



Chichester
college

Enterprising Emsworth

Feedback to the EBA, October 2011



Introduction

- Surveys with residents and businesses
- Total of 90 surveys, 28 businesses (19 EBA members) and 62 residents/visitors
- Key focus – how Emsworth can be more competitive and increase sales

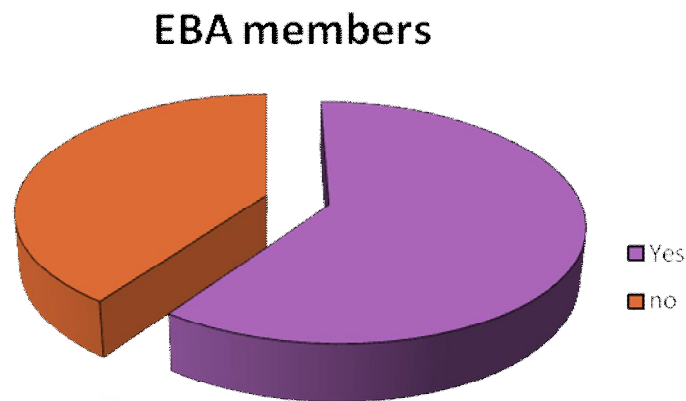


EBA Members and Non Members

BUSINESS VIEWPOINT

Main Findings

- Of the 28 businesses surveyed 19 were EBA members and 9 were not.
- Out of the businesses we surveyed 27% said there was no communication between the EBA and their business.
- Also 33% said there was a lack of events specific to their businesses.



Events

- 81% of the businesses surveyed wanted the food festival back, on a smaller scale.
- 90% of the businesses said that the events that the EBA have previously run were either, Good or Excellent.
- And a further 87% agreed that more community events should be run.

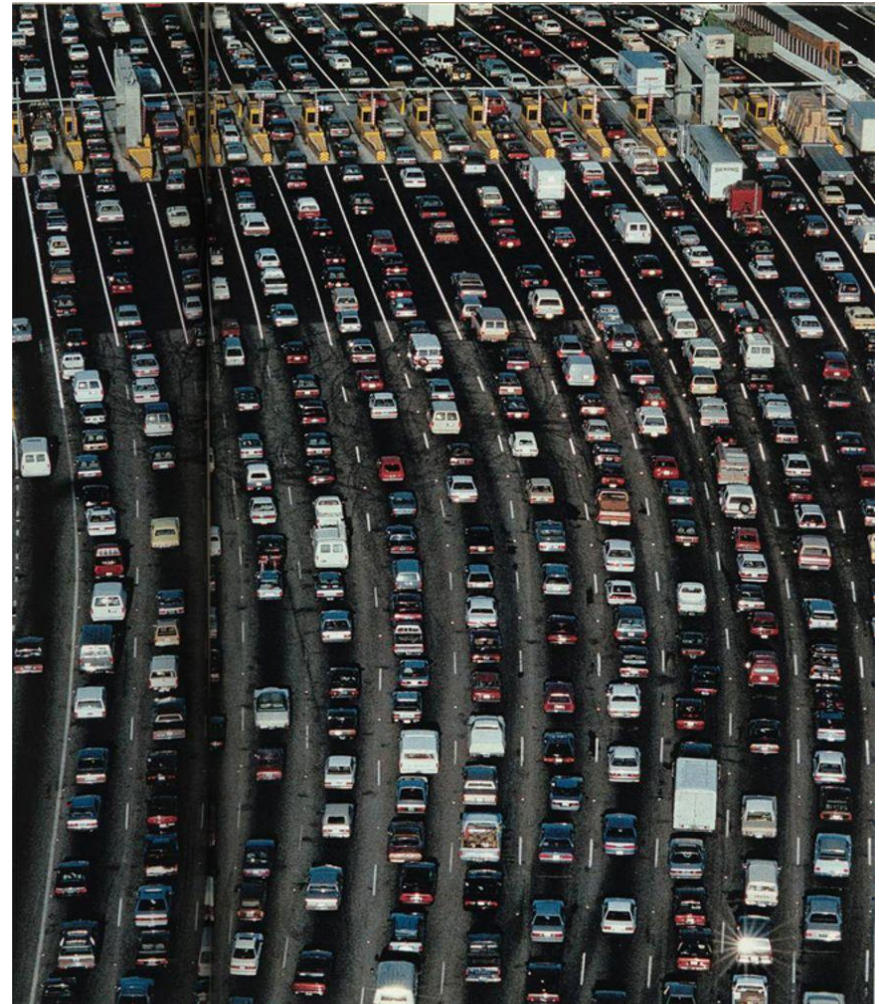


Tourism

- We had mixed emotions on tourism and expanding the catchment area.
- 94% of businesses agreed or strongly agreed to a need to increase tourism.
- However only 33% of businesses wanted the catchment area expanded. 50% saying NO to the expansion. The final 17% saying that they where not concerned about the expansion.

Parking and Travel

- 63% of businesses said that parking was a major issue within Emsworth.
- Some businesses that we surveyed expressed concerns over cycle racks and lanes in and around Emsworth. As many resident business owners cycle into work.



Increased Membership

- 64% of businesses agreed that increased advertising opportunities would increase membership to the EBA.
- With 94% saying that the EBA would need to increase its benefits in order to survive.



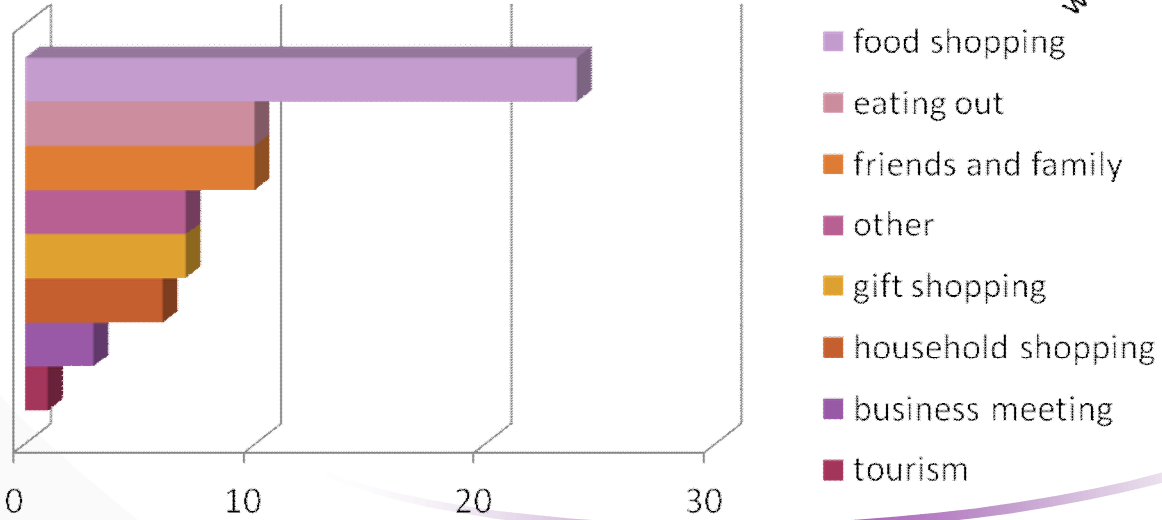
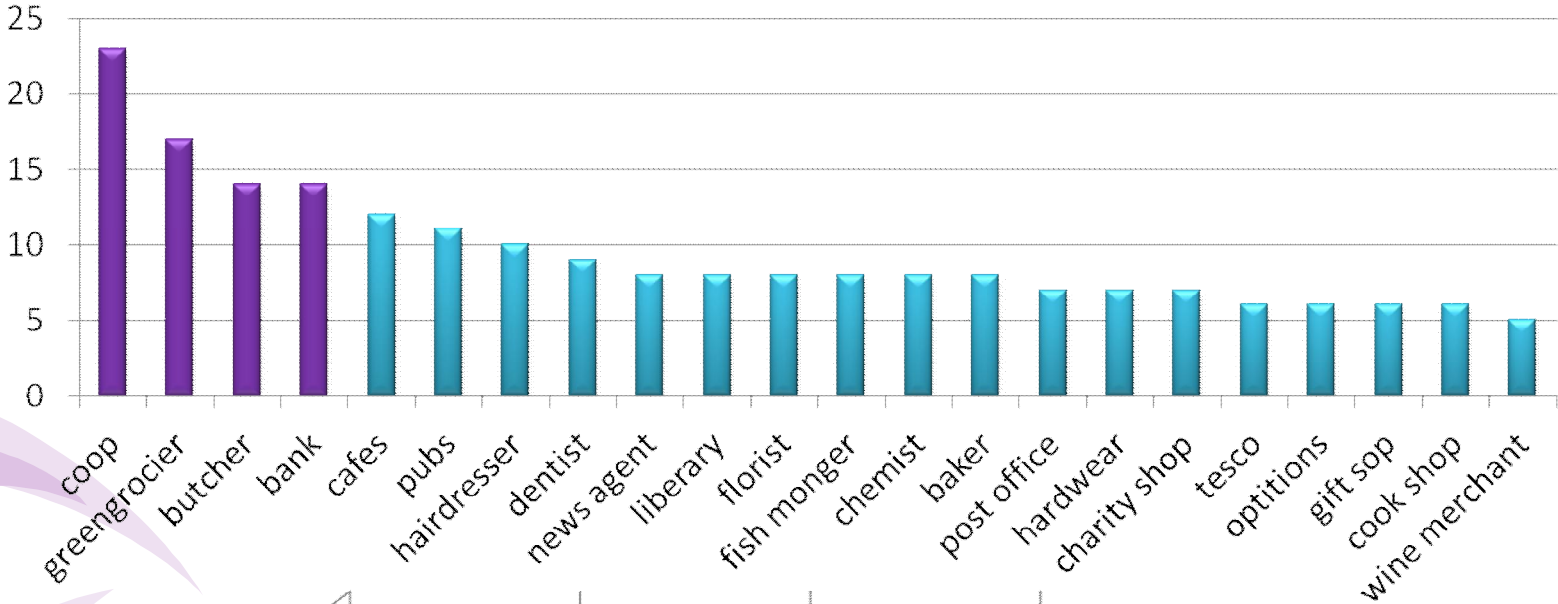
Mostly street interviews

RESIDENT & VISITOR VIEWPOINT

Main Findings

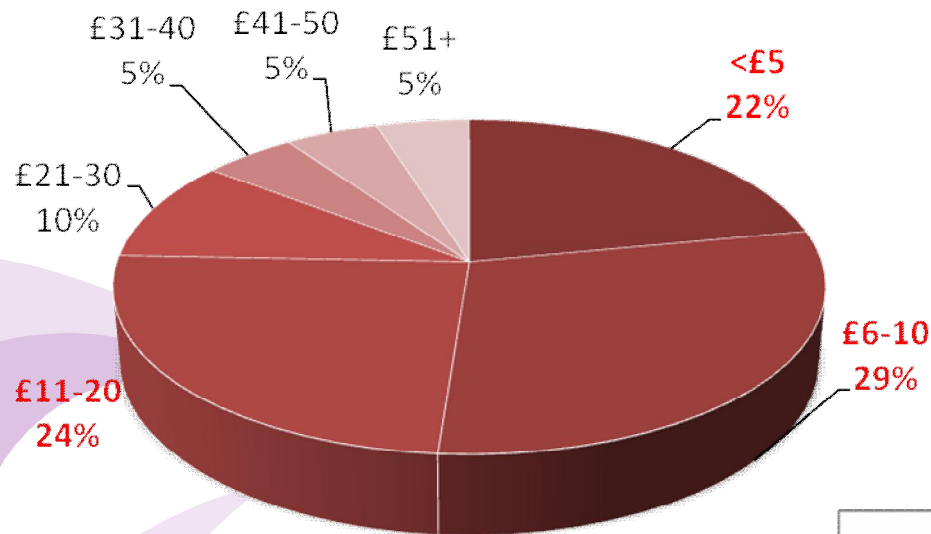
- Car parking was a real problem for visitors
- 75% of visitors spend less than £20 per visit, therefore car parking charges will have a big impact on footfall
- The main attraction to visit Emsworth was for food shopping and the scenery

Reasons for Visiting Emsworth



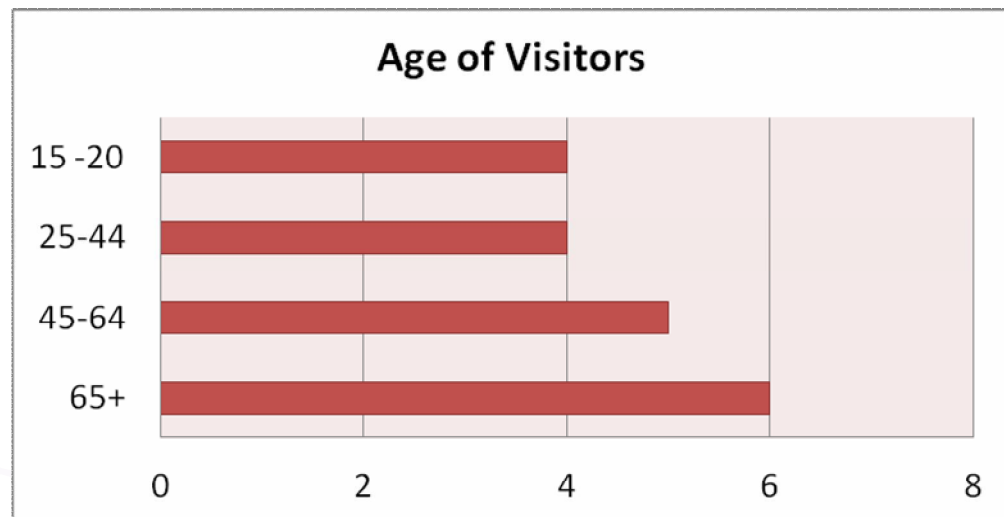
Visitor Profiles

Spend per visit



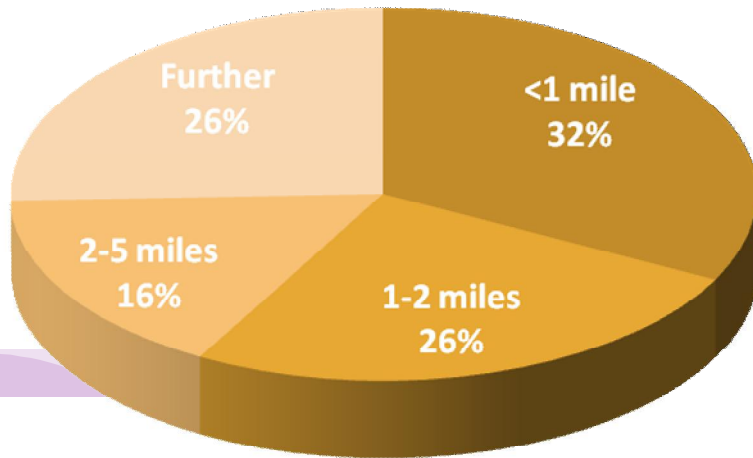
- Buying patterns = 75% of visitors spend <£20
- Whilst 58% of interviewees were over 45, 42% were under 44 years of age

Age of Visitors



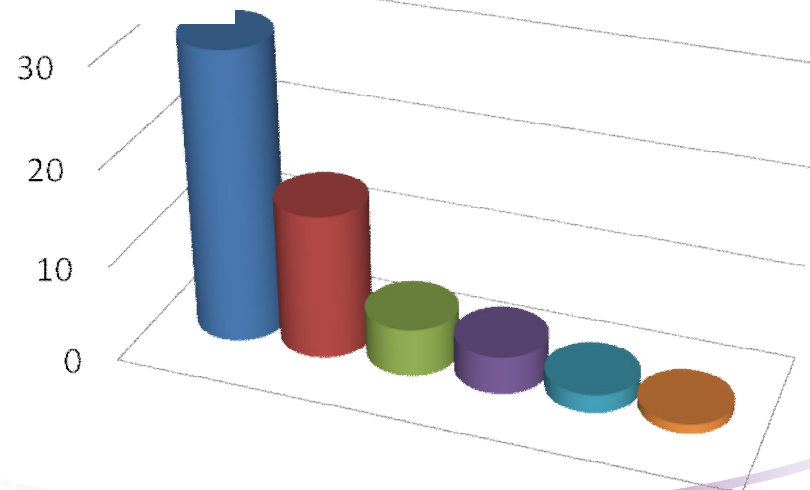
Travel

Distance Travelled



- 58% of visitors travel from less than 2 miles away
Mostly by car

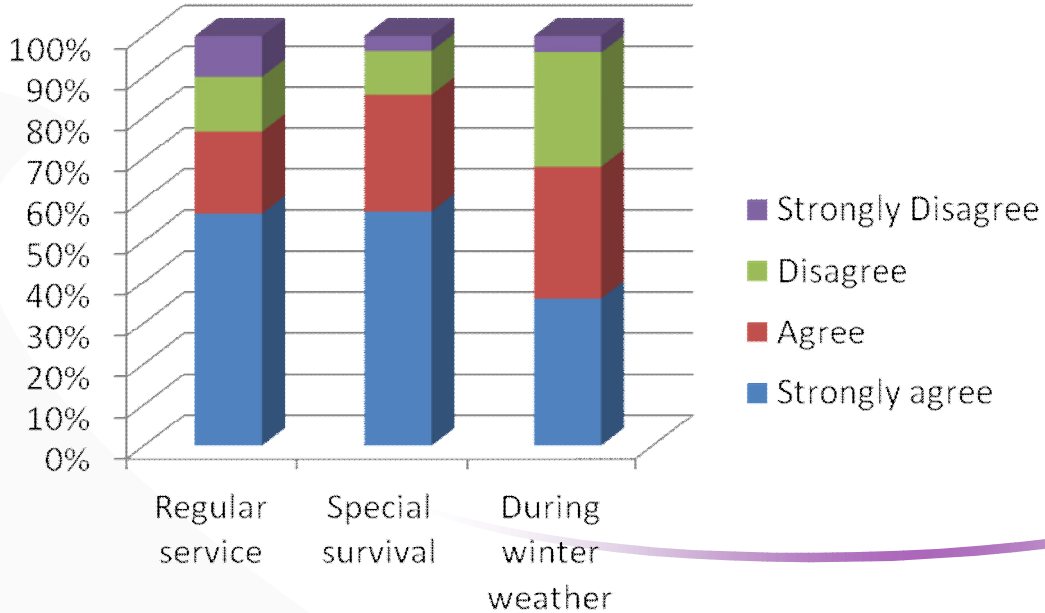
Travel



car walk cycle bus taxi motorbike

Delivery Service

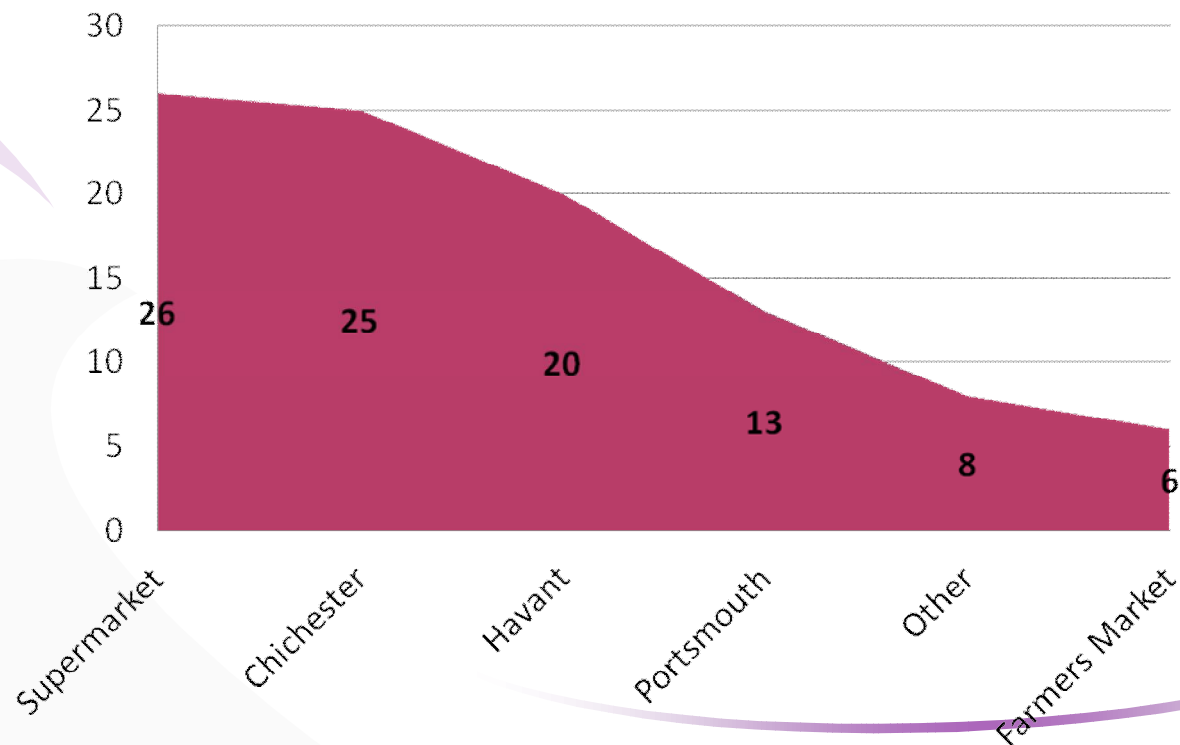
- 77% of people surveyed said they would like to see a delivery service
- There was some confusion regarding the 'co-operative' delivery and the results are more likely to be higher if it were clearer that this was all the high street shops, excluding the Co-op



Competition

- Emsworth may not be able to compete with supermarkets, but what does Chichester and Havant offer that Emsworth doesn't? character

Competitor Shopping



Recommendations

- Lobby Havant council to increase free car parking to an hour
- Reinstate the Emsworth Food Festival on a smaller scale
- Organise more community events including Farmers Markets
- Further market research into the delivery service
- Further surveys with Saturday shoppers
- Cycle racks and cycle lanes

