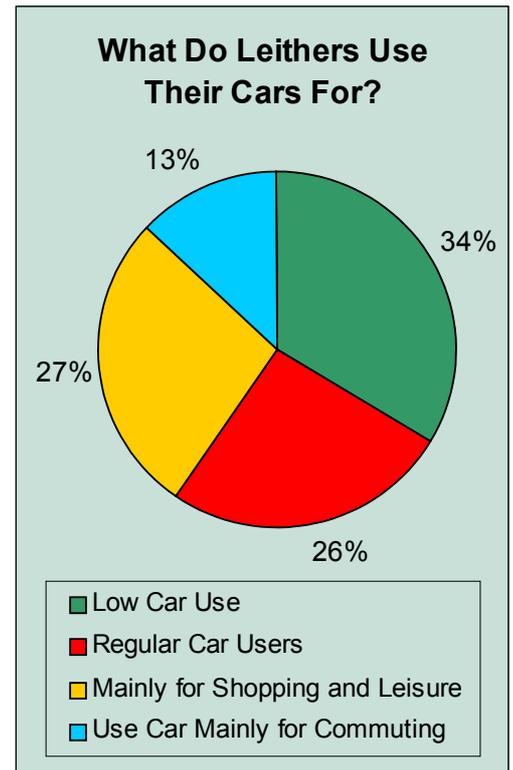


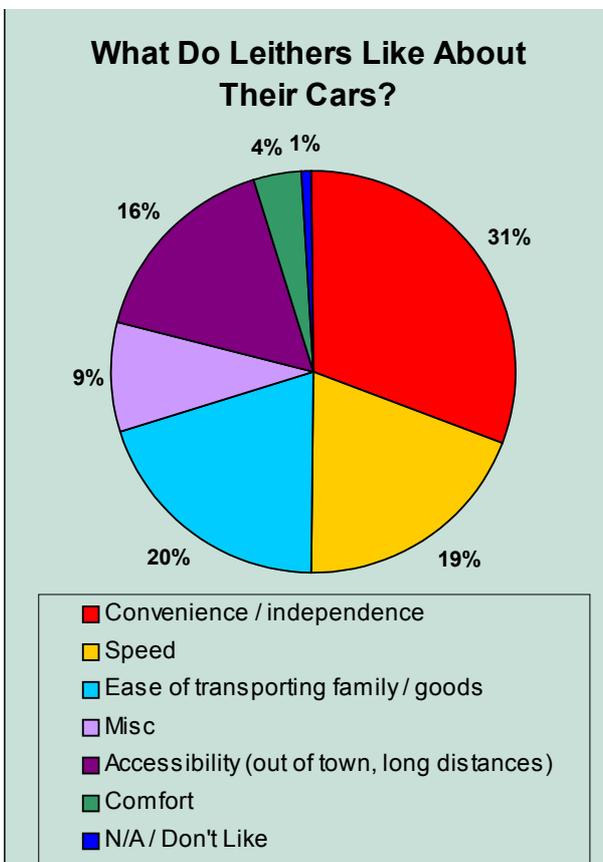
## How Do We Help Leithers to Walk, Cycle and Use Public Transport More?

We Love Leith has surveyed how Leithers travel and their attitudes towards different forms of transport. Over 450 responded through a mix of surveys in local venues and our online survey form.

First of all, we wanted to know how often Leithers used their car and what Leithers liked and disliked about car travel. Unsurprisingly, over one quarter are regular car users, but this was almost the same as those who said they use them mainly for shopping and leisure. As many of these destinations are easily accessible by bus, bike, or on foot, and with 34% already claiming to be low car users, it seems there is plenty of potential for getting more Leithers out of their cars.

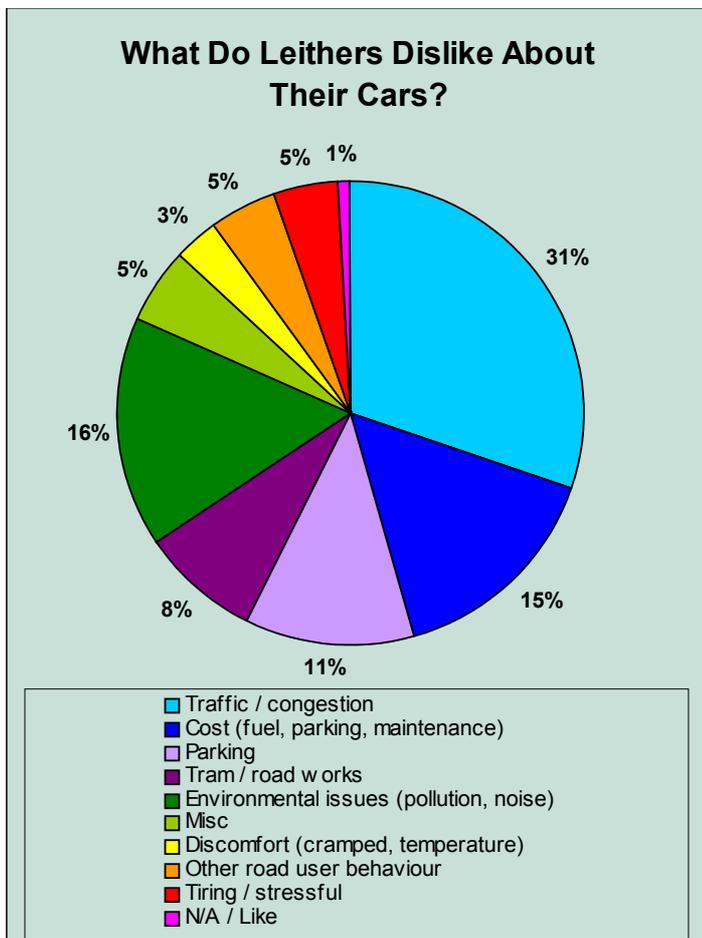


Interestingly, only 13% reported mainly using their cars for commuting, a habit that may be harder to change without more costly changes to transport infrastructure. However, the quality and cost effectiveness of public transport is clearly important, as 37% reported that they would use their cars less if this was improved.



But Leithers are famously independent, and this was reflected in the car users' main reasons for liking them. One fifth said the most important thing was getting to where they want to go as quickly as possible, and another fifth that they favoured their cars for transporting their family and goods. The ability to get out of town easily was also important, and sadly only 1% said that they actually don't like using their cars at all.

When it comes to their dislikes the picture is more mixed. Traffic and congestion was the main reason for disliking car travel, and the impact of the tram works was also evident. Cost and parking issues were a problem for many, but an encouraging 16% were concerned about their impact on the environment, and only 1% reported actually not disliking anything about them.



On a more positive note, 42% reported liking the bus services because they are cheap, convenient or reliable, but relatively few people said they found bus use a relaxing, sociable or pleasant experience. Top of the long list of dislikes were irregularity of services (19%) and the amount of time consumed by bus travel (12%).

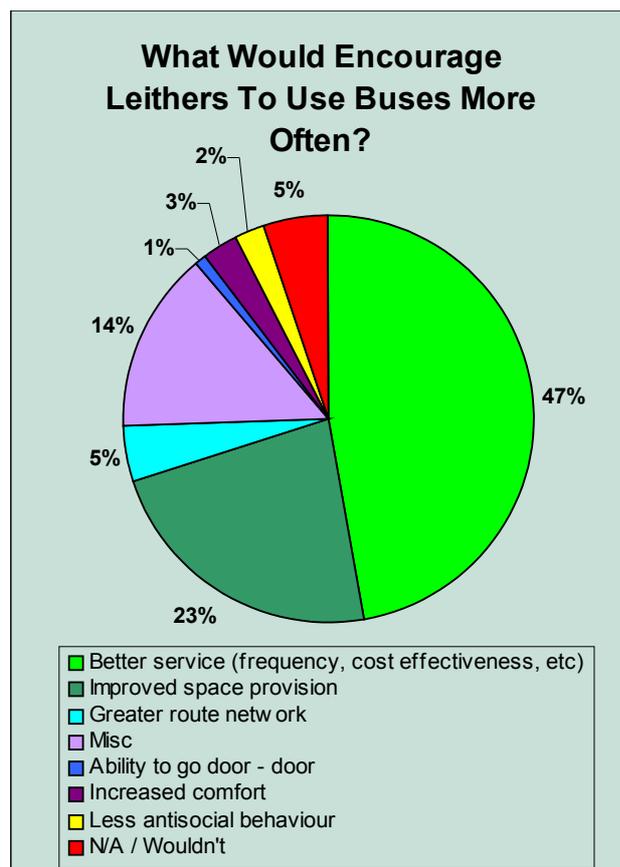
So other than lobbying Lothian Buses for service improvements and waiting for the tram works to be finished, what else could we do?

### Leithers Want To Use Their Bikes More!

Leithers certainly appreciate the benefits of using their bikes. One third said their main reason for liking cycling was the health benefits, and a further 9% liked the independence and freedom that cycling offers most of all, but only 6% used their bikes simply because of finding it an enjoyable experience. Reasons for disliking cycling were hugely varied, but top of the list (20%) was the behaviour of other road users, followed by danger and vulnerability (13%). Although the quality of cycling

### How Do We Get More Leithers Onto Buses?

Next we wanted to know what would encourage Leithers to use buses for more of their journeys, and whilst the less common answers were very varied, two statistics stood out. Almost half simply wanted better services (mainly cheaper and / or more frequent) and almost a quarter wanted more space for shopping, luggage, pushchairs, etc. This is interesting as it is almost the same proportion as those who reported liking their cars for this reason.

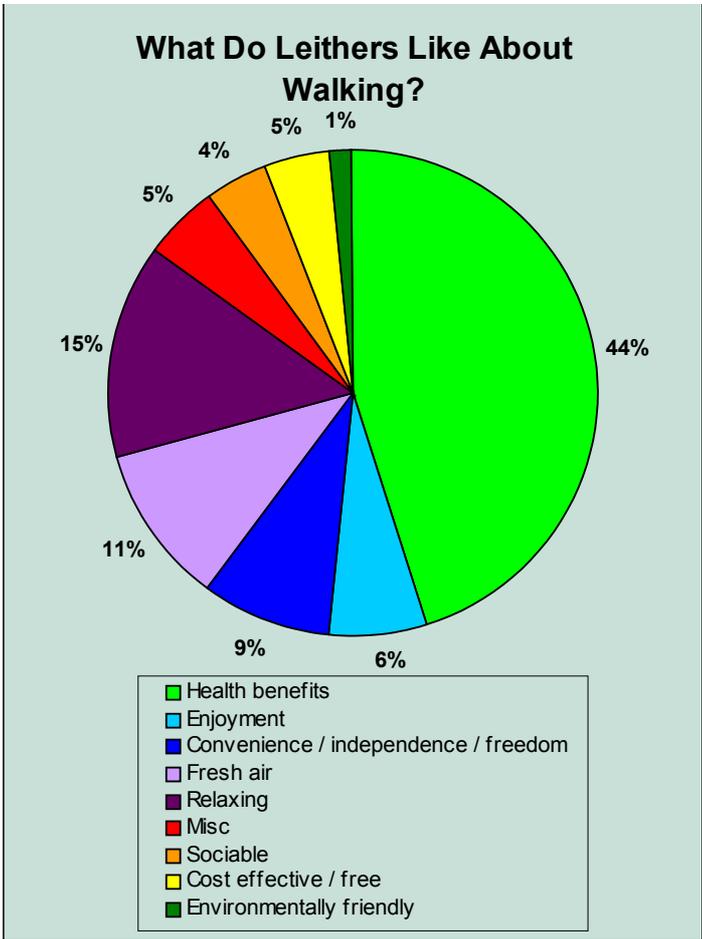
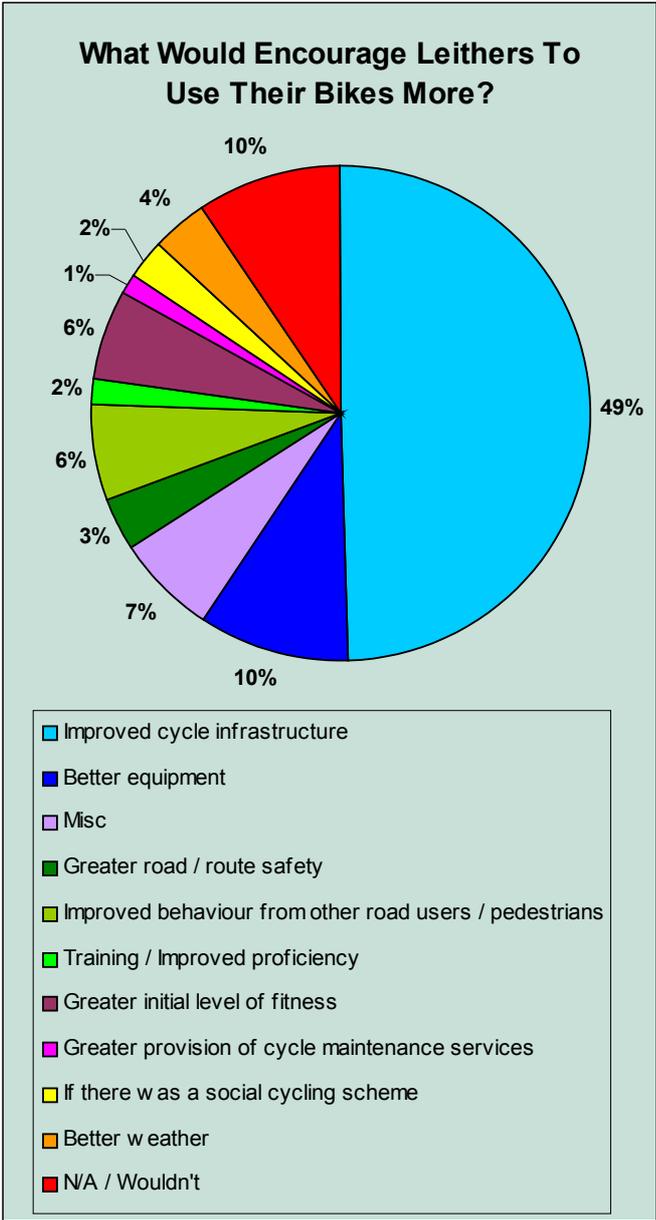


infrastructure came in third and was only cited by 8% as their main reason for disliking cycling, when it came to asking what would encourage them to cycle more improving this was cited by a whopping 49% as the main thing that would them to get on their bikes more often.

A further 10% would like better equipment, and another 10% either use their bikes as much as they can already or will not be persuaded onto one. But those who would cycle more are a hardier lot than those who would walk more, being notably less put off by Leith's weather (4% of potential cyclists said better weather would be the main thing that would encourage them compared to 17% of potential walkers).

### So What About Walking?

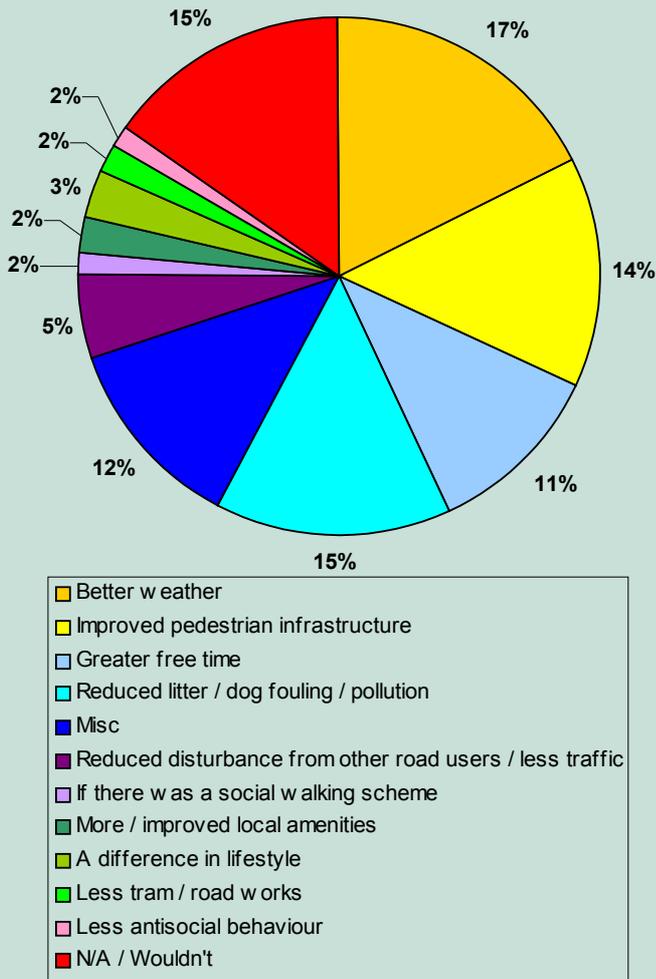
Leithers certainly have a healthy attitude towards walking, and this was given as the main reason for liking it by 44% of them, with another 36% saying they find it enjoyable, relaxing or sociable most of all. Less than 1% said they didn't like it at all.



It also seems that many Leithers are walking as much as they can already, with 15% saying that they wouldn't walk more – more than for travelling by bus or bike and more than the 5% who said they couldn't be persuaded to use their cars less.

Aside from moving Leith to a better climate or creating more hours in the day, it is clear that Leithers would walk more if the local environment were more appealing - be it improving infrastructure, reducing litter and dog mess, reducing traffic, improving local amenities – and, of course, sorting out the tram works.

### What Would Encourage Leithers To Walk More?



Finally, to help provide Leithers with better active travel advice and prioritise routes to target for improvement, we wanted to know where Leithers travel to most often.

### Leithers' Top 10 Travel Destinations

1	Ocean Terminal	17%
2	Leith Links	11%
3	Out of the Blue	6%
4	Waterworld	5%
5	Victoria Park	4%
6	Kirkgate Community Centre	4%
7	Leith Walk	4%
8	Kirkgate Shops	3%
9	The Shore	3%
10	Leith Library	3%

Leithers clearly love their shopping and leisure time, and the Top 10 shows that they like to spend their time and money locally, rather than in Edinburgh's city centre. And as over one quarter of Leithers say they mainly use their cars for shopping and leisure there is obvious potential to help people get to where they want to go by using forms of travel that are better for the environment, and better for their health.

Please help us help Leithers to do it by supporting the We Love Leith campaign.

### What Happens Next?

Greener Leith has used these results to inform the further development of the We Love Leith campaign, that aims to encourage everyone to choose to travel in a better way. As part of the We Love Leith campaign, a Future Travel Plan for Leith will be produced that proposes specific ideas that will help Leithers to walk, cycle or take public transport more.

Anyone can vote on these ideas, and suggest new ones, at this website:

<http://weloveleith.uservoice.com>

## About the We Love Leith Campaign

The We Love Leith campaign is a project delivered by Greener Leith in partnership with SISTech, Changeworks, and The Bike Station.

For more information contact:

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EH6 5PY

[www.weloveleith.com](http://www.weloveleith.com)  
[www.greenerleith.org](http://www.greenerleith.org)

### **Consultation events took place on-line and at:**

Dr Bells Family Centre  
Out of the Blue  
The Fort Community Wing/ LOSP project  
Leith Kirkgate Community Centre  
Leith Neighbourhood Partnership Public Meeting  
Hermitage Park Primary School Parents Evenings

The support from these venues is most appreciated by Greener Leith.

