

## 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](mailto:elinor.unwin@hull2017.co.uk)

## MADE IN HULL: LOCAL BUSINESS FEEDBACK

### ABOUT YOU

1. Name of company (optional):

2. Post Code of Company Address:

\* 3. 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

\* 4. Did you change your usual opening hours at any time 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

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**MADE IN HULL OPENING**

**\* 5. On which days 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	<input type="radio"/>	<input type="radio"/>
Monday 2 January	<input type="radio"/>	<input type="radio"/>
Tuesday 3 January	<input type="radio"/>	<input type="radio"/>
Wednesday 4 January	<input type="radio"/>	<input type="radio"/>
Thursday 5 January	<input type="radio"/>	<input type="radio"/>
Friday 6 January	<input type="radio"/>	<input type="radio"/>
Saturday 7 January	<input type="radio"/>	<input type="radio"/>

**\* 6. What were your opening hours during the week of the 'Made in Hull' opening event?**

(If closed, please write CLOSED in the box)

Sunday	<input type="text"/>
Monday	<input type="text"/>
Tuesday	<input type="text"/>
Wednesday	<input type="text"/>
Thursday	<input type="text"/>
Friday	<input type="text"/>
Saturday	<input type="text"/>

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### IMPACT OF MADE IN HULL ON YOUR BUSINESS

\* 7. Overall, what impact did the 'Made in Hull' opening event have on your business?

Very negative	Negative	Neither negative nor positive	Positive	Very positive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Why do think that the 'Made in Hull' opening event had apostive or negative impact on your business?

\* 9. Compared to the same week in January 2016, on average, what was the change in your turnover as a result of the event?

- Increase
- Stay the same
- Decrease
- Prefer not to say

10. 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:  $£1,467 / £5,487 \times 100 = 26.7\%$

**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:  $£2,252 / £5,487 \times 100 = - 41.0\%$

% increase / decrease in turnover:

Actual increase / decrease in turnover:

\* 11. Compared to the same week in January 2016, on average, what was the change in your **profit** as a result of the event?

- Increase
- Stay the same
- Decrease
- Prefer not to say

**12. Compared to the same week in January 2016, what was the increase (or decrease) in your profit 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 profit of £5,487
- In the week 1-7 January 2017 you had a profit 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 profit of £5,487
- In the week 1-7 January 2017 you had a profit of £3,235
- Actual decrease: £5,487 - £3,235 = - £2,252
- % decrease: £2,252 / £5,487 x 100 = - 41.0%

% increase / decrease in profit:

Actual increase / decrease in profit:

**\* 13. 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

- |                             |                             |   |
|-----------------------------|-----------------------------|---|
| <input type="radio"/> 0     | <input type="radio"/> 41-50 | <input type="radio"/> 91-100            |
| <input type="radio"/> 1-10  | <input type="radio"/> 51-60 | <input type="radio"/> 101 or more       |
| <input type="radio"/> 11-20 | <input type="radio"/> 61-70 | <input type="radio"/> Prefer not to say |
| <input type="radio"/> 21-30 | <input type="radio"/> 71-80 |   |
| <input type="radio"/> 31-40 | <input type="radio"/> 81-90 |   |

**\* 14. Did you employ any additional staff during the 'Made in Hull' opening event?**

- Yes  Prefer not to say
- No

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

(if you don't know or do not wish to share, please leave blank)

Number of additional staff recruited for 'Made in Hull'

TOTAL number of hours given to additional staff

**\* 16. 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
- Stay the same
- Decrease
- Prefer not to say

**\* 17. 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'?**

Poor					Excellent	
1	2	3	4	5	N/A	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>