

SHAPING THE FUTURE OF QUEENSFERRY

A VISION FOR QUEENSFERRY'S WEST END

FEEDBACK REPORT PART 1: COMMUNITY RESEARCH, NEEDS AND PRIORITIES ANALYSIS



WT ARCHITECTURE | INDIGO PROJECT SOLUTIONS | SIAS LIMITED | MACLEOD & AITKEN

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1.1 Introduction

Queensferry's public spaces are suffering through wear and tear, and decades of under investment. While the town has expanded the working town centre has effectively shrunk and the infrastructure which connects it to residential areas has become woefully inadequate. As tourist and visitor numbers to the town have grown the historic core has become choked with cars and coaches and the infrastructure has not been developed to help cope. The key finding of this report, supported by the views of more than 600 participants in workshops and surveys, is that this infrastructure is in desperate need of investment in order for Queensferry to be a sustainable, whole-life town.


1.1.1 Background

Perennial development pressures have led local business and community groups to call for a pro-active approach to planning for the future of Queensferry. The town is typically subject to external pressures and remote decision making. A 2012 report by WT Architecture on potential improvements in the Binks and Priory area revealed fundamental issues with poor connectivity between the town centre to the wider town, poor public realm out with the High Street itself, and the need for a parking strategy for the town centre. Responding to this, Queensferry Ambition (the local Business Improvement District) have facilitated this 'Charette' (Group design workshop) process to gather a broad base of views from those living, working and visiting the town in order to identify priorities for improvements and develop design solutions for potential improvement projects.

You are warmly invited to

SHAPE THE FUTURE OF QUEENSFERRY

WEST END STREETS & PARKS DESIGN WORKSHOPS



Join us to create a shared vision for public spaces and places
from The Binks & Bellstane to The Loan, Hopetoun Road & Shore Road

This will be an exciting and informal event aimed at generating design proposals for improvements in this part of Queensferry. Working with Architects and Urban Designers we want the views and ideas of those living and working in Queensferry to help shape a future vision for public spaces, places, traffic and parking.


**THURSDAY 6th MARCH 7pm to 9.30pm &
SATURDAY 8th MARCH 10am to 2pm**
QUEENSFERRY PARISH CHURCH HALL, THE LOAN

Drop in for a short while or come for the whole workshop. Coffee and cakes will be provided!

Hosted by
WTArchitecture (www.wtarchitecture.com)
and Indigo Project Solutions (www.indigops.com)

In partnership with
Queensferry Ambition . 0131 331 3203

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1.1.2 Scope of Report

Part 1 of this report will set out the context, methodology, assessment of need, and design analysis for potential changes in the west end of Queensferry's town centre. The findings, outputs and recommendations from these effectively form a brief for the preparation of a series of potential projects, which are illustrated in the second part of this report. Part 2 of the report also provides guidance on potential delivery routes and/or next steps towards the delivery of key projects, highlighting potential timescales and which projects should be seen as priorities.

The full report is intended for use by local or national authorities, and local community organisations in facilitating and delivering positive change in Queensferry.

1.1.3 Structure of Report

The report is structured as follows:

Section 1: Introduction - gives an executive summary, sets out the preface to the assignment, and the approach and methodology adopted.

Section 2: Development Context - includes an overview description of Queensferry's geographical context and urban structure, a review of the economic and social profile of the town, and a review of the strategic fit of broad development proposals against national and local policy priorities.

Section 3: Assessment of Need - this section summarises the findings of the community survey, the extensive workshop consultation programme, and the feedback from the Stakeholder Group workshop.

Section 4: Design Analysis – sets out the outputs from the Stakeholder workshop, including key priorities and broad design solutions.

Section 5: Findings and Outcomes - this section draws together conclusions from the information/views gathering process, and identifies priorities and potential long term outputs from the delivery of the projects

Section 6: Recommendations – the final section draws together the main recommendations of the report, highlighting the specific projects that have been taken forward for development in the form of a brief which informs the Stage 2 work.

1.1.4 Executive Summary

Summary of information gathered

Over 130 people took part in the public design workshops.
Around 50 people took part in focus workshops.
483 people undertook the survey questionnaire.

The workshops, surveys and analysis have revealed that:

Using the town on foot

- 90% of survey respondents believe that improvements to paths and pavements are either very important or important.
- 80% of survey respondents visit the town centre on a weekly basis.
- 68% of survey respondents access the town centre by walking.
- Improvements in the quality in the pedestrian realm - including pavements, pathways, parks street-scape and shoreline - is the over-riding priority emerging from both the surveys and the workshops.
- The elderly, young and infirm find the pedestrian environment in the town hostile to getting about safely.
- There is a lack of usable and accessible recreational space in Queensferry, and improving access and facilities at existing park spaces in the town would in part address this need.
- There is a need to improve the shoreline, and tap in to the potential of the location and visitors' and locals' desire to view the estuary and the bridges, particularly in respect to the potential World Heritage designation for the Forth Bridge.
- There is a need and a desire to improve the street environment along Hopetoun Road and The Loan, and to improve pedestrian access to the Loan Centre / Health Centre area.

Using the town by car

- Increases in parking provision are required, but people do not want this to be to the detriment of good quality pedestrian space.
- There is a strong demand for reduced traffic in and around the town centre, with strong calls for vehicular access to be restricted on the High Street.
- Visitors tend to access Queensferry by car but want better transport to the town and better parking provision.

Using town facilities

- Locals and visitors want more and varied shops in the town centre.
- The town centre is too small and disjointed to cater effectively for the size of the population, and existing parts of the town centre (The High Street, Hopetoun Road and the Scotmid area) need to be better connected and improved to address this.
- There is a need for renewed visitor facilities, particularly a museum, and there may be potential for other new cultural venues.
- There is a need for a care home and senior citizens homes in appropriate locations.
- There is a need to preserve, enhance and maintain the existing historic environment.

Summary of objectives for future projects

From this feedback, the key objectives for future projects to deliver can be summarised as:

- Improvements in the pedestrian environment to enhance existing public spaces, and to enable easier safe non-vehicular movement around the town, thus mitigating parking pressures and improving the commercial environment, and residential amenity.
- Improvements to parks and the shore, and connections to them, to maximise their recreational amenity and economic potential.
- Better management and if possible expansion of parking availability, to accommodate both long and short term parking demands appropriately.
- The extension of the perceived town centre to include The Loan, The Scotmid/Viewforth Bank site and Hopetoun Road, to re-balance economic activity in the town centre with the expanded size of the town.
- Renewed and improved facilities and information for visitors/tourists to maximise the economic potential from tourism to the town and to help manage the interface and potential conflicts between residents and visitors.
- The identification of suitable locations for senior citizens homes.
- The identification of suitable locations for new and renewed public and private facilities.

Reinforcement of the town centre, and provision of facilities and places to live for all ages: to make Queensferry a whole-life town, retaining local wealth and knowledge and reinforcing social cohesion.

Summary of key projects

To fulfil these objectives a range of important projects to have been identified, which are illustrated in part 2 of this report. This also sets out

potential delivery timescales, delivery mechanisms and in some cases project costs. Potential projects over 7 areas have been identified with 66 potential component projects suggested. The key component projects identified are:

Area 1.VAT Run East

- New pedestrian crossing point and pedestrian access to site off Hopetoun Road opposite Plewland Croft.
- New car access to site off Hopetoun Road opposite Plewland Croft.
- Creation of new car and cycle parking area and access road close to Hopetoun Road access.
- Reconfiguration of underpass: lighting, steps, landscaping and parking.
- New steps and pathways to connect new parking area to Shore Road.
- Creation of new art installation/view point at south eastern corner of site.

Area 2.Library corner and eastern Hopetoun Road

- Realignment of road and pavements to form wider safer pavements.
- Creation of new pedestrian crossing opposite police Station.

Area 3.The Binks

- Reconfiguration of car parking to more consolidated space
- Creation of new terraced park space from Priory to shore.
- Construction of new 'pier' landmark building and view point.
- New shore path along north edge of Binks
- New children's play area

Area 4. The Harbour and Shore

- Creation of board walk from Gote Lane to the Boat House.
- Extension of setts along pedestrian route from Gote Lane to western harbour head and Binks.
- Bin enclosures at Bellstane and Gote Lane.
- Upgrading of the path surface down Harbour Lane and Gote Lane
- Repairs to cobbles on Gote Lane.

Area 5. Pavements and crossing on The Loan

- Creation of new pavement to eastern side of The Loan from Hill Court to Queensferry Parish Church.
- Narrowing of pavement adjacent to East Coast Tyres.
- Improvements to existing pavement surfaces and interruptions to pavement surface.
- Creation of new pedestrian crossing on the Loan opposite Scotmid.
- Realignment of road to create designated parking bays opposite Queensferry Parish Church, with 'pavement blisters' at top of Loan school crossing point and at the southern corner of Morrison Gardens.

Area 6. Access to Scotmid and Loan Centre site

- Creation of new access to site opposite new pedestrian crossing.
- Creation of new level arrival space at side of The Loan.
- New foot and cycle link to Morrison Gardens
- Improvements to condition of steps to Morrison Gardens.

Area 7. Hawthorn Bank Park

- New parking spaces along side Hawthorn Bank
- Levelling and grassing of contained play areas.

1.1.5 Approach and Methodology

The Queensferry West End Streets and Parks 'Charette' sets out to capture the ideas and views of people working, living and visiting Queensferry on the future of this important part of the town. This process has led to the identification and prioritisation of key projects for which outline design proposals have been developed. A Charette brings together a breadth of people to generate design solutions.

The Charette work has been undertaken on behalf of Queensferry Ambition (the local Business Improvement District) by a Delivery Team led by WT Architecture (Architects and Urban Designers) with Indigo Project Solutions, SIAS (Transport Engineers) and Macleod and Aitken (Quantity Surveyors).

The work focuses on the area around the Priory, Binks and Hopetoun Road, Shore Road and The Loan, but it was expected that issues relating to adjacent parts of the town, general parking and connectivity to wider Queensferry would also need to be considered.

Stage 1 involved gathering views and ideas and the identification of the key projects to be prioritised. This was done through a series of public and focus group workshops, and questionnaires. A final stakeholder workshop explored the key priorities highlighted in the public workshops and questionnaires, in relation to geographic areas in the west end. The outputs from this information gathering process are set out in this part of the report. The design team then developed proposals in greater detail in Stage 2. Part 2 of this report illustrates this stage 2 work, with a strategic framework of key outputs projects, and potential costings and funding paths/next steps for realisable built projects.

Stage 1

Mobilisation

At inception the methodology for the Charette process was agreed with the key funders: Queensferry Ambition, The Scottish Government and City of Edinburgh Council. A core Stakeholders Group of Council officials, community and business representatives, was established to inform and agree the more detailed aspects of the process. This group included:

- Queensferry and District Community Council - Grant Sangster, Keith Giblett
- Queensferry Ambition (Business Improvement District) - Diane Brown, Russell Aitken
- CEC Planning/Streets - Will Garrett, Rachel Haworth
- CEC Almond Partnership - Dave Sinclair, Darren Wraight
- CEC Roads and Parking - Gavin Brown
- CEC Economic Development - Natalie Le Couter, Steve McGavin
- Priory Church - Terry Harkin
- Councillors - Norman Work, Lindsay Patterson, Alistair Shields

A briefing paper on the proposed process was circulated to this group, and comments and input invited, ahead of the delivery of the survey and workshops. A full key list of invitees for the Stakeholders Workshop was also agreed with the Key Stakeholder Group. The criteria for invitation to the Stakeholder workshop was that participants should represent significant local groups or organisations, or have a statutory role in public service, and/or bring a specific expertise to the discussions. The full list of invitees and attendees is set out later in this report. Following this the Delivery Team and Queensferry Ambition agreed upon the details of the survey and workshops, and a strategy for advertising and survey distribution.

		Week 1 (10.2)	Week 2 (17.2)	Week 3 (24.2)	Week 4 (3.3)	Week 5 (10.3)	Week 6 (17.3)	Week 7 (24.3)	Week 8 (31.3)	April 2014
Stage 1	Set up and mobilisation									
	On-line questionnaire/s, general invitations, publicity									
	Briefing and feedback from Core Stakeholder group									
	Preparation of workshop materials and graphics									
	Ongoing publicity									
	Primary Schools workshop									
	Parent & Toddler/Seniors coffee morning/Church of Scotland focus group workshop									
	Evening workshop at Queensferry Parish Church Hall									
	Morning workshop at Queensferry Parish Church Hall									
	Stakeholders workshop									
	Care in the community, elderly focus group workshops									
	Team meeting to agree Stage 1 outputs and Stage 2 work									
	Stage 1 report writing									
Stage 2	Design development and engineering									
	Costing and report preparation and procurement process input									
	Presentation of final report to Queensferry Ambition									
	Feedback presentations to Core Stakeholders									

Programme

The timescale of the process was driven by the requirement for the Scottish Government funding that the Charette process was complete by the 31st of March. With this in mind the most suitable date for the Stakeholder workshop was established early on to ensure maximum possible attendance, but leaving enough time after it for Stage 2 of the process. Given this the programme was established as outlined on the programme shown above.

Activities for gathering views and information

Questionnaire

The questionnaire was used to gather largely quantitative information on how, when and for how often people use the town centre. It also asked for people's views on what changes to the built environment were likely to result in them using/visiting the town centre more often with particular focus on the importance of suggested improvements to the West End of the town centre. The questionnaire varied for three target groups - people working, living or visiting the town - and was available on line and through 14 targeted public venues. Distribution of surveys through partner networks and use of social media has aided a speedy and excellent level of response from local residents. The information gathered has helped inform the prioritisation process and to demonstrate need for certain projects going forward.

Public Workshops

These open drop-in workshops were held on both a week-day evening and a Saturday to maximise opportunity for attendance. They offered a range of methods for people to record their views, often using post-its in response to images, photos or themes, but attendees also a chance to talk and draw at tables with members of the delivery team. The emphasis of the workshops was to gather finer grain information, qualitative comments, ideas and suggestions. These outputs could then be compared and added to the feedback gathered from the surveys.

Schools workshop

The schools workshops were proposed as it is often hard to get young people to attend public workshops, and gathering and responding to the views of the young will be fundamental to the success of this process. One 80 minute workshop was held with 25 children at Queensferry Primary School. Data was gathered on how the children use and move about the town, what they believe the priorities in the town are, what they think the best things are about the town, and what their vision for the future of the town centre is. Some specific games were developed for this workshop, and some of the methods and display materials matched the public workshops.

Parents and Toddlers/Retired Coffee Group workshop

This workshop followed a very similar structure to the public workshops but was held at a time and venue to allow access to these two groups, who were less likely to attend the public workshops - parents and carers of young children, and the more elderly members of the community who attend mid-week coffee group and church service.

Elderly workshop

This workshop with some of the most elderly and vulnerable members of the community was primarily a structured discussion covering key topics, where WTA recorded comments on post-its for participants. This was an hour long, very informal session to draw out the perspectives of this group on change in the town, and on the issues facing them now when trying to get around the town.

Stakeholders Workshop

This workshop consolidated the work of the public workshops through gathering important views not already captured in the public workshops, and then discussing priority projects in more detail. The stakeholders included CEC officials from Planning, Economic Development, Roads and Parking, and local statutory and non-statutory representatives including Councillors, Community Council representatives, Queensferry Ambition, Port Edgar, and local interest groups. This was a three and a half hour workshop and most participants attended for the full time. Again, a range of activities and forms of engagement facilitated input from as many people as possible. These included:

- Introductory slide show from WT Architecture, setting the scene and explaining the activities through the morning ahead.
- Presentation of key themes and outputs from workshops and surveys.
- Commenting on images of potential visions for the future of Queensferry, aerial photos and the Binks ideas study, as per the public workshops.
- Facilitated gathering of views and discussion on key themes highlighted by the Stakeholder group itself.
- Facilitated discussion and design tables looking at geographical areas and responding to the brief formed from previous feedback from the public.
- Summary and discussion of design table outputs leading to provisional summary of projects to be taken forward in Stage 2.

Delivery Team Meeting

This meeting was held to agree and finalise the projects going forward for more detailed exploration in Stage 2 of the Charette, and was attended by the full Delivery Team and Queensferry Ambition as the client.

Stage 2

Design proposals

The outputs from Stage 2 are set out in Report 2, and cover both strategic proposals and specific built proposals which result from the brief development in Stage 1 of the Charette process. This report also sets out costing information where appropriate and a commentary on the next steps, potential delivery paths and recommendations for each project.

1.2 Development Context

1.2.1 Queensferry urban overview

Wider connectivity

South Queensferry has excellent road connections, and is well tied in with the M8, M9 and M90. However, localised congestion on the Forth Road bridge can however sometimes impact upon all the approaches to the town. Such instances are usually related to accidents or roadworks on the bridge or bad weather restricting access. It is envisaged that this will become less of a problem with the opening of the Queensferry Crossing but it should be expected that intermittent congestion will remain an issue as the new bridge's capacity is not significantly greater than that of the existing road bridge.

The road connections to Edinburgh are good, and Edinburgh Airport is only ten minutes away by road outside peak times. Access from Glasgow and the west is straightforward along the M8, and recently improved connections mean that access to and from the M9 is good. The M9 runs west to Stirling. The A90/M90 runs north over the Forth Road Bridge and provides good connections to Perth and the Highlands.



Queensferry location map

South Queensferry is served by Dalmeny station at the south end of the Forth Bridge. Dalmeny has a regular local train service, connecting to Edinburgh and much of Fife. Intercity connections can be made at Edinburgh Haymarket, Edinburgh Waverley and Inverkeithing stations. The station is ten to fifteen minutes walk from the town's High Street, and this distance, along with a significant climb give a sense that the station is rather disconnected.

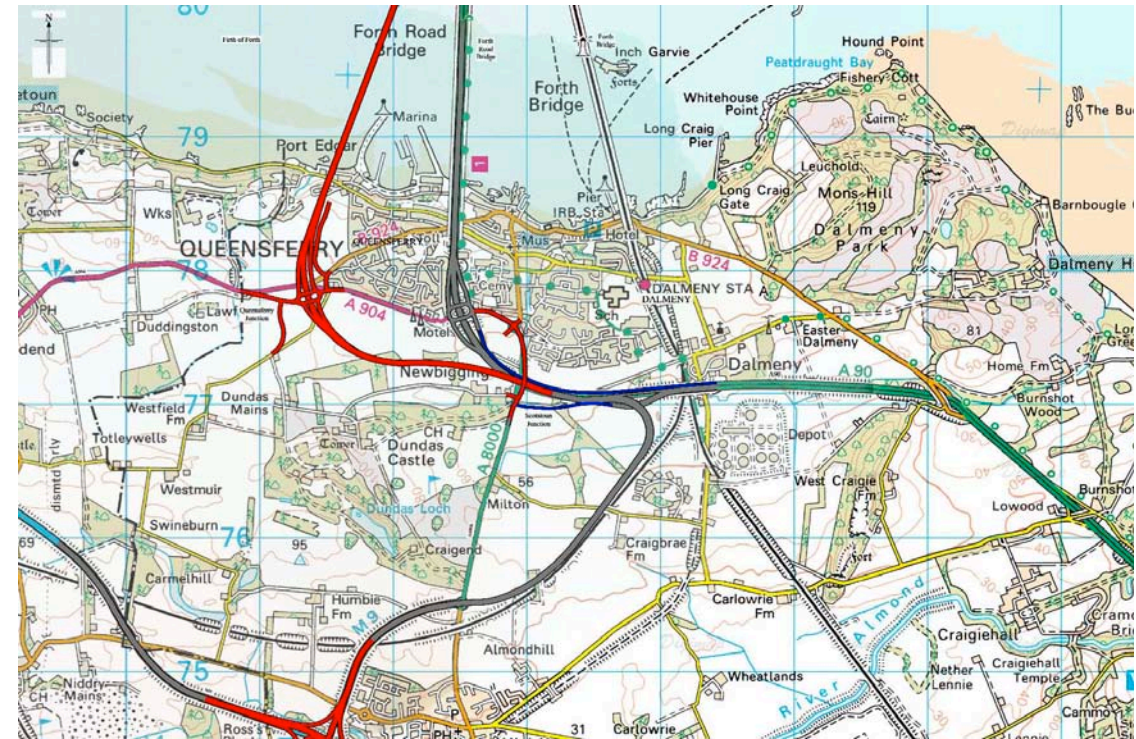
South Queensferry is well served by local and national bus services. Bus services to and from Edinburgh and Linlithgow run along Station Road, stopping adjacent to Dalmeny Station. Many intercity coaches stop at the south end of the Forth Road Bridge. Visitors coming to South Queensferry by bus and train have to follow the tortuous and muddy path down the steep hill to the Hawes Pier from the station. This acts as a significant disincentive to visitors using public transport.



Queensferry map, highlighting public green spaces, including school playing fields

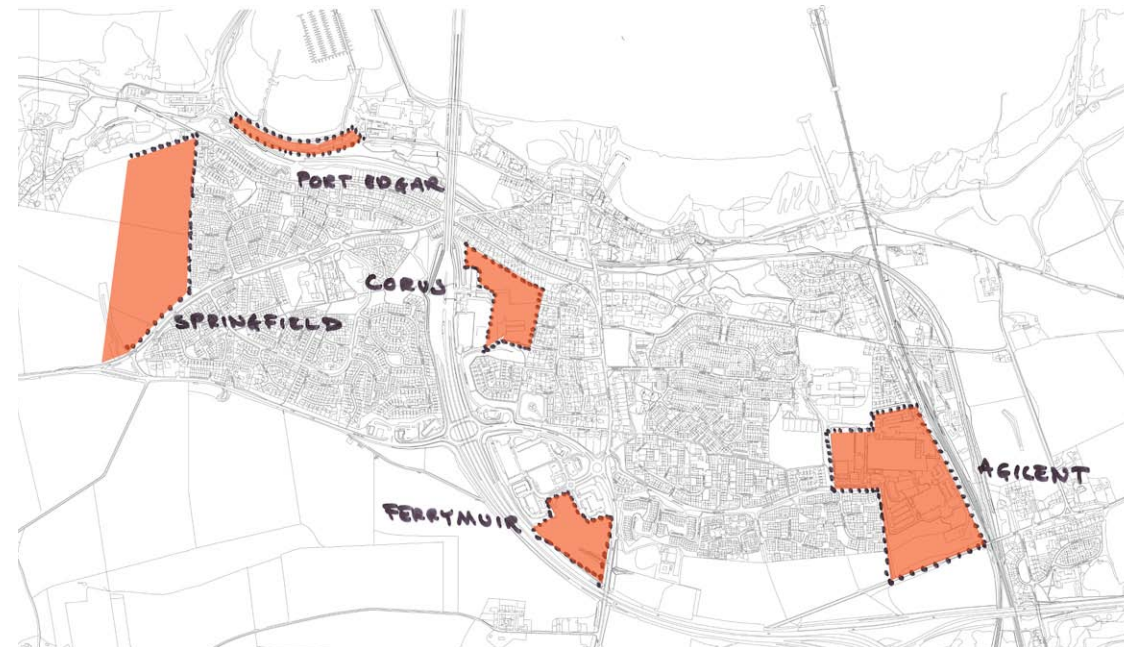
Context of Forth Replacement Crossing and other developments

The opening of the Forth Replacement Crossing will draw passing traffic towards the western side of Queensferry. For traffic coming from the north and west along the A90, M8 and M9 this will lengthen the route in to the town after leaving the A90, and will result in more traffic approaching the town centre from the west along Bo'ness Rd/Hopetoun Rd than is currently the case.



Proposed roads infrastructure for new Queensferry Crossing

South Queensferry is under significant development pressure as a desirable satellite town for Edinburgh. Housing is being developed at the former Agilent site close to Dalmeny station, and there are unsecured proposals for housing at Port Edgar Marina and on the fields between Echline and the new link road to the Forth Replacement Crossing. Early proposals have recently been tabled for development of the Corus Hotel site, adjacent to the Forth Bridge offices, for new housing. This aggregate increase in population will increase pressures on the internal infrastructure of the town, as well as providing potential for increased footfall in the town centre. However, as new housing is built further and further from the town centre the need for good pedestrian connections to encourage sustainable access to the town centre becomes ever more important.

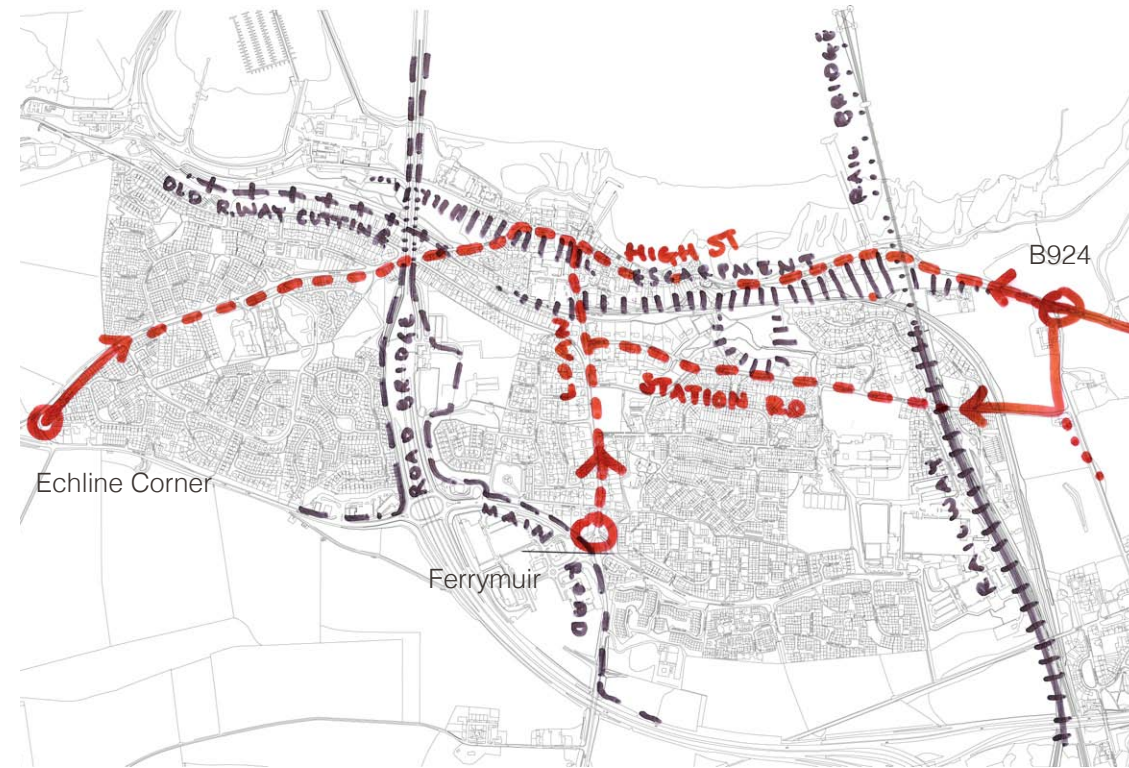


Current development areas

Local Infrastructure & Urban Context

South Queensferry is physically split by an escarpment, with the original Royal Burgh sitting close to the shore, and a post-Victorian upper town above, with sloping wooded space in between. Twentieth century expansion to the west of the town is separated from the original burgh by the Forth Road Bridge. This is most significant for people with limited mobility but impact upon all types of movement around the town, focussing flows in particular routes.

There are three principal arrival points in to the town: at the western edge Echline Corner, at the south side Echline Junction/Ferrymuir, and to the southeast the B924. The reconfiguration of roads in association with the Forth Replacement Crossing is likely to increase the number of cars arriving from Echline Corner and along the B924. The limited number of access roads to the town puts pressure on two through roads - the High Street and Station Road. The High Street suffers from intermittent congestion on weekends and holidays because of volume of traffic at pinch points, and there is local pressure to ban coaches and lorries from the High Street because of congestion and the damaging effect of heavy vehicles on the built fabric. The closing of the High Street to all vehicles at weekends and on holidays is also a possibility, although there is concern about displacing traffic to Station Road: the presence of the three schools here has in the past stood in the way of this or other restrictions being instigated.



Principal physical barriers to connectivity across Queensferry, and main arrival points/routes

While the High Street is a tightly occupied mixed use part of town with many residents, use of the High Street by other residents is broadly limited to service provision - such as beauty therapy, hairdressers, physiotherapy, dentist, accountants, bank - and leisure providers - restaurants, cafes and bars. There are a few gift shops, and these are not necessarily aimed at visitors. Retail is largely confined to The Loan Centre, where Scotmid and the Post Office are located, and the Tesco store at Ferrymuir.

There are ongoing projects for improving pedestrian connectivity within the town, and much has recently been done in the area of The Ferry Glen, which is a community woodland project. Network Rail are exploring improvements in pedestrian connectivity close to the Forth Bridge where they are proposing a new Bridge Walk Reception Centre. However, there remain stretches of very poor pedestrian walkway within the town.



How parts of Queensferry connect to town centre

1.2.2 Economic and Social Profile

City of Edinburgh

Edinburgh is Scotland's capital City and is located on the east coast of Scotland and after Glasgow is the largest City in Scotland with a population of 495,000. The City has seen steady population growth since 1995 with the expectation of continued growth in excess of 125,000 anticipated by 2035².

Edinburgh has a strong and resilient economy and has been noted as the strongest city economy in the UK outside of London³ and is primarily orientated towards the service sector with particular dominance of employment in finance, tourism and education. In 2012, the value of economic output per resident rose by 4.2% to £35,612 in comparison with the previous year and demonstrates the strength of the economy in that output per resident across Scotland and the UK both fell slightly in the same period.⁴

The Job Seekers Allowance rate in Edinburgh increased in January 2014 by 0.1% to 2.7% from the previous month and is marginally lower than for Scotland (3.3%) and comparator cities (4.7%). The number of working age benefits claimants in Edinburgh dropped to 11.6% of working age adults in the quarter to August 2013 from 12% and is significantly lower than the Scottish average and for other comparator cities. Although over a third of Edinburgh's communities are categorized as the most affluent in Scotland, this masks small pockets of high deprivation which account for 5.5% of the most deprived communities in Scotland.

2 Audit Scotland, 2013

3 RGU, 2008

4 City of Edinburgh Council, March 2014.



The volume and value of tourism to Edinburgh has grown dramatically over the last two decades with visitor spend in 2011 calculated as £1.16 billion as compared with £250 million 20 years earlier. Tourism employment accounts for 12% of the workforce. Tourism has meant that Edinburgh has gained international significance with 57% of those visiting the city on annual basis coming from overseas.⁵ The City is a particularly popular destination in the summer months when Edinburgh's Festivals take place – each year it is estimated that these generate 4.2 million attendances generating £261 million of national economic impact of which £41 million is spent on accommodation.

Despite the relative strength of Edinburgh's economy the city's Economic Review in 2011 signalled that there were challenges ahead. As with the majority of local authorities the recent global economic climate has paved the way for ongoing concerns around jobs, growth and investment and Edinburgh is no different. The review highlighted future concern with regards to the mismatch between the demand and supply of employment opportunities with the numbers of those looking to find work set to grow by 1.2% against a growth in supply of around a quarter of the demand at 0.3%. The second challenge highlighted was that of leveraging investment from external sources to full an estimated development funding gap of £1.3bn which is required to help maintain and create high quality spaces and infrastructure across the city.

5 Tourism in Edinburgh, ETAG, 2013



South Queensferry

The Royal Burgh of Queensferry, or South Queensferry as it is more commonly known, is situated ten miles north of Edinburgh City Centre on the south shore of the Forth Estuary. Queensferry moved from being a Burgh of West Lothian to the city of Edinburgh after a change in local authority boundaries in 1996 and now accounts for around 2% of the population of the local authority.

The town is now the largest settlement in rural West Edinburgh and is a key commuter town with a growing number of housing developments which has resulted in the population rising from 9,370 (Census, 2001) to around 11,000 by 2014 with further housing permissions expected to help this rise to over 12,000 in the near future. Children account for nearly a fifth of the population which is 5% higher than the rate for the whole of Edinburgh while those of working age account for slightly less of the population in SQ at 64% in comparison with 69% in the rest of Edinburgh.

Deprivation in Queensferry can be defined by considering the Scottish Index of Multiple Deprivation (SIMD, 2012). This demonstrates that South Queensferry has 9 datazones in the 10% least deprived areas of Scotland and similar to Edinburgh this masks small pockets of higher deprivation. South Queensferry comprises of 12 datazones¹ across the intermediate zones of South Queensferry West and South Queensferry (East) and Dalmeny. The most deprived datazone in South Queensferry (West), which is ranked 2021 (out of 6505 datazones), is S01002338. This datazone which includes parts of Hopetoun Road and Walker Drive (adjacent to The VAT Run area, is

¹ S01002338, S01002231, S01002330, S01002327, S01002335, S01002329, S01002328, S01002337, S01002336, S01002332, S01002333, S01002334



Queensferry High Street

amongst the most deprived areas for income (26%), employment (30%), health (28%), housing (19%) and crime (27%). The most deprived datazone in Queensferry East and Dalmeny is S01002331 which is ranked 3516. This datazone which includes Lawson Crescent and Rosebery Ave. is amongst the most deprived areas for income (26%), employment (50%), health (54%), housing (21%) and crime (9%). Only one other datazone in the area falls within the 15% most deprived areas in Scotland for the geographic access domain only and relates to issues faced by communities in terms of the financial cost, time and inconvenience of having to travel to access basic services. This demonstrates that relative to other areas of Scotland, Queensferry experiences relatively little in the way of social and economic challenges although anecdotally there is an awareness that geographic access may be an issue in terms of the efficiency of local transport links and the implications of a rising population within the existing infrastructure of the town. Job Seekers allowance rates for the Almond ward was 1.3% of the working age population, as at January 2014, which is half the average for the City of Edinburgh and the second lowest rate across 18 wards.

The rich historic fabric of the town has meant that it has become a popular tourist destination with visitors drawn by the old town's distinctive architecture and picturesque harbour and is the nucleus of the town's Conservation Area which was first designated in 1977. Queensferry offers breath-taking views of the iconic Forth Rail and Forth Road Bridges, the latter is recognised as a magnificent feat of engineering and is the subject of an application by Scottish Government to UNESCO to secure World Heritage Site Status.



The west end of Queensferry town centre

The potential of World Heritage Status, the impending opening of the Forth Replacement Crossing in 2016 (giving the Forth its third iconic Bridge across 3 centuries) and the 50,000 plus passengers and staff from cruise liners that now berth at the Forth every year provide excellent opportunities for local business and the residents to benefit from increased footfall. Albeit there is recognition that with increased footfall come challenges to the ability of current infrastructure and town culture to adapt to and manage these economic opportunities.

The Forth Bridge is the most significant visitor attraction in Edinburgh outside the city centre, with the exception of Edinburgh Zoo (data via Flickr records). There is no data available on exact numbers of visitors although local organisations have requested that Visit Scotland establish this.

Queensferry Ambition a business improvement district (BID) and was formed in 2012 to support businesses to improve their trading environment and is well placed, through funding and expertise, to support the community to respond positively to these economic opportunities.

The area also benefits from substantial natural heritage with the coastline around the Forth designated as a Special Protection Area and a Site of Special Scientific Interest. The area is denoted in Edinburgh's Biodiversity Plan 2010 – 2015 and gives specific reference to the importance of the coastline between Edinburgh and South Queensferry which provide the basis for the public to enjoy local wildlife and in particular important bird assemblages. Hound Point has also been identified for its geographical importance.



1.2.3 Policy and Strategic Context

Historic and World Heritage Significance

The UK Government have recently submitted an application to UNESCO for the Forth Bridge to be considered for World Heritage Site Status. In this context City of Edinburgh Council, Fife Council, Historic Scotland, Transport Scotland, The Forth Estuary Transport Authority, Visit Scotland and Network Rail have drafted a management plan for the area around the bridge. In anticipation of increased visitor numbers this plan includes initiation of an infrastructure review, to include roads and parking, in both Queensferry and North Queensferry, as well as in adjacent areas where more capacity might be available. It also calls for a review of the local transport infrastructure with a view to improved integration serving the increased visitor number.

Irrespective of the success of the UNESCO application, awareness of both the pressures and benefits to Queensferry from Bridge related tourism has inevitably been improved within key statutory organisations. This awareness could be capitalised upon with respect to longer term investment and return in the town.



National Policy Context

Shaping the Future of South Queensferry work aligns with a number of national policies with regards to economic development, regeneration and tourism.

The Economic Development Strategy for Scotland (2011) asserts that 6 strategic drivers are fundamental to delivering sustainable economic growth which are pertinent in Shaping Queensferry. By focusing on Infrastructure, Development and Place the government are looking to towns and cities to capitalize on their uniqueness as a means of improving economic performance – a remit that Queensferry could quite easily meet through its unique character and pending UNESCO application. It is recognized that capital investment is required to support this with particular reference to the quality of infrastructure.

Investment in these areas can support better spaces for business and improved neighborhoods to live in thus supporting a better quality of life for Scotland's people. Scotland's Regeneration Strategy takes this further by focusing on strengthening Scotland's communities particularly those most in need and where pertinent could better support those living in the more deprived areas of Queensferry.

Funding to support the charette process in Queensferry supports the findings of the National Review of Town Centres⁶ and underpins the strategic importance of the findings of this work at both regional and national level. There is a realization that large cities, such as Edinburgh, benefit from the creativity and enterprise within the town centres of its suburbs,

furthermore this review highlighted that our towns need to be accessible to all. Furthermore the review recognized the need to make better use of the built environment rather than creating new spaces which often have a negative environmental impact..

Tourism Scotland: 2020 is Scotland's strategy to create a Scotland which is the first choice destination for a high quality, value for money and memorable customer experience by accelerating growth and reaching full potential. The strategy recognizes the important role of Scotland's internationally renowned cities, such as Glasgow and Edinburgh, play in achieving this ambition and also highlight the opportunities for using these as bases from which visitors can base themselves and further explore the wider tourism product. This highlights the importance for towns such as Queensferry. The strategy specifically asserts the ambitions of Edinburgh and Glasgow to grow annual tourism revenues substantially and given the natural and historic assets of Queensferry the town is well placed to do so where investment is available to help improve the visitor offer through better services but also improved infrastructure.

6 Community and Enterprise in Town Centres, Scottish Government, 2013

Regional Policy & Local Context

The Edinburgh Partnership – Single Outcome Agreement 2012-15 sets out a commitment to supporting the vision of a thriving, successful and sustainable city in which all forms of deprivation and inequality are reduced. This designates 4 strategic outcomes to be achieved for those that live, work and visit the city with associated target outputs for attainment in the period to 2015. Although the work of this charette and resultant projects will not directly contribute to these indirect benefit may be realised in the longer term. Strategically, outcomes 1 and 4 are most pertinent for the community in South Queensferry in relation to the charette process as these relate to the ability of the economy to deliver increased investment, jobs and opportunities and the ability to improve the physical and social fabric of the city area.

Almond Neighbourhood Partnership's Local Community Plan 2011-2014 sets out priorities for actions across 9 local communities in the Almond area including Queensferry. The plan has arisen from work involving local councillors, community councils, key local services and residents. This calls for measures to improve the local environment, promote greater access to heritage, build healthier and safer communities, and support access to training and skill development and improvements to roads and transport.

Edinburgh's Biodiversity Plan 2010-2015 bears relevance to Queensferry in terms of the importance of the coastline of the Forth and the particular aim of the plan in raising awareness of the Edinburgh coastline and marine environment. This is currently being achieved through public engagement activities and production of materials. In the longer term improved pathways and connections to these areas could add value to the aims of this plan by allowing people the opportunity to engage and learn about wildlife more directly.

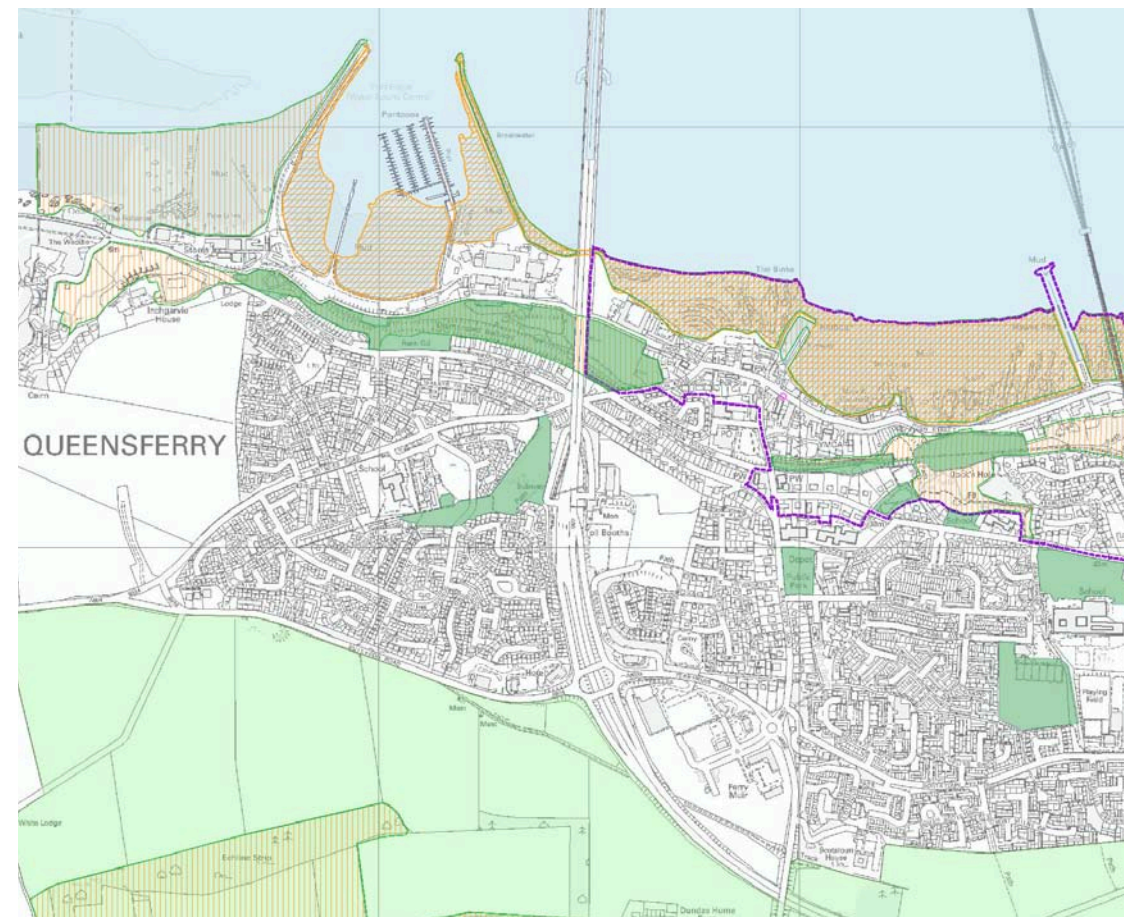
European Policy Context

At European level, the EU's strategy for growth (Europe 2020) is relevant to the broad scope of this work particularly due to the financial instruments available to Member States which aim to bring about a smart, sustainable and inclusive European economy. These financial instruments are available to Member States through a number of thematic funding programmes currently in development, for the period from 2014-2020, where economic development added value can be evidenced through activities/projects. The strategic aims of the European Regional Development (ERDF) Programme are particularly relevant in terms of a vision for improving the provision of services to citizens and also the environments in which businesses operate. Over the next 7 years it is likely that this strategic focus will lead to investment in infrastructure, accessibility and measures to improve the environment in targeted communities.

Planning Policy Context

Much of the centre of South Queensferry sits within the Queensferry Conservation area. This recognises and protects the essential character of the area, including both built form and setting. In addition to the statutory protection of the Rail and Road Bridges and their curtilages, through historic building listing, much of the town is bounded by protected greenbelt and designed landscapes. The tidal areas along the sea shore are highly protected for wildlife, are part of the Firth of Forth Special Protection Area (under The Ramsar Convention (The Convention on Wetlands of International Importance, especially as Waterfowl Habitat) and a Site of Special Scientific Interest. This means that building over or out with the existing high tide line may not be permissible in some circumstances.

These policies put significant development pressure on the space inside the settlement boundary, leading to a population density of a little over 3000 people per square kilometre, which is significantly higher than the Edinburgh average of 1,828/km², but lower than typical city centre densities.



West Edinburgh Local plan area designations for Queensferry

Relevant Planning Policies

Planning (Listed Buildings and Conservation Areas)(Scotland) Act 1997
Town and Country Planning (Scotland) Act 2007
Planning etc (Scotland) Act 2006
Ancient Monuments and Archaeological Areas Act 1979
Town and Country (General Permitted Development) (Scotland) Order 1992
Scottish Historic Environmental Policy (SHEP) – October 2008
SPP 23 Planning and the Historic Environment – 2008
Planning Advice Note 71: Conservation Area Management – 2005
The Edinburgh and Lothians Structure Plan to 2015, approved on 17th June 2004
Edinburgh City Local Plan, approved 28 January 2010
The Rural West Edinburgh Local Plan (RWELP), adopted on 1 June 2006.
South Queensferry Conservation Area Character Appraisal, 2001
National Planning Advice Notes

Additional Relevant Reports

- The Forth Bridge World Heritage Nomination Management Plan 2014
- Traffic Management and Parking Study, Queensferry, The City of Edinburgh Council (Halcrow), Sept 2013
- When I'm 64: A report on the needs and opinions of older people in our community, Queensferry Churches Care In the Community, 2006. <http://www.qccc.org.uk>
- A Vision for Queensferry, 2005 - 2006, A community participation exercise.
- Queensferry Ambition Community Survey, 2012, www.queensferryambition.co.uk.

1.3 Assessment of Need and Priorities

1.3.1 Overview

This section sets out the feedback from the workshops and surveys. This is used to help assess the need for changes to the public realm within Queensferry town centre. This assessment is based on findings from:

- Community and Visitor survey - to gather statistical information on how the town centre is currently used, and wider views on the priorities and ideas for the future of the west end of the town centre.
- Shape the Future of Queensferry Design Workshops - to gather qualitative views and ideas for the future of the west end of the town centre of Queensferry, and to start to develop strategic drawn proposals and town-scape analysis.
- Focus group workshops - including Primary School children, elderly and parent/carer and toddler group - to capture the qualitative views and ideas of these often disenfranchised groups.
- Stakeholder Workshop - with key community and business representatives and national and local officials - to gather the representational views from significant groups, and apply local knowledge and wider expertise to the design challenges presented by the issues and ideas gathered from the public.



Stakeholder workshop, Queensferry Priory 11th March 2014

1.3.2 Review of Existing Facilities and Services

Current provision of attractive community use space is very poor in Queensferry. The following observations are drawn from the Vision For Queensferry Study 2006, Queensferry Ambition surveys 2013, analysis undertaken by WT Architecture for the Binks and Priory Ideas Study in 2012, and more recent observations by the delivery team..

- Existing facilities are run down, isolated and do not integrate into the attractive townscape & existing public spaces of the town.
- Current spaces are mostly lacking in supporting facilities such as cafes & gardens.
- The City of Edinburgh Council Open Spaces Report 2010 identifies a shortage of usable accessible green space in Queensferry.
- Existing public facilities at Rosebery Hall, Queensferry Museum and Community Centre at School lane all have poor accessibility and are in old buildings which are expensive to maintain.
- None of the public use spaces capitalise on the visual and environmental assets of South Queensferry (e.g. no connection to sea, bridges, green spaces etc.).
- The existing Library under used, unattractive, small and isolated, with poor approach pavements. Improvements in both its context and the fabric of the building are needed.
- The public spaces do not make use of trade from Edinburgh itself unlike the existing private meeting/conference event space providers in the town.
- The town lacks a gateway building to focus and retain tourist trade.
- Existing presentation of the historic background of South Queensferry is limited and outdated and fails to address visitor needs.

- Access to leisure facilities at Queensferry High School is limited in scope and availability due to restricted hours.
- City of Edinburgh Council (Edinburgh Leisure) recently withdrew from operating the Port Edgar Sailing School and Queensferry Recreation Centre. Whilst private and community organisations have taken over the running of these facilities, there is a net reduction of recreation opportunities available in the town.

1.3.3 Survey results

Community and visitor surveys prepared by Indigo Project Solutions have provided the opportunity to gather information from those who live, live and work, just work, or visit South Queensferry with regards to their usage of the town centre and to identify feedback and ideas on how the town centre, particularly the West End, could be improved. Online distribution took place between 22nd February and 10th March 2014 using WTA, IPS and QA networks, a press release and social media. Paper surveys were distributed across 13 venues in South Queensferry including local businesses, cafes, churches and social facilities. A summary of the results by IPS is as below.

Demographics

The number of people answering the survey online was 463, with a completion rate of 78.4%. A further 20 people completed the paper survey, giving a total of 483. The information below combines the results from both surveys. Respondents can be segmented into three categories which have been used as the basis for further analysis:

- those who live (and live and work) in South Queensferry
- those who work in South Queensferry
- those who visit South Queensferry

82.6% are in the category 'live and work' in South Queensferry (combining the responses of those who said they live or live and work in the town). 9.3% of respondents work in South Queensferry but do not live in the town and 8.1% of respondents were visitors to the town.

This has provided a good initial sample for the basis of further analysis, although it is recognised that a greater number of respondents in the 'visit South Queensferry' and 'work in South Queensferry' categories would have been preferable.

In terms of gender, 32.5% were male and 67.5% female and for the live (and live and work) in South Queensferry group, 17% of women live in the town centre compared with 15% of males. The age breakdown for all respondents is as follows:

Under 16s (0.5%), 16 -25 (4.6%), 26-40 (33%), 41 – 54 (37.1%), 55-64 (15.7%), 65+ (9.1%)

Those respondents aged between 16-64 (90.4%) are overly represented and responses from children (0.5%) and those of pensionable age (9.1%) are much lower than of the target population, especially for the younger group. This is fairly consistent with a previous 'Community Survey' carried out by Queensferry Ambition (www.queensferryambition.co.uk) in March 2013, where those aged under 20 and those 60+ were under- represented in survey results. For this reason no meaningful age analysis is possible against survey results for those under 16, but this has been addressed to some extent through focus group workshops at the Queensferry Primary School.

Within the age groups there was a different split between male and female respondents as follows:

16-25 years males 67% females 33%
26-40 years males 26% females 73%
41-54 years males 34% females 66%
55-65 years males 35% females 64%
65+ males 50% females 50%

A range of postcodes were provided for the 'live in' and 'live and work in' South Queensferry' group with respondents replying from 5 EH30 postcodes (9YL, 9XR, 9RG, 9JE, 9RU) accounting for 15% of those given. The most commonly cited postcodes for the 'work in South Queensferry'

group were EH14, EH4 and KY11 (40%) and for the 'visit South Queensferry' group EH29, EH4 and KY11 (42.86%). Of those postcodes provided, 10 are within the most deprived datazone in South Queensferry West (S01002338) and 23 were within the most deprived datazone in South Queensferry East (S01002331). Analysis of the responses on key questions for these postcodes indicate that there is no significant variation in response compared with that of the overall respondent population.

A number of those in the 'work in South Queensferry' and 'live (and 'live and work') in South Queensferry' groups were able to share some data on the location of their place of work. For those in the former category, equal numbers (14) stated that they worked within the town centre or out with this area. For those in the 'live' (and 'live and work') group, those stating their place of work within the town centre (36) was more than twice that of those stating that they worked out with the town centre (16). When asked if they live in the town centre, the age groups varied with the oldest and the youngest being most likely to do so. Highest to lowest – 38% of 65+, 28% of 16-25, 17% of 26-40, 16% of 55-65 and 12% of 40-54.

Overall there is a good spread of respondents from across the geographical areas of Queensferry, and a good response rate given the short period of the survey. The schools focus workshops goes some way to addressing the lack of younger respondents, but ideally more responses would have been gathered from visitors and those working within Queensferry. Given this, careful consideration must be given of the views of the representatives for these groups at the Stakeholder Workshop.

Levels of Satisfaction

When asked whether they would recommend visiting South Queensferry town centre to a friend the majority of those in the 'live' and 'live and work' category were positive about the town stating that yes, they would recommend it to a friend, with only 8% not happy with making this recommendation (answering no or don't know).

More detail provided for this suggested this positivity related to opportunities for eating out, the beauty of the area and also the iconic Road and Rail ridges. Positivity is shared by the other two respondent groups where 100% of visitors and 95% of those who work in town would recommend it to a friend. This is an overwhelming endorsement of the positive aspects of living and visiting Queensferry, but must be viewed along side the other data which reveals significant need for particular improvements.

Current Use of Town Centre

Respondents were asked if they currently use the town centre, and if so how they get there. Of the 'live' (and 'live and work') category, 84% stated that they used town centre facilities and 2.5% said that they did not, with the remainder giving no answer at all. Further analysis indicates that 3% of men do not use the town centre compared with 2% of women and in relation to age, 100% of 16-25, 98% of 40-55 and 55-64, 97% of 26-40, 96% of 65+ stated that they used it.

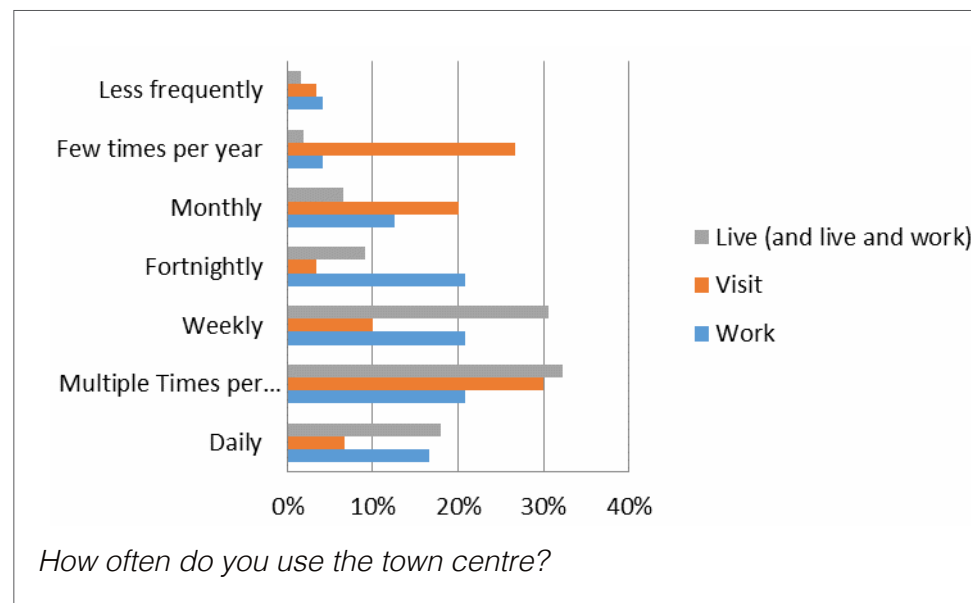
Those that 'live' and 'live and work' in South Queensferry are most likely to walk into the town centre which accounts for two thirds (68%) of the responses given for these categories, a figure which is significantly larger than this group's use of the car, at just under a quarter of responses (23%). More detailed gender analysis of the 'live' in Queensferry group indicates that:

- More women (72%) than men (64%) walk into the town centre.
- 3% of men cycle into the town centre compared with 0% of women.
- Equal percentages of males and females use public transport.
- 27% of men and 25% of women use the car to access the town centre.
- Looking at the percentage of people who said they usually walked to the town centre if they live in Queensferry respondents in the 65+ and 55-64 (43%) and 16-25 (50%) age ranges, were less likely to walk compared with those in the 40-54 (77%) and 26-40 (76%) age ranges. Only the 55 to 64 age group prefer to drive (57%) to the town centre with the other groups strongly preferring to walk: 41-54 (18% usually take the car), 65+ group (29% usually take the car).

Those in the 'work in South Queensferry' category were asked how they usually travelled to work; only 12 responded. From this group (10) travel to work by car, by bike (1) and by public transport (1). The same question resulted in a low response (13) for the 'live and work in South Queensferry' category with (9) walking and (4) travelling by car - perhaps explained by them living in Queensferry already.

Those in the 'visit South Queensferry' category were asked how they travelled to South Queensferry and 31 responded. Car was the most popular mode of transport (24), followed by bicycle (3) and then walking (2) and public transport (2).

Visitors rarely access the town by other means than car, which may be surprising given the good train and bus connections to the centre of Edinburgh and Fife. This may be explained by comments from the workshops which indicate issues with the inaccessibility of the train station from the town centre.



How Often Do you Use the Town Centre?

'Live' (and 'live and work') respondents, shown in grey on the bar chart, say they use the town centre frequently, with 81% using the town centre every week; 16% of which use the town centre on a daily basis.

Duration of stay in the town centre is varied, with the greatest proportion of all of those surveyed (35%) staying for between 30 mins and an hour, followed by 1 to 2 hours (32%) and between 2 and 3 hours (15%). There may be a relationship with the results that the most popular primary reason for visiting the town centre for the groups is eating and drinking (52.3%)

coupled with the fact that 64% of usage occurs during the afternoon and evening. Shorter visits appear to occur more regularly when the main purpose of the visit is shopping.

In relation to duration, all groups except the over 65's and under 26's, most frequently stayed for between 30 minutes and 2 hours. The over 65's were most likely to stay between 15 minutes and an hour. Interestingly, the young people under 26 were more likely to stay longer than 3 hours, with 29% stating this as their normal duration, which was significantly higher than all other age groups. This should be read along side the result that 100% of this age group said that eating and drinking were their primary reasons for using the town centre.

Timing of visits to the town differed greatly within the different age groups:

16-25 year old were most likely to visit in the afternoon (83%) and evening (16%) and never ventured into the town centre in the morning

26-40 year olds were most likely to visit in the afternoon (42%), the morning (30%) and least likely to attend in the evening (27%)

41-55 year olds split their time equally between visiting in morning/afternoon/evening

56-65 year olds were most likely to visit in the evening (35%), followed closely by the morning/afternoon (32%)

65+ were most likely to visit in the morning (65%) then the afternoon (30%) with only 4% visiting in the evening

The over 65's use the town centre for shopping and in the morning, while the under 16's do no shopping and tend not to use the town centre in the morning. There is also an aspect of 'hanging out' in the town centre. A gender analysis indicates that both sexes' visits to the town centre mostly last between 30 minutes and 2 hours, while men visit the town centre mostly

in the evening; women visit mostly in the afternoon followed closely by the morning. Women are least likely to visit in the evening.

It is difficult to discern a pattern for those working in the town regarding how often people use the town centre, with an equal number of respondents visiting multiple times per week (5), weekly (5) and fortnightly (5). The majority of the 'work in South Queensferry' group spend only a short time in the town centre, with (9) spending up to 15 minutes. Second to this, 7 of the respondents spent between 30-60 minutes, which may correlate with lunch breaks, as 87% said they visit the town centre mostly in the afternoon and 61% of the 'work in South Queensferry' group state their main reason for visiting the town centre as eating and drinking.

As anticipated, the duration of visits for those in the visit South Queensferry' group are longer with over two thirds (17) of visitors choosing to stay between 1 and 3 hours in the town centre with only 2 staying for less than one hour.

What is your main reason for using the town centre?

Eating and drinking was the most popular reason (50.5%) cited for using the town centre for live (and live/work) in SQ category, while this was second to recreation for those visitors to the town. On an age basis, the main reason for use was noted as: these are not gender results below:

100% of 16-25 said eating and drinking

69% of 26-40 said eating and drinking followed by recreation with 15% citing this as their main reason.

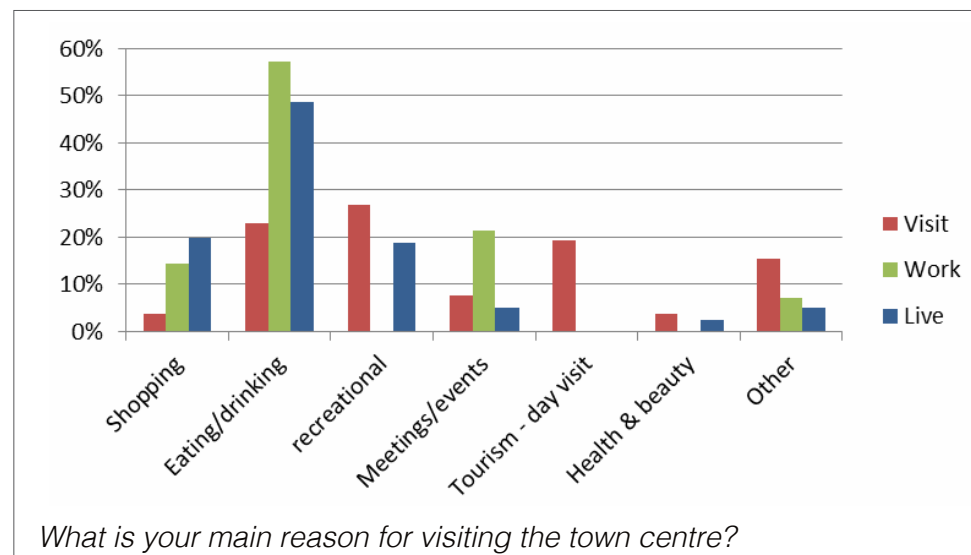
43% of 41-54 said eating and drinking with 26% citing recreation as their main reason

46% of 55-64 said eating and drinking with 29% citing shopping

46% of over 65's said shopping followed by eating and drinking at 23%

The results for this question, taken along with the question: 'What other activities does your visit to South Queensferry town centre involve?' show that, across all three main categories of respondents, people tend to undertake 2 to 3 distinct activities in the town centre per visit. Shopping is shown to be the most popular secondary activity for those living, living and working, and working in Queensferry.

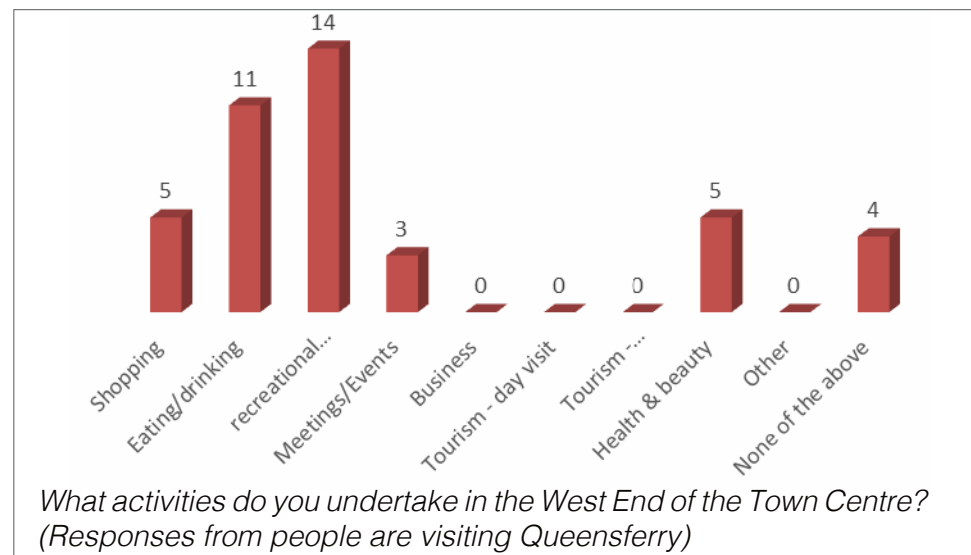
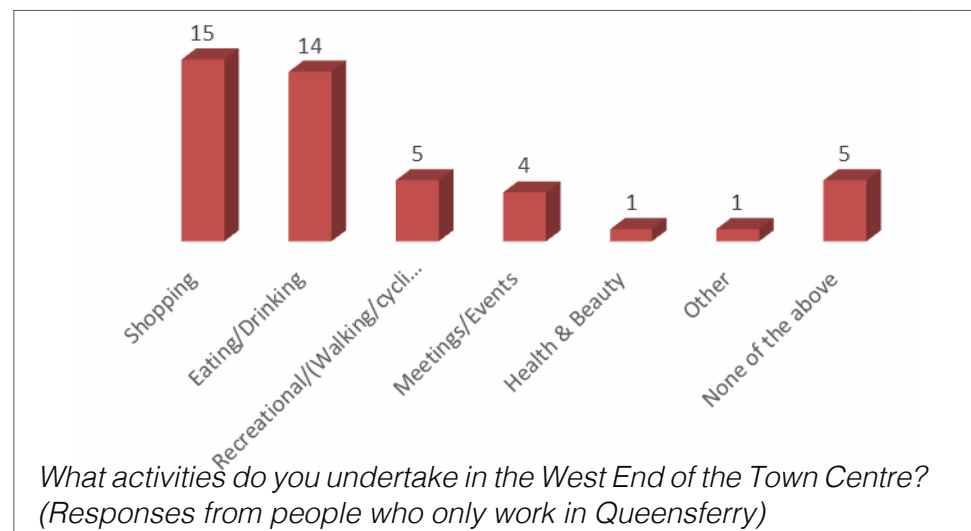
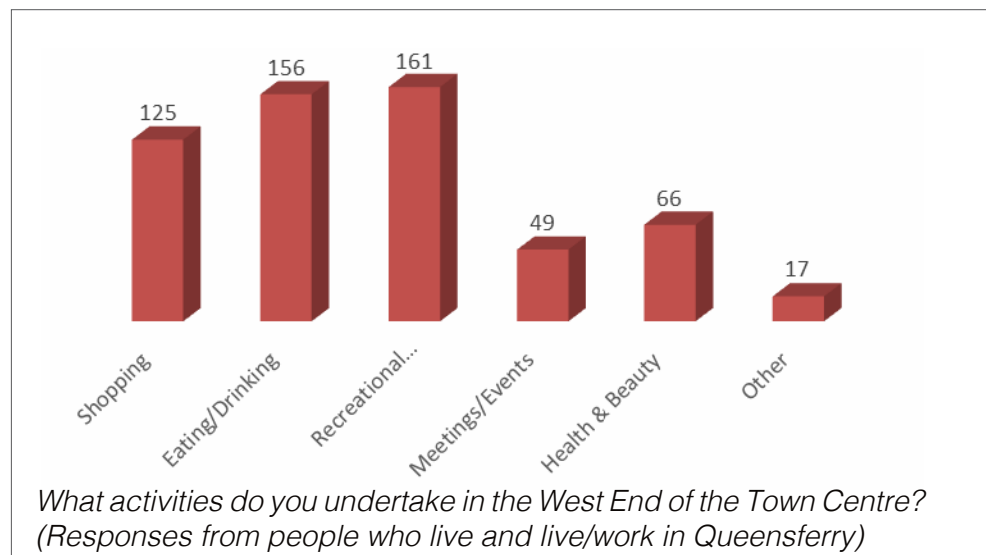
Other activities that people noted as secondary activities included walking, attending playgroups, using the garage, going to the doctor and dentist, visiting the library, picking up children from school, going to Church, going to the barbers and attending events such as the Ferry Fair and Christmas in Queensferry.



What activities do you undertake whilst in the West End?

Of those that live (and live/work) in SQ, 11% stated that they did not take part in any of the activities listed. The results show that the most popular reason for using the West End of the town was recreational (ie walking, sailing, other activities - excluding eating/drinking), closely followed by eating and drinking.

For those not living in the town and working there shopping and eating and drinking were the most frequently cited activities in the West End followed by recreation. A third of respondents stated that did not participate in any activities in the West End at all.



Town Centre Improvements

What Would Make You Use the Town Centre More Often?

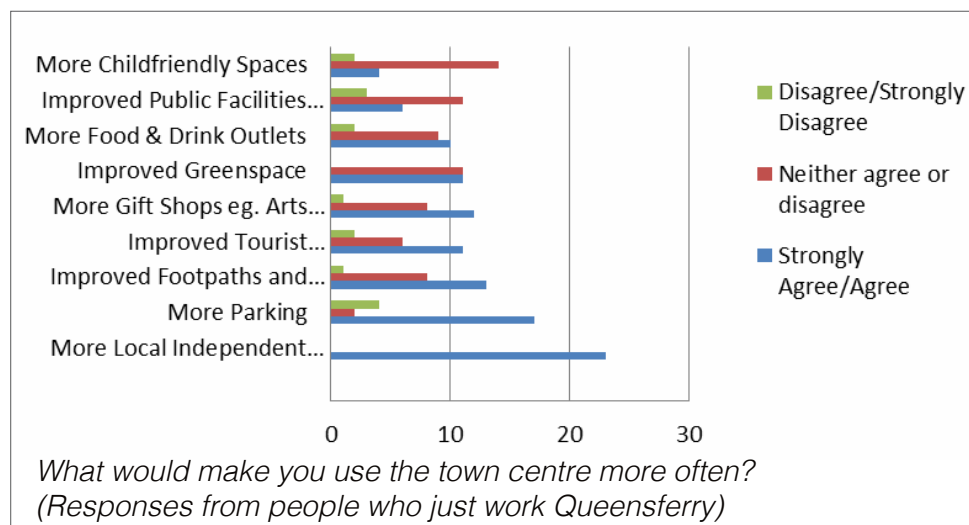
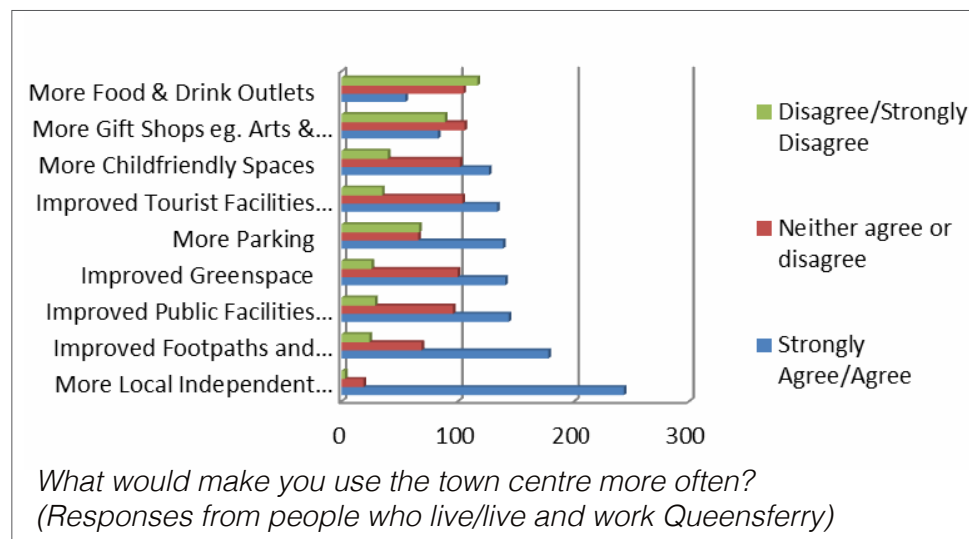
Survey participants were asked to respond to this question by rating potential changes from strongly agree to strongly disagree. The results are shown in the adjacent graphs by category. The strongest agreement was that more independent shops would make people use the town centre more often, and there was also strong agreement that improved footpaths/pavements, improved public facilities, improved green space, and increased parking would also make people use the town centre more often.

Those visiting the town indicated that improved tourist facilities would be most likely to make them visit more often, but also noted they would be encouraged to visit by more independent shops, improved pathways and pavements, and improved green space. Those living, living/working and visiting the town indicate that more independent local shops, improved footpaths, and improved green space are more likely to make them visit the town centre more often than improved parking. The only category that appears to prioritise parking over footpaths and greenspace are those who only work in the town.

A gender analysis of the data demonstrates that when asked what would make you use South Queensferry more often men stated the following 5 in preference order:

- More local independent shops 80
- Improved footpaths 70
- Improved greenspace 50
- Improved public facilities 44
- More parking 44

When asked the same questions what would make you use South



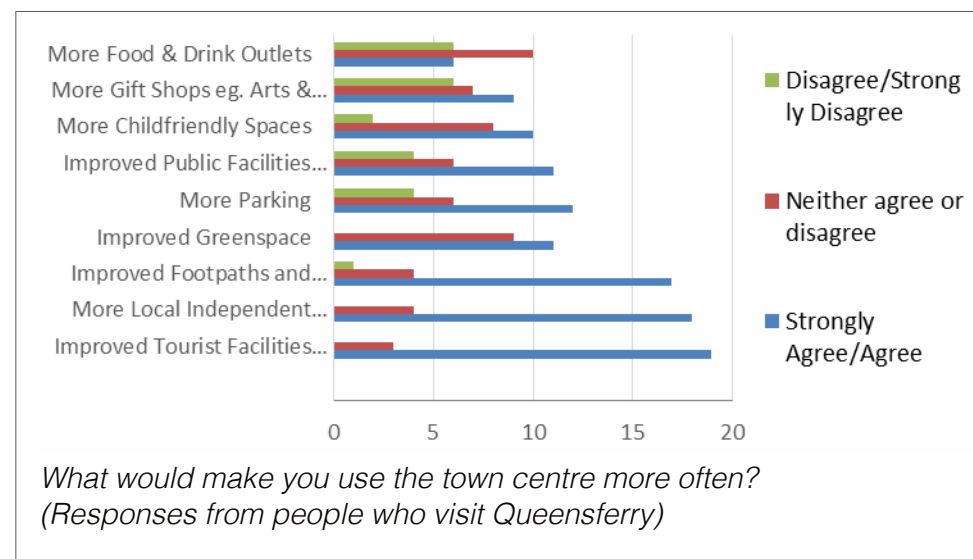
Queensferry more often women stated the same areas but in a slightly different preference order:

- More local independent shops 159
- Improved footpaths 108
- Improved public facilities 96
- More parking 96
- Improved greenspace 92

It is worth noting that the changes least likely to make people use the town centre more often are more food and drink outlets, and more gift shops. Respondents were also given the opportunity to note other things that would make them use the town centre more often.

Respondents were asked what other services they would like to see in the town centre as an open ended question. 31 respondents completed this question and the suggestions made include:

- Better High Street/traffic management 25%
- Specific facilities for teenagers 17%
- Safe cycling routes 13%
- Upgraded swimming pool 13%
- Cinema 13%
- Children's play park 8%
- Sports facilities such as tennis courts 8%
- Improved toilet facilities 4%
- Climbing centre 4%
- Soft play area 4%
- More entertainment 4%
- Cleaner streets 4%
- Specialist shops such as fishmongers and dry cleaners 4%



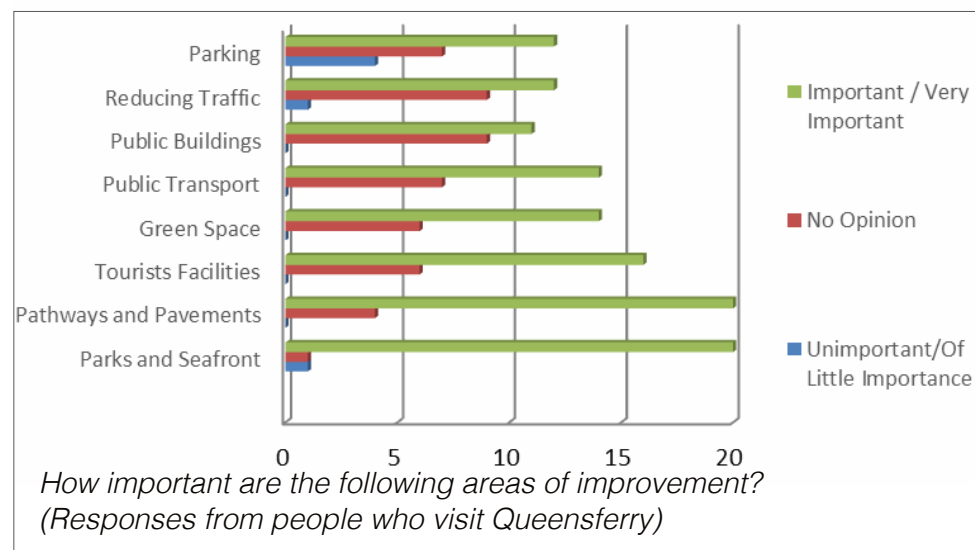
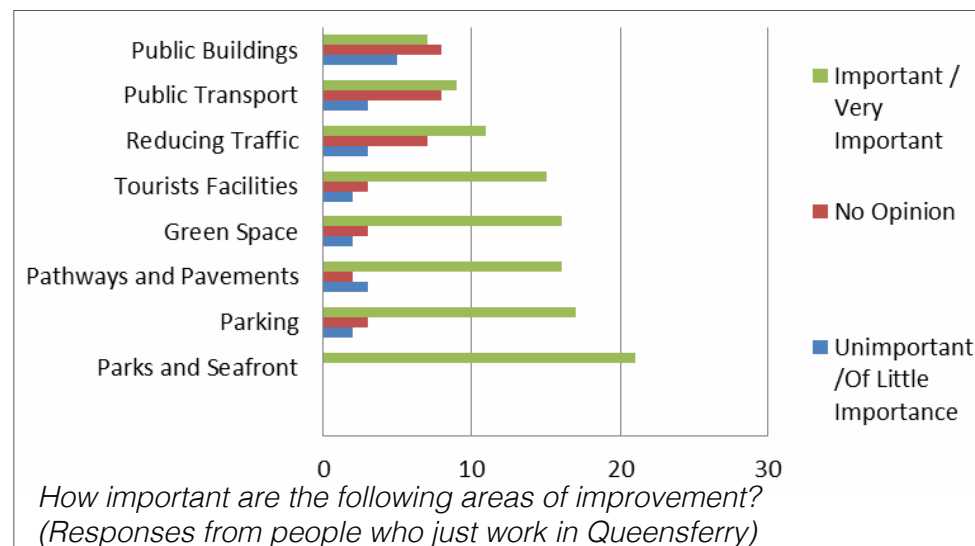
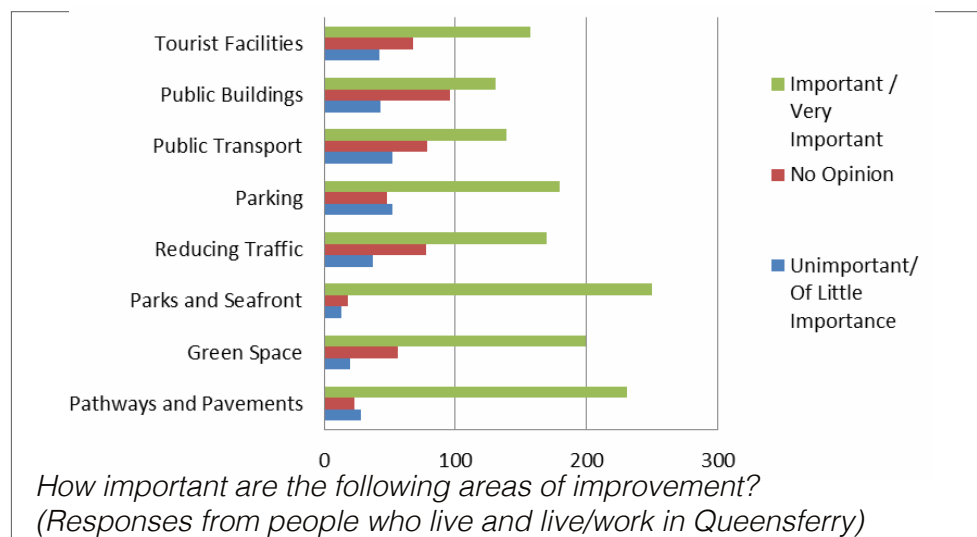
In relation to the better traffic management and improvement to the High Street, suggestions include:

- Pedestrianising the High Street
- Making the High Street one way
- Banning buses and large vehicles from the High Street
- High Street to be repaired
- Delivery vehicles should be restricted to specific times of the day

How important are the following areas for potential improvements of South Queensferry's West End?

All three respondent groups placed parks and the seafront at the top of their list of important improvement categories, with pathways and pavements and greenspace also prioritised as important areas for improvement. Responses varied in relation to tourist facilities with those visiting the town, whether to work for any other reason, citing this in their top five whilst residents felt that reducing traffic was slightly more important.

Interestingly, although visitors largely agreed that improved parking would encourage them to use the town centre more often they place 'increased parking' as the least important category for improvement. It is perhaps useful to look at the feedback from the workshops in relation to this apparent mis-match. The workshops indicate that the shore and parks are seen as



the towns greatest asset, but one that is neglected and has the greatest potential for improvement to the benefit of both residents and visitors. Respondents were also given the opportunity to make specific comments on priorities. Specific suggestions revealed concerns about volume of traffic, the Scotmid area, and the need to improve the area around the harbour.

If you were tasked with improving the public spaces of South Queensferry's town centre what would you do?

Respondents were asked this open ended question about shaping the future of South Queensferry in order to gather ideas out with the constraints of the standard response categories given in previous questions. In spite of the open nature of the question most answers given fall in to categories of pedestrian realm changes, car related infrastructure changes, tourism and the state of the general built environment.

The strongest theme emerging related to pedestrian movement, in particular path, pavement and road crossings, which are considered by many to be inadequate, particularly on The Loan where many comments related to the need for new pavements where there are none at the moment. People described the current situation as 'frightening', 'dangerous' with 'blind corners'. They appear keen to use the town centre, and get to the shore but are frustrated by the difficulty in doing so.

- 'Provide safe and pleasant footpaths between Scotmid and the High St'
- 'Child friendly walk ways as the current layout is frightening with the current extent of vehicle movements'

Access along the shore and general improvements to the 'park' at the Binks were also called for by many. The desire for park space that is 'dog-poo-free', clean and safe with play equipment was also very evident. The Binks and the shoreline are seen as an asset to the town which is unfriendly and hard to get to. Many people want to be able to sit comfortably at the shore



The VAT Run, The High Street cobbles, The Binks car park.

on benches or picnic tables.

- *'Make more of the harbour/Priory/Binks area. This could be a nice open space for children and picnics.'*
- *'More to do on the seafront - walks etc.'*
- *'Creating more space near the shore where you can sit.'*

The expression 'pedestrian priority' was used a number of times, and there was a broad consensus that the balance in the town centre is skewed towards vehicles just now, and that this situation should be redressed. This can also be seen in the large number of suggestions that the traffic volumes on the High Street be reduced. There was a range of suggestions for how this might be achieved, ranging from banning coaches and lorries through to complete pedestrianisation.

- *'I liked the idea of pedestrianising the High Street'*
- *'Make town centre traffic one way'*
- *'To make the high Street vehicle-free'*

However, there was also a strong call for more parking to be created. While some called for this specifically at the Binks, others called for the removal of all parking from the Binks, or 'additional but discreet' parking. Others believe that there is adequate parking provision but that it is badly managed. If these parking comments are taken together with the strong desire for an improved pedestrian environment it is clear that, once again, a balance is wanted where parking provision improves but does not overwhelm the town centre. Some respondents tackled this issue directly by suggesting new parking 'behind the BT Exchange' or at Port Edgar or the Corus Hotel site, or that public transport needs to be better.

- *'More parking when visiting High Street'*
- *'Huge car park below road bridge accessed directly'*



Visitors to Queensferry, being more likely to use a car perhaps, noted consistently that they felt more parking was required. They also note that 'wider pavements' would be good and that easier access to 'attractions' and the station is needed. A lack of signage was also noted frequently in the responses, with this seen as a particular issue for and by visitors.

'Create tourist trail with historic information'
'There should be better signage to direct visitors'
'Museum buildings brought back to life and done up'

There is a general theme that is also clear relating to the state of the built environment, with common concerns ranging from dog fouling to visual blight from ugly buildings. Parks, pavements and roads are all singled out for their poor condition. However, there is also a serious concern with regard to the damage being caused to the historic environment by traffic, particularly coaches and lorries on the High Street. People also want more independent shops, and the positive environment to support them.

'Demolish the eyesore flats on the corner of the Loan/High street and convert to a park.'
'Keep the town clean / use better quality designer bin storage'
'More independent shops'
'A brand new museum about all 3 bridges'
'View points please'.

Finally there are also those that do not want change, either in a particular space, or more generally.

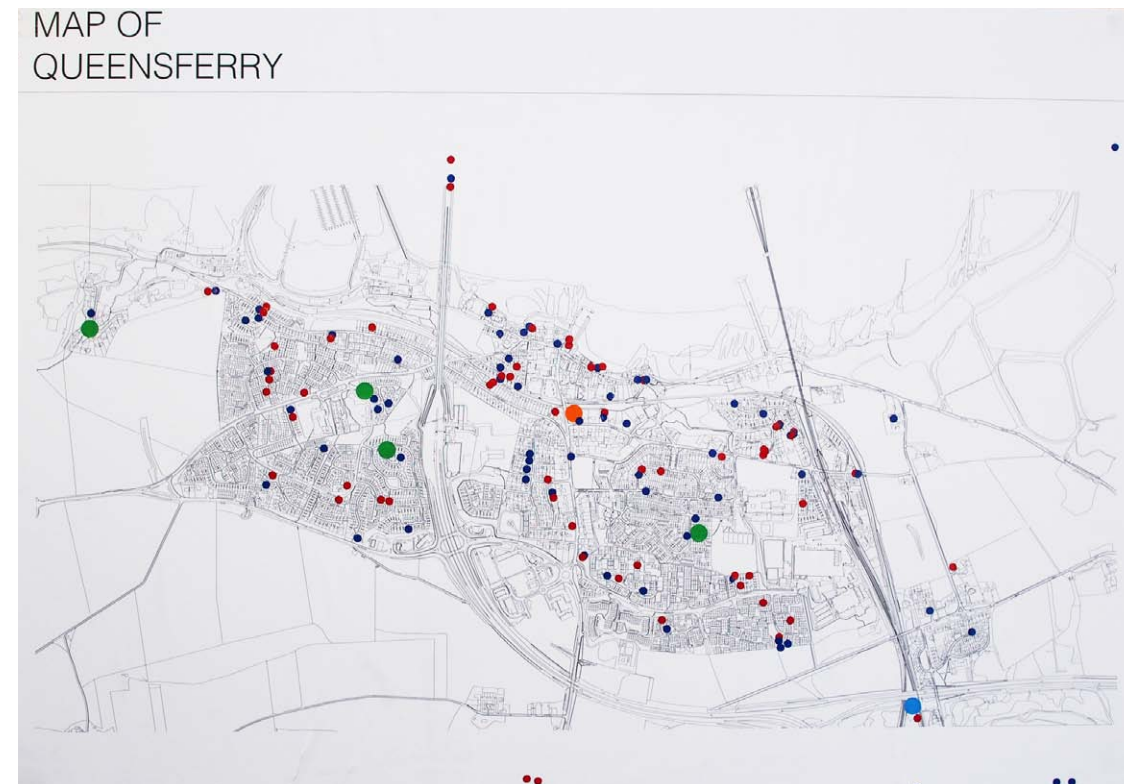
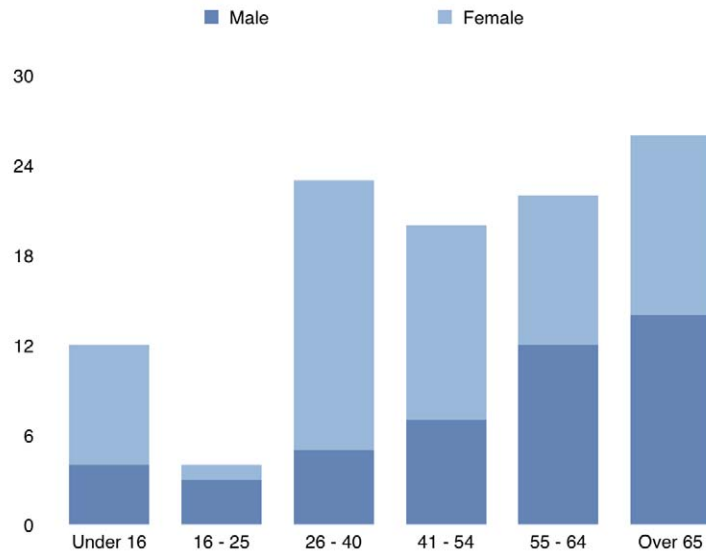
'I don't understand. It's fine, everything's fine. Stop trying to rip apart a nice town'
'Paws pff the Binks'

A full transcript of the feedback comments received to this question is included in Appendix I.



1.3.4 Public Design workshops

All attendees were asked to put a dot on a map showing where they lived, and another dot on a chart showing their age and gender. This revealed a fairly broad spread in age groups and home location, although the team would have liked to have secured more input from the 16 to 25 year old age group. Time constraints meant that Queensferry High School were unable to accommodate a workshop with their students.



Public design workshop attendees by age, gender and place of residence

1.3.6 Queensferry today - feedback on photos of Queensferry now.

Attendees were asked to note dreams, challenges or opportunities on two panels illustrating Queensferry today. One panel showed a large aerial photo of the west end of the town centre, and attendees were asked to pinpoint their comments in relation to specific places. The other panel had a range of street level images of the same area. The full transcription of comments is included in Appendix B.

Broad and varied comments were posted by attendees covering all areas but the greatest number of comments clustered around the eastern VAT Run area (29 comments), and the area around Scotmid and The Loan (26 comments). Significant concerns were noted on the nature of the tight corners at the Bellstane (18 comments) and the junction of Hopetoun Road and Shore Road at the Library (12 comments). 14 comments were received in relation to the Binks and Harbour area.

This feedback is useful in pinpointing locations where improvements are needed, and the themes the post-its draw out are very similar to those revealed through the other methods used. However, the quantity of views posted on the VAT Run area was perhaps surprising given it's less prominent location, and this could be significant. Most comments of the comments on this area suggest that this could be a good location for parking, whereas there are very few comments on parking at the Binks.

Elsewhere the theme of pedestrian priority is dominant with calls for new pavements, wider pavements, crossing points, better parks and play areas, pedestrianisation of the High Street, improved cycle ways and traffic controls.



Public design workshop community townscape mapping comments

The need for improved access in to and across the VAT Run site for both pedestrians and cyclists, particularly through to Port Edgar was noted. The desire for some sort of adventure play area was suggested, and the importance of this strip of green space as a green corridor through the town. While some people noted a desire for improvements to the green space at the Binks, others noted a wish for more parking here, and others noted that they wanted nothing to change here. A number of people noted the importance of maintaining and improving the harbour. The Hawthorn Bank park was highlighted for potential improvement as a safe contained play park and useful contained garden space.

Out with the key area of focus there were repeated suggestions for the High Street to be pedestrianised, made one way or have access to coaches/lorries restricted. There were also calls for parking space at Port Edgar, and for the parking on the High Street, Hawes, and at Dalmeny Station to be improved or increased.

Better management and maintenance of public realm	Existing pavements at Loan not safe for pedestrians	Open spaces to sit and play along foreshore	Better cycle route through the town
Parking locally to be improved	Port Edgar to be a community facility	Space to be used for play, wild flower and native tree planting	Parking on land under road bridge
Separate pathways for walkers and cyclists	SQ needs more sheltered outside places to sit	Harbour area needs upgrading	Do something with waterfront
VAT run entrance, there are two, each are unpleasant	Lack of green space for children	More business, more employment	Walkway from Marina to Hawes
Increase car parking for residents and visitors	Pedestrianise High street	Good facilities for residents - clean, green, accessible space	More car parking - develop Binks

Representative comments on 'Queensferry Now' photos

1.3.7 The future of Queensferry

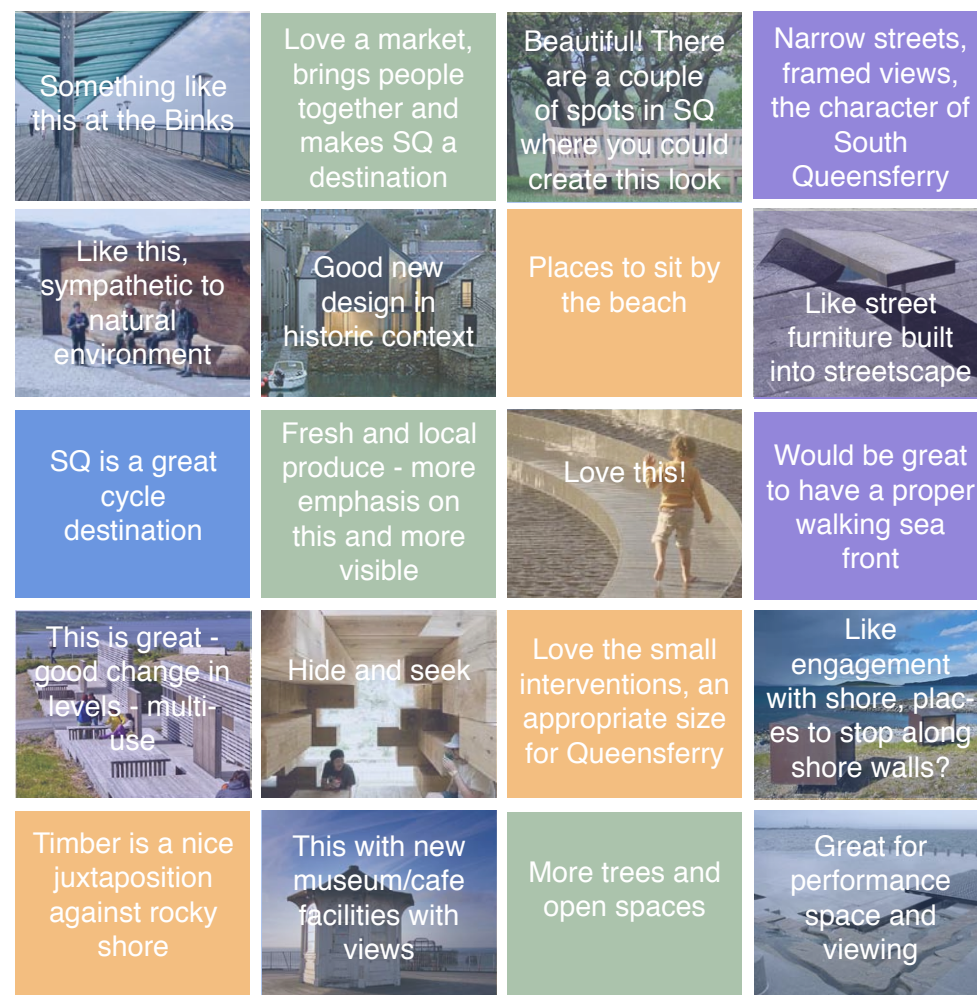
Attendees were presented with 4 panels of photographs illustrating different streets, parks, shorelines and public buildings, and were asked to note any that they thought could be potential exemplars for a future Queensferry. The full transcription of comments is included in Appendix C.

Comments revealed a desire for:

- Small shops and kiosks
- High quality street furniture and bike racks
- On-street markets, pavement tables and displays
- Places to shelter
- New visitor facilities
- High quality park and shore space
- Connections to the shore and to the sea

The majority of comments highlighted a desire for good quality park and shore environments. A liking for the cobbled historic environment of the High Street was apparent, but concerns were also noted on the difficulty that uneven cobbles can present to the mobility impaired.

Overall there was an appetite for positive change within the context of a much loved historic environment for which there is a need for active protection.



Representative comments on images of potential shape of future Queensferry.

1.3.8 Binks Ideas Study

Workshop participants were also given a chance to comment on WT Architecture's blue-sky ideas study for the Binks and Priory areas. A full transcript of the comments is included in Appendix D.

Most comments were supportive of the broad approach, although a small number of people called for no changes to be made here or for parking provision to be increased here. People were most positive about creating an enhanced park and shore environment, and they were largely positive about the idea of creating some new public facilities either on a 'pier' building or as proposed at the Priory. Concerns from residents were noted with regard to the reconfiguration of the parking,



Top: image from WT Architecture Binks and Priory Ideas Study. Below: public workshop

1.3.9 Design Tables

Attendees were also offered the opportunity of drawing and working over maps with members of the team. These sessions explored some wider issues of connectivity, including completing cycle routes through Queensferry, the potential of the VAT run in providing a multifaceted recreational function for the town, the potential for a board walk along the sea front and improving the Binks and harbour area. The drawings from these sessions are included in Appendix E.



Public workshop design tables

1.3.10 Focus workshops

Elderly coffee morning, and parent & toddlers group

This focus workshop was held in the same format as the public workshops. However, it highlighted some particular concerns relevant to these groups including lack of clean safe park spaces, lack of good play areas, and poor pavements for moving safely around the town with buggies and toddlers. The elderly were concerned about lack of homes suitable for senior citizens and the lack of a care home in Queensferry, as well as the difficulties in moving around the pedestrian environment of the town. Their views along with the comments gathered from the parent and toddler group are highlighted within Appendix C.



Primary School workshop

Some specific games were developed for the Primary School Workshop, but some of the methods and display materials matched the public workshops. Data was recorded on from where and how children got to school. This showed that most walked but only a handful cycled. It also showed that the main reason for more children not cycling to school was a parental perception of the dangers inherent in cycling, particularly in Queensferry. The children also recorded how, and how often they used the town centre.

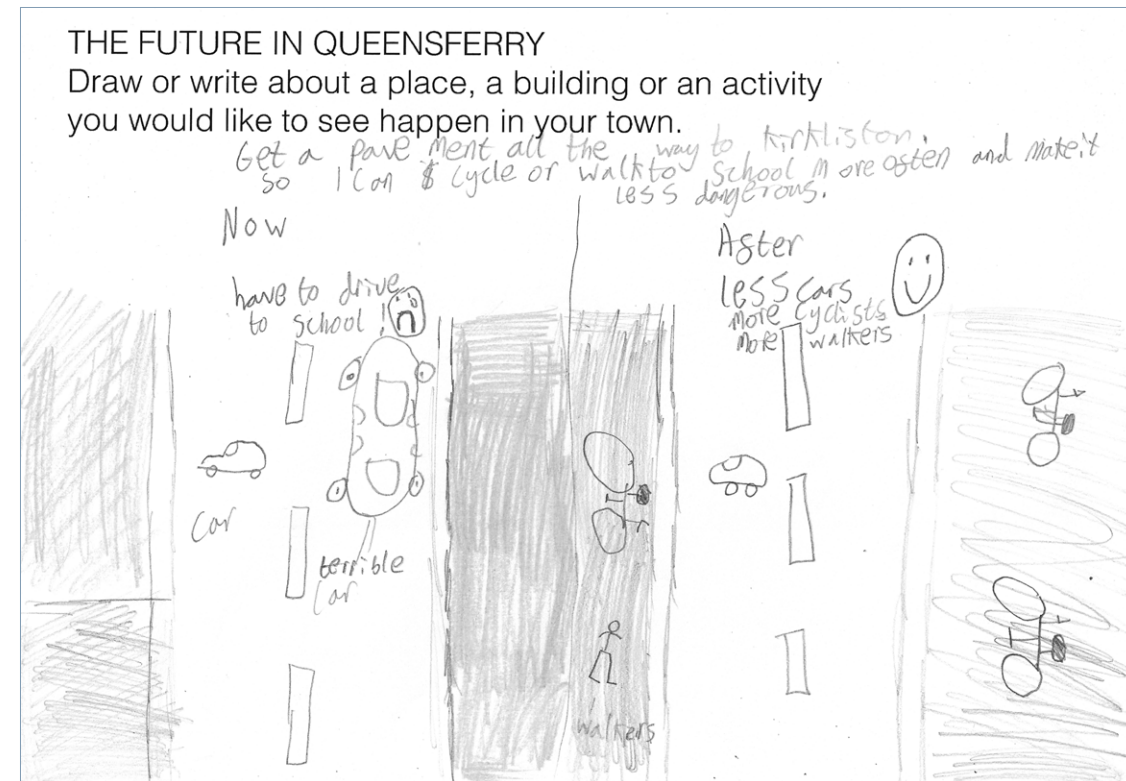
Simple card games were used to allow the children to record the best and worst thing in the public realm, and what things they felt should be prioritised for improvement. The full feedback from these games is included in Appendix F.

The results revealed a top priority to improve access to the VAT run by improving the underpass access or providing an alternative. The children also noted improving the shore around the Binks, and improving the Vennel/Hawthorn Bank area, as priorities. Conversely they noted the best things in Queensferry town centre as the High Street and the harbour.



Additional comments on the public realm in Queensferry were received from Echline Primary school, although the Project Team were unable to run a workshop with the school. The children noted a desire for improvements to crossings on the Loan and an extension to the VAT Run, as well as general environmental improvements - litter, flowers etc - and more commercial services such as small shops on the High Street, a cinema and a Krispy Kreme.

Queensferry Primary School children were also asked to write down or draw what they would like to see in Queensferry in the future. These drawings sheets are included in Appendix F. These reveal a strong desire for better places to play and do sport. They also highlight the children's concerns over safety of paths and pavements which they want to be made better.

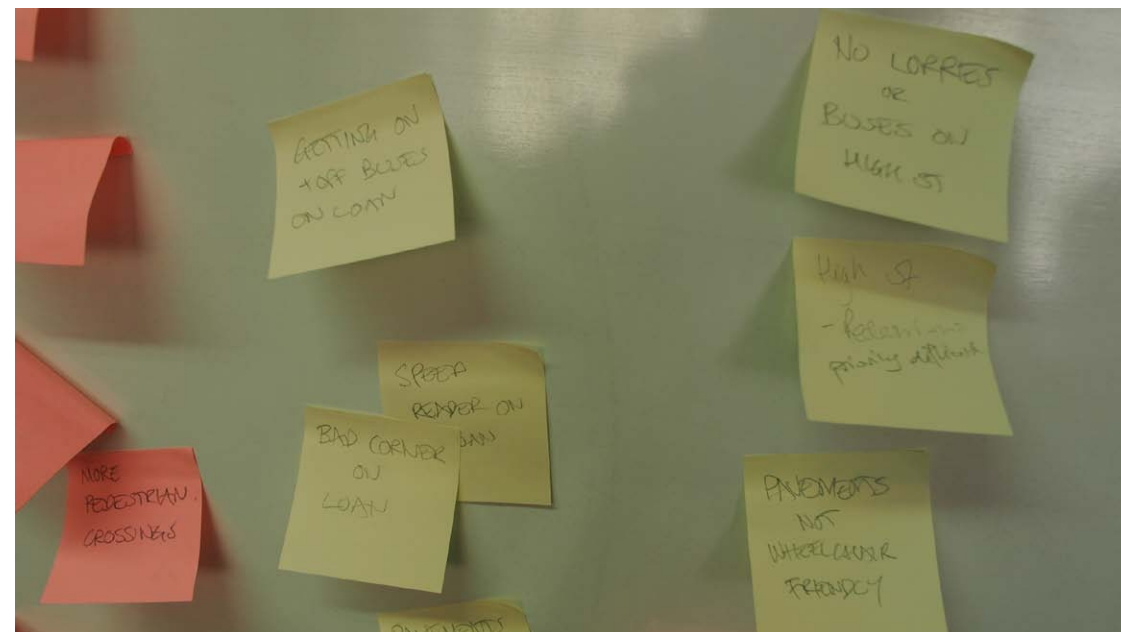


Queensferry Primary School children, drawn ideas

The Elderly at Queensferry Care in the Community

Key issues from an informal discussion forum were recorded by WTA on post-its. These comments are listed in Appendix G. The primary concern of these elderly people was that the town is very difficult for them to move around, particularly because of the inadequacy of the pavements and crossings, but also because the cobbles, kerbs and the poor state of the High Street makes movement for wheelchairs and the mobility impaired difficult. The inaccessibility of the Health Centre was a concern, with some people noting that rather than crossing The Loan on foot they choose to get the bus up the Loan to use the crossing on Winchburgh Road before taking the bus back down again. Poor pavements, high kerbs, wide roadways and steep inclines all make moving around the Scotmid area difficult and in some cases impossible. Also the incline at the bus stops on the Loan make getting on and off buses there difficult. A lack of homes suitable for the elderly was also noted as a big concern. With no car home in Queensferry many elderly have to move significant distances away from the town, and therefore away from their friends and family.

This feedback reflects findings from the 2006 survey by QCCC, 'When I'm 64' which interviewed the elderly to identify their needs. This document is available through the QCCC web site, <http://www.qccc.org.uk>.



Comments on Queensferry today from elderly at Care in the Community

1.3.11 Local Agency and Stakeholder feedback

Participation at this event drew representation from key local stakeholders and agencies to include:

- Representatives from City of Edinburgh Council (including Economic Development, Library, Planning & Parking)
- Local community organisations (including Churches, History Group, Boating club)
- High School Pupils
- Historic Scotland
- Transport Professionals
- Local Businesses
- Local Councillors

A full list of the Stakeholders is included in Section 1.4 below.

Dreams/challenges/opportunities and priorities

Similar to the Public Workshops, attendees were asked to detail on a post it note their dreams for the future of Queensferry, the challenges for supporting positive change, and to identify opportunities for positive change. The post it notes were then displayed on boards for further consideration by participations and final analysis.

At the end of the session all participants were given three dots and asked to denote their three priorities for development and asked to place these against the pertinent post it notes displayed on the dreams, challenges and opportunities boards.



Stakeholder workshop, Queensferry Priory 11th March 2014

Challenges were identified across 12 themes with the greatest challenges cited for funding, lateral thinking, connections and development. It is interesting note that key stakeholders were more concerned that lack of funding was a barrier to bringing about positive change than the public and that comments were collated under the theme of 'lateral thinking'. The latter highlighted that there was concern regarding overcoming attitudinal barriers to progress which were described as "tradition V change", "dissent over proposals" and "having to think laterally/creatively to overcome long-standing infrastructure problems".

Priorities identified by the group were World Heritage Status, Tourism & Culture & Funding, Heritage, Paths, Parking/Public Places, Traffic and facilities in that order. Dreams were nearly three times more likely to be considered a priority than opportunities, and twice as likely as challenges.

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1.4 Design Analysis

Stakeholder design workshop feedback: Sites 1 to 5

Following a briefing on the feedback received from the public, five design tables consisting of a mix of stakeholders, officials and project team members investigated design solutions for five geographic areas:

- The eastern / upper VAT Run area, adjacent streets and other connections.
- The area around the Hopetoun Rd / Shore Rd Junction and the Library, including the eastern part of Hopetoun Rd past the Priory & police station.
- The Binks, Priory, harbour and shore.
- The Bellstane, corner of the Loan and Hopetoun Road and connections to the shore.
- The Loan, Scotmid area and Hawthorn Bank/Vennel Park.

Each group investigated two areas each. The groups were asked to investigate design solutions which addressed the priorities highlighted in the public workshops and surveys. These priorities were summarised as:

- Improvements to paths, pavements, routes & connections
- Better parks, play areas & green space
- Increased and better managed parking
- Improved public facilities and opportunities for private enterprise
- Improvements in the built environment
- Improved facilities for tourism / visitors
- Provision for access for elderly and infirm, and provision of homes for the elderly.

The work and views of each groups was summarised to the wider group, and helped form the basis of the projects being taken forward. These summaries and the drawings from the workshop are included in Appendix H. The main design ideas from the table sessions are summarised below.



Project areas explored at Stakeholders Workshop

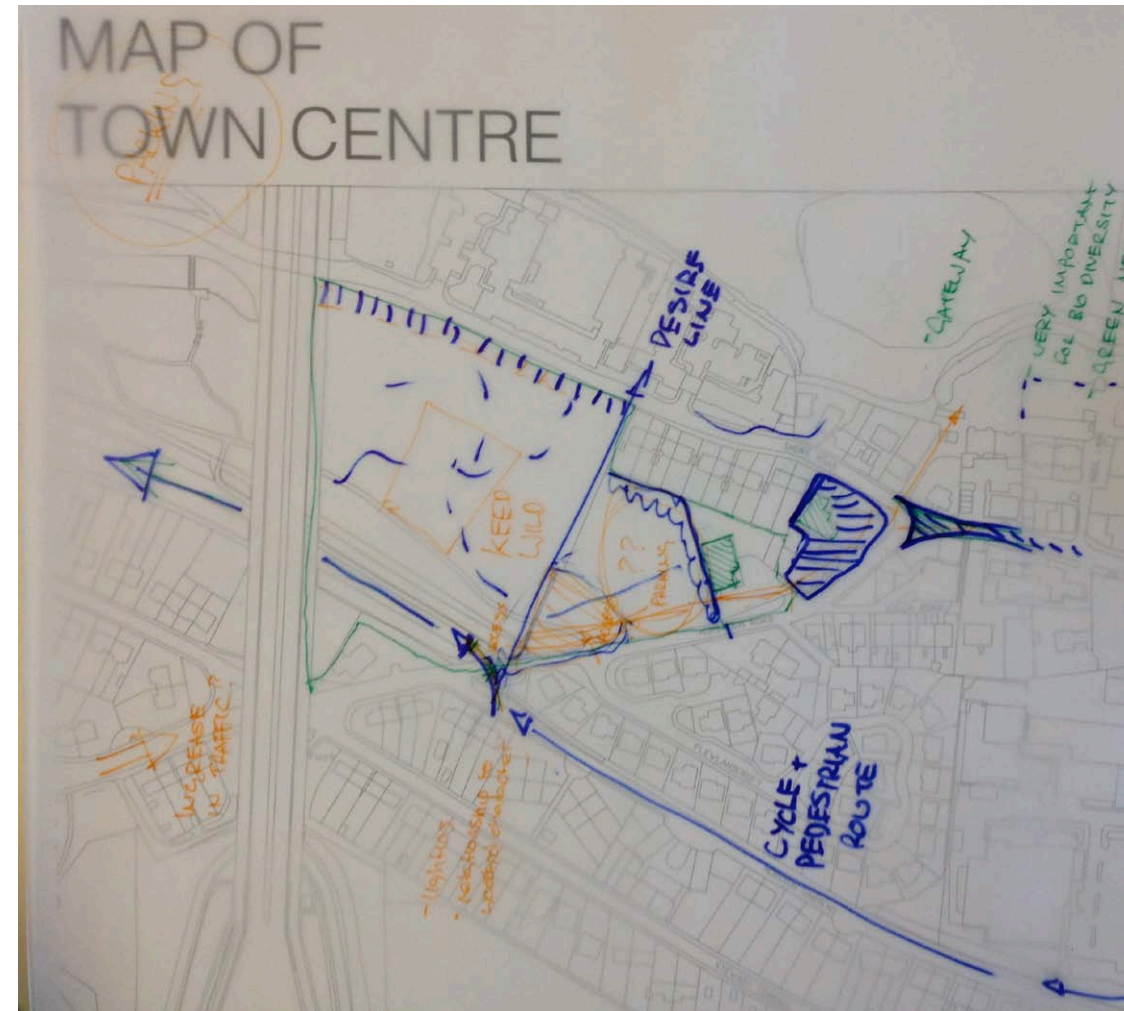
1.4.1 The eastern / upper VAT Run area

Priorities

- Improved access to and through recreational amenity
- Consideration of scope for provision of new parking
- Environmental improvements and investment in parkscape.

Design Suggestions

- Formation of key arrival point to new extended high street at west end, with significant sign-post marker at entrance to site near Plewland's Croft.
- New desire-line paths proposed through the site, connecting into Shore Road and Port Edgar beyond.
- New landscaped cycle and foot way proposed at northern side of Hopetoun Road, from Plewland's Croft to Library corner.
- Essential upgrading of underpass with new lighting and a community project. Wary of poor quality public art projects. Possibly develop information artwork relating to woodland wildlife, flora and fauna within VAT run.
- Existing wild nature of site is positive for biodiversity - could be enhanced with better paths through landscape with possible focal core
- Creation of new adventure play park associated with new landmark art work/viewpoint at north eastern corner of site.
- New name - "Bridge Park"?
- Any parking on the site should be of modest scale and its impact on the usable green space controlled.
- Parking near Hopetoun Road side of site would help serve town centre and VAT run park - however, one group felt that parking was more appropriate further towards Port Edgar.
- Possibility of a public 'hub' building or structure at upper VAT run considered, generally agreed that a sealed building is not appropriate here.



1.4.2 The Hopetoun Road / Shore Road junction, Library and surrounding streets and connections

Priorities:

- Addressing critical health and safety concerns regarding traffic and pedestrian routes.
- Improving the street environment.
- Improving public facilities at the Library and access to them.

Design Suggestions

- Widening of street here to create public space in front of Library, marking the end of the formal High Street.
- Widening of pavements and improvements to general footways.
- Enlargement and enhancement of facilities at Library to create a quality public building, community Hub space, with a strong urban frontage.
- Establishment of new pedestrian connection through to Binks form Library corner to enhance permeability and access to parking , using existing route over private ground.
- Improvement to the street-scaping along past the Police Station, tying in the street with the identity of the High Street.
- Redevelopment of the Police Station site to create a stronger street frontage, and provide more business or retail premises.
- Creation of new, safer pedestrian crossings, narrowing of roadways and calming of traffic.
- Improvements to the occupation of sites at the Inchcolm Inn and BT Exchange to improve the street frontage and make the area more visually attractive.
- Creation of a good pedestrian and cycle path down the hill was proposed to connect from Echline to the library and then on into the town.



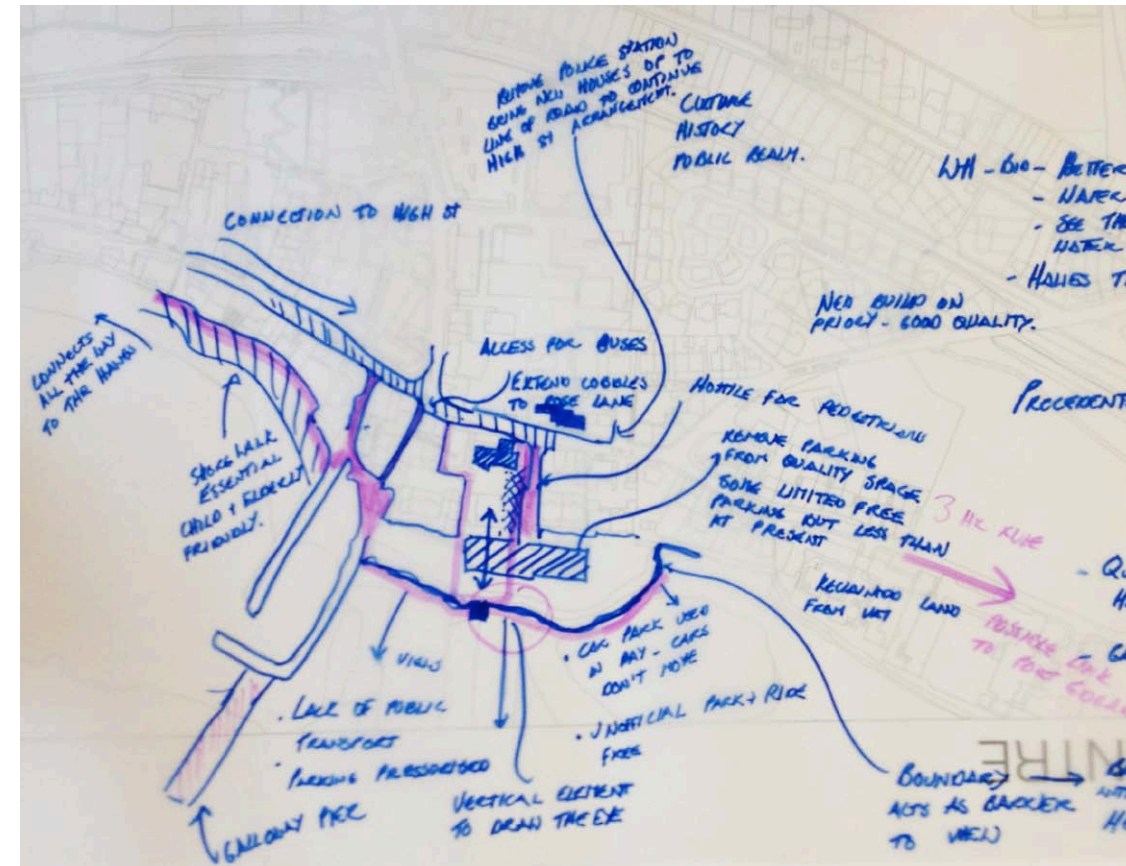
1.4.3 The Binks, Priory, Harbour and Shore.

Priorities

- Safe pedestrian access to the Binks via both Rose Lane and the Gote Lane/the Harbour.
- Greater recognition of history of the site.
- Better use of space and views currently dominated by cars.

Design Suggestions

- Pier building proposed as significant landmark on shore, and visual destination drawing people from High Street and Hawes area to Binks.
- Careful and subtle lighting to help secure and maintain condition and appropriate use of the site.
- Priory as a 'Cultural Hub' using indoor and outdoor space in cloister and Binks Park.
- Well landscaped reconfigured parking moved away from in front of Priory.
- No increase in parking provision here as shore space too important for pedestrian realm.
- Improved engagement with coastline, and unique viewpoint of three bridges.
- Improved pedestrian routes from Bellstane and Hight Street including new boardwalk from Gote Lane to Boat House Steps.
- Parking management suggestions for limiting use of Binks car park for shorter stays, perhaps around 3 hours maximum.
- Creation of a public art trail along the shore leading from Hawes to Binks, and possibly on to VAT Run
- Connections to and preservation of the harbour prioritised.



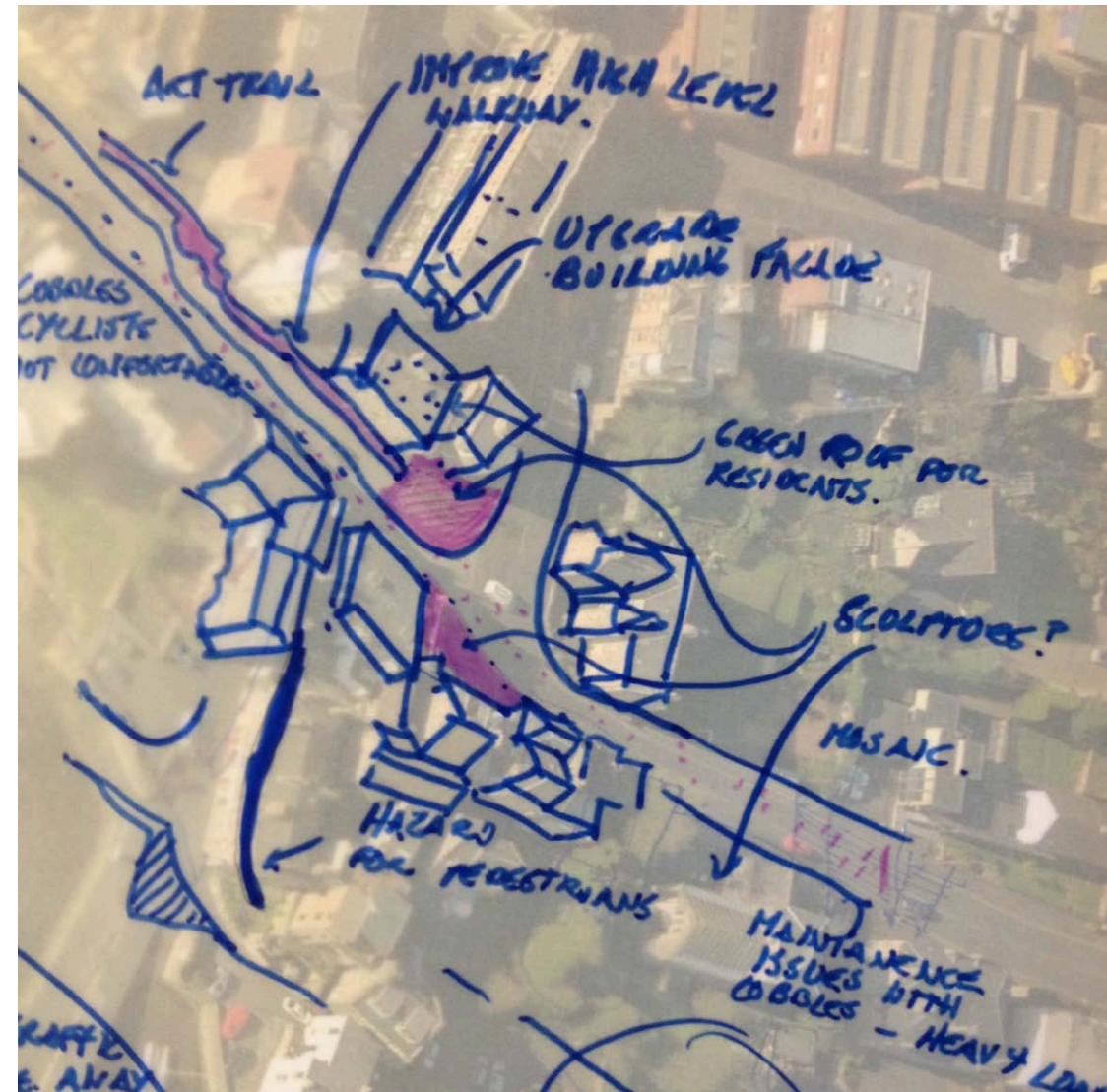
1.4.4 The Bellstane, lower Loan and connections to the shore

Priorities:

- Addressing critical health and safety concerns regarding traffic and pedestrian routes.
- Addressing the perception that the High St and town centre ends at the Bellstane.

Design Suggestions

- Improvements in crossing points
- Improvements in surface of harbour Lane and Gote lane to ensure universal accessibility to shore and harbour.
- Environmental improvements - dealing with bins etc blocking routes.
- Pedestrianisation or one-way traffic on the High Street
- Incorporation of part of public art trail.
- Environmental improvements to Hill Court and arcade area.
- High Street should continue west along Hopetoun Road as far as the Library, with give way at bottom of The Loan.
- Reduce traffic in area by general narrowing of roadways, possibly only one way at Plewlands House.
- New pavements
- Create shared surface along one-way zone incorporating Bellstane, pavements and bleeding into surrounding lanes/closes
- Crossing point at current bus stop on Loan and crossing point around corner at Priory - shared surface would allow informal crossing at Bellstane
- Reduction in traffic flow at this area of the town would remove need for ugly road signs
- Improved seating/planting/focal point at Bellstane
- Wider traffic routes need to be considered - in order to stop traffic travelling down Loan, divert along Stewart Terrace to allow traffic to enter from west.
- Hill Court is an eyesore and has possibly already exceeded life span



1.4.5 The Loan, Scotmid area and Hawthorn Bank/Vennel Park.

Priorities:

Addressing critical health and safety concerns regarding traffic and pedestrian routes.

Better routes for pedestrians and cyclists.

Addressing pedestrian disconnection to wider town and High Street - The Loan is also acting as a barrier between east and west.

Better use of space and creating a sense of place.

Creation of safe, pleasant park space

Design Suggestions

- Creation of new pedestrian crossings
- Creation of new pavements
- Extension of cycle route to connect up to Morrison Gardens
- Better signage
- New enclosed play park at Hawthorn Bank
- Police box cafe - shared project with local play groups and nurseries, perhaps enlisting support from Friends of the Ferry Glen.
- Creation of modest parking to tidy up Hawthorn Bank Lane.
- Creation of street frontage on western side of Loan through reconfiguration of Scotmid and Council buildings.



Stakeholder Workshop Invitees

Attendees

Eilidh Donaldson	QDCC School Rep
Jim Mitchell	Scottish Government
Keith Giblett	QDCC
Matthew Edgar	Port Edgar Holdings
Rachel Haworth	CEC Planning
Dave Sinclair	CEC Almond Partnership
Mark Ruickbie	QDCC School Rep
Neil McKinlay	Friend of Ferry Glen
Nicola Tonner	Edinburgh Libraries
Diane Brown	Queensferry Ambition
Ian Heigh	Network Rail
Jenni Meldrum	Queensferry History Group
Ken Kirkcaldy	Queensferry Parish Church
Miles Ogelthorpe	Historic Scotland
Iwan Thomas	VAT Run/CEC
John Murphy	Queensferry Trust
John Richmond	CEC Parking Operations
Russell Aitken	Queensferry Ambition
Terence Harkin	Priory Church
Will Garrett	CEC Planning
Gavin Brown	CEC Parking Operations
Ian Spence	WT Architecture
Michael McDowell	Queensferry Boat Club
Rep.	South Queensferry Police Station
Anne Paton	Indigo Project Solutions
Zoe Greenfield	Indigo Project Solutions
Keith McGilvray	SIAS Transport Engineers
Lindsay Paterson	Councillor

Norman Work
Iain MacRobert
Mike Crockart
Richard Pin

Councillor
Priory Church
MP
Visit Scotland

Unable to Attend

Lindsey Sibbald
Grant Sangster
Malcolm Brown
Ed Kelly
Gordon Wood
Terry Kirchin
Trevor Geraghty
Alastair Shields
Karen Stevenson
Darren Wraight
Natalie Le Couteur
Steve McGavin
David Cameron
Gillian Finlay
Alistair Fyfe
Chris Waite
Joyce Faulkner
Tony McDonald
Graham Porteous
David Pomfret

CEC Economic Development
QDCC
QA / Scotmid
Queensferry Rotary Club
Friends of Ferry Glen
Port Edgar Yacht Club
QA / Difference Corporation
Councillor
CEC Roads Parking
CEC Almond Partnership
CEC Economic Development
CEC Economic Development
Queensferry Parish Church
Edinburgh Museums
Forth Bridges Forum
Forth Road Bridge
Greenferry
St Margarets Church
Transport Scotland
Care in Community

1.5 Findings and Outcomes

The following are the main conclusions of the research, following four key themes that have emerged from the workshops, surveys and contextual analysis:

Moving about Queensferry on Foot

The need to improve and take care of the pedestrian realm in Queensferry was a consistent and dominant theme in all the views gathered. This priority is backed up by national and local policy objectives for both economic development and support of the social fabric of the community.

Improvements to pavements, pathways and pedestrian crossings were given the highest priority for improvement in the survey questionnaire data, and were the strongest thread of discussion in the workshops. Pavement improvements would go some way to securing greater use of the town centre by people living in Queensferry, particularly given the physical challenges of wider connectivity across the town. Three geographic areas require particular attention: The Loan, The Bellstone and the Library corner where problems with narrow and in some case nonexistent pavements, and difficult road crossing need to be addressed urgently. In conjunction with this there is a need to calm traffic speeds down the Loan from the Primary School to the Bellstone, and along Hopetoun Rd as far as the Forth Road bridge fly-over point.

The views gathered show that most people who live in Queensferry use the town centre regularly, and would like to use it more if pedestrian access was improved, parking provision was better, the green spaces and shore line were improved. However a strong theme that has emerged is the desire for a greater and more varied retail offer in the town centre. For this the town centre needs a greater critical mass of retail offer to compete with

larger retail centres, and for this it needs more high quality retail space to be available, along side more places for people to work in the town centre, fulfilling a need identified by Queensferry Ambition. Addressing this there is a noted desire to tie eastern Hopetoun Road in to the curtilage of the High Street, extending positive pedestrian / customer environment on the High Street as far as the Library, by widening pavements, changing road and pavement surfaces and upgrading public buildings, including the Police Station and Library. Improvements to the streetscape on the Loan and the accommodation available at the Forth View Industrial Estate and Scotmid sites could also reinforce commercial activity within the town centre.

Many people would also like improvements to the pathways and pavements around Scotmid and the Health Centre, particularly connecting the Ferry Glen cycle way up to Morrison Gardens, and easier, more level access from the bus stops to these buildings for the elderly.

Open Space

Improvements to parks and the shore were shown from the surveys and the workshops to be the next priority, both from a recreational and environmental point of view, and from a visitor perspective. There was particular recognition by the Stakeholder group of the importance to the town and Edinburgh of enhancing the shoreside arena for viewing the bridges. This is particularly relevant in relation to the potential World Heritage Status of the Forth Bridge, and how the town caters for increased visitors. In relation to this there is an identified need for the town to engage more effectively with its shoreline, and to improve connections from the High Street and eastern Hopetoun Road to the sea shore, including Gote Lane, Harbour Lane, and Rose Lane. The existing shoreline is generally regarded as unpleasant and inaccessible, and not fulfilling its potential both for locals and visitors. The importance of creating sheltered places to sit was also highly evident from the workshops. Access to and maintenance of the harbour is extremely important both for local and visitors, both in a historic context and from an amenity point of view.

There is a strong desire for better access to, and use of the VAT run for broad recreational purposes, and possibly to provide some additional parking spaces. There is a strong desire for good play parks, particularly in the town centre, but the expansion of the recreational amenity at the VAT Run would cater for local pockets of deprivation as well as resonating with policies on biodiversity and Almond neighbourhood Partnerships's Community Plan.

Most people commenting upon the ideas study for the Binks and Priory supported change and improvements in the park and shore space here, although some did not. There were limited calls for increased parking here, and some significant concerns about moving parking on to the current grassed area at the western end of the Binks. Any further development of this scheme should address these concerns.



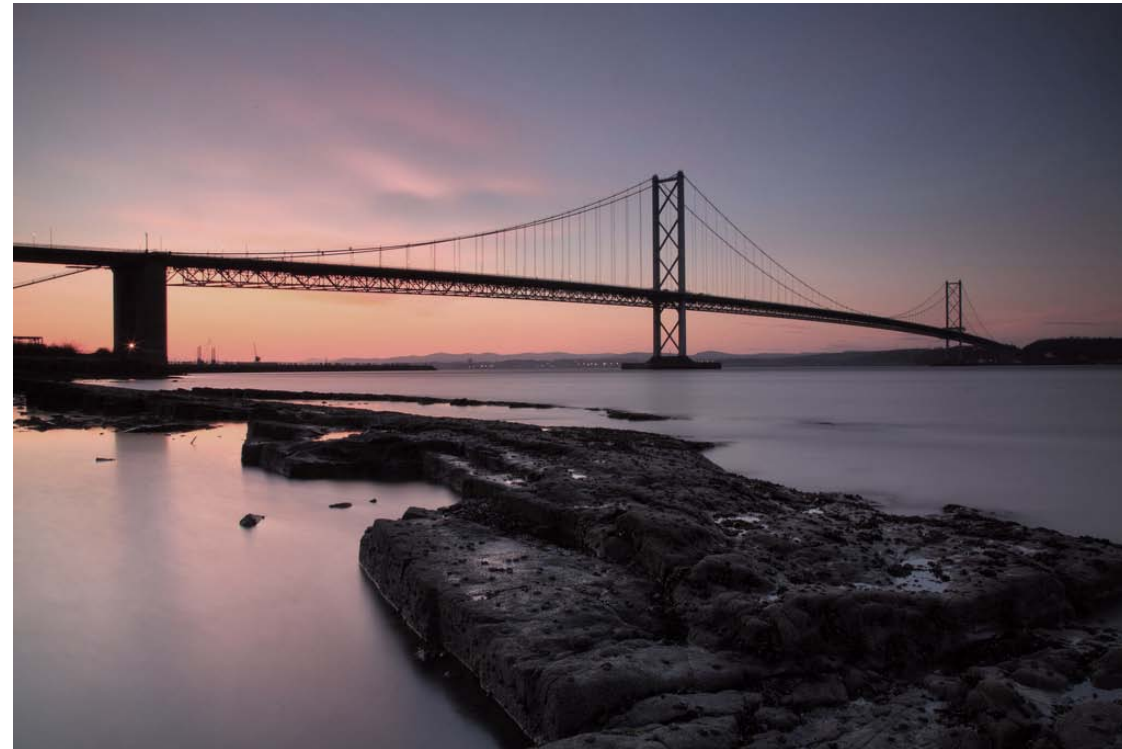
Traffic, parking and transportation

The feedback from the surveys and workshops backs up the assertion in the World Heritage Management Plan that a review is needed of existing transport infrastructure, and particularly parking. However, it is clear already from this research that a strategy for dealing with parking is required which accommodates longer term and peak day parking on the periphery of the town centre, and preserves parking close to the town centre for shorter term stays. Any strategy must accommodate the needs of residents to park reasonably close to their homes.

Other facilities

Through the information gathering process a need has been confirmed for renewed visitor facilities, particularly a museum, and that the potential for creating other cultural venues such as art galleries in the town should be explored.

There is a need to identify appropriate locations for senior citizens and care homes, and accessibility and connectivity to facilities and transportation must be a fundamental consideration in this choice.



1.6 Recommendations

In response to the findings, the objectives of potential built environment projects proposed should be:

Improvements to pavements, pathways and crossings: to bring more people in to the centre of Queensferry on foot and bicycle more often, and temper some of traffic and parking pressures on the town centre.

Calming of traffic and extension of high quality public realm from the Bellstane along Hopetoun Road: to expand the offer of the town centre, and help tie together the disjointed economic nodes of the High Street, The Loan Centre and Hopetoun Road.

Improvements in parking management and provision: to accommodate a mix of demands for short and longer term parking from both visitors and locals, resulting in more visits by both locals and visitors to the town centre.

Improvements to parks, shoreline and public realm: to extend dwell time in the town centre, encourage more frequent recreational use and/or visiting of the town centre, enhance the historic setting and improve health and well-being through increased active recreation.

Improvements in access to and through the VAT Run: to provide access to a range of recreational activities, helping improve health and well-being through increased active recreation. These connections, will also help facilitate the further consolidation of the commercial centre of Queensferry to include new and existing enterprise at Port Edgar.

Provision of facilities and places to live for all ages: to make Queensferry a whole-life town, retaining local wealth and knowledge and reinforcing social cohesion.

Next Steps

It is recommended that the objectives set out above, are met through developing design solutions in the following areas:

Specific projects:

1. VAT Run East: park, parking, and access
2. Library corner and eastern Hopetoun Road: pavement widening and pedestrian crossing.
3. The Binks: park, parking, access and tourism
4. The Harbour and Shore: access and environment
5. The Loan: pavements, crossings and traffic calming
6. Scotmid and LoanCentre site: pedestrian and cycle access
7. Hawthorn Bank: park and parking

Strategic Projects:

- Hopetoun Road: pavements, Library, Inchcolm Inn, BT Exchange
- The Loan and Hopetoun Rd: pavements, crossings and road surfaces
- Loan Centre/Scotmid/CEC industrial estate redevelopment
- Extension of traffic calmed area, traffic movement changes.