

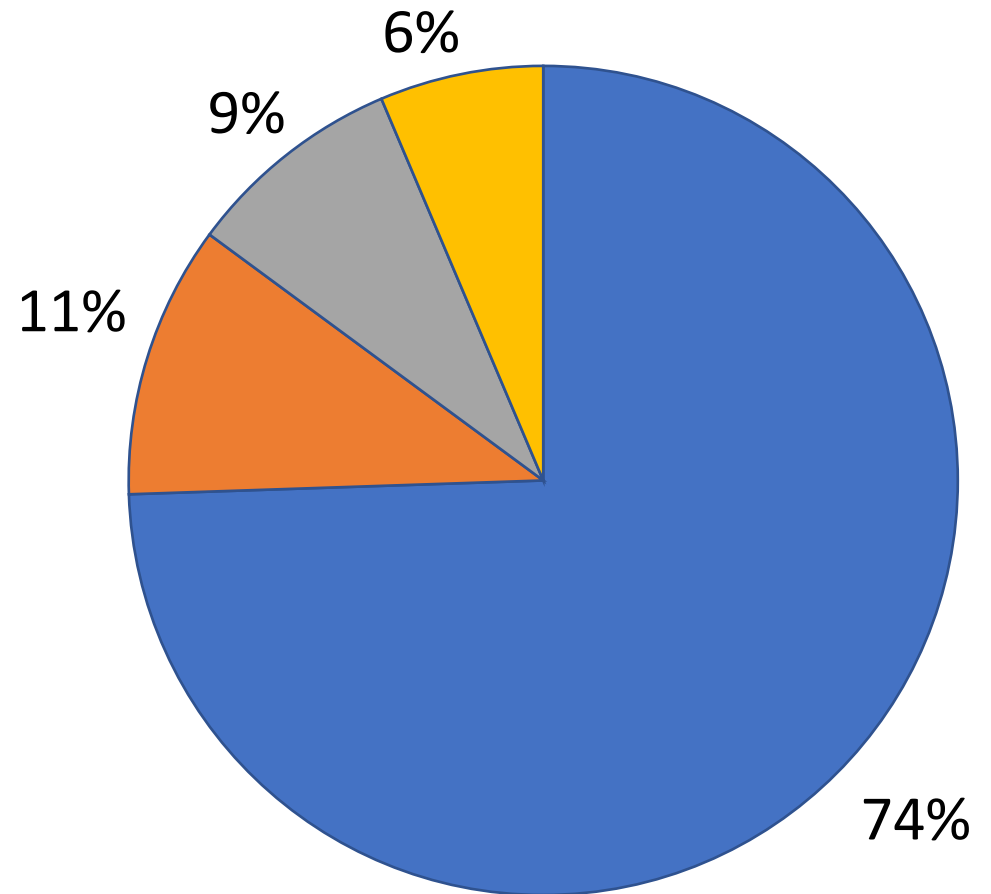
Live Polling

When prompted use your keypad to answer the question on screen by pressing the number which corresponds to your chosen answer.



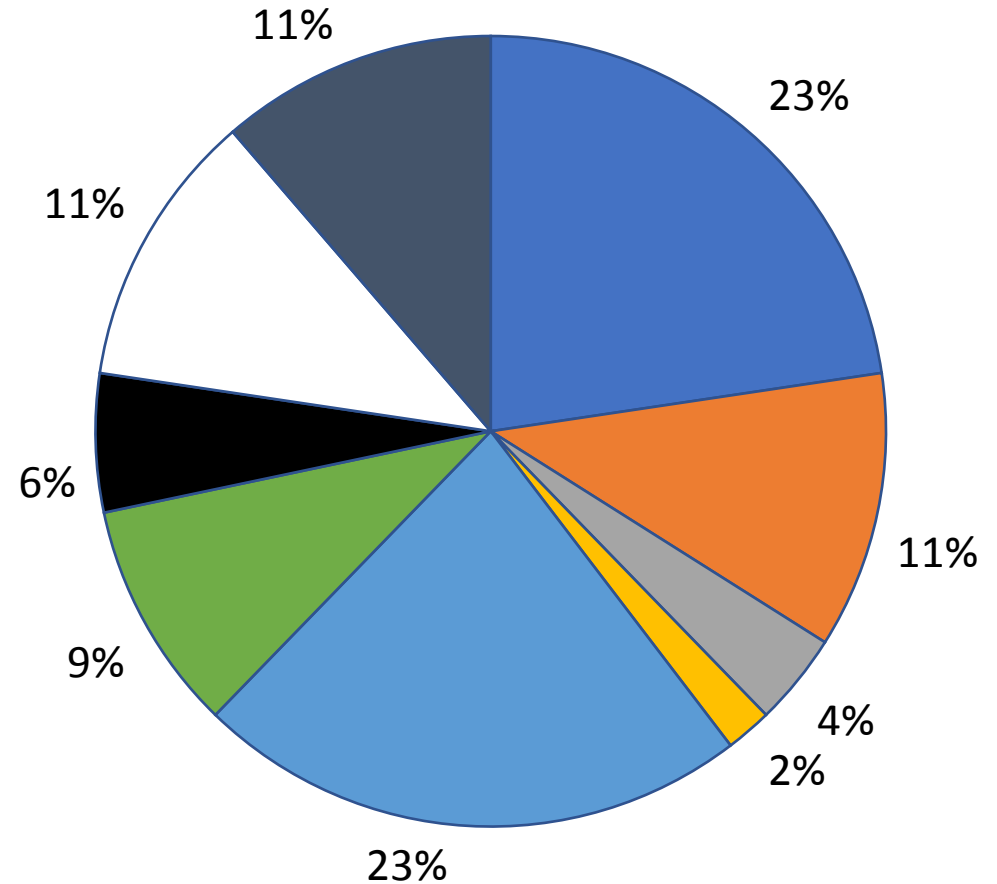
My business is...

-  independent
-  national
-  charity
-  franchise



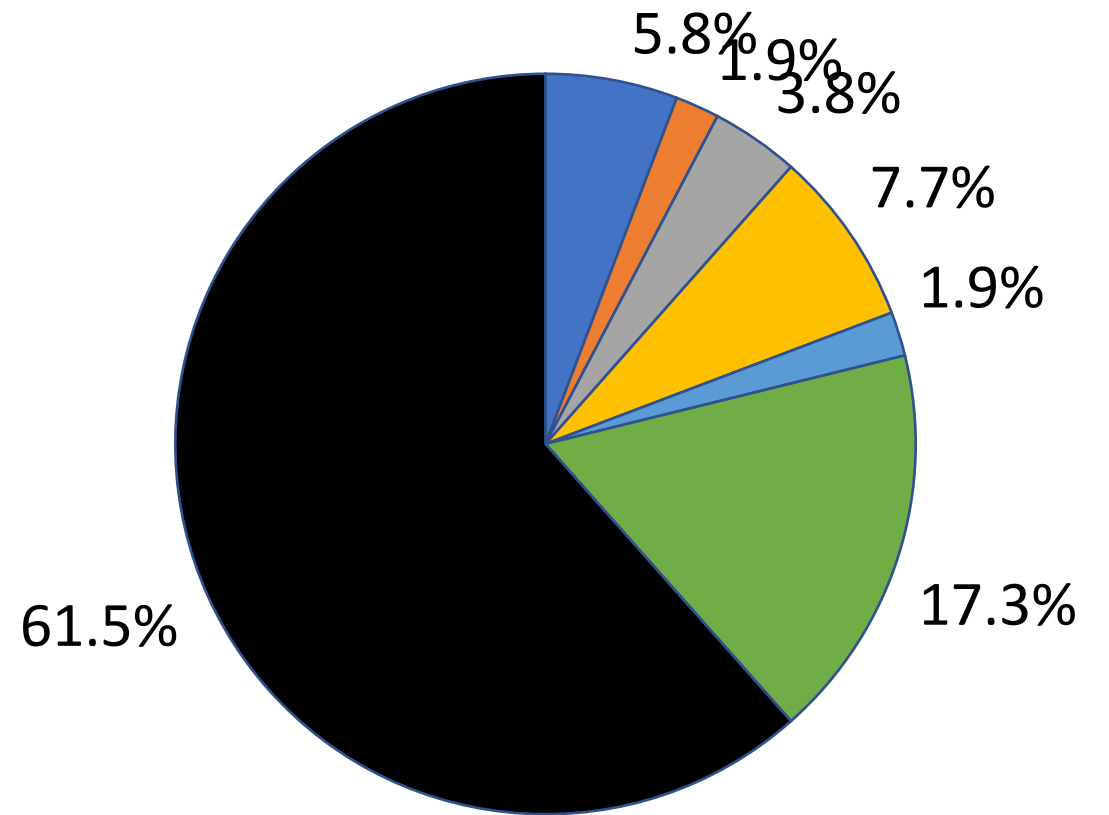
The following sector best describes my business or organisation...

- Retail
- Restaurant/Café
- Pub/Bar/Club
- Accommodation (Hotel/B&B)
- Professional or Business Service
- Education (Language School, School, University, College)
- Arts/Culture
- Attraction
- Other



How long have you been trading in the city?

- Up to 1 year
- 1 to 2 years
- 2 to 3 years
- 3 to 4 years
- 4 to 5 years
- 6-10 years
- 11 years or more



For the next questions...

Please rate on a scale of 1 to 5 how valuable you feel the following things would be for your business and the city centre.

1 = not at all valuable

5 = very valuable

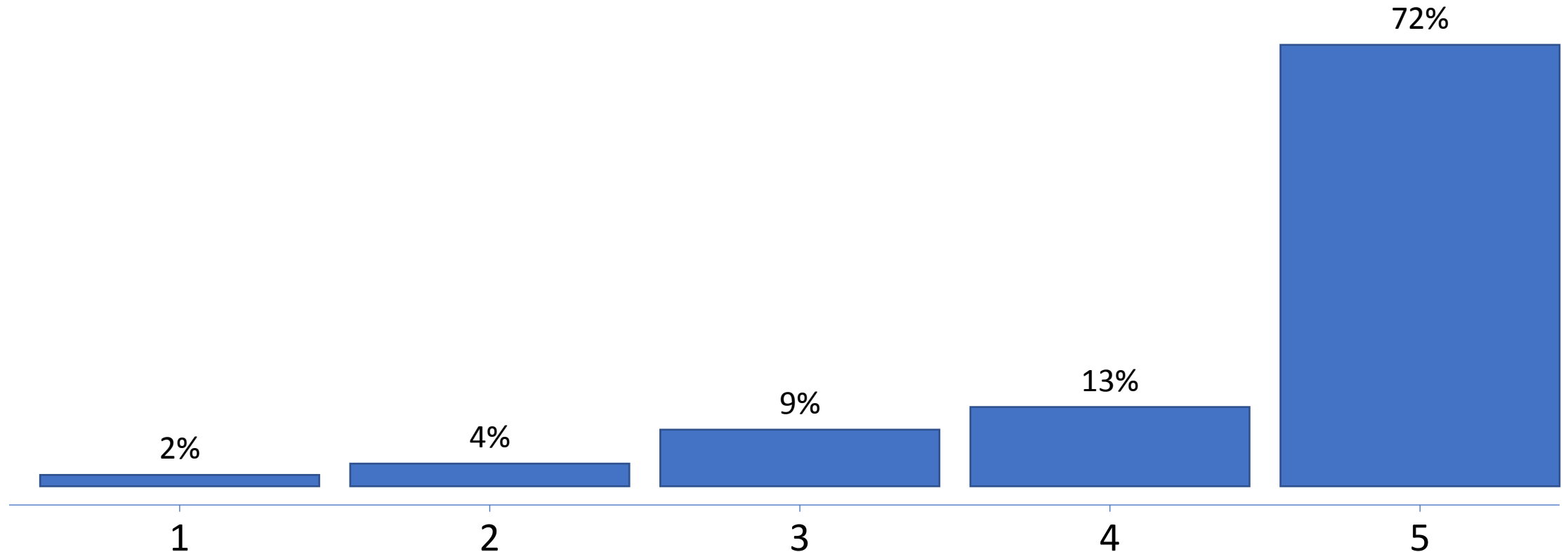


Theme 1:

Promote

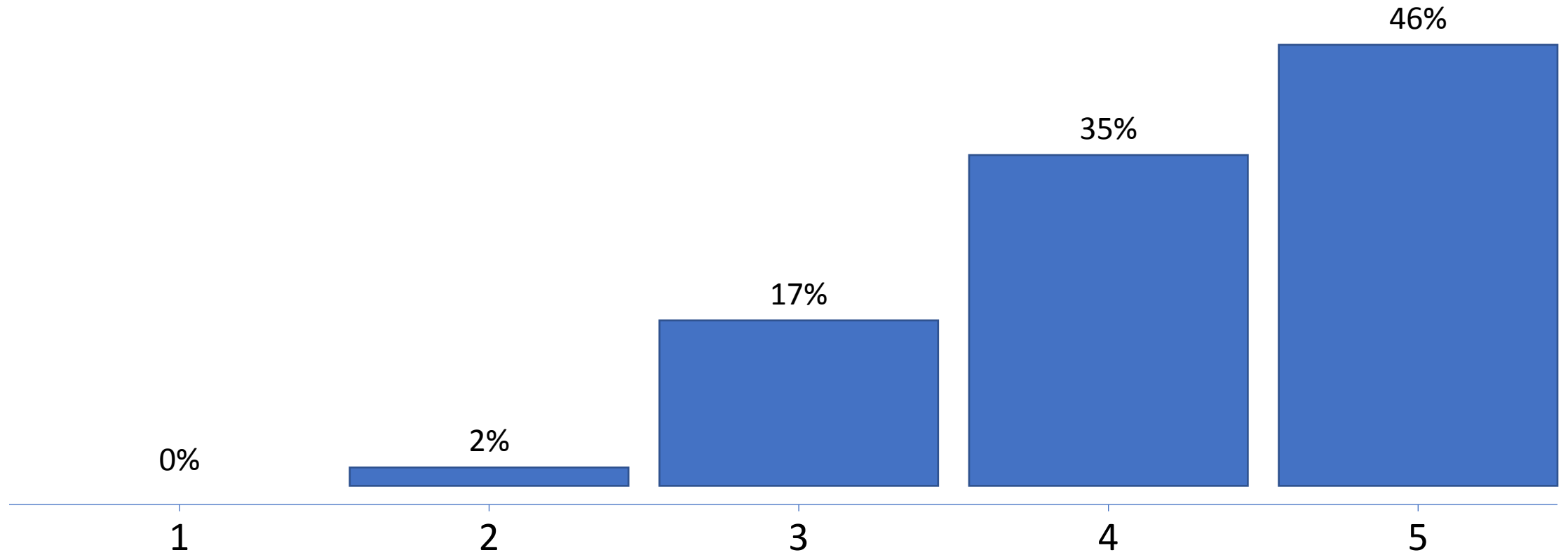


1. How valuable do you feel it would be to support events that bring footfall and increase dwell time?



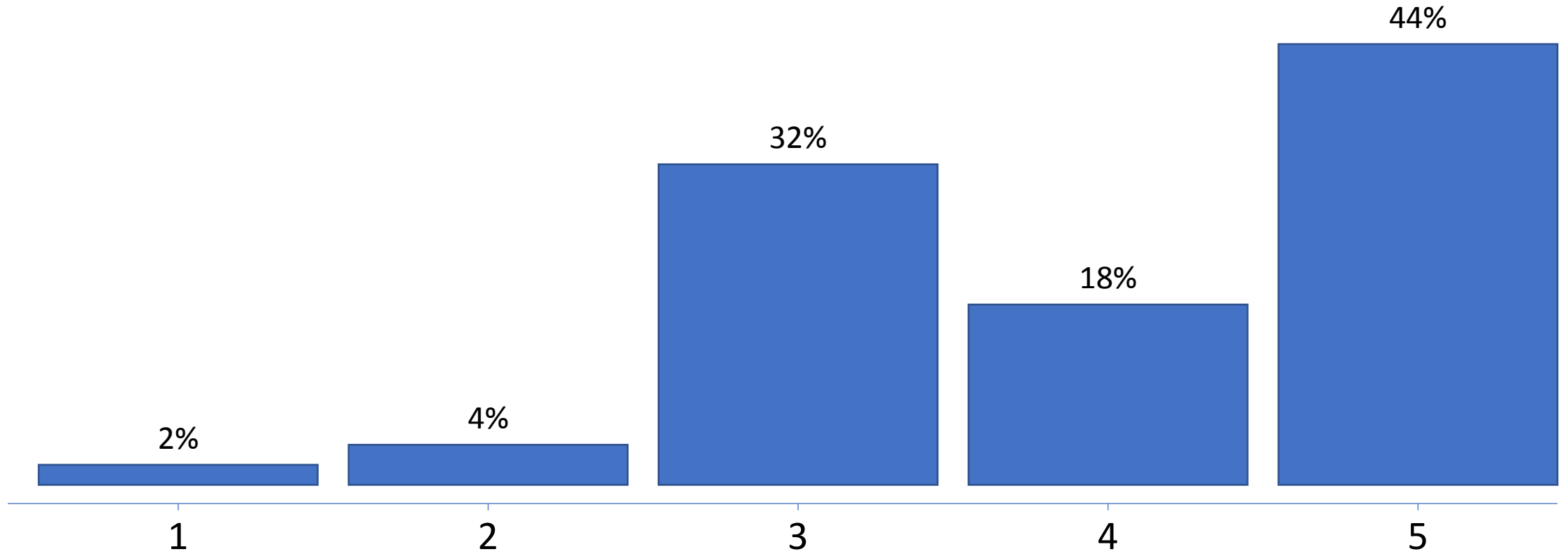
1 = Not at all valuable, 5 = Very valuable

2. How valuable do you feel it would be to invest in seasonal marketing campaigns?



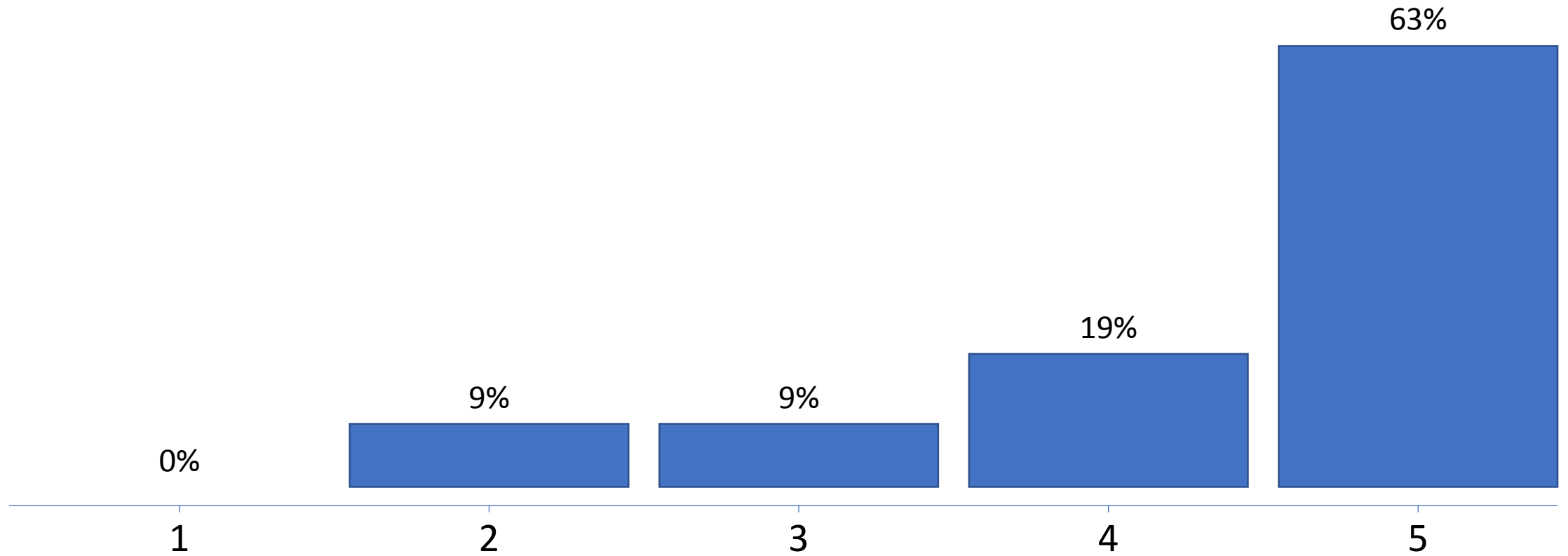
1 = Not at all valuable, 5 = Very valuable

3. How valuable do you feel it would be to support marketing to attract higher spending visitors?



1 = Not at all valuable, 5 = Very valuable

4. How valuable do you feel it would be to support marketing to encourage local loyalty (amongst staff, residents and students)?

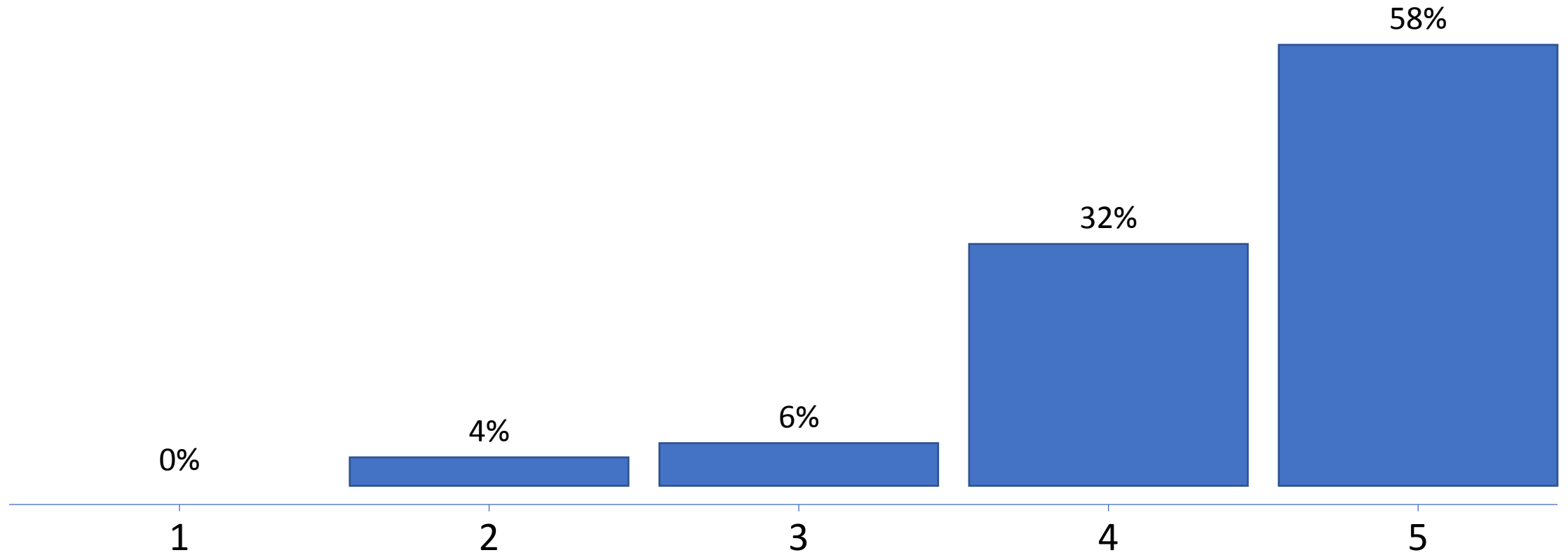


1 = Not at all valuable, 5 = Very valuable

Theme 2: Experience



5. How valuable do you feel it would be to improve cleanliness in the city?



1 = Not at all valuable, 5 = Very valuable

6. Your cleaning priorities:

Rank your top 4 choices in order, voting for your preferred choice first

1. Grafitti



2. Offensive waste



3. Deep street cleaning

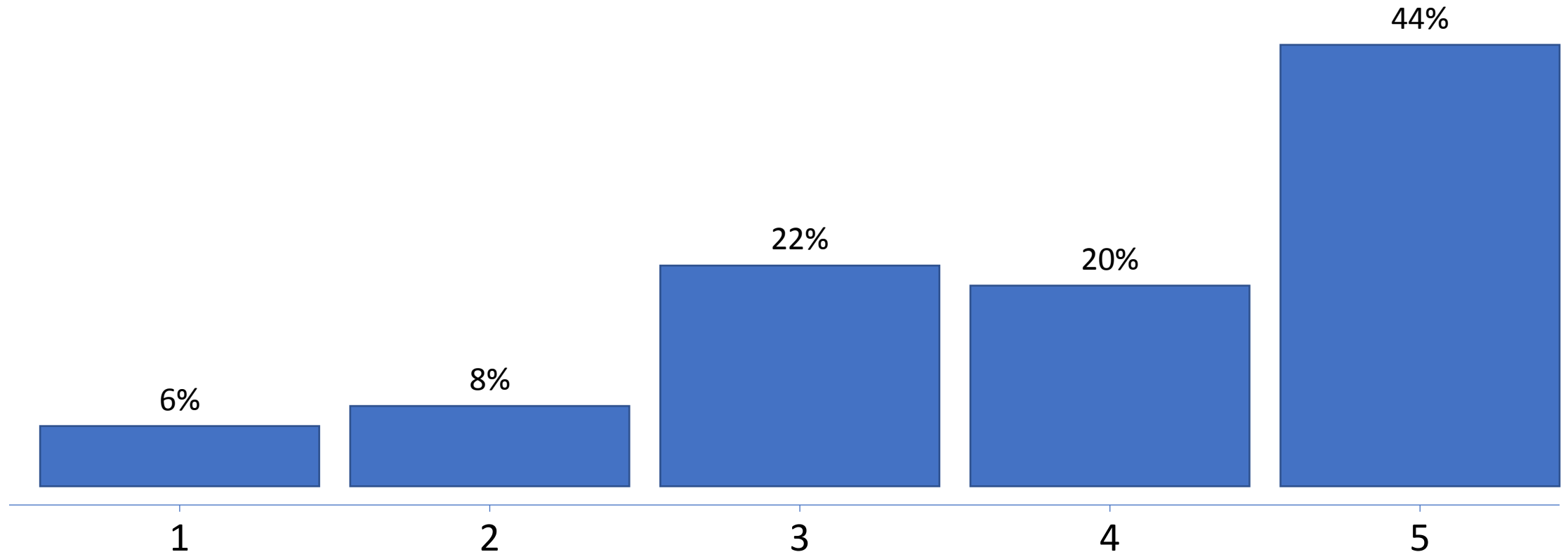


4. Janitorial service



Weighted Results: 1st Choice = 4 Points, 2nd Choice = 3 Points...

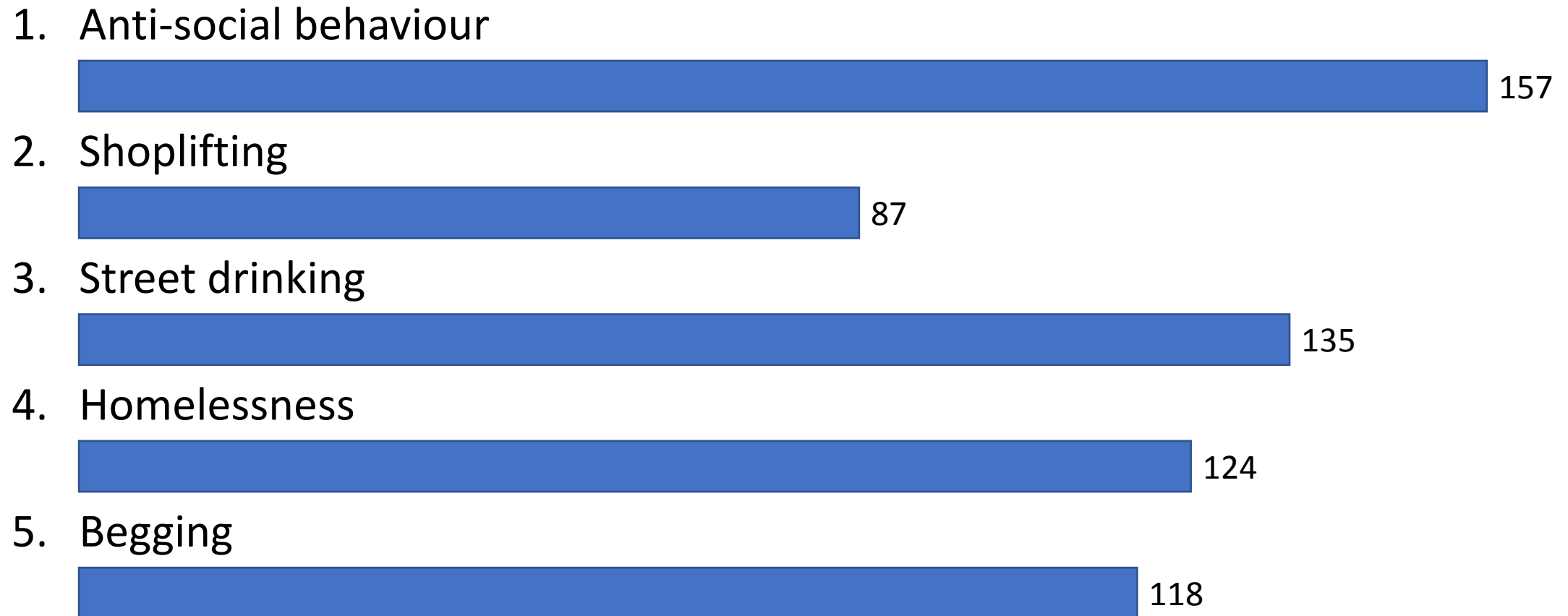
7. How valuable do you feel it would be to help tackle security and social issues?



1 = Not at all valuable, 5 = Very valuable

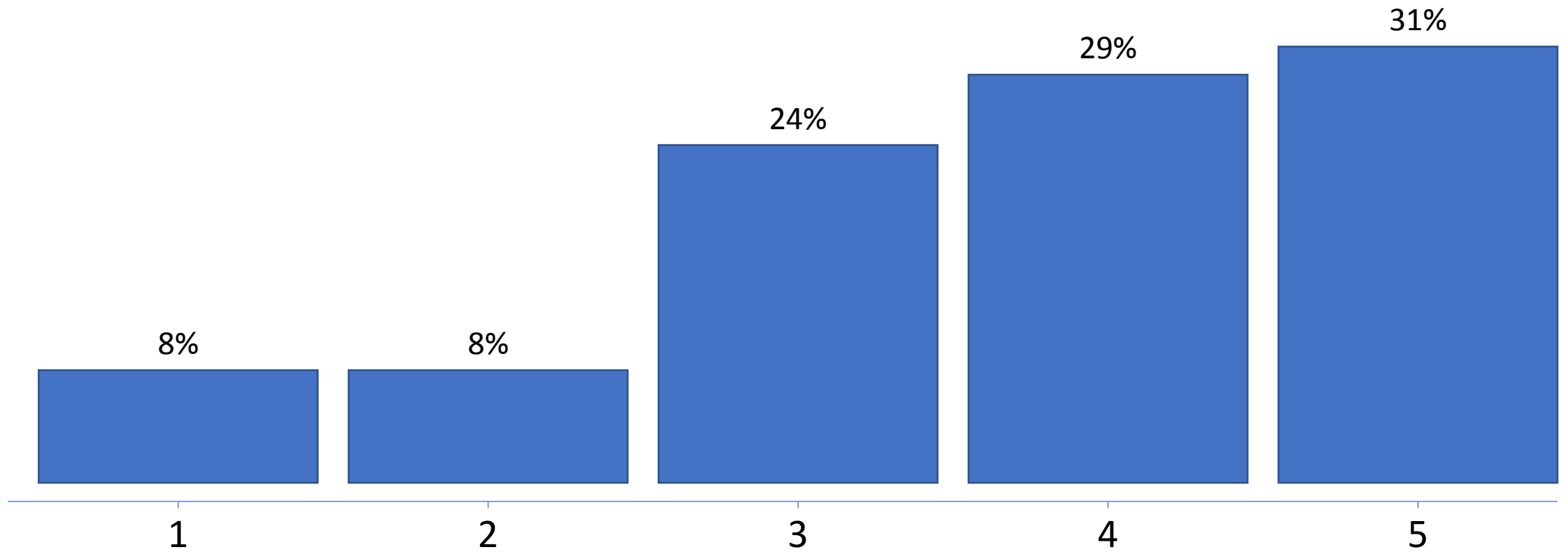
8. Your security/environmental priorities:

Rank your top 5 choices in order, voting for your preferred choice first



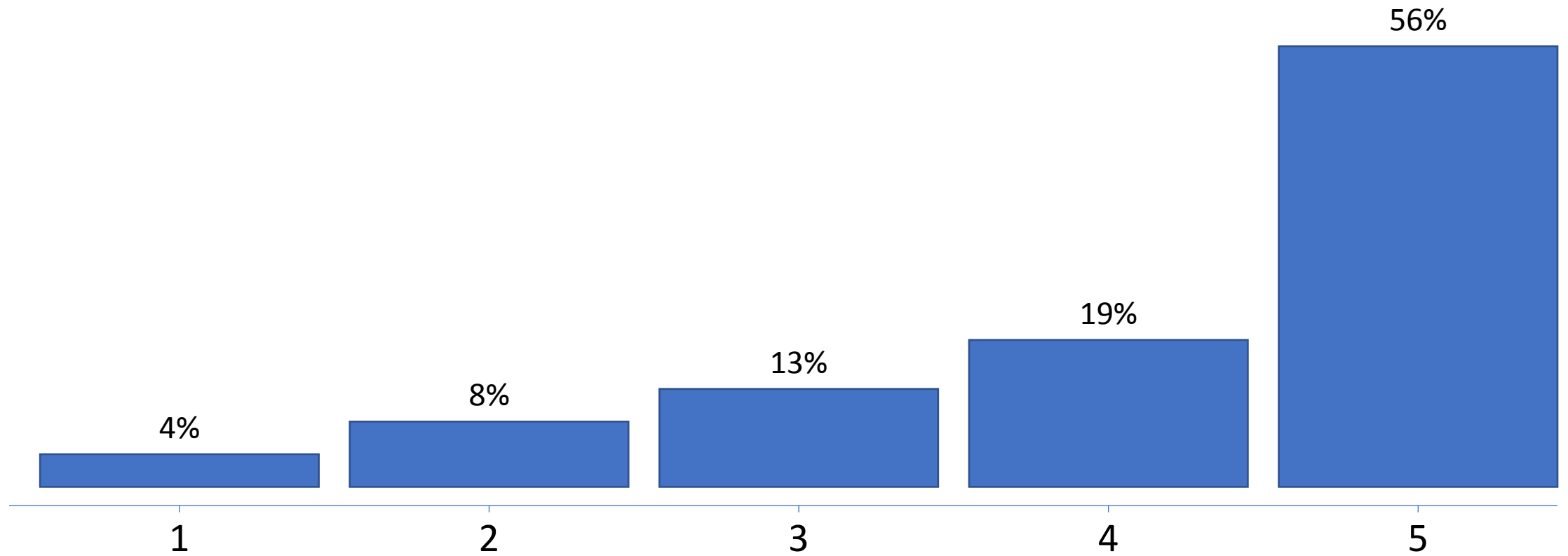
Weighted Results: 1st Choice = 5 Points, 2nd Choice = 4 Points...

9. How valuable do you feel it would be to help security measures such as District Watch?



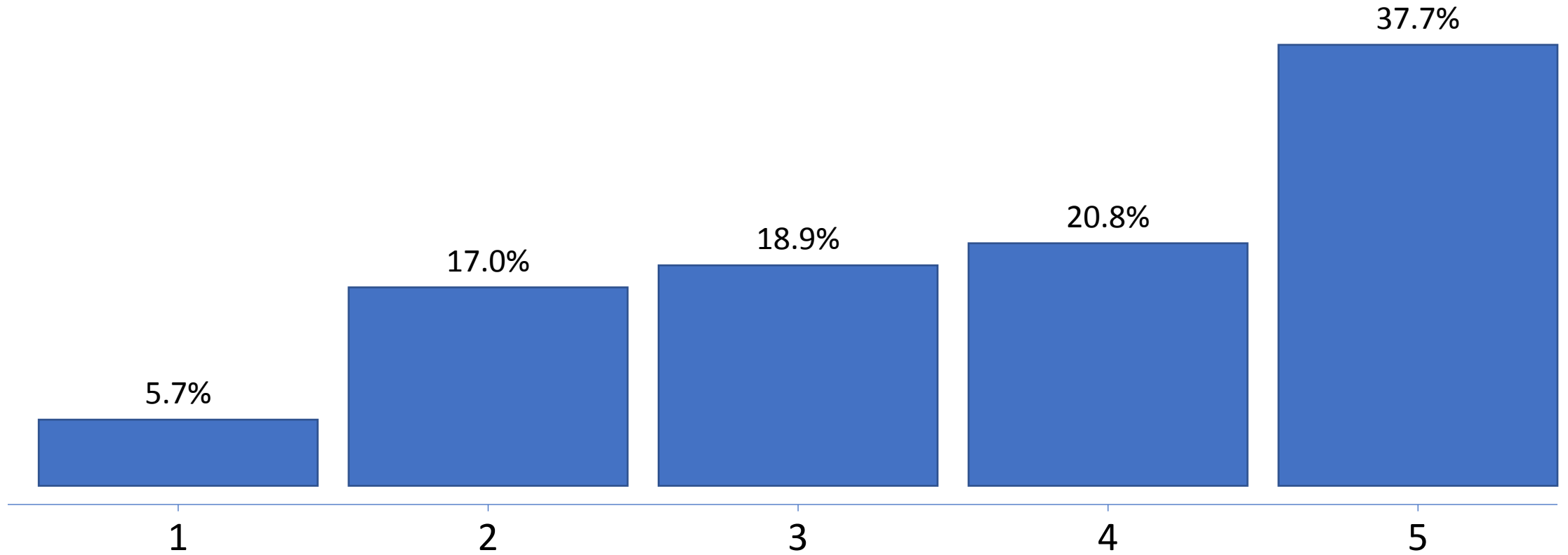
1 = Not at all valuable, 5 = Very valuable

10. How valuable do you feel it would be to invest in making Canterbury a superb Christmas destination?



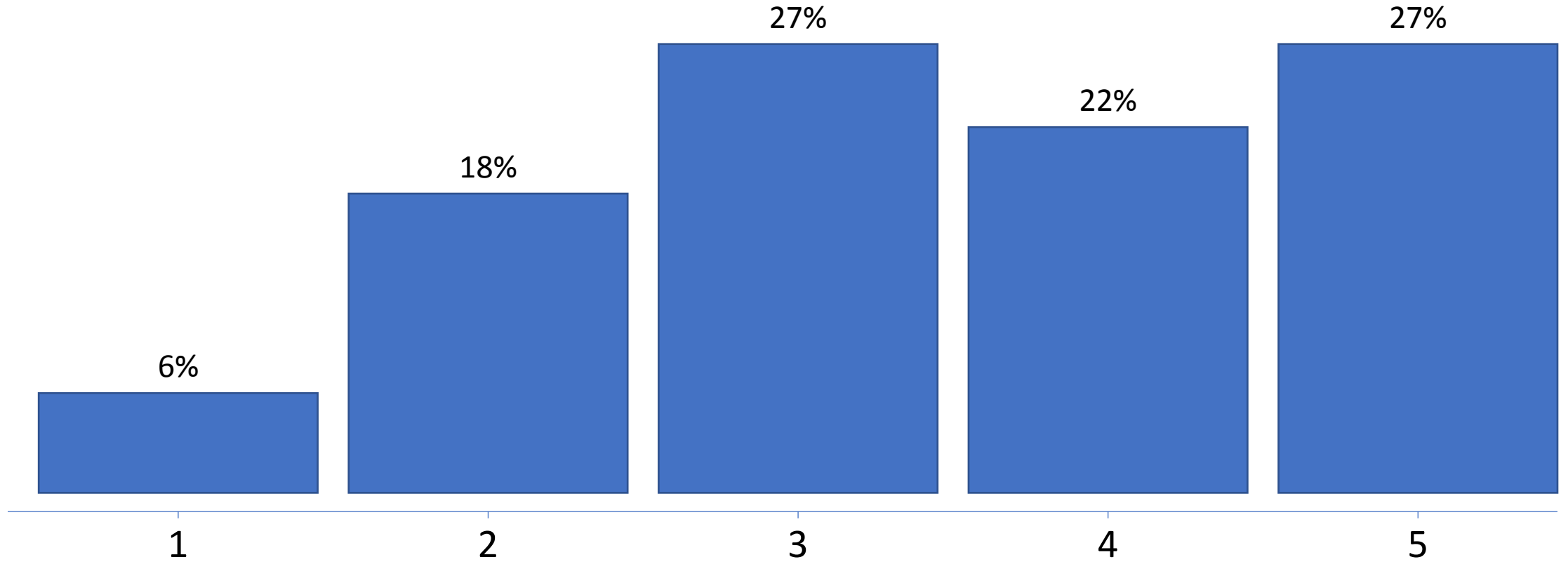
1 = Not at all valuable, 5 = Very valuable

11. How valuable do you feel it would be to invest in floral displays?



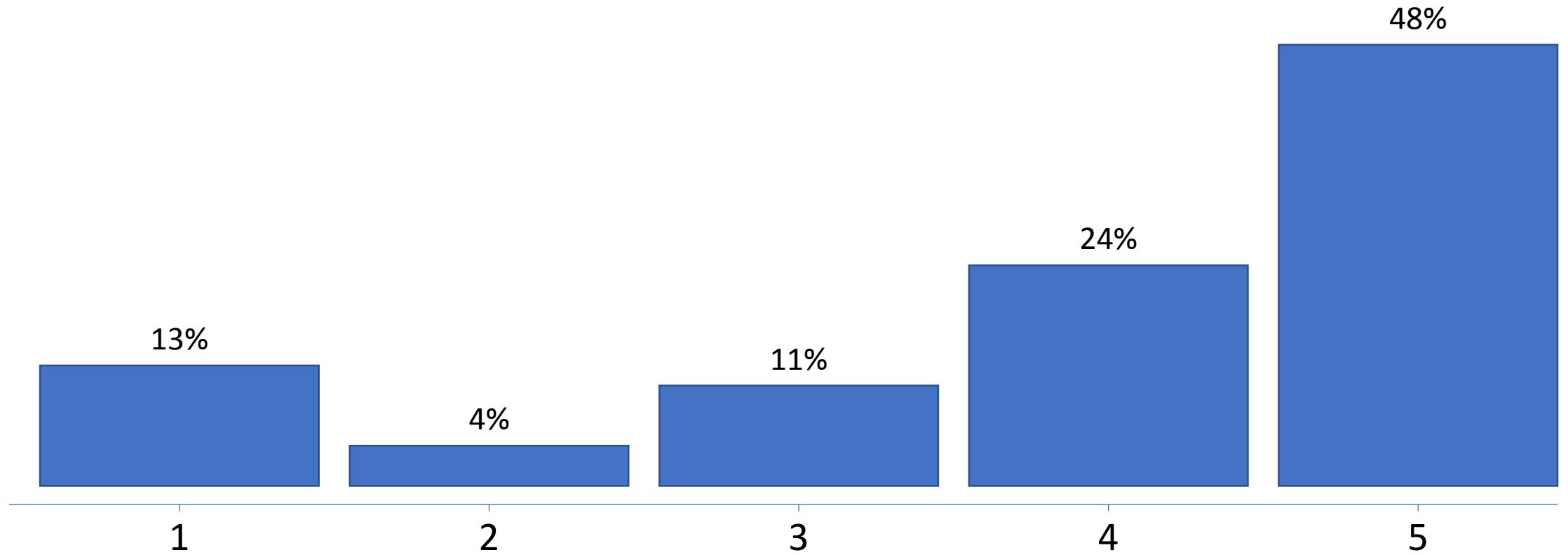
1 = Not at all valuable, 5 = Very valuable

12. How valuable do you feel it would be to contribute financially towards aspects of key public realm projects?



1 = Not at all valuable, 5 = Very valuable

13. How valuable do you feel it would be to improve signage and wayfinding?



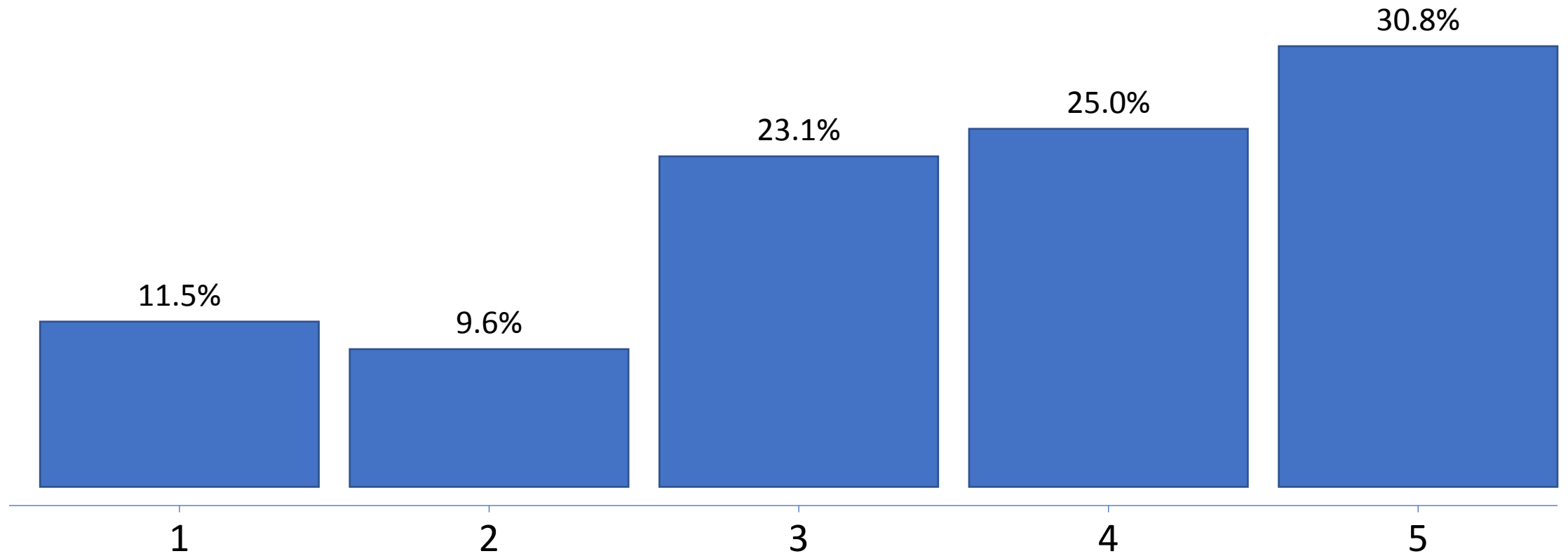
1 = Not at all valuable, 5 = Very valuable

Theme 3:

Support

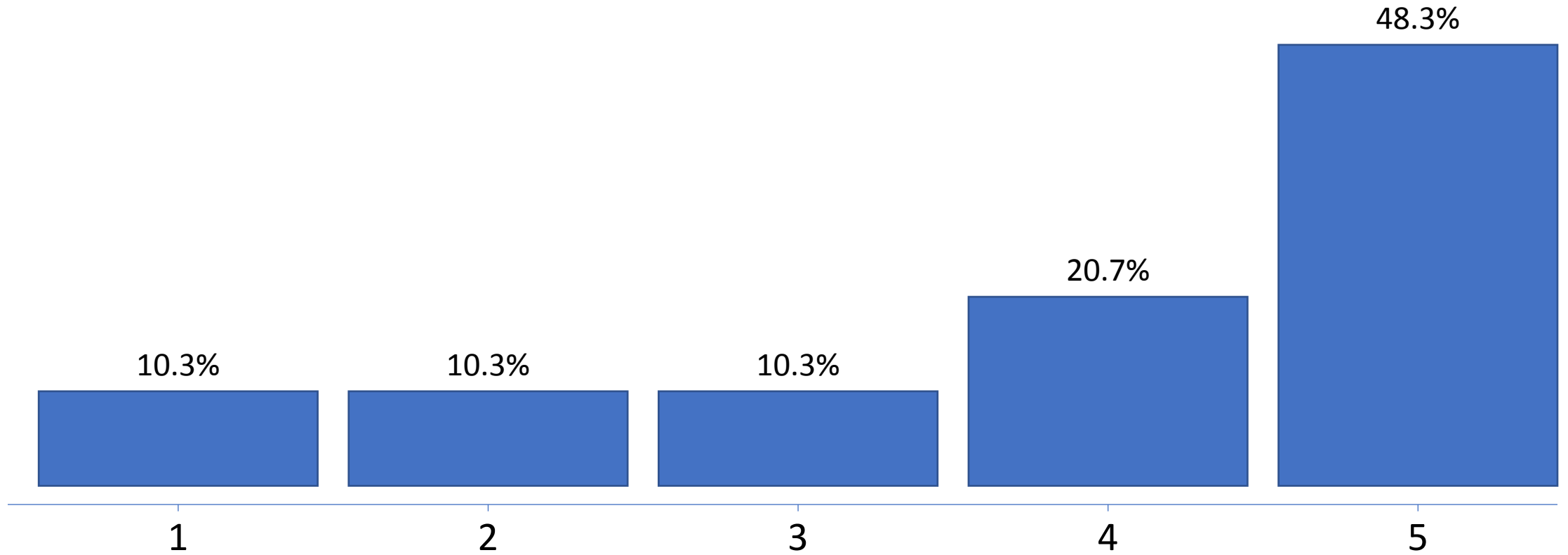


14. How valuable do you feel it would be to provide regular city performance statistics?



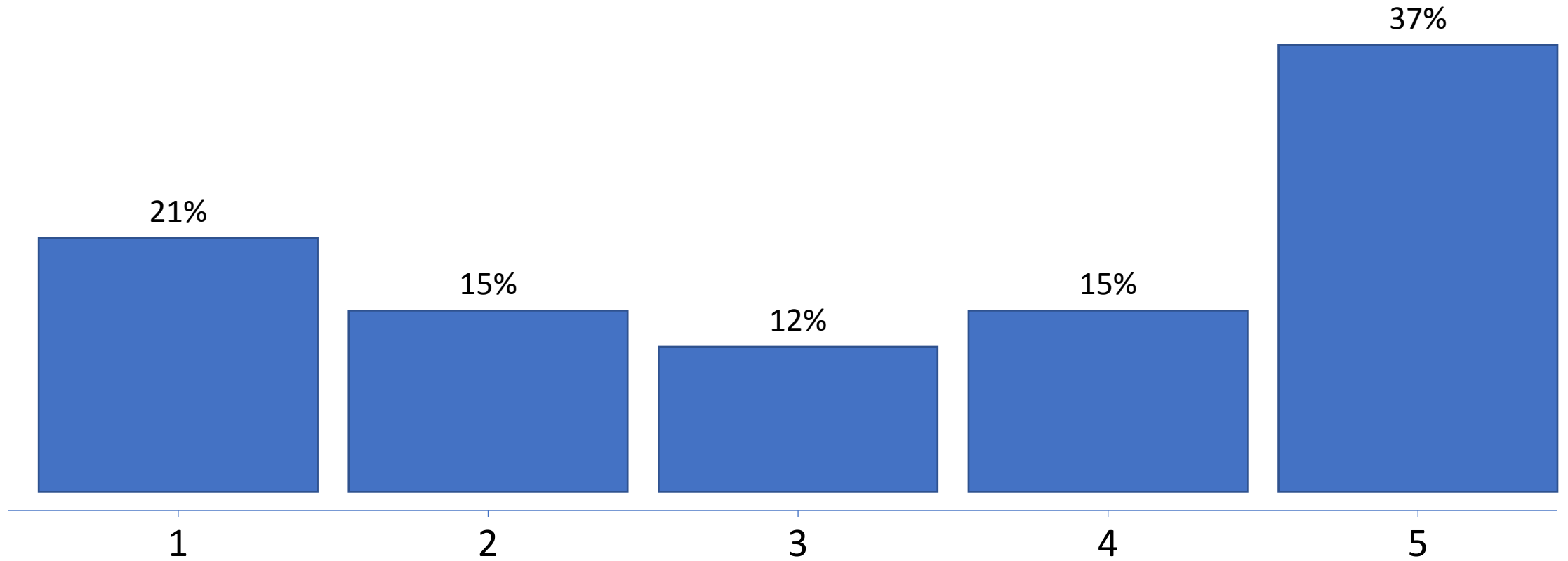
1 = Not at all valuable, 5 = Very valuable

15. How valuable do you feel it would be to provide day to day support and advice for businesses?



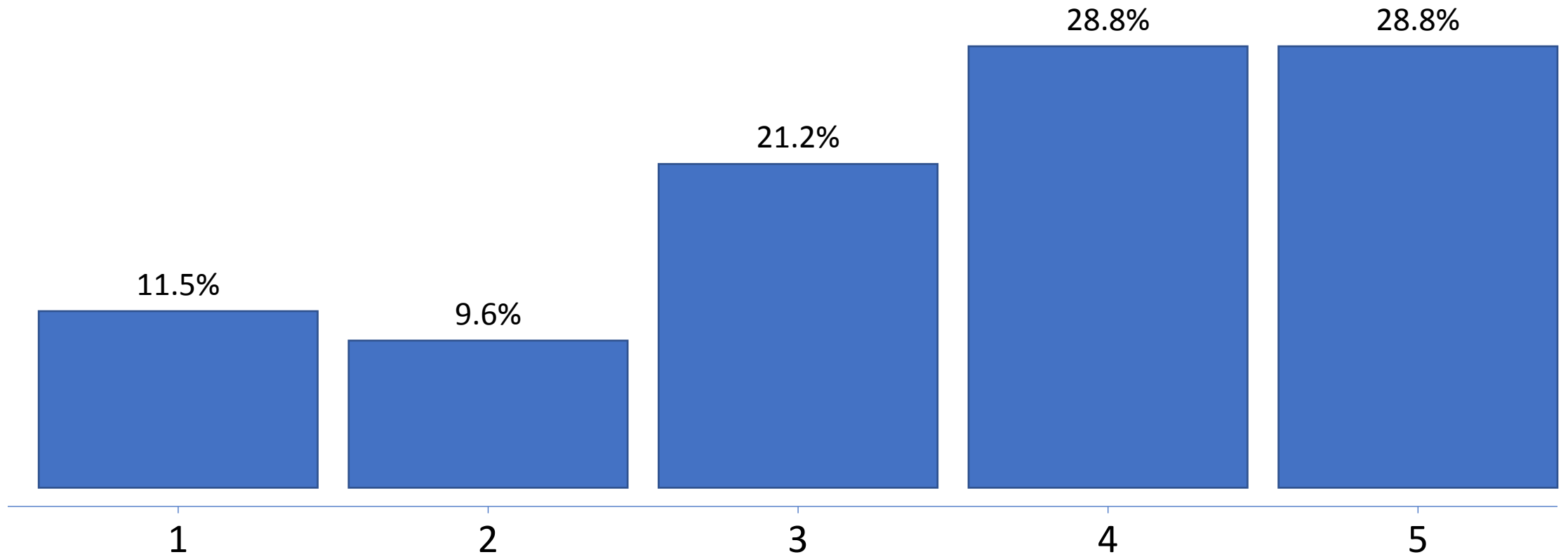
1 = Not at all valuable, 5 = Very valuable

16. How valuable do you feel it would be to provide free training?



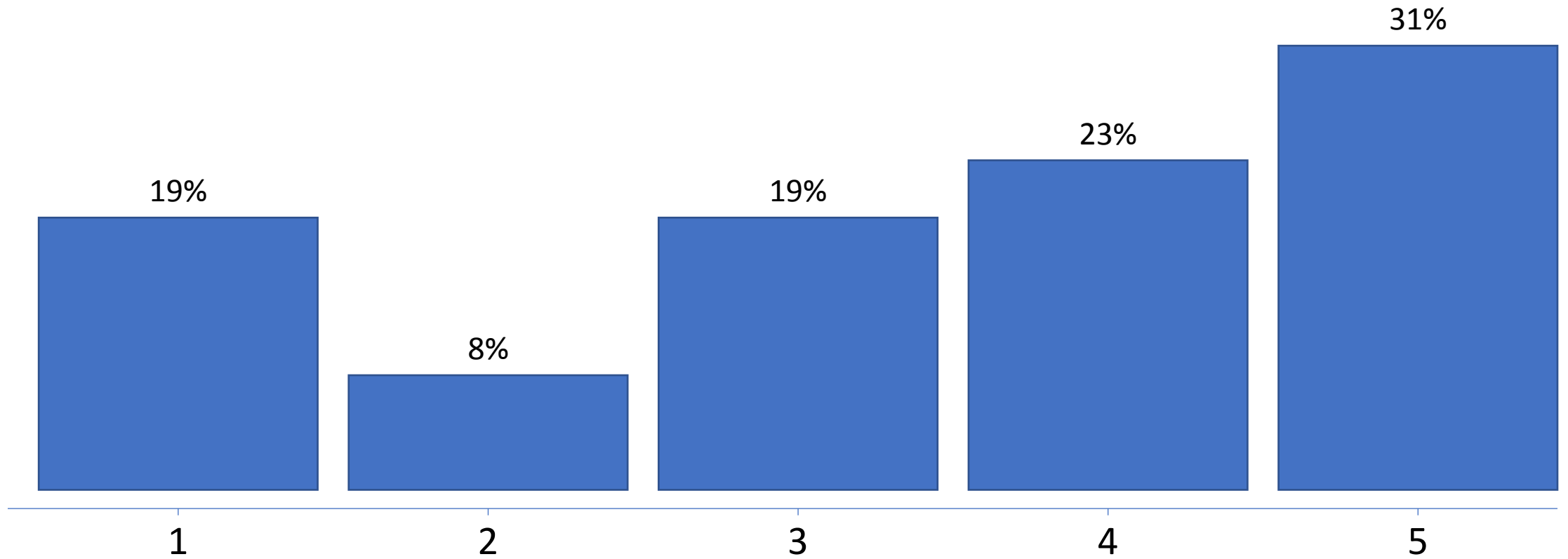
1 = Not at all valuable, 5 = Very valuable

17. How valuable do you feel it would be to help with regular communication on city management issues such as road works?



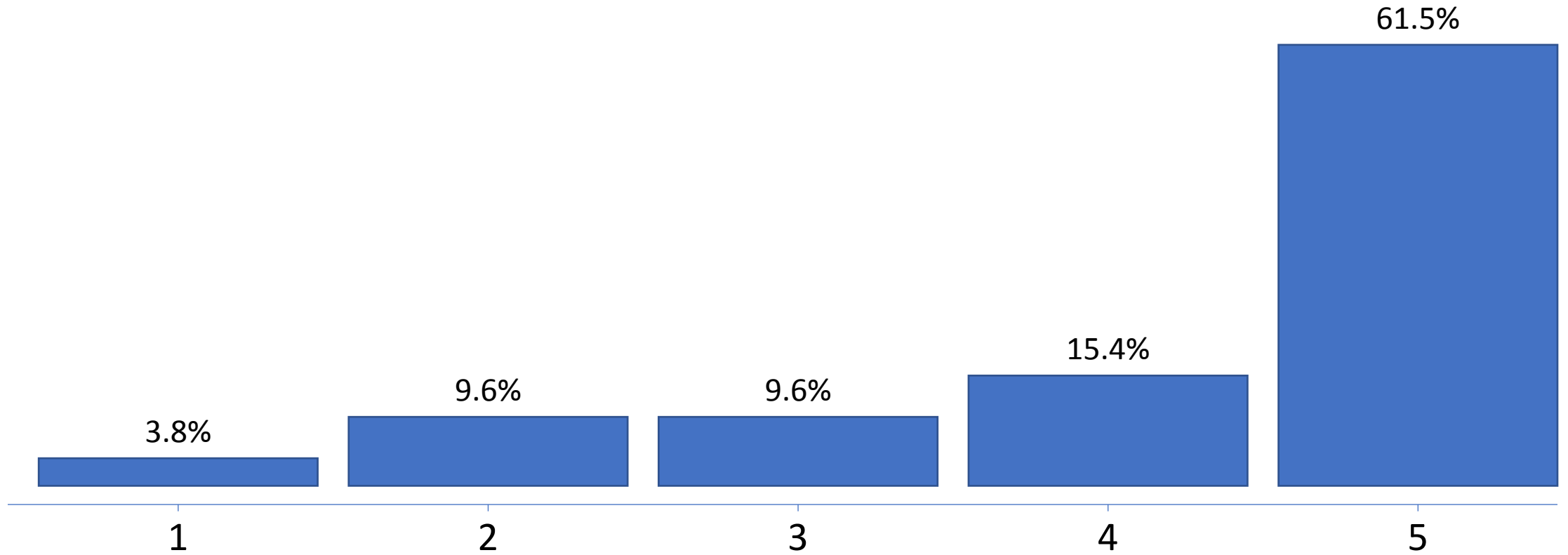
1 = Not at all valuable, 5 = Very valuable

18. How valuable do you feel it would be to provide investment and support for traders' associations?



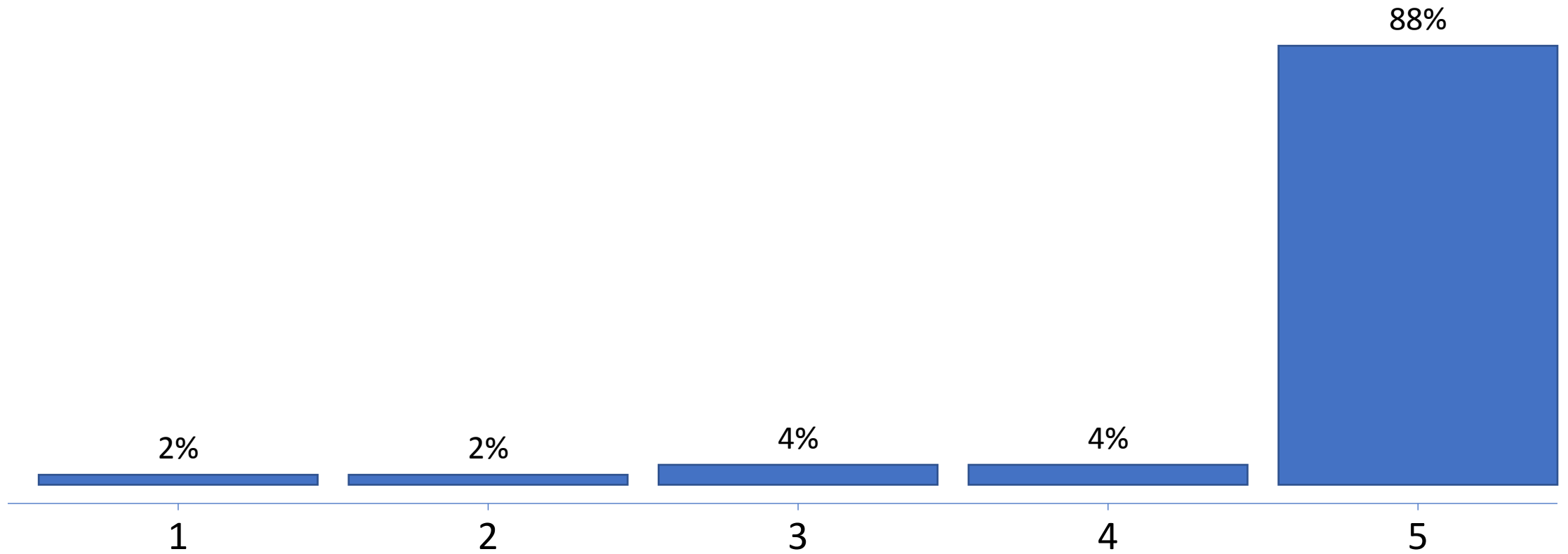
1 = Not at all valuable, 5 = Very valuable

19. How valuable do you feel it would be to lobby and represent business interests on transport and access issues?



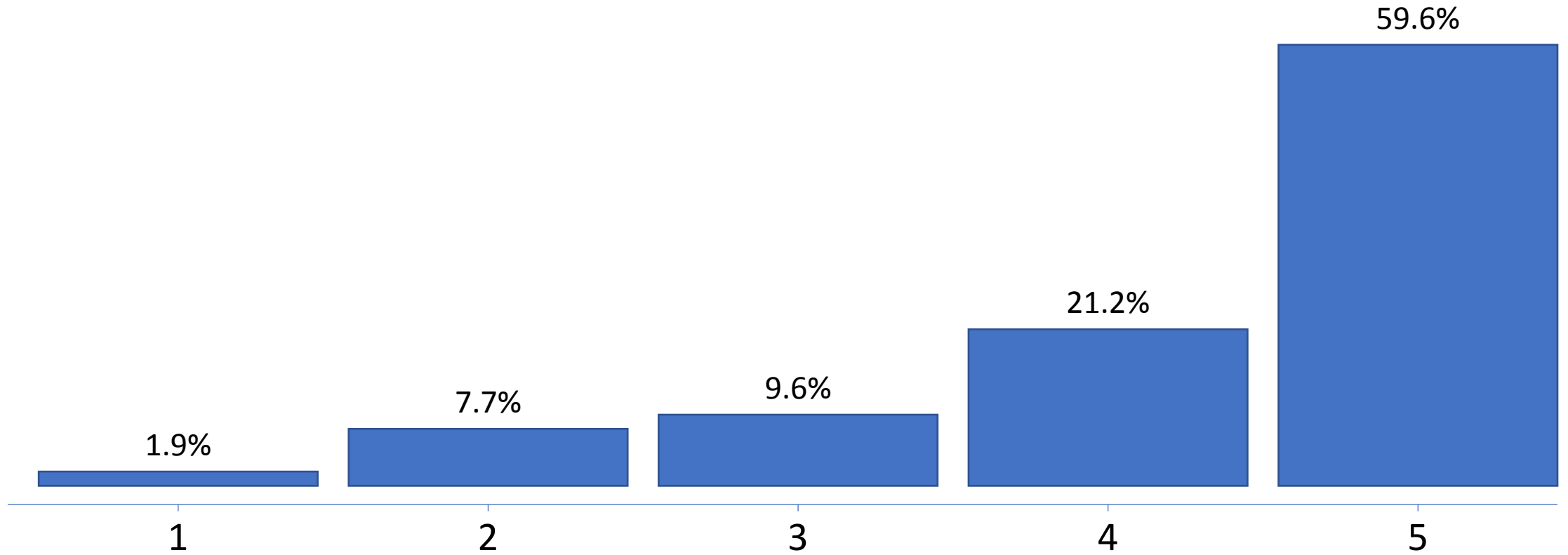
1 = Not at all valuable, 5 = Very valuable

20. How valuable do you feel it would be to lobby and represent business interests on improved WiFi and 4G/5G coverage?



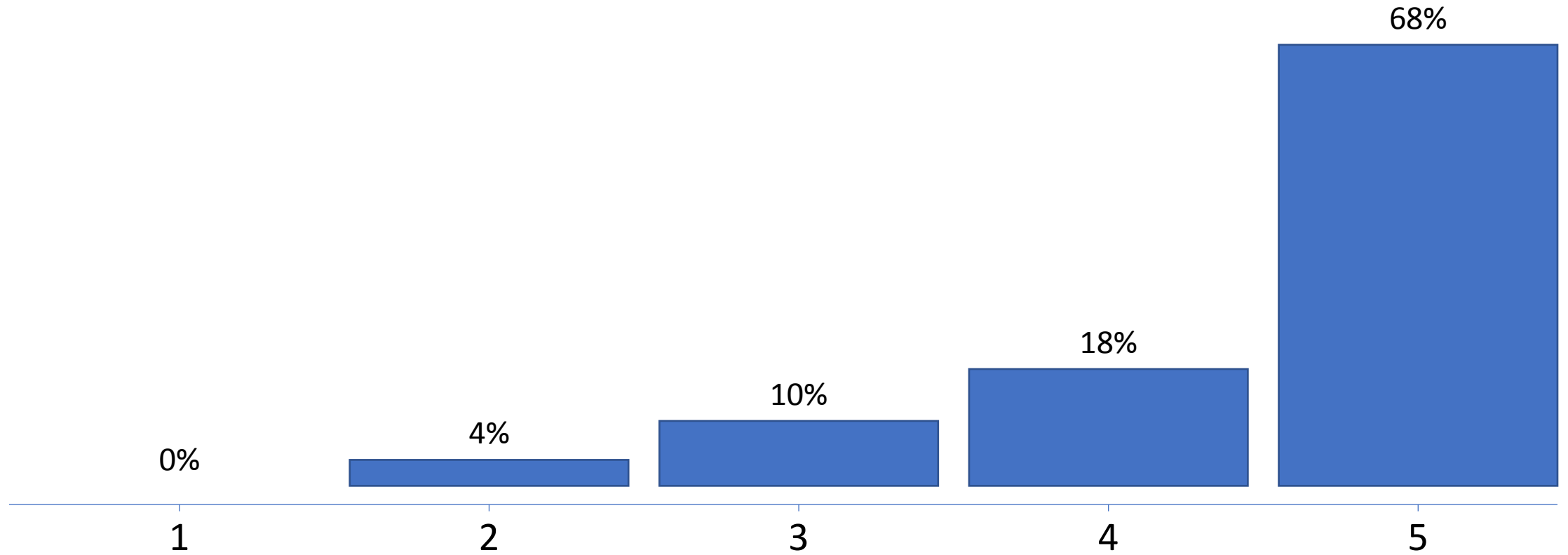
1 = Not at all valuable, 5 = Very valuable

21. How valuable do you feel it would be to lobby and represent business interests on attracting investment and building a stronger economy?



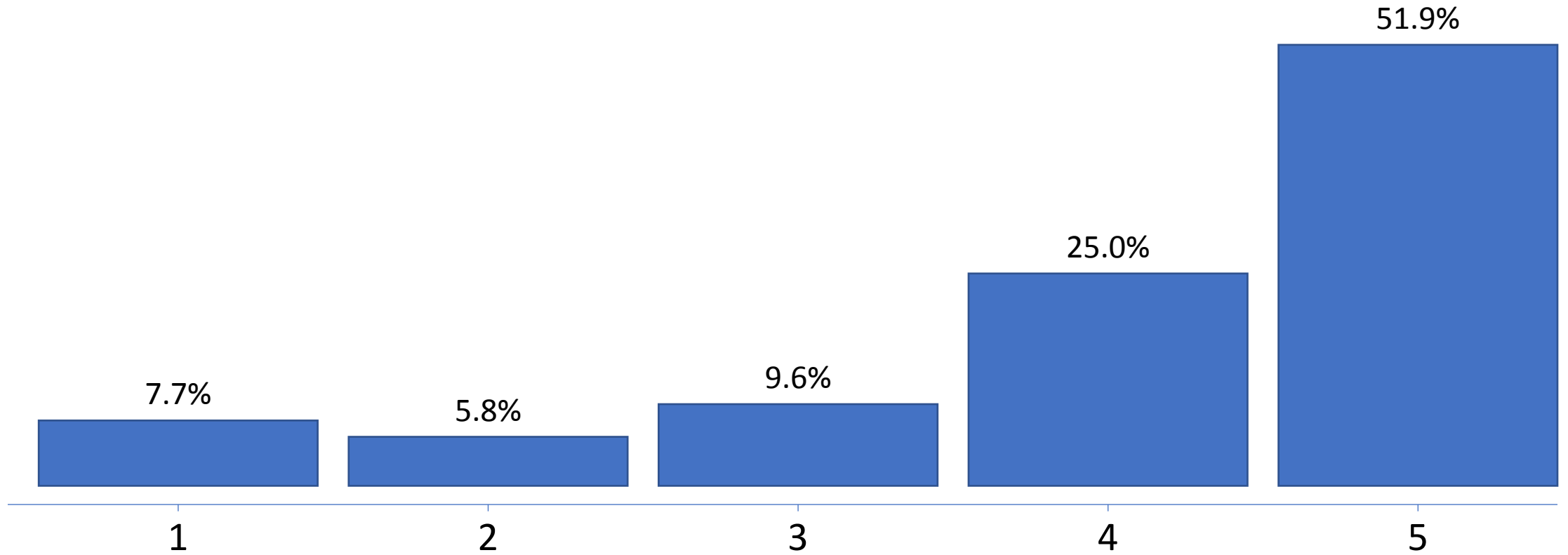
1 = Not at all valuable, 5 = Very valuable

22. How valuable do you feel it would be to lobby and represent business interests on the development of key strategies for the city?



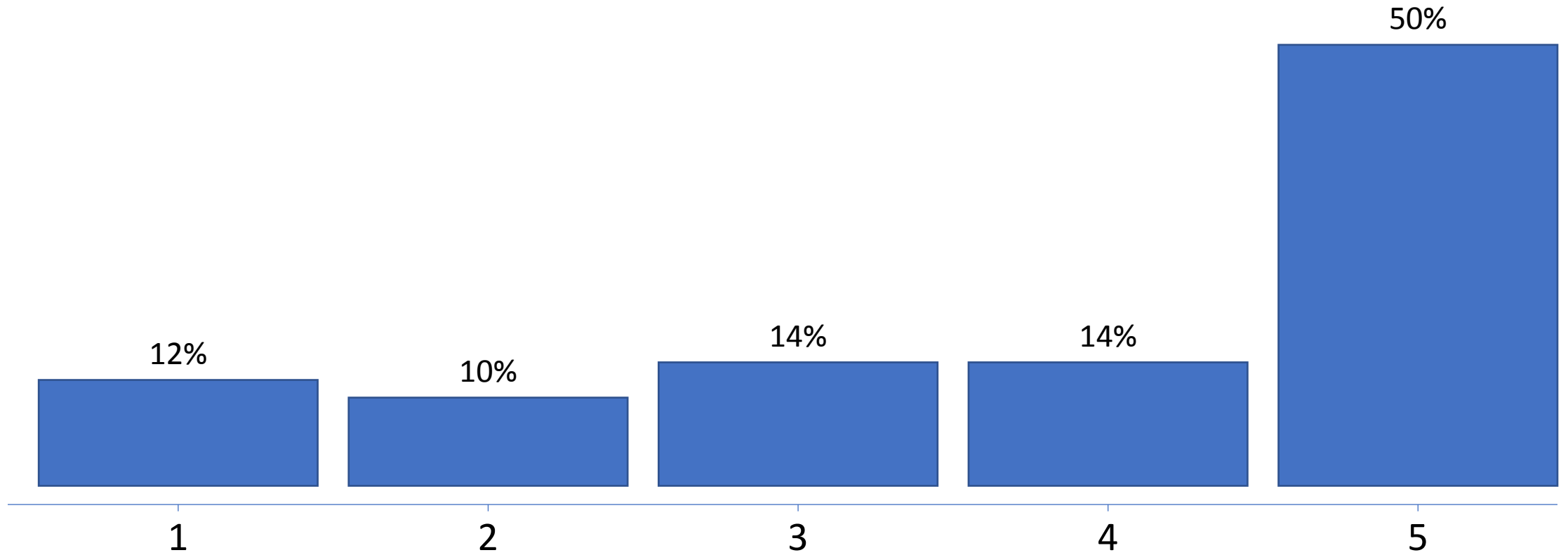
1 = Not at all valuable, 5 = Very valuable

23. How valuable do you feel it would be to provide regular networking opportunities?



1 = Not at all valuable, 5 = Very valuable

24. How valuable do you feel it would be to provide daily support through BID Ambassadors?



1 = Not at all valuable, 5 = Very valuable

25. Your Ambassador priorities:

Rank your top 3 choices in order, voting for your preferred choice first

1 Visitor welcome



2 Business visits

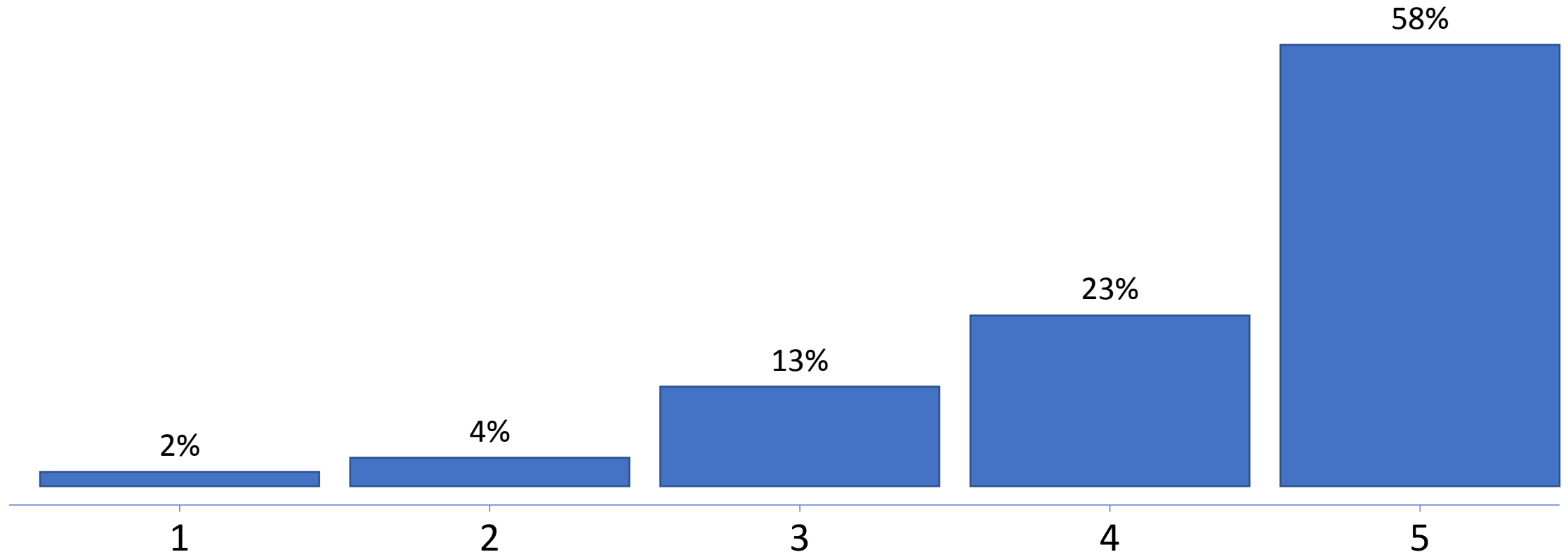


3 Reporting and following up on city centre issues



Weighted Results: 1st Choice = 3 Points, 2nd Choice = 2 Points...

26. How valuable do you feel it would be to provide cost reduction initiatives such as utilities and trade waste?

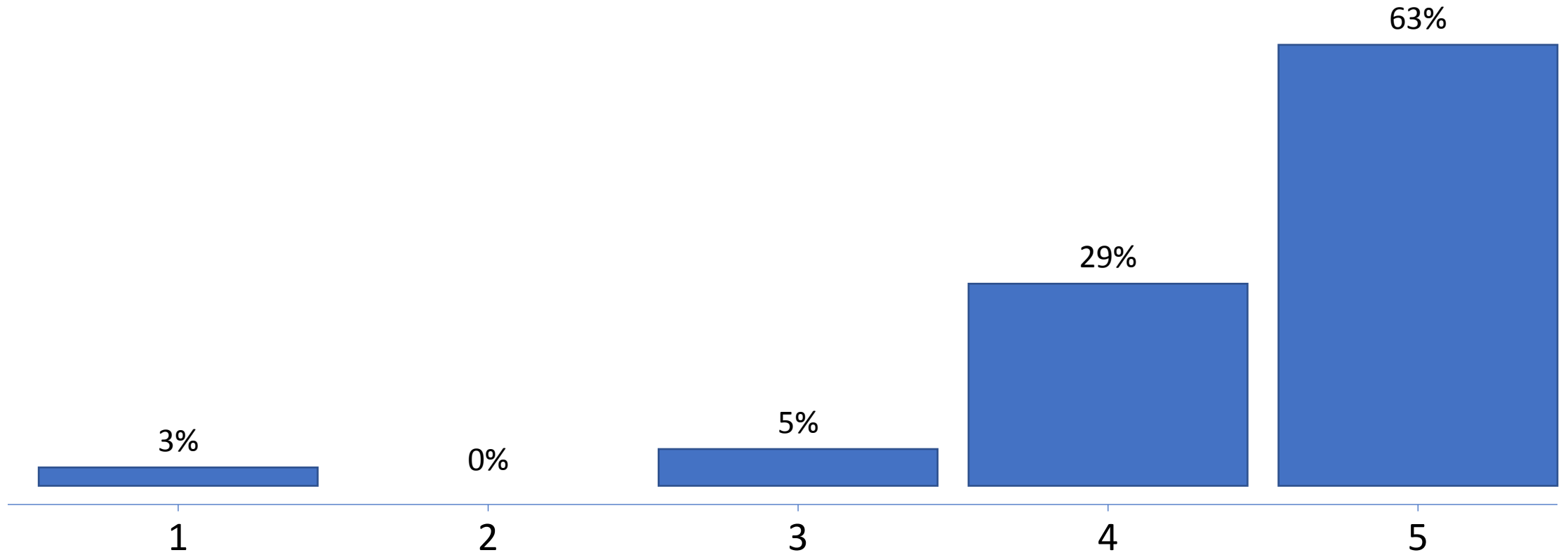


1 = Not at all valuable, 5 = Very valuable

And finally...

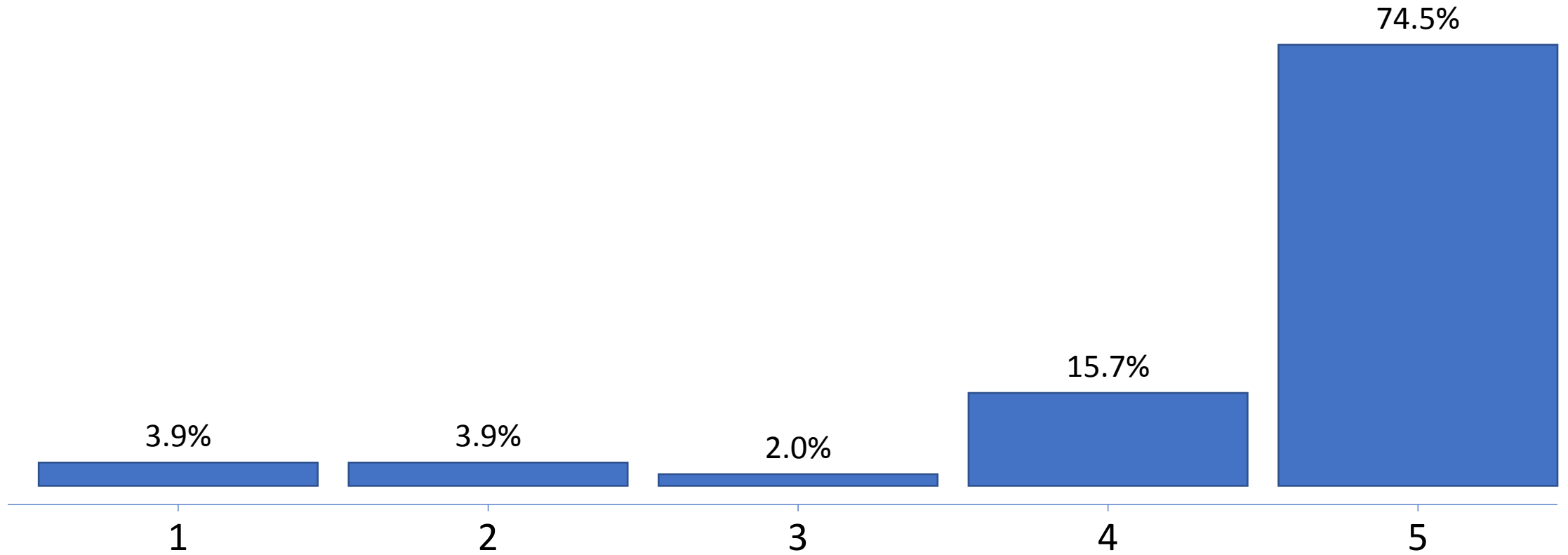


27. How valuable do you feel it would be to engage in partnership working in order to leverage additional income to BID projects?



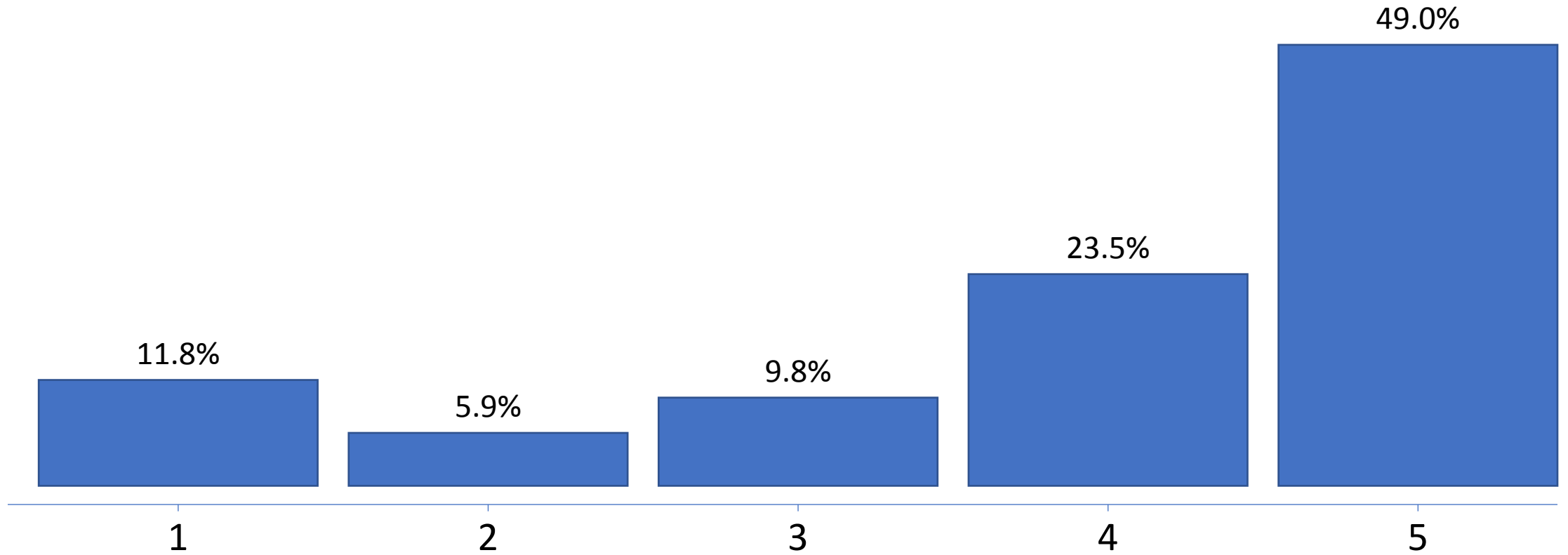
1 = Not at all valuable, 5 = Very valuable

28. How valuable do you feel it would be to enter awards to raise Canterbury's profile?



1 = Not at all valuable, 5 = Very valuable

29. How valuable do you feel it would be to invest in city dressing on vacant properties?



1 = Not at all valuable, 5 = Very valuable



Canterbury Connected

BUSINESS **I**MPROVEMENT **D**ISTRICT