



OUR COLCHESTER

A BID to make new history

BUSINESS SURVEY QUESTIONNAIRE

The aim of the study is to understand how Our Colchester BID is performing and to ascertain any additional specific areas for the BID team to focus on moving forward. Your views are very important. Responses will be treated confidentially and only collective responses analysed. We would be grateful if you would take the time to complete the survey and we will collect it from you or you can post to: 4 Portal Precinct, Sir Isaacs Walk, Colchester, CO1 1JJ.

1. Business Name and Address (first line): _____

2. Contact Name: _____

Job Title: _____

Business Tel No: _____

Business Email: _____

Are you happy for us to include your email on our database to inform you of the BIDs work and project updates?

Yes

No

3. What type of business do you operate?

Retail Shop	<input type="checkbox"/>	Service provider - business	<input type="checkbox"/>
Restaurant / Café / Bar	<input type="checkbox"/>	Public / voluntary sector	<input type="checkbox"/>
Tourism attraction / Leisure venue	<input type="checkbox"/>	Accommodation Provider	<input type="checkbox"/>
Commercial office	<input type="checkbox"/>	Financial services	<input type="checkbox"/>
Service provider - consumer	<input type="checkbox"/>	Other, please state:	



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About Our Colchester BID

4. Are you aware of Our Colchester BID as an organisation?

No Yes, and I understand what it does Yes, but I would like to know more about its role

If yes, in which of the following have you read or heard about Our Colchester BID?

Local press	<input type="checkbox"/>	Business newsletter	<input type="checkbox"/>
Local radio	<input type="checkbox"/>	Street Ambassador Business Visit	<input type="checkbox"/>
Outdoor advertising	<input type="checkbox"/>	Meeting	<input type="checkbox"/>
E-newsletters	<input type="checkbox"/>	Consumer Survey	<input type="checkbox"/>
Website / internet	<input type="checkbox"/>	Social networking / new media	<input type="checkbox"/>
Other, please state:			

	Very Satisfied	Satisfied	No View	Dissatisfied	Very Dissatisfied
5. How satisfied are you with the overall performance of Our Colchester BID?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. How satisfied are you with Colchester as a trading location?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. What actions should Our Colchester BID take to improve its relationship with your business?

8. How would you like to hear from the Our Colchester BID team?

Newsletter	<input type="checkbox"/>	Website	<input type="checkbox"/>
Email	<input type="checkbox"/>	Area meetings	<input type="checkbox"/>
Blog	<input type="checkbox"/>	Personal visits	<input type="checkbox"/>
Social Media	<input type="checkbox"/>	Other	<input type="checkbox"/>

9. Do you believe that Our Colchester BID continues to provide good value for your BID levy contribution?

Yes No Don't know



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10. Which areas should be priorities for Our Colchester BID in 2021/22? Please rate as high, medium or low priority.

	High Priority	Medium Priority	Low Priority
InColchester Consumer Marketing and Promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Ambassadors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street cleaning/appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Town Centre Loyalty and Reward Scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost saving initiatives for businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Town Centre planting and greening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colchester Gift Card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts & Culture installations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety and security at night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Member Communications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Christmas Programme of events and installations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Independent Sector Specific Projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Is there any service / project not already in place that you feel the BID levy should be spent on?

12. How satisfied are you with the performance of Our Colchester BID in the following areas?

	Very Satisfied	Satisfied	No View	Dissatisfied	Very Dissatisfied
InColchester Consumer Marketing and Promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BID communications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Ambassadors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Covid-19 Grant Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Covid Installations (e.g. Hand Sanitiser stations, Covid signage)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Independent Sector Specific Projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Town Centre planting and greening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acting as a voice for businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support to the Night-Time Economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Town Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Christmas Programme of events and installations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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COVID and Short-Term Recovery

13. During lockdown were you able to trade at all? Please indicate all used

Closed Completely	<input type="checkbox"/>	Open for take-away	<input type="checkbox"/>
Online web based activity	<input type="checkbox"/>	Open and trading	<input type="checkbox"/>
Click and Collect	<input type="checkbox"/>		

14. How satisfied are you with the Covid support provided by Our Colchester BID?

Very satisfied Satisfied No view Dissatisfied Very dissatisfied

15. How is your business performance since re-opening to you current expectations?

Lower than expectations In-line with expectations Above expectations

16. How has customer behaviour and visit patterns changed following re-opening of Colchester Town Centre? Please indicate all that apply

Visiting less frequently	<input type="checkbox"/>	Shorter visits	<input type="checkbox"/>
Spending more per visit	<input type="checkbox"/>	Pleased that we are open	<input type="checkbox"/>
Seeking assurance on safety / cleaning	<input type="checkbox"/>	Change in the mix of types of customer	<input type="checkbox"/>
No visible change	<input type="checkbox"/>		

17. How are you currently trading compared to 2019?

Down >50%	<input type="checkbox"/>	Up 0-10%	<input type="checkbox"/>
Down 25%-50%	<input type="checkbox"/>	Up >10%	<input type="checkbox"/>
Down <25%	<input type="checkbox"/>	Other	<input type="checkbox"/>
No change	<input type="checkbox"/>		

18. Please rate how likely you are to have changed/improved the following aspects of your business as a result of the recent trading experience?

	High	Medium	Low
Your social media activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your website and online ordering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of services provided to customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Click and Collect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of contact (telephone diverts, email etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trading hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other please list

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The Town Centre in General

19. How would you rate Colchester Town Centre for the following?

	Is Improving	Needs Improving	Priority to Improve
Litter and cigarette butts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gum on pavements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vandalism and graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pavement condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment, lighting, appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rough sleepers / homeless	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Begging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The number of empty shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The number of empty offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. Over the next 12 months do you think business performance in the Town Centre will?

Improve Decline Stay the same

21. Which of the following customer groups are beneficial to your business and which groups do you think the town needs to attract more of?

	Beneficial to my business	Need to attract more		Beneficial to my business	Need to attract more
Residents	<input type="checkbox"/>	<input type="checkbox"/>	Leisure visitors - Night	<input type="checkbox"/>	<input type="checkbox"/>
Shoppers	<input type="checkbox"/>	<input type="checkbox"/>	Business Visitors	<input type="checkbox"/>	<input type="checkbox"/>
Students	<input type="checkbox"/>	<input type="checkbox"/>	Tour Groups	<input type="checkbox"/>	<input type="checkbox"/>
Workers	<input type="checkbox"/>	<input type="checkbox"/>	Comments		
Leisure visitors - Day	<input type="checkbox"/>	<input type="checkbox"/>			

22. What do you believe are the barriers to customers coming into the town centre?

23. What do you think are the three main strengths and weaknesses of the Town Centre?

Strengths	Weaknesses

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Miscellaneous

24. Do you sell your product/service online?

No Yes, via our own local web-site Yes, via a central corporate web-site Yes via a third party web site provider

IF YES How are your online sales performing compared to last year?

Down >50%	<input type="checkbox"/>	Up 0-10%	<input type="checkbox"/>
Down 25%-50%	<input type="checkbox"/>	Up >10%	<input type="checkbox"/>
Down <25%	<input type="checkbox"/>	Other	<input type="checkbox"/>
No change	<input type="checkbox"/>		

25. Customer payment methods

Approximately what percentage of payments are in cash? _____ % We would consider moving to be a cashless business Yes No

26. Will your business open for late night Wednesdays as part of the Christmas programme on 8th, 15th and 22nd December?

8th December 15th December 22nd December N/A

If your answer was no to any of the dates, could you explain why

And finally

Please rate how strongly you agree or disagree with the following statements (where 1 = strongly disagree and 5 = strongly agree)?

Colchester feels clean and comfortable	1	2	3	4	5
Colchester is getting better every year	1	2	3	4	5
Colchester provides good information	1	2	3	4	5
Colchester provides good facilities	1	2	3	4	5
It's easy to find all parts of the city centre	1	2	3	4	5
Colchester has a good environment	1	2	3	4	5

Any other comments?

If you would like to know more about Colchester BID, please contact **Sam Good** on sam@ourcolchester.co.uk

Thank you for your assistance, it is much appreciated. Please return the completed survey to the staff member who gave it to you.

If this is not possible, please scan or photograph the completed survey and email to projects@ourcolchester.co.uk or post to **Our Colchester, 4 Portal Precinct, Sir Isaacs Walk, Colchester, CO1 1JJ**

