

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



YOUR OPINION COUNTS

BID Leamington Business Consultation Survey 2022

Since 2008, businesses trading in Royal Leamington Spa have **enjoyed the benefits** of being part of a Business Improvement District (BID). The **current 5-year BID term** comes to an end in June 2023, so we would like to **engage with all businesses** to understand how you believe BID Leamington's activities add value to the town centre and your business, and to gather your **ideas for the future**. Your views will **shape our next 5-year Business Plan** (2023-2028). 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. **Thank you for your time.**

If you would like to discuss this or complete the survey form with a member of the BID Leamington team, please contact the BID office on **01926 470634**, or email **info@bidleamington.com**. **Please return this form by clicking the Submit Button at the top of this survey, or contact us if you would like a hard copy.**

SECTION 1: Contact Details

Business name:	Please complete head office details below (if applicable)
Contact name:	Contact name:
Position:	Position:
Business address (inc postcode):	Head office address:
Tel no:	Tel no:
Mobile no:	Mobile no:
Email address:	Email address:

Please see www.bidleamington.com, our most recent Annual Report or the attached brochure for a more detailed snapshot of what BID Leamington has delivered and achieved to date.

SCALE: Throughout this survey, please rate activities on a scale of 1 → 5.

1 = LOWEST/LEAST IMPORTANT/POOR/NOT AWARE →→→ 5 = HIGHEST/MOST IMPORTANT/BEST/VERY AWARE

SECTION 2: Awareness and value of existing BID projects and services

Are you aware of the following BID projects and services – please review and rank them in terms of how valuable they are to your business or the town as a whole? Your views will help us to determine if we should continue delivering them in future.

PROMOTING - Attracting and retaining customers and fostering community spirit.

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

	1	2	3	4	5
1. How important do you feel it is to MARKET and PROMOTE the town generally?	<input type="radio"/>				
2. To what extent are you aware of BID Leamington's marketing and promotion activities below?	<input type="radio"/>				
3. Please rate the following activities in terms of value to your business and the town.	1	2	3	4	5
The Royal Leamington Spa Brand: Developing and marketing our town as a destination.	<input type="radio"/>				
Websites x 6: incl www.royal-leamington-spa.co.uk - 50K visit/month and lists all businesses.	<input type="radio"/>				
Town Guides & Directories: Taste Leamington, Art in the Spa – 40K/yr distributed.	<input type="radio"/>				
Digital & Social Media Advertising: Over 32,000 followers across x 10 accounts and 6 platforms.	<input type="radio"/>				
Advertising: Focused campaigns in papers, magazines, radio, billboards, trainlines, coach tours.	<input type="radio"/>				
Creative Promotions & Competitions: Organised year-round targeting sectors, holidays etc. including branded #LoveLeam Bags, Little Book of Offers, Social Distance Flowers, Santa's Post Box, Pumpkin Path etc.	<input type="radio"/>				
PR Campaigns & Major Projects: Putting Leamington on the map e.g. Lights of Leamington.	<input type="radio"/>				
Professional Photography & Videography: Regular shoots to showcase our town and businesses.	<input type="radio"/>				

EVENTS - Bringing new visitors to the town, showcasing the local business 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'. They are promoted to local and national audiences including popular annual advertising in London Marylebone.

	1	2	3	4	5
4. How important do you feel EVENTS are to the town generally?	<input type="radio"/>				
5. To what extent are you aware of the events that BID Leamington delivers below?	<input type="radio"/>				
6. Please rate our events in terms of value to the town and your business.	1	2	3	4	5
Leamington Food & Drink Festival (BID run): 25,000 visitors over 2 days.	<input type="radio"/>				
Leamington Lantern Parade (BID run): 2000 lanterns and 5000 + attendance annually.	<input type="radio"/>				
Other Events (not run by BID) – but which we help businesses to capitalise on: Art in the Park, Santa Dash, Pride, Commonwealth Games etc.	<input type="radio"/>				

Note: BID events now generate additional income of £40,000 per year which goes back into promoting the town. We also see a significant rise in footfall to the town and provide opportunities for increased business engagement.

ENHANCING - Ensuring a welcoming, attractive and safe town so visitors can easily discover and enjoy the offer.

We deliver attractive enhancements that help to ensure our town is welcoming, safe, vibrant and actively managed.

	1	2	3	4	5
7. How important is it to provide ENHANCEMENTS and business information to visitors?	<input type="radio"/>				
8. To what extent are you aware of BID Leamington's activities below?	<input type="radio"/>				
9. Please rate our enhancements in terms of value to the town and your business.	1	2	3	4	5
Installing Hanging Baskets: 225 baskets. Value £80 each.	<input type="radio"/>				
Installing Annual Bunting, Banners and Ground Graphics e.g. Flowers, flags etc.	<input type="radio"/>				
Provision of Christmas Lights: Over 140 crossings & decorations & maintenance (joint funded).	<input type="radio"/>				
Maps, Guides, Signage, Window Vinyl's and Stickers: Printing over 50,000 maps & guides / yr, plus #ShopLocal and #LateNightLeam sticker, covering vacant units etc.	<input type="radio"/>				
Supporting the Warwickshire Retail Crime Initiative, Pub Watch, and Retail Radio Scheme.	<input type="radio"/>				
Managing 'Meaningful Change' Leamington: over £10K raised to support local charities for vulnerable people. See www.meaningfulchange.org.uk.	<input type="radio"/>				
Providing Town Hosts: at key trading times e.g Leamington Angels at Xmas, Butterflies, e-Bikes.	<input type="radio"/>				
Shop Mobility Support: Promotion of accessibility information.	<input type="radio"/>				

Note: Without BID Leamington the Christmas lights and everything above, would not be replaced or maintained.

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.

	1	2	3	4	5
10. How important is it to provide SUPPORT to local businesses and new businesses to town?	<input type="radio"/>				
11. To what extent are you aware of BID Leamington's support activities and services below?	<input type="radio"/>				
12. Please rate the following in terms of value to your business.	1	2	3	4	5
Business Cost Saving Support: Offering information and options e.g energy, telecoms etc	<input type="radio"/>				
Support Services: Signposting and advice on grants, planning, HR, legal, licencing, finance etc	<input type="radio"/>				
Digital and Marketing Support: Offering training and digital profile/ google my business review.	<input type="radio"/>				
Business Training & Networking: Organising training and a business toolbox of advice.	<input type="radio"/>				
Supporting Recruitment: Listing jobs on the website, social media and showcasing roles.	<input type="radio"/>				
Arranged 'Health and Wellbeing' Support: For business staff through Covid and beyond.	<input type="radio"/>				
PR & Lobbying (COVID / Cost of Business): Continual lobbying for support, funding and making creative campaigns and video's e.g. #MakeSomeNoise (for hospitality) and 'We Will be Back'.	<input type="radio"/>				
Regular Email Updates: Providing business-critical information and advice.	<input type="radio"/>				
Hosting regular meetings, networking and information events.	<input type="radio"/>				

INFLUENCING & INSPIRING - Working with partners to represent business interest and influence the agenda.

BID Leamington works in conjunction with other groups, organisations and local authorities to represent businesses on issues such as parking charges, safety, business rates and more.

13. Please rate the following in terms of value to the town and your business.

	1	2	3	4	5
Monitoring Town Centre Health: Analysing our footfall data, car park tickets, vacant units etc.	<input type="radio"/>				
Regular Meetings with our MP Matt Weston and Council leaders: to coordinate local activities.	<input type="radio"/>				
Campaigning & Lobbying: On parking provision, grants, out of town retail, business rates etc.	<input type="radio"/>				
Representing Business: on the Transformation Advisory Group, talks at Investment Conferences (UK REiIF). Engaging with major developments (carparks, Parade changes, highways etc).	<input type="radio"/>				
Fostering Partnerships & Collaboration: Supporting funding applications, investment meetings with developers, and connecting local business opportunities e.g. ATMAP events app.	<input type="radio"/>				
Securing funding and researching future projects e.g. £15K ACE funding for 'Lights of Leamington' and Parade Pedestrianisation surveys.	<input type="radio"/>				

14. Did you realise that without the BID, none of the initiatives above would happen?

YES NO

SECTION 3: Looking to the future, what new projects should the BID consider delivering

Over the years, BID Leamington has been **successful in anticipating the changes and challenges** facing the town centre. We embraced the digital high street, the rise of the 'experience' based economy and **supported hundreds of businesses** and the wider community to navigate Covid.

Our town centre is **facing monumental change** – we have many **new businesses**, an emerging **office sector** to positively embrace, planned **changes to mobility** in the heart of the town alongside numerous private and public-sector developments. We must also support the **climate change agenda**, helping businesses to meet **customer expectations** and local **'net zero' targets**. To do this, we are looking to develop a **robust strategy to prepare for the next 5 years** and ensure our town and your business can **navigate immediate challenges and thrive in future**.

FUTURE CHALLENGES & SUPPORT

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

15. What do you consider to be the top 2 challenges facing your business in the next 3-5 years?

i.

ii.

FUTURE BID PROJECTS & SERVICES

In addition to what businesses collectively value from, what we already deliver above, please help us identify and prioritise possible future projects.

16. Would you like us to consider...

Marketing and Promotions

	YES	NO
More projects that give Royal Leamington Spa national exposure.	<input type="radio"/>	<input type="radio"/>
A loyalty scheme to benefit people who work in the town centre e.g. local offers etc.	<input type="radio"/>	<input type="radio"/>
A large scale 'animal / arts' trail e.g. Elephants on Parade by 'Wild in Art' or the like.	<input type="radio"/>	<input type="radio"/>

Events

	YES	NO
More BID run events in future?	<input type="radio"/>	<input type="radio"/>
More help capitalising on events (not run by BID) in future?	<input type="radio"/>	<input type="radio"/>
The return of the Lights of Leamington. Please see www.lightsofleamington.co.uk	<input type="radio"/>	<input type="radio"/>

Enhancing the Town Centre & Green Leamington

	YES	NO
A climate change hub on the RLS website showcasing local 'green business' initiatives to customers.	<input type="radio"/>	<input type="radio"/>
Other kinds of 'greening' and 'planting' ideas, instead of the hanging baskets e.g. green walls, bus shelters, ground level trees or planters etc.	<input type="radio"/>	<input type="radio"/>
Electric cargo bikes used more in town or available to businesses to use? e.g. for passengers, deliveries or waste.	<input type="radio"/>	<input type="radio"/>

FUTURE BID PROJECTS & SERVICES Cont.

16. Would you like us to consider... Cont.

Supporting Business & Cost Savings

	YES	NO
Parking provision for staff who work in the town centre.	<input type="radio"/>	<input type="radio"/>
A jobs fair, #TeamLeamington recruitment showcase to support recruitment.	<input type="radio"/>	<input type="radio"/>
Additional information, support, advice and ideas on 'net zero'?	<input type="radio"/>	<input type="radio"/>
Joint procurement and potential savings of WASTE and RECYCLING? If yes, please note your current supplier(s):	<input type="radio"/>	<input type="radio"/>
Waste Supplier:		
Recycling Supplier:		

Influencing & Inspiring - The Voice of Business

	YES	NO
Continuing to represent businesses in the face of significant change in the town centre.	<input type="radio"/>	<input type="radio"/>

17. Are there any other projects which serve you or your business sector that you would like BID Leamington to consider? e.g. Taxi marshals, more night promotions, morning clean-up crews etc

18. Do you have any other suggestions or final comments?

SECTION 4: Final Comments

	YES	NO	DON'T KNOW
19. How would you be inclined to vote for BID Leamington to continue?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If your answer was 'No' or 'Don't Know' what would change your mind?			
20. Would you like to request a meeting with the BID team? e.g. to find out how to get more involved.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION 5: General Business Details

21. As we look to understand emerging business needs, we would be grateful for a few last details.

Number of years trading in Leamington Spa:	<input type="radio"/> 0-5yrs	<input type="radio"/> 6-10yrs	<input type="radio"/> 11-20yrs	<input type="radio"/> 21-30yrs	<input type="radio"/> 31+yrs
Does your business have charitable status?	<input type="radio"/> Yes		<input type="radio"/> No		
What type of business do you operate? (Please state if other e.g. franchise)	<input type="radio"/> Independent		<input type="radio"/> Small ind. group (1-5 units)		
	<input type="radio"/> National/Multiple		<input type="radio"/> Other:		
Please state the 'sector' you consider you operate in: e.g. hospitality, leisure, retail, real-estate etc.					
Number of employees in your Leamington Spa premises.	Full time:			Part time:	
In the next year, do you envisage staff numbers changing?	<input type="radio"/> No change	<input type="radio"/> Increase	<input type="radio"/> Decrease		

22. What key changes do you anticipate to your business over the next 2 to 3 years? If relevant please state e.g. No change, new products / services, moving premises, expanding, closing etc.

SECTION 6: General Thoughts on the Town Centre

Please complete Part A and Part B below – select the rating (1-5). Whilst many of these things are not under BID Leamington’s direct control, this section will help us to plan for the future and identify areas in which to invest our support and influence.

Part A relates to your personal perceptions of different aspects of our town. Part B asks how important you feel it is for your business that these issues are addressed.

	Part A Town Centre Rating 1= Poor, 5= Very good					Part B Business Importance 1= Not Imp., 5= Very Imp.				
	1	2	3	4	5	1	2	3	4	5
Access, Mobility & Signage										
Road signage in, out and around Leamington Spa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian signage and information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of business/customer parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus services in and out of Leamington Spa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery access, loading and unloading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

	1					2					3					4					5				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Attractiveness																									
Street cleansing and litter control	<input type="radio"/>																								
Condition of street furniture	<input type="radio"/>																								
Attractiveness of green spaces and floral displays	<input type="radio"/>																								
Festive lighting display	<input type="radio"/>																								
Appearance and state of the buildings	<input type="radio"/>																								

Comments:

	1					2					3					4					5				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Reasons to Visit																									
Things to do during the day	<input type="radio"/>																								
Leisure and culture facilities and offering	<input type="radio"/>																								
Things to do in the evening and night time	<input type="radio"/>																								
Range of shops	<input type="radio"/>																								
Range of café, pubs and restaurants	<input type="radio"/>																								
Events and animation	<input type="radio"/>																								
Promotion and awareness of reasons to visit	<input type="radio"/>																								

Comments:

SECTION 6: General Thoughts on the Town Centre Cont.

Part A relates to your **personal** perceptions of different aspects of our town. Part B asks how important you feel it is for **your business** that these issues are addressed.

	Part A Town Centre Rating 1= Poor, 5= Very good					Part B Business Importance 1= Not Imp., 5= Very Imp.				
	1	2	3	4	5	1	2	3	4	5
Crime and Safety										
Personal safety during the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety evenings/night	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Begging, rough sleeping, drug, and street drinking issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crime and safety issues in car parks, back yards and alleys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Crime / Shop theft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police support for your business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

Business and Community

	1	2	3	4	5	1	2	3	4	5
A place to set up an office-based business	<input type="radio"/>									
Interest shown by the Council	<input type="radio"/>									
Interest shown by landlords	<input type="radio"/>									
The way businesses work together	<input type="radio"/>									
Support from BID Leamington (through Covid and beyond)	<input type="radio"/>									
Feeling part of Leamington Spa and its activity	<input type="radio"/>									
Hotel facilities for visitors and business use	<input type="radio"/>									

Comments:

Please note any other general comments on what you feel would help Leamington to thrive in future?

Thank you for your time and comments.

If you have any questions or would like further information please contact Stephanie Kerr or Alison Shaw on:

Phone: 01926 470 634 Email: info@bidleamington.com

Alternatively, please visit the BID Leamington website at www.bidleamington.com. **Once completed, please click the Submit button at the top of this form or print and return to: 35c Park Court, Park Street, Leamington Spa CV32 4QN (or contact us to arrange collection).**

Use of this information

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 Leamington Spa and therefore contributes 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.