

Business name: .....

Your name: .....

Your position/ title: .....

Contact telephone number: .....

Email: .....

Contact address: .....

.....

.....

Your preferred way to be kept informed of BID development:

- Email
- Web site
- Newsletter
- Meeting

**Surveys can be returned in the enclosed envelope or posted to:**

**Research by Design Ltd,  
 Freepost RSKA-GBEJ-EZJZ,  
 White House,  
 111 New Street,  
 Birmingham B2 4EU.**

**Deadline is Thursday 31st March 2011**

## A more welcoming and safer Village

Which of the following customer priorities do you feel the proposed BID should invest in? (tick all that apply)

- Street activity e.g. markets & entertainment
- More street enhancements e.g. planting & Christmas lights
- Better promotion of the centre
- Cleanliness & kerb appeal
- Customer service

Surveys have shown that local people who have pride in the Village do so because of helpful staff, good value & choice, cleanliness & kerb appeal, flower displays and businesses that play a part in the community.

In 2008 only 6 in 10 businesses and people stated that they had pride in the Village. Since then we have had lots of feedback that the Village is getting better in terms of cleanliness, planting and playing a part in with the community, but that businesses need to do more.

Which of the following customer priorities do you feel that:

I do well at      I would like to do better      Is not relevant to my business

- |                                   |                          |                          |                          |
|-----------------------------------|--------------------------|--------------------------|--------------------------|
| Helpful staff                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Good value                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Good choice                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cleanliness & kerb appeal         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Contributing to lights / planting | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Being part of the community       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

In addition to local people's priorities listed above, businesses also feel that reducing shop theft and anti-social behaviour are priorities. So far we have increased the level of policing and businesses have the opportunity to trial the Village Radio for free.

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

	Very important	Fairly important	Not really important	Not at all important	Don't know
A cleaner, brighter centre	<input type="checkbox"/>				
Enhanced radio scheme	<input type="checkbox"/>				
Crime reduction training	<input type="checkbox"/>				
Businesses taking more pride in the centre	<input type="checkbox"/>				
Other (please specify ) _____					

## A better promoted Village

Over the last three years the Village has benefitted from over £100,000 worth of free publicity in local press, bus advertising 'shop local' campaigns, a Facebook page and seasonal events.

The Village has also benefited from more and improved Christmas Lights as well as street planting for the very first time.

From the list of marketing activities below, please tick no more than five marketing activities that you feel are most important for your business.

- |  |   |
|--|---|
| <input type="checkbox"/> Centre website & online directory                     | <input type="checkbox"/> Street enhancements e.g. Christmas Lights & planting |
| <input type="checkbox"/> Marketing the centre to agents & potential businesses | <input type="checkbox"/> Shopper / consumer magazine                          |
| <input type="checkbox"/> Special offer vouchers                                |   |
| <input type="checkbox"/> Local press features                                  |   |

Customers need lots of good choices and good reasons to visit the Village, otherwise they will most likely go elsewhere.

So promoting a choice of businesses such as restaurants, shops or services will generally be more effective in attracting and retaining customers than business trying to promote themselves individually.

If you are an independent business, how much, on average do you invest in your business each year? (Include marketing, training and contributions to Village activities but not rent, bills etc.)

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> £0 - £100    | <input type="checkbox"/> £1001 - £5000 |
| <input type="checkbox"/> £101 - £500  | <input type="checkbox"/> £5001+        |
| <input type="checkbox"/> £501 - £1000 |  |

How do you invest this money and how effective is it?

	Very effective	Fairly effective	Not really effective	Not at all effective	Don't know
Advertising	<input type="checkbox"/>				
Web	<input type="checkbox"/>				
Mail drops	<input type="checkbox"/>				
Training	<input type="checkbox"/>				
Contributions to Village activities	<input type="checkbox"/>				
Other (please specify ) _____					

Many of our existing customers say that they only visit a handful of businesses.

The most effective way to increase customer spend is to *first* encourage existing customers to spend more time and money in the Village *and then* target local people who don't currently visit us.

Thinking specifically about your business and customers, please tick one statement which best describes your circumstances.

- |  |  |
|--|--|
| <input type="checkbox"/> I can never have too many customers, but I get my fair share. | <input type="checkbox"/> Too many people walk straight past my business.   |
| <input type="checkbox"/> Too many people call in and don't buy.                        | <input type="checkbox"/> Too many people don't even walk past my business. |

Again thinking specifically about your business and customers, please tick the statement that best describes your circumstances.

- |  |   |
|--|---|
| <input type="checkbox"/> My existing customers could probably spend more money in my business. | <input type="checkbox"/> My existing customers probably spend as much as they are going to, I need new customers. |
|--|---|

Only 16% of visitors come to the centre for pubs, cafes or restaurants and 32% of visitors do not visit at night.

How important is the following to your business and customers:

	Very important	Fairly important	Not really important	Not at all important	Don't know
Promoting the evening economy	<input type="checkbox"/>				
Promoting day time eating & drinking opportunities	<input type="checkbox"/>				

## A stronger, better connected and skilled business community

Local people want excellent customer service, well presented businesses & shop windows, choice and value but many businesses can not afford to access professional expertise in these areas.

Over the last year Village businesses have been able to access a retail grant, 'Mary Portas' Retail Master Classes and free one-to-one business support.

Which of the following training areas would you like to participate in to enhance your business performance? (tick all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Creating desire through merchandising | <input type="checkbox"/> Marketing     |
| <input type="checkbox"/> Customer service                      | <input type="checkbox"/> Buying        |
| <input type="checkbox"/> Business / financial planning         | <input type="checkbox"/> Team building |
| <input type="checkbox"/> Insight into today's customer         |  |

Other (please specify) \_\_\_\_\_

Village businesses try to grow their business in different ways. These include establishing local supply chains, collective lobbying for better public services and investment, raising their profile through community activities such as Carnival and membership of business networks.

Which of the following areas would you like to be involved in to grow your business? (tick all that apply)

- Develop trade with other local businesses
- Joint procurement of services to secure better value e.g. insurance
- Representing business views and lobbying
- Business networks for support and expertise
- Business groups to tackle common issues e.g. shop theft

Other (please specify) \_\_\_\_\_

## About you and your business

Each of the centres surrounding the Village, such as Solihull, Kings Heath, Shirley and the Swan Centre are undergoing, or have plans for, major investment.

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

- |   |   |
|---|---|
| <input type="checkbox"/> Very effective     | <input type="checkbox"/> Not at all effective |
| <input type="checkbox"/> Fairly effective   | <input type="checkbox"/> Don't know           |
| <input type="checkbox"/> Not very effective |   |

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

- |  |   |
|--|---|
| <input type="checkbox"/> Yes - If yes, approximately how much? _____ | <input type="checkbox"/> I probably need to but haven't decided |
| <input type="checkbox"/> No  | <input type="checkbox"/> I haven't considered it                |

Which of the following factors are important to you during the development of a possible BID? (tick all that apply)

- Influencing decisions about how the funding would be invested
- Being kept informed but not actively involved
- Being part of the decision making after the BID is voted in
- Understanding more about BIDs
- Learning more about investment in surrounding centres

Other (please specify) \_\_\_\_\_

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

- |   |                                  |
|---|----------------------------------|
| <input type="checkbox"/> Marketing      | <input type="checkbox"/> Events  |
| <input type="checkbox"/> Reducing crime | <input type="checkbox"/> Finance |
| <input type="checkbox"/> Environment    |                                  |

Given the challenges the Village faces from surrounding investment and the opportunities a BID presents, how supportive are you for an Acocks Green BID?

- |  |                                     |
|--|-------------------------------------|
| <input type="checkbox"/> Very supportive     | <input type="checkbox"/> Not at all |
| <input type="checkbox"/> Fairly supportive   | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Not very supportive |                                     |