

Acocks Green Business Consultation 2011

Presentation of results

Research by Design

Background

About you and your business

1. How effective do you find a treatment scheme such as a BQ would be as a response to that?

Not at all effective
 Fairly effective
 Very effective

2. Do you plan to make significant investment in your business over the next five years?

Yes - I'm significantly invested
 No - I haven't considered it

3. What of the following factors were important to you during the development of a possible BQ? (tick all that apply)

Planning (before doing the building work) - needed
 Being kept informed for the whole process
 Being part of the decision making after the BQ is built
 Understanding more about BQ
 Learning more about treatment - a good building system

Other (please specify): _____

4. BQs are controlled by businesses. If Acocks Green were to become a BQ which of the following would you like to be involved in?

Marketing
 Managing the BQ
 Investment

Events
 Finance
 Projects

5. How do you estimate the likely benefit from undertaking investment and the opportunities a BQ presents, from supporting you for an Acocks Green BQ?

Very appropriate
 Fairly appropriate
 Not very appropriate

Not at all
 Disproportionate

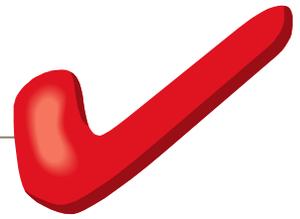
- This document presents the findings from the consultation undertaken with businesses in Acocks Green during March 2011.
- The business consultation questionnaire was developed by Acocks Green's Town Centre Manager.
- In the first instance, questionnaires were distributed by post. To encourage responses, they were also delivered by hand to a number of businesses. Freepost envelopes were provided for their return.
- 47 questionnaires were returned; 62% were received from independents.

Executive Summary



- Businesses believe they have helpful staff, and that they offer good value and good choice to their customers; almost half suggest they could be better involved in the community.
- Achieving a cleaner and brighter centre and encouraging businesses to take pride in the centre are felt to be the most important additional measures for tackling anti-social behaviour and reducing shop theft.
- Local press features are argued to be the most important Village marketing activity.
- Almost six in ten independent businesses invest over £1000 each year in marketing and other initiatives to attract and retain customers; most effective investments are considered to be the web, advertising and training.
- On the whole businesses feel that they get their fair share of customers; most believe they are at the limit of their spending and therefore need new customers to grow their business.
- Businesses are mixed in their views about the importance of promoting day time and night time eating and drinking opportunities in the Village.

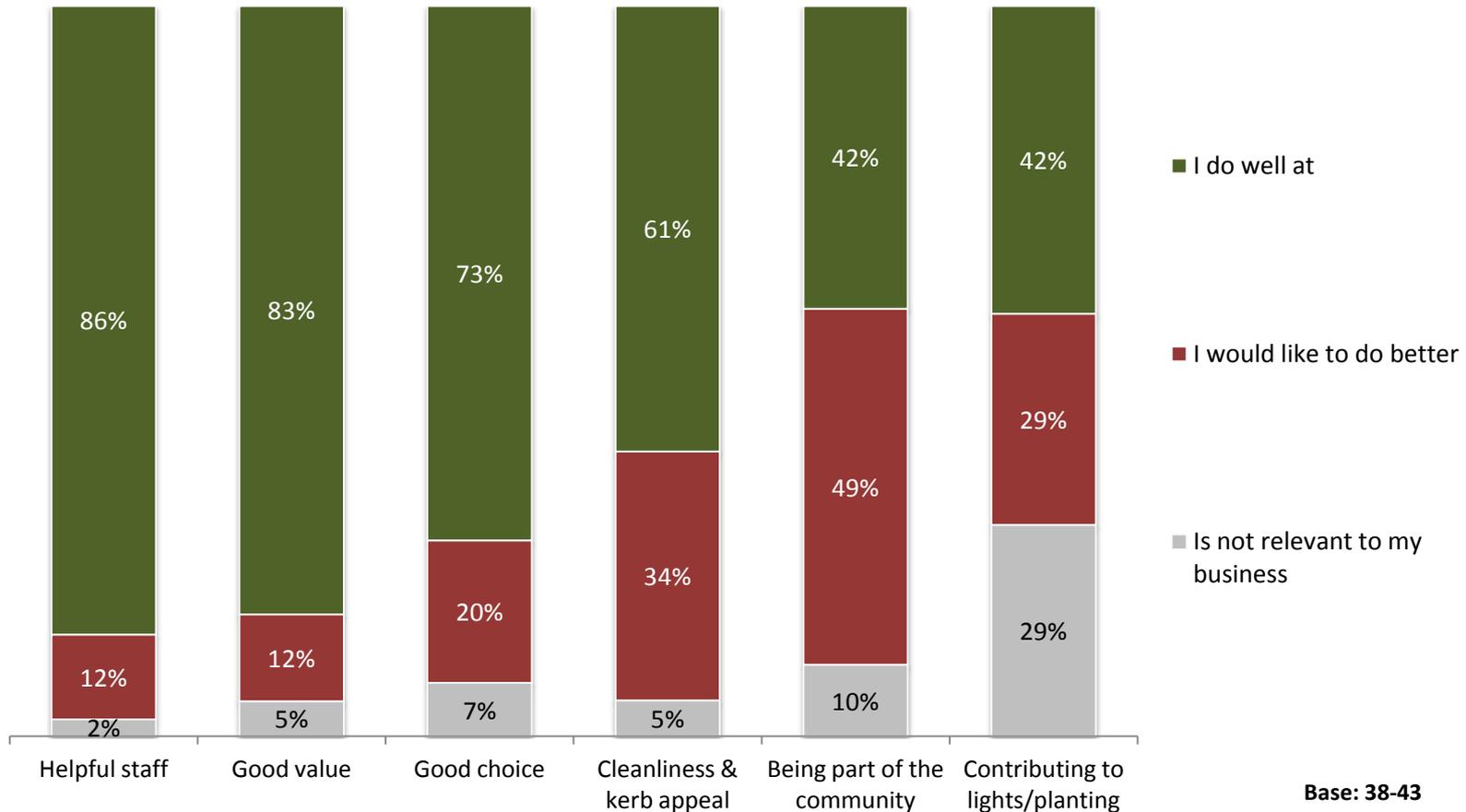
Executive Summary



- To help enhance their performance, businesses would like to receive training in marketing, develop trade with other local businesses and become involved in business groups that tackle common issues such as shop theft.
- Two-fifths plan to make significant investment in their business over the next five years.
- Over 90% of businesses feel that a scheme such as a BID would be effective in Acocks Green.
- Better promotion of the centre and cleanliness and kerb appeal are highlighted as customer priorities most in need of BID investment.
- The majority of businesses wish to be kept informed of any BID development but do not want active involvement. Newsletters and emails are the most preferred method of communication.
- Should a BID in Acocks Green prove successful, marketing and crime reduction are the areas that businesses would most like to be involved in.
- 93% of businesses would be supportive of a BID in Acocks Green; the remainder are unsure.

Q4. Which of the following customer priorities do you feel you do well or would like to do better?

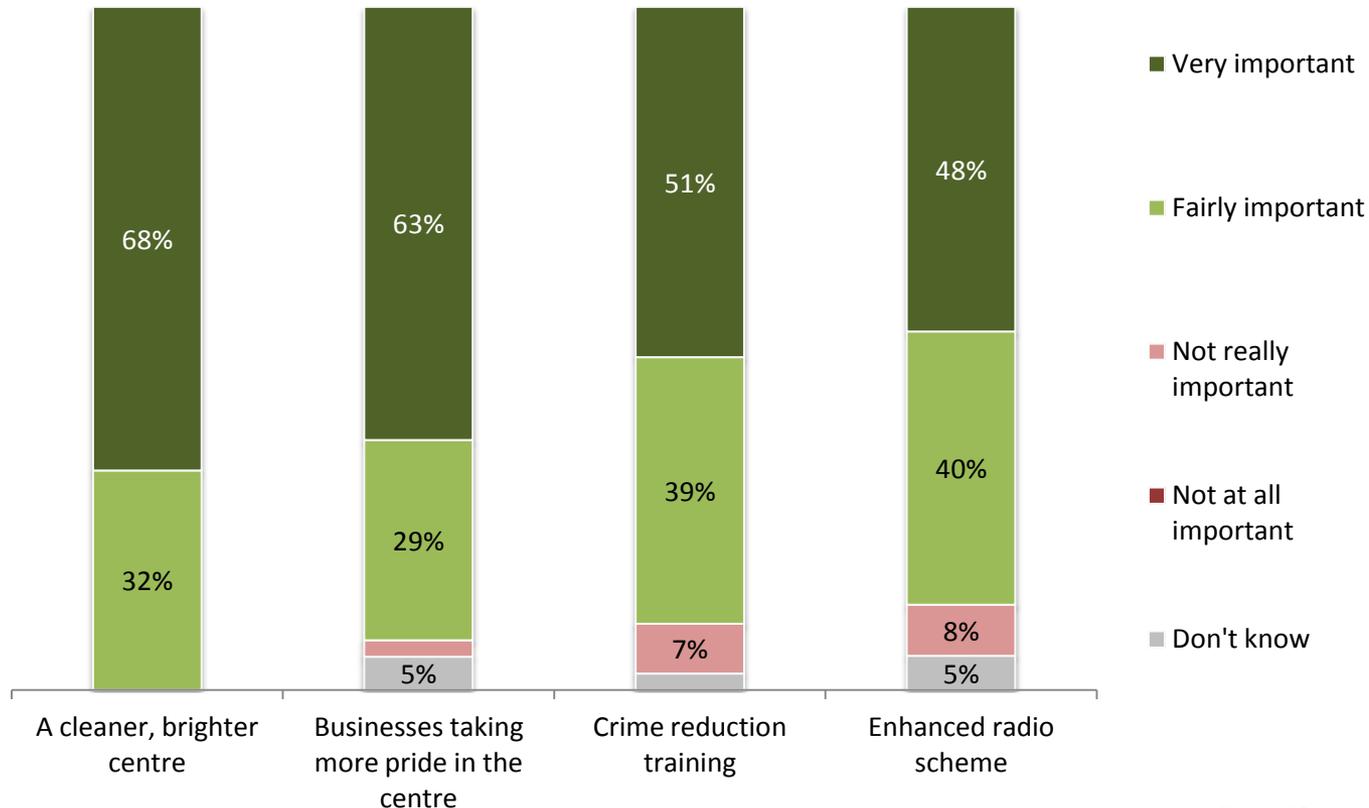
Opinions of business performance



Local businesses believe they have helpful staff, offer good value and good customer choice. However, around half suggest they could be more involved in the community.

Q5. How important do you feel the following additional measures could be to reduce shop theft and anti-social behaviour?

Importance of measures

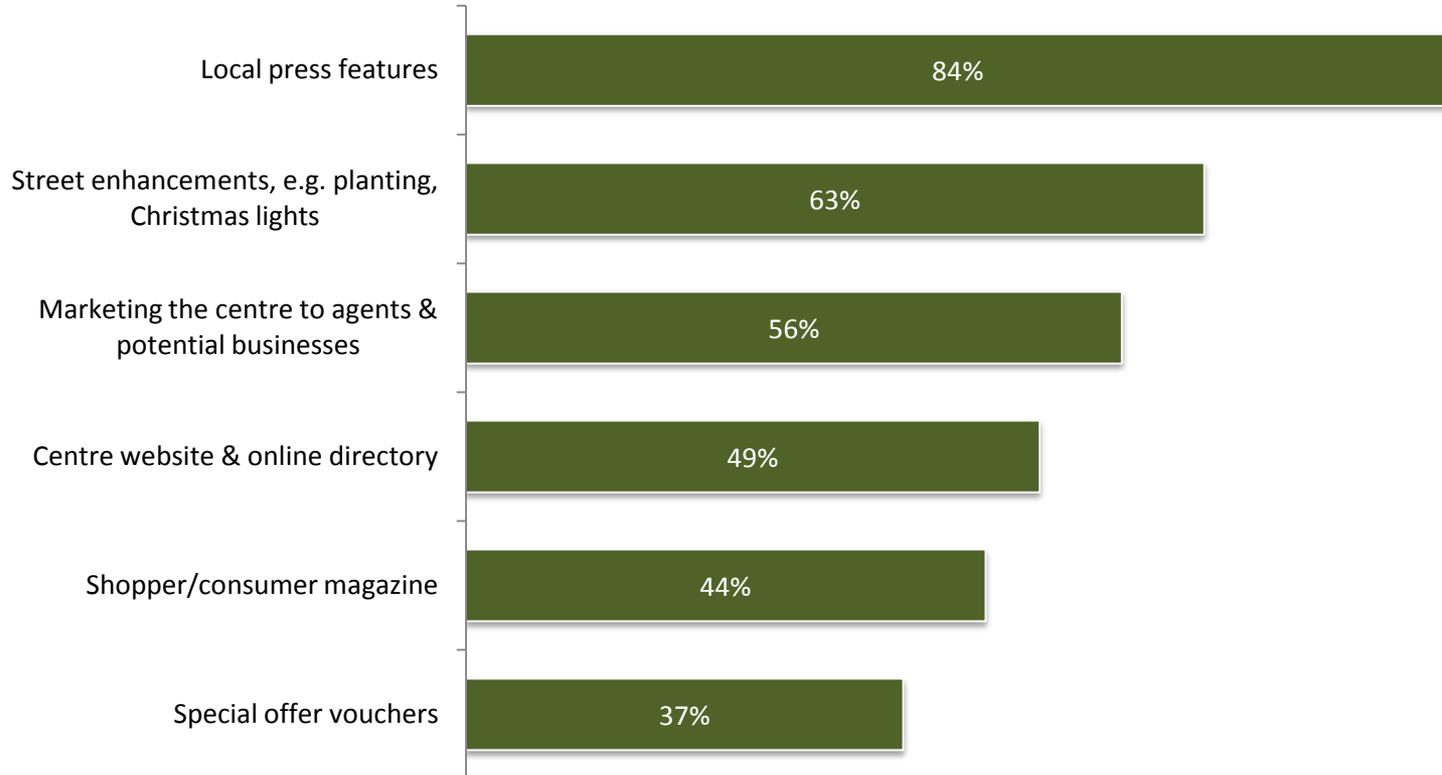


Base: 40-41

Each of the suggested additional measures are considered important in reducing shop theft and anti-social behaviour but cleanliness and businesses taking pride in the centre are most important.

Q6. Please select five marketing activities that you feel are most important for your business.

The importance of marketing activities

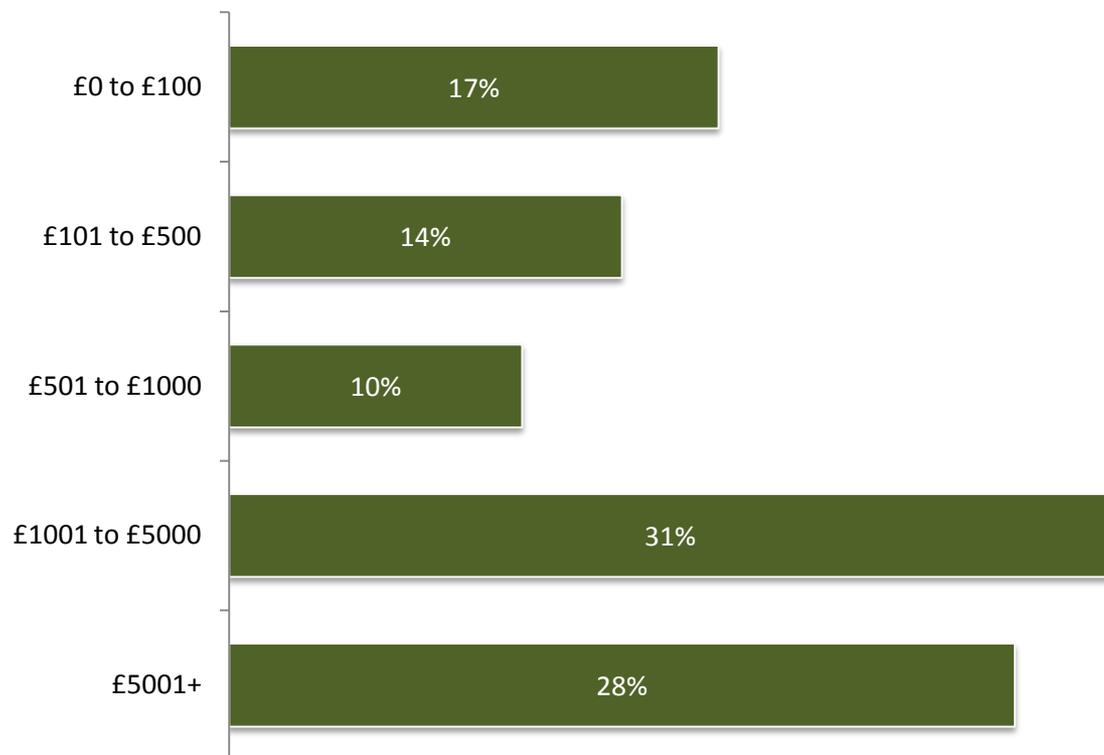


Base: 43

Local press features are considered to be the most important marketing activity for local businesses.

Q7. If you are an independent business, how much, on average do you invest in your business each year (e.g. marketing training, contributions to Village activities)?

Investment – independent businesses

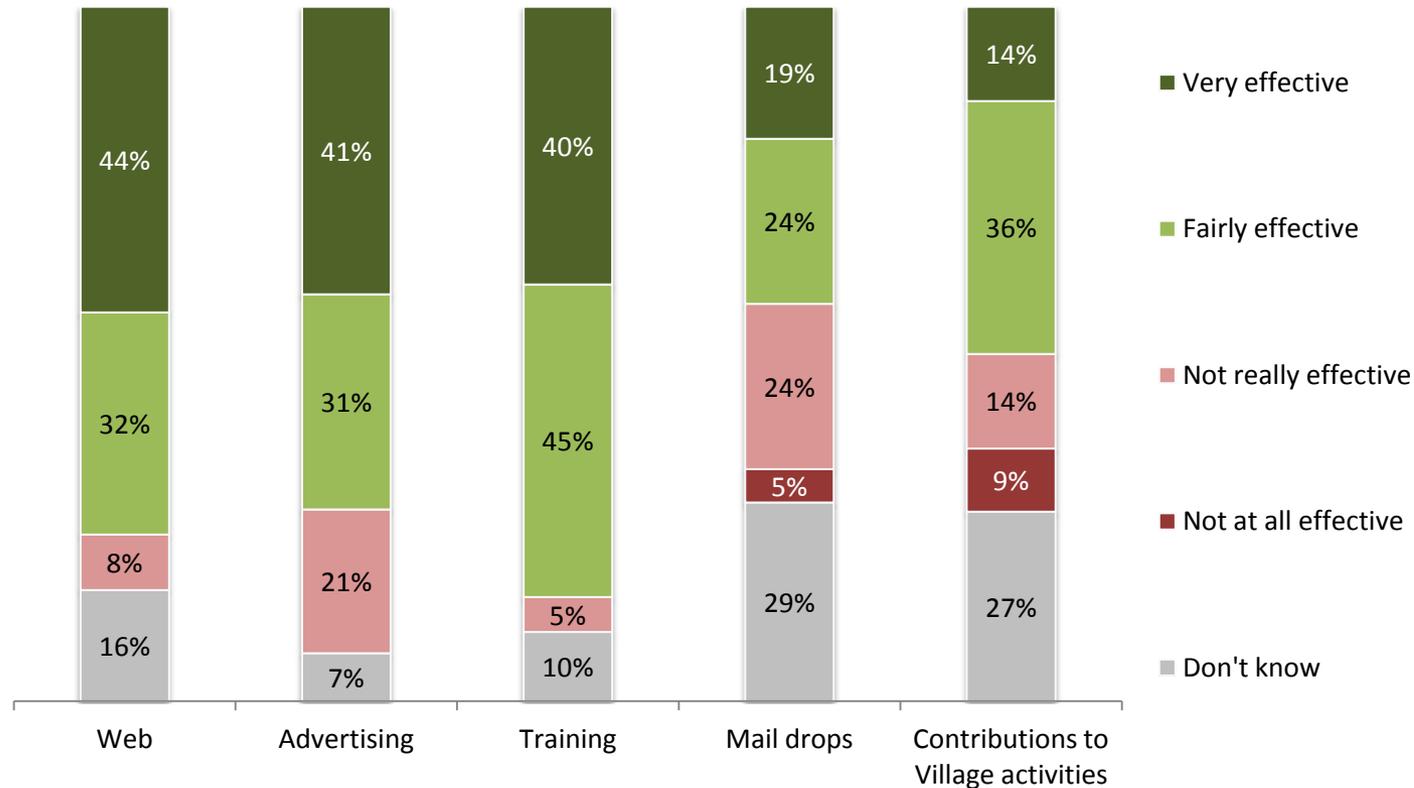


Base: 29

Almost six in ten independents claim to invest over £1000 each year in training, promotion, marketing and other activities that help attract and retain customers.

Q8. How do you invest money in your business and how effective are these initiatives?

The effectiveness of business investment

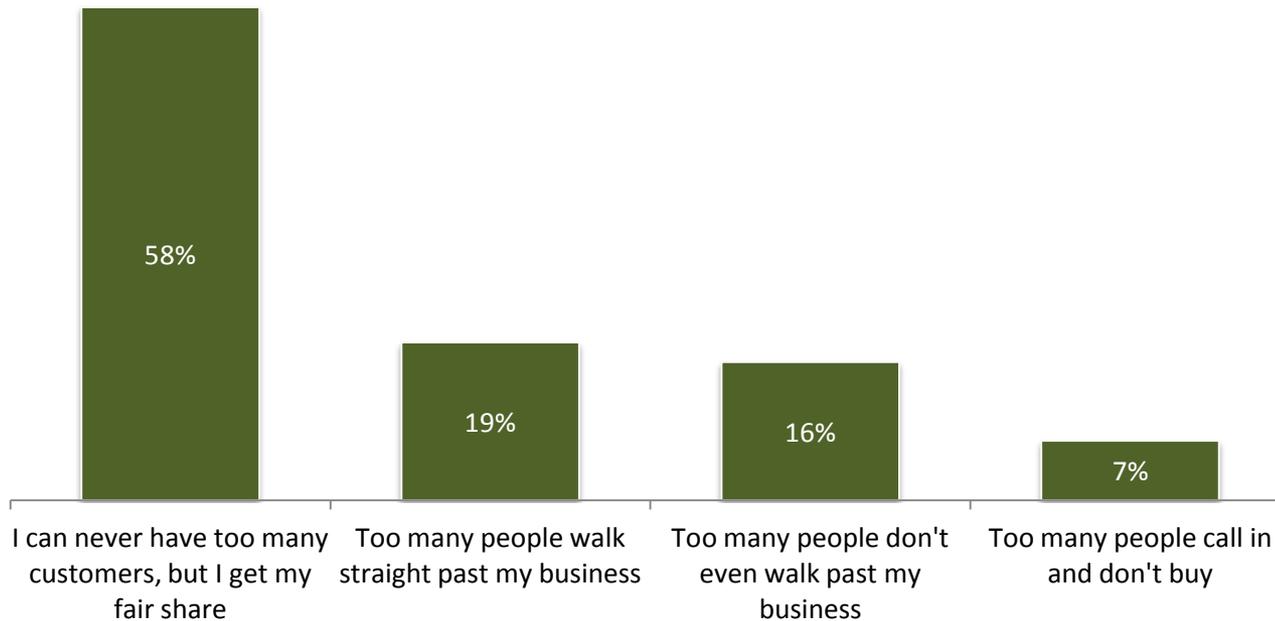


Base: 20-29

Local businesses suggest the web, advertising and training are the most effective initiatives for attracting and retaining customers.

Q9. Thinking about your business and customers, which statement best describes your circumstances?

Visits by customers

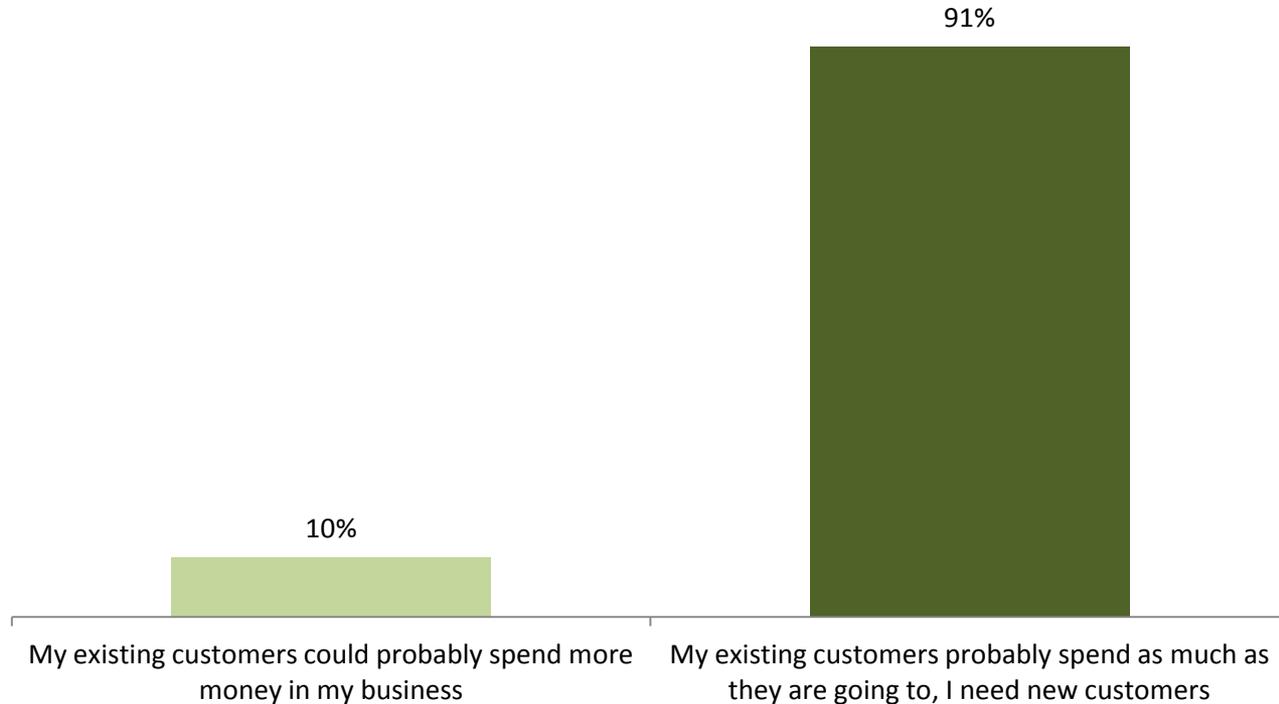


Base: 43

Although almost six in ten businesses feel they get their fair share of customers, most others suggest too few either do not enter or even reach their premises.

Q10. Again thinking about your business and customers, which statement best describes your circumstances?

Customer spend

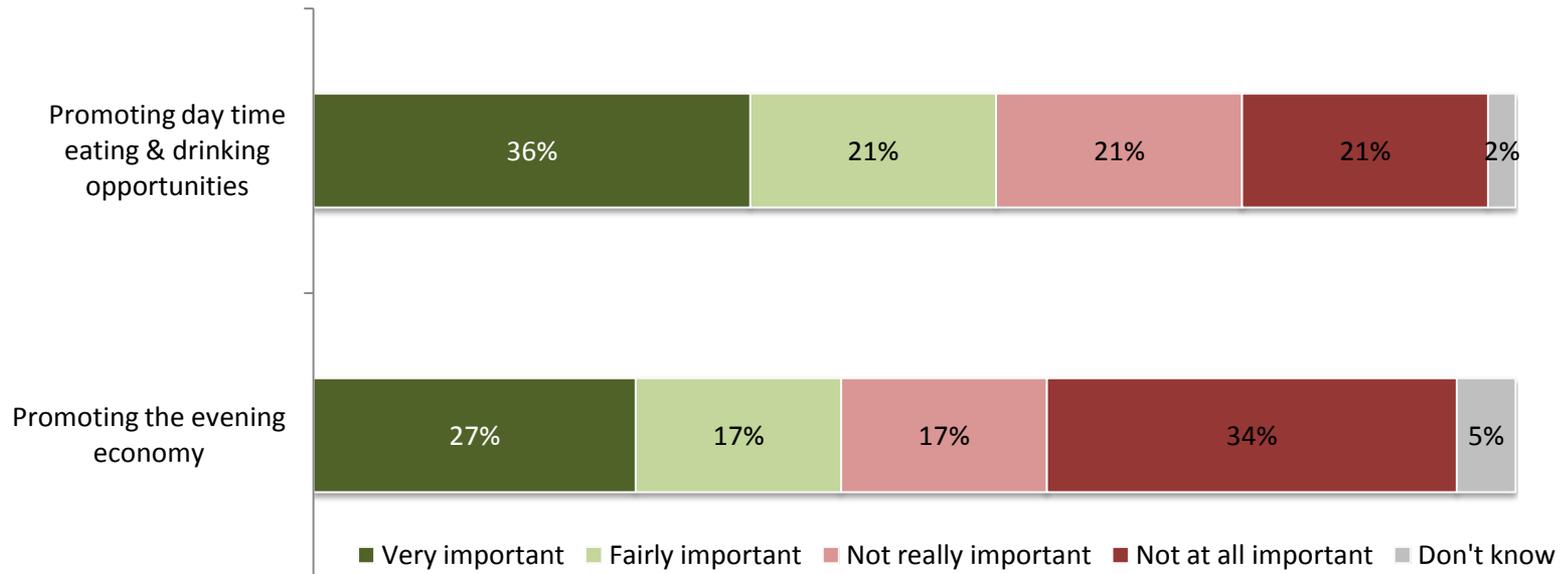


Base: 42

The vast majority of businesses believe their existing customers are at the limit of their spending and that they need to attract new customers.

Q11. How important is the following to your business and customers?

Promoting the area

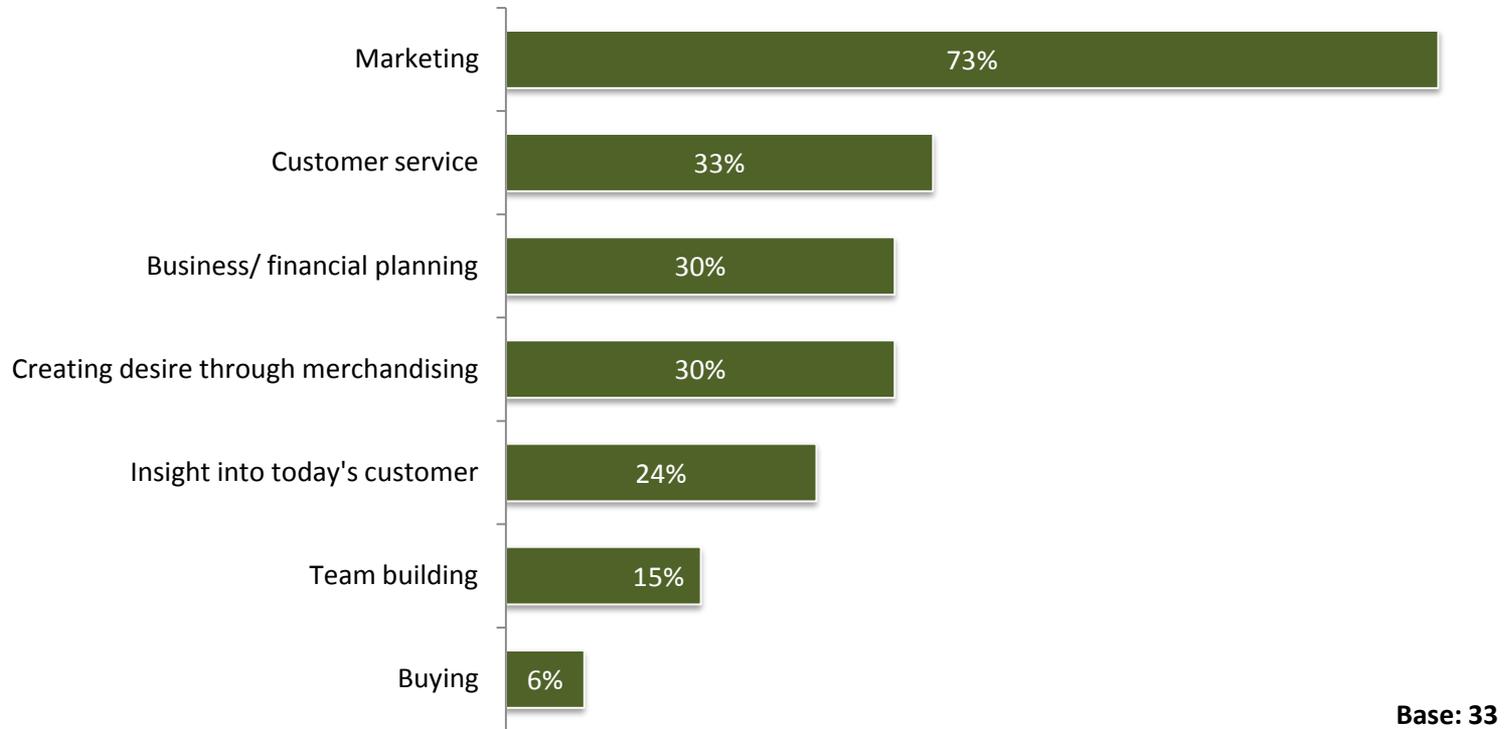


Base: 41-44

Businesses are mixed in their views on the importance of promoting eating and drinking opportunities in Acocks Green; day time offers are marginally more important to them.

Q12. Which of the following training areas would you like to participate in?

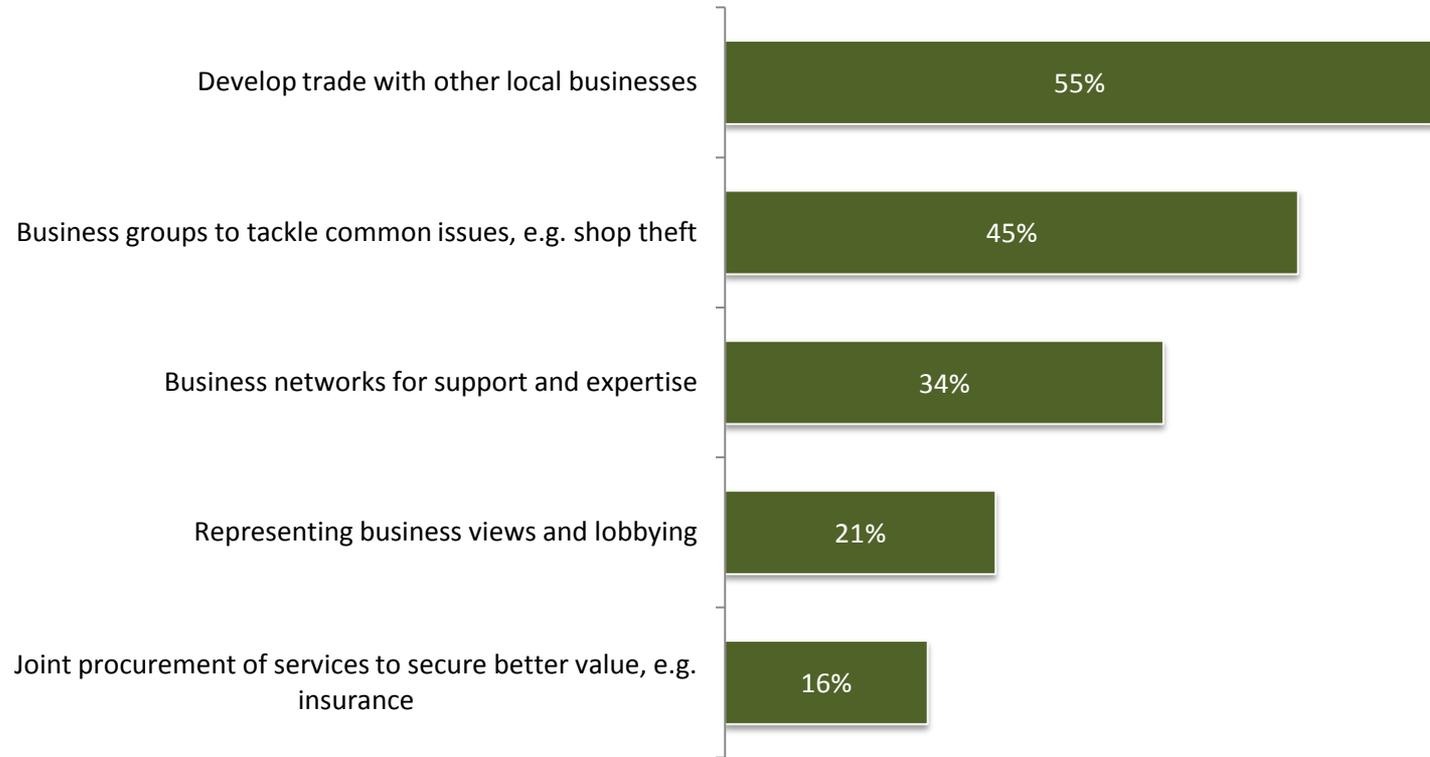
Training activities most attractive



Marketing is highlighted as a key area of training for local businesses in Acocks Green.

Q13. Which of the following areas would you like to be involved in to grow your business?

Business growth

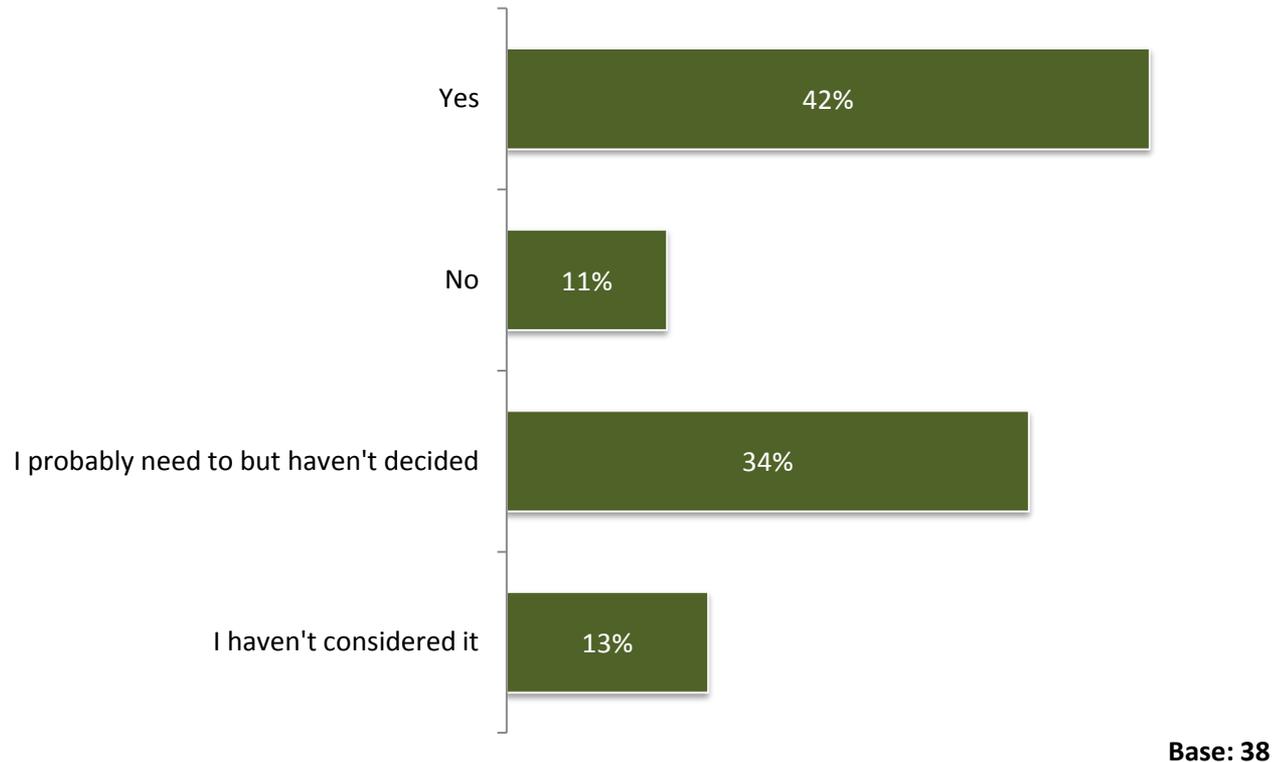


Base: 38

To help grow their business, there is a desire to develop trade with other local businesses and become involved in business groups to tackle common issues.

Q15. Do you plan to make significant investment into your business over the next five years?

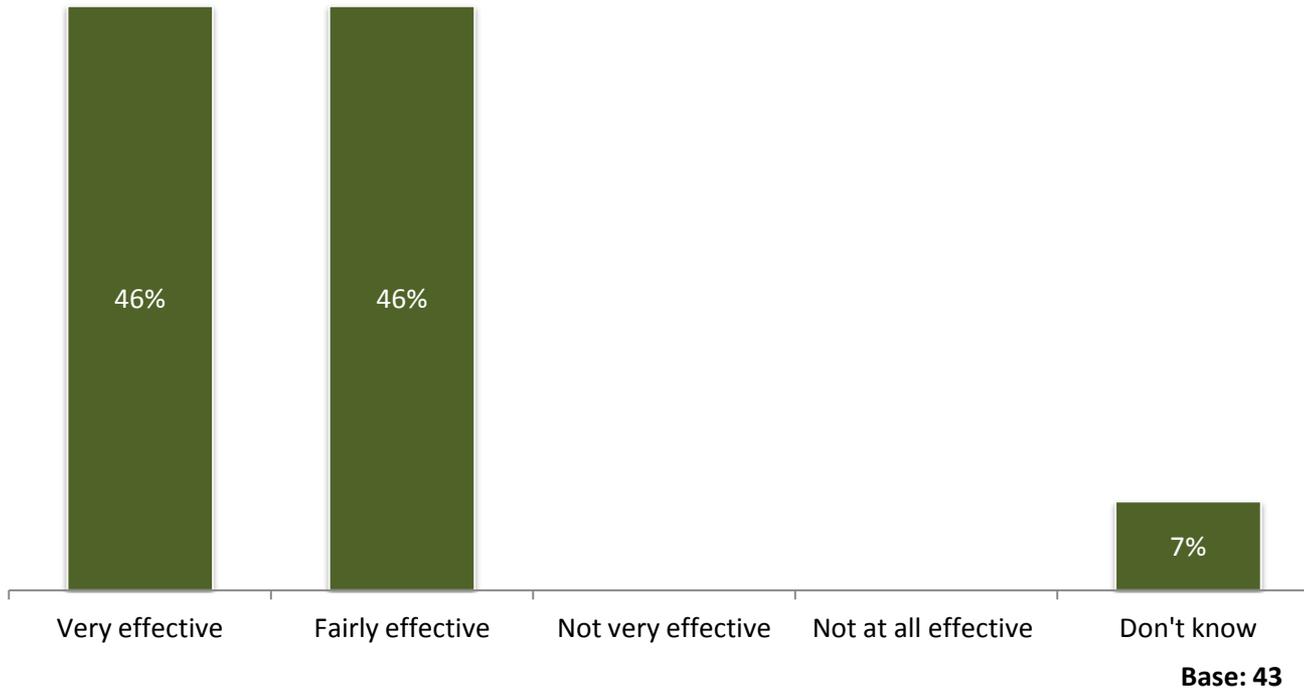
Five year investment plan



Over two-fifths plan to make significant investment in their business over the next five years.

Q14. How effective do you feel an investment scheme such as a BID would be as a response to this?

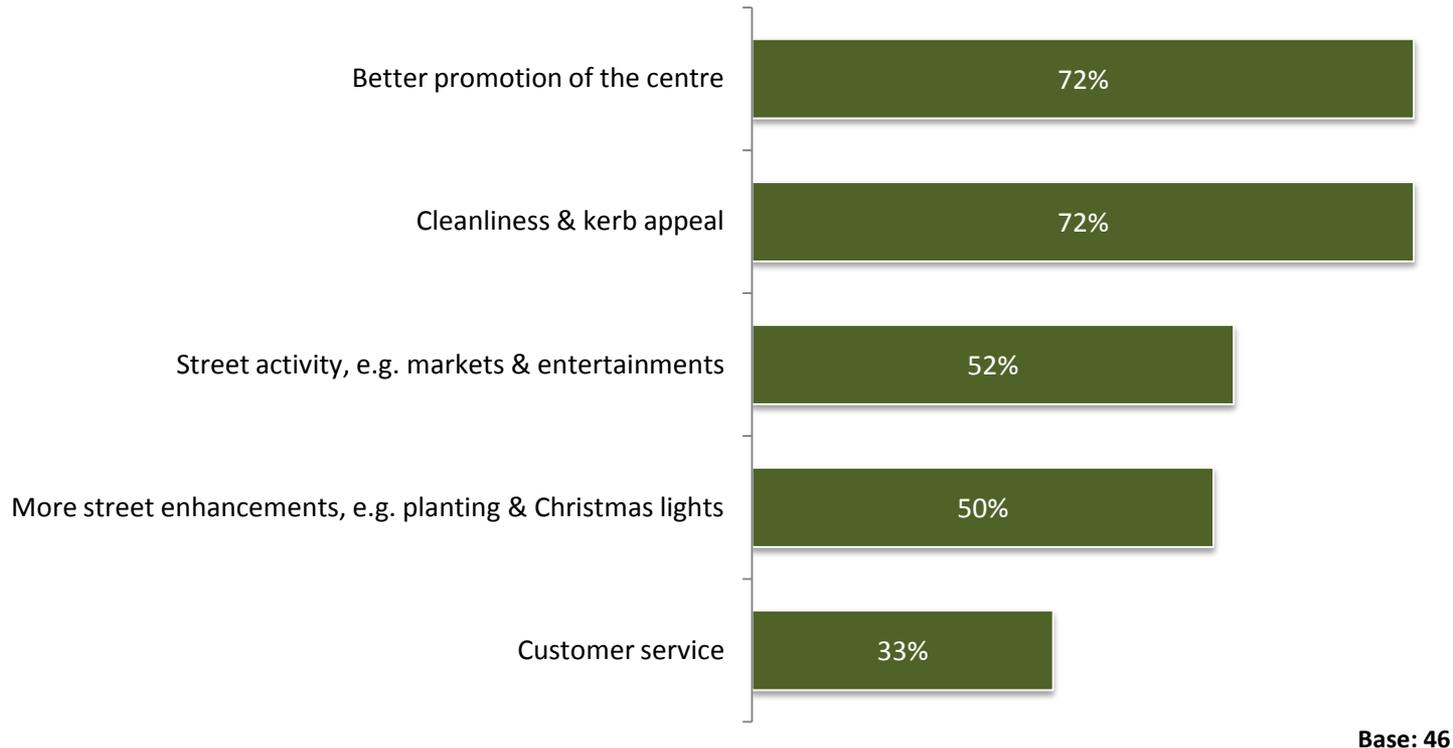
Perceived effectiveness of a BID



Over 90% of businesses feel that a scheme such as a BID would be effective in Acocks Green.

Q3. Which of the following customer priorities do you feel the proposed BID should invest in?

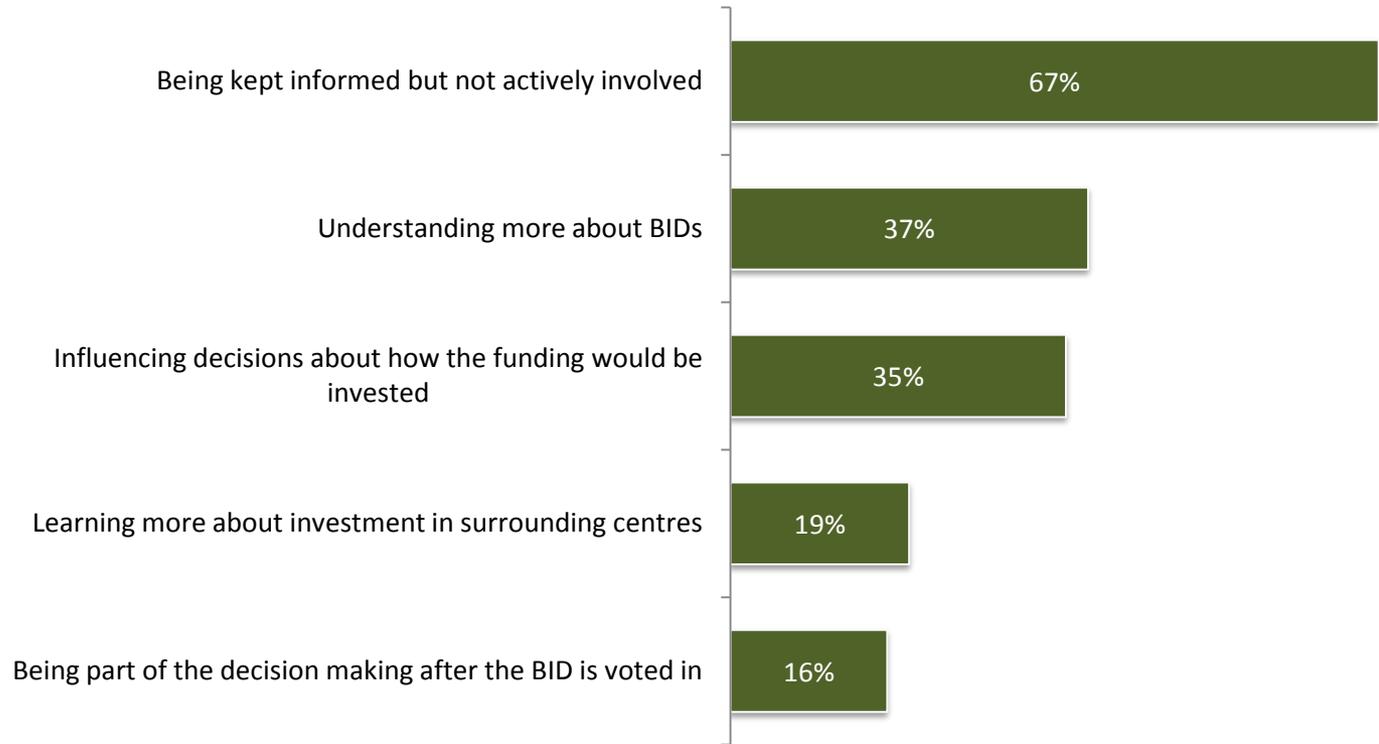
Customer priorities for BID investment



Better promotion of the centre and cleanliness and kerb appeal are felt to be customer priorities most in need of BID investment.

Q16. Which of the following factors are important to you during the development of a possible BID?

Involvement in a BID

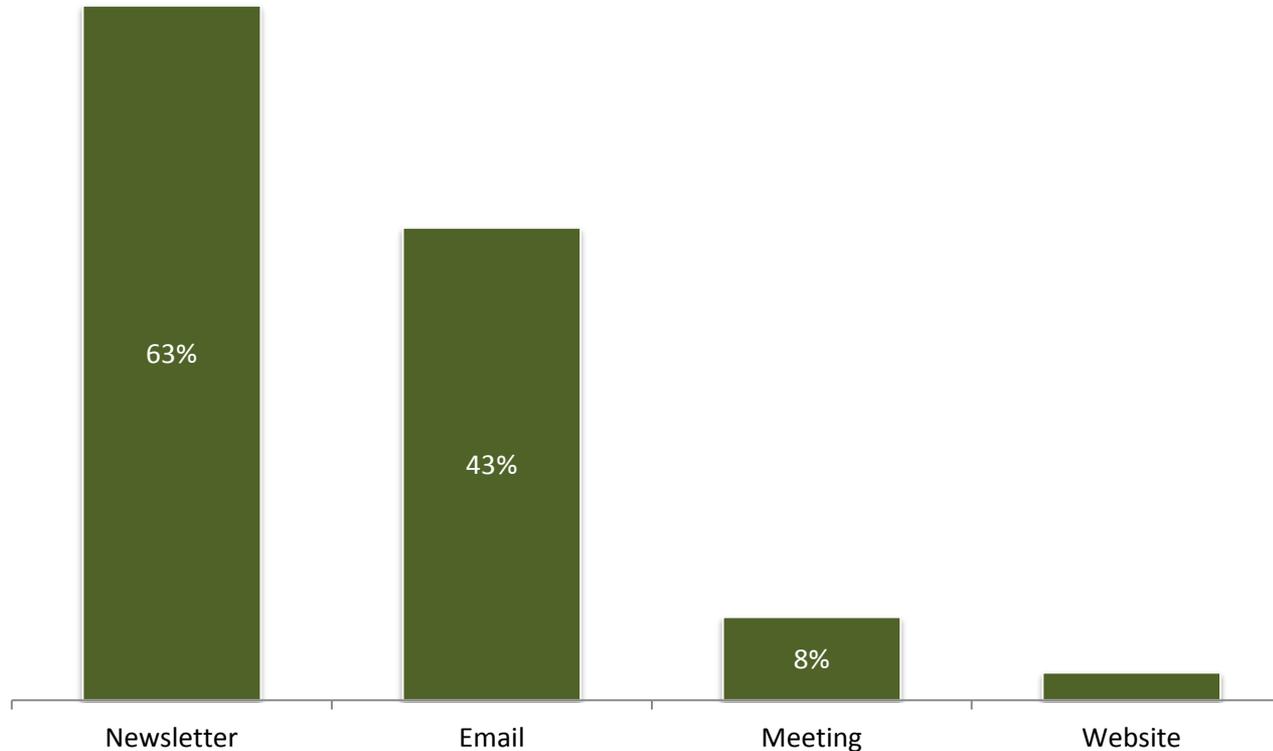


Base: 43

The majority of businesses wish to be kept informed of any BID development but do not want active involvement.

Q2. What is your preferred way to be kept informed of BID developments?

Preferred method to be kept informed

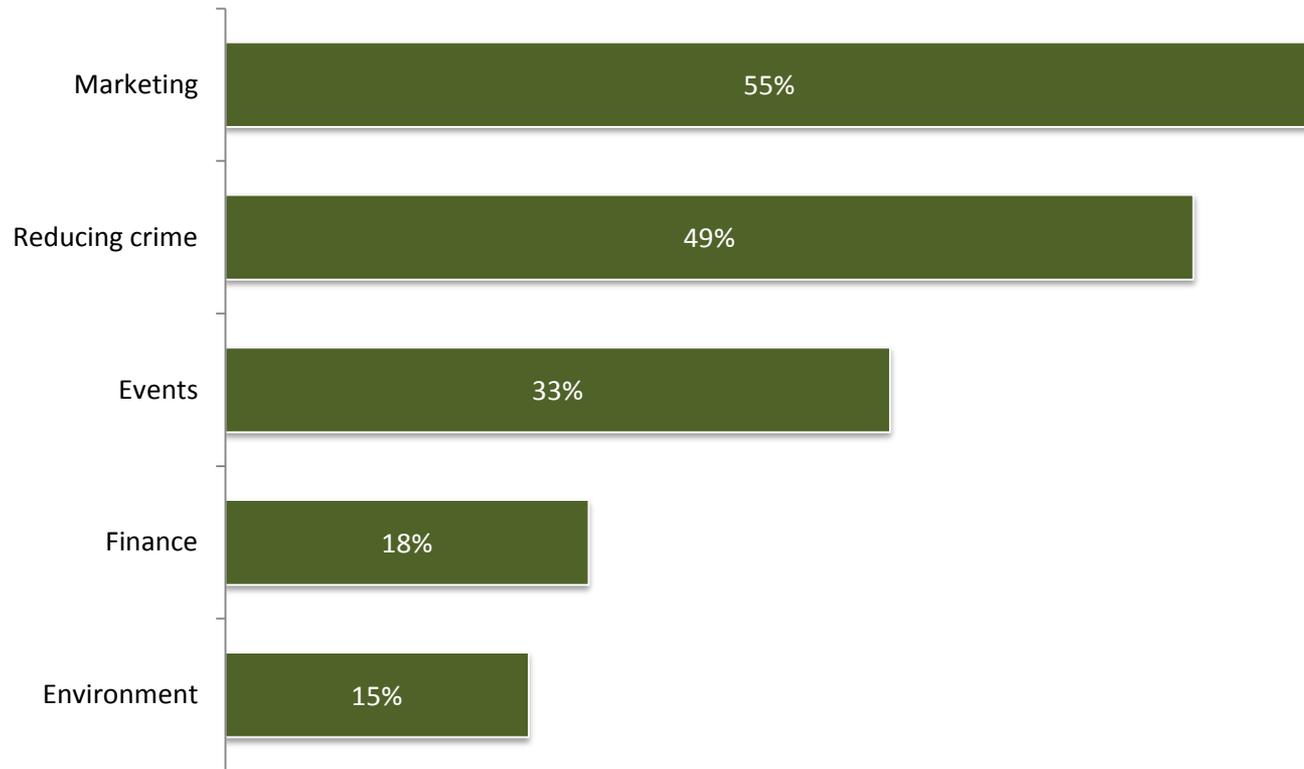


Base: 40

The greater proportion of local businesses would prefer to be kept informed of BID developments by newsletter, though email is also a popular communication tool.

Q17. If Acocks Green were to become a BID which of the following area(s) would you like to be involved in?

Involvement in BID initiatives

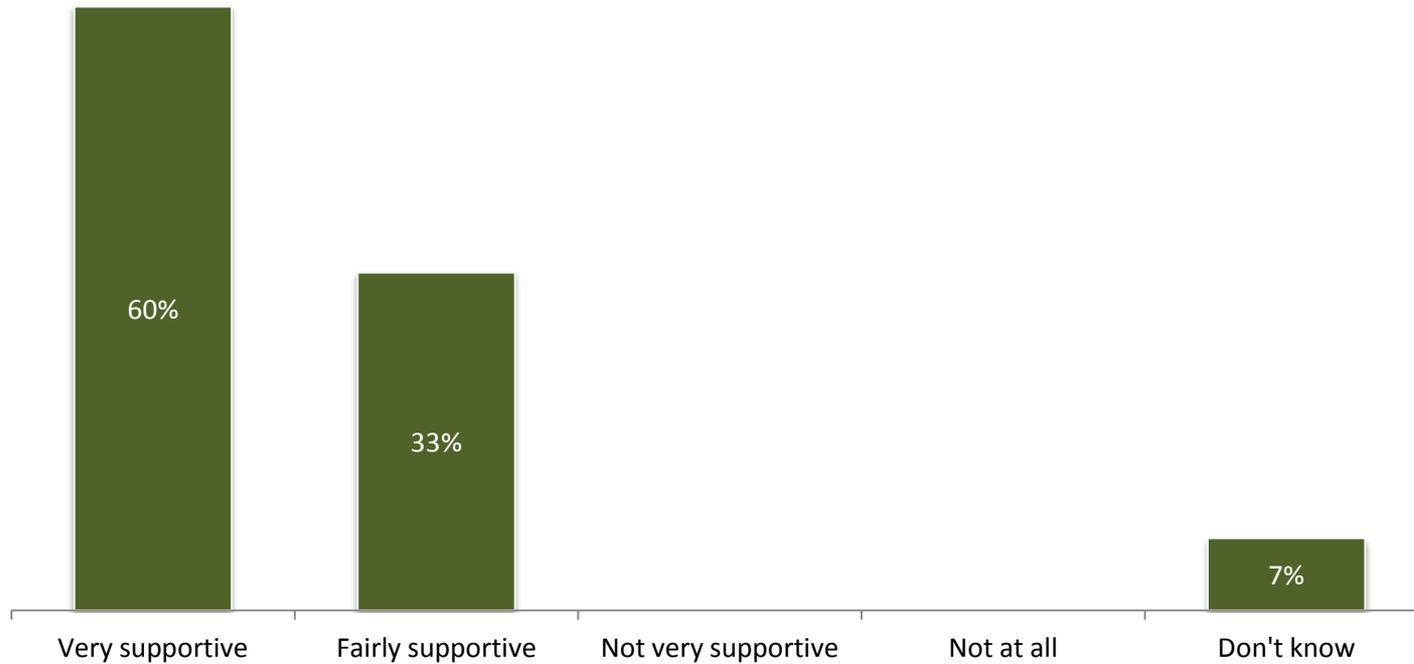


Base: 33

Businesses highlight marketing and crime reduction as areas in which they would like to be involved should a BID in Acocks Green prove successful.

Q18. How supportive are you for an Acocks Green BID?

Support for a BID



Base: 42

93% of businesses would be supportive of a BID in Acocks Green.



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