

Geography 309
Research Methods in Geography

Enhancing the Place of Local
Business in Sydenham

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EXECUTIVE SUMMARY

Background

The Sydenham Quarter is an active business association located in Sydenham, a suburban centre in Christchurch, New Zealand. Although this association works to represent the local business community, it has noted a lack of business involvement. Other issues facing Sydenham include a decline in retail activity, vacant retail spaces, congestion and a lack of car parking.

Objective

This research sought to determine the strategies which the Sydenham Quarter might adopt to best support local businesses.

Methods

A survey was distributed to approximately 550 businesses in email and paper format. The survey collected opinions on Business Improvement Districts (BID), transport and streetscape initiatives (e.g. traffic calming, cycleways, green space and improved lighting) as well as perceptions and awareness of the Sydenham Quarter. 130 complete responses were received. Data analysis was undertaken using Microsoft Excel.

Findings

The reaction to a BID was relatively neutral, with around half of businesses rating it as neither positive nor negative. However, 30.5% of all businesses expected a BID to have a positive effect on their operations. Transport and streetscape proposals were rated on a scale of -5 to 5. Across all business types improved parking and cycleways were most supported, with an average score of 2.15 and 1.10 respectively. Street revitalisation proposals were all supported, with lighting receiving the highest average score of 2.34. Many businesses in Sydenham also reported a lack of awareness of the Sydenham Quarter and their activities, with only 9.5% of businesses reporting full awareness.

Limitations

Sampling techniques were not consistent throughout Sydenham which may have biased the results. Response biases may also have occurred as those who completed the survey may hold different opinions to those who chose not to.

Recommendations and Future Research

The Sydenham Quarter may wish to implement streetscape revitalisation activities, as these were well-received by all types of businesses surveyed. Further consultation with the business community may be required to address congestion, parking issues and support for cycleways. More in-depth surveying of businesses within certain areas that indicated support for a BID could be completed to better determine BID interest. We recommend the Sydenham Quarter explores ways to improve its local visibility and membership numbers, which may enable it to better support local businesses and improve the business environment.

1.0 INTRODUCTION

1.1 The Sydenham Area

Sydenham is a suburban centre south of Christchurch's Central Business District (CBD). Historically it has been a centre for light industry, with a later development of commercial activity (CCC, 2012). Since the earthquake sequence that began in 2010, the area has lost many buildings and businesses. Therefore, there are challenges for Sydenham to retain and rebuild its previous vitality (CCC, 2012).

1.2 The Sydenham Quarter and Issues

The Sydenham Quarter is a business association that represents local businesses in Sydenham. Through working with a number of different agencies such as the Christchurch City Council (CCC) and community boards, it provides a forum for business and organisations to discuss issues within Sydenham. The group also works to promote the area's unique features and organise events (Sydenham Quarter, 2016). However, the association is currently experiencing a lack of engagement from local businesses and is struggling to address congestion and parking limitations in the area (J. Stack, personal communication, July 23, 2016). Therefore, this research was conducted to find solutions to these issues.

1.3 Research Aims

The research sought to answer the following question: What strategies can be adopted by the Sydenham Quarter to support the local business community? To address this question, the research aimed to assess local levels of awareness of the Sydenham Quarter, along with the willingness of businesses to join, opinions on business initiatives and urban infrastructure strategies. This research matters as its findings will not only benefit the Sydenham Quarter in their endeavours, but will also help Sydenham businesses. The next section of this report reviews the literature field that informed the research questions, after which the methodology is summarised. The main findings are then discussed, along with their implications for the Sydenham Quarter and local businesses.

2.0 REVIEW OF EXISTING RESEARCH

In order to conduct this research, we reviewed literature in four related areas including business collectives, Business Improvement Districts, and transport and street revitalization initiatives.

2.1 Business Collectives

A business collective is a local group that seeks to support local business through collective action. Existing research suggests that business collectives are often ineffective in making a difference in their community, due to various factors including competition with other businesses and a lack of time for networking (Curran, Rutherford & Smith, 2000). Small businesses may be affected the most, and as a result feel “alienated from local social and political life” (Curran et al., 2000, p.139). This contributed to the design of the current research as the Sydenham area has a large number of small businesses, and this is the exact situation the Sydenham Quarter seeks to avoid.

Cox and Mair (1988) discuss the competition for resource allocation between business areas with similar characteristics. It is important for areas like Sydenham to effectively compete with surrounding areas to be granted public goods and services (Cox & Mair, 1988). A business collective is therefore important as it provides the opportunity for businesses to share perspectives on what resources are required in their area. However, it is also important to note that businesses most likely to participate in business collectives are also those which are most dependent on the local area for customers and resources (Cox & Mair, 1988). We decided that it was therefore important to analyse whether this is the situation in Sydenham.

2.2 Business Improvement Districts

A BID is a targeted area in which a small proportional increase in rates is collected from local businesses. The funds are used to support projects which benefit local businesses, such as increased maintenance, security, advocacy and beautification (Brown, 2008). A BID typically involves collaboration between public and private entities, as local government and businesses work together to improve business fortunes (Hoyt & Gopal-Agge, 2007). Sydenham has been suggested as a possible candidate for a BID by the CCC. However, the Sydenham Quarter has been unsure how well this initiative would be received by businesses.

Internationally, BIDs have been found to be an effective way to improve business environments and assist in the renewal and revitalisation of an area (Brooks & Strange, 2011; Brown, 2008). They have also been found to decrease crime and increase property values within the area (Brooks & Strange, 2011). Due to these positive influences, the initiative is being emulated globally in various forms including within Auckland (Hoyt & Gopal-Agge, 2007; Auckland Council, 2012). However, Brooks and Strange (2011) suggest that the benefits of BIDs are often highly uneven. Large businesses tend to benefit more than smaller businesses, as the cost does not impact them significantly, yet they gain as much from the process. In addition, due to spatial zoning, a BID may be imposed on some businesses which may receive little to no benefit (Brooks & Strange, 2011).

Given the range of existing outcomes of BIDs, we sought to gather the opinions of different businesses on a potential BID in Sydenham. It was hoped that by including qualitative questions, businesses would be able to suggest what they would like to see occur, or what would stop them from supporting this initiative.

2.3 Transport Initiatives

To address Sydenham's parking issues, alternatives to allocating more car parking spaces were reviewed. These were based on the ideas presented in the Sydenham Master Plan 2012 that sought to implement traffic calming measures and include more cycling and pedestrian infrastructure (CCC, 2012). Drennen (2003, p. 2) defines traffic calming as "an aim to reclaim public space through engineering tools that reduce auto speeds and create safer environments for pedestrians, cyclists and other road users". Past research suggests that traffic calming can have economic benefits for local businesses. One example is highlighted by Lockwood and Stillings (2008) who describe a project in West Palm Beach Florida, United States where a local area was facing economic decline from the effects of major highway projects, urban sprawl and the construction of regional shopping malls. After the implementation of traffic calming and urban revitalization initiatives, office space occupancy rose from 30% to 80% and maximum property values increased from \$40 to \$100 in square foot values. The area which was previously reported as dangerous and unattractive was now perceived as having a greater sense of safety and desirability.

Research has also examined the relationship between consumer's expenditure patterns and transport choice. Businesses can be sceptical that cyclists or pedestrians can provide a

lucrative market for business (Clifton et al., 2012). Clifton et al. (2012) surveyed patrons leaving convenience stores, bars and restaurants on their mode of travel, the amount spent on a particular visit and frequency of visits. Cyclists were found to spend less per trip but visit more frequently than those travelling by vehicle. This amounted to a higher overall expenditure than vehicle users over time, suggesting that cyclists and pedestrians can provide an effective market for businesses (Clifton et al., 2012). However, for traffic calming and pedestrian and cycling infrastructure, there can be delay periods where business activity is disrupted during construction, and due to the time it may take people to start using the new infrastructure (Hass-Klau, 1993). It is also important to consider whether the variety of business types in Sydenham, such as light industry or trades, will benefit from the projects compared to other business types.

2.4 Streetscape Initiatives

Street revitalisation initiatives are used globally to improve urban environments. Shaftoe (2008) recommends the creation of greenspace, interactive artworks, the use of interesting textures and colours, and the development of spaces for social engagement through the use of street furniture and social hubs. Shaftoe (2008) suggests that within business areas, these initiatives may attract visitors, particularly those on foot. Wolf (2005) found that potential customers were more willing to visit shopping areas depicted with greenery than those without. Participants were also more willing to travel farther distances to green retail districts, and to spend more money on products and amenities (e.g. parking) whilst there (Wolf, 2005).

On the direction of a local business alliance, Barracks Row in Washington D.C. was the target area of urban renewal strategies, including widened footpaths, outdoor seating, lighting and the rejuvenation of historical facades (Bain, Gray & Rodgers, 2012). These activities were shown to be very successful and saw the addition of new business. Existing businesses may have also experienced an increase in revenue due to more visitors to the area being observed (Bain et al., 2012).

The research across these four areas highlights a range of strategies that can be adopted by business communities to improve the local business environment. These strategies range from the implementation of a BID through to alterations to transport and street infrastructure. As these ideas have potential relevance for Sydenham, this research sought to discover how they were perceived by members of the Sydenham business community.

3.0 METHODOLOGY

3.1 Addressing the Issue and Rationale for Survey Use

To address the key issues facing the Sydenham Quarter, we decided that surveying local businesses would be the most effective research method. The survey (Appendix A) included a variety of closed and open questions that enabled us to gather quantitative and qualitative data. The inclusion of open questions allowed businesses to express more complex thoughts than typical structured questions. The survey included a wide range of topics such as BIDs, transport and streetscape initiatives and questions relating to business collectives.

3.2 Survey Administration

The survey was distributed to around 550 Sydenham businesses in either email or paper format. A database containing the email addresses of businesses in Sydenham was provided by the Sydenham Quarter. The email response rate was 6.9% (28/408). Existing research indicates that email distributed surveys tend to have poor response rates (Tolich & Davidson, 2011). To address this, paper copies were also distributed in person to local businesses which were either completed at the time, or independently at a time more convenient to respondents. Approximately 150 paper copies were distributed with 102 responses, resulting in a response rate of around 66%.

3.3 Data Analysis

Data analysis was completed using the program Microsoft Excel. Descriptive statistics were calculated and analysed including means, frequency counts and percentages for numerical data. To determine patterns within the qualitative data, each individual answer was coded, and analysed to determine the frequency of responses of each theme. By analysing the qualitative and quantitative data in this way, the responses to different questions could be compared. Chi-square tests were completed to examine the relationships between certain categorical variables. Due to the small sample size and the criteria of a chi-square test regarding expected cell values, some categories were combined to ensure that the chi-square test could be completed with validity.

3.4 Limitations

There were a number of limitations of this study. Biases may have occurred within the email database, as there may be differences between the businesses appearing on the database and

those not listed. Moreover, those who chose to complete the survey may have done so due to a particular motivation; a form of self-selection bias. Due to the time-consuming nature of visiting businesses face to face, our group separated into pairs, subsequently learning that our sampling techniques differed in some respects, leading to an overrepresentation of retail businesses on Colombo Street. The limited sample size may also affect the reliability of the conclusions. Although we had a large response rate, this is only approximately 13% of the true business population in Sydenham which must be considered when basing recommendations on the findings.

4.0 FINDINGS

4.1 Demographics

Figure 1 displays the characteristics of the businesses surveyed. Retail was the most represented business type at 37.2%, followed by 25.6% being service or trade businesses. The “other” group was made up of wholesalers, professional services, insurance and finance companies, banks, churches, tourism groups and an online store.

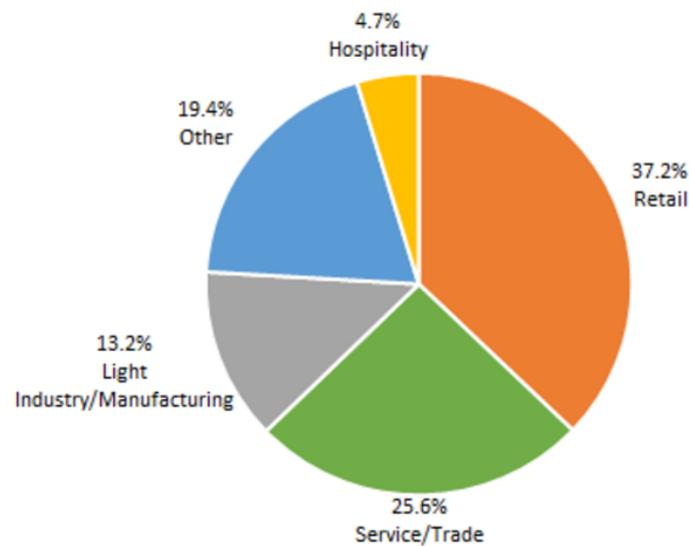


Figure 1. Respondent Business Type (n = 129)

Figure 2 displays the business roles of the individuals who completed the survey. The largest proportion was managers at 36.6%, while owners represented 24.4% and directors represented 22.0%. Business owners were the ideal survey participants as they may be more aware of possible effects of the initiatives on their business.

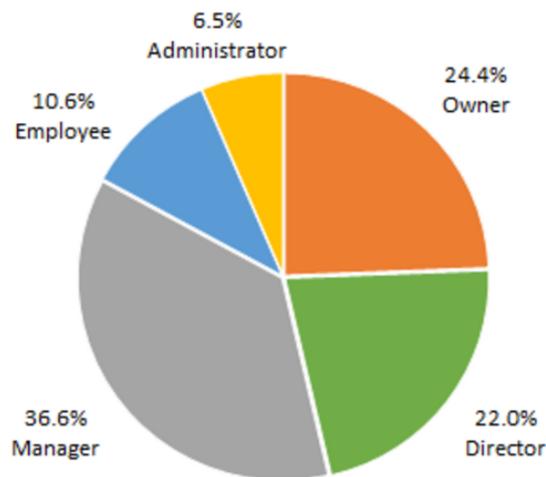


Figure 2. Respondent Role Within Business (n = 123)

4.2 Transport Proposals

From Figure 3 it can be seen that on average, most industries supported cycleways to some degree. Using a scale that ranges from -5 to 5, the average level of support was 1.00 for retail businesses, 0.53 for service and trade, 1.18 for light industry, 2.17 for hospitality and 0.63 for the other category. The total average for cycleways across all business types was 1.10. However, this result may be skewed by the hospitality businesses which only had a total of six responses. The support of cycleways was unexpected, as past research has suggested that business owners may fear that an increase in cycling infrastructure at the expense of car parks will have a negative impact on turnover (Clifton et al., 2012). Perhaps most surprising was a positive response from the manufacturing, service and trade and light industry groups. This could largely be due to the lack of parking in the area and that better cycling infrastructure is seen as a good alternative.

Traffic calming proposals were not well received. These included lower speed limits, and introducing more pedestrian facilities. Only retail businesses supported the idea of slower speed limits (0.23). Traffic calming was opposed by all industries with light industry as the least supportive (-2.06). Pedestrian facilities attracted a range of positive and negative responses

with retail, hospitality and “other” rating positively. The most supported initiative was improved parking, which was highly rated across all business types (2.15).

These results for traffic calming and pedestrian facilities are not surprising, as past research has suggested that businesses may initially reject these proposals (Hass-Klau, 1993). This may be due to the businesses being unaware of past research suggesting that these initiatives have positive effects on an area (Hass-Klau, 1993). Our results suggest that business owners were either unsure or sceptical of these proposals. However, Hass-Klau (1993) argues that once these proposals are operational, businesses virtually never campaign for their abandonment. Moreover, it may also be important to note that the benefits of traffic calming and pedestrian facilities may be restricted to retail and hospitality businesses, or businesses in the “other” category. This is because manufacturing, service and trade or light industry groups may depend on large vehicles for their businesses to function. Any restriction on vehicles may be perceived as negatively impacting on business activity.

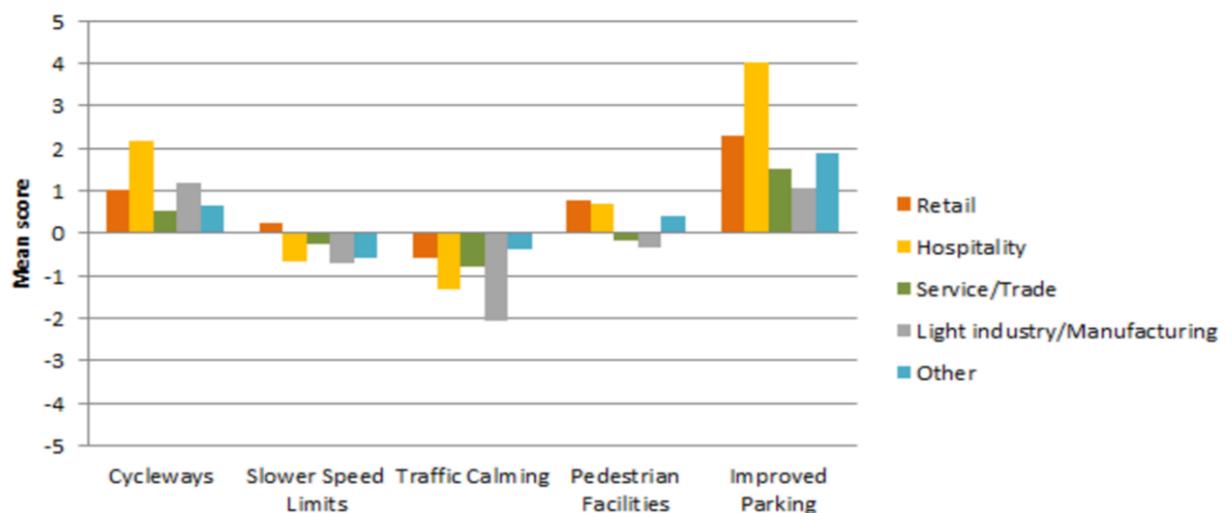


Figure 3. Business Responses to Transport Proposals (n = 129)

4.3 Streetscape Proposals

A question in the survey aimed to discover business perceptions towards street revitalisation initiatives. Businesses were also asked to evaluate on a scale of -5 to 5 how the following streetscape initiatives would impact on their business. These initiatives included more greenery (e.g. street trees, planter boxes), having quality street materials (e.g. coloured/textured pavers on footpaths), improved lighting, public art, and the creation of social hubs (e.g. street furniture).

Business responses to street renewal proposals all fell in the positive range as can be seen in Figure 4. Clear patterns emerged between business types, with retail and hospitality showing preference for each of the initiatives suggested. Overall, improved lighting received the most positive responses, with an average score of 2.34. Hospitality and retail were the most supportive, at 3.5 and 2.9 respectively. This may be because it is beneficial for all business types as it is a form of heightened security. Responses for greenery were also positive with an average score of 2.05. Social hubs are also strongly supported, particularly by retail (2.4) and hospitality (3.3).

An interesting discovery was there was little support for the placement of quality street materials, with light industry and manufacturing businesses responding the least enthusiastically (0.33). Possible causes may be due to these business types being less reliant on foot traffic. Service and light industry businesses may also require heavy vehicles, or their work may involve dirty materials, and hence they may not feel a need for area beautification.

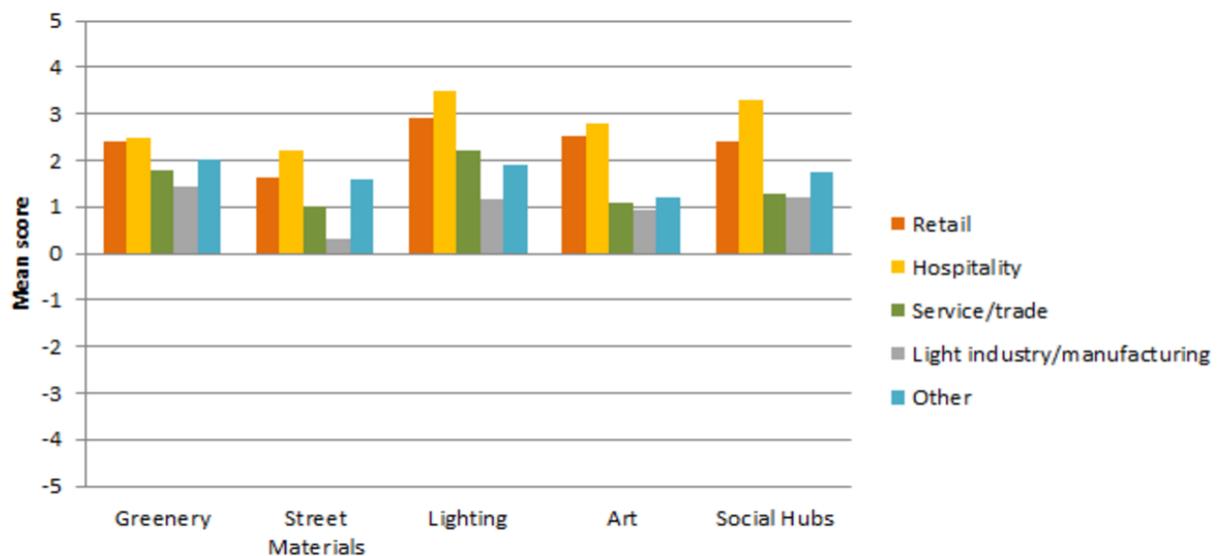


Figure 4. Business Responses to Street Revitalisation Proposals (n = 129)

4.4 Awareness of Sydenham Quarter and Barriers to Joining

A strategy that may better enable the Sydenham Quarter to support local business is by increasing their membership numbers. Figure 5 displays businesses' awareness of the Sydenham Quarter and its activities. While 9.5% respondents were fully aware, and 32.4% were somewhat aware, another 32.4% of businesses were completely unaware of the Sydenham Quarter and its activities. These were particularly interesting findings, as they

suggest that just over 90% of the business population within Sydenham is unaware of the full potential of their local business association. This may present an opportunity for the Sydenham Quarter to increase its visibility within the community and generate more understanding of its goals and activities. By doing so, the group may be better placed to support these businesses.

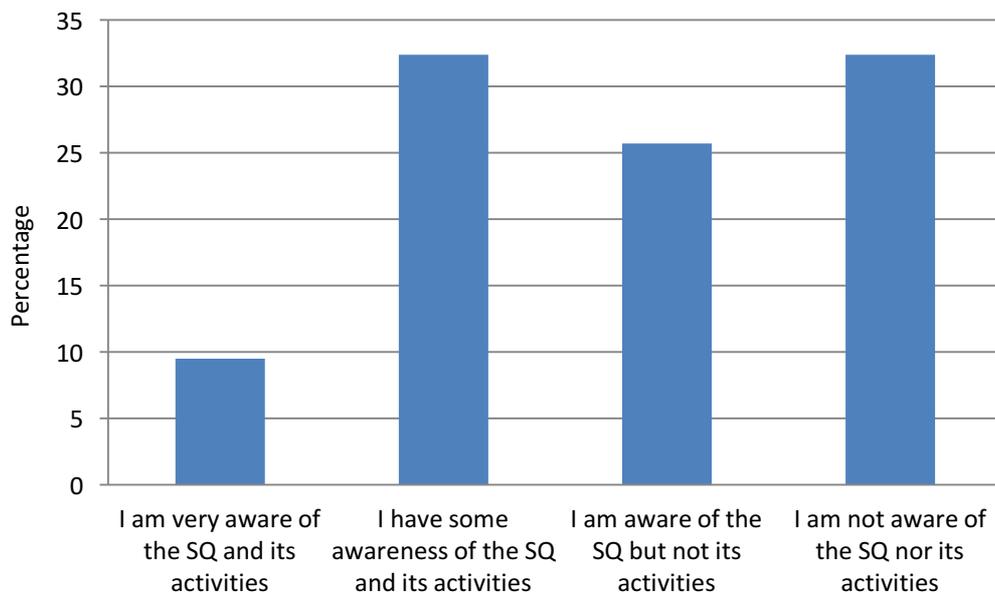


Figure 5. Awareness of the Sydenham Quarter and its Activities (n = 105)

It was also important to identify the barriers that either prevented new members from joining the Sydenham Quarter, or previous members from renewing their membership. Figure 6 displays that the main barriers identified to joining the Sydenham Quarter were a lack of knowledge or awareness (38.1%), a lack of interest (30.5%) and time constraints (29.5%). Other responses included a lack of relevance or perceived benefits from previous members. These results support previous findings that indicate business owners may have a large number of responsibilities and do not have sufficient time to be involved with a business association (Curran et al., 2000). Using this information, the Sydenham Quarter may choose to target specific strategies to increase visibility and information in the community. Moreover, it may be helpful to clearly outline the potential benefits that could be achieved through collective action.

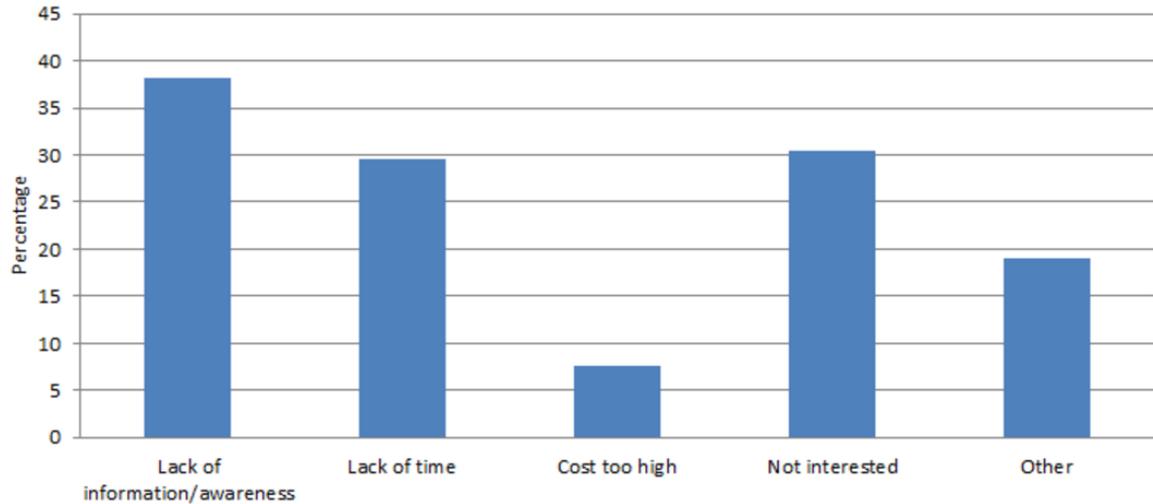


Figure 6. Barriers to Joining the Sydenham Quarter (n = 105)

4.5 Perceptions of the Sydenham Quarter

Perspectives on how the Sydenham Quarter is currently supporting local businesses or how it may in the future were also identified. There were a number of positive themes present, with 25.0% of businesses highlighting networking opportunities provided by the association as beneficial, along with 14.3% of businesses recognising efforts to create a positive and friendly urban environment. Some responses also highlighted how the association may be helping to attract more people through promotion of the area. Future activities for the Sydenham Quarter suggested by business representatives include designing a more cohesive area plan, focusing on the historical values of the area, and to create safer road crossings. However, there were a number of negative responses as 19.6% of businesses reported a lack of confidence or progress with the Sydenham Quarter. Furthermore, another 10.7% were unaware of how the association may support them. These results may indicate a lack of awareness of the achievements or abilities of the Sydenham Quarter. Businesses may respond more positively to the association if they feel they are more informed of how the association may benefit them directly.

4.6 Advantages and Disadvantages of Sydenham Location

Figure 7 displays the advantages attributed to having business located in Sydenham. 44.7% of businesses identified the proximity of Sydenham to the CBD as a primary advantage. This was closely followed by ease of access at 20.4%. The same percentage of businesses felt that Sydenham was a location close to their targeted customer base, and having close connections with other businesses in the area is beneficial for suppliers. Moreover, several respondents identified business agglomeration as an advantage, where businesses similar to their own are in close proximity. This is contrary to Curran, Rutherford and Smith's (2000, p. 139) finding that businesses "concentrating narrowly on their own business activities" do not wish to be involved in local collectives.

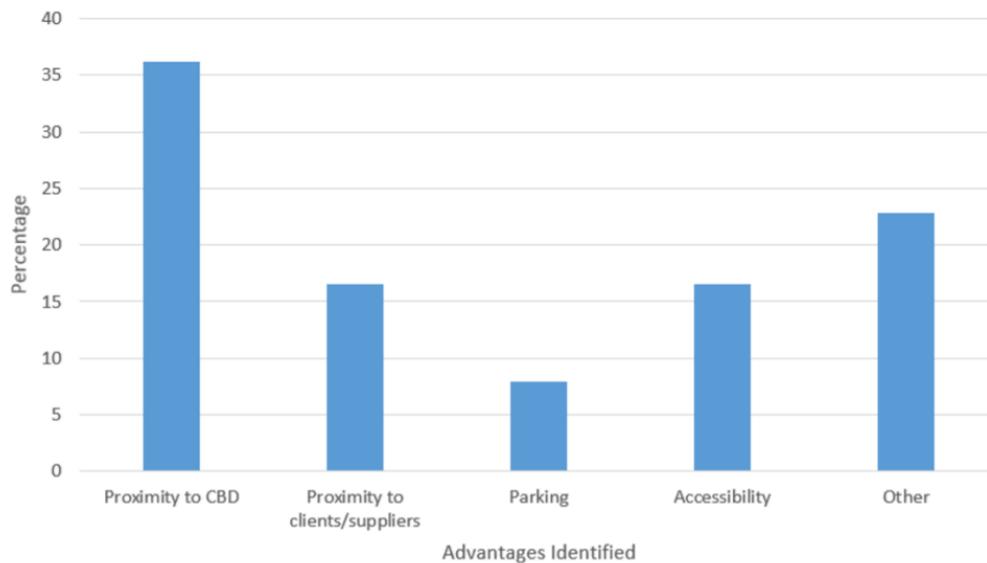


Figure 7. Advantages of Sydenham as a Business Location (n = 103)

Positive impacts to one business may be negative to another, as some of the perceived advantages were identified as disadvantages by other businesses. While some businesses believed parking was a positive, most perspectives were negative with 40.7% of businesses indicating this as a challenge. As can be seen in Figure 8, a lack of street appeal was identified by 13.6% of businesses as being a disadvantage to their location in Sydenham, with one respondent noting that "the aesthetics of the place feel a little run down". The implementation of street revitalisation initiatives may provide a solution to these issues. Traffic issues were also identified by 19.8% of businesses, including problems with congestion and roadworks. Several respondents identified a lack of services, specifically the lack of a post office in the area as a negative.

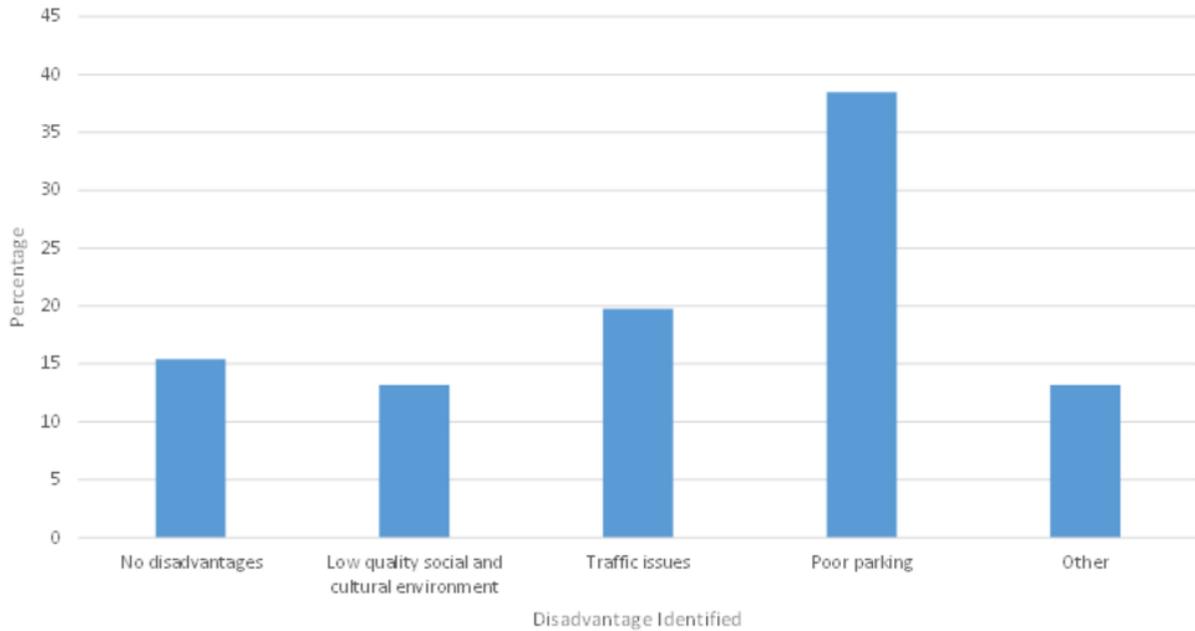


Figure 8. Disadvantages of Sydenham as a Business Location (n = 91)

The statistical relationship between the role of the business respondent and their perceptions of locational advantages and disadvantages was analysed using a chi-square test, along with the relationship between the size of the businesses and perceptions of advantages and disadvantages. No statistically significant relationships were found. The sample indicates that perceptions are similar across all business types and business representatives, therefore any improvements to the environment may benefit most businesses.

4.7 Business Improvement Districts (BID)

As demonstrated by Figure 9, the reaction to a BID was relatively neutral, with 50.8% of businesses rating it as neither positive nor negative. However, 30.5% of all businesses expected a BID to have a positive effect on their operations, meaning that it is an initiative potentially worth pursuing.

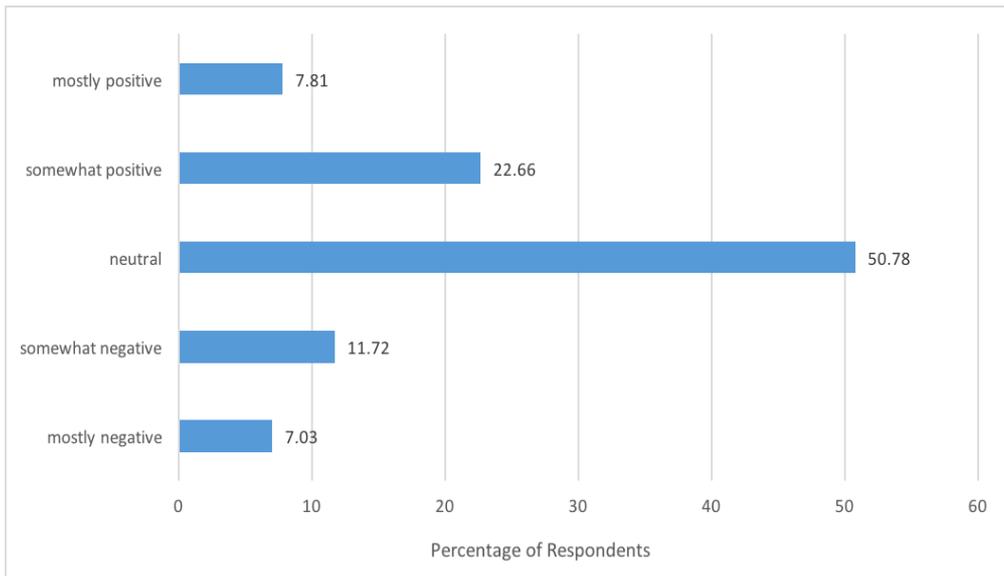


Figure 9. Perceived Effects of a BID on Sydenham Businesses (n = 128)

4.8 Arguments For a BID

Reasons outlining support for a BID are displayed in Figure 10. 16.8% of businesses highlighted that any improvements would be positive. Some businesses noted that some of the concepts, such as increased security (9.5%) and increased maintenance (5.3%) would be positive improvements.

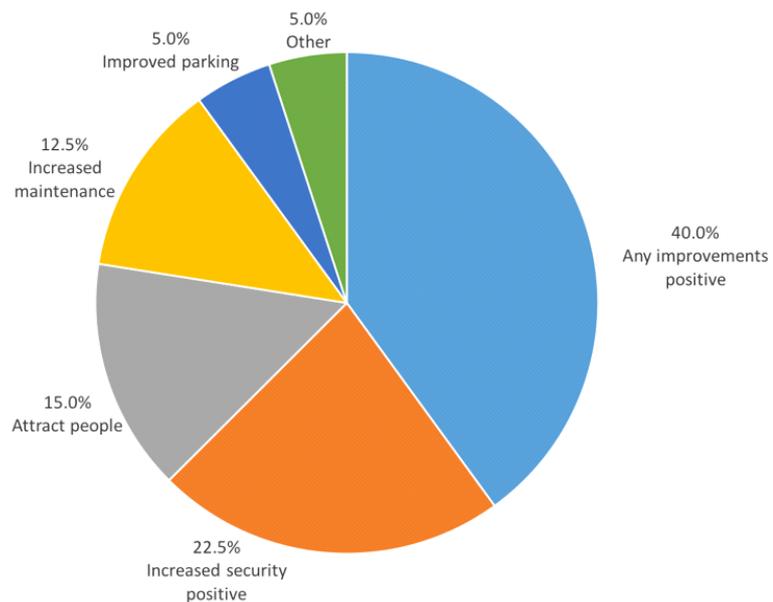


Figure 10. Arguments For BID Implementation (n = 40)

4.9 Arguments Against a BID

Arguments against a BID are demonstrated in Figure 11 and include a lack of benefit for the extra cost, which was highlighted by 34.7% of respondents. Others identified that a BID would not be suitable for their business (27.4%). These results suggest the location of a BID must be carefully considered in order to capture the most appropriate businesses. Several businesses also identified barriers such as costs and a general lack of faith as to how rates are currently being spent. This may suggest that for a BID programme to be successful, the increase in costs must be minimal.

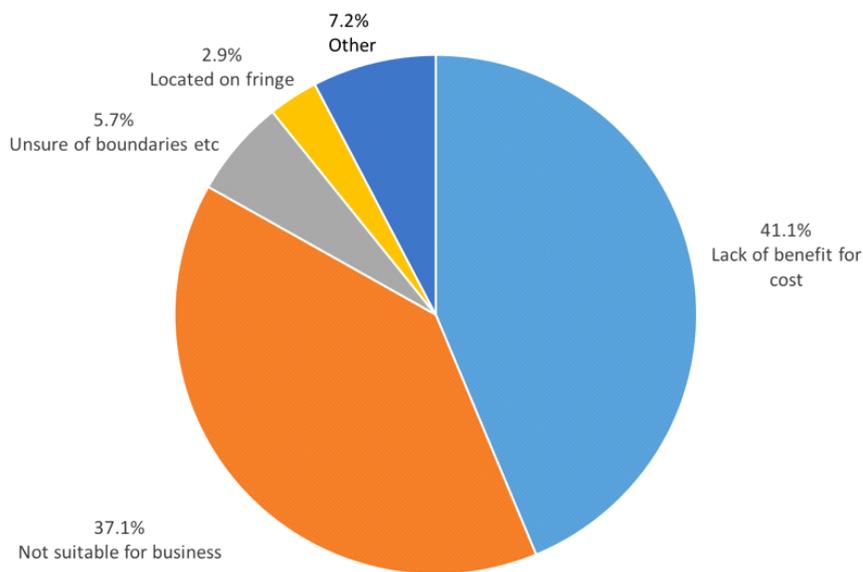


Figure 11. Arguments Against BID Implementation (n = 70)

We also analysed the relationship between size and support for a BID. Existing research suggests that large businesses are more likely to benefit from the implementation of a BID (Brooks & Strange, 2011). We therefore expected larger businesses to show more support. However, we found no statistically significant relationship, $\chi^2 (4, N = 126) = 0.6, p < 0.05$. This may be explained by some qualitative survey responses, with many of the larger businesses identifying that they would take care of BID initiatives independently.

A chi-square test failed to find a statistically significant result, partly due to expected values being lower than 5, and therefore no valid chi-square value is available for business type and support of BID. Despite this, it is still an important finding due to the fact that no business types are significantly for or against the initiative. This suggests that a BID is a strategy that

could be considered by the Sydenham Quarter. However, it is important for the Sydenham Quarter to recognise that the initiative was not significantly supported by any specific business type and therefore more research may be needed if a BID is to be implemented.

4.10 Perceived Effect of a BID by Business Location

Figure 12 demonstrates business perspectives on the potential effect of a BID and their location in Sydenham. Although there is no obvious trend as to which areas are the most supportive of a BID, there is a slightly larger proportion of positive responses clustered around Colombo Street just north of the Colombo Mall, around Sandyford and Battersea Streets. This demonstrates a possible starting point for the Sydenham Quarter to identify where a BID may be positively received and implemented.

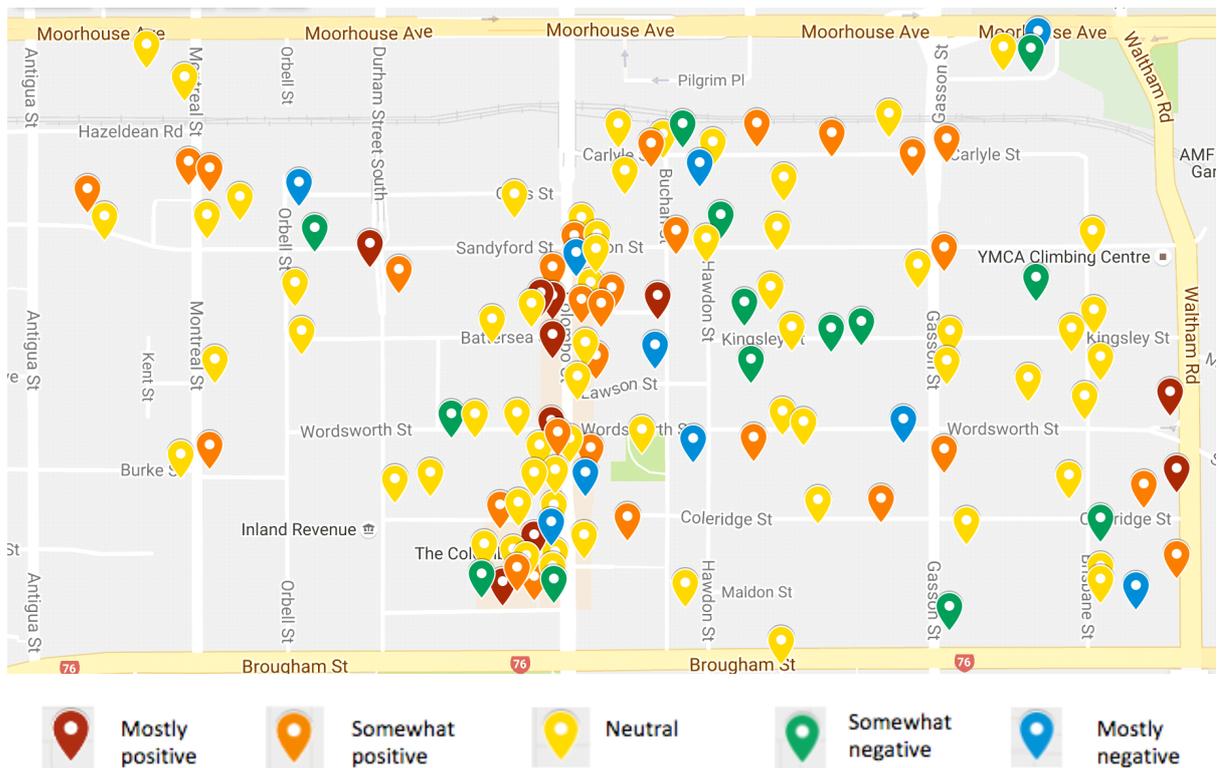


Figure 12. Perceived Effect of a BID Based on Location (n = 128)

5.0 CONCLUSION

There are a number of conclusions that can be drawn from this research. The main identified advantages to having business located in Sydenham were proximity to the CBD and accessibility to clients and suppliers. The main disadvantages were parking, roadworks and congestion issues. Despite this, suggested transport initiatives were not widely supported. Traffic calming initiatives and slower speed limits received negative responses; however, cycleways and improved parking were well received and may be successfully implemented in the area. Streetscape proposals may help to address the perceived low quality environment, with all proposals being positively received. There was no convincing support or rejection of the proposed BID. Finally, it was found that the Sydenham Quarter is not yet a well-known business collective. However, businesses report that the collective could be beneficial to their business by providing networking opportunities, and by working to create a positive urban environment.

5.1 Recommendations and Possibilities for Future Work

For the Sydenham Quarter to be able to support local businesses, it is important to have greater engagement with the business community. Recommendations include increasing their visibility and breaking down barriers to joining to help increase membership numbers. To achieve this, the Sydenham Quarter could market itself based on the advantages that were identified by businesses. This may help to attract more members and provide more networking opportunities.

As businesses were relatively positive towards streetscape initiatives, an increased focus on the street environment could be beneficial for the business environment. However, business responses for transport initiatives were largely negative. Further consultation may be needed to establish a safe cycle and pedestrian environment, as other research suggests that these could positively impact businesses in the area.

A BID may provide the funds to implement these strategies. For this reason, future work in the area could encompass re-surveying the businesses in the area on Colombo Street most supportive of a BID with more specific information, in order to get a more representative view of BID support. The introduction of a BID could then fund new streetscape or transport initiatives, in order to further support the businesses in the area.

ACKNOWLEDGEMENTS

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7.0 APPENDIX A

Appendix A is the survey that was provided to participants via email using the Qualtrics software or in a paper format. The first page of the survey provided businesses with information on the survey. Including a brief background of the survey, the aims of the survey, its confidentiality, the time expected it will take to complete it and how it will benefit businesses within Sydenham.



SURVEY FOR THE SYDENHAM BUSINESS COMMUNITY

This survey is being conducted as part of a joint research project undertaken by the Sydenham Quarter and undergraduate students from the University of Canterbury. The responses to the survey will be analysed by the students and summarised in a report for the Sydenham Quarter group. The report will describe broad trends and no individual organisations will be identified.

What is the aim of the survey?

The survey aims to find out how local businesses could be best supported by the Sydenham Quarter, and what strategies could be adopted in the future to improve the business environment of Sydenham.

What will happen to the information I provide?

The survey results will be stored securely, and used to write a report. No identifying information will be stored with responses, nor will the survey data be shared with any third party.

How long will completing the survey take?

Approximately 5 – 10 minutes.

How will my business benefit?

The results will be used to inform potential future strategies for the Sydenham Quarter, as well as identifying the needs and wants of businesses in the area. The Sydenham Quarter aims to support local businesses and the survey findings will help it to be more aware of the perspective of your business.

The Sydenham Quarter has assisted us in providing a prize pack to be awarded to an organisation that completes the survey.

If you choose to complete the survey, thank you very much for your time.

If you wish to receive an electronic copy of the summary findings in November, please provide an email address at the end of the survey. We hope this work will assist the Sydenham Quarter as they continue to develop strategies for supporting local businesses.

General information

1. What is your role in this business (e.g. your job title, or position)?
2. Does this business own the building that it is located in?
 Yes
 No
3. What best describes this business type?
 Retail
 Hospitality
 Service/trade
 Light Industry/Manufacturing
 Other (please specify)
4. How many employees does this business have? (Please state in full time equivalents).
5. What is the approximate size of the premises of this business (at this location)? (Please give your answer in square metres if possible)
6. How long has this business been located in Sydenham? Please state in years and months.
7. What are the advantages of being located in Sydenham for this business?
8. What are the disadvantages of being located in Sydenham for this business?

Business Improvement Districts (BID)

A BID is a targeted area in which a small percentage increase in rates is collected from local businesses. The funds raised in this way are then used to support projects which benefit local businesses, such as increased lighting, security, advocacy and other street enhancements.

9. If a BID was to be implemented in Sydenham, how do you think it would affect this business?

Mostly negative Somewhat negative Neutral Somewhat positive Mostly positive

Please briefly explain the reasons for your choice above:

Improving Urban Public Space

10. How do you think the following transport initiatives would impact your business? (-5 = very negatively, 0 = neutral, 5 = very positively)

Improved cycle-ways and infrastructure (better markings, separated, traffic priority, more bike racks, etc.)	-5	-4	-3	-2	-1	0	1	2	3	4	5
	<input type="radio"/>										
Slower speed limits (e.g. 30km/hour in high use and retail areas)	-5	-4	-3	-2	-1	0	1	2	3	4	5
	<input type="radio"/>										
Other traffic-calming measures (e.g. narrowing streets, giving priority to pedestrians and cyclists, etc.)	-5	-4	-3	-2	-1	0	1	2	3	4	5
	<input type="radio"/>										
Improved facilities for pedestrians (wider footpaths, pedestrian crossings, raised intersections, etc.)	-5	-4	-3	-2	-1	0	1	2	3	4	5
	<input type="radio"/>										
Improved parking (e.g. diagonal parking, shorter parking limits)	-5	-4	-3	-2	-1	0	1	2	3	4	5
	<input type="radio"/>										

11. How do you think the following street revitalisation initiatives would impact your business? (-5 = very negatively, 0 = neutral, 5 = very positively)

Greenery (street trees, planter boxes, green walls)	-5	-4	-3	-2	-1	0	1	2	3	4	5
	<input type="radio"/>										
Quality street materials (e.g. coloured/textured pavers for footpath etc.)	-5	-4	-3	-2	-1	0	1	2	3	4	5
	<input type="radio"/>										
Improved lighting (e.g. around trees, security, street lighting etc.)	-5	-4	-3	-2	-1	0	1	2	3	4	5
	<input type="radio"/>										
Public art (sculptures, interactive artworks, murals etc.)	-5	-4	-3	-2	-1	0	1	2	3	4	5
	<input type="radio"/>										
Social hubs (more seating, pocket parks, street furniture)	-5	-4	-3	-2	-1	0	1	2	3	4	5
	<input type="radio"/>										

Sydenham Quarter

The Sydenham Quarter is Sydenham's local business association, and aims to support businesses through advocacy, advertising and the organisation of special events in exchange for a small membership fee.

12. Is this business currently a member of the Sydenham Quarter?

- Yes
 No

If you have answered yes, please go to question 15.

13. If this business is not currently a member, what best describes your awareness of the Sydenham Quarter and its activities in the community?

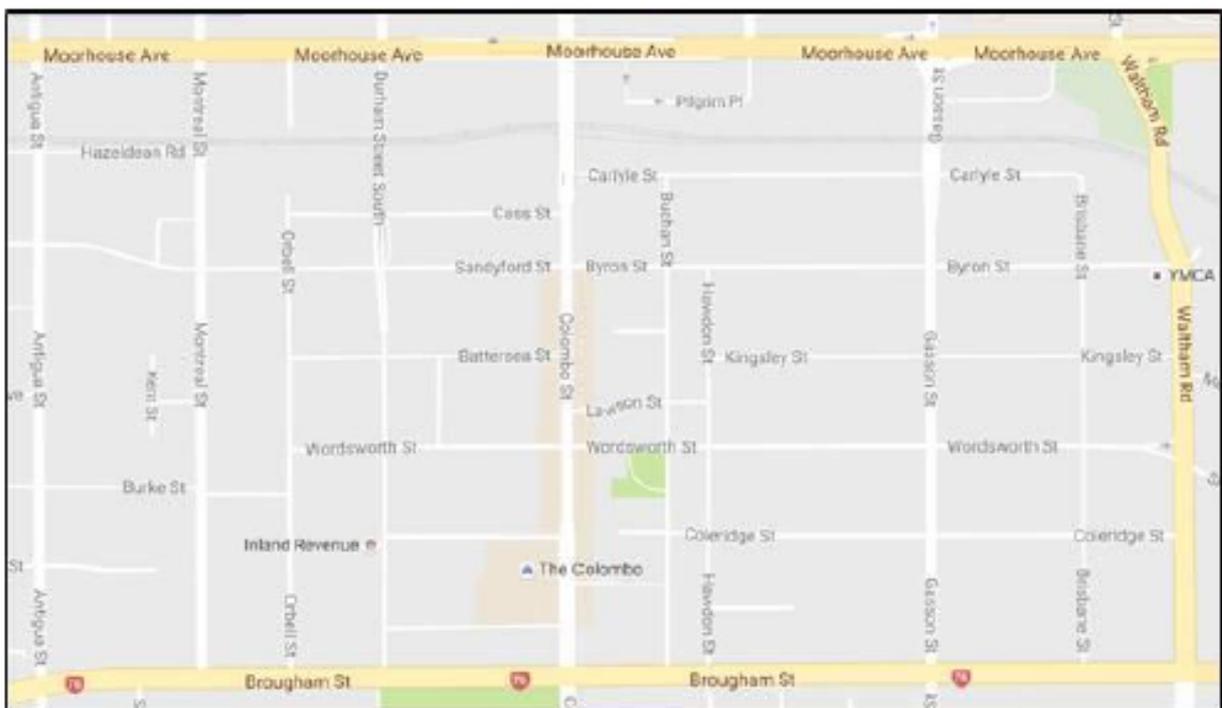
- I am not aware of the Sydenham Quarter or its activities.
- I am aware of the Sydenham Quarter but not its activities.
- I have some awareness of the Sydenham Quarter and its activities.
- I am very aware of the Sydenham Quarter and its activities.

14. If this business is not currently a member, are any of the following factors barriers to you joining? (please tick all that apply)

- Lack of information/awareness
- Lack of time
- Cost too high
- Not interested
- Other (please specify)

15. In what ways is the Sydenham Quarter helping to strengthen this business, or how might it in the future?

16. Please indicate the approximate location of your business on the map below (place a cross in the relevant city block of the map. We are interested in general location only).



The Sydenham Quarter has assisted us in providing a prize pack to be awarded to a business that completes the survey. If you would like to be included in this prize draw, PLEASE PRINT an email address here:

- Please tick here if you would like to receive a copy of the survey results.

Thank you for completing the survey, which will help inform the work of the Sydenham Quarter in promoting local businesses. If you have questions about the survey or the results, please email ecc39@uclive.ac.nz