The Retail Group is completing a study on behalf of FOR Cardiff. The aim of the study is to understand how the city is performing and to ascertain how being part of FOR Cardiff has benefitted city centre operators. Your views are very important. Responses will be treated confidentially and only collective responses analysed. We would be grateful if you would take a few minutes to complete the survey and our researcher will collect it later today.

1. **Business Name and address:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Contact Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Business tel no**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Business email**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please tick if you’re happy to be added to the   
FOR Cardiff e-newsletter database**

1. **What type of business do you operate?**

|  |  |  |
| --- | --- | --- |
| Retail shop | |  |
| Restaurant / café / bar | |  |
| Tourism attraction / leisure venue | |  |
| Commercial office | |  |
| Service provider – consumer | |  |
| Service provider – business | |  |
| Public / voluntary sector | |  |
| Financial services | |  |
| Other, please state: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |

1. **Approximately how many employees are based at this location?**

Full time (35 hours plus) …………. Part time ………….

***About FOR Cardiff***

1. **Are you aware of FOR Cardiff as an organisation?**

|  |  |
| --- | --- |
| No |  |
| Yes, and I fully understand its role |  |
| Yes, but I don’t fully understand its role |  |

1. **Have you seen or heard anything about FOR Cardiff recently?**

Yes  No  Don’t know

**If yes, in which of the following did you read or hear about FOR Cardiff?**

|  |  |
| --- | --- |
| Local press |  |
| Local radio |  |
| Outdoor advertising / Banner |  |
| FOR Cardiff newsletter/e-newsletter |  |
| www.forcardiff.com |  |
| Personal contact from FOR Cardiff staff including Ambassadors & Business Liaison Officers |  |
| Social Media |  |
| Event |  |
| Other *(please state)* | |

1. **How satisfied are you with the overall performance of   
   FOR Cardiff?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Very satisfied | Satisfied | No view | Dissatisfied | Very dissatisfied |
|  |  |  |  |  |

1. **How would you like to hear from the FOR Cardiff team?   
   (tick all that apply)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Regular e-newsletter |  |  | Website |  |
| Email |  |  | Area meetings |  |
| Social media |  |  | Personal visits |  |
| Other (please state) |  |  |  |  |

1. **Rate, in order of importance, the areas that FOR Cardiff should focus on in the coming year, from least priority/low importance to top priority/most importance**

**Welcoming**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | |  | | | Least Priority | Low Priority | Mid Priority | High Priority | Top Priority | | Floral decoration | | |  |  |  |  |  | | Additional policing | | |  |  |  |  |  | | Business crime reduction (CABC) | | |  |  |  |  |  | | Night time economy | | |  |  |  |  |  | | Homelessness (Give DIFFerently) | | |  |  |  |  |  | | Anti- social behaviour | | |  |  |  |  |  | | Street cleaning | | |  |  |  |  |  | | Taxi marshalling | | |  |  |  |  |  | | **Vibrant** |  | | The Card (employee offers card) | | |  |  |  |  |  | | City of Arcades Day & Marketing | | |  |  |  |  |  | | Public art | | |  |  |  |  |  | | Christmas marketing | | |  |  |  |  |  | | Bringing new large-scale events to the city | | |  |  |  |  |  | | Supporting existing events | | |  |  |  |  |  | | Street entertainment programme  (inc St Johns Gardens) | | |  |  |  |  |  | | Free Family focused events | | |  |  |  |  |  | | **Influential** | | |  |  |  |  |  | | Transport and access | | |  |  |  |  |  | | Training | | |  |  |  |  |  | | Cost Saving Initiatives (inc Media Buying) | | |  |  |  |  |  | | Customer Service Assessments & Awards | | |  |  |  |  |  | | Lobbying & Representation | | |  |  |  |  |  | | Graduate Retention | | |  |  |  |  |  | |

1. **Are there any projects you would like FOR Cardiff to   
   no longer deliver?**
2. **Do you believe that FOR Cardiff provides good value for your BID levy contribution?**

Yes  No  Don’t know

1. **If you were voting tomorrow to retain FOR Cardiff how would you vote?**

Yes  No  Don’t know

**P.T.O.**

***trading and outlook***

1. **How are you currently trading compared to last year?**

|  |  |  |  |
| --- | --- | --- | --- |
| Down > 10% |  | Up 0% - 5% |  |
| Down 6% - 10% |  | Up 6% - 10% |  |
| Down 0% - 5% |  | Up > 10% |  |
| Level |  |  |  |

***The CITY CENTRE In General***

1. **What two aspects do you like most about the city centre?**

|  |  |
| --- | --- |
| 1. |  |
| 2. |  |
|  |  |

1. **17. to focus on?ou like yourontributionWhat two aspects of the city centre would you like to change?**

|  |  |
| --- | --- |
| 1. |  |
| 2. |  |

**17. to focus on?ou like yourontribution *Initiatives and Priorities***

1. **How would you rate FOR Cardiff for the following BID initiatives?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Welcoming** | **Good** | **OK / Need to improve** | **Poor** |
| Cardiff Against Business Crime |  |  |  |
| Street Cleaning team |  |  |  |
| Give DIFFerently (Homelessness fund and diverted giving campaign) |  |  |  |
| Floral Displays & Baskets |  |  |  |
| FOR Cardiff funded Police Officers |  |  |  |
| Street Pastors |  |  |  |
| Purple Flag Accreditation |  |  |  |
| Night Marshal Team |  |  |  |
| Ambassadors |  |  |  |
| **Vibrant** | **Good** | **OK / Need to improve** | **Poor** |
| City of Arcades Day |  |  |  |
| Christmas Marketing & Events |  |  |  |
| The Card (member offers card) |  |  |  |
| The Daff Trail (St David’s Day event) |  |  |  |
| Member communications |  |  |  |
| FOR Cardiff Gift Card |  |  |  |
| Cardiff Business Events Partnership (CBEP) |  |  |  |
| Free family events programme e.g. Summer Hayes & Dippy |  |  |  |
| **Influential** | **Good** | **OK / Need to improve** | **Poor** |
| Free training |  |  |  |
| Cost-Saving Initiatives |  |  |  |
| Lobbying & Representation |  |  |  |
| Customer Service Awards & Assessments |  |  |  |

**Thank you for your assistance, it is much appreciated.**

Please return the completed survey to the researcher who gave it to you. If this is not possible, please post to The Retail Group,   
Dunnings Oak Offices, Dunnings Road, East Grinstead, West Sussex, RH19 4AT or email [mike.evans@theretailgroup.co.uk](mailto:mike.evans@theretailgroup.co.uk)

1. **How would you rate Cardiff on the following?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Good** | **OK / Need to improve** | **Poor** |
| Vandalism and graffiti |  |  |  |
| Overall cleanliness |  |  |  |
| Lighting |  |  |  |
| Way-finding / signage |  |  |  |
| Seasonal marketing campaigns |  |  |  |
| Crime and anti-social behaviour |  |  |  |
| Public facilities, i.e. toilets & seating |  |  |  |
| Choice of nightlife / evening activity |  |  |  |
| Digital connectivity and information |  |  |  |
| City centre information |  |  |  |
| Policing and PCSOs |  |  |  |
| Festivals & Events |  |  |  |

**17. to focus on?ou like yourontribution*training and support***

1. **Which of these training courses would you be interested in for you and your staff?**

|  |  |  |
| --- | --- | --- |
|  | **Currently provided…** | **Would be interested in…** |
| Customer service |  |  |
| Selling skills |  |  |
| Merchandising and display |  |  |
| Marketing |  |  |
| HR employment |  |  |
| Business accounting |  |  |
| Digital & Social media |  |  |
| Mental Health |  |  |
| Green Initiatives |  |  |

Other, *please state* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***and finally….***

1. **Please rate how strongly you agree or disagree with the following statements?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Disagree** | **Disagree** | **No  View** | **Agree** | **Strongly Agree** |
| Cardiff feels clean & comfortable |  |  |  |  |  |
| Cardiff improves as a business destination every year |  |  |  |  |  |
| Cardiff provides good information to customers |  |  |  |  |  |
| Cardiff provides good facilities |  |  |  |  |  |
| It’s easy to find all parts of the city centre |  |  |  |  |  |
| Cardiff has a good  environment |  |  |  |  |  |
| Cardiff feels safe |  |  |  |  |  |

1. **Are there any other actions FOR Cardiff could implement to improve its relationship with your business?**

|  |
| --- |
|  |
|  |