**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** | **x☐** |
| ***Shopping Centre:*** | |

1. **What are your usual opening hours from Sunday to Monday?  
   (If closed, please write CLOSED in the box) NB. Tesco Extra and Food and Leisure outlets open much later!**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sunday** | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** |
| 10.30-4.30 | 9-7pm | 9-7pm | 9-7pm | 9-8pm | 9-7pm | 9-6pm |

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? NB. We also keep all our toilets open late every night and had a special £2 all day parking offer for 1st 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 NB. As above Food & Leisure outlets open much later!**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sunday**  **1 January** | **Monday**  **2 January** | **Tuesday**  **3 January** | **Wednesday**  **4 January** | **Thursday**  **5 January** | **Friday**  **6 January** | **Saturday**  **7 January** |
| 11-10pm | 10-7pm | 9-7pm | 9-7pm | 9-8pm | 9-7pm | 9-6pm |

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** | **☐x** |

**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?**

Made in Hull week added:

* 30% to the footfall on 1st January 2017, up to 17,000 for the day
* Overall the week added footfall up 10% on same week in 2016 and sales up 8.1%

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** | **x☐** |
| **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)**

***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** | 8.1% |
| **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? This is impossible for us to comment-on for 56 trading units but the feedback from ALL tenants was VERY positive!**

|  |  |
| --- | --- |
| **Increase** | **☐** |
| **Decrease** | **☐** |
| **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** |  |
| **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’** |  |
| **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? See the comment box.**

|  |  |
| --- | --- |
| **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’? Fantastic week for the city and business!**

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