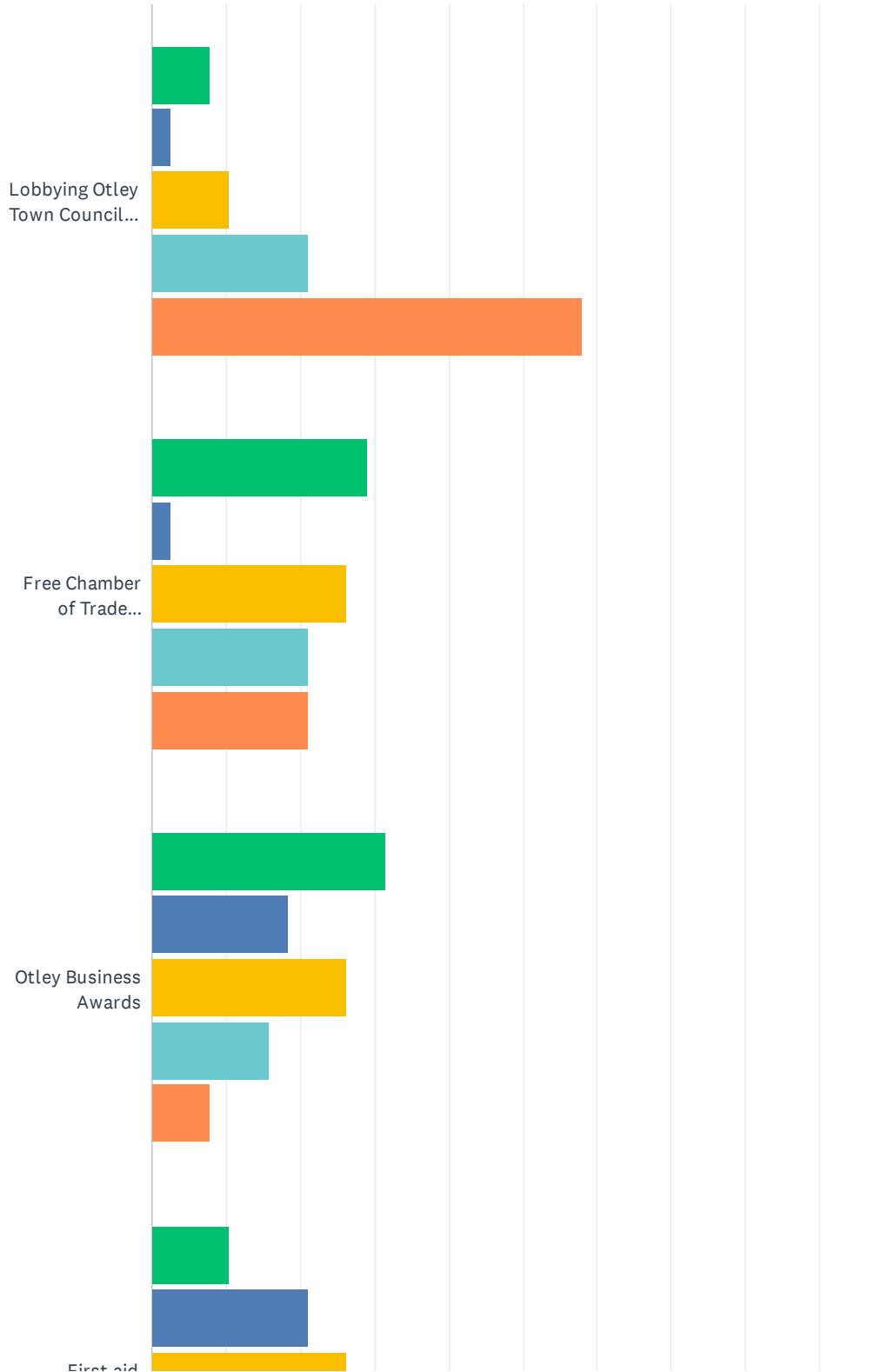


Q1 These are the PROFESSIONAL projects that Otley BID has completed in the last 5 years. On a scale of 1-5 how important do you think they are to the Otley business environment?

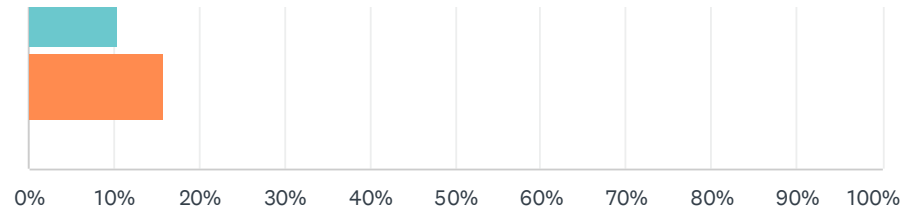
Answered: 38 Skipped: 0



Have Your Say!



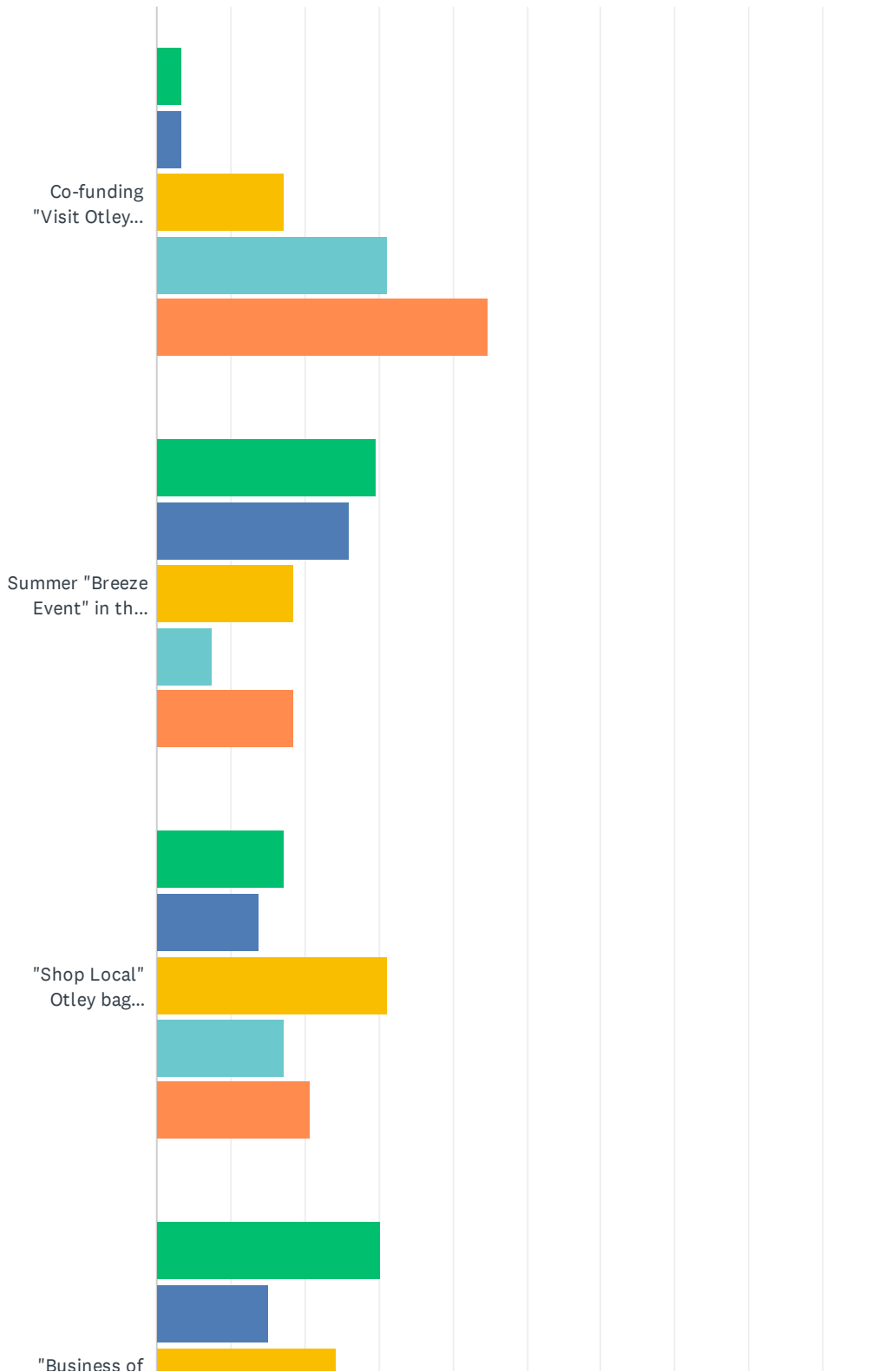
Have Your Say!



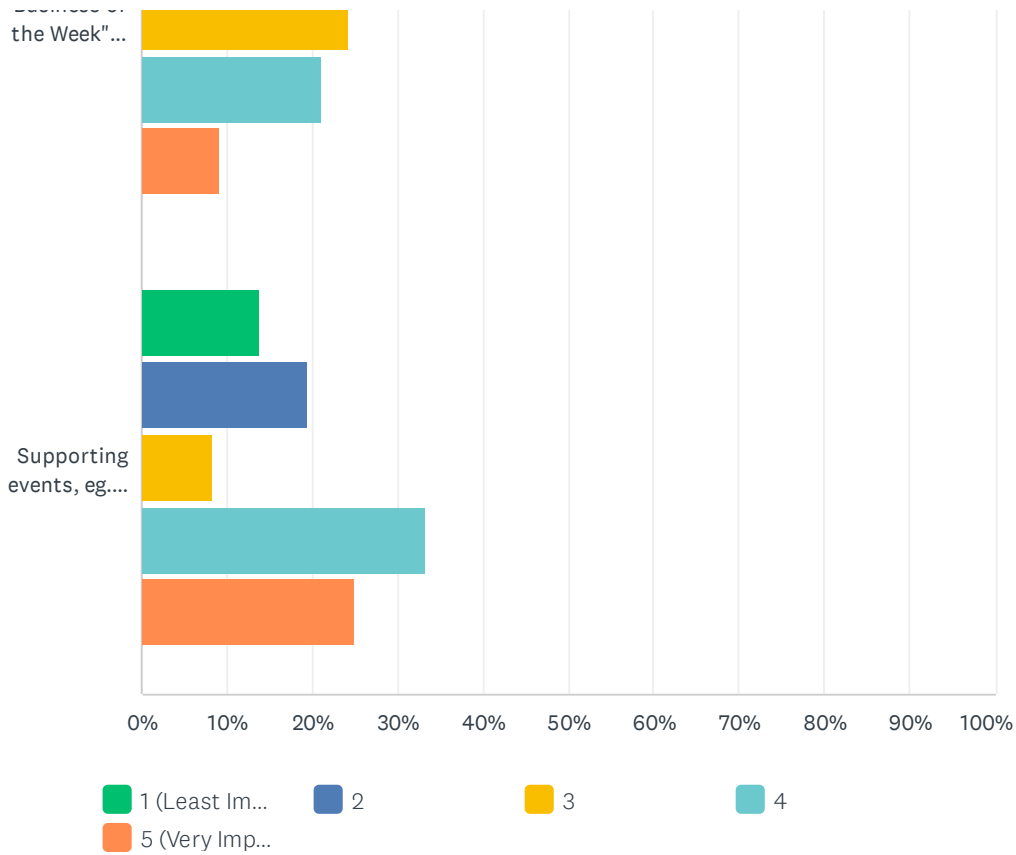
	1 (LEAST IMPORTANT)	2	3	4	5 (VERY IMPORTANT)	TOTAL
Lobbying Otley Town Council and Leeds City Council so they know the issues affecting businesses	7.89% 3	2.63% 1	10.53% 4	21.05% 8	57.89% 22	38
Free Chamber of Trade membership	28.95% 11	2.63% 1	26.32% 10	21.05% 8	21.05% 8	38
Otley Business Awards	31.58% 12	18.42% 7	26.32% 10	15.79% 6	7.89% 3	38
First aid training	10.53% 4	21.05% 8	26.32% 10	21.05% 8	21.05% 8	38
Marketing training	15.79% 6	28.95% 11	23.68% 9	21.05% 8	10.53% 4	38
Accessibility training and business audits	21.05% 8	15.79% 6	34.21% 13	15.79% 6	13.16% 5	38
Information sharing e.g Covid response	5.26% 2	7.89% 3	28.95% 11	18.42% 7	39.47% 15	38
Co-funding the Shop Local Marquee at Otley Show	23.68% 9	13.16% 5	36.84% 14	10.53% 4	15.79% 6	38

Q2 These are the PROMOTION projects that Otley BID has completed in the last 5 years. On a scale of 1-5 how important do you think they are they to the Otley business environment?

Answered: 38 Skipped: 0



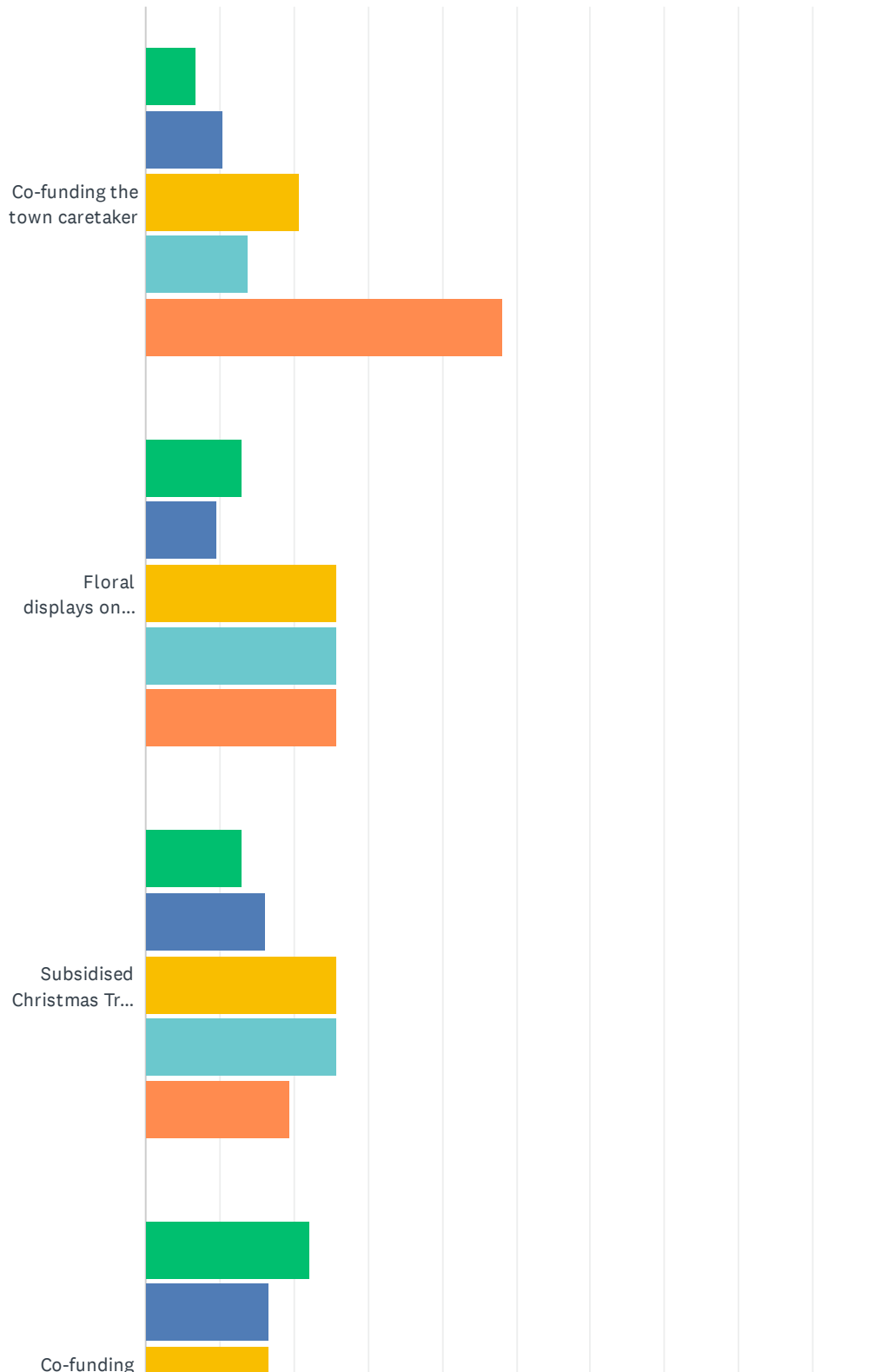
Have Your Say!



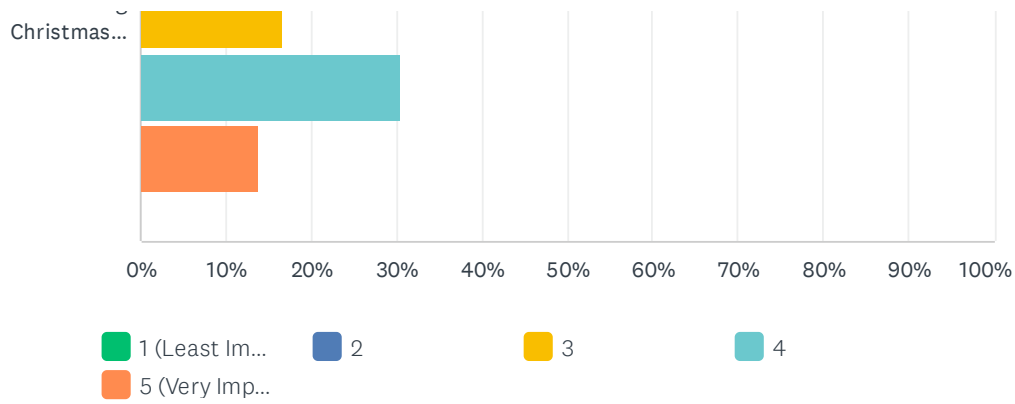
	1 (LEAST IMPORTANT)	2	3	4	5 (VERY IMPORTANT)	TOTAL	WEIGHTED AVERAGE
Co-funding "Visit Otley" marketing strategy	3.45% 1	3.45% 1	17.24% 5	31.03% 9	44.83% 13	29	4.10
Summer "Breeze Event" in the Market Place	29.63% 8	25.93% 7	18.52% 5	7.41% 2	18.52% 5	27	2.59
"Shop Local" Otley bag promotion	17.24% 5	13.79% 4	31.03% 9	17.24% 5	20.69% 6	29	3.10
"Business of the Week" campaign	30.30% 10	15.15% 5	24.24% 8	21.21% 7	9.09% 3	33	2.64
Supporting events, eg. "Otley Live", "Music on the Streets", "Coffee Festival"	13.89% 5	19.44% 7	8.33% 3	33.33% 12	25.00% 9	36	3.36

Q3 These are the PRIDE projects that Otley BID has completed in the last 5 years. On a scale of 1-5 how important do you think they are they to the Otley business environment?

Answered: 38 Skipped: 0



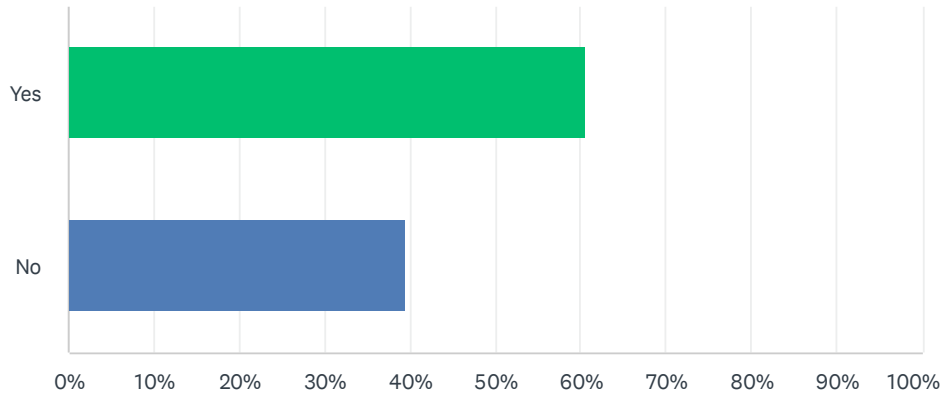
Have Your Say!



	1 (LEAST IMPORTANT)	2	3	4	5 (VERY IMPORTANT)	TOTAL	WEIGHTED AVERAGE
Co-funding the town caretaker	6.90% 2	10.34% 3	20.69% 6	13.79% 4	48.28% 14	29	3.86
Floral displays on lamp posts, tiered planters & Bridge Street	12.90% 4	9.68% 3	25.81% 8	25.81% 8	25.81% 8	31	3.42
Subsidised Christmas Trees above businesses	12.90% 4	16.13% 5	25.81% 8	25.81% 8	19.35% 6	31	3.23
Co-funding Christmas lights in areas not included by Otley Town Council's lights	22.22% 8	16.67% 6	16.67% 6	30.56% 11	13.89% 5	36	2.97

Q4 Do you feel that your business benefits from the existence of Otley BID?

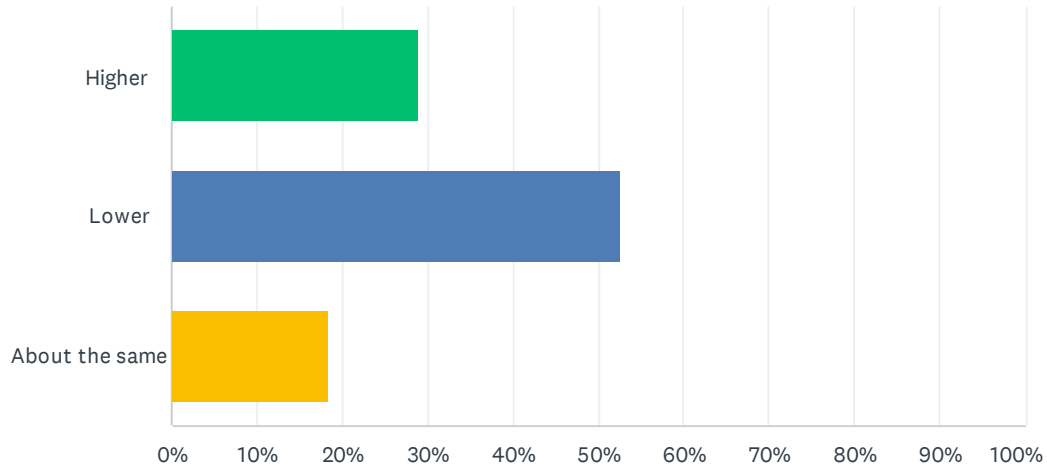
Answered: 38 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	60.53%	23
No	39.47%	15
TOTAL		38

Q5 Does your business get financial benefits to the same value or higher than your levy payment?

Answered: 38 Skipped: 0



ANSWER CHOICES	RESPONSES	
Higher	28.95%	11
Lower	52.63%	20
About the same	18.42%	7
TOTAL		38

Q6 You do not need to give your business name unless you wish to, but it would be helpful if you can tell us which street your business is located on?

Answered: 38 Skipped: 0

Q7 Are there any issues or projects you would like us to consider?

Answered: 38 Skipped: 0

Q8 Are there any other comments you wish to make for the Otley BID directors to take into consideration?

Answered: 38 Skipped: 0