

Questions for BID recovery survey:

1. Do you need any assistance with understanding what social distancing signage you need for your business? **35% yes / 65% no**
2. Do you need help with managing a queuing system outside your premises? **23% yes / 77% no**
3. If you received a grant from Central Government, has this provided you with enough security to see you through until July? **69% yes / 31% no**
4. When do you hope to re-open?
5. We are looking at the possibility of establishing an e-commerce platform on Visit-Tavistock. The idea is to support those who do not have their own online e-commerce presence while providing additional sales opportunities to others. Would you like to promote your business / provide yourselves with additional online presence via an e-commerce platform hosted through Visit-Tavistock?
 I have my own online ecommerce system but would also like to sell via Visit Tavistock **42%**
 I have my own online ecommerce system and do not require further assistance **7%**
 I do not have my own online ecommerce system and would like to sell via Visit Tavistock **22%**
 I do not have my own online ecommerce system but would not like to sell via Visit Tavistock **29%**
6. What is more relevant to your business – easy access on-street parking or temporary pedestrianisation? **65% parking / 35% pedestrianisation**
7. Would you support pedestrianisation of certain streets at the weekend (Fri evening-Sun evening)? **83% yes / 17% no**
8. Would you support a Tavistock Gift Card programme? This is a prepaid mastercard that can be used at a network of business in the town (any business can be part of this if you accept mastercard – it is not exclusively retail). It will drive spend into the town and increase customer loyalty. It doesn't cost anything to be part of the programme.- It introduces new customers – people that receive a town centre gift card tend to explore more.- It brings additional spend – customers spend on average 40% more than the value of the card. - It pays automatically – businesses receive the full value of the money spent. **85% yes / 15% no**
9. Drag these into order of importance as part of the recovery plan:
 Tavistock Gift Card **7.29**
 Town-wide (socially distant) cream tea party to celebrate our community and businesses **5.04**
 New promotions to encourage continued community use of the town centre **9.02**
 A commercial campaign to position Tavistock as the region's top market town and go-to visitor destination for that special shopping experience **9.58**
 Rainbow Angel Wings no touch 'selfie' graphic in empty shop **3.32**
 Street graphics for social distancing which highlight the town's heritage and history **7.17**
 More town planting **4.74**
 More outdoor seating **6.28**
 More provision of cycle hubs **4.98**
 Same day delivery service **4.6**
 More street dressing **4.41**
10. Please provide your name & business name plus any other comments or observations. If you have adapted your business model in response to Coronavirus, what changes have been successful?