Betfred Market Research Findings – Footfall and Customer Survey Results

1.0 Introduction

1.1 On behalf of Betfred, NEMS Market Research have carried out market research at a number of town and local centres in order to understand the impact of the Betfred premises on the vitality and viability of those centres.

Six Betfred locations were selected which represent a wide variety of units and locations, the findings are representative of many different scenarios and it is envisaged the findings will help Local Planning Authorities in their assessment of planning applications submitted by Betfred

2.0 The Sites and Surveys

2.1 The six Betfred examples and their designation within the adopted Local Plan are referenced below. In addition, the Use of the adjacent sites that were surveyed for comparison as part of the footfall surveys are also identified.

Betfred Address	Local Plan Designation	Adjacent Units Surveyed
DUDLEY	Town Centre	Phone Squad (A1), Money Shop (sui generis), Polish Supermarket (A1)
LEEDS	Prime Shopping Quarter / Primary Frontage	Skipton Building Society (A2), Thomson Travel Agents (A1), Tesco Metro (A1), Nourish (A3), Pret A Manger (A3)
HOUNSLOW, GREATER LONDON	Primary Frontage	Laundrette (sui generis), Boston News (A1), Computer Repair Shop (A1). Sainsbury's (A1)
WANDSWORTH INNER LONDON	Clapham Junction Town Centre / Core Frontage	M&S (A1), Holland & Barrett (A1),

		Newsagents (A1), Natwest (A2)
FINGER POST. ST HELENS	Shopping Centre	Discount Foods 4U (A1), Waterfields (A1), Greggs (A1), Frank Laird (A1) Pharmacy (A1)
ST HELENS	Primary Shopping Area	Pawnbroker (A2), Age UK (A1), Supernews (A1), Salvation Army (A1), Jewellers (A1)

Table 1 – Surveyed Sites

2.2 The units offer both geographical variation and a range of Local Plan designations.

2.3 Surveys were carried out on Saturday 4th Marth 2016 between the hours of 10am-4pm.

3.0 Market Research Findings

Footfall Surveys

3.1 At each of the six locations footfall counts were taken to establish the average number of people entering and leaving the Betfred premises plus those adjacent units referenced above. Footfall was observed for 10 minutes in each hour at the alternative locations with an hourly average then calculated. The footfall charts and a brief commentary for each of the sites are provided below.

DUDLEY – Rank 1 of 4

3.2 The Betfred in Dudley Town Centre has the highest rank of the adjacent units by a significant margin. The average number of people entering the premises was 89 and therefore represents a significant generator of footfall for this centre. The local supermarket (A1) was not even open on the day of the surveys and therefore was not contributing to overall footfall and therefore had no beneficial impact on vitality and viability.

3.3 What the survey does show is that the Betfred use made a significant contribution to footfall in this part of the centre compared to other uses that were open.

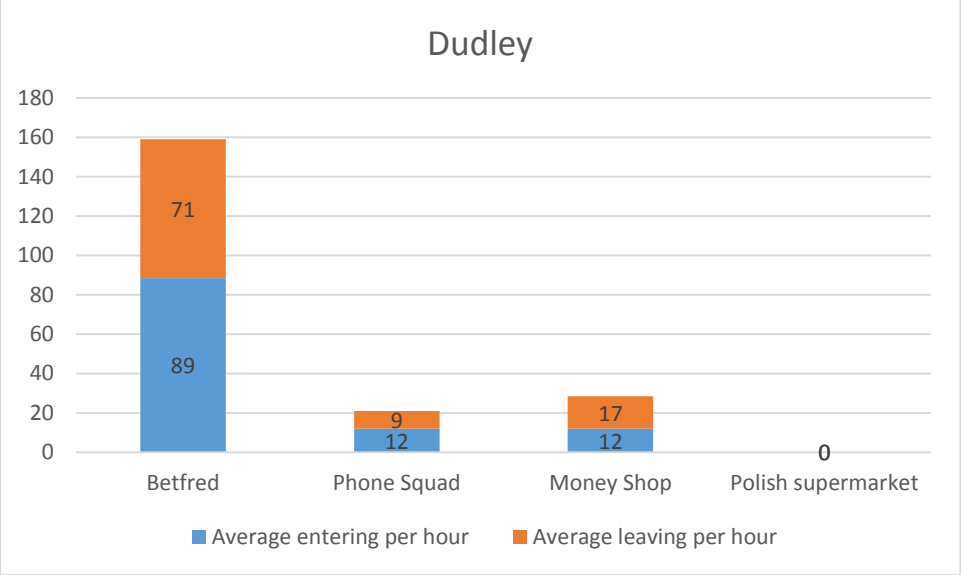


Figure 1 - Dudley Footfall

LEEDS – Rank 4 of 6.

3.4 The Leeds Betfred is located on a Primary Shopping Frontage within the Primary Shopping Area. Tesco is understandably the main draw along this frontage but it can be seen that the Betfred premises attracts a significantly greater number of visitors than the only other A1 use, the travel agent and also the A2 building society. Nourish (A3) and Pret A Manger (A3) did attract more than the Betfred but they mainly provide food to shoppers on the go and were particularly busy over the lunch period.

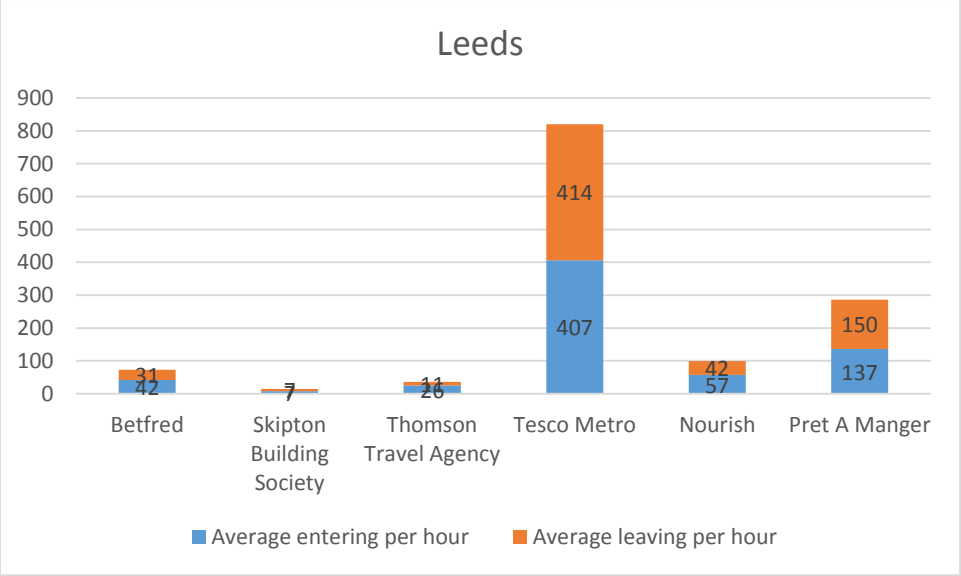


Figure 2 – Leeds Footfall Results

HOUNSLOW, GREATER LONDON – Rank 3 of 6

3.5 As with Leeds, a major supermarket chain dominates the footfall counts. The popular local newsagent is second in the rank with Betfred third. The Betfred footfall counts are significantly greater than the remaining A1 unit plus the dry cleaners. The café was not even open on the survey day and therefore

generated no footfall on what would normally be one of the busier shopping days of the week.

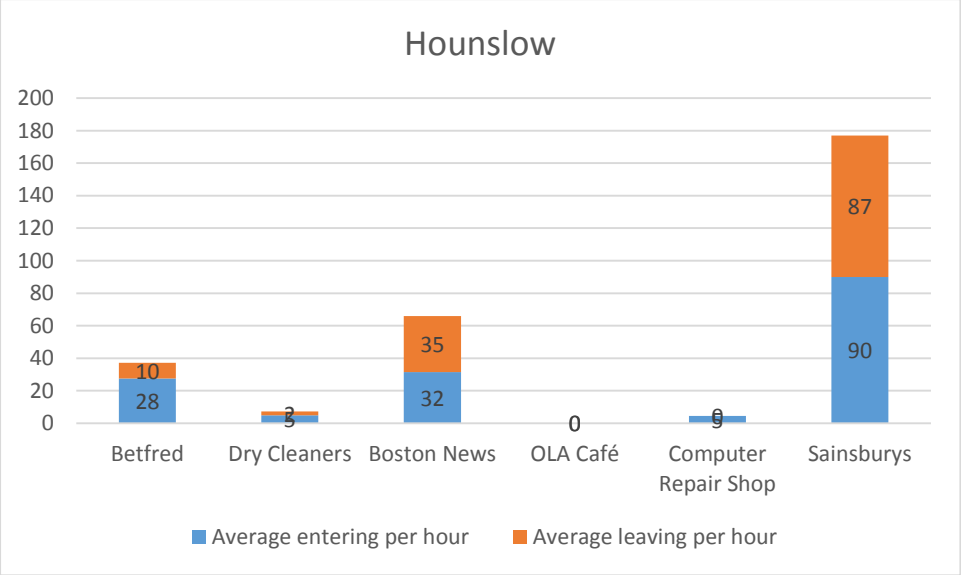


Figure 3 – Hounslow, Greater London, Footfall Results

WANDSWORTH, INNER LONDON – Rank 5 or 5

3.6 The Wandsworth unit can be seen to be an extremely busy parade that is once again dominated by a major national retailer. Whilst the Betfred premises has the lowest footfall figures, the figures still show that an average of 32 people entered the premises every hour. This level of footfall is very high and would still enhance the vitality and viability of the centre. It should also be noted that the Holland and Barrett is a double fronted unit having recently taken over from Ace Clothes and has two entrances.

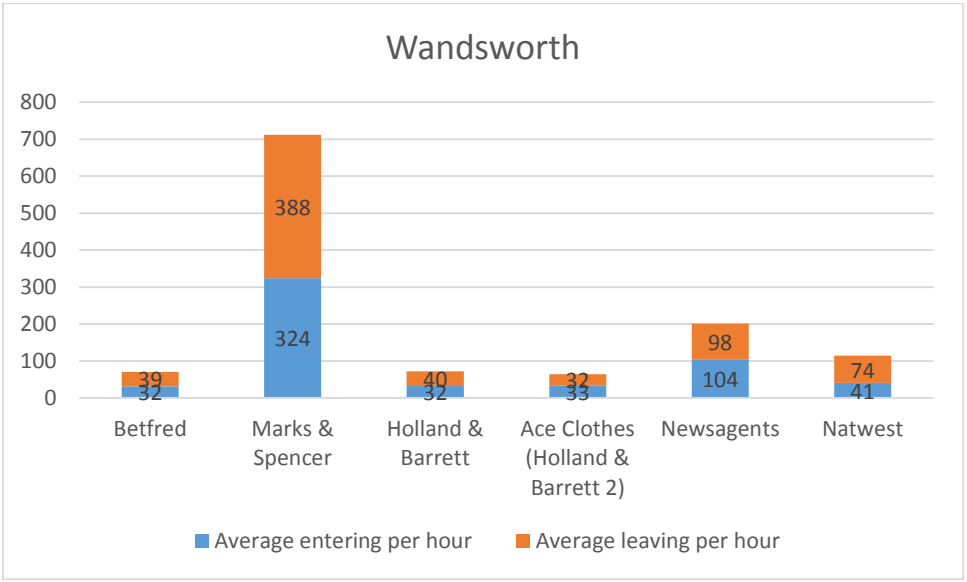


Figure 4 – Wandsworth, Inner London, Footfall Results

Fingerpost – Rank 4 of 6

3.7 Whereas it is less than the three most popular premises, the footfall at Betfred is comparable to the three other very busy A1 premises adjacent. The actual footfall average is still very high and significantly higher than the painting/photography studio and pharmacy and therefore is shown to generate high levels of footfall significantly greater than some other A1 uses.

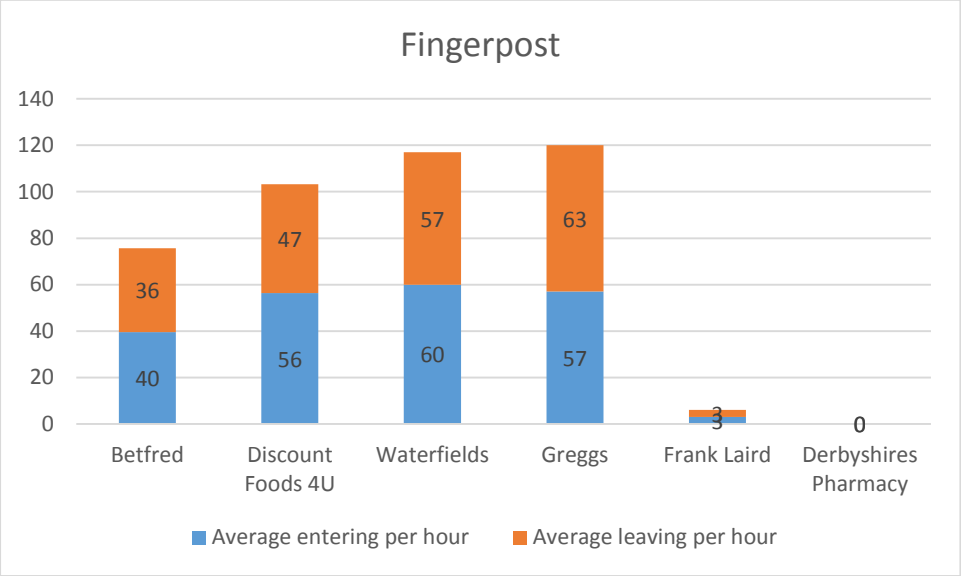


Figure 5 – Fingerpost Footfall Results

ST HELENS – Rank 4 of 6

3.8 With the exception of the newsagent, the Betfred premises has comparable footfall with two of the A1 units and significantly more than the other A1 unit and the A2 pawnbrokers. Once again it can be seen that significant footfall is generated by the Betfred.

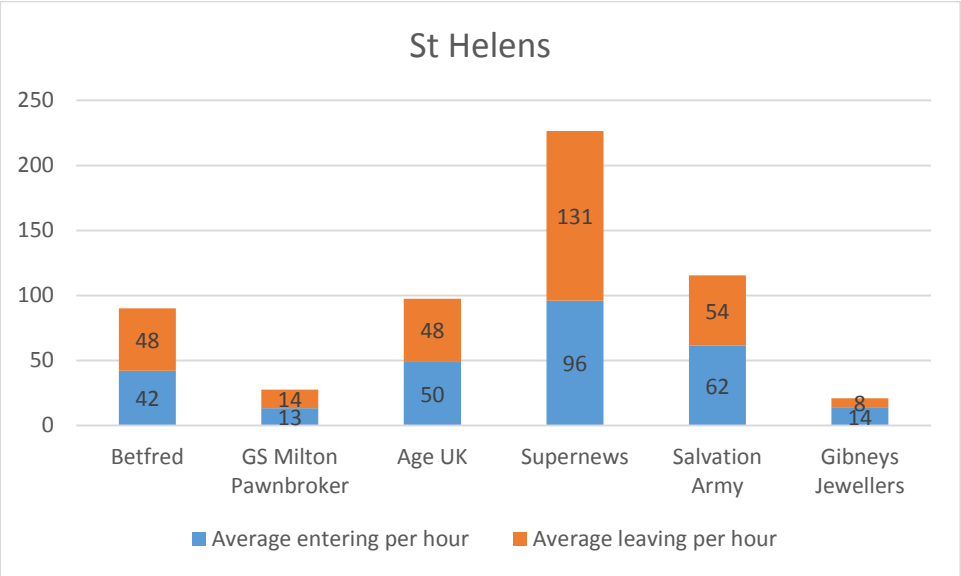


Figure 6 – St Helens Footfall Results

Footfall Summary

3.9 The footfall surveys referenced above clearly show that Betfred consistently generate high levels of footfall at a variety of different locations. The average number of people visiting the Betfred premises across the six stores is 46 people per hour. The average number of people visiting the other premises is 64 and is comparable to those visiting Betfred. However, if the Tesco and Marks and Spencer figures are taken out (as these heavily skew the footfall figures), the average non-Betfred footfall count is at 40 people per hour, lower than the Betfred average.

3.10 An important point with respect to the footfall surveys is that they were only carried out between the hours of 10am-4pm. Whereas this gives an accurate representation of daytime footfall and allows for direct comparison with other typical shops and services found on the high street, it should be noted that Betfred generally open from 8am-10pm six days of the week and 9am-10pm on Sundays. These hours are significantly greater than most other retail and non-retail operators found within defined centres. Betfred would continue to attract a significant number throughout the day resulting in a much higher total daily footfall generation than most other uses.

Questionnaire

3.11 In addition to the footfall surveys a questionnaire was carried out at the six Betfred locations. 256 of the visitors to Betfred were asked ten questions to establish how and why they visited the premises and what other shops and services would be visited that day. The full results are provided at Appendix 1.

3.12 The ten questions were:

1. Is the main purpose of your trip to THIS shopping centre to visit Betfred?
2. Have you visited or will you be visiting other shops / services in this shopping centre today?
3. Do you normally visit other shops / services in this shopping centre when visiting this Betfred?
4. What other shops / services have you visited / will you be visiting today / What other shops / services do you normally visit?
5. How much have you spent / will you be spending in other shops / services today / How much do you normally spend in other shops / services?
6. How much time will you be spending in the shopping centre in total today / How much time do you normally spend in other shops / services?
7. On average, how often do you normally visit this Betfred branch?
8. How did you travel to this Betfred branch?
9. Why do you prefer to visit Betfred compared to other betting offices?
10. Do you prefer betting with Betfred in store or online?

3.13 The results for Question 1 are presented in Figure 7 below.

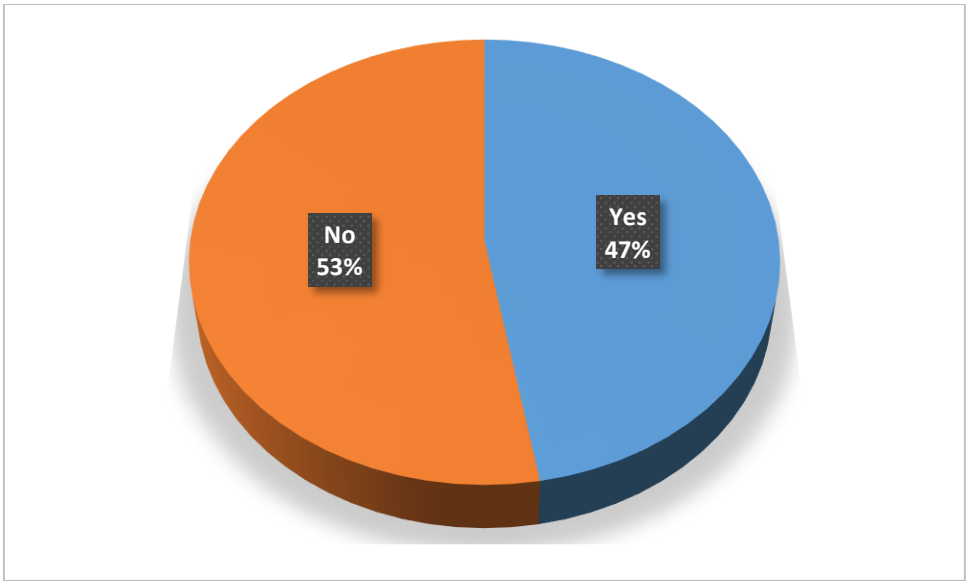


Figure 7 - Question 1: Is the main purpose of your trip to this shopping centre to visit Betfred?

3.14 47% of the visitors to Betfred stated this was their main purpose of their trip to the shopping centre. This shows that a significant number of people are attracted to defined centres primarily due to the presence of a Betfred. Such an attraction clearly enhances the vitality and viability of centres as it is bringing visitors into the centre that may not otherwise have visited on that day. As can be seen from the follow up questions, many of those visitors go on to visit other shops and services and spend money elsewhere in the centre and therefore further enhance vitality and viability.

3.15 The point above is elaborated in the responses to Question 2 where 71% (183 people) of respondents stated they have or will be visiting other shops and services in the centre that day. Furthermore, of the 69 people that were not visiting another shop that same day, 42 of them (58%) stated they would normally visit other shops and services as part of a linked trip with that Betfred.

3.16 When looking at the responses to questions 2 and 3 together, 88% (225 of 256 respondents) stated they were or would normally visit other shop and services on the same day as visiting Betfred. These linked trips are vital in ensuring the vitality and viability of the centres are maintained and enhanced and demonstrate that a Betfred is an integral part of shopping centres.

3.17 The results for Questions 2 and 3 are presented in Figures 2 and 3 below.

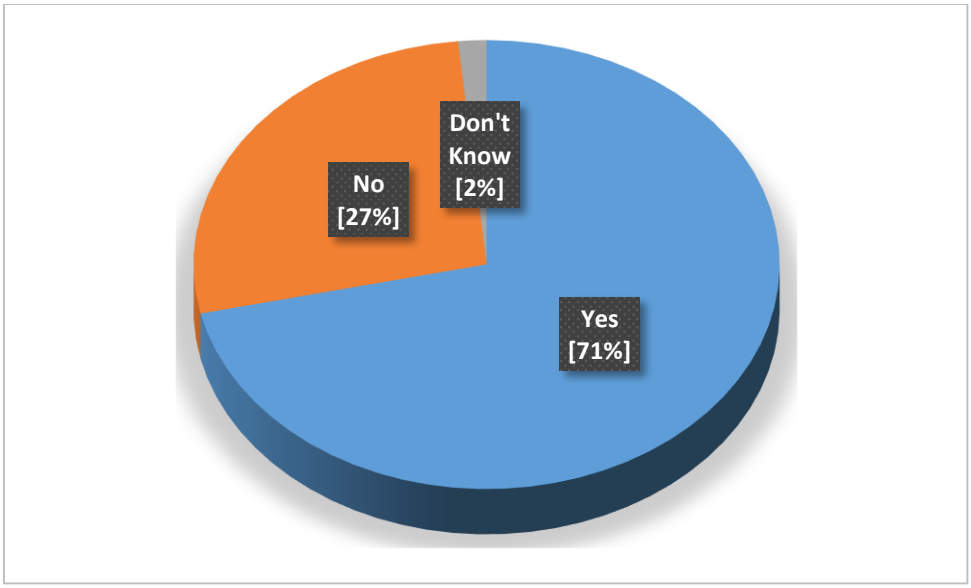


Figure 8 – Question 2: Have you visited or will you be visiting other shops/services in this shopping centre today?

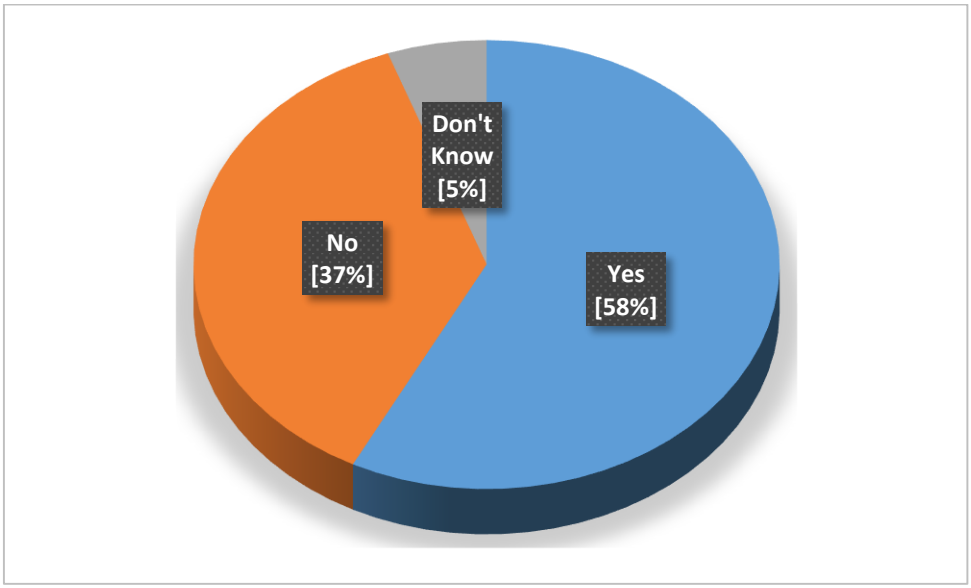


Figure 9 – Question 3: Do you normally visit other shops/services in this shopping centre when visiting Betfred? Those who said no or don't know at Question 2.

3.18 With regard to the estimated spend of those 225 respondents who visit other premises on a normal day, the following answers were provided:

Nothing – 2.67% (6)
Less than £10 – 20.89% (47)
£10-£30 – 31.56% (71)
£30.01 - £50 – 19.11% (40)
Over £50 – 19.11% (43)
Don't know/varies – 8% (18)

3.19 The mean spend is £31.30 and therefore represents a very positive connection between those visiting Betfred and the direct impact on spending elsewhere in the centre that ultimately enhances vitality and viability.

3.20 Question 4 helped to determine where that linked spending would take place with foods shop (38%) being the most popular venue followed by non-food shops (30%), financial and professional (17%) and eating and drinking establishments (15%). This fairly even spread of visited premises highlights that visitors to Betfred do not just link their trips with specific uses but a wide range of uses therefore having a positive impact on all uses within the centre and overall vitality and viability.

3.21 The most common answer to Question 6, time spent in the centre, was over an hour (46%). Visitors to Betfred can be seen to be spending their money over a significant period of time. With Betfred visitors dwelling within the centre this adds to vitality as the hustle and bustle of people gives the impression that the centre is a lively and attractive place to be. This would not necessarily be the case if Betfred visitors did not visit other shops and services.

3.22 The responses to Question 7 confirm that visitors to Betfred do so on a regular basis with 23% visiting daily, 32% two or three times a week and 29% at least once a week. When considering this in light of the linked trips, linked spending and average time spent in the centre, this shows that a Betfred has a significant positive impact on vitality and viability in a centre. With regular visits being made to Betfred and the high proportion of linked trips and linked spending this means other units within the centre regularly benefit from those that have also visited Betfred, some on a daily basis.

3.23 Question 8 asked how the respondents had travelled to Betfred. 61% of respondents travelled by sustainable modes of transport including bus, train, on foot or by bike.

3.24 Question 10 responses confirm that those visiting the Betfred overwhelmingly prefer to utilise Betfred services in store (91%) rather than on line. In addition the most popular answer to Question 9 (Why do you prefer to visit Betfred compared to other betting shops) was because of the better odds provided. Here we can see that the availability of a Betfred premises is particularly important to Betfred customers. As such Betfred do not simply provide a high street presence for advertisement purposes or to retain prominence of their name on the high street. This is unlike some non-A1 uses that simply desire a high street presence as a means of marketing and advertisement for their more lucrative on line business (mobile phone shops and banks for example). Clearly Betfred generate high levels of footfall and have high demand for a physical presence.

4.0 Conclusions

4.1 The market research strongly supports the case that Betfred have a significantly positive impact on the vitality and viability of shopping parades and centres.

4.2 The market research has been carried out at six different locations each with different physical characteristics and planning policy context and therefore offers a good data set that can be comparable with a variety of other situations (and planning applications). Both footfall surveys and questionnaires were undertaken to allow a wide range of information to be gathered.

4.3 The footfall surveys show high levels of footfall at all the Betfred locations with these counts being comparable if not better than most other A1 and non-A1 uses. This shows Betfred are a generator of footfall and a complementary use within shopping parades.

4.4 When considering the questionnaire responses in light of the footfall figures, it can be seen that Betfred customers are not only plentiful but also link their trip to Betfred to other shops and services within the designated centre and therefore generate a high number of linked trips. Those linked trips result in a significant spend in the local economy on a regular basis.

4.5 On the basis of the above it is evident that Betfred have a positive impact on the vitality and viability of shopping centres and assertions to the contrary are unfounded. The findings within this statement should be afforded significant weight when considering applications for new Betfred premises.

APPENDIX 1 – QUESTIONAIIRE RESULTS

Q01 Is the main purpose of your trip to THIS shopping centre to visit Betfred?

Yes 47.27% 121
No 52.73% 135
Base: 256

Q02 Have you visited or will you be visiting other shops / services in this shopping centre today?

Yes 71.48% 183
No 26.95% 69
(Don't know) 1.56% 4
Base: 256

Q03 Do you normally visit other shops / services in this shopping when visiting this Betfred?
Those who said no or don't know at Q02

Yes 57.53% 42
No 36.99% 27
(Don't know) 5.48% 4
Base: 73

Q04 What other shops / services have you visited / will you be visiting today / What other shops / services do you Those who said yes at Q02 or Q03

Food shops 60.89% 137
Non-food shops (e.g. clothes, shoes chemist etc) 45.33% 102
Financial and professional services (e.g. bank) 27.56% 62
Restaurants, cafes, take away or drinking establishments 4.89% 56
Other (PLEASE WRITE IN) 0.00% 0
Workplace 0.89% 2
Another betting shop 0.44% 1
Gym 0.44% 1
(Don't know / varies) 1.78% 4
Base: 225

Q05 How much have you spent / will you be spending in other shops / services today / How much do you normally Those who said yes at Q02 or Q03

Nothing 2.67% 6
Less than £10 20.89% 47
£10.00-£30.00 31.56% 71
£30.01 - £50.00 17.78% 40
Over £50 19.11% 43
(Don't know / varies) 8.00% 18
Mean: 31.3
Base: 225

Q06 How much time will you be spending in the shopping centre in total today / How much time do you normally Those who said yes at Q02 or Q03

Less than 10 minutes 9.78% 22
10- 29 minutes 21.33% 48
30 mins – 1 hour 22.22% 50
Over 1 hour 45.78% 103
(Don't know / varies) 0.89% 2
Mean: 48.88
Base: 225

Q07 On average, how often do you normally visit this Betfred branch?

Daily 22.66% 58
Two or three times a week 31.64% 81
Weekly 28.91% 74
Monthly 7.81% 20
Less than once a month 4.30% 11
First time today 4.69% 12
Mean: 2.72
Base: 256

Q08 How did you travel to this Betfred branch?

On foot 30.08% 77
Bicycle 2.34% 6
Bus 23.83% 61
Train / tube / tram 4.30% 11
Taxi 0.78% 2
Car 38.28% 98
Other (PLEASE WRITE IN) 0.00% 0
Disability scooter 0.39% 1
Base: 256

Q09 Why do you prefer to visit Betfred compared to other betting offices?

Established brand name 1.95% 5
Better odds 37.11% 95
Increased amount of bets / games 12.50% 32
Better customer service 24.61% 63
Nicer shop facilities 12.11% 31
Location is more convenient 32.81% 84
Habit 5.86% 15
Know other customers / friends visit here 13.67% 35
Other (PLEASE WRITE IN) 0.39% 1
Friendly staff 6.64% 17
No Preference 2.34% 6
Self service machine 0.39% 1
Free coffee 0.39% 1
(Don't know) 5.08% 13
Base: 256

Q10 Do you prefer betting with Betfred in store or online?

In Store 91.41% 234
Online 3.13% 8
No preference 4.30% 11

(Don’t know) 1.17% 3
Base: 256