

BID BUSINESS SURVEY 2021

Date of interview/survey:

Initials of interviewer/surveyor:

Since 2011 businesses trading in St Peters Quarter 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 St Peters Quarter BID team please contact the BID office on **01332 419050**, or via email at enquiries@stpetersquarter.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 St Peters Quarter (BID area)

Please rate the way you personally feel about St Peters Quarter 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.
Part A) Please rate these different aspects of St Peters Quarter based upon what you think will be the issues which need to be addressed and things which range from very poor to very good.
Part B) Please rank on a scale of 1-5 how important it is for your business for these issues to be addressed

	Part A					Part B
	Very poor	Quite poor	Okay	Quite good	Very good	How important would it be to your business to improve this aspect (Scoring 1 – 5 where 1 = not important and 5 = very important)
CRIME AND SAFETY						
Crime and safety generally						
Personal safety during the day						
Personal safety evenings/night						
Street begging and rough sleepers						
Drug and drink issues on the streets						
Crime and safety issues in private car parks, back yards and alleys						
Business Crime / Shop theft						
Police support for your business						
ACCESS						
Road signage in and out of St Peters Quarter						
Road signage around St Peters Quarter						
Pedestrian signage and information						
Availability of business/customer parking						
Cost of parking						
Bus services in and out of St Peters Quarter						
Delivery access, loading and unloading						

	Part A					Part B
	Very poor	Quite poor	Okay	Quite good	Very good	How important? Score 1-5
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 café, pubs and restaurants						
Events and animation on the streets						
Promotion and awareness of reasons to visit						
BUSINESS COMMUNITY						
Interest shown by the Council						
Interest shown by landlords						
The way businesses work together						
Support from the BID						
Feeling part of St Peters Quarter 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
3.1 Safe & Inviting			
Provided BID Rangers who work with partners to address crime & ASB, engage with businesses and public and report cleansing and maintenance concerns			
Provided Storewatch radios free of charge			
Introduced the Wandsafe Scheme			
Organised a number of Safer Neighbourhood days in partnership with the Police to obtain feedback and offer crime prevention advice to businesses			
Work with partners to tackle substance abuse, rough sleeping and begging in the area			
Lobby for enhanced CCTV coverage in the BID area			
Provided essential support during the COVID-19 pandemic such as COVID Recovery packs and additional security patrols by a private security company			
3.2 Smart & Attractive			
Organised a number of Tidy Days and Deep Cleans to encourage businesses to take pride in their surroundings and to target cleansing hot spots			
Installed hanging baskets and complementary flower displays in the Summer			
Installation of Christmas tree planters, enhancing the public realm and the festive feel			
Funded the installation of a number of SPQ-branded window vinyls and boardings for empty units to make them look more attractive			
Work with partners and key stakeholders to attract investment to the city and to influence town centre developments			
3.3 Welcome & Accessible			
Funded footfall counters that provide real time figures for benchmarking performance and produced weekly sales and footfall monitor reports distributed to businesses			
Organised and supported various trails to encourage the flow of footfall to and around the area. Examples include Easter Trail, Santa Trail, Window Wonderland and Elf Trail			

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
Run car parking campaigns with both Derby City Council and private operators to encourage more visits and greater dwell time			
Undertaken quarterly vacancy surveys, to assist in evaluating the economic health of the area and to inform future projects and initiatives			
Launched a discounted Travel Club together with Arriva, offering St Peters Quarter employees great value offers on local Arriva Midlands bus travel			
Represent BID businesses at meetings, summits and conferences to help build the BID's profile locally and nationally and support business priorities			
3.4 Entertaining & Promoted			
Hosted and established significant events (e.g. St Peters Quarter Live events at St Peters Cross, The Spot & Riverlights) to attract more people to the area, increase dwell time and improve the vibrancy of the area			
Production of promotional material to promote the BID area and its businesses to visitors			
Launched a new website with separate platforms for both the public and SPQ businesses			
Professional photography of the area to showcase and promote SPQ, and which businesses have access to			
Developed, and rapidly grown, various social media platforms, including LinkedIn, Instagram, Twitter and Facebook			
Regular newsletters and annual reports to keep businesses informed of BID activities			

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

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		
Support businesses in the introduction of crime prevention measures		
Providing support for CCTV monitoring		
Improve police presence through direct funding by BID		
ACCESS		
More parking initiatives for the public		
Parking initiatives for staff		
Improved signage and visitor information		
ENVIRONMENT		
Targeted cleaning and litter control		
Improved landscaping, greenery and planting		
Improved/extended festive/creative lighting		
Improved appearance of derelict, vacant buildings and sites		
Work with businesses to introduce more sustainable and environmentally-friendly working practices, and promote to visitors to the area		
MARKETING AND PROMOTION		
Developing the St Peters Quarter identity and branding to attract more visitors		
Improved use of streets and open spaces for events, animation and specialist markets		
A St Peters Quarter Click & Collect service		
Increase marketing across print media channels		
Increase marketing across digital, online and mobile channels		
Develop loyalty scheme and data capture for businesses		
Marketing campaigns for all business sectors		
Develop improved methods of communication between the BID and its businesses		
Integrate key developments in and around St Peters Quarter, strengthening the relationship with the BID area and its businesses		
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		

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
Work with Derby City Council, landlords and agents to support different uses of property in the short, medium and long-term		
Actively seek match funding, grant opportunities and sponsorship		
Lobbying local authority on proposals/actions which impact on businesses and the trading environment		
Developing relationships with businesses outside of the BID area		

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? Yes No 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) Yes No Don't Know

Section 6 – General details

Number of years trading in St Peters Quarter 0 – 5 yrs 6 – 10 yrs 11 – 20 yrs 21+ yrs

Does your business have charitable status? Yes No

What type of business do you operate?

Independent Part of a small independent group (1-5 units)

Part of a larger national organisation Other – please specify

Business Sector and Category (please tick one)

Cultural Venue Place of Religious Worship

Local Government Professional Services

Food and Drink/Hospitality Retail/Shopping

Health/Beauty School, College, University

Leisure Venue

How many employees in St Peters Quarter premises? Full time: _____ Part time: _____

How do you envisage your staff numbers will change in the next year?

Stay the same Increase moderately Increase significantly Decrease

What do you anticipate your commercial performance will be over the next 2 to 3 years?

Close down Decline Stay the same Moderate Growth 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)

Stay the same Change products Change services Change methods of delivery to customers

Increase use of digital services to reach customers

Will your business?

Stay in the same premises Relocate within the area Relocate out of the area Close down

Other (please state): _____

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 BID manager Ashley Lewis at enquiries@stpetersquarter.co.uk
- Contact the BID office on **01332 419050** and we will arrange for collection

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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 St Peters Quarter 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 Manager Ashley Lewis on **01332 419050** or via email at enquiries@stpetersquarter.co.uk. For further information regarding the BID please visit the St Peters Quarter BID website at www.stpetersquarter.co.uk