

## Summary of 2007 Survey

A survey was sent out in late 2007 to gauge business support for the further investigation of Business Improvement Districts and their ability to increase footfall and benefit shopping centres.

A total of over 150 responses were received. Of those that responded, 53% would personally support the principle of establishing a BID and 44% said that their company would support it in principle. In addition over 70% said they would support the appointment of a Town Centre Manager for their town.

Armed with this information the Shadow Board has continued research into the introduction of BIDs in Torbay. Responses to the survey are helping to form a view of the key issues affecting traders in Torbay including:

- 65% felt that improved street cleaning and 56% felt a graffiti/fly-posting removal service was important for providing a cleaner trade area
- 66% felt that a police presence/PCSO (increase profile and higher numbers) were very important to providing a better maintained BID area
- 38% felt that improved promotion of car parking, public transport and taxi facilities was very important to providing a better promoted BID area whilst 35% felt that planting schemes and more greenery was very important.
- 27% felt that better pedestrian and traffic signage was very important to providing a more accessible BID area
- 34% felt that a co-ordinated 'voice' for business was very important to providing a better organised BID area whilst 31% felt improved access to the Council on strategic and operational issues to be very important and 31% improved networking between different sectors of business e.g. retail, leisure and office to tackle common issues

These key issues will be fed into a draft Business Plan which will go out for consultation to all traders within a selected BID area. This will give you the opportunity to raise any other issues and discuss potential solutions which can be funded through the BID revenue.

In order to assess the success of a BID programme 54% of respondents stated they would use sales and 43% footfall. These markers will therefore be included within an evaluation plan upon which the Torbay Town Centres Company will provide regular feedback.