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Business Consultation

Introduction

The Experience Milngavie Business Improvement District aims to deliver a 5 year programme of projects and services which will further Milngavie's development as a first class shopping, business and visitor destination for East Dunbartonshire and beyond.

The first step in deciding which projects and services are delivered is through consulting local businesses on their priorities for improvement in Milngavie Town Centre.

This Business Consultation is designed to profile current business performance, current trading conditions in the town centre and to identify the priorities of the business community in Milngavie.

You don't have to answer every question – however, the more questions you answer, the easier it will be to identify the projects and services which will achieve the greatest impact for businesses in Milngavie.



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Tell us about your business...

This section will help to provide an overview of existing businesses and their current performance in the town centre.

Should the BID receive a YES vote, this information will be used to monitor how the BID impacts local business performance.

Business Name:	
Address:	
Owner:	
Store Manager:	
Business Type/Sector:	
How long has the business been trading in Milngavie Town Centre?	

Tell us about current business performance...(please circle)

How does your level of turnover compare with two years ago?		
Increased	No Change	Decreased

If changed, by how much?				
Less than 5%	5-10%	11-15%	16-20%	More than 20%

Have any of the following influenced this change?		
Change in footfall	Positively	Negatively
Level of crime	Positively	Negatively
Competition from other areas	Positively	Negatively
Parking and Access	Positively	Negatively

Other (please detail)...

How confident are you about future business performance in Milngavie?			
Very	Quite	Unsure	Not

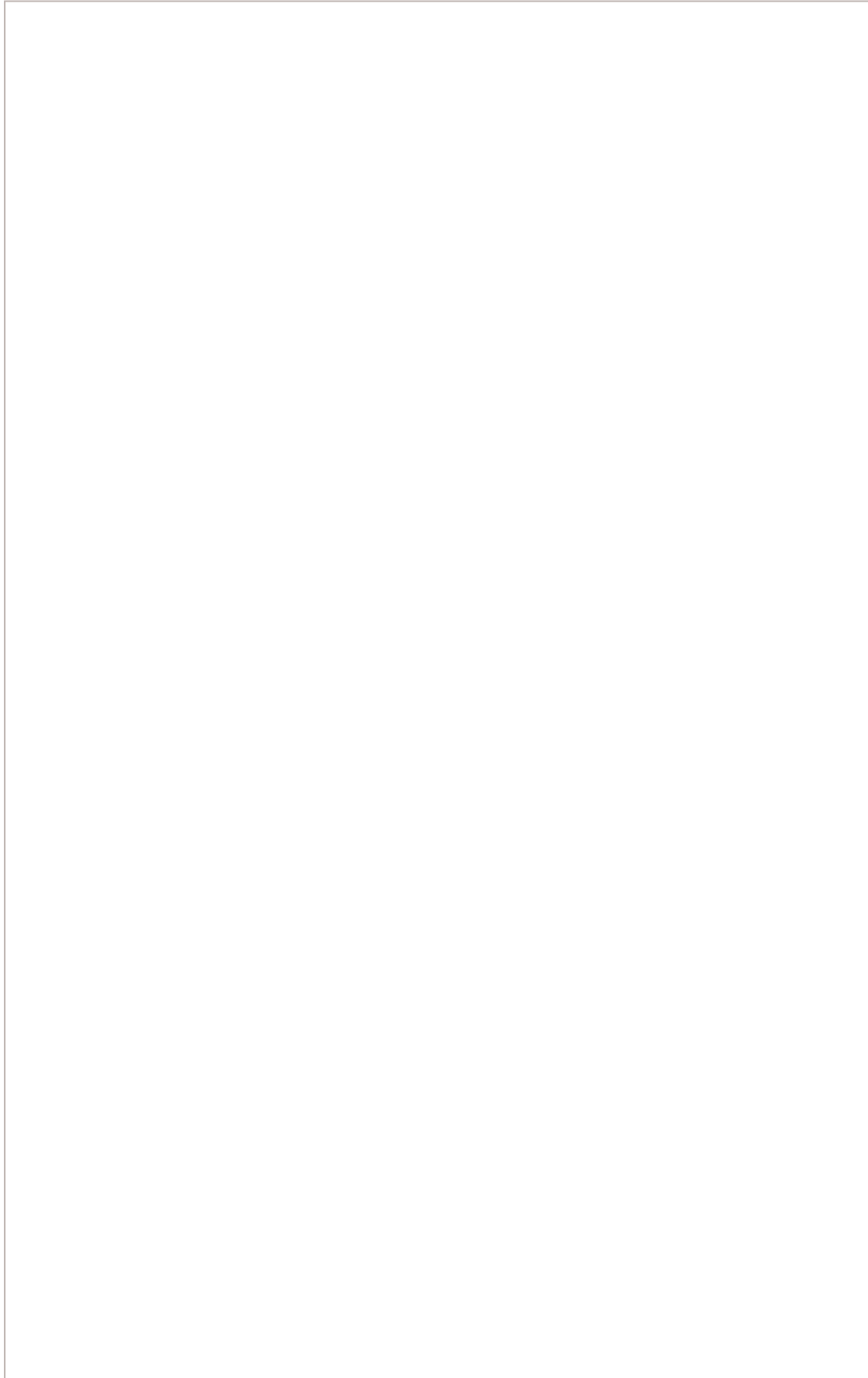
How many people do you currently employ?		
Full Time (more than 30 hours)	Now _____	2 Years Ago _____
Part Time (less than 30 hours)	Now _____	2 Years Ago _____
Seasonal/Temporary	Now _____	2 Years Ago _____
Voluntary	Now _____	2 Years Ago _____

Is your business impacted by the Milngavie Farmers Market?		
Positively	No Impact	Negatively

If so, please specify the perceived impact of the Farmers Market and what could be done to either enhance/mitigate this.

Recently in Milngavie Town Centre, the street furniture has been replaced and the public realm at the entrance to the town centre from the Train Station has been upgraded – do you feel the town centre has been impacted by this?		
Positively	No Impact	Negatively

Please use the space below to add any other relevant comments.

A large, empty rectangular box with a thin black border, intended for the user to provide additional comments. The box occupies most of the page's vertical space below the instruction.



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Tell us about the current trading environment in Milngavie Town Centre...

This section will help to provide an overview of both the positive and negative aspects of Milngavie Town Centre at present.

What is your overall view of Milngavie Town Centre as a place in which to operate a business? (please circle)

Now	Very Good	Good	Average	Poor	Very Poor
2 Years Ago	Very Good	Good	Average	Poor	Very Poor

How do you rate the safety of Milngavie Town Centre? (please circle)

Personal/Staff	Very Good	Good	Average	Poor	Very Poor
Customer	Very Good	Good	Average	Poor	Very Poor
Business/Premises	Very Good	Good	Average	Poor	Very Poor

What are the three main advantages of Milngavie Town Centre as a place to do business from?

1.

2.

3.

What are the three main disadvantages of Milngavie Town Centre as a place to do business from?

1.

2.

3.



Please rate the following statements by ticking the box on the right which most closely reflects your opinion:

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
<i>The town centre has clean and tidy streets (graffiti/littering)</i>					
<i>Roads and pavements are well maintained</i>					
<i>People feel safe during the day</i>					
<i>People feel safe at night</i>					
<i>It is easy for people to find their way around the town centre</i>					
<i>The area is well lit</i>					

<i>There is enough car parking</i>					
<i>The town centre is well marketed to shoppers</i>					
<i>There is a good retail mix in the town centre</i>					
<i>There are enough police patrols</i>					
<i>The area is easily accessed by public transport (bus)</i>					
<i>The area is easily accessed by public transport (train)</i>					



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Tell us about your aspirations for Milngavie Town Centre...

This section will help to provide an overview of the positive ways the BID can impact on local businesses through the projects and services it delivers.

Are you aware of the BID concept and that you are located in a BID area?

Yes	No
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Are you / is your organisation / supportive of the BID concept?

Yes	No	Unsure	Not
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Rate the following areas in terms of levels of importance to Milngavie Town Centre (1 being most important, 7 being least):

Accessibility	
Marketing and Promotion	
Enhancing the Retail Mix	
Cleanliness and Appearance	
Events	
Safety and Security	
Sustainable Business Practices	

Other (please specify)



Access:



Rate the following example projects in terms of level importance to the town centre

	Very Important	Important	Not Important	Unimportant	Very Unimportant
Improve car park signposting					
Physical improvement to roads / pavements					
Short-stay parking initiatives (shoppers)					
Sustainable transport initiatives for employees (e.g. car sharing)					
Promote public transport links					
Promote sustainable transport links (e.g. walking / cycling)					

Marketing and Promotion:



Rate the following example projects in terms of level importance to the town centre

	Very Important	Important	Not Important	Unimportant	Very Unimportant
Establish Milngavie Town Centre brand					
Launch town centre website					
Town centre advertising campaign					
Town centre loyalty card					
Recruit seasonal town centre ambassadors to provide tourist info					

Enhancing the retail mix:



Rate the following example projects in terms of level importance to the town centre

	Very Important	Important	Not Important	Unimportant	Very Unimportant
Create marketing literature for developers / agents / businesses					
Hold events to proactively market the town centre to developers / agents / businesses					
Vacant shop unit window dressing					
Commission retail development study to determine opps for increasing no of specialist / independent businesses					

Cleanliness and Appearance:



Rate the following example projects in terms of level importance to the town centre

	Very Important	Important	Not Important	Unimportant	Very Unimportant
Launch campaign to reduce A-boards					
Banner points / advertising locations in town centre					
Town Centre Property Maintenance service, minor repairs and maintenance to public realm (in addition to Council provision)					
Town Centre Cleansing Service – general cleansing and graffiti removal (in addition to Council provision)					
Improve planting and green spaces in the town centre					

Events:



Rate the following example event themes in terms of level importance to the town centre

	Very Important	Important	Not Important	Unimportant	Very Unimportant
Seasonal e.g. Christmas/Easter/Halloween					
Tourism, e.g. West Highland Way					
Cultural e.g. music / art / street performances					
Heritage / History					

Safety and Security:



Rate the following example projects in terms of level importance to the town centre

	Very Important	Important	Not Important	Unimportant	Very Unimportant
Improved lighting					
More CCTV					
Town Centre Security Guards / Additional Police Patrols					
Re-launch business crime radio link					
Crime prevention / business security workshops					
Launch child safe zone in town centre					

Sustainable business practices:



Rate the following example projects in terms of level importance to the town centre

	Very Important	Important	Not Important	Unimportant	Very Unimportant
Fair Trade town status for Milngavie					
Reducing plastic bag use					
Reducing, re-using and recycling business waste					
Sustainable transport initiatives for employees & customers (e.g. car sharing, walking, cycling)					
Promote public transport links					
Investigate opportunities for locally generating renewable energy / energy efficiency / reducing demand					

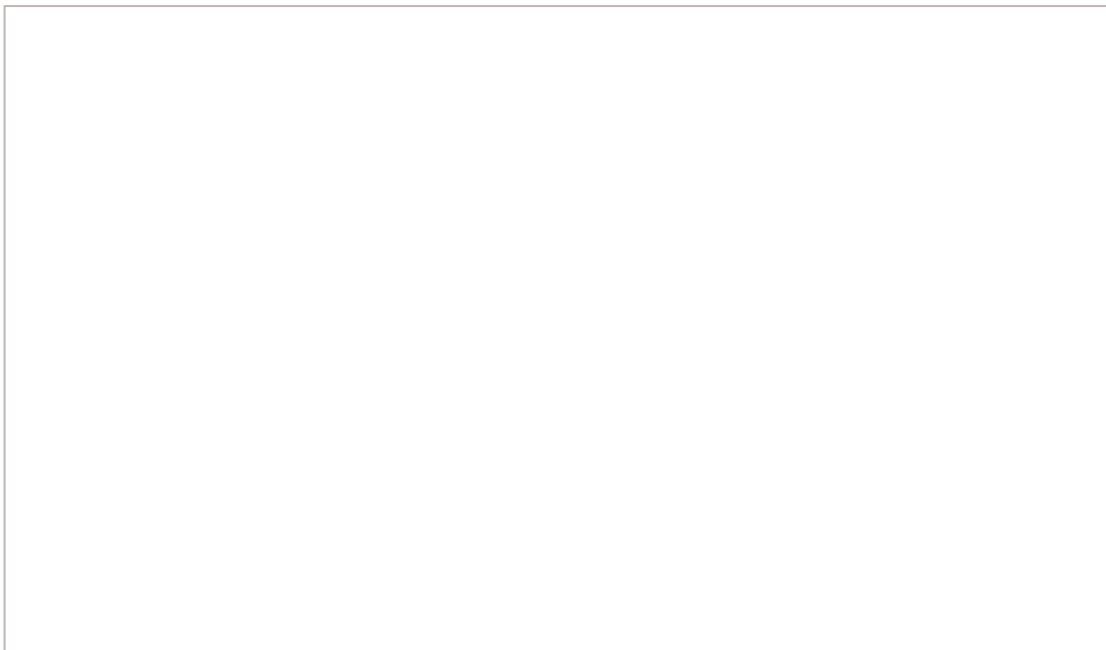
Finally...

Thank you for taking the time to participate in the Experience Milngavie BID Business Consultation – your feedback will inform priority areas for the BID to tackle, which will in-turn inform the Business Plan you will ultimately vote on.


Do you have any additional views that you think are important regarding your current Milngavie Town Centre?



Do you have any ideas for other projects/services you think would positively benefit the business community in Milngavie Town Centre?



Space for additional answers



Thanks for taking the time to fill out the Experience Milngavie BID shopper survey – look out for survey results in the local press and visit the website for more information:

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Experience Milngavie BID is working in partnership with East Dunbartonshire Council and will share the information collected with their Economic Development department to aid a performance review of East Dunbartonshire's town centres.