

## **Business Questionnaire – Ashwell Neighbourhood Plan**

- Your Name:
- Address:
- Email:
  
- Your Business Name:
  
- What is the nature of your current business?
  
- How many years has your current business been operating?
  
- How many staff do you employ (in addition to yourself)?
  
- How many of these employees live in Ashwell?
  
- How many customers do you have:
  - In a month
  - In a year
- How many of these customers live in Ashwell:
  - Monthly customers
  - Annual customers
  
- Is the number of Ashwell residents using your business:
  - Growing
  - Declining
  - Stable
  - Not applicable
  
- Does your business supply other businesses in Ashwell?
  
- Is your business supplied by other businesses in Ashwell?
  
- Is your business to business trading in Ashwell
  - Growing
  - Declining
  - Stable
  - Not applicable
  
- Overall is your business:
  - Growing
  - Declining
  - Stable

- Do you consider your business to be:
  - Definitely sustainable in its current form for the next year
  - Possibly sustainable in its current form for the next year
  - Not sure if sustainable or not
  - Unlikely to be sustainable in its current form for year
  - Definitely unsustainable in its current form for year
  
- If unlikely or definitely unsustainable is there a % increase in business that would make it viable:
  - 10%
  - 20%
  - 30%
  - 50%
  - 75%
  - 100%
  - More than 100%
  - No, other factors involved.
  
- Are there any infrastructure issues in Ashwell that you feel are affecting your business prospects?
  
- Are there any other aspects of the Ashwell Community that you feel are affecting your business prospects?
  
- Do you consider Ashwell to be a place people like to visit?
  - Yes
  - No
  - Don't know
  
- Ashwell seems to receive more visitors at weekends and public holidays. Does this increase customers for your business?
  - Yes, greatly
  - Yes, a little
  - Not a great deal
  - Not applicable to my business
  
- Does your business benefit from the following events (in terms of increased customers and revenue)?
  - Ashwell at Home (May)
    - Yes
    - No
    - Not applicable

- Ashwell Music Festival (April)
  - Yes
  - No
  - Not applicable
  
- Ashwell Show (August Bank Holiday)
  - Yes
  - No
  - Not applicable
  
- Book Fair (October)
  - Yes
  - No
  - Not applicable
  
- Ashwell at Christmas (December)
  - Yes
  - No
  - Not applicable
  
- Do you think your business would benefit from greater promotion of Ashwell as a tourism destination and a 'Visit Ashwell' website?
  - Yes
  - No
  - Not applicable
  
- If Ashwell attracted more visitors (or tourists) would this benefit your business?
  - Yes, greatly
  - Not Much
  - Not At All
  - Don't know
  
- If more visitors were attracted to Ashwell, do you consider there are sufficient parking facilities?
  - Yes
  - No
  - Don't know
  
- If there was one thing that you would want to change about Ashwell to improve your business what would it be?

Once completed please deliver it to 59 High Street or email to [graham@grahamlee.co.uk](mailto:graham@grahamlee.co.uk) or [g.campbell@ucl.ac.uk](mailto:g.campbell@ucl.ac.uk)