

# 2015 City Centre Research

- City Centre Survey 2015
- Christmas Survey 2015
- 2015 Performance



# City Centre Survey 2015

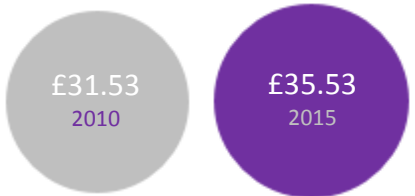
1,178 responses



## Coventry city centre main centre for non-food shopping



## Spend per visit

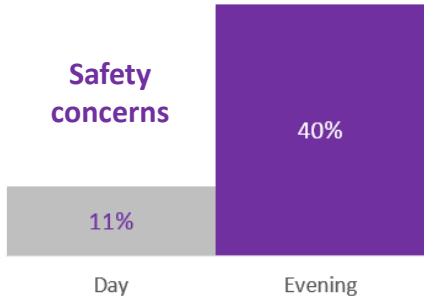


## Length of stay

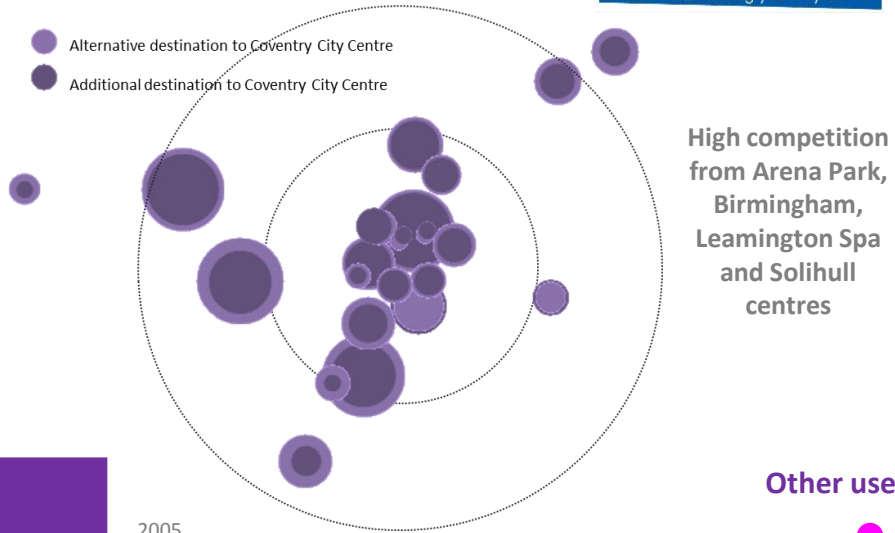


113 mins

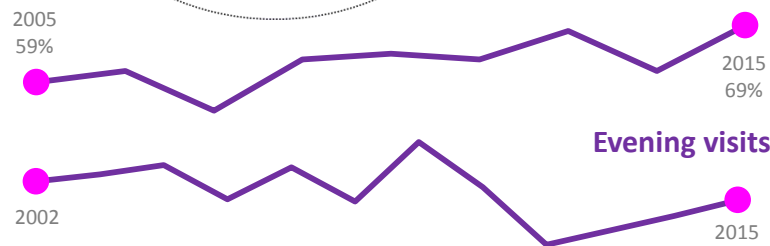
## Safety concerns



## Competition



## Other use

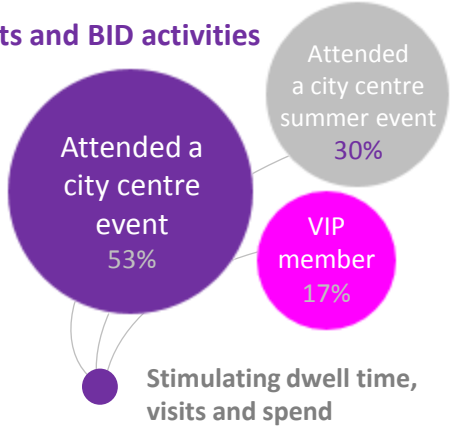


## Perceptions

Gap between satisfaction and importance score  
Satisfaction ← Importance



## Events and BID activities



## Overview

- Falling shopping use
- Increase in spend
- Increase in other use
- Recovering evening use
- Events and BID activity are encouraging visits

# Christmas Survey 2015

549 responses



## Reason for visit



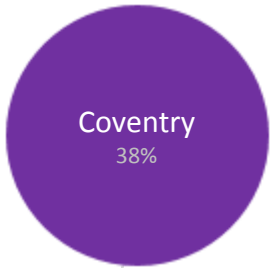
62% of visitors were there to shop for gifts

## Spend per visit

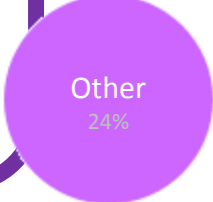


Spend during Christmas is almost double that of general spend

## Main centre chosen for Christmas shopping



Online shopping is more prevalent for Christmas shopping



## Overview

- Increase in spend
- Higher website visits
- Lower guide awareness
- Lower campaign awareness
- Lower impact
- Events awareness similar to last year, but an increase in Christmas market visits



**13%** have visited the [www.coventrycitycentre.co.uk](http://www.coventrycitycentre.co.uk) website (8% in 2014)

**13%** have seen the city centre Christmas guide (20% in 2014)

## Campaign impact

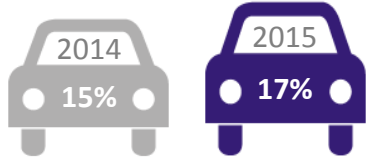
Have been encouraged to visit the city centre as a result of seeing the Christmas advertising campaign and/or guide



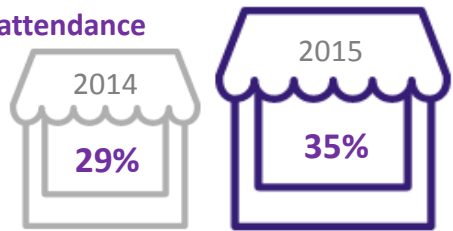
## Christmas events and attractions awareness



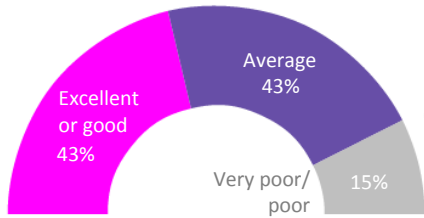
## Free car parking



## Christmas market attendance



## Christmas event offer satisfaction



Slightly lower (mean score) rating compared to previous years

# 2015 Coventry City Centre Performance

## City Centre Footfall

**0.7%** up for the year compared to **0.9%** down nationally

**1.5%** up for the last 6 months

**Evening Footfall**  
**15.3%** up for the year

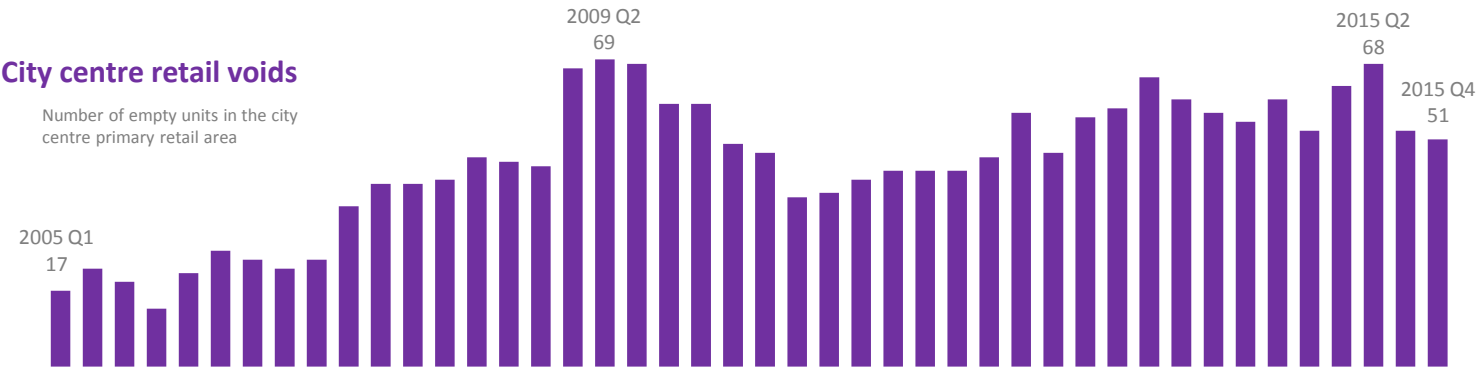
**0.3%** up during Christmas

Mostly due to an increase in footfall in Upper Precinct (new restaurant factor)



## City centre retail voids

Number of empty units in the city centre primary retail area



## Car parks

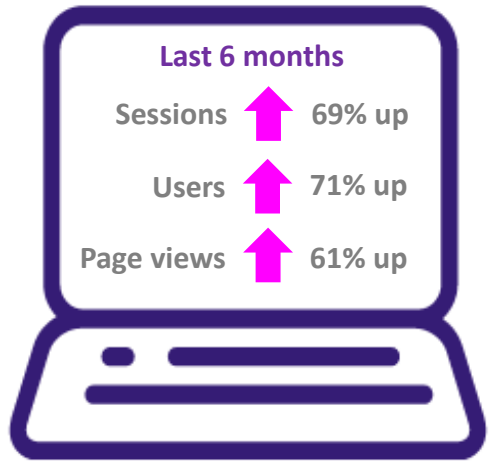
**0.6%** down for the year

**On-street bays**  
**25%** up for the year

Car parking

**Overall**  
**3%** up for the year

## Visit Coventry & Warwickshire website



## Crime

**6%** down for the year

Fall in other theft (incl. from person) and ASB, but an increase in shoplifting and violent crime

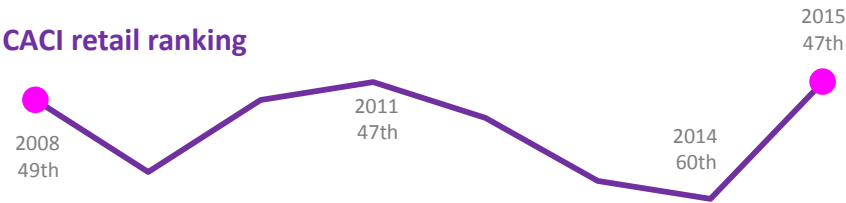
## Cleansing

% of sites inspected falling below satisfactory standards for litter

2014 **1%** 2015 **12%** **10.6%** points change

Note: More failed inspections may be due to a new inspector and the subjective nature of inspections

## CACI retail ranking



## Overview

- Positive year for footfall
- Car parking fuelled by on-street use
- Crime down
- Mixed retail voids
- Website usage up
- Higher CACI retail rank