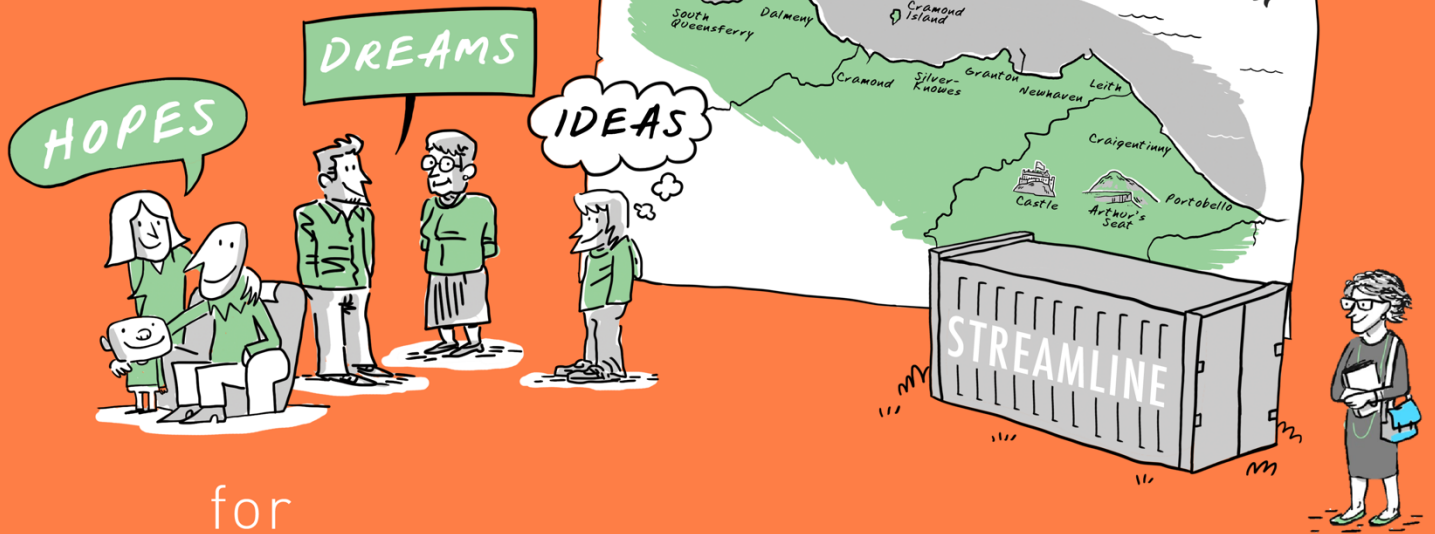


Your Vision



for

Edinburgh's Shoreline

by 2050!



The Edinburgh Shoreline by 2050

Preliminary results from the Streamline Shoreline study

In collaboration with
the Edinburgh Living Landscape partnership



Introduction

This report presents the preliminary findings of the Streamline Shoreline study. It combines data from a tablet-based survey conducted among 199 users and tourists on Edinburgh's shoreline, and in-depth interviews with fourteen community groups and residents from the city's coastal neighbourhoods.

The aim of the research was to get insight in what the shoreline of Edinburgh should look like by 2050 according to people living, working and visiting the city's 9 coastal neighbourhoods: South Queensferry, Dalmeny, Craigmond, Silverknowes, Granton, Newhaven, Leith, Craighentenny, and Portobello. More information on the study parameters, participants and knowledge gaps can be found on the final page.

The results discussed here are based on quantitative analysis of interviewee and survey responses; and highlight strong support for sensitive, ecological and green-minded development of the Shoreline as a primarily recreational area.

Summary of survey findings¹

The survey data show that, generally, shoreline users have preferences towards ecologically mindful development. Of the values measured, users most strongly agreed with statements concerning the mental and physical health benefits of being at the shore, the natural beauty of the shore, and the potential for the shore to support wildlife.

In terms of aspirations and improvements, spaces that support wildlife were a main feature participants wanted to see added to all shoreline areas. Ferries between coastal areas were also frequently cited by users, regardless of which site they were using. Seaside walking paths were a similarly popular improvement, even in areas where they already exist (i.e. Craigmond or South Queensferry) which indicates a desire for a greater network of seaside walking

Key Findings:

Strong support for green infrastructure walkway along entire Edinburgh shoreline

Overall desire for shoreline to be developed as a recreational area with thriving habitats and wildlife, rather than residential or industrial uses.

Calls for improvement of access and transport links to and along the shoreline.

Broad support for promoting cultural heritage to foster a sense of local (coastal) identity.

Small businesses and local community involvement seen as key elements in management of shoreline.

paths. In line with this, participants were generally in favour of expanded transportation routes to, from, and along the shoreline.

Interview outcomes

The in-depth interviews were based on the innovative Streamline format, which engages users into a discussion of different aspects of their vision for the future by taking them through a series of illustrated canvasses (on laminated A3s), each highlighting a different topic. The following canvasses were used in this study: Home; Activities and Uses; Values²; My Shoreline (Yes/No); Map; Making it Work; and Legacy. We will discuss the main findings for each canvas below.

Home

For the whole Shoreline, participants expressed a desire that each coastal neighbourhood would house a mix of families, single, young and old people by 2050. Similarly, respondents preferred a mix of housing options.

¹ Adapted from L. Carson's dissertation project *Systems of the Shore: an Investigation of Policy and Practice in Edinburgh – Executive Summary* (2017), see Appendix II

² As this canvas can only be properly analysed qualitatively, it is not included in this report, which is based on quantitative findings only.

Terraced houses, bungalows, semi-detached homes, and historic tenements were the most popular. High-rise flats were notably rejected by all groups interviewed, and several interviewees voiced criticism of current high-rise developments on the shoreline, particularly in the Granton area.

“Sea-views and access to the shoreline” was unanimously chosen by the resident groups as the most important feature of future houses in the area, followed by eco-friendly specifications and access to outdoor spaces. This, along with the emphasis on maintaining and enhancing the coastal character of the neighbourhoods, suggest that the shoreline is a vital asset to the quality of living along Edinburgh’s coast.

Activities and Uses

The first stand-out finding from the canvas looking at activities on and uses of the shoreline, is the sheer range and amount of activities respondents envision enjoying on the shoreline. The interviewed groups on average picked 13 uses out of 19 available options. Groups from Portobello, Craightinny, Granton, and Dalmeny listed the greatest variety of uses (19, 18, 18, and 17 cited activities respectively) they’d like to enjoy on the shoreline. See Appendix I – “Charts” for an overview of all activities & uses.

Table 1: Overview of results for main functions of shoreline

All fourteen groups picked going for a stroll as one of the main things they enjoy doing on the shoreline. Other major pursuits selected were enjoying views or sunsets and enjoying cafes and restaurants (both cited by 13 out of 14 groups), as well as enjoying cultural & maritime heritage and enjoy wildlife (both cited by 12 groups).

This is line with findings from the survey; “Enjoying nature” and “going to bars and restaurants” were cited by 61% and 39% of shoreline users respectively as their main activity on the coast.

In the second part of this canvas, the community groups were asked what the main function of the shoreline should be by 2050, and to weigh different potential uses in order of importance. As can be seen from Table 1 below, the shoreline by 2050 is mainly viewed as an ideal space for recreation, providing habitats for wildlife, and a source of inspiration. This is consistent before and after the weighting of uses is taken into account.

It is worth noting that in the third column the uses are ranked relative to their selection and weighting. This has brought housing to the top of the list. Although this use was only cited by two interviewed groups (from Leith³ and South Queensferry), its high weighting suggests these participants think it’s a very important topic.

Q: “What is the main function of the shoreline?”	Weighted (100 points divided between selected uses)	Weighting relative to times cited
1. Space for recreation	1. Space for recreation	1. Space for housing
2. Habitats and wildlife	2. Habitats and Wildlife	2. Space for recreation
3. Inspiration	3. Inspiration	3. Habitats and wildlife
4. Food from land and sea	4. Renewable energy	4. Renewable energy
5. Attracting tourism	5. Attracting tourism & Flood protection (even)	5. Flood protection

³ See “Knowledge Gaps” at end of document for caveat concerning Leith participant numbers

The final part of this canvas explored more intangible benefits from their ideal future shoreline. Here participants expressed hopes that by 2050 the shoreline would help them:

- 1 – Feel responsible for taking care of the environment.
- 2 – Connect to nature;
Gain a sense of perspective and freedom.
- 3 – Get a sense of belonging and identity

These results resonate with the activities cited under question one: enjoying wildlife corresponds thematically with taking care of the environment and the benefit of connecting to nature, while enjoying cultural and maritime heritage appears linked with a sense of belonging and identity. And the desire to get a sense of perspective and freedom chimes with data from the tablet survey: 75% of respondents visiting the shoreline strongly agreed it was good for their mental and physical health.

Overall, findings from this canvas reinforce the emphasis on the shoreline as a recreational area where people would come to relax, connect with and enjoy nature, and clear their head/gain inspiration

My Map

The map canvas invites participants to distribute different categories of uses along a conceptual map of the shoreline.

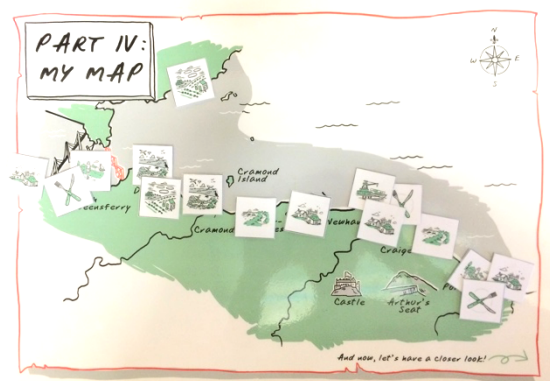


Figure 1: Example of completed Map canvas

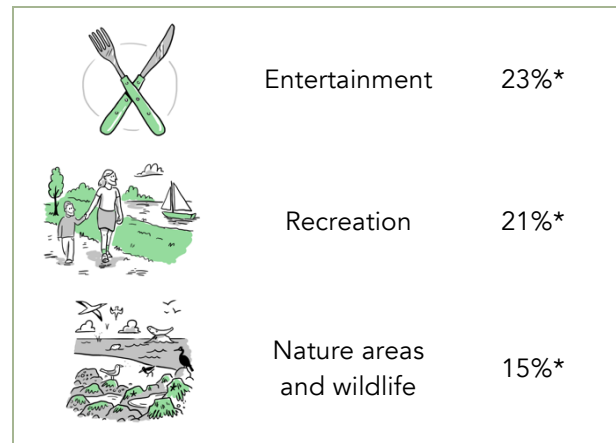


Figure 2: Overview of main shoreline use categories
*Average percentage of use category selected relative to total uses distributed.

Here again there is a clear preference for entertainment, in line with the “enjoying cafes and restaurants” activity prioritised on the previous canvas, closely followed by outdoor recreation and nature areas.

My Shoreline (Yes/No canvas)

The Yes/No canvas introduced the participants to a series of potential improvements to the shoreline by 2050, and asked them to sort them into ideas they were enthusiastic about (“Yes please!”), were opposed to (“No thanks!”) or were not particularly bothered about either way (“Not Fussed”). Based on the results summarised in Figure 3, we conclude that there is:

- Unanimous support across all 14 resident groups for
 - A green infrastructure walkway along the whole shoreline
 - Strong community involvement in what happens on the shoreline
 - Supporting thriving wildlife
- Strong (12+ groups) support for
 - Easy access through public transport
 - Fostering a sense of heritage and local (coastal) identity
 - Walking to shore from house and improving pedestrian access
 - Quiet and peaceful views, tranquil living

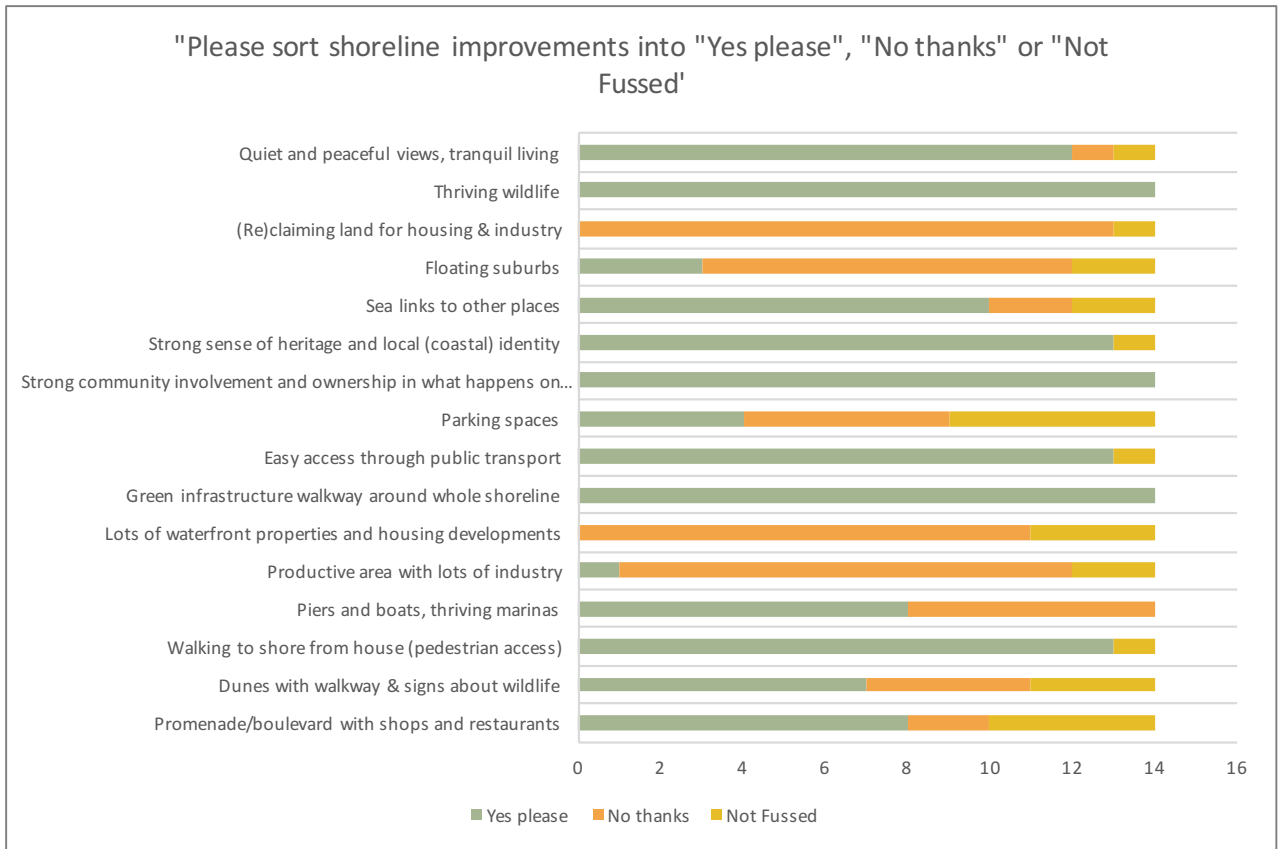


Figure 3: Summary of results for "Yes/No" canvas

- Mixed reception but some support for:
 - Sea links to other places
 - Promenade or boulevard with shops and restaurants
 - Parking spaces
 - Piers, boats and thriving marinas
 - Dunes & walkway, with signage
 - Floating suburbs
- Strong opposition to:
 - Lots of waterfront properties and developments
 - Productive areas with lots of industry
 - Reclaiming land for housing and industry

Making it work (Governance)

In the governance section, all interviewed groups cited "small local business" as a key player in making their vision of the shoreline work. Other core stakeholders to be involved in managing the shoreline were "community councils and neighbourhood partnerships", "charitable organisations and partnerships" and "individual members of the community",

with the council and national government trailing in fourth place. This suggests a preference for community-led, SME focused management of the Shoreline. One group floated the idea of setting up a "Shoreline Development Corporation" similar to urban regeneration approaches applied in London and elsewhere.

With regards to funding, the participants envisioned money mostly coming from:

1. Business improvement projects & generating profit
2. Council taxes
National subsidies
3. Tourist tax
Developers
Charities & Interest groups

In terms of involving the general public, the participating groups preferred to be involved in the decision-making process through: community organisations and steering groups, stakeholder consultations, local chosen representatives, social media & online polls, and by voting for proposals.

Legacy

The final canvas in the series invited participants to consider what by 2050 would be left behind. When asked to circle words describing the Edinburgh Shoreline by 2050, twelve of the participating groups listed “clean”, “safe”, “healthy” and “protecting the environment” as core aspirations.

Most popular words (12 citations each)	2 nd most popular (10 citations)
Clean	Creative
Safe	Pleasant
Healthy	Varied
Protecting the environment	Enjoyable

Almost all resident groups (13 out of 14) stated that they would like their kids and future generations to want to live in Edinburgh’s coastal neighbourhoods.

Finally, the participants envisioned that by 2050 the Edinburgh Shoreline should be famous for its:

- Recreational Opportunities
- Quality of Living
- Sense of community
- Wildlife and Local produce, arts & crafts

Conclusions

The recurring themes from the quantitative analysis show that residents and users would like to see the Edinburgh shoreline optimised for recreational use, along with the provision of green infrastructure and support for habitats and wildlife.

There is a call for improvement in access to the shoreline, i.e. better public transport links, pedestrian access and a green infrastructure walkway along the whole shoreline. Activities focusing on the cultural heritage and maritime history of the area would also be welcomed by local communities, along with efforts to engage and involve the residents of coastal neighbourhoods in developing the shoreline.

Study parameters & Knowledge gaps

The Streamline Shoreline study was comprised of two bodies of research.

The first part was a tablet-based survey, carried out as a dissertation project carried out by a University of Edinburgh master student, under direct supervision of the Principal Investigators on this project.

The survey took place in Spring 2017, and targeted two distinct participant groups. The main group were largely local users recruited along different sites on the shoreline (n=166). The second group was comprised of visitors and city dwellers recruited away from coastal locations, primarily in the City Centre (n=33). The survey focused on current uses of the shoreline, values and benefits, and aspirations for the shoreline.

A summary of the survey findings can be found in Appendix II, and a full survey report for each of the two participant groups is available in Appendices III and IV respectively.

The second body of research was a series of in-depth interviews with groups of residents, recruited via a mix of internet searches, community council meetings and snowball sampling. Main data collection for this phase took place in Autumn 2017, and was carried out by a research assistant employed by the university of Edinburgh, under supervision of and assisted by the PIs. Fourteen groups were interviewed in total (n=38), each interview lasting between 2 to 3 hours and involving up to five people. Participants were not paid for attendance, but coffee or lunch was provided. The interviews focused on the future of the shoreline, phrasing questions as ideal world scenarios for coastal neighbourhoods by 2050.

Overall there is good participant coverage of the study areas, with the exception of Leith. Due to time constraints and last-minute cancellations, only one resident showed up for the scheduled group interview. However most of the other resident groups also addressed the Leith area in their discussions, and there is a robust Leith sample in the tablet survey. For this reason, we have not excluded Leith from the study, but caution is to be exercised when reviewing the findings from the area.

Analysis and compilation of this report was carried out by one of the two Principal Investigators.

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