

Your business is situated in the proposed area for a MILNGAVIE BUSINESS IMPROVEMENT DISTRICT (BID). We want to know what you think will make Milngavie a better place to do business so please complete the following quick questionnaire: the information you provide will be used to develop projects on which you will be balloted in 2014.

WHERE WE ARE NOW

1. What is your overall view of Milngavie town centre as a place in which to operate a business?

	Very good	Good	Average	Poor	Very Poor
Now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5 years ago	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Please indicate how much you agree with the following statements about Milngavie town centre:

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Shops and buildings are well presented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town centre and access to and from it is well lit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is well marketed to shoppers and visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our town centre looks tired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It has a reputation for quality, diverse retail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are plenty of events to attract visitors to stay and spend throughout the year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is a safe environment for children and families	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long stay parking is a problem in the town centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

YOUR BUSINESS, YOUR PRIORITIES

3. Of the following options, what is most important to your business in Milngavie:

	Very important	Quite important	Not important at all
Increasing footfall into town centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing reasons for visitors to stay longer in centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving the environment for your workforce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility (parking, transport etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being able to recruit suitably skilled employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business development and training (e.g. in social media)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Achieving savings in purchasing (e.g. utilities, marketing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please state which 2 are the most important to you

4. Do you think your business would do better if Milngavie town centre:

	Yes	No	Not sure
Was promoted more effectively as a shopper destination?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had more events to attract footfall throughout the year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was cleaner (weed and litter free)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was more attractive?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had a shuttle bus option for long stay parking?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had better links with schools to improve future workforce?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had a collective business voice to lobby on key issues?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had better signage around precinct and beyond	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please state which 2 are the most important to you

A MORE ATTRACTIVE MILNGAVIE

5. How important for Milngavie town centre do you think the following ideas are?

	Very important	Important	Quite important	Not important at all
Improvements to business frontages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A cleaner precinct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More greenery (trees) throughout centre/ less concrete	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Striking outdoor sculpture/art in precinct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More use of precinct space for pavement cafes/ eating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All-weather covered areas in precinct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcome feature/signage to promote businesses on entering Milngavie from all access points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving appearance of empty premises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Central area in precinct for performance/ entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved children's play facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What are your ideas for improving the ambiance of our town centre?

MAKING MILNGAVIE THE PLACE TO BE: EVENTS AND MARKETING

6. How important for Milngavie do you think the following projects are?

	Very important	Important	Quite important	Not important at all
'Love Milngavie' App and website: business directory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcome ambassadors to assist tourists (in summer season)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor map, events and business guide produced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seasonal marketing campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Keep it Local campaign & loyalty scheme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More events to attract families	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop the evening economy with later opening/ events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More events/ festivals to retain visitors for longer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. We've shared some of our ideas, but we'd love to hear yours.

8. Based on what you have heard about a Milngavie BID to date, please tick one of the following:

- I'm interested in Milngavie BID - Count me in!
- I'd like to hear more before I decide
- I think we are doing fine in Milngavie the way we are.

9. The information that you provide is confidential and will not be made available to anyone outside the BID project, except in aggregate form. Participation in this survey in no way commits you to supporting the Milngavie My Way BID.

Name:

Company name:

Address:

Postcode:

Email address (we will update you on the progress of the BID proposal):

Phone number: