

General commentary on responses to Spring 09 BID Survey

96 respondents, representing a 21% response rate.

Feelings in principle towards establishing a BID:

52% favourable, 29% unsure, 19% against

MARKETING AND PROMOTION

General feedback is that increased marketing of Barnstaple is of great importance

Highest scoring on survey:

- Develop comprehensive website
- Create marketing campaigns to attract tourists
- Develop a regional advertising strategy

EVENTS

The vast majority of respondents scored 4 or 5 stating it would be desirable to stage regular events in the town centre

Highest scoring on survey:

- Stage a programme of regular events in the town
- Hold more events during Christmas shopping period
- Stage regular street entertainment and theatre throughout the year

ACCESSIBILITY, SIGNAGE AND INFORMATION

Two areas scored significantly higher than the other options:

- Providing bespoke signage to specialist shopping streets and key areas of the town
- Locating large town centre maps and guides in key locations

ATTRACTIVENESS

There were no real standout themes from the survey, probably indicating that respondents saw all of the ideas outlined as important.

Highest scoring on survey:

- Provide periodic specialist deep cleaning to remove built up grime and chewing gum
- Provide new street furniture

General comments

- Many people who completed the questionnaire said all areas outlined were important and we should look at addressing as many areas as possible. Whilst there are some ideas that have scored noticeably higher than others, we should not necessarily ignore those that have ranked lower.
- Some areas have scored highly (eg Deep Cleaning) though many respondents stated this should be the responsibility of the Council
- The open-ended responses have been documented and will be looked at in detail prior to the formulation of the draft proposals.