

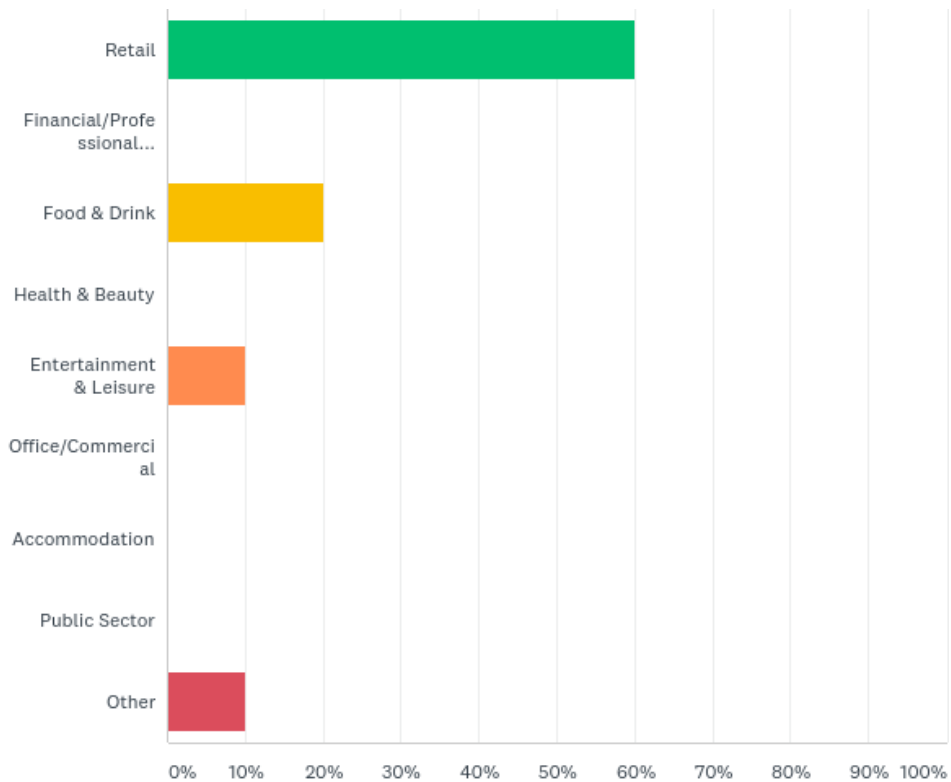
Wellingborough BID Renewal Survey

June 2019

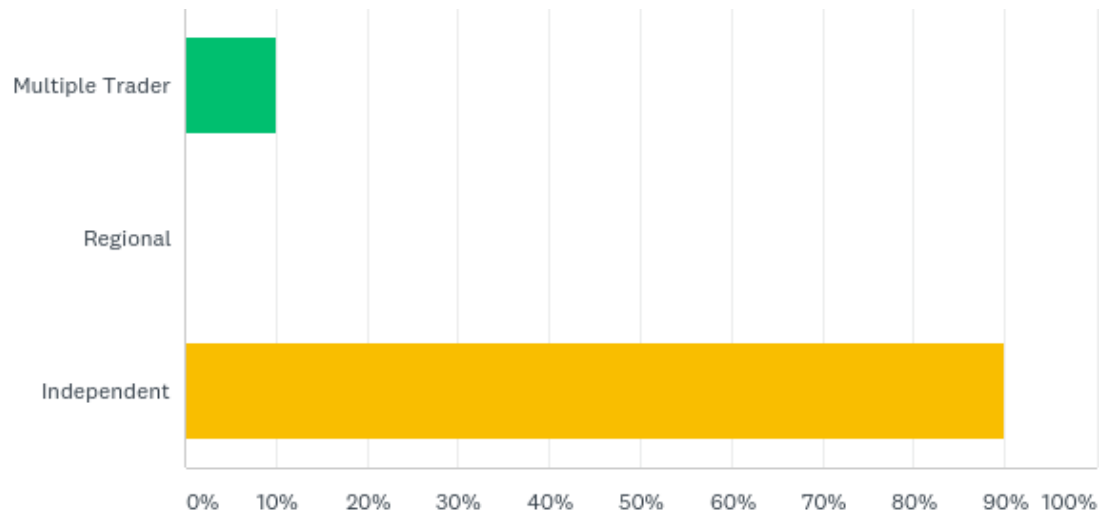
26% Response

(Average Response Rate is 10%)

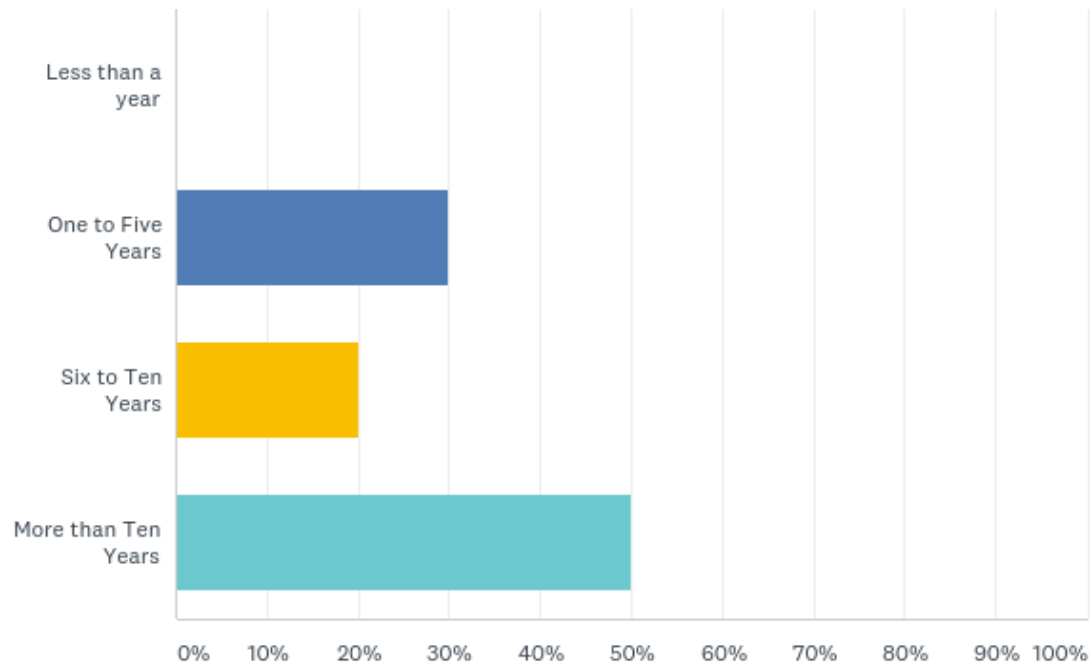
What is the nature of your business?



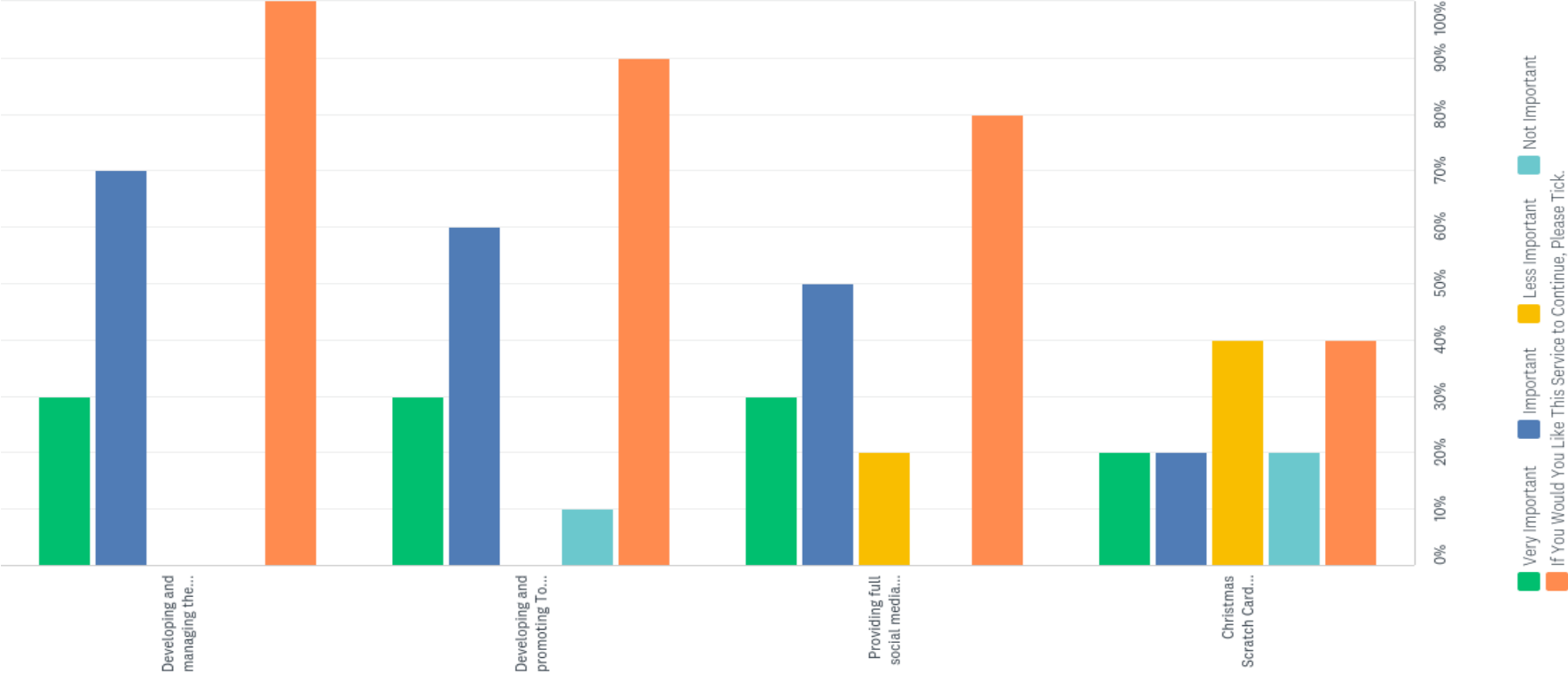
What type of business are you?



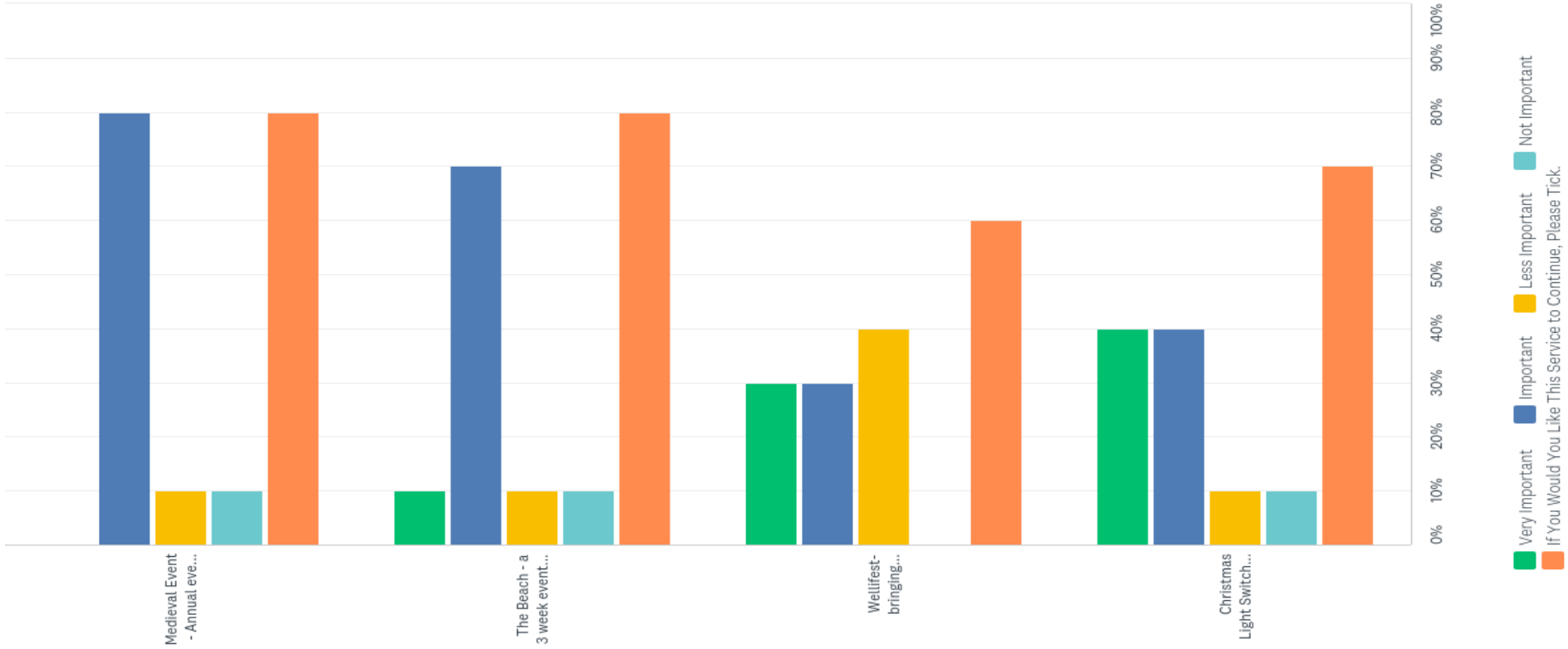
How long has your business been in the Town Centre?



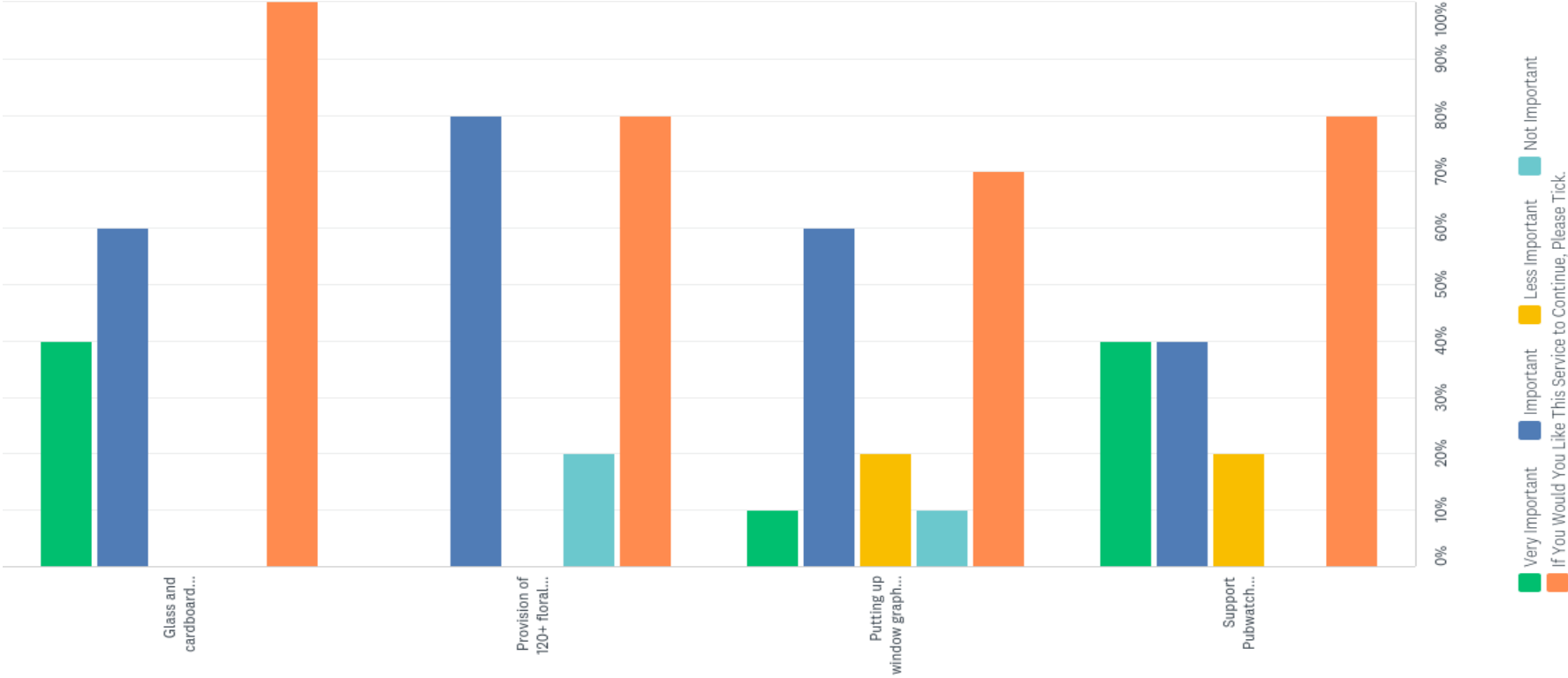
Marketing: This project area is aimed at telling consumers about Wellingborough Town Centre and what it has to offer. The work entailed:- raising awareness of the town with residents and outlying villages- using a variety of media and PR to market the town- Developing the online and social media presence



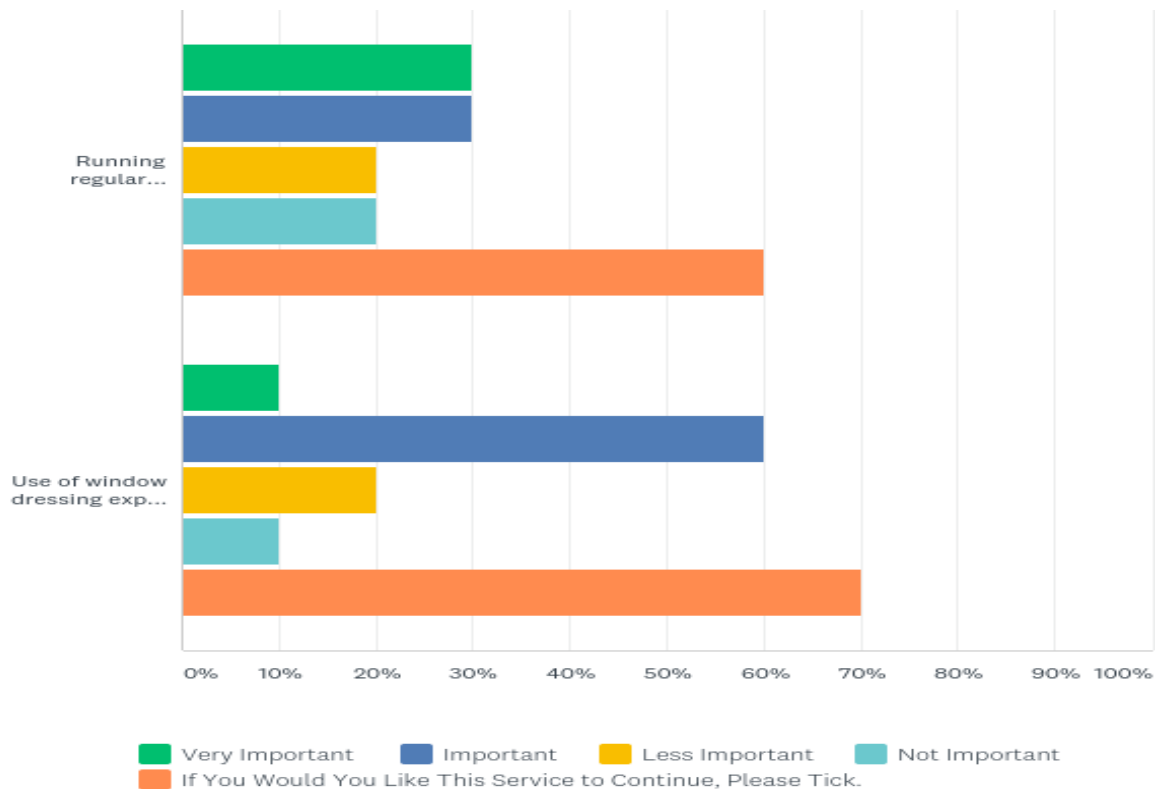
Events: This project area is aimed at generating footfall and attracting new customers as well as giving something 'extra' to the customers. The work has entailed developing, supporting and running the following main events- Medieval Event- The Beach- Wellifest- Christmas Lights Switch On



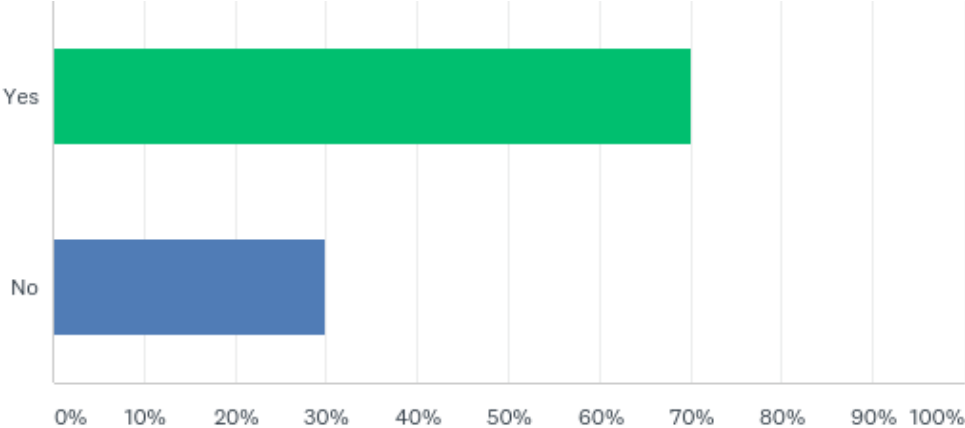
Environment: This project area is aimed at making the town centre look nicer and feel safer. Work areas include:- Better trade waste management and recycling- Improve the appearance of derelict and vacant property- Crime reduction initiatives



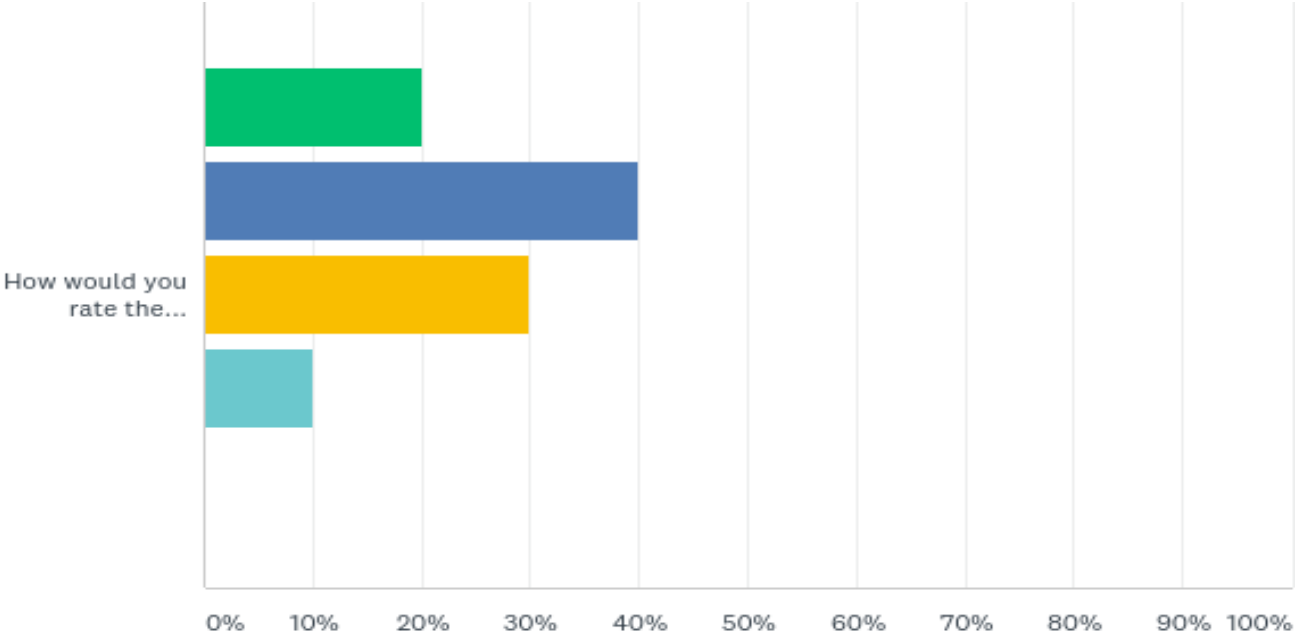
Business Support: This project area is aimed at supporting businesses on day to day matters. This includes:- lobbying and advocating on behalf of businesses on issues such as car parking and business rates.- Providing training and support.



Do you think Wellingborough BID provides value for money?



How would you rate overall performance of Wellingborough BID?



Excellent Good Average Poor Very Poor

In 2019 all BID levy payers will be asked to vote again to continue Wellingborough BID. We would like to ascertain your voting intentions at this stage. I would:

