The Retail Group is completing a study for Cambridge BID. The aim of the study is to understand how Cambridge 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 our researcher will collect it later today.

1. Business Name and Address:

1. Contact Name:

**Business Tel No:**

**Business email:**

1. What type of business do you operate?

|  |  |
| --- | --- |
| Retail shop | [ ]  |
| Restaurant / café / bar  | [ ]  |
| Tourism attraction / leisure venue | [ ]  |
| Commercial office | [ ]  |
| Service provider – consumer | [ ]  |
| Service provider – business | [ ]  |
| Public / voluntary sector | [ ]  |
| Accommodation Provider | [ ]  |
| Financial services | [ ]  |
| Other, please state: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

***About Cambridge BID***

1. **Are you aware of Cambridge 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 did you read or hear about Cambridge BID?**

|  |  |
| --- | --- |
| Local press  | [ ]  |
| Local radio | [ ]  |
| Outdoor advertising | [ ]  |
| E-newsletters | [ ]  |
| Website / internet | [ ]  |
| Business newsletter | [ ]  |
| City Ambassador Business Visit | [ ]  |
| Meeting | [ ]  |
| Consumer Survey | [ ]  |
| Social networking / new media  | [ ]  |
| Other (please state)  |  |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

1. How satisfied are you with the overall performance of Cambridge BID?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Very satisfied | Satisfied | No view | Dissatisfied | Very dissatisfied |
| [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |

1. How satisfied are you with Cambridge as a trading location?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Very satisfied | Satisfied | No view | Dissatisfied | Very dissatisfied |
| [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |

1. What actions should Cambridge BID take to improve its relationship with your business?

|  |
| --- |
|  |
|  |
|  |
|  |

1. How would you like to hear from the Cambridge BID team?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Newsletter | [ ]  |  | Website | [ ]  |
| Email | [ ]  |  | Area meetings | [ ]  |
| Blog | [ ]  |  |  Personal visits | [ ]  |
| Social media | [ ]  |  |  Other | [ ]  |

1. Please rate, in order of importance, the areas that Cambridge BID should continue to focus on in the coming year; from low priority/low importance to top high priority/most importance

Low High
Priority Priority

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Love Cambridge Consumer Marketing & Promotions | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Outdoor events | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| City Ambassadors | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Street cleaning and appearance initiativesSustainability Projects | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Taxi Marshals & Street Pastors  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Cost saving initiatives | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Cambridge Business Against Crime | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Gift Card | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Mystery Shop | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Safety and security at night | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Member Communications networking | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Christmas Lights | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Independent Sector Specific Projects | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |

 |

1. Do you believe that Cambridge BID provides good value for your BID levy contribution?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Yes | [ ]  | No | [ ]  | Don’t know | [ ]  |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
|  |  |  |  |  |

1. How are you currently trading compared to last year?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Down >10% | [ ]  |  | Up 0-5% | [ ]  |
| Down 6-10% | [ ]  |  | Up 6-10% | [ ]  |
| Down 0-5% | [ ]  |  | Up >10% | [ ]  |
| No change | [ ]  |  |  |  |

1. Over the next 12 months do you think business performance in the city centre will?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Improve | [ ]  | Decline | [ ]  | Stay the same | [ ]  |

**PTO**

1

**P.T.O.**

***The CITY CENTRE In General***

How would you rate the general appearance of Cambridge City Centre?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Is improving | Needs improving | Priority to improve |
| Litter and cigarette butts | [ ]  | [ ]  | [ ]  |
| Gum on pavements | [ ]  | [ ]  | [ ]  |
| Vandalism and graffiti | [ ]  | [ ]  | [ ]  |
| Pavement condition  | [ ]  | [ ]  | [ ]  |
| Environment, lighting, appearance | [ ]  | [ ]  | [ ]  |
| The number of empty shops | [ ]  | [ ]  | [ ]  |
| The number of empty offices | [ ]  | [ ]  | [ ]  |

1. How would you rate the following facilities of Cambridge City Centre?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Is improving | Needs improving | Priority to improve |
| Parking provision | [ ]  | [ ]  | [ ]  |
| Parking cost | [ ]  | [ ]  | [ ]  |
| Accessibility by public transport | [ ]  | [ ]  | [ ]  |
| Way finding / signage / information | [ ]  | [ ]  | [ ]  |
| Public facilities, i.e. toilets & seating | [ ]  | [ ]  | [ ]  |
| Events / festivals / Christmas activities / speciality markets | [ ]  | [ ]  | [ ]  |
| Choice of shops | [ ]  | [ ]  | [ ]  |
| Choice of restaurants / bars / cafes | [ ]  | [ ]  | [ ]  |
| Choice of nightlife / evening activity | [ ]  | [ ]  | [ ]  |
| Police | [ ]  | [ ]  | [ ]  |

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

|  |  |  |
| --- | --- | --- |
|  | Beneficial to my business… | Need to attract more…  |
| Residents | [ ]  | [ ]  |
| Shoppers | [ ]  | [ ]  |
| Students | [ ]  | [ ]  |
| Workers | [ ]  | [ ]  |
| Leisure visitors - day | [ ]  | [ ]  |
| Leisure visitors - night | [ ]  | [ ]  |
| Business visitors | [ ]  | [ ]  |
| Tour groups | [ ]  | [ ]  |
| Comments  |  |  |

|  |
| --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

1. What marketing channels would you like Cambridge BID to use to target consumers?

|  |  |  |  |
| --- | --- | --- | --- |
| **Digital Marketing** |  | **Local Radio** |  |
| Facebook | [ ]  | Star | [ ]  |
| Twitter | [ ]  | Heart FM | [ ]  |
| Instagram | [ ]  | Cambridge Comm. Radio | [ ]  |
| LinkedIn | [ ]  | BBC Radio Cambridge  | [ ]  |
|  | [ ]  | **Outdoor Advertising** | [ ]  |
| **Local Papers** | [ ]  | Billboards | [ ]  |
| Cambridge News | [ ]  | Buses  | [ ]  |
| Hunts Post | [ ]  | Train Stations  | [ ]  |
| Ely Standard | [ ]  | **Local Advertising** | [ ]  |
| Cambridge Independent | [ ]  | Cambridge Edition | [ ]  |
| Bishops Stortford Independent | [ ]  | Velvet Magazine | [ ]  |
| Bury Free Press | [ ]  | East Life Magazine | [ ]  |

1. What do you think are the three main strengths and weaknesses of the City Centre?

|  |  |
| --- | --- |
| Strengths |   |
|  |   |
|  |   |
| Weaknesses |   |
|  |   |
|  |   |

**17. to focus on?ou like yourontribution*Online Sales***

1. 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 >10% | [ ]  |  | Up 0-5% | [ ]  |
| Down 6-10% | [ ]  |  | Up 6-10% | [ ]  |
| Down 0-5% | [ ]  |  | Up >10% | [ ]  |
| No change | [ ]  |  | Not informed | [ ]  |

Strongly Disagree

***and finally….***

Strongly

Agree

**Thank you for your assistance it is much appreciated.**

**Please return the completed survey to the researcher who gave it to you. If for any reason that is not possible, please post to Paul Frater, The Retail Group, London Offices, 14 Chelsey Road, Brockley, London SE4 1YW or by email to paul.frater@theretailgroup.co.uk**

Please rate how strongly you agree or disagree with the following statements from strongly agree to strongly disagree?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  | Neither / nor |  |
| Cambridge feels clean and comfortable | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Cambridge is getting better every year | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Cambridge provides good information | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Cambridge provides good facilities | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| It’s easy to find all parts of the city centre | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Cambridge has a good environment | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |

1. Any other comments?

If you would like to know more about Cambridge BID, please contact Becky Burrell on becky.burrell@cambridgebid.co.uk

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

If this is not possible, please post to The Retail Group, Dunnings Oak Offices, Dunnings Road, East Grinstead, West Sussex, RH19 4AT or email mike.evans@theretailgroup.co.uk