Bournemouth Coastal Bid

Retail Research Report 2014 in Boscombe, Southbourne and Westbourne

Executive Summary

FSP RETAIL BUSINESS CONSULTANTS

Introduction

Bournemouth Coastal BID requires robust market intelligence to understand the catchments of Boscombe, Westbourne and Southbourne and inform future marketing campaigns. This report summarises any changes in the visitor profiles, visit frequency and spend by comparing data from the April study and those from surveys carried out during the summer holidays in August. For the purposes of this report August is referred to as 'Peak' and April as 'Off Peak'.

This Executive Summary sets out FSP's general findings and conclusions.

The full reports on each coastal village include:

- Detailed information on the types of shoppers and their shopping habits and patterns
- Off Peak/Peak respondent maps, shown against a background of the April catchments
- Comparisons between survey results (Off Peak vs. Peak)

Source:

Executive Summary

- Home locations
  - Peak/Off Peak remained similar across all three locations, with 80% or more respondents originating from within their Principal catchments. The catchments generated in April are still valid throughout the Peak period
  - The majority of Tourists across all locations tend to be more affluent than those living within the respective Principal catchments
- Shopper profiles
  - Remained largely similar between Off Peak/Peak, although there were some subtle changes in Westbourne and Southbourne
- Respondent Categories & Visit Frequency
  - The proportion of Visitors increased during Peak in all three destinations, increases in Overnight Visitors are especially notable. This caused drops in average visit frequency
- Non-Food Spend
  - Increased during Peak in Westbourne and Southbourne, fell in Boscombe
- F&B Spend
  - Increased during Peak in Boscombe and Southbourne, fell in Westbourne
- *NPS*
  - Increased dramatically in Peak in all locations, especially amongst Visitors

Executive Summary

Boscombe

- The catchment contains a resident population of 282k, with a penetration of 23% generating a shopper population of 66k (73k incl. ‘pull-in’) – the largest of the 3 locations
- As found in all the catchments, proportions of *Retired Senior* households are significantly above UK average. The other Lifestages are below average except for the *Inner* catchment segment where *Pre-Family* are 20% above UK average
- Typical of an older population, household spend is below UK average whilst income is above average – a trend seen in all 3 locations. Boscombe has the lowest income of the 3 study areas but still 1% above UK average
- Total shopper Non-Grocery spend in Boscombe is £337m; £279m from resident shoppers and £58m from tourists
- Boscombe attracts the highest proportion of Visitors, accounting for 23% in Peak, 14% Off Peak
- Shopper profiles remained almost identical between Peak and Off Peak, with most (56%) falling into the *Financially Stretched* and *Urban Adversity* ACORN *Categories*
- The proportion of Day and Overnight Visitors increased during Peak, more so than at the other locations
- F&B spend increased dramatically in Peak, especially amongst Visitors; although Non-Food spend is lower during Peak
- *NPS*, although still negative, improved considerably during Peak (from -38 to -28), Boscombe is clearly not seen as a desirable retail destination

Catchment Area - Boscombe

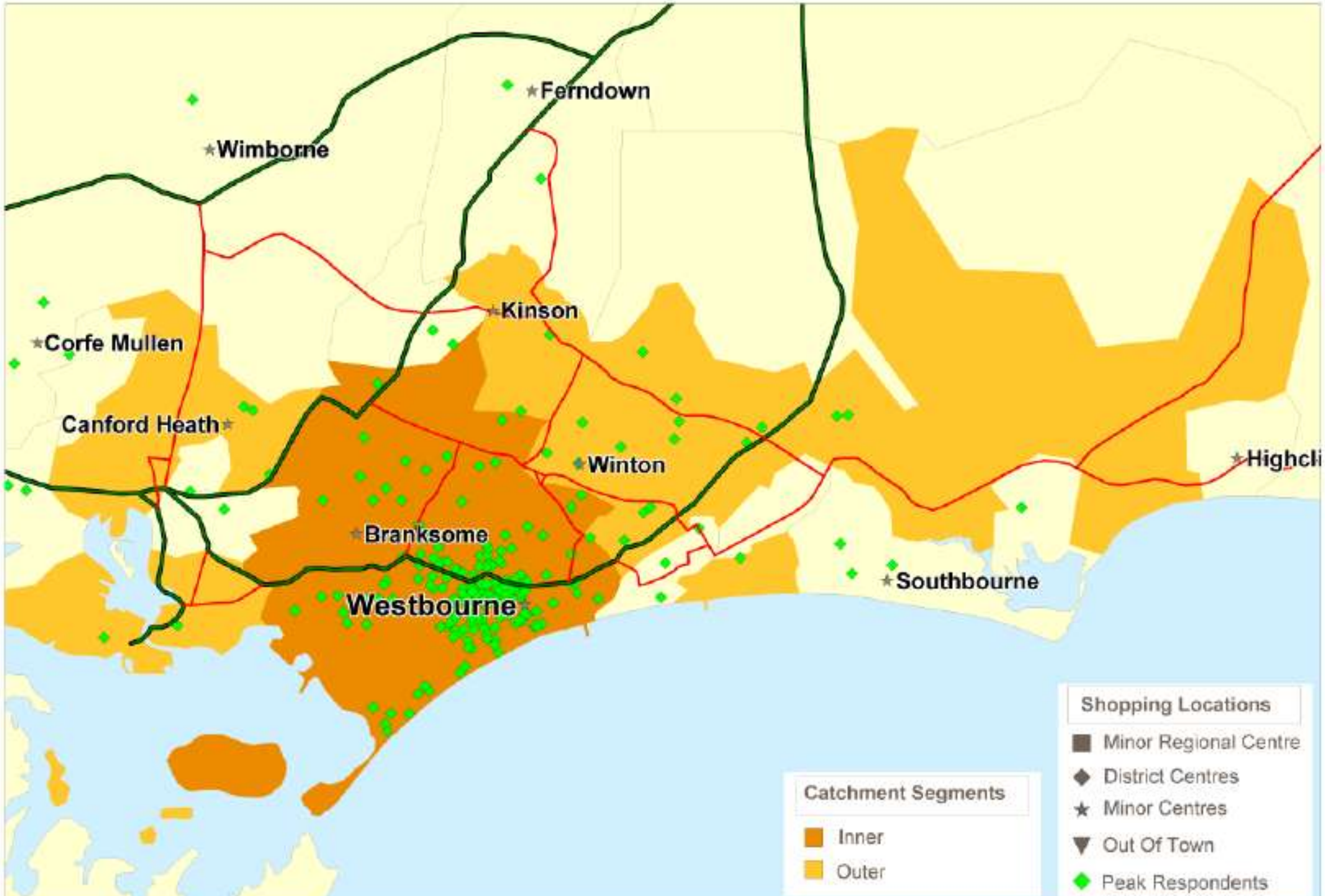
Source: FSP

Executive Summary

Westbourne

- Westbourne has the most extensive catchment covering 301k residents. A weaker penetration than Boscombe at 10% generates a smaller shopping population of 31k (35k incl. 'pull-in')
- Total shopper Non-Grocery spend in Westbourne is £174m; £139m from resident shoppers and £36m from tourists
- The catchment is the most affluent in terms of average household income, at 4% above UK average
- *Affluent Achievers* are above UK average throughout the catchment, particularly high in the *Inner* segment, and successfully convert into shoppers. Being situated close to Bournemouth town centre, the urban *Rising Prosperity* are above average in the *Inner* segment and also convert well into shoppers
- Amongst survey respondents, there are higher proportions of older ACORN *Groups,* such as *Comfortable Seniors* and *Mature Money* in the Peak profile, although on the whole the profile does remain similar (correlation = 0.93)
- Proportions of Visitors, especially Overnight Visitors staying outside the area, increased during Peak, but to a lesser extent than Boscombe. This causes a fall in average visit frequency
- In contrast to Boscombe, Non-Food spend increases considerably in Peak, whilst F&B spend falls. This could be because Westbourne has lower proportions of visitors than Boscombe but is also perhaps related to F&B availability
- Westbourne achieves the highest *NPS*, increasing from +30 (Off Peak) to +49 (Peak)

Catchment Area - Westbourne



Source: FSP/CES

Executive Summary

Southbourne

- The smallest of the catchments, Southbourne has a resident population of 162k with a penetration of 11%, generating a shopping population of 17k (19k incl. ‘pull-in’)
- Proportions of *Pre-Family* households are 13% above UK average
- Household income is 2% above UK average, highest in the *Inner* segment where it is 4% above average
- Total shopper Non-Grocery spend in Southbourne is £84m; £77m from resident shoppers and £7m from tourists
- Southbourne attracts the smallest proportion of visitors, accounting for only 12% of respondents (Peak), vs. 9% during Off Peak
- Like Westbourne, *Affluent Achievers* are above UK average throughout the catchment, particularly high in the *Inner* segment. Southbourne successfully converts these residents into shoppers, making up 33% of the shopper profile
- The shopper profile remained similar between Peak and Off Peak, but there are higher proportions of younger ACORN *Groups* in Peak, in contrast to Westbourne
- Visitors increased to a similar extent as Westbourne, visit frequencies also declined
- Non-Food spend increased considerably during Peak, in a similar vein to Westbourne, whilst F&B spend remained consistent. However, F&B spend did increase notably amongst Visitors
- *NPS* improved from +25 to +40 between Off Peak and Peak

Catchment Area - Southbourne

Source: FSP/CES

Comparison of Principal Catchment Areas

Source: FSP/CES

Tourism in the coastal villages

This report shows that there is little change between Peak and Off Peak shopper home locations, suggesting that the Off Peak catchment will not need to be revised to accommodate summer visitors.

Although each of the destinations does have tourist appeal, and sees increases in Day/Overnight visitors during Peak, Local Residents still dominate the respondent profiles.

Any marketing and/or new developments will therefore need to appeal strongly to residents, with an eye to optimising tourism if feasible.

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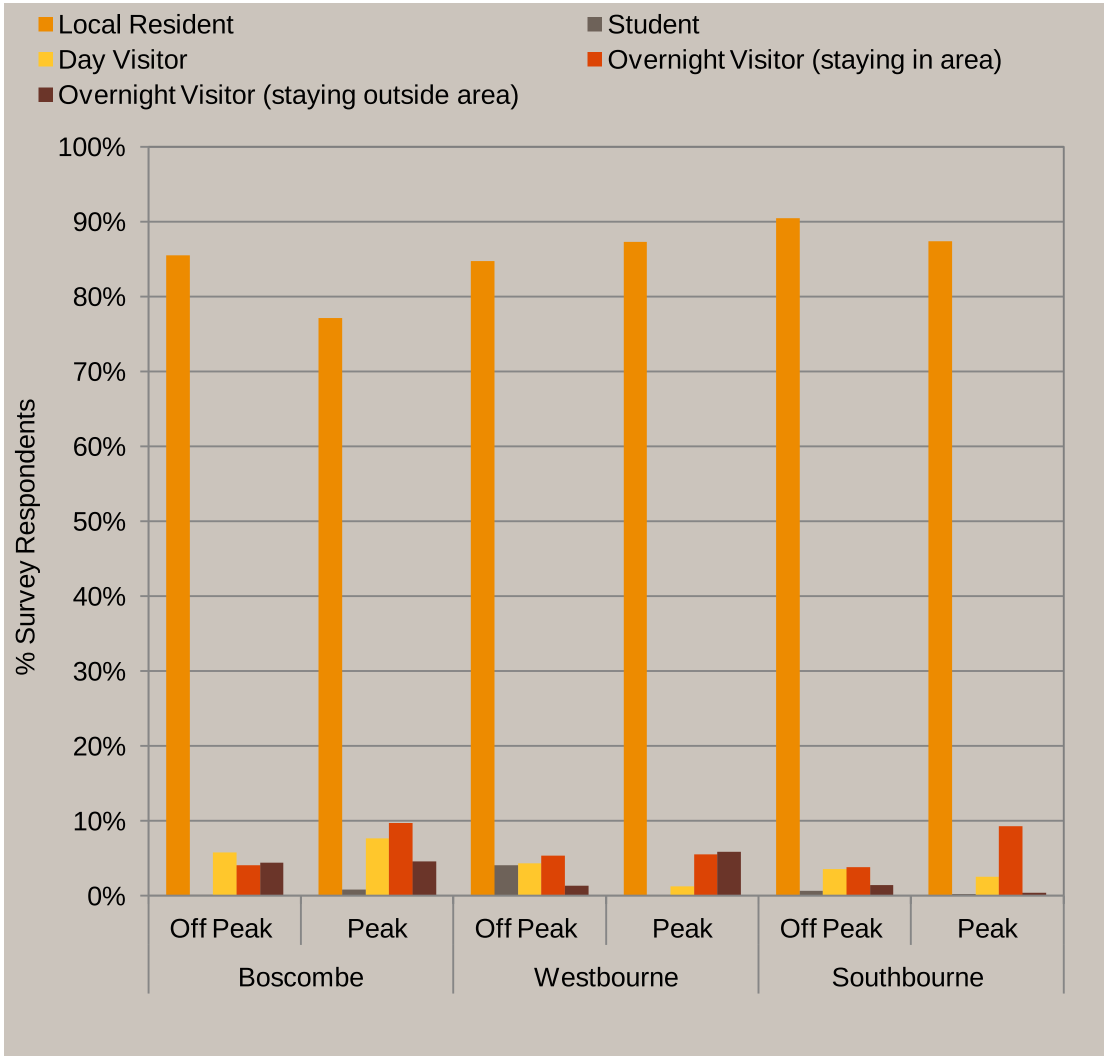
Respondent Categories

The chart shows respondents' self classifications between Peak and Off Peak across all three locations

- Overnight Visitors increased in all three locations during Peak
- Interestingly, Day Visitors only increased in Boscombe (not Westbourne/Southbourne) during Peak
- Boscombe attracts the highest proportion of Visitors
- In all locations, the majority of respondents (73%+) originate from within a 15 minute drive
- Approximately 90% of respondents in all three destinations live within an hours' drive (Boscombe and Westbourne 89%, Southbourne 91%)



Source: FSP

Key Terms

- **Residents** – Respondents who identified themselves as ‘Local Residents’ in Question 2
- **Visitors** – Those who identified themselves as either Day, Overnight (Staying Nearby) or Overnight (Staying Outside area) Visitors in Question 2
- **Tourists** – Respondents living outside the Principal catchment area (the combined Inner/Outer segments), irrespective of their response for Question 2 (resulting in a small proportion of those defining themselves Local Residents being re-classified as Tourists – identified in each location). This was established using postcode data and mapping software

Intercept Survey Methodology

- FSP carried out Off Peak and Peak 'Intercept' surveys in the centre of each of the 3 locations. These are short surveys designed to quickly gather a robust sample of key data. In each location 600+ shoppers aged 16+ were interviewed at random in Off Peak (Monday 28th April to Saturday 3rd May) and 300+ shoppers aged 16+ were interviewed from Monday 4th August to Saturday 9th August
- Respondents were asked the same questions in each survey:
  - Q1: What is your post-code/County of origin (if outside UK)?
  - Q2: Which of these categories best describes you?
  - Q3: What is your main reason to be in 'location' today?
  - Q4: How often do you visit 'location'?
  - Q5: How much – as a party - have you spent/ will you spend on Non-Food items (e.g. Clothing, Footwear, Household Goods) in 'location' today?"
  - Q6: How much – as a party - have you spent/ will you spend on Food and Drink in 'location' today?
  - Q7: On a scale of 0 to 10 how likely are you to recommend 'location' as a place to shop to a friend?
- A copy of the survey can be found in Appendix 1

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