



Acocks Green Village BID

Acocks Green Village BID Business Consultation 2015

Presentation of results

Research by Acocks Green Village BID Team

Background

- This document presents the findings from the consultation undertaken with businesses in Acocks Green during September 2015, with the primary focus being on projects & services that the BID has carried out during its first term, their value to date, and what businesses feel they would like to see going forward to the BID2 business plan.
- The business consultation questionnaire was developed by the Acocks Green Village BID Manager - Sandy Gianni.
- Questionnaires were hand-delivered to businesses, and then followed up with personal visits to encourage response. Some evening economy businesses and the vacant hereditaments currently being managed by agents were sent by post, and a small number were emailed.
- Of the 174 questionnaires (total number of hereditaments on the voter database) 84 were returned, therefore 48% of questionnaires sent out were returned; of these, 62% were received back from independents and 48% from multinationals.

Executive Summary (1)

- From the questionnaire findings, the majority of businesses felt that the BID has done great work in it's first term, and of the 84 questionnaires that were returned 59 stated that they would vote yes at a renewal ballot (70.2%), 9 would vote no (10.7%), and 16 said they didn't know (19.1%)
- We should bear in mind however, that some of the managers of the multinationals who stated a voting preference will not necessarily be the person that has the vote at ballot, as a large number of these have a regional or central voting policy at head office.
- It is clear from the results that the current services and products provided by the BID are the ones they feel are most important to the Village, however a number of the responses felt that the BID should be able to influence more on issues relating to car parking, access to the town, loading bays and road works. Often areas where although the BID can lobby, it has no strategic powers to significantly change. This is enough in some cases to state they would vote no at renewal.
- As demonstrated in the pie charts on the following pages, it was felt that equal value is placed on having a clean and graffiti-free Village, safety and security, free business training, events, and marketing of those events is key and also value is placed on the management of the BID.

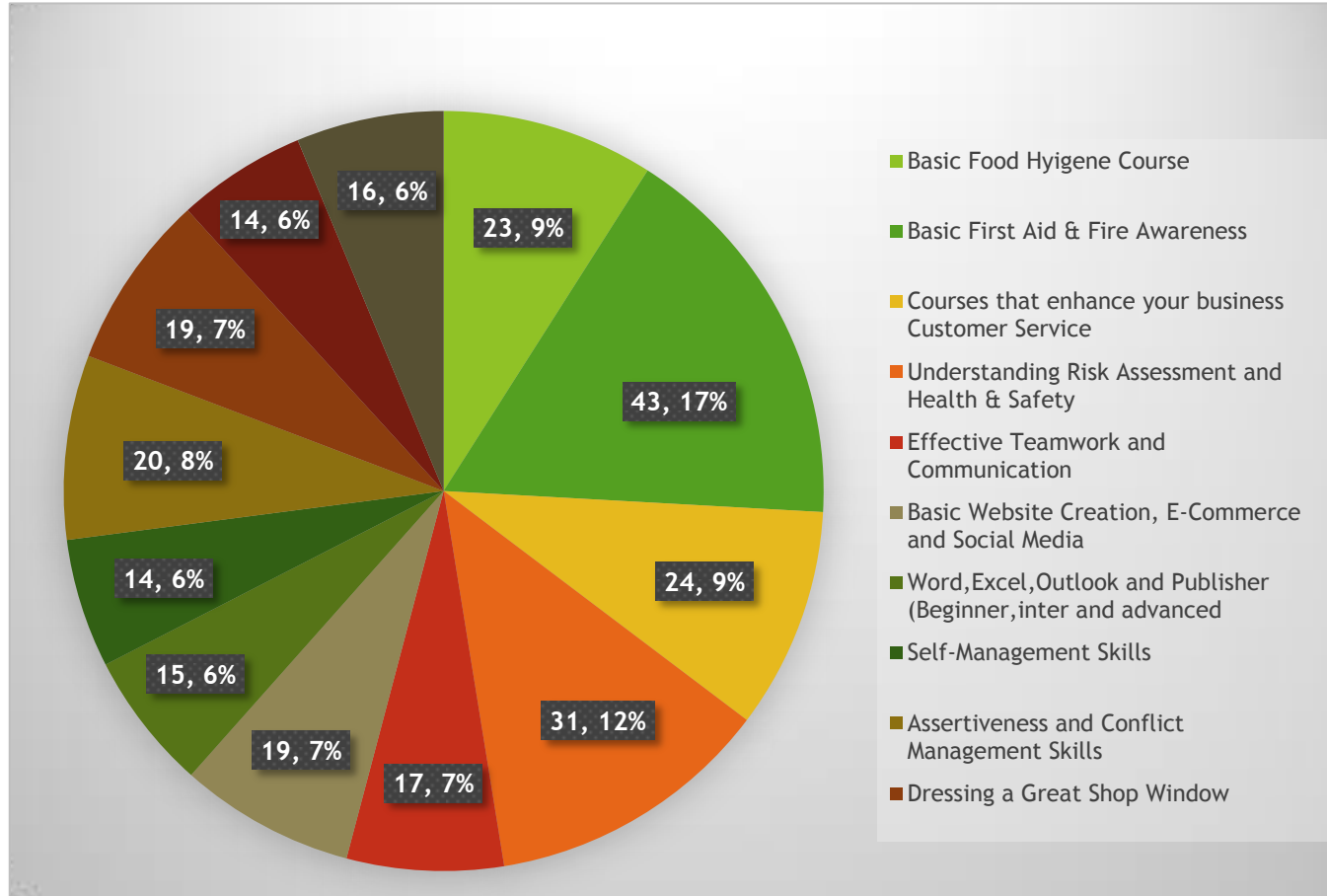
Executive Summary (2)

- We asked businesses which of the areas that we currently deliver, they would like to see continue in BID2;
- **Free business training** - although this is only used by around 10% of our businesses (with some feeling that this is the only benefit they receive), of the 12 courses offered, by far the most popular is the basic first aid and fire awareness, followed by food hygiene, health & safety and risk assessment and courses that enhance customer service.
- **Marketing & Events** - The responses in terms of value were fairly even to all of the questions we asked, with quarterly street events with free entertainment, and marketing of those events via leaflets, posters and advertising coming out as the two most important areas. There was also a positive response to the three new initiatives we proposed for BID2.
- **Aesthetics** - Another great result in terms of the BID's current activity, with an almost equal spread of value in terms of responses. Also, another positive response to new proposed areas for BID2.

Executive Summary (3)

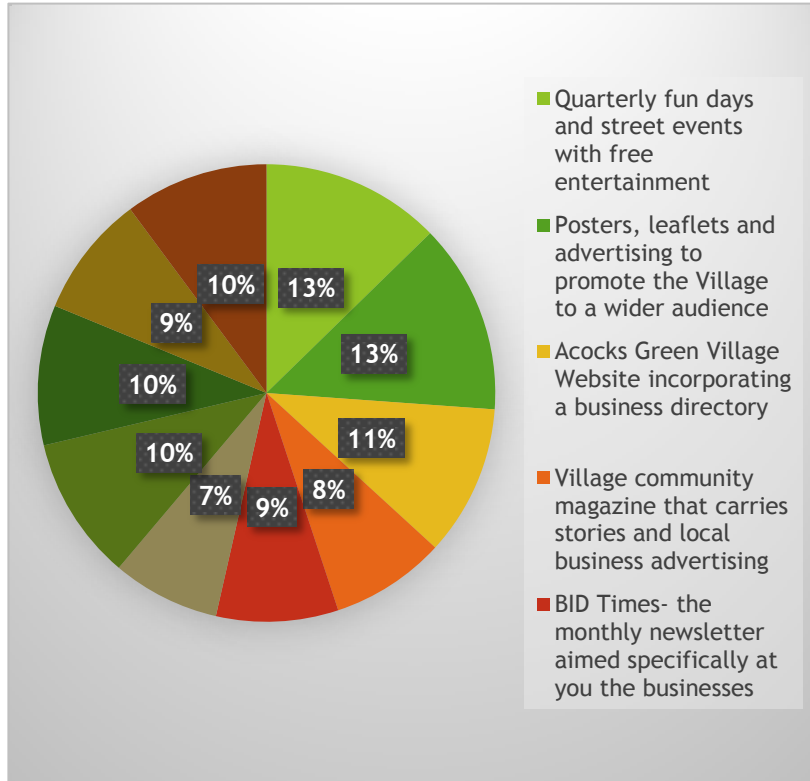
- **Crime & Safety** - Responses from businesses were very positive regarding this services, with value being placed on all areas of the project, but with 2 areas coming out as the most important, the first being the BID's Town Warden followed closely by the provision of 35 Storenet radios. People responded positively to the areas proposed for BID2 such as extended hours for the current part-time Town Warden, and the possibility of increasing the number of Storenet radios, however both of these would be subject to accessing additional funding streams outside of the BID budgets.
- **BID Management** - It is felt overall that good BID management was an important part of what has been achieved in the current term, with 2 areas coming out as most significant; acting as the voice of the businesses (intermediator) between them and the Council/Police, and lobbying & representation on their behalf on issues such as refuse collection, road works and car parking etc

Free Business Training

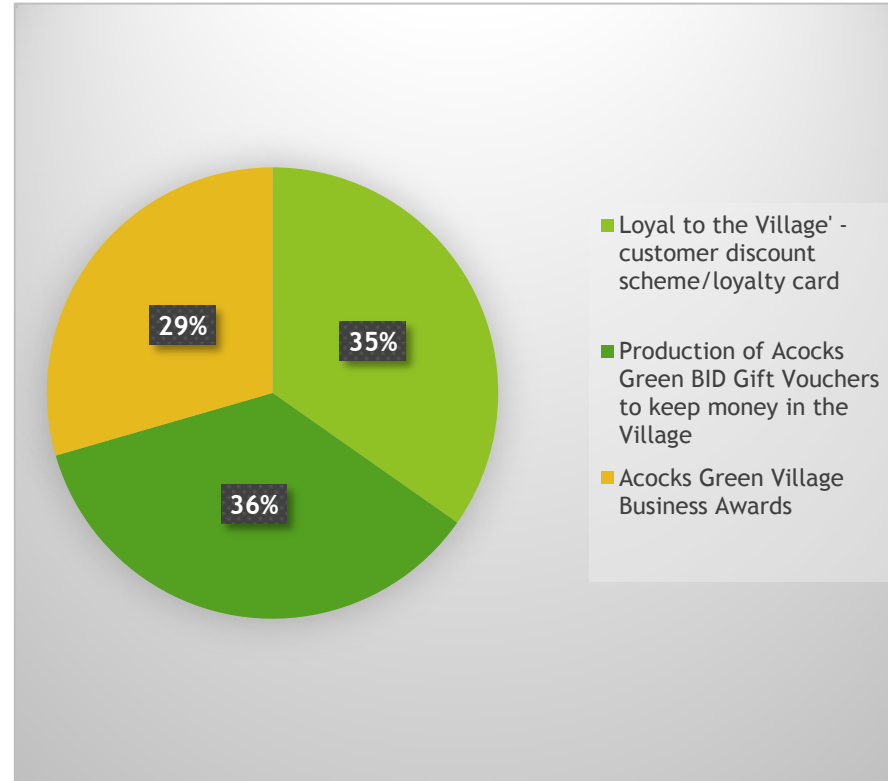


Percentages of those courses attended to date, with respondees suggesting that these are the courses local businesses would like to see continue for BID2.

Marketing and Events

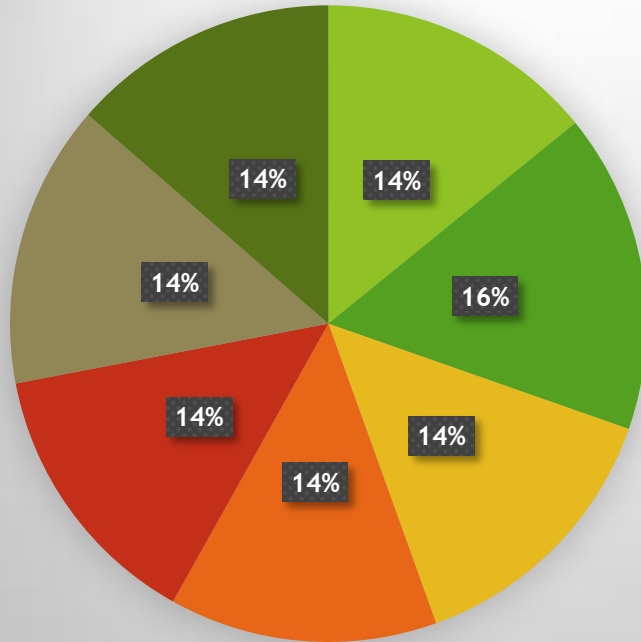


New Suggested Areas BID2



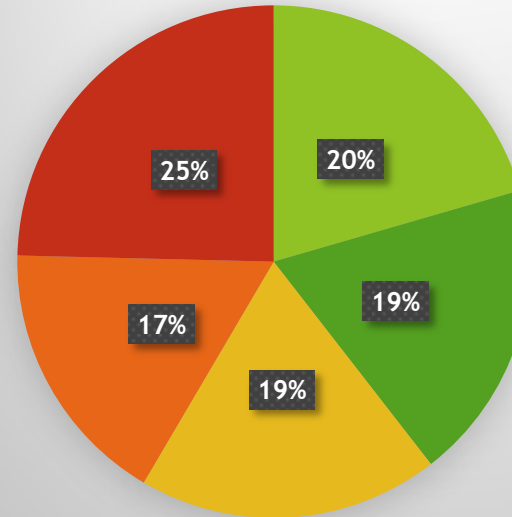
Very even spread of value of the BID's current activity, with marketing and promotion and fun days/events coming out as most successful. The street based events have a major impact on the day regarding footfall.

Aesthetics



- The BID's part time Village Cleansing Operative
- The ongoing removal of the graffiti from the Village as it appears
- Ongoing cleaning of all off-highway areas and cleaning up the area behind the shops
- Addressing cigarette butt problems by installing and maintaining nub-bins
- Maintenance and painting of the street furniture (benches, bollards and planters)
- Providing planters, hanging baskets and meter boxes filled with flowers year round
- Providing an array of lights, motifs and tree adornments to celebrate the festive season

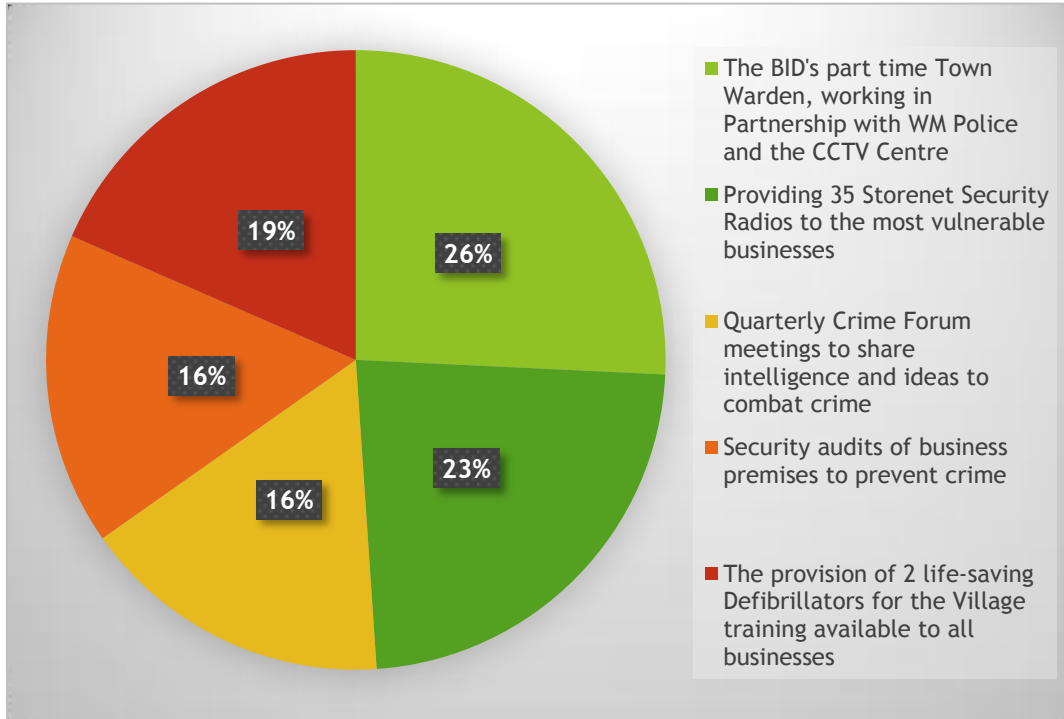
New Suggested Areas BID2



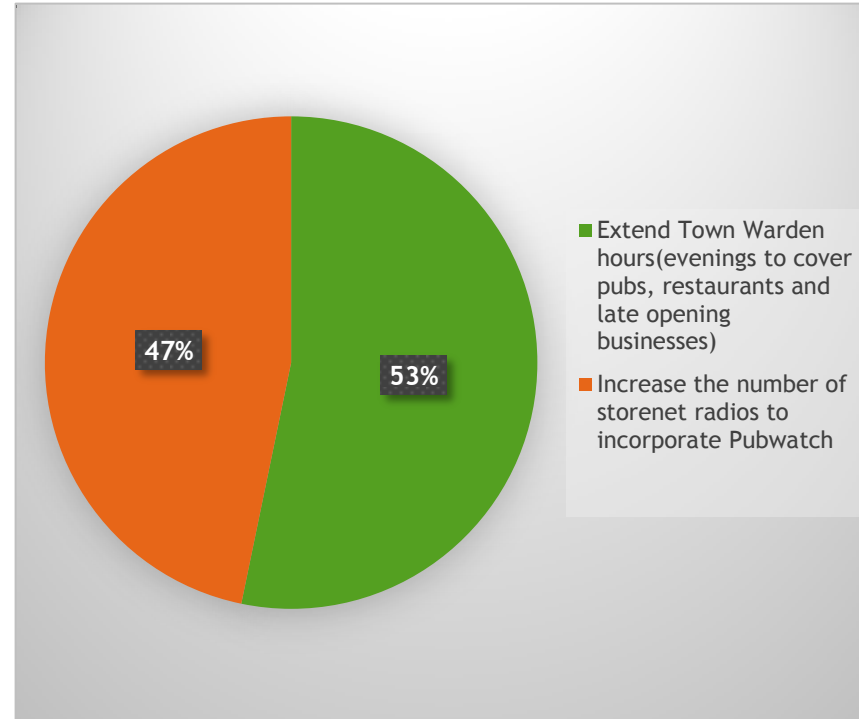
- Hanging baskets outside business frontages
- Empty unit decoration
- Cardboard collection service/trade waste recycling
- Handman- to help you complete small jobs on your premises
- Deep clean of all pavement areas annually

The businesses within the BID area believe the shopping centre is a lot cleaner due to the BID street cleaner, with graffiti removal coming out as most important. Having a clean and attractive Village enhances kerb appeal and ultimately footfall.

Crime & Safety

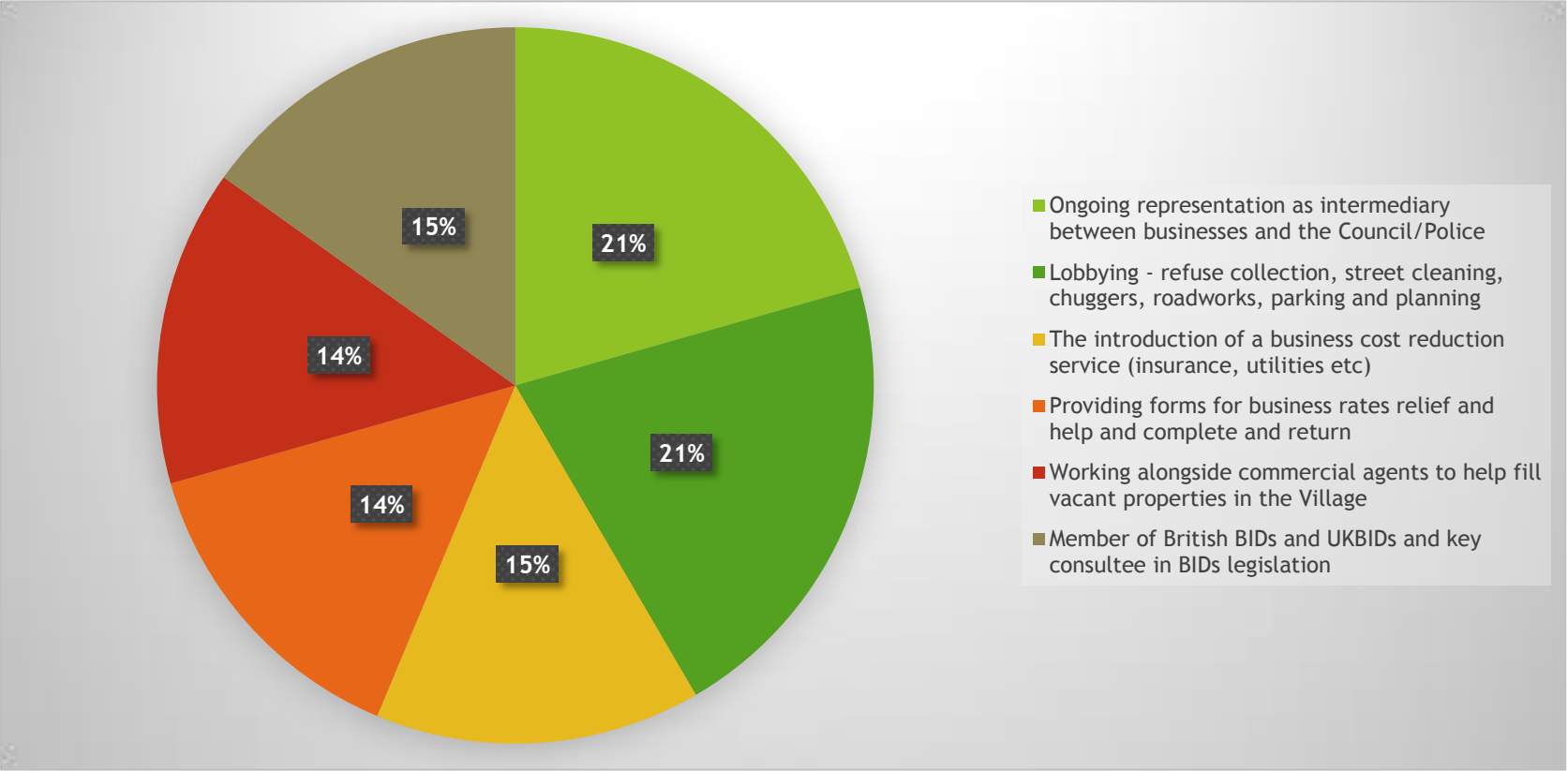


New Suggested Areas BID2



The BID employing its own Town Warden (TW) has had the most significant impact on the crime & safety project, closely followed by the provision and monitoring of 35 Storennet radios. Businesses are also able to contact the TW via the dedicated security mobile phone, giving all 174 businesses access to this service.

BID Management



The businesses feel that the BID management acting as intermediary on their behalf with key strategic bodies is important, alongside its ability to lobby on key issues that they feel strongly about.



Acocks Green Village BID

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