



Eastleigh Bid Barometer Report

May 2016

Compiled by One Community

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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.

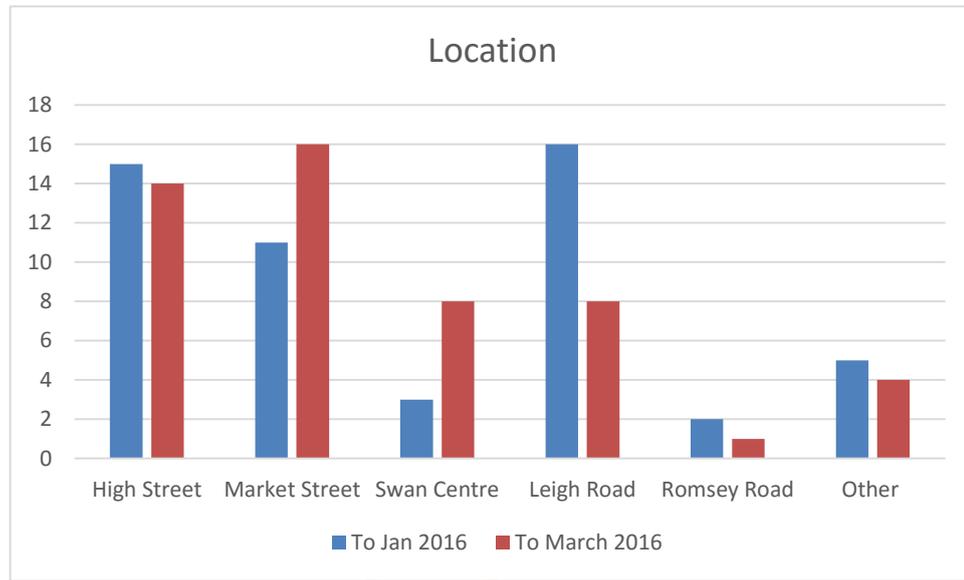
Introduction

This is a report on the second questionnaire sent to all Eastleigh business' using survey monkey or a paper copy during April 2016. N= 261 (one less than last quarter due to change of use of a building). 51 replies were received, one less than last quarter, which is still a good sample but it would give a clearer view of the town centre of more business' took part.

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

Results

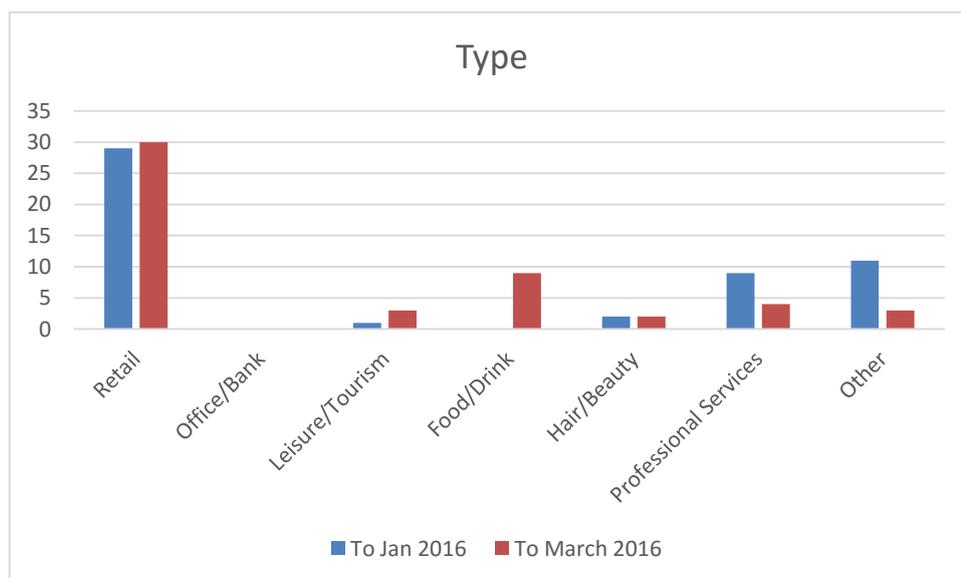
1. Where is your business located?



Other = Wells Place 2, Southampton Road 1, Upper Market Street 1

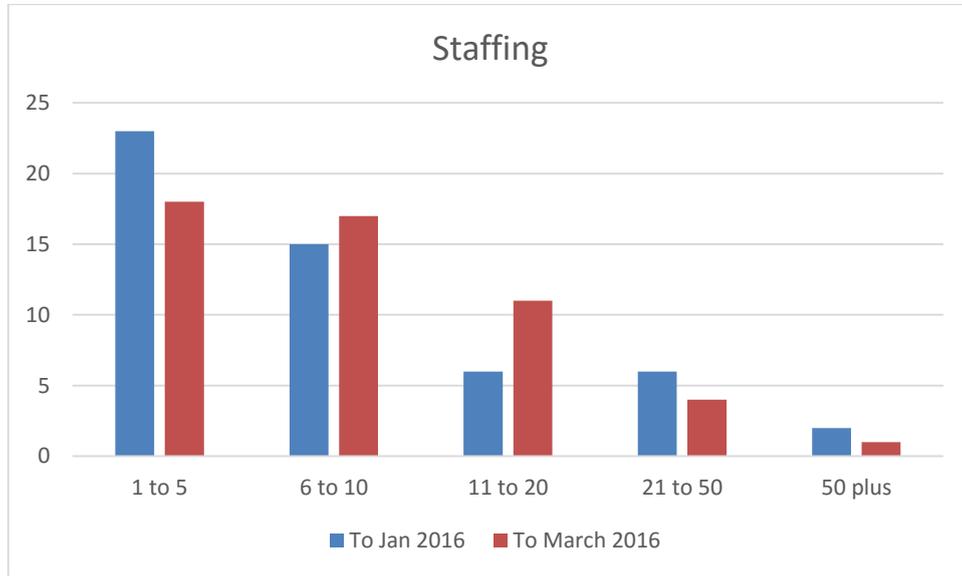
The total number of business is almost the same but different business took part.

2. What type of business is it?



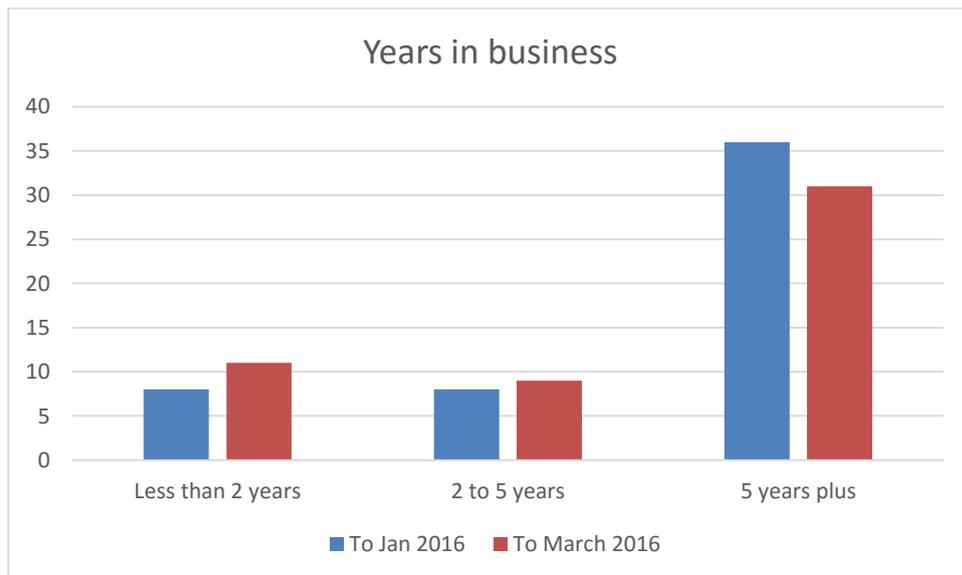
Other = Charity 1, Social Club 1, Not specified 1. It would be interesting to see views of offices and banks.

3. How many staff do you have?

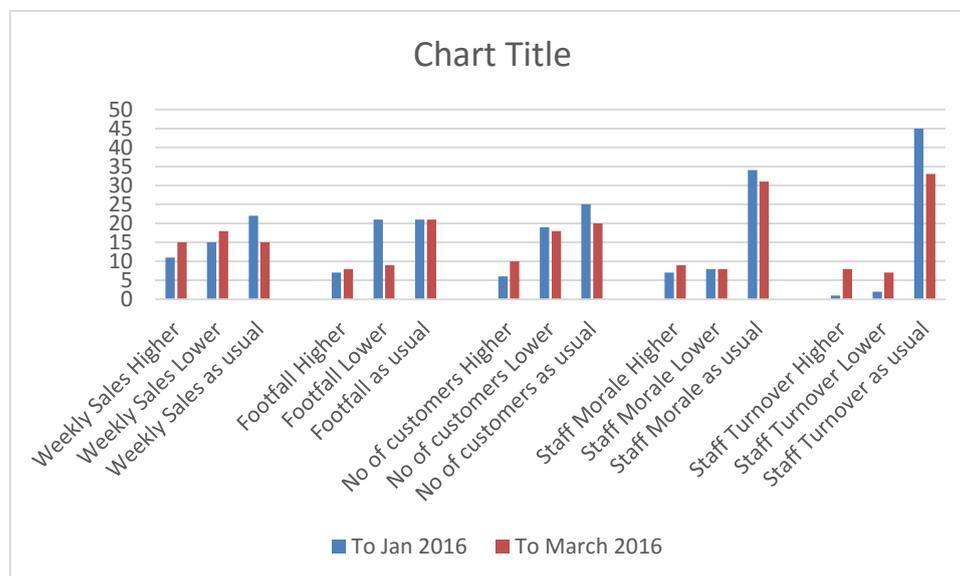


Over 90% of business who responded have 20 members of staff or less.

4. How many years have you been in business?



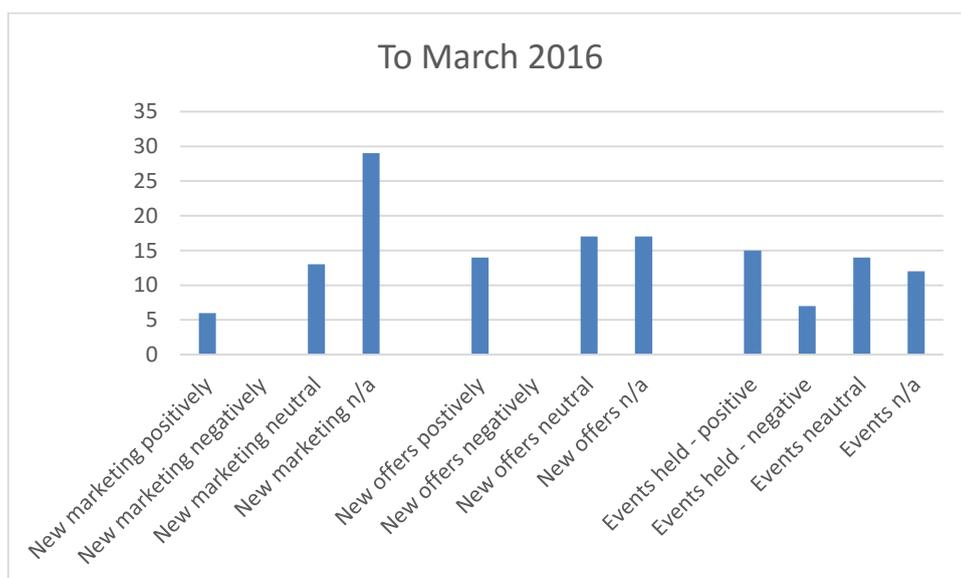
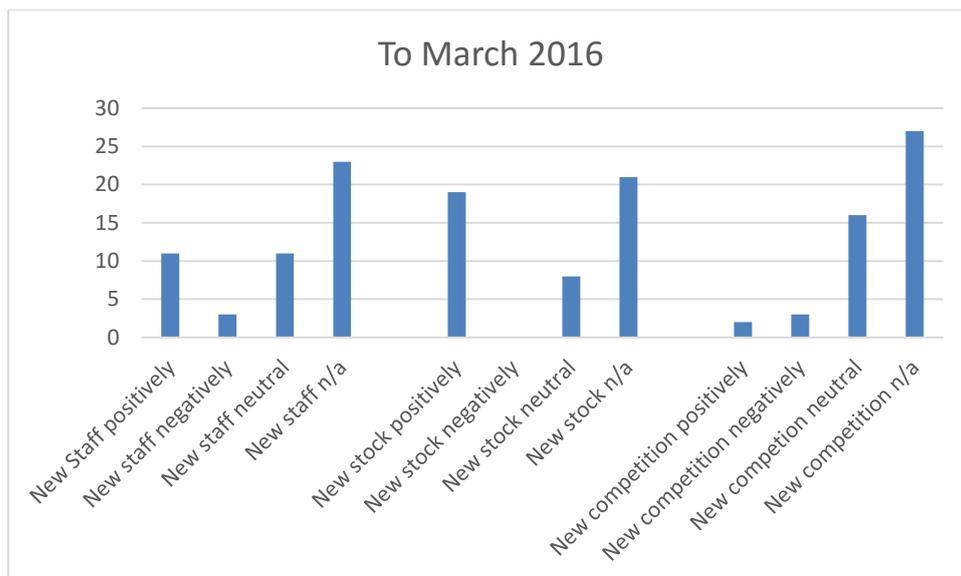
5. Last 13 weeks n = 49 for period to January 2016, n=51 for period to March



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

Comments Received

- New season stock in store now
- It never helps our business or anything in the high street when they close the high street for events
- Loved the centre getting involved in the medieval event – lots of fun
- Low percentage of footfall/traffic and empty properties
- Our business is done mostly over the phone and by email with our staff visiting our customers at their premises
- Road closures for events mean loss of revenue
- Weather



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

- None
- I know work is being done to help improve the market if that can get bigger and more popular it would increase the footfall for all shops on a Thursday and especially on a Saturday. Plus anything to get more people down the high street.
- Lower car parking rates and re-vamp the market.
- Hold a course, more events, get some shops involved.
- More events including market street like market and street events. As everything is aimed at the park or the Swan Centre when these happen we get a lesser turnover as we are not involved.

- More events outside the Swan Centre entrance could help drive customers towards the store. Additionally our balloon trade is affected when mobile balloon tradespeople sell around/outside the store. If these could be kept the other end of the street that would limit the negative affect on our trade.
- The pavement needs to be finished ASAP!
- Keep people out of the bins
- Discounted parking for employees! Still lots of empty retail units in Eastleigh and too many charity shops and cafes not enough shops to tempt customers in!
- Happy with how business is going
- The town itself is very quiet. Not sure if Leigh Road works are to blame. The town needs promoting, maybe on radio or media.
- I have no idea what you can do?
- Lobby EBC W.R.T parking for owner and staff.
- No. However if you do more events let us know and we will try to be involved.
- Lower rates. Step for disabled access. But really appreciate all the information given out by the rangers and staff.
- Helping promoting local businesses as opposed to large commercial businesses. For example the Daily Echo promoting chain catering businesses for free/small fees rather than lending space for local promotion.
- Parking causes a big problem for businesses on Market Street and the high street. The complex provides most of the park, encouraging people to stay in the complex and Swan Centre, therefore they tend not to venture towards the high street and market street.
- Quality of local market, perhaps bring the Hampshire farmers

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 second questionnaire so still very early 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 Summer.