



Christmas 2015 Review Survey

Recipients: 773

Total Responses: 122

Complete: 100

Partial: 22

The survey was sent via Survey Monkey on 8th April 2016 to the local business community with another reminder email a week later.

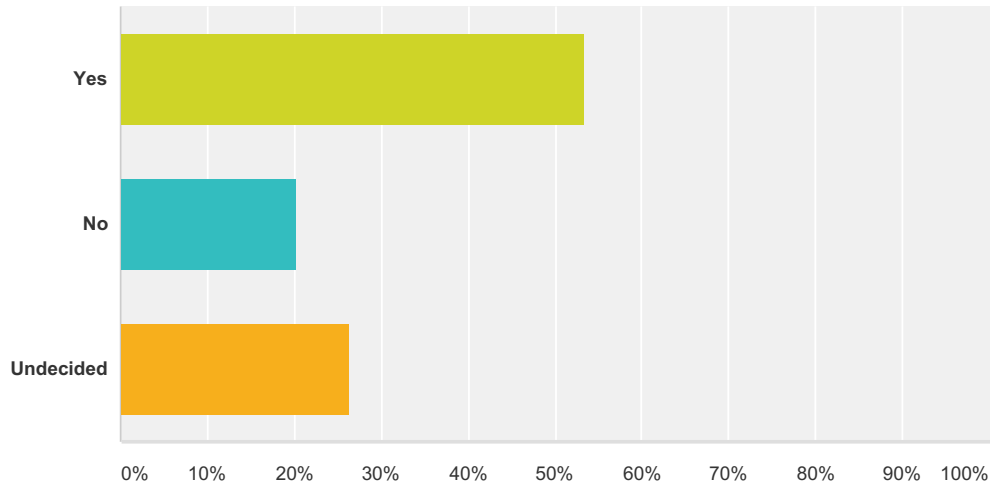
The reason for releasing the survey to the wider business community was to collect as much data as possible to build a bigger picture for Board Directors to base their decisions.

74 of the 122 respondents are Levy Payers.

For more information, please contact the BID Office directly on 01305 779410 or email info@weymouthbid.co.uk

Q1 The date of the Christmas Lighting up Ceremony in 2015 was changed to Friday 4th to be part of the opening weekend, is this the best day?

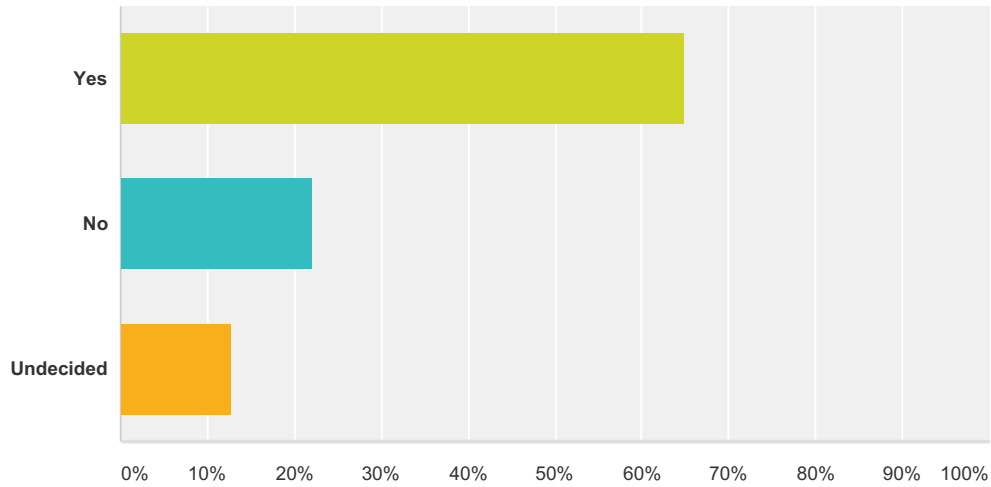
Answered: 114 Skipped: 8



Answer Choices	Responses
Yes	53.51% 61
No	20.18% 23
Undecided	26.32% 30
Total	114

Q2 The Ice Rink was the major “hook” or Unique Selling Point (USP) creating an interest in Weymouth out of the main holiday season. Do you think the Ice Rink, with additional activity around the town, is a good USP for December?

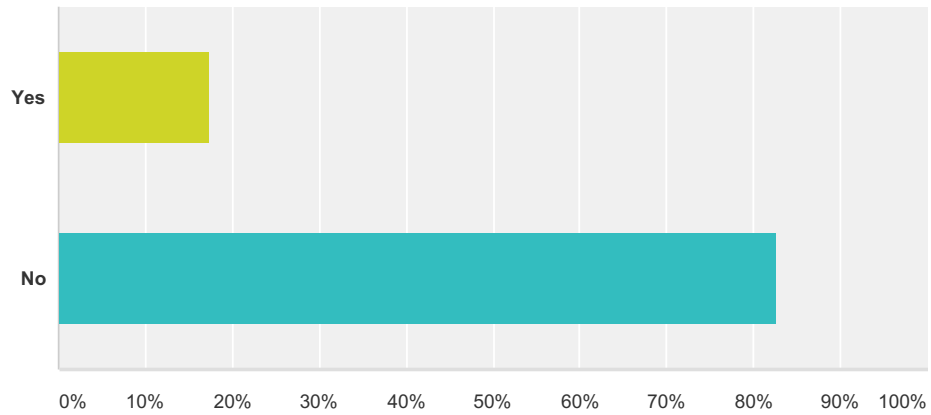
Answered: 117 Skipped: 5



Answer Choices	Responses
Yes	64.96% 76
No	22.22% 26
Undecided	12.82% 15
Total	117

Q3 Did you use the Ice Rink?

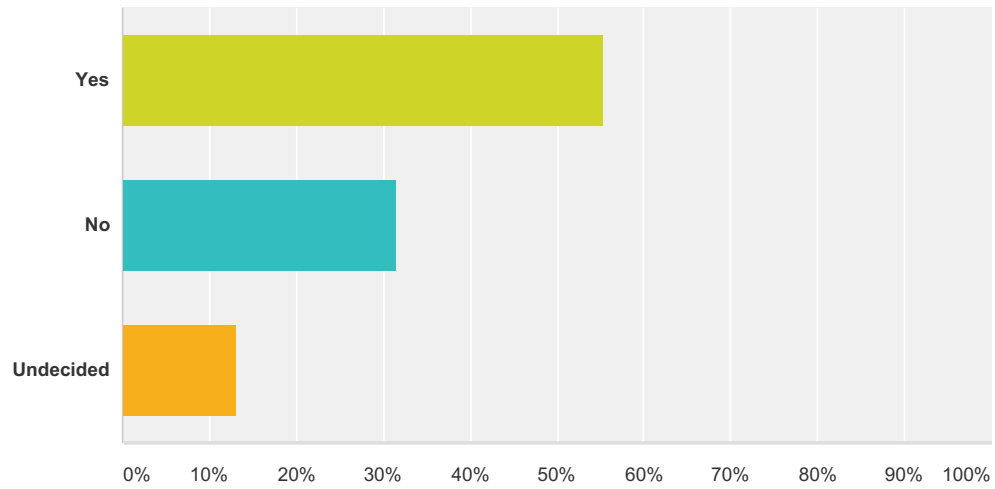
Answered: 116 Skipped: 6



Answer Choices	Responses
Yes	17.24% 20
No	82.76% 96
Total	116

Q4 Bearing in mind the limited open spaces in the town and the time of year, do you think it was based at the best location?

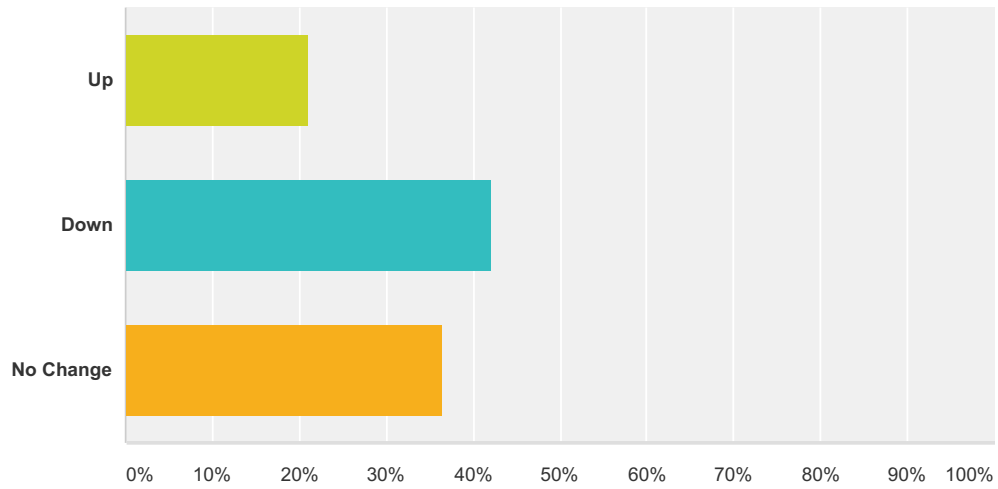
Answered: 114 Skipped: 8



Answer Choices	Responses
Yes	55.26% 63
No	31.58% 36
Undecided	13.16% 15
Total	114

Q5 If you have a town centre business, how was trade in general during December compared to the same period in 2014?

Answered: 71 Skipped: 51



Answer Choices	Responses
Up	21.13% 15
Down	42.25% 30
No Change	36.62% 26
Total	71

Q11 If you have any further comments on Christmas or suggestions for future survey topics, please write below.

Answered: 47 Skipped: 75

Q6 What else do you think would enhance the Christmas experience and encourage residents and visitors to the town? Suggestions have included;

- Fitted Christmas Trees above shops**
- Themed Streets**
- Street music & entertainers**

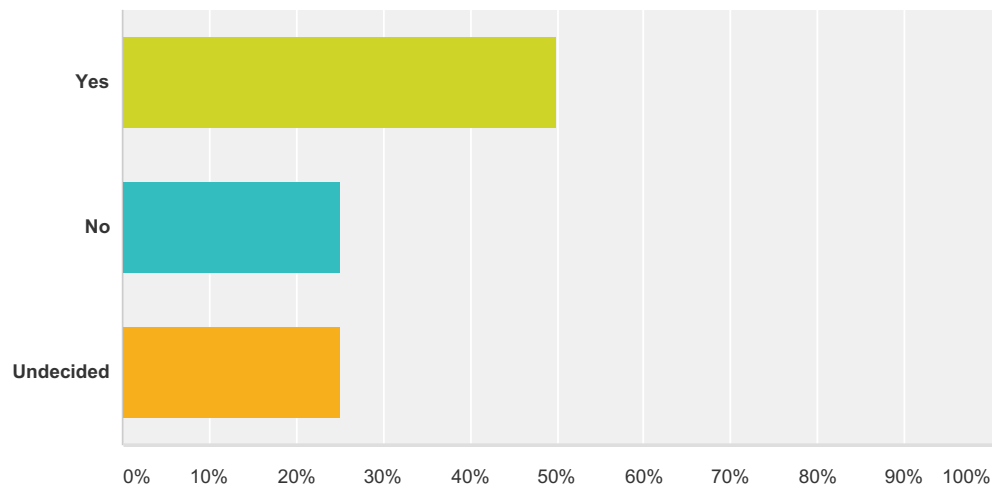
Answered: 92 Skipped: 30

Amongst the 92 answers popular suggestions were;

- More Christmas Decorations
- Christmas Trees above shops
- Theme Streets
- Cheaper parking
- Market
- Music played around the town centre

Q7 The purpose of the Ice Rink in 2015 was to raise the profile of Weymouth as a destination that is open all year round. This was to compete with other towns and the changing nature of the high street and people's shopping habits. Using lessons learnt and building on the investment as well as increasing activities around the town in December, do you think the Ice Rink should continue to be the main attraction for Christmas in 2016?

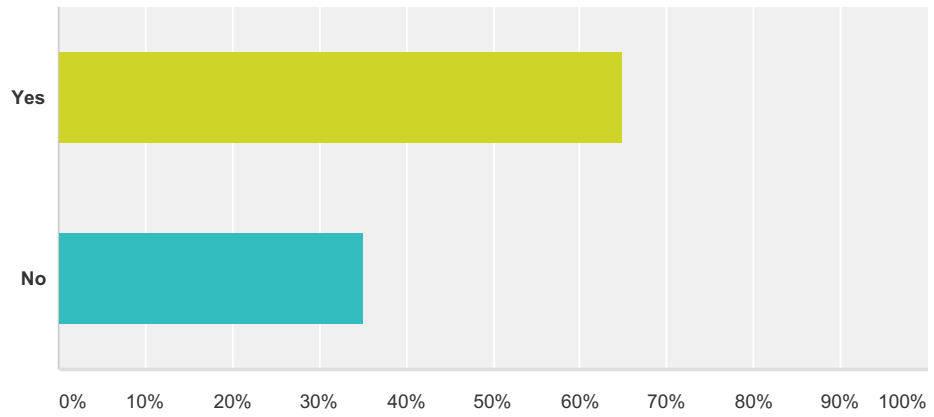
Answered: 108 Skipped: 14



Answer Choices	Responses
Yes	50.00% 54
No	25.00% 27
Undecided	25.00% 27
Total	108

Q8 Are you a BID Levy Paying business?

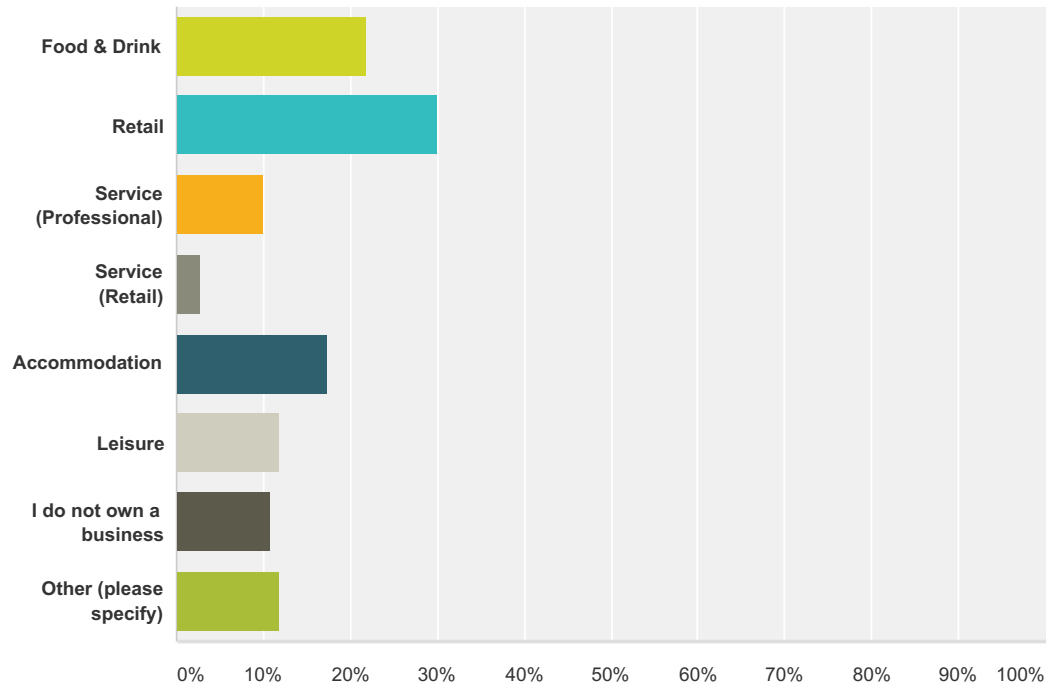
Answered: 114 Skipped: 8



Answer Choices	Responses	
Yes	64.91%	74
No	35.09%	40
Total		114

Q9 What type of business are you?

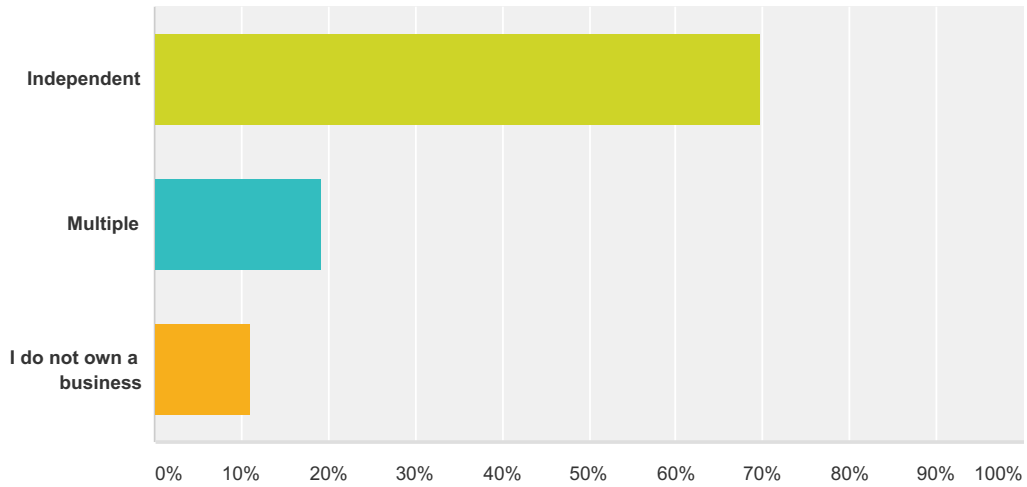
Answered: 110 Skipped: 12



Answer Choices	Responses
Food & Drink	21.82% 24
Retail	30.00% 33
Service (Professional)	10.00% 11
Service (Retail)	2.73% 3
Accommodation	17.27% 19
Leisure	11.82% 13
I do not own a business	10.91% 12
Other (please specify)	11.82% 13
Total Respondents: 110	

Q10 Are you an independent or a multiple?

Answered: 109 Skipped: 13



Answer Choices	Responses	
Independent	69.72%	76
Multiple	19.27%	21
I do not own a business	11.01%	12
Total		109