

## **Research into city perception**

### **Proposal**

To undertake primary research to identify current perceptions of the city to identify weaknesses in the image and to support the development of a brand for the city.

### **Methodology**

To use either postal or web based questionnaires for completion. Opportunity to undertake some focus groups to further consider some issues, and to develop an action plan for strengthening the image and brand of the city.

### **Audiences**

The audiences can be divided into internal and external audiences. Those internal audiences are those who already have a relationship with the city. External audiences are those who have no relationship at all with the city.

#### *Internal audiences*

Southampton Strategic Partnership

Contacts list on Outlook

Local partnerships and associations

- Tourism partnership
- Heritage Federation
- Hoteliers Association
- Chief Executives Group
- City Centre Management Board

Chamber of commerce members

University and Institute

Council members

Transport operators

SCC Staff

Large organisations within the city – Skandia, Ordnance Survey, ABP, Cruise operators

MPs and other opinion formers

City Guides

Students – via Student Unions?

Taxi Drivers and Licensees

Community Groups from social cohesion

Voluntary Sector from SVS directory

Education alumni

Local media

Boat Show and other event organisers in the city (Dave Dilnot)

Access and advisory groups

Developers (Tracey Tizard)

Professional groups, eg rotary, round table etc

Schools

*External audiences*

Visitors to the city – TSE

Peers – other councils – LG Comms

Local councils to city – PRO Forum

Travel and tourism operators - TSE

International contacts

National Media

Opinion formers

Funders