**HULL 2017: QUESTIONS FOR BUSINESSES SURVEY: MADE IN HULL**

1. **Which of the following best describes your business type?**

|  |  |
| --- | --- |
| **Restaurant** | **☐** |
| **Café** | **☐** |
| **Pub / bar** | **☐** |
| **Hotel** | **☐✔** |
| **Guest House / B&B** | **☐** |
| **Take-away** | **☐** |
| **Clothes / Shoes retailer** | **☐** |
| **Other retailer** | **☐** |
| **Other** | **☐** |
| ***(Please specify):*** | |

1. **What are your usual opening hours from Sunday to Monday?  
   (If closed, please write CLOSED in the box)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sunday** | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** |
| 7am – 11pm | 7am-11pm | 7am-11pm | 7am-11pm | 7am-11pm | 7am-11pm | 7am-11pm |

1. **Did you change your usual opening hours during Hull 2017’s ‘Made in Hull’ opening 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** | **☐** | **☐✔** |
| **Thursday 4 January** | **☐** | **☐✔** |
| **Friday 5 January** | **☐** | **☐✔** |
| **Saturday 6 January** | **☐** | **☐✔** |
| **Sunday 7 January** | **☐** | **☐✔** |

**NOTE: If you respond ‘No’ to all the above, please skip Q4.**

1. **What were your opening hours during the week of the ‘Made in Hull’ opening event?  
   (If closed, please write CLOSED in the box)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sunday**  **1 January** | **Monday**  **2 January** | **Tuesday**  **3 January** | **Wednesday**  **4 January** | **Thursday**  **5 January** | **Friday**  **6 January** | **Saturday**  **7 January** |
|  |  |  |  |  |  |  |

1. **Overall, what impact did the ‘Made in Hull’ opening event have on your business?**

|  |  |
| --- | --- |
| **Very negative** | **☐** |
| **Negative** | **☐** |
| **Neither negative nor positive** | **☐** |
| **Positive** | **☐✔** |
| **Very positive** | **☐** |

**NOTE: If your answers are ‘Positive’ or ‘Very Positive’ go to Q6 and add your comments into the box. Anything other than this skip to Q7.**

1. **‘Why do think that the ‘Made in Hull’ opening event had a positive impact on your business?**

High level of footfall. It was so well attended and people were in such good humour they were happy to relax and enjoy food and drink. Our food and drink revenue increased threefold due to people attending the made in Hull event. This is traditionally a quiet week for bedroom bookings and we estimate we received an additional 50 room night as a consequence – very appreciated at this time of year.

1. **Compared to the same week in January 2016, on average, what was the change in your turnover as a result of the event?**

|  |  |
| --- | --- |
| **Increase** | **☐** |
| **Decrease** | **☐✔** |
| **Stay the same** | **☐** |

1. **Compared to the same week in January 2016, what was the increase (or decrease) in your turnover as a percentage and / or actual?**

**(If not willing to share, please leave blank)**

|  |  |
| --- | --- |
| **% increase / decrease in turnover** | 38% Decrease |
| **Actual increase / decrease in turnover** | Decrease £25.6K |

**\*Please note in 2016 we had a large piece of accommodation business which did not repeat, this accounts for our drop in revenue. If I had been asked to compare the revenue to the same week without the Made in Hull event the figures would be more positive**

1. **Compared to the same week in January 2016, on average, what was the change in your profit as a result of the event?**

|  |  |
| --- | --- |
| **Increase** | **☐** |
| **Decrease** | **☐✔** |
| **Stay the same** | **☐** |

1. **Compared to the same week in January 2016, what was the increase (or decrease) in your profit as a percentage and / or actual?**

**Unable to provide these figures**

|  |  |
| --- | --- |
| **% increase / decrease in turnover** |  |
| **Actual increase / decrease in turnover** |  |

1. **On average, how many extra TOTAL staff hours did you give to existing staff during the ‘Made in Hull’ opening event?**

***Example:***

* ***Staff member one: 10 hours extra***
* ***Staff member two: 3 hours extra***
* ***Staff member three: 17 hours extra***
* ***TOTAL staff hour: 30***

|  |  |
| --- | --- |
| **Extra Hours** | **☐** |
| **1-10** | **☐** |
| **11-20** | **☐** |
| **21-30** | **☐** |
| **31-40** | **☐** |
| **41-50** | **☐** |
| **51-60** | **☐** |
| **61-70** | **☐** |
| **71-80** | **☐** |
| **81-90** | **☐** |
| **91-100** | **☐** |
| **101 or more** | **☐** |

1. **Did you employ any additional staff during the ‘Made in Hull’ opening event?**

|  |  |
| --- | --- |
| **Yes** | **☐** |
| **No** | **☐✔** |

1. **How many additional staff during the ‘Made in Hull’ opening event, and how many TOTAL hours did they work?**

|  |  |
| --- | --- |
| **Number of additional staff recruited for ‘Made in Hull’** | none |
| **TOTAL number of hours given to additional staff** |  |

1. **Compared to the same week in January 2016, on average, what was the change in customers / room bookings during the ‘Made in Hull’ opening event?**

|  |  |
| --- | --- |
| **Increase** | **☐** |
| **Decrease** | **☐✔** |
| **Stay the same** | **☐** |

1. **How would you rate the ‘Made in Hull’ opening event on a scaled of 1 to 5 where 1 is ‘Poor’ and 5 is ‘Excellent’?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **Don’t know** |
| **☐** | **☐** | **☐** | **☐** | **☐✔** | **☐** |