## MADE IN HULL: LOCAL BUSINESS FEEDBACK INTRODUCTION

Hull BID and Hull UK City of Culture 2017 Limited are keen to hear from local businesses how the recent fireworks and *Made in Hull* event impacted on local businesses, if at all. We have therefore put together this short survey, in cooperation with Hull BID, to gather information that will help us to understand this better, and to highlight where events are and are not working for you.

Please complete the survey by noon (GMT) on Friday 27 January.

If you have any questions, or issues with the survey please contact Elinor Unwin, Senior Monitoring & Evaluation Manager via email: elinor.unwin@hull2017.co.uk

MADE IN HULL: LOCAL BUSINESS	FEEDBACK
ABOUT YOU	
Name of company (optional):      Post Code of Company Address:	
* 3. What are your usual opening hours for (If closed, please write CLOSED in the box	
Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
event?	nours at any time during Hull 2017's 'Made in Hull' opening
	included 'In With a Bang' fireworks on 1 January
Yes	○ No

If closed, please write CLOSED in the box) Sunday Monday Tuesday Wednesday Thursday Triday			
On which days did you change your usual opening hours during Hull 2017's 'Made in Hull' pening event?  Adade in Hull' ran from 1 – 7 January and included 'In With a Bang' fireworks on 1 January  Yes No  Sunday 1 January  Monday 2 January  Tuesday 3 January  Wednesday 4 January  Thursday 5 January  Friday 6 January  What were your opening hours during the week of the 'Made in Hull' opening event? onday  In the sunday onday  In the sunday	IADE IN HULL: LOCAL BUSINES	SS FEEDBACK	
Made in Hull' ran from 1 – 7 January and included 'In With a Bang' fireworks on 1 January  Yes No Sunday 1 January  Monday 2 January  Tuesday 3 January  Wednesday 4 January  Thursday 5 January  Saturday 7 January  What were your opening hours during the week of the 'Made in Hull' opening event? or closed, please write CLOSED in the box)  January  Janua	ADE IN HULL OPENING		
Apening event?  Made in Hull' ran from 1 – 7 January and included 'In With a Bang' fireworks on 1 January  Yes No  Sunday 1 January  Monday 2 January  Tuesday 3 January  Wednesday 4 January  Thursday 5 January  Friday 6 January  Saturday 7 January  Mhat were your opening hours during the week of the 'Made in Hull' opening event?  If closed, please write CLOSED in the box)  Funday  Monday  Monday			
Sunday 1 January  Monday 2 January  Tuesday 3 January  Wednesday 4 January  Thursday 5 January  Friday 6 January  Saturday 7 January  What were your opening hours during the week of the 'Made in Hull' opening event? If closed, please write CLOSED in the box)  unday  londay  uesday  wednesday  hursday  riday	pening event?		
Sunday 1 January  Monday 2 January  Tuesday 3 January  Wednesday 4 January  Thursday 5 January  Friday 6 January  Saturday 7 January  Sturday 7 January  Monday  Monda	wade in Huli ran from 1 – 7 January ar		
Tuesday 3 January  Wednesday 4 January  Thursday 5 January  Friday 6 January  Saturday 7 January  St. What were your opening hours during the week of the 'Made in Hull' opening event?  If closed, please write CLOSED in the box)  Sunday  Monday  Wednesday  Wednesday  Triday	Sunday 1 January		
Wednesday 4 January  Thursday 5 January  Friday 6 January  Saturday 7 January  St. What were your opening hours during the week of the 'Made in Hull' opening event?  If closed, please write CLOSED in the box)  Sunday  Monday  Wednesday  Thursday  Thursday  Thursday	Monday 2 January		$\bigcirc$
Thursday 5 January  Friday 6 January  Saturday 7 January  S. What were your opening hours during the week of the 'Made in Hull' opening event?  If closed, please write CLOSED in the box)  Sunday  Monday  Tuesday  Thursday  Triday	Tuesday 3 January		
Saturday 7 January  Saturday 7 January  S. What were your opening hours during the week of the 'Made in Hull' opening event?  If closed, please write CLOSED in the box)  Sunday  Monday  Vednesday  Phursday  Priday	Wednesday 4 January		
Saturday 7 January  5. What were your opening hours during the week of the 'Made in Hull' opening event?  If closed, please write CLOSED in the box)  Sunday  Monday  Wednesday  hursday  riday	Thursday 5 January		
. What were your opening hours during the week of the 'Made in Hull' opening event?  f closed, please write CLOSED in the box)  unday  londay  vednesday  hursday  riday	Friday 6 January		
If closed, please write CLOSED in the box)  Funday  Monday  Funday  Wednesday  Finursday  Finursday	Saturday 7 January		
Monday Tuesday Vednesday Thursday Triday	If closed, please write CLOSED in the	_	pening event?
Tuesday  Vednesday  Thursday  Triday			
Vednesday Thursday Triday			
inursday iriday			
riday	Vednesday		
	hursday		
Saturday	riday		
	Saturday		

MADE IN HULL: LO	CAL BUSINESS	FEEDBACK		
IMPACT OF MADE II	N HULL ON YOU	R BUSINESS		
* 7. Overall, what impac	t did the 'Made in	Hull' opening event h	ave on your busine	ess?
		Neither negative nor		
Very negative	Negative	positive	Positive	Very positive
	O			
0 Mby do think that th	o (Mada in Hull) as	noning ovent had one	aitiva ar nagativa i	mnoot on vour
8. Why do think that the business?	ie iwade in Huii o	pening event nad a <u>po</u>	ositive or <u>negative i</u> i	mpact on your
C Commonad to the co		m. 2016 on overes	what was the above	ua !ma
9. Compared to the sa as a result of the even		ry 2016, on average, v	wnat was the chang	ge in you <u>rurnover</u>
Increase				
Stay the same				
Decrease				
Prefer not to say				

-	uary 2016, what was the increase (or decrease) in your
turnover as a percentage and / or actual	
(If not willing to share, please leave blank	)
Example - increase:	
• In the week 1-7 January 2016 you had a	
• In the week 1-7 January 2017 you had a	
• Actual increase: £6,954 - £5,487 = £1,46	
• % increase: £1,467 / £5,487 x 100 = 26.	7%
Example - decrease:	
• In the week 1-7 January 2016 you had a	a turnover of £5,487
• In the week 1-7 January 2017 you had a	a turnover of £3,235
• Actual decrease: £5,487 - £3,235 = - £2,	
• % decrease: £2,252 / £5,487 x 100 = - 4	
% increase / decrease in turnover:	
Actual increase / decrease in turnover:	
-	uary 2016, on average, what was the change in you <u>profit</u> as
a result of the event?	
Increase	
Stay the same	
Decrease	
Prefer not to say	

12. Compared to the san	ne week in Janu	ıary 2016, what wa	s the increase (or decrease)	in your
profit as a percentage ar	nd / or actual?			
(If not willing to share, plea	ase leave blank)			
Example - increase:				
<ul> <li>In the week 1-7 January</li> </ul>	2016 you had a	profit of £5,487		
<ul> <li>In the week 1-7 January</li> </ul>	2017 you had a	profit of £6,954		
Actual increase: £6,954 -	-£5,487 = £1,463	7		
• % increase: £1,467 / £5,	487 x 100 = 26.7	7%		
Example - decrease:				
<ul> <li>In the week 1-7 January</li> </ul>	2016 you had a	profit of £5,487		
<ul> <li>In the week 1-7 January</li> </ul>	2017 you had a	profit of £3,235		
<ul> <li>Actual decrease: £5,487</li> </ul>	-£3,235 = -£2,2	252		
• % decrease: £2,252 / £5	,487 x 100 = - 41	1.0%		
% increase / decrease in profit:				
Actual increase / decrease in pro	ofit:			
Example: • Staff member one: 10 ho • Staff member two: 3 hou • Staff member three: 17 h • TOTAL staff hour: 30	rs extra			
O	41	-50	91-100	
1-10	51	-60	101 or more	
11-20	61	-70	Prefer not to say	
21-30	71	-80		
31-40	81	-90		
* 14. Did you employ any	additional staff	during the 'Made i	in Hull' opening event?	
Yes		Pref	fer not to say	
O No				

15. How many additional did they work?	tional staff dur	ring the 'Made in H	ull' opening ev	vent, and how many 1	OTAL hours
(if you don't know or	do not wish to	share, please leave	blank)		
Number of additional staf	f recruited for 'Mad	e in Hull'			
TOTAL number of hours of	given to additional	staff			
16. Compared to the room bookings dur				t was the change in o	customers /
Increase					
Stay the same					
Decrease					
Prefer not to say					
<del>-</del>	rate the 'Made	in Hull' opening e	vent on a scal	ed of 1 to 5 where 1 is	s 'Poor' and
5 is 'Excellent'?				Free Word	
Poor 1	2	3	4	5	N/A
Poor 1	2	3	4	Excellent 5	