

Survey

The survey closes at 5pm on 30 June 2019.

Help shape our next five-year business plan, ahead of our renewal ballot in April 2020.

Please complete our consultation survey, which is also available to complete online at www.sheffieldbid.com/BID2.

Question 1

From a business perspective, what priority would you give to each of the following actions to help improve Sheffield city centre.

	HIGH PRIORITY	MED PRIORITY	LOW PRIORITY	NOT PRIORITY
Marketing and promotion of the city centre to residents in the local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing and promotion of the city centre to visitors/tourists further afield	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing and promoting the independent offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhancing the quality of existing events and festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increasing the number of events and festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhancing the Christmas lights offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing reduced cost/free training, workshops and mystery shopping for businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving access and convenience (carparking and public transport promotion)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving the centre's wayfinding programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing crime prevention and support for initiatives to promote a safer city centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional police presence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhancing the appearance of the city centre (greening, maintenance work, city dressing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhancing the cleaning programme of the city centre (street cleaning)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilitating meanwhile use of premises (vacant units)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing digital innovations to improve the visitor/customer experience on the high street (smart cities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing employee benefit schemes and initiatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

Question 2

Which of the following Sheffield BID-funded events, animations, marketing and promotional activities do you consider beneficial to your business?

	BENEFICIAL	NO BENEFIT	NO BENEFIT BUT I SEE THE VALUE	NOT SURE
Seasonal visitor guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Independent business guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alive After Five (post-5pm marketing activities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dine Sheffield (restaurant weeks)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sheffield Bricktropolis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sheffield Christmas Trail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhanced Christmas lights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City centre visitor hub/promotional space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sheffield Gift Card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fringe at Tramlines Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cliffhanger Outdoor Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support for enhancing other existing events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 3

Do you think there are any gaps or opportunities in the city centre events calendar?

Question 4

Which of the following projects that support a cleaner, safer and more accessible city centre do you feel are beneficial to your business?

	BENEFICIAL	NO BENEFIT	NO BENEFIT BUT I SEE THE VALUE	NOT SURE
Graffiti vandalism removal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graffiti prevention measures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleaning up of hazardous waste, sharps and detritus from late night revellers and rough sleepers (Street Rangers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Welcome, wayfinding and reassurance for visitors (city hosts)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A dedicated police resource for the city centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ASB deterrents such as mobile cameras	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobility aids scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor defibrillators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community access toilets scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seasonal/wayfinding visitor guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car parking and public transport promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street art initiatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 5

What other initiatives do you feel would be beneficial to help create a more vibrant, welcoming and accessible city centre and which would benefit your business?

Question 6

Which Business Support initiatives do you/ would you consider beneficial to your business?

PLEASE TICK

Cost savings scheme (reduced utilities, telecoms, merchant fees etc)

Trade waste (providing an exclusive rate)

Exterior property maintenance

Business crime radio network (discounted rates)

Outdoor promotional spaces for local campaigns (discounted rates)

Monitoring and sharing city information and footfall figures

Training and workshops for employees

Retail and hospitality skills initiatives

Mystery shopping (discounted rates)

Employee incentive/rewards schemes

Free meeting rooms

Networking events

Business directory

Other (please specify)

Question 7

What other priorities, actions or initiatives do you think should be considered as part of a second five-year term?

Question 8

Any further comments?

Question 9

In principle, do you support a second-term of the city centre BID?

Yes No Not sure Prefer not to say

Your details

Name	
Company	
Phone	
Email	
Address	

Voter details (if different)

Name	
Company	
Phone	
Email	
Address	

My business is

Independent (less than 5 outlets with a head office in Sheffield) Regional (more than 5 outlets with a head office in Sheffield)
 National Franchise

Keep in touch

We regularly communicate via email to ensure our members are kept up to date. Please let us know if you do not receive these.



How to return this form

Please return this form by 5pm on 30 June 2019.

You can respond in several ways. Complete the questionnaire and return to:

Diane Jarvis, Sheffield BID Manager, Sheffield City Centre BID Limited,
Sheffield Technology Parks, Arundel Street, Sheffield, S1 2NS.

Local businesses can email bidbuddies@sheffieldbid.com to arrange collection.
