



EXECUTIVE SUMMARY

The purpose of this study was to assess the impact of the Barbados Turf Club's proposal to introduce night racing at the Garrison Savannah.

This study targeted both residents and commercial enterprises within a one kilometer radius of the Garrison Savannah.

Residential

This sample consisted of 253 respondents and was well distributed by gender.

The majority of the residents owned the properties they occupied, and they had lived there for over 30 years.

The age distribution showed that almost half of the sample had lived in the catchment area for over 50 years, and other demographic characteristics reflected the traditional national demographics.

Neighbourhood

Most of the residents had favorable feelings about the camaraderie among members of their community, and the services and amenities in their neighbourhood. They would however appreciate improvement in the roads, employment opportunities, street lighting and recreation.



Changes noticed

Respondents indicated that the erection of poles and a decline in attendance on race days were the main changes noticed in the Garrison area, but they also suggested that increased lighting, recreational facilities and beautification, were needed improvements for the area.

The Proposed Development

The awareness of the proposed development was not as wide spread as could be expected, but was enough for residents to have an opinion of the possible effects it could have both on them and the environment. Information known about the proposed development was that the Barbados Turf Club was planning to introduce night racing at the Garrison.

Effects of the development on Households

Most of the residents did not feel that the proposed development would adversely affect them in any way, while a few felt that job opportunities might be created and improvements could be seen that might increase their normal use of the facilities in the area.

Historical Significance

Several of the residents mentioned numerous points of significance about the area, and any development should take into consideration the strong feelings people have about its historic significance and should ensure that the development leaves the historic icons intact.



1.0 BACKGROUND

This Social Impact Assessment study for the Barbados Turf Club Night Racing project is part of a Heritage Impact Assessment exercise whose role is to determine the extent of environmental and social impacts arising from the proposed plans for Night Racing at the Garrison Racing Circuit, and the management of identified significant negative impacts through mitigation, in addition to monitoring plans to gauge the effectiveness of the adopted mitigation measures.

At the same time, the heritage assessment would quantitatively and qualitatively evaluate the cumulative impacts from this proposed development and, other proposed activities within the Garrison area.



2.0 OBJECTIVES

The core objective for the research exercise was to provide information that would help as follows:

- To examine anticipated effects of the proposed development on the community;
- To examine perceptions and attitudes of those potentially affected;
- To examine requirements for social impact management measures in the area;
- To assess perceived quality of life and amenities in the community;
- To determine awareness of the proposed project and source of information;

More specific objectives were as follows:

- To assess impact on populations in the area;
Short-term, long term
- To assess Communities In Transition;
Change in economic activity focus
- To assess Individual and Family Level Impacts
Disruption in daily living - Noise
- Vehicular traffic
- Visual alteration
- People traffic
- To assess Community Infrastructure Needs;
Security
Leisure space
- To assess the SIA Mitigation Strategy;
Avoiding adverse effects
Minimizing adverse effects



3.0 SCOPE

The scope of the research exercise included the following:

3.1 Assessment of Socio-Cultural Impacts

Specific tasks for the **Assessment of Socio-cultural Impacts** included, but were not limited to, the following:

- Demographic profile of residents in the area;
- Socio-economic impacts resulting from the project, including changes to pre-project practices;
- Disruption of the traditional and current uses of the area by humans and other stakeholders for the duration of the activity;
- Public health and safety;
- Labour force (short and long term);
- Long term and short term economic impact of the proposed development on communities in adjacent areas;
- Potential social impacts by planned and unplanned temporary increases in people traffic into the area;



4.0 METHODOLOGY & CONDUCT OF SURVEY

In order to achieve the objectives outlined above, a Catchment area survey was undertaken with specific boundaries being defined in collaboration with the client.

A minimum of a one kilometer radius around the Garrison circuit formed the boundary for the survey.

The survey had both a residential and a commercial component.

For each of the surveys a questionnaire ensuring all objectives are met was developed in collaboration with the client, and was administered in face to face interviews with a representative selection of residents and businesses in the catchment area.

The completed questionnaires were edited for consistency, and coded for processing by computer.

The results were analyzed, and form the basis of this report presented to the Client.

The survey was conducted over the period August 31st to September 10th 2013.

For the residential component, a household survey was conducted among 253 households in the catchment area.

For the business component, a survey was conducted among 32 commercial entities in the catchment area.



5.0 PRECISION OF ESTIMATES OF POPULATION PROPORTIONS

The precision of estimates of population proportions from sample sizes (n) of 1 000, 500 and 100 is given below. As a general guide the coefficients of variation of less than 10% would indicate that the sample size is adequate for detecting significant differences between the stated population proportion.

Precision of the Estimates of Population Proportions

P		0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9
n = 1000	S.e.(p)	0.0089	0.0160	0.0209	0.0239	0.0249	0.0239	0.0209	0.0160	0.0089
	c.v.(%)	8.9	8.0	6.9	5.9	5.0	4.0	3.0	2.0	1.0
n = 500	S.e.(p)	0.0180	0.0320	0.0420	0.0480	0.0500	0.0480	0.0420	0.0320	0.0180
	c.v.(%)	18.0	16.0	14.0	12.0	10.0	8.0	6.0	4.0	2.0
n = 100	S.e.(p)	0.0909	0.1616	0.2120	0.2423	0.2542	0.2423	0.2120	0.1616	0.0909
	c.v.(%)	91.0	80.8	70.7	60.6	50.8	40.4	30.3	20.2	10.1

where p is the estimate of population proportions, s.e (p) is the square root of the variance and c.v is coefficient of variations.



6.0 ANALYSIS - HOUSEHOLD SURVEY

6.1 Demographic Description of the Household Sample

Length of residence in the area

Half of the respondents had been living in their community for up to 30 years, while a quarter of the households were there for over 50 years.

The sample by length of residence in the area is seen in the table below.

Q2 Length of Residence	(%)
< 1 year	3.6
1-5 years	11.9
6-10 years	9.1
11-20 years	14.2
21-30 years	11.1
31-40 years	11.5
41-50 years	13.4
> 50 years	24.9

Tenure of house and land

Two thirds of the houses and over half of the land in the area is owned by the respondents, while a quarter and a third respectively is rented.

The sample by tenure of house and land is seen in the table below.

Q3, Q4 Tenure (%)		
	House	Land
Rent	28.1	32.8
Own	66.4	55.3
Lease	1.2	3.6
Other	3.2	7.1
D/K	.4	.4



Areas selected in the sample

The sample by area is seen in the table below.

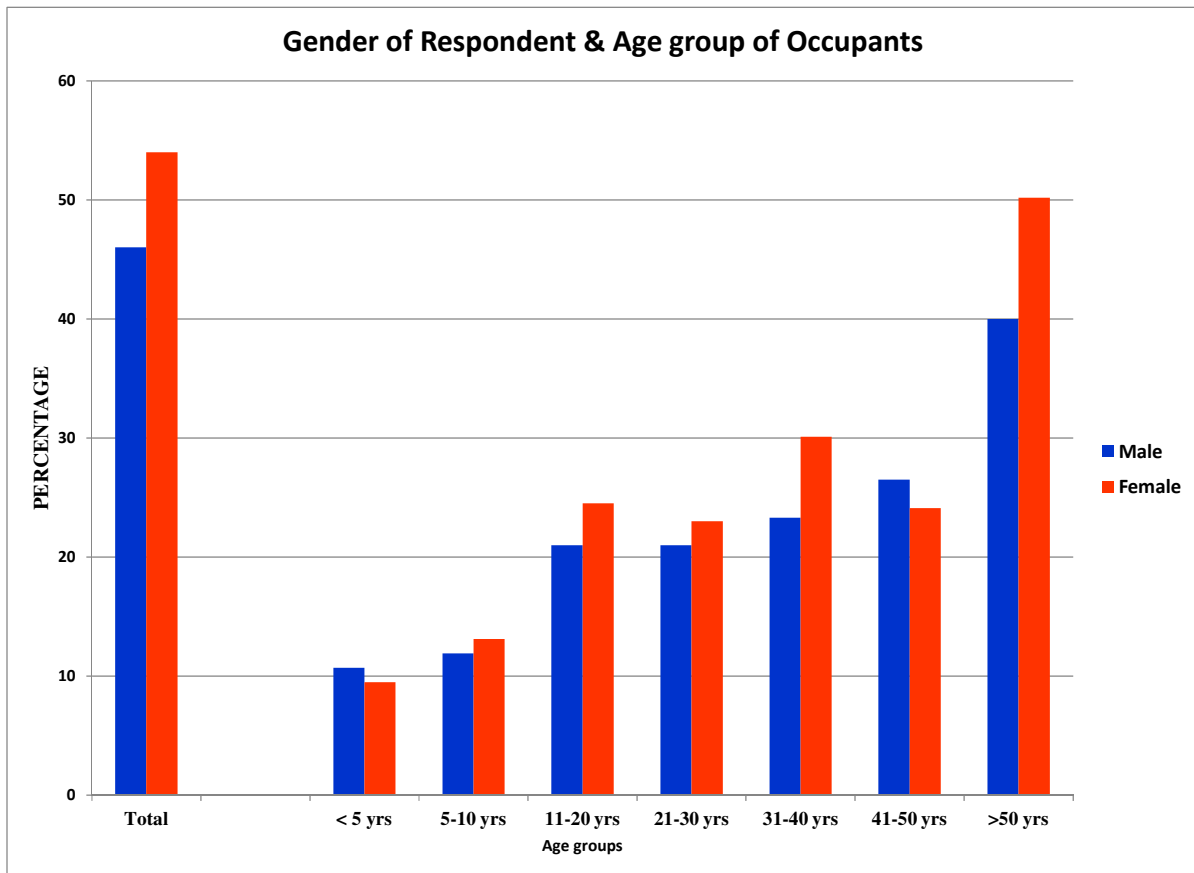
Sample by area	
	(n)
Area 1 Hart's Gap (3 areas)	60
Area 2 Bay land (2 areas)	42
Area 3 Chelsea (2 areas)	40
Area 4 Deighton /Paddock Road (3 areas)	70
Area 5 Dayrells Road (1 area)	17
Area 6 Chelston (1 area)	24
Total	253



Gender of respondent/ age group of occupants

Both genders are fairly well represented in the sample, and the age distribution is in keeping with the national distribution.

The sample by gender of respondent, and by gender and age group of occupants is seen in the table below.



Q1 Gender of respondent, Q5 Age group of occupants (%)								
	Total	<5 yrs	5-10 yrs	11-20 yrs	21-30 yrs	31-40 yrs	41-50 yrs	>50 yrs
Male	46	10.7	11.9	21	21	23.3	26.5	40
Female	54	9.5	13.1	24.5	23	30.1	24.1	50.2



Household size

Almost half of the households had one to three occupants.

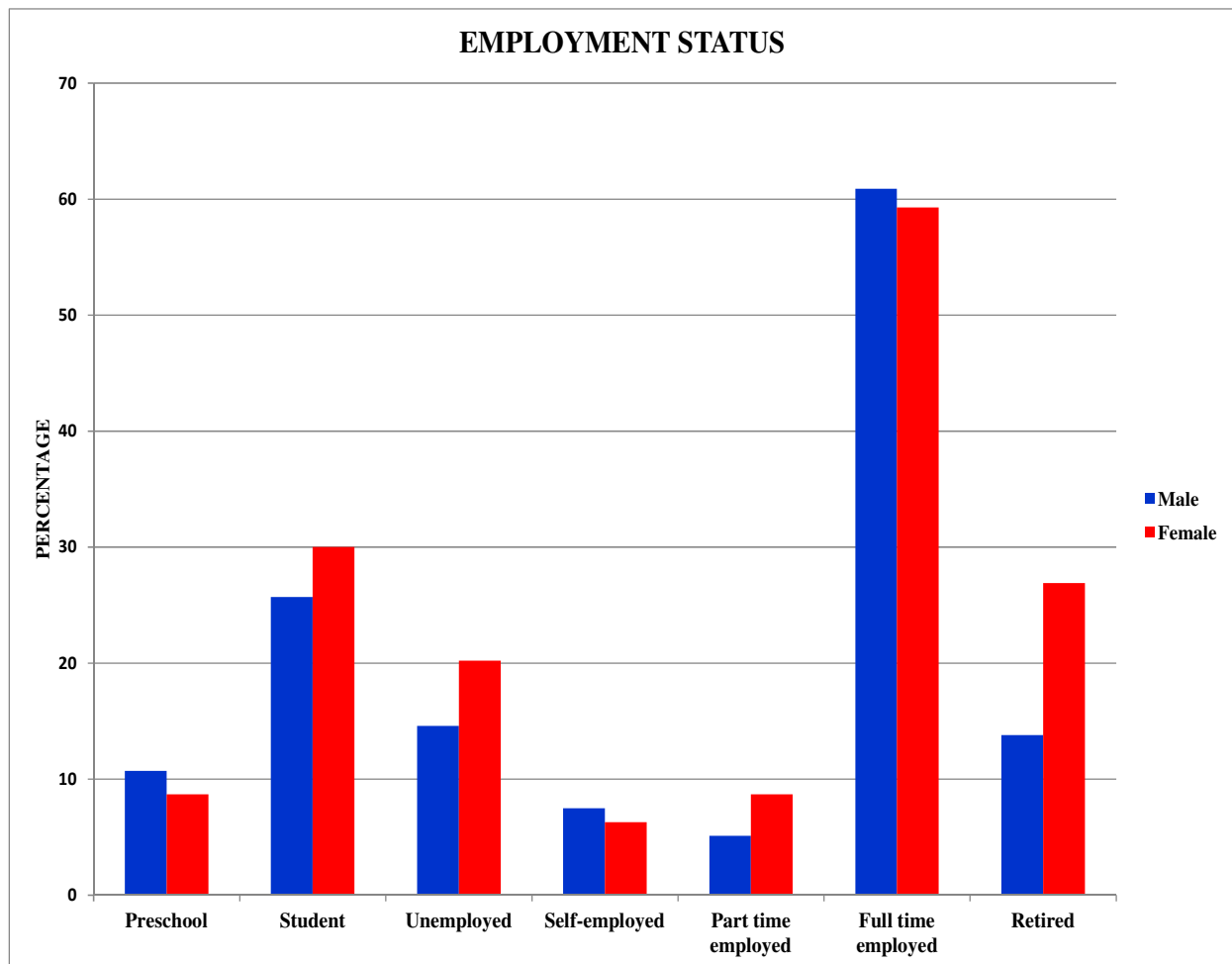
The sample by household size is seen in the table below.

Q5 Household Size	%
One	9
Two	24.1
Three	15.4
Four	22.5
Five	15.8
Six	4.7
Seven	4.3
Eight	1.6
Nine	.4
Ten	.4
Eleven	.4
Twelve	.4



Employment status

The sample by employment status is seen in the table below.



Q6 Employment status of persons in household by gender (%)							
	Preschool	Student	Unemployed	Self-employed	Part time employed	Full time employed	Retired
Male	10.7	25.7	14.6	7.5	5.1	60.9	13.8
Female	8.7	30.0	20.2	6.3	8.7	59.3	26.9



Area of work interest

Respondents were asked to indicate the area of work that the unemployed, or any members of their family, would be interested in doing.

The list of areas of interest is stated in the table below.

Q7 Areas of work of interest to family members		
1. Maid/housekeeping /cleaner	-	25
2. Anything available	-	19
3. Clerical/secretarial/receptionist	-	14
4. Artisan	-	12
5. General working/labourer	-	11
6. Cashier	-	9
7. Cosmetology/hair dressing	-	6
8. Sales	-	6
9. Gardening/landscaping	-	6
10. Cook/catering	-	5
11. Security/watchman	-	5
12. Accounting	-	4
13. Waitress/bartending	-	4
14. Nurse aid/nursing	-	4
15. Porter	-	2
16. Lawyer	-	2
17. Event planning	-	2
18. Grooming horses	-	2
19. Supervisor	-	2
20. Butcher/meat room clerk	-	2
21. Interior decorating	-	2



6.2 Neighborhood

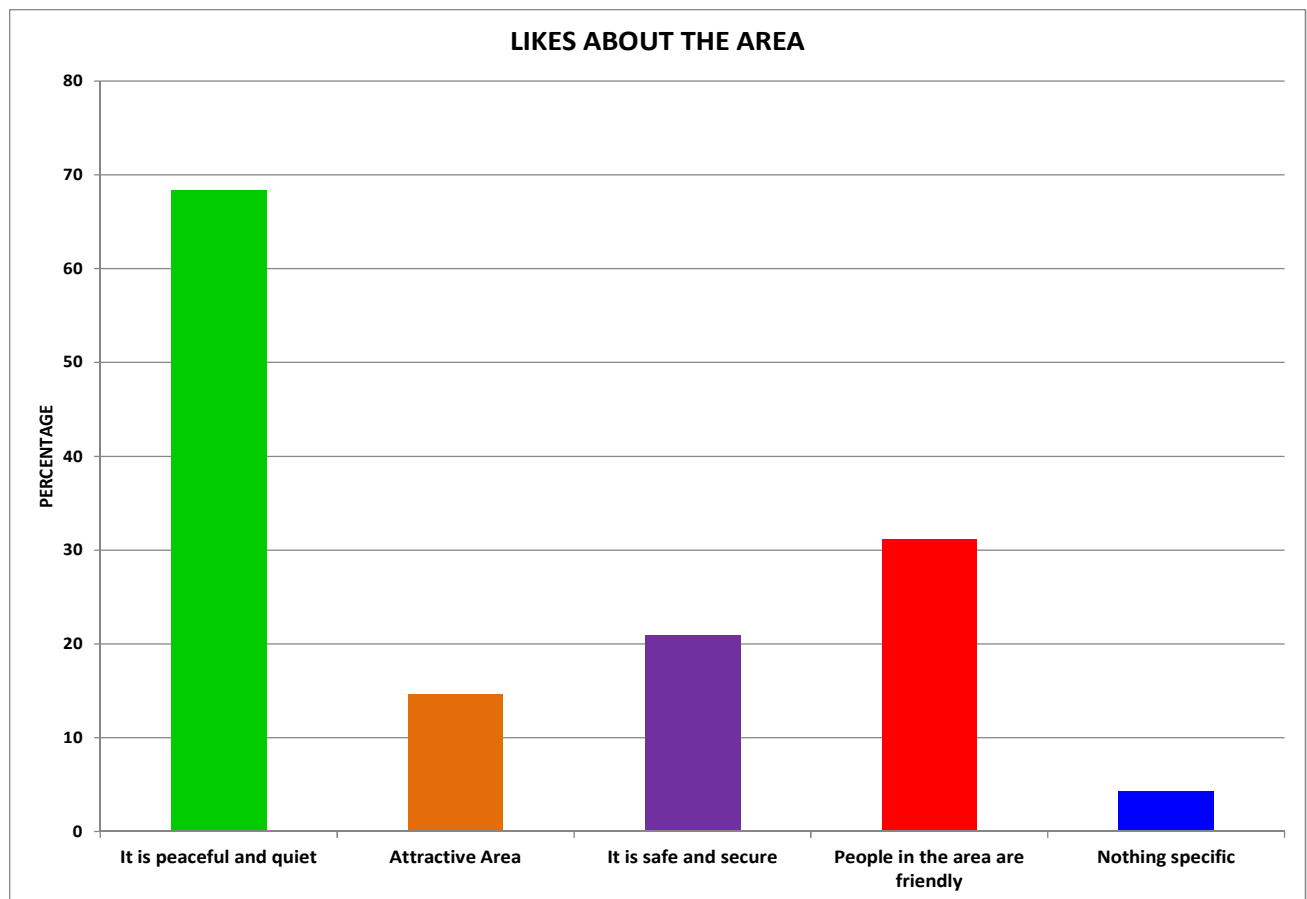
Likes about the area

Respondents were asked to indicate what they like about the area where they live.

Several aspects of living in their area were highlighted, the most popular being that it is peaceful and quiet (68%), that the people in the area are friendly (31%), and that in the area they feel safe and secure (21%).

Those who mentioned the most popular features were found well spread by gender.

The list of aspects that people liked about the area is stated in the table below.





Q8 Likes about their area	
Features	%
It is peaceful and quiet	68.4
Attractive Area	14.6
It is safe and secure	20.9
People in the area are friendly	31.2
Nothing specific	4.3
Other	(n)
1. Central area	- 19
2. Close to Bridgetown	- 10
3. Good community	- 12
4. Easy access to beach	- 6
5. Close to amenities	- 6
6. Convenience	- 5
7. Near garrison	- 4
8. Born in area	- 2
9. Access to transportation	- 2
10. Home	- 1



Ratings of amenities in the community

Respondents were asked to rate various amenities in their community using a scale ranging from poor to excellent.

Condition of the roads

Over a quarter of the respondents (28%) gave a positive rating for this amenity, and they were found well spread by gender.

Public transportation

Almost two thirds of the respondents (65%) gave a positive rating for this amenity, and they were found well spread by gender.

Recreational Facilities

Over a third of the respondents (37%) gave a positive rating for this amenity, and they were found well spread by gender.

Garbage Collection

Under two thirds of the respondents (63%) gave a positive rating for this amenity, and they were found well spread by gender.

Employment Opportunities

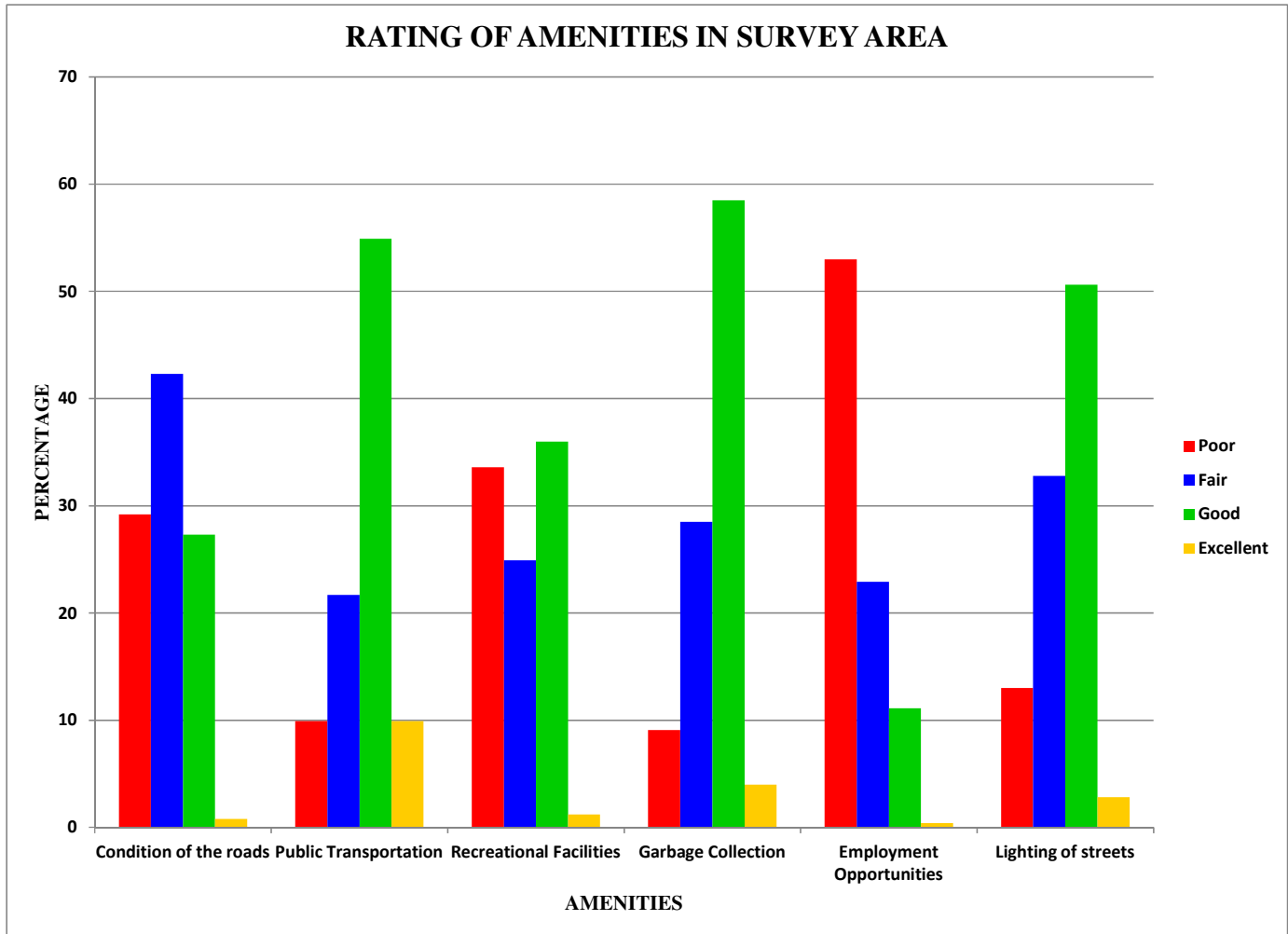
Just over one in ten of the respondents (12%) gave a positive rating for this amenity, and they were found well spread by gender.

Lighting of the streets

Over half of the respondents (53%) gave a positive rating for this amenity, and they were found higher among males.



The ratings for amenities in the community are stated in the table below.



Q9 Rating of amenities in the Survey area (%)					
Feature	Poor	Fair	Good	Excellent	NR
Condition of the roads	29.2	42.3	27.3	.8	.4
Public Transportation	9.9	21.7	54.9	9.9	3.6
Recreational Facilities	33.6	24.9	36	1.2	4.3
Garbage Collection	9.1	28.5	58.5	4	0
Employment Opportunities	53	22.9	11.1	.4	12.6
Lighting of streets	13.0	32.8	50.6	2.8	.8



Most important amenities in the community for improvement/introduction

Respondents were asked to prioritize a set of three most important services or amenities that they would like improved or introduced in their community.

The priority areas mentioned were ‘Roads’, ‘Employment’, ‘Street Lighting’ and ‘Recreational Facilities’

The list of amenities mentioned as being a priority for respondents is stated in the table below.

Q10 Most Important Services/Amenities for Improvement		
		(n)
1. Roads	-	95
2. Employment	-	92
3. Street Lighting	-	61
4. Recreational Facilities	-	58
5. Community Centre	-	30
6. Transportation	-	29
7. Garbage Collection	-	19
8. Maintenance of the area	-	19
9. Housing	-	9
10. Large supermarket/Food court	-	8
11. Police patrols/security	-	8
12. Activities for youth/School Programmes	-	6
13. Drainage	-	4
14. Spa/salon	-	4
15. Bank	-	4
16. Citizen’s home/Daycare	-	3
17. Doctor office/Dental clinic	-	3
18. Shopping mall	-	3
19. Night club	-	2
20. Hardware	-	2
21. Sure Pay	-	2
22. Better telephone service	-	2



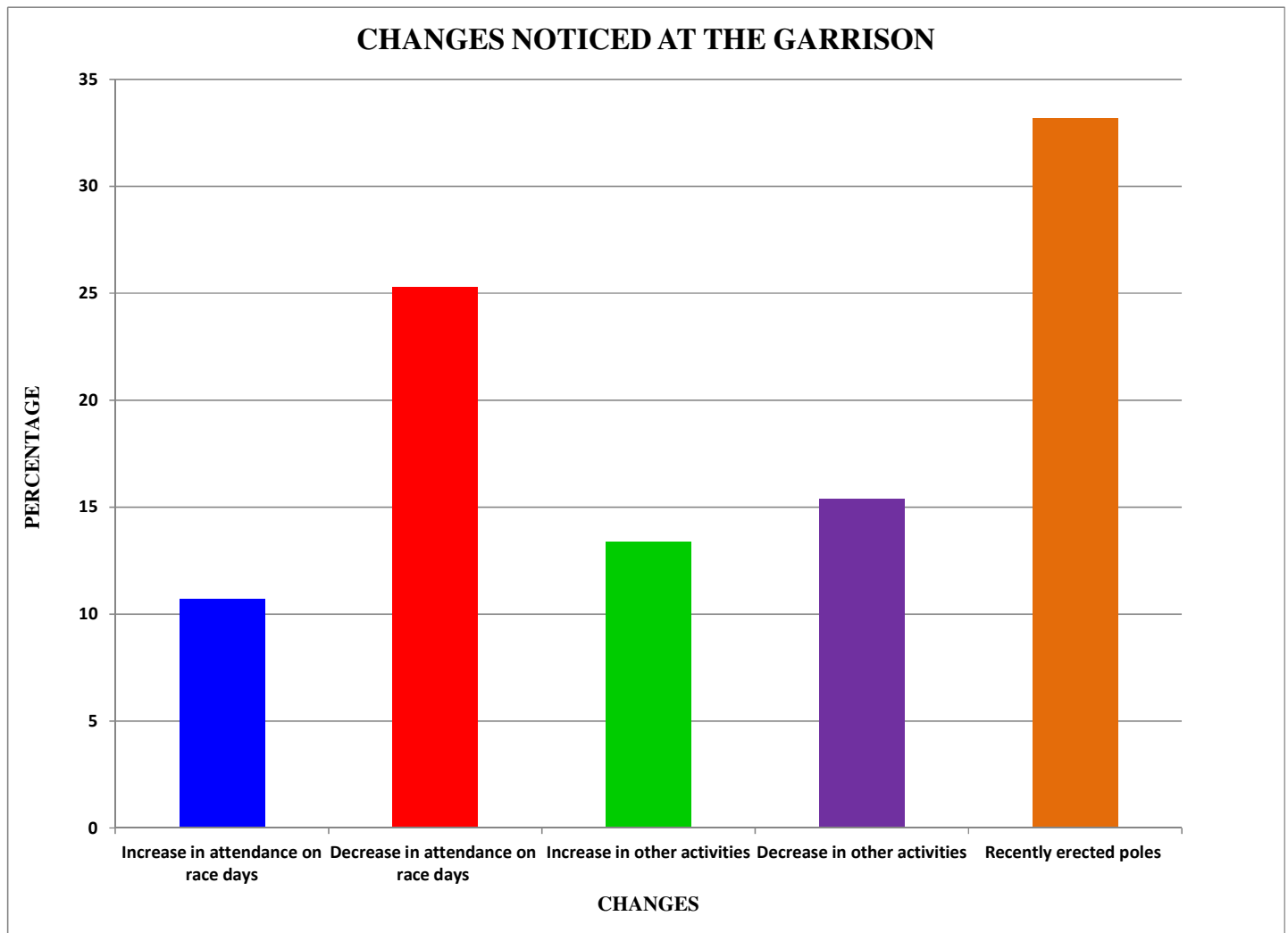
Changes noticed at the Garrison recently

Respondents were asked to state the recent changes which they noticed at the Garrison.

Several changes were mentioned, the most popular being the recently ‘erected poles’ (33%) and a ‘decrease in attendance on race days’ (25%).

Those who mentioned the most popular changes were found well spread by gender.

The list of changes noticed at the Garrison recently is stated in the table below.





Q11 Changes noticed at the Garrison	
Change	%
Increase in attendance on race days	10.7
Decrease in attendance on race days	25.3
Increase in other activities	13.4
Decrease in other activities	15.4
Recently erected poles	33.2
<i>Other</i>	<i>(n)</i>
1. <i>Renovation of stands</i>	- 16
2. <i>D/K</i>	- 10
3. <i>Upgrades to the Garrison</i>	- 7
4. <i>Exercise equipment/free gym</i>	- 4
5. <i>Changed rails</i>	- 3
6. <i>Signs</i>	- 3
7. <i>Changed ceiling</i>	- 2
8. <i>More lighting</i>	- 2
9. <i>More “working girls”</i>	- 2
10. <i>The race track</i>	- 2



Suggested areas for improvement in the Garrison area

Respondents were asked to state the areas of improvement that they would like to see undertaken in the Garrison area.

Several areas of improvement were mentioned, the most popular being ‘More Lighting’, ‘More Recreational Activities’ and ‘Beautify the area’.

The list of areas suggested for improvement by at least three persons are stated in the table below.

Q12A SUGGESTED IMPROVEMENTS FOR THE AREA		
1. More lighting	-	69
2. More recreational activities	-	68
3. Removal of prostitutes	-	13
4. Plant more trees/Beautify the area	-	21
5. More activities at night	-	12
6. More security/Police presence	-	11
7. More food stalls/ Shops where folks can drink	-	10
8. A restaurant	-	9
9. More seating	-	6
10. Improve the race track/rails	-	8
11. Improved advertising for racing e.g. social media	-	9
12. Make the area a tourist attraction	-	4
13. More parking facilities	-	5
14. Better washroom facilities	-	3
15. More, improved betting system/ booths	-	4
16. Have tents erected for rainy season	-	4
17. Crop over activities or events held there	-	3



Relationship among community members

Respondents were asked to indicate the type of relationship that exists among persons in their community.

The majority of respondents (85%) said that people are ‘friendly/get along well’.

Those who gave this description were found well spread by gender.

The list indicating the relationship among community members is stated in the table below.

Q12b Relationship Among Community Members	
	<i>%</i>
Friendly/get along well	85
Work together on community projects	9.9
Do not speak to each other	7.1
Fight with each other	4.3
<i>Other</i>	<i>(n)</i>
<i>Don't look out for each other, people live selfishly</i>	6
<i>A lot of drugs and lawless youth</i>	3



Community Groups in the area

Respondents were asked to indicate if they had community groups/clubs in their area and also provide the name of the group(s) along with the number of members in each group.

Under a third of the respondents (29%) indicated that they had community groups/clubs in their area and they were found well spread by gender.

The most popular community group mentioned was ‘Notre Dame Football Club’ followed by ‘Bayville Community Group’.

The list of community groups with the number of participants is stated in the table below.

Q13/14 Community groups/Clubs in area and number of members		
Existence of community groups		28.9%
Community Group	(n)	# of Participants (n)
Notre Dame Football Club	15	25
Bayville Community Group	11	18-20
Dayrells Road United Football	4	20-40
Warriors Sports Club	4	20-56
Reading Club	2	25-30
Cricket Club	2	12-20
Bling Dog Football Club	2	11-24
Delkeith Methodist Church Youth Group	2	-
Bayville Women in Action	2	-
YMPC	2	-
Others	11	-



Participation in community activities

Respondents were asked to list the community activities in which the residents in their area participate. They were also asked to state the number of persons who participate, and the frequency of the activity. The most popular activities, in which residents participate, are ‘Football’ (24%), ‘Basketball’(19%), ‘Cricket’ (10%) and ‘Dominoes’ (10%).

The list of community activities, along with the number of participants and the frequency is stated in the table below.

Q15 Community Activities, # of participants			Frequency (n)			
Activities	%	# of Participants Range (n)	Daily	Weekly	Monthly	Less Frequently
Football	23.7	2-200	6	24	1	15
Basketball	18.9	10-100	11	21	1	8
Cricket	10.3	2-60	2	18	-	-
Netball	2.2	10-60	-	2	-	2
Dominoes	10.4	6-20	15	7	1	-
Reading Club	2.4	4-30	-	1	1	4
Church Activities	3.2	10-100	1	6	-	1
Line Dancing	3.9	15-25	-	10	-	-
Independence celebrations	4.3	1-400	-	-	-	8
Steel Pan	4.4	12-30	-	10	-	-
Road Tennis	7.2	10-75	16	1	1	-
Exercising	2.7	4-60	3	-	-	1
Cards	4.2	15-25	2	2	-	-
Other	14.4	10-100	2	8	-	5



6.3 The Proposed Development

Awareness of the proposed development

Respondents were asked if they were aware of the Barbados Turf Club’s plans to introduce horse racing at night.

Over half of the respondents (55%) indicated that they were aware of the proposed development and they were found higher among males.

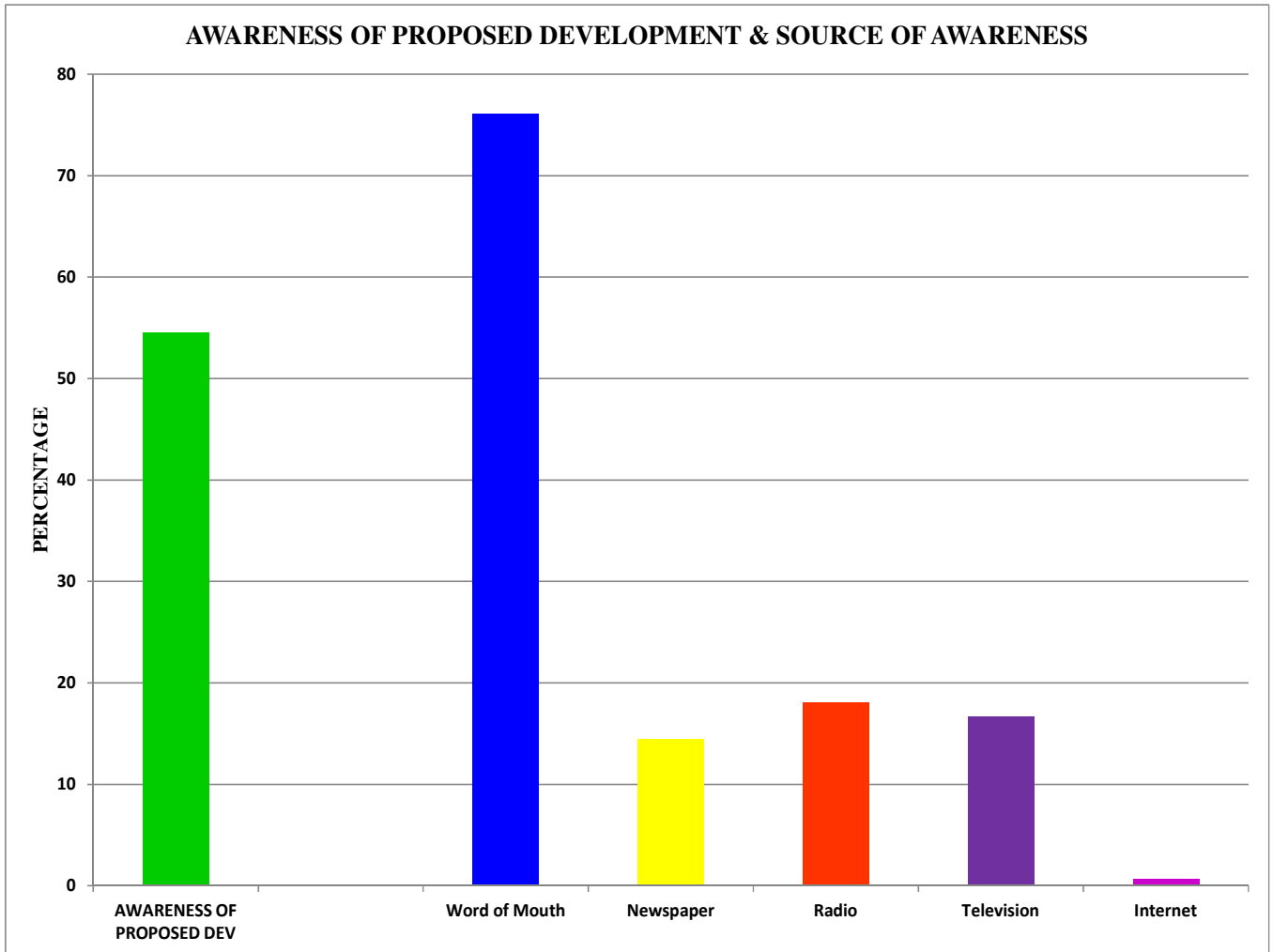
Source of information

Respondents were asked to indicate their source of information on the proposed development.

Over a quarter of the respondents (76%) said that they learnt about the development by ‘Word of Mouth’ and they were found well spread by gender.

The source of information on the proposed the development is listed in the table below.

Q16 Awareness of proposed development (%)	
Awareness	54.5
Q17 Source of Information on planned Dev (%)	
Word of Mouth	76.1
Newspaper	14.5
Radio	18.1
Television	16.7
Internet	0.7
<i>Other</i>	<i>(n)</i>
<i>Did a survey with a lady on the Garrison before</i>	<i>- 2</i>
<i>As an owner</i>	<i>- 1</i>
<i>Jockeys talking about it</i>	<i>- 1</i>
<i>There was a session about it</i>	<i>- 1</i>





Factors known about the proposed development

Respondents who indicated awareness of the proposed development were asked to state what they knew about it.

Several factors were mentioned, the most popular being ‘plans to have racing at night until 9/10pm’.

The list of factors known is in the table below.

Q18 Factors known about the proposed development (n)		
1. Just that they plan to have racing at night till 9/10 p.m.	-	55
2. There were trying to get town planning to approve the lights	-	10
3. It will boost up the area	-	6
4. There will be night races, live entertainment and fine dining	-	5
5. It would be fun	-	4



Effects of the development on households in the area

Respondents were asked to indicate the effects that they felt the development would have on them and their household and how that will happen.

The largest individual group (78%) said it will not affect them and they were found well spread by gender.

Those who said it will not affect them gave several reasons, the most popular being:

It is too far away

It is a good idea

It will not be a disturbance

Will not be affected by sound

Q19 Anticipated effects of development on household (%)	
It will not affect us (negatively)	
	78.3
<i>Reasons for no effect</i>	<i>(n)</i>
1. <i>It is too far away</i>	- 60
2. <i>It is a good idea</i>	- 26
3. <i>It will not be a disturbance</i>	- 20
4. <i>Will not be affected by sound</i>	- 16
5. <i>It will provide recreation</i>	- 9
6. <i>Would be in attendance</i>	- 8
7. <i>Horse racing fans</i>	- 7
8. <i>Not usually affected by events in that area</i>	- 6
9. <i>Will bring in foreign exchange</i>	- 4
10. <i>The lights will have no effect</i>	- 4
11. <i>It will create job opportunities</i>	- 4



The second largest individual group (33%) said that it will provide job opportunities and they were also found well spread by gender.

Those who felt job opportunities would be provided mentioned several areas the most popular being:

Vendors (setting up stalls and selling things)

Security

Restaurant/food vendors

It will offer job opportunities	33.2
<i>Type of job opportunities</i>	
<i>1. Vendors (setting up stalls and selling things)</i>	<i>- 40</i>
<i>2. Security</i>	<i>- 22</i>
<i>3. Restaurant/food vendors</i>	<i>- 14</i>
<i>4. Taxi</i>	<i>- 10</i>
<i>5. Grounds men</i>	<i>- 9</i>
<i>6. Cooks</i>	<i>- 8</i>
<i>7. Maids</i>	<i>- 6</i>
<i>8. Grooms</i>	<i>- 6</i>
<i>9. More opportunities for entrepreneurs in the area-</i>	<i>6</i>
<i>10. Artisans</i>	<i>- 3</i>
<i>11. Entertainers</i>	<i>- 3</i>
<i>12. Clerk</i>	<i>- 3</i>



Just under a quarter (23%) said that it will improve the area and they were also well spread by gender.

The most popular improvements mentioned were as follows:

It brings more activity to the area

More Lighting

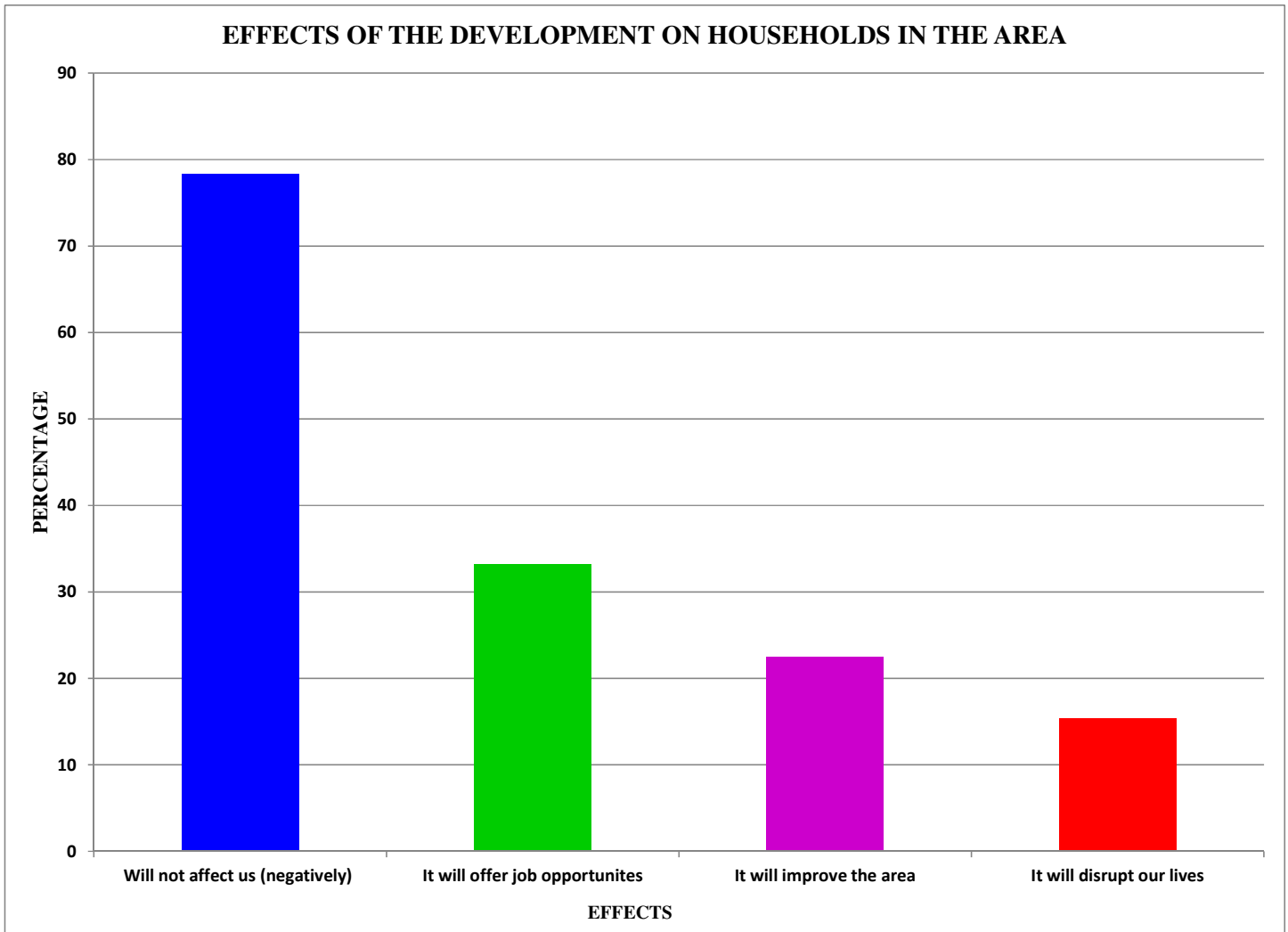
It will improve the area	22.5
<i>Improvements</i>	
1. <i>It brings more activity to the area</i>	- 20
2. <i>More Lighting</i>	- 17
3. <i>It will provide entertainment</i>	- 6
4. <i>More business/employment</i>	- 5
5. <i>More security</i>	- 5
6. <i>Beautify the area</i>	- 4
7. <i>Opportunity to have other events/attract visitors</i>	- 4

The smallest individual group (15%) said it would disrupt their lives and they were also found well spread by gender.

It will disrupt our lives	15.4
<i>Disruption</i>	
1. <i>Too much people will be around</i>	- 5
2. <i>The traffic</i>	- 5
3. <i>Might bring crime into the area</i>	- 5
4. <i>The parking</i>	- 4
5. <i>The loud noise/ music</i>	- 3

Other effects mentioned are listed below.

- 1. To employ family members - 4
- 2. Provide recreation - 4
- 3. Family members will go to the races - 3
- 4. Will provide activities - 3
- 5. Will be more activities with lighting - 3





Use of the Garrison area by respondent

Respondents were asked if they themselves, members of their family or anyone in their community use or visit the Garrison area.

The vast majority of them (90%) said they did, and this indication of use was well spread across both males and females.

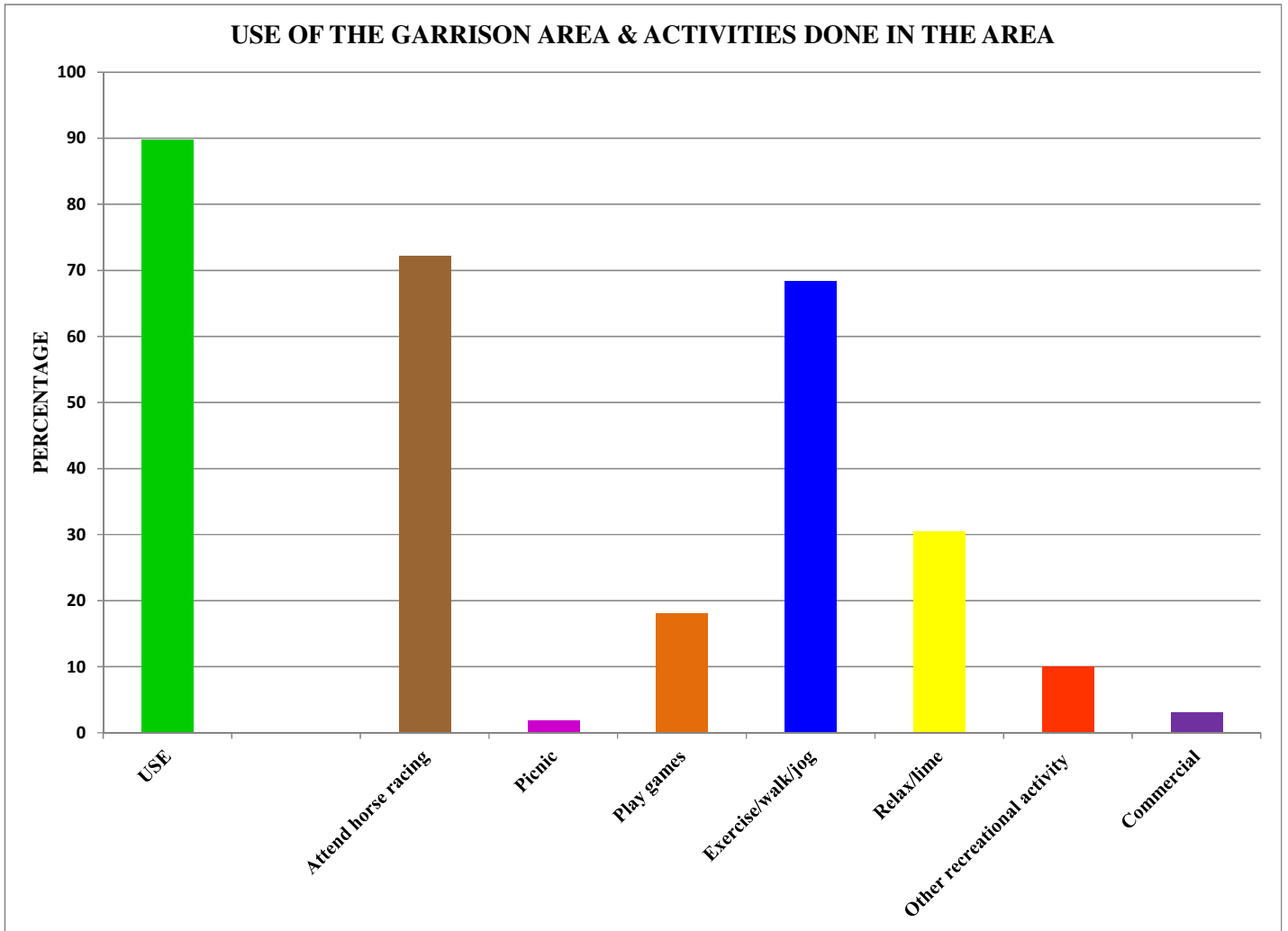
Those who use the Garrison area were asked to give an indication of the activities undertaken.

Several activities were mentioned, the most popular being attending horse racing (72%) closely followed by exercising, walking or jogging (68%).

Smaller groups said they went there to relax/lime (30%), play games (18%) or to participate in other recreational activities (10%). A few said they engaged in commercial activity (3%), or to picnic (2%).

Participation in all of the activities mentioned was well distributed across both males and females.

Q20 Use of the Garrison area %	
Use	89.7
Q21 Activities done in the area	
Attend horse racing	72.2
Picnic	1.8
Play games	18.1
Exercise/walk/jog	68.3
Relax/lime	30.4
Other recreational activity	10.1
Commercial	3.1
<i>Other</i>	<i>(n)</i>
o <i>Go to the park</i>	- 9
o <i>Basketball</i>	- 9
o <i>Fly kites</i>	- 8
o <i>Children play there</i>	- 3





Awareness of Historic significance

Respondents were asked if the Garrison site had any historical significance of which they were aware. Over three quarters of the respondents (78%) said they had such awareness, and they were well spread by gender.

When asked to describe the historic significance, many features were mentioned, and in many cases by sizeable numbers of respondents. The most significant were the Museum, and George Washington House.

Q22Awareness of Historical significance of site (%)	
Awareness	81.5
Significance	(n)
○ <i>Museum</i>	- 104
○ <i>George Washington House</i>	- 59
○ <i>Designated world heritage site</i>	- 33
○ <i>Cannon /Guns</i>	- 26
○ <i>Defense force</i>	- 25
○ <i>Drill Hall</i>	- 25
○ <i>Clock tower</i>	- 18
○ <i>St. Ann’s Fort</i>	- 15
○ <i>Military buildings/barracks</i>	- 15
○ <i>Underground tunnels</i>	- 14
○ <i>Independence parade</i>	- 13
○ <i>The Garrison itself</i>	- 10
○ <i>CXC building</i>	- 5
○ <i>Knighting of Sir Garfield Sobers-</i>	4
○ <i>Burning Harding</i>	- 4
○ <i>Changing of the guard</i>	- 4
○ <i>Old chattel houses</i>	- 3
○ <i>Heritage village</i>	- 3
○ <i>Gold cup races</i>	- 3
○ <i>Married women quarters</i>	- 3

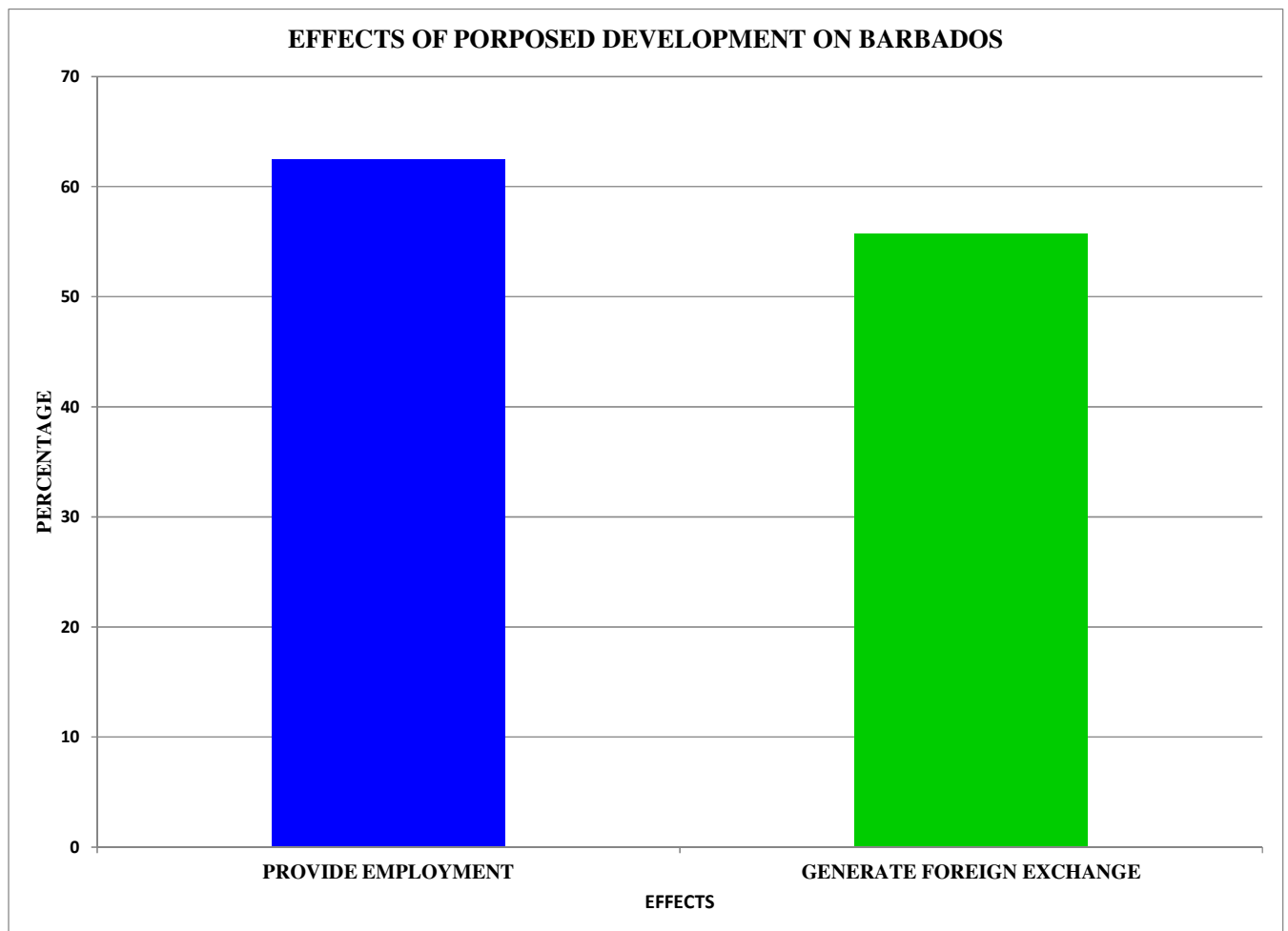


Effect of Development on Barbados

Respondents were asked to state how they think the proposed development would affect Barbados as a nation.

The majority had positive expectations such as provision of employment (63%), and generating foreign exchange (56%), and in both cases this was the view of both males and females.

Several other features were mentioned and the vast majority had positive implications, especially for the catchment area.





Q23 Effects on Barbados as a nation (%)	
Provide Employment	62.5
Generate foreign exchange	55.7
Other	(n)
○ <i>Will attract more tourism/ enhance the tourism product</i>	- 45
○ <i>Bring more activities to the area/ bring out more people</i>	- 15
○ <i>Will be something new to Barbados/ will improve the country</i>	- 10
○ <i>Should help generate employment/economic activity/income</i>	- 12
○ <i>Will be good for recreation</i>	- 12
○ <i>Will encourage more gambling</i>	- 4
○ <i>Will increase crime</i>	- 3
○ <i>A lot more people would be able to attend because its later</i>	- 3
○ <i>Would make horse racing more popular</i>	- 3
○ <i>It will give us exposure</i>	- 3



7.0 ANALYSIS - COMMERCIAL ENTERPRISE SURVEY

7.1 Demographic Description of the business Sample

Gender of respondent

The sample was well represented by gender with females in a slight majority.

The sample by gender is seen in the table below.

Q1 Gender of Respondent	
(%)	
Male	43.8
Female	56.2

Tenure of business and Length of time operating in the area

Almost two thirds of the businesses are tenants while a third own the property from which they operate

Three quarters of the commercial enterprises in the sample were in operation for less than 30 years.

The sample by length of time the companies operated in the area is seen in the table below.

Q5 Tenure of business (%)	
Tenant	62.5
Owner	37.5



Q3 Time operating in the area	(%)
< 1 year	3.1
1-5 years	28.1
6-10 years	31.3
11-20 years	12.5
21-30 years	12.5
31-40 years	6.3
41-50 years	3.1
> 50 years	3.1

Position in the business

The majority of respondents were in management position.

The sample by position in the business is seen in the table below.

Q4 Position in company (%)	
Owner	18.8
Manager	59.4
Supervisor	6.3
Administrator	3.1
Other	3.1



Sample by main activity

The largest individual groups were from the Hotel, Restaurant, and Retail sector. The sample however covered a wide range of business activity. The sample by business activity is seen in the table below.

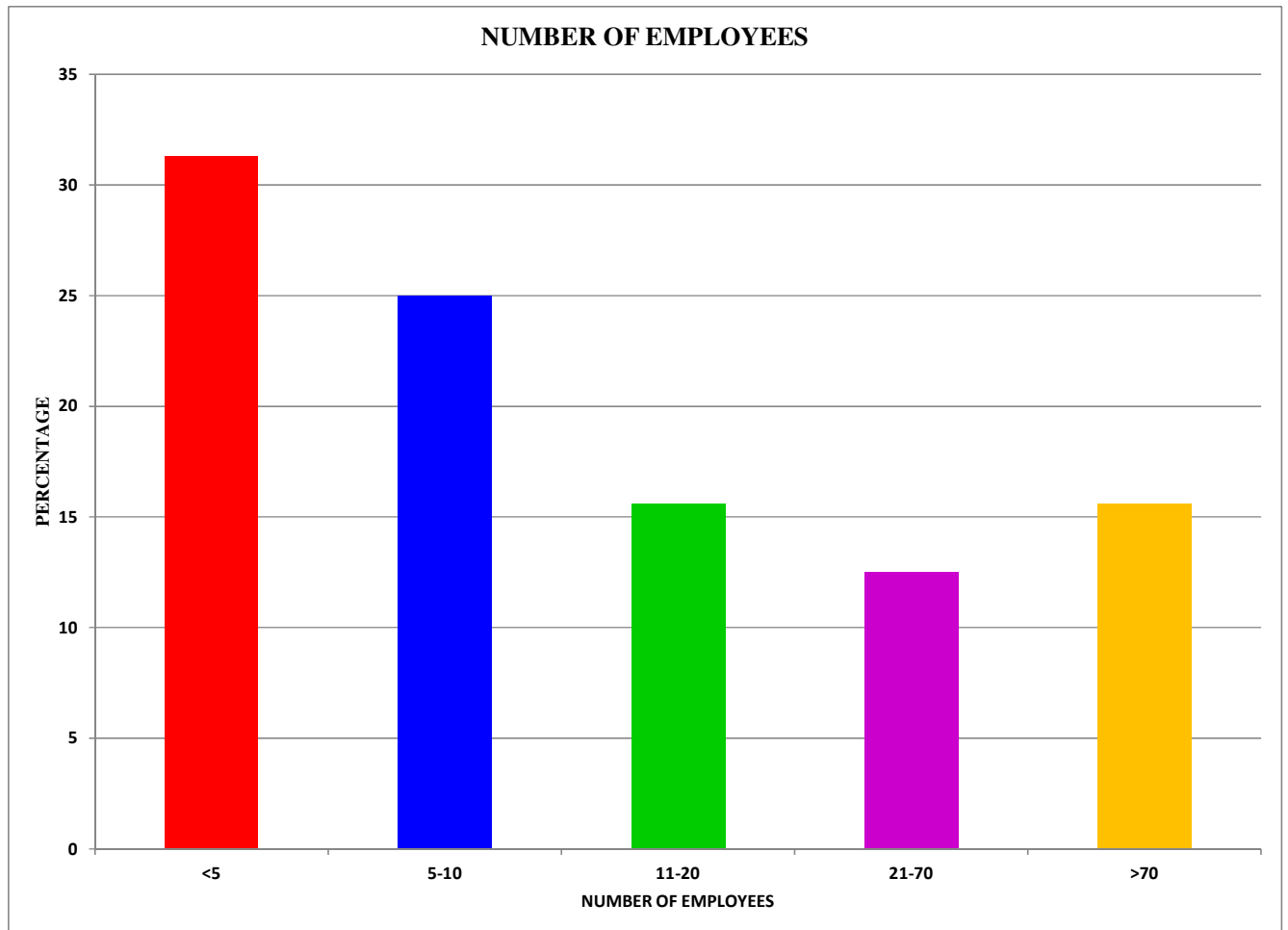
Q6 Commercial Sample main activity (%)	
Utility	3
Telecommunications	3
Hotel/Condo	16
Beauty Spa	3
Restaurant/Bar	16
Pharmacy	3
Retail	16
Agricultural Society	3
NGO	6
Day Care	3
Service	3
Clinic	3
Marketing/Communication	3
Heritage Site	3
Signage Manufacturer	3
Gas Station	3
Hardware	3
Hospital	3
Credit Union	3



Number of employees

Half of the businesses in the sample employ ten persons or fewer.

The sample by number of employees is seen in the table below.



Q7 # of employees	%
<5	31.3
5-10	25.0
11-20	15.6
21-70	12.5
>70	15.6



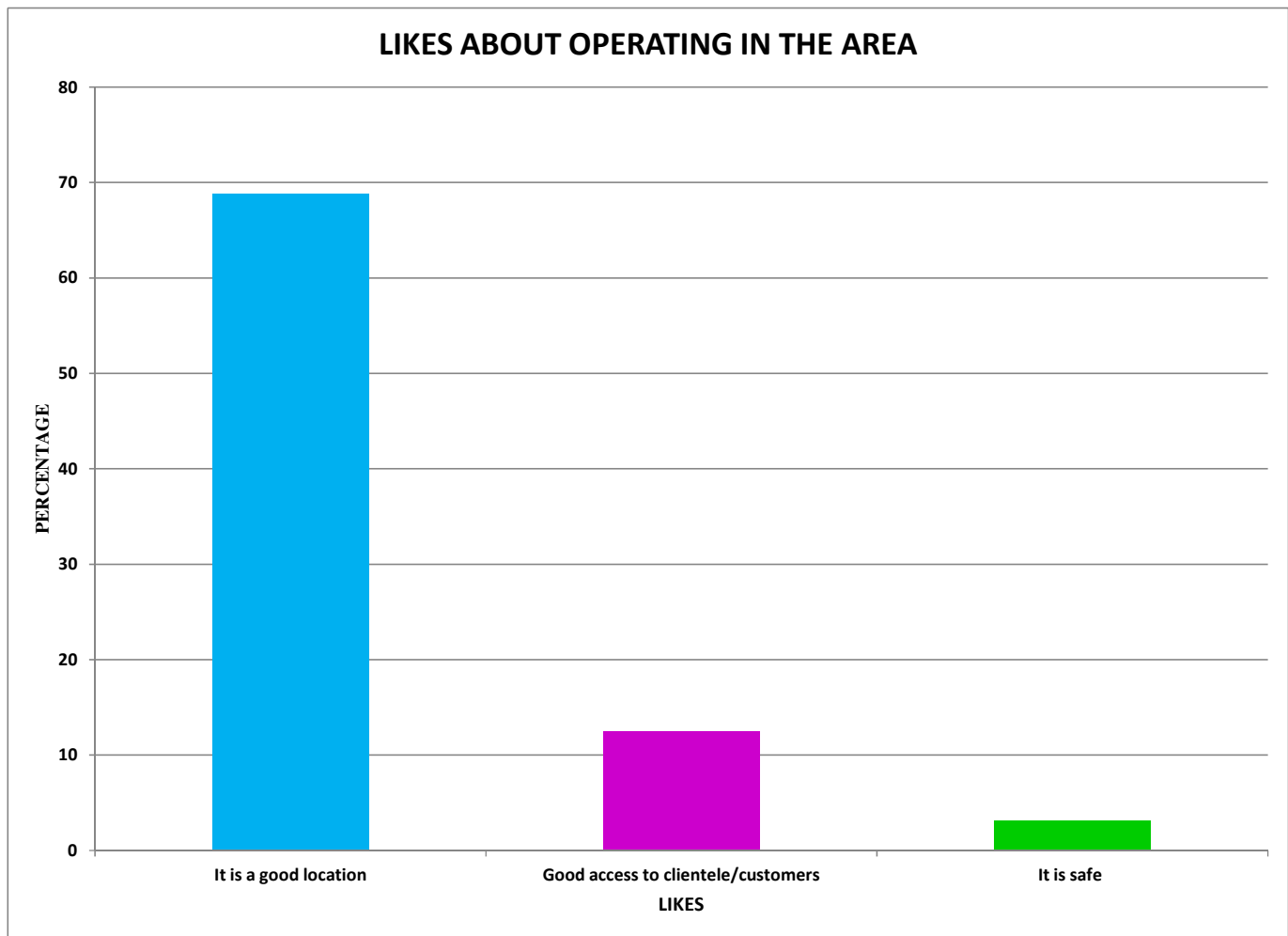
7.2 Neighborhood

Likes about operating in the area

Respondents were asked to indicate what they like most about the area in which they operate.

A few aspects of operating in the area were highlighted, the most popular being that it is a good location (69%), good access to customers/clientele (13%), and that the area is safe (3%).

The list of aspects that people liked about the area is stated in the table below.





Q8 Likes about operating in the area	
Features	%
It is a good location	68.8
Good access to clientele/customers	12.5
It is safe	3.1
Other	(n)
Traffic in the area	- 5
Convenient	- 3
Tranquil	- 2
Proximity to Bridgetown	- 2
Community Spirit	
Opportunity to meet people	
Secure environment	
Only bar in the area	
It's a historic site	



Concerns about operating in the area

Respondents were asked to indicate what concerns they had about the area in which they operate. A few concerns about operating in the area were highlighted, the most popular being that of safety (25%), insufficient parking (6%), and traffic congestion (3%).

The list of concerns about operating in the area is stated in the table below.

Q9 Concerns about operating in the area	
Features	%
Area not safe	25.0
Insufficient parking	6.3
Traffic congestion	3.1
<i>Other</i>	
<i>1. Situated next to a noisy playing field</i>	
<i>2. The girls working in the area</i>	
<i>3. The cave behind the business</i>	
<i>4. No room for expansion</i>	



Recent changes noticed in the Garrison area

Respondents were asked to state any recent changes which they noticed at the Garrison.

Very few changes were mentioned, and by very small individual groups.

The list of changes noticed at the Garrison recently is stated in the table below.

Q10 Changes noticed at the Garrison	
Change	%
Increase in attendance on race days	6.3
Decrease in attendance on race days	3.1
Increase in other activities	6.3
Decrease in other activities	3.1
<i>Other</i>	
<i>Repairs to the Grand Stand after the storm Thomas</i>	- 4
<i>Historical aspect being promoted</i>	- 2
<i>A big area for advertising on the south side</i>	
<i>CXC building painted over</i>	
<i>New rails</i>	
<i>Less traffic coming from the area within the last year</i>	
<i>Tours</i>	
<i>Billboards</i>	



Suggested areas for improvement in the Garrison area

Respondents were asked to state the areas of improvement that they would like to see undertaken in the Garrison area.

Several areas for improvement were mentioned, the most popular being ‘More Lighting’, ‘More Recreational Activities’ and ‘Beautify the area’.

The list of areas suggested for improvement by at least three persons are stated in the table below.

Q11 Suggested improvements for the area		
More activities	-	5
Beautify the area	-	4
Better Lighting	-	3
Restoration to buildings in the area	-	3
Derelict areas should be improved	-	3
Better roads	-	2
Police patrolling at night	-	2
More parking	-	2
Protection of heritage	-	2
More businesses		
Better drainage		
Less congestion		
Bathing facilities for horses		
Tours of the historic areas		
A Garrison festival		
More stands		
Make it more of a tourist attraction		



7.3 The Proposed Development

Awareness of the proposed development

Respondents were asked if they were aware of the Barbados Turf Club’s plans to introduce horse racing at night.

Just under half of the respondents (44%) indicated that they were aware of the proposed development.

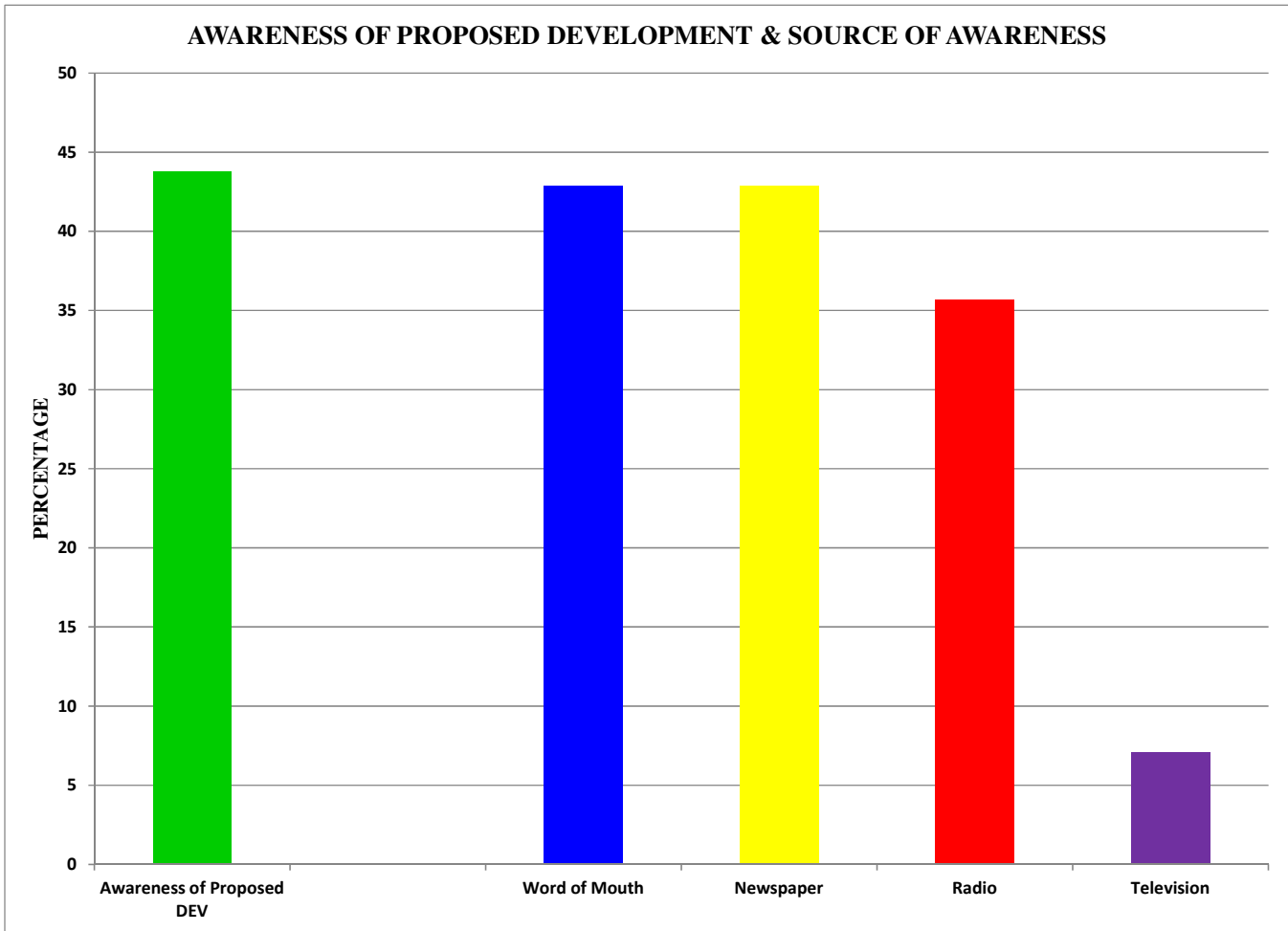
Source of information

Respondents were asked to indicate their source of information on the proposed development.

Several sources of information were mentioned, the most popular being ‘Word of Mouth’ and the ‘Newspaper’.

The source of information on the proposed the development is listed in the table below.

Q12 Awareness of proposed development (%)	
Awareness	43.8
Q13 Source of Information on planned Dev (%)	
Word of Mouth	42.9
Newspaper	42.9
Radio	35.7
Television	7.1





Factors known about the proposed development

Respondents who indicated awareness of the proposed development were asked to state what they knew about it.

Several factors were mentioned, the most popular being ‘plans to have racing at night.

The list of factors known is in the table below.

Q14 Factors known about the proposed development (n)	
Racing will take place at night	- 8
There was a debate on permission for using the lights	
The club wants to expose people to a different concept of racing	
Some environmental groups spoke out against it	
There was both negative and positive feedback	
There will be proposed time limits	

Effects of the development on commercial activity in the area

Respondents were asked to indicate the effects that they felt the development would have on them and their businesses, and how that will happen.

The largest individual group (38%) said it will not affect them in any negative way. A much smaller group mentioned that it will improve the area, by having added value.



Q15 Anticipated effects of development on business (%)	
It will not affect us (negatively)	37.5
<i>Reasons for no effect</i>	
<i>The gate is closed at night</i>	
<i>This type of business will not attract people</i>	
<i>The proposed finishing time is not unreasonable</i>	
<i>The business hours will not conflict with the racing times</i>	

Q15 Other perceived effects of development on business	
<i>Positives</i>	
More business	- 13
Opportunities for guests to take part	
No major negative impact	
More security	
It will promote the location	
The business is too far away	
No major events are held during the week	
<i>Negatives</i>	
Potential disturbance from the lighting	
Traffic congestion	
Issue if the business area continues to be a hub after the races	
May prohibit customers from accessing the business	
People do not normally venture out of the area on race days	



Effect of Development on Barbados

Respondents were asked to state how they think the proposed development would affect Barbados as a nation.

A few had positive expectations such as provision of employment (16%), and generating foreign exchange (13%).

Several other features were mentioned and the vast majority had positive implications, especially for the catchment area.

Q16 Effects on Barbados as a nation (%)	
Provide Employment	15.6
Generate foreign exchange	12.5
<i>Other</i>	<i>(n)</i>
<i>It will attract a lot more tourists</i>	- 9
<i>Positive Impact</i>	- 4
<i>It will generate more revenue</i>	- 3
<i>Provide opportunities for vendors/small businesses</i>	- 3
<i>It will bring more activity to the area</i>	- 3
<i>More options for tourism</i>	- 2
<i>People who use the area for exercising could extend their hours</i>	
<i>Opportunity for other cultural activity</i>	
<i>Limited economic benefit</i>	
<i>Good improvement for sports tourism</i>	
<i>If it is marketed like night cricket it will help generate revenue</i>	
<i>It will do well once tourists support the event</i>	



Considerations BTC should include

Respondents were asked to state what they think the BTC should consider in the proposed development to ensure that the benefits to the communities and businesses near the Garrison are maximized, and the negative effects minimized.

The table below lists the suggestions by the respondents.

Q16 Effects on Barbados as a nation (%)		
Adequate security (e.g. George Washington area)	-	10
A town hall meeting should be held	-	3
Promotional material should include businesses in the area	-	3
The traffic in the area needs to be managed	-	2
Adequate parking	-	2
Provide business opportunities for vendors	-	2
Proper garbage collection	-	2
Tours of the area should be offered		
Adequate lighting		
Inform businesses of actual race days/traffic diversions		
Notify interested businesses of sponsorship opportunities		
Noise management		
Additional events should be held besides horse racing		