

Annual Review Survey

Year Three results



Thank you to everyone who completed the survey into the BID's achievements in our third year. Whether you chose to complete the survey online or in hard copy, we value your feedback.

157 businesses took part in this year's survey, or 26.79% of all levy paying businesses, which was up from 14% last year.

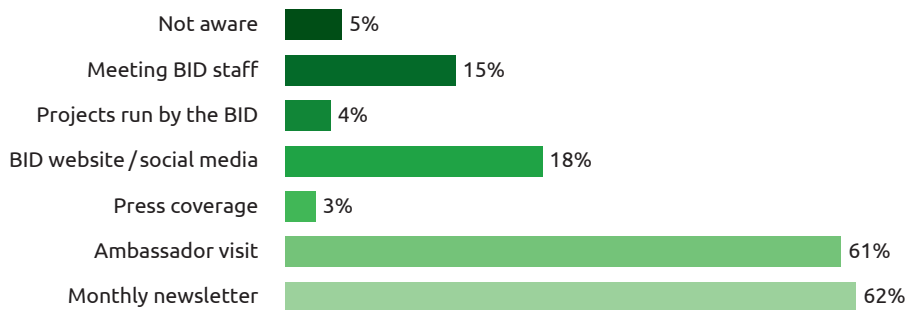
We have summarised below the views of our businesses.

How do you usually hear about the BID's activities?

The monthly newsletter and ambassador visits are the two most common ways businesses hear about the BID's activities. Unsurprisingly, more online respondents (68.57%) hear through the newsletter whilst 65.57% hear through ambassadors.

Social media was also popular with on-line respondents, 31.43% of whom said they hear about our activities through those channels.

We were surprised to learn that 5% of you are not aware of the BID's activities. We share our events, news and even your posts on all of our social media channels. Our website is also a useful source of information and is constantly updated.



@CheltenhamBID has more than 1,600 followers on Facebook and more than 2,500 on Twitter. The BID also manages @OurChelt, which has an Instagram following of more than 2,000 and 1,200 Facebook and Twitter followers.

Are you one of them?

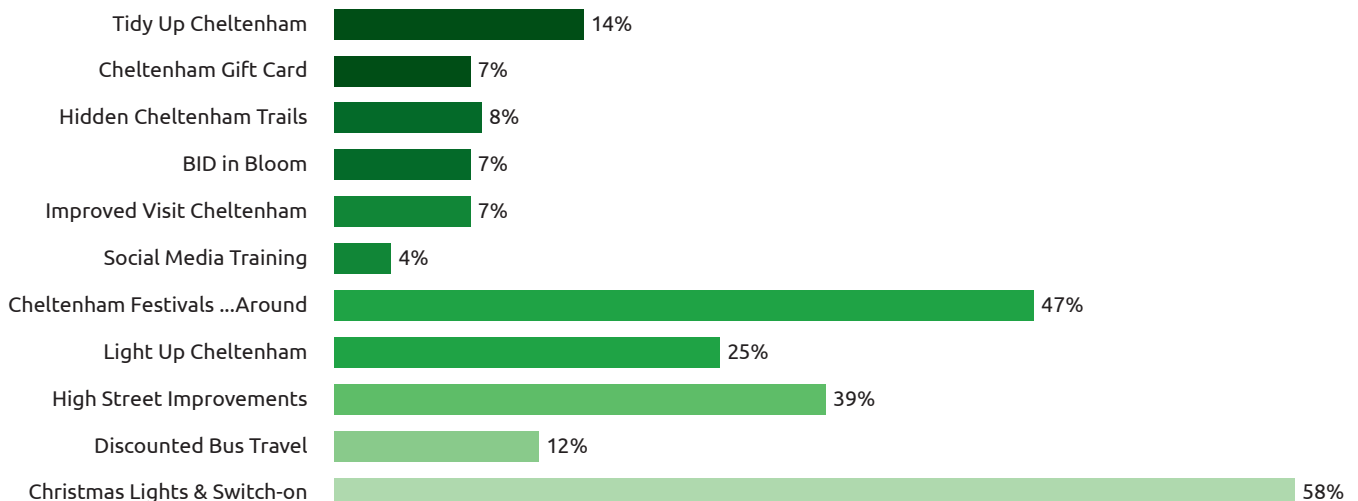


Which one of the following BID projects has helped your business?

The two events that the BID spends the greatest amount on were those that businesses said had helped them the most.

Improved Christmas Lights helped 58.39% of respondents and the ...Around Town programmes helped 46.72% of respondents.

The activities that rely most heavily on human resource time were also rated highly. 39.42% of respondents said that High Street improvements had helped and 13.87% said that Tidy Up Cheltenham had had an impact. We have joined forces with Cheltenham Borough Council to have Post Office Lane and Albion Walk (Boots Alley) cleaned regularly.

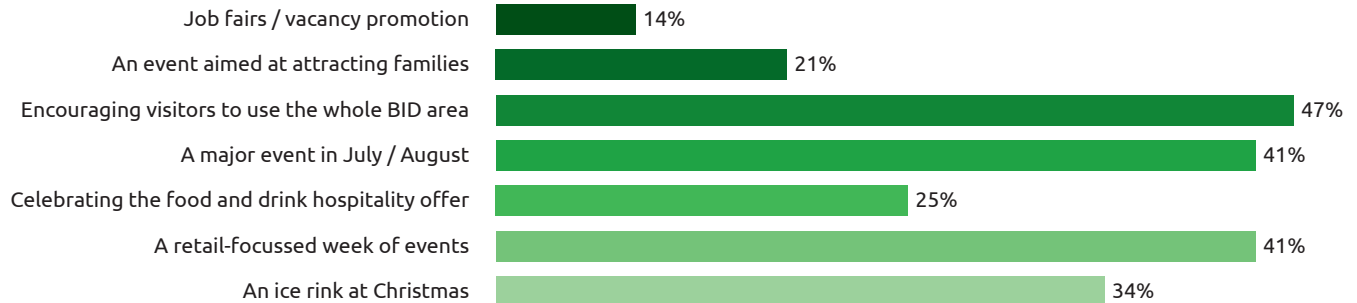


What type of event / activity would make the most difference to your business?

Getting people to enjoy the whole of the town is still a high priority for the majority of businesses.

Respondents to our previous surveys said they would like to see a major event in January / February. So, we brought you Light Up Cheltenham, with a giant observation wheel and the spectacular Spark! drummers.

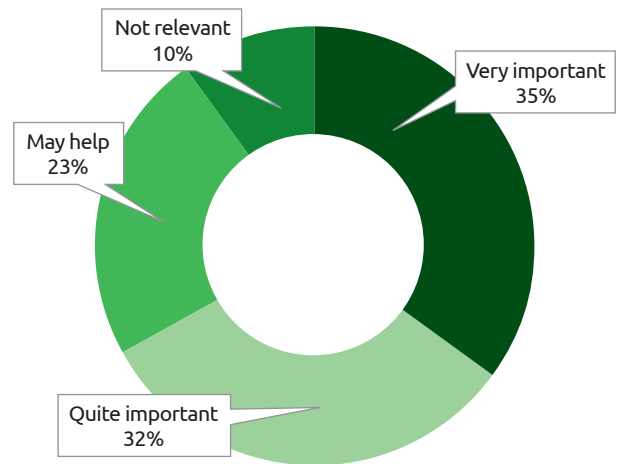
With 41% of respondents this year saying they would like to see a major event in July / August, and the same number saying a retail-focused week of events would make a difference to their business, and we will examine options for the future. An ice rink at Christmas is also high on everyone's list of priorities and this will happen in 2020 following the planning permission granted in November 2019.



How important to you is the BID's role in representing your interests with local authorities and others?

It is good to see that the majority think it is important that the BID represents businesses with local authorities. Our lobbying went a long way to bringing about improvements to High Street, which 39% of respondents said had made a difference to their business.

We report uncollected waste, potholes, broken street furniture, graffiti, anti-social behaviour, faulty streetlights and many other problems to the local councils. We follow up the reports and continue to make representation on your behalf.



How satisfied have you been with the work of Cheltenham BID in its third year?

We are pleased to see that 90% of respondents have a level of satisfaction with the work the BID is doing on their behalf. It is also encouraging to see that the percentage of businesses who are not satisfied has halved in Year 3.

47% of respondents provided extra comment, much of which focussed on the state of the pavements, road signs and parking issues and high rents and rates. Whilst it is not within the BID's power to provide free parking, increase the number of bays, change road signage or decrease rent and rates, we continue to lobby local authorities for improvements in these areas. Feedback also showed that businesses are concerned about empty premises, indicating that the BID could help fill them.

- **Parking** We have negotiated a great deal with CitiPark so that BID businesses can offer their employees discounted parking at their John Lewis and Partners site.

When Gloucestershire County Council tried to introduce new digital parking permits, which would have cost more and increased admin for businesses, we made the case for our levy payers and the plans were changed.

- **Retail Challenges** The BID is working with partners including the Civic Society, Cheltenham Borough Council and the private sector to attract new businesses to the town. We are reaching out to landlords to work with them on how their buildings can best be used.

