

The Retail Group is completing the 2020 Business Survey for Sidcup Partners BID. The survey builds on the previous business surveys and aims to understand how the town is performing and to ascertain how Sidcup Partners BID is benefitting BID levy payers. The questionnaire is a little different to previous years, we have a General section which includes pre-Covid lockdown; a section on Covid and recovery; and finally, a more longer term section on future needs for Sidcup Town Centre. As ever your views are very important, all responses will be treated confidentially. We would be grateful if you would take a few minutes to complete the survey, our researcher will collect it later today.

### Business Details

1. Business name: \_\_\_\_\_
2. Email: \_\_\_\_\_
3. Telephone (mobile): \_\_\_\_\_

### 4. What type of business do you operate?

Retail shop	<input type="checkbox"/>	Service provider – consumer	<input type="checkbox"/>
Restaurant / café / bar	<input type="checkbox"/>	Service provider – business	<input type="checkbox"/>
Hotel / B&B / Guesthouse	<input type="checkbox"/>	Public / voluntary sector	<input type="checkbox"/>
Tourism attraction / leisure venue	<input type="checkbox"/>	Financial services	<input type="checkbox"/>
Commercial office	<input type="checkbox"/>		

Other (please state) \_\_\_\_\_

### 5. How long has your business been trading in this location?

Less than a year	<input type="checkbox"/>	6-10 years	<input type="checkbox"/>
1-5 years	<input type="checkbox"/>	Over 10 years	<input type="checkbox"/>

### 6. BEFORE the COVID Lockdown how satisfied were you with the performance of your business? During and after Christmas 2019

Very satisfied	Satisfied	Neither / nor	Dissatisfied	Very dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### ABOUT SIDCUP PARTNERS BID

### 7. Are you aware of Sidcup Partners BID as an organisation?

- No   
 Yes, and I understand what it does   
 Yes, but I would like to know more about its role

### 8. How would you like to hear from the Sidcup Partners BID team?

Regular e-newsletter	<input type="checkbox"/>	Website	<input type="checkbox"/>
Email	<input type="checkbox"/>	Area meetings	<input type="checkbox"/>
Periodic newsletters (printed)	<input type="checkbox"/>	Personal visits	<input type="checkbox"/>
Social media	<input type="checkbox"/>	Other (please state)	

### 9. How satisfied are you with the overall performance of the Sidcup Partners BID?

Very satisfied	Satisfied	Neither / nor	Dissatisfied	Very dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 10. How satisfied are you with Sidcup BID Covid recovery support?

Very satisfied	Satisfied	Neither / nor	Dissatisfied	Very dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 11. What value does Sidcup BID provide you for your BID levy contribution?

High Value  Good Value  Low Value  Do not know

### COVID AND SHORT TERM RECOVERY

### 12. Have you been able to secure financial support or grants? Please indicate all used

- Furlough scheme   
 Applied for Grants   
 Received grant funding   
 Not aware of grants available   
 I would like to know more about grants

### 13. During lockdown were you able to trade at all? Please indicate all used

- Closed completely   
 Online web based activity   
 Click and Collect   
 Open for take-away   
 Open and trading

### 14. How is your business performance since re-opening compared to your CURRENT EXPECTATIONS?

Lower than expectations  In-line with expectations  Above expectations

### 15. How has customer behaviour and visit patterns changed following re-opening of Sidcup town centre? Please indicate all that apply

- Visiting less frequently   
 Spending more per visit   
 Seeking assurance on safety / cleaning   
 No visible change   
 Shorter visits   
 Pleased that we are open   
 Change in the mix of types of customer

### 16. Please rate the priority areas for ongoing recovery activity

	High	Medium	Low
Events to attract customers into town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More promotion of town centre offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More promotion of Sidcup being safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More recycling points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A town centre discount scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More customer information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recovery support and advice for businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More visiting markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More social media activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other, please list			

## LONGER TERM AREAS FOR SIDCUP IMPROVEMENT

17. How successful are the following BID town centre initiatives for your business? Which should be retained or changed / replaced

	OK / good	Retain	Change / replace
Sidcup Fringe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Media and Website Activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Floral displays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Christmas lights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lamp column banners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events, Armed Forces Day, Halloween, Easter etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Love Your Local Business Awards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plastic Free Sidcup	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. How satisfied are you about the long term success of Sidcup as a place to operate in?

Very satisfied	Satisfied	Neither / nor	Dissatisfied	Very dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. What are your company's future plans for ongoing trading in Sidcup Town Centre?

Remain in current premises	<input type="checkbox"/>
Expand	<input type="checkbox"/>
Move premises within Sidcup	<input type="checkbox"/>
Move / relocate away from Sidcup	<input type="checkbox"/>
Close	<input type="checkbox"/>

20. Do you anticipate the number of employees increasing or decreasing as you go forward?

Increasing  Decreasing  Same

21. Which are the top three customer groups that the town needs to attract more of?

	Need to attract more...
Residents	<input type="checkbox"/>
Shoppers	<input type="checkbox"/>
School Students	<input type="checkbox"/>
College Students	<input type="checkbox"/>
Workers	<input type="checkbox"/>
Leisure visitors - day	<input type="checkbox"/>
Leisure visitors - night	<input type="checkbox"/>
Business visitors	<input type="checkbox"/>

22. What marketing channels would you like Sidcup Partners BID to use to promote Sidcup town centre

Twitter	<input type="checkbox"/>
Facebook	<input type="checkbox"/>
Instagram	<input type="checkbox"/>
Online advertising	<input type="checkbox"/>
<b>Outdoor Advertising</b>	
Billboards	<input type="checkbox"/>
Buses	<input type="checkbox"/>
Train Stations	<input type="checkbox"/>
<b>Local Press</b>	
News Shopper	<input type="checkbox"/>
Bexley Times	<input type="checkbox"/>
Connect	<input type="checkbox"/>
Trader Magazine	<input type="checkbox"/>

23. Over the next 12 months do you think business performance in the town centre will?

Improve  Decline  Stay the same

24. Please rate how likely you are to change / improve the following aspects of your business as a result of the recent trading experience?

	High	Medium	Low
Your social media activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your website and online ordering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The range of services provided to customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Click and Collect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of contact (telephone diverts, email etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trading hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other please list			

25. How would you rate the general appearance of Sidcup Town Centre?

	OK / good	Needs improving	Priority to improve
Litter and cigarette butts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gum on pavements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vandalism and graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pavement condition / ease of use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment, lighting, appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The number of empty shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The number of empty offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. How would you rate the following facilities of Sidcup Town Centre?

	OK / good	Needs improving	Priority to improve
Parking provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility by public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Way-finding / signage / information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public facilities, i.e. toilets & seating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Choice of shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Choice of restaurants / bars / cafes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Choice of nightlife / evening activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## AND FINALLY....

27. Please rate how strongly you agree or disagree with the following statements (where 1 = strongly disagree and 5 = strongly agree)?

	Strongly Disagree				Strongly Agree
Sidcup feels safe and clean	1	2	3	4	5
Sidcup is well placed to recover	1	2	3	4	5
Sidcup provides good information	1	2	3	4	5
Sidcup provides good facilities	1	2	3	4	5
It is easy to find all parts of the town centre	1	2	3	4	5
Sidcup feels secure	1	2	3	4	5
Sidcup has a good environment	1	2	3	4	5

**Thank you for your assistance, it is much appreciated.**

The survey is not used for marketing purposes, email details are recorded for the BID database and is GDPR compliant.

Please return the completed survey to the researcher who gave it to you. If this is not possible, please post to The Retail Group, Dunnings Oak Offices, Dunnings Road, East Grinstead, West Sussex, RH19 4AT or email [mike.evans@theretailgroup.co.uk](mailto:mike.evans@theretailgroup.co.uk)