**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** | **x** |
| **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** |
| 11.00-17.00 | 09.00-18.00 | 09.00-18.00 | 09.00-18.00 | 09.00-18.00 | 08.30-18.00 | 08.30-18.30 |

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** | **☐** | **x** |
| **Monday 2 January** | **☐** | **x** |
| **Tuesday 3 January** | **☐** | **x** |
| **Thursday 4 January** | **☐** | **x** |
| **Friday 5 January** | **☐** | **x** |
| **Saturday 6 January** | **☐** | **x** |
| **Sunday 7 January** | **☐** | **x** |

**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** | **X** |
| **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?**

Where is the box for negative impact? This once again shows you are only wiling to take positive feedback and have no time for the negative impact this has had on trade , which has been the case for the last 12 months.

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** | **x** |
| **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)**

***Example - increase:***

* ***In the week 1-7 January 2016 you had a turnover of £5,487***
* ***In the week 1-7 January 2017 you had a turnover of £6,954***
* ***Actual increase: £6,954 - £5,487 = £1,467***
* ***% increase: £1,467 / £5,487 x 100 = 26.7%***

***Example - decrease:***

* ***In the week 1-7 January 2016 you had a turnover of £5,487***
* ***In the week 1-7 January 2017 you had a turnover of £3,235***
* ***Actual decrease: £5,487 - £3,235 = - £2,252***
* ***% decrease: £2,252 / £5,487 x 100 = - 41.0%***

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

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** | **x** |
| **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?**

|  |  |
| --- | --- |
| **% increase / decrease in turnover** | Heavy decrease |
| **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** | **x** |

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’** |  |
| **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** | **x** |
| **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** |
| **☐** | **☐** | **☐** | **X** | **☐** | **☐** |