

Introduction

The Love Loughborough BID has been in existence since 2011. Working on behalf of the 500+ eligible businesses, the BID's primary purpose is to support its members to create a successful trading centre as well as ensuring that it is a safe and welcoming place for people to work, visit & reside. The BID has a strong focus on marketing and promoting the Town Centre to support businesses and attract visitors.

Operated by the not-for-profit BID Company with a Board of Directors (drawn from local business representatives who work on a voluntary basis) Love Loughborough BID has been driven by the private sector, with the belief that local businesses, working together, will have a more influential voice in shaping the future of our town.

Over £250,000 per annum is currently collected and this funds all our work. Additionally, it has allowed us to raise further income, about £30,000 pa to be spent on the projects you asked for.

BIDs are required to vote every 5 years to renew their mandate and Love Loughborough will come to an end unless the majority of businesses vote YES to continue it for another 5 years. If it comes to an end all current activity will stop later this year.

To secure another term we need to stage a renewal ballot in October 2021 and produce a new 5-year Business Plan on which eligible businesses will vote on. Your feedback to this survey will help shape the new Business Plan.

In the wake of COVID-19 and with our business environments ever more fragile, continuing to work in partnership, supporting one another and promoting our town centre and managing it well remains vital.

For more information and how to contact us you can visit www.loveloughborough.co.uk.

All responses will be treated in the strictest of confidence

The closing date is 31 July 2021

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Business Information

Please provide us with some general information about your business.

1. Business Information

Your Name	<input type="text"/>
Position/Job Title	<input type="text"/>
Business Name	<input type="text"/>
Address	<input type="text"/>
Postcode	<input type="text"/>
Telephone Number	<input type="text"/>
Email	<input type="text"/>

2. What is the nature of your business?

- Retail
- Financial/Professional Services
- Food & Drink
- Health & Beauty
- Entertainment & Leisure
- Office/Commercial
- Accommodation
- Public Sector
- Other

Other (please specify)

3. What type of business are you?

- Multiple Trader
- Regional
- Independent

4. How many people work at these premises? (this figure should include owners)

Full Time	<input type="text"/>
Part Time	<input type="text"/>

5. How long has your business been in the Town Centre?

- Less than a year
- One to Five Years
- Six to Ten Years
- More than Ten Years

6. Are you able to give us a summary of how the COVID 19 pandemic has affected your business? (eg staffing, closure, shift to online, grant support received)

Loughborough BID Renewal Survey 2021

Love Loughborough BID Perceptions

We would like to ask you some questions about the BID and the projects/services provided. A full list of our achievements over the last 5 years can be found in our recent newsletter.

What are your views on the following?

7. Shout About Loughborough

Projects and services that market and promote the town centre by delivering a wide range of events and activities

	Very Important	Important	Less Important	Not Important	Not Applicable
Delivery of BID events including the Car Show, Bike & Trike Show, Loughborough by the Sea and the Dog Show	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion of Key events such as Christmas Lights Switch On, Loogabaroooga, Santa Fun Run and Loughborough Fair. Pre COVID these averaged over 180,000 attendees.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over 10,000 Event Guides produced and distributed annually	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website & Social Media - With 4000 visits a month to the website and over 10,000 followers on Social Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Loyal Free Digital App with over 11,000 users	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LL Gift Voucher Scheme, accepted by over 40 businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FREE Wifi with over 275,000 users	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over 15 Digital Trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Robust advertising and marketing in key publications, targeted locations, local & regional media & social media platforms.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct Mail to members through email marketing platforms with over 60 eblasts per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct Marketing campaigns to 4000+ customer database	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Enjoy Loughborough

Projects and services that improve the appearance of the trading environment and make it feel safer, more attractive and more welcoming.

	Very Important	Important	Less Important	Not Important	Not Applicable
Loughborough in Bloom with over 200 baskets and 20 troughs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town Centre Bunting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christmas Icicle Shop Front Lighting & High Street Festive lights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spring Cleaning - Over 17,000sqm of gum removal & hot washing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daily environmental checks by the BID Ambassador	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocating Public Realm improvements including Bedford Square Project	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for Town Deal Investment Plan amounting to £17m	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grants secured such as Digital High St (£8,000) and Growth Fund (£11,000)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Continuing working with key partners to reduce crime including: Charnwood Borough Council, Leics County Council, the Police, CCTV and Pub Watch. Retail Radio (79 FACT members) & Pubwatch (27 members) supported.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion of Night Time Economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BID Ambassador to liaise with businesses and customers to support crime reduction and ensure a safe, clean & welcoming town centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Adding Value & Strategy

Projects and services that add value to the overall aims and objectives of the business plan by providing direct support to businesses to help them trade most effectively and efficiently

	Very Important	Important	Less Important	Not Important	Not Applicable
The Recycling Scheme with over 300 business users	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to In-House Training Sessions on marketing, social media etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monthly newsletter to all BID Levy Payers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FREE access to online e-commerce website - shop.loveloughborough.co.uk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Welcome Packs for all BID Levy Payers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monthly Crime Reduction Newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daily Social Media Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotional videos to showcase local businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BID Team available 7 days a week for information & advice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Business Voice

These are actions to promote and support the views and interests of town centre businesses in response to official consultations from local and central Government and through championing particular issues and causes that have a bearing on the town centre.

	Very Important	Important	Less Important	Not Important	Not Applicable
Town Centre Awards such as Great British High Street Award	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lobbying on behalf of businesses on issues such as business rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member of Town Deal Board - Securing £17m funding for Loughborough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member of Town Team - Overseeing key partner strategies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member of the Bedford Square Task & Finish Group - Ensuring your voice was heard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member of the Leicestershire Market Towns Group - Leveraging funding for Loughborough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member of Generator Project	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. COVID Support Work

Much of our normal work had to pivot in 2020-21 to support business in these challenging times. The BID team was flexible and versatile and was able to support businesses through the COVID pandemic through a variety of activities.

Let us know what you thought of the following work.

	Very Important	Important	Less Important	Not Important	Not Applicable
The COVID Hub on the Love Loughborough website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of BID PPE for 130 businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVID information & guidance including 3000 Suite of Trading Safely Guidance Booklets & Checklist Posters, 1000 social distancing floor stickers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assistance with Grant & Funding Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Production of Shop Safely Videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-Commerce site set up to help businesses trade online - shop.loveloughborough.co.uk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital Trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ShopSafeShopLocal Campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On Site Assistance (queue management and store repositioning)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BID Ambassador Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Do you think the Love Loughborough BID provides value for money?

- Yes
 No

If 'No', please state why not?

13. Please select below

	Excellent	Good	Average	Poor	Very Poor
How would you rate the overall performance of the Love Loughborough BID and its work in the Town Centre?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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14. Are there any other services/projects that are not currently being offered by the Love Loughborough BID that you would like to see provided? PLEASE SPECIFY

15. In October 2021 all BID levy payers will be asked to vote again to continue the Love Loughborough BID. We would like to ascertain your voting intentions at this stage. I would:

- Vote YES
- Vote NO
- Don't Know At This Stage

16. Have you any other comments about the Love Loughborough BID?

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Thank you!

Details collected through this survey will remain confidential and will not be passed on to a third party. Your responses to our questions will be entered anonymously into a database which will help inform our plans for the future.

17. Are you happy for us to provide you with updates and information about the BID and its activities? You are able to unsubscribe at any time in the future.

	Yes	No
By Email	<input type="radio"/>	<input type="radio"/>
By Telephone	<input type="radio"/>	<input type="radio"/>
By Post	<input type="radio"/>	<input type="radio"/>