

# BID BUSINESS SURVEY 2021



Date of interview/survey:

Initials of interviewer/surveyor:

Since 2017 businesses trading in Halifax have enjoyed the benefits of being part of a **Business Improvement District (BID)**.

The current five-year BID term comes to an end on 31st March 2022 and we want your views on how the BID is addressing your requirements as well as establishing what you may wish to see from the BID over the next five years (2022-2027). This questionnaire will help us to do this. We would be grateful if you would spare a few minutes of your time to complete it. Naturally all responses will be kept **entirely confidential** and not shared individually with others.

If you would like to discuss your views and complete the survey form with a member of the Halifax BID team please contact the BID office on **01422 360035**, or email [projectmanager@halifaxbid.co.uk](mailto:projectmanager@halifaxbid.co.uk) and we will arrange a meeting with you. Alternatively, please complete this survey yourself and return to the BID office via one of the methods outlined at the end of this survey.

## Section 1 – Contact details

Contact name:	Position:
Business name:	
Business address (inc postcode):	
Tel no:	Mobno:
Email address:	

## Section 2 – Your thoughts on Halifax (BID area)

Please answer the following questions thinking ahead to a post-COVID environment.

**Part A)** Please rate these different aspects of Halifax (using a scale of very poor to very good) based upon what you think these issues will be in a post COVID environment.

**Part B)** Please rank on a scale of 1-5 how important it is for your business for these issues to be addressed.

	Part A					Part B
	Very poor	Quite poor	Okay	Quite good	Very good	How important would it be to your business to improve this aspect (Scoring 1 – 5 where 1 = not important and 5 = very important)
<b>ATTRACTIVENESS</b>						
Street cleansing and litter control						
Condition of street furniture						
Green and attractive spaces and floral displays						
Festive Lighting						
Lighting levels						
Appearance and state of the buildings						
<b>ACCESS</b>						
Road signage on approach to Halifax						
Road signage in and around Halifax town centre						
Pedestrian signage and information						
Availability of parking Short Stay						
Availability of parking Long Stay						
Cost of parking						
Methods of payment or parking						
Bus services in and out of Halifax						
Rail Links in and out of Halifax						
Delivery access, loading and unloading						
<b>BUSINESS COMMUNITY</b>						
Interest shown by the Council						
Interest shown by landlords						

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Part A) Please rate these different aspects of Halifax (using a scale of very poor to very good) based upon what you think these issues will be in a post COVID environment.

Part B) Please rank on a scale of 1-5 how important it is for your business for these issues to be addressed.

	Part A					Part B
	Very poor	Quite poor	Okay	Quite good	Very good	How important would it be to your business to improve this aspect (Scoring 1 – 5 where 1 = not important and 5 = very important)
The way businesses work together						
Support from the BID						
Feeling part of town and its activity						
Hotel facilities for visitors and business use						
Support for businesses new to Halifax						
Availability of office space						
<b>CRIME AND SAFETY</b>						
Crime and safety generally						
Personal safety during the day						
Personal safety evenings / night						
Street begging and rough sleepers						
Drug and drink issues on the streets						
Crime and safety issues in private car parks, back yards and alleys						
Business Crime / Shop theft						
Police support for your business						
<b>REASONS TO VISIT</b>						
Things to do for the family, visitors and local people during the day						
Range of Leisure & Culture facilities						
Things to do in the evening and night time						
Range of shops						
Range of cafés, pubs and restaurants						
Range of events and animation on the streets						
Promotion and awareness of reasons to visit						

### Section 3 – Awareness and assessment of current BID activities

Are you aware of the following BID achievements / projects and how would you rate them in terms of how beneficial they are to your business? (where 1 equals a little and 5 equals a lot)	Aware Y/N	Beneficial 1-5	Comments
<b>LIVELY AND WELL PROMOTED</b>			
Loyalty card & progression to LoyalFree App			
Promotion through digital media and printed media, magazines, leaflets etc			
Shop local Campaigns			
E-news – (was weekly, now daily)			
Gift cards			
Christmas light switch-on event			
Creation of Christmas activities / atmosphere through events, trails and competitions etc			
Supporting / co-funding events such as Food festival, Pride, Festival of Words and the Heritage festival			
COVID Recovery Packs – posters, stickers, tape and COVID business support			
<b>SMART AND ATTRACTIVE</b>			
Clean ups (back yard areas, getting gates fitted)			
Street Furniture (e.g repainting bollards, lampposts and benches)			
Improving vacant premises adding vinyls on windows			
Christmas lights including the ceiling of light on Princess St			
Floral displays			
<b>WELCOMING AND ACCESSIBLE</b>			
Ambassadors			
Wayfinding – new map boards			
Taking part in Pubwatch and Street Angels – support for evening / night time economy			
Cycle racks (co-funded with Calderdale Council)			
Installed and maintain 10 defibrillators			

Are you aware of the following BID achievements / projects and how would you rate them in terms of how beneficial they are to your business? (where 1 equals a little and 5 equals a lot)	Aware Y/N	Beneficial 1-5	Comments
<b>A GREAT BUSINESS OFFER AND LEISURE OFFER</b>			
Welcome packs for new businesses			
Working as a partner with the Council representing businesses			
Data including Springboard Cameras and Place Dashboard			
Supporting Future High Street Fund Bid			
Links with and influence of 'Calderdale Next Chapter' Future Developments			
Training courses (e.g. those with Leeds Beckett University) funded by the BID			
Coordinating delivery of key projects, developments and events with key stakeholders such as Council, College, Piece Hall, Woolshops, Westgate, Market etc			

Did you realise that without the BID none of these initiatives would happen?  Yes  No

## Section 4 – What additional projects do you think the BID should consider delivering for the new BID?

Please rate how beneficial the following projects would be for your business, using a scale of 1-5, where 1 equals a little and 5 equals a lot.		
	Rank 1-5	Comments
<b>CRIME AND SAFETY</b>		
Providing support for evening Taxi Marshalls, Street pastors and evening CCTV monitoring		
Development / improvement of the Shopwatch scheme		
Continue development of the crime intelligence sharing scheme		
<b>ACCESS</b>		
More parking initiatives for public		
Parking initiatives for staff		
Improved signage and visitor information		
<b>ENVIRONMENT</b>		
BID Street Rangers for cleaning and maintenance		
Targeted cleaning and litter control		
Improved landscaping, greenery and planting		
Improved / extended festive / creative lighting		
Improved appearance of derelict, vacant building and sites		
<b>MARKETING AND PROMOTION</b>		
Developing towns identity and branding to attract more visitors		
Improved use of High Street, other streets and open spaces for events, animation and specialist markets		
A Halifax Click & Collect service		
Dedicated website to include a business directory		
Increase marketing across all media channels, digital, print and social media		
Develop loyalty scheme and data capture for businesses		
Marketing campaigns for retailers and leisure / hospitality venues		
Business to business marketing campaigns for professional services		
A dedicated press facility for individual business initiatives		
Business engagement and support		
Local networking and initiatives to encourage more local trading		
Marketing to target and attract new businesses / investors		
Provide business support for new businesses moving into BID area		
Lobbying local authority on proposals / actions which impact on business and trading environment		
Developing relationships with businesses outside of the BID area		

Please provide suggestions on any other projects that you would like the BID to deliver.

- 1.
- 2.

## Section 5 – Final thoughts about the BID

How would you be inclined to vote for the BID to continue?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know
If your answer was 'No' or 'Don't Know' what would change your mind?	
Would you like to get more involved in the BID? (attend working groups / meet the BID Manager etc)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know

## Section 6 – General details

Number of years trading in Halifax	<input type="checkbox"/> 0 – 5 yrs <input type="checkbox"/> 6 – 10 yrs <input type="checkbox"/> 11 – 20 yrs <input type="checkbox"/> 21+ yrs
Does your business have charitable status?	<input type="checkbox"/> Yes <input type="checkbox"/> No
What type of business do you operate?	<input type="checkbox"/> Independent <input type="checkbox"/> Part of a small independent group (1-5 units) <input type="checkbox"/> Part of a larger national organisation <input type="checkbox"/> Other – please specify <input type="text"/>
Business Sector and Category (please tick one)	<input type="checkbox"/> Cultural Venue <input type="checkbox"/> Place of Religious Worship <input type="checkbox"/> Local Government <input type="checkbox"/> Professional Services <input type="checkbox"/> Food and Drink / Hospitality <input type="checkbox"/> Retail / Shopping <input type="checkbox"/> Health / Beauty <input type="checkbox"/> School, College, University <input type="checkbox"/> Leisure Venue
How many employees in Halifax premises?	<input type="text"/> Full time: <input type="text"/> Part time:
How do you envisage your staff numbers will change in the next year?	<input type="checkbox"/> Stay the same <input type="checkbox"/> Increase moderately <input type="checkbox"/> Increase significantly <input type="checkbox"/> Decrease
What do you anticipate your commercial performance will be over the next 2 to 3 years?	<input type="checkbox"/> Close down <input type="checkbox"/> Decline <input type="checkbox"/> Stay the same <input type="checkbox"/> Moderate Growth <input type="checkbox"/> Significant Growth
What key changes do you anticipate to your business over the next 2 to 3 years? (you may tick more than one of the following)	<input type="checkbox"/> Stay the same <input type="checkbox"/> Change products <input type="checkbox"/> Change services <input type="checkbox"/> Change methods of delivery to customers <input type="checkbox"/> Increase use of digital services to reach customers
Will your business?	<input type="checkbox"/> Stay in the same premises <input type="checkbox"/> Relocate within the area <input type="checkbox"/> Relocate out of the area <input type="checkbox"/> Close down <input type="checkbox"/> Other (please state): <input type="text"/>

### Thank you for your time and effort in completing this survey.

Once you have completed this form you can return it to the BID office in the following ways:

- Email completed digital survey to the BID manager [projectmanager@halifaxbid.co.uk](mailto:projectmanager@halifaxbid.co.uk)
- Contact the BID office on **01422 360035** and we will arrange for collection

#### Use of this information

Thank you for your time and effort in completing this form. The data we collect from this survey remains entirely confidential and will be amalgamated with feedback from other surveys from other businesses in the area being considered as a Business Improvement District. The information provided on this survey helps us to understand the key issues and opportunities which affect businesses in Halifax and therefore contribute towards the preparation of the Business Improvement District (BID) proposal and business plan. There is a legal obligation to consult with businesses in the potential or actual area of the Business Improvement District. In order to fulfil this requirement, we will collect your personal contact details and retain them for future use to ensure that you remain informed of the progress of this consultation and the ballot.

If you have any questions relating to this form or its future use, please contact the BID Manager, Chloe McNeill on **01422 360035** or via email at [projectmanager@halifaxbid.co.uk](mailto:projectmanager@halifaxbid.co.uk). For further information regarding the BID please visit the Halifax BID website at [discoverhalifax.co.uk](http://discoverhalifax.co.uk)

