

BID BUSINESS SURVEY 2021



Date of interview/survey: Initials of interviewer/surveyor:

Since 2017 businesses trading in Welwyn Garden City have enjoyed the benefits of being part of a **Business Improvement District (BID)**.

The current five-year BID term comes to an end on 31st March 2022 and we want your views on how the BID is addressing your requirements as well as establishing what you may wish to see from the BID over the next five years (2022-2027). This questionnaire will help us to do this. We would be grateful if you would spare a few minutes of your time to complete it. Naturally all responses will be **kept entirely confidential** and **not** shared individually with others.

If you would like to discuss your views and complete the survey form with a member of the Welwyn Garden City BID team please contact the BID office on **01707 497 930**, or via email at **bid@welwyngarden.co.uk** and we will arrange a meeting with you. Alternatively, please complete this survey yourself and return to the BID office via one of the methods outlined at the end of this survey.

Section 1 – Contact details

Contact name:	Position:	
Business name:		
Business address (inc postcode):		
Tel no:	Mob no:	Email address:

Section 2 – Your thoughts on Welwyn Garden City (BID area)

Please rate the way you personally feel about Welwyn Garden City using a scale of 1 to 5 (1 = very poor and 5 = very good)

Please answer the following questions thinking ahead to a post-COVID environment.
 a) Please rate these different aspects of Welwyn Garden City based upon what you think will be the issues which need to be addressed and things which range from very poor to very good.
 b) Please rank on a scale of 1-5 how important it is for your business for these issues to be addressed
 c) Please add any additional comments you have with regards to these aspects

	a) 1 to 5 1 = very poor to 5 = very good	b) 1 to 5 1 = not important to 5 = very important	c) Please add any additional comments you have with regards to these aspects
CRIME AND SAFETY			
Safety generally			
Personal safety during the day			
Personal safety evenings/night			
Street begging and rough sleepers			
Drug and drink issues on the streets			
Business Crime/Shop theft			
Police support for your business			
ACCESS			
Road signage in and out of WGC			
Road signage around WGC			
Pedestrian signage and information			
Availability of business parking			
Availability of customer parking			
Cost of business parking			
Cost of customer parking			
Bus services and Rail Links in and out of WGC			
Delivery access, loading and unloading			

	a) 1 to 5 1 = very poor to 5 = very good	b) 1 to 5 1 = not important to 5 = very important	c) Please add any additional comments you have with regards to these aspects
ATTRACTIVENESS			
Street cleansing and litter control			
Condition of street furniture			
Green and attractive spaces and floral displays			
Festive Lighting			
Lighting levels			
Appearance and state of the buildings			
REASONS TO VISIT			
Things to do for the family, visitors and local people during the day			
Leisure & culture facilities			
Things to do in the evening and night time			
Range of shops			
Range of cafés, pubs and restaurants			
Events and animation on the streets			
BUSINESS COMMUNITY			
Interest shown by the Council			
Interest shown by landlords			
The way businesses work together			
Support from the BID			
Feeling part of the town and its activity			
Hotel facilities for visitors and business use			
A place to set up an office-based business			

Section 3 – Awareness and assessment of current BID activities

Are you aware of the following BID achievements/projects and how would you rate them in terms of how beneficial they are to your business? (where 1 equals a little and 5 equals a lot)	Aware Y/N	Beneficial 1-5 where 1 equals a little and 5 equals a lot	Comments
ANIMATED AND ATTRACTIVE			
Installed complementary flower installations which won silver and gold awards in Anglia in Bloom			
Installed additional Christmas lighting each year, building up to a very popular display in 2020			
Hosted and established significant events such as the World Food Festival, Cinema on the Green, Christmas Lights Event, Garden City Lights that bring additional footfall, provide promotional opportunities for businesses and are a great way to engage with the community			
Welwyn Garden City Awards – ran by a mystery shopper scheme across the town and hosts an award ceremony			
PROMOTED AND CELEBRATED			
Developed a unique and now well-known brand for Welwyn Garden City town centre, Wonderful Welwyn Garden City			
Developed and rapidly grown social media platforms. (Average Reach 10K, Peaks over 100K, post engagement peak 22K)			
Introduced a town centre App, offering discounts and rewards to visitors. App has a trial facility which we have utilised and been very successful			
Promotional materials: Summer in the Garden City, Christmas brochures, Social Media Campaigns, Welcome back to WGC video campaigns			
tomorrow Magazine: a unique way to promote town centre businesses and encourage visitors from specifically targeted areas			
An innovative car parking campaign that ensures all investment goes back through businesses tills. The WGC Gift Card scheme by which the BID pays back every £5 spent in your shop/business through the gift card			

Are you aware of the following BID achievements/projects and how would you rate them in terms of how beneficial they are to your business? (where 1 equals a little and 5 equals a lot)	Aware Y/N	Beneficial 1-5 where 1 equals a little and 5 equals a lot	Comments
WELCOMING AND ACCESSIBLE			
The BID took over the Welwyn Garden City Watch and offered half price subscription to all BID businesses and a free one month trial			
Lobbied and assisted in providing enhanced CCTV across the town centre which is linked to the WGC Watch			
The BID provided town centre Ambassadors who engage with businesses, are the eyes and ears of the town and report cleansing or maintenance concerns			
Wayfinding: A newly designed Town centre map which is displayed at strategic points such as car parks, stations, Howard Centre			
Introduced town centre WiFi which is free for visitors			
A GREAT BUSINESS AND LEISURE OFFER			
Strategic partner and influencer of town centre developments. The BID is a key partner in the WGC Visioning Partnership, the Community Safety Partnership			
Provided a variety of FREE courses for businesses, including degree courses			
The opportunity to apply for funding that would not be accessible to the town centre without the BID			
Regular engagement with developers of town centre schemes			
Introduced footfall counters that provide real time figures			

Did you realise that without the BID none of these initiatives would happen? Yes No

Section 4 - What additional projects do you think the BID should consider delivering for the new BID?

Please rate how beneficial the following projects would be for your business, using a scale of 1-5, where 1 equals a little and 5 equals a lot.		
	Rank 1-5	Comments
CRIME AND SAFETY		
Extend the WGC Watch and develop an app to support information sharing		
Increase the presence of BID Ambassadors		
Improve police presence by direct funding by BID		
ACCESS		
More parking initiatives for public		
Parking initiatives for staff		
Develop event infrastructure		
Improved signage and visitor information		
ENVIRONMENT		
Additional targeted cleaning		
Improved landscaping, additional floral displays and planting		
Improved/extended festive/creative lighting		
Improved appearance of vacant buildings and sites through vinyls/promotion		
Additional street furniture/improved seating		
Cost saving recycling/waste management schemes		
Green initiatives i.e. coffee recycling, cycle parking		
Town centre Rangers to assist with recycling, waste management, graffiti removal etc		
MARKETING AND PROMOTION		
Raise the profile of the town centre		
Improve WiFi infrastructure		
Improved use of streets and open spaces for events, animation and specialist markets		
A Welwyn Garden City Click & Collect service		
Increase marketing across all media channels, digital, print and social media		
Promote the use of our loyalty schemes/discount platforms		
Marketing campaigns for retailers and leisure/hospitality venues		
Business to business marketing campaigns for professional services		

Section 4 continued

Please rate how beneficial the following projects would be for your business, using a scale of 1-5, where 1 equals a little and 5 equals a lot.

	Rank 1-5	Comments
A dedicated press facility for individual business initiatives		
Promoting the town as a destination		
Local networking and initiatives to encourage more local trading		
Marketing to target and attract new businesses/investors		
Provide business support for new businesses moving into BID area		
Lobbying local authority on proposals/actions which impact on business and trading environment		
Developing relationships with businesses outside of the BID area		
Develop Evening Economy		

Please provide suggestions on any other projects that you would like the BID to deliver

1.
2.

Section 5 – Final thoughts about the BID

How would you be inclined to vote for the BID to continue?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't Know
If your answer was 'No' or 'Don't Know' what would change your mind?			
Would you like to get more involved in the BID? (attend working groups/meet the BID Manager etc)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't Know

Section 6 – General details

Number of years trading in Welwyn Garden City	<input type="checkbox"/> 0 – 5 yrs	<input type="checkbox"/> 6 – 10 yrs	<input type="checkbox"/> 11 – 20 yrs	<input type="checkbox"/> 21+ yrs	
Does your business have charitable status?	<input type="checkbox"/> Yes	<input type="checkbox"/> No			
What type of business do you operate?	<input type="checkbox"/> Independent	<input type="checkbox"/> Part of a small independent group (1-5 units)			
	<input type="checkbox"/> Part of a larger national organisation	<input type="checkbox"/> Other – please specify	<input type="text"/>		
Business Sector and Category (please tick one)	<input type="checkbox"/> Cultural Venue	<input type="checkbox"/> Leisure Venue			
	<input type="checkbox"/> Local Government	<input type="checkbox"/> Place of Religious Worship			
	<input type="checkbox"/> Food and Drink/ Hospitality	<input type="checkbox"/> Professional Services			
	<input type="checkbox"/> Health/Beauty	<input type="checkbox"/> Retail/Shopping			
	<input type="checkbox"/> School, College, University				
How many employees in Welwyn Garden City premises?	Full time: <input type="text"/>	Part time: <input type="text"/>			
How do you envisage your staff numbers will change in the next year?	<input type="checkbox"/> Stay the same	<input type="checkbox"/> Increase moderately	<input type="checkbox"/> Increase significantly	<input type="checkbox"/> Decrease	
What do you anticipate your commercial performance will be over the next 2 to 3 years?	<input type="checkbox"/> Close down	<input type="checkbox"/> Decline	<input type="checkbox"/> Stay the same	<input type="checkbox"/> Moderate Growth	<input type="checkbox"/> Significant Growth
What key changes do you anticipate to your business over the next 2 to 3 years? (you may tick more than one of the following)	<input type="checkbox"/> Stay the same	<input type="checkbox"/> Change products	<input type="checkbox"/> Change services	<input type="checkbox"/> Change methods of delivery to customers	
	<input type="checkbox"/> Increase use of digital services to reach customers				
Will your business?	<input type="checkbox"/> Stay in the same premises	<input type="checkbox"/> Relocate within the area	<input type="checkbox"/> Relocate out of the area	<input type="checkbox"/> Close down	
	<input type="checkbox"/> Other (please state):	<input type="text"/>			

Thank you for your time and effort in completing this survey.

Once you have completed this form you can return it to the BID office in the following ways:

- Email completed digital survey to the BID manager bid@welwyngarden.co.uk
- Contact the BID office on **01707 497 930** and we will arrange for collection

Use of this information

Thank you for your time and effort in completing this form. The data we collect from this survey remains entirely confidential and will be amalgamated with feedback from other surveys from other businesses in the area being considered as a Business Improvement District. The information provided on this survey helps us to understand the key issues and opportunities which affect businesses in Welwyn Garden City and therefore contribute towards the preparation of the Business Improvement District (BID) proposal and business plan. There is a legal obligation to consult with businesses in the potential or actual area of the Business Improvement District. In order to fulfil this requirement, we will collect your personal contact details and retain them for future use to ensure that you remain informed of the progress of this consultation and the ballot.

If you have any questions relating to this form or its future use, please contact the BID Managers, Nicky Wolff or Mariana Bitonte on **01707 497 930** or via email at bid@welwyngarden.co.uk For further information regarding the BID please visit the Welwyn Garden City BID website at www.wonderfulwgc.co.uk



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