

TRAMS FOR EDINBURGH'S WATERFRONT

Findings from surveys conducted at Edinburgh's Telford College and Scottish Gas headquarters into staff and student attitudes towards construction of a tram line to serve Edinburgh's Waterfront



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Findings from surveys conducted at Edinburgh's Telford College and Scottish Gas headquarters into staff and student attitudes towards construction of a tram line to serve Edinburgh's Waterfront

Report published 18th June 2007

1. Introduction

- 1.1 This report presents the findings of two surveys carried out with two major employers at Edinburgh's Waterfront: Edinburgh's Telford College and the Scottish Gas HQ at Granton.
- 1.2 Telford College employ approximately 500 staff, and have around 4500 students, at their new campus at Granton. The survey received 191 responses from staff and 330 responses from students - return rates of 40% and 7% respectively.
- 1.3 Scottish Gas employ approximately 770 staff at their Granton HQ. The survey received 341 responses - a 44% return rate.

2. Key Findings

2.1 Telford College:

- 56% of staff and 62% of students indicated that they encountered congestion on their way to Telford College
- 70% of staff and 69% of students identified 'faster journey time' as something that would improve their journey
- 63% of staff and 77% of students indicated that they would use the tram network
- Of those who currently use a car to get to Telford College, 40% of staff and 53% of students indicated that they would the tram instead

2.2 Scottish Gas:

- 57% of staff indicated that they encountered congestion on their way to work
- 63% of staff identified 'faster journey time' as something that would improve their journey
- 81% of staff indicated that they would use the tram network
- Of those who currently use a car to get to Scottish Gas, 63% indicated that they would the tram instead

3. Detailed findings

- 3.1 Full reports from both surveys, with further findings and copies of the survey questionnaire, are included in the following pages.

**Tram Survey
Telford College, Granton Campus, Edinburgh, Jan/Feb 2007
Analysis of Results**

1. Introduction

- 1.1 During the period January–February 2007 students and staff at Edinburgh’s Telford College, Granton Campus were invited to take part in a tram survey.
- 1.2 The aim of the survey was to establish the current travel habits of students and staff and to gauge how these would be affected by the forthcoming Edinburgh tram network.
- 1.3 At the time of the survey Telford College employed approximately 500 core staff and 4,500 students.
- 1.4 In this report core students/staff are defined as those who attend the Granton campus at least 4 days a week during term time.
- 1.5 A copy of the survey questionnaire is available at Appendix 1.

2. Return rate

- 2.1 A total of 521 responses were collected and analysed.
- 2.2 191 respondents were staff. This represents a return rate of approximately 40% (38%). Of these, 41% were male and 59% were female.
- 2.3 330 respondents were students. This represents a return rate of approximately 7%. Of these, 41% were male and 59% were female.

3. Staff responses

3.1 Travel behaviour - current

- 3.1.1 **60% of staff** currently travel to work by **car** at **least three times a week**, with **44%** replying that they **always** travel to work by **car**.
- 3.1.2 **29% of staff** indicated that they travel to work by **bus** at **least three times a week**, with **23%** replying that they **always** travel to work by **bus**.
- 3.1.3 **7% of staff** currently travel to work by **bike** at **least three times a week** with **2%** replying that they **always** travel to work by **bike**.
- 3.1.4 **6% of staff** currently travel to work on **foot** at **least three times a week**, with **4%** replying that they **always** travel to work on **foot**.

3.2 Quality of travel - current

- 3.2.1 When asked to indicate the **biggest problem** encountered on their journey, **44%**¹ of respondents replied that congestion was the biggest problem, whilst **12%**² of respondents replied '**all of the above**' (indicating: **congestion, cost** and **public transport delays**).
- 3.2.2 A cumulative total of **56%** of respondents could therefore, be said to find **congestion** a **problem** on their journey into work.
- 3.2.3 When asked to indicate how their journey might be **improved**, **38%**³ of respondents replied that '**faster travel time**' would help whilst **32%**⁴ of respondents replied that '**all of the above**' (indicating: **faster travel time, cheaper travel, more accessible travel** and **joined up transport**)
- 3.2.4 A cumulative total of **70%** of respondents could therefore be said to be in support of 'faster travel time'.

3.3 Future travel

- 3.3.1 When given details of the proposed tram route and ticketing system **63%** of respondents indicated that they would use the **tram**.
- 3.3.2 Of respondents who currently **always** use the **car**, **40%** indicated that they would use the **tram**.
- 3.3.3 Of respondents who currently **always** use the **bus**, **86%** indicated that they would use the **tram**.

3.4 Summary

- 3.4.1 The majority (60%) of staff at Telford College currently travel to work by car at least three times a week.
- 3.4.2 The majority of staff indicated that they encountered a problem on their journey to or from work and felt that their journey could be improved in some way: 56% of staff indicated that congestion was a problem; while 70% of staff felt that their travel would be improved by a faster travel time.
- 3.4.3 The survey indicated that the tram would be a popular alternative, with 63% of staff indicating that they would use the tram, including 40% of car users. This represents a potential modal shift from car to tram for 40% of staff at Telford College.

¹ That is 84 out of 189 respondents selected the 'congestion' option exclusive of the 'all of the above' option

² That is 23 out of a total 189 respondents selected the 'all of the above' option.

³ That is 71 out of a total 187 respondents selected the 'faster travel time' option exclusive of the 'all of the above' option.

⁴ That is 60 out of a total 187 respondents selected the 'all of the above' option.

4. Student responses

4.1 Travel behaviour - current

- 4.1.1 **34%** of students currently travel to college by **car** at **least three times a week** with **21.9%** replying that they **always** travel to work by **car**.
- 4.1.2 **63%** of students indicated that they travel to college by **bus** at **least three times a week**, with **47%** replying that they **always** travel to work by **bus**.
- 4.1.3 **3%** of students currently travel to college by **bike** at **least three times a week** of with **2.2%** replying that they **always** travel to work by **bike**.
- 4.1.4 **9%** of students currently travel to college on **foot** at **least three times a week** of with **6%** replying that they **always** travel to work on **foot**.

4.2 Quality of travel - current

- 4.2.1 When asked to indicate the **biggest problem** encountered on their journey, **43%**⁵ of respondents replied that congestion was the biggest problem while **19%**⁶ of respondents replied '**all of the above**' (indicating: **congestion, cost** and **public transport delays**).
- 4.2.2 A cumulative total of **62%** of respondents could therefore, be said to find **congestion a problem** on their journey into work.
- 4.2.3 When asked to indicate how their journey might be **improved**, **42%**⁷ of respondents replied '**faster travel time**' while **27%**⁸ of respondents replied '**all of the above**' (indicating: **faster travel time, cheaper travel, more accessible travel** and **joined up transport**).
- 4.2.4 A cumulative total of **69%** of respondents could therefore, be said to be in support of 'faster travel time'.

⁵ That is 133 out of 310 respondents selected the 'congestion' option exclusive of the 'all of the above' option

⁶ That is 58 out of a total 310 respondents selected the 'all of the above' option.

⁷ That is 129 out of a total 310 respondents selected the 'faster travel time' option exclusive of the 'all of the above' option.

⁸ That is 85 out of a total 310 respondents selected the 'all of the above' option.

4.3 Future travel

- 4.3.1 When given details of the proposed tram route and ticketing system **77%** of respondents indicated that they would use the **tram**.
- 4.3.2 Of respondents who currently **always** use the **car**, **53%** indicated that they would use the **tram**.
- 4.3.3 Of respondents who currently **always** use the **bus**, **87%** indicated that they would use the **tram**.

4.4 Summary of Results

- 4.4.1 The majority (63%) of students at Telford College currently travel to college by bus at least three times a week.
- 4.4.2 The majority of students indicated that they encountered a problem on their journey to or from college and felt that their journey could be improved in some way: 62% of students indicated that congestion was a problem; while 69% of students felt that their travel would be improved by a faster travel time.
- 4.4.3 The survey indicated that the tram would be popular with 77% of students indicating that they would use the tram, including 53% of car users. This represents a potential modal shift from car to tram for 53% of staff at Telford College.

Appendix 1

Copy of survey distributed to staff and students at Telford College

Edinburgh's Telford College Tram survey

January/ February 2007

Welcome to Edinburgh's Telford College Tram Survey.

Why a tram survey?

City of Edinburgh Council have recently voted to build a new tram network in Edinburgh.

The new network will link Edinburgh Airport to the City Centre and Leith, initially, and then go on to link Granton (and Telford College) to Leith and the City Centre.

We want to find out how the new tram network will affect you; the staff and students at Telford College.

The survey consists of 14 short questions and should take you no more than 5-10 minutes to complete.

Everyone who completes this short questionnaire will be entered into a prize draw and will have the chance to win dinner for you and a friend or lunch for you and three friends at Telford College's 'Zero1' restaurant.

To be in with a chance to win please remember to provide your name and email address and don't forget to hand in your survey.

Thank you!

Please fill in and circle as appropriate

Section A: About you

1. If you would like to be entered into the prize draw please provide us with your name and email address:

2. Are you ?

a. *male* or b. *female*

3. Are you?

a. *student* or b. *member of staff?*

Section B: Traveling to college

1. How often do you travel to college/work by car?

a. *Always*

b. *At least three times a week*

c. *At least three times a month*

d. *At least three times a year*

e. *Never*

2. How often to you travel to college/work by bus?

a. *Always*

b. *At least three times a week*

c. *At least three times a month*

d. *At least three times a year*

e. *Never*

3. How often do you travel to college/work by bike?

a. *Always*

b. *At least three times a week*

c. *At least three times a month*

d. *At least three times a year*

e. *Never*

4. How often to you travel to college/work on foot?

a. *Always*

b. *At least three times a week*

c. *At least three times a month*

d. *At least three times a year*

e. *Never*

5. If you answered rarely or never to question 2 what is it that puts you off or stops you travelling by bus?

6. What, on average, is your total travelling time to and from work/college?

- a. Less than 15 mins*
- b. Less than half an hour*
- c. Less than 1 hour*
- d. Over 1 hour*

Section C: Your Journey

7. What might improve or make your journey to college/work easier?
(Please select more than one option if necessary)

- a. Faster travel time*
- b. Cheaper travel*
- c. More accessible travel*
- d. Joined up transport*
- e. All of the above*
- f. Nothing*
- g. Other*

8. What is the biggest problem you encounter on your journey to work/college?

- a. Congestion*
- b. Cost*
- c. Public transport delays*
- d. All of the above*
- e. No problem*
- f. Other*

9. If you have encountered problems on your journey to work/college, please describe how this has impacted on your working life or studies?

10. The new tram scheme will initially connect the airport to Haymarket, the City Centre and Leith and then go on to connect Granton to Leith and the City Centre. The cost of travelling will be the same as the bus and there will be an integrated ticketing service.

This means that you will be able to use your bus pass on the trams and vice versa. Given all of the above would you use this service if it were available?

- a. *Yes*
- b. *No*

11. If you use the tram will that be instead of:

- a. *Car*
- b. *Bus*
- c. *Bike*
- d. *Walk*

Thank you for taking the time to fill out this questionnaire.

For more information about trams have a look at www.tie.ltd.uk/tie_pro_trams.html or visit the tram stall in the college reception area from Monday 29th of January until Friday 9th of February.

Prize winners will be notified by email.

Tram Survey
Scottish Gas Headquarters, Granton, Edinburgh, March 2007
Analysis of Results

1. Introduction

- 1.1 During the period 5-9th March 2007 staff at the Scottish Gas HQ in Granton, Edinburgh were invited to take part in a tram survey.
- 1.2 The aim of the survey was to establish the current travel habits of staff and to gauge how these would be affected by the forthcoming Edinburgh tram network.
- 1.3 Scottish Gas employ approximately 770 core staff at their HQ in Granton.
- 1.4 Core staff are defined as those staff working directly from the Granton HQ. Off-site workers are not included.
- 1.5 A copy of the survey questionnaire is available at Appendix 1.

2. Return rate

- 2.1 A total of 341 responses were collected and analysed.
- 2.2 This represents a return rate of approximately 44%. Of these, 51% were male and 49% were female.

3. Responses

3.1 Travel behaviour - current

- 3.1.1 **52% of staff** currently travel to work by **car** at **least three times a week**, with **43%** replying that they **always** travel to work by **car**.
- 3.1.2 **40% of staff** indicated that they travel to work by **bus** at **least three times a week**, with **32%** replying that they **always** travel to work by **bus**.
- 3.1.3 **5% of staff** currently travel to work by **bike** at **least three times a week** with **3%** replying that they **always** travel to work by **bike**.
- 3.1.4 **10% of staff** currently travel to work on **foot** at **least three times a week**, with **7%** replying that they **always** travel to work on **foot**.

3.2 Quality of travel - current

- 3.2.1 When asked to indicate the **biggest problem** encountered on their journey, **43%**¹ of respondents replied that congestion was the biggest problem, while **14%**² of respondents replied '**all of the above**' (indicating: **congestion, cost** and **public transport delays**).
- 3.2.2 A cumulative total of **57%** of respondents could therefore, be said to find **congestion a problem** on their journey into work.
- 3.2.3 When asked to indicate how their journey might be **improved, 33%**³ of respondents replied '**faster travel time**' while **30%**⁴ of respondents replied that '**all of the above**' (indicating: **faster travel time, cheaper travel, more accessible travel** and **joined up transport**)
- 3.2.4 A cumulative total of **63%** of respondents could therefore, be said to be in support of 'faster travel time'.

3.3 Future travel

- 3.3.1 When given details of the proposed tram route and ticketing system **81%** of respondents indicated that they would use the **tram**.
- 3.3.2 Of respondents who currently **always** use the **car, 63%** indicated that they would use the **tram**.
- 3.3.3 Of respondents who currently **always** use the **bus, 97%** indicated that they would use the **tram**.

4. Summary

- 4.1 The majority (52%) of staff at the Scottish Gas Headquarters in Granton currently travel to work by car at least three times a week.
- 4.2 The majority of staff indicated that they encountered a problem on their journey to or from work and felt that their journey could be improved in some way: 57% of staff indicated that congestion was a problem; while 63% of staff felt that their travel would be improved by a faster travel time.
- 4.3 The survey indicated that the tram would be very popular, with 81% of staff indicating that they would use the tram, including 63% of car users. This represents a potential modal shift from car to tram of 63% at Scottish Gas Headquarters in Granton.

¹ That is 142 out of 334 respondents selected the 'congestion' option exclusive of the 'all of the above' option

² That is 47 out of a total 334 respondents selected the 'all of the above' option.

³ That is 110 out of a total 337 respondents selected the 'faster travel time' option exclusive of the 'all of the above' option.

⁴ That is 100 out of a total 337 respondents selected the 'all of the above' option.

Appendix 1

Copy of survey distributed to staff at the Scottish Gas Headquarters, Granton

Scottish Gas, Granton's Tram survey

March 2007

Welcome to Scottish Gas, Granton's Tram Survey.

Why a tram survey?

City of Edinburgh Council have recently voted to build a new tram network in Edinburgh.

The new network will link Edinburgh Airport to the City Centre and Leith, initially, and then go on to link Granton (and Scottish Gas HQ) to Leith and the City Centre.

We want to find out how the new tram network will affect you; the staff at Scottish Gas, Granton.

The survey consists of 13 short questions and should take you no more than 5-10 minutes to complete.

Thank you!

Please fill in and circle as appropriate

Section A: About you

1. Are you ?

a. *male* or b. *female*

Section B: Travelling to work

1. How often do you travel to work by car?

- a. *Always*
- b. *At least three times a week*
- c. *At least three times a month*
- d. *At least three times a year*
- e. *Never*

2. How often to you travel to work by bus?

- a. *Always*
- b. *At least three times a week*
- c. *At least three times a month*
- d. *At least three times a year*
- e. *Never*

3. How often do you travel to work by bike?

- a. *Always*
- b. *At least three times a week*
- c. *At least three times a month*
- d. *At least three times a year*
- e. *Never*

4. How often to you travel to work on foot?

- a. *Always*
- b. *At least three times a week*
- c. *At least three times a month*
- d. *At least three times a year*
- e. *Never*

5. If you answered rarely or never to question 2 what is it that puts you off or stops you travelling by bus?

6. What, on average, is your total travelling time to and from work?

- a. Less than 15 mins*
- b. Less than half an hour*
- c. Less than 1 hour*
- d. Over 1 hour*

Section C: Your Journey

7. What might improve or make your journey to work easier?
(Please select more than one option if necessary)

- a. Faster travel time*
- b. Cheaper travel*
- c. More accessible travel*
- d. Integrated transport*
- e. All of the above*
- f. Nothing*
- g. Other*

8. What is the biggest problem you encounter on your journey to work?

- a. Congestion*
- b. Cost*
- c. Public transport delays*
- d. All of the above*
- e. No problem*
- f. Other*

9. If you have encountered problems on your journey to work, please describe how this has impacted on your working life?

10. The new tram scheme will initially connect the airport to Haymarket, the City Centre and Leith and then go on to connect Granton to Leith and the City Centre. The cost of travelling will be the same as the bus and there will be an integrated ticketing service.

This means that you will be able to use your bus pass on the trams and vice versa. Given all of the above would you use this service if it were available?

- a. Yes*
- b. No*

11. If you use the tram will that be instead of:

- a. Car*
- b. Bus*
- c. Bike*
- d. Walk*

Thank you for taking the time to fill out this questionnaire.

For more information about trams have a look at www.tie.ltd.uk/tie_pro_trams.html or visit the tram stall in the reception area from Monday 5th March- Friday 9th March.

About TRANSform Scotland

TRANSform Scotland is the national sustainable transport campaign. We campaign for a more sensible transport system, one less dependent on unsustainable modes such as the car, the plane and road freight, and more reliant on sustainable modes like walking, cycling, public transport and freight by rail or sea.

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