



BID Business Survey 2025



NEWCASTLE UNDER LYME
 BUSINESS IMPROVEMENT DISTRICT

Date of interview/survey:

Initials of interviewer/surveyor:

Since 2015 businesses trading in Newcastle under Lyme have enjoyed the benefits of being part of a **Business Improvement District (BID)**.

The current five-year BID term comes to an end on 31st March 2026 and we want your views on how the BID is addressing your requirements as well as establishing what you may wish to see from the BID over the next five years (2026-2031). This questionnaire will help us to do this. We would be grateful if you would spare a few minutes of your time to complete it. Naturally all responses will be kept **entirely confidential** and **not** shared individually with others.

If you would like to discuss your views and complete the survey form with a member of the Newcastle under Lyme BID team please contact the BID office **07766 720625**, or via email at **manager@nulbid.co.uk** and we will arrange a meeting with you. Alternatively, please complete this survey yourself and return to the BID office via one of the methods outlined at the end of this survey.

SECTION 1: Contact details (or please attach a business card)

Business name:	Please complete head office details below (if applicable)
Contact name:	Contact name:
Position:	Position:
Business address (inc postcode):	Head Office address (inc postcode):
Tel No:	Tel No:
Mobile No:	Mobile No:
Email address:	Email address:

SECTION 2: Your thoughts on Newcastle under Lyme (BID area)

Please rate the way you personally feel about Newcastle under Lyme using a scale of 1 to 5 (1 = very poor and 5 = very good)

Part A) Please indicate how you perceive the different aspects of Newcastle under Lyme. Tick as applicable (one tick per question) by selecting very poor to very good. Part B) Please rank on a scale of 1–5 how important it is for your business for these issues to be addressed.	Part A					Part B
	Very poor	Quite poor	Okay	Quite good	Very good	How important would it be to your business to improve this aspect? (Scoring 1 – 5 where 1 = not important and 5 = very important)
CRIME AND SAFETY						
Crime and security generally						
Please put any comments here about crime and safety:						
ACCESS						
Access by car						
Access by public transport						
Pedestrian signage and information						
Please put any comments here about access:						

SECTION 2 Continued	Part A					Part B
	Very poor	Quite poor	Okay	Quite good	Very good	How important? (Scoring 1 – 5)
ATTRACTIVENESS						
Street cleansing and litter control						
Condition of street furniture						
Green or attractive spaces to sit and dwell						
Floral displays						
Festive lighting						
The way you personally feel about the area						
REASONS TO VISIT						
Things to do in the day						
Things to do in the evening and night time						
Range of cafés, pubs and restaurants						
Events and animation on the streets and open spaces						
Promotion and marketing of NUL						
BUSINESS COMMUNITY						
Interest shown by the Council						
Interest shown by landlords						
The way businesses work together						
Support from the BID						
Feeling part of Newcastle under Lyme and its activity						

SECTION 3: Awareness and assessment of current BID activities

Are you aware of the following BID achievements/projects and how would you rate them in terms of how beneficial they are to your business? (where 1 = a little and 5 = a lot)	Aware Y/N	Beneficial 1-5	Comments
3.1 SUPPORT BUSINESS GROWTH AND INVESTMENT WITH A GREAT BUSINESS OFFER			
Organised headline BID events such as Lymelight Festival and LoveNUL Awards			
Provision of Business Insights e.g. footfall and spend data and ASB intervention statistics			
Hosting monthly Safer Newcastle drop-in sessions with the Council and Staffordshire Police			
Worked with key stakeholders to influence town centre developments			
Funded footfall counters that provide real time figures for benchmarking performance			
Undertaken quarterly vacancy surveys			
Represent BID businesses at meetings, summits and conferences to help build the BID's profile locally and share and support business priority projects			
Partnered with the Too Good To Go Scheme			
Regular support for businesses to take part in national campaigns such as Fiver Fest, Magic Tenner and Small Business Saturday			
Worked alongside the Council and other partners as part of the government appointed High Street Task Force scheme to create action plan			
Signposting and support of prospective businesses looking to come into the town			
Onboarded 'Friends of the BID' who contribute voluntarily to the BID			
3.2 CREATE A WELCOMING AND ATTRACTIVE TOWN, ENSURING A SAFE EXPERIENCE			
Organised Safer Neighbourhood days with the Police			
Work with partners to tackle substance abuse, rough sleeping and begging in the area			
Provided funding for extended CCTV monitoring in the BID area			
Partnership with Police & Crime Commissioner to provide medical support to NTE over festive period			
Working in partnership with the Council to launch Women's Safe Space which operates on a Friday evening to support NTE			
Provided co-funding for Security Marshalls to assist with ASB and reporting			

Are you aware of the following BID achievements/projects and how would you rate them in terms of how beneficial they are to your business? (where 1 = a little and 5 = a lot)	Aware Y/N	Beneficial 1-5	Comments
Providing businesses with Stay Connected cards			
Providing support and funding for Castle Artisan Markets			
Providing match funding for businesses under Shop Front Improvement Scheme			
Received external funding for the installation of art to support the topic of Violence Against Women and Girls on Scarlett Street			
Funding of Art Box seeing BT Openreach boxes turned into artwork with local artists			
Monthly Town Tidy sessions with businesses and community groups			
Entry into Britain in Bloom Business Improvement Category winning the regional category and being entered into National competition			
Sponsorship of the Council Newcastle in Bloom			
Provision and installation of LoveNUL branded bunting for the summer months			
Installation of Pop Up Park and floral planters in the summer			
Funding and installation of Christmas tree planters, Christmas lighting and tree			
Providing family friendly events during school holidays including activities at Pop Up Park			
Organised seasonal window display competitions with local businesses			
Funded and organised an annual calendar of events including Lymelight Festival, Jazz & Blues Festival, Castle Classics, Castle Food & Drink Fest and Light Switch On			
Partnership with arts organisation Appetite to deliver exhibitions, performances and workshops at Newcastle Common as well as event delivery such as Future Cargo			
Collaboration with Appetite and Philip Astley Project to source external funding and deliver Astley's Homecoming event			
Funding and partnership with B Arts to deliver annual Lantern Parade			
3.3 CELEBRATE AND PROMOTE NUL AS A TOWN FOR ALL, PRESERVING THE HERITAGE AND CULTURAL ASPECT OF THE AREA			
Collaborate with local radio station 6 Towns Radio to host and promote events			
Received funding from Tesco Activities for all to run accessible food workshops for children to promote healthy eating and lifestyles			
Attended student Welcome Weeks at Keele University to represent NUL			
Collaborated with the Council for Love Local loyalty scheme			
Introduced student discount deals from town businesses promoted at Welcome Week			
Introduced annual LoveNUL Business Awards to champion businesses			
Professional photography of the area to showcase and promote NUL			
BID website to showcase events, business directory, good news stories and local info			
Promoting the BID area and its businesses via social media channels			
Production of material to promote the BID area and its businesses to visitors			
Regular newsletters and annual reports to keep businesses informed of BID activities			
Worked with the Council to promote car parking campaigns to encourage more visitors			
Free advertising for levy payers on digital screens in the town/at Keele campus			

Did you realise that without the BID none of these initiatives would happen? Yes No

SECTION 4: What additional support/projects could the BID could deliver for the next BID?

4.1 WHAT ADDITIONAL SUPPORT DOES YOUR BUSINESS NEED IN THE NEXT FIVE YEARS?

Please write in the box below and be as specific as possible please.

4.2 WHAT ADDITIONAL PROJECTS DO YOU THINK THE BID COULD CONSIDER DELIVERING FOR THE NEXT BID?

Please write in the box below and be as specific as possible please.

SECTION 5: Final thoughts about the BID

Would you be inclined to vote for the BID to continue?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know
If your answer was 'No' or 'Don't Know' what would change your mind?	
Would you like to get involved in the BID? (attend working groups/meet the BID Manager etc)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know

SECTION 6: General details

Number of years trading in Newcastle under Lyme	<input type="checkbox"/> 0 – 5 yrs <input type="checkbox"/> 6 – 10 yrs <input type="checkbox"/> 11 – 20 yrs <input type="checkbox"/> 21+ yrs
Is your business a registered charity?	<input type="checkbox"/> Yes <input type="checkbox"/> No
What type of business do you operate? (please tick one)	<input type="checkbox"/> Independent <input type="checkbox"/> Part of a small independent group (1–5 units) <input type="checkbox"/> Part of a larger national organisation <input type="checkbox"/> Other – please specify: <input type="text"/>
Business Sector and Category (please tick one)	<input type="checkbox"/> Cultural Venue <input type="checkbox"/> Leisure Venue <input type="checkbox"/> Retail/Shopping <input type="checkbox"/> Food and Drink/Hospitality (day and night) <input type="checkbox"/> Place of Religious Worship <input type="checkbox"/> School/College/University <input type="checkbox"/> Food and Drink (daytime only) <input type="checkbox"/> Professional Services <input type="checkbox"/> Local Government <input type="checkbox"/> Health/Beauty <input type="checkbox"/> Other – please specify: <input type="text"/>
How many employees in Newcastle under Lyme premises? Full time <input type="text"/> Part time <input type="text"/>	
How do you envisage your staff numbers will change in the next year?	<input type="checkbox"/> Stay the same <input type="checkbox"/> Increase moderately <input type="checkbox"/> Increase significantly <input type="checkbox"/> Decrease
What do you anticipate your commercial performance will be over the next 2 to 3 years?	<input type="checkbox"/> Close down <input type="checkbox"/> Decline <input type="checkbox"/> Stay the same <input type="checkbox"/> Moderate growth <input type="checkbox"/> Significant growth
What key changes do you anticipate to your business over the next 2 to 3 years? (you may tick more than one)	<input type="checkbox"/> Stay the same <input type="checkbox"/> Change products <input type="checkbox"/> Change services <input type="checkbox"/> Change methods of delivery to customers <input type="checkbox"/> Increase use of digital services to reach customers
Will your business?	<input type="checkbox"/> Stay in the same premises <input type="checkbox"/> Relocate within the area <input type="checkbox"/> Relocate out of the area <input type="checkbox"/> Close down <input type="checkbox"/> Other – please specify: <input type="text"/>

Thank you for your time and effort in completing this survey.

Once you have completed this form you can return it to the BID office in the following ways: Email completed digital survey to BID manager **Charl Pearce** at manager@nulbid.co.uk or contact the BID office on **07766 720625** and we will arrange for collection.

If you have any questions relating to this form or its future use, please contact the BID Manager **Charl Pearce** on **07766 720625** or via email at manager@nulbid.co.uk. For further information regarding the BID please visit the Newcastle under Lyme BID website at www.newcastleunderlyme.org

Use of this information – Thank you for your time and effort in completing this form. The data we collect from this survey remains entirely confidential and will be amalgamated with feedback from other surveys from other businesses in the area being considered as a Business Improvement District. The information provided on this survey helps us to understand the key issues and opportunities which affect businesses in Newcastle under Lyme and therefore contribute towards the preparation of the Business Improvement District (BID) proposal and business plan. There is a legal obligation to consult with businesses in the potential or actual area of the Business Improvement District. In order to fulfil this requirement, we will collect your personal contact details and retain them for future use to ensure that you remain informed of the progress of this consultation and the ballot.