



Eastleigh Bid Barometer Report

September 2016

Compiled by One Community

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www.1community.org.uk



Background

Eastleigh Bid aims is to help business in the town centre by undertaking a number of activities to improve the town centre offer and increase footfall, which in turn should increase business. A barometer of local business performances helps the BID quantify trends and hopefully direct help to address any issues where interventions could be available.

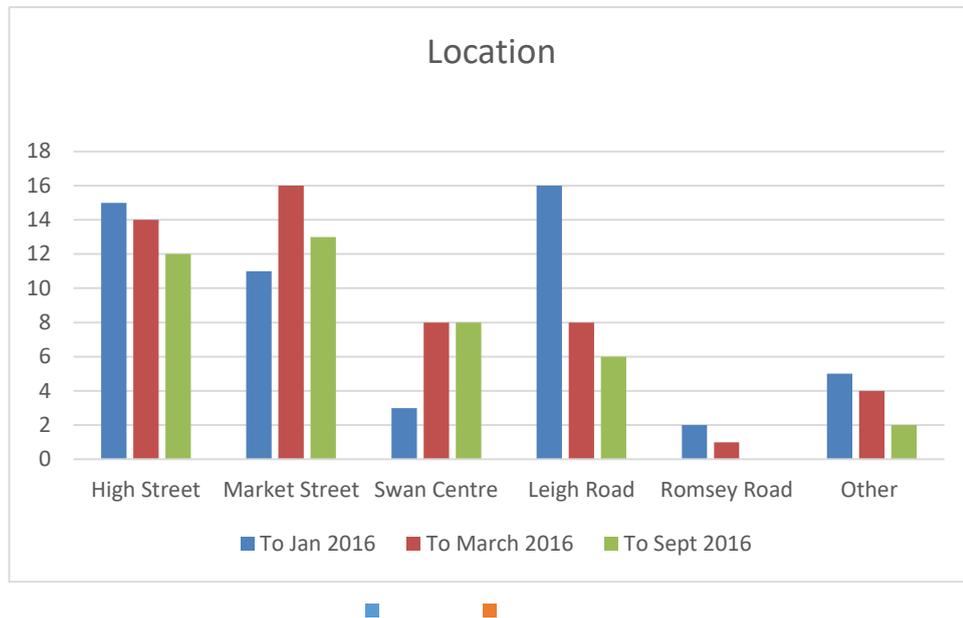
Introduction

This is a report on the third questionnaire sent to all Eastleigh business' using survey monkey or a paper copy during September 2016. N= 300. 41 replies were received (14%), ten less than last quarter, which is a reasonable sample but it is disappointing to have fewer businesses responding as it would give a clearer view of the town centre if more businesses took part.

Comments raised from the last report appear on the Eastleigh BID website: www.visiteastleigh.co.uk

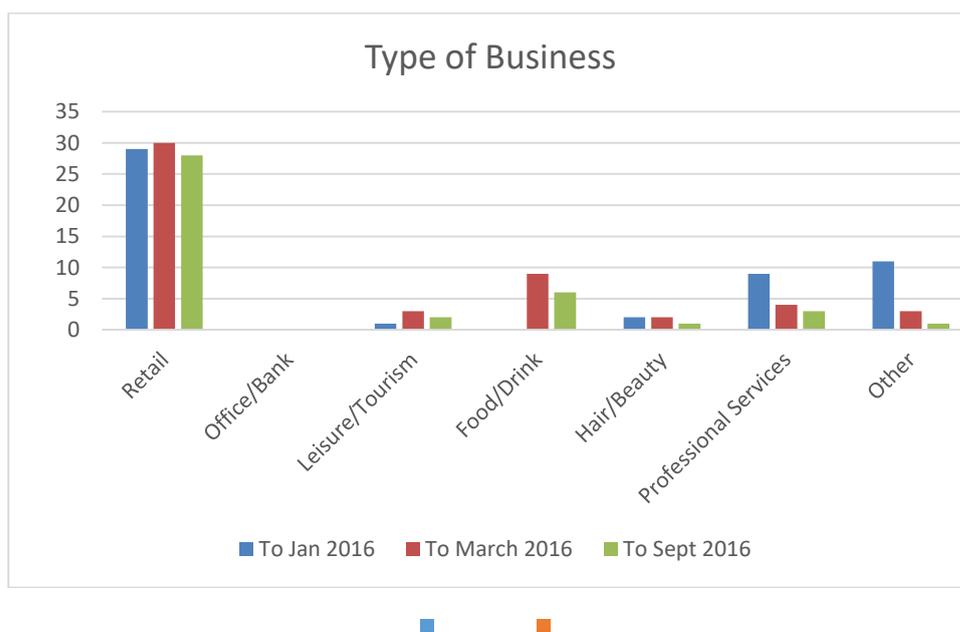
Results

1. Where is your business located?



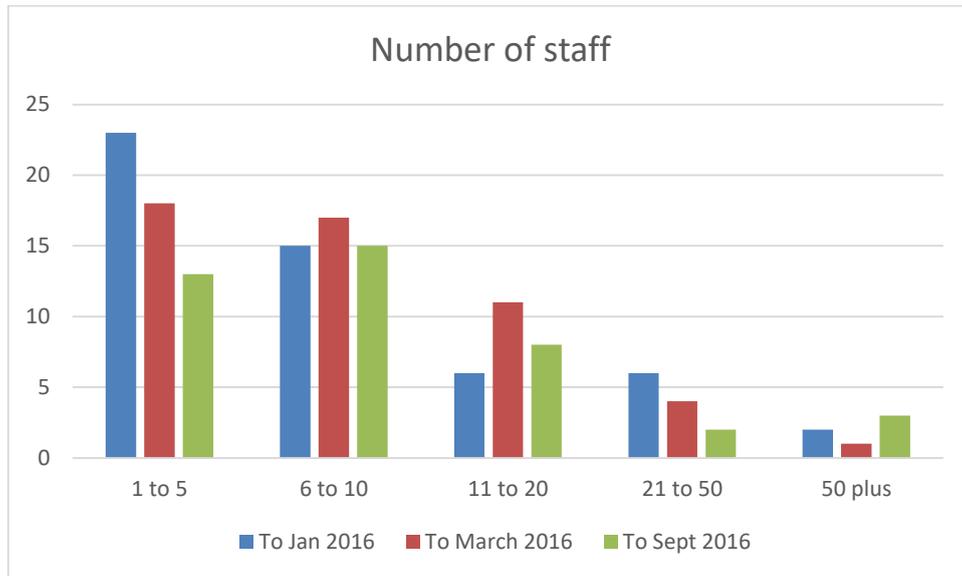
Most of the same businesses took part in the survey.

2. What type of business is it?



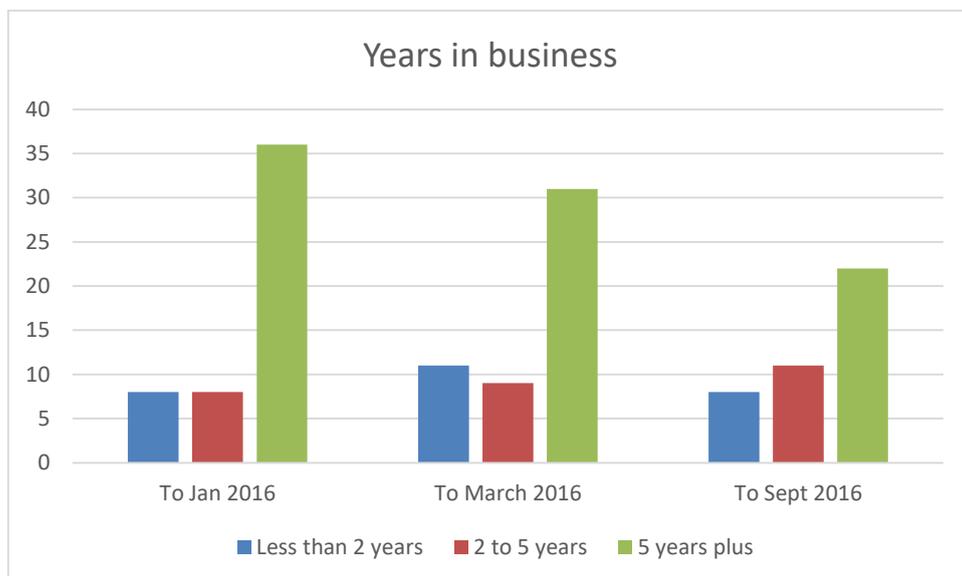
Other = not given

3. How many staff do you have?

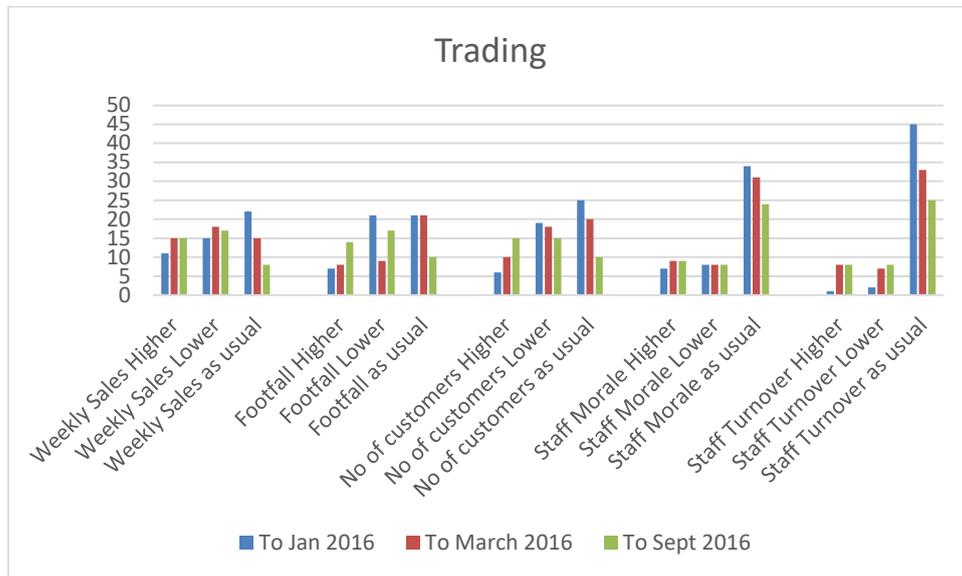


Over 87% of business who responded have 20 members of staff or less.

4. How many years have you been in business?



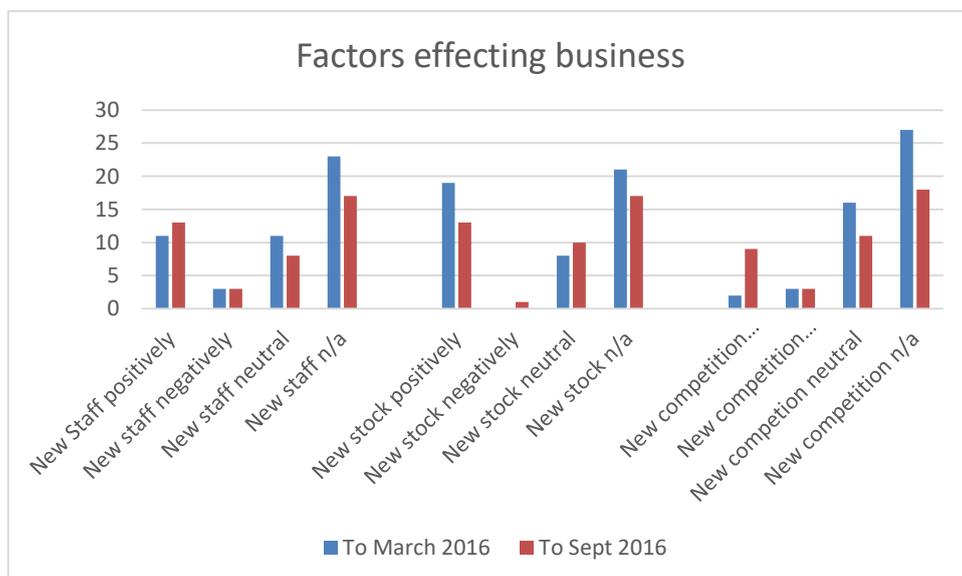
5. Last 13 weeks n = 49 for period to January 2016, n=51 for period to March, n=41 for period to September

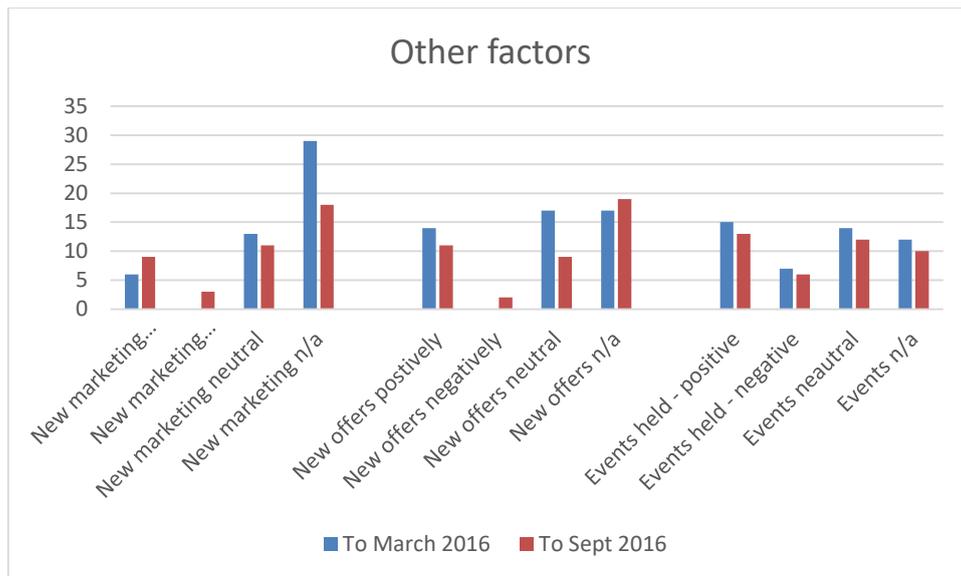


Some businesses as reporting a higher footfall but this is not necessarily turning into higher sales. Little change in staffing, possibly because Eastleigh is not necessarily affected by the summer season.

6. Which of the following factors have affected your business in this time? New question in March 2016, so no comparisons.

Comments Received





Comments: are there any actions the BID team could take to help your business?

- Rangers on a Sunday. It is becoming a popular day for thefts. I know it is unfair
- Would love more participation from other stores as feel we are the only store to dress up and make an effort on events i.e. Mardi Gras, medieval day! Lots of happiness = more people coming in
- Local advertising through BID newsletters. Local private parking help. Continue to offer support when needed by the store
- Lots of support from BID team – all is well at this time
- Town rangers are very helpful and enthusiastic
- Bring me customers
- Issues with fly tipping. Town Rangers have helped to move vagrants and keep in touch
- Town rangers have been a great help to us helping with shoplifter and giving advice when needed
- No it should be recognised that the high street has not recovered from the recession due to loss of business in Market Street and Swan Centre
- Yes get the council to work with the BID not trying to maneuver it
- Would like the ability to advertise within the centre of town to draw people out to the shop
- We are not retailers and should be outside the BID area, please re-draw the

boundaries at the next review

- Don't ever close the street on a Saturday
- We still have an issue with people parking in our private parking spaces. The BID kindly donated money towards bollards but these have been vandalized and we are unable to use them
- More events but not necessarily closing High Street or Market Street
- None x 16
- No comment x 4

Immediate Recommendations

1. All business to ensure BID has email contact details.
2. BID team to highlight report with BID members
3. Next BID survey to go out the first week in January 2017, with follow up by Rangers to encourage participation

Conclusion

Comments received will be reviewed by BID staff and directors and any subsequent actions reported on in forthcoming newsletters.

The survey team appreciate the time taken to complete the questionnaire. The next questionnaire will be out in early 2017.