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## Research questionnaire

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### Have your say!

#### Success of Leicester Business improvement district relies on *your* ideas and opinions

Would you like to see more shoppers and visitors in Leicester City Centre?

Would you like to see Leicester City Centre become a brighter, safer, cleaner place for people to visit?

Would you like to achieve higher turnover as a result of improving the overall experience for people coming into Leicester City Centre?

Would you like service providers to be made more accountable?

*Leicester Bid can make a difference with your help!*

A Business Improvement District (BID) provides an opportunity for business communities to initiate new (additional) projects and services that enhance their trading environment and directly benefit their business. Leicester BID is here – your ideas and opinions are vital to its success.

This questionnaire is *your* opportunity to have a *say*. We need to understand what ideas/initiatives you think need to be implemented to ensure that Leicester City Centre provides the best environment for your business to thrive and prosper.

Leicestershire Chamber of Commerce and Industry, in partnership with Leicester City Council, assigned Landmark Planning as BID Project Directors to develop the Leicester BID. Any feedback you provide will be treated in the *strictest confidence* and will not be shared with any third parties without your expressed permission.

Please return questionnaires by post to:

Bruce Wattie  
Leicester BID Development Manager  
10 Salisbury Road  
Leicester  
LE1 7QR

Full BID information is available via [www.ukbids.org](http://www.ukbids.org)

Thank you for your support.

## Your details

Name

Position held

Work phone number

Fax number

# Your business

## 1 What size is your business within Leicester City Centre?

Turnover	< £100K	£100K–£250K	£251K–£500K	> £500K
Employees	< 10	10–50	51–100	> 100

## 2 What is the nature of your business?

Retail		
Office/Professional service		
Leisure (pub, restaurant, club)		
Car park		
Entertainment (cinema, theatre)		
Charity/Not for profit		
Hotel		
Other (please specify)		

# Cleaner Leicester BID Area

## 3 How important are the following to providing a cleaner BID area?

	Very	Fairly	Not really	Not at all
Improved street cleaning/washing				
Regular street washing				
Chewing gum removal				
More litter bins				
Trade waste removal				
Graffiti/fly-posting removal/service monitoring				
Visible cleansing staff				

## 4 What other projects/services do you think should be considered to help provide a cleaner BID area?








# Better promoted Leicester BID area

## 11 How important are the following to providing a better promoted BID area?

	Very	Fairly	Not really	Not at all
Well signposted information kiosks				
Clear information on city car parks/access routes				
Clear information on public transport services				
Clear taxi pick up areas				
Lamppost banners and promotional flags				
Annual events/one-off activities				
Access to specific footfall information				
Leicester Brand development				
Direct mail marketing				
Website to promote businesses within BID area				
Joint marketing for city businesses				
Radio/TV marketing campaigns				
Texts to mobile phones				
Promotion of Landmarks, River, Museums, and Cathedral				
Positive press in local papers				

## 12 What other projects/services do you think should be considered to help provide a better promoted BID area?

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# More accessible Leicester BID area

## 13 How important are the following to providing a more accessible BID area?

	Very	Fairly	Not really	Not at all
Increased number of car parks				
Quality of car parking facilities				
Pedestrian/traffic signage				
Special bus/taxi lanes				
Traffic in the city centre including buses				
Availability of city maps including landmarks				
Clear shopmobility scheme with multi-access points				
Additional park & ride routes				
Access guide for parents with babies/wheelchair users				
Free City Centre bus loop – get on get off concept				

## 14 What other projects/services do you think should be considered to help provide a more accessible BID area?




**17 Please prioritise the six initiatives in order of importance, giving a score of 1 for the highest priority, 2 to the next and so on to 7 for the lowest priority**

A cleaner BID area		
A better promoted BID area		
A better maintained BID area		
A physically improved BID area		
A more accessible BID area		
A safer BID area		
A better organised BID area		

**18 Which of the following measures would you use to determine the effectiveness of any BID programme on your business?**

Footfall		
Investment levels		
Vacant properties		
Crime levels		
National Rankings		
Customer opinions		
Recruitment & retention of staff		
Other (please specify)		

# Catchment survey

**19 To what extent do you and your company support the principle of establishing a Business Improvement District that incorporates your business location?**

	Greatly support	Support	Against	Greatly against	Don't know
You personally					
Your company					

**20 Who in your business will take the final decision on how your company will vote in the Business Improvement ballot?**

Self	
Someone else	
Don't know	

**21 If someone else will decide, how much influence do you think you will have?**

Much influence	
Little influence	
No influence	
Don't know	

**If someone else will decide, please provide their contact details**

Name	Position/job title
Address	
Telephone number	Fax number

