

Survey Highlights

Thank you to the 150 plus businesses that responded to the survey. The key findings are as follows:

- 62% of respondents were from independent businesses and 38% from nationals
- 58% of respondents were from the retail sector, 17% from food & drink and the rest from other sectors such as office/commercial
- Over 95% find stated that they find our marketing, promotion and events programme (such as Street Festivals, Markets, Seasonal Events and Trails, Healthy Guildford Day) are important to their business
- Annual sponsored events including; Guildford Fringe Festival, Guildford Shakespeare Company Productions and Guildford Book Festival, which attracts over 12,000 visitors to our town each year were considered to be important or very important by 91% of respondents
- Our social media channels gained a combined reach of over 220,000 by December 2021 and have been instrumental in promoting your business. 93% told us this activity is important.
- Supporting small businesses through the 'Proudly Independent' campaign and promotions is popular with 86% of respondents.
- Our 5 Town Rangers continuing to build on their success by supporting both businesses and the public. In a typical year they make 450 business visits each, attend 25 first aid incidents, reported 118 rubbish issues, 80 environmental hazards, 30 incidents of graffiti 10 pavement defects to the Council and 3 Thames Water issues. 98% of you told us this was important or very important.
- Liaising with Guildford Borough Council to ensure that the streets and street furniture are cleaned to the standards you expect and in a timely manner was highly supported by you (97%).
- The Guildford Business Crime Reduction Partnership is also considered to be important with the support of 97% of businesses.
- 88% of respondents believe the initiative to provide Taxi Marshalls on Friday and Saturday nights and security for the late bus on Wednesdays and Fridays ensuring that students can get home safely is important or very important. This supports the evening economy in the town centre.
- It is clear from your responses 97% that you wish us to continue to lobby for car parking and access improvements. Many of you have commented about the cost of carparking being too high and some of you still feel unsafe using the car parks.
- Signage has been used to promote Secret Guildford and the businesses that operate off the High Street and North Street and this has been well received with 89% saying this is important/very important.
- Experience Guildford was able to support businesses throughout the pandemic, providing help to access grants and other financial support, plus we provided information on PPE's, social distancing, and ran re-opening campaigns. 87% of you valued this work.

- We provide extensive PR and Marketing support to our businesses including but not limited to a Website directory, App directory and offers. Our 'How to' guides have supported you to write news stories to help promote your businesses and 93% thought this to be important/very important.
- The Experience Guildford team has pro- actively promoted the opportunity to place job vacancies on the website, with over 11,000 visitors. 96% of you reported that this was important/very important.
- We have provided businesses and external partners with industry leading statistics and analysis of weekly and monthly footfall on the High Street and other local shopping areas. 100% of you said that our work lobbying effectively at local and national level to ensure that the business voice is heard is important. Likewise, 100% of you value the experienceguildford.co.uk website that we redeveloped in 2020.