



BID Survey 2017

BID Leamington Businesses Consultation Survey 2017

Supporting Royal Leamington Spa

Over the **next month** BID Leamington would like to engage with all businesses to understand how you believe our activities add value to the town centre and / or your business and to gather your ideas for the future. This may be by promoting the town and its offer or by enhancing the visitor experience while here. Where possible we have provided figures relating to the value of activities (% of annual spend), but for more detail please contact us. Your feedback is very important and will be used to inform the **next BID Business Plan for 2018 onwards**. We estimate it should take around **10 minutes** to complete. **Thank you for your time.**

CONTACT DETAILS

Name:

Organisation:

Role:

Email:

Phone:

Please return this by Monday 24th July to the address supplied or contact us if you would like us to collect it. For more information see: www.bidleamington.com

Local Branch Head Office (Tick if appropriate)

SCALE 1-5: 1 = LOWEST or NOT IMPORTANT and 5 = HIGHEST / BEST or MOST IMPORTANT. PLEASE CIRCLE.

MARKETING & PROMOTING: Attracting and retaining customers and fostering community spirit.

BID Leamington delivers a significant amount of customer-driven marketing across multiple platforms that increases the number of people that visit, return and invest in Royal Leamington Spa.

1. On a scale of 1-5, how important is it to promote and market the town generally? 1 2 3 4 5
2. Please **CIRCLE**. Do you feel the following initiatives **ADD VALUE** to your business and the town?

**Each year this equates to 38% of total annual spend (£90,000pa)*

		Value to your BUSINESS	Value to the TOWN
a) Websites: (x 6): incl business profiles See www.bidleamington.com for list	These attract over 40,000 unique visits per month.	YES / NO	YES / NO
b) Digital Advertising & Social Media: x 7 incl Twitter, Facebook, Instagram.	A community of over 17,000 followers / likes. Daily posts for BID businesses.	YES / NO	YES / NO
c) Advertising: Newspapers, radio, magazines, billboard, train lines etc.	Targeted monthly campaigns to remind, attract and retain customers.	YES / NO	YES / NO
d) Loyalty & Bespoke Promotions: Golden Ticket, Little Book of Offers (20K), Pumpkin Path, Indie Leam, Fashion on the Move, Shop Local, Leam Weddings	Award winning, innovative promotions delivered in partnership with businesses to excite, engage, attract and reward customers. #LoveLeam #TasteLeam	YES / NO	YES / NO
e) RLS Photography, Guides & Business Directory:	Regular business photography. Over 40,000 annual guides.	YES / NO	YES / NO
f) PR Campaigns & Creative Projects: Parking Angels, RHS Chelsea Show Garden, Branded Bags & flyers 2500/yr.	Putting Leamington on the map, addressing issues. Attracting additional funds and BBC TV, radio, national press.	YES / NO	YES / NO

**Note: The % of total spend used throughout is based on the last financial year and reflects the strategic approach we take to promoting different sectors to both local and regional audiences. All costs are included such as design, print, delivery and management time. For reference, 1 full page advert in a local paper or magazine costs approx. £400.*

EVENTS: Bringing new visitors to the town, showcasing the offer and fostering local loyalty

BID Leamington delivers a number of local events and supports many more. The Food Festival is delivered in-house and is regarded as one of the 'Top 10 Autumn Food Festival in the UK' (Telegraph 2013). They are promoted to local and national audiences including popular annual advertising in London Marylebone.

- 3. On a scale of 1-5, how important do you feel events are to the town generally? 1 2 3 4 5
- 4. Would you like to see more or fewer events in the town? More Events / Fewer Events
- 5. On a scale of 1-5, please rate the following individual events in terms of value to your business and the town:

<i>Events & Event Advertising - 24% of total annual spend (£60,000pa)</i>		Value to your BUSINESS					Value to the TOWN				
a)	Leamington Food & Drink Festival : 25,000 - 30,000 visitors over two days. Free stall to BID businesses.	1	2	3	4	5	1	2	3	4	5
b)	Leamington Lantern Parade : Over 2,000 lanterns annually.	1	2	3	4	5	1	2	3	4	5
c)	Bespoke Events & Events supported in some way by BID Leamington : Art in the Park, Myton Santa Dash, Carnival, Peace Festival, Indie Day, Student Lock-in etc.	1	2	3	4	5	1	2	3	4	5

Note: Events now generate additional income of £40,000 per year which goes back into promoting the town. They typically attract over 20,000 people and generate additional spend and footfall. Local businesses are represented on stalls or via local promotion.

- 6. Are there any NEW events or promotions you would like to see?

ENHANCING: A welcoming, beautiful and safe town where customers can easily discover & enjoy the unique offer

BID Leamington provides: Hanging Baskets, Christmas Lights, WIFI Hosting, Maps & Signage, Town Hosts.

- 7. On a scale of 1-5, how important is it to provide information and enhancements in the town? 1 2 3 4 5
- 8. On a scale of 1-5, please rate the individual enhancements in terms of value to your business and the town:

<i>Enhancing - 28% of total annual spend (£60,000pa)</i>		Value to your BUSINESS					Value to the TOWN				
a)	Hanging Baskets : 250 baskets. Value £160 each.	1	2	3	4	5	1	2	3	4	5
b)	The Christmas Lights : Over 140 crossings & decorations & maintenance.	1	2	3	4	5	1	2	3	4	5
c)	Maps & guides, signage, vinyls, WIFI : e.g. over 50,000 maps & guides / yr.	1	2	3	4	5	1	2	3	4	5
d)	Town Hosts : at key trading times e.g Leamington Angels at Xmas.	1	2	3	4	5	1	2	3	4	5

Note: Before businesses voted to form BID Leamington the Christmas Lights were in poor shape and individual businesses contributed to the cost of them. Businesses also had to pay for a Hanging Basket if they wanted one.

SUPPORTING: Offering efficiency savings, fostering collaboration and supporting businesses on key issues.

BID Leamington provides ongoing representation and support on all kinds of issues. We recognise by working together and supporting each other we can bring mutually beneficial results to businesses and the community.

- 9. On a scale of 1-5, how important is it to provide SUPPORT to local businesses? 1 2 3 4 5
- 10. On a scale of 1-5, please let us know how important the following is to your business and the town:

<i>Supporting & Representing - 4% of total annual spend (£10,000pa)</i>		Value to your BUSINESS					Value to the TOWN				
a)	Business Support : Planning, enforcement, begging, crime, busking, road works etc	1	2	3	4	5	1	2	3	4	5
b)	Business Training, Meetings & Networking : e.g. social media, trip advisor training.	1	2	3	4	5	1	2	3	4	5
c)	Cost Saving : National BIDs buying network on energy, telecoms, merchant services.	1	2	3	4	5	1	2	3	4	5

- 11. Would you be interested in cost savings on WASTE and RECYCLING? If yes, please note your current supplier(s):

Waste:

Recycling:

Where possible, please note contract end date.

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REPRESENTING & MONITORING: Monitoring, providing a voice for business and influencing the wider agenda.

BID Leamington works in conjunction with other groups, organisations and local authorities to represent levy-paying businesses. Local and national issues such as parking charges, safety, business rates, planning all have regular input from the BID team.

12. On a scale of 1-5, please rate the value of the following to your business and the town:

<i>Supporting & Representing - 6% of total annual spend (£12,000pa)</i>		Value to your BUSINESS					Value to the TOWN				
a)	Campaigning & Lobbying: On parking provision and charges, out of town retail development, business rates (with our local MP and FSB), LEP Board representation	1	2	3	4	5	1	2	3	4	5
b)	Representing Business Interests: On major developments e.g. Covent Garden Carpark redevelopment, Pump Rooms Gardens renewal, Town Vision & Strategy	1	2	3	4	5	1	2	3	4	5
c)	Fostering Partnerships & Collaboration: Attracting funding, events, investment.	1	2	3	4	5	1	2	3	4	5
d)	Monitoring Town Centre Health: Footfall & geosense WIFI, car park data etc.	1	2	3	4	5	1	2	3	4	5

LOOKING TO THE FUTURE Please help us to help you

Challenges & Support

Over the last 5 years, BID Leamington has been successful in anticipating the changes and challenges facing the town centre. For example, embracing the digital high street and rise of towns as leisure and shopping destinations. We are looking to develop a robust strategy to prepare for the next 5 years and ensure the town is fit for the future.

13. What do you consider to be the TOP 2 CHALLENGES facing your business in the next five years?

14. Help us to promote you ... Please let us know what 'digital' platforms you currently use? (Please tick)

- Database Emails e.g. Mailchimp
 Own Retail Website
 Other Online Sales e.g. Trouva NotontheHighSt
 Twitter
 Facebook
 Instagram
 Other (please specify)

Sector Specific - Fashion, Health & Beauty, Leisure, Charity, Service

We are always looking for new ideas to promote different sectors in a cost effective way. This often involves partnership working and requires the collective support of multiple businesses in that sector.

15. Please state the sector you consider your business to be in:

16. Would you like to see more offered for your sector specifically? YES / NO

17. If yes, are there any specific projects which serve your sector that you would like to see and what involvement would you like to have? e.g fashion events, health event, host etc.

Evening Economy - Restaurants, Bars & Clubs

Each year, we defend the imposition of a 'Late Night Levy' on the understanding that it will not be introduced for businesses that are BID Leamington members. Should this situation change, it is likely this levy would be introduced. In most cases it would be more than the BID levy and not ring-fenced to be spent on the town.

Along with Taste Leamington and the Food Festival, we already work in partnership with the Police, Safer Neighbourhood Forum and support the Retail Radio Scheme and local charities. However, do you think more could be done for this growing sector to keep the town safe and vibrant?

18. Would you like to see more offered for evening economy businesses? YES / NO

19. If yes, are there any specific projects / initiatives that you would like to see introduced? e.g. Morning clean-up crews etc

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Creative & Collaborative Projects

BID Leamington has been successful in delivering high profile collaborative projects that lever in support from the wider region, attract footfall, foster pride and showcase the town on a national stage. An example was taking the town to RHS Chelsea in 2014. This raised £100,000 of additional funding and support, involved 89 businesses, hundreds of volunteers and generated £1 million PR value. Putting Leamington on the map is what we love to do!

20. Would you like to see BID Leamington deliver MORE of these collaborative projects? YES / NO

21. Do you have IDEAS on a future collaborative 'big ticket' events or idea? For example, a sponsored elephant or superhero trail, a crowd funded event or public realm improvement ...

FINAL COMMENTS

22. Based on your experience and understanding of what BID Leamington is delivering please rate the IMPACT that you feel BID Leamington has had on the Town Centre in terms of enhancing the trading environment and making it an attractive place to visit? 1 2 3 4 5

23. On the strength of what you know do you feel that you would SUPPORT the continuation of BID Leamington in the future? YES / NO

24. Do you have any additional comments?

25. Would you like to request a meeting with BID Leamington YES / NO

Thank you for your time and comments. Please fold and return your completed survey to the address below. If you would like any further information please contact Stephanie Kerr or Alison Shaw on T: 01926 470 634 or E: info@bidleamington.com

Please fold along this line, tape the open edge, affix a stamp and pop into the post - thank you

Please affix stamp

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