



## Questionnaire

### Your bright ideas for the future of Royston

We hope you will find just a few minutes to work through this brief questionnaire and share it with your work colleagues and staff so that you all have an input into the business plan for the **Royston First Business Improvement District**. Simply mark up your reactions to the suggestions we have prepared, recording your personal priority in the spaces provided.

Our emerging plan must be realistic and achievable but also exciting and innovative, so any additional thoughts you have to help 'make it happen' would be really valuable too. There is space for your ideas if you have something you wish to share with us.

It is crucial that the business plan eventually reflects the major ideas and solutions that **you** really feel will make a positive difference to both Royston and your business.

**If you would like to speak to someone about the propositions or for more information, then please do not hesitate to call Royston First on 01763 878 242**

Option	Issue or Activity (Score as many or as few as you wish)	Level of priority					
		Low			High		
	<b>Improved Economic Viability</b>	1	2	3	4	5	6
A	'Buy back' the 15 parking spaces at the end of Angel Pavement from NHDC and offer one hour free but regulated parking to remove a potential barrier to shopping in Royston.						
B	For two hours over lunchtime run a shuttle bus from the industrial locations to the town centre and back.						
C	Introduce a better 'look and feel' for Angel Pavement to encourage more businesses to trade there. On-street café society could be one element of this.						
D	Test the potential for a retail revival in the town by assisting a specifically targeted retailer (at this time a butcher is proposed) to expand/relocate into Royston.						
E	Secure/create a large footprint site in the town centre that could attract a major high street retailer as its tenant.						
F	Assist existing retail outlets by subsidising shopping/eating guides, collective advertising, and by promoting the attractions of Royston both to residents and the communities around us.						
G	Upgrade all the signage leading to all industrial areas. Within the main industrial area, introduce signage to guide visitors to individual companies, turning areas, etc.						
H	Make funding available for enhancement of the twice-weekly market (e.g.) temporary barriers, enhanced lighting, additional stalls, feature events, etc.						
I	Expand the local Loyalty reward scheme and improve the technology in order to better encourage people to spend more time and money in Royston.						
J	Enable businesses and the public to purchase vouchers that can be given as gifts or prizes and then exchanged for products or services throughout the town.						
K	Create a support fund that businesses can apply for and be awarded a grant to enable them to complete a project that will improve business performance or appearance.						
	<b>Looks Better – Feels Safer</b>						
L	Install advanced systems on both entrances to the main industrial estate and record both drivers and number plates of all vehicles (cars and trucks) entering.						
M	Install additional traffic signs to bring motorists to the actual town centre and the central car parks - then better pedestrian signage in the car parks and on the streets to direct visitors once they are out of their cars.						
N	Create 'Gateways', either to specific areas or to the entire town, on key approach roads that announce the extent of the town centre shopping and eating, the Royston Cave and other amenities.						
O	Establish, enforce and help deliver a minimum appearance standard for empty shops with lighted, professional displays exhibited in them.						

Option	Issue or Activity (Score as many or as few as you wish)	Level of priority					
		Low			High		
	<b>Looks Better – Feels Safer continued</b>	1	2	3	4	5	6
P	Purchase a mobile CCTV camera and a large digital display. Construct a series of power columns throughout the town to allow the installation of either the camera (to monitor activity nearby) or the sign to provide up-to-date information to the public.						
Q	Largely focusing on Royston's pigeons, this project will be an ongoing package of measures designed to persuade wildlife to leave areas where it is not wanted.						
R	Purchase an additional two-man, uniformed police foot patrol for late night duties. The likely focus be the town centre on Friday and Saturday nights between 10.00pm and 2.00am.						
S	Maintain an audit of street furniture highlighting actions to remedy defects or omissions. Appropriate funding to be set aside to assist with the completion of projects promptly and to a high standard.						
	<b>More To Do</b>						
T	Return community cinema to Royston by either running a standalone small scale project or by match-funding with local bodies to create an altogether bigger cinema (possibly into the Town Hall).						
U	At the weekends, in the evenings and during school holidays the youth of Royston are a significant presence throughout the town. Projects will be funded to enhance current youth provision and generate much needed additional activities for them.						
V	The Royston Cave is a unique, Grade I listed curiosity. A program of enhancements is already envisaged which the BID will help to seed fund. Funds will also be used to establish a tourist office function, possibly through the employment of Royston 'ambassadors' who will ensure improved access to this, and other, historic attractions.						
W	Alongside increasing the frequency and variety of visiting attractions, more sustainable events (such as an annual Food Fayre) to be staged to bring new interest and economic benefit to the area.						
X	Encourage local community groups, schools, and companies to run more events in the town centre's parks, using facilities and equipment owned and operated by the BID.						

Just in case we've missed something or you have a better idea that you would like to share with us all, use this space to write in a few details. If there isn't enough room then attach another sheet. We look forward to hearing from you!



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Tick one of the boxes below and write in the details about your business

Send me more information about the Royston First BID

Email me with the details instead

Pop in for a coffee and tell me more

I'm already keen, count me in

Is there some way I can play a more active role?

**Contact name** \_\_\_\_\_  
(or attach a business card or headed paper if it's easier)

**Position** \_\_\_\_\_

**Company** \_\_\_\_\_

**Address** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Telephone** \_\_\_\_\_ **Mobile** \_\_\_\_\_

**Email address** \_\_\_\_\_

**Do you own the property or are you a tenant?**      **Owner/ Tenant** (delete one)

**Owners name if not above, and their contact details, if known** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Mobile** \_\_\_\_\_

**Email address** \_\_\_\_\_

Enclosed you will find a stamped, addressed envelope in which to return your completed form by June 6th. Thank you for your time and co-operation!



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