

Report on Survey/Consultation Carried Out at Waggle Dance, 6 June 2015.

Contents

Introduction	1
Personal Information	1
Where did attendees come from?	2
How many respondents were Leith Community Croft members?	2
How many were happy to be sent information?	2
Community Café	2
Farm Shop	5
Farmers' Market	7
Organic Box Schemes.....	8
Comments on the Waggle Dance	10
Summary, Further Discussion and Conclusions	11
Demographics	11
Communication.....	11
Community Café.....	11
Farm/Croft Shop	11
Farmers' Market.....	11
Organic Box Schemes.....	11
Relationship Between Potential Projects.....	13
Waggle Dance Lessons	14

Introduction

Forty forms were used, reflecting the views of 41 adult respondents as one form carried the names of a husband and wife. For the sake of simplicity the latter form has just been taken to represent the views of one individual. Not all questions were answered by all respondents.

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 40 forms, 38 contained postcode information. The breakdown was as follows:

Postcode	Number of Forms
EH6	19
EH3	5
EH7	3
EH9	3
EH4	2
EH46	2
EH8	1
EH15	1
EH16	1
PH1	1

If these postcodes reflect overall attendance then about half the attendees were local and most of the others came from nearby areas. However, one attendee came from as far away as Perth. The EH46 attendees were both representing organisations.

How many respondents were Leith Community Croft members?

Twelve respondents were Leith Community Croft members.

How many were happy to be sent information?

Thirty-seven were happy for us to send them information, and one commented, 'Please do – I miss stuff on Facebook'.

Community Café

All forty respondents gave an opinion on the community café idea.

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

With 37 answering YES, and only three NOT SURE, the support for this idea was overwhelmingly positive.

The positive comments were:

- Good use of an underused building.
- Have a mums-and-babies group to get new customers!
- I don't live near Leith but support community cafés so would be happy to use one, and would come any time in the area.

- I think it would be great. It would be lovely to have a café to sit in before/after working at the Croft, and it would make it more sociable.
- It is high time the Links had a café.
- Sounds like a great idea. It would be a great hub and focal point for the Croft. You could grow all your own herbs for tea and seasoning.
- So many people lead an isolated life that a place for people to meet, chat, share local life and drink coffee would be fantastic.
- Sounds like a great idea!



Community café? Great idea. Promotes local food and community-growing. Winner.

- This would be a perfect location.
- Would be great.
- Yes!
- A pub???
- Open cooking classes! (low-carbon)
- Great idea. Promotes local food and community-growing. Winner.
- A fantastic idea! Croft food from the café would be great.
- Organic, child-friendly food could link with Lochend Community Garden.
- Would be amazing to have the chance to stay warm and dry with a cup of tea between gardening sessions! An occupied and well used building increases security and helps make a community stronger by providing a focus.
- Would be great for community engagement and selling local produce. It would be very good for people in Leith to be involved in the Croft garden.
- I've only just heard about the Croft through the Waggle Dance event, but keen to find out more and think a community café is a great idea. Would be nice to have good selection of vegan-friendly options.
- That would be awesome. Can you do vegan food?
- Juices/teas etc. Vegan cakes.

Note that several commentators mentioned the role of the café in community, several mentioned food, and three specifically mentioned vegan food as a potential draw.

The three least enthusiastic comments were:

- Sounds like a nice idea but I don't come here often so I don't know how it would fit with the community.
- It would be really nice but not sure if would be able to go often.

- I do not think it would be easy to deal with money. Would all produce sold have to be organic? What about supply/demand vs waste food?

You would use it at least...

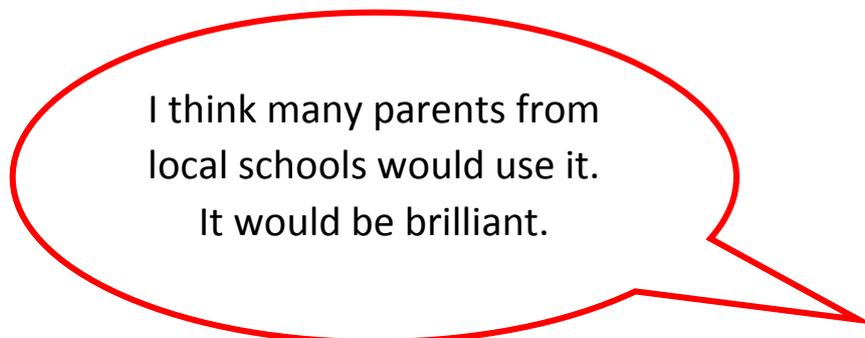
With regard to frequency of use, the results were as follows:

Frequency of use of café	Number of Respondents
Several times a week	5
Weekly	14
Monthly	17
Never	3

Note that one respondent said 'weekly or monthly' and one said 'monthly or never', and so these responses have been recorded in all these categories. Almost half the responses (19/39) indicated using the café at least weekly. The three 'never' responses came from people who do not live locally.

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

- As much as possible – weekly.
- During Wednesday gardening days.
- I don't know!
- I imagine sipping a lemonade at the café Croft. :-)
- I live a fair distance from here and am involved with a different community but the concept is the same.



- I live in Penicuik. I might visit it when I am in the area, few times a year.
- I think many parents from local schools would use it. It would be brilliant.
- I would like to support it although I don't live in Leith so don't come by so often.
- I'd use it whenever in the area.
- Most likely monthly or less. But I'm keen to find out more about the Croft and possibly get involved, so could be more!
- Or whenever in the area, perhaps for meetings also.
- Possibly for warming drinks when working on plots.
- Probably a bit more if vegan-suitable food.

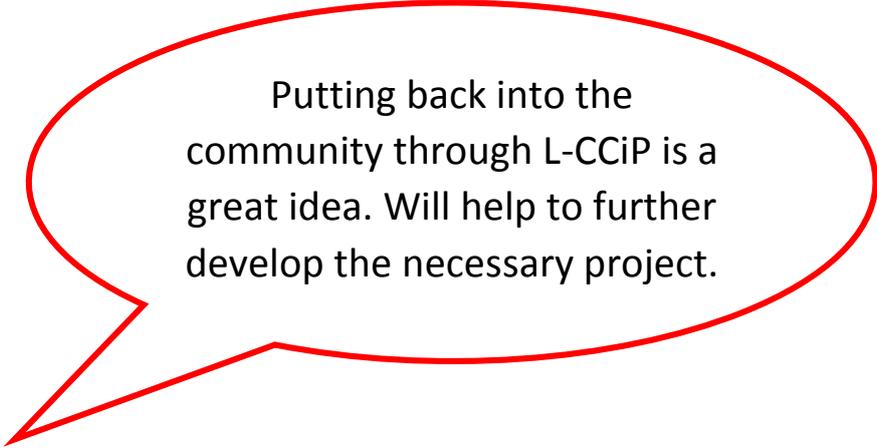
Note another reference to vegan food. This remark was made by the person who mentioned vegan cakes previously.

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?

Thirty-six respondents answered in the affirmative, two said NOT SURE and none responded NO.

Comments were:

- Yes!
- Definitely!
- I can volunteer now and again.
- I think management would need to be very organised so if a subgroup of interested and skilled people willing to do the job have time to do it, GREAT!



Putting back into the community through L-CCiP is a great idea. Will help to further develop the necessary project.

- Only 'not sure' as don't fully understand the detail of what this means.
- This sounds like a nice way to do things so that it's not profit-driven. It will encourage locals to meet and chat about things going on in their part of town. This will ensure that it stays local and doesn't become gentrified!
- Putting back into the community through L-CCiP is a great idea. Will help to further develop the necessary project.

The last commentator has understood exactly what the purpose of the social enterprise would be.

[Farm Shop](#)

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

Thirty-two respondents supported the idea of a farm shop, five were NOT SURE and one opposed the idea.

Comments were:

- A fantastic idea.

- Absolutely

Croft shop? Depends what it sells - recycled/upscaled goods, not meaningless consumer goods. Bread/vegan goods.

- Depends what it sells - recycled/upscaled goods, not meaningless consumer goods. Bread/vegan goods.
- Easily accessible local seasonal food would be useful.
- Food
- That would be awesome. I cycle to and from work through Leith Links and it will be great if it was open after 5 p.m. or before 9 a.m.
- Where would the products come from?
- Would be great – happy to volunteer now and again and buy products.
- Would be nice to stock up on veg that we weren't able to grow in our patch. Local means low carbon!

There were only two comments that could be read as negative:

- Is it necessary?
- I feel we need to be concentrating on growing on plots, not selling other materials.

The latter comment (from the person opposed to the farm shop) suggests that the respondent did not realise that the farm shop would not be the responsibility of Crofters, per se. (In fact part of its purpose would be to raise funds to support the Croft so, far from detracting from growing plants, it should support it.)

You would use it at least...

Frequency of use of farm shop	Number of Respondents
Several times a week	3
Weekly	12
Monthly	14
Never	3

These results include the responses of three individuals who answered ‘weekly or monthly’, registered in both the ‘weekly’ and ‘monthly’ categories. The farm shop would apparently be used slightly less often than the café, but the overwhelming majority of respondents claimed they would use it 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:

- ? Grow own.

- I don't live nearby but support the idea.
- I'd definitely drop by every Wednesday.
- Once per week - more when on leave or working part-time.
- [I would only visit the farm shop monthly] Only because I don't live in Leith at present.
- Weekly or monthly – try to buy local organic food, and at the moment cycle into city centre at least once a fortnight to farmers market for veg. This would be a lot closer and a nicer cycle!
- Weekly or monthly if I have to walk here.
- When I am in the area I might visit.
- Whenever in the area. Unfortunately we live in the Borders. However, considering moving into the city so would certainly get more use out of it then!

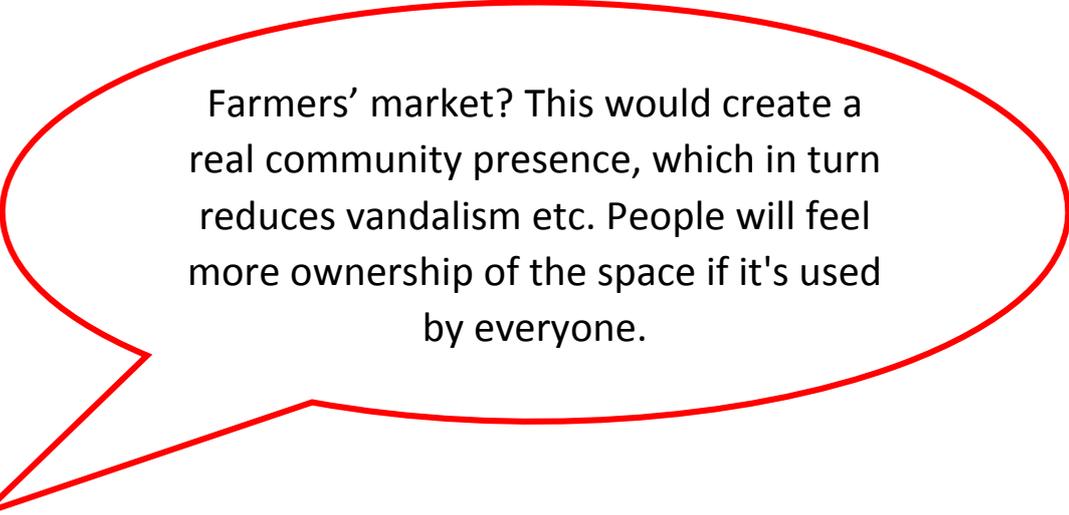
Farmers' Market

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

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

Comments were:

- Bring business to the area.
- Could use it if early evening.
- Definitely.
- If it's to the benefit of the local community, then yes.
- It would be good to access quality fruit and veg without going to Tesco/Lidl.
- Maybe seasonal?



Farmers' market? This would create a real community presence, which in turn reduces vandalism etc. People will feel more ownership of the space if it's used by everyone.

- Sounds like a great idea! [x2]
- That would be great.
- This would be great! I think it would attract more people than a farm shop.
- This would create a real community presence, which in turn reduces vandalism etc. People will feel more ownership of the space if it's used by everyone.
- We need a REAL farmers' market in Leith.

One respondent had not read the question, which related to a market on Wednesdays: 'This would work better for me weekly rather than 6/7 days a week.'

You would use it at least...

Frequency of use of farmers' market	Number of Respondents
Weekly	17
Monthly	13
Never	6

Two respondents stated they would come weekly or monthly. Their responses have been counted in both these 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:

- Again whenever I could, especially if more local.
- If I am around might visit.
- Not sure - don't live in Leith, but think it would be great for the community.
- Rarely, to be honest.

Four of those who said they would never come, commented as follows:

- I don't live in the area.
- Not on a Wednesday!
- I would be working then - during the week.
- I would never use it as I work too far away during the week.

Organic Box Schemes

This was the most disappointingly answered series of questions, with 14 people leaving the entire section blank.

Regarding a local organic food box delivery scheme...

I have read the information on these schemes provided today.

Only 13 people indicated that they had read the information provided. This may be because they were asked to complete the form on entry to the event rather than after they had had time to look at the stands.

I have signed up to one today.

No one signed up.

I was already signed up to one.

Four 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:

- Almond Valley Organics, weekly vegetables
- Whitmuir and East Coast Organics
- bi-weekly
- East Coast Organics: veg, fruit and eggs delivered once a week, mixture of staple items, all seasonal and organic.

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 at least 10% of respondents are currently 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.

Seven people indicated an interest in this, which considering only 26 people put down responses in this section of the survey is an encouraging figure.

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

Confusingly, eight people indicated that they would be prepared to pay a pound extra for a hub service, although only seven had indicated that they would sign up if we offered such a service, and only four individuals indicated 'yes' to both questions. Does this suggest that the actual number of people interested in us offering a hub is $8 + (7 - 4) = 11$?

Organic food box schemes are not for me.

Three 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...

Negative responses were:

- Too many cabbages! Expensive.
- Tried before but ended up with some things didn't like or had wastage as not using quickly enough.
- Used to get one from East Coast Organics. Found we weren't using most of the produce.

These could be interpreted as indicating the need for education. Are the box schemes really expensive (especially when the environmental impact of non-organic supermarket food is considered)? Is there a need for education with regard to how to use perishable seasonal food, and should people be persuaded that it is in everyone's long-term best interests not to expect to be able to obtain whatever one wants, whenever one wants it? These responses also open up the question of what sorts of values we should appeal to as a campaigning organisation: extrinsic values (cheapness and convenience) or extrinsic values (health, environment, community...).

Positive responses were:

- At the moment I live down the road from Whitmuir Organic Farm so buy my produce mainly from them. I think the schemes are excellent!
- Good idea but not for me at moment.
- I am interested in this service and will look into it.

- I'd be up for switching to Leith Community Croft box.
- Individual delivery is unsustainable and ridiculous. Prefer hub.

Perhaps a box scheme that allowed you to collect from the shop (and perhaps it would be cheaper).

- Live outside Leith. Very good idea. Encourage local food and production. Fresh.
- Perhaps a box scheme that allowed you to collect from the shop (and perhaps it would be cheaper).

There does seem to be scope for an organic box distribution hub. This would clearly need less infrastructure than a farmers' market or farm shop. The most important question would be: 'How would we make money out of this?' It could well be that if enough people signed up then we it would make delivery easier for the organic veg box schemes so that rather than charge their clients for the hub service we would charge them.

Comments on the Waggle Dance

There was only one mildly negative comment: 'More marketing'.

Positive comments were:

- Nice!
- Excellent!!
- Great event.
- It's great. :-)
- Real fun afternoon.
- Good community event.
- Great event, nice people.

Love the music. Shared food, community vibe, fantastic and interesting organisations are involved. Dressing up is always a winner!

- I just got here but I'm loving it! Well done guys! :-)
- Fantastic and perfect for Leith! Lots of lovely people.
- Well organised – we enjoyed the smoothies and the music.

- Lovely community vibe, tasty food and good music. Many thanks.
- Love the music. Shared food, community vibe, fantastic and interesting organisations are involved. Dressing up is always a winner!

One comment mentioned the smoothies, one mentioned the dressing up, two mentioned food, three comments mentioned the music, five mentioned community or people.

Summary, Further Discussion and Conclusions

Demographics

Approximately half the respondents (Waggle Dance-attendees) were local. Fewer than a third were members of Leith Community Croft.

Communication

One person explicitly mentioned not being on Facebook and therefore wanted information to be disseminated through other routes, and one person, commenting on the event as a whole, stated that there should have been more marketing.

Community Café

There was overwhelming support (37/40 respondents) for this idea and almost half would use it at least weekly (19/39). Three specifically mentioned vegan food as important. Thirty-six respondents thought that Leith Community Crops in Pots should run the café and none was explicitly against this.

Farm/Croft Shop

Thirty-two respondents supported the idea of a farm shop, five were not sure and only one opposed it. One negative comment suggested that a respondent did not realise that the farm shop would not be the responsibility of Crofters, per se. (In fact part of its purpose would be to raise funds to support the Croft so, far from detracting from growing plants, as this respondent thought, it should support it.) This suggests that we could better communicate the purpose of the social enterprise ideas.

The farm shop would apparently be used slightly less often than the café, but the overwhelming majority of respondents claimed they would use it at least monthly.

Farmers' Market

Thirty-four respondents supported the idea of a farmers' market, two were not sure and only one was opposed to it. This was more popular than the farm shop idea, both in terms of the number of people supporting it and in terms of the predicted frequency of use, with 17 people stating that they would use it weekly. Indeed, one respondent commented, 'This would be great! I think it would attract more people than a farm shop.'

Organic Box Schemes

Only 13 people indicated that they had read the information provided. This may be because they were asked to complete the form on entry to the event rather than after they had had time to look at the stands. Not only did we fail to present information from more than one box scheme (not actually our fault, as we repeatedly lobbied local organic producers to provide us with information) but we failed to ensure people read what information was displayed before completing the survey forms – a lesson for the future. No one signed up to box schemes on the day, but four people indicated that they had previously signed up to schemes.

Negative comments could be interpreted as indicating the need for education. Are the box schemes really expensive (especially when the environmental impact of non-organic supermarket food is

considered)? Is there a need for education with regard to how to use perishable seasonal food, and should people be persuaded that it is in everyone's long-term best interests not to expect to be able to obtain whatever one wants, whenever one wants it? These responses also open up the question of what sorts of values we should appeal to as a campaigning organisation: extrinsic values (cheapness and convenience) or extrinsic values (health, environment, community...).

Confusingly, eight people indicated that they would be prepared to pay a pound extra for a hub service although only seven had indicated that they would sign up if we offered such a service, and only four individuals indicated 'yes' to both questions. This seems to suggest that the actual number of respondents interested in a hub might have been 11 (8 + 7 - 4). Assuming that several of those who left the entire section blank might simply have missed this series of questions, the actual proportion of people interested may even be higher than suggested by this figure.

Therefore there does seem to be scope for an organic box distribution hub. This would clearly need less infrastructure than a farmers' market or farm shop. The most important question would be: 'How would we make money out of this?' It could well be that if enough people signed up then we it would make delivery easier for the organic veg box schemes so that rather than charge their clients for the hub service we would charge them. **Should we approach organic box schemes now to make this suggestion? As we already have a lock-up with a combination lock the only other infrastructure we would need to make this scheme a reality would be vermin-proof containers for the boxes.**

Relationship Between Potential Projects

The survey form did not make it clear to respondents that the various projects might run in parallel. Might the projects compete with each other, or would they complement or boost each other? Clearly a farm shop, an organic box distribution scheme and a farmers' market might compete with each other if they all sold items such as unprocessed local organic vegetables. The café might compete with the farmers' market on such items as coffee. Here is one way of looking at the various options:

Project	Popularity	Capital cost, planning and infrastructure	Ongoing expenses	Ongoing staff input	Potential earnings	Risk	Suggested order of development
Hub for organic box schemes	Medium	Low	Minimal	Low	Low but steady/growing until market or shop appear?	Low, but might lose support when farmers' market and shop develop.	1
Farmers' market	High	Medium	Low	Medium	Medium	Medium. Big reputational damage if doesn't run smoothly for stallholders and customers.	2
Farm shop	High	Medium to high	Medium	High	?	Medium, but might have to distinguish itself from farmers' market?	3
Café	High	High	High	High	High	High. Might need USPs such as great vegan food (as suggested by survey) to compete with other local businesses. Might need to be closed at times of farmers' markets to avoid competition with stallholders?	4

Waggle Dance Lessons

Considering that we had intended to hold the event outside and only confirmed the bad-weather back-up venue a couple of days before the event, it seems from the overwhelmingly positive comments we did well and that the music and food were appreciated, although we could apparently have done with more staff on the food and drink table.

It's difficult to know what else we could have done better other than direct people's attention to the questions on the last page of the survey, as we got relatively few comments on the Waggle Dance and relatively few responses to the questions on the organic box hub idea. This probably means we should have given a better brief to those in charge of asking people to complete the survey.

We raised £38 in donations. Our treasurer thinks that we might raised more money if the donations box had been on the food and drink table.