

# NEWCASTLE UNDER LYME POST COVID 19 REVIEW SURVEY 2020



**NEWCASTLE  
UNDER LYME**  
B USINESS I MPROVEMENT D ISTRICT

As a result of the COVID 19 situation and to enable us to support you in recovery in this unprecedented situation, the Government has allowed the BID to be extended until the end of March 2021 and therefore the ballot for the new BID Proposal has been postponed. This means that we will be able to work with you to review the objectives and priorities which had been developed prior to the COVID 19 pandemic to ensure that they are relevant for the next few weeks and months as well as the longer term and how the BID will need to work in this new world.

The answers you give in this survey will be used to help to shape the new business plan for the new BID term and structure our support to you.

If you would like to discuss your views and complete the survey form with a member of the Newcastle-under-Lyme BID team please contact the BID office on 01782 922712, or via email at [amy.williams@nulbid.co.uk](mailto:amy.williams@nulbid.co.uk).

Please complete and email to [amy.williams@nulbid.co.uk](mailto:amy.williams@nulbid.co.uk).

## Contact Details:

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

<b>Q1a: During the COVID 19 Lock-down has your business:</b>	<input type="checkbox"/> Shut down completely <input type="checkbox"/> had reduced levels of trade <input type="checkbox"/> been operating with same levels of trade <input type="checkbox"/> seen increased levels of trade
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<b>Q1b: in the next 12 months do you anticipate that your business:</b>	<input type="checkbox"/> will close down completely and not re-open <input type="checkbox"/> see reduced levels of trade to same time last year <input type="checkbox"/> see the same levels of trade to same time last year <input type="checkbox"/> see increased levels of trade to same time last year
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<b>Q2: How do you envisage your staff numbers will change in the next year?</b>			
<input type="checkbox"/> Stay the same	<input type="checkbox"/> Increase moderately	<input type="checkbox"/> Increase significantly	<input type="checkbox"/> Decrease

<b>Q3: What changes do you anticipate to your turnover over the next twelve months?</b>			
<input type="checkbox"/> Stay the same	<input type="checkbox"/> Moderate Growth	<input type="checkbox"/> Significant Growth	<input type="checkbox"/> Decline

<b>Q4: Where do you intend to locate your business operation over the next 1 - 2 years?</b>			
<input type="checkbox"/> Relocate within the area	<input type="checkbox"/> Relocate out of the area	<input type="checkbox"/> Stay in same premises	<input type="checkbox"/> Close down
<input type="checkbox"/> Other (please state)			

<b>Q5: How do you anticipate your products and services changing over the next twelve months?</b>		
<input type="checkbox"/> Mostly stay the same	<input type="checkbox"/> Change slightly	<input type="checkbox"/> Change significantly
If changing what major changes do you anticipate?		

<b>Q6: How important are the following aspects to your business in Newcastle-under-Lyme?</b> Please score the projects from 1 (not important) - 4 (very important)		Scoring 1 - 4 (1 = Not and 4 = Very)
<b>CRIME</b>		
Crime and safety generally		
Street begging and rough sleepers		
Drug and drink issues on the streets		
Business Crime / Shop theft		
Police support for your business		
<b>PERSONAL SAFETY</b>		Scoring 1 - 4 (1 = Not and 4 = Very)
Personal safety during the day		
Personal safety evenings/night		
Street cleansing		

<b>ACCESS</b>	Scoring 1 – 4 (1 = Not and 4 = Very)
Road signage in and out of Newcastle-under-Lyme	
Road signage around Newcastle-under-Lyme	
Pedestrian signage and information	
Availability of business parking	
Availability of customer parking	
Cost of parking	
Bus services in and out of Newcastle-under-Lyme	
Rail links to and from Newcastle-under-Lyme	
Delivery access, loading and unloading	
<b>ENVIRONMENT</b>	Scoring 1 – 4 (1 = Not and 4 = Very)
Litter control	
Condition of street furniture	
Landscaping and greenery/floral	
Festive Lighting	
Lighting levels	
Appearance and state of the buildings	
<b>COMMERCIAL ATTRACTIVENESS</b>	Scoring 1 – 4 (1 = Not and 4 = Very)
Things to do for the family, visitors and local people	
Leisure & culture facilities	
Things to do in the evening and night time	
Range of shops	
Range of café, pubs and restaurants	
Hotel facilities for visitors and business use	
The market	
A place to set up an office-based business	
<b>ATTRACTIVENESS</b>	Scoring 1 – 4 (1 = Not and 4 = Very)
Events and animation on the streets	
Day time perceptions	
Night time perceptions	
The way you personally feel about Newcastle-under-Lyme	
<b>BUSINESS COMMUNITY</b>	Scoring 1 – 4 (1 = Not and 4 = Very)
Interest shown by the Council	
Interest shown by landlords	
The way businesses work together	
Support from the BID	
Feeling part of the town and its activity	

**Q7: Pre COVID 19 we asked businesses about their thoughts on the degree of benefit they would receive from possible BID projects in the next BID term. Due to the pandemic we would like to ask this question again and compare your thoughts now against the responses received before.** Please score the projects from 1 (not beneficial) – 5 (very beneficial)

BENEFICIAL PROJECTS	Scoring 1 – 5 (1 = not beneficial and 5 = very beneficial)
<b>BUSINESS SUPPORT</b>	
Providing sector specific information and guidance on safety and well-being of staff and customers	
Seminars and training on digital marketing and promotion	
Networking and developing trading relationships with other businesses	
<b>CRIME</b>	Scoring 1 – 5 (1 = not beneficial and 5 = very beneficial)
Providing support for evening Taxi Marshalls, Street pastors and evening CCTV monitoring	
Development of Business Crime reduction scheme	
Increase the presence of BID Ambassadors	
Improve police presence by direct funding by BID	

<b>ACCESS</b>	Scoring 1 – 5 (1 = not beneficial and 5 = very beneficial)
More parking initiatives for customers	
Parking initiatives for staff	
Improved parking experience	
Improved signage and visitor information	
Improved Bus services (Day/night please comment)	
<b>ENVIRONMENT</b>	Scoring 1 – 5 (1 = not beneficial and 5 = very beneficial)
Litter Control	
Targeted cleaning	
Improved landscaping, greenery and planting	
Improved/extended festive/creative lighting	
Improved appearance of derelict, vacant building and sites	
<b>COMMERCIAL ATTRACTIVENESS</b>	Scoring 1 – 5 (1 = not beneficial and 5 = very beneficial)
Developing towns identity and branding to attract more visitors	
Increase marketing across all media channels, digital, print and social media to attract new customers, clients and visitors	
Loyalty scheme and data capture for business use	
Improved use of High Street, other streets and open spaces for events, animation and specialist markets	
Business to business marketing campaigns for professional services	
A Newcastle-under-Lyme Click & Collect service	
Improved Links with Keele University and Newcastle-under-Lyme College	
More profiling and targeted campaigns of service and office based businesses	

**Q8:** Please provide suggestions on any other projects or services that you would like the BID to deliver in the new BID term?

<b>1.</b>	
<b>2.</b>	

<b>Q9a: How would you be inclined to vote for the BID to continue after it completes its first term at end of March 2021?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know
<b>Q9b: If your answer was 'No' or 'Don't Know' what would change your mind?</b>	
<b>Q10: Would you like to get more involved in the BID? (attend working groups / have a visit from the BID Manager etc)</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know

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

Once you have completed this form please can you email your survey to [amy.williams@nulbid.co.uk](mailto:amy.williams@nulbid.co.uk)

### 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 Newcastle-under-Lyme 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, Amy Williams on 01782 922712 or via email at [amy.williams@nulbid.co.uk](mailto:amy.williams@nulbid.co.uk). For further information regarding the BID please visit the Newcastle-under-Lyme BID website at <https://www.newcastleunderlyme.org/>