



REPORT

Satisfaction Survey

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1 Executive summary

In summary it can be said that most of the businesses are satisfied with the amount of information they get from the Heart of Gisborne. However some wish to have more contact, especially by Email and Heart of Gisborne representatives.

Regarding the representation of interests the opinions of business managers are evenly spread.

Furthermore, the majority think there are enough street events organised by the Heart of Gisborne, but these are viewed as ineffective for more than half of the businesses. Most of the survey participants are either unsure if there was, or no there was not, any increase in customers through the activities of the Heart of Gisborne. However, 31% noticed some improvement or a significant increase.

There is an equal proportion of managers both satisfied with aesthetics of the inner city to those that suggested the aesthetics needed improving.

Finally almost half of the business managers said that they don't know the key tasks that Heart of Gisborne focuses on.

While conducting the survey, several conclusions were reached by the writers.

Firstly a number of businesses were unable to answer the questions because they were too busy and there were 7 businesses which refused to complete the survey.

It is also conspicuous that the businesses on the side streets aren't satisfied with the aesthetics and the organization of the street events compared with the businesses in the main street.

There were also non-retail businesses among the survey participants, for whom some questions weren't relevant or were difficult to answer.

2 Introduction

The Heart of Gisborne was established in 2003 to increase the vibrancy and vitality of the Gisborne City Centre.

The organisation is funded mainly by a levy on the city centre property owners within a defined geographic area.

It operates under four key portfolios with the following goals:

- **Organisation & Finance**

Mission: Heart of Gisborne is seen as strong, influential and indispensable

- **Heritage, Property & Design (including Transport & Environment)**

Mission: to advocate for and lead the process to create a vibrant, healthy CBD that is relevant to Gisborne's urban landscape

- **Marketing & Promotions**

Mission: Heart of Gisborne promotes a sense of pride in the city centre

- **Business Improvement**

Mission: Heart of Gisborne assists in improving the local economy

To find out if these goals are achieved, the businesses which are part of the Heart of Gisborne were surveyed concerning their satisfaction with the information, the street events and activities, the representation and the aesthetics of the inner city.

The main objectives of the survey conducted on behalf of the Heart of Gisborne are to evaluate how the members feel about the services provided and to improve cooperation between the organisation and its members. Furthermore to find out from members if there is a lack of information and to obtain suggestions for improvement.

3 Methodology

The survey was designed initially by Eva-Maria Grimminger and Jasmin Hendrischke, local government interns from the state of Baden-Wuerttemberg, Germany, in consultation with Kathy McVey, manager of the Heart of Gisborne.

3.1 Data collection

The businesses were surveyed by the two interns in the period from the beginning of November until the middle of December 2010.

The managers of the businesses were asked to answer the questions and there was the possibility to comment on several questions or to make other suggestions.

3.2 Data Analysis

The data was analysed using the Microsoft Office Excel program. The collected figures were interpreted by using frequency tables. Finally graphs were created to allow a better understanding of the survey results.

4 Results

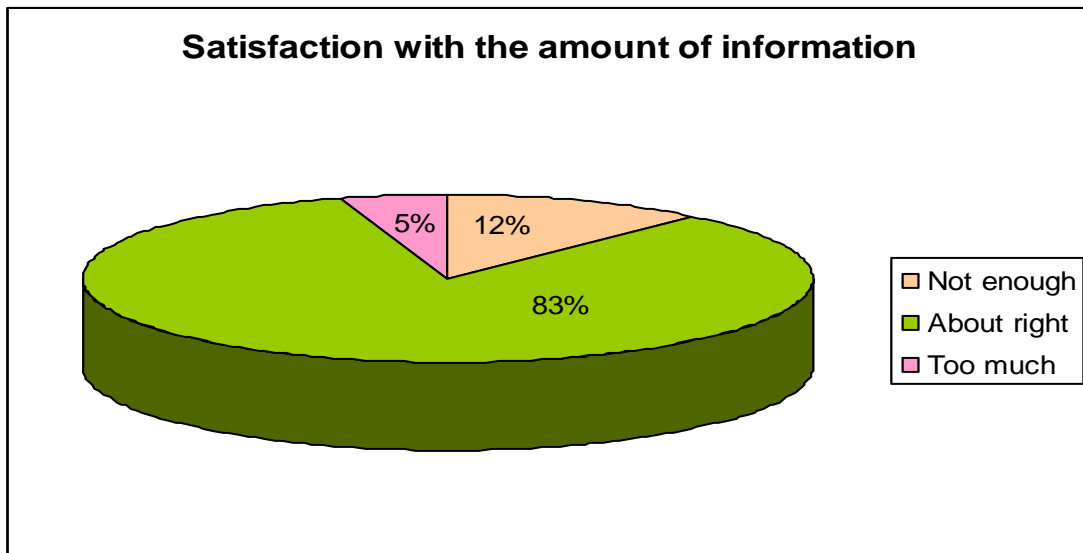
A total of 206 surveys were completed by businesses that are levied by the Heart of Gisborne.

The surveyed businesses are in the area demarcated by Palmerston Road, Reads Quay, Kahutia Street and Carnarvon Street.



Question 1

Do you think you get enough information from the Heart of Gisborne?

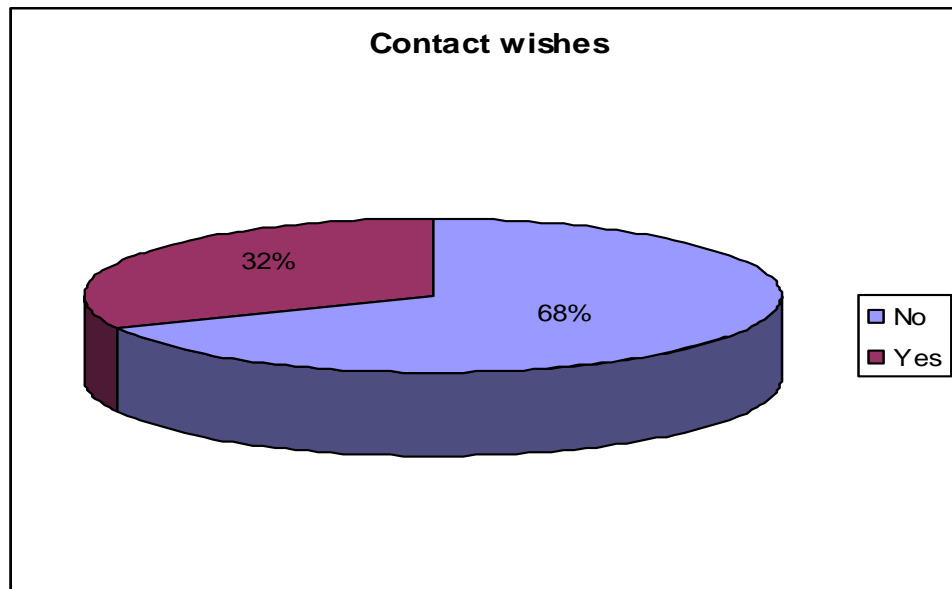


Graph 1: Satisfaction with the amount of information

Graph 1 shows the satisfaction of the businesses with the amount of information they get from the Heart of Gisborne. According to this, 83% (179 businesses) think they get enough information while 12% (25 businesses) would like to have more. Only 5% (10 businesses) believe there's too much information.

Question 2

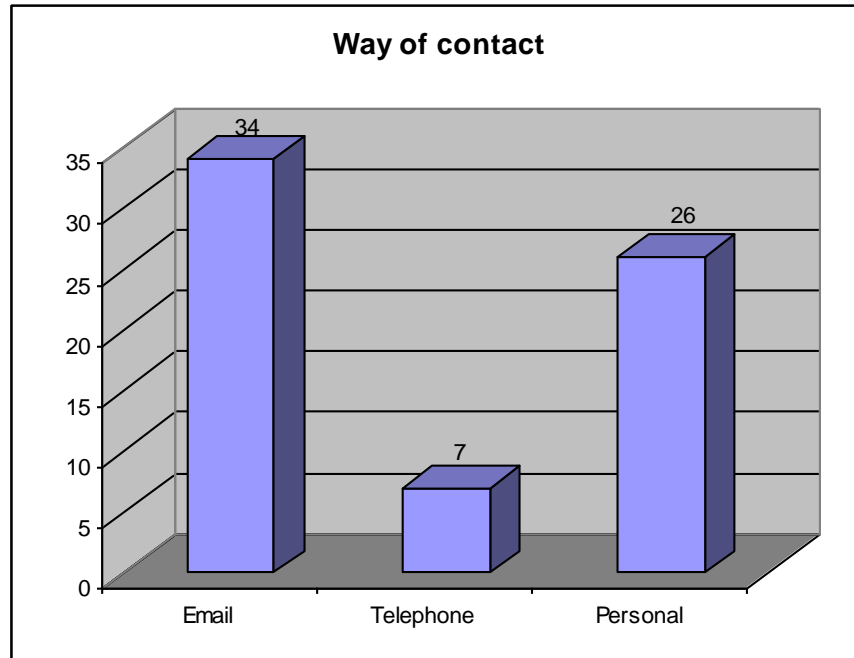
Do you wish to have more contact with the Heart of Gisborne? If yes, in which way?



Graph 2: Contact wishes

Graph 2 illustrates the contact wishes of the businesses with the Heart of Gisborne. It demonstrates that 68% (143 businesses) don't wish to have more contact. On the other hand 32% (67 businesses) wish to have more.

The following graph displays the method by which those businesses would like to have more contact.

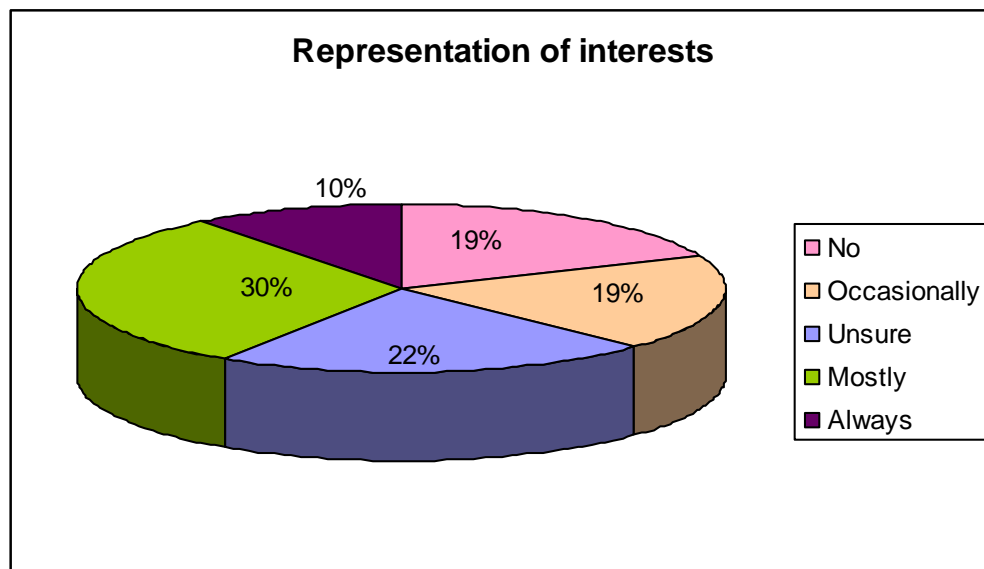


Graph 3: Way of contact

Graph 3 shows that 34 businesses wish to have more contact by Email, 7 businesses per telephone and 26 businesses prefer personal contact.

Question 3

Do you feel the interests of your business are represented well (politically, commercially, within the community)?

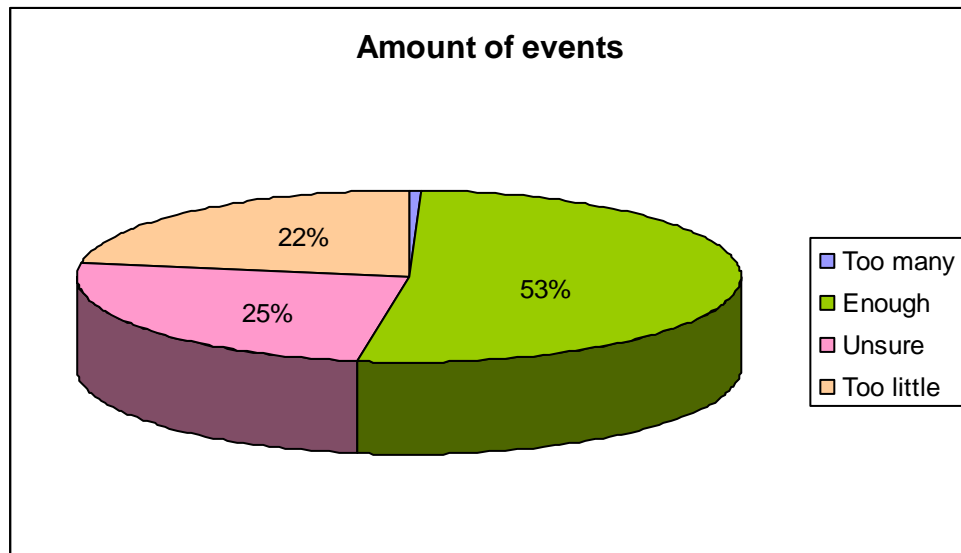


Graph 4: Representation of interests

Graph 4 demonstrates how far the businesses feel their interests are represented. As you can see 40% of the businesses are content with the representation of their interests whereas 38% don't think their interests are represented well. 22% of the surveyed businesses were unsure about that.

Question 4

Are there enough street events organised by the Heart of Gisborne?

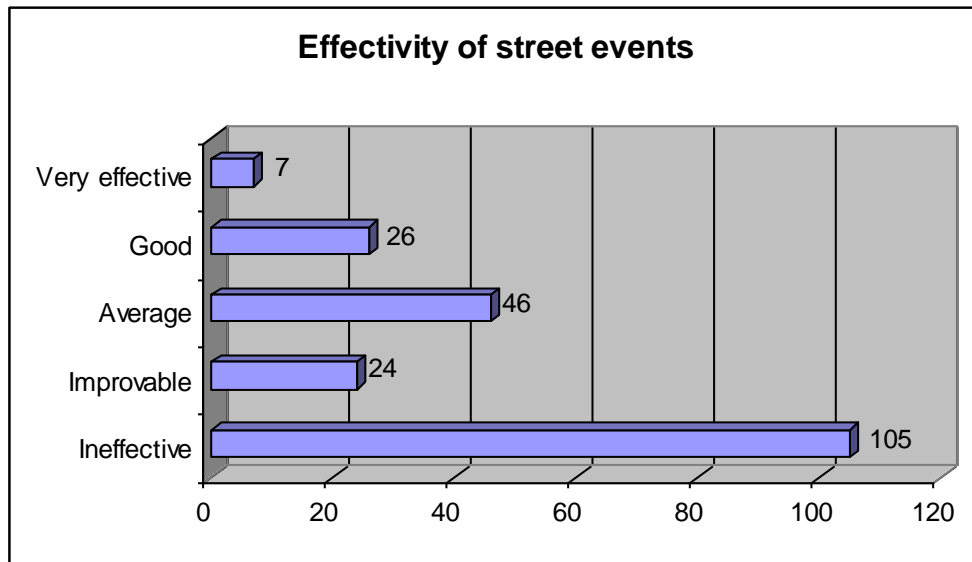


Graph 5: Amount of events

Graph 5 indicates how the businesses feel about the amount of street events organised by the Heart of Gisborne. More than half of them believe there are enough street events while 22% (47 businesses) of the survey participants considered that there are too little. 25% (52 businesses) of those surveyed were unsure whether there are enough street events organised by the Heart of Gisborne or not. Just one business manager thinks there are too many events.

Question 5

How effective were these street events on your business?

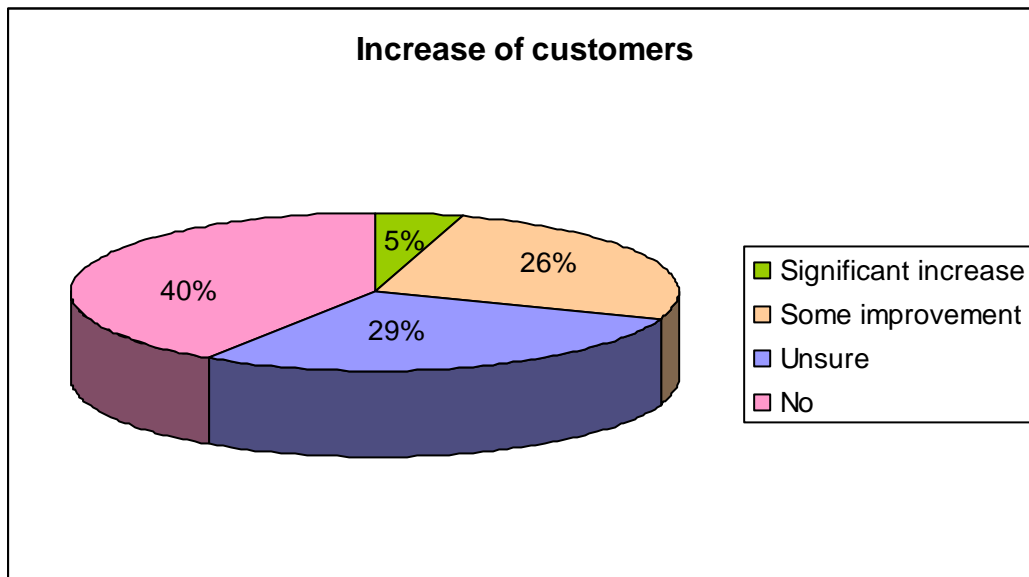


Graph 6: Effectivity of street events

Graph 6 shows the impact of the street events on the businesses. One can see that the street events are ineffective for the majority of businesses. Just 7 say that they are very effective. 26 of the other survey participants think the street events have a good effect on their business, 46 picked average as their answer and 24 businesses say it is improvable.

Question 6

Do you think the number of customers increased through the activities of the Heart of Gisborne?

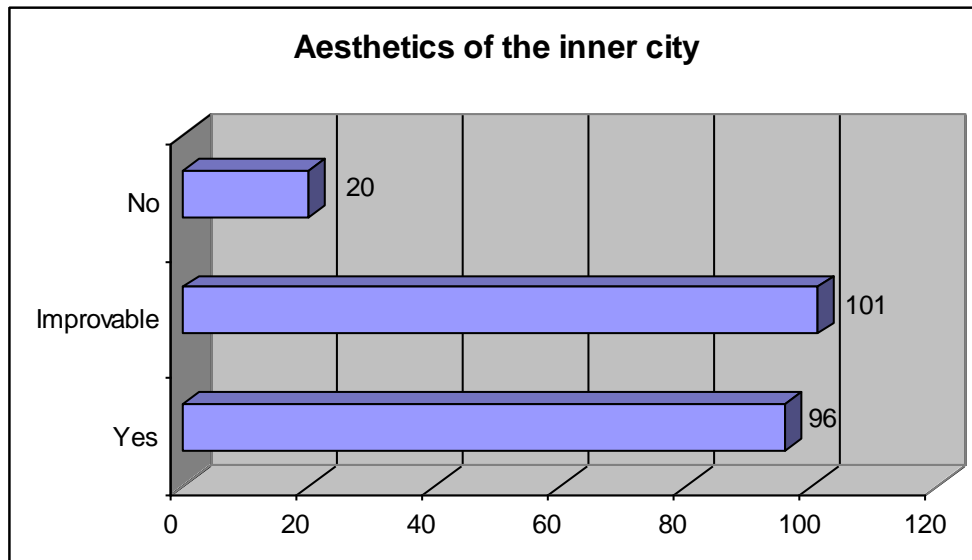


Graph 7: Increase of customers

Graph 7 illustrates the increase of the businesses customers through the activities of the Heart of Gisborne. The activities cause no increase of customers for 40% (86 businesses). 29% (60 businesses) were unsure about this question. As you can see, 26% (54 businesses) notice some improvement of the number of customers through the activities of the Heart of Gisborne. 5% (10 businesses) sense a significant increase.

Question 7

Are you satisfied with the aesthetics of the inner city?

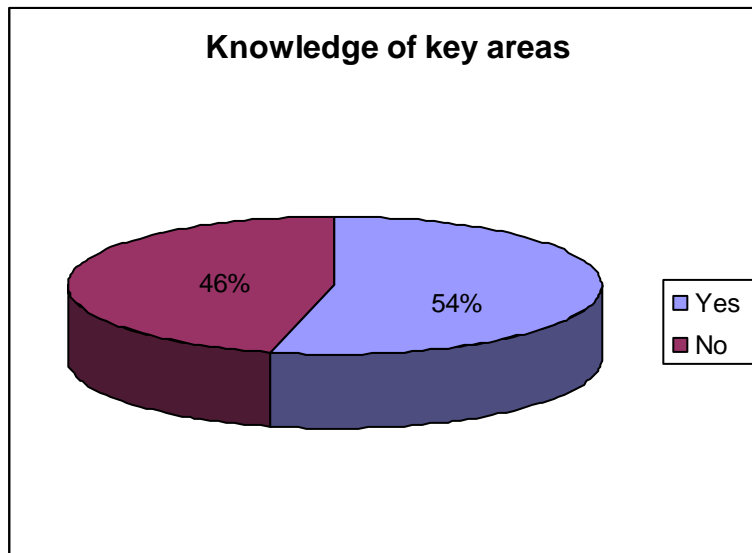


Graph 8: Aesthetics of the inner city

Graph 8 demonstrates the satisfaction of the business managers with the aesthetics of the inner city. 20 managers answered that they aren't satisfied. The inner city is improvable for 101 managers whereas almost the same number said that they are satisfied with how it looks.

Question 8

Do you know the key tasks that Heart of Gisborne focuses on?



Graph 9: Knowledge of key tasks

Graph 9 indicates that 54% (114) of the business managers say that they know the key tasks that Heart of Gisborne focuses on. Almost the same number, 46% (98 business managers) couldn't list the key tasks.

The most common answers were "the promotion of businesses and the Heart of Gisborne" as well as "trying to bring more visitors/ customers into town".

Other answers were:

- Keeping businesses moving and motivated
- Stimulating commercial opportunities
- Christmas Parade

- Keeping the city clean and vibrant
- Tourism
- Improving retail
- Information about what is happening in Gisborne
- Local businesses, events etc.
- Creative promotion to encourage usage & spending in the Heart of Gisborne
- Street security and aesthetics
- Business Community involvement
- Communication
- Connecting CBD
- Looking after their own interests

During the execution of the survey, several conclusions were reached by the writers.

While a number of businesses were unable to answer the questions because they were too busy, there were 7 businesses (4 retailers; 3 professional service businesses) which refused to complete the survey. Their reasons being their dissatisfaction with the Heart of Gisborne and that they think it is a waste of time and money.

It is also conspicuous that the businesses on the side streets and at the fringe of the CBD aren't satisfied with the aesthetics of the inner city and the organisation of the street events compared to the businesses in the main street. Many business managers in the side streets and at the fringe of the CBD complained that the streets are not clean enough and that the street events only take place in the main street and don't reach them at all.

To get more effective communication the information should also be sent by fax and postal service because not every business has got an email account.

There were also non-retail businesses among the survey participants, for whom some questions weren't relevant or were difficult to answer. For example there are businesses which don't depend on walk-in customers.

5 Comments

The survey participants also put comments on the survey which are listed below.

Question 1: *Do you think you get enough information from the Heart of Gisborne?*

- Unsure of range of services
- More feedback of what else they are doing; other projects and organization itself
- More information about committee meetings (agenda), plans of where they want to take the Heart of Gisborne
- A lot of information is quite random and not necessarily contributing to the business community
- Would like a postal newsletter

Question 2: *Do you wish to have more contact with the Heart of Gisborne?*

If yes in which way?

- More information by Fax
- Inquiries work / experience; more contact with businesses / retailers
- More feedback (Did it help or hinder you? More money?) after every event

Question 3: *Do you feel the interests of your business are represented well (politically, commercially, within the community)?*

- If you aren't local it's hard to get local support
- No, because we are in a side street

Question 4: *Are there enough street events organised by the Heart of Gisborne?*

- Too little street events in the side streets
- Work on breaking barriers? Re socializing?
- Sad that “Buskers” is canceled, was good for retailers
- Monthly street events would be good
- More markets, entertainment and singing
- More events are always better
- More vibrant city centre (musicians, local schools)
- Only busy in the summer, not in winter
- Enough street events but just in the centre
- Too focused on Peel Street
- More important would be bringing farmers market closer to town
- In the seasons too much
- Don’t come down to us
- Not too many but they should be on a central place
- Would be good if there were more in Treble Court/ Peel Street, not just Gladstone Road
- Enough street events but not in all blocks
- Street events more spread over the year
- Quality not as good as before

Question 5: *How effective were these street events on your business?*

- Negative impact because all people are in Gladstone Rd, Peel St but not in the side streets
- More events during the week, some businesses closed on the weekend
- Street events very effective if they are outside the streets

Question 6: *Do you think the number of customers increased through the activities of the Heart of Gisborne?*

- Certainly improve CBD as a destination

Question 7: *Are you satisfied with the aesthetics of the inner city?*

- Hate banners
- Awful Christmas decoration
- There should be lights through the trees
- There are beer bottles and condoms in Lowe Street; Lowe Street is forgotten
- Slippery footpaths and streets
- There should be more plants
- The gardens should be improved
- The color of the town clock should be changed
- I am satisfied but not with the fringe of the CBD

General comments:

- All of the work is already done by other organisations
(e.g. District Council is responsible for the decoration and cleanness of the streets)
- I don't know why the Heart of Gisborne is there
- I don't want them to tell me how to run my business
- I get nothing for my money
- We aren't "in the Heart of Gisborne" we are only part of it, so why do we have to pay for it?
- They should reduce the costs for the businesses at the fringe of the CBD
- Why do we have to pay but other businesses, e.g. in Gladstone Rd after Carnarvon Street not?

- It has no value for us, I really feel we shouldn't pay it
- We pay the money but it doesn't concern us
- Retail buddy system: Whereby discount vouchers to another 'buddy store' is given with a one week redemption to encourage further shopping in the CBD.
- There should be a better public transport system
- Heart of Gisborne doesn't effect us at all
- I haven't seen much of the promotion of the CBD
- Heart of Gisborne should promote events like Christmas Parade more, e.g. more decoration
- It's a waste of time and money for anyone not a retailer
- At the end of the CBD we are missing out on promotional effects. The focus is around Peel Street
- The Christmas Parade should run through the main street at 11am on a Saturday as this helps to promote business for those that fund the Heart of Gisborne. I am aware police are not happy with the parade going through main street but in the interests of your members they should be ignored.
- There should be an agenda about marketing strategies
- Which "Heart of Gisborne" is most important? ♥
- Heart of Gisborne should assist by matching businesses with events (like restaurants with "Food & Wine") Spread it out!
- Heart of Gisborne shouldn't do something that is an advantage for 80 % of the businesses and a disadvantage for 20 %, but things that help everybody
- Historically we have not had any contact with Heart of Gisborne but we are certainly interested in starting a closer relationship for a mutually beneficial outcome (VET ENT)
- It is good what they are doing

6 Appendix

6.1 Survey

Satisfaction Survey

(This Survey is on behalf of the Heart of Gisborne)

1. Do you think you get enough information from the Heart of Gisborne?

Not enough	About right	Too much
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2. Do you wish to have more contact with the Heart of Gisborne? If yes, in which way?

Yes	E-Mail	Telephone	Personal
No			

3. Do you feel the interests of your business are represented well (politically, commercially, within the community)?

No	Occasionally	Unsure	Mostly	Always
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4. Are there enough street events organised by the Heart of Gisborne?

Too many	Enough	Unsure	Too little
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5. How effective were these street events on your business?

Ineffective	Improvable	Average	Good	Very effective
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6. Do you think the number of customers increased through the activities of the Heart of Gisborne?

Significant increase	Some improvement	Unsure	No
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7. Are you satisfied with the aesthetics of the inner city?

Yes	Improvable	No
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8. Do you know the key areas that Heart of Gisborne focuses on?