

RATE THE FOLLOWING ASPECTS OF THE TOWN BY TICKING THE APPROPRIATE BOX

	EXCELLENT	ACCEPTABLE	SOME ASPECTS UNSATISFACTORY	POOR
A Accessibility on foot				
B Accessibility by car				
C Access by bus or taxi				
D Car parking provision				
E Car parking quality				
F Convenience for deliveries				
G Management of traffic				
H Physical appearance (buildings/pavements etc)				
I Lighting levels				
J Cleanliness (litter/graffiti/vandalism)				
K Landscaping (open spaces/planting)				
L Signing/information				
M Range of shops				
N The local market				
O Variety of cafés/eating places/pubs				
P Financial/professional services				
Q Image of the town centre				
R Promotion and marketing				
S Daytime safety				
T Evening safety				

Finally, write in two suggestions that you feel would make the strongest contribution to improving the current/ future performance of Royston:

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**Royston Town Centre
Business Survey March 2007**

The Royston Town Centre Forum is about to review its forward business plan and the way in which it contributes to the well being of the town. To come up with appropriate actions that target specific issues, we need to understand what is important to you as a local business, and the current/ future trading situation. This questionnaire will help us to do this. We would be grateful if you would spare a few minutes to complete it for us.

BUSINESS NAME: (or attach business card)

CONTACT NAME:

POSITION:

BUSINESS ADDRESS (INC POSTCODE):

TEL NO:

EMAIL ADDRESS:

FAX NO:

tick a box as appropriate:

Nature of trade or business <i>Write in:</i>	<input type="checkbox"/> Retail <input type="checkbox"/> Tourism <input type="checkbox"/> Public / Service <input type="checkbox"/> Commercial or professional services <input type="checkbox"/> Other
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DO YOU OWN OR RENT YOUR BUSINESS PREMISES:

Own Rent

IF RENTED, PLEASE GIVE THE CONTACT DETAILS OF THE LANDLORD, IF POSSIBLE:

What type of business do you operate?	<input type="checkbox"/> Independent <input type="checkbox"/> Part of a small independent chain <input type="checkbox"/> Part of a larger national organisation <input type="checkbox"/> Other
How many employees do you have here?	Full time: Part time:
How do you envisage your staff numbers will change in the next year?	<input type="checkbox"/> Stay the same <input type="checkbox"/> Increase moderately <input type="checkbox"/> Increase significantly <input type="checkbox"/> Decrease

Thank you for your time and effort completing this form. It will be collected from your business next week. Please leave it somewhere prominent.

If you have any questions relating to this form and its future use then please phone Geraint Burnell, Town Centre Manager, on (01763) 248564

How many years has your business been trading in Royston?	<i>Write in:</i>
Does your business use any of the following? (tick as many as appropriate)	<input type="checkbox"/> A computer <input type="checkbox"/> Internet access <input type="checkbox"/> Email communications only <input type="checkbox"/> A web site <input type="checkbox"/> Buying/ selling on-line
Has your turnover this year, (compared with the previous year):	<input type="checkbox"/> Stayed the same <input type="checkbox"/> Increased <input type="checkbox"/> Decreased
Has your profit this year, (compared with the previous year):	<input type="checkbox"/> Stayed the same <input type="checkbox"/> Increased <input type="checkbox"/> Decreased
What is your expectation of turnover in the next twelve months?	<input type="checkbox"/> Stay the same <input type="checkbox"/> Increase moderately <input type="checkbox"/> Increase significantly <input type="checkbox"/> Decrease
What are the barriers to the growth of your business? (tick as many as you wish)	<input type="checkbox"/> Prosperity of the town <input type="checkbox"/> Labour pool/ recruitment problems <input type="checkbox"/> Lack of funds for investment <input type="checkbox"/> Availability of suitable premises/ land <input type="checkbox"/> Car parking <input type="checkbox"/> Rental values <input type="checkbox"/> Staff skills <input type="checkbox"/> Increased business costs <input type="checkbox"/> Competition* <input type="checkbox"/> Other
If you ticked the Competition* box to the right, indicate where you see it coming from:	<input type="checkbox"/> Neighbouring market towns. <i>Write in the names:</i> <input type="checkbox"/> A major city such as Cambridge or Milton Keynes <input type="checkbox"/> Mail order and catalogues <input type="checkbox"/> Overseas suppliers
Do you have any plans to grow your business over the next year?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, do you need assistance with this or want to talk to someone about it?	<input type="checkbox"/> Yes <input type="checkbox"/> No
What support would you require to help grow your business? (tick as many as you wish):	Provision of local business support/ advice: <input type="checkbox"/> One to one advice sessions <input type="checkbox"/> Local business seminars/ events <input type="checkbox"/> Local training courses

<i>Suggestions for training courses welcome here: (list)</i>	Provision of grant/ financial support for: <input type="checkbox"/> Improving business premises <input type="checkbox"/> Staff training <input type="checkbox"/> Purchase of new equipment <input type="checkbox"/> Promotional/ marketing activity <input type="checkbox"/> Security improvements <input type="checkbox"/> Alternative premises/ incubator units
Has your business suffered from any crime in the last year? (tick as many as appropriate):	<input type="checkbox"/> Shoplifting <input type="checkbox"/> Robbery <input type="checkbox"/> Physical abuse or assault <input type="checkbox"/> Criminal damage (graffiti/ vandalism etc..)
What is your perception of how Royston has changed as a retail environment in the last 5 years?	<input type="checkbox"/> Stayed the same <input type="checkbox"/> Better place to do business <input type="checkbox"/> Worse place to do business
How do you think the commercial performance of the town will change in the next 5 years?	<input type="checkbox"/> Stay the same <input type="checkbox"/> Increase moderately <input type="checkbox"/> Increase significantly <input type="checkbox"/> Decrease

Are you aware that any of the following organisations or operations exist? Tick which ones:	<input type="checkbox"/> Hertfordshire Chamber of Commerce <input type="checkbox"/> Royston Shopwatch or anti-theft links <input type="checkbox"/> Royston Chamber of Commerce <input type="checkbox"/> Other
Do you belong to any of them?	<i>Write in:</i>

Would you consider joining the Royston Town Centre Forum to work together to find ways of improving our town?

<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> visit <input type="checkbox"/> email <input type="checkbox"/> phone <input type="checkbox"/> post <input type="checkbox"/> press	<input type="checkbox"/> Simply keep me informed at this stage
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I am already a member/ supporter/ sponsor

YES	NO
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I would like to meet with other businesses and interested parties to discuss the outcome of this survey:

YES	NO
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