

Essential Edinburgh Business Survey Nov 2016 – Feb 2017

In total 181 surveys were completed, representing approximately 38% of total eligible turnout.

The different sectors are represented as follows:

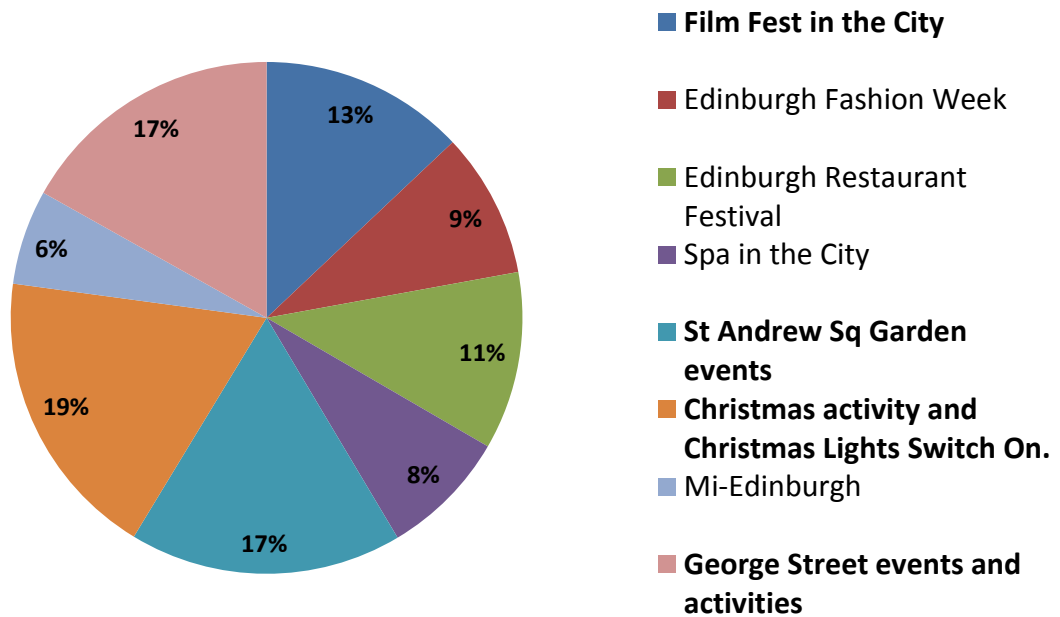
- 56% retail
- 26% hospitality
- 18% office

The responses came from all areas within the BID:

- 33% from George Street
- 22% from Princes Street
- 13% from Rose Street
- 13% from all the cross streets (Hannover, Frederick & Castle)
- 10% from Multrees Walk
- 6% from around St Andrew Square
- 2% from South Charlotte Street
- 1% from around West Register Street

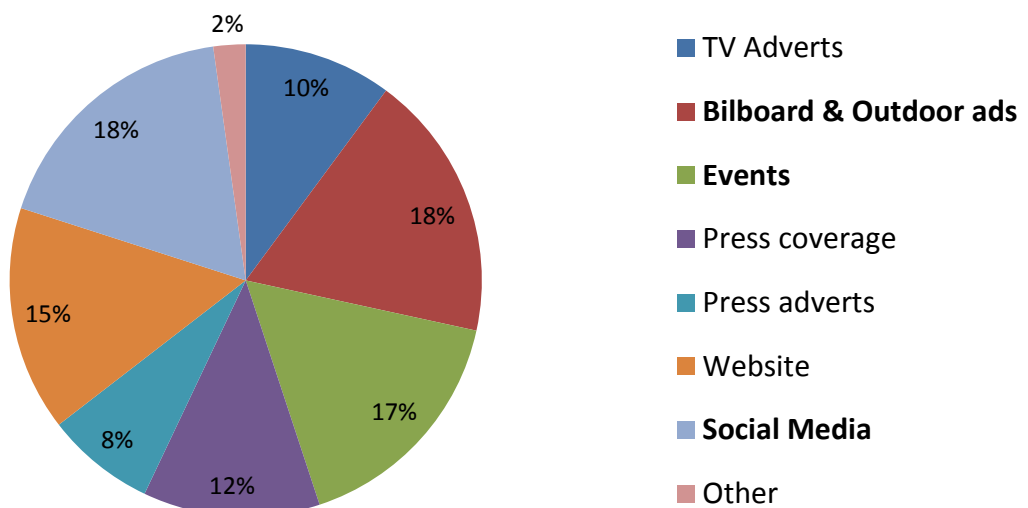
Q1

Which of these would you like to see continued in the 2018-2023 Business Plan? Tick all that apply



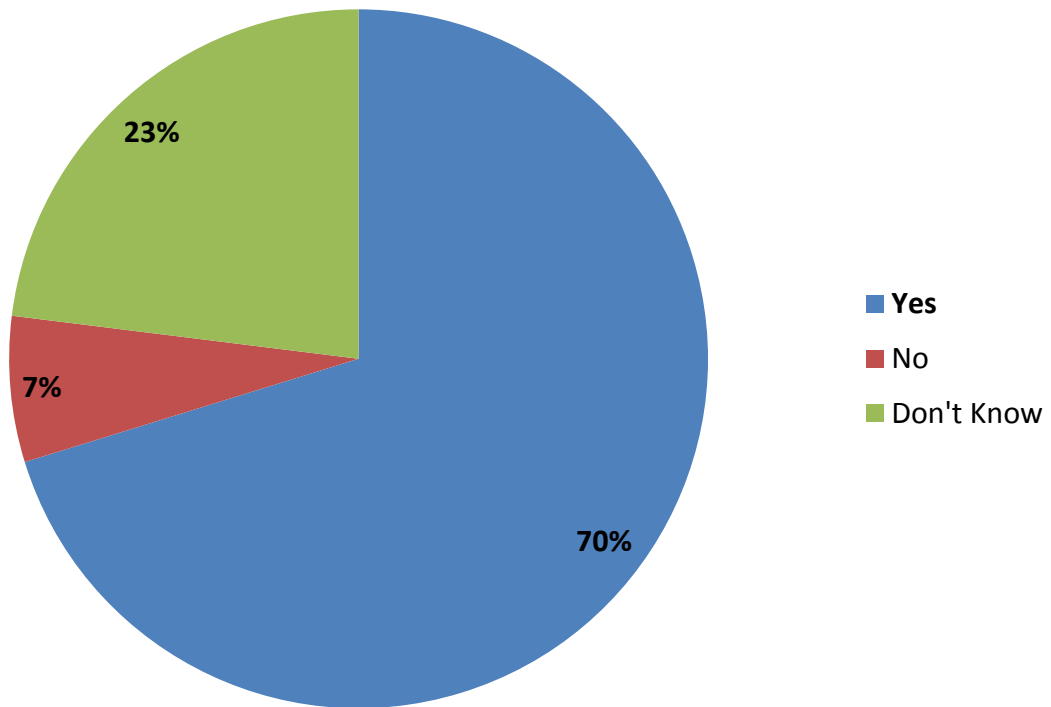
Q2

Essential Edinburgh part funded a £1m marketing campaign “This is Edinburgh” to promote the City, are you aware of these elements of the campaign?



Q3

Would you like a local marketing campaign in the 3rd term of Essential Edinburgh 2018-2023?



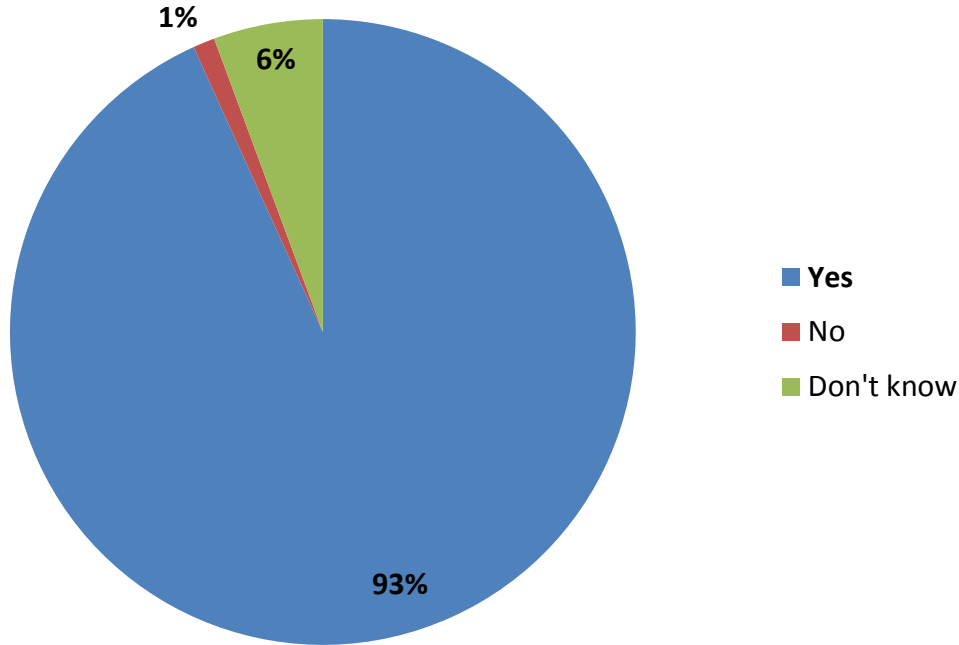
Q4 Please suggest any initiatives that you think would benefit your business and promote the BID area

Top 6 answers in order:

- More activity on George St throughout the year - especially west end
- Lobby council to empty bins hourly during peak tourist season & clean the streets
- More Castle St Activities/events
- Continue with local one off events - definitely benefit businesses in the area
- Exclusive shopping evenings & discounts with joint marketing and prizes - festival shopping events
- Reduce begging on the streets

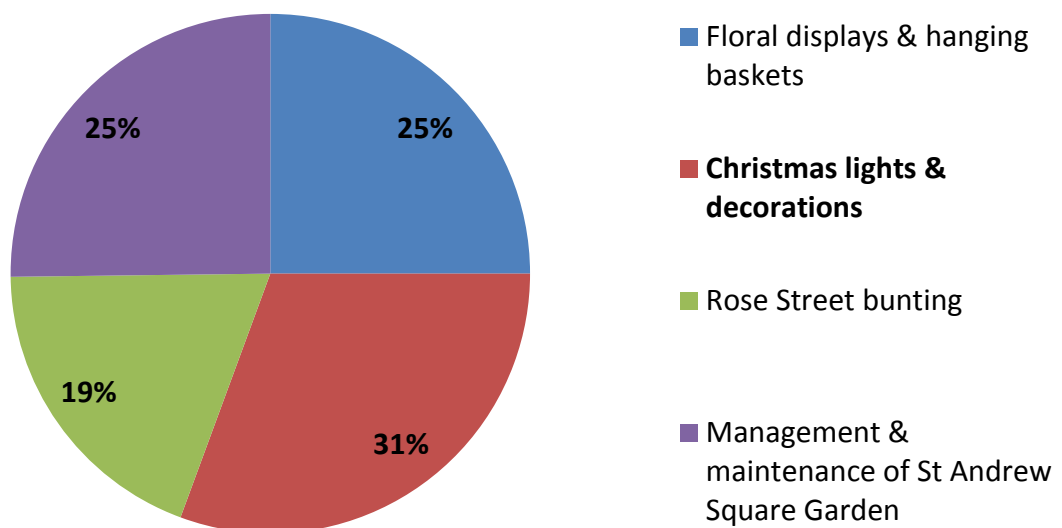
Q5

Would you like the Clean Team's services to continue in the 3rd BID term 2018-2023?



Q6

Which of these other Clean and Attractive initiatives would you like continued?



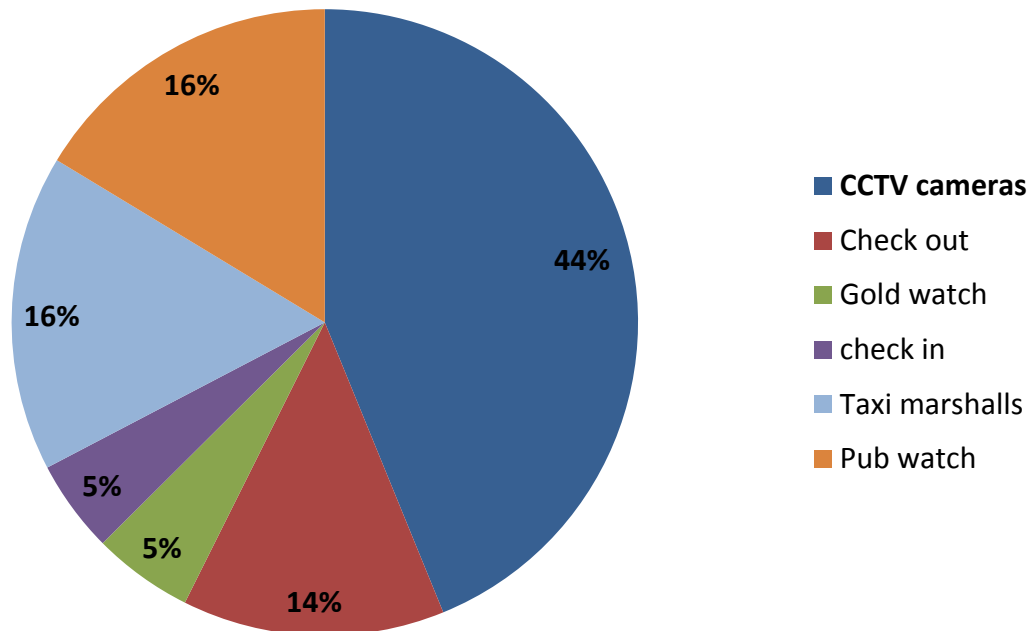
Q7 Please suggest other initiatives that you think would improve the cleanliness or attractiveness of the BID area in 2018-2023?

Top 3 answers in order:

- Lobby government to ban begging / get rid of beggars
- More litter bins and cigarette bins
- Empty bins more often

Q8

Which of these initiatives would you like continued into the 3rd term of EE?



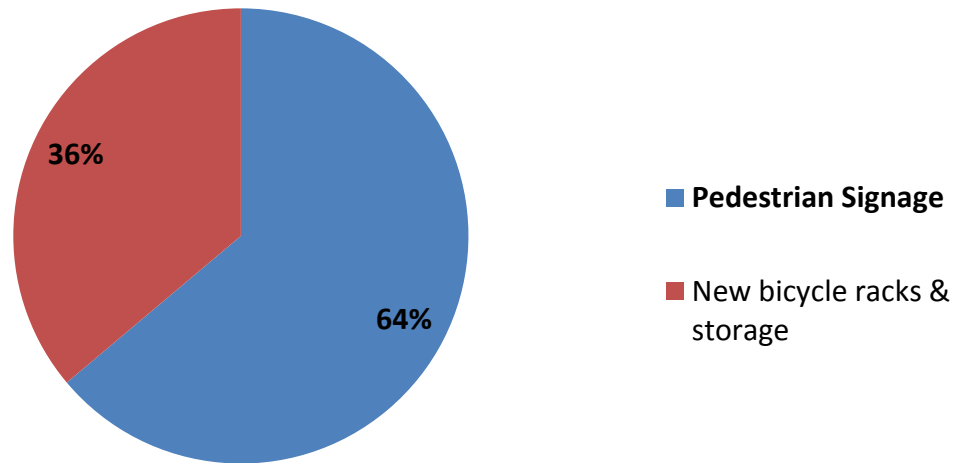
Q9 Please suggest any initiatives that you think would improve the safety or security of the BID area

Top 3 answers in order:

- More Police on patrol
- Better street lighting (Rose Street in particular)
- Tackle homelessness and begging

Q10

To improve the movement around the BID area, which of these initiatives would you like to see included in the Business Plan for the 3rd Term?

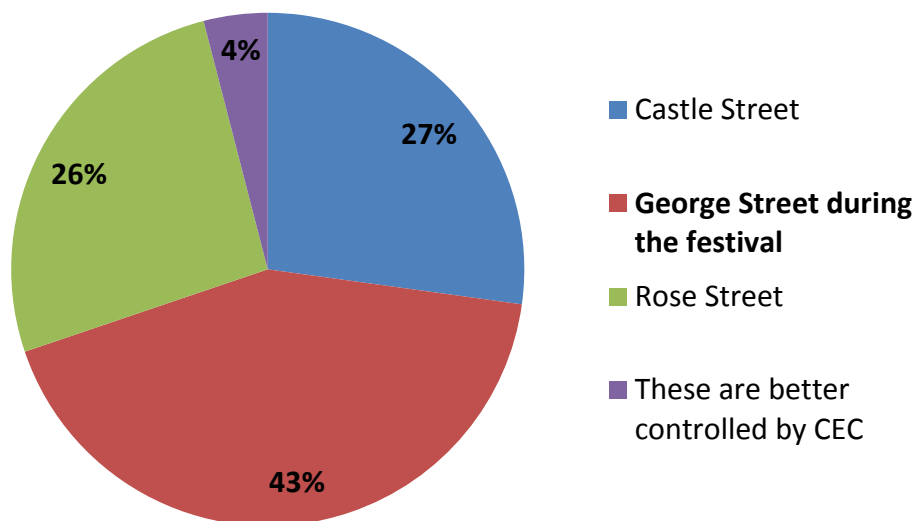


Q11 Please suggest any initiatives that you think would improve signage, parking or movement around the BID area

Top answer: Digital maps / on street wayfinding system / pedestrian signage

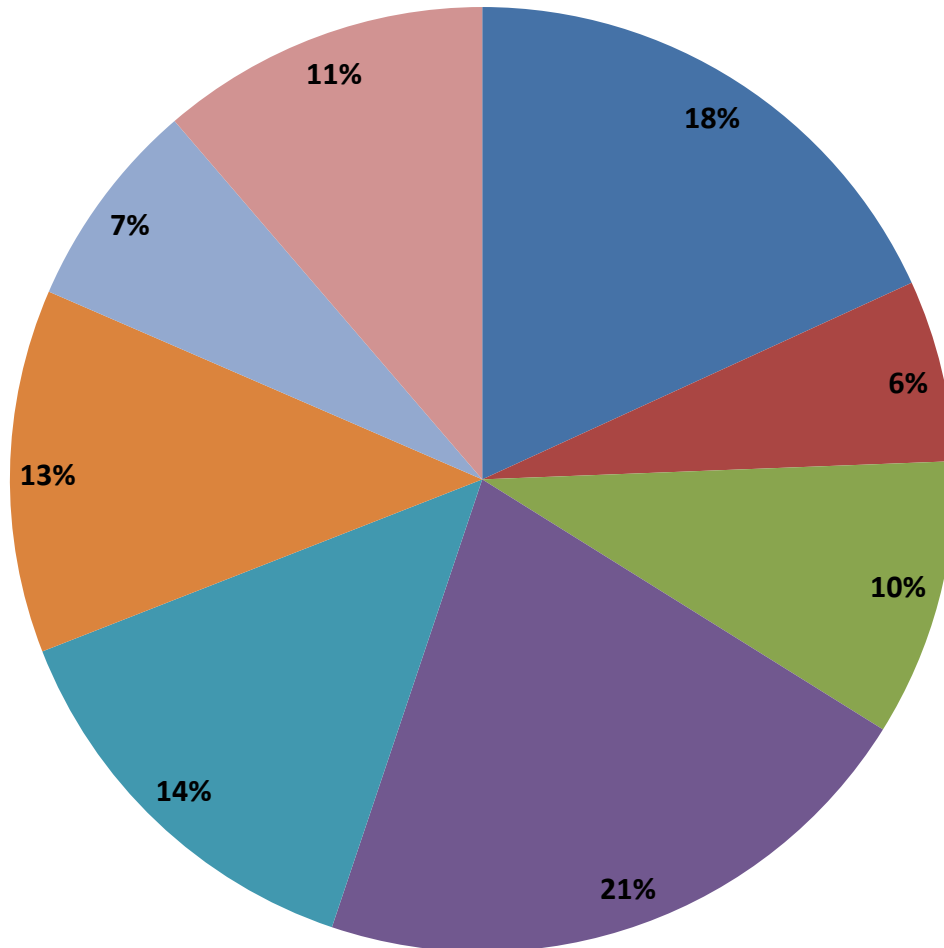
Q12

Which of the below do you think would benefit from BID management?



Q13

**Essential Edinburgh represents you in the city centre,
which of these would you like us to continue
representing you in for the next term?**



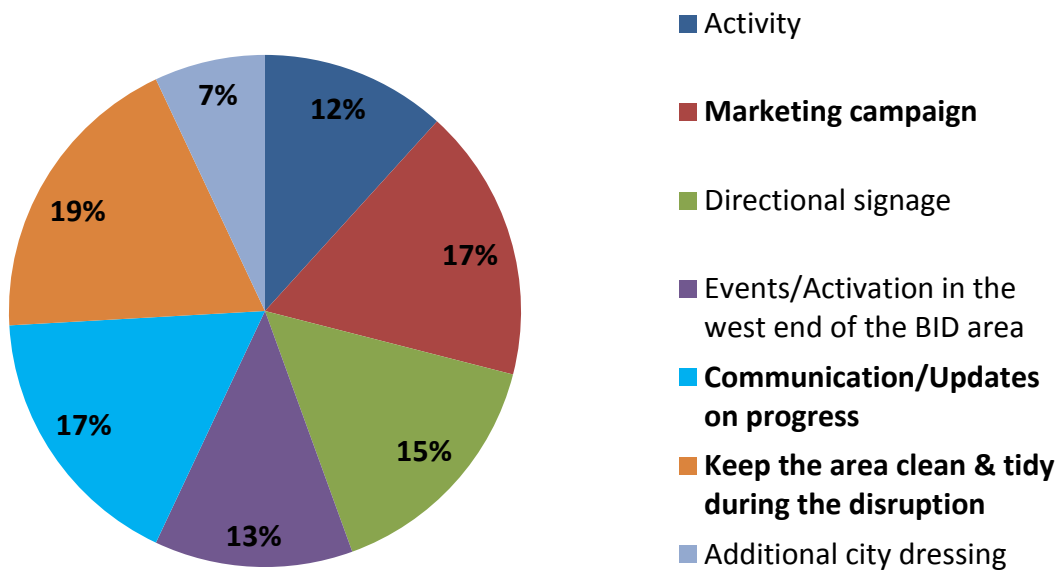
- **Waste management initiative with Changeworks Recycling**
- Utilities audit with Business Advisory Support
- BID Liaison Officers
- **Homeless and Begging initiatives**
- **Essential Trends: weekly footfall emails, monthly e-report and biannual print**
- Pedestrian way-finding initiative
- Business Expo
- Representing BID businesses at meetings and working groups

Q14 Please suggest any forums, savings initiatives or group procurement that you think would improve our representation of your business needs or provide savings for your business

- What happens in Edinburgh on a website if it doesn't already exist
- More parking facilities
- Savings on payment card services
- Footfall counters
- Action on homelessness
- Collective look at trade wast & Utilities
- Keep retail businesses informed
- A regular Princes Street forum
- Retailers sharing ideas on how to maintain footfall when traffic is diverted elsewhere - like during the festival
- EE should curtail pop-up markets/stalls in prime periods as it is unfair competition for retailers here year-round

Q15

What steps would you like us to take to support the businesses during the St James Development?

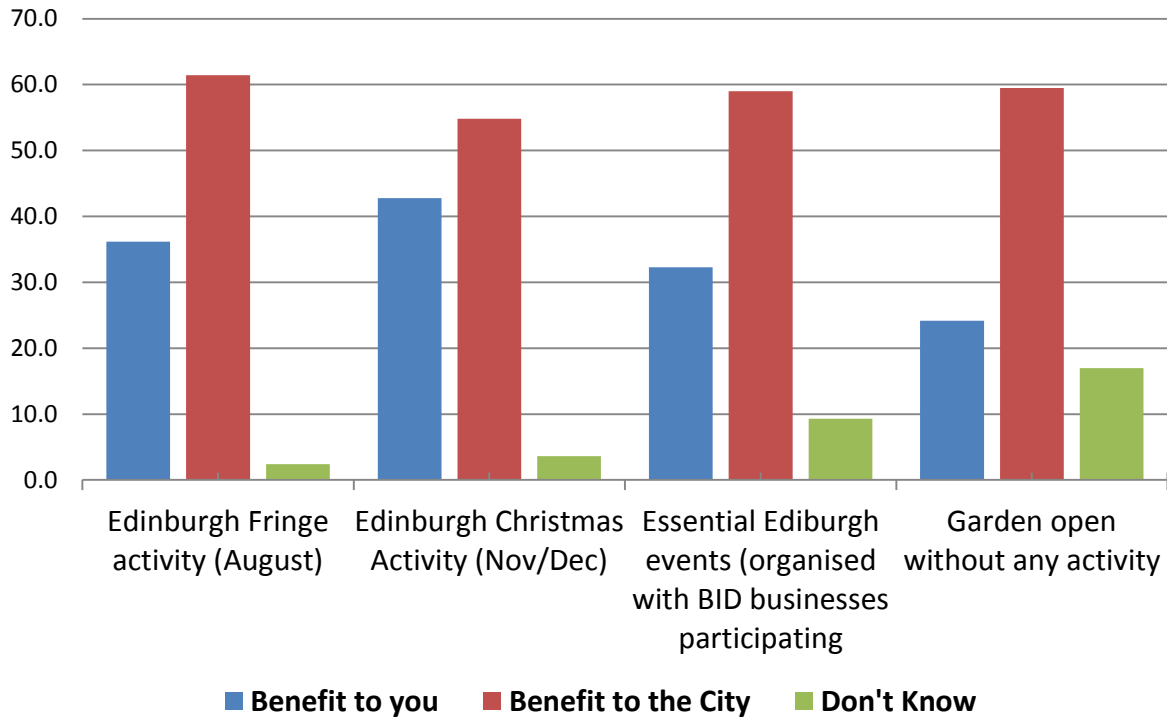


Other comments:

- Parking - now the car park is closed more parking is needed
- Better parking signage
- Signage to say Multrees Walk is open

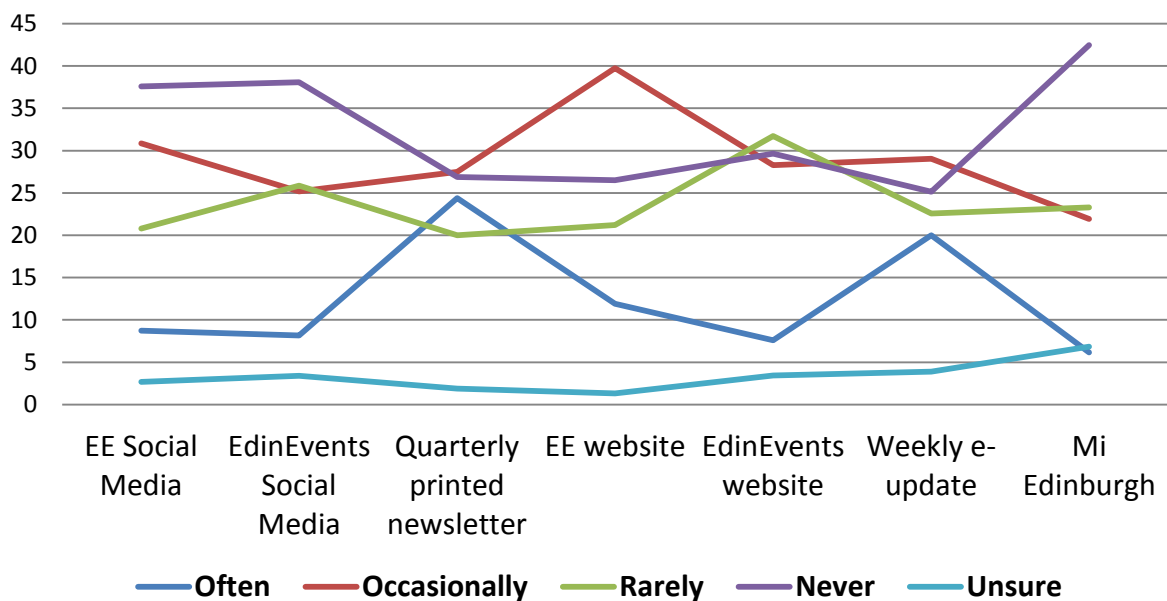
Q16

Essential Edinburgh manage St Andrew Square Garden on behalf of the owners. Please indicate if you think the use of the Garden is of benefit to the city and/or benefit to your business:



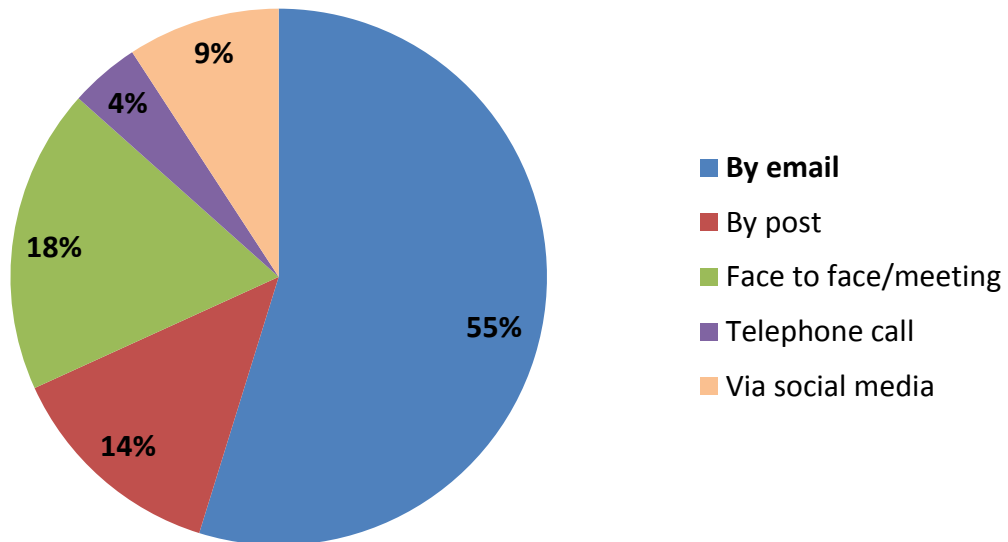
Q17

What Essential Edinburgh communication tools do you utilise?



Q18

How would you like us to communicate with you?



Q19 Thinking of the city centre through to 2023, do you have any further comments or views?

Top 3 answers in order:

- Challenge & work collectively to tackle homeless/begging issues
- More/wider spread signage to businesses
- More parking

Q20

How are you likely to vote in the renewal ballot in 2018?

