**SURVEY FOR THE CITY CENTRE BUSINESS IMPROVEMENT DISTRICT**

**For the attention of the Store or Business Manager**

In the wake of COVID-19, we are revisiting the key issues facing local businesses, residents and members of the public. This is part of the BID’s renewal process for a further five-year programme of activities to help improve the trading environment, making the city centre a more resilient, welcoming and vibrant destination.

Your views will shape this work and help us identify what should be in the new plan. We need you to tell us what the right areas are so that we can prioritise these for improvement.

Thank you

**The Board of Directors, Sheffield BID**

1. **Name of business**

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1. **What are the five most important areas affecting your business where you would like to see improvement?**

***Please pick up to five and rank in order of priority 1, 2, 3, 4, 5 with 1 being the most important to you.***

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| --- | --- |
| Marketing and promotion of the centre locally |  |
| Marketing and promotion of the centre (wider tourism) |  |
| Development of the independent offer |  |
| Better public transport links |  |
| Better cycling facilities |  |
| More events and festivals |  |
| More arts and cultural activities |  |
| Increased footfall |  |
| Crime and anti-social behaviour |  |
| Better signage and wayfinding |  |
| Meanwhile use of vacant premises |  |
| Facilitating greater levels of inward investment |  |
| Access to Smart technologies to improve the visitor experience |  |
| Tackling accessibility issues for people with disabilities |  |
| Other ... please specify |  |

1. **What could be done to resolve these issues?**

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1. **What direct support would your own business benefit from?**

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1. **Which of these key words best fit your vision of the city centre? Please highlight up to four key words.**

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| VIBRANT | PROMOTED | MAINTAINED | ACCESSIBLE | SAFE |
| INDEPENDENT | CURATED | ANIMATED | WORKING | CONNECTED |
| RESILIENT | ATTRACTIVE | WELCOMING | COLLABORATIVE | INNOVATIVE |
| OTHER (please specify) | | | | |

If you are completing this survey electronically, once completed please email back to [ian.mott@sheffieldbid.com](mailto:ian.mott@sheffieldbid.com).