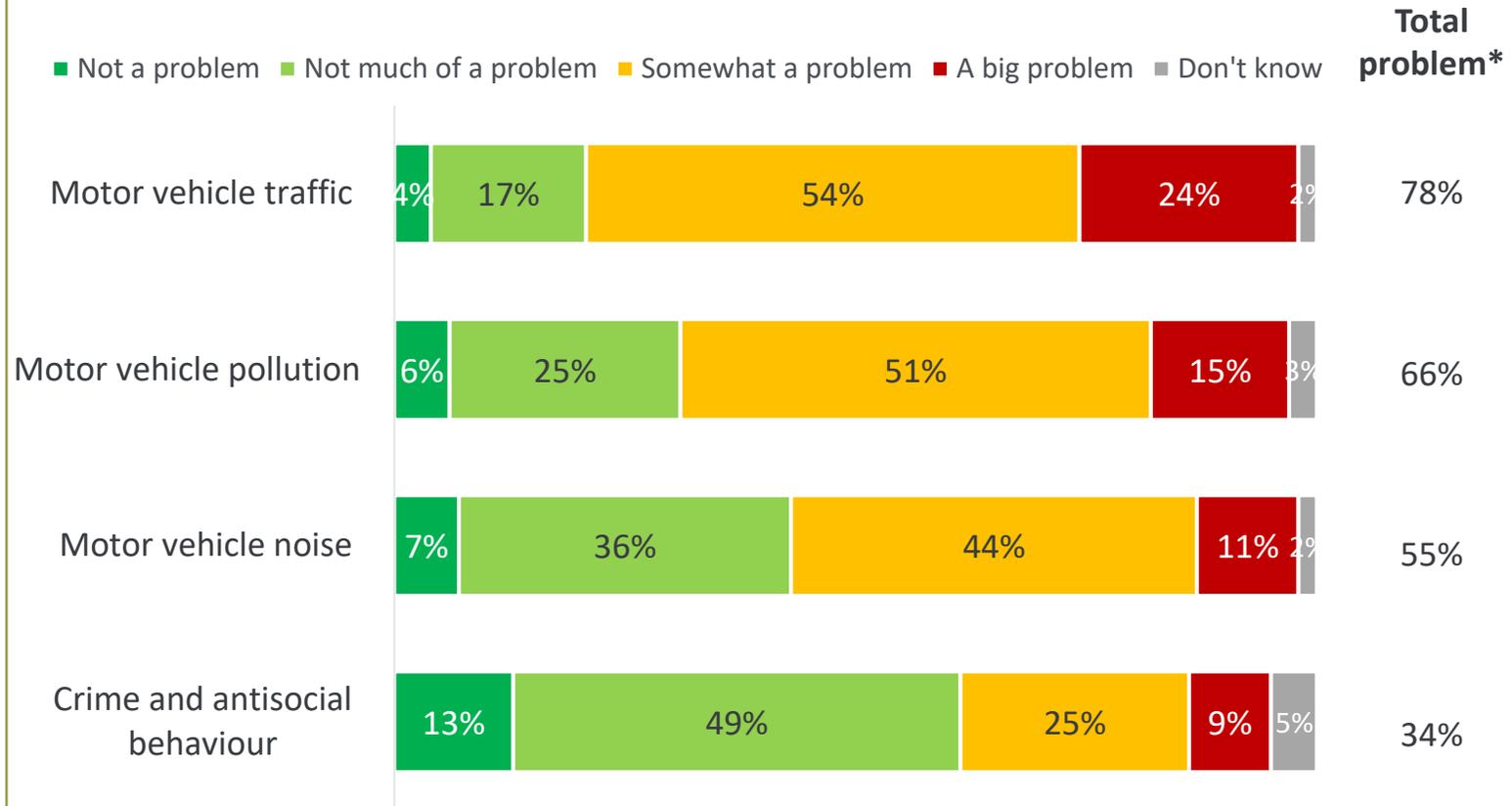
Neighbourhood issues

- Respondents were asked to provide an opinion on the degree to which a number of issues are a problem in the Leith area.
- Motor vehicle traffic generally and pollution specifically were the most likely to be described as a problem. Almost eight in ten considered traffic to be a big problem/somewhat a problem, with almost a quarter saying it is a big problem in the area.
- Motor vehicle pollution was described as a problem by two thirds of respondents, with 15% saying it is a big problem.
- Motor vehicle noise was also widely recognised as an issue – 55% saw it as a problem, with 11% describing it as a big problem.
- Crime and antisocial behaviour was less likely to be a concern. Nevertheless, a third of respondents overall (34%) described this as a problem in Leith and one in ten said it was a big problem (9%).
- Women (83%) were more likely than men (72%) to consider motor vehicle traffic to be a problem. People who cycle (92%) were also more likely than people who don't cycle (75%) to see traffic as a problem.
- Attitudes to crime and antisocial behaviour were generally consistent, although cyclists (46%) and parents (45%) were slightly more likely to rate this as a problem in Leith*.

*Significant at 90% level



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

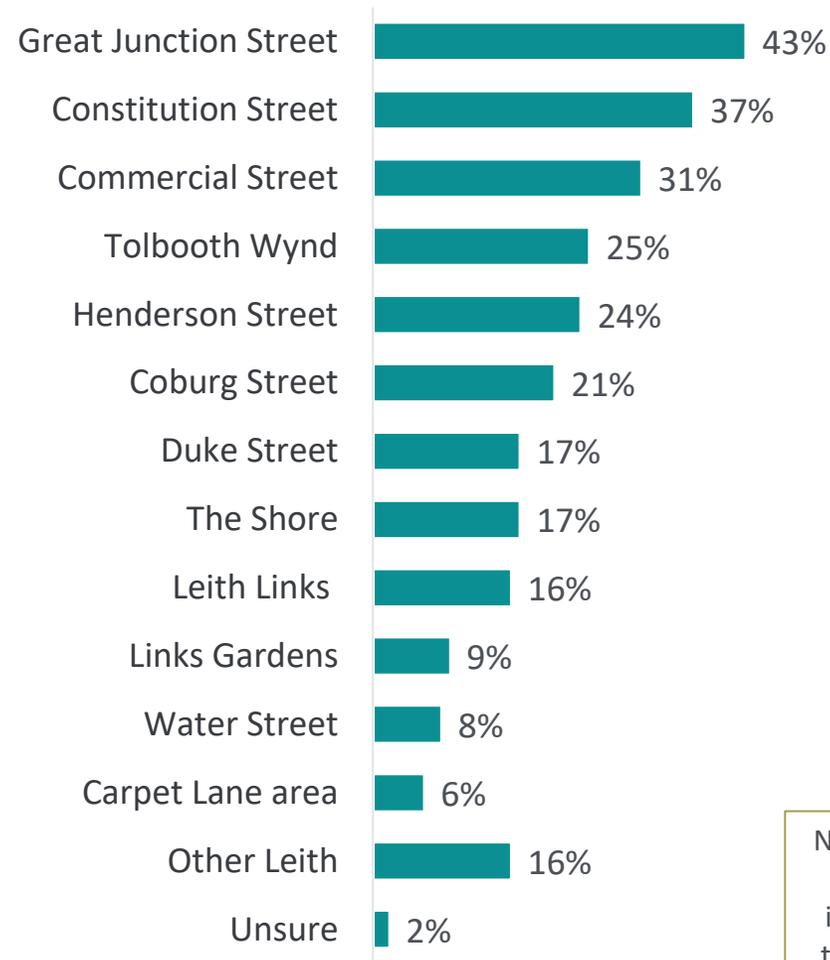
Base (all): 318

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, suggesting that issues with traffic are fairly widespread throughout the main commercial areas of Leith.
- Great Junction Street was cited by almost half of respondents (43%), with over a third (37%) also mentioning Constitution Street and 31% considering Commercial Street a problem area in terms of traffic.

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



Note: Leith Walk was mentioned by 51% of respondents but is not included in the chart as it is not in the Leith Connections project area

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

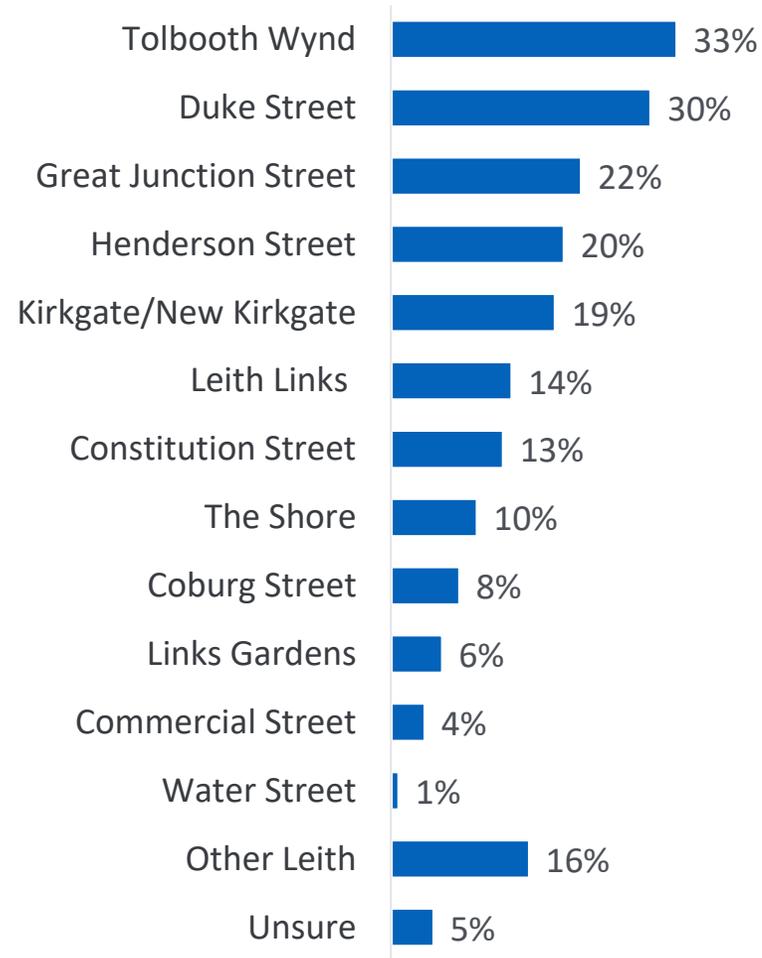
Base (those who perceived a problem): 251

Residents

Neighbourhood issues

- Those respondents who considered crime and antisocial behaviour to be a problem were asked to identify the streets which they considered to be most of concern.
- A third mentioned Tolbooth Wynd and three in ten mentioned Duke Street as areas with a problem with crime and antisocial behaviour. Around a fifth mentioned Great Junction Street, Henderson Street and/or Kirkgate/New Kirkgate.

Streets where crime and antisocial behaviour is perceived to be a problem



Note: Leith Walk was mentioned by 21% of respondents but is not included in the chart as it is not in the Leith area

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

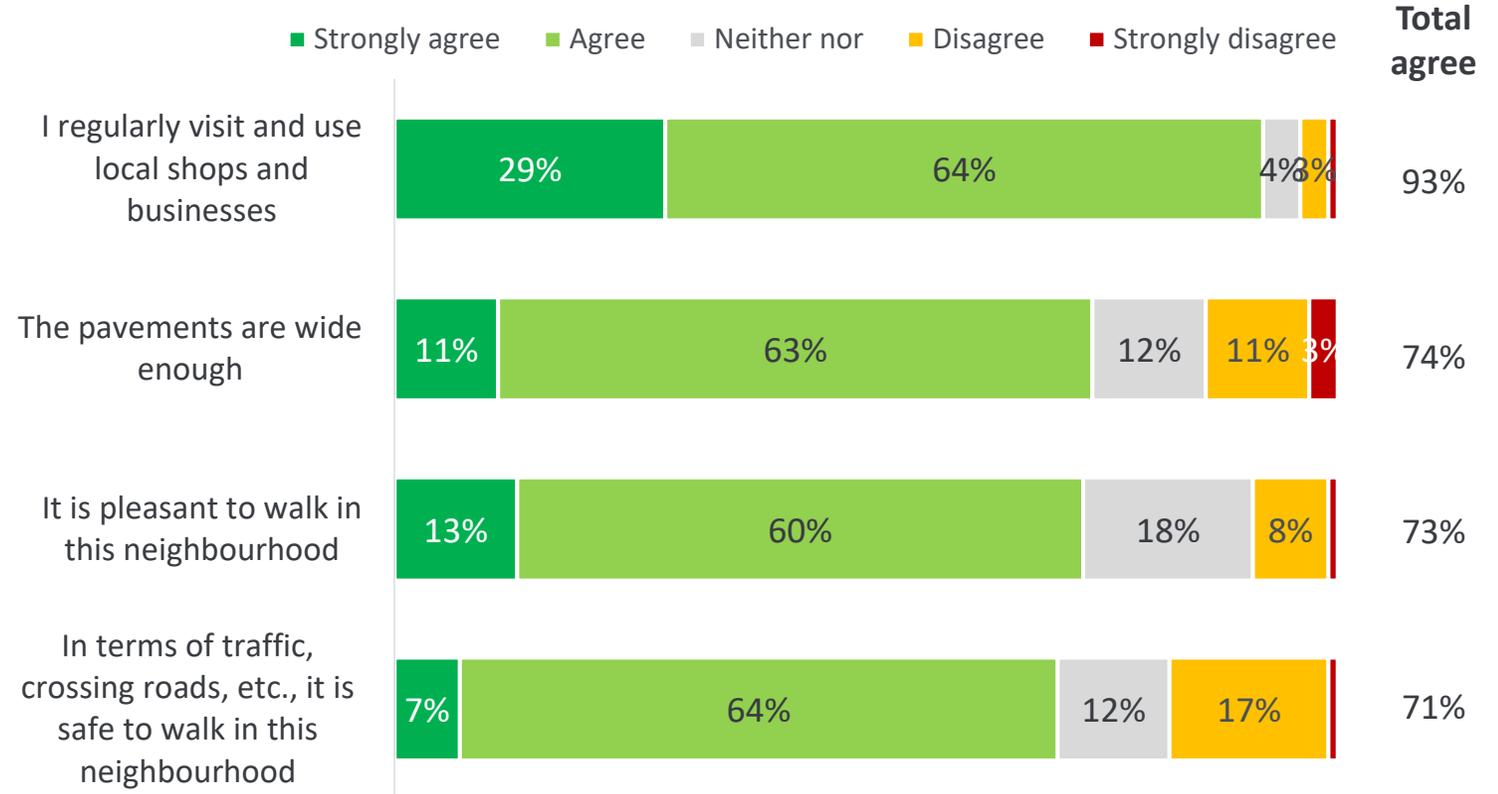
Base (those who perceived a problem): 107

Residents

Walking in Leith

- Respondents were asked the extent to which they agreed or disagreed with a series of statements about walking in the local area.
- When thinking about walking in the neighbourhood, the vast majority of respondents (93%) agreed that they regularly visit local shops and businesses, with 29% strongly agreeing.
- There were positive attitudes in terms of how safe it is to walk in Leith and how pleasant it is: almost three quarters agreed that the pavements are wide enough and it is pleasant walking in the neighbourhood.
- Most (71%) also agreed that, in terms of traffic, crossing roads, etc., it is safe to walk locally, although a significant minority (17%) disagreed with this statement.
- There were no significant differences in these findings across the profile of the sample.

Attitudes towards walking in the area



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

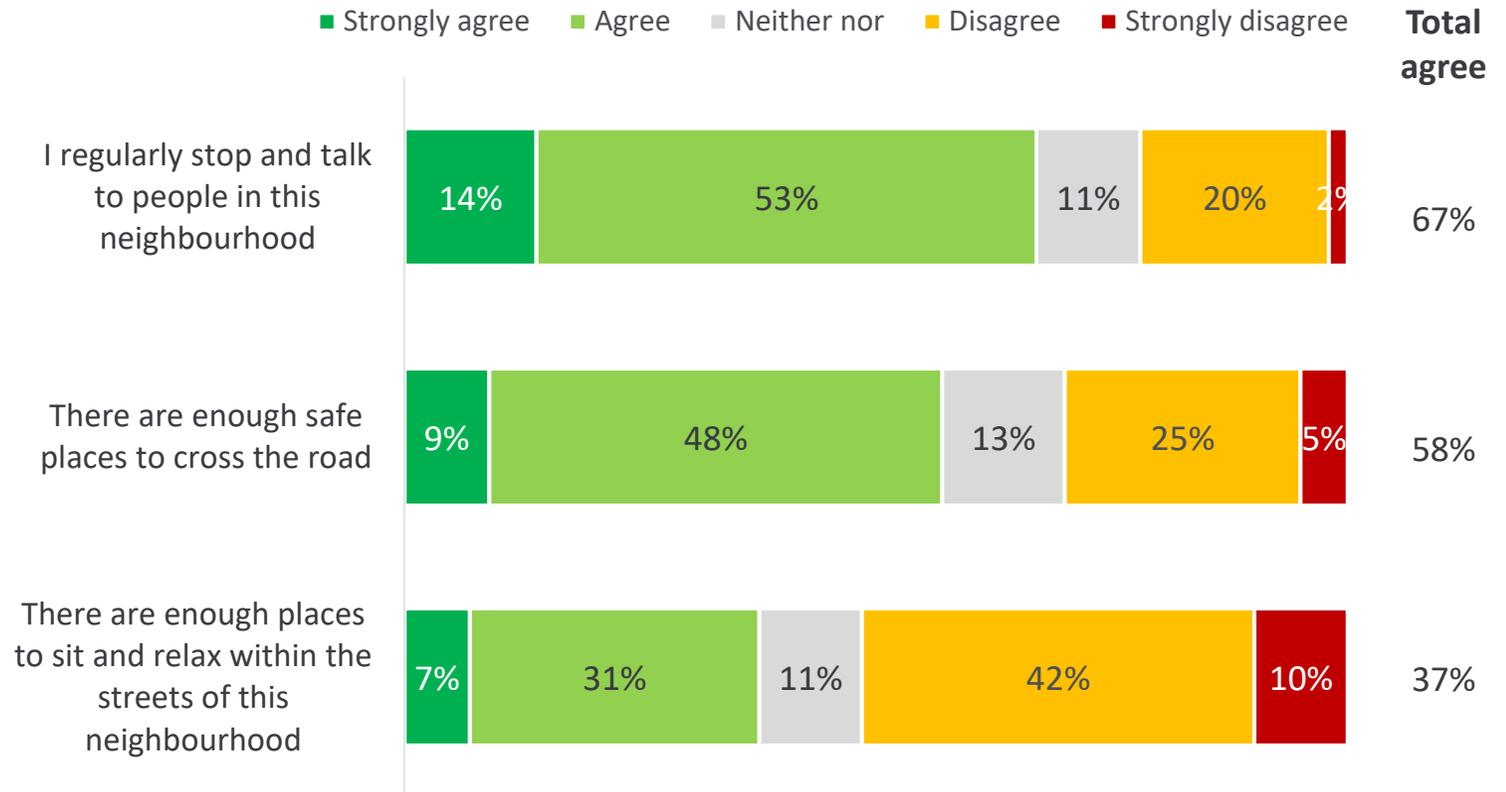
Base (all): 318

Residents

Walking in Leith

- Attitudes towards opportunities to socialise and meet people in the neighbourhood were less positive. Although most agreed, a significant minority (22%) disagreed that they regularly stop and talk to people in the area, while 52% disagreed that there are enough places to sit and relax within the streets of the neighbourhood.
- Over half of respondents agreed there are enough safe places to cross the road, but only 9% agreed strongly, and 30% disagreed with this statement.
- Responses to these statements were fairly consistent across sub-groups, although women (36%) were more likely than men (23%) to disagree overall that there are enough safe places to cross the road.

Attitudes towards walking in the area



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

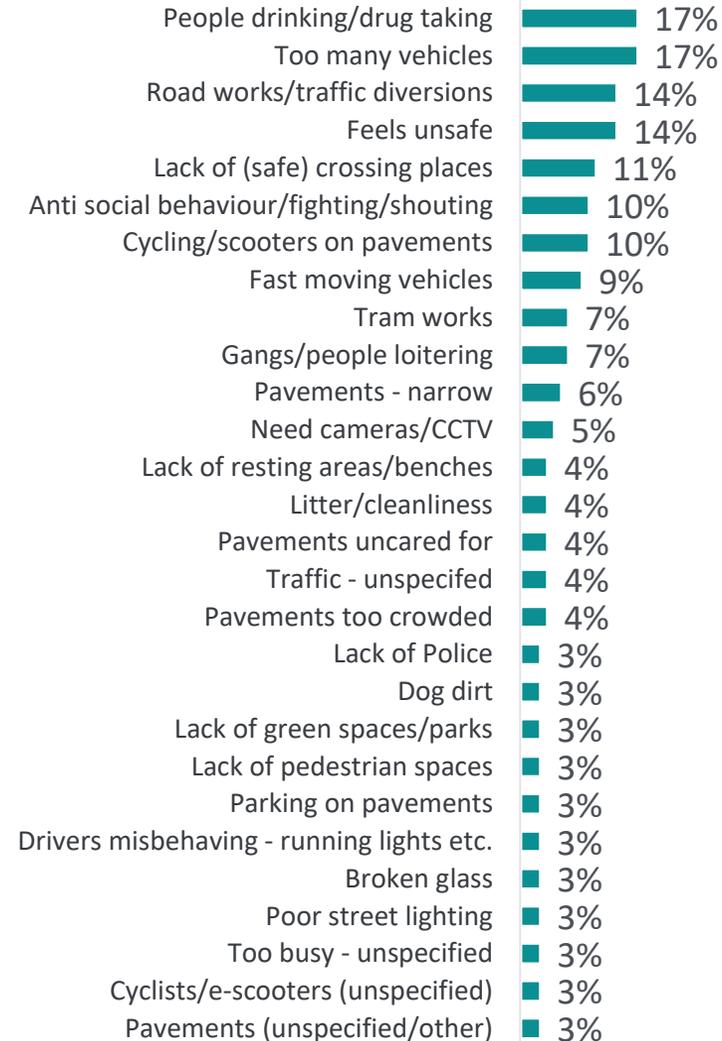
Base (all): 318

Residents

Walking in Leith

- Respondents who disagreed with any of the statements about walking in Leith 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 some common themes, including:
 - **Road works/infrastructure (41%)** - road works/diversions (14%), lack of safe crossing places (11%), tram works (7%), narrow pavements (6%), pavements uncared for (4%), poor street lighting (3%)
 - **Traffic issues (32%)** - too many vehicles (17%), fast moving vehicles (9%), traffic generally (4%)
 - **Crime and antisocial behaviour (24%)** - people drinking/drug taking (17%), antisocial behaviour (10%), gangs/people loitering (7%)
 - **Drivers/cyclists breaking rules (16%)** - cycling/scooters on pavements (10%), parking on pavements (3%), drivers misbehaving (3%)

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): 188

Biggest problems for people walking



Verbatim quotes

No traffic free areas away from vehicles or cyclists, park would benefit from closing the road through it again, as Council did during lockdown, that would be a safe area to walk.

Male, 55-64

Teenagers on speeding electric bikes who wear masks so that they cannot be identified and move in and out of pedestrians. Road vehicles just ignore the 20 mph speed limit signs in all surrounding streets, no cameras or police presence to prevent them. Police cars themselves drive faster than 20 mph so no example to others either.

Male, 55-64

The teenagers who mount the pavements on fast scooters with no concern about the pedestrians and the heavy traffic on some streets makes it hard to cross busy roads.

Male, 65+

There are no real places which are traffic free to walk around safely without avoiding traffic or taking in fumes. Would be really nice to have the Shore without cars going along it just like other countries and cafes could use pavement areas to put out tables and people could enjoy the walk and views safely.

Male, 45-54

Not enough safe, level pavements, lots of bumps, slopes and uneven surfaces.

Female, 35-44

Drug users hanging around, some areas are not safe to walk through such as the lanes behind flats on Tollbooth Wynd, so I always need to think ahead about where I will be walking through to stay safe.

Female, 16-24

Parking on pavements so can't get past with the pram; roadworks and trams are the problem.

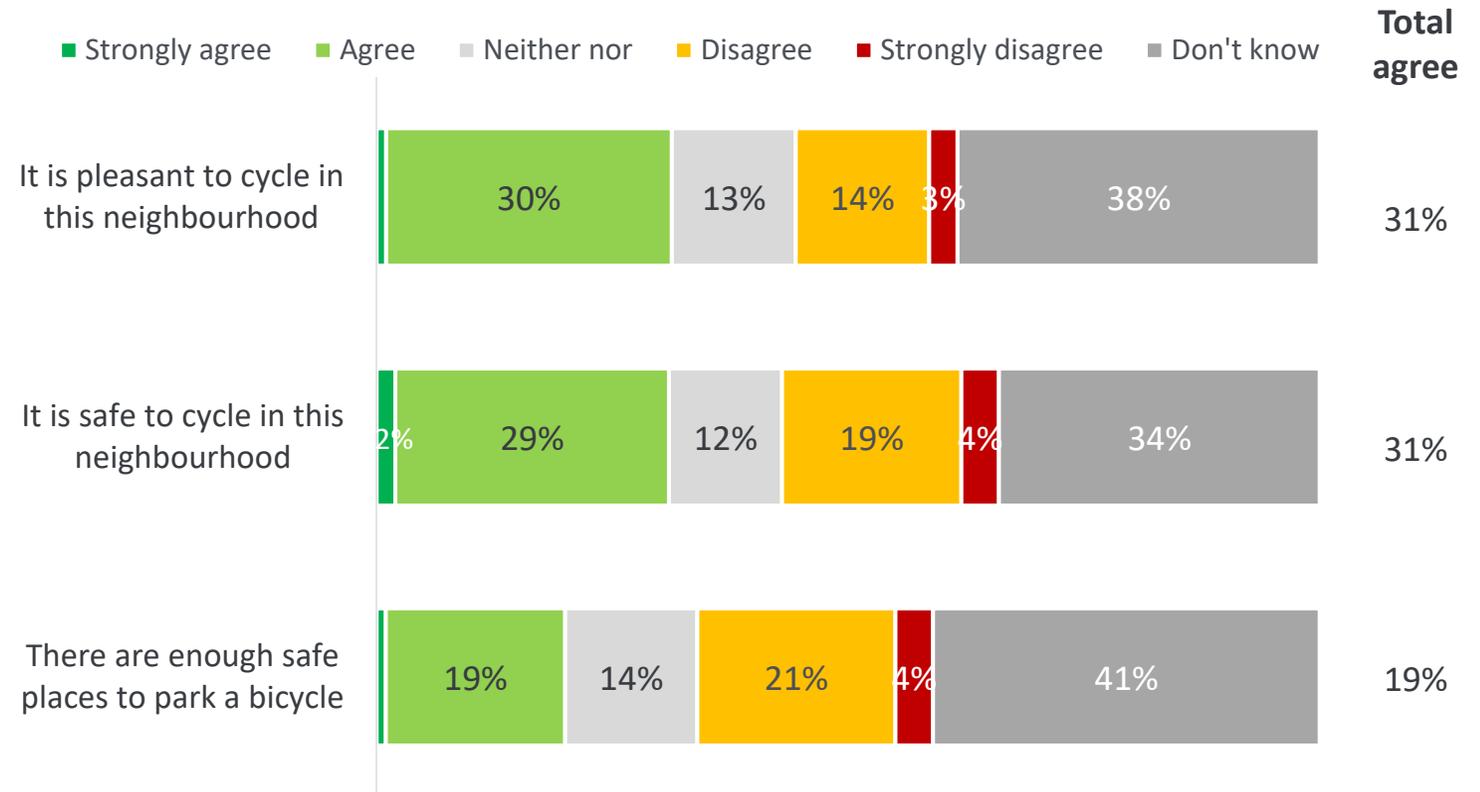
Female, 35-44

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 on the following page.
- Amongst those who did comment, opinions were often divided. Although 31% of respondents agreed that it is pleasant to cycle in the neighbourhood, 18% disagreed; and 31% agreed it is safe to cycle in the neighbourhood, while 23% disagreed.
- More people disagreed that there are enough safe places to park bikes (25%) than agreed (19%).

Attitudes towards cycling in the area



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

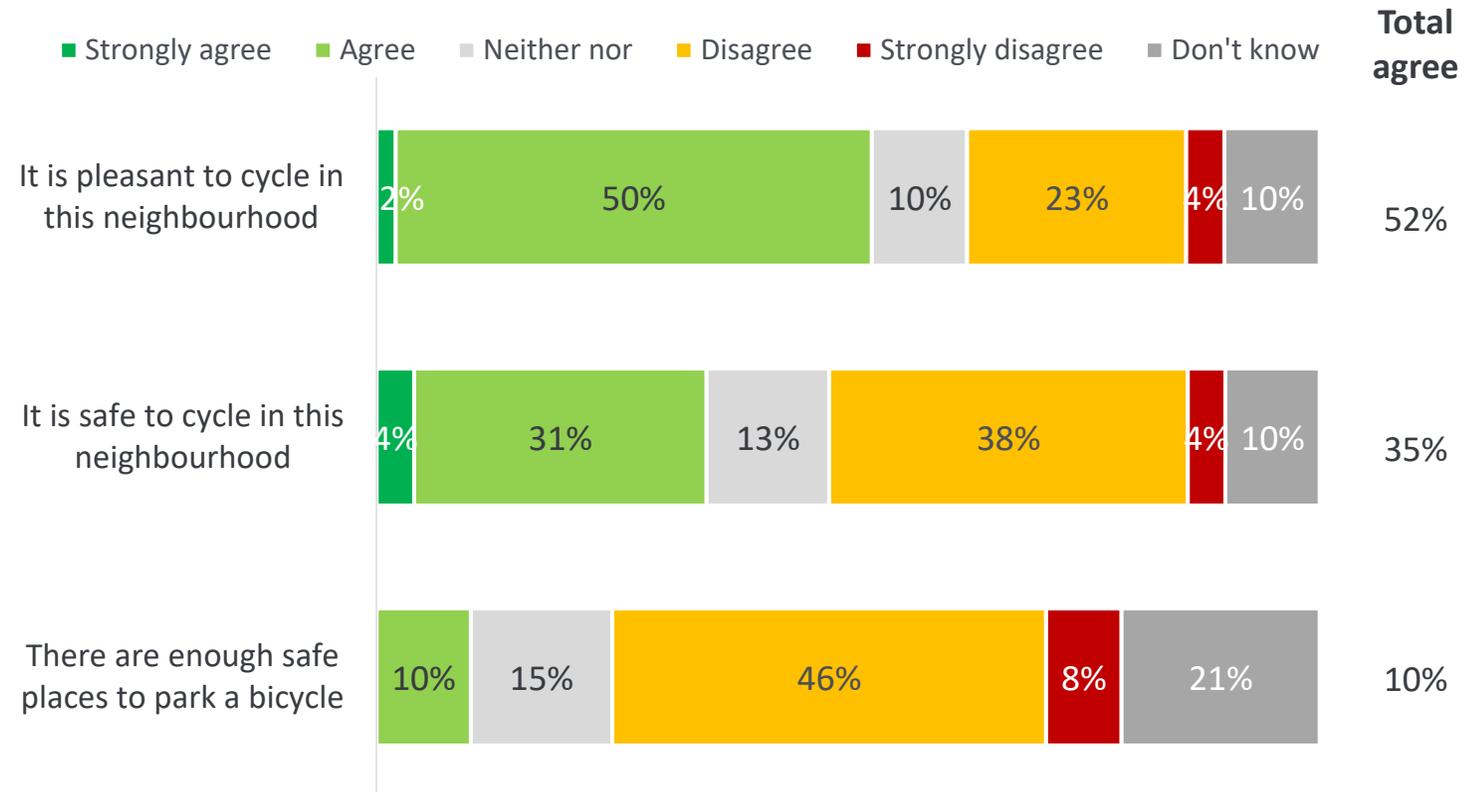
Base (all): 318

Residents

Cycling in Leith

- Amongst those who reported that they ever cycle in the local area, more than half agreed that it is pleasant to cycle in the neighbourhood, while 27% disagreed with this statement.
- There was less agreement around safety – only 35% considered cycling around Leith to be safe, while 42% disagreed.
- In terms of safe places to park bikes, there was a consensus amongst cyclists that there are too few – 54% disagree there is enough safe cycle parking, compared to just 10% 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): 48

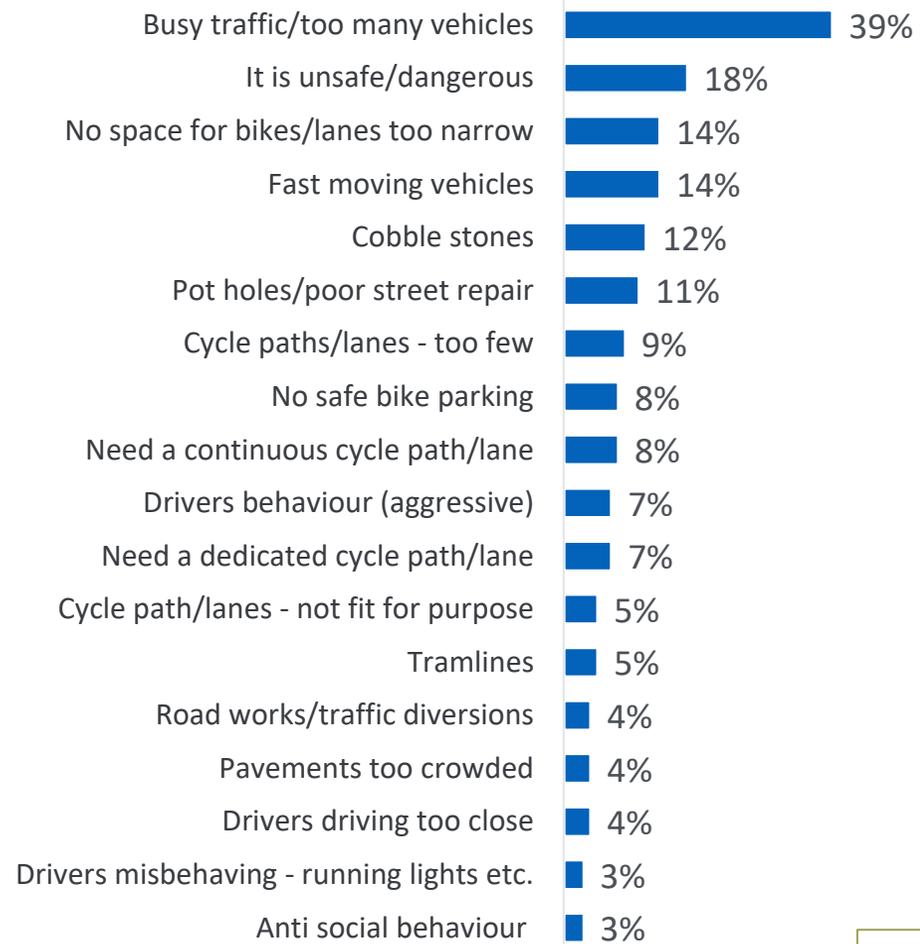
Residents

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 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 (51%)** – busy traffic/too many vehicles (39%), fast moving vehicles (14%)
 - **Issues with cycling infrastructure (34%)** – no space for bikes/lanes too narrow (14%), too few cycle lanes (9%), need for continuous cycle lanes, i.e. not going on and off pavements/roads (8%), need dedicated cycle lanes (7%), cycle lanes not fit for purpose (5%)
 - **Issues with streets/road works (26%)** – cobble stones (12%), pot holes/poor street repair (11%), tramlines (5%), road works (4%)
 - **Issues with drivers (8%)** – drivers behaviour (aggressive) (7%), drivers driving too close (4%), drivers misbehaving (3%)



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): 95

Biggest problems for people cycling



Verbatim quotes

Traffic too heavy in most areas at present and roadworks mean roads are blocked or narrowed so cyclists need to be very experienced to stay safe.
Male, 55-64

Have to be aware of traffic flows in the area and skilled bike user to move between cobbled to flat surfaces and in future over tram lines too.
Male, 25-34

Heavy traffic on the roads and driving too close to cyclists, need cycle lanes just for cyclists and not shared by pedestrians or vehicles. Cyclists would need to be street wise and experienced in this area.
Male, 55-64

Need joined up cycle path separate from pedestrians who are hard to pass in narrow path areas or alternative is on busy roads on cobbled stones which is dangerous.
Female, 55-64

Not safe enough at present with busy roads and no clearly defined continuous cycle path.
Male, 25-34

Sharing roads with fast traffic passing too close and pavements with pedestrians, need dedicated cycle path.
Male, 45-54

Would be a nice area to cycle through if cars and vans didn't travel down one way streets like Queen Charlotte St, through no entry signs or teenagers on motocross bikes or ebikes didn't use the wide pavement areas to speed along like a race track without caring about pedestrians or cyclists.
Male, 25-34

Fast moving cars and vans, unpredictable for cyclists who have to cycle much slower on cobbled streets for safety, especially going downhill and around blind corners such as the top of Water St.
Male, 65+

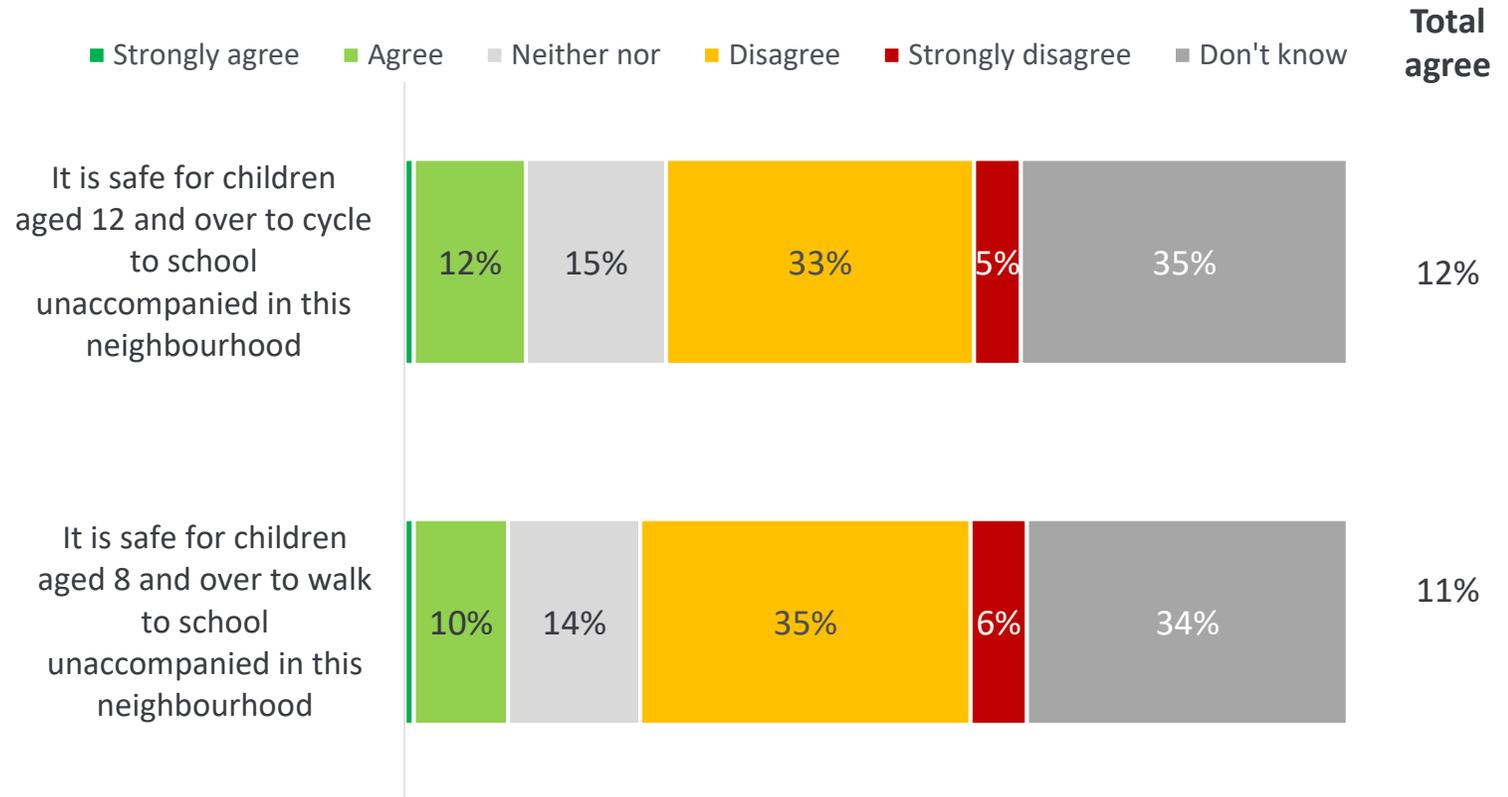
Paths are not good enough or safe enough to use and the alternative is busy cobbled roads which are dangerous.
Female, 45-54

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.
- Amongst those who stated an opinion, attitudes were generally negative. Only 12% agreed and 38% disagreed that it is safe for children aged 12 or over to cycle to school unaccompanied in the neighbourhood.
- Similarly, only 11% agreed, while 41% disagreed that it is safe for children aged 8 or older to walk to school unaccompanied in the neighbourhood.
- Amongst parents views were stronger – 7% agreed and 66% disagreed that it is safe for children aged 8 or older to walk to school in Leith, and 9% agreed and 59% 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 to cycle to school (18%, v 6% 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?

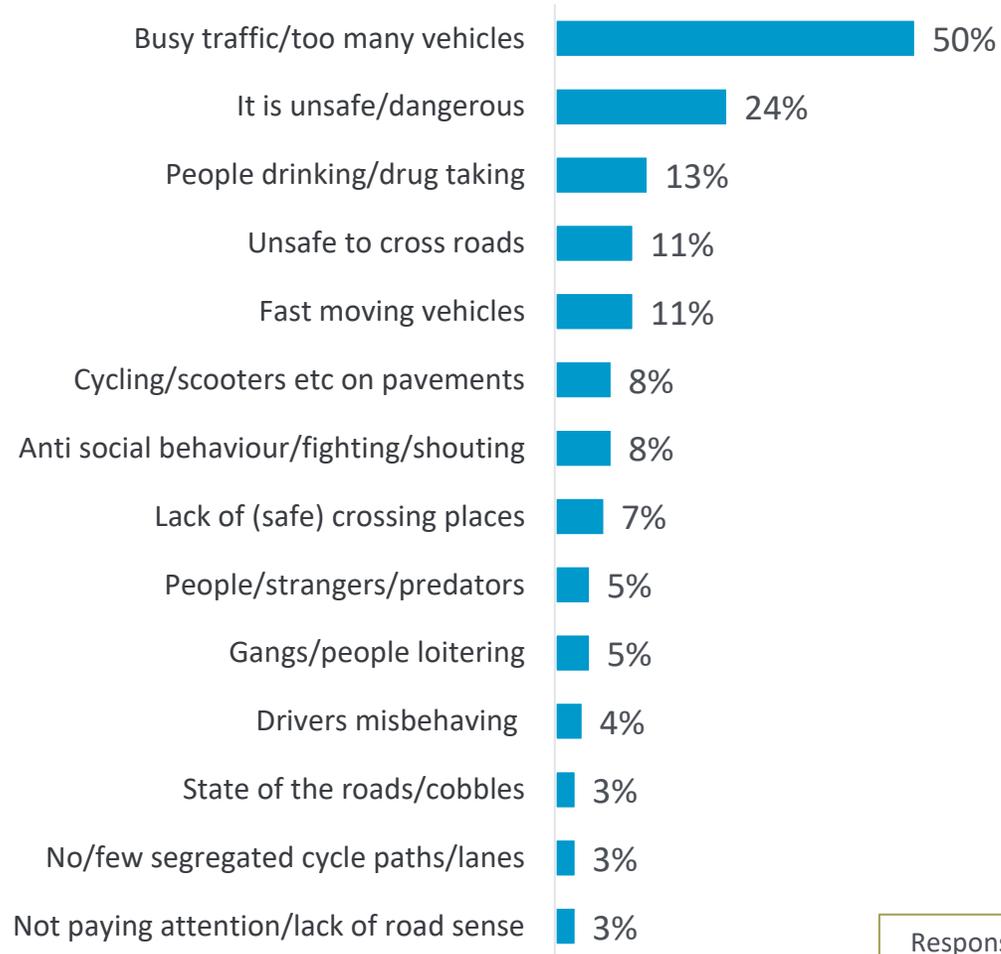
Base (all): 318

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.
- Two main themes emerged in the responses – traffic issues and concerns about crime and antisocial behaviour. However, traffic was the main concern cited by almost two thirds of those who commented:
 - **Traffic concerns (65%)** – busy traffic/too many vehicles (50%), unsafe to cross roads (11%), fast moving vehicles (11%), lack of safe crossing places (7%), drivers misbehaving (4%)
 - **Crime/antisocial behaviour concerns (20%)** – people drinking/drug taking (13%), antisocial behaviour (8%), people/strangers/predators (5%), gangs/people loitering (5%).

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): 133

Biggest problems for children walking/cycling



Verbatim quotes

Children would need to be careful crossing some busy roads and also aware of how fast some traffic comes around corners.

Female, 65+

Busy roads and also some of the people who hang around in groups in local areas, doesn't feel safe, especially for children walking or cycling alone.

Female, 35-44

Not safe for adults to walk alone in some areas so children would not be safe with so many drug users and alcoholics around.

Female, 25-34

Having to move quickly to avoid vehicles, children often walk in small groups and are lost in conversation and not fully aware of the dangers of traffic by standing too close to the pavement edges or move aside to allow others to pass on pavements and put themselves in danger.

Male, 65+

There would be no safe areas to leave bikes or they would be stolen or vandalised. Young people would need to be careful moving through areas with drug users, gang members or alcoholics hanging around as well as be very careful crossing busy roads with heavy morning traffic.

Female, 45-54

Same as adults, they need to pass the homeless begging, fighting or drug users who don't even notice the people around them or care.

Female, 45-54

Some areas are just not safe for children, not lit well enough, full of drug users and pushers hanging about Boots chemist in large groups or large Tesco store area, upgrading paths or roads will not change this behaviour, these problems need to be dealt with first to encourage families to feel safe and walk with their children in the area around where they live.

Male, 25-34

Food delivery people using the pavements to cycle on and weave in and out of pedestrians, children are not street wise and don't see the dangers quickly enough.

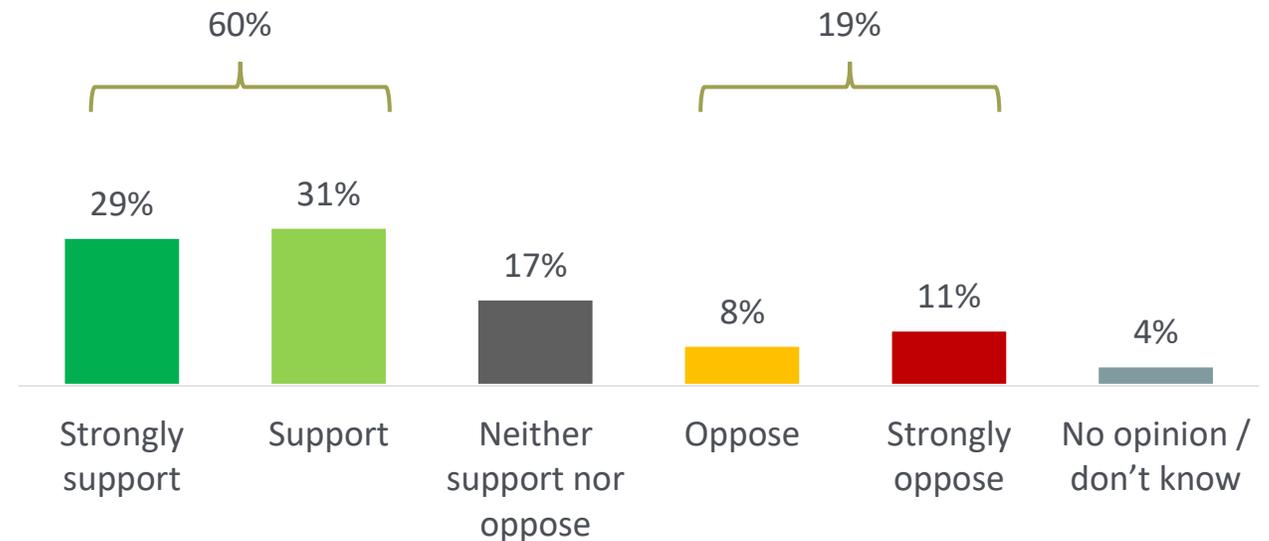
Male, 65+

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).
- The majority of the sample (60%) supported the low traffic neighbourhood proposals, with 29% strongly supportive. Only 19% opposed the concept, while 17% neither supported nor opposed and 4% were undecided.
- Respondents aged 25 to 44 years old were more likely to support the LTN for Leith (71%) than those aged 45+ (53%). Older respondents were also more likely to oppose the LTN (25% of 45+) than those aged 25 to 44 (10%).
- People with a health condition or disability were more likely to oppose the LTN (32%) than those without such health concerns (17%), perhaps due to a greater reliance on their car for mobility reasons.
- Those who cycle in the area were also more supportive than those who never cycle (83% v 56%).

Opinion on the proposed low traffic neighbourhood for Leith



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

Base (all): 318

Shops and business users survey

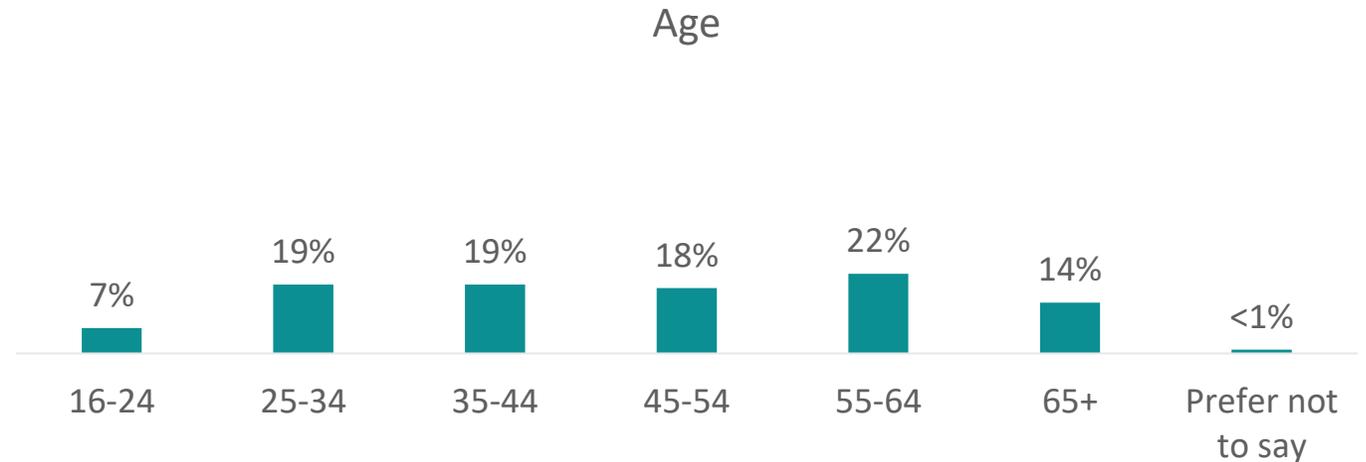
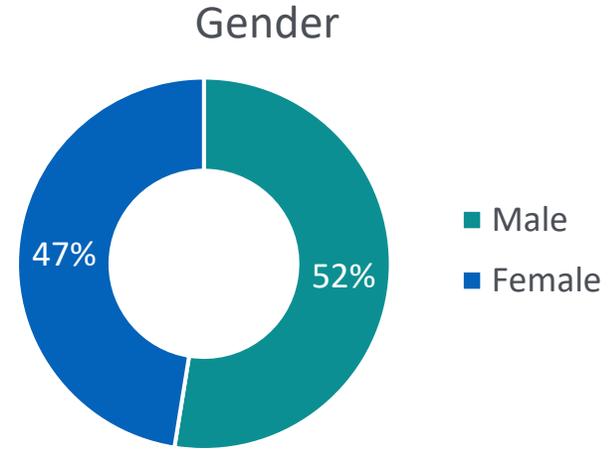
- sample profile

Shops/business users

Sample profile

- The sample of people who were interviewed while they were visiting shops and businesses in Leith was approximately evenly split between males (52%) and females (47%).
- A range of age groups also participated in the research, with 26% aged 16 to 34 years old, 37% aged 35 to 54 and 37% aged 55+.

Gender and age



Base (all): 300

Shops/business users

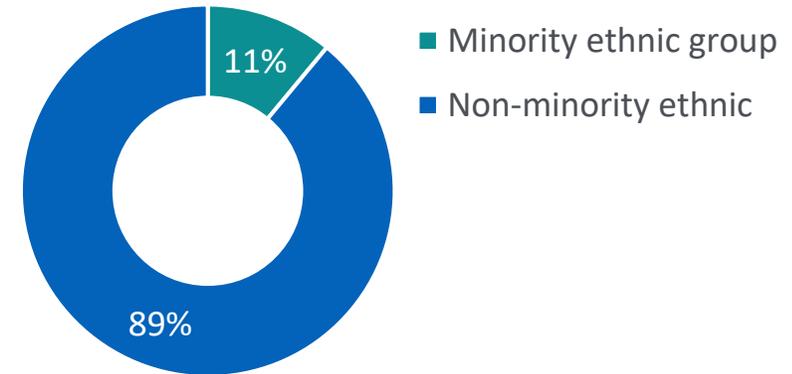
Sample profile

- In total, 11% of respondents belonged to a minority ethnic group, including Black/African/Caribbean/British (5%), Asian/Asian British (4%) and mixed ethnicity (3%).
- Two thirds of respondents were working, with 53% employed full time and 13% part time.
- Approximately one in ten respondents were retired, while 8% were in education and 3% were unemployed.

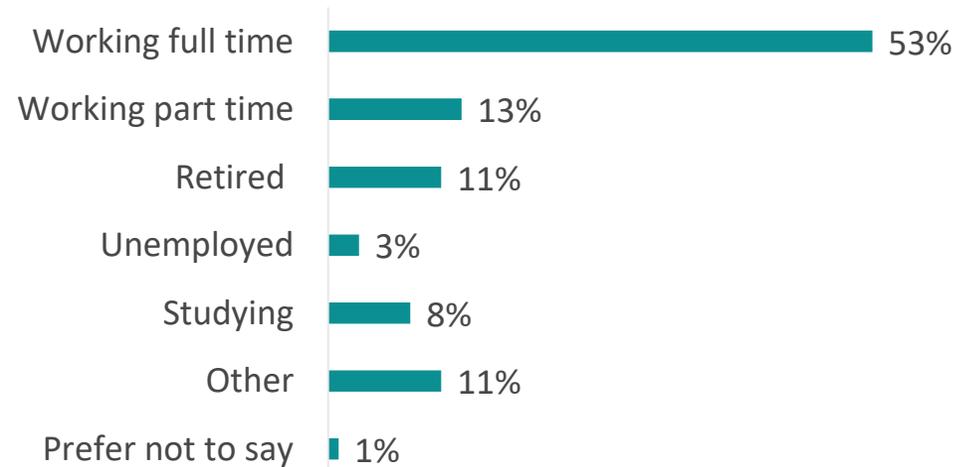
Ethnicity and working status



Minority ethnic



Working status



Shops/business users

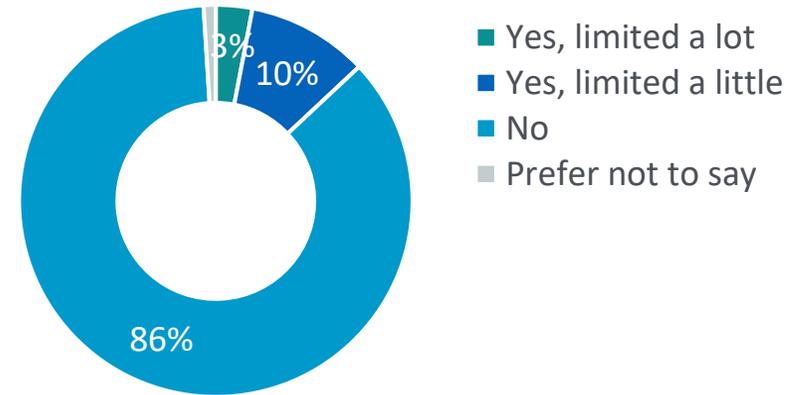
Sample profile

- Almost nine in ten respondents (87%) rated their health in the past four weeks positively, although, similar to the Residents sample, only 40% 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 3% saying they were limited a lot and 10% limited a little.
- Amongst respondents aged 65+, over a third (37%) said they had a disability or health problem that limited their day-to-day activities.

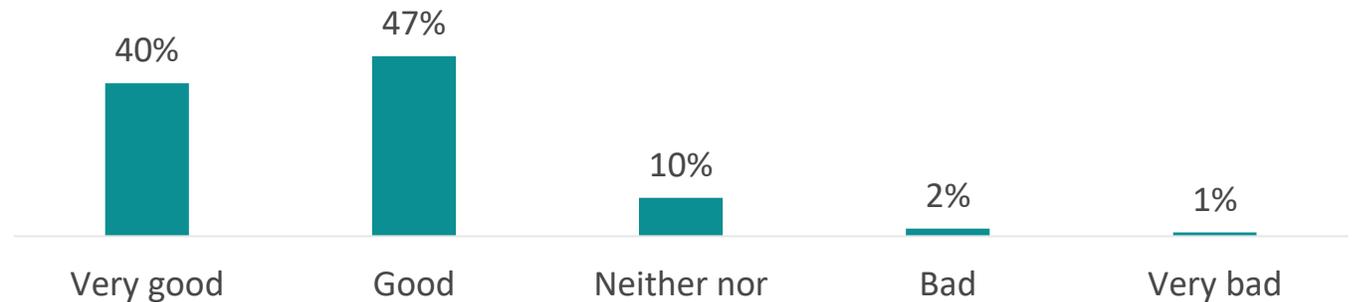
Disability and health



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): 300

A vertical yellow bar is positioned to the left of the text.

Shops and business users survey - key findings

Shops/business users

Visit profile

- Around half of respondents to the survey were regular visitors to the area for shopping, cafes, etc., with 48% reporting they visit at least once a week.
- Over a quarter (27%) only visited local shops and businesses less than once a month.
- Perhaps unsurprisingly, people living in the Leith area were more likely to say they visit Leith for shopping etc. at least once a week (80%) than those visiting from elsewhere (39%).

Frequency of visiting area



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

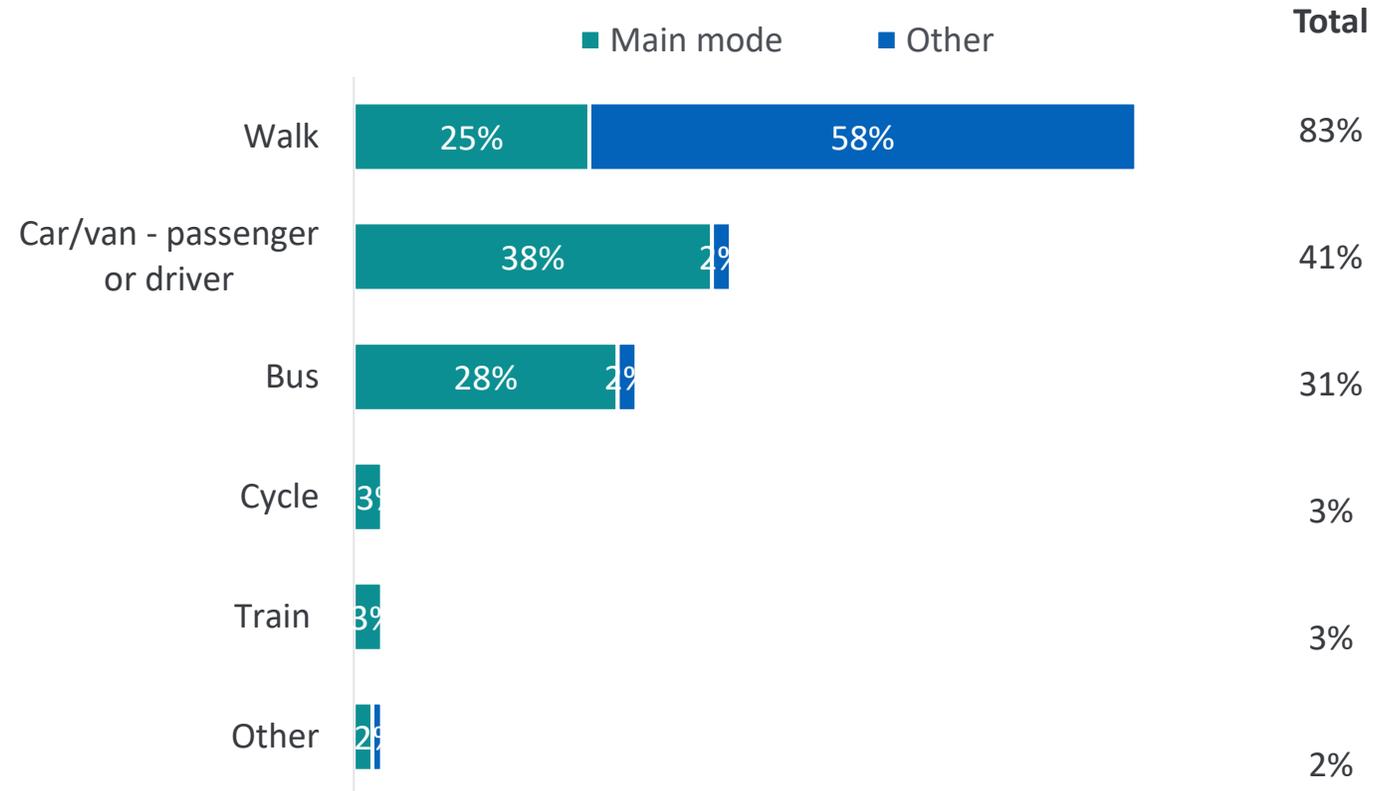
Base (all): 300

Shops/business users

Visit profile

- Similar to the Residents survey, the majority of visitors to shops and businesses in Leith (83%) walked for at least part of their journey. A quarter of all those interviewed walked as their main mode of travel.
- However, car/van was the most prevalent main mode, mentioned by almost two fifths of respondents.
- In total, 31% travelled by public transport as their main mode – 28% by bus and 3% by train.
- A small proportion (3%) reported cycling to the shops/businesses in Leith. When combined with those who walked as main mode, almost three in ten travelled actively.
- Respondents aged 35 to 54 (32%) were the more likely to report that they walked as their main mode, compared to 16 to 34 year olds (18%). The younger age group were more likely to say they travelled by bus as their main mode of transport to Leith (37%).
- As we would expect, people who live in Leith were more likely to have walked as their main mode (58%) than people visiting from elsewhere (16%). Those who lived elsewhere were more likely than those living in Leith to say they travelled by bus (33% vs 12%) and by car/van (44% vs 23%).

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): 300

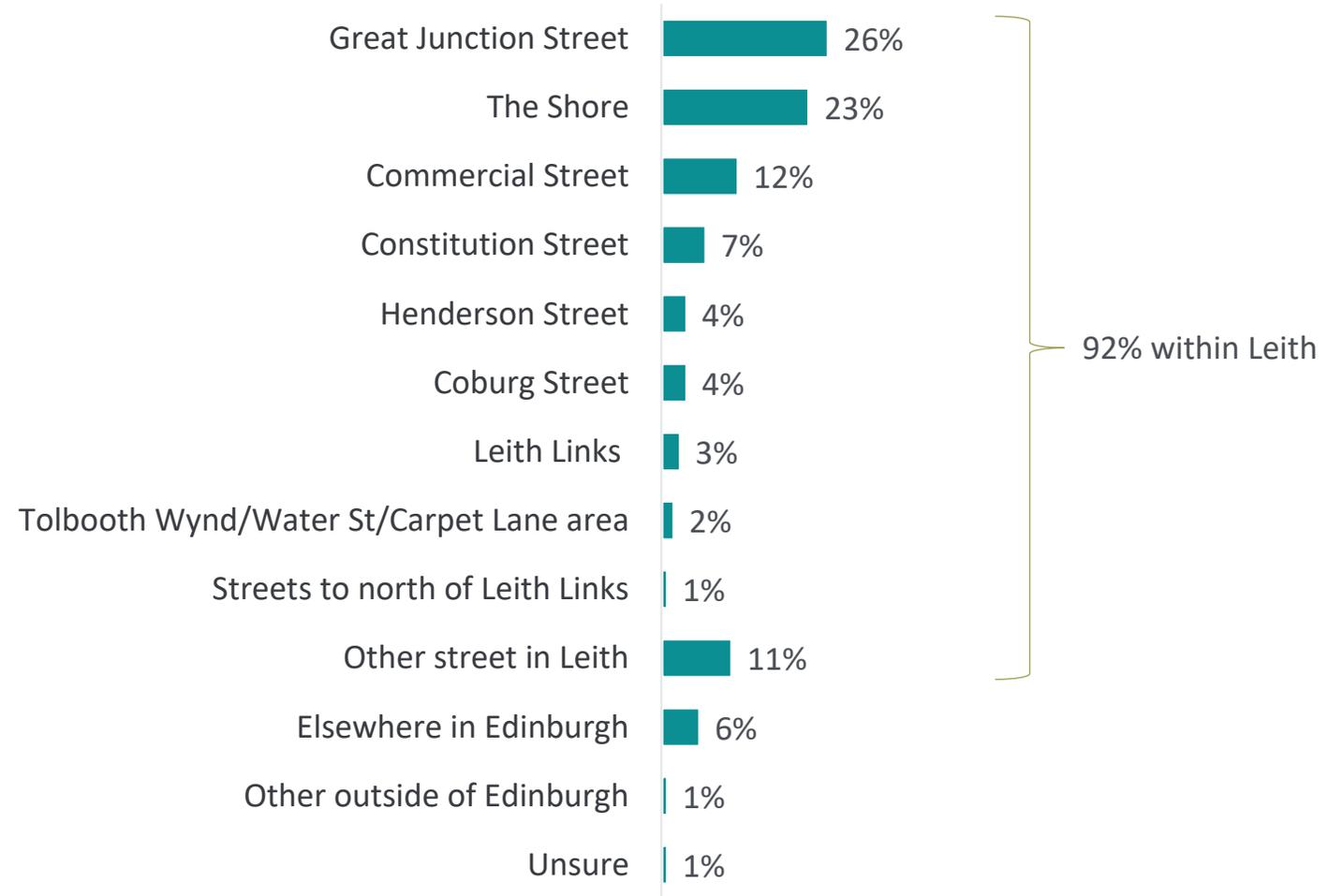
Shops/business users

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.
- Almost half reported that the main destination of their journey was to either Great Junction Street (26%) or The Shore (23%).
- A further 12% were travelling to Commercial Street and 7% to Constitution Street.
- In total, 92% said their main destination was a location within Leith.
- The Shore was more likely to be the main destination for people who live outside of Leith (26%) than those who live in the area (9%). People who live in Leith were more likely to report visiting Great Junction Street (37%) than people from elsewhere (23%).

*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



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

Base (all): 300

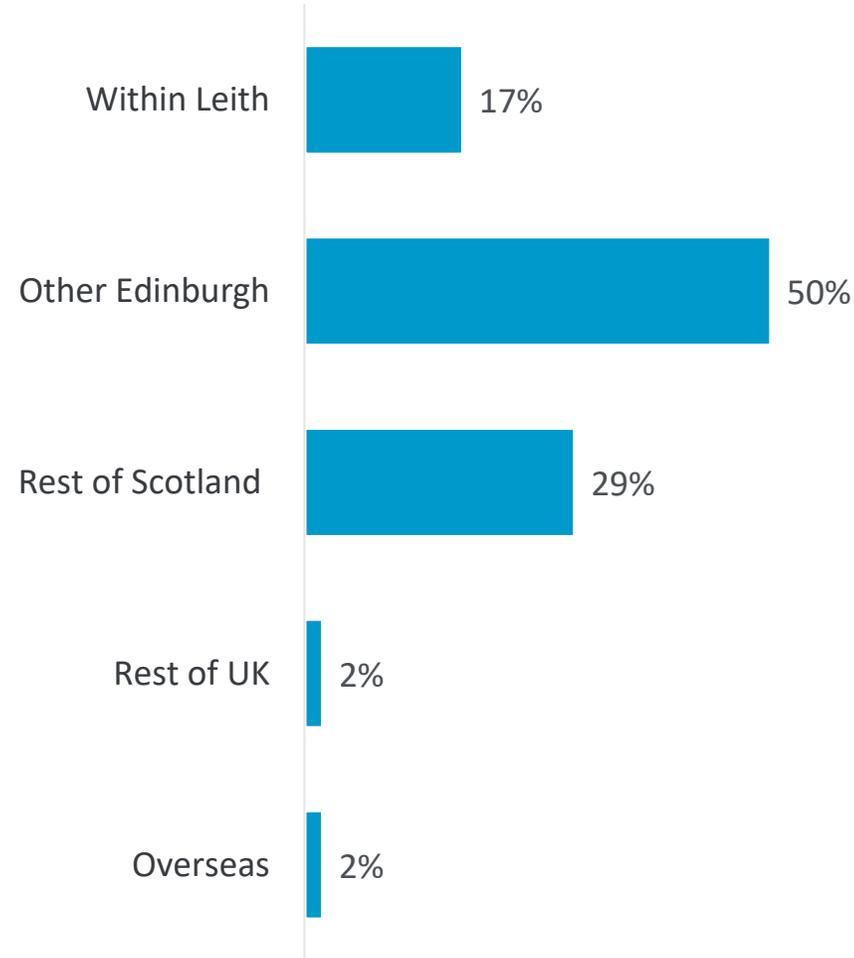


Shops/business users

Visit profile

- The visitors to Leith shops and businesses came from a wide area across Edinburgh, with many also visiting from other parts of Scotland.
- Two thirds of respondents reported that they started their journey to Leith from within Edinburgh, with 17% starting in Leith and 50% coming from other parts of the city.
- Other areas of Edinburgh included areas close to/south of Leith (7%), Craighentiny/Duddingston (6%), the city centre (5%), Southside/Newington (4%), Sighthill/Gorgie (3%), Portobello/Craigmillar (3%), Morningside (3%), Forth (3%) and Inverleith (3%).
- Almost three in ten (29%) came from another part of Scotland, mostly the Central Belt, including Glasgow and surrounding area (8%), West Lothian (5%), Fife/Perth/Dundee (5%), East Lothian (3%) and Midlothian (3%).

Start of journey today



Q13: Where did you start your journey here today?

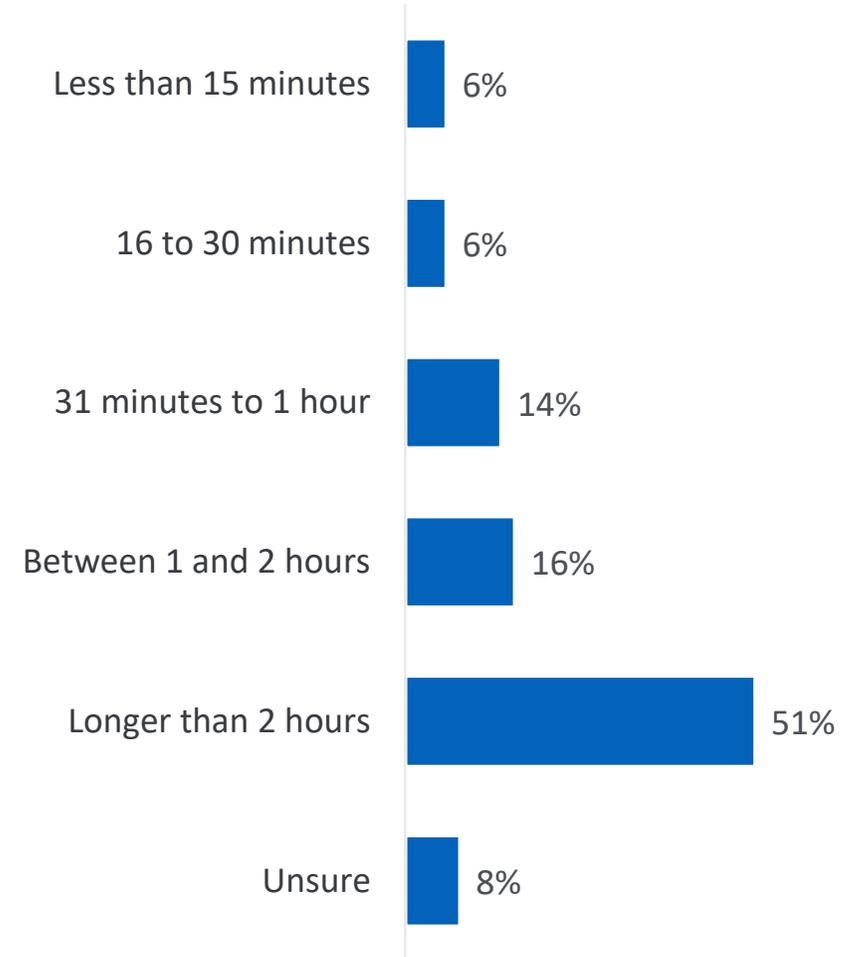
Base (all): 300

Shops/business users

Visit profile

- When asked how long they expected their visit to Leith to last, the majority of respondents reported a fairly lengthy stay – two thirds for more than an hour and half for more than two hours.
- People who did not live in Leith were more likely to visit for a longer period of time – 58% of people from outside of Leith reported over two hours compared to 26% of residents.

Length of visit today



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

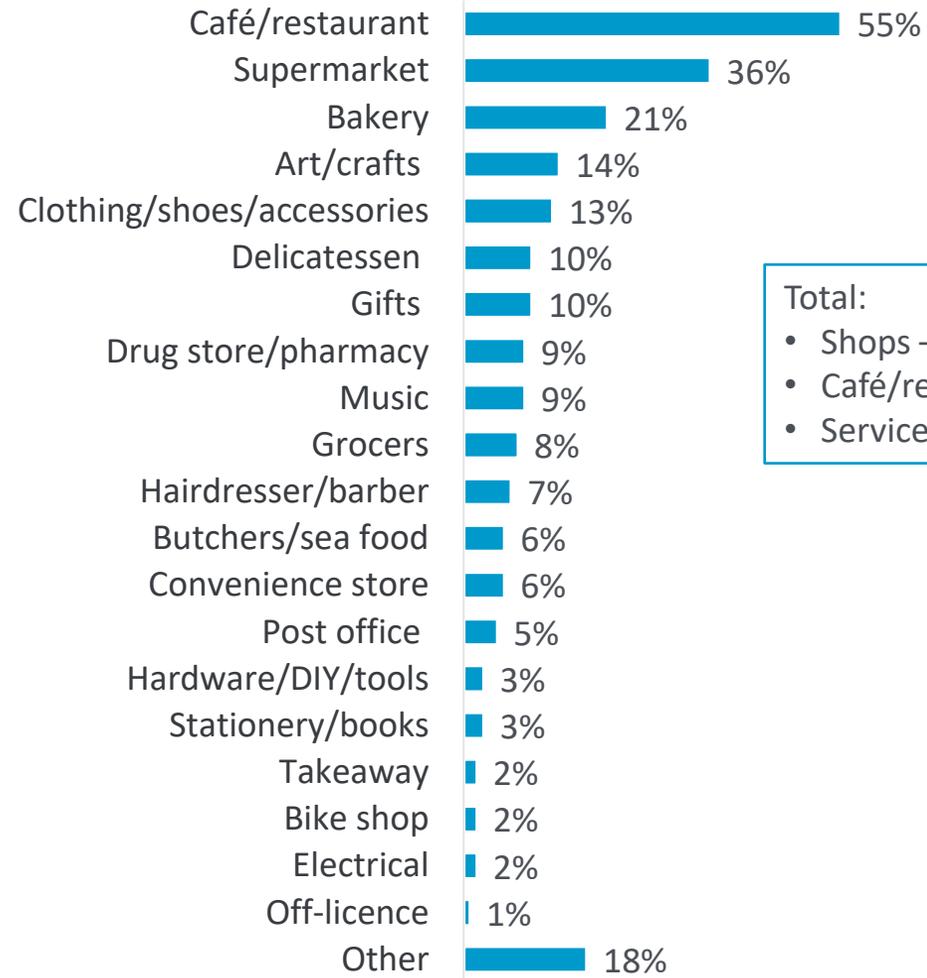
Base (all): 300

Shops/business users

Visit profile

- More than three quarters of respondents reported visiting shops in Leith, with food shops such as supermarkets (36%), bakeries (21%), delicatessens (10%) and grocers (8%) being the most popular choices.
- A number of respondents also mentioned visiting art/craft shops (14%), clothing, shoes and accessories shops (13%) and gift shops (10%).
- Over half (56%) were visiting Leith to go to a café/restaurant (55%) or take away (2%).
- One in five reported using local services, such as pharmacies (9%), hairdressers (7%) 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 two hours.
- Usage of services was higher for people living within Leith (42%) than people from elsewhere (14%). However, people who do not live in Leith were more likely to cite cafes/restaurants (61%, compared to 31% living in Leith), bakeries (24%, compared to 11%), arts/crafts shops (17%, compared to 2%), gift shops (13%, compared to none) and clothing/shoes/accessories shops (15%, compared to 3%).

Shops and businesses visited today



Total:

- Shops – 76%
- Café/restaurant/take away - 56%
- Services – 20%

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

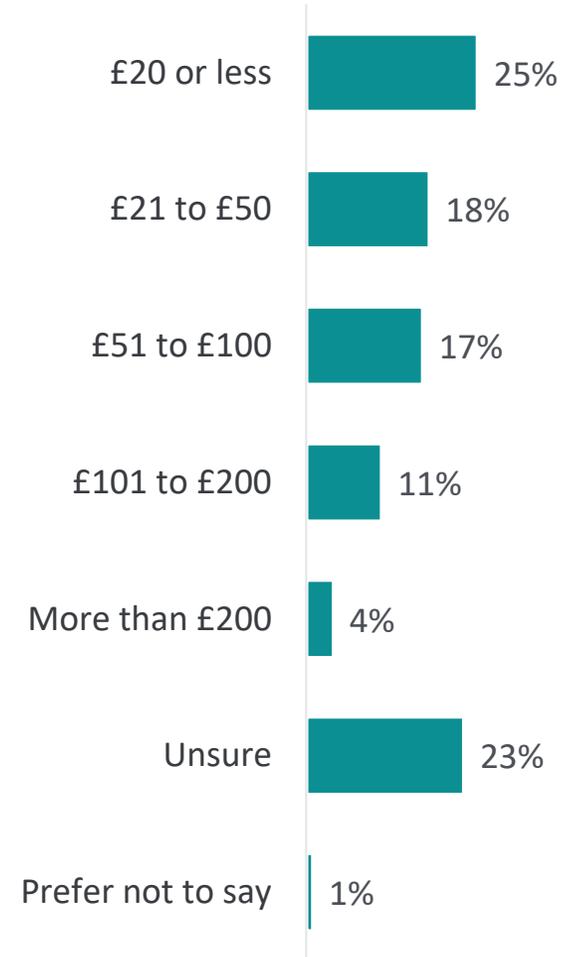
Base (all): 300

Shops/business users

Visit profile

- When asked their expected spend on the visit, a wide range of responses were received.
- A quarter of respondents expected to spend £20 or less, while 35% estimated £21 to £100 and 15% planned to spend in excess of £100.

Estimated spend today



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

Base (all): 300



Summary and conclusions

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 Leith. The survey particularly focussed on issues around traffic, transport, crime and antisocial 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 Leith residents, particularly walking

- A large majority of residents had walked as their main mode of transport for their journey on the day of interview.
- The vast majority of residents also reported that they walk in the local area at least once a week.
- Fifteen percent of residents also reported that they cycle in the local area, with 8% cycling weekly.

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

- Residents were particularly concerned about the volume of traffic and motor vehicle pollution, especially around Great Junction Street and Constitution Street.

A significant minority was also concerned about crime and antisocial behaviour

- One third considered crime and antisocial behaviour to be a problem, most prevalently around Tolbooth Wynd and Duke Street.
- Crime and antisocial behaviour was also an issue highlighted in relation to problems walking in the neighbourhood and for children walking or cycling to school unaccompanied.

Summary and conclusions



Attitudes towards walking in Leith were generally positive

- The majority agreed the pavements are wide enough, it's pleasant to walk and it's safe. However, strength of agreement with these sentiments was weak, with far more agreeing rather than agreeing strongly, suggesting scope for improvement.
- There was significant disagreement that there are enough places to sit and relax in Leith, suggesting the proposals for the LTN will be welcomed by residents.
- The main issues for people walking in the area were problems with roadworks/infrastructure and traffic.

Opinions were split in terms of how pleasant and safe it is to cycle in Leith

- Across the whole sample of residents more people agreed than disagreed that it is safe and pleasant to cycle in the neighbourhood; however, there was significant disagreement with these sentiments. More people disagreed than agreed that there are enough safe places to park bikes.
- Amongst cyclists, attitudes towards how pleasant it is to cycle were far more positive, however, over half of this group disagreed that safe bike parking spaces are sufficient.
- The key concerns around cycling were in relation to the volume of traffic, the lack of coherent cycling infrastructure and issues with streets and roadworks, such as cobblestones and potholes.
- There is clearly scope to improve provision of safe cycling infrastructure and bike parking in Leith to encourage uptake of active travel in the area.

Residents generally don't think it is safe for children to walk or cycle to school unaccompanied

- The majority of parents, in particular, disagreed that it is safe for children aged 8 or older to walk to school unaccompanied or that it's safe for children aged 12 or older to cycle to school.
- The main concerns were for the safety of children given the high traffic volumes in the area, but some were also concerned about crime and antisocial behaviour.

Summary and conclusions



Support for the LTN amongst residents was very positive

- Six in ten supported the proposals, with only 19% opposing. This finding provides strong evidence that the introduction of the LTN in Leith will be supported by the local community.

Leith attracts visitors to shops and businesses from a wide area, and they tend to spend a significant amount on time in the neighbourhood

- Only 17% of those interviewed visiting shops and businesses had travelled from within Leith, while half came from other parts of Edinburgh and 29% came from other parts of Scotland – mostly the Central Belt.
- Both shops and cafes/restaurants were popular and half spent more than 2 hours in Leith for their visit on the day of interview.
- Spend figures were more varied ranging from £20 or less (25%) to more than £100 (15%). 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 Leith



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

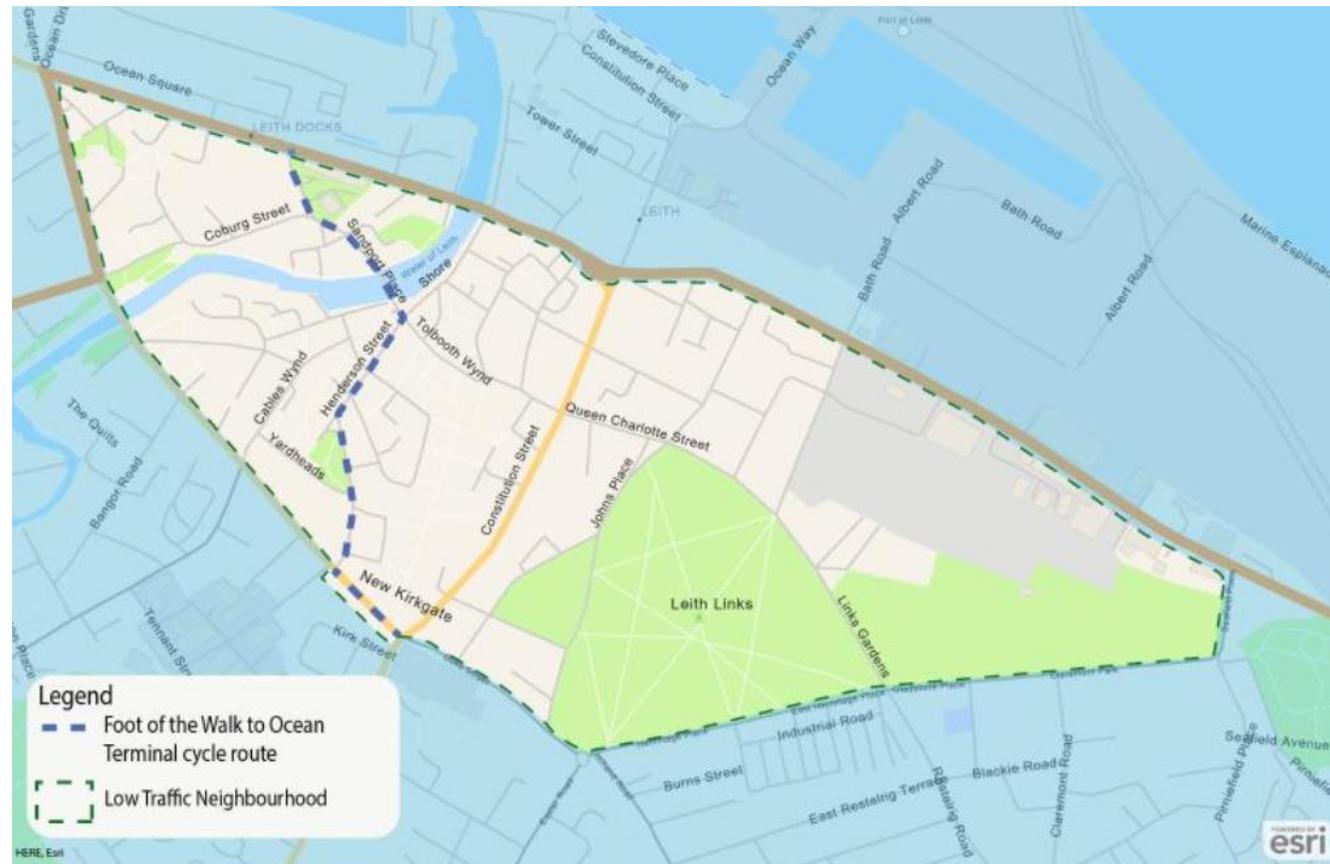


Image of public space in low traffic neighbourhood (Q12)



All Residents survey respondents were read a description of the low traffic neighbourhood - "A low traffic neighbourhood is going to be established in 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.



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 target sample sizes were 300 Residents and 300 Shops and Business Users and the final achieved sample sizes were 318 Residents and 300 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 300 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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