Barrhead Business Improvement District

Shopper and Business Surveys

Report

August 2015

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***Shopper Survey Key Findings***

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| ***Respondent Profile***  The profile of respondents by gender shows a greater female (57%) than male proportion (43%) which is typical of surveys of this nature.  Respondents also represented a broad range of age groups with 55% under the age of 45 and 45% over the age of 45.  56% of respondents were single adults or couples with no children and 38% were from family compositions (i.e. lone parents and couples with children)  The majority of respondents were from Barrhead or the immediate surrounding areas.  The average gross annual income of respondents is £14,255.  ***Reasons for Using Barrhead***  Shopping (77%) and using local services (45%) are the key reasons for people visiting Barrhead.  The main types of shopping and services used were food and drink shopping (74%), followed by convenience stores / newsagents (35%), pharmacies (29%), banks (25%) and the Post Office (20%).  Respondents mainly use the shops, facilities and services in Barrhead for convenience (81%) or for a specific shop or service (54%).  The three best things about shopping / using the facilities and services in Barrhead as perceived by respondents are specific shops (71%), the convenience of the local shops and services that they use (53%) and specific facilities (35%).  Conversely, the three worst things about shopping / using the facilities and services in Barrhead as perceived by respondents are the range and type of shops and services (47%), undesirable people and feeling of safety (47%) and this is followed to a much lesser extent by environmental issues (13%). |

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| ***Frequency of Visits***  The vast majority of respondents (97%) visit Barrhead weekly or more often to use its shops and services.  77% of respondents say that they visit Barrhead to use its shops and services just as frequently as they did a year ago.  Average spend per visit to Barrhead to use it shops and services is £31.59.  The main factors that would encourage respondents to visit Barrhead more frequently to use its shops and services are a wider mix of shops and services (50%), more events (41%) and a safer and more secure environment (32%).  ***Travel***  Most commonly respondents travelled to Barrhead on foot (39%), followed by bus (29%) or by car as a driver (22%).  All methods of travel used by respondents to travel to Barrhead were rated positively by the majority, although ratings were notably lower amongst those that travelled to Barrhead by car, either as the driver (63% rate as good or very good) or as a passenger (75%).  57% of respondents that travelled to Barrhead by car said that they found it easy or very easy to find a parking space while 32% found it hard or very hard. It is reasonable to assume that this may be a significant factor in the low ratings accorded to travelling to Barrhead by car.  ***Overall Rating***  Respondents accord high ratings to Barrhead overall in terms of accessibility (96% rating as good or very good), takeaway food (96%) and range of local services (95%). Areas where ratings are particularly lower in comparison relate to the range of shopping for goods (42%), cleanliness (58%), sit-in food and drink (61%) and overall appearance (66%).  ***Competition***  Barrhead is the majority of respondents’ main location for day-to-day “top up” shopping for things like bread, milk and other grocery items (90%), for services such as banks, post offices, doctors, dentists etc. (85%) and for meeting friends for coffee, a meal or a chat (61%). |
| Barrhead’s main competition for different types of shopping is as follows:   * Shopping for large items - Paisley (23% using as their main location) and online (26%); * Shopping for speciality items - Glasgow City Centre (20%) and Paisley (18%); * Use of services - Paisley (4%) and Glasgow City Centre (3%); * Day-to-day “top up” shopping’ - Paisley (3%); * Meeting friends for coffee, a meal or a chat - Glasgow City Centre (19%).   Amongst those that **do not** use Barrhead as their main location for shopping and services the area is used as a secondary location by a significant minority for day-to-day shopping (36%), meeting friends for coffee, a meal or a chat (22%) or for services (17%). However, the area is less likely to be used as a secondary location for speciality items (13%) or large items such as electrical, white goods or furniture (5%).  ***Potential Ideas***  In all cases, the vast majority rate ideas being considered by the BID as very beneficial or of some benefit. Initiatives most likely to be rated as **very beneficial** are events and festivals to attract people to Barrhead (79%), improvements to the look and feel of the area (65%) and support, encouragement and financial help for community businesses / social enterprises (58%).  The top three ideas perceived to be of most benefit to Barrhead are events and festivals to attract people to Barrhead (62%), businesses working in partnership with local schools and other organisations to help school children become better prepared for the workplace (36%) and improvements to the look and feel of the area (33%). |

***Business Survey Key Findings***

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| ***The Look and Feel of Barrhead***  With regard to a number of initiatives aimed at improving the look and feel of Barrhead, the main initiatives that respondent businesses felt would be of significant benefit were consideration of options to improve parking in the town centre (82%) and a shop-front improvement scheme to clean up and improve shabby buildings / shops (71%). |

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| When asked which **two** of these initiatives would be of greatest benefit in improving the look and feel of Barrhead, 82% of businesses selected consideration of options to improve parking in the town centre and 68% chose a shop-front improvement scheme to clean up and improve shabby buildings / shops.  ***Events and Festivals***  In relation to the types of events or festivals that respondents would perceive to be of significant benefit to businesses in Barrhead, the main types were a farmer’s market and similar (35%), a food festival (35%) and a local sports festival (33%).  When asked to choose **two** events and festivals that they would perceive to be of greatest benefit to businesses in Barrhead, the clear choices were a farmer’s market and similar (60%) and a food festival (40%).  ***Supporting Businesses***  With regard to a number of initiatives relating to business support the main initiatives that respondent businesses felt would be of significant benefit were a grant scheme for property improvements/equipment purchase (52%) and a grant scheme for marketing/training/consultancy support (43%).  When asked to choose **two** initiatives for supporting businesses that respondents would perceive to be of greatest benefit to businesses in Barrhead, the top two choices were a grant scheme for property improvements/equipment purchase (59%) and bulk buying amongst local businesses of things like water, energy and waste services (45%).  ***Marketing Barrhead***  In relation to marketing initiatives that respondents would perceive to be of significant benefit to businesses in Barrhead, the main types were more public relations activity about the good things about Barrhead (60%), active use of social media to promote Barrhead (57%) and a local website for Barrhead town centre businesses (51%). |

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| When asked to choose **two** marketing initiatives that respondents would perceive to be of greatest benefit to businesses in Barrhead, the top two choices were active use of social media to promote Barrhead (56%) and a local website for Barrhead town centre businesses (41%).  ***Business in the Community***  With regard to a number of initiatives relating to business in the community the main initiatives that respondent businesses felt would be of significant benefit were campaigns to encourage the local community to 'shop local' (77%), working in partnership with local schools and other organisations to help school children and job seekers become better prepared for the workplace (57%) and engaging the local community in efforts to improve the area such as area clean-ups and shop-front dressing (57%).  When asked to choose two business in the community initiatives that respondents would perceive to be of greatest benefit to businesses and the wider community in Barrhead, the top two choices were campaigns to encourage the local community to 'shop local' (70%) and engaging the local community in efforts to improve the area such as area clean-ups and shop-front dressing (45%).  ***The Barrhead BID***  86% of respondent businesses were in favour of a BID being set up in Barrhead while 11% were not in favour and the remaining 3% were unsure. |

**1.0 Background, Objectives and Methodology**

***Background***

* 1. Business Improvement Districts (BIDs) are precisely-defined geographical areas or commercial districts within which businesses invest collectively in local improvements with this work being additional to the work of statutory authorities. BIDs are developed, managed and paid for by means of a compulsory BID levy (paid through the non-domestic rates bill) which businesses within the BID area must vote for.
  2. A programme of business surveys and shopper surveys were carried out by IBP in June and July to help inform the BID process by profiling shoppers and highlighting business and shopper views on how Barrhead could be improved.

***Objectives***

* 1. The issues addressed in the shopper survey were as follows:
* Profile of shoppers
* Types of shops and services used
* Rating of the shops / services used and area in general
* Frequency of visits
* Average expenditure
* Factors encouraging greater frequency of visits
* Method of travel and experience of travelling to Barrhead
* Overall rating of Barrhead
* Perception of future initiatives.

The shopper survey results are set out in detail in Section 2.

* 1. In addition, a business survey was carried out seeking views on future priorities, as well as assessing current views on the creation of a BID in Barrhead.

The business survey results are set out in Section 3.

* 1. The survey questionnaires are included as Appendix 1.

***Methodology***

* 1. A total of 100 face-to-face interviews with shoppers were undertaken at various locations around Barrhead. For illustrative purposes, a random sample of 100 interviews provides data accurate to +/- 9.8%[[1]](#footnote-1). However, it should also be noted that non-sample factors can also be evident (for example, time of year, weather conditions etc.). This is particularly the case for a relatively small sample. This said, the results do provide a valuable indication of the opinions of people using Barrhead as a shopping and service location.
  2. For the business survey, questionnaires and supporting information documents were issued by post to 171 businesses in the Barrhead area. Businesses had the option to complete and return the questionnaire by post or complete it online. 27 responses were returned by post and 2 were completed online while a further 6 responses were achieved by a telephone follow-up. Overall a total of 35 business responses were achieved which represents a response rate of 21%.

1.8 For each survey, this report provides results in graphical form with associated commentary. Detailed data tables and a listing of verbatim comments for each survey are set out in Appendices 2 and 3.

**2.0 Shopper Survey Findings**

***Respondent Profile***

2.1 The profile of respondents by gender is illustrated in Figure 2.1.

**Figure 2.1: Gender**

2.2 As can be seen in Figure 2.2, there was a broad split between those under 45 (55%) and those over 45 (45%).

**Figure 2.2: Age**

2.3 The majority of respondents were single adults or couples with no children (56%) while family compositions (lone parents and couples with children) made up 38% of the sample.

**Figure 2.3: Household Composition**

2.3 The majority of interviewees in 2014 were from Barrhead (74%, compared to 44% in 2012 and 40% in 2009).

**Figure 2.3: Where do you Live?**

2.4 The majority of interviewees were from Barrhead Town Centre or elsewhere in Barrhead (76%).

**Figure 2.4: Where do you Live?**

2.5 Taking the mid-point from the income bands below, we can calculate that the average gross annual income of respondents is £14,255.

**Figure 2.5: Gross Annual Income**

*What is the approximate gross annual income (i.e. before tax) of your household?*

|  |
| --- |
| ***Key Points***  The profile of respondents by gender shows a greater female (57%) than male proportion (43%) which is typical of surveys of this nature.  Respondents also represented a broad range of age groups with 55% under the age of 45 and 45% over the age of 45.  56% of respondents were single adults or couples with no children and 38% were from family compositions (i.e. lone parents and couples with children)  The majority of respondents were from Barrhead or the immediate surrounding areas.  The average gross annual income of respondents is £14,255. |

***Reasons for Using Barrhead***

2.6 Figure 2.6 illustrates the main reasons why respondents had visited Barrhead on the day of the interview.

**Figure 2.6: Key Reason for Visit[[2]](#footnote-2)**

*What are the key reasons for you being in Barrhead today?*

The majority of respondents were visiting the Barrhead area to shop (77%) while a significant minority (45%) were visiting to use the local services. A small minority (12%) were visiting public buildings in Barrhead and 16% gave other reasons for their visit.

A full listing of the other reasons for visiting Barrhead can be found in the appendices.

2.7 Respondents were then asked what type of shopping and services they were using on their visit to Barrhead. These are shown in Table 2.1.

**Table 2.1: Types of Shopping and Services**

*Which of the following types of shopping and services are you using on this trip to Barrhead?*

|  |  |
| --- | --- |
| **Shops and Services** | **%** |
| Food and drink shopping | 74% |
| Convenience stores / newsagents | 35% |
| Pharmacies | 29% |
| Bank | 25% |
| Post Office | 20% |
| Council services | 12% |
| Clothing, footwear and accessories | 10% |
| Doctor | 9% |
| Gifts / cards / flower shops | 6% |
| Dentist | 5% |
| Hairdresser | 3% |
| Vet | 1% |
| Other shops such as animal care, car parts, toy shops, electrical (please say what below) | 2% |
| ***Base*** | ***100*** |

Food and drink shopping such is clearly the main kind of shopping Barrhead is used for (74%), followed by a significant minority using convenience stores / newsagents (35%), pharmacies (29%), Banks (25%) and the Post Office (20%).

A full listing of the other shops can be found in the appendices.

2.8 Respondents’ main reasons for using the shops, facilities and services in Barrhead are detailed in Figure 2.7.

**Figure 2.7: Reasons for Using Shops, Facilities and Services in Barrhead**

*Why do you shop / use the facilities and services in the Barrhead area?*

Convenience (81%) and a specific shop or service used regularly (54%) are clearly the main reasons for respondents to use the shops, facilities and services in Barrhead.

The small proportion of ‘other’ responses can be found in the appendices.

2.9 Respondents were then asked to list the three best things about shopping or using the facilities and services in Barrhead. These individual comments have been coded by IBP and the results of this are shown in Figure 2.8.

**Figure 2.8: Three Best Things About Barrhead**

*What are the three best things about shopping / using the facilities and services in the Barrhead area?*

*Base is only those that gave answer.*

The majority of respondents cite specific shops that they use as the best thing about Barrhead (71%) while 53% cite the convenience of the local shops and services that they use and a further 35% cite specific facilities. Other themes included the environment (6%) and the range of shops and services (3%). A range of more specific comments were categorised as ‘other’ (19%) and a selection of these is shown below:

*“I know everybody”*

*“There's usually a police presence for safety”*

*“Plenty of seats”*

A full listing of verbatim responses can be found in the appendices.

2.10 Conversely, respondents were then asked to list the three worst things about shopping or using the facilities and services in Barrhead. Again, these individual comments have been coded by IBP and the results of this are shown in Figure 2.9.

**Figure 2.9: Three Worst Things About Barrhead**

*What are the three worst things about shopping / using the facilities and services in the Barrhead area?*

*Base is only those that gave an answer.*

Most commonly respondents cited issues with the range and type of shops and services (47%) and with undesirable people and feeling of safety (47%) as the worst things about shopping or using the facilities and services in Barrhead, followed to a much lesser extent by environmental issues such as cleanliness and litter (13%). Other themes included traffic and road issues (12%) and parking (11%). A range of more specific comments were categorised as ‘other’ (29%) and a selection of these is shown below:

“*It's very busy.”*

*“The shops need a lick of paint.”*

*“Could do with more cover.”*

A full listing of verbatim responses can be found in the appendices.

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| ***Key Points***  Shopping (77%) and using local services (45%) are the key reasons for people visiting Barrhead.  The main types of shopping and services used were food and drink shopping (74%), followed by convenience stores / newsagents (35%), pharmacies (29%), banks (25%) and the Post Office (20%).  Respondents mainly use the shops, facilities and services in Barrhead for convenience (81%) or for a specific shop or service (54%).  The three best things about shopping / using the facilities and services in Barrhead as perceived by respondents are specific shops (71%), the convenience of the local shops and services that they use (53%) and specific facilities (35%).  Conversely, the three worst things about shopping / using the facilities and services in Barrhead as perceived by respondents are the range and type of shops and services (47%), undesirable people and feeling of safety (47%) and this is followed to a much lesser extent by environmental issues (13%). |

***Frequency of Visits***

2.11 The frequency with which respondents visit the Barrhead area is shown in Figure 2.10.

**Figure 2.10: Frequency of Visits**

*How often do you visit the Barrhead area to use the shops and services here?*

The vast majority of respondents (97%) could be described as regular visitors to Barrhead (i.e. they visit the area weekly or more frequently) and it is worth noting that a large minority (45%) visit on a daily basis.

2.12 Figure 2.11 illustrates the change in respondents’ frequency of visits to Barrhead in the last year.

**Figure 2.11: Change in Frequency of Visits**

*How has this changed over the last year?*

The majority of respondents (77%) said that they visit Barrhead with the same level of frequency as the previous year. However, 15% of respondents are now more likely to visit Barrhead compared to 8% that say they visit less.

Respondents who visit Barrhead more or less than they used to were asked why this has changed. Some illustrative comments for those who say they visit Barrhead more or less frequently are listed below.

|  |  |
| --- | --- |
| **Visit more / a lot more** | **Visit less / a lot less** |
| *“I retired last year so I come here more often.”*  *“I got a job here so I use the shops more.”*  *“I have just moved closer.”*  *“Because of Asda and The Foundry.”* | *“I don't need to come down as much as I used to.”*  *“I don't walk as well as I used to.”*  *“Personal commitments.”*  *“I'm working now.”* |

A full listing of verbatim responses can be found in the appendices.

2.13 Typical visitor spend when visiting Barrhead is shown below in Figure 2.12.

**Figure 2.12: Spend in Barrhead**

*On average, approximately how much do you spend per visit to Barrhead to use its shops and services?*

*Don’t know responses excluded from base.*

Taking the mid-point values from the bands above we can calculate that the average spend per visit is £31.59.[[3]](#footnote-3)

2.14 Respondents were then asked what things could be done to encourage them to use the Barrhead area more often. These results are illustrated in Table 2.2.

**Table 2.2: Encouraging More Frequent Visits**

*Which of the following do you think would encourage you to visit Barrhead more frequently to use its shops and services?*

|  |  |
| --- | --- |
| **Encouraging factors** | **%** |
| A wider mix of shops and services | 50% |
| More events (such as fairs, market days etc.) | 41% |
| A safer and more secure environment | 32% |
| If there was more to do in addition to shopping in Barrhead | 18% |
| An improvement to the look and cleanliness of Barrhead | 16% |
| Better accessibility / parking | 14% |
| Increased marketing and promotion of Barrhead | 2% |
| Something else | 3% |
| None of the above | 18% |
| ***Base*** | ***100*** |

50% of respondents state that a wider mix of shops and services would be the main factor to encourage more use of the Barrhead area. More events (41%) and a safer and more secure environment (32%) are also important factors.

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| ***Key Points***  The vast majority of respondents (97%) visit Barrhead weekly or more often to use its shops and services.  77% of respondents say that they visit Barrhead to use its shops and services just as frequently as they did a year ago.  Average spend per visit to Barrhead to use it shops and services is £31.59.  The main factors that would encourage respondents to visit Barrhead more frequently to use its shops and services are a wider mix of shops and services (50%), more events (41%) and a safer and more secure environment (32%). |

***Travel***

2.15 The main methods of transport respondents use to get to Barrhead is shown in Figure 2.13.

**Figure 2.13: Method of Travel to Barrhead**

*How do you most commonly travel to Barrhead for shopping?*

Most commonly respondents travelled to Barrhead on foot (39%), followed by bus (29%) or by car as a driver (22%).

2.16 Respondents were asked to rate the accessibility of Barrhead in relation to their main method of transport on a five point scale from very good to very poor. Figure 2.14 illustrates respondents’ rating good or very good broken down by their method of travel to Barrhead.

**Figure 2.14: Travelling to Barrhead – Rating of Methods of Travel[[4]](#footnote-4)**

*Thinking of your chosen method of transport, how would you rate the accessibility of Barrhead?*

*% stating good or very good.*

*Don’t know responses excluded from base.*

It is apparent that accessibility to Barrhead by car is significantly less likely to be considered good or very good by comparison to other methods of transport.

2.17 Respondents that travelled to Barrhead on the day of the interview by car were asked how easy it was to find a parking space. These results are shown in Figure 2.15.

**Figure 2.15: Travelling to Barrhead – Finding a Parking Space**

*If you travelled by car today, how easy was it to find a parking space?*

One possible reason for respondents driving to Barrhead being less likely to rate the experience as good or very good is difficulty in parking. While the majority of respondents travelling to Barrhead by car found it easy or very easy to find a parking space (57%), 32% said they found it hard or very hard.

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| ***Key Points***  Most commonly respondents travelled to Barrhead on foot (39%), followed by bus (29%) or by car as a driver (22%).  All methods of travel used by respondents to travel to Barrhead were rated positively by the majority, although ratings were notably lower amongst those that travelled to Barrhead by car, either as the driver (63% rate as good or very good) or as a passenger (75%).  57% of respondents that travelled to Barrhead by car said that they found it easy or very easy to find a parking space while 32% found it hard or very hard. It is reasonable to assume that this may be a significant factor in the low ratings accorded to travelling to Barrhead by car. |

***Overall Rating***

2.18 Respondents were then asked to rate various aspects of the Barrhead area on a five point scale from very good to very poor. Figure 2.16 illustrates the proportion of respondents that rated each issue as good or very good.

**Figure 2.16: Rating of Barrhead**

*How would you rate Barrhead in relation to the following?*

*% stating good or very good.*

*Don’t know responses excluded from the base.*

The Barrhead area is rated very highly in terms of accessibility (96% rating as good or very good), takeaway food (96%) and range of local services (95%). However, respondents are much less likely to rate the area positively in relation to the range of shopping for goods (42%), cleanliness (58%), sit-in food and drink (61%) and overall appearance (66%).

2.19 Respondents were also asked if they could think of any new services or shops that Barrhead could benefit from. These comments fell under two broad categories: retail (59%) and bars and restaurants (24%). Some illustrative comments under these themes are shown below:

*“An Italian restaurant or a steak house.”*

*“More sit in places to eat.”*

*“A shoe shop and a dress shop.”*

*“Men, women and children's clothes shops.”*

A small number of ‘other’ comments were provided and a full listing of verbatim comments can be found in the appendices.

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| ***Key Points***  Respondents accord high ratings to Barrhead overall in terms of accessibility (96% rating as good or very good), takeaway food (96%) and range of local services (95%). Areas where ratings are particularly lower in comparison relate to the range of shopping for goods (42%), cleanliness (58%), sit-in food and drink (61%) and overall appearance (66%). |

***Competition***

2.20 Respondents were then shown a list of popular shopping destinations near to the Barrhead area and asked to say which was their main location for different types of shopping which included: shopping for large items such as electrical, white goods, furniture; shopping for speciality items such as jewellery, flowers, gifts; use of services such as banks, post offices, doctors, dentists; day-to-day “top up” shopping such as bread, milk, other grocery items and meeting friends for a coffee, meal or chat. These results are set out in Table 2.3.

**Table 2.3: Main Location for Different Types of Shopping**

*Which of the following would you say was your main location for each of the following?*

*Don’t know responses are excluded from the base.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Location** | **Shopping for large items** | **Shopping for speciality items** | **Use of services** | **Day-to-day “top up” shopping** | **Meeting friends for coffee, meal or chat** |
| Braehead Shopping Centre | 12% | 5% | 1% | 1% | 2% |
| Barrhead | 14% | 27% | 85% | 90% | 61% |
| Darnley | - | 1% | 1% | - | - |
| Paisley | 23% | 18% | 4% | 3% | 6% |
| Glasgow City Centre | 14% | 20% | 3% | - | 19% |
| Silverburn Shopping Centre | 11% | 12% | - | - | 9% |
| Online | 26% | 15% | 2% | - | - |
| Other | - | 1% | 4% | 6% | 3% |
| **Base** | **100** | **99** | **99** | **99** | **99** |

As shown in Table 2.1 the majority of respondents say that Barrhead is their main location for day-to-day “top up” shopping for things like bread, milk and other grocery items (90%), for services such as banks, post offices, doctors, dentists etc. (85%) and for meeting friends for coffee, a meal or a chat (61%).

Based on the results above, Barrhead’s main competition for ‘shopping for large items’ is Paisley (23% use this as their main location for shopping for large items) and online (26%). Furthermore, respondents are just as likely to use Glasgow City Centre (14%) as Barrhead (14%) while a significant proportion would use Braehead Shopping Centre (12%) or Silverburn Shopping Centre (11%).

With regard to ‘shopping for speciality items’, Glasgow City Centre comes second to Barrhead as the main location for this type of shopping (20%), followed closely by Paisley (18%). A significant proportion of respondents would shop online (15%) or use Silverburn Shopping Centre (12%).

There is very little evidence of specific competition to Barrhead when considering respondents’ ‘use of services’. After Barrhead the most common main locations are Paisley (4%), Glasgow City Centre (3%) or online (2%). However, it is worth noting that 15% of respondents in total would use a location other than Barrhead for services.

Again, there is little specific competition in relation to respondents’ ‘day-to-day “top up” shopping’. Only 10% in total would use a location other than Barrhead for this type of shopping and most commonly this would be Paisley (3%).

With regard to ‘meeting friends for coffee, a meal or a chat’, Glasgow City Centre comes a distant second to Barrhead as the main location for this type of social activity (19%), followed by Silverburn Shopping Centre (9%). However, collectively 39% of respondents would use a location other than Barrhead to meet friends for coffee, a meal or a chat.

2.21 Using the same list of shopping locations, respondents were then asked to say which locations they use in addition to their main location for different types of shopping. Again, these results are set out in Table 2.4.

**Table 2.4: Other Locations for Different Types of Shopping**

*Which of the following do you also use for each of the following?*

*Don’t know responses are excluded from the base.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Location** | **Shopping for large items** | **Shopping for speciality items** | **Use of services** | **Day-to-day “top up” shopping** | **Meeting friends for coffee, meal or chat** |
| Braehead Shopping Centre | 29% | 23% | 13% | 7% | 5% |
| Barrhead | 5% | 13% | 17% | 36% | 22% |
| Darnley | - | - | 4% | 7% | - |
| Paisley | 22% | 17% | 9% | 14% | 19% |
| Glasgow City Centre | 40% | 56% | 65% | 29% | 41% |
| Silverburn Shopping Centre | 30% | 32% | 13% | 7% | 19% |
| Online | 17% | 6% | - | - | - |
| Other | 3% | 3% | 9% | 21% | 3% |
| **Base** | **94** | **90** | **23** | **14** | **63** |

A significant minority of respondents who do not use Barrhead as their main location say they also use Barrhead for day-to-day shopping (36%), meeting friends for coffee, a meal or a chat (22%) or for services (17%). However, a small minority that do not use Barrhead as their main location say they also use Barrhead for large items such as electrical, white goods or furniture (5%) or speciality items (13%).

In relation to ‘shopping for large items’ amongst those that do not use Barrhead as their main location Barrhead is least likely to be used as an other location for this type of shopping. Most commonly respondents will use Glasgow City Centre (40%), Silverburn Shopping Centre (30%) or Braehead Shopping Centre (29%).

With regard to ‘shopping for speciality items’ amongst those that do not use Barrhead as their main location, Glasgow City Centre is the main other location used for this type of shopping (56%), followed closely by Silverburn Shopping Centre (32%).

When considering respondents’ ‘use of services’ amongst those that do not use Barrhead as their main location, Glasgow City Centre is again the main other location used for this (65%), with Barrhead being the second most common location (17%).

However, in relation to respondents’ ‘day-to-day “top up” shopping’ amongst those that do not use Barrhead as their main location, Barrhead is the most common other location for this type of shopping (36%), followed by Glasgow City Centre (29%) and Paisley (14%).

With regard to ‘meeting friends for coffee, a meal or a chat’ amongst those that do not use Barrhead as their main location, Glasgow City Centre is the main other location used for this (41%), with Barrhead being the second most common location (22%). Other significant locations are Paisley (19%) and Silverburn Shopping Centre (19%).

|  |
| --- |
| ***Key Points***  Barrhead is the majority of respondents’ main location for day-to-day “top up” shopping for things like bread, milk and other grocery items (90%), for services such as banks, post offices, doctors, dentists etc. (85%) and for meeting friends for coffee, a meal or a chat (61%).  Barrhead’s main competition for different types of shopping is as follows:   * Shopping for large items - Paisley (23% using as their main location) and online (26%); * Shopping for speciality items - Glasgow City Centre (20%) and Paisley (18%); * Use of services - Paisley (4%) and Glasgow City Centre (3%); * Day-to-day “top up” shopping’ - Paisley (3%); * Meeting friends for coffee, a meal or a chat - Glasgow City Centre (19%).   Amongst those that **do not** use Barrhead as their main location for shopping and services the area is used as a secondary location by a significant minority for day-to-day shopping (36%), meeting friends for coffee, a meal or a chat (22%) or for services (17%). However, the area is less likely to be used as a secondary location for speciality items (13%) or large items such as electrical, white goods or furniture (5%). |

***Potential Ideas***

2.22 Respondents were then shown a list of ideas being considered by the BID and asked to say how beneficial they thought each idea was to Barrhead by choosing either ‘very beneficial’, ‘of some benefit’ or ‘not of any benefit’. These results are shown in Table 2.5, in descending order of benefit.

**Table 2.5: Rating of Ideas**

*What do you think of the following ideas being considered by the BID?*

*Don’t know responses are removed from the base.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ideas** | **Total Very beneficial / Some benefit** | **Very Beneficial** | **Of some benefit** | **Not of any benefit** | ***Base*** |
| Improvements to the look and feel of the area including decorative features, seasonal displays, clean-ups of area and shop front improvements | 100% | 65% | 35% | - | 98 |
| Support, encouragement and financial help for community businesses / social enterprises | 100% | 58% | 42% | - | 100 |
| Support to individual businesses for things like property improvements, equipment purchase and training | 100% | 49% | 51% | - | 98 |
| Businesses working in partnership with local schools and other organisations to help school children become better prepared for the workplace | 100% | 48% | 52% | - | 97 |
| Events and festivals to attract people to Barrhead (e.g. music events, comedy events, street theatre, food festival, farmers markets) | 99% | 79% | 20% | 1% | 99 |
| Greater use of social media to promote Barrhead businesses | 97% | 57% | 40% | 3% | 86 |
| A local website for Barrhead town centre businesses | 96% | 43% | 53% | 4% | 76 |
| Engaging the local community in efforts to support the town through things like clean-ups, shop-front dressing and “shop local” campaigns | 95% | 57% | 38% | 5% | 97 |
| Local and regional advertising and public relations activities to promote Barrhead | 94% | 32% | 62% | 6% | 95 |
| Consideration of options to improve parking in Barrhead | 91% | 52% | 39% | 9% | 88 |
| Development of a new brand identity for Barrhead | 90% | 36% | 54% | 10% | 92 |
| Improved signage on entry and in the town centre | 77% | 10% | 67% | 23% | 88 |
| Provision of wi-fi across the town centre | 72% | 42% | 30% | 28% | 89 |
| Promotional activities such as banners and branded items (e.g. Barrhead shopping bags) | 63% | 18% | 45% | 37% | 94 |

The majority of respondents in all cases rate these ideas as very beneficial or of some benefit. Those most likely to be rated as **very beneficial** are events and festivals to attract people to Barrhead (79%), improvements to the look and feel of the area (65%) and support, encouragement and financial help for community businesses / social enterprises (58%). Other ideas rated as very beneficial by 50% of respondents or more are: greater use of social media to promote Barrhead businesses (57%); engaging the local community in efforts to support the town through things like clean-ups, shop-front dressing and “shop local” campaigns (57%) and consideration of options to improve parking in Barrhead (52%).

2.23 Using the same list of ideas, respondents were then asked to select three of these ideas that they think would be of most benefit to Barrhead. These results are shown in Figure 2.17.

**Figure 2.17: Three Ideas of Most Benefit**

*Again looking at this list, which three of these things would you say would be of most benefit to Barrhead?*

*Don’t know responses are removed from the base.*

When the question is asked this way the three ideas perceived to be of most benefit are events and festivals to attract people to Barrhead (62%), businesses working in partnership with local schools and other organisations to help school children become better prepared for the workplace (36%) and improvements to the look and feel of the area (33%). Other ideas selected in the top three by a significant proportion of respondents included: engaging the local community in efforts to support the town through things like clean-ups, shop-front dressing and “shop local” campaigns (31%); Provision of wi-fi across the town centre (24%) and consideration of options to improve parking in Barrhead (23%). The full results of this question are set out in Table 2.6 below.

**Table 2.6: Three Ideas of Most Benefit**

*Again looking at this list, which three of these things would you say would be of most benefit to Barrhead?*

*Don’t know responses are removed from the base.*

|  |  |
| --- | --- |
| **Ideas** | ***%*** |
| Events and festivals to attract people to Barrhead (e.g. music events, comedy events, street theatre, food festival, farmers markets) | 62% |
| Businesses working in partnership with local schools and other organisations to help school children become better prepared for the workplace | 36% |
| Improvements to the look and feel of the area including decorative features, seasonal displays, clean-ups of area and shop front improvements | 33% |
| Engaging the local community in efforts to support the town through things like clean-ups, shop-front dressing and “shop local” campaigns | 31% |
| Support, encouragement and financial help for community businesses / social enterprises | 26% |
| Provision of wi-fi across the town centre | 24% |
| Consideration of options to improve parking in Barrhead | 23% |
| Support to individual businesses for things like property improvements, equipment purchase and training | 17% |
| Development of a new brand identity for Barrhead | 14% |
| Greater use of social media to promote Barrhead businesses | 13% |
| A local website for Barrhead town centre businesses | 10% |
| Improved signage on entry and in the town centre | 5% |
| Promotional activities such as banners and branded items (e.g. Barrhead shopping bags) | 2% |
| Local and regional advertising and public relations activities to promote Barrhead | 1% |

|  |
| --- |
| ***Key Points***  In all cases, the vast majority rate ideas being considered by the BID as very beneficial or of some benefit. Initiatives most likely to be rated as **very beneficial** are events and festivals to attract people to Barrhead (79%), improvements to the look and feel of the area (65%) and support, encouragement and financial help for community businesses / social enterprises (58%).  The top three ideas perceived to be of most benefit to Barrhead are events and festivals to attract people to Barrhead (62%), businesses working in partnership with local schools and other organisations to help school children become better prepared for the workplace (36%) and improvements to the look and feel of the area (33%). |

**3.0 Business Survey Findings**

***Improving The Look and Feel of Barrhead***

3.1 Businesses were asked firstly about a number of initiatives aimed at improving the look and feel of Barrhead and asked to say whether they thought each was of ‘significant benefit’, ‘some benefit’ or of ‘no benefit’. These results are detailed in Table 3.1 in descending order of ‘significant benefit’.

**Table 3.1: Improving the Look and Feel of Barrhead**

*To what extent do you think each of the following initiatives would be of benefit to businesses in Barrhead?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **No benefit** | **Some benefit** | **Significant benefit** | **Base** |
| Consideration of options to improve parking in the town centre | 3% | 15% | 82% | 34 |
| A shop-front improvement scheme to clean up and improve shabby buildings / shops | 3% | 26% | 71% | 35 |
| Enhanced seasonal displays (such as Christmas lights) | 17% | 37% | 46% | 35 |
| Improved 'Welcome' signage on entry to the town centre | 21% | 47% | 32% | 34 |
| Decorative features (such as hanging baskets) | 17% | 51% | 31% | 35 |
| Provision of wifi across the town centre | 20% | 49% | 31% | 35 |
| Better street furniture (e.g. seating areas, shelters etc.) | 20% | 57% | 23% | 35 |
| Improved signage for users of the town centre | 21% | 62% | 18% | 34 |

With regard to a number of initiatives that could be taken to make a difference to the look and feel of Barrhead, the initiatives that the majority of respondent businesses feel that would be of significant benefit are consideration of options to improve parking in the town centre (82%) and a shop-front improvement scheme to clean up and improve shabby buildings / shops (71%).

3.2 Business respondents were then asked to choose the two of these things that they considered to be of **greatest** benefit. The results are shown in Figure 3.1 below.

**Figure 3.1: The Look and Feel of Barrhead (Two of Greatest Benefit)**

*Please choose up to two of these things that you would say would be of greatest benefit.*

When asked which **two** of these initiatives would be of greatest benefit in making a difference to the look and feel of Barrhead, 82% of businesses selected consideration of options to improve parking in the town centre and 68% chose a shop-front improvement scheme to clean up and improve shabby buildings / shops. Other issues were much less likely to be ranked in respondents’ top two priorities.

3.3 Respondents were also given the option to provide any other ideas that they have for the BID to enhance the look and feel of Barrhead. A selection of these comments is shown below:

“*More branded shops.”*

*“Maintaining what we have got.”*

*“Street Cleaning.”*

*“Most of the above are the things the council should be responsible for.”*

A full listing of verbatim comments can be found in the appendices.

***Events and Festivals***

3.4 The extent to which businesses think a range of events and festivals would be of benefit to Barrhead are detailed in Table 3.2.

**Table 3.2: Events and Festivals**

*To what extent do you think having the following types of event or festival would be of benefit to businesses in Barrhead?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **No benefit** | **Some benefit** | **Significant benefit** | **Base** |
| Farmers’ markets and similar | 15% | 50% | 35% | 34 |
| Food Festival | 9% | 56% | 35% | 34 |
| Local sports festival | 21% | 45% | 33% | 33 |
| Fireworks Display | 41% | 29% | 29% | 34 |
| Outdoor music events | 26% | 47% | 26% | 34 |
| Pipe Band competition | 24% | 52% | 24% | 33 |
| Street theatre | 24% | 59% | 18% | 34 |
| Halloween Festival | 36% | 48% | 15% | 33 |
| Vintage car show | 29% | 60% | 11% | 35 |
| Outdoor comedy events | 32% | 59% | 9% | 34 |

The majority of respondents perceive that each of the above types of events or festivals will be of some or significant benefit to businesses in Barrhead. Those where respondents are more likely to perceive them as being of significant benefit are a farmer’s market and similar (35%), a food festival (35%) and a local sports festival (33%).

3.5 Again, business respondents were asked to choose the two of these things that they considered to be of **greatest** benefit. The results are shown in Figure 3.2 below.

**Figure 3.2: Events and Festivals (Two of Greatest Benefit)**

*Please choose up to two of these things that you would say would be of greatest benefit.*

When asked to choose two events and festivals that they would perceive to be of greatest benefit to businesses in Barrhead, the clear choices were a farmer’s market and similar (60%), followed by a food festival (40%). A broad range of other types of event were ranked in the top two priorities by only a minority of respondents.

3.6 Respondents were also given the option to provide any other ideas that they have for events and festivals that could enhance Barrhead as a business location. A selection of these comments is shown over the page:

“*Local bands could be used on Saturdays at Barrhead Centre.”*

*“Street Artists. Galleries being encouraged to open. More up market shops or less charity shops.”*

*“Pop festivals for young ones.”*

*“Street party such as the one that was held after Cross Arthurlie Street was shut for 6 months.”*

Again, a full listing of verbatim comments can be found in the appendices.

***Supporting Businesses***

3.7 The extent to which businesses perceive a number of initiatives aimed at supporting businesses would be of benefit to individual businesses and the business community generally within Barrhead are detailed in Table 3.3.

**Table 3.3: Supporting Businesses**

*To what extent do you think the following would be of benefit to individual businesses and the business community generally within Barrhead?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **No benefit** | **Some benefit** | **Significant benefit** | **Base** |
| A grant scheme for property improvements/equipment purchase | 12% | 36% | 52% | 33 |
| A grant scheme for marketing/training/consultancy support | 14% | 43% | 43% | 35 |
| Bulk buying amongst local businesses of things like water, energy and waste services | 26% | 35% | 38% | 34 |
| Free business workshops on e-commerce / social media | 20% | 49% | 31% | 35 |
| Business networking meetings | 18% | 70% | 12% | 33 |

The majority of respondents perceive that each of the above types of business support will be of some or significant benefit to businesses in Barrhead. Those types of business support where respondents are more likely to perceive them as being of significant benefit are a grant scheme for property improvements/equipment purchase (52%) and a grant scheme for marketing/training/consultancy support (43%). Some support is also evident for bulk buying amongst local businesses of things like water, energy and waste services (38%) and free business workshops on e-commerce / social media (31%).

3.8 Once more, business respondents were asked to choose the two of these things that they considered to be of **greatest** benefit. The results are shown in Figure 3.3 below.

**Figure 3.3: Supporting Businesses (Two of Greatest Benefit)**

*Please choose up to two of these things that you would say would be of greatest benefit.*

When asked to choose two initiatives for supporting businesses that respondents would perceive to be of greatest benefit to businesses in Barrhead, the top two choices were a grant scheme for property improvements/equipment purchase (59%) and bulk buying amongst local businesses of things like water, energy and waste services (45%).

However, a range of other types of business support were also ranked in the top two priorities by a significant minority of respondents including: a grant scheme for marketing/training/consultancy support (38%); free business workshops on e-commerce / social media (28%) and business networking meetings (17%).

3.9 Respondents were also given the option to provide any other ideas that they have for supporting businesses in Barrhead. A selection of these comments is shown below:

*“More CCTV and help from police in stopping shop lifting, dog fouling, litter etc.”*

*“If more shop fronts were illuminated it could brighten up the streets.”*

*“If gap sites could be tidied up this would improve the appearance of the town.”*

*“Businesses being in touch with each other. A network.”*

A full listing of verbatim comments can be found in the appendices.

***Marketing Barrhead***

3.10 The extent to which businesses perceive a range of marketing initiatives would be of benefit to businesses in Barrhead are detailed in Table 3.3.

**Table 3.4: Marketing Barrhead**

*To what extent do you think the following would be of benefit to businesses in Barrhead?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **No benefit** | **Some benefit** | **Significant benefit** | **Base** |
| More public relations activity about the good things about Barrhead | 17% | 23% | 60% | 35 |
| Active use of social media to promote Barrhead | 14% | 29% | 57% | 35 |
| A local website for Barrhead town centre businesses | 11% | 37% | 51% | 35 |
| Promotional banners within the town centre | 23% | 34% | 43% | 35 |
| Local and regional press advertising | 17% | 46% | 37% | 35 |
| Development of a new brand identity for Barrhead | 17% | 49% | 34% | 35 |
| Distribution of branded Barrhead items (e.g. shopping bags) | 31% | 57% | 11% | 35 |

The majority of respondents perceive that each of the above types of marketing initiatives will be of some or significant benefit to businesses in Barrhead. Those initiatives where respondents are more likely to perceive them as being of significant benefit are more public relations activity about the good things about Barrhead (60%), active use of social media to promote Barrhead (57%) and a local website for Barrhead town centre businesses (51%). A significant minority also considered other marketing aspects of being of significant benefit including: promotional banners within the town centre (43%); local and regional press advertising (37%) and development of a new brand identity for Barrhead (34%).

3.11Once again, business respondents were asked to choose the two of these things that they considered to be of **greatest** benefit. The results are shown in Figure 3.4 below.

**Figure 3.4: Marketing Barrhead (Two of Greatest Benefit)**

*Please choose up to two of these things that you would say are most important.*

When asked to choose two marketing initiatives that respondents would perceive to be of greatest benefit to businesses in Barrhead, the top two choices were active use of social media to promote Barrhead (56%) and a local website for Barrhead town centre businesses (41%).

However, other marketing initiatives were also ranked in the top two priorities by a significant minority of respondents including: more public relations activity about the good things about Barrhead (34%) and promotional banners within the town centre (25%).

3.12 Respondents were also given the option to provide any other ideas that they have for enhancing the marketing of Barrhead. A selection of these comments is shown below:

*“Stop the 'Barrhead News' publishing a negative image of the town.”*

*“If there was a grant to illuminate shop fronts and to scrap the "solid" roller shutters using "skeleton" shutters instead this would give the streets a better and safer feel.”*

*“A website to promote the variety of services the town can supply it, i.e. we have had a workshop in Barrhead for 10 years and many Barrhead folk don’t realise we exist in the town.”*

A full listing of verbatim comments can be found in the appendices.

***Business in the Community***

3.13 The extent to which business in the community initiatives are perceived to be of benefit to businesses and the wider community in Barrhead are detailed in Table 3.5.

**Table 3.5: Business in the Community**

*To what extent do you think each of the following would be of benefit to businesses and the wider community in Barrhead?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **No benefit** | **Some benefit** | **Significant benefit** | **Base** |
| Campaigns to encourage the local community to 'shop local' | 3% | 20% | 77% | 35 |
| Working in partnership with local schools and other organisations to help school children and job seekers become better prepared for the workplace | 6% | 37% | 57% | 35 |
| Engaging the local community in efforts to improve the area such as area clean-ups and shop-front dressing | 11% | 31% | 57% | 35 |
| Events to encourage people to invest and/or take part in local community businesses and social enterprises | 9% | 57% | 34% | 35 |
| Using BID funds to support the work of local community groups | 23% | 57% | 20% | 35 |
| Partnering commercial businesses with social enterprises to give them advice and support | 14% | 71% | 14% | 35 |

The majority of respondents perceive that each of the above types of business in the community initiatives will be of some or significant benefit to businesses and the wider community in Barrhead. Those initiatives where respondents are more likely to perceive them as being of significant benefit are campaigns to encourage the local community to 'shop local' (77%), working in partnership with local schools and other organisations to help school children and job seekers become better prepared for the workplace (57%) and engaging the local community in efforts to improve the area such as area clean-ups and shop-front dressing (57%).

3.14 Again, business respondents were asked to choose the two of these things that they considered to be of **greatest** benefit. The results are shown in Figure 3.5 below.

**Figure 3.5: Business in the Community (Two of Greatest Benefit)**

*Please choose up to two of these things that you would say would be of greatest benefit.*

When asked to choose two business in the community initiatives that respondents would perceive to be of greatest benefit to businesses and the wider community in Barrhead, the top two choices were campaigns to encourage the local community to 'shop local' (70%) and engaging the local community in efforts to improve the area such as area clean-ups and shop-front dressing (45%).

However, other business in the community initiatives were also ranked in the top two priorities by a significant minority of respondents and these included: working in partnership with local schools and other organisations to help school children and job seekers become better prepared for the workplace (39%) and events to encourage people to invest and/or take part in local community businesses and social enterprises (27%).

3.15 Respondents were also given the option to provide any other ideas that they have for supporting businesses and the wider community. A selection of these comments is shown below:

*“When the largest purchaser within the town i.e. the council, constantly purchases outwith the town area, there is little chance of convincing local people to make it a priority.”*

*“More awareness of the usefulness of small businesses to a town and the promotion of same.”*

*“Keep the community feel that is already there to an extent, make people proud of Barrhead.”*

A full listing of verbatim comments can be found in the appendices.

***The Barrhead BID***

3.16 Figure 3.6 illustrates those in favour and those not in favour of a Business Improvement District being set up in Barrhead.

**Figure 3.6: The Barrhead BID**

*Based on what you know thus far, are you in favour of a Business Improvement District being set up in Barrhead?*

Amongst those businesses that responded, views on the BID were generally positive with 86% in favour, 11% not in favour with 3% unsure.

3.17 Respondents were given the opportunity to make any additional comments that they would about the issues raised in this survey. These comments are listed below.

*“Although there are parking bays in front of my premises, cars are left there for hours and days without any enforcement of parking restriction. Also object to paying enforcement rates for my ATM.”*

*“More businesses, not only retail, should be involved.”*

*“The survey doesn’t take into consideration getting gap sites built on, and through experience the council do not make it easy.”*

*“There are many things highlighted which could improve the town if managed properly, however I am very concerned as to how Barrhead could stage events (or where) as Barrhead hits 3 centres i.e. Main Street, Cross Arthurlie Street and the Westbourne Centre. All bids I have looked at are primarily event based and this will be a problem in Barrhead e.g. a Main Street event will disadvantage a Cross Arthurlie Street event etc.”*

*“I am firmly against the implementation of this scheme.”*

*“A business in Barrhead would struggle to survive if not drawing trade from elsewhere.”*

|  |
| --- |
| ***Key Points***  ***The Look and Feel of Barrhead***  With regard to a number of initiatives aimed at improving the look and feel of Barrhead, the main initiatives that respondent businesses felt would be of significant benefit were consideration of options to improve parking in the town centre (82%) and a shop-front improvement scheme to clean up and improve shabby buildings / shops (71%).  When asked which **two** of these initiatives would be of greatest benefit in improving the look and feel of Barrhead, 82% of businesses selected consideration of options to improve parking in the town centre and 68% chose a shop-front improvement scheme to clean up and improve shabby buildings / shops.  ***Events and Festivals***  In relation to the types of events or festivals that respondents would perceive to be of significant benefit to businesses in Barrhead, the main types were a farmer’s market and similar (35%), a food festival (35%) and a local sports festival (33%).  When asked to choose **two** events and festivals that they would perceive to be of greatest benefit to businesses in Barrhead, the clear choices were a farmer’s market and similar (60%) and a food festival (40%).  ***Supporting Businesses***  With regard to a number of initiatives relating to business support the main initiatives that respondent businesses felt would be of significant benefit were a grant scheme for property improvements/equipment purchase (52%) and a grant scheme for marketing/training/consultancy support (43%).  When asked to choose **two** initiatives for supporting businesses that respondents would perceive to be of greatest benefit to businesses in Barrhead, the top two choices were a grant scheme for property improvements/equipment purchase (59%) and bulk buying amongst local businesses of things like water, energy and waste services (45%). |

|  |
| --- |
| ***Marketing Barrhead***  In relation to marketing initiatives that respondents would perceive to be of significant benefit to businesses in Barrhead, the main types were more public relations activity about the good things about Barrhead (60%), active use of social media to promote Barrhead (57%) and a local website for Barrhead town centre businesses (51%).  When asked to choose **two** marketing initiatives that respondents would perceive to be of greatest benefit to businesses in Barrhead, the top two choices were active use of social media to promote Barrhead (56%) and a local website for Barrhead town centre businesses (41%).  ***Business in the Community***  With regard to a number of initiatives relating to business in the community the main initiatives that respondent businesses felt would be of significant benefit were campaigns to encourage the local community to 'shop local' (77%), working in partnership with local schools and other organisations to help school children and job seekers become better prepared for the workplace (57%) and engaging the local community in efforts to improve the area such as area clean-ups and shop-front dressing (57%).  When asked to choose two business in the community initiatives that respondents would perceive to be of greatest benefit to businesses and the wider community in Barrhead, the top two choices were campaigns to encourage the local community to 'shop local' (70%) and engaging the local community in efforts to improve the area such as area clean-ups and shop-front dressing (45%).  ***The Barrhead BID***  86% of respondent businesses were in favour of a BID being set up in Barrhead while 11% were not in favour and the remaining 3% were unsure. |

1. Based on an infinite population and a 50% estimate at the 95% confidence level. [↑](#footnote-ref-1)
2. In the 2012 survey ‘local services’ was split by private and public sector. For comparative purposes these have been added together. [↑](#footnote-ref-2)
3. A quoted spend of “Over £100” has been assumed as £100. [↑](#footnote-ref-3)
4. Base is only those that use each method of travel to get to Barrhead. [↑](#footnote-ref-4)