



Southside BID Business and Visitor Survey 2011

Presentation of results – December 2011

Research by Design

Methodology, sample and reporting

- The business and visitor consultation questionnaires were developed by Research by Design (RbD) with contributions from Julia Chance, BID Manager and Emma Grey, Marketing Birmingham.
- A database of 234 discrete businesses was provided to support the business survey. It was initially administered as an online survey for those where a valid email address was held. Telephone contact was made for those without email and a small number of paper based questionnaires were also provided.
- Fieldwork was conducted between 27th September and 26th October. In total 74 businesses completed a survey providing a 32% response rate; 34 completed the online survey, 35 a telephone interview and 5 returned paper questionnaires.
- The visitor survey was undertaken in-street as a face-to-face interview with members of the public. Interviews were conducted in six key locations across Southside and during differing days of the week. Fieldwork was conducted between 2nd and 28th October. In total 327 interviews were completed; 159 during the daytime (10am to 6pm) and 168 during the evening and night time (6pm to 10pm).
- The survey asks businesses and visitors to rate the importance of a range of measures in Southside and their satisfaction using a five point (likert) scale, e.g. very satisfied, fairly satisfied, neither satisfied nor dissatisfied, fairly dissatisfied and very dissatisfied. Importance/satisfaction ratings within the document are reported as 'net' figures, i.e. the % difference between those satisfied and dissatisfied.
- Where figures are not shown in charts, these are 3% or less. Where charts or tables do not sum to 100%, this is due to rounding.

Executive summary

- **Overall, visitors to Southside are generally more positive and satisfied with the measures identified in the survey than their business counterparts.**
- **Awareness and communication**
 - Business awareness of Southside as a BID is high; visitor awareness is low.
 - Few visitors are aware that the area is known as ‘Southside’, and most have not seen the area logo and branding.
 - Newsletters and emails are the most common communications businesses receive from Southside BID, three-quarters receive these at least monthly.
 - A fairly low proportion of businesses currently use the Southside brand within marketing materials, although 14% intend to use it in future and a further 26% might.
- **Southside Streets**
 - Businesses are most satisfied with street/pavement cleaning and litter enforcement/removal of fly-posting/graffiti; 53% and 47% respectively are satisfied. Cleanliness of the outside of shops and buildings achieves the highest satisfaction score amongst visitors.
 - Street lighting and the connectivity of public transport are viewed favourably amongst 51% and 49% of businesses respectively. The satisfaction figure for public transport rises to 72% amongst visitors .

Executive summary

- **Safety**
 - Some 9 in 10 businesses and visitors feel safe in Southside during the daytime. In the evening and at night time this figure falls to 57% for business and 75% for visitors.
- **Southside Scene**
 - 75% of businesses are satisfied with the festivals and events in Southside. This figure is 60% for visitors, though is impacted by 34% who were unable to pass comment.
 - 59% of businesses are satisfied with the atmosphere and buzz of the area, rising to 87% for visitors.
 - Visitors are most satisfied with the range of places to eat and drink; 93% indicate this. 86% are also satisfied with the range of shops and services within the area, and 77% with the night time entertainment.
 - There is broad support from both businesses and visitors for outdoor markets, music events and food festivals; some 7 in 10 claim they would support these if more were organised.
- **Business' views on the importance of promotion of the area**
 - Southside's Christmas lights, decorations, festivals and events achieve the highest importance scores: 84% of businesses feel these are important to the marketing and promotion of the Southside area. However, promotions to attract new and repeat custom, food and other festivals and public notice boards and information points were also rated highly.

Executive summary

- **Southside synergy (businesses only)**

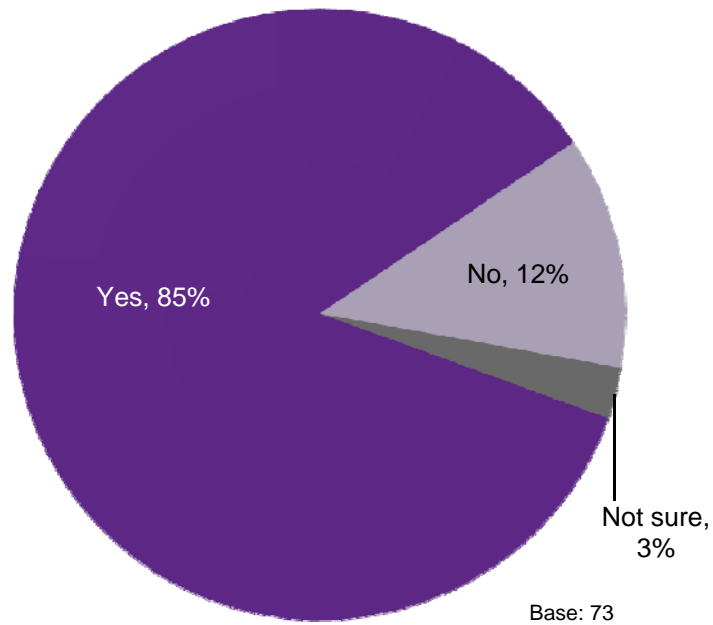
- Activities aimed at increasing the influence and impact of the BID and the effectiveness of the BID's voice achieve highest levels of satisfaction of the synergy initiatives at almost 60%.
- Two-thirds of businesses use Southside for team meetings/social events while just under half use the area for other business meetings, and 3 in 10 for corporate hospitality.
- 9 in 10 businesses would recommend the area as somewhere to eat and drink with friends and family, whilst around 7 in 10 would recommend the area for meetings, corporate hospitality and conferences.

Awareness of Southside's BID status

Awareness of BID status

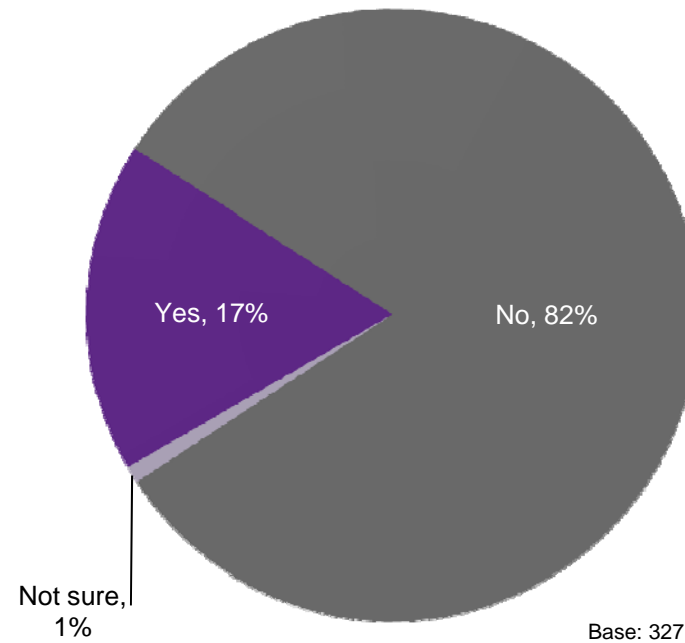
Businesses

Prior to this survey, were you aware of the Southside Business Improvement District, often referred to as Southside BID?



Visitors

Are you aware of the Southside Business Improvement District, often referred to as Southside BID?



Business awareness of the area's BID status is high, whilst visitor awareness is low.



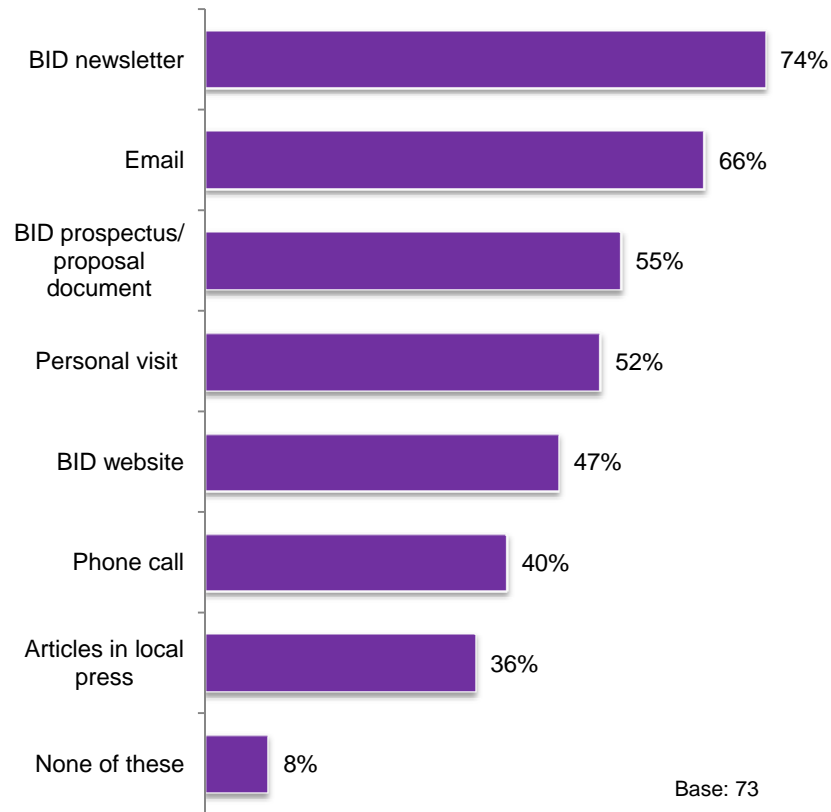
Business Survey

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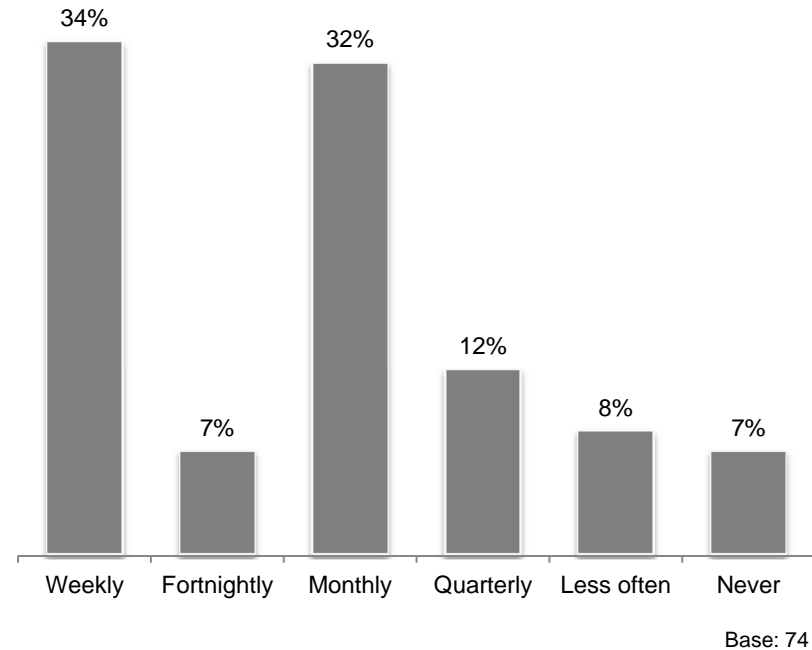
Communication

Communication

Which of the following types of communication have you received or seen from Southside BID?



How often do you receive or see communication from Southside BID?



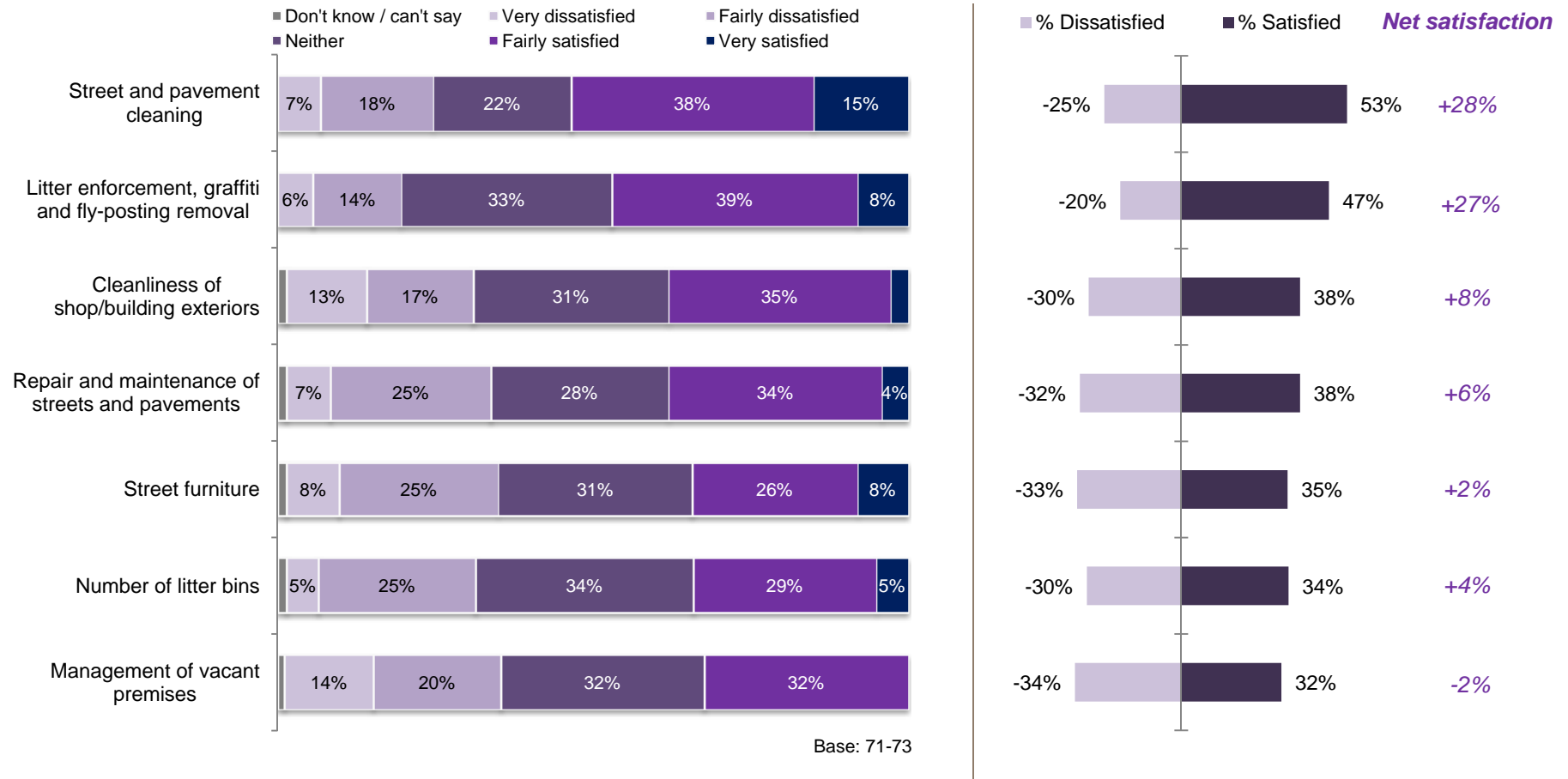
The BID newsletter is received by the vast majority of businesses; almost three-quarters have seen this publication. Two-thirds receive emails and over half have seen the BID prospectus. Almost three-quarters (73%) receive communication at least monthly; over a third receive or see Southside communication on a weekly basis.



Southside Streets

A cleaner, greener, brighter Southside

How satisfied or dissatisfied are you with each of the following aspects of Southside Streets?

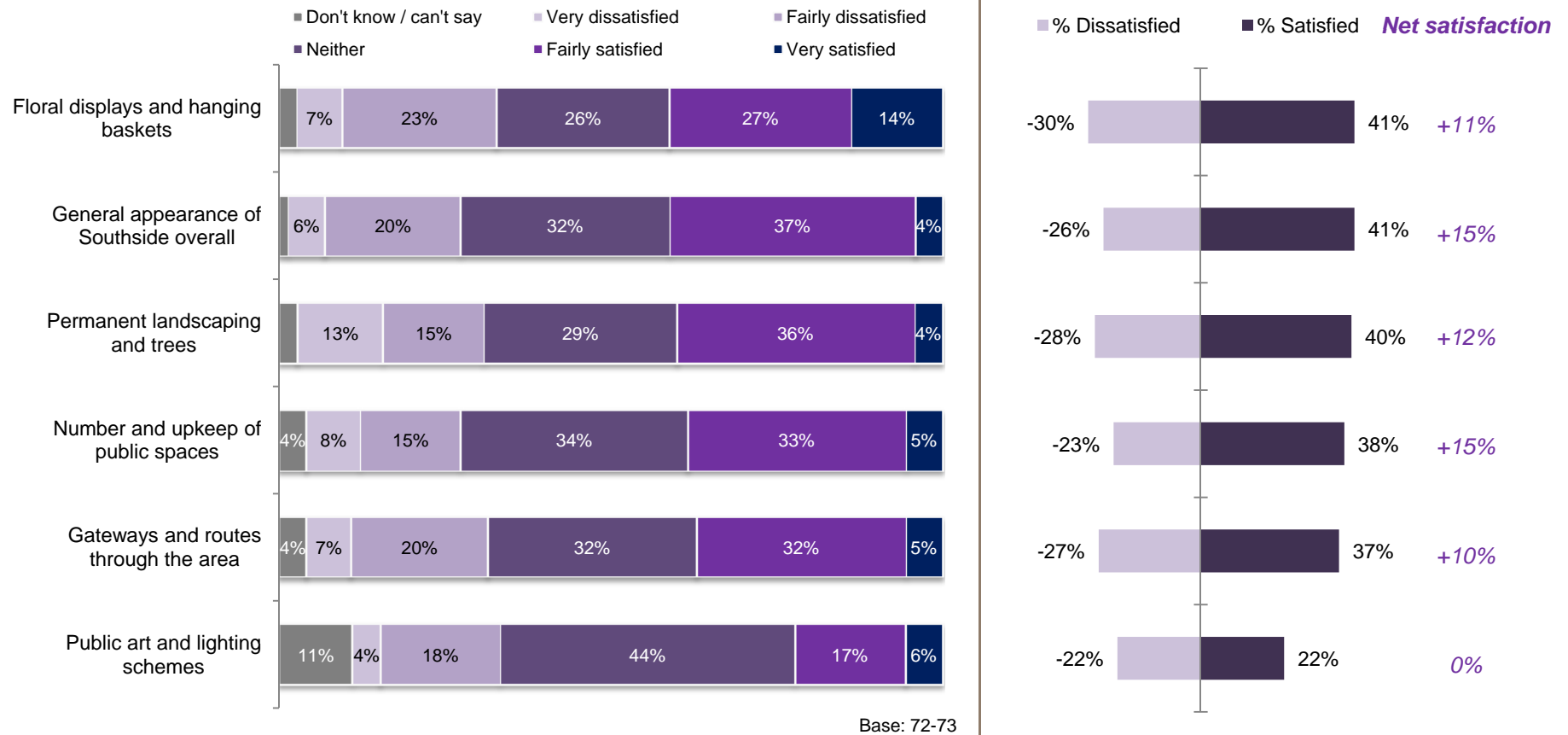


Street and pavement cleaning, and litter enforcement, graffiti and fly-posting removal attain the highest satisfaction ratings of those measures listed above: 53% and 47% of businesses respectively indicate that they are either very or fairly satisfied. Their net satisfaction scores (% satisfied minus % dissatisfied) are 28% and 27%, respectively. Only the management of vacant premises has a negative net satisfaction rating.



A cleaner, greener, brighter Southside

How satisfied or dissatisfied are you with each of the following aspects of Southside?

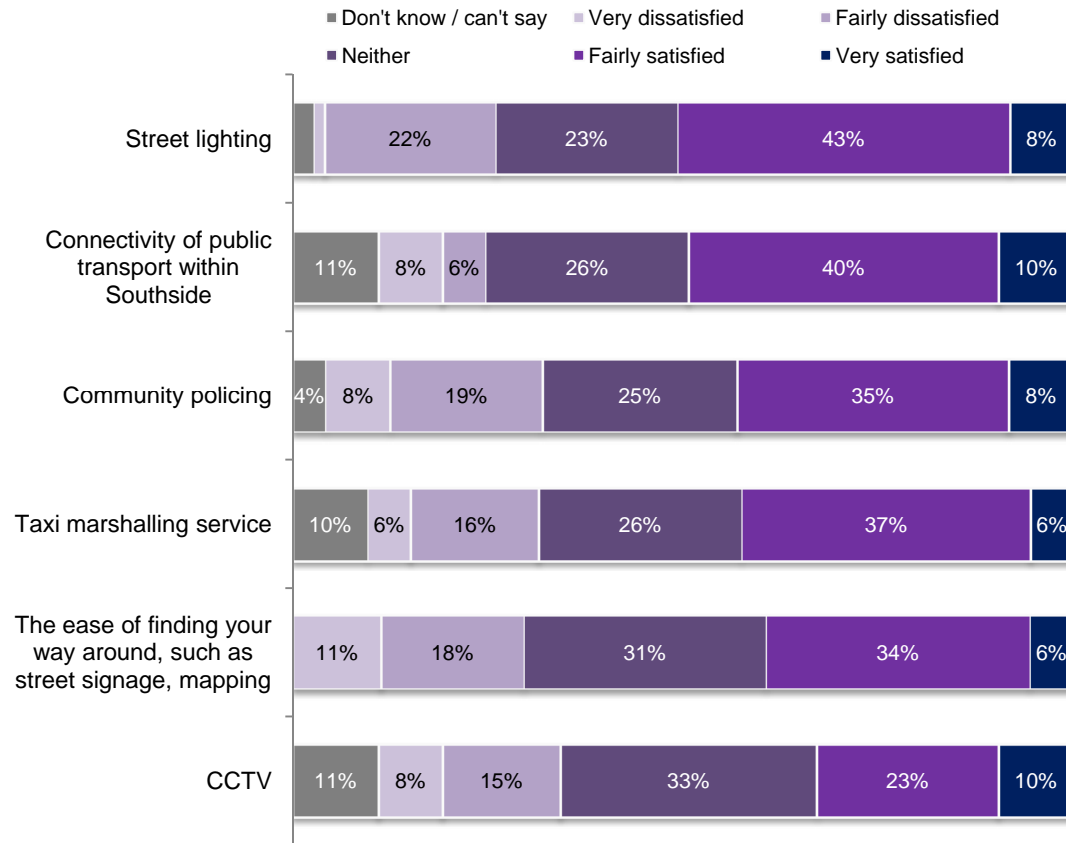


Overall, proportionally more businesses are satisfied with each of the above Southside Streets aspects than are dissatisfied, with the exception of public art and lighting schemes where views are balanced. Between a quarter and two-fifths are ambivalent about the listed measures, claiming to be 'neither satisfied nor dissatisfied'.

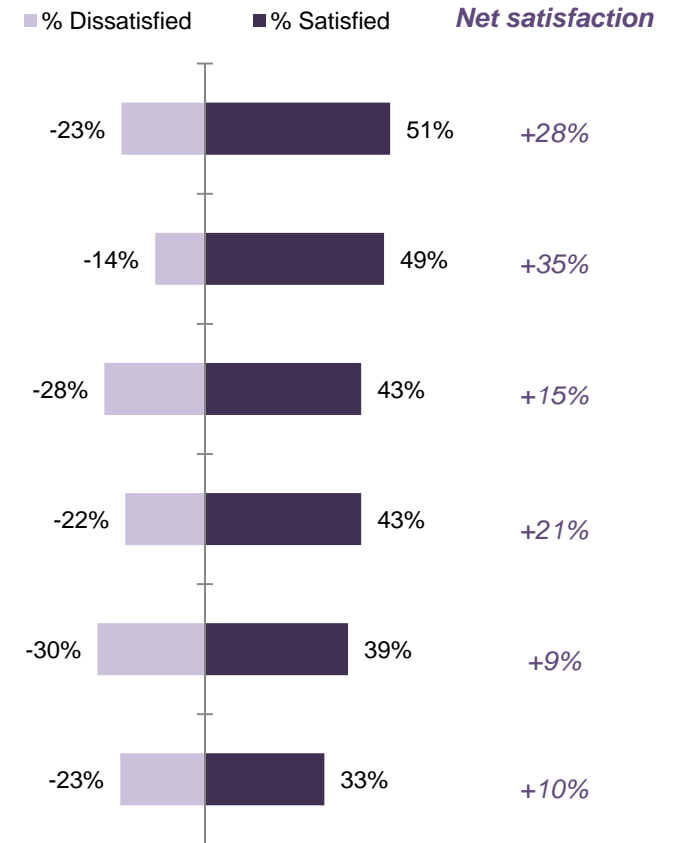


A safer and better connected Southside

How satisfied or dissatisfied are you with each of the following aspects of Southside?



Base: 71-73

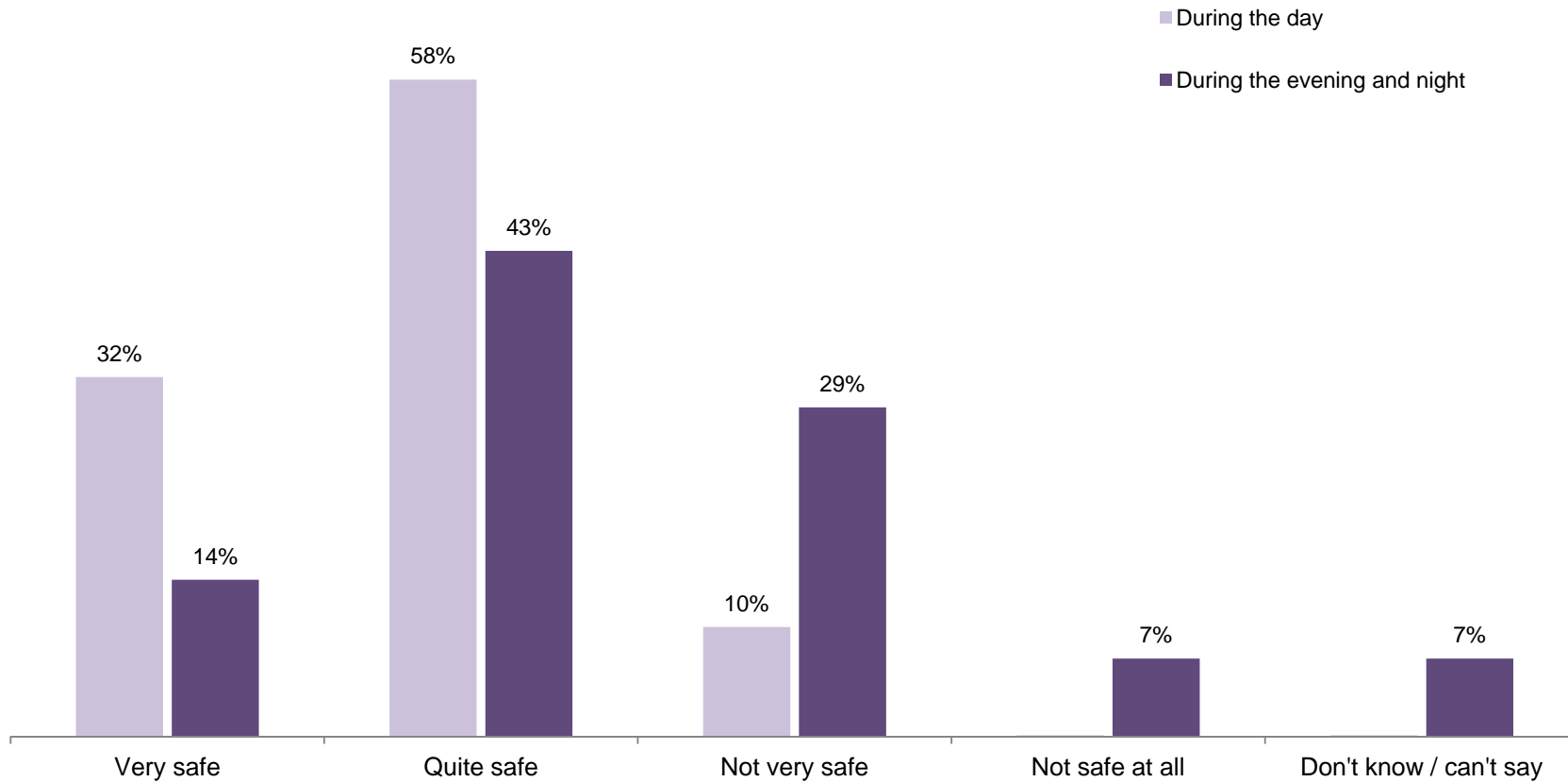


Of the six measures listed above, street lighting and connectivity of public transport are most positively rated within Southside, though all six achieve a positive net satisfaction score of 9% or above (connectivity of public transport being the highest at 35%).



Personal safety in Southside

How safe do you feel in Southside?



Base: 72



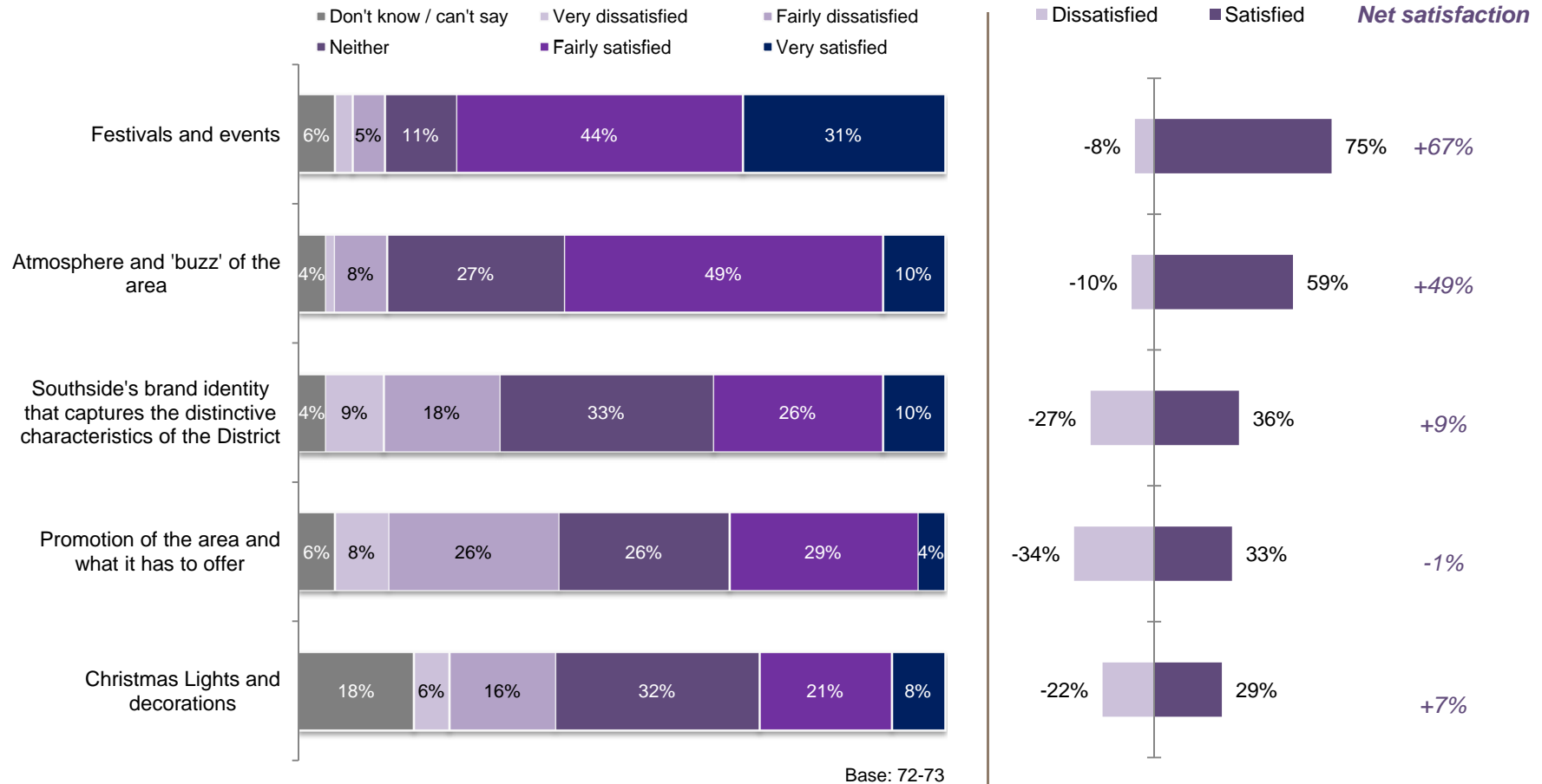
The vast majority of businesses feel safe in Southside during the daytime; 90% claim this. This compares to 57% of those who say they feel safe during the evening and at night time; 36% suggest they do not feel safe during these times.



Southside Scene

A vibrant and diverse Southside

How satisfied or dissatisfied are you with each of the following aspects of the Southside Scene?

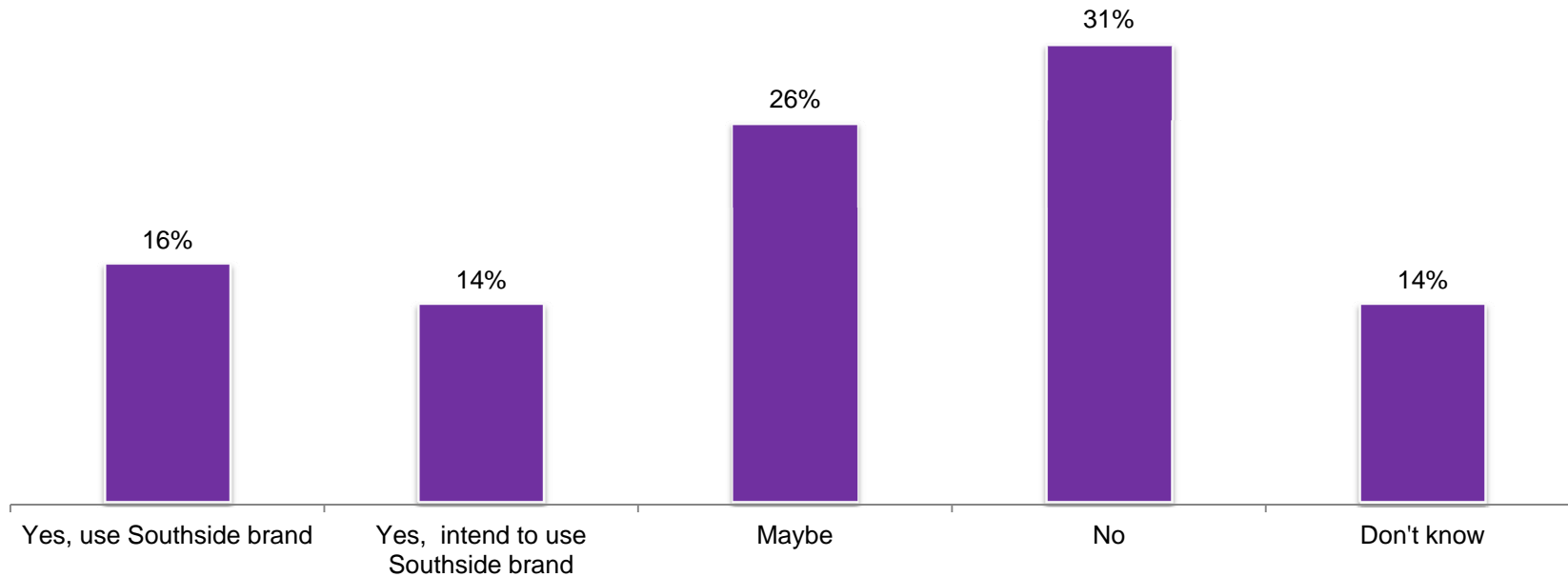


Southside's festivals and events achieve the highest levels of satisfaction here, with over three-quarters of businesses satisfied. The atmosphere and buzz of the area also fares well with 59% satisfied. However, Southside's brand identity, promotion of the area and Christmas decorations are rated less well.



Use of Southside brand

Are you using the name 'Southside' as part of your business address or in any of your marketing communications, such as business cards, email signatures, letterhead, etc? If you are not using the name 'Southside' in any of your marketing communications, do you intend to use it in the future?



Base: 74

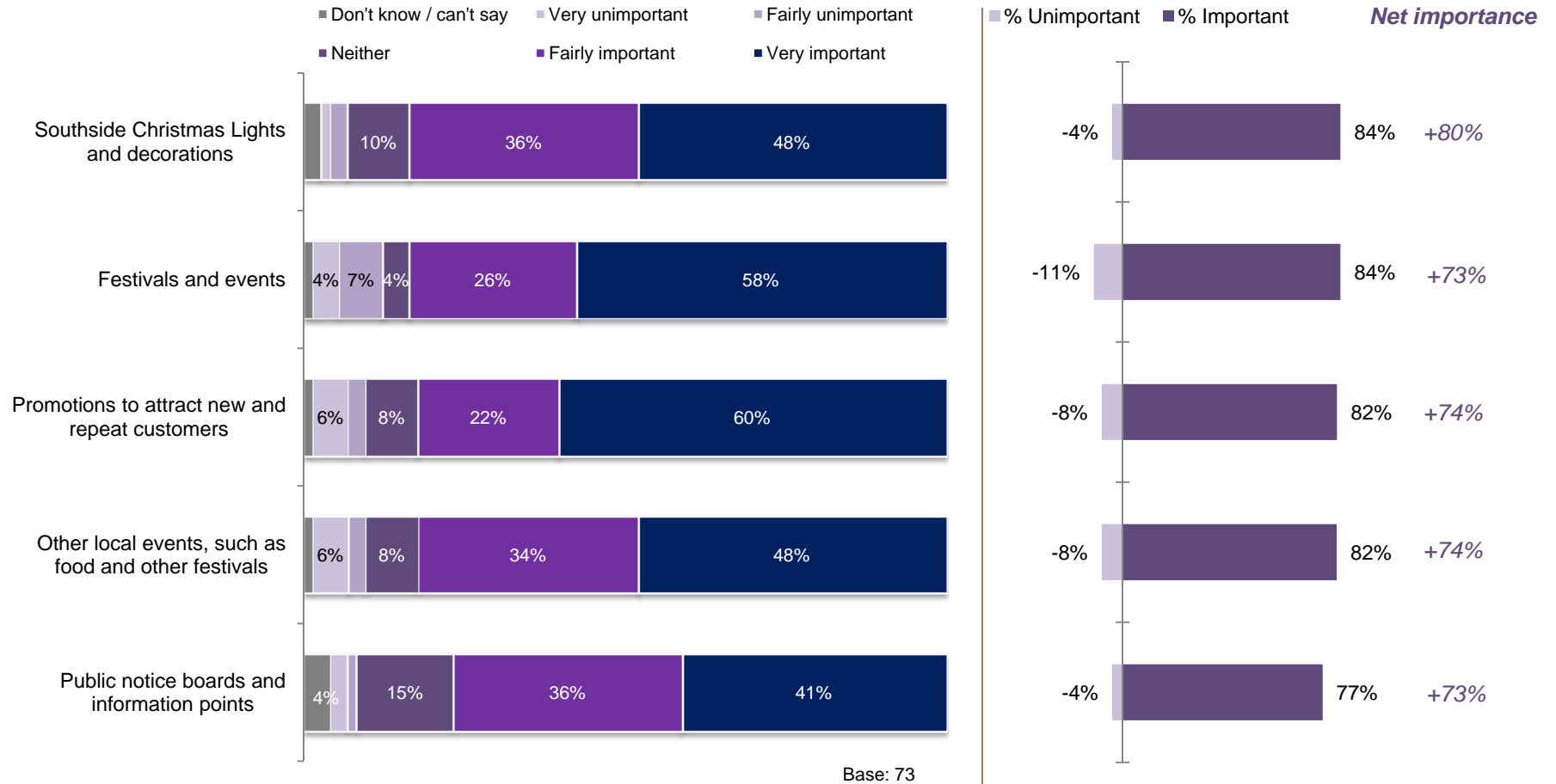


Only around 1 in 6 businesses are currently using the Southside brand within their communications, 84% are not. However, 14% intend to use it in future and a further 26% might.



Importance of promotion of the area

Considering the marketing and promotion of the local area, how important are the following?

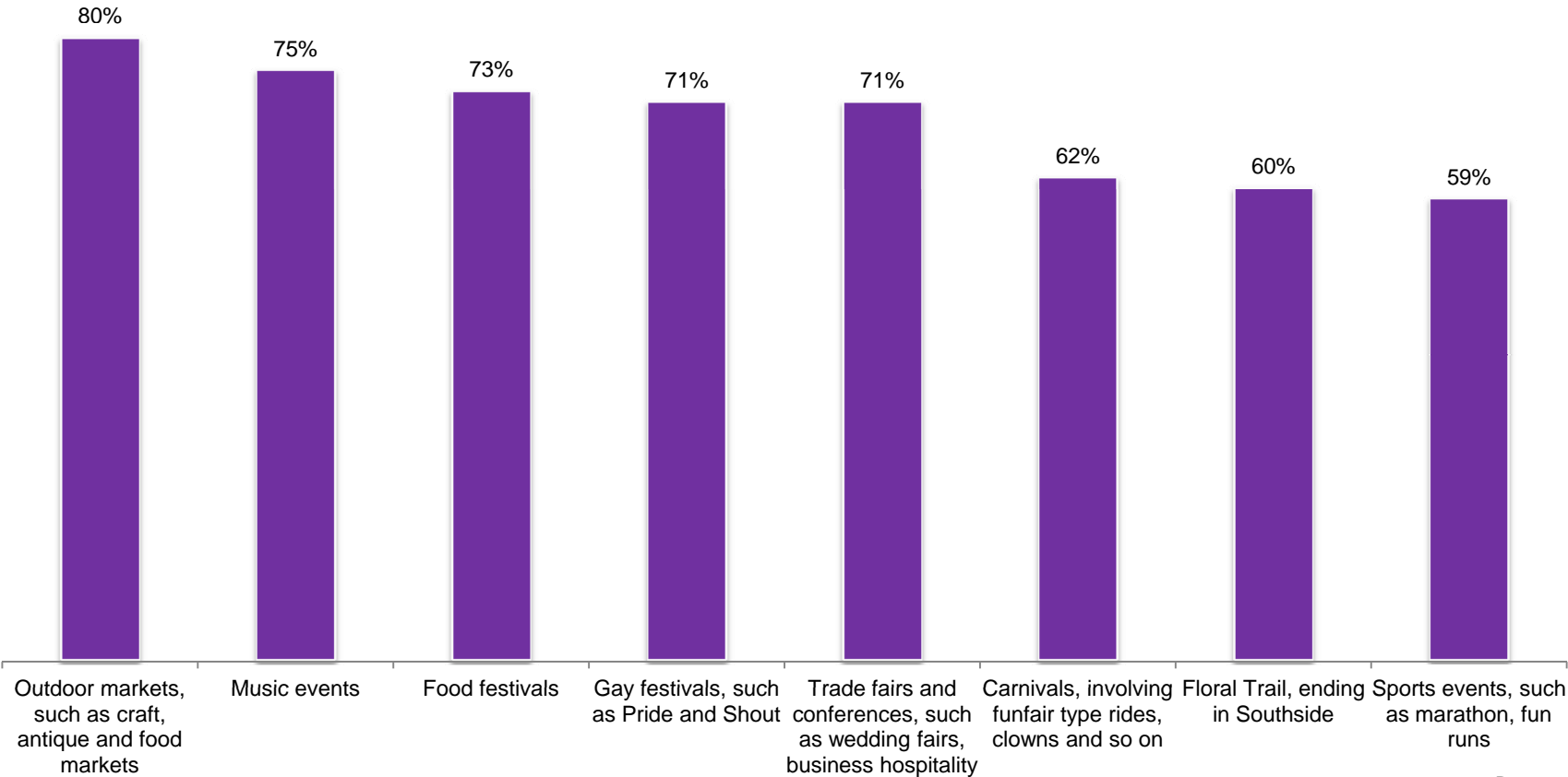


Each of the listed marketing and promotional initiatives in Southside are seen as important by the vast majority of businesses.



Support for additional events

If more events were organised, which of these would you support, if any?



Base: 73

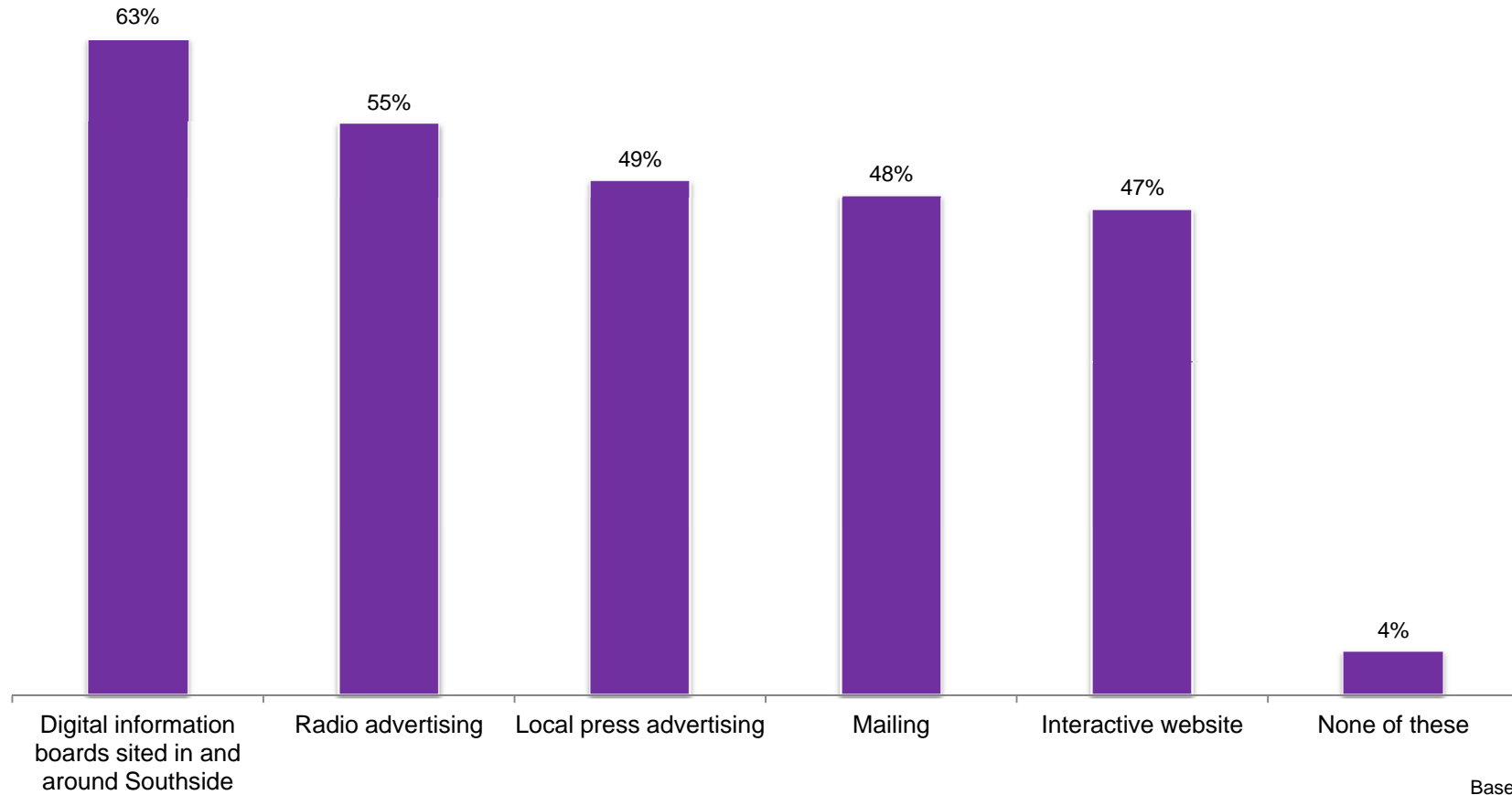


Each of the listed events and activities would be supported by the majority of businesses. An outdoor market has the greatest support with four in five endorsing this. Music events, food festivals, gay festivals and trade fairs are all supported by some seven in ten businesses.



Marketing and promoting events

Where would you prefer to hear about the area's events and activities?



Digital information boards sited in and around Southside are the most preferred medium for advertising the area's events and activities, though radio, local press advertising, mailings and an interactive website are also favoured.



Southside synergy

Business information networking and voice

How satisfied or dissatisfied are you with each of the following aspects of Southside?



Base: 73

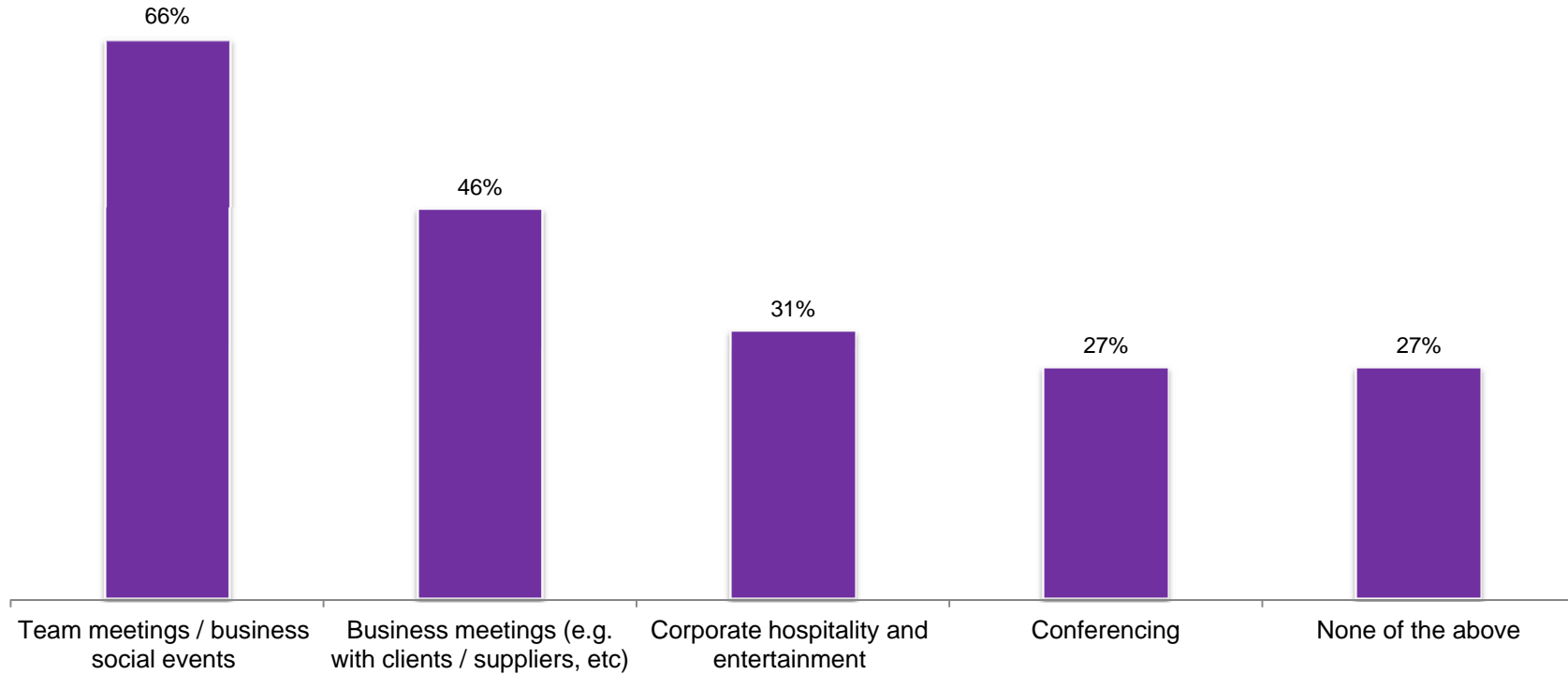


Activities aimed at increasing the influence and impact of the BID and the effectiveness of the BID's voice achieve highest levels of satisfaction of the four business information, networking and voice measures.



Use of local facilities

For which of the following do you or your colleagues use Southside's cafes, bars, clubs, restaurants and entertainment venues?



Base: 70

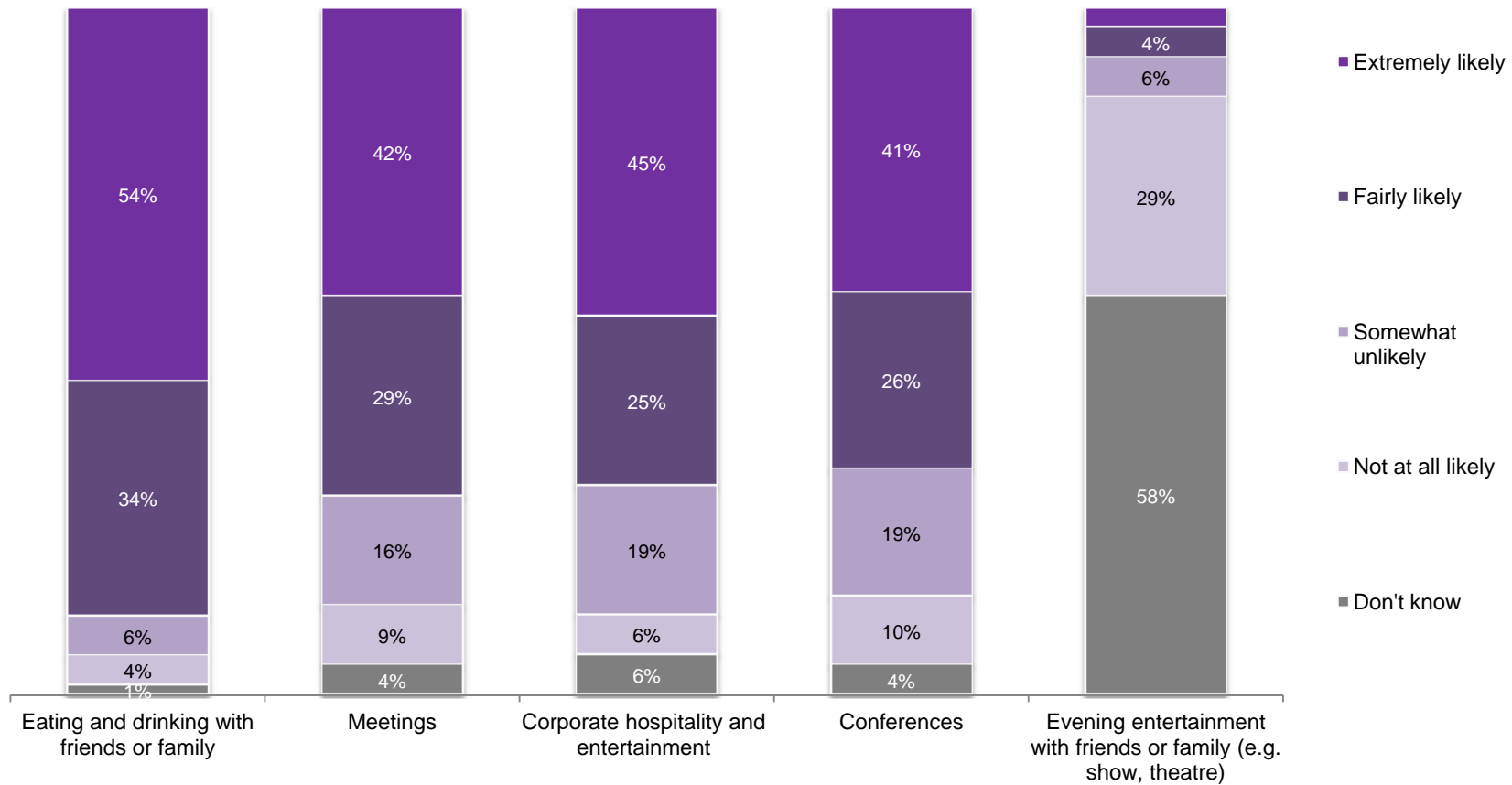


Two-thirds of businesses use Southside's cafes, bars, clubs, restaurants and entertainment venues for team meetings and social events. Just under half (46%) use them for business meetings.



Recommendation of local facilities

And how likely would you be to recommend Southside as a location for any of the following activities?



Base: 69-70



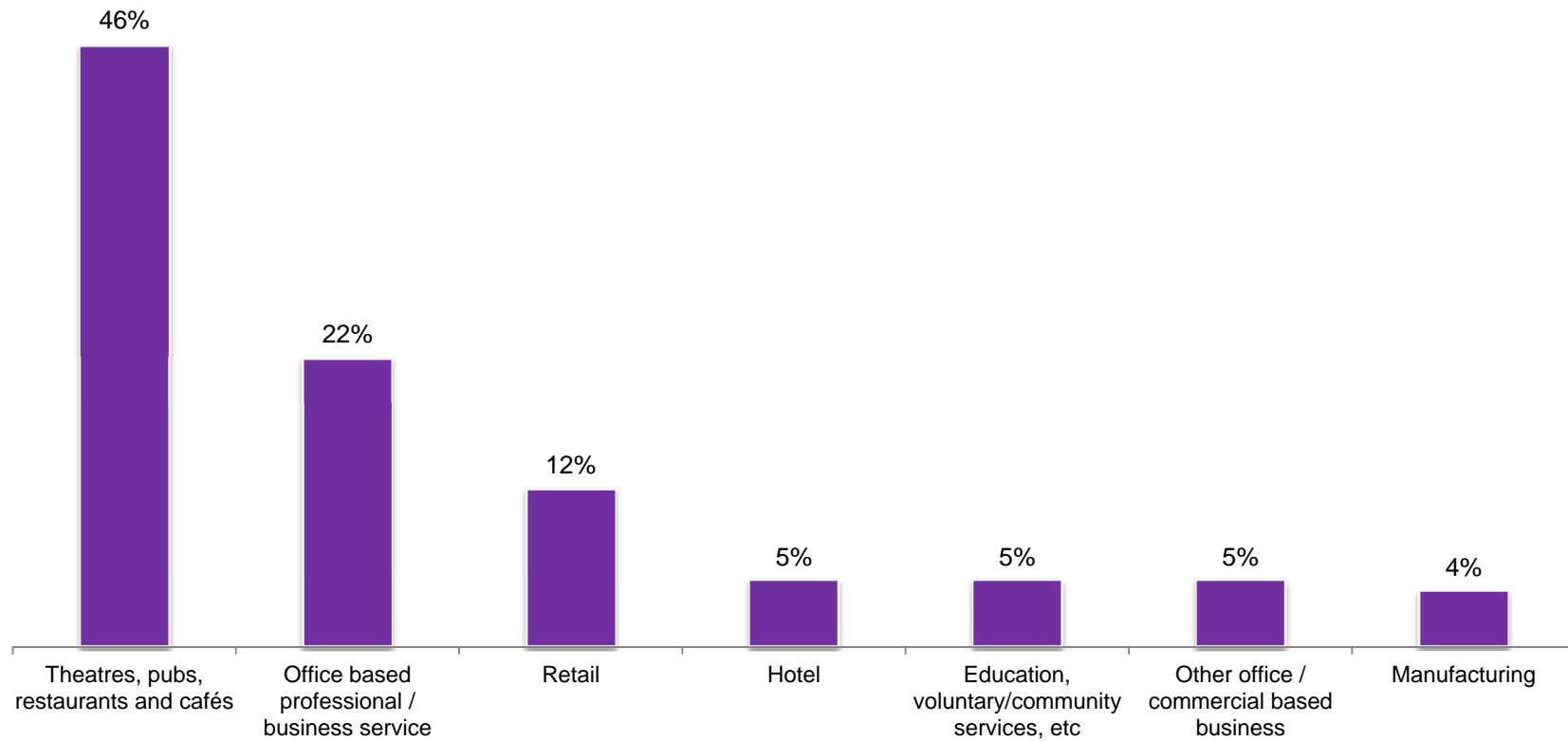
Almost 9 in 10 businesses are 'likely' to recommend Southside as a location for eating and drinking with friends or family, and around 7 in 10 for meetings, corporate hospitality and conferences. However, perhaps disappointingly, over half are currently unable to comment on evening entertainment with friends and family.



Business profile

Sector

Which one of the following best describes your business?



Base: 74



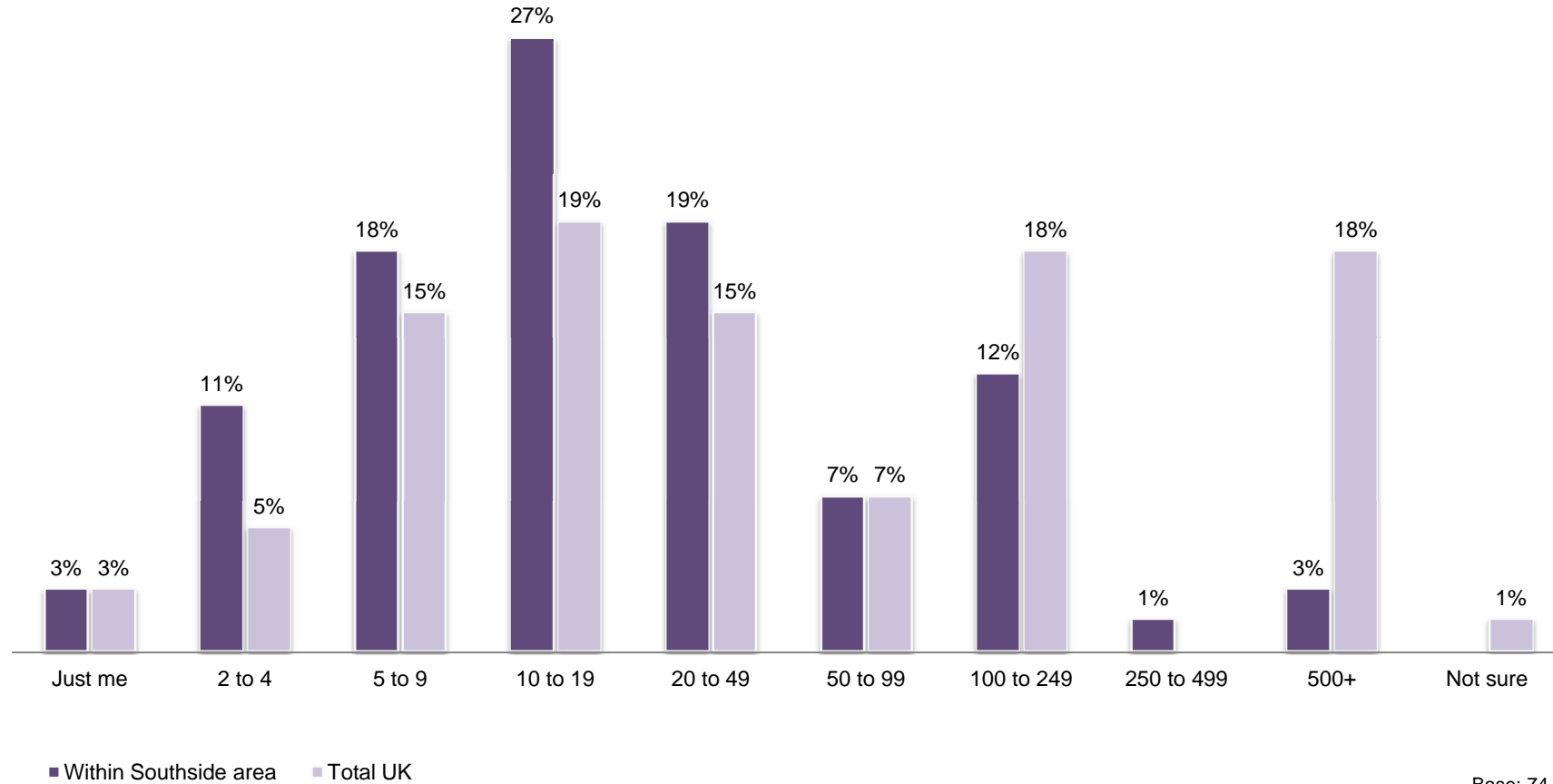
Almost half of businesses responding to the survey are theatres, pubs, restaurants and cafes (46%). Just over a fifth are office based professional or business service firms.



Employees

How many employees in your organisation work within the Southside area?

How many employees are there in your organisation in the UK in total?



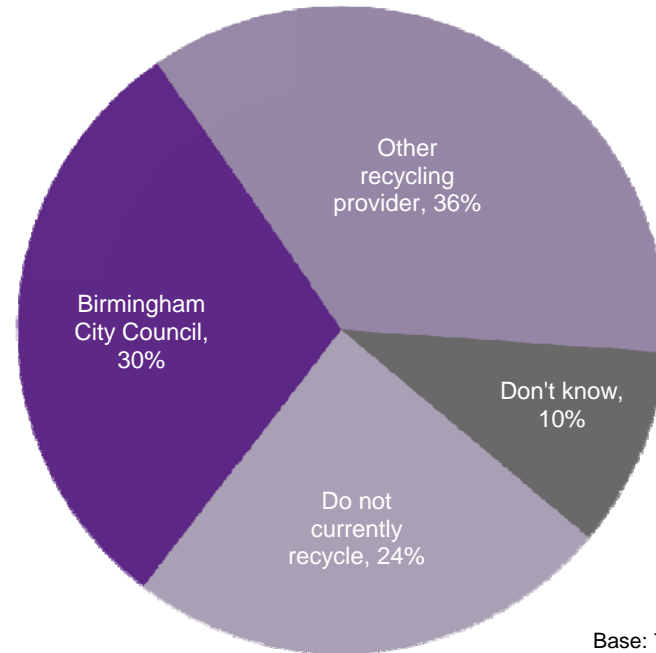
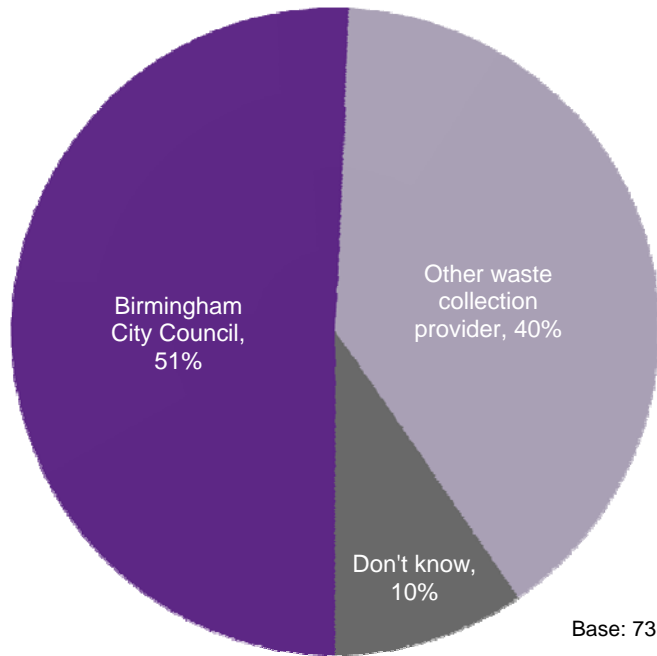
Looking at staffing levels across the UK, 23% of businesses who completed the survey are micro-businesses. Of those working within Southside almost a third have less than 10 employees working in the Southside area whilst 46% have between 10 to 49 employees.



Waste and recycling provider/collections

Who currently collects your business/trade waste?

Who currently collects your business recycling, if anyone?



Birmingham City Council collects around half of businesses' trade waste and three in ten of businesses' recycling. A larger proportion use an alternative recycling provider.

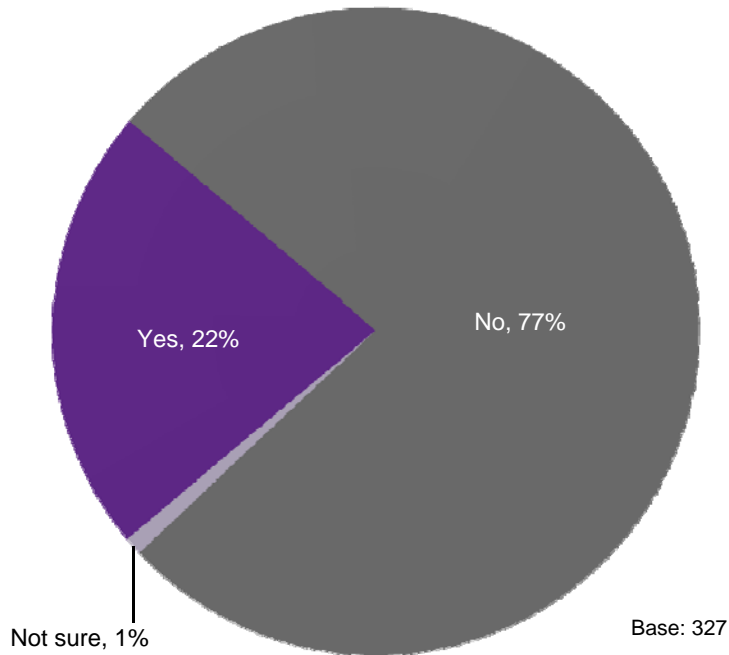


Visitor Survey

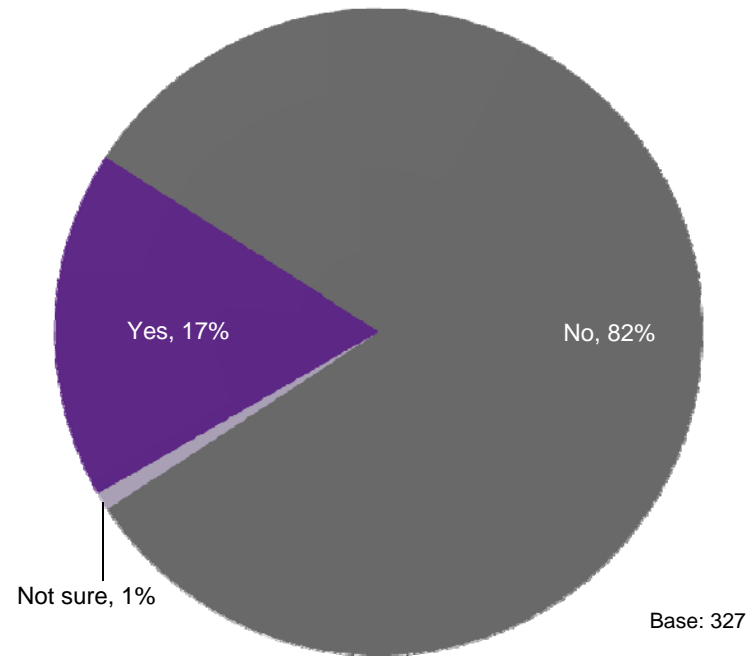
Awareness of Southside area and branding

Visitor awareness of Southside and branding

Are you aware that this area is known as 'Southside'?



Are you aware of the Southside Business Improvement District, often referred to as Southside BID?

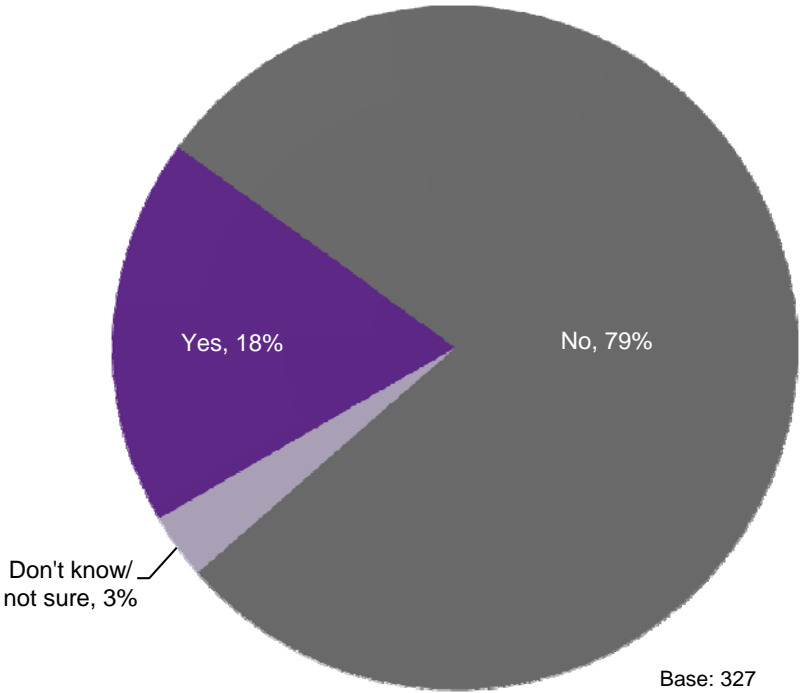


Around a fifth of those visiting Southside are aware that the area is known as Southside. Fewer are aware of the Southside Business Improvement District.



Visitor awareness of Southside brand

Have you previously seen the Southside area logo and branding?



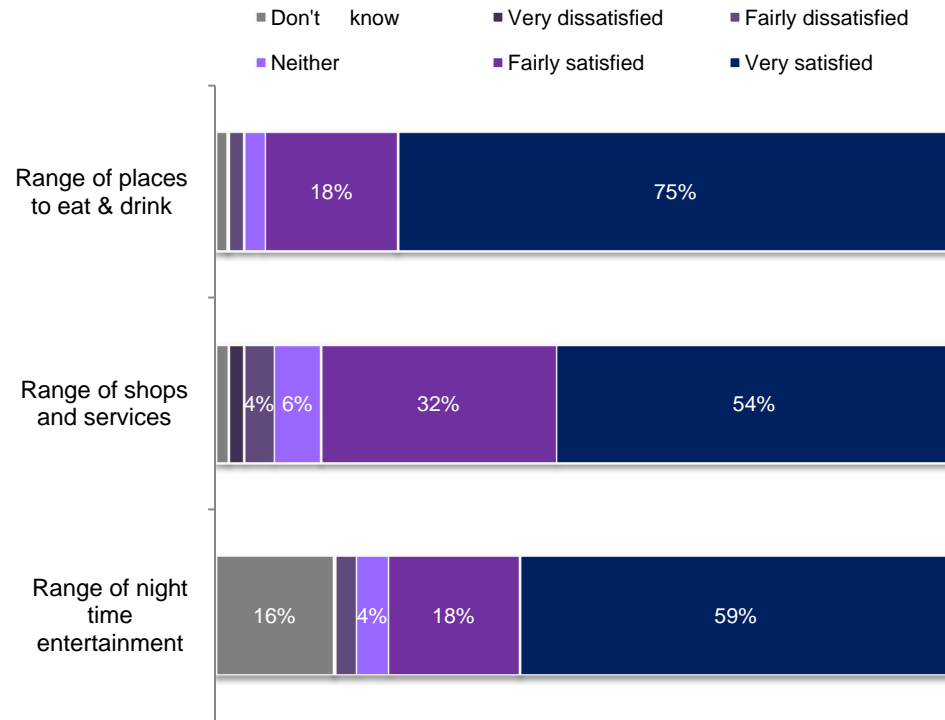
Around a fifth of visitors have previously seen the Southside area logo and branding.



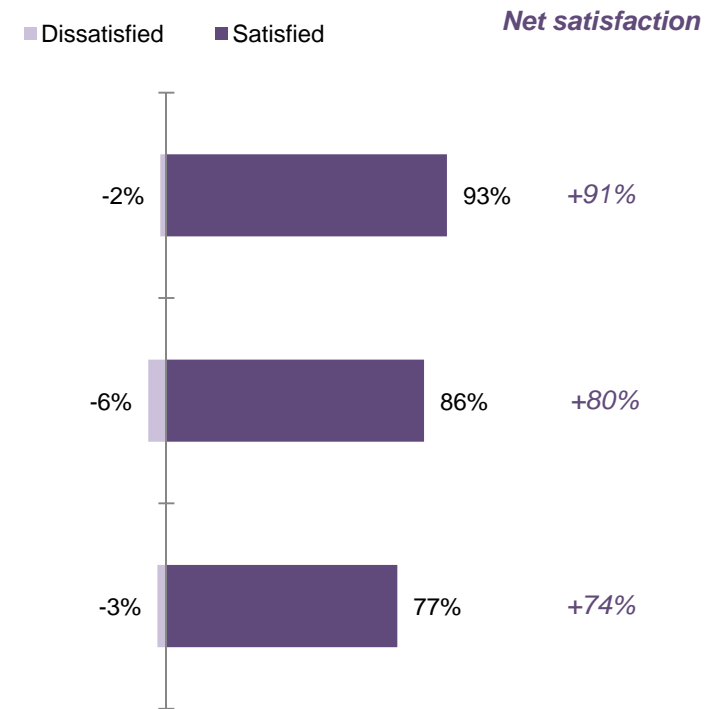
Southside streets

Facilities within Southside

How satisfied are you with the range of shops and services in Southside?



Base: 336-327

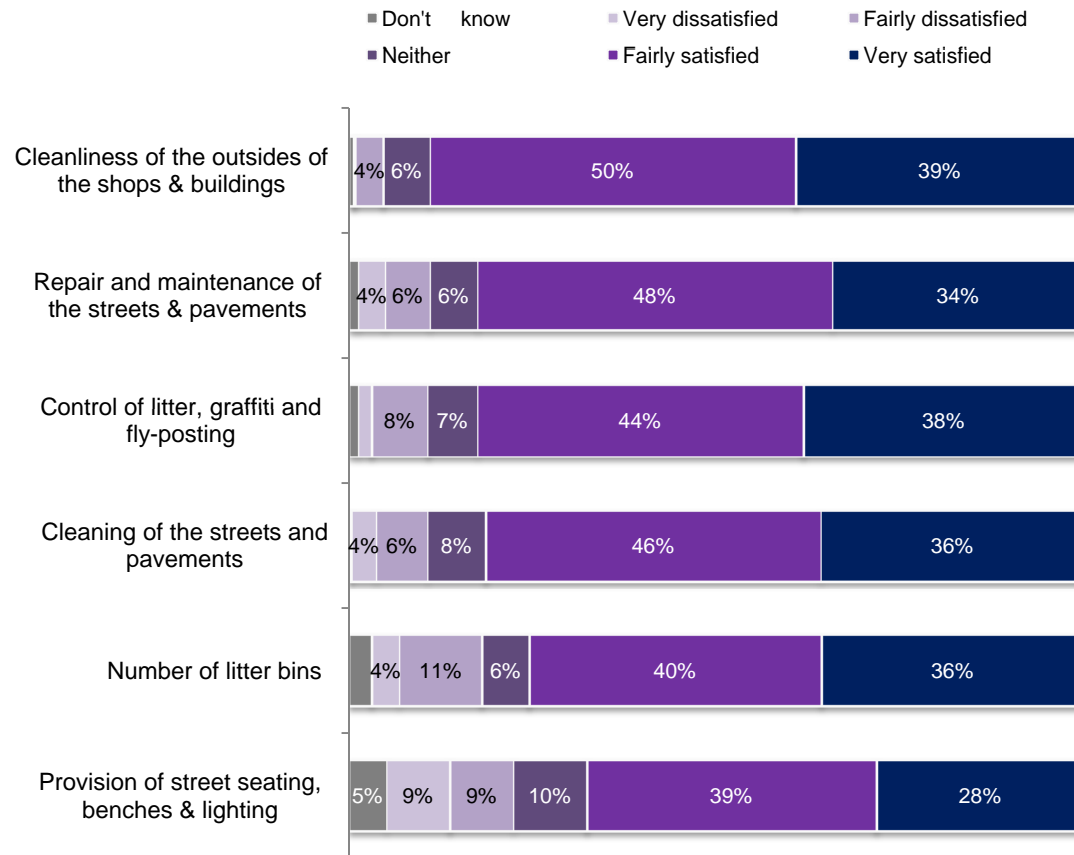


The range of places to eat and drink within Southside achieves the highest satisfaction score, followed by the range of shops and night time entertainment. A greater proportion of those interviewed in the evening are 'very satisfied' with the range of night time entertainment compared to those interviewed during the daytime; 71% vs. 46%, respectively.

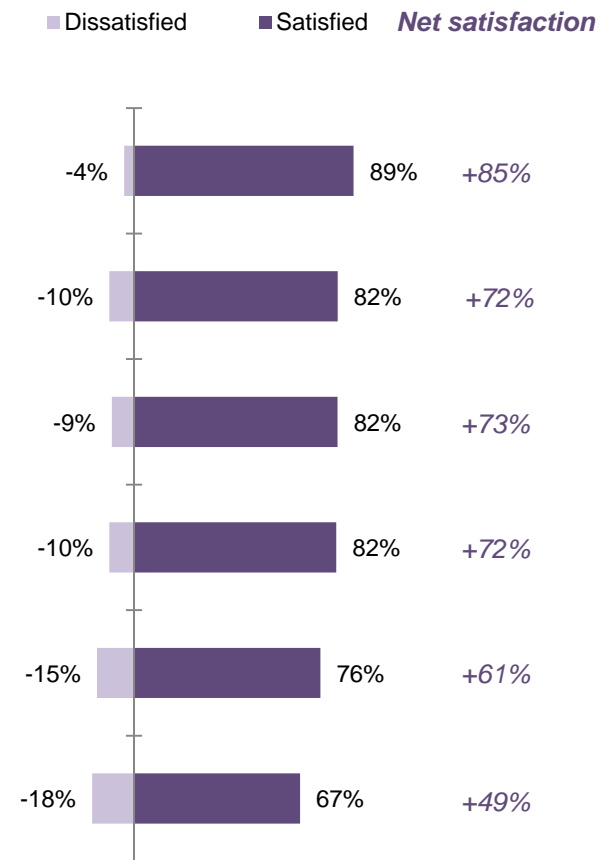


Cleanliness and maintenance of Southside

How satisfied are you with the following aspects of Southside?



Base: 324-327

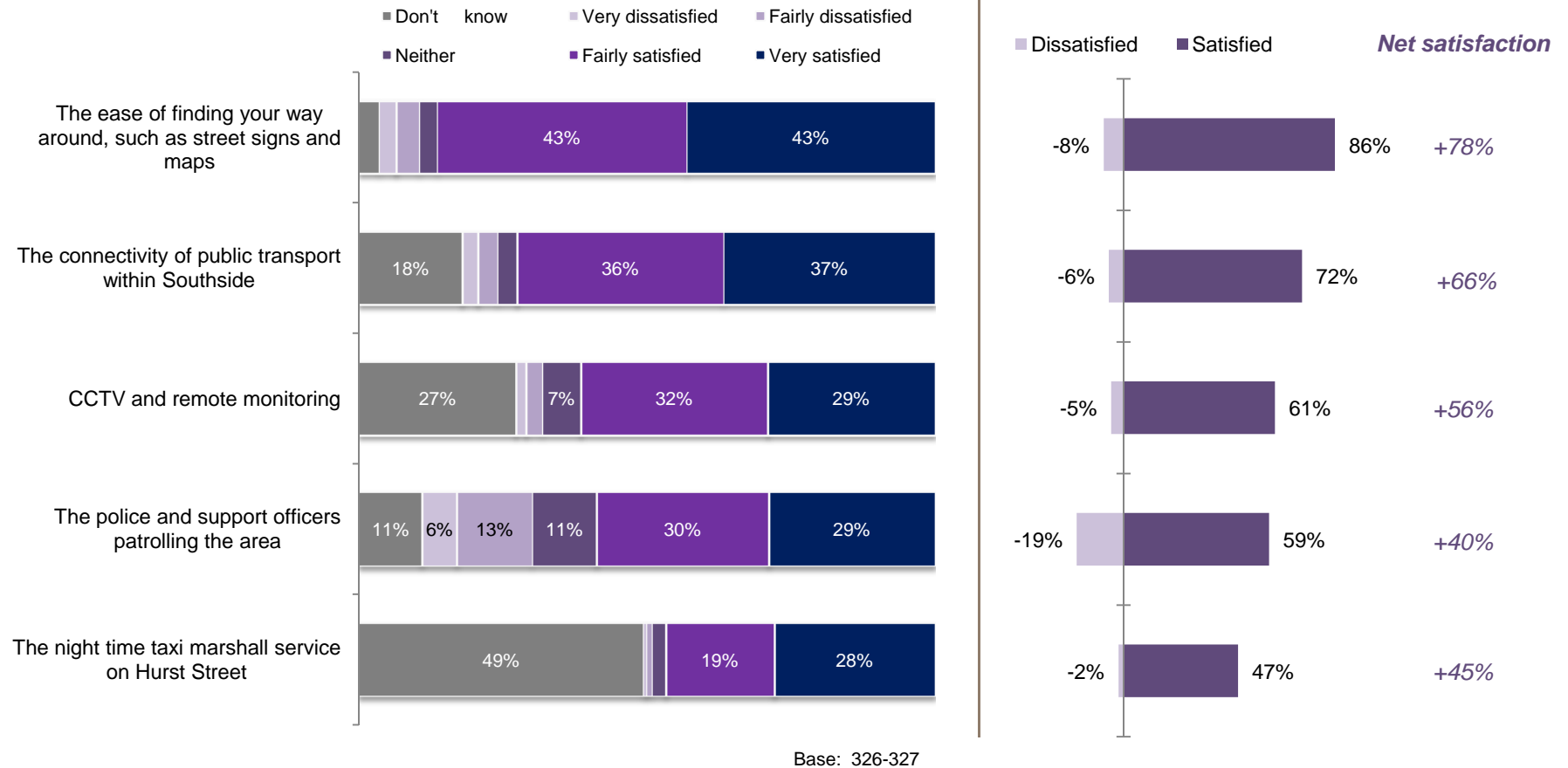


Cleanliness of the outside of shops and buildings achieves the highest satisfaction score. Repair and maintenance of the streets and pavements, the control of litter, graffiti and fly-posting and street and pavement cleaning also rate highly.



Safety and security in Southside

Thinking about your safety and security, how satisfied are you with the following in Southside?



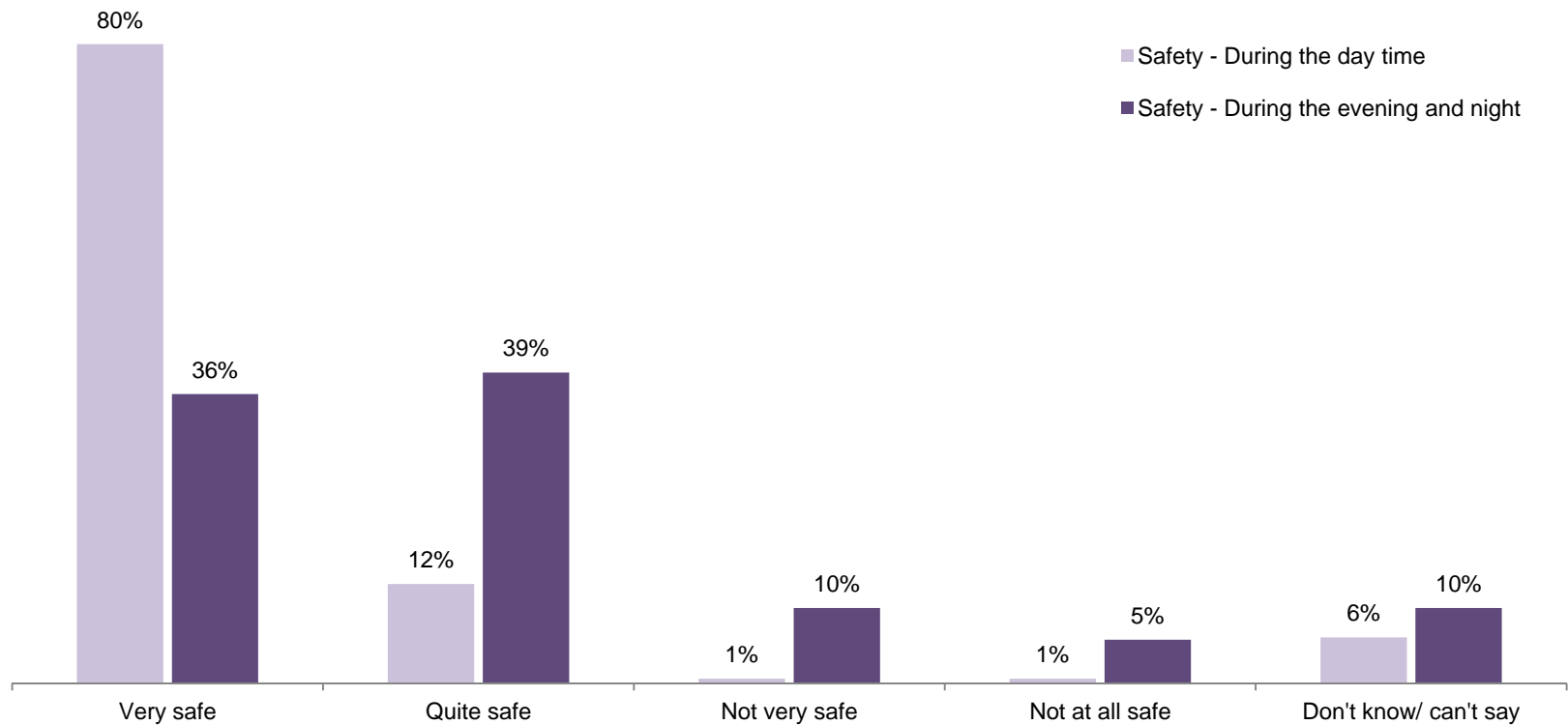
The vast majority are satisfied with the ease with which they can find their way around in Southside as well as the connectivity of public transport. Whilst visitors are also positive about CCTV and the night time taxi marshalling service a significant proportion are unable to comment on them.



Daytime and night-time

How safe do you feel in Southside during the day time?

How safe do you feel in Southside during the evening and night?



Base: 327

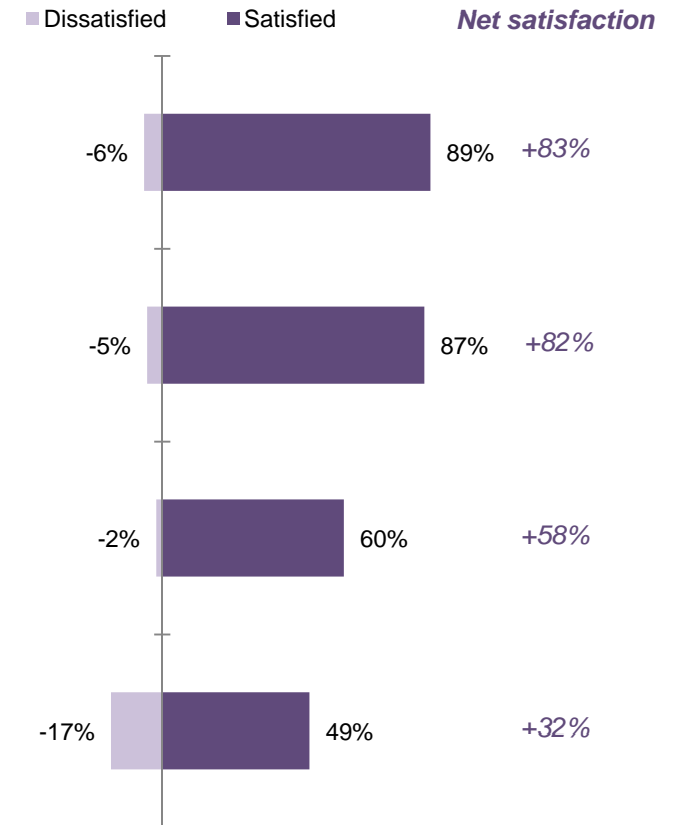
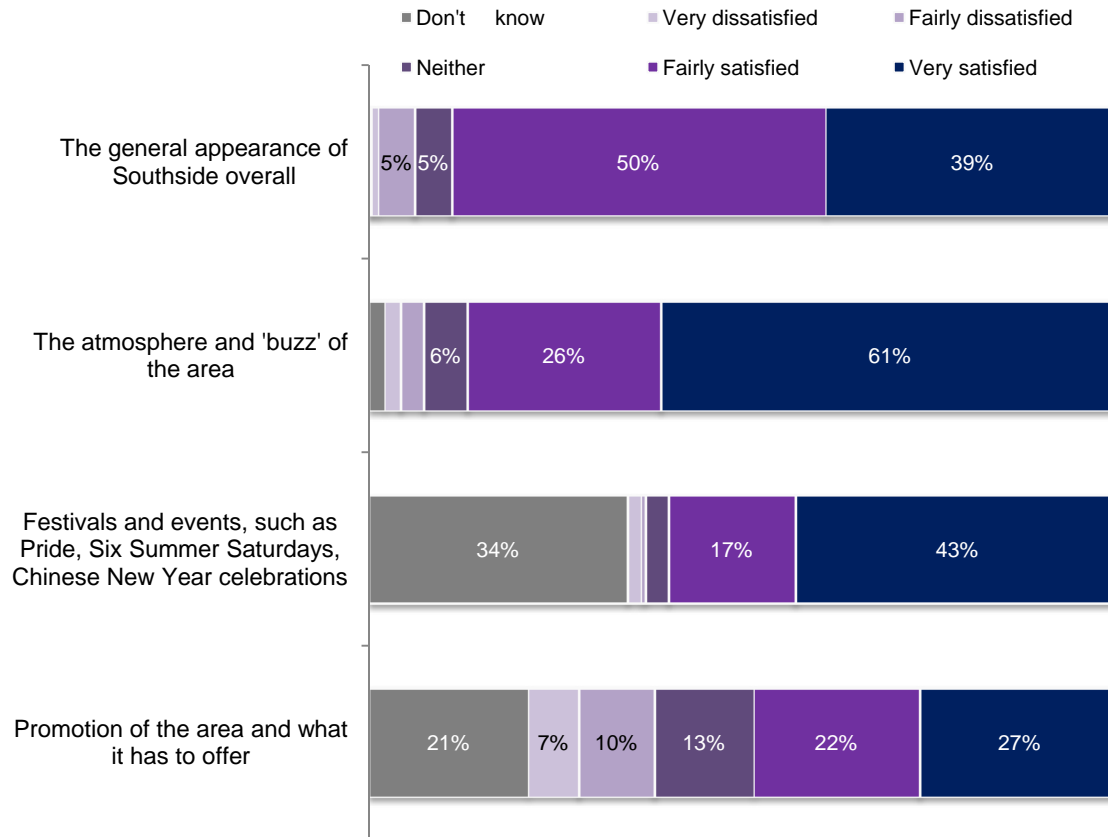


By and large, visitors feel safe in Southside, though there is a statistically significant difference between those who say they feel very safe during the day as opposed to the night.



Atmosphere, events and promotion of area

How satisfied are you with the following aspects of Southside?



Base: 324-327

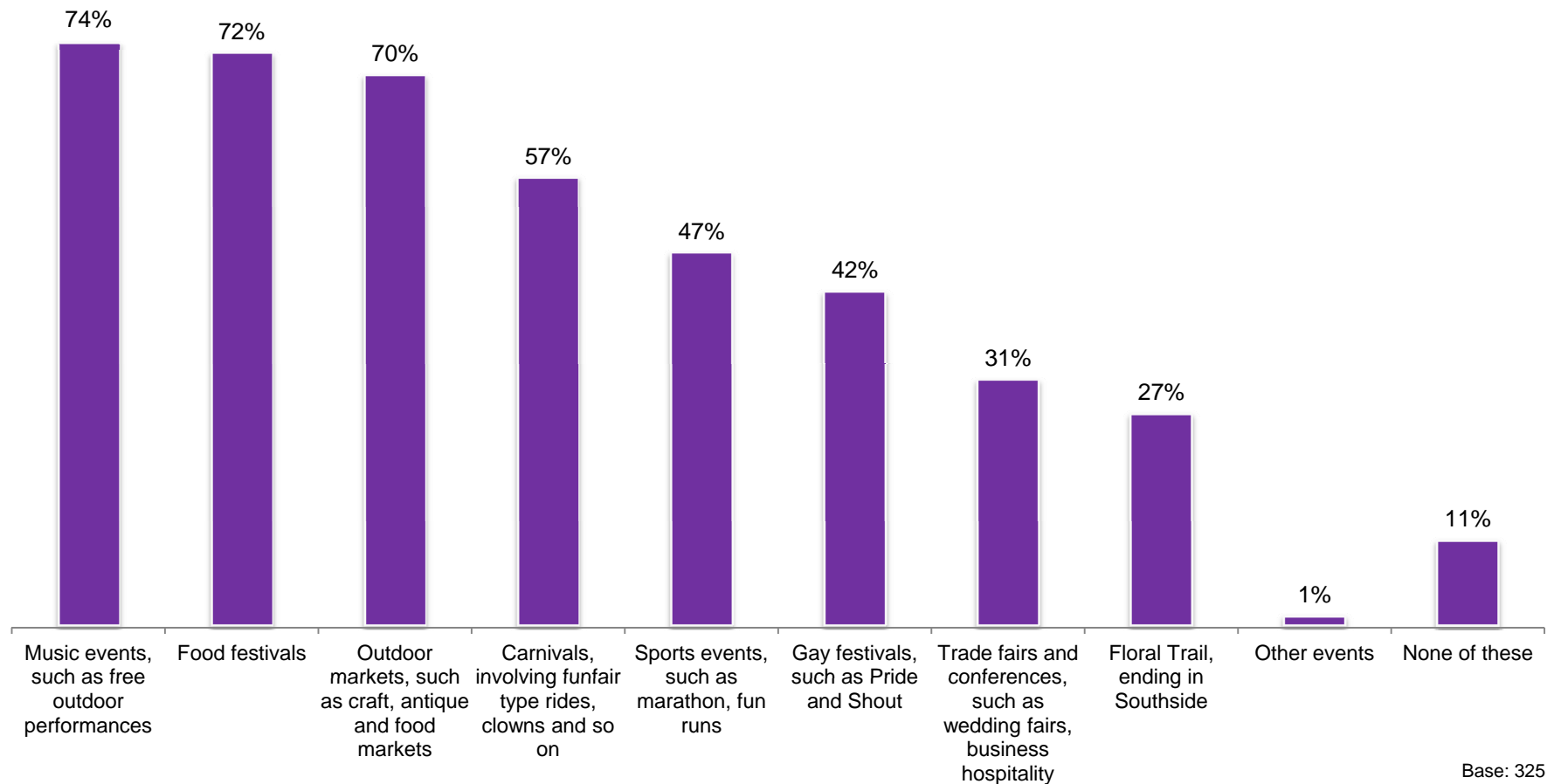


The general appearance of Southside overall and the atmosphere and 'buzz' of the area attract satisfaction levels approaching 90%. Fewer visitors could comment on the festivals and events and the promotion of the area and what it has to offer, though these both achieve positive satisfaction scores.



Support for additional events

If more events were organised, which of these would you support, if any?

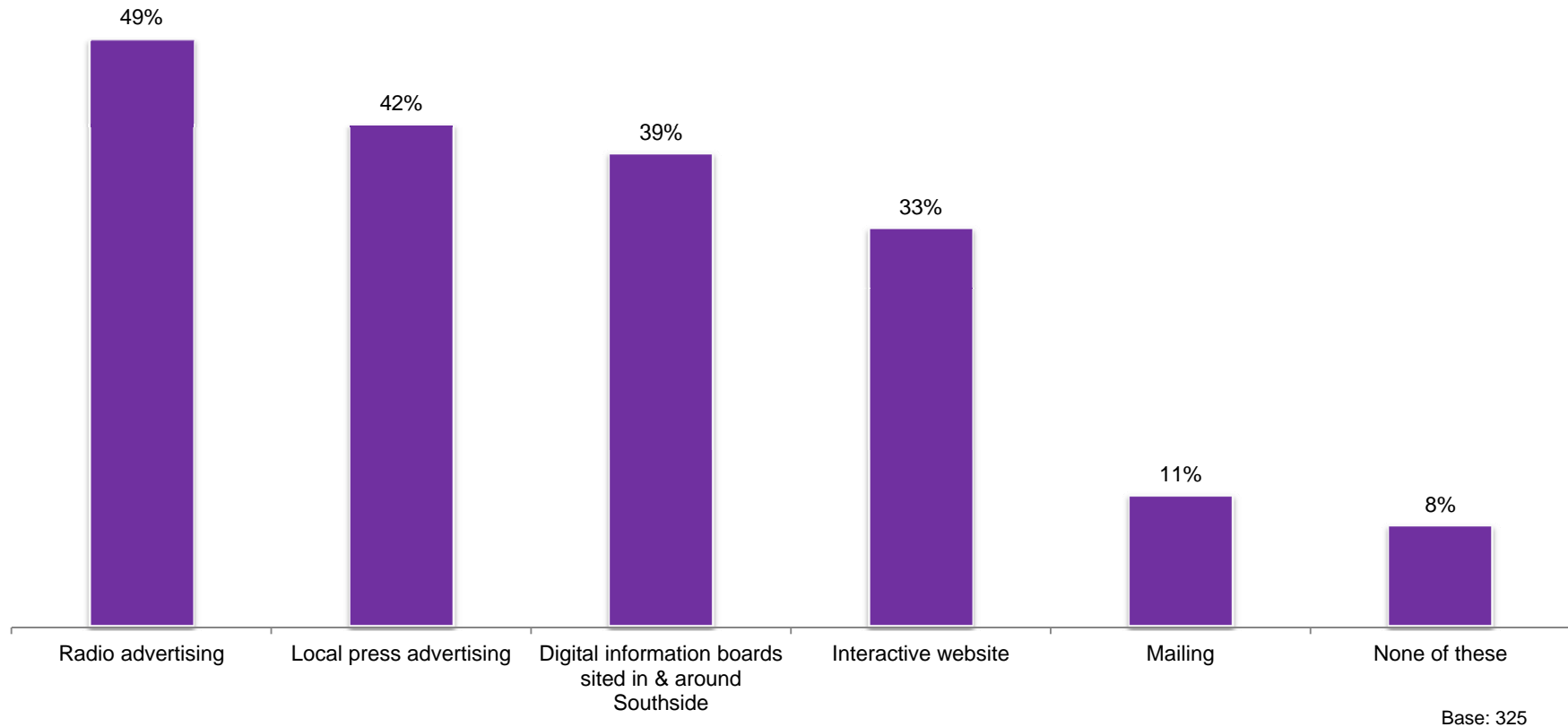


Music events, such as free outdoor performances, food festivals and outdoor markets would be the most supported types of events if more were organised within Southside.



Marketing and medium preferred

How would you prefer to hear about the area's events and activities?



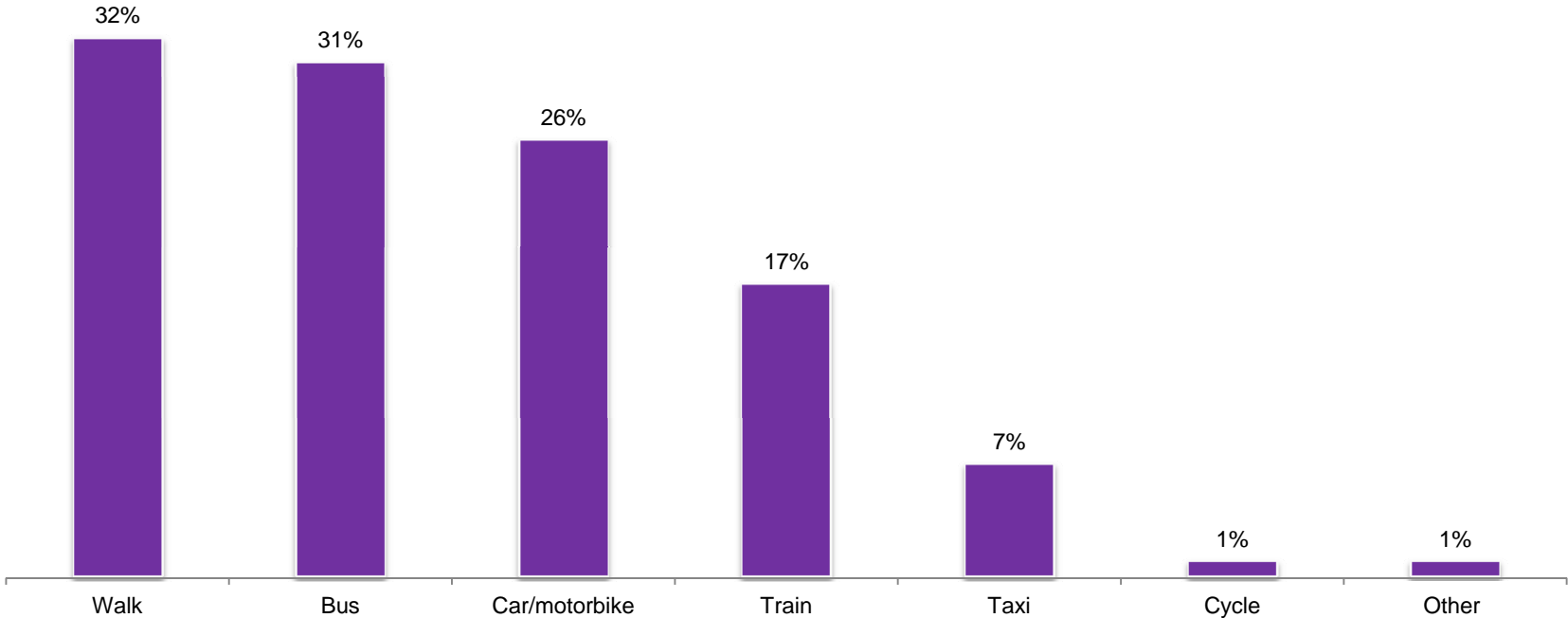
The most preferred medium of communication about the area's events and activities is via radio advertising, followed by local press advertising.



Visitor profile

Mode of transport

How do you normally travel into Southside?



Base: 327

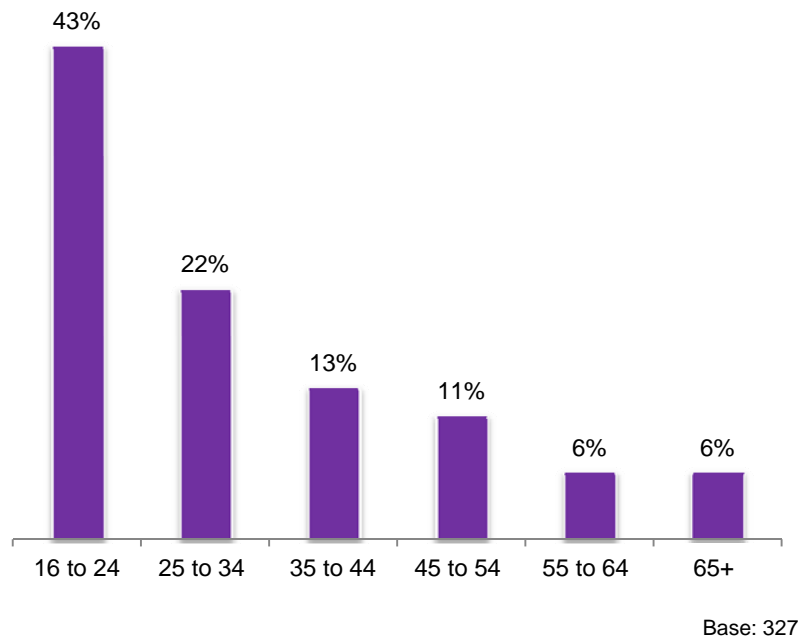


Around three in ten visitors either walk to Southside or take the bus.

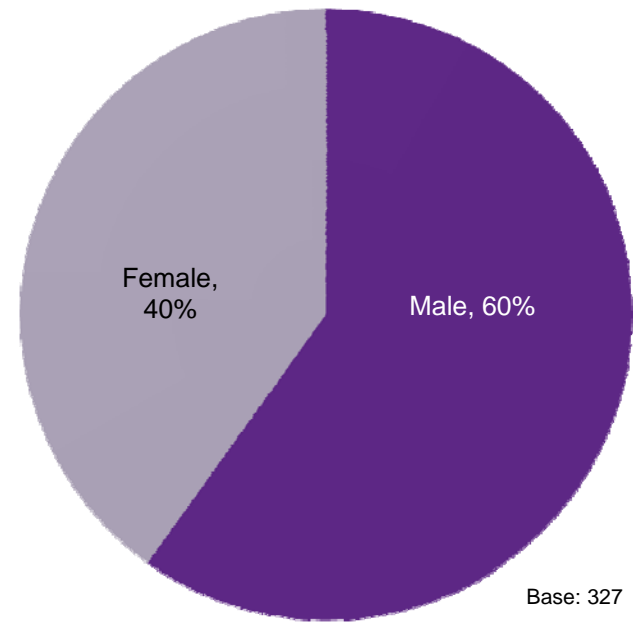


Demographics

Age



Gender

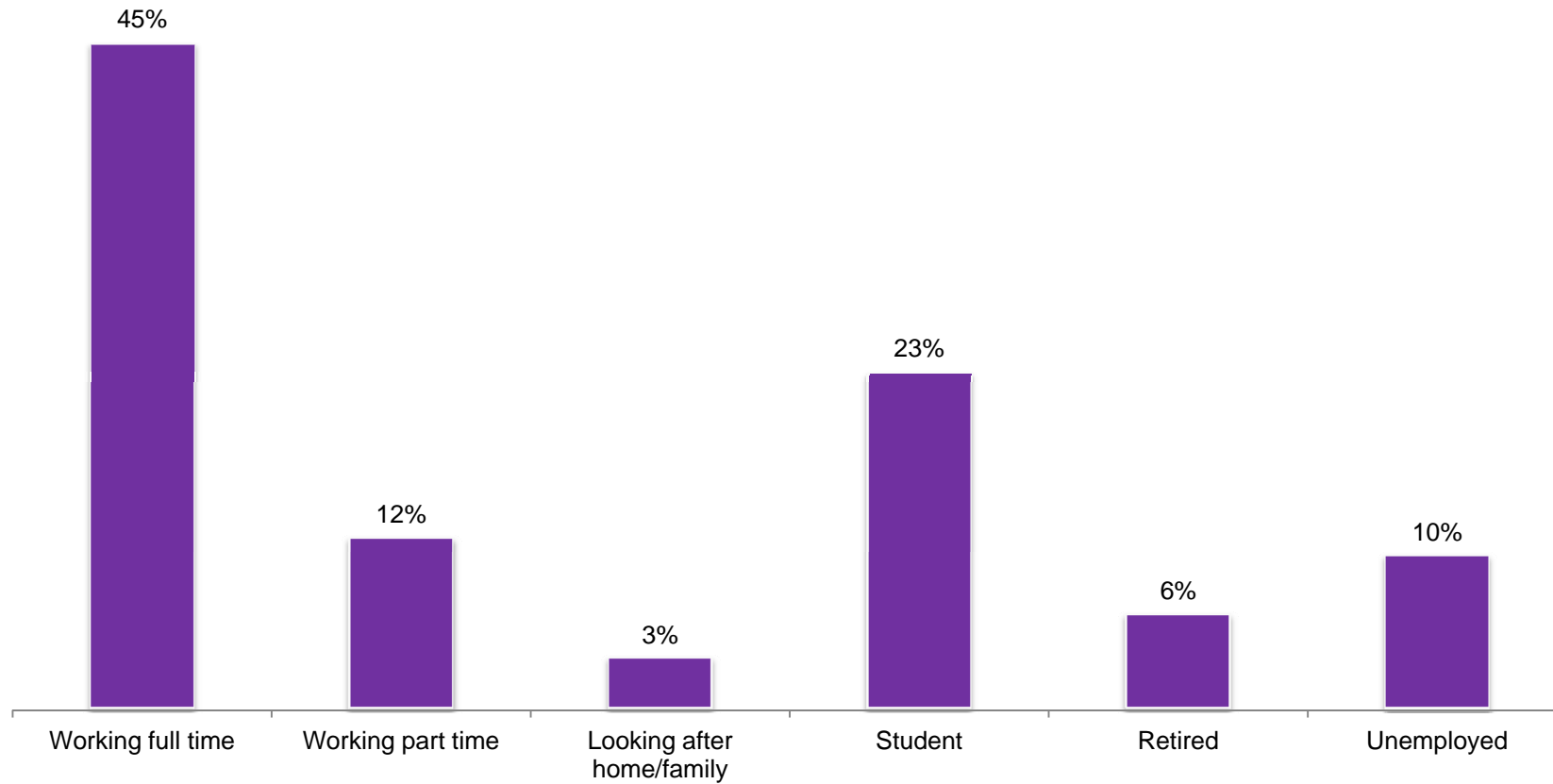


Two-thirds of visitors who completed the survey are aged under 35 and 6 in 10 are male.



Employment status

How would you describe your employment status?



Base: 327

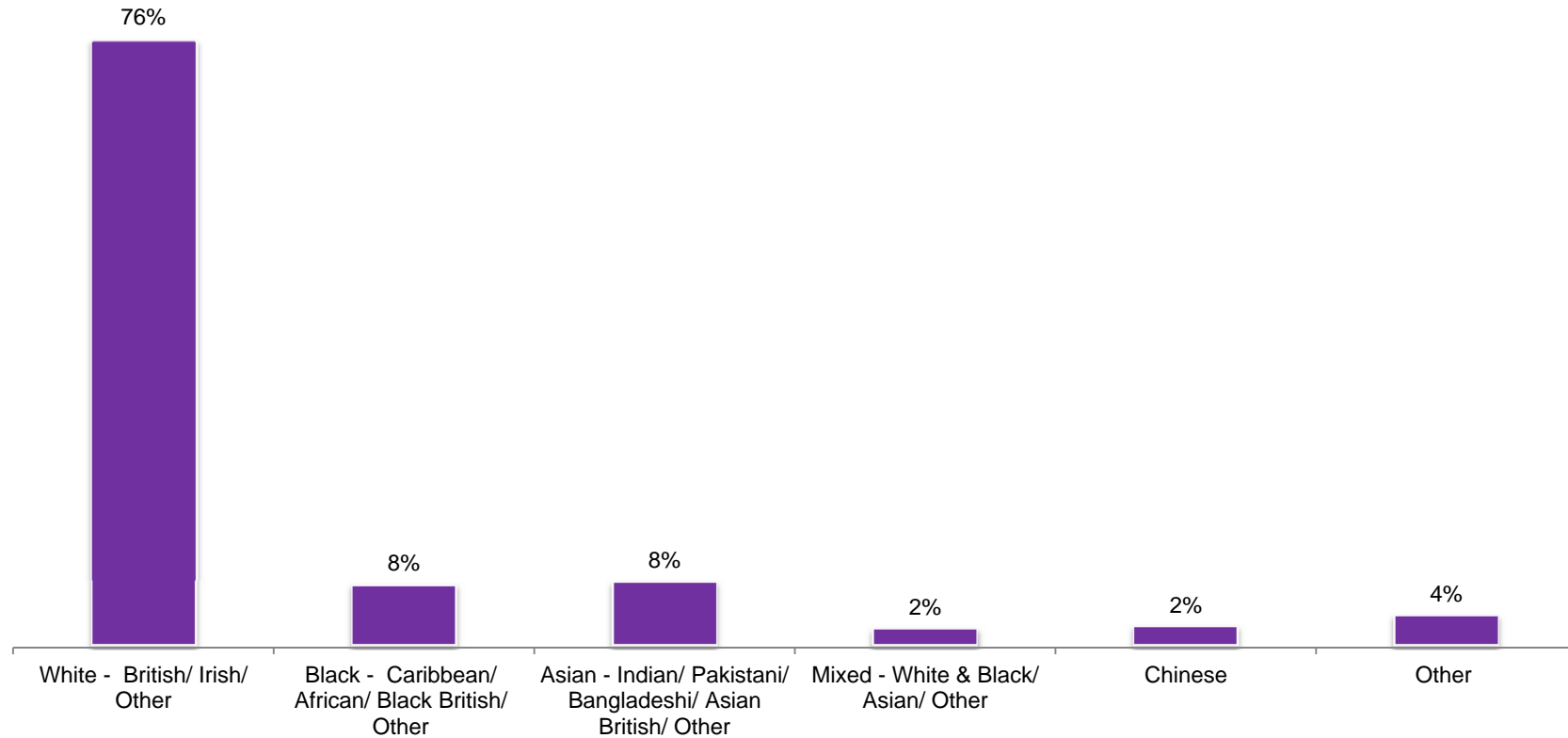


45% of survey participants work full time and 12% part time. 23% are students.



Ethnic origin

Which one of these best describes your ethnic origin?



Base: 327

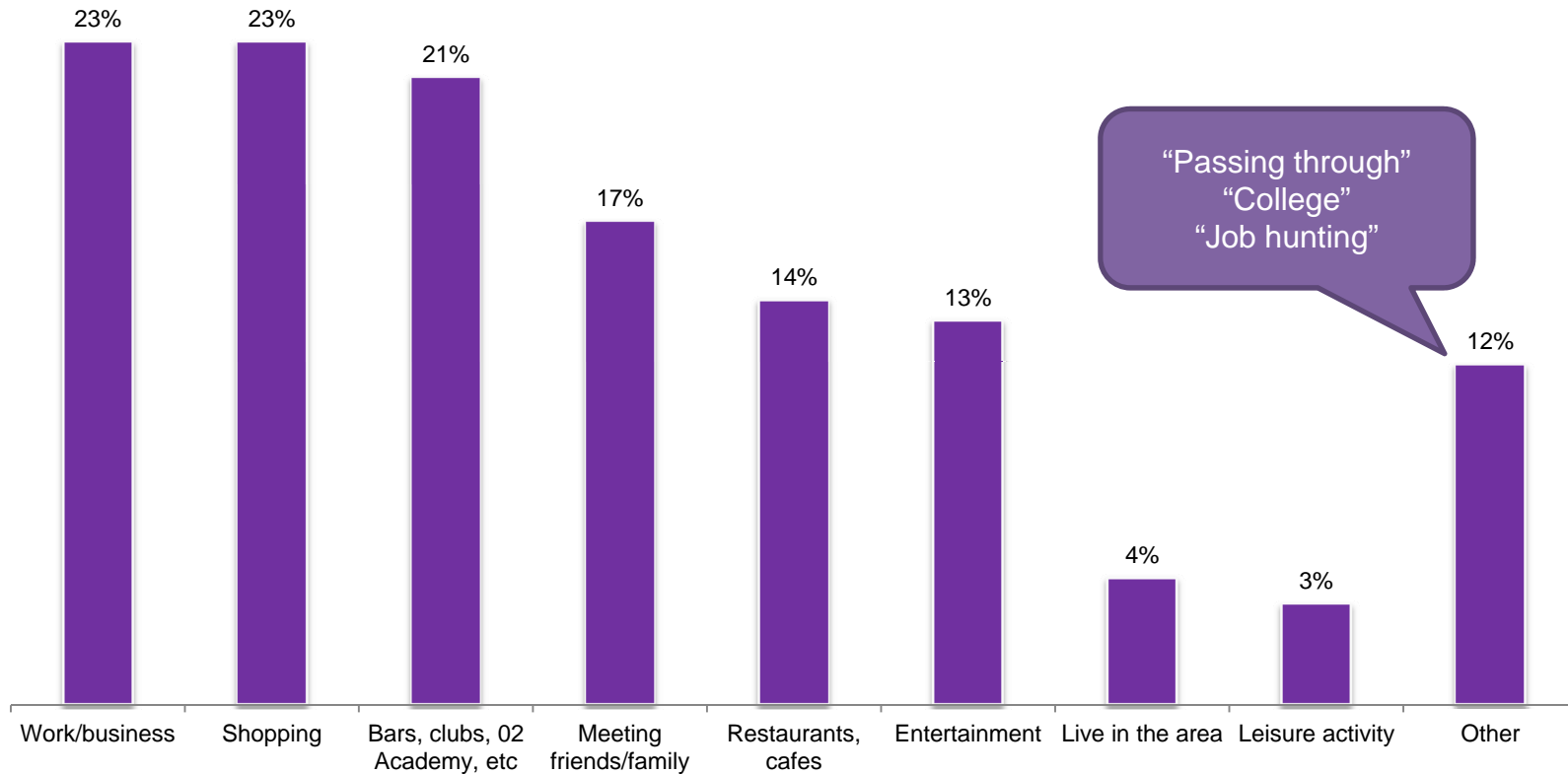


The majority of survey participants are white.



Reasons for visiting Southside

What typically are your main reasons for visiting this area?



Base: 327

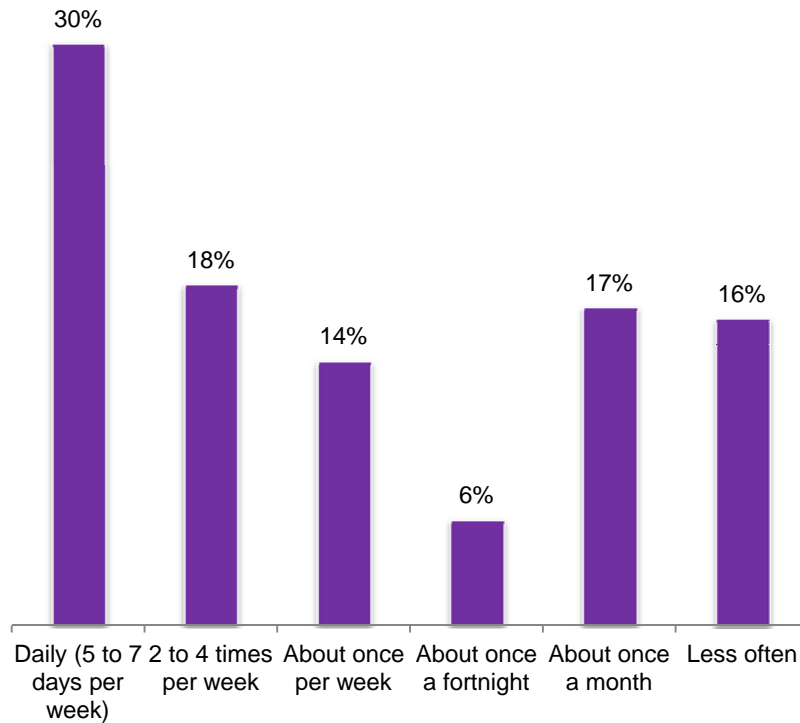


Visitors to Southside come for a variety of reasons – work, shopping, bars and clubs and other entertainment as well as to meet friends.



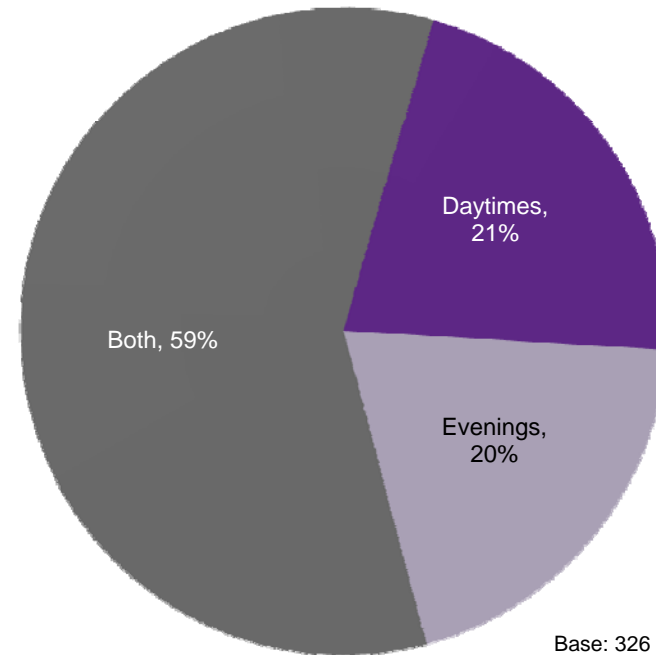
Frequency and times of day visiting Southside

How often do you visit the Southside area?



Base: 326

When do you most typically visit, during the daytimes or evenings?



Base: 326

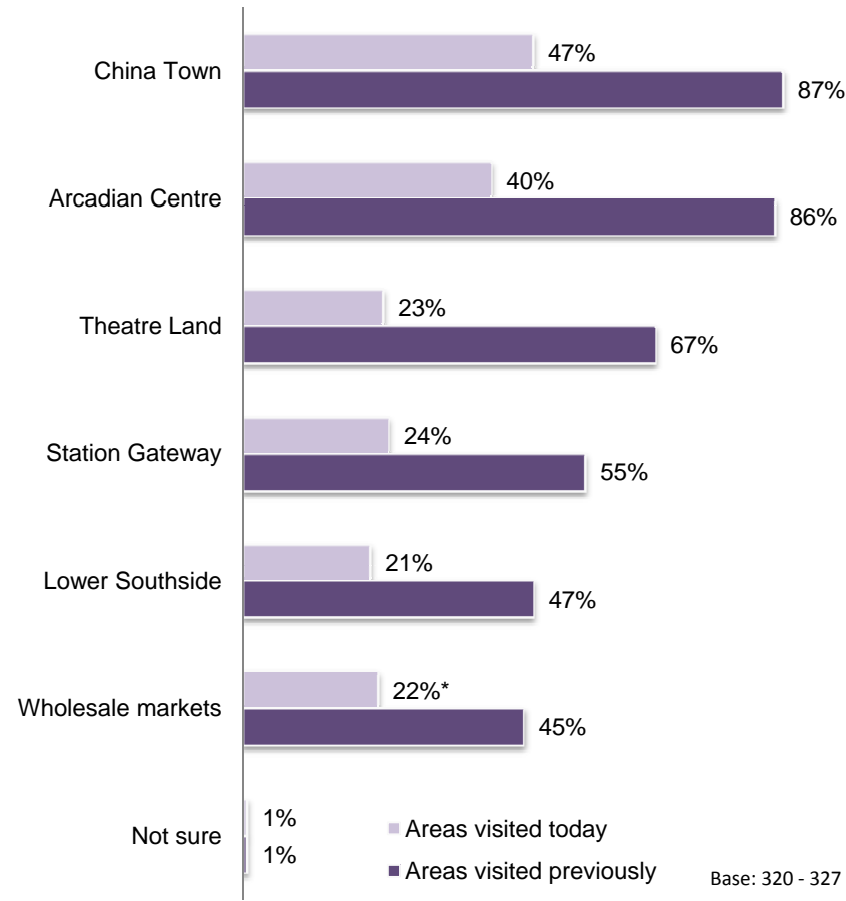


Around 6 in 10 visit Southside both during the day time and evenings. A similar proportion visit at least once a week.



Areas of Southside visited

Which of these areas in Southside are you here to visit today?
 Which of the areas in Southside have you visited before, if any?



Interviews were spread across the Southside Business Improvement District.





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