

Report on Survey/Consultation Carried Out at Leith Gala, 13 June 2015.

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Introduction

Visitors to our stall at Leith Gala were asked to complete this survey. The forms were largely identical to those used at the Waggle Dance, the only differences being as follows:

Waggle Dance Survey	Leith Gala Survey
Regarding a local organic food box delivery scheme, I have read the information on these schemes provided today.	Regarding a local organic food box delivery scheme, I was aware of these schemes before today.
Regarding a local organic food box delivery scheme, I have signed up to one today.	Regarding a local organic food box delivery scheme, I will sign up to one after today.
Comments on the Waggle Dance event. (What did you particularly enjoy or dislike? What could be improved?)	Comments on Leith Community Crops in Pots. [Actually, there was a minor mistake on the form, in that 'the' was accidentally placed before 'Leith Community Crops in Pots'.]

Thirty-two forms were used, reflecting the views of 32 adult respondents. Not all questions were answered by all of them. Forms ran out on the day, but four additional people supplied their email addresses and indicated that they would be willing to complete the form if it were sent to them. None of these has responded to the emailed forms so far.

Personal Information

The first set of questions related to personal information:

Name	
Postcode	
My preferred contact details, e.g. email address/postal address/phone number.	
I am a member of Leith Community Croft.	YES/NO
You may send me information about Leith Community Crops in Pots using the details I have provided.*	YES/NO

*We shall not pass your contact details to third parties, and shall only use the survey information in anonymised form, not public identifying any individuals.

Where did attendees come from?

Of the 32 forms, 29 contained postcode information. The breakdown was as follows:

Postcode	Number of Forms
EH6	21
EH7	2
EH1	1
EH3	1
EH9	1
EH10	1
EH12	1
EH15	1

The overwhelming majority of respondents were local.

How many respondents were Leith Community Croft members?

Only five respondents were Leith Community Croft members.

How many were happy to be sent information?

Twenty-four were happy for us to send them information.

Community Café

Would you like there to be a community café on Leith Community Croft?

With 27 answering YES, only four NOT SURE, and the other respondent declining to state an opinion, the support for this idea was overwhelmingly positive.

The positive comments were:

- Bring the community back to the Links!
- Great idea in a central location in Links.
- It will bring the community together, hopefully.
- Very important to have local meeting points.
- With healthy food.
- Would be a great resource – as a local resident I'd visit regularly.
- Would be disappointed if café was not open (almost?) full-time. Café would be great for elderly residents to gather.
- Yes!
- Yes! Fantastic idea.
- Yes, absolutely. A great idea for the area.

As in the survey conducted at the Waggle Dance, several commentators mentioned the role of the café in building community.

Other comments were:

- Not really my neighbourhood.
- Would need more information.

You would use it at least...

With regard to frequency of use, the results were as follows:

Frequency of use of café	Number of Respondents
Several times a week	4
Weekly	14
Monthly	12
Never	0

Two respondents stated they would attend 'several times a week or weekly' and two said 'between weekly and monthly' or 'weekly or monthly', and so these responses have been recorded in all these categories. Most responses (18/30) indicated at least weekly use of the café.

Comments on frequency of use (which did not simply state the predicted frequency of use) were:

- As often as I could.
- Depends on services.
- Don't know – depends on opening hours.
- I don't pass very often so probably not very much.
- It would depend – likely to use it more when I'm at the Croft, which is variable!
- Monthly or more, depending on weekend and evening opening. (I work full-time.)
- When on the Croft.

If you would like to see a café, are you happy for it to be managed as a social enterprise by Leith Community Crops in Pots, a registered Scottish Incorporated Organisation Charity?

Twenty-seven respondents answered in the affirmative, five said NOT SURE and none responded NO.

Comments were:

- I think a social enterprise would be best option.
- If standards are met re financial, hygiene, etc.
- Would need more information – plan etc.
- Yes, would like to be invested back into the project.

Farm Shop

Would you like there to be a farm (Croft) shop on Leith Community Croft?

Twenty-eight respondents supported the idea of a farm shop, three were NOT SURE and none opposed the idea.

Comments were:

- Again, would use this regularly – there are no similar food shops in the area.
- Would need more information.
- Competition may be a problem with new market at Custom House.
- good idea
- Ideally, yes.
- If it is practical.
- Probably.
- Stockbridge has one. Why not Leith?
- With cheaper options.
- Yes!
- Yes, definitely a shop would help with nutrition and education.
- Yes, would probably make the Croft more viable.
- Yes. Would definitely use it.

You would use it at least...

Frequency of use of farm shop	Number of Respondents
Several times a week	4
Weekly	14
Monthly	9
Never	0

These results include the responses of an individual who answered ‘several times a week or weekly’ and of one who answered ‘weekly or monthly’. Their responses have been recorded in all these categories. Six respondents declined to indicate frequency of usage. More than half of the responses indicated at least weekly use, and the overwhelming majority of respondents claimed they would use the farm shop at least monthly.

Comments on frequency of use (which did not simply state the predicted frequency of use or declare that the person was unsure about frequency of use) were:

- ?
- Again, depending on opening times weekly if on a weekend or evening. Not if only in the week-day hours.
- Would need more information.
- As often as I could.
- Not sure. Variable as with café – depend on variety of produce.
- Weekly, or possibly fortnightly. Getting to it would depend on opening hours around work.

Farmers' Market

Would you like there to be a Wednesday farmers' market on Leith Community Croft?

Twenty-four respondents supported the idea, five were NOT SURE and only one was opposed to it.

Positive comments were:

- This would be a great idea as it would bring together other producers and fit well with the ethos of the Croft.
- Yes, it would definitely bring some life back into Leith.

Eight respondents expressed doubts or had queries:

- Would need more information.
- Depends on opening hours.
- I would be worried that two farmers' markets in Leith would not be sustainable and that both would fail.
- Not sure. May lose business if people who work cannot access during opening hours.
- Or two half-days (supply/demand).
- Better at the weekend though.
- On a Saturday or Sunday would be better.
- Think it would have better success on a Sunday.

The last three comments suggested running the market on weekends, but there is another Leith market that will run on Saturdays and there is a Stockbridge market on Sundays, so it is questionable whether another weekend market would be viable.

You would use it at least...

Frequency of use of farmers' market	Number of Respondents
Weekly	15
Monthly	9
Never	0

One respondent stated he would come 'weekly or monthly, as often as I could'. His response has been recorded in both the 'weekly' and 'monthly' categories.

Comments on frequency of use (which did not simply state the predicted frequency of use or declare that the person was unsure about frequency of use) were:

- I would rarely use it. I am at work.
- Would need more information. It sounds like a really enterprising idea but I would need to see a plan – not detailed but a vision of how it would operate.
- As often as I could.
- Fortnightly. My partner is off every second week and would possibly go.
- I would try to get there every month.
- It would be amazing to have something locally which everyone could access.

Organic Box Schemes

As with the survey forms distributed at the Waggle Dance, this was the most disappointingly answered series of questions. Eleven people left the section on organic box schemes blank.

Regarding a local organic food box delivery scheme...

I was aware of these schemes before today.

Seventeen of the 21 respondents to this section indicated that they had been previously aware of such schemes.

I will sign up to one after today.

One person indicated that she would sign up to one.

I was already signed up to one.

Five people indicated that they had previously signed up.

Details of organic food box scheme to which signed up (provider, contents of box or boxes, frequency of delivery).

Responses were:

- East Coast Organics
- East Lothian Organic [sic – presumably East Coast Organics]
- I get a fruit/veg weekly delivery.

Although these responses don't allow calculation of existing carbon-savings (comparing food from these sources to food sourced from supermarkets) it is encouraging that more than 10% of respondents are apparently signed up to such schemes.

There is no suitable place for a box to be left where I live, but I would sign up to an organic food box delivery scheme if Leith Community Croft could offer a hub where the boxes could be delivered and collected.

Five people indicated an interest in this.

I like the hub idea and would be prepared to pay a pound extra per box for this service.

Two people indicated that they would be prepared to pay a pound extra for a hub service, although only one of these had indicated that they would sign up if we offered such a service!

Organic food box schemes are not for me.

Two respondents indicated that they were not interested in such schemes.

Comments, e.g. what is good or bad about such schemes, how they could be improved...

Comments were:

- They're great schemes but, for me, I tend to be quite happy to buy veg from my local greengrocer.
- I had organic fruit and veg delivered from when my daughter was 7. By the time she was 10 she could already tell if I had bought the carrots from a supermarket and told me they were horrible!! She wanted real carrots!
- I like how you can add extras, e.g. bread, milk...
- I think this would be good – as it could introduce folk to different produce than they might reasonably buy in the shops.
- I would bring the organic waste too for you, if that's what you mean.
- I'd be keen to hear more about local options for this.
- Continuity of supply, i.e. sometimes orders not complete. *Good: fresh and no pesticides etc.*
- Good – organic, sustainable, local. Bad – lack of variety or 'swapping' choice. I don't eat potatoes, tomatoes or peppers and often the boxes are full of them!

Comments on Leith Community Crops in Pots

Comments were:

- Fabulous idea. Maybe have leaflets/info available for passers-by to find out more? Or leaflets in local cafés/shops? :-)
- Keep up the good work!!
- Please contact me for project at Royal High Schools. mrmanben@yahoo.com [or mrmamben@yahoo.com ?]. Give details for Power of Food Festival to ask Marie Amelie Viatt to give details of people who can support.
- Sounds like a great idea!
- Would be interested to promote links with our agency [Multicultural Family Base] and get more BME families interested in growing own food/linking young people to your project.

Summary, Further Discussion and Conclusions

Demographics

Many more respondents were local than at the Waggle Dance, and fewer than one sixth were members of Leith Community Croft.

Communication

Twenty-four people gave us permission to contact them with information re Leith Community Crops in Pots.

Community Café

There was overwhelming support (27) for this idea (with only four people not sure about it and none opposed) and more than half of the responses indicated at least weekly use (18). Twenty-seven respondents thought that Leith Community Crops in Pots should run the café, five were unsure and none was explicitly against this.

Farm/Croft Shop

Twenty-eight respondents supported the idea of a farm shop, three were NOT SURE and none opposed the idea. More than half of the responses indicated at least weekly use, and the overwhelming majority indicated at least monthly use.

Farmers' Market

Twenty-four respondents supported the idea of a farmers' market, five were not sure and only one was opposed to it. The overwhelming majority stated they would use it at least monthly.

Organic Box Schemes

Of the 21 respondents completing this section of the survey, 17 indicated that they had previously been aware of such schemes, five had previously signed up for them, one committed to doing so, five said they would sign up to one if we offered a distribution hub, two were prepared to pay a pound extra for this service (confusingly, one of these did not indicate an interest in signing up to a scheme if we offered a hub!) and two expressed no interest in such schemes.

Lessons from Leith Gala

We were very successful in getting members of the public to complete our survey, but we did not get people to sign up for Leith lunches or to sign up as volunteers, and raised only £4 in donations. The compiler of this report (Eric) feels that he would have been harassing people if he had been trying to get them to do several things.

With regard to getting sign-ups, suggestions include deciding in advance what the priorities for an event should be and then briefing all those assisting at the stall as to how best to achieve these, and combining multiple forms into one, even if this simply means using staples or paperclips to attach separate forms. This way one would not have to direct people to several things.

With regard to getting donations, they would be possibly be easier to ask for (and people more willing to donate) if we were also giving away something tangible (e.g. samples of produce, packets of seed, calendars, postcards). On a related point, no one took us up on the offer of bike rides. This may be because of the cold weather. Possibly two or three bikes rather than one would have been more of a draw.