

APPENDIX 4: SUMMARY OF LEVY PAYER CONSULTATION



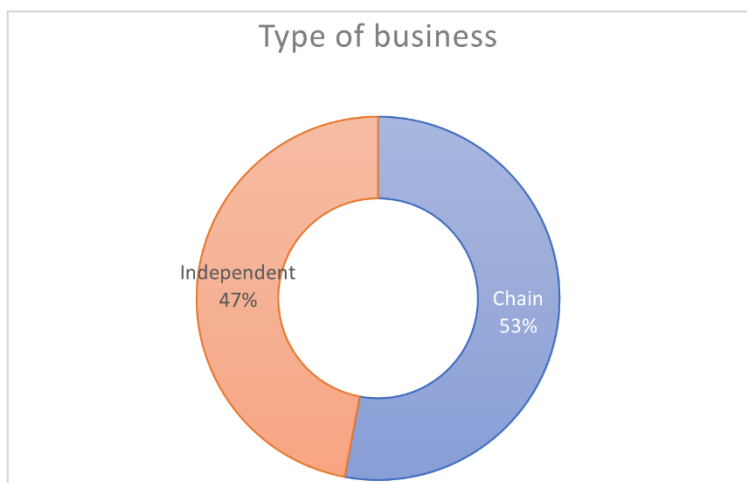
Wood Green BID: Consultation with existing levy payers and those businesses that may be liable to the levy in the light of a successful BID ballot.

[Survey of Businesses within existing Wood Green BID area](#)

The following graphs show findings from surveys conducted with BID member businesses in Wood Green Town Centre. A total of 60 businesses were interviewed in summer 2022 to seek their views on the renewal of Wood Green BID for 2023-2038.

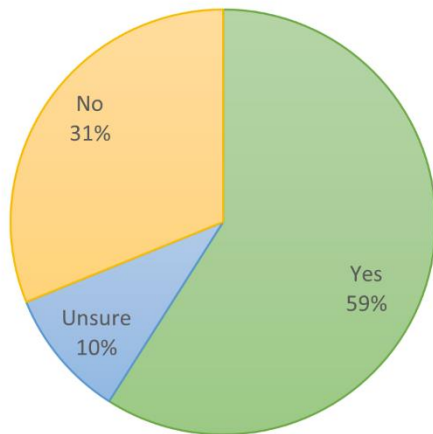
This included an on-line survey and face to face interviews with levy payers on the performance of the BID and what should be prioritised for the new BID term. Businesses were informed of the upcoming ballot and were asked about their voting intention.

See the Annex for a copy of the questionnaire.



A broadly even combination of independent and chain businesses responded to the survey as shown in the graph opposite

Are you aware of the BID's services?

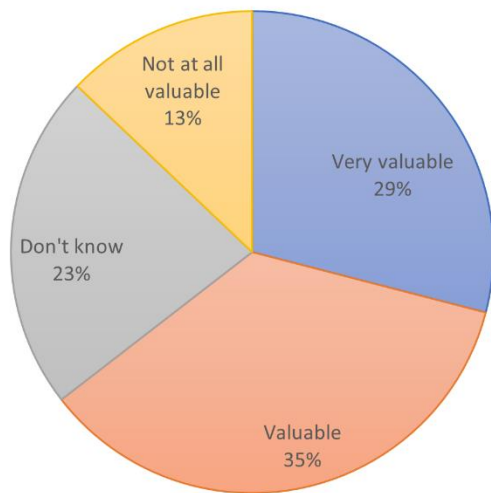


Out of the 60 businesses interviewed, 59% said they were aware of the services the BID currently delivers.

31% said they didn't know and 10% said they were unsure. A potential reason for this is high turnover of staff, in particular for non-independent businesses.

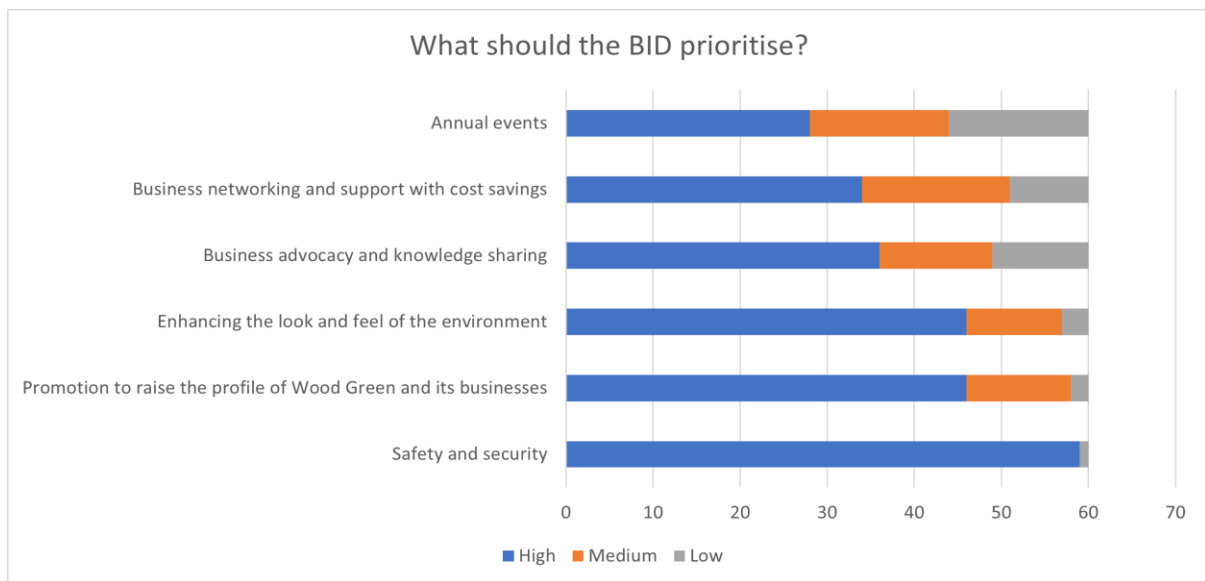
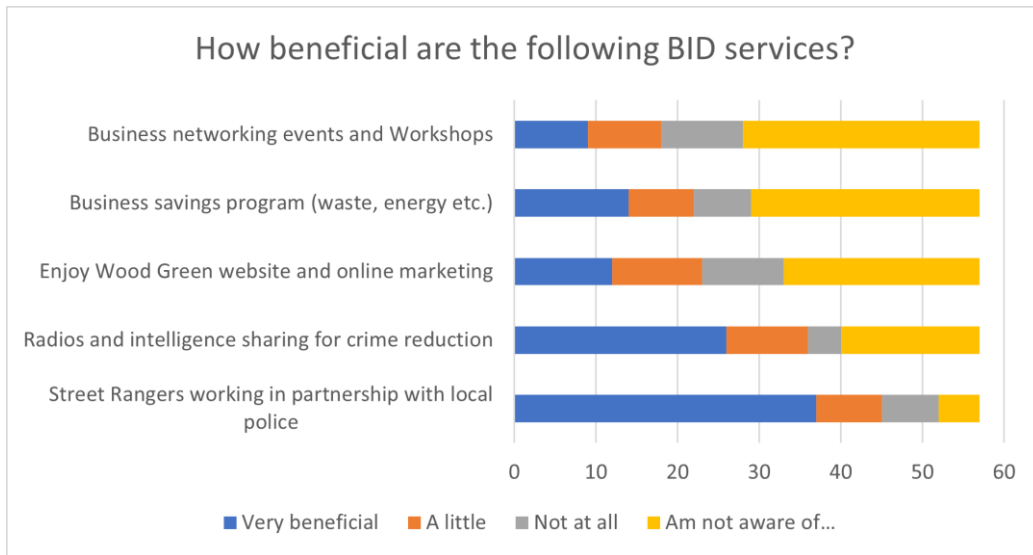
In other instances, respondents were aware of the services but did not know it was the BID providing them. For example the Town centre Radio Scheme and Street Rangers.

How valuable have the BID's activities been?



Businesses were asked about their perception of value delivered by the BID.

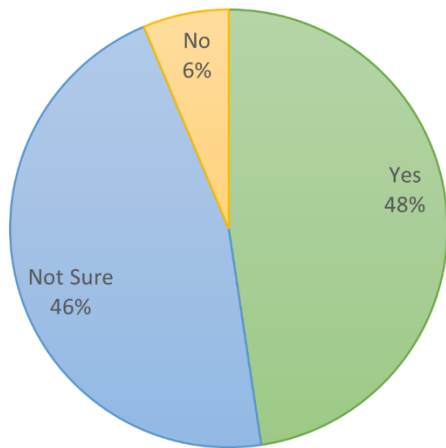
Overall, 29% Said that they have been very Valuable, 35% said that they have been valuable and 23% said they didn't know. 13% of businesses reported that they felt that the services were of no value.



The questionnaire questioned what services and activities businesses would like the BID to prioritise in the second term. Out of all the services provided by the BID the graph above shows the top six. Safety and security was again, the clear strongest theme. Raising the profile of Wood Green and the businesses is joint second with enhancing the environment of the area.

Business advocacy, Cost saving and networking have also become more of a priority than it was in the first term. Annual events is also in the top six as in the first term.

How would you vote?



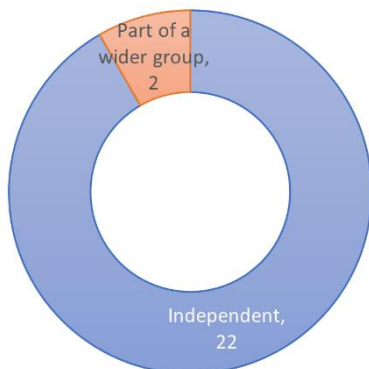
Respondents were asked how they would vote if there was a ballot at the time of the interview, based on their understanding of the BID.

48% said they would vote yes, 6% said they would vote no and 46% said they were not sure as they would require further information or discussions before they voted.

Again, this is due to some not knowing enough about the BID due to the interviewees being new to the area or the person voting is not necessary in the local area.

Consultation with Turnpike Lane businesses regarding potential BID area extension

Type of business

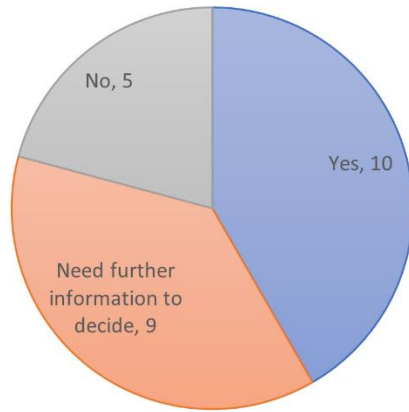


A sample of 24 businesses in the proposed new geographical area (Turnpike Lane) were contacted and interviewed face to face, to gauge appetite for becoming involved. This was undertaken in partnership with the Turnpike Lane Traders Association, who sent out a message and consulted with members prior to the interviews taking place.

Of the 24 businesses interviewed, 92% were independent, reflecting the makeup of businesses located on Turnpike Lane.

When asked about their views on joining the BID, 10 were in favour of being involved with the BID, 5 were against the concept, and a further 9 said they were undecided and need further information. The survey was also available online.

Would you be in support of joining the BID area?



Decision maker survey questions

Wood Green BID works on behalf of the business community, delivering against a business plan voted on by businesses in 2018. The BID is led and funded by local businesses and delivers projects to benefit the town centre and help attract investment.

In early 2023 businesses will have the opportunity to vote on whether or not the BID will continue delivering a further five years of improvements. We would like to understand how businesses view the BID's progress in advance of the renewal. Your responses will input to the plans for the coming five years.

1. Are you aware of the services that Wood Green BID provides?

Yes No Unsure

Comments:

2. The BID carries out activities within the following themes:

- 1) Safe and Secure
- 2) Better Connected
- 3) Events and marketing
- 4) Business and investment

Below is a list of some of the key events and services the BID has delivered over the last few years. How beneficial do you feel these are?

	Very beneficial	A little	Not at all	Am not aware of it
Street Rangers working in partnership with local police				
Radios and intelligence sharing for crime reduction				
Enjoy Wood Green online marketing				
Business savings program (waste, energy etc.)				
Business networking events				

3. Overall, how valuable do you think the BID's activities are to the area?

Very valuable Valuable Not at all valuable Don't know

Comments:

4. In order of priority, where should Wood Green BID focus its efforts most going forwards?

	High	Medium	Low
Enhancing the look and feel of the environment			
Promotion to raise the profile of Wood Green and its businesses			
Business advocacy and knowledge sharing			
Business networking and support with cost savings			

Annual events			
Safety and security			
Other			

5. How do you think Wood Green BID could best improve its service for businesses?

Comments:

6. Are you aware that the BID is run by a board of volunteer local businesses?

Yes No

7. Are you interested in becoming part of the BID board or working groups?

Yes No

8. In February 2023 businesses have the opportunity to vote on whether or not Wood Green BID will continue to deliver projects and services to benefit the neighbourhood for another five years. If there were a ballot tomorrow about whether to continue the BID for the next five years, how would you vote?

Yes No Not sure

Comments on why:

9. How would you like to be kept up to date with BID activities in future?

Email Phone Social media Printed literature Annual visit

Please tell us your contact details:

.....

10. Position in the company:

.....

11. Please tell us the email/contact details for the person who will be voting in the ballot:

.....