

BIDS Toolkit

9. Perception analysis

Has the partnership surveyed its stakeholders to evaluate the benefit of demonstration projects and to ensure continued interest in the concept of a BID? Up to one year before ballot

- Undertake a formal perception analysis with businesses in the area to establish their key concerns, support for the BID concept in the area and to establish what activities/projects they see as vital for a BID company to carry out
- The results will feed into the draft BID prospectus and business plan and will help the BID proposer decide whether the ballot will be successful should it go ahead
- Be sure to make contact with every business during this activity
- Consider a communications strategy that is appropriate to the area

Downloads

Click on the links below to directly access the downloads



Sample perception analysis questionnaire



Sample perception analysis questionnaire

- Croydon BID

[Download File size 781.49 KB](#)



Sample perception analysis questionnaire

- Hammersmith BID

[Download File size 360.13 KB](#)



Sample perception analysis questionnaire

- London Riverside

[Download File size 97.77 KB](#)



Sample perception analysis report



[Sample Perception Analysis Report](#)

[Sample Perception Analysis Report](#)

[Sample Perception Analysis Report](#)