

Chichester BID Survey Results: Feedback for 2021



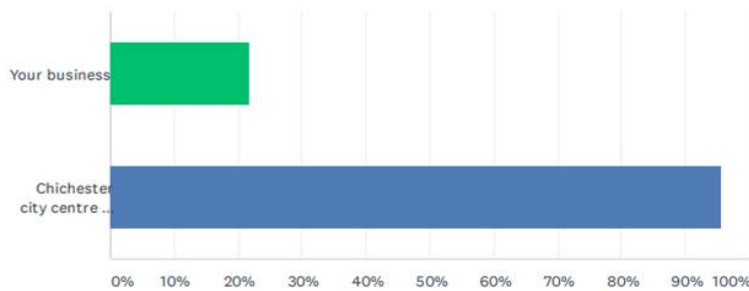
Q1 Business Name – not disclosed for anonymity reasons

Q2 Do you feel that in the last four years Chichester BID has made a positive difference to: *Your Business / Chichester City Centre*

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Q2 Do you feel that in the last four years Chichester BID has made a positive difference to: (Check the options you agree with)

Answered: 23 Skipped: 8



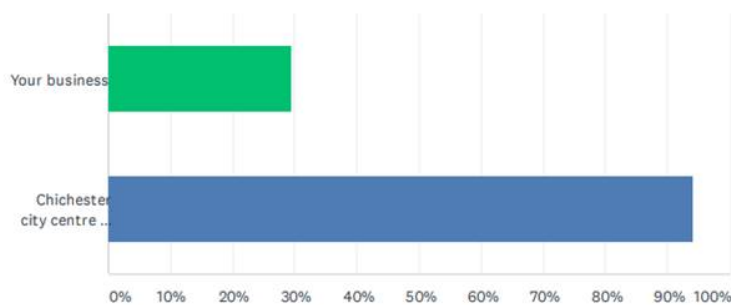
ANSWER CHOICES	RESPONSES
Your business	21.74% 5
Chichester city centre as a whole	95.65% 22
Total Respondents: 23	

Q3 Since the pandemic started do you feel Chichester BID has made a positive difference to: *Your Business / Chichester City Centre*

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Q3 Since the pandemic started do you feel Chichester BID has made a positive difference to: (Check the options you agree with)

Answered: 17 Skipped: 14



ANSWER CHOICES	RESPONSES
Your business	29.41% 5
Chichester city centre as a whole	94.12% 16
Total Respondents: 17	

Q4 Over the last four years which BID project do you feel has been the most and least successful and why? (For example: BID Rangers, Christmas festivities and lights, Business Directory, LoyalFree, Independents Passport, street cleaning, trails, street decoration including flower baskets and flags, workshops etc.)

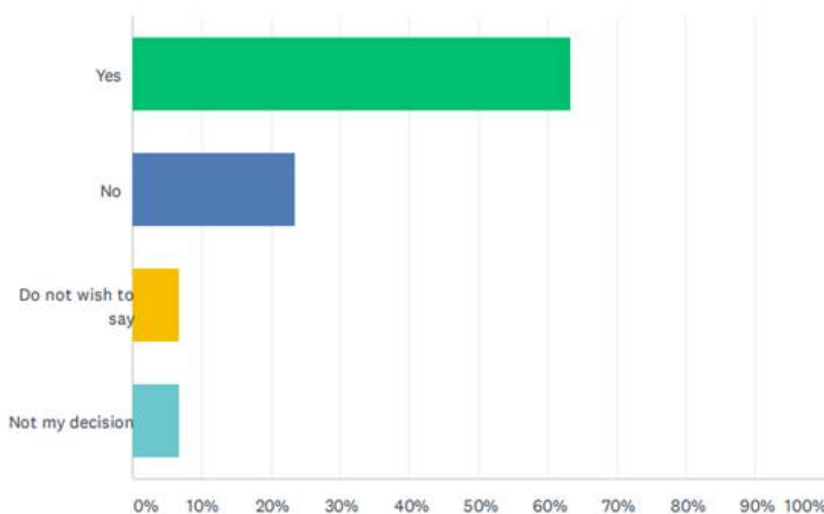
Question 4 of this survey invited respondents to comment on the most and least successful BID projects over the past 4 years. 24 people commented on this part of the survey with a broad selection of choices under the “successful” heading. In summary 17.4% of the respondents commented positively regarding LoyalFree, 65% mentioned the success of the Christmas lights and trees, 13% noted the Passport as a success and 22% noted the Rangers favourably, 13% commented positively on flower baskets and street cleaning efforts. We will be drilling down in these areas in future surveys to give an even clearer picture of the effectiveness of these projects.

Q5 Are you in support of Chichester BID continuing for another five year term?

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Q5 Are you in support of Chichester BID continuing for another five year term?

Answered: 30 Skipped: 1



ANSWER CHOICES	RESPONSES
Yes	63.33% 19
No	23.33% 7
Do not wish to say	6.67% 2
Not my decision	6.67% 2
TOTAL	30

Q6 If you answered 'No' to Q5 please provide a brief outline of your reasons.

Question 6 invited those taking part in the survey to comment, if they had disagreed with the BID continuing for another 5 years. 7 people (23.33%) responded in the negative and 67% of those surveyed responded “Yes” (19 respondents).

Those who responded negatively cited the Levy as an unhelpful taxation on businesses during the difficult Covid period, felt it was too retail focused and/or required clarification on how the Levy itself was spent (i.e. as a direct benefit to their own business). Our 2021/22 BID Levy Leaflet which will be sent out to all BID Levy Payers in March will answer many of these points.

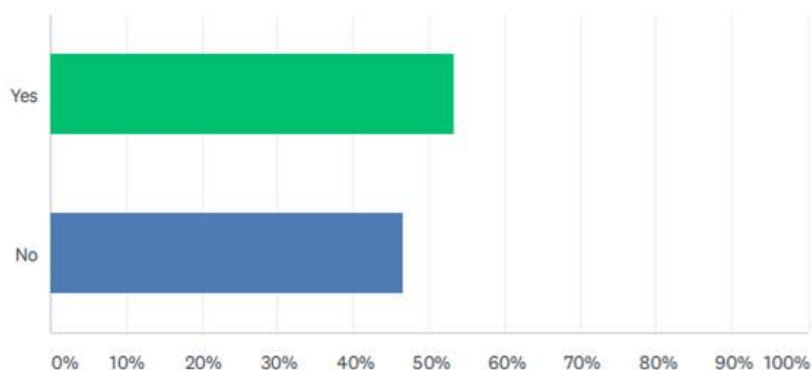
The BID levy Leaflet is an annual document sent out to all BID Levy Payers with their levy invoices and explains how we spent the levy during the previous year. This of course does not give a value per levy payer and we are working on getting information to you as to how much the levy gives back to you on an individual business.

Q7 Would you be willing to give your time to a BID organised focus group, working with other businesses in Chichester to shape the next five year business plan?

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Answered: 30 Skipped: 1



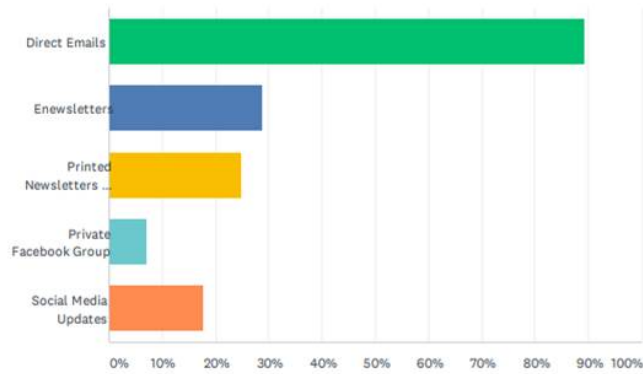
ANSWER CHOICES	RESPONSES	
Yes	53.33%	16
No	46.67%	14
TOTAL		30

Q8 How do you prefer to receive communications from Chichester BID? *Direct Emails / Enewsletters / Printed Newsletters / Letters / Private Facebook Group / Social Media Updates*

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**Q8 How do you prefer to receive communications from Chichester BID?
(Check any applicable options)**

Answered: 28 Skipped: 3



ANSWER CHOICES	RESPONSES	Count
Direct Emails	89.29%	25
Enewsletters	28.57%	8
Printed Newsletters / Letters	25.00%	7
Private Facebook Group	7.14%	2
Social Media Updates	17.86%	5
Total Respondents: 28		

Q9 Is there anything additional you feel we can do over the next few weeks and months to support you and your business during the pandemic?

Q9 asked participants to provide comments on any additional support required over the next few weeks and months of the pandemic. There were 19 comments with a broad mix of feedback in response to this question including: a reopening plan, business support and advice including free workshops, financial support, improving closed shop windows, cost of rent, general promotion of Chichester as a destination including the independents and side street businesses. Reduced parking rates was also mentioned by a large proportion of respondents.