

2021 Croydon BID Renewal Survey Report

Combined Online and Personal Distribution Results



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Objectives

The key objectives of the study were:

- To complete a BID renewal consultation survey of businesses in the BID area
- Croydon BID had a selection of topics and themes they want to explore business views and opinions on
- To achieve a robust sample size of completed surveys
- To contact both local business managers / owners; and the key H.O. decision makers
- To conduct surveys using a variety of distribution methods, suitable for respondent completion during a full Covid lockdown period
- To inform the BID management team and Renewal Committee of target areas and initiatives for inclusion in the next five-year BID business plan
- To identify any areas of dissatisfaction with BID performance
- To identify all opportunities to ensure a positive vote at the BID renewal ballot
- To inform ongoing pre-ballot engagement and business communications

Methodology and Response Rate

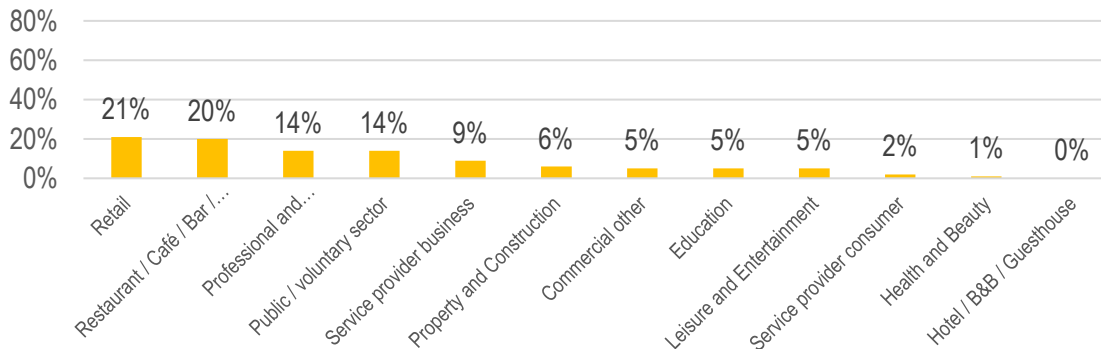
- A bespoke questionnaire was developed for the Croydon BID renewal survey
- The BID team, with support of The Retail Group, identified the topics and optimum structure of the questionnaire
- Specialist design agency, and long term provider of the BID, To The Point designed the survey suitable for hard and virtual copy distribution and completion
- Renewal Survey Questionnaire was emailed to all established local and H.O. personal contacts
- The businesses were contacted directly a further 11 times by email
- During the last 10 days of March, The Retail Group contacted circa 375 businesses by phone
- All businesses contacted were asked if they had received the email introducing the survey
- 99 businesses completed the on-line survey
- The survey was also distributed by hand to businesses in in the town centre, once Covid restrictions had eased
- A further 59 completed surveys were collected by the Ambassador Team; these are referred to as Croydon Town Centre or CTC surveys
- **The on-line survey and all the follow up including the direct distribution hard copy contact achieved an excellent response rate with 158 completed surveys**
- This report looks at the combined findings from both survey methods to identify common themes and any differences

Respondent Business Mix

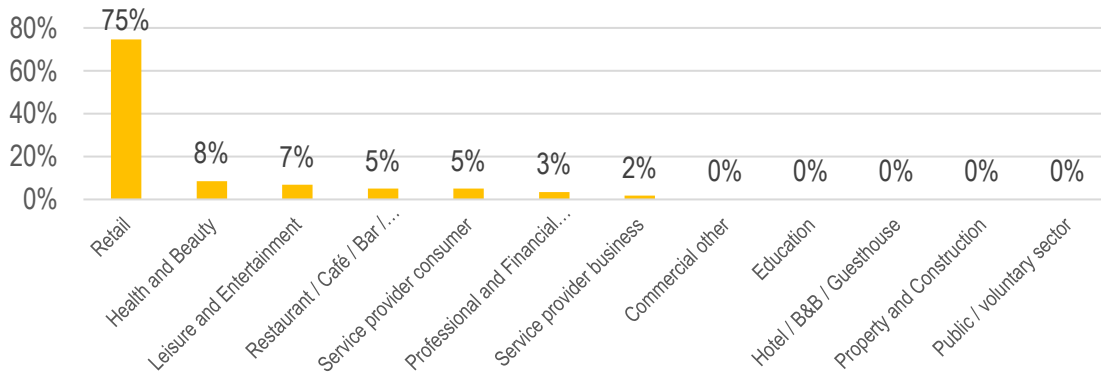
Survey Respondents

Which of the following best describes the sector of your business?

On-line surveys



CTC surveys



The on line renewal survey achieved responses from a broad mix of businesses

The CTC hard copy survey has a clear retail focussed response set. This may impact on the CTC responses

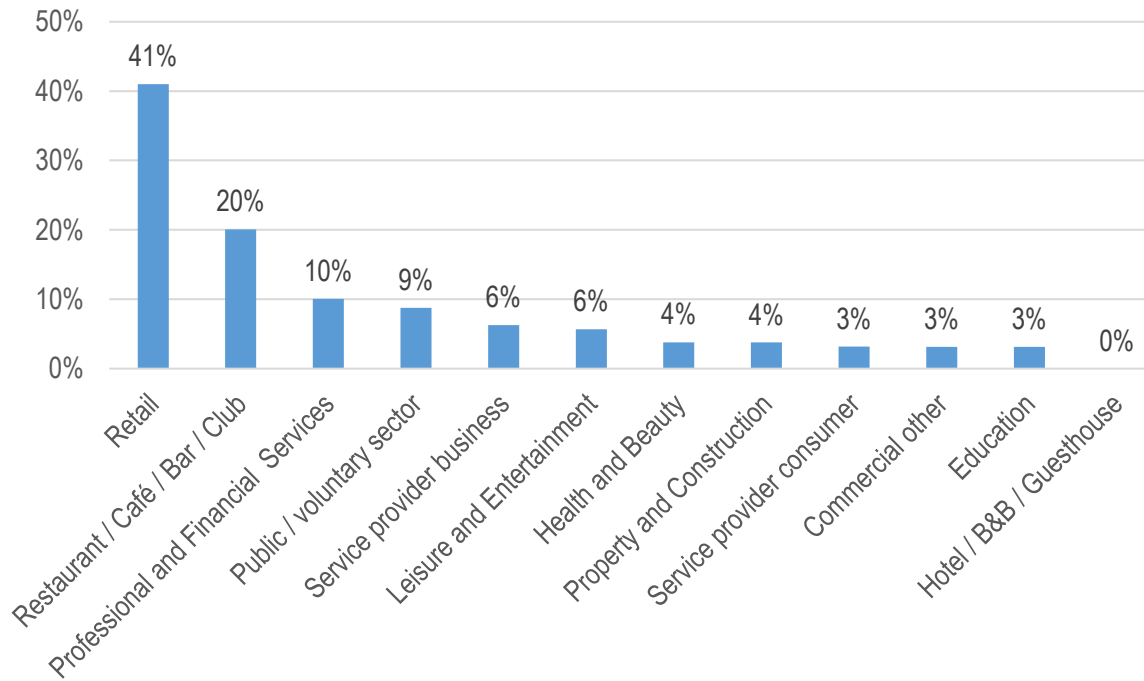
Given the future need for more varied town centre offers, this will aid the BID in delivering on the needs of a wide variety of businesses

A third of on line respondents did not complete this question, possibly due to survey fatigue at the end of the questionnaire

Survey Respondents

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Combined Respondents



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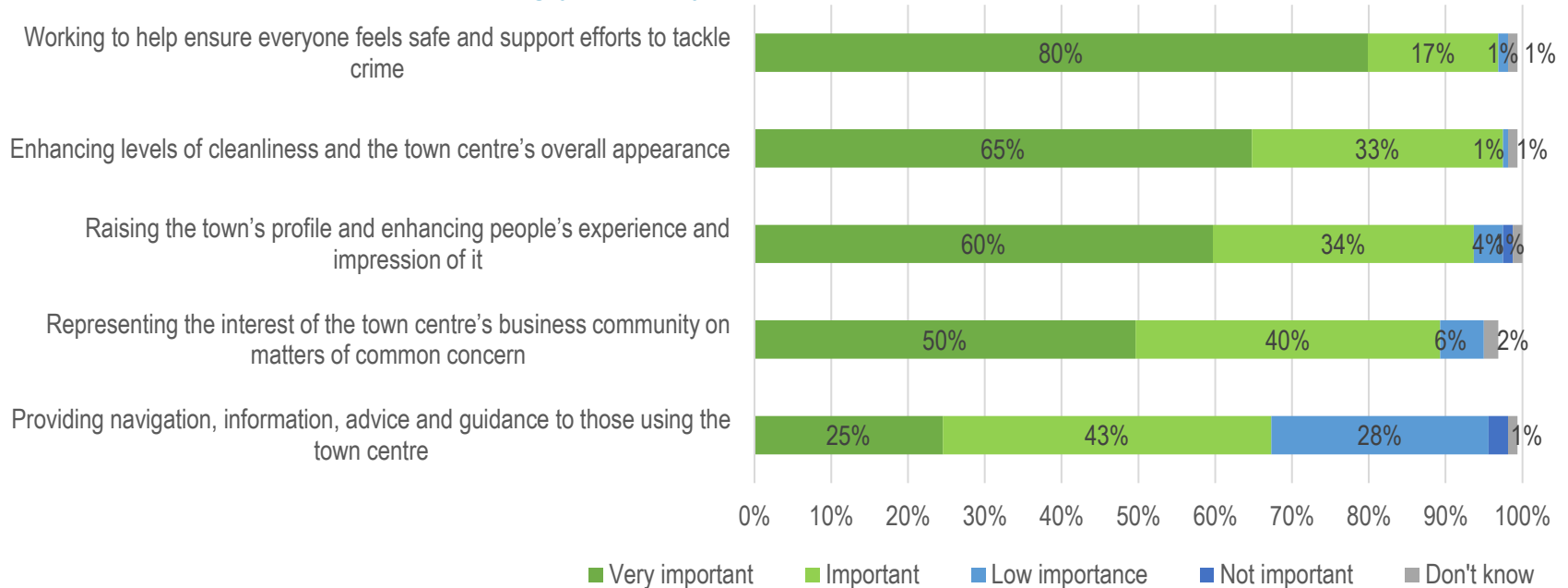
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Results and Findings

(Presented in the order of the renewal questionnaire)

Importance of Previous BID Priorities

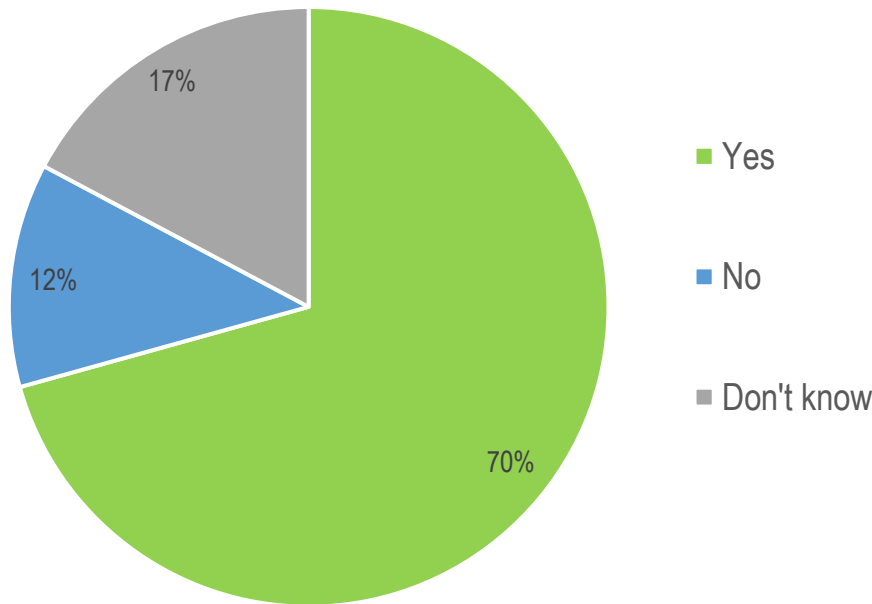
Considering our priorities for the last five years, as listed below, please rate the level of importance you place on each of these in supporting you and your business.



Everything has been important! Four factors are 90% or more important. 'safety and tackling crime' are clearly the most important. Followed by 'raising the profile of Croydon', 'enhancing the experience', 'cleanliness and appearance' and 'representing the businesses'
Only 'providing information' to consumers had a notable low importance, possibly influenced by respondent mix

Continued Relevance of Historic Priorities

Considering our priorities for the last five years (as identified in question 1), do you feel the current set of priorities best reflect the ongoing and future needs of the town centre? (Please tick the most appropriate box).



The majority of businesses clearly feel that the historic priorities continue to be relevant for the future needs of Croydon

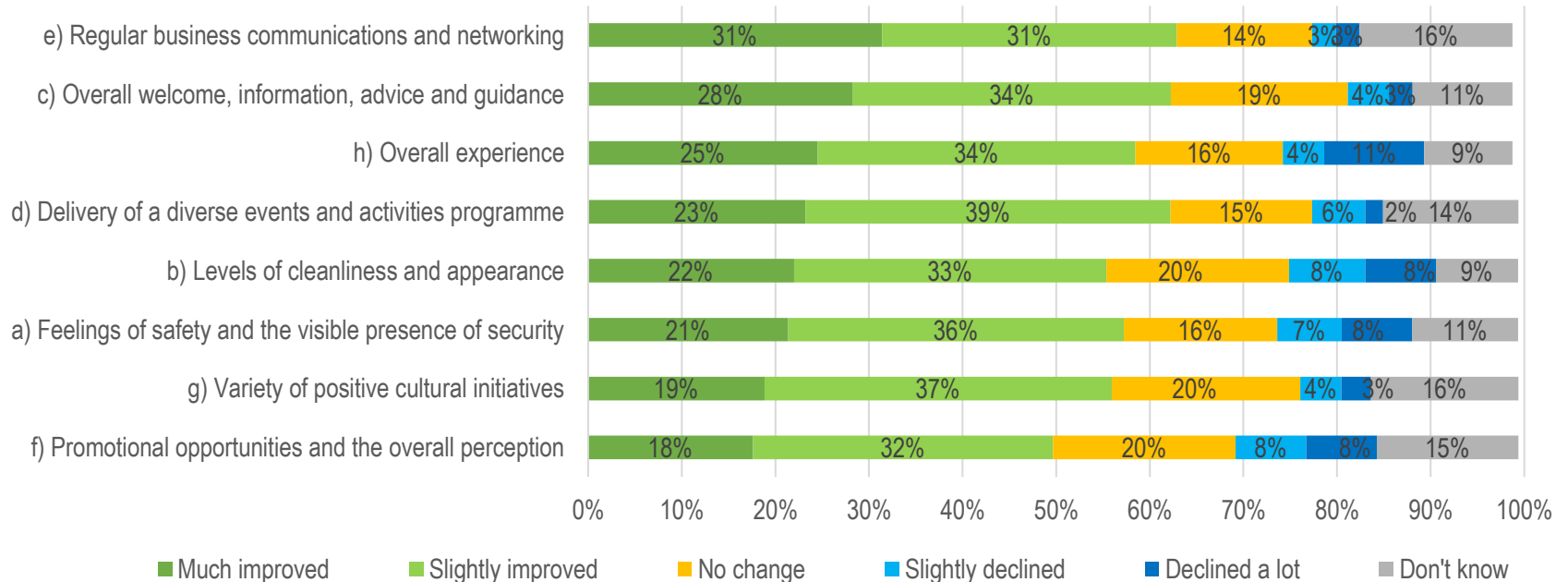
About a quarter are either unsure or do not think the historic priorities are appropriate, more so the CTC businesses

This question was followed by a completely open chance to set out any specific priorities for the BID, very few respondents gave any answer

Those that did referenced crime and safety / ASB issues

Croydon BID Supporting Improvements in Croydon

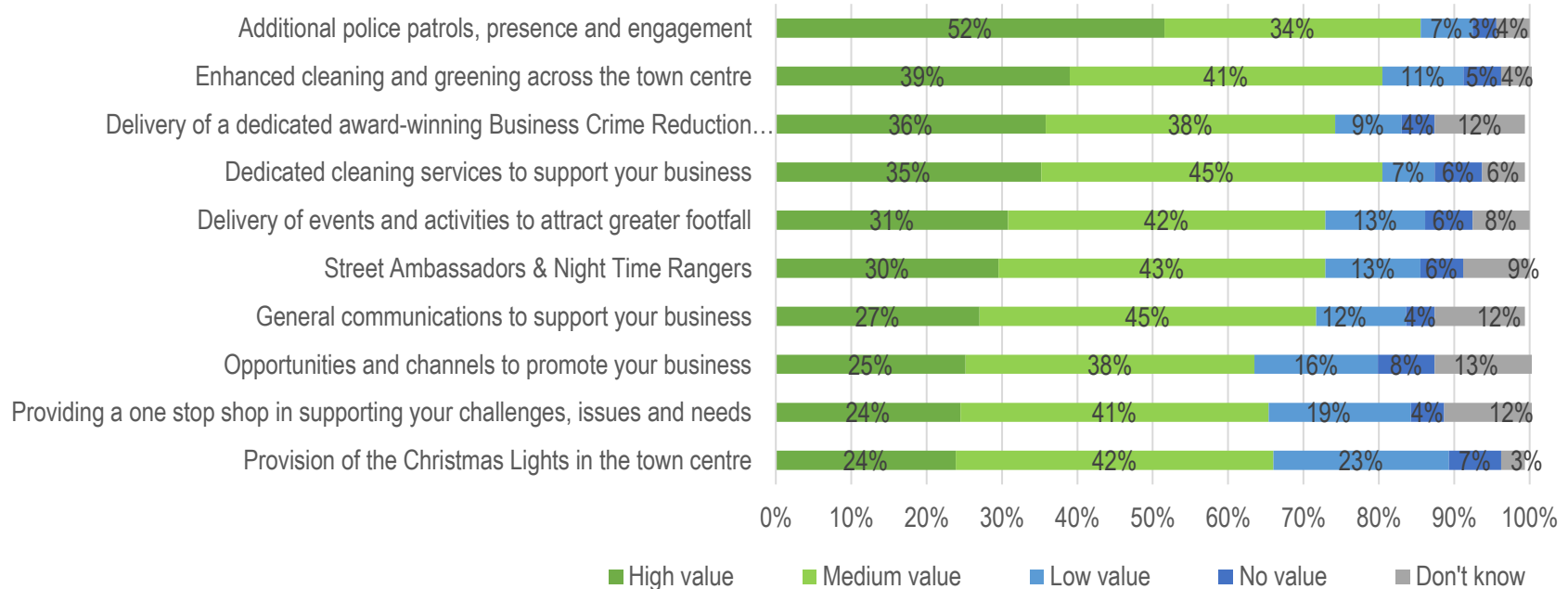
Compared to 5 years ago, to what level has Croydon BID supported the improvement of the following in Croydon Town Centre?



Every measure is viewed to have improved by at least 50%, which is a positive finding. Low decline ratings. A few areas have a high combined percentage when no change and don't know is included with 'declined'. These include, cleanliness, appearance, promotion, perception, safety and security CTC businesses typically less positive and higher no change

Adding Value to Croydon and Your Business

Which of these core services do you think have added value to Croydon town centre and your business?



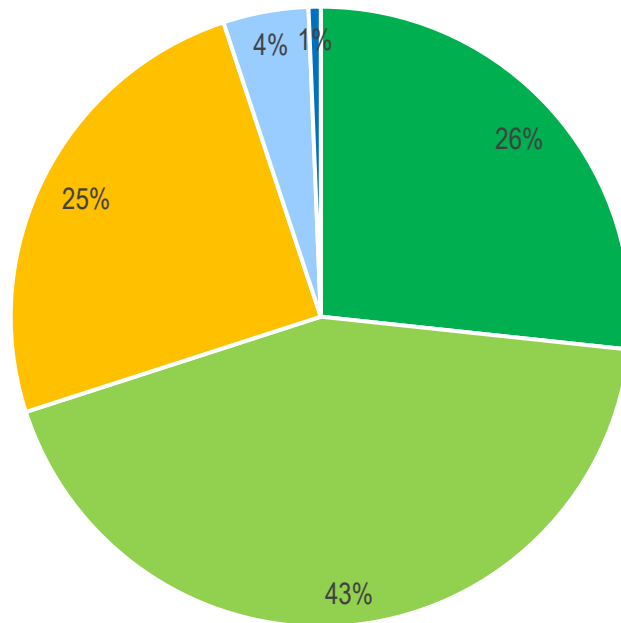
All the initiatives listed have provided value to all businesses, at over 80%

Crime reduction and policing lead the way. Cleaning, dedicated cleaning, supporting businesses, providing events are all providing strong value. CTC business had slightly higher 'Low value' responses

A few aspects have some no value / uncertainty; Christmas lights, business promotion and one stop support

Satisfaction with Croydon BID

How satisfied are you with the overall performance of Croydon BID over the last five years?



- Very satisfied
- Satisfied
- Neither / nor
- Dissatisfied
- Very dissatisfied

69% are 'Satisfied'

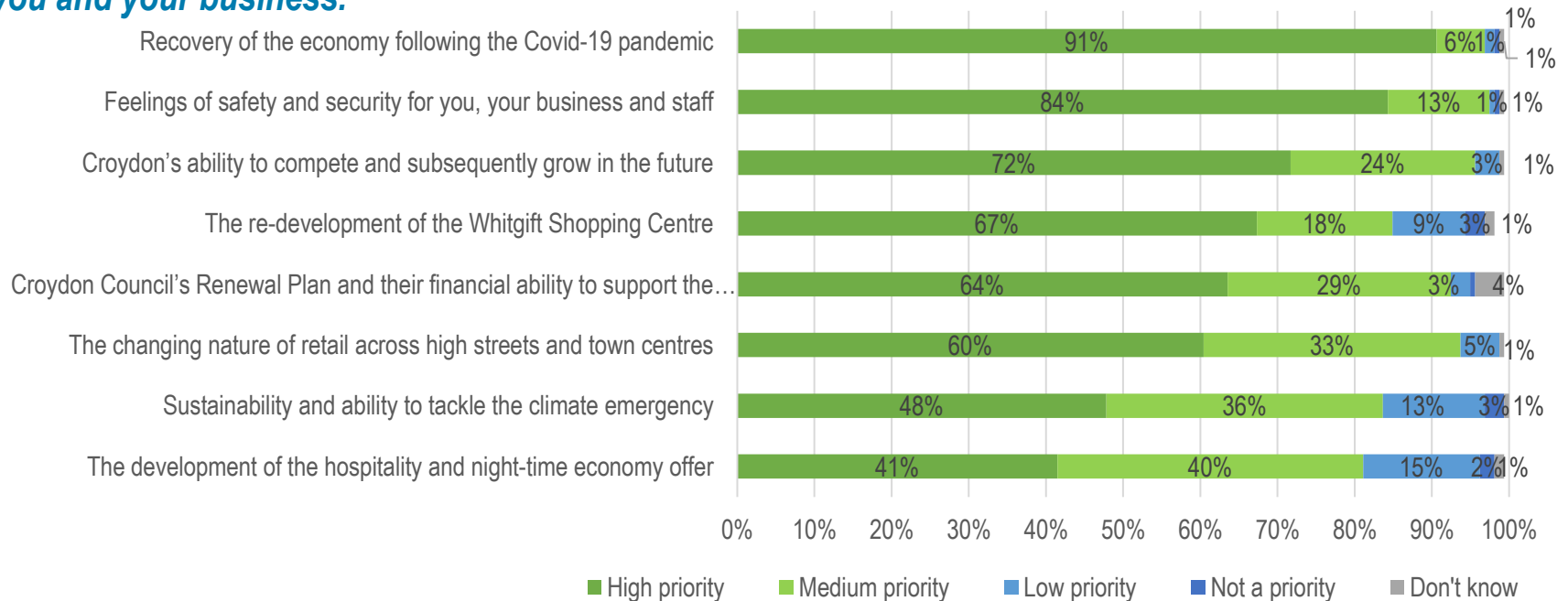
Only 5% 'dissatisfied'

25% are unsure, these need convincing (CTC more so than online)

A 14:1 Satisfaction ratio, great achievement

Challenges for the Future

When considering the challenges facing Croydon, please rate the level of priority each of these have to you and your business.



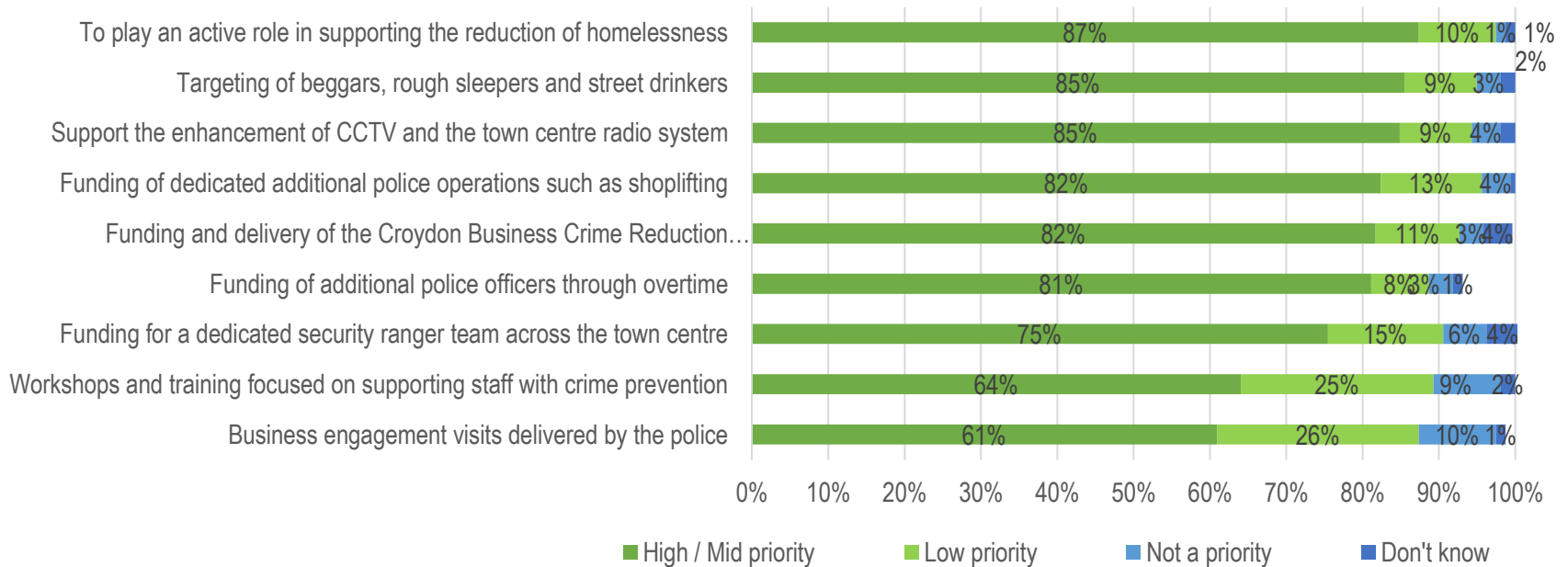
All eight aspects achieve over 80% 'high and medium priority' rating

Three aspects score nearly 100%, 'recovery', 'safe and secure', 'Croydon's ability to compete'

The future development of Croydon and the Councils renewal plan, along with changing nature of town centre retail is third. Sustainability is relatively lower but still a priority. Businesses want it all!

Looking to the Future; Safety

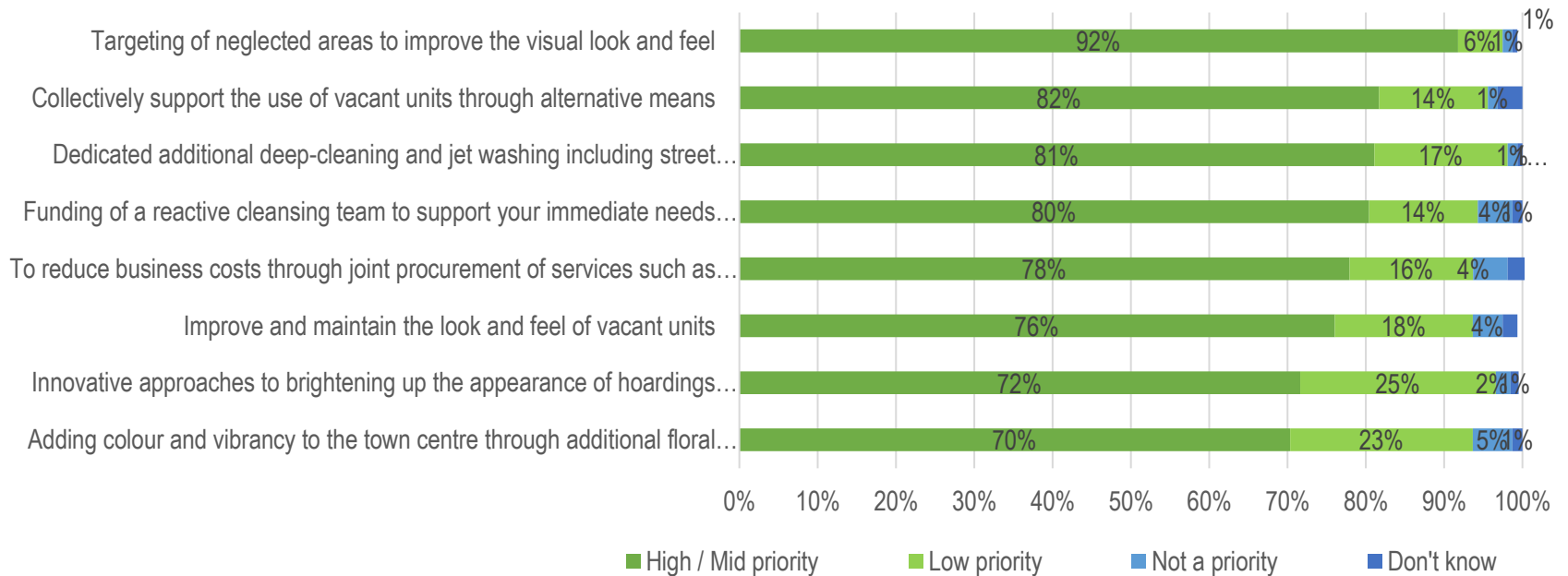
Investing in your safety: Thinking about the next five years, what priority do you think Croydon BID should give to delivering the following services and initiatives?



Six aspects achieve a combined 80% 'high / medium priority' rating, beggars, sleepers, drinkers, homeless, CCTV and additional policing, CBCR and funding additional policing
Indeed all 'Safety' related initiatives are viewed as being priorities

Looking to the Future; Brighter Streets

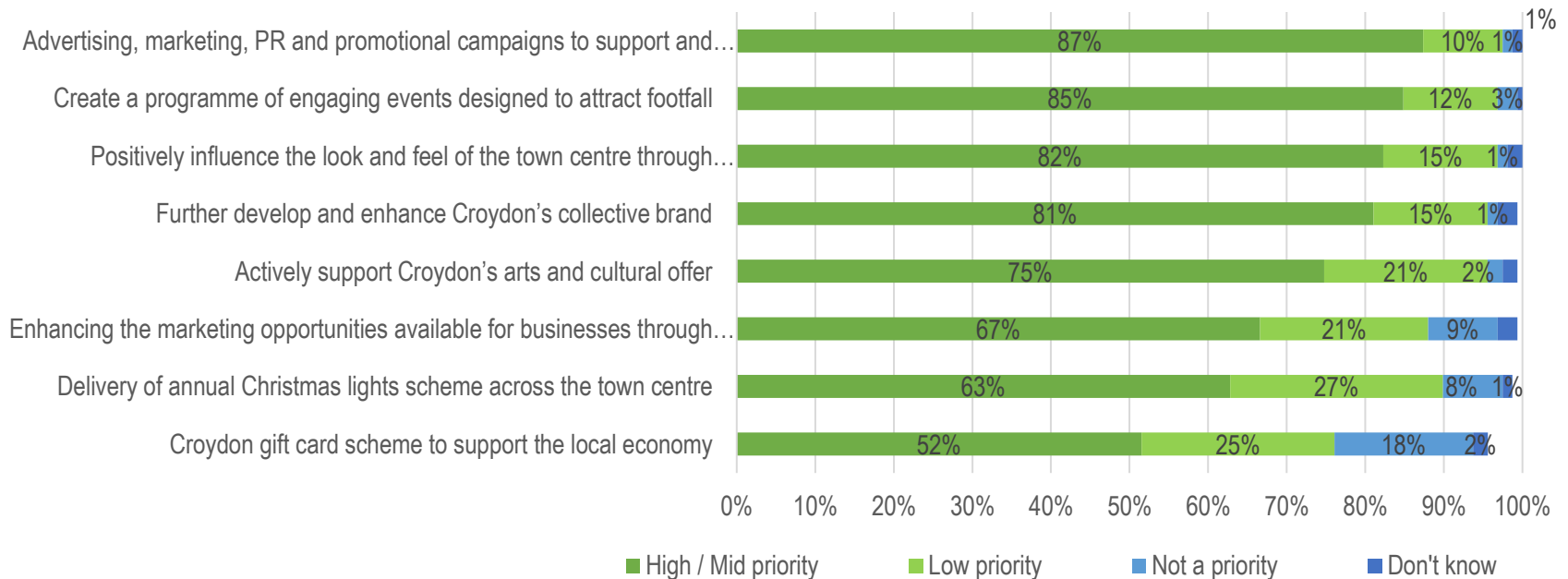
Delivering Brighter Streets: Thinking about the next five years, what priority do you think Croydon BID should give to delivering the following services and initiatives?



Again, all the initiatives listed as part of Brighter Streets are viewed as priorities, many are rated as 80% or more 'high / mid priorities'
'not a priority' scores are minimal
Clear input for future initiatives

Looking to the Future; Great Impression

Creating a Great Impression: Thinking about the next five years, what priority do you think Croydon BID should give to delivering the following services and initiatives?

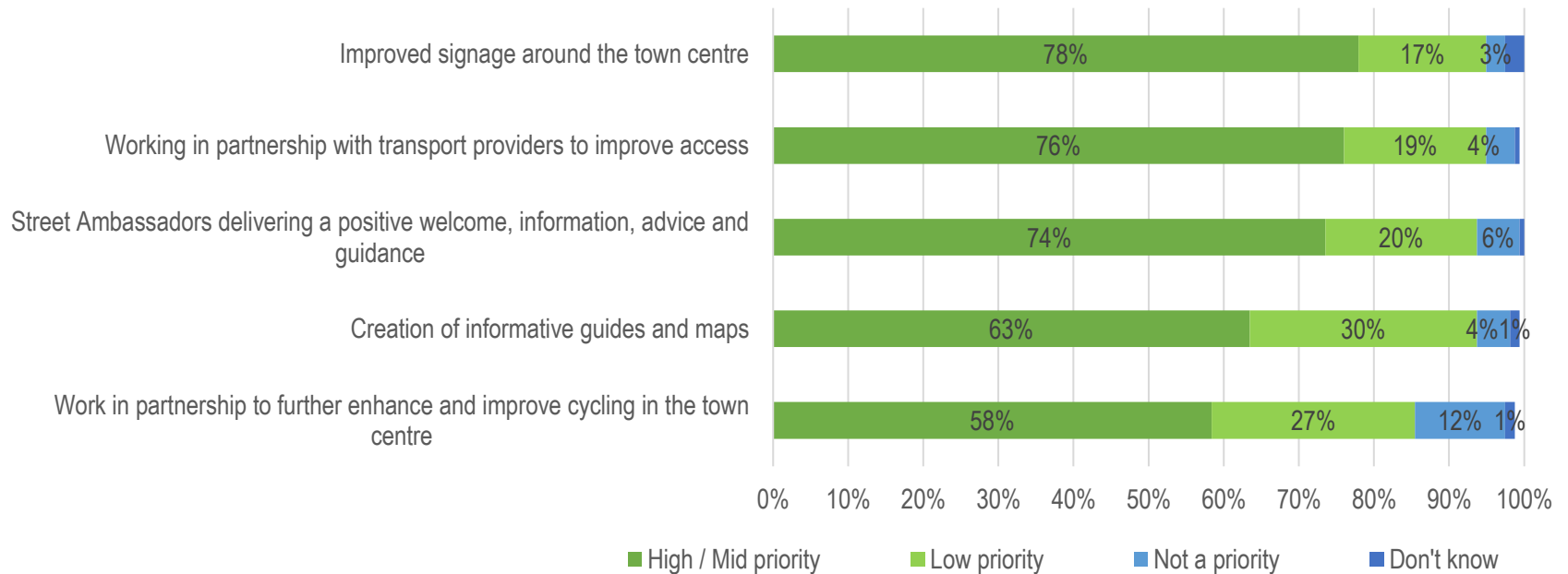


Five aspects are strongly viewed as 'high / mid priority' Croydon's brand, promotion, the look / feel, events programme and arts / culture are all key aspects

A few aspects achieve notable 'low / not a priority' rating, marketing for individual businesses, Christmas lights and the Gift Card

Looking to the Future; Helping You in and Around

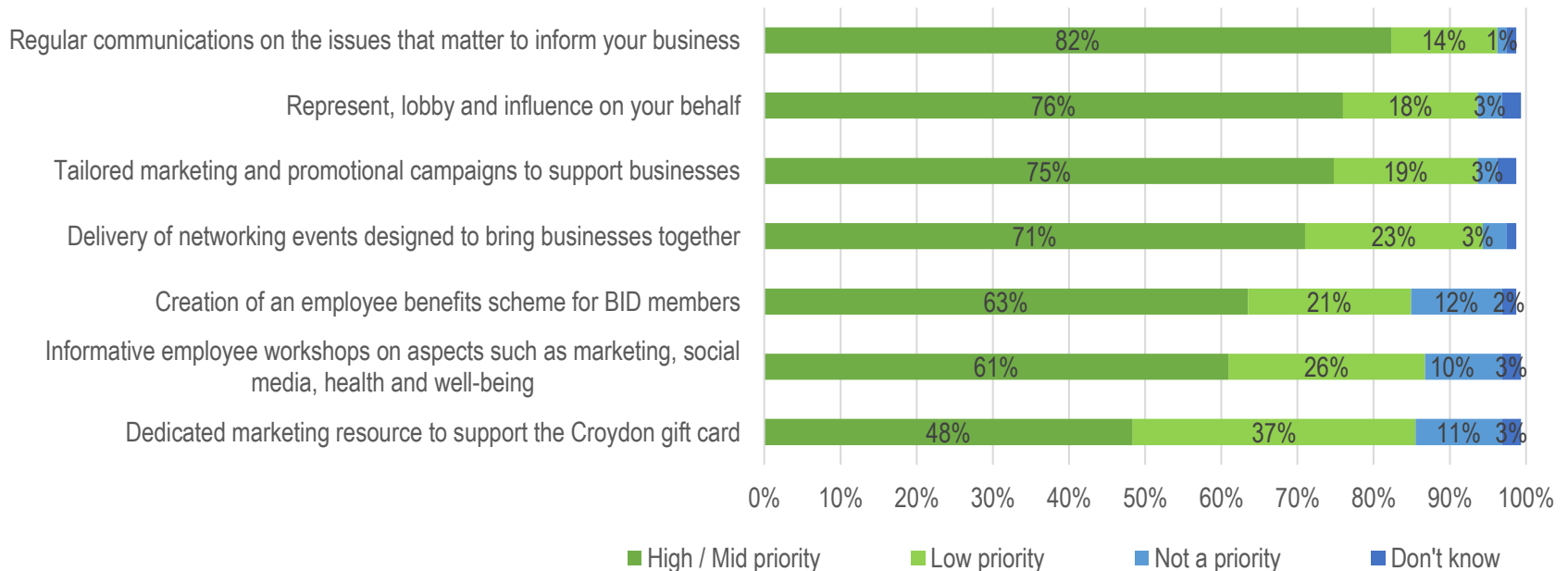
Helping you in and around: Thinking about the next five years, what priority do you think Croydon BID should give to delivering the following services and initiatives?



Improved signage, Partnerships and Street Ambassadors are the highest 'high / mid priority' aspects
Remaining aspects are identified as 'medium priorities', with circa a third quarter viewing cycling and guides / information as 'low / not a priority'

Looking to the Future; Bringing Businesses Together

Bringing Business Together: Thinking about the next five years, what priority do you think Croydon BID should give to delivering the following services and initiatives?



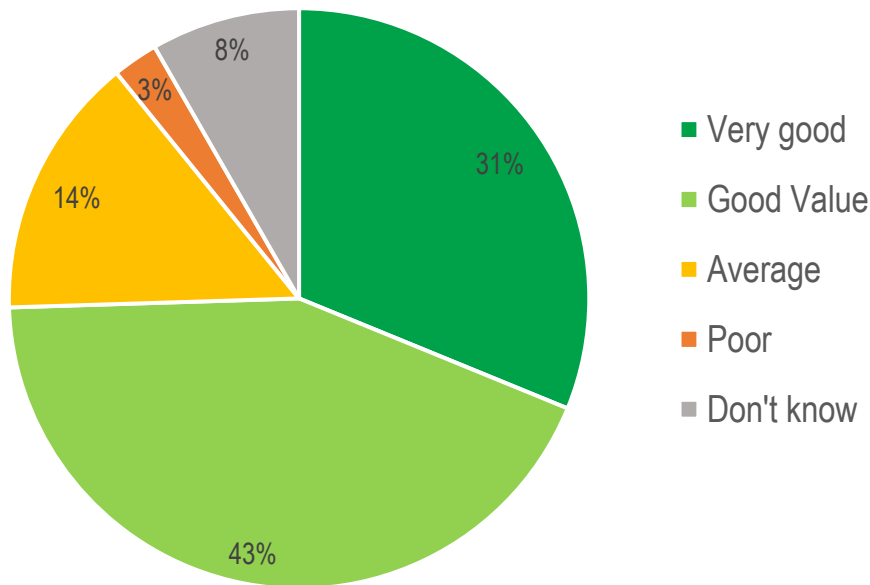
Representing Croydon businesses, lobbying and sharing information, along networking and tailored marketing are all viewed as high 'high / mid priorities'

Employee workshops and employee benefits have a clear 'low / not a priority' ratings

Dedicated marketing for gift card is almost 50:50 in terms of priority rating

Croydon BID; Making a Difference

How would you rate Croydon BID's contribution in delivering activities and services designed to make a difference?



74% of businesses view the BID's contribution as very good and good

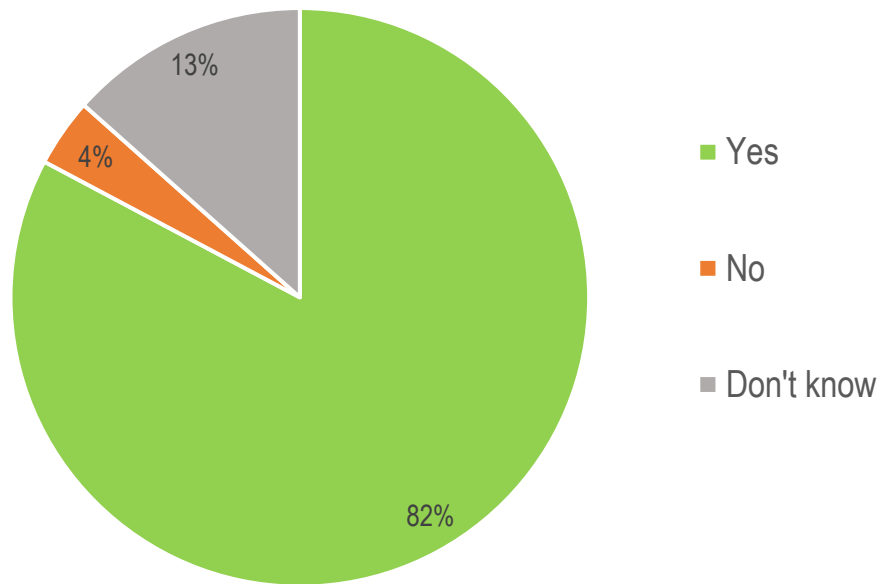
Only 3% as poor

Very strong positive ratio 24:1

A small group find the contribution as average, influenced by CTC responses

And Finally, Voting Intention Now!

*If voting was to take place today, would you vote to retain Croydon BID as the town centre management company to deliver progressive services and initiatives, for the next five years?
(Please tick one option)*



82% would vote Yes

Only 4% would vote No

Almost 20:1 in favour of retaining the Croydon BID team

Strong base to build on

13% 'don't know', again more so from CTC respondents

Summary

- A strong response data set, in difficult circumstances. Great information and insight to take forward in next phase
- Clear consistency across the two groups
- CTC respondents are a little more demanding and occasionally more critical

Historic Assessment

- Historic BID actions well received and highly valued, particularly 'safe', 'crime', 'profile raising', 'experience', 'cleaning', 'supporting business interest'.
- Historic priorities remain relevant going forward
- BID has delivered improvements, but still want more on 'crime', 'clean', 'safe', 'promotion', 'perception' and 'appearance'
- BID has clearly added value, a few areas also perceived as having little / no value scores

Future Needs

- Well, there is a lot to be delivered! Nearly all proposed initiatives rated as high or medium priority
- All those under 'challenges', 'safely', 'brighter streets' are three-star priority areas
- Those under 'impression', 'helping you', 'business together' have some three-star, two-star and maybe one-star priorities
- A very positive 'Good' rating for BID contribution
- 82% 'Yes' for voting now! A few 'not sure' to contact and demonstrate why yes is the way forward, CTC more so

The Retail Group

Informed Solutions

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