



Morningside Community Council Neighborhood Travel Survey Results

12th June 2022

Research Objectives & Methodology

The aim of the Morningside Community Council Neighborhood travel survey was to:

- Understand how people travel to the area and why they chose that method of transport.
- Satisfaction with travel services and amenities
- Improvements that would be preferred for the Morningside Road area

Methodology

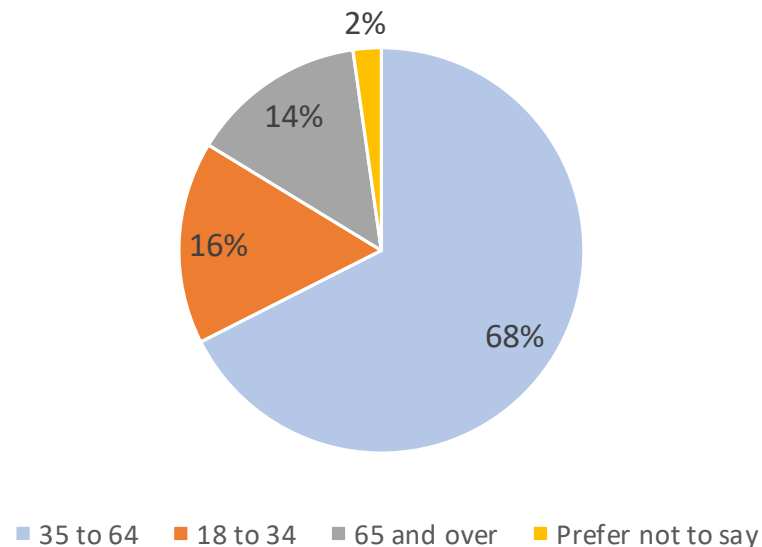
A self completion survey was distributed via QR code and face to face between 14th May to 12th June 2022



A total of 755 survey responses were received

More than two thirds (68%) of survey respondents were aged between 35 to 64

What age group do you fall into?



Source: Q9 What age group do you fall into? Base: 755 responses

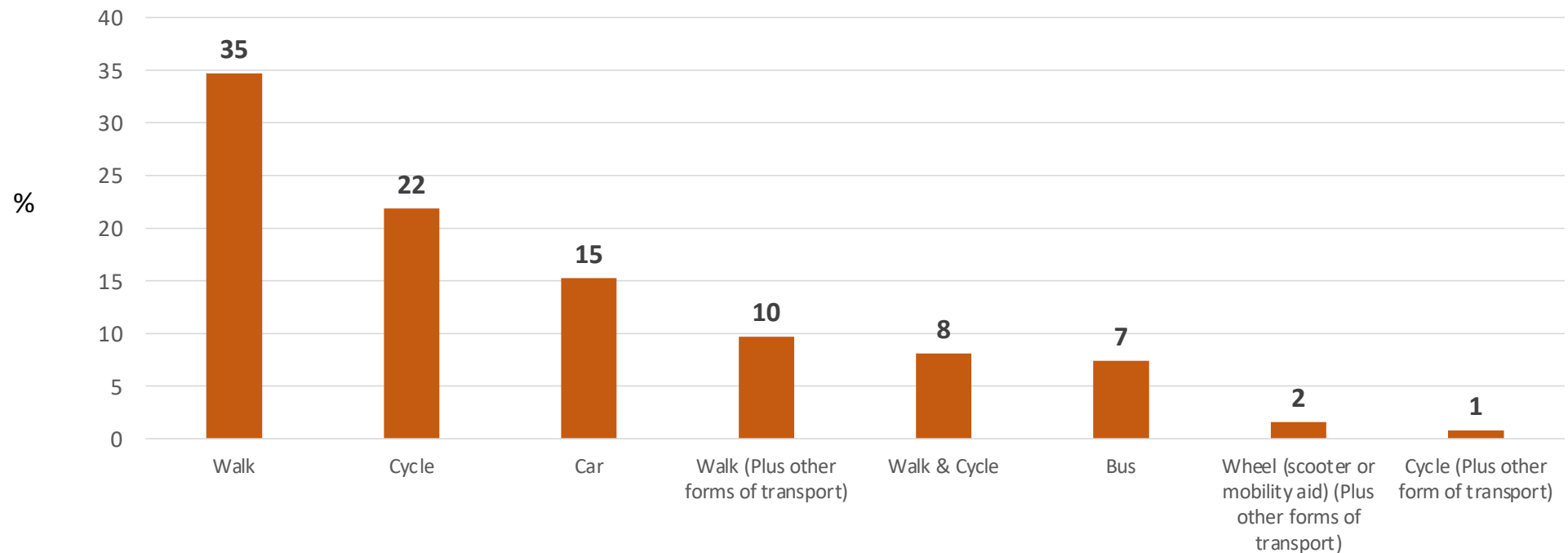
Half of survey respondents (50%) live in local areas

Where do you live?	%
Morningside/Comiston/Greenbank/Braids/Bruntstfield/Merchiston/Viewforth	50
Marchmont/Blackford/Grange/Newington	14
Tollcross/Polwarth/Shandon/Fountainbridge/Gorgie/Dalry	13
Buckstone/Fairmilehead/Mortonhall/Swanston	8
Oxgangs/Firrhill/Colinton Mains/Craiglockhart	7
Outside of Edinburgh	4
Another area of Edinburgh	3
Prefer not to say	1

Source: Q10 Where do you live? Base: 755 responses

Walking and Cycling are the most used forms of transport to travel to the Morningside Road Area

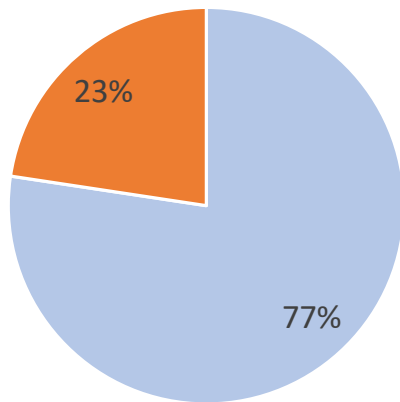
How did you travel to the Morningside Road Area?



Source: Q1: How did you travel to the Morningside Road area today? Base: 755 responses

More the three quarters (77%) of respondents who own a car mainly use the bus/cycle or walk to the Morningside area

If you own a car –
Do you?



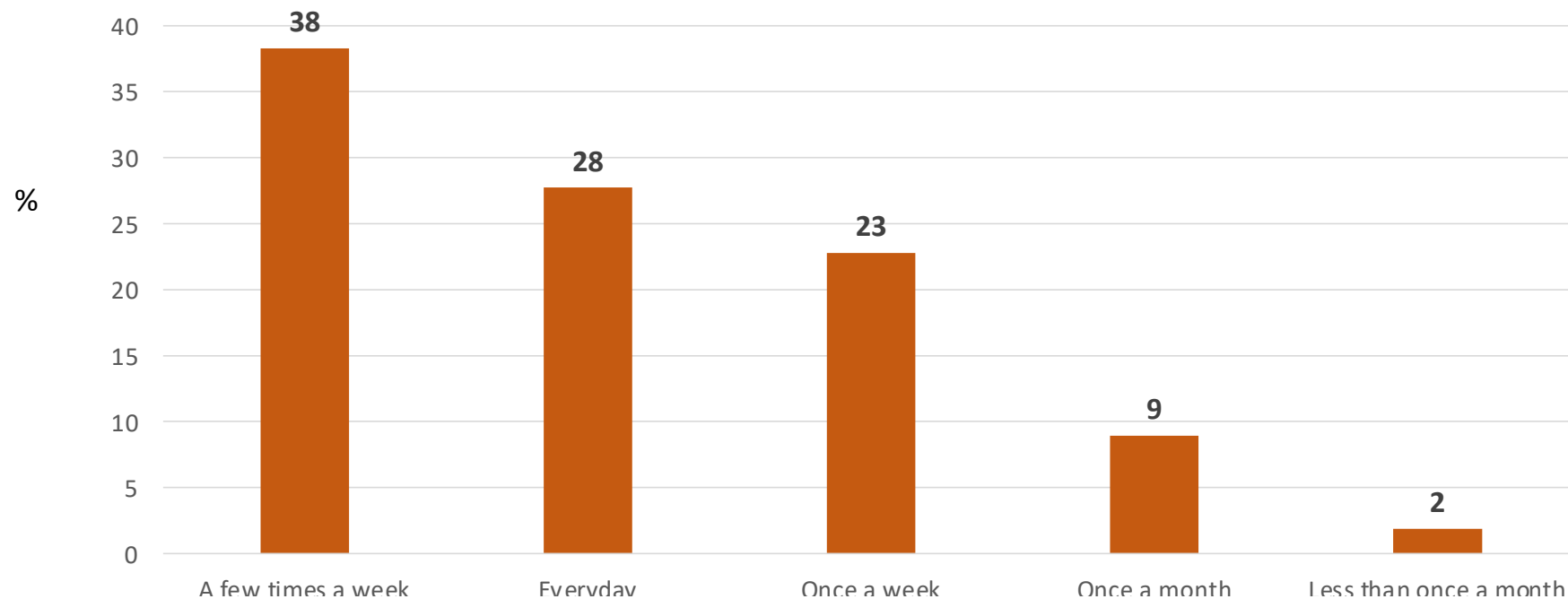
- Mainly use bus/cycle/walk to the Morningside Road area?
- Mainly use your car to travel to the Morningside Road area

Those choosing to travel by car do so for the following reasons:

- Mobility/disability
- Travelling from further afield so more practical
- Had other errands to run in other areas so more practical
- Carrying heavy items

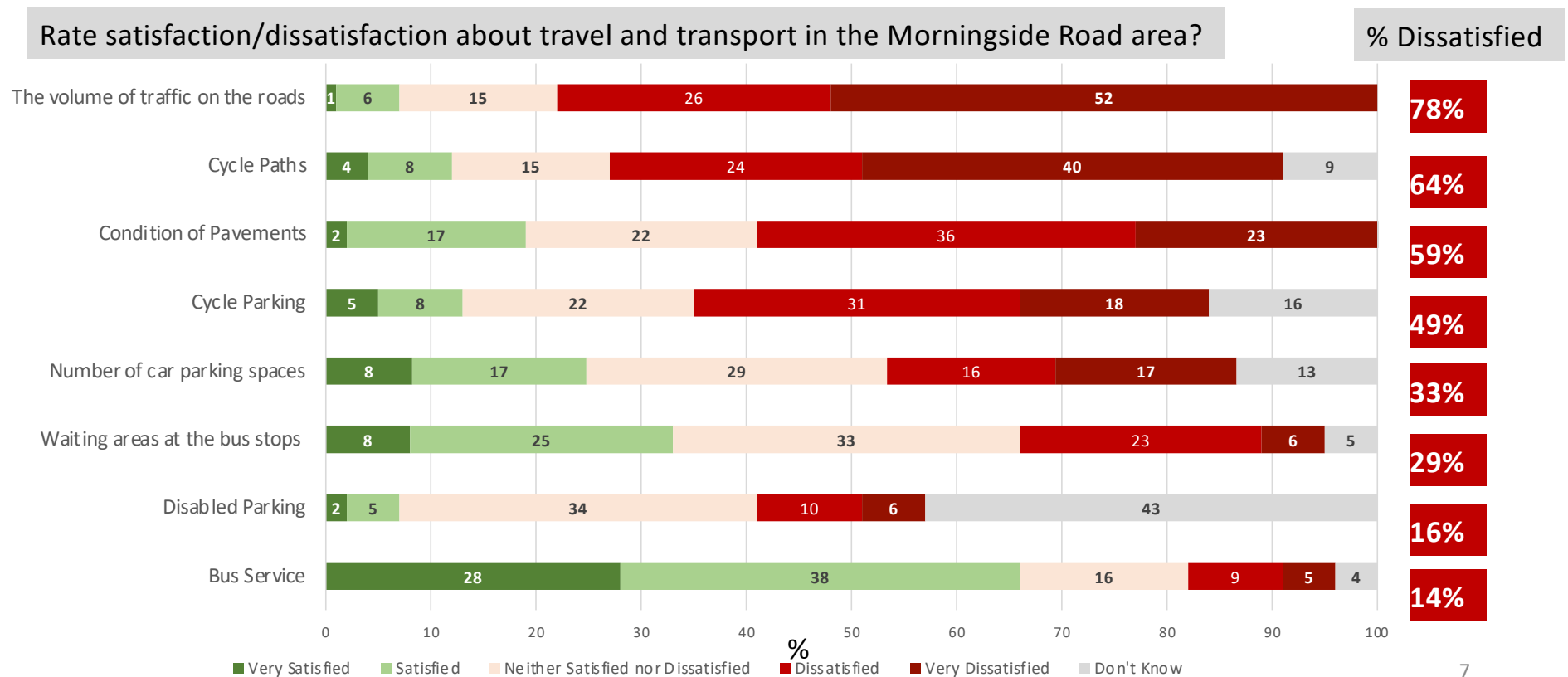
Two thirds (66%) of survey respondents visit the area more than a few times a week

How often do you visit the Morningside Road area for shopping/leisure purposes or to use other services?



Source: Q 6How often do you visit the Morningside Road area for shopping/leisure purposes or to use other services? Base: 755 responses

Survey participants are most dissatisfied with the volume of traffic on the roads (78%)



Source: Q4 Rate satisfaction/dissatisfaction about travel and transport in the Morningside Road area Base: 755 responses

The reinstatement of the Morningside (69%) railway line is the most appealing travel idea

Which of the following travel ideas would you like to see in the Morningside Road area?	%
The reinstatement of the Morningside railway line	69
More cycle racks	56
Safer crossings on Morningside Road	52
Fewer car parking spaces	47
Bus Priority Measures	38
Raised crossings at the road junctions with Morningside Road	37
More regular bus service	25
More disabled parking	21
Electric car charging points	19
More car parking spaces	18

The most popular improvements are less traffic (64%) and more nice outside places to sit and chat (60%)

What improvements would make you visit the Morningside Road area more regularly?	%
Less traffic	64
Nice outside places to sit and chat	60
More trees	53
Better pavements	52
Public Toilets	49
Pedestrianisation of the area outside M&S and Superdrug	46
More safe spaces to cross the roads	43
More seating areas	36
Space for small children to play	31
Local delivery service from local shops	7

The variety of shops both high street and independent as well as the village feel and attracts people to visit Morningside

"Great variety of food shops. The addition of independent gift shops, library, Bank , hardware also means I often can get a few things each visit"

"It's the nearest high street to me - shops and cafes are good. I use Waitrose a lot (and cycle there), Houseproud, Soderberg, the charity shops, Mellis, Andante bakery etc. I go there for the shops only, nothing else. It's not a nice place to spend time in as the road is so packed with cars and there is absolutely no green space/place to sit. If I want to sit out to eat/have coffee, I'd choose Bruntsfield."

"Fish van on a Saturday morning, lots of places to have coffee, library, charity shops, Waitrose"

"It retains some of its village feel, with a narrow but sunny north-south thoroughfare, busy with people walking and cycling, the shops are excellent, and the flats are not so tall as to create a dark canyon"

"It's a lovely high street, despite the traffic. Has some excellent mall specialist shops, e.g. Mellis. It fits in with some other places I have to regularly visit in that part of the city and, on the bike in particular, is easy to add into the day for a break, a coffee and a shop"

In addition; the restaurants, coffee shops, cinema and bars as well as other services attracts people to visit Morningside

“Groceries, cafes, shops etc. It’s a nice local high street and has pretty much everything you need so you rarely need to go all the way into town. It’s always preferable for me to go there on foot than go further afield by car if that can be avoided”

“I live here so my local area for shopping/socialising. Good mix of shops (independent/some high street) mean rarely need to go to city centre”

“Most of my requirements are local...food, leisure, medical. And should I need to go further afield then its an excellent transport system and access to main roads”

“The lively shops and cafes, as well as the opportunity to walk around in pleasant surroundings”

“Great selection of shops; lovely leafy area; good places for coffee; great community assets such as library, Dominion cinema, places of worship, GP practice, dentist, Post Office etc. Feels like a community. Has a nice 'villagey' feel. I love the Spring crocuses on the green near the clock - they are so beautiful every year”