

Morningside Community Council

Street Life Survey Results

18th July 2023

Executive Summary

- Most respondents completing the survey live locally in the Morningside area (76%) and tend to walk to the area (59%).
- The majority of people welcome the idea to redesign the space outside of M&S and Superdrug (69% agree). Agreement was highest amongst those who live locally, walk and aged between 18 to 34.
- Key reasons in support include making it safer to cross the road and making it more pedestrian friendly and green.
- Concerns from those that disagree center around the area being close to a main road and not necessarily an area people may want to dwell in, and the removal of parking required by those who need or prefer to use a car.



- The area includes 2 pay parking spaces, 1 loading bay and a taxi stance.
- Close by and at the side of M&S, M&S provides 9 free parking spaces.
- There are no designated disabled parking spaces at present.
- Disabled parking for shopping is usually provided by shop owners on their private land.

Research Objectives & Methodology

Research Objectives

The aim of the Morningside Community Council Street Life survey was to explore opinions on the area around Marks & Spencer's and Superdrug including:

- Improvements that would be preferred
- Understanding the appetite for a new design of the area.

A pictures of the area that the survey covered is shown on the right.

Methodology

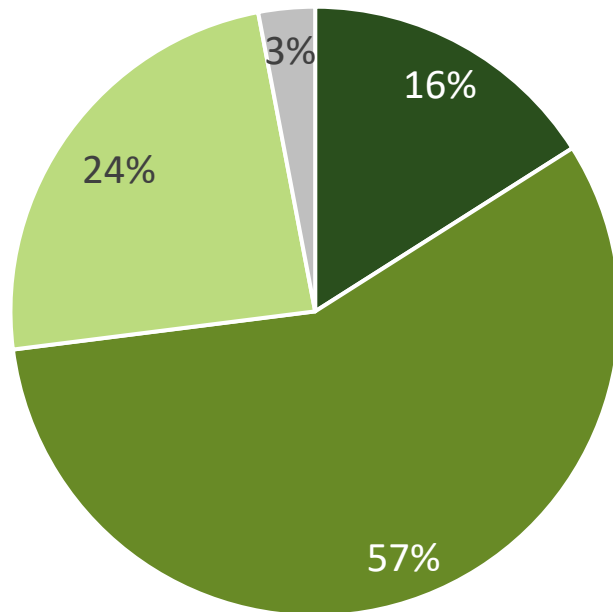
A self completion survey was distributed via QR code and face to face between 3rd June to 2nd July 2022



A total of 412 survey responses were received, with three quarters living locally

A good mix of age groups completed the survey.

What age group do you fall into?



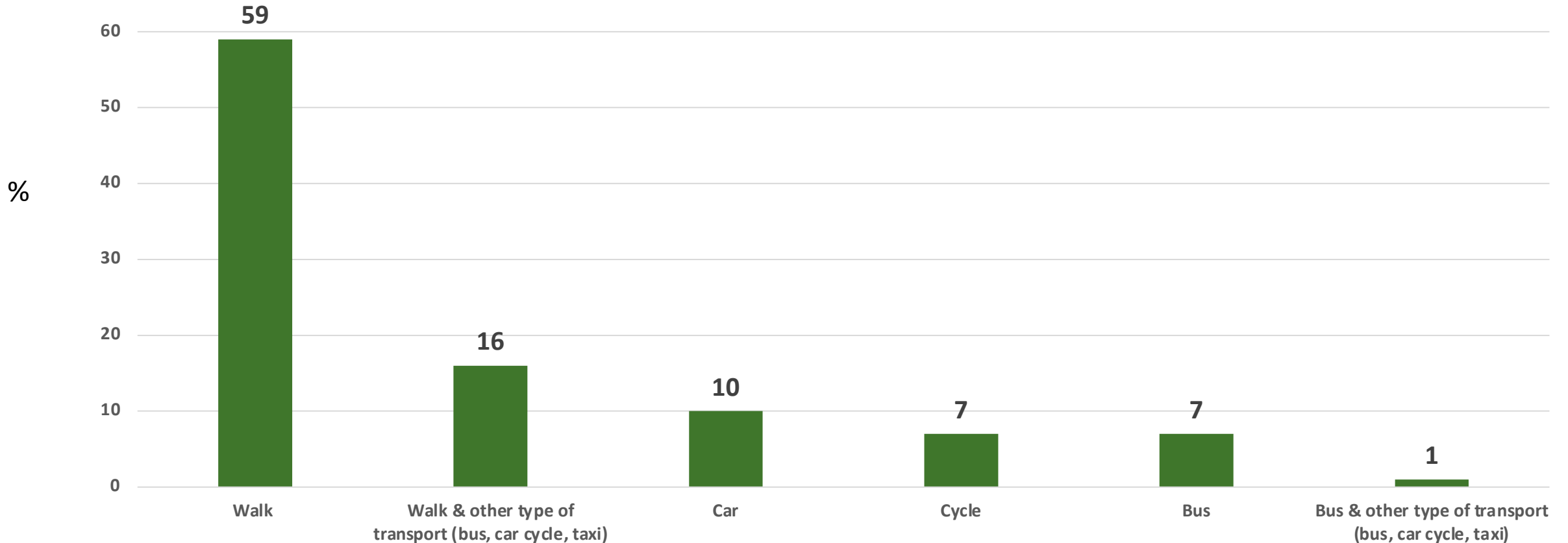
■ 18 to 34 ■ 35 to 64 ■ 65 and over ■ Prefer not to say

Three quarters of survey respondents (76%) live in the Morningside area

Where do you live?	%
Morningside/Comiston/Greenbank/Braids/Bruntstfield/Merchiston/Viewforth	76
Marchmont/Blackford/Grange/Newington	5
Buckstone/Fairmilehead/Mortonhall/Swanston	5
Tollcross/Polwarth/Shandon/Fountainbridge/Gorgie/Dalry	4
Oxgangs/Firrhill/Colinton Mains/Craiglockhart	4
Outside of Edinburgh	2
Another area of Edinburgh	2
Prefer not to say	1

Walking (59%) is the most common way to travel to the area outside of M&S, with only 10% using a car

How did you travel to Morningside today?



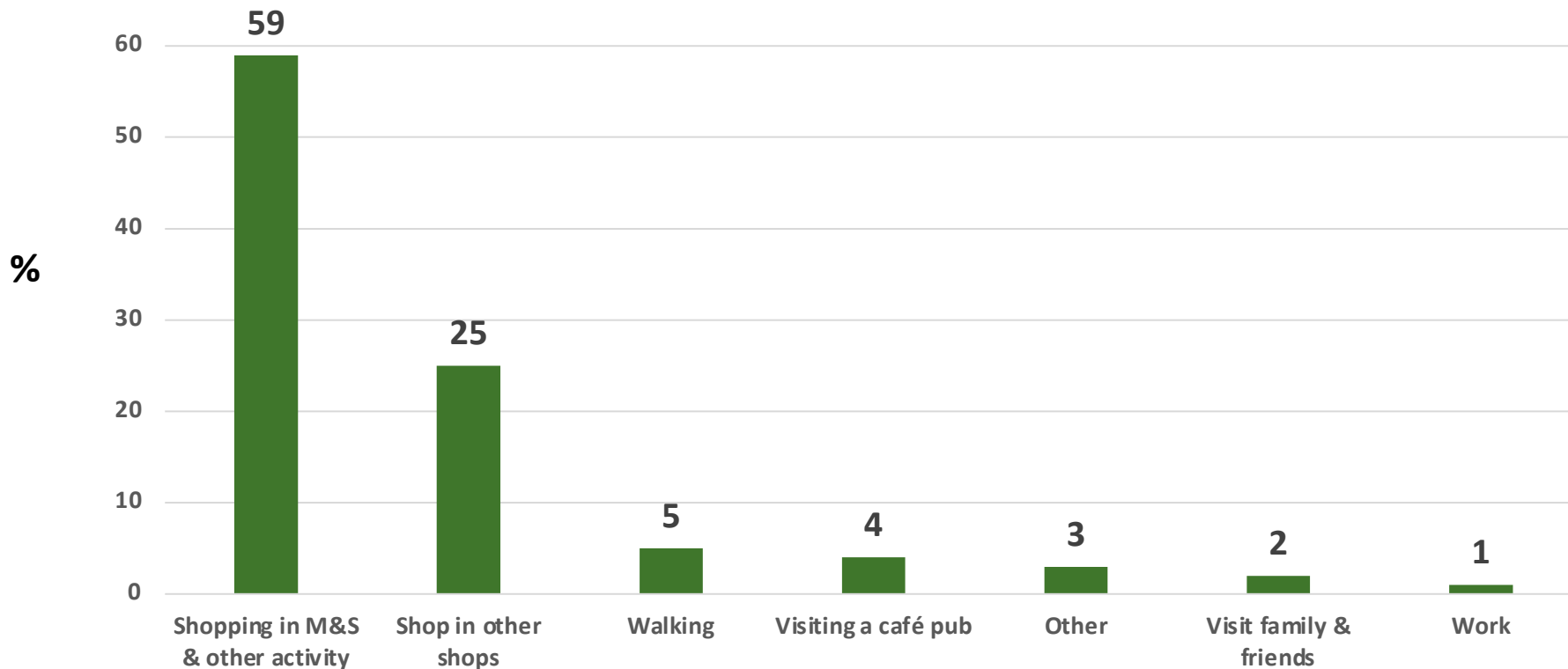
Those who live locally tend to walk and those using a car tend to live a bit further afield

How did you travel to Morningside today? As a % of the area respondents live in

Type of Transport	Morningside/Comiston/ Greenbank/Braids/ Bruntsfield/Merchiston /Viewforth	Oxgangs/Firrhill/ Colinton Mains, Craiglockhart	Buckstone, Fairmilehead/ Mortonhall/ Swanston	Tollcross, Polwarth/Shandon/ Fountainbridge, Gorgie/Dalry	Marchmont, Blackford, Grange/Newington
Bus	5%	22%	25%	6%	0%
Car	6%	17%	30%	6%	20%
Cycle	4%	22%	15%	19%	20%
Walk	69%	22%	10%	44%	35%
Combination of above	16%	17%	20%	25%	25%

Most (84%) participated in shopping as their main activity

Which of the following activities have you participated in on your visit to Morningside today?



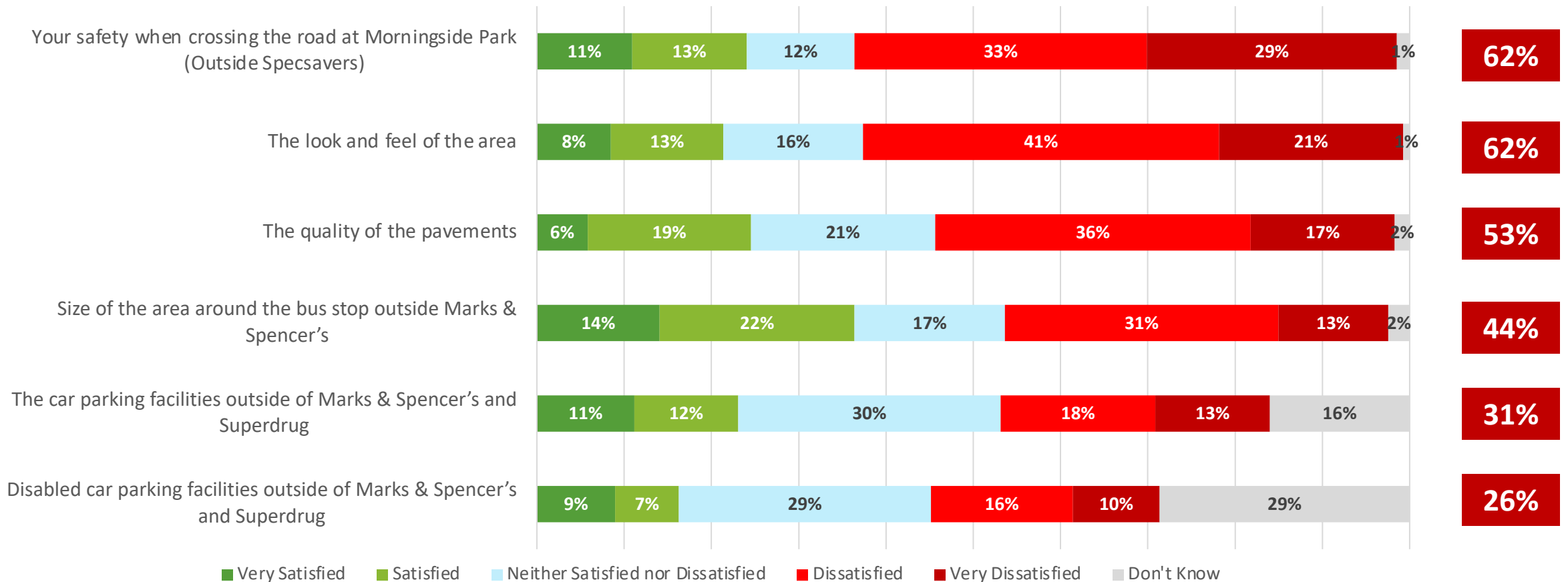
Other activities as well as shopping in M&S include:

- Walking
- Visiting other shops
- Visiting a café or pub
- Visiting Family & Friends

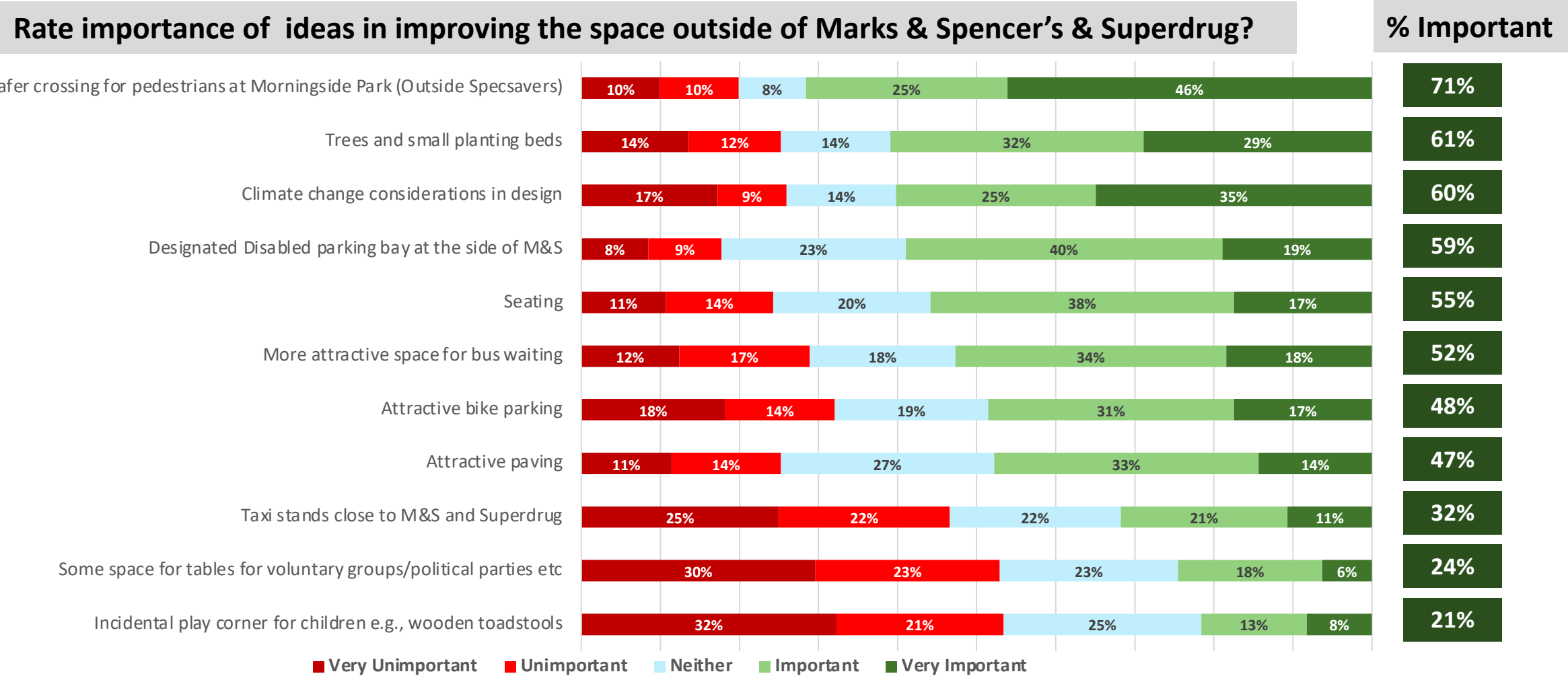
Almost two thirds (62%) were dissatisfied with the safety of crossing Morningside Park road and the look and feel of the area

Rate satisfaction/dissatisfaction thinking about the area around Marks & Spencer's and Superdrug

% Dissatisfied



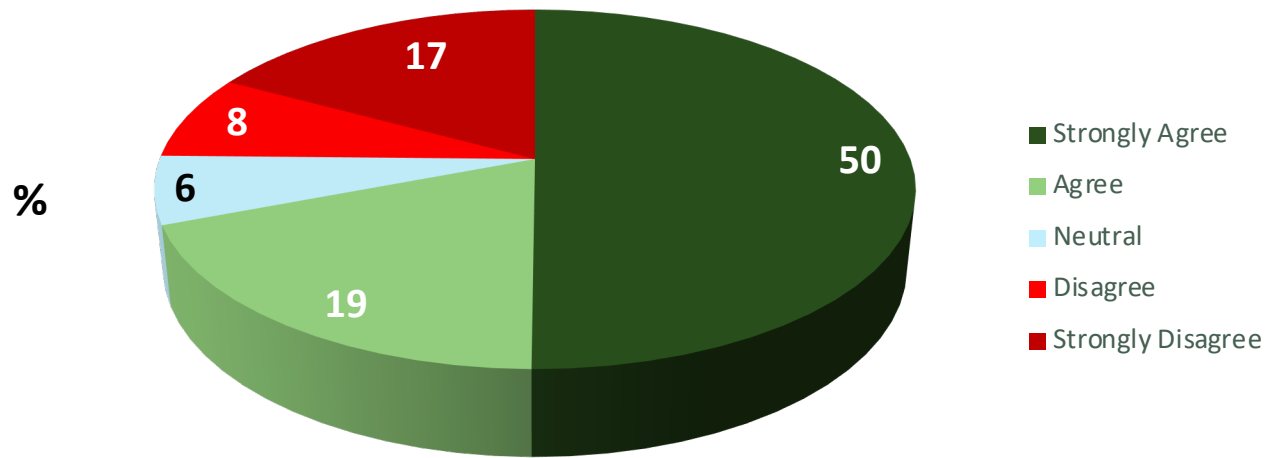
Safer crossing for pedestrians (71%), adding greenery (61%) with climate considerations (60%) as well designated disabled parking (59%) are most important



Source: Q4 How important or unimportant are the following ideas in improving the space outside of Marks & Spencer's & Superdrug? Base: 412 responses

Most (69%) agree that they would like a new design of the space around M&S

How much do you agree/disagree: With a new design of the space around M&S and Superdrug?



The image below shows how this area could look. Please note this is not the intended design but just an example. Example taken from Public Life Street Assessment Report: 2015.



Support is greatest for those who live locally and walk or cycle and younger age groups.

Those who **agree** with that they would like a new design of the space around M&S:

- Tend to walk (74%) or cycle (90%)
- Live in Morningside local area (70%) or Oxgangs (78%) or Marchmont (75%)
- Are aged between 18 to 34 (87%)

“Pedestrians using Morningside facilities far out number drivers who use this particular parking area. However, it’s the pedestrians who feel cramped in and have to take a lot of care when using the area. We should de-prioritise the small number of drivers to make the space more pedestrian friendly.”

Those who **disagree** with that they would like a new design of the space around M&S:

- Tend to come by car (65%)
- Live in Buckstone/Fairmilehead area (55%)

“Because it would disadvantage blue badge holders, carers and older people from parking or accessing taxis. I don’t think safety is a big issue crossing Morningside Park”

Those who agree with the new design of the space around M&S cite making the area more pedestrian friendly and having safer crossing spaces

“Pedestrians using Morningside facilities far out number drivers who use this particular parking area. However, it’s the pedestrians who feel cramped in and have to take a lot of care when using the area. We should de-prioritise the small number of drivers to make the space more pedestrian friendly.”

“I cross there every day with children. It’s extremely dangerous. Often stressful - we have been horned and verbally abused by drivers’ multiple times. I can’t imagine children being able to cross this road unsupervised.”

“Currently traffic cuts across the junction in trying to get into the space in front of the shops. It would be good to have it under better control and improve the pedestrian experience. Anything bringing more trees and greenery to the city is good, as are seating areas for less mobile pedestrians and social engagement.”

“Crossing the road is so dangerous with cars coming from all directions, huge cars parked on the corner on double yellow lines thus inhibiting sight lines. Cars suddenly spotting a space and making a dash for it. Car parked outwith the prescribed area just to the south of M & S.”

“Fed up with cars being the most important thing is this area. Very little consideration for pedestrians and cyclists. Also don’t agree with illegal parking on the double yellows outside the coffee box and using the loading bay for free parking

“It is an untidy area, and it would be great to make it more people friendly and support those who need a car by having designated spaces for disabled people to use”

Those who disagree with the new design of the space around M&S cite concerns that it could disadvantage those requiring parking nearby, not wanting to sit near a main road and potential vandalism

“Never enough disabled parking is created so that would severely limit access for us; people don’t need grass & trees in an area where they will mostly be going to shop; negative impact on the businesses in the area.”

“Because it would disadvantage blue badge holders, carers and older people from parking or accessing taxis. I don’t think safety is a big issue crossing Morningside Park”

“Whilst the area on the proposed picture looks nice, it's still right next to a busy main road, so I don't think it's particularly a place I'd be keen to sit down on a bench and let my children play on toadstools etc without a barrier between them and the road. In the grand scheme of things, I think we are lucky that Morningside and the surroundings have nice green spaces and safe areas to rest, play etc. I'd much rather use the other existing spaces than sit next to the busy main road breathing in car fumes!

Also, it's stated that the taxi rank could be moved elsewhere and a disabled spot could be made elsewhere, but realistically where?! Putting them somewhere else is going to have a knock on effect on the other areas, availability of residents' parking etc.”

“Completely unnecessary. All part of war on cars by ECC.”

“The existing arrangement allows for disabled parking and a good taxi rank. Any additional seating and play equipment would attract vandalism. Any seating etc would be better around the corner away from the bus stop and associated pollution”

Appendix



Those who came on foot or cycled are more likely to agree with the new design of the space around M&S

How much do you agree/disagree: With a new design of the space around M&S and Superdrug?

Type of Transport	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
Bus	14	14	7	28	38
Car	48	17	14	10	12
Cycle	7	0	3	20	70
Walk	12	8	6	21	52

Age	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
18 to 34	8	5	2	17	70
35 to 64	18	8	5	18	50
65 and over	19	8	10	23	40