



## Bromyard Chamber of Commerce Engagement Survey - Spring 2019

Dear Friends at Local Businesses

We'd like to work with you to find out how we can join forces to support our businesses to thrive in challenging economic times. Here are 2 surveys we'd really appreciate your feedback on to help us understand your views on how the Chamber of Commerce could better serve you in your business and how you feel the Christmas Lights Switch on Event could be improved. Your feedback is important and will be given careful consideration in planning ahead and shared with contributors.

### A reminder of the Bromyard & District Chamber of Commerce & Industry Mission Statement

1. Represent local businesses in Bromyard and the surrounding area to Local and National Government and Administrative Bodies
2. Nurture new businesses and support the growth of existing ones
3. Promote the unique value of Bromyard and the local area. 'A traditional English town set in beautiful Herefordshire Countryside.'
4. Facilitate regular meetings and talks, where members can get together to share experience, support and knowledge.
5. Provide up-to-date and relevant information via the Chamber website.
6. Calendar of events and local news of interest to members available on the Chamber website.
7. Identify and support funding and grant opportunities to establish or grow a business

### SURVEY 1 – CHAMBER ACTIVITIES 2019

Q1. The Chamber plan to arrange some useful events this year and would be interested in your views on what sort of events you would like to attend. Please tick any that interest you.

- Social event – eg. early evening drinks  weekend BBQ (Summer)  Dinner & Dance
- Comedy night  Murder Mystery Event
- Evening meal  Walking (networking on the move)
- Coffee and cake get together
- Breakfast/early morning meeting
- Networking where you can meet up with and get to know other business people in the area
- Presentations with a speaker, Q & A, e.g. Accountancy or tax advice, employment law, GDPR compliance, H & S – important information you need to know if you employ people and run a business
- Marketing - Bitesize training sessions on all marketing opportunities including digital marketing and use of social media.
- First Aid / CPR / Defibrillator awareness and practical training

- Mental Health First Aid
- Stress Awareness / Stress Management Techniques
- Financial Planning
- Other subjects

Please list below ideas for business related **or** social events you would enjoy and / or feel other businesses would benefit from.

Q2. Are you a member of the Chamber of Commerce? Yes  No

If not, you are welcome to join any meeting, we meet every first Wednesday of the month at the Falcon Hotel, Bromyard, see [bromyardchamberofcommerce.co.uk](http://bromyardchamberofcommerce.co.uk) for details or call 01885 488867. Visitors are welcome free of charge so that you can decide whether you would like to join.

Q2a. If you are not a member, is there something putting you off joining?

Would you like our Membership Secretary to contact you for a chat? Yes  No

**Membership from 2019 will be £20 a year**

**Availability to attend Chamber events**

Q3. When would best suit you to meet up on potentially a quarterly basis? Is there a day of the week that would be easier for you to attend meetings?

Monday  Tuesday  Wednesday  Thursday  Friday  Any

Q4. What time of day would work best for you to attend an event/meeting?

*As you answer the below, please also tick whether you would be happy to pay if food were provided for your convenience. Intention would be to share events amongst different businesses in town offering food and drink so by attending we'd be supporting local businesses*

Breakfast 7.30 – 9.00 am  Happy to pay for breakfast up to £10 including tea/coffee Yes  No

Early morning 9.00 am – 10.30 am  Prefer pay as you go tea/coffee at meeting venue Yes  No

Early evening 5.30 pm – 7.30 pm  Happy to pay for food up to £10 including tea/coffee Yes  No

or prefer to meet in early evening and just buy a drink at venue

Evening 7.00 pm – 9.00 pm  Happy to pay for food up to £10 including tea/coffee Yes  No

or prefer to meet in the evening and just buy a drink at venue

**Q4a** If you are a business offering food and drink and would be happy to host a Chamber event, please tick below to indicate which type of event you could accommodate.

Breakfast 7.30 – 9.00 am  could you offer breakfast and tea/coffee/juice for £10 per head

Early morning 9.00 am – 10. 30 am

Early evening 5.30 pm – 7.30 pm  could you offer a food option and tea/coffee/juice for £10 per head

Please indicate your capacity for attendees  Any access issues? Yes  No

Does your venue have disabled toilet facilities? Yes  No

**Peer support**

Q5. Would you benefit from a business mentor? Yes  No

Q6. If so, what kind of help are you looking for? (this will help us seek someone to assist you)

Q7. Would you be prepared to volunteer to be a business mentor to another business in the area?

Yes  No

Q8. If Yes, please briefly list what skills, experience or expertise you could offer (this will help us match you with someone who needs your help!)

Q9. Do you have any other feedback for the Chamber in general about the support you would like to see or suggestions for how we can better meet our Mission Statement?

## SURVEY 2 - CHRISTMAS LIGHTS SWITCH ON EVENT

You will be aware of the tremendous effort that goes into the annual switch on day of the Christmas Lights. We work alongside the Light Brigade (who design and erect the lights) in this very important annual event. As well as gathering your ideas for moving forwards, we'd like your feedback on the 2018 Lights Switch on Event, Saturday 17 November 2018. There were a few changes last year to the order of the day, with attractions purposely starting earlier to attract people into town to boost trade before the switch on. Some generous local businesses personally sponsored the presence of real reindeer proving to be a roaring success, providing magical moments for all those who visited and had a picture with them.

Planning the event involves many logistical challenges from organising road closures and street barriers to signage and liaison with local businesses affected by the road closures. Whilst the organisers try their very best, it's not possible to get everything right and we welcome constructive feedback on how we can improve for this year

**Save the date!** - Christmas Lights Switch on will be a week later this year on Saturday 23 November 2019.

Your feedback to the following questions would be very useful to be taken into account for planning this year's Christmas Lights Switch event.

**Please tick the most appropriate answers to each Q and add any general comments you wish.**

Q1. If you have a business in town, was your trade boosted by the event?

Yes  No difference  No

Q2. Do you have any ideas how trade for your business and the town can be improved further for this year's switch on event? eg. a Street Market has been suggested to take place during the day of the event. A concern of the organisers is the effort it would take to arrange this on top of existing activity. Please continue on a piece of paper if you need more room, thank you.

Q3. Do you think a Christmas Market would be a good idea to introduce to the Switch on event?

Yes  No

Q4. Would you have any concerns if a Christmas Market was set up in the street, potentially in front of your business? Yes  No

Q5. Would you support a Christmas Market in the street which has the potential to draw more people to the town all day and draw more trade into your businesses?

Yes  No

Q5a. If No, please tell us why?

Q6. Due to maximum capacity for existing volunteers working on the Switch on event, would you be interested in helping to organise a Christmas Market on the Switch on day?

Yes  No

Q7. Do you have any suggestions for how else we can improve the switch on event?

Q8. We are aware parking in the town is something that needs to be improved and are considering a Park and Ride system. Do you have any suggestions how parking capacity can be improved in town?

Q9. Do you already “host” a Christmas Lights donation box? Yes  No

Q10. If No, would you be happy to have one delivered? Yes  No

Q11. Do you have any ideas for fundraising activities which can help towards the cost of not only the Christmas lights, but also the switch on event?

Here are a handful that a group of local volunteers from the Chamber are already considering/working on:

- ✓ Designing a bespoke Bromyard Christmas card based on the reindeer from the 2018 event
- ✓ Children’s competition to design a Bromyard Christmas card
- ✓ Considering the viability of a Bromyard Christmas bauble / decoration – potential for an annual income if the year added to design to creating a collectable item
- ✓ Liaising with local schools regarding contributions from Christmas jumper/socks days Dec 2019
- ✓ Viability for a Christmas Party if held early Dec to save clashing with people’s work parties if a venue could be found to hire free e.g. 2 course meal for £20, sell tickets for £25 per head and hold a raffle if a local DJ or band would play for free in aid of the lights? Venue gets bar sales
- ✓ Craft events for children to participate in during the day
- ✓ Christmas Lantern parade involving local community
- ✓ Viability of a Christmas film event at the Conquest Theatre with a donation from ticket sales

Please continue on a piece of paper if you need more room, thank you.

Q12. If you paid £5 and participated in the Christmas Discount Voucher scheme last year, (which funded the publication of the event brochure) did you have many vouchers redeemed?

Yes  No

Q13. Would you be interested in any of the below for this year's brochure;

Discount voucher  Advertisement for your business or Christmas offerings/events

Sponsorship opportunity eg. Christmas Tree, Reindeer, Santa's Grotto etc

Q14. If you would like someone to contact you regarding the sponsorship opportunities available, please tick here

Q15. Would you like to volunteer to help with the preparations for the 2019 Christmas event?

Yes  No

Q16. Last year the organisers struggled for enough volunteers on the day to help with manual handling tasks, eg. putting out barriers, signage, chairs, marquee's etc and clearing down at the end of the event. If you are able to help out on Saturday 23 November 2019 please tick here

Q17. Do you have any other relevant comments you'd like to add?

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<b>Your details</b>	
Name	
Business Name	
Business Address	
<b>Contact Details</b>	
Preferred method of communications, please tick - phone <input type="checkbox"/> email <input type="checkbox"/> facebook <input type="checkbox"/>	
<b>Please provide us with your preferred method of communication to help us keep in touch with you.</b>	
Telephone no.	
Email address	
Facebook page	
Other	

**GDPR Considerations** – to comply with data protection requirements and the General Data Protection Regulation, if you have been happy to provide your contact details which will be held confidentially, we'd like to check if you are happy to be contacted as per the options below.

If you are happy for us to retain your contact details to communicate with you to share the results of both surveys and follow up with you as appropriate based on your feedback, please tick here

If you are happy for us to contact you in relation to general Chamber matters which we believe you may have a legitimate interest in as a local business, please tick here

If you are happy for us to contact you if you have offered to volunteer, help with future events or sponsorship, please tick here

You can update your contact preferences at any time and request for your contact details to be deleted by emailing the Secretary, Hilary Smith on [bromyardchamberofcommerce@gmail.com](mailto:bromyardchamberofcommerce@gmail.com)

**Thank you for taking the time to provide your feedback, it really is appreciated.**

Please return completed Surveys to David James, 41 High Street, Bromyard,  
HR7 4AE

Volunteers will also be happy to collect surveys