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Written Report Assessment

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## **Executive Summary**

This report's main objectives were to create a marketing plan with the aim of promoting Corstorphine as a flourishing enterprise area and to consider the development of a marketing campaign to promote Corstorphine, its consumers and businesses. The main objectives to consider when making this marketing plan were to; “turn Corstorphine into a walking town”, “promotion of green spaces and local produce”, “animal street sign campaign to encourage patrons of the zoo to visit Corstorphine” and “market Corstorphine as a place to shop and do business”. These ideas turned into set objectives set by Corstorphine Council which included: “undertaking an initial review of existing successful area promotion campaigns”, “providing an analysis of these campaigns, what worked well and what could be improved”, and to “review the Corstorphine area and develop several potential ideas for the promotion of Corstorphine”. This then led to the group making “several potential messaging campaign proposal ideas for the promotion of Corstorphine.”

Research included both primary and secondary research methods. The primary research methods chosen for this campaign were two sets of questionnaires that gained first-hand data on Corstorphine and its facilities from people currently living in the town and from residents in surrounding areas. This was done by creating one specific questionnaire for the people of Corstorphine with open and closed ended questions, Likert scales and multiple choice questions to gauge many different reactions to the questions asked. This questionnaire was then compared with a separate version made with similar techniques and questions but asked to residents in surrounding areas. These results were used to compare against and see the differences between current residents of the town and others.

Secondary research was also used and mainly focused on the previous campaigns in the surrounding areas to Corstorphine. Through investigating the ‘I love Leith’ campaign and the ‘Greener Leith’ campaign this allowed the group to work out the positive and negatives of these campaigns to use in the Corstorphine marketing plan. Also, the group's point of contact with Corstorphine Community Council was able to send some second-hand data that had been gathered by the Scottish Enterprise’s marketing team which was analysed throughout the report and helped contribute to the recommendations that are made at the end of this report.

There were several recommendations made for the marketing campaign including a website for the town, a loyalty card scheme and a farmers market. These recommendations have all been carefully analysed with the aim of improving the

reputation of the town and helping promote the town as a flourishing enterprise area while attracting the target market of 25-40 year olds with high disposable income.

## **Introduction**

Corstorphine Community Council is a voluntary organisation set up by the Local Authority and run by local residents. These councils are comprised of people who care about their community and want to make it a better place to live. Community Councils facilitate a wide range of activities which promote the wellbeing of their communities. They bring local people together to protect and promote the identity of their community. These councils advise, petition, influence and advocate numerous causes and cases for concern on behalf of their local communities. Corstorphine community Council (ccc) was established in 1982 and the Council is comprised of 16 councillors and representatives from 5 local bodies including: Corstorphine Trust, The Rotary Club of Corstorphine, Friends of Corstorphine Hill, Corstorphine Churches Together and Corstorphine Traders Association. The Council has 4 Sub-Groups which are Business, Planning, Environment & Amenities and Youth.

The aim for this report is to develop a marketing campaign to promote Corstorphine to consumers and businesses while also promoting Corstorphine as a flourishing enterprise area.

The research provided in this report will be both secondary and primary research with both qualitative and quantitative information. The secondary research will include background research into the existing promotional campaigns and website articles, academic journals and census data. The primary data will consist of information obtained through two questionnaires. The target market for this campaign will be 25-40 year olds with high disposable income. The overall aim of this campaign is to promote Corstorphine as a modern town that will attract the younger businessmen.

The objectives of this report are: to undertake a review of existing successful area promotional campaigns and provide constructional analysis on these campaigns; to review the area and develop a number of ideas for the promotion of corstorphine; and, to draft a number of potential campaign proposals for the promotion of Corstorphine.

## **Literature Review**

Public sector marketing, and specifically place/destination marketing, provides a number of more complex issues compared with private sector marketing. Firstly, there has been very little research conducted in the field, most likely as there is usually no direct profit generated in these areas, and as such there are very few relevant theories applicable to place/destination marketing. This links in with the second issue; the elemental difference between public and private sector marketing of there being no 'exchange' in public sector marketing. This concept of a change of rights is core to almost all marketing concepts (Ashworth and Voogd, 1990).

In terms of destination marketing, tourism is becoming an increasingly competitive industry; with heritage tourism acting as one of the main catalysts in this increase due to its "transformation towards commercialisation" (Petrova and Hristov, 2014). As such it would be beneficial for Corstorphine to be promoted on its history and heritage in order to increase the number of visitors.

With reference to marketing theory, social marketing is one of the most relevant concepts to use in order to increase the number of local citizens shopping within Corstorphine. Social Marketing has the "intention to alter or reinforce a set of attitudes held by a target individual" (Ashworth and Voogd, 1990).

For businesses, this is one of very few long-term marketing systems which focuses less on short-term measurable profit making it more applicable for use in the public sector. Another marketing concept which is an option for promoting the Corstorphine area is image marketing. This links with social marketing as it aims to manipulate behaviour patterns of selected audiences (Ashworth and Voogd, 1990).

This works as although Corstorphine may not have any clear and obvious goods or services to promote, the area could be 'sold' through image marketing which would in turn aid the less marketable goods and services on offer in the Corstorphine area. This idea is reinforced by Warnaby and Medway (2013) who raise the importance of 'selling' a suitable image of a place to create a sense of attachment to that place in the eyes of the consumer.

Muscat (2011) states that the dual aim of place branding through image marketing is "to form a unique selling proposition that will secure visibility from the outside and reinforce local identity to the inside". They also state that 'stories' relating to the history of a place create identification with a place as well as an attachment to that place, among both internal and external audiences (Warnaby & Medway, 2013).

This idea of using the history of a place through image marketing would be suitable for Corstorphine as it could simultaneously appeal to both local residents and potential tourists, increasing the efficiency of any campaign.

An additional tool Warnaby and Medway (2013) highlight in relation to materialising a place's identity is the use of local architecture: citing the use of the coliseum in Rome, Eiffel tower in Paris and London eye in London. This could link in with the idea of history in Corstorphine through the use of the Corstorphine tower.

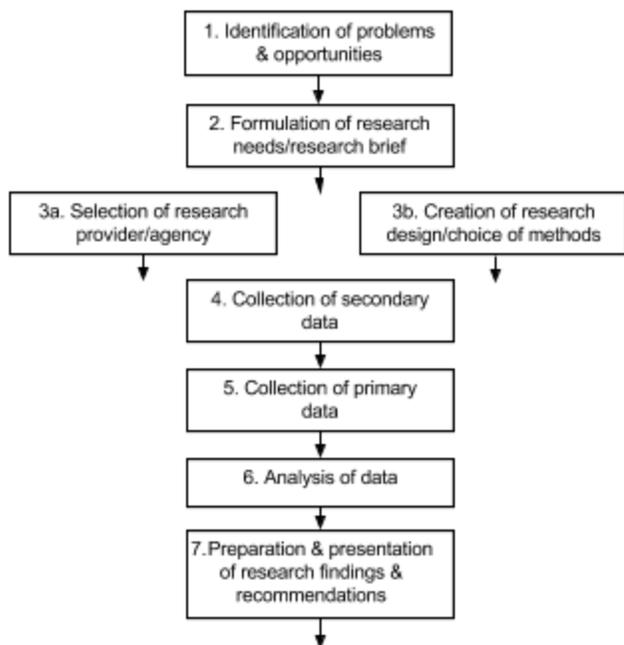
Most information about a place being 'promoted' does not have the goal to influence behaviour in the way social and image marketing does.

From all of this, users of a place will have a large amount of information on that place which will influence their feelings towards and expectations of the place (Ashworth & Voogd, 1990).

As such, the primary research undertaken should investigate the existing information relating to Corstorphine and more significantly the respondents current opinions and beliefs on Corstorphin. In order to assess not just areas of improvement within Corstorphine from an urban development point of view but also to identify where consumer behaviour needs to be improved.

## **Research Methodology**

According to Wilson (2006), there are seven stages for research method process:



(Wilson 2006)

## **Secondary research**

Wilson (2006) stated that secondary data is the data that already exists and is available to us. Secondary data is a cheaper and faster way to get the data when the primary data is not available (MSG, 2016). Also, it can help to clarify the whole research requirements and answer some of the research questions. Moreover, it can help the researcher design such as to decide who, where, and how to do the primary research. Also, it provides some information that can not be collected from primary research (Wilson, 2006).

There are two types of secondary data which are internal data and external data. Internal data means the data is being collected within organization such as sales reports, marketing information systems and loyalty cards. The internal data used in this report was collected by Scottish enterprise's marketing team. This included: the boundary of Corstorphine, the population, employment and income statistic within Corstorphine, resident health data and their satisfaction with the neighbourhood. Also, the business lists, housing prices, census data and business rates provided for the town.

External data means the data is being collected from published sources such as government reports, published research, press & internet. This data was obtained from Corstorphine Community Council and The City of Edinburgh council official websites and academic articles about different marketing campaigns that have been created such as I love Leith campaign and Greener Leith campaign.

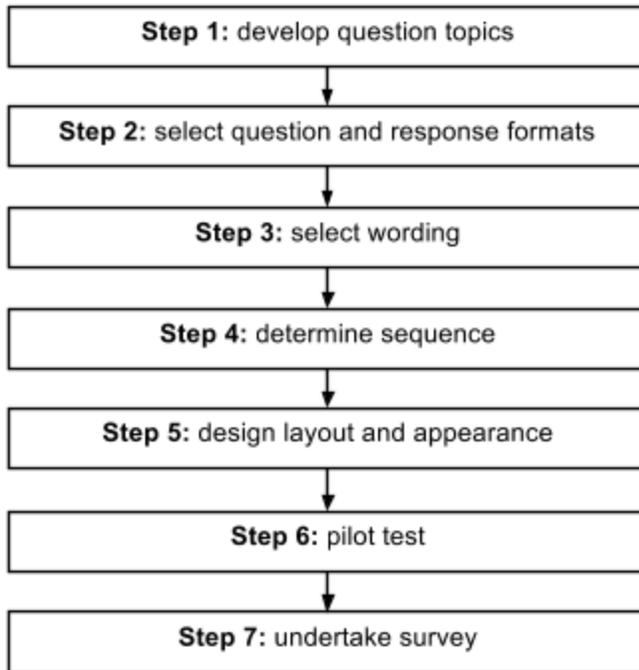
Secondary data also has some limitations such as there is no specific information available. For example, Corstorphine Community Council wants to evaluate residents' opinion to different marketing campaigns but the secondary information will not provide the opinion to their campaign. Also, the data may not be classified properly. For example, the secondary information may be of some subsequent value to the council but it is not straightly applicable. Moreover, the data may have bias. Researchers need to evaluate the source of information as to whether or not it can be used. Also, the data may be difficult given different situations.

## **Primary Research**

According to McDonald and Meldrum (2013), primary research is providing unique information that never existed before, it can be collected from the market through two different ways: qualitative and quantitative research. This report will use questionnaires to collect attitudes and opinions from respondents with both qualitative and quantitative research. Brewer and Hunter (1989) claimed that triangulation research methods that use multiple sources are superior to monomethod research as it provides more reliable data. For the advantages of primary research, it can collect data that cannot be found from secondary data as the respondents will answer specific questions that related to the research's objective. The researcher can also design any kind of methodology of the research. However, it will be more expensive than secondary data.

In this report, questionnaires will be carried out for primary research since it is a low-cost research method compared to others. It only needs software and will be sent out via the internet. It is easier to collect and deliver with quick design. The questionnaire collects quantitative and qualitative data, and includes measurement and analysis of target concepts. Also, self-administered questionnaire will be used, which will be post online and completed by the respondent without a researcher. The questionnaire will have a standardised wording and the order of questions. This is to ensure that all respondents are asked the same questions in the same way and this in turn should ensure the justifiability of any comparisons made between respondent answers. The data will be collected in a form which make the answers more easily analysed statistically.

Wilson (2006) shows the seven steps of questionnaire design process:



Wilson (2006)

The questionnaire is designed for comparing opinions and ideas from respondents who live in Corstorphine and the general public outside of Corstorphine. Convenience samples will be the general public outside of Corstorphine and volunteer samples will be the residents of Corstorphine. The larger sample size it has, the more accurate result that can be collected, so it can be set as 50-100 per questionnaire. The questionnaire will be posted online – Facebook page of Corstorphine in order to collect the data from the target group. It will be designed in a standard format with three question types – open-ended, closed and scaling questions that include both qualitative and quantitative questions. Qualitative questions will collect the in-sight attitude of target group like their personal opinions or ideas of Corstorphine. On the other hand, quantitative questions are to collect the level of likeability to measure their satisfaction. Before launching the questionnaire, the pilot test will be used to ensure the quality of it. Tested by small-scale of target group (n=10) to gain their feedback and improve the existing questionnaire if there are any weakness.

## **Findings**

### **Secondary Research**

#### **“We love Leith” Campaign**

“We love Leith” campaign was created to encourage the residents of Leith to actively travel which would reduce their carbon emissions and overall improve the quality of their life. The project used pledges, which residents would make a commitment to change their travel and shopping behaviour. The campaign became very popular and even had celebrities such as The Proclaimers and a former world champion boxer joining the project. The campaign introduced branded items for sale, such as “We love Leith” bags and banners which got the project noticed more and more.

A report written by Tessa Clark and Dr Suzy Goodsir explains the results of a survey created based on the “We love Leith” campaign (2011). The campaign worked especially well concerning the behaviour change, “ up to 70% of residents changed their behaviour and walked or cycled more”, and it was similar with residents shopping local. Overall the campaign worked well in promoting active travel to improve the residents’ quality of life.

#### **“Greener Leith” Project**

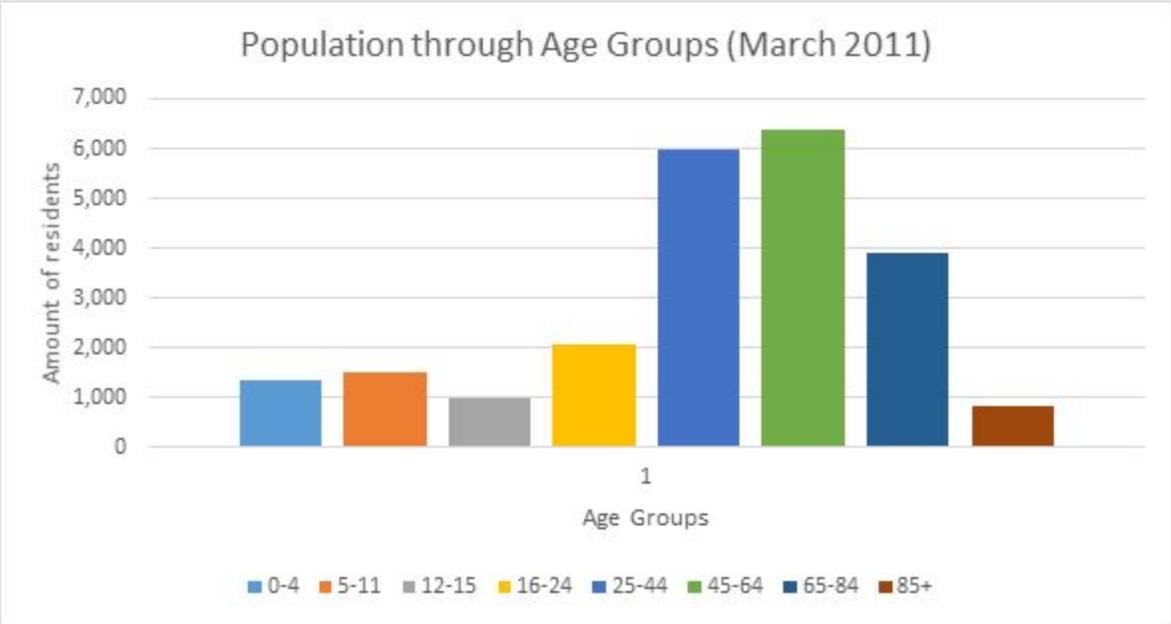
The slogan of “Greener Leith” is “ making a real difference to Leith’s public spaces” (Tibbitt, 2013). “Greener Leith” are improving the Leith area by making it a more environmentally friendly space, they are doing this by planting trees, clearing litter and supporting community garden projects. By simply improving the area, residents may feel more motivated to become more active by going for a walk or cycle. The project has already planted more than 120 fruit trees within Leiths green spaces, trained numerous people in bike maintenance, improved bike facilities and organised free bike rides and walking groups. The project has also teamed up with “Pedal - Portobello” which is another community based project aimed to create a sustainable community with Portobello.

#### **Scottish Enterprise Data**

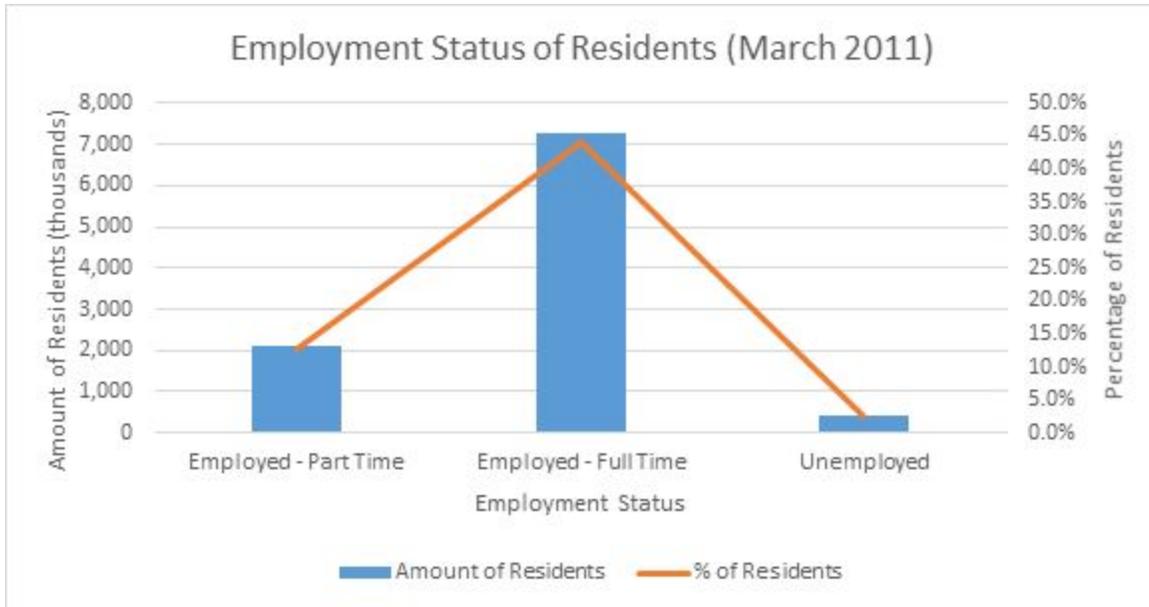
Corstorphine Community Council were able to send some second hand data that had been gathered by Scottish Enterprise’s marketing team which will be analysed here to contribute to the recommendations that are made at the end of this report.

The second hand data received was a spreadsheet of different datasets such as population, income and health which was created by Edinburgh City Council. Each

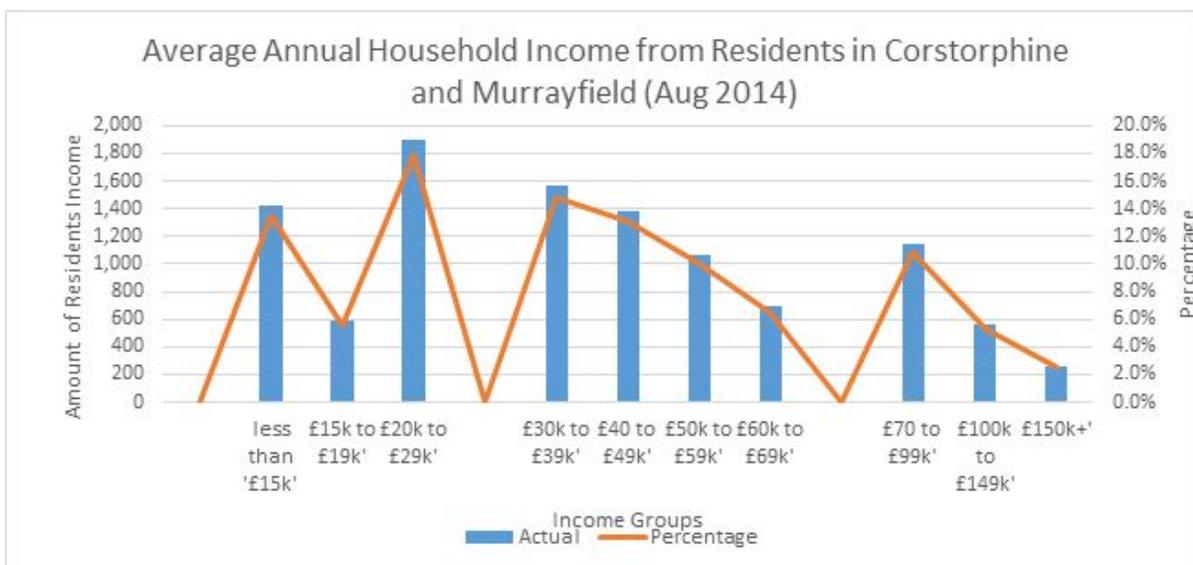
dataset contained statistics for each of the council wards in Edinburgh. The graph below was created from the dataset and displays the population of the Corstorphine and Murrayfield area through different age groups. The age groups which displayed the highest results were the 45 – 64 year olds, followed by 25 – 44 year olds and 65 – 84 year olds (Cruickshank & Edinburgh City Council, 2015).



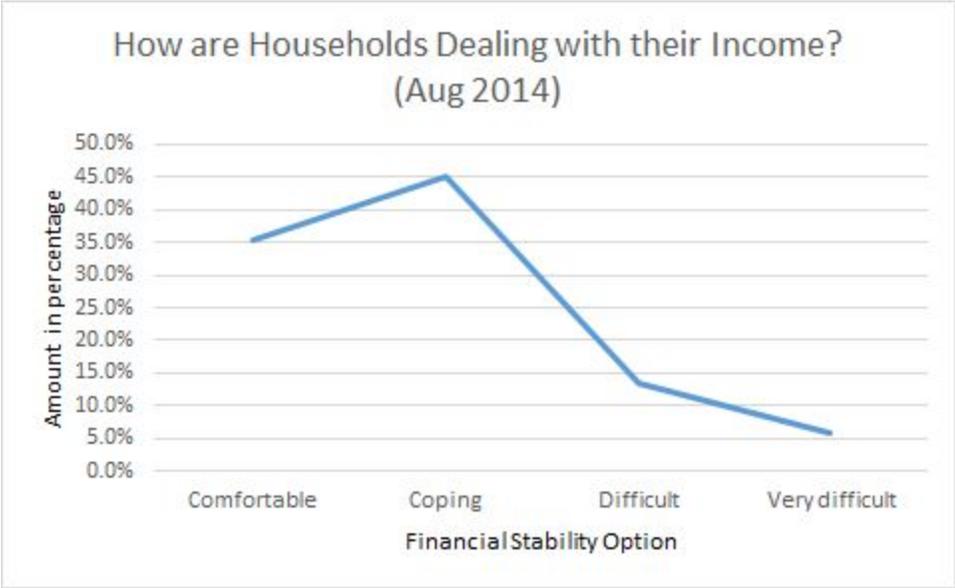
The levels of employment and income within the Corstorphine/Murrayfield area is another dataset that was received. A graph was created to show the percentage and amount of residents within selected employment statuses. From this, it can be seen that the majority of residents in the area are in full time employment.



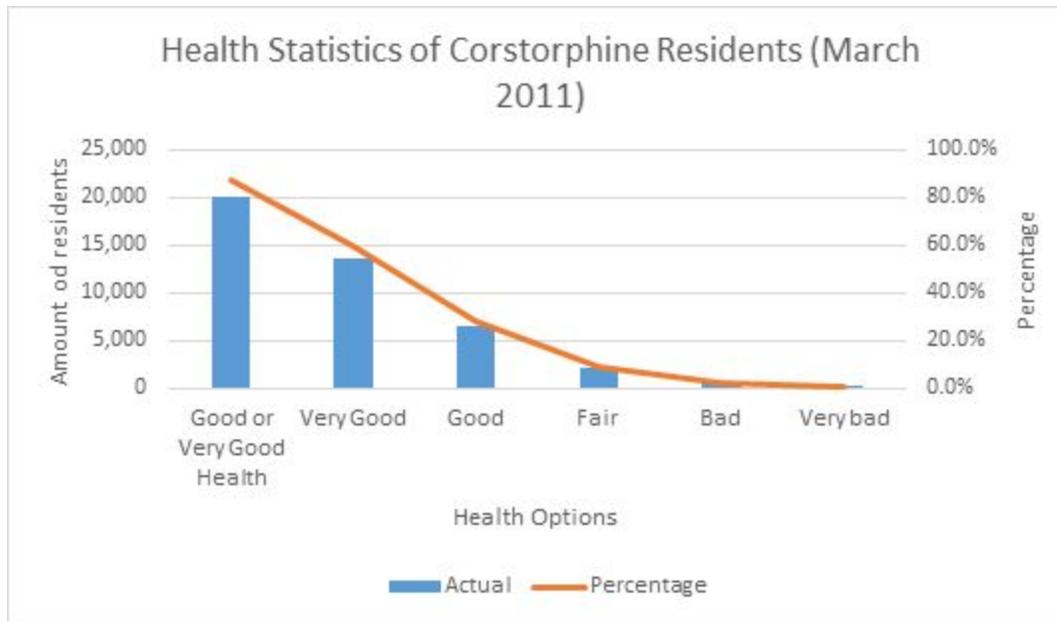
Along with the employment rates of the area the income levels are equally important to analyse. The graph below uses percentages and figures to show the average annual household income in the area. The most popular income group that stands out is “£20k – £29k” with the highest percentage of 18%. “£30k - £39k” and “less than £15k” are the two income groups that follow with 15% and 13% (Cruickshank & Edinburgh City Council, 2015). These statistics link with the Employment statistics as it was found that most of the residents are in full time employment.



Within this dataset there were statistics relating to how households coped with their income. It was shown that 45% of households in the Corstorphine/Murrayfield area stated they were 'Coping' with their amount of household income and 35% stated that they were 'comfortable'. These statistics give a slight indication about disposable income in households. If more households found they were having difficulty in coping with their income it would suggest there may be a high amount of households who do not have a lot of disposable income. However, as this was not the case, it suggests that there may be a number of households who find they have an above average amount of disposable income.



Another factor which has been analysed is health and exercise in the Corstorphine/Murrayfield area. It was found that the majority of residents are in good or very good health, as shown in the graph below. This was found with roughly 20,000 residents being in good health, which is over 80% of the population in the Corstorphine/Murrayfield area. There was an extremely low amount of residents found to be in bad or very bad health which is beneficial to the area as Corstorphine Community Council would like the area to be seen as an active town, where residents walk and cycle to the local amenities.



However there are some limitations of this second hand data. Including the dataset containing both Corstorphine and Murrayfield areas as there was nothing found singularly for the Corstorphine area, meaning the data may be varied and slightly unreliable. Also the majority of the statistics were from 2011, however there were some from relatively recent years.

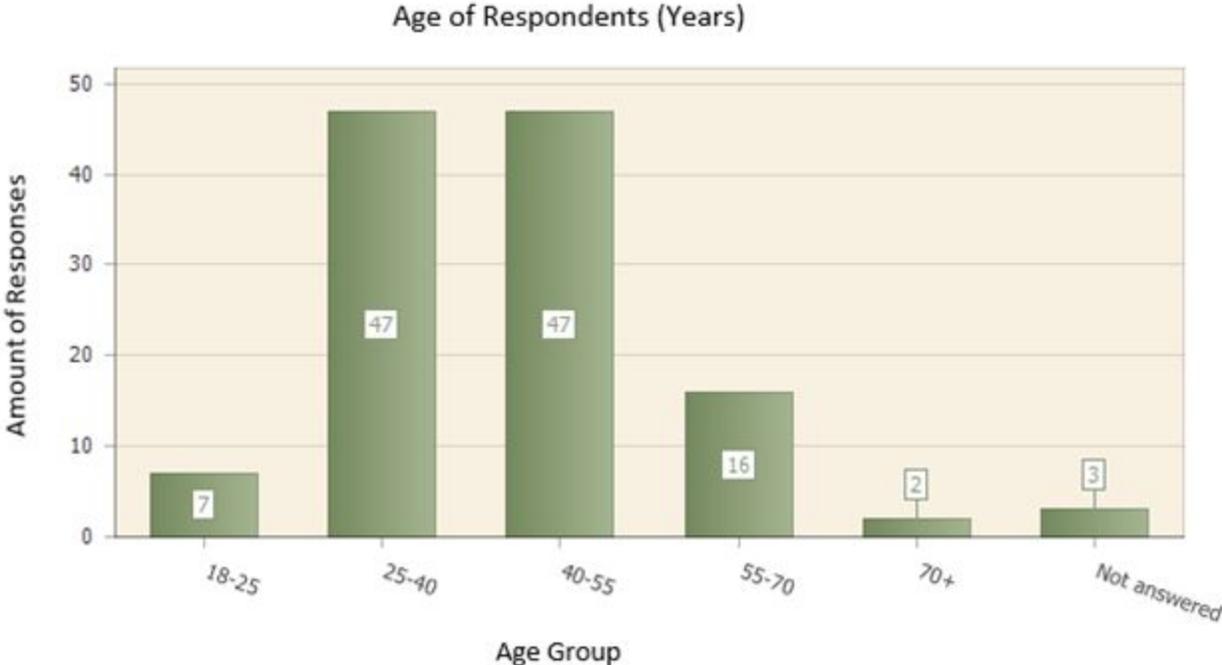
## **Primary research**

### **Corstorphine Residents Questionnaire**

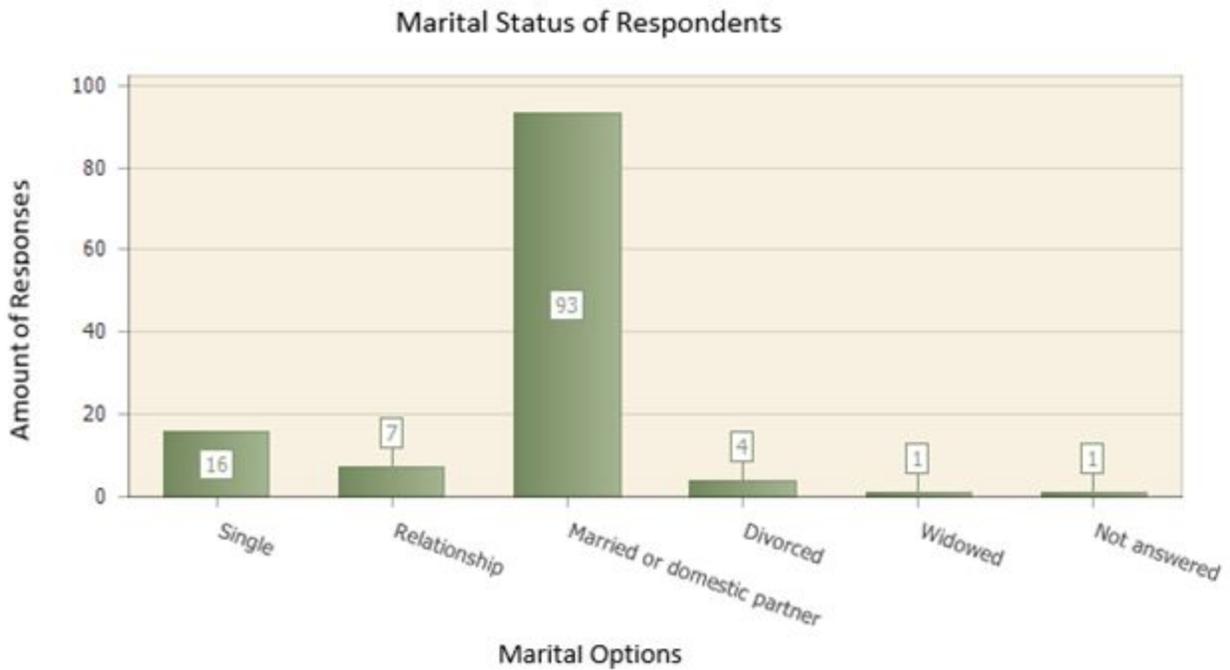
This questionnaire (Appendix 2) was created to obtain key first-hand information from residents of Corstorphine regarding the benefits and negatives of living there. To do this, we created twenty-two separate questions, made up of open and closed ended questions, Likert scales and multiple choice to gain qualitative and quantitative data. We advertised the questionnaire through Facebook groups in Corstorphine and were met with 122 responses. This questionnaire involved questions based on location, occupation, hobbies and more.

The first question, asked “Do you currently, or have lived in Corstorphine.” Multiple choice tick boxes were given with one of the three boxes having to be ticked. The three options were, “Yes, I currently live in Corstorphine”, “No, however I have previously

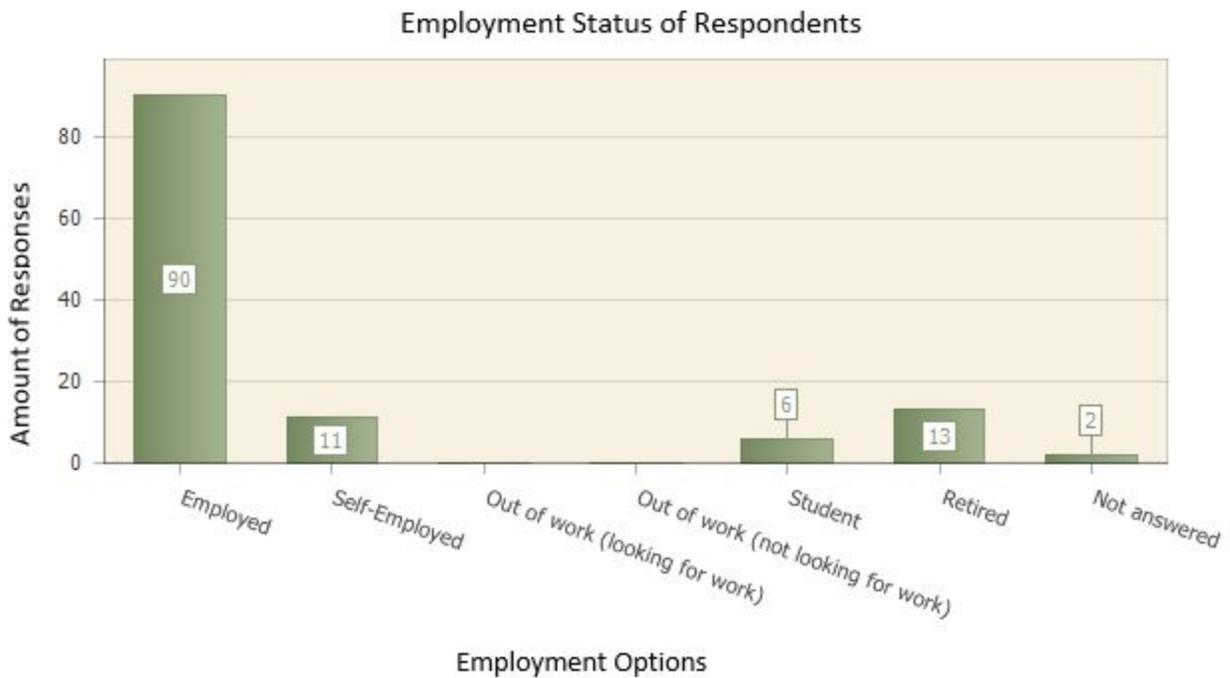
lived in Corstorphine”, or “No, I have never lived in Corstorphine.” There were 120 responses out of the 122 respondents. 107 (87.7%) answered, “currently live in Corstorphine” proving this questionnaire will obtain direct answers from residents in Corstorphine. 10 respondents had previously lived in Corstorphine and 3 had never lived in Corstorphine, 2 respondents decided not to answer.



This question was about age and asked, “What age are you?”. Again, this was a multiple-choice list with ranges of; 18-25, 25-40, 40-55, 55-70 and 70+. The target market being made for Corstorphine is 25-40 year olds with high disposable income. 119 out of 122 respondents answered this question with 7 respondents between 18-25 years old. 47 between the ages of 25-40 with another 47 between 40-55 years old. 16 respondents were between the ages of 55-70, 2 were 70 and older with 3 respondents choosing not to answer. These responses were successful as 38.5% of the respondents are ideal target market.



The next question was, “What is your marital status” with the options: single, relationship, married or domestic partner, divorced, and widowed. 121 out of 122 respondents gave an answer. 93 respondents were married or had a domestic partner (76.2%) with 4 being divorced and 7 being in a relationship. 16 respondents were single and 1 was widowed and 1 chose not to answer. This showing Corstorphine as a family friendly town.



**Employment Options**

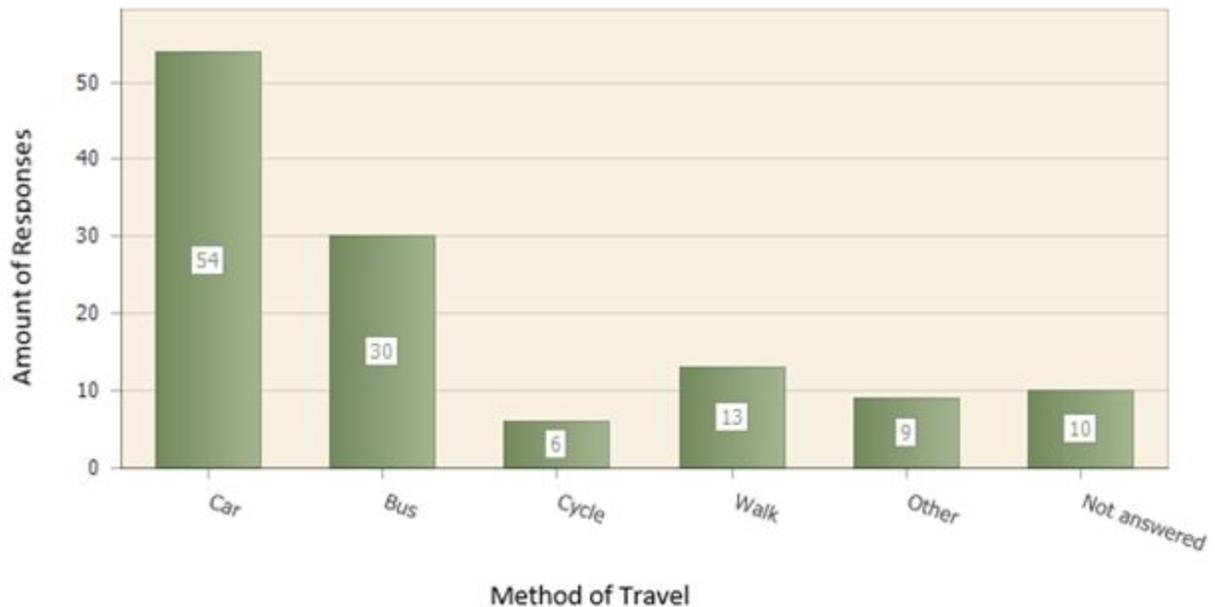
This question was on employment status. The results showed out of a possible 120, 90 were employed and 11 were self-employed, leading to a total of 82.8% in full time work. 13 respondents were retired and 6 students which resulted in 2 not answering and 0 being out of work. Having a 0% respondent rate of being unemployed illustrates the success rate of Corstorphine and the people that live there.



Question Five considered house prices, “What price range would your house come under?”. There were four multiple choice boxes with a variety of price ranges: £50,000-£150,000, £150,000-£250,000, £250,000-£350,000 and 350,000+. This question cannot be entirely accurate as respondents may overestimate or underestimate their property value. 56 respondents valued their house at over £250,000. Also, with 23% of the 199 respondents valuing their property at over £350,000 it shows there is wealth in the town. The next question followed on from question five, asking a yes or no question, if the respondents rented their property. Out of the 121 responses, 108 didn't rent their property and only 13, (10.7%) respondents rented their property.

The next question asked respondents where they worked. with only 27 out of the 121 respondents currently working in Corstorphine town and 95 working elsewhere. This again was a simple yes or no question. With Corstorphine being close to Edinburgh city centre and the Gyle shopping centre, there is a lot of business based at both locations taking a lot of jobs.

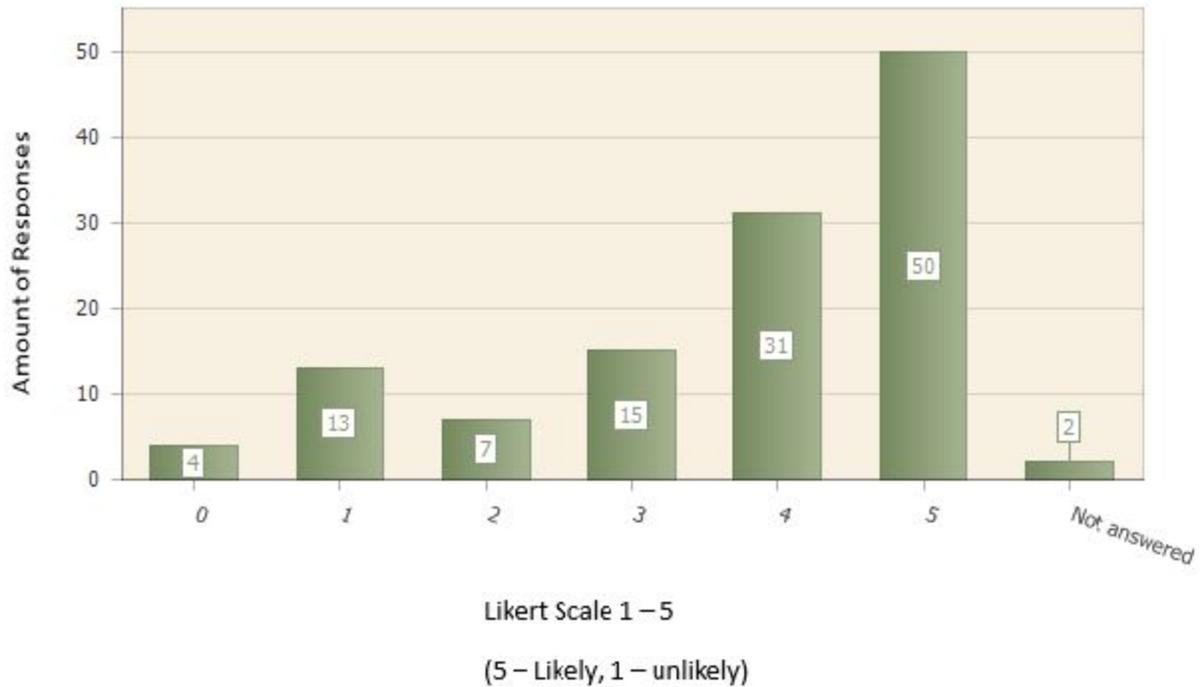
Respondents' Method of Travelling to Work



This question is on travel. It was refreshing to see 19 out of the 112 respondents either walk or cycle to work. 54 (44.3%) take the car to work, 30 (24.6%) take the bus. 7.4% take other methods of transport to work and 10 respondents decided not to answer. This question was set out in a multiple-choice format with the choice of; car, bus, walk, cycle and other. The next question asked respondents in a simple yes or no manner, if they would be open to walking to their work and the following question asked them to expand on their answer. This question had mixed answers with around 49.2% of the 114 respondents open to walking to their work whereas 44.3% weren't looking to walk to their work. 6.6% of respondents decided not to answer.

The next was an open-ended question asking respondents to expand on their previous answer. There was a mixture of answers although most of the responses were time based or distance travelled. "Have kids to drop off", "Work too far away", whereas the respondents that were keen to walk or cycle to work seemed motivated to give it a try, "cycling's better for you", "exercise". The responses were about 50/50. From this, there are two possible improvements that could be made. Linking in with the previously discussed social marketing, a campaign to convert current car users to take public transport instead would help to reduce the traffic problem on St Johns road. Also, from the previously mentioned results 24.5% of residents are currently traveling by bus or car to work but would be open to walking or cycling; this is another possible use for social marketing which could help convert these people and decrease traffic in Corstorphine.

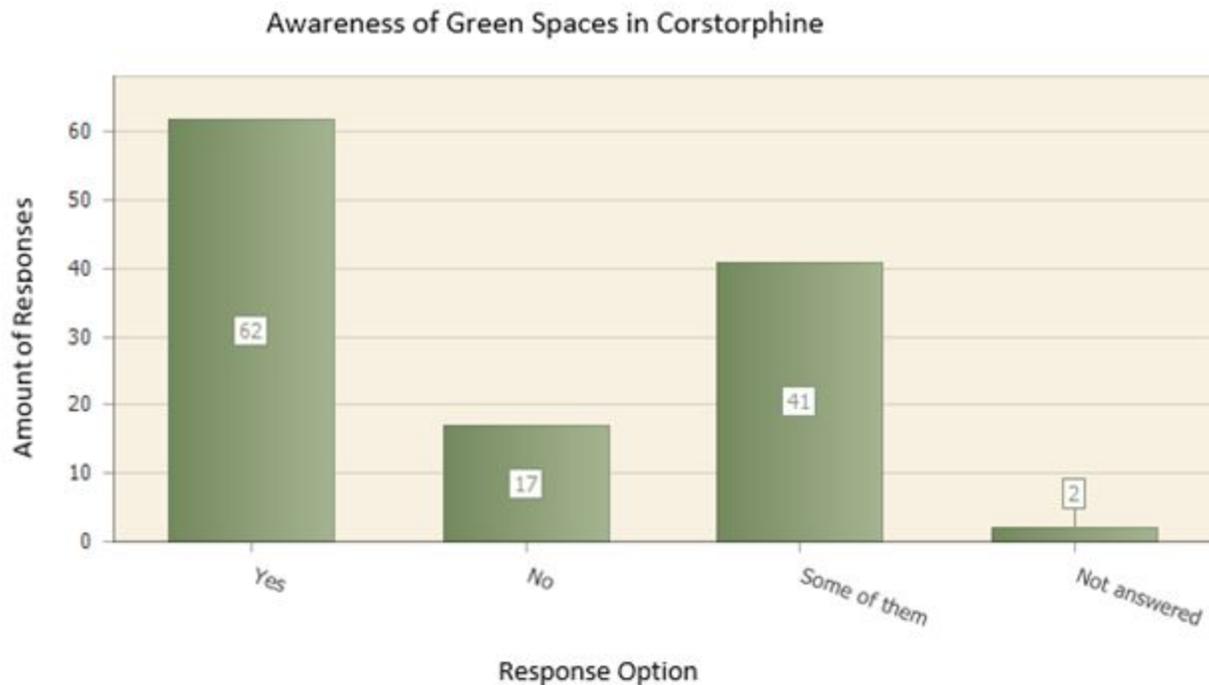
The Likelihood of Respondents Walking or Cycling to the Shops



This Likert scale asked on a scale of 1-5 (5 being likely and 1 being unlikely) how likely are you to walk or cycle to shops. 50 respondents put number 5 whereas only 13 out of the 120 respondents put number 1. 7 put number 2, 15 number 3 and 31 number 4 with 4 respondents not answering. These responses illustrate that people are willing to ditch the car and walk to the shops with over 65% putting either likely or very likely. The following question asked about the cycle routes. This question was a yes or no question. 54.1% of the 120 respondents knew about the cycle routes however an alarming 45.1% of respondents didn't.

Question thirteen had one of the poorest response rates with only 59 respondents answering this open-ended question. Most answers given were "yes" however some respondents said they weren't interested in cycling. Most routes in and through Corstorphine are problematic for several reasons including shared space with pedestrians, bollards, chicanes, narrow spaces, lack of dropped kerbs, poor crossing points, bad visibility, steps or other obstructions.

Question Fourteen was set out in a yes or no format, "Do you know about the pollution from St Johns Road, and the effect it has?". 108 out of the 120 respondents already knew about the pollution from St Johns Road however there was 12 people that didn't know about it.



Since promoting green spaces around Corstorphine is one of the marketing aims, it was important to include a question about it. “Are you aware of the green spaces available in Corstorphine?”. Three separate tick boxes were given consisting of Yes, No and Some of them. 50.8% knew about these green spaces with 33.6% knowing about “some of them” and 13.9% not knowing about any of them.

Question Sixteen asked respondents to discuss their favourite places to visit in Corstorphine. It was an open-ended question had a good response rate with, 114 responses and many different destinations. Corstorphine Hill featured a lot alongside, Corstorphine Zoo, St Margaret's park. These responses have helped determine where to focus the marketing plan. This information can be used to identify the best attractions or ‘selling points’ of Corstorphine, which can then be utilised along with heritage and image marketing to encourage non-locals to visit the area. On top of this, these potential campaign promotions will also serve to increase residents’ attachment to the area and in turn potentially increase their likelihood to revisit these attractions.

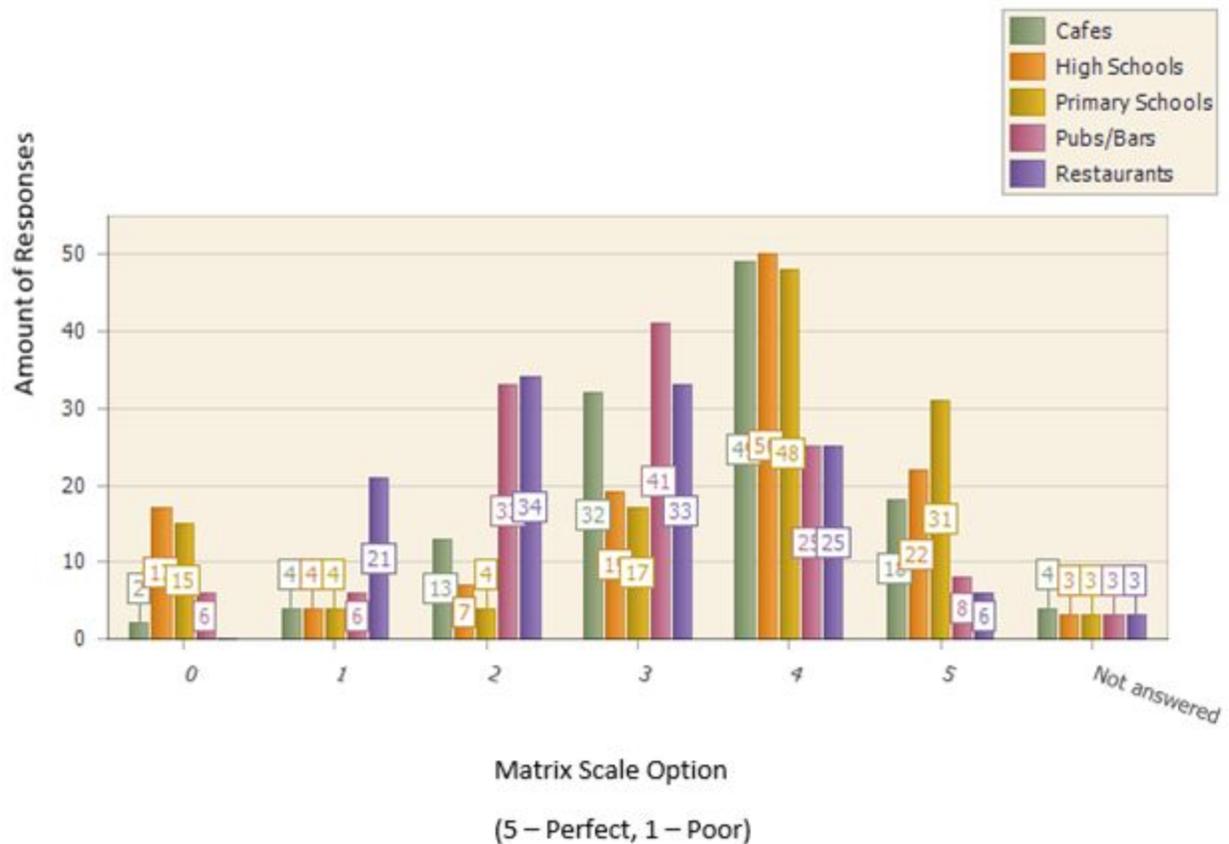
Question Seventeen was a yes or no question. It asked if respondents enjoyed fitness and leisure and if it was worth enquiring with the clubs in the town for any deals. With 57.4% of the 120 responses keen on fitness and a member of a fitness club it would be beneficial to investigate into this as the Scottish average is 37.5% of residents who are actively ‘fit’, meaning Corstorphine is well above the national average (Sustrans, 2016).

41.8% said they weren't a member of a fitness club. The next question followed on and was open ended asking the fitness members, which club was it? 66 people answered, David Lloyd, Edinburgh Leisure, and capital fitness alongside other locally run classes were common answers. Corstorphine is a healthy, energetic town and through the marketing plan hopefully more people will walk and cycle around the area.

Question Nineteen asked, "Do you feel the pubs/bars are of satisfactory quality? If not, would you like to see modern bars open?" 106 people answered and the overriding reaction was, the pubs and bars in the town were outdated. "No - Corstorphine bars/restaurants only target retired members of the community, we desperately need new bars and restaurants to open up".

Question Twenty was an open-ended question, "Do you feel Corstorphine suits your needs or is there anything you wished the town had?" There were many different answers, a lot of people "love it" and are happy. "Great cafes and coffee shops though, and some good restaurants. But we need some quality shops, nice bars and more bistros." Whereas other people found things they wished the town had, "I love the mix of activities locally for children however it's a real shame the public hall and CYC can't get its act together. Most individual shops have closed. However, pollution would put people off shopping there anyway. Traffic needs to be diverted away, which just isn't feasible unfortunately."

### Acceptability of Facilities in Corstorphine



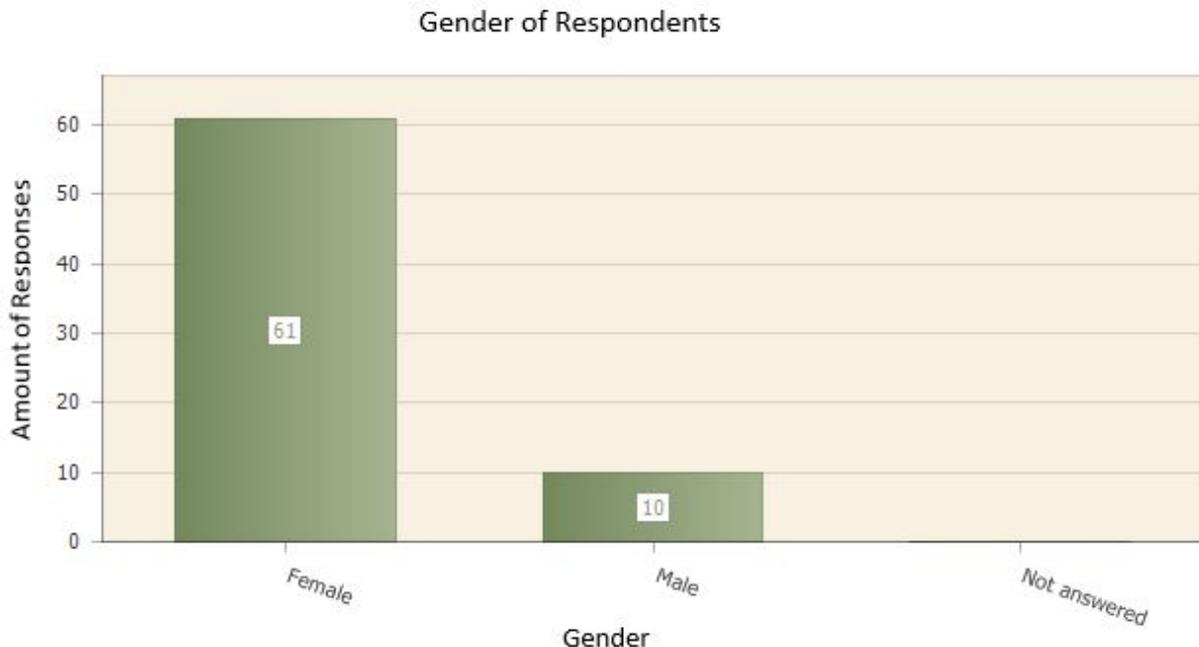
The next question consisted of a matrix scale, “On a scale of 1-5 (5 being perfect and 1 being poor) do you think that these facilities are acceptable in Corstorphine?”. The Primary schools gained the highest grade with 26.1% of respondents voting a 5 whereas the lowest grade was the restaurants with 17.6% giving them a 1 rating. The Primary schools, High schools and cafes got around 40% votes for a 4 rating whereas the pubs/bars got 34.5% giving them a 3 rating.

The last question was open-ended, asking the respondents if they would consider Corstorphine, to open a new business? Roughly 50% of the 90 responses to this question were “yes” with one respondent saying, “Definitely - Corstorphine is lacking so many QUALITY bars, restaurants and shops”. However, there were several negatives responses to this question, “I started up a business in Corstorphine and would not recommend it as rent/rates are far too high”. “Yes, but I heard that rates and difficulty in parking put businesses off setting up here.” Showing there is mixed emotions about

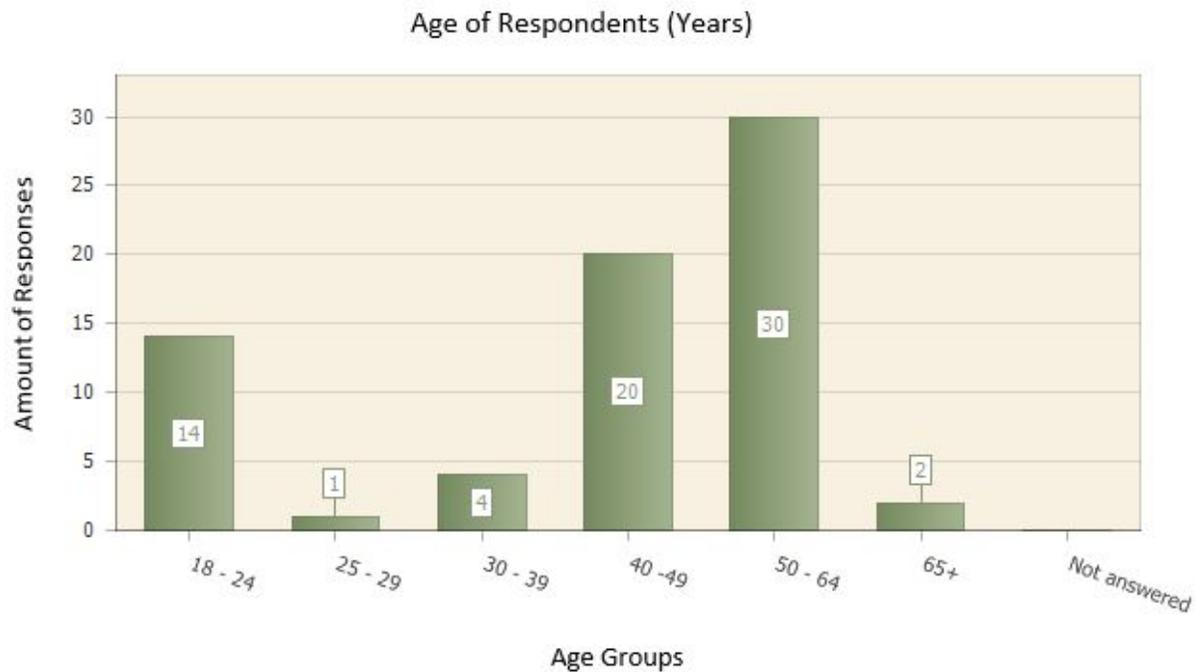
starting up a new business in the town and the businesses rates are a key problem for new businesses in the town.

### General Public Questionnaire

As previously stated a questionnaire was created to find out whether people currently go to Corstorphine, if not would they consider visiting Corstorphine and their general opinions on the area, see Appendix 3 for a blank copy of this questionnaire. This general public questionnaire received 71 responses, exceeding the target of 50 responses. Firstly, the majority of respondents were found to be female, this was found with 61 respondents being female and only 10 being male, which is roughly 85.9% and 14.1%.



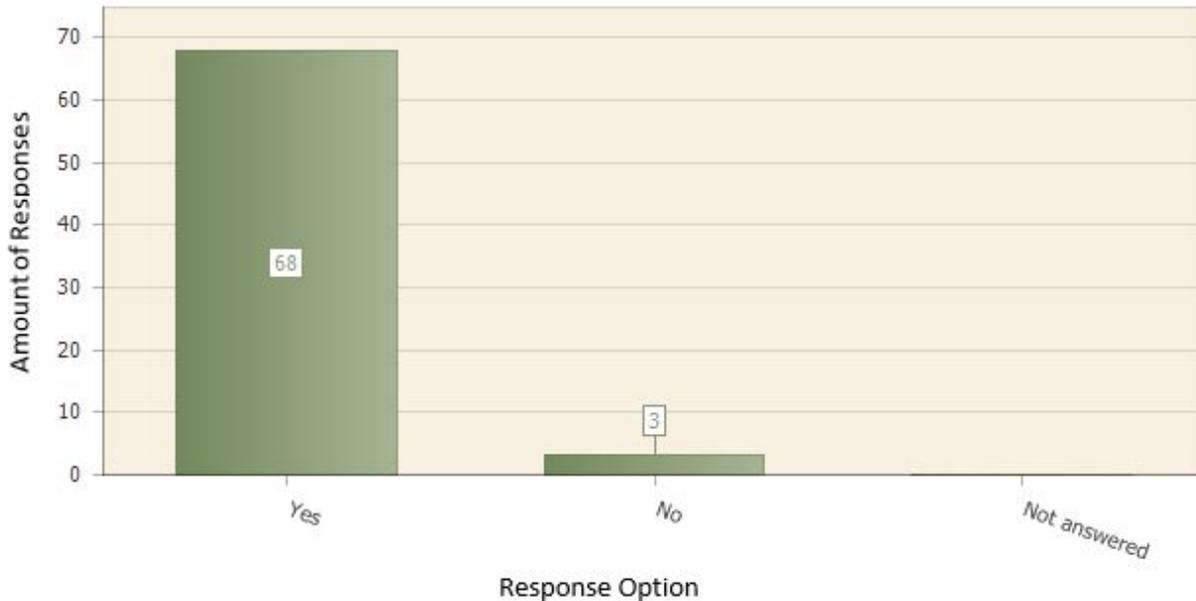
Question 2 asked the age range of the respondent which again the majority of respondents selected 40 -49 and 50 – 64 age groups. Statistically speaking only 28.2% selected the age group 40 – 49 and a huge 42.3% selected 50 – 64 years. 28.2% is relatively low however it was the second highest selected answer compared to others with the likes of 19.7% and 5.6%. The responses are shown in the graph below.



A question was asked for the first half of the respondent’s postal code, this received all 71 responses however there was a ‘Not Applicable’ tick box in case any respondent did not want to give their postal code out. This question was created to analyse where visitors to the Corstorphine area were coming from. The first 4 digits of the Corstorphine and Murrayfield postal code is EH12, this postal code was stated 8 times and gave valuable information that contributes to this project. However EH29 and EH30 were the postal codes which were stated the most. These two postal codes areas are relatively closeby to the Corstorphine area, which implies that visitors may pass through the Corstorphine area, shop, work and do general business in the area.

Question 7: “Have you previously visited Corstorphine?” resulted in a huge difference in answers. 95.8% (which is roughly 68 respondents) answered yes and only 4.2% answered no. This implies that the 3 respondents which answered no could be disregarded as the rest of the questionnaire would not be applicable for them. The responses of this question are displayed in the graph below.

Responses to: Have you Previously Visited Corstorphine?

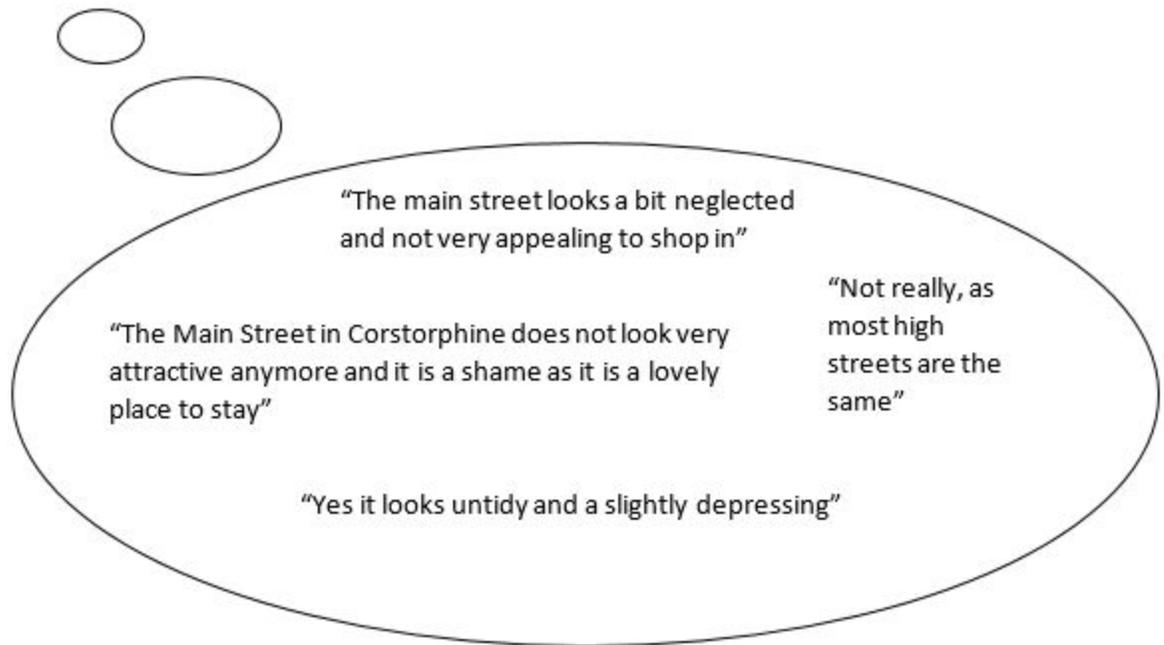


Reasons as to why people visit Corstorphine would greatly benefit this project and also help establish recommendations. Question 9 asks for these reasons. It was found there were a number of different reasons as to why people visit the area, the main reason was for shopping. In total there were 9 responses which were not applicable due to not visiting the area, this means that in this question there were only 62 responses. Another main reason was visiting family, friends and the area in general. It was found that many respondents go to Corstorphine for the restaurants and takeaways such as Dominos and a fish and chip shop, this reason received 8 responses. 'Visiting', 'attractions', 'dog walking' and to a lesser extent 'restaurants' can all be targeted with a combination of heritage and image marketing. Specifically using the history and green space around Corstorphine tower to encourage dog owners and also young families to visit the area; it would then be hoped that a proportion of these visitors would continue into Corstorphine and stop at a cafe or restaurant as well.

Main Reasons for Visiting the Corstorphine Area	
Reasons stated	Amount of Responses
Already live there	6

Visiting	10
Shopping	22
Work	3
Attractions	1
Walking dogs	1
Church	1
Restaurants	8
Passing through the area	1
Gym/Fitness	2
Social aspect	7
<b>Total</b>	<b>62</b>

Respondents were asked to rate their experience of Corstorphine on a scale of 1 – 5 (1 = poor experience). It was found that 31 respondents were not applicable for this question which takes the responses down to only 40. From these, more than half of the respondents rated ‘good’ for their experience, this was shown with 57.5% of responses. However only 1 respondent rated an ‘excellent’ experience which is possibly an area which could be dealt with when stating recommendations in a future section. Questions 11 and 12 were created to generate general opinions of the Corstorphine area from visitors and those who live in the area. Out of 71 respondents only 22 were found to be not applicable. The question asked related to empty stores and if it affected the visitor’s view of the area, it was found that 28 respondents answered ‘yes’ it did in fact affect their view and gave reasons and 15 answered ‘no’. Overall there were many different reasons, but there was a recurring theme. Some of the reasons stated are displayed below.

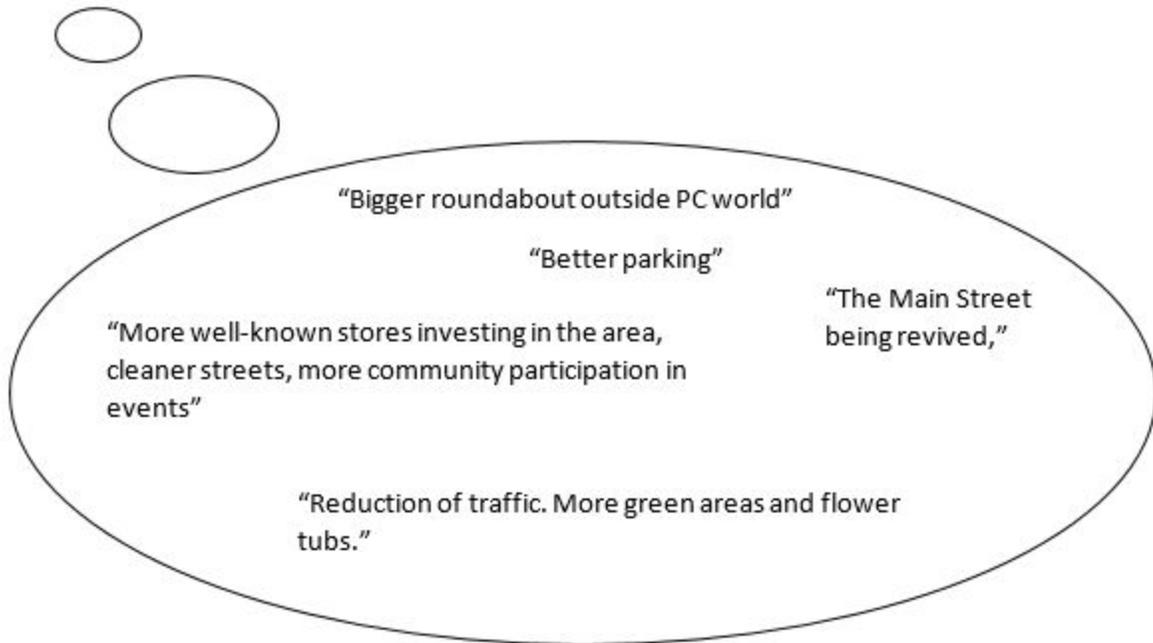


“What is your general opinion of the area?” is the next question which was asked, and it resulted in roughly half negative comments and half positive comments. Around 32 respondents stated a general positive opinion of the area, however around 28 respondents had a negative opinion of the area. The remaining 11 responses were not applicable and were disregarded. It was found there was a high amount of comments relating to improving the area such as, “improving the Gyle path, parking and St Johns Road”. Receiving roughly half positive and half negative comments about the area is very important to this project as it may guide some the recommendations and objectives to satisfy the needs of those who live in the area. Some of the opinions stated are displayed below.



Question 13 asked the respondent what improvements they would like to be seen to the area and is extremely important to this project as it is essentially what the people and visitors to Corstorphine desire, which is what Corstorphine Community Council aim to do – satisfy the needs of those living in and visiting the area. In the case of this project there is demand for improvements to be made to the Corstorphine area and if the demand is met then it will result in more visitors to the area which is increasing the footfall for Corstorphine. It also relates to their aim, which is to promote the Corstorphine as a prosperous area. This question received 15 responses which were 'Not Applicable' which brings the total responses for this question down to 56. This question received many detailed comments such as "Greater variety of shops. More activities happening for people to meet each other in the area" and "More shops and more community things to bring locals and those a little wider out a reason to visit". However there were a couple of responses which stated improvements that are out of Corstorphine Community Councils hand for example "Bring Woolworths back! ....or another large store" and "Lower rates to encourage new individual shops to open. Not more corporate company stores". In terms of frequency there were responses which were repeated such as improvements to parking facilities and more local businesses. Many responses commented about the lack of parking and how they believe Corstorphine should have more and better parking facilities. It was also stated by a respondent that Corstorphine should take pointers from Stockbridge, another area in Edinburgh, "Looking at Stockbridge as an area, it has independent shops, craft shops & stationery shops - almost what Corstorphine was like at the turn of this Century. By

opening stores such as those in Stockbridge, I feel that Corstorphine would improve & become better used.” All of the responses from this question and the previous have been taken into consideration regarding the recommendations of this project. Below are some of the improvements stated.



The respondents were asked whether they would consider visiting the area of Corstorphine in the future and all 71 respondents answered this question. It was found that more than half of the respondents stated 'Yes' to visiting the area, only 5 stated 'No' and 13 respondents stated 'Perhaps'. This is exciting for this project and Corstorphine Community Council as this implies that if improvements are made to the area it may result in a higher footfall within the coming years.

The last question in this questionnaire was found to have the poorest results. There was a disappointing 44 responses which were 'Not Applicable' which means that there was only 28 valuable responses for this question. A further 11 respondents stated reasons as to why they do currently visit the area and not why they would not consider visiting the area. This suggests that either they did not fully understand the question or that the question was worded incorrectly. However the general reasons as to why people would not consider visiting the area in the future are: as they live in the area, the parking difficulties and because there are not a lot of high quality shops.

## Comparison of Questionnaires

Firstly, comparing the age of respondents, both questionnaires received a large proportion of respondents aged 40-64 while there was also a great number of 25-40 year olds of "Corstorphine only questionnaire" which was important for this report as it was the target demographic. .

Compared with their likability of Corstorphine on a Likert scale of 1-5, it showed a high mark on both questionnaires. Both have received more than half of respondents rated the scale of 4-5 which represent good and excellent. Only few of them rated it from 1-3. It showed that there is a potential for Corstorphine to become a prosperous area when people have a great impression of it.

To compare their deeper insight of Corstorphine, including what they wished to be improved in this area, the opinions of them were surprisingly very similar: They want a greater variety of shops like bookstores, craft shops and greengrocers; they wished larger store like Woolworths and individual shops can be open up and less empty shops which look a bit neglected; most importantly is to improve the pollution and traffic problem of St. John's road which they believed it would put people off shopping there. It is great to know that the respondents from Corstorphine and the general public have similar ideas on improving Corstorphine, so this report can have a straight direction on recommendation to satisfy both of their needs.

When looking at the reasons for visiting Corstorphine, the respondents of the general public mainly go for shopping, visiting, restaurants and social aspect. According to the general public questionnaire, most of the respondents claimed that empty stores affect the 'visitor' view of the area. On the other hand, a lot of respondents answered that they want more local businesses to be operated in the area. Moreover, in the Corstorphine residents questionnaire some respondents stated that they hope there are more quality shops, nice bars and bistros in the town. Nevertheless, a lot of residents responded that the bars in Corstorphine are old and they would love to see more trendy bars. It shows that Corstorphine needs to attract more new businesses to be developed around and this could also solve the problem of empty stores. If the empty stores problem is solved and more trendy bars or pub opened, it would also attract more visitors to come and boost the shop sales.

Comparing the two questionnaires, it was found that the parking facilities should be improve. The general public questionnaire is showing that the parking facilities is one of the improvements the visitors would like to be see in the area. Also, 50% of the resident are considering Corstorphine if they were opening a new business because there is a

lack of quality bars, restaurant and shops. However, some of the residents are concerned that the rent is too high and this is putting some businesses off. It also shows the same response which is Corstorphine should address the parking problem to attract more new business in.

### **Key Findings**

- Corstorphine is a successful and flourishing town with an employment rate - both employed and self-employed - of 82.8% being shown through the questionnaires.
- With 39% of respondents valuing their house at either £250,000 or over, this shows there is a good amount of wealth in Corstorphine.
- Pollution from St Johns Road is a major problem and is a huge deterrent from allowing people to walking to work.
- Not enough residents know about the green spaces available throughout the town with only around 50% of respondents knowing about them all.
- Corstorphine Hill is a big attraction to the town, and a lot of the local residents enjoy a trip to this landmark.
- An overriding reaction from the questionnaires was that, the pubs and bars in the town were older bars and out of date. This led to nowhere attracting the younger generation.
- The residents of Corstorphine are happy with the facilities of their town and feel it meets their needs, and this was shown through the answers given throughout the questionnaire.
- With 42% of respondents answering that they are likely to be open to the idea of either walking or cycling to work this shows that the goal of making Corstorphine into the “walking town” is a realistic target and can be achieved.
- It was found in the general public questionnaire that the majority of respondents visited the area to do shopping and visit family and friends.
- More than half of these respondents ranked their previous visit to the area as good with less ranking a negative experience.
- The general opinion of Corstorphine resulted in many negative responses such as untidy, not appealing and not the same as it used to be. This lead onto improvements which many were suggested, for example better parking, the main street being revived and more flower tubs.

## **Conclusion**

To conclude, the primary objective of this project was to promote Corstorphine as a flourishing enterprise area. With two main secondary objectives of: reviewing and analysing existing campaigns; and, reviewing the Corstorphine area to develop a number of ideas for its promotion.

Initially, a literature review was conducted to identify relevant and applicable theory within the subject areas of place marketing and public service marketing. Following this, secondary research was undertaken to review and analyse the “We Love Leith” and “Greener Leith” campaigns. Secondary data made available from Scottish Enterprise was then analysed to both help in building the primary research and aid in the process of creating recommendations.

Following this, two questionnaires were created to identify the thoughts, opinions and attitudes regarding Corstorphine from those living within the area and those outside of the area. The responses to these were then analysed to develop a number of recommendations for the promotion of Corstorphine. These included: the ‘Corstorphine card’, a website for the area and a monthly farmers market.

## **Recommendations**

### **‘Corstorphine card’**

The creation of a ‘Corstorphine Card’ which will act as a loyalty card where cardholders will receive a discount in local shops is a recommendation that is advised for Corstorphine Community Council. It was found from the We Love Leith campaign that they produced a similar item - in the form of a bag, “the campaign will offer the town’s residents the opportunity to buy a ‘bag for life’ that will subsequently act as a store discount card in those shops that have signed up” (Thewholesaler, 2009). The ‘bag for life’ allowed residents to get up to 30% discount in any shop that had signed a We Love Leith pledge. Corstorphine Community Council could take ideas from the We Love Leith campaign such as giving residents a discount on selected local shops to increase residents and visitors to stay and shop locally in Corstorphine.

One of We Love Leith’s actions was to shop locally more often with the discount shopping bag, this was pledged 476 times. It was found that “pledges 1 and 4 were the most popular” (Clark, & Goodsir, 2011), this is further supporting that this pledge was successful. It was also found that “85% people indicated that they use local shops more often as a result of the project: 24% do so ‘a lot more’ and 61% ‘a little bit more’” (Clark,

& Goodsir, 2011). This shows that this pledge to get residents to shop more locally was successful as it was received that more than half of Leith’s residents shop locally as a result of the campaign. This is why the ‘Corstorphine card’ has been recommended as it has been shown through a previous marketing campaign in the same city that this kind of action can be successful.

**Website**

The second recommendation is to create a website for Corstorphine. This website will include a lot of information and will be a great use to the residents of the town. This website can be made for as little as around £400, depending on prices however thousands can be spent on a website if the council deemed this method a key opportunity.

Cost of a Small First Website	
Domain & Hosting	£0.99 to £50
Design	£400 to £600
Ongoing Costs	£0 to £10 per month
Total Cost	£400 to £770

(Expert Web Design, 2017)

This website will consist of information such as; house prices for sale in specific areas, gala days, fundraising events, local school term/holiday dates. All this information can be packed into a new website called “Corstorphine.com”, this can be classed as the “Social Hub” for all things Corstorphine and can also be used as a marketing tool for attracting people to the town as well. The domain “www.corstorphine.com” is free to buy as no-one currently uses this domain however since it must be purchased from the owner of the domain, it is impossible to value this link without contacting them personally.

The internet is the ideal place to advertise the town as, “87.9% of adults in the UK (45.9 million) had recently (in the last 3 months) used the internet, compared with 86.2% in 2015.” (ONS, 2017), this increase illustrates that internet advertising is the best possible way for people to view the town. Also, since the campaign's target market is 25-40 year

olds with high disposable income, this website would be targeted at this specific group. With specific sections of the website dedicated to “houses for sale” with a drop-down bar allowing them to view houses in their price range. This website will also have a profile page (see appendix 1) for the town showing its main attractions, restaurants, cafes, bars and more that the town offers. This website recommendation has been chosen with the growth of the internet and social media campaigns in mind as new social media campaigns that are being constructed (see other recommendation) can tie in with the website and post links to the new website via their specific platforms.

### **Farmers market**

As found in the analysis of both questionnaires, there is a notable desire for more local produce to be sold in Corstorphine. It was also mentioned in the general public questionnaire that there is a wish for more “community things” and “activities for people to meet each other”. One barrier that may be reducing the amount of local produce on offer is the area is the high rates for businesses and high rental costs of stores, also mentioned by a number of respondents. A monthly farmers market would help with all three of these points as: the farmers will be able to sell their produce at a much lower cost; It will provide a ‘community event’ which was desired by some of the respondents; and, it will also make more local produce available to the residents of Corstorphine and the surrounding area.

### **Heritage and Image Marketing Campaign**

For this, the information gathered through the Corstorphine questionnaire on the best attractions in the area would be used to create a marketing campaign highlighting the best Corstorphine has to offer; for example, one of the promotions would be on Corstorphine tower. Linking in the history of some of the available attractions would also help to encourage non-locals to visit them, while also increasing Corstorphine residents attachment to the area.

### **Social Marketing Campaign**

From the Corstorphine residents questionnaire it was found that a low number of residents walked, cycled or took the bus to their work. It would be beneficial for the town of Corstorphine and its residents health if more were willing to change their behaviour and walked, cycled or even took the bus to their work. It has been discussed throughout this report that St Johns Road in Corstorphine is one of the most polluted roads in

Scotland, the traffic that runs along this road should be decreased in order to benefit the lives of residents in Corstorphine.

To decrease the amount of traffic that goes through Corstorphine, it has been recommended that Corstorphine Community Council create a social marketing campaign to encourage a behaviour change, specifically to encourage residents to walk, cycle, or even take the bus to work instead of driving. It was found from the Corstorphine residents questionnaire that only 19 respondents out of 112 stated they currently walk or cycle to work and 54 stated they drive. It was also found that 49.2% of respondents stated they would be open to the idea of walking or cycling to their work, which implies that if a behaviour change campaign were in place the residents may feel more motivated to partake in the behaviour change.

### **Voucher scheme**

For the purpose of attracting more visitors and boosting the tourism, it would be beneficial to increase the cooperation between the zoo and the local shops. They can operate a voucher scheme in which the visitors can have a more valuable traveling experience through enjoying discounts in local shops. The voucher scheme will provide a discount to visitors in complying local shops if they show their zoo ticket and should help in attracting more visitors to the town.

To take Aspen, Colorado as an example, it operated an effective approach to boost tourism. The Adopt A Tourist program is Aspen's method to bring locals and tourists together. Travelers can sign up to "be adopted" while in Aspen by locals. They can get a valuable experience in Aspen, guide by volunteer locals. In addition, locals and tourists can enjoy discounts and other special deals through the Adopt A Tourist program. A table below shows the discounts they can enjoy:

### **Adopt A Tourist Discounts**

Victoria's Espresso and Wine Bar	1/2 price on coffee drinks and muffin tops, as well as free coffee giveaways twice a month (watch your email for offers)
Wheeler Opera House	Free drink at the bar with any ticket purchase

Aspen Club and Spa	<p>2 for 1 guest pass: Buy one day pass at \$75 - 2nd person free.</p> <p>Buy 1 - get one 1/2 off spa service - including massage, body treatments, and facials. (Includes full daily access including all amenities.)</p> <p>Free shuttle available in Aspen.</p>
Main Street Bakery	20% off breakfast or lunch (no takeout)

(City of Aspen, 2017)

Corstorphine can operate a similar program to attract visitors. A number of discounts can be provided to the visitors after they buy a zoo ticket. Moreover, visitors can enjoy more discounts through posting their sightseeing photos that took in Corstorphine on the official Facebook or Instagram. It can encourage the visitors to visit Corstorphine and share their memorable experience in Corstorphine to more people. It can help in drawing the attentions and introducing Corstorphine to the world. Corstorphine could also promote this program on the official website and list out what discounts the visitors can enjoy after they buy a zoo ticket.

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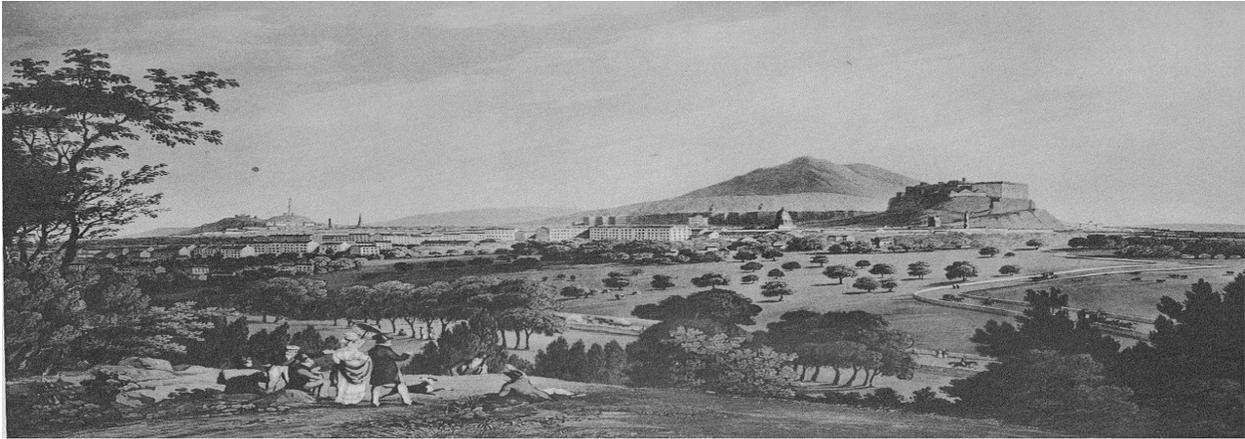
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## Appendices

### Appendix 1: Corstorphine Profile



Town Information: One of the original villages that make up modern Edinburgh, Corstorphine is now a busy part of the capital situated to the West some three miles from Princes Street. The main road, St John's Road, sees a lot of traffic passing along it, as this is the main road out of Edinburgh through to the West. It is also a busy route to retail parks and new developments to the West of the city. Corstorphine Hill is one of Edinburgh's seven hills and offers pleasant walks in deciduous woodland. The hill backs on to Edinburgh Zoo. The original old village of Corstorphine stood east of a narrow strip of land which was between Gogar Loch to the west and Corstorphine Loch which was the larger. A strongly fortified castle, Corstorphine Castle, was built in the late fourteenth century to defend this access between the lochs.

#### Town's Key Locations:

- Edinburgh Zoo
- Marriott Hotel
- David Lloyd
- Holiday Inn
- Mimi's Bakehouse
- Corstorphine Hill
- Corstorphine Tower

#### Schools in Corstorphine :

- Craigmount High School
- The Royal High School
- Boroughmuir High School
- Corstorphine Primary School
- Fox Covert Primary School

- East Craigs Primary School
- Gylemuir Primary School
- Carrick Knowe Primary School

Restaurants in Corstorphine :

- Spice Lounge Kitchen
- St Johns Curry Club
- Corstorphine Inn
- Fabio's
- The Chinese Manor House
- Redwood Bistro
- Abida
- Toby Carveries

Cafe's in Corstorphine :

- Cafe Rosa
- Lucy's Cafe
- The Chocolate station
- Mimi's Bakehouse
- Cafe Vigo

Fast food in Corstorphine

- Dominoes
- Subway
- Mcdonalds

Churches in Corstorphine

- Corstorphine Old Parish Church
- Saint Ninian's Church Corstorphine
- The Church of Saint John the Baptist
- St Anne's Church
- St Thomas'

## Appendix 2: Corstorphine Residents Questionnaire

### Corstorphine Community Council

Page 1 of 1

1. Do you currently live, or have lived in Corstorphine?

Yes, I currently live in Corstorphine.

No, however I have previously lived in Corstorphine.

No, I have never lived in Corstorphine.

2. What age are you?

18-25

25-40

40-55

55-70

70+

3. What is your marital status?

Single

Relationship

Married or domestic partner

Divorced

Widowed

4. Please state your employment status

5. What price range would your house come under?

£50,000-£150,000

£150,000-£250,000

£250,000-£350,000

£350,000+

6. Do you currently rent your property?

Yes  No

7. Do you currently work in Corstorphine?

Yes  No

8. How do you travel to work?

- Car
- Bus
- Cycle
- Walk
- Other

9. Would you be open to the idea of either walking or cycling to work?

Yes  No

10. What are the reasons behind your answer to the previous question?

0 / 2000

11. On a scale from 1-5, (5 being very likely and 1 being very unlikely) how likely would you walk or cycle to the shops and amenities?

How likely would you walk or cycle to the shops and amenities?					
1	2	3	4	5	NA
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Are you aware of the current cycle routes through Corstorphine?

Yes  No

13. If not, would you be interested in finding out about them? If yes, do you feel they sustain your cycling needs?

0 / 2000

14. Do you know about the pollution from St Johns Road, and the effect it has?

Yes  No

15. Are you aware of the green spaces available in Corstorphine?

Yes  No  Some of them

16. Where are your favourite places to visit in Corstorphine?

0 / 2000

17. Do you enjoy fitness and are a member of a fitness club?

Yes  No

18. If so, which clubs?

0 / 2000

19. Do you feel the pubs/bars are of satisfactory quality? If not, would you like to see modern bars open up?

0 / 2000

20. Do you feel Corstorphine suits your needs or is there anything you wished the town had?

I

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21. On a scale of 1-5 (5 being perfect and 1 being poor) do you think that these facilities are acceptable in Corstorphine?

	1	2	3	4	5	NA
Primary Schools	<input type="radio"/>					
High Schools	<input type="radio"/>					
Cafes	<input type="radio"/>					
Restaurants	<input type="radio"/>					
Pubs/Bars	<input type="radio"/>					

22. If you were/are interested in starting up a business, would you consider Corstorphine?

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## Appendix 3: General Public Questionnaire

### General Public Questionnaire - Corstorphine

Page 1 of 1

1. Please state your gender

Female  Male

2. What is your age range?

18 - 24

25 - 29

30 - 39

40 - 49

50 - 64

65+

3. What is your marital status?

Single

Relationship

Married or domestic partner

Divorced

Widowed

4. Please state your employment status

5. How many children are in the household? (Under 18)

- 0
- 1
- 2
- 3
- 4+

6. What is the first half of your postcode?

7. Have you previously visited Corstorphine?

- Yes
- No

8. How often do you visit Corstorphine?

- Not applicable
- 4+ times per month
- 1 - 3 times per month
- 6 - 12 times per year
- 1 - 6 times per year
- <1 times per year

9. What is/was your main reason for visiting Corstorphine?

- Not applicable

10. On a scale of 1 - 5 please rate your experience of Corstorphine? ( 1 = poor experience, 4 = excellent experience)

Not applicable



11. Corstorphine has a number of empty stores. Does this affect your view of the area? If so, why?

Not applicable

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12. What is your general opinion of the Corstorphine area?

Not applicable

0 / 2000

13. What changes would you like to see to improve the Corstorphine area?

Not applicable

0 / 2000

14. Would you consider visiting Corstorphine in the near future?

Yes  No  Perhaps

15. If you would not consider visiting Corstorphine, please explain why

0 / 2000