



Eastleigh Bid Barometer Report

February 2016

Compiled by One Community

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www.1community.org.uk



Background

Eastleigh Bids aim 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 help could be available.

Introduction

A questionnaire was sent to all Eastleigh BID business either using survey monkey online or paper copy in the BID area during January n=262, 54 replies were received 21% of which 28 were paper copies. The BID office does not have an email contact for 161 business. If more email addresses were available, the response rate maybe improved.

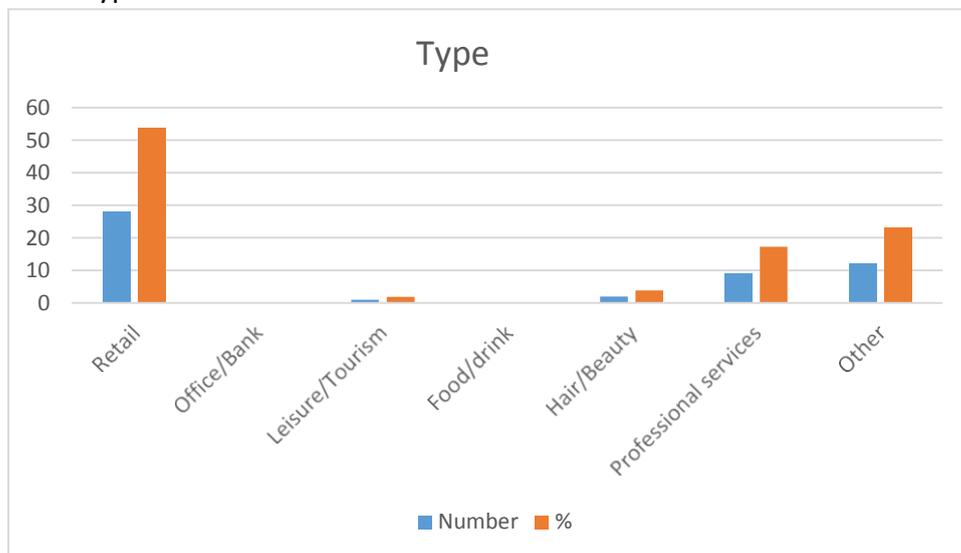
Results

1. Where is your business located?



Other = Wells Place 3, Rear of High Street 1, Pirelli Estate 1

2. What type of business is it?



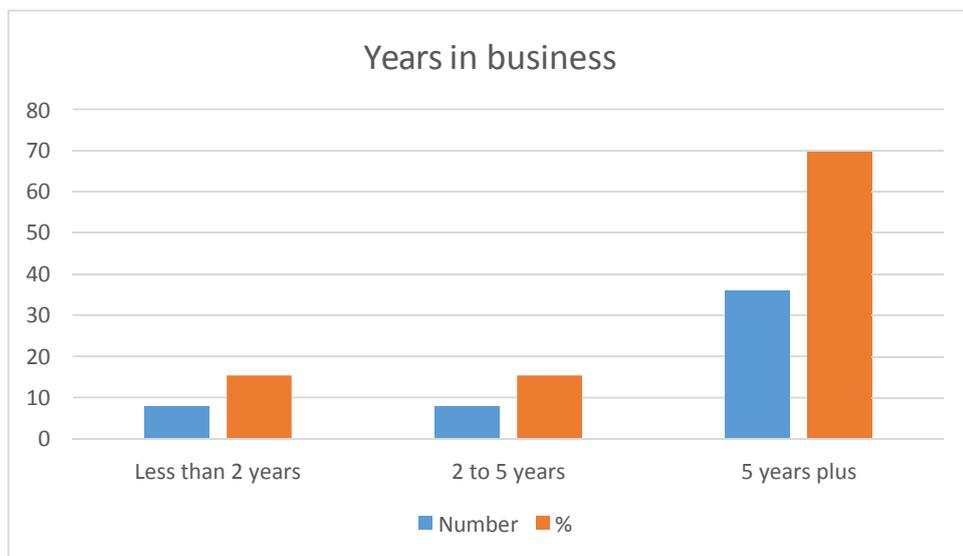
Other = Pharmacy 1, Construction 2, Charity 2, IT, 1, Automotive 1, Catering 1, Recruitment business 1, Engineering 1, Nursery 1.

3. How many staff do you have?

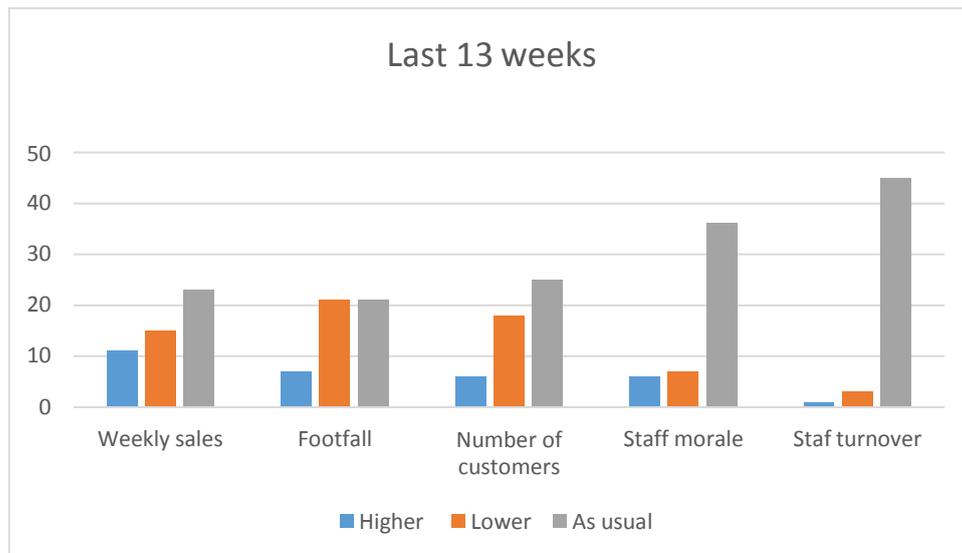


Over 84% of business who responded have 20 members of staff or less.

4. How many years have you been in business?



5. Last 13 weeks n = 49



Weekly sales and footfall less than usual.

Comments Received

Remember Christmas the shops are closed between Christmas and New Year so less trading days and after Christmas for January footfall is down generally.

Everyone walks the other side of the road 😞

Xmas period and football added to sales

Staff morale is low when they have nothing to do, due to Eastleigh not being the busy town it was the footfall is not there which means that the staff are lacking in customers.....

This does not apply to us

Oct was good, Dec 20% lower sales

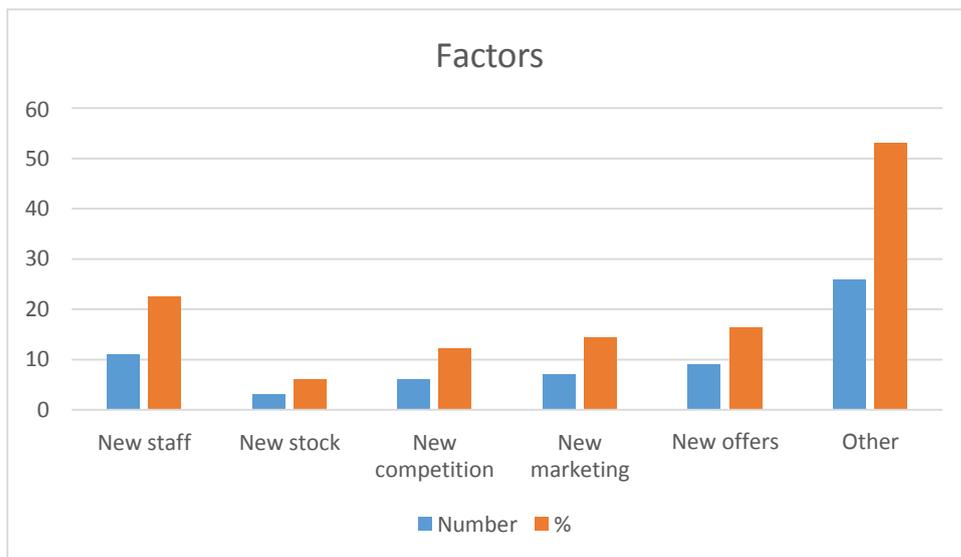
The Store has only been open 5 months

We are the UK office so don't have a huge number of customers visiting the office, however, we are trying to entice more to come and see us and will be actively working on that this year

Our business has an annual cycle, not quarterly

N/A or none = 6

6. Which of the following factors have affected your business in this time?



Comments Received

Not enough footfall

Footfall and bookings

The market is practically non-existent. It needs to give low/free rates for a couple of months to attract new traders. These days used to be our best and are now our worst.

Christmas, January, Vintage Market, Road Closure!

Refit to store

Weather kills trade in Eastleigh

Weather

High Street very quiet

Planning applications

Our main problem is recruiting reliable staff to enable the business to expand. However this appears to be a problem for Care nationally.

Christmas shutdown

Poor festive period late nigh trading figures

The problem with Eastleigh is WHY? Why would you come here? Parking is a rip off, your parking wardens, well one them, is an ogre and in general lots of stores the morale is low..... You can go to town and pay LESS to park and have an abundance of shops....your alternative is to come to Eastleigh have a coffee, hair cut (17 shops to choose from) OR visit a charity shop....that's the general feel

More impact on High Street since moving from Wessex House

Less competition

Scaffolding and lane in Wells Place have seriously affected footfall in recent weeks

We are undertaking a management reshuffle due to retirement of our MD so a bit of uncertainty amongst the staff at the moment

Road closures

N/A or None = 6, People could tick more than one box.

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

- The market street and the shopping centre should team up more and we should know the centre footfall and info so we can measure it against our own work.
- Parking in Eastleigh especially in the Swan Centre is very expensive for customers and staff. £13.50 to park for a day is much more than West Quay in Southampton. You can park there for £5 a day. I think it would encourage more visitors and workers to park therefore driving footfall to help with conversion.
- The town rangers have been such a big help to our store, as we do get quite a lot of theft they are always there to help.
- As usual. Encourage businesses to invest in Eastleigh to bring businesses to Eastleigh which as a knock on effect.
- Not at the moment. The rangers have been very helpful.
- It doesn't help our business when large vans/coaches are parked right outside our windows. It blocks the customer's view of us. We use the rangers quite often and appreciate their help. Please get the market back on trade e.g. French market, farmers market. Improve advertising of these events, not just a poster in the town but online too etc.
- No, I would like to say however how helpful the town rangers are. They are always available if we have any problems and are always very friendly.
- Offer businesses an open office to call in and discuss issues. I know the BID office is doing that but it needs to be advertised more. Ensure all is done to ensure business is not being interrupted by road closures and events that reduce traffic flow. If we are to have road closures please make sure there is 4 weeks minimum notice given to make plans. Advertising around the town and wider for individual businesses and also the town website.
- Over the past few months we have had quite a lot of dealings with the town rangers and we find them very efficient and helpful to us. They have helped us in many ways and they are always quick in responding when needed. We think they are very good for the community.
- Attract more business to Market Street and High Street to fill any empty units. Too many towns turn into a collection of charity shops and cookies. Perhaps lower rent for the first 12-24 months to attract businesses in. Parking needs to be more reasonable parking charges or free periods would help.

- The town rangers have been a great help to us especially Steve. They have helped clear everything out the back and quickly😊
- No –town rangers are always very helpful
- Help with the car parking
- Help with sign costs and scheme for free parking in the taxi rank that is not used
- Continue the great events you hold, the market has also been very quiet of late anything we can do to encourage the stall holders?
- Maybe the BID team could work with the Job Centre to hold Job Fayres using the market space and facilities to help promote Eastleigh for work thus promoting Eastleigh to shoppers
- Don't charge for parking
- The BID team are brilliant, this is a change from my opinion last year, Teresa and Emma are a credit to the team and I must say without it would be further away from where we ought to be We need to help the business's more, whether it's marketing Eastleigh But you must do deals on parking... Not vouchers... Let people park for free on Saturdays?? Or 2 Saturdays per month??? Do something or more shops will shut and be replaced by yet another coffee shop or worse another charity shop...
- No – Very impressive
- Offer more publicity to companies who are included in the Eastleigh BID.
- Sort out Wells Place otherwise we will be forced to leave the town, we can't 'survive' forever.
- Sign near Swan Centre to let people know we are the other side of the High Street
- You kindly helped us with the cost of putting bollards in our car park which has helped a great deal. Clearing the mess from the car park area would also be greatly appreciated and I know have been done in the past by Vern and the team.
- Extend free parking periods to Leigh Road and not just keep it to Market Street and High Street
- Stop closing the roads and allow people to park
- Reduce school traffic so we can operate during normal hours instead of around the school traffic and people traffic. Kids run through our carpark and property makes things very difficult
- Ease of parking, make it 1-2 free anytime of the day

Immediate Recommendations

1. All business to ensure BID have email contact details.
2. Encourage representatives from Banking and Food / Drink to take part.

Conclusion

This is the first questionnaire so unable to predict trends at this stage. Unsurprisingly the weather and the time of year are key factors. Comments received will be taken to BID staff and directors and actions / responses will be reported on in subsequent reports.

The survey team appreciate the time taken to complete the questionnaire. The next questionnaire will be out late Spring / early Summer.