Byres Road Business Survey

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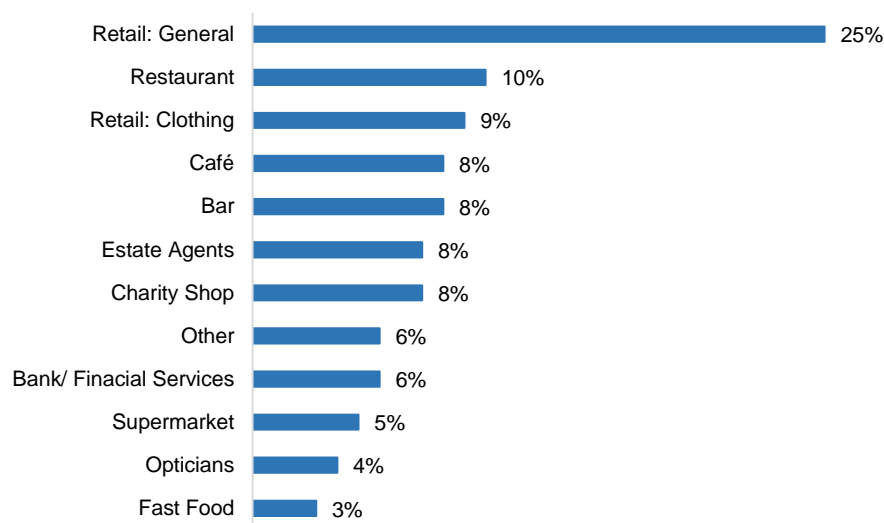
Contents

1. Introduction

A survey was distributed to the 256 businesses in the Byres Road Area to assess what issues they perceive are causing problems for Byres Road and how they can be addressed. 110 responses were received giving a response rate of 43%. This response rate gives us a high level of confidence of +/- 7.07% that the views expressed will be representative of the remaining 146 businesses.

1.1 Background Details

Figure 1.1 outlines the type of respondents, with the most common being retails, restaurants, cafes, bars, estate agents and charity shops. 'Other' business types include Hair and Beauty, solicitor, dentist, private members club and a hotel.

Figure 1.1 Business Type

Business Type	Percentage
Retail: General	25%
Restaurant	10%
Retail: Clothing	9%
Café	8%
Bar	8%
Estate Agents	8%
Charity Shop	8%
Other	6%
Bank/ Finacial Services	6%
Supermarket	5%
Opticians	4%
Fast Food	3%

N=105

Of those that use Social Media to promote their business, by far the most popular mediums are Facebook (91%) and Twitter (64%), Figure 1.2.

Others are FlickR (4), Pinterest (2), Google+, LinkedIn, Yammer, Trip Advisor and own Website.
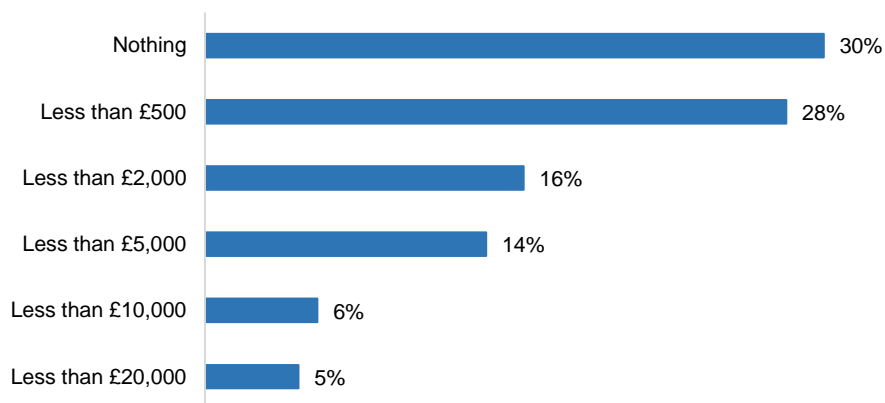
Figure 1.2 Social Media
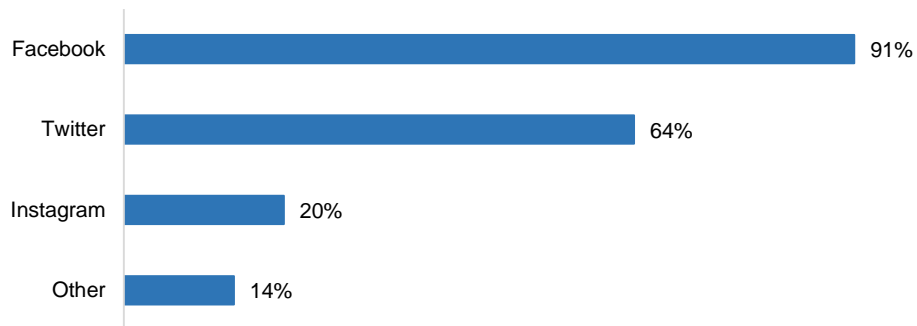
N=80, Multiple Response Allowed

85% of survey businesses do not have their own app, and those that do, tend to be large multi-site retailers.

Most respondents (70%) spend something on advertising, but few spend more than £5,000 annually (11%), Figure 1.3.

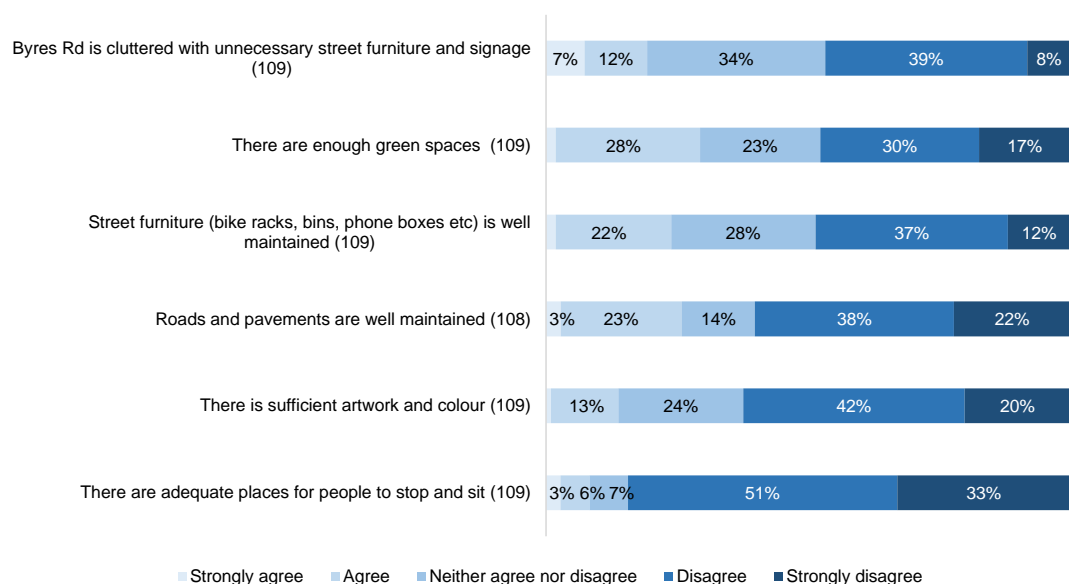**Figure 1.3 Annual Advertising Spend**

N=109

2. Perception

The following section presents the finding from the questions regarding businesses perceptions of Byres Road. Each question was presented as a statement and respondents were asked if they agreed or disagreed with each proposition.

2.1 Environment

Overall, surveyed businesses were negative about the environment in Byres Road. In particular with regards to seating where 84% felt there are inadequate places to stop and sit. They were also negative about whether there was sufficient artwork and colour (62% disagreed) and whether the road and pavement are well maintained (60% disagreed), Figure 2.1.

Respondents were more positive about the amount of green spaces and the condition of the street furniture, however, people were still more negative than positive. The only positive was that only 21% agreed with the proposition that Byres Road was cluttered with unnecessary street furniture and signage, with almost half (47%) disagreeing.
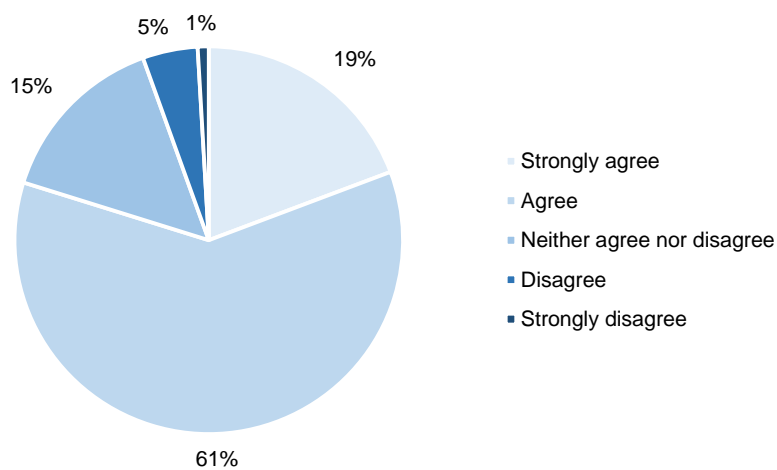
Figure 2.1 Byres Road Environment

Statement	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Byres Rd is cluttered with unnecessary street furniture and signage (109)	7%	12%	34%	39%	8%
There are enough green spaces (109)		28%	23%	30%	17%
Street furniture (bike racks, bins, phone boxes etc) is well maintained (109)		22%	28%	37%	12%
Roads and pavements are well maintained (108)	3%	23%	14%	38%	22%
There is sufficient artwork and colour (109)		13%	24%	42%	20%
There are adequate places for people to stop and sit (109)	3%	6%	7%	51%	33%

2.2 Safety

The majority of respondents agreed that the areas is a safe place during the day (80%) and at night (52%), Figures 2.2 and 2.3. There is a fairly substantial difference between perceived safety at night and during the day, with the amount of people disagreeing that it is safe more than doubling from 6% to 14% and the amount of people ambivalent also more than doubling from 15% to 34%.

Figure 2.2 Safety During the Day

N=109

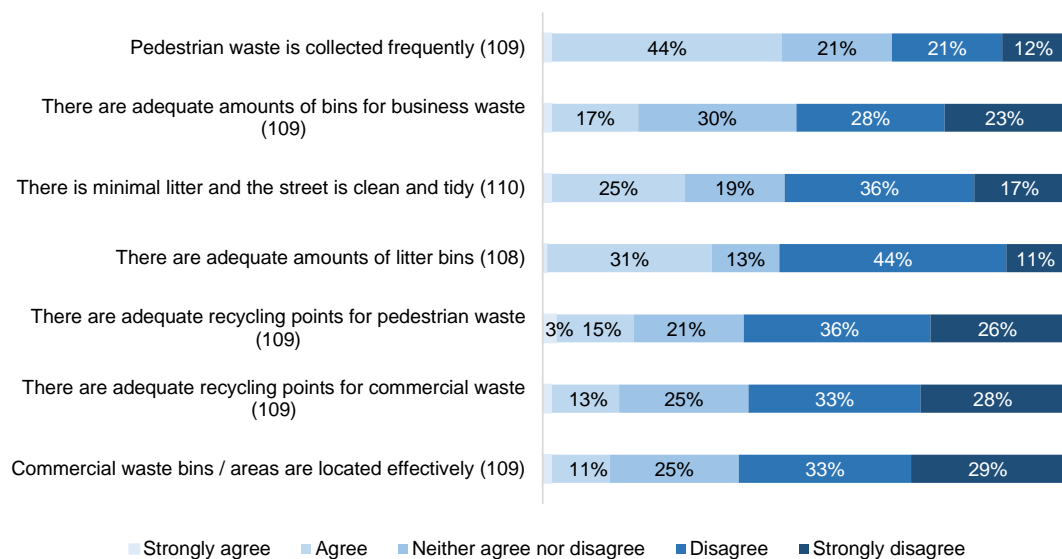**Figure 2.3 Safety at Night**
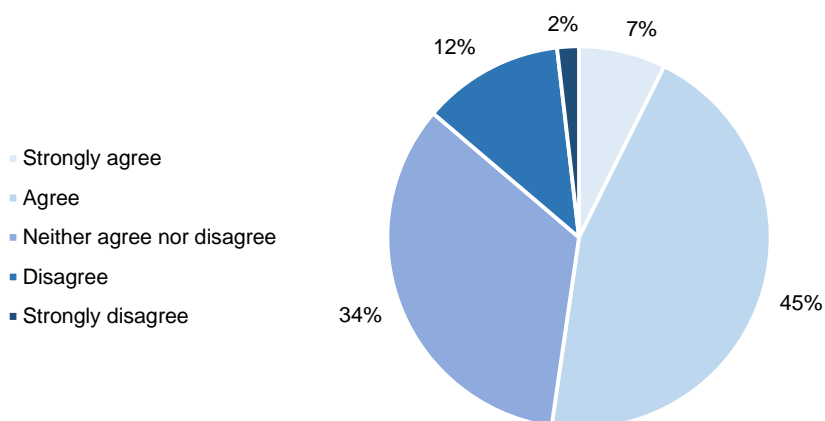
N=109

2.3 Litter and Waste

As with the environment of Byres Road, respondents were generally negative about the litter and waste procedures in Byres Road, Figure 2.4. Whilst around a quarter (27%) agreed that the street is clean and tidy, 53% disagreed.

More than half (51%) felt that there are inadequate amounts of bins for business waste, with even more (62%) indicating that the bins are not located effectively. Around three fifths (61%) also felt there were inadequate recycling facilities for commercial waste.

Businesses were more positive about the frequency of pedestrian waste collection (46% positive), but were more negative about the amount of litter bins (55%) negative and the amount of recycling points for pedestrians (62%).

Figure 2.4 Litter and Waste on Byres Road

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Pedestrian waste is collected frequently (109)	44%		21%	21%	12%
There are adequate amounts of bins for business waste (109)	17%	30%		28%	23%
There is minimal litter and the street is clean and tidy (110)	25%	19%		36%	17%
There are adequate amounts of litter bins (108)	31%	13%		44%	11%
There are adequate recycling points for pedestrian waste (109)	3%	15%	21%	36%	26%
There are adequate recycling points for commercial waste (109)	13%	25%		33%	28%
Commercial waste bins / areas are located effectively (109)	11%	25%		33%	29%

2.4 Marketing

Respondents do not feel that Byres Road is well marketed. In particular they disagree that Byres Road is marketed well to tourists (61%) but also more than half don't think it is marketed well to locals (53%). Three fifths (61%) do not agree that the lanes are visible or noticeable to visitors and shoppers, Figures 2.5, 2.6 and 2.7.

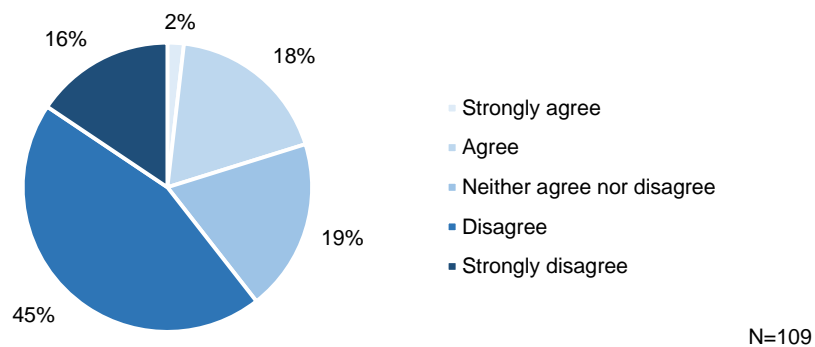### Figure 2.5 Marketed Well to Visitors and Tourists

- Strongly agree
- Agree
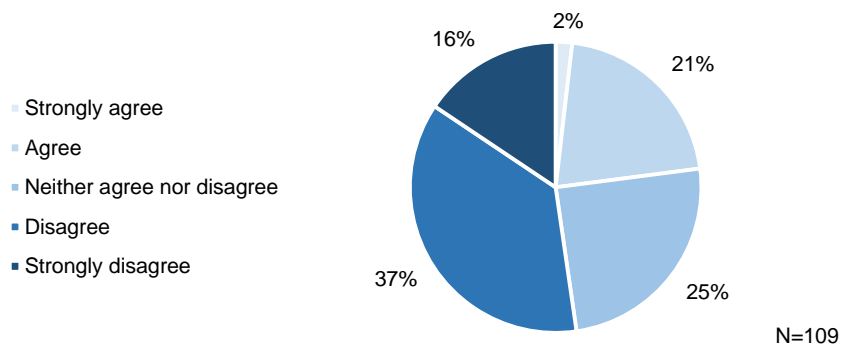- Neither agree nor disagree
- Disagree
- Strongly disagree

N=109

Figure 2.6 Well Marketed to Locals

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

N=109

Figure 2.7 Lanes are Noticeable

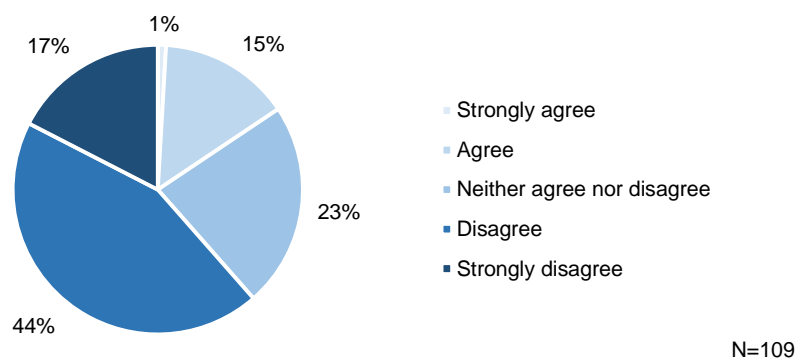- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

N=109

2.5 Parking
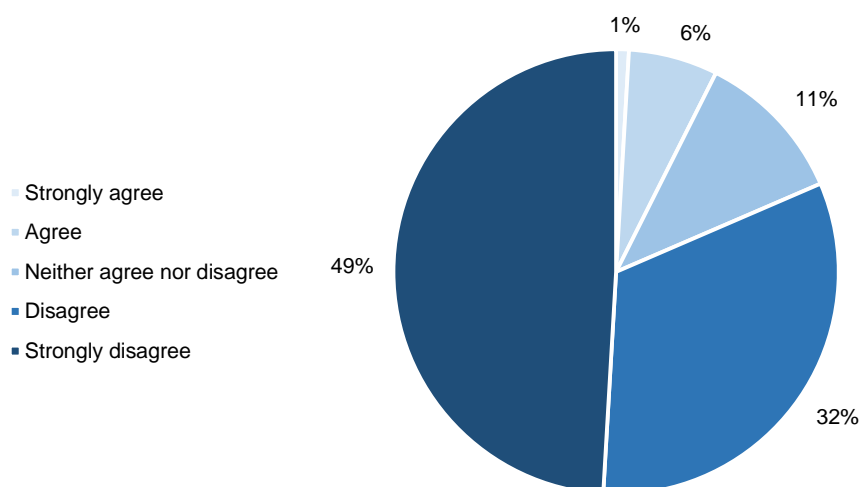
There is broad agreement that Byres road is dominated by cars and traffic (69%) and 81% of respondents disagree that there is adequate parking available, of which almost half (49%) strongly disagree, Figures 2.8 and 2.9.

Figure 2.8 Traffic has Dominance on Byres Road

Legend:
- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
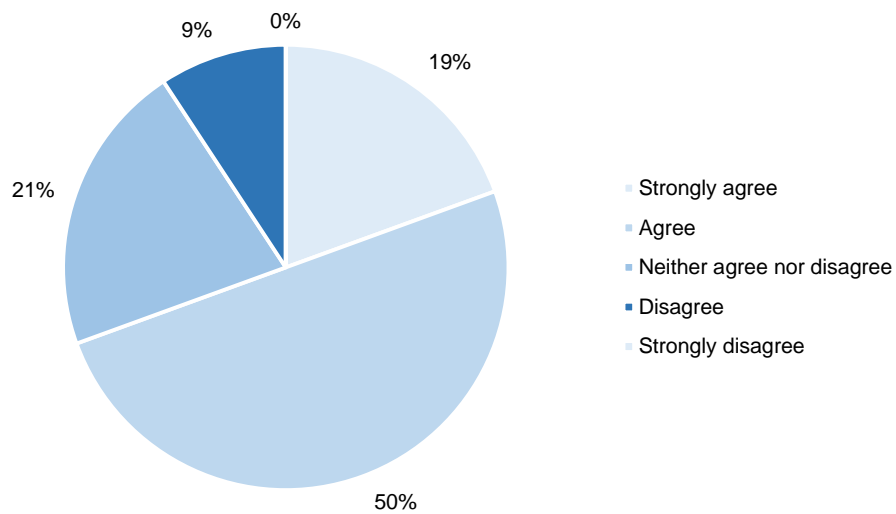
N=108

Figure 2.9 There is Sufficient Parking Availability

Legend:
- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

N=108

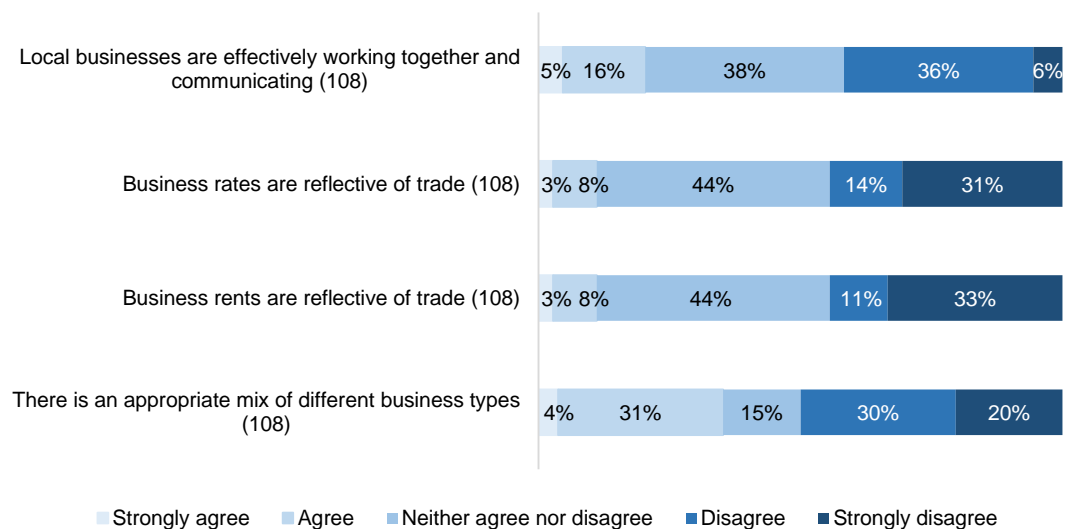## 2.6 Business Conditions

Businesses were particularly negative about business rates and business rents with only 11% agreeing that they were reflective of trade. However, the remaining responses were evenly split between those who disagreed (45%) and those who neither agreed nor disagreed (44%), Figure 2.10.

Few (21%) believe that local businesses were working together and communicating effectively, however, as with rates and rent, the remaining responses were fairly evenly split between those who disagreed (42%) and those who neither agreed nor disagreed (38%).

Opinion was more polarised regarding the appropriate mix of different business types, with 35% agreeing and 50% disagreeing.

Figure 2.10 Business Conditions

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Local businesses are effectively working together and communicating (108)	5%	16%	38%	36%	6%
Business rates are reflective of trade (108)	3%	8%	44%	14%	31%
Business rents are reflective of trade (108)	3%	8%	44%	11%	33%
There is an appropriate mix of different business types (108)	4%	31%	15%	30%	20%

2.7 Events

Respondents were generally negative about the frequency of, and spaces for events, with nearly half (49%) disagreeing that there is a variety of events throughout the year, and two thirds (66%) disagreeing that there is sufficient Christmas activity. Respondents were more positive about the outdoor spaces for events, but even then more were negative (37%) than positive (33%), Figures 2.11, 2.12 and 2.13.
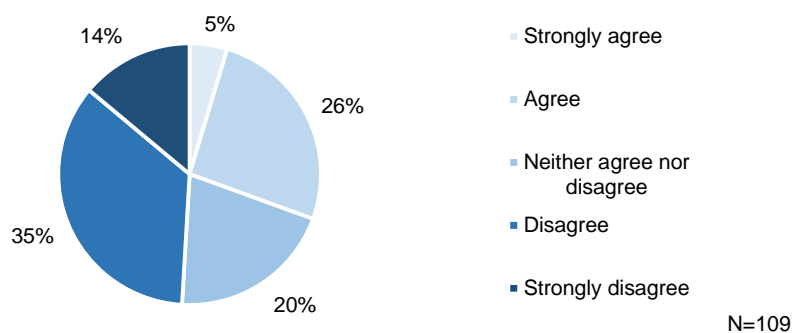
Figure 2.11 Variety of Events throughout the Year

Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree

N=109

Figure 2.12 Sufficient Christmas Activity

Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree

N=108

Figure 2.13 Sufficient Outside Spaces

Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree
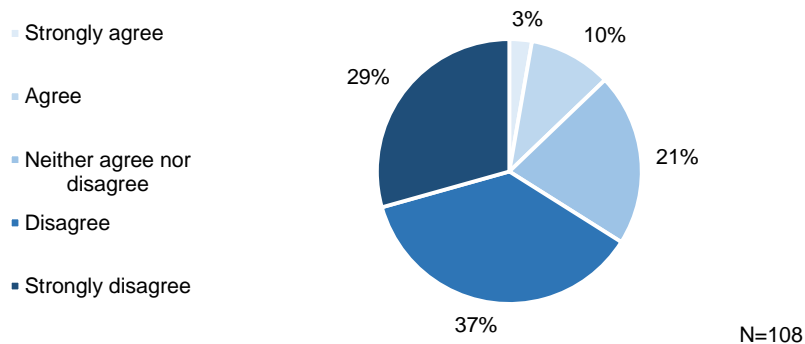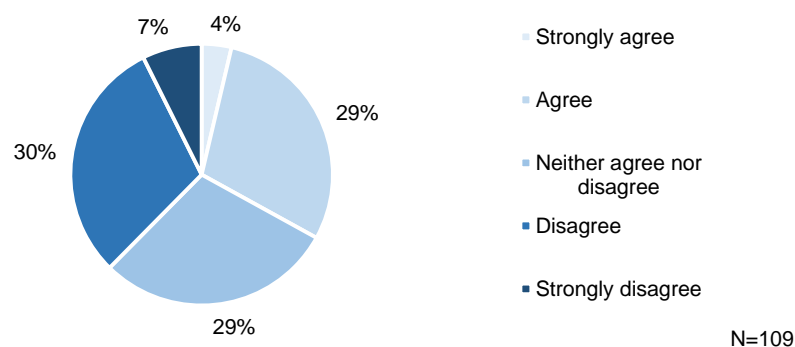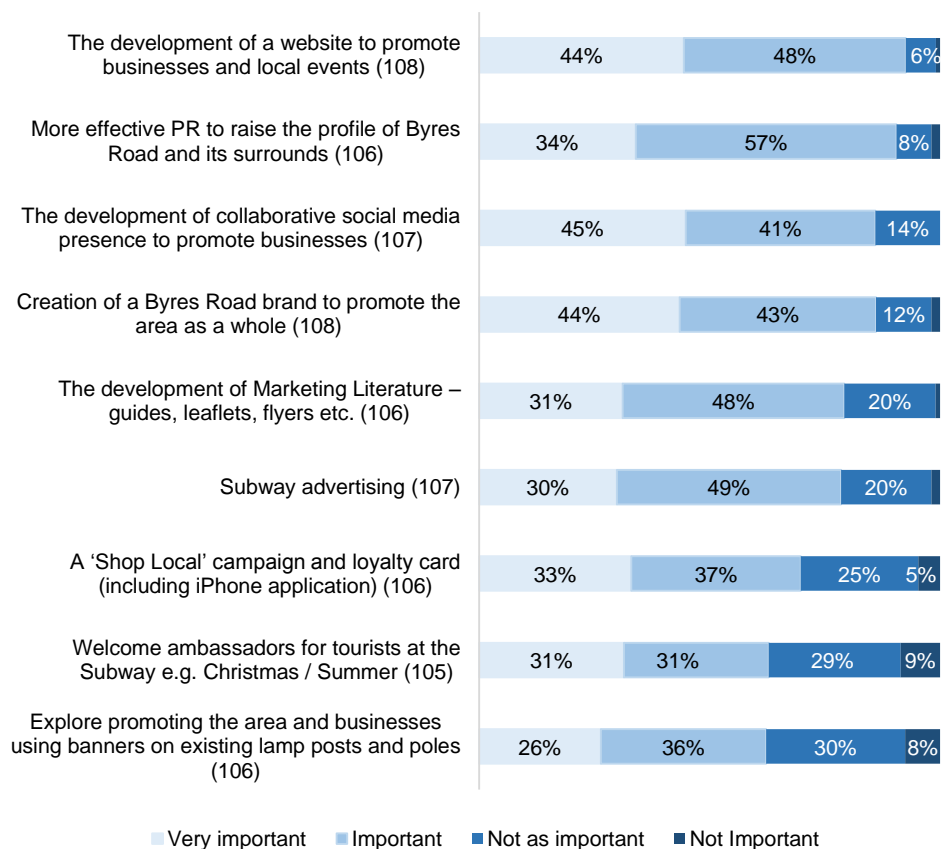
N=109

3. Issues to Address

This section presents the findings from the questions regarding what themes the BID should address. Respondents were presented with a potential action and asked how important it was. They were then asked what their top priorities were.

3.1 Showcasing What We Have

Figure 3.1 lists the potential BID actions related to marketing and advertising sorted by total number regarding them as important or very important. The development of a website, more effective PR, development of collaborative social media and creation of a Byres Road brand were seen as the most important actions whilst using banners, welcome ambassadors and a 'Shop Local' campaign were seen as least important.

Figure 3.1 Marketing and Advertising

	Very important	Important	Not as important	Not Important
The development of a website to promote businesses and local events (108)	44%	48%	6%	
More effective PR to raise the profile of Byres Road and its surrounds (106)	34%	57%	8%	
The development of collaborative social media presence to promote businesses (107)	45%	41%	14%	
Creation of a Byres Road brand to promote the area as a whole (108)	44%	43%	12%	
The development of Marketing Literature – guides, leaflets, flyers etc. (106)	31%	48%	20%	
Subway advertising (107)	30%	49%	20%	
A 'Shop Local' campaign and loyalty card (including iPhone application) (106)	33%	37%	25%	5%
Welcome ambassadors for tourists at the Subway e.g. Christmas / Summer (105)	31%	31%	29%	9%
Explore promoting the area and businesses using banners on existing lamp posts and poles (106)	26%	36%	30%	8%

With regards to events a large proportion felt it was important to increase the number (92%) and frequency (82%) of events. Slightly less popular were more events to attract families (80%) and increasing the frequency of festivals (78%), whilst the least popular was increasing the frequency of street markets (60%).

Figure 3.2 Events
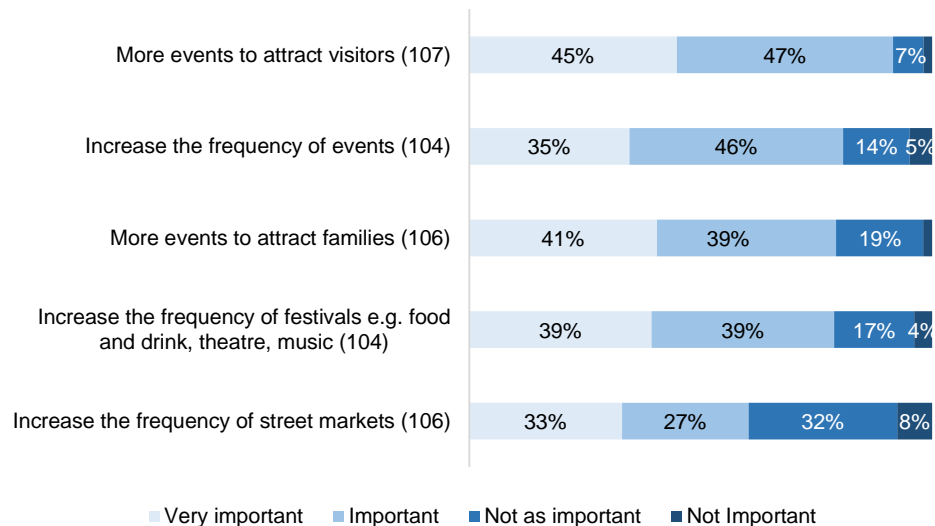
Respondents were asked to pick their top three priorities from the potential actions from Figure 3.1 and 3.2 above, and the top five are presented in Figure 3.3. The development of a website and the creation of a Byres Road brand are the clear favourites, with over a third of respondents listing them as priorities.
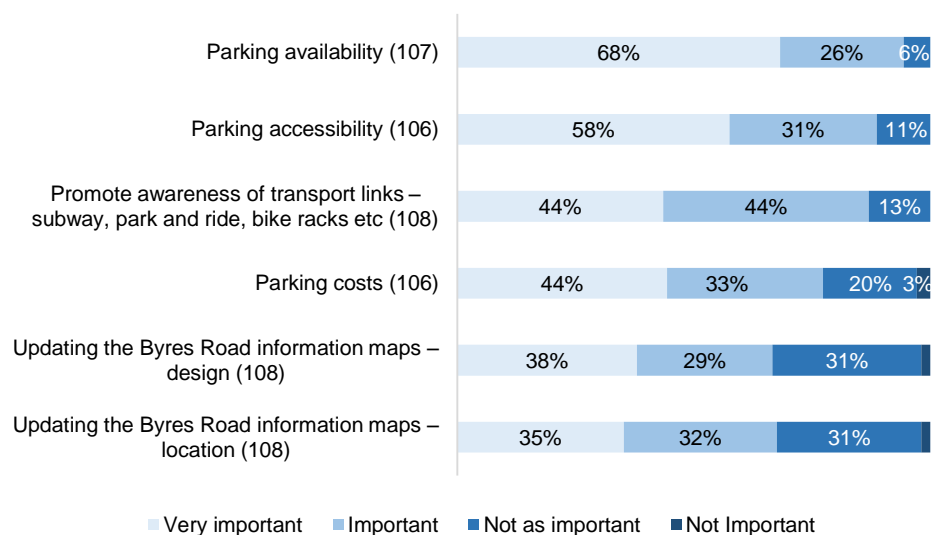
Figure 3.3 Key Priorities
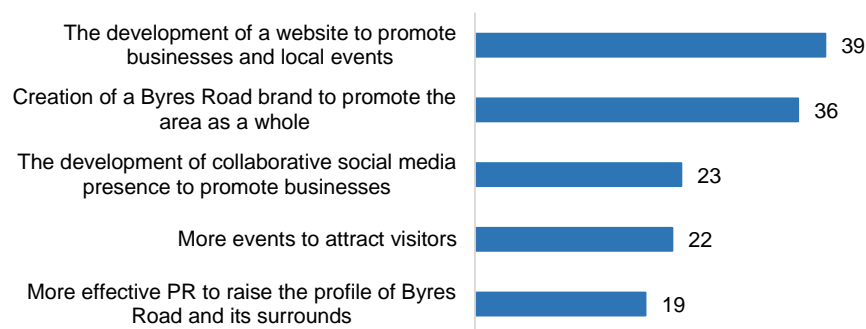
3.2   Accessibility

By far the most important aspect of accessibility identified by the Byres Road traders is parking availability, with 94% regarding it as important of which 68% believe it is very important. This is closely followed by parking accessibility (89%) and promotion of transport links (88%). Parking costs are identified as important by over three quarters of all respondents (77%) Figure 3.4.

The other two accessibility topics were identified as important by two thirds of respondents and are updating the design of the information maps (67%) and updating the location of the information maps (67%).

Figure 3.4 Byres Road Accessibility

Respondents were again asked to list their top three priorities with parking issues the clear priority, in particular more than half of respondents identified parking availability a priority, Figure 3.5.
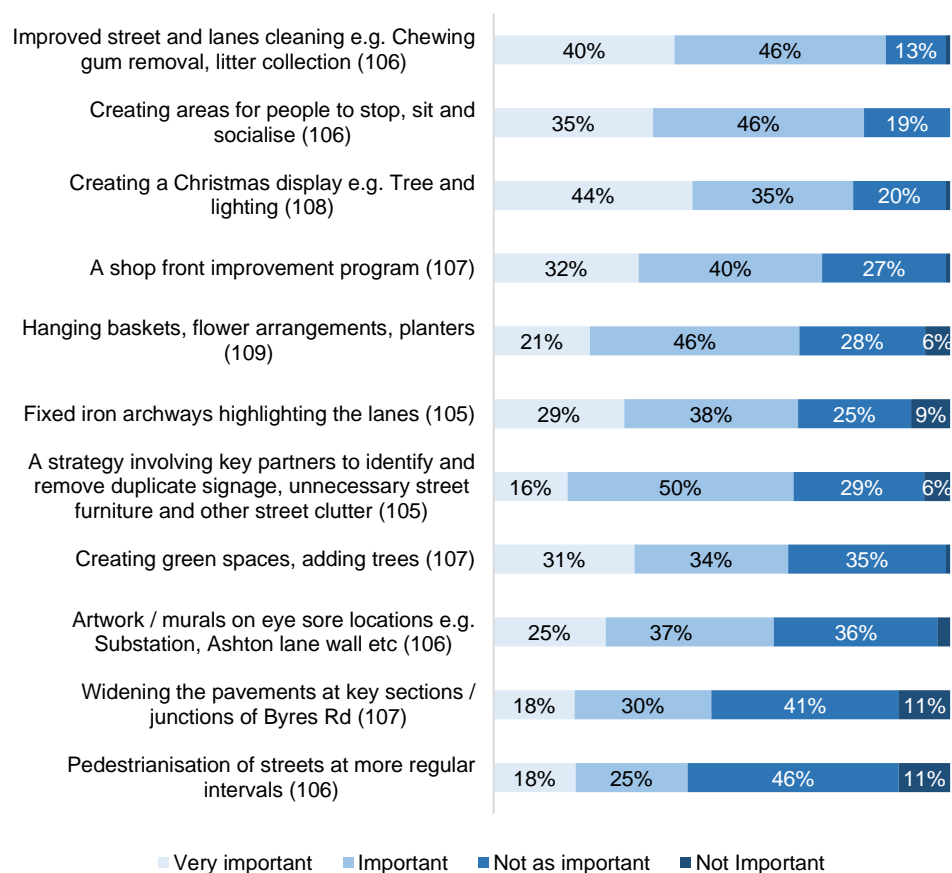
Figure 3.5 Priorities

3.3 Lasting Impression

With regards to the environment and streetscape, the proposals which respondents deemed most important were street cleaning (86%), creating areas to stop and sit (81%) and creating a Christmas display (79%), Figure 3.6.

Other proposals which more than half of respondents regarded as important were a shop front improvement program (72%), flower arrangements (67%), iron archways for the lanes (67%), strategy to remove street clutter (66%), creating green spaces (65%) and adding artwork/ murals (62%).

Widening of the pavement and partial pedestrianisation gathered comparatively little support with only 48% and 43% regarding them as important respectively.

Figure 3.6 Environment and Streetscape

|	Very important	Important	Not as important	Not Important
Improved street and lanes cleaning e.g. Chewing gum removal, litter collection (106)	40%	46%	13%	
Creating areas for people to stop, sit and socialise (106)	35%	46%	19%	
Creating a Christmas display e.g. Tree and lighting (108)	44%	35%	20%	
A shop front improvement program (107)	32%	40%	27%	
Hanging baskets, flower arrangements, planters (109)	21%	46%	28%	6%
Fixed iron archways highlighting the lanes (105)	29%	38%	25%	9%
A strategy involving key partners to identify and remove duplicate signage, unnecessary street furniture and other street clutter (105)	16%	50%	29%	6%
Creating green spaces, adding trees (107)	31%	34%	35%	
Artwork / murals on eye sore locations e.g. Substation, Ashton lane wall etc (106)	25%	37%	36%	
Widening the pavements at key sections / junctions of Byres Rd (107)	18%	30%	41%	11%
Pedestrianisation of streets at more regular intervals (106)	18%	25%	46%	11%

There is less consensus around priorities than previous sections with only around a quarter of respondents identifying street cleaning, Christmas display and creating areas to sit as priorities for action, Figure 3.7.

Figure 3.7 Priorities
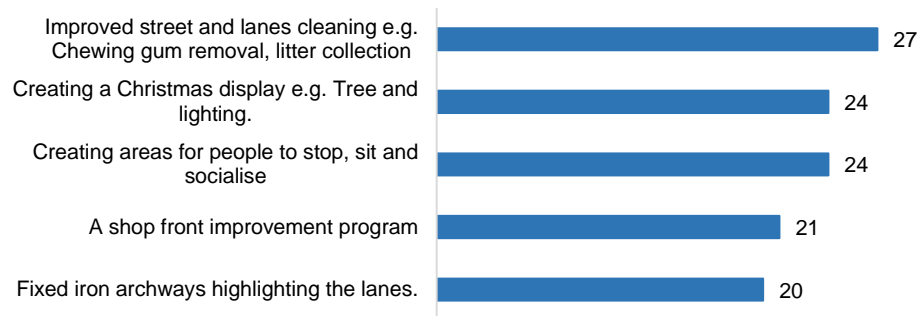
### 3.4 Working Together

Figure 3.8 Advocacy and Facilitation
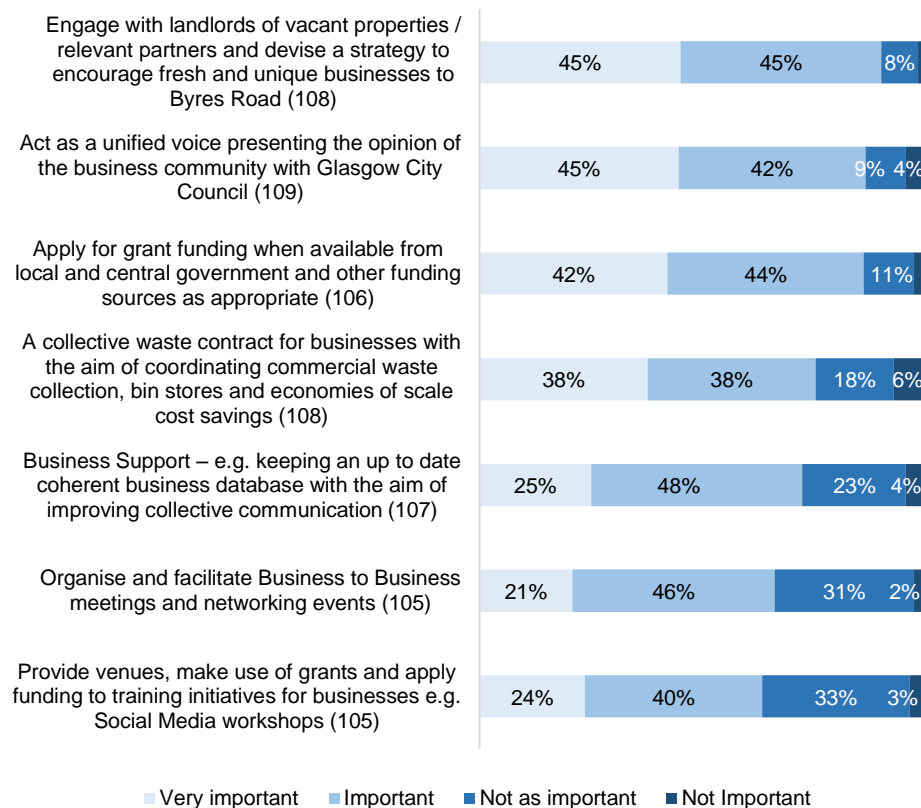
The most popular actions would be to engage with landlords of vacant properties to encourage new businesses (90%), to act as a unified voice to the Council (87%) and to apply for grant funding when appropriate (86%), Figure 3.8.

A collective waste contract (76%) and business support (73%) attracted significant support, whilst organising meetings (67%) and training events (64%) were the least popular.

Identified priorities were broadly similar to the actions that were regarded as most important, with engaging with landlords of vacant properties and acting as a unified voice the highest priorities for businesses, Figure 3.9. These two options were identified as priorities by at least one third of all respodnents.

Figure 3.9 Priorities
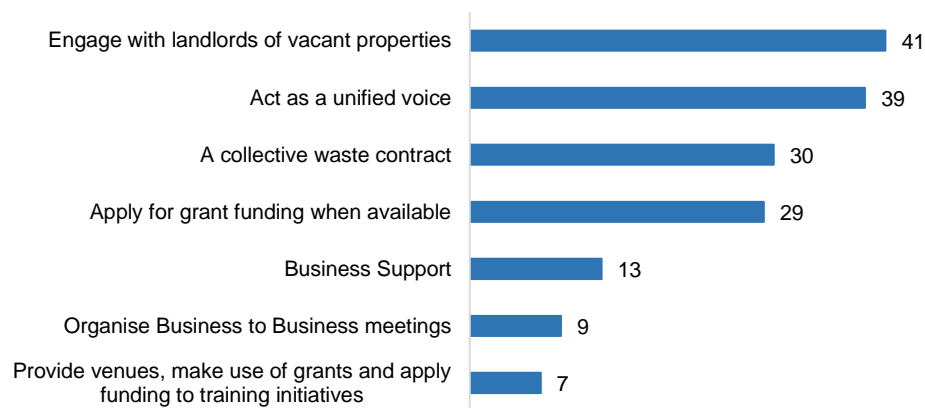
3.5   Community and Partner Involvement

Working with charitable organisation to encourage start-ups in vacant units is regarded as the most important form of community engagement (86%) and is also regarded as the top priority. Schemes to provide internships (70%) and voluntary clean-ups (71%) were also popular options.

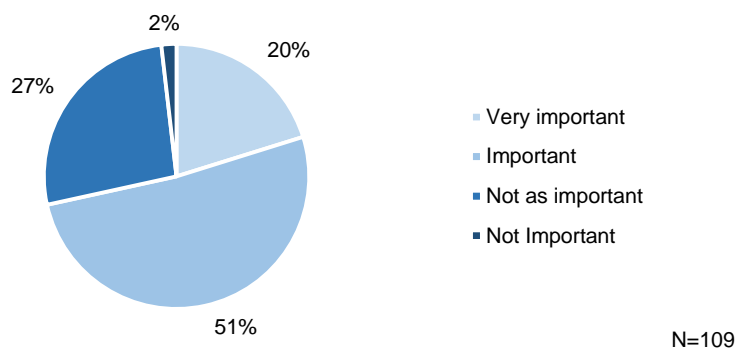**Figure 3.10 Encourage and Facilitate Voluntary Area Clean Ups**

- Very important
- Important
- Not as important
- Not Important

N=109

Figure 3.11 Work with Schools, University and Community groups To Provide 'Internships', 'Work Experience Placements' and Area Research Projects

- Very important
- Important
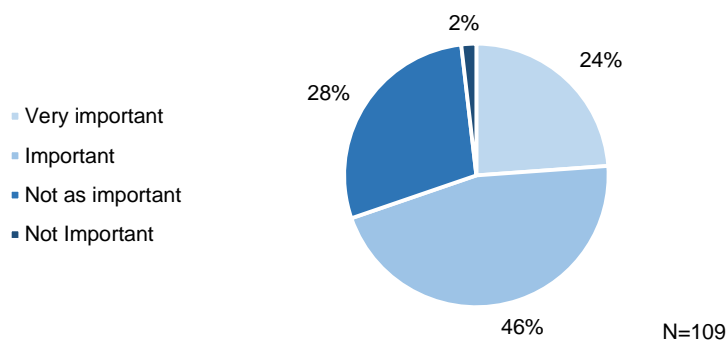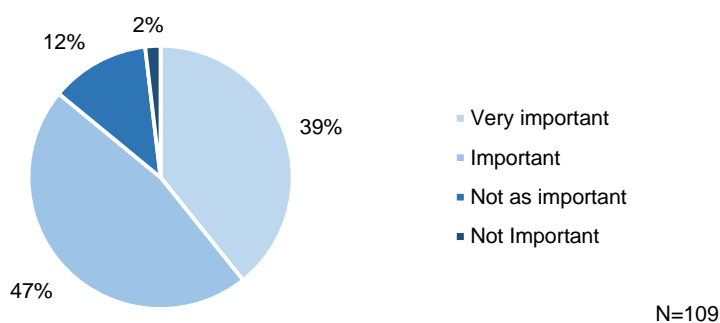- Not as important
- Not Important

N=109

Figure 3.12 Work with Charitable Organisations e.g. 'Princes Trust' and other Groups to Encourage New Start-Up Ventures for Young People in Vacant Units

- Very important
- Important
- Not as important
- Not Important

N=109

3.6 Waste Provision

Organising a collective waste contract was identified as important by 76% of respondents and as a priority by 27%. It was anticipated that this would be attractive to businesses and additional question were asked regarding waste collection.

The most common waster providers used are Biffa and GCC, with William Tracey recorded as the other provider servicing a significant number of businesses, Figure 3.13.

Figure 3.13 Current Waste Provider

| Provider	Percentage
Biffa	41%
Glasgow City Council	39%
Other	13%
William Tracey	8%
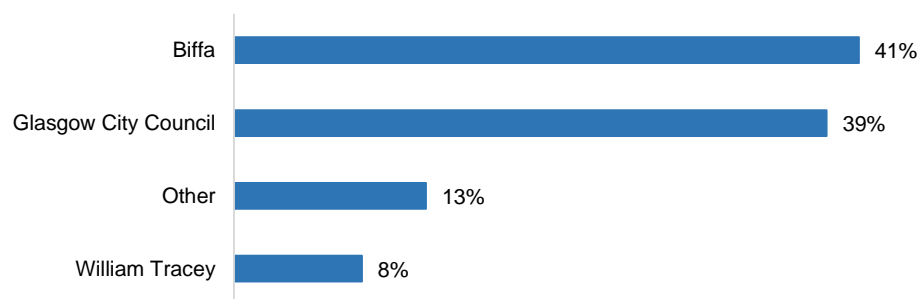
N=96

Other providers were Shanks (3), Dual service with Glasgow City Council and Biffa (2), Viridor (2), First Mile, North Lanarkshire Council, Sumo, Sita and manage waste internally.

The number of times per week that waste is collected varies, with 41% having it collected one to three time per week and 57% having it collected five to seven times per week, Figure 3.14.

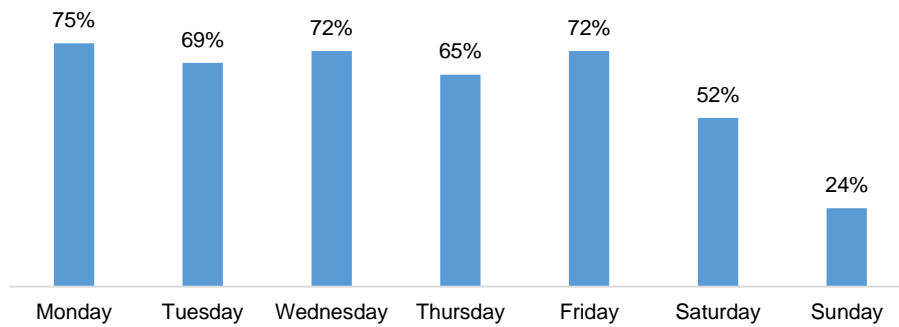**Figure 3.14 Number of Times per Week Waste Collected**

	One	Two	Three	Four	Five	Six	Seven
Percentage	18%	12%	11%	1%	18%	19%	20%
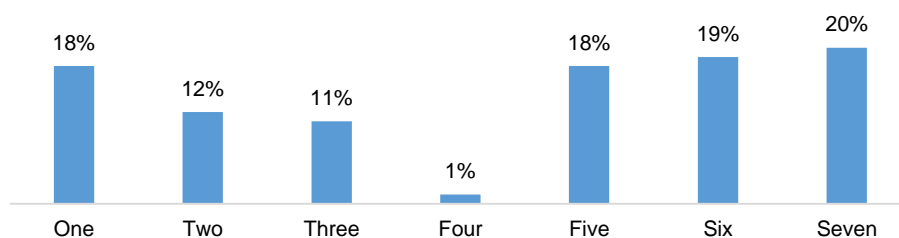
N=83

With regards to which days of the weeks respondents have their waste collected, Dduring the week was the most common, particularly, Mondays, Wednesdays and Fridays, Figure 3.15.
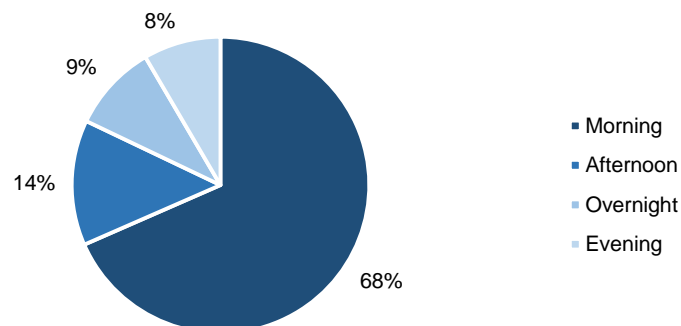
Figure 3.15 Day of the Week Waste Collected

N=83, Multiple Responses Allowed

With regards to the time of day that waste is collected, just over two thirds have it collected in the morning, Figure 3.16.

Figure 3.16 Time of Day Waste Collected

N=95

3.7 Other Comments

Respondents were asked if they had any other comments that they would like to make and 37 chose to do so. Common issues that were brought up included:

- there are too many charity shops (six);

- the bottom end of Byres Road is neglected compared to the top end (five);

- the lanes need improved (four);

- commercial bin placement is inappropriate (four);

- business rates are too high, particularly for small independents (four);

- too many vacant units (three);

- the streets are not clean enough (three);

- happy with everything (two);

- the pavements are in a poor state (two);

- the old swimming pool is an eyesore (two); and

- too many drug addicts and beggars (two).

4. Conclusion

In conclusion there are a number of key issues that arise from this survey. The two issues respondents felt most strongly about are:

- 84% disagreed that there were adequate places to stop and sit; and

- 81% disagreed that there is plenty of available car parking for customers.

A number of other issues had between 60% and 66% disagreeing which were, adequate of recycling points for both pedestrians and businesses, the roads and pavements are well maintained, there is sufficient artwork and colour, the area is well marketed to visitors, the lanes are noticeable and there is sufficient Christmas activity.

With regard to what issues the BID should address a number had 90% or more agreeing that it was important or very important which were:

- parking availability (94%);

- development of a website to promote businesses and events (93%);

- more events to attract visitors (92%);

- more effective PR to raise the profile of Byres Road and its surroundings (91%); and

- engage with landlords to encourage fresh and unique businesses in to vacant properties (91%).