

Business Survey

All businesses in the BID area were invited to complete the Business Questionnaire. 108 businesses responded representing approximately 82% of those eligible to vote.

The Business Survey was hand delivered where possible and mailed to the rest of the eligible voters within the proposed BID area between October 2010 and January 2011. The purpose of the Business Questionnaire was to consult with the businesses in the BID area and determine the issues and concerns of the businesses. The questionnaire also sought to establish views and opinions on specific identified issues relating to the area.

By May 2011 after a concerted effort to encourage all businesses to complete the questionnaire, a total of 108 questionnaires were returned.

BID legislation requires that before a ballot can take place, a minimum of 5% of the electorate must indicate that they are in favour of a BID. According to the business survey analysis, 56% of businesses were supportive of a BID for Lerwick Town Centre, 30% were undecided and 4% against. 10% of businesses had not responded to this question.

Employer / Employee Survey

In consultation with the businesses, those working in the area were invited to complete an Employer/ Employee Questionnaire. 378 responses were received.

The Employer / Employee Questionnaire was issued to the businesses in the BID area. The overall aim of this survey was to determine the issues and concerns of the employees. The opportunity was also taken to establish opinion on specific issues relating to the area.

Public Survey

A survey of 200 members of the public was independently conducted using a Public Questionnaire to determine the views of customers.

The public survey was carried out independently by A.B. Associates Ltd in the winter of 2010.

The overall aim of the 200 interviews was to assess the opinions of the public in relation to developments that could enhance the Lerwick town centre area and / or give more incentive to visit businesses located there.

Interviews were undertaken at various locations in the town centre on different days of the week and at different times of the day to obtain a wide cross section of public opinion.

The Key Findings

Business Survey

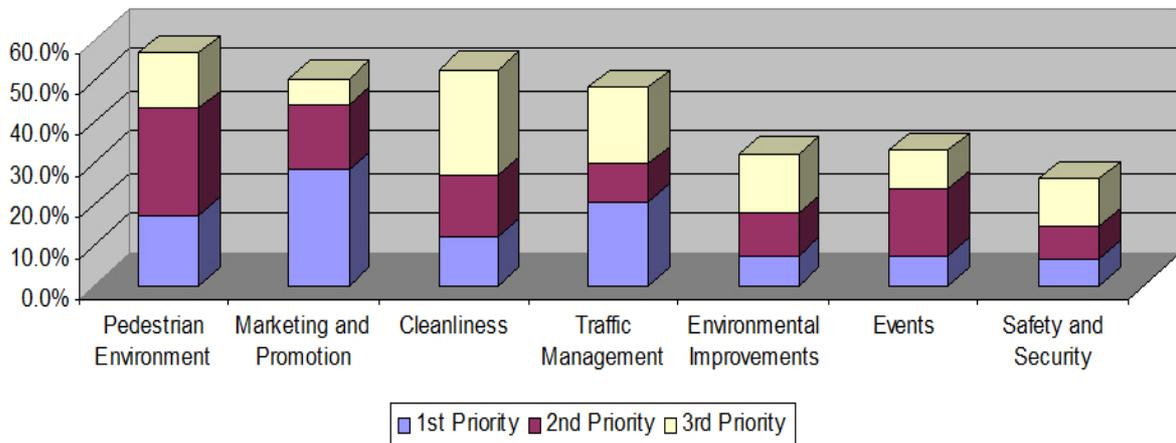
Overall, the most important areas a BID could improve on were ranked by the businesses in order of importance as:

1. Pedestrian environment
2. Marketing and promotion
3. Cleanliness
4. Traffic management
5. Environmental improvements
6. Events
7. Safety and security.

Even though businesses ranked events as quite a low priority, they were felt to be the most positive influence on trade followed by technology and on-line services.

As shown in the chart below, when only the businesses top three priorities are considered, the order of importance changes slightly.

Business Priorities



The Employer/Employee Survey

Negative impacts on spend in Lerwick Town Centre

1. Variety and availability of goods and services 56%
2. Use of internet/mail order shopping 49%
3. Opening hours 41%
4. Customer service 39%
5. Standard of the shops/businesses 37%
6. Availability of other shopping areas in Lerwick 36%

The Customer Survey

Negative impacts on visits to Lerwick Town Centre

1. Use of internet/mail order shopping 69%
2. Availability of other shopping areas in Lerwick 39%
3. Variety and availability of goods and services 36%
4. Customer service 34%
5. Parking 30%
6. Opening hours 28%

As illustrated in the key findings shown, the customers have a very different perspective to the businesses. The Living Lerwick steering group have considered the full analysis in detail and the Business Plan lists the projects they feel are required to address the issues.