



Horsham BID Development Meeting

27 Jan - 03 Feb 2020

Poll results

Table of contents

- In one word, how would you describe Horsham?
- Survey

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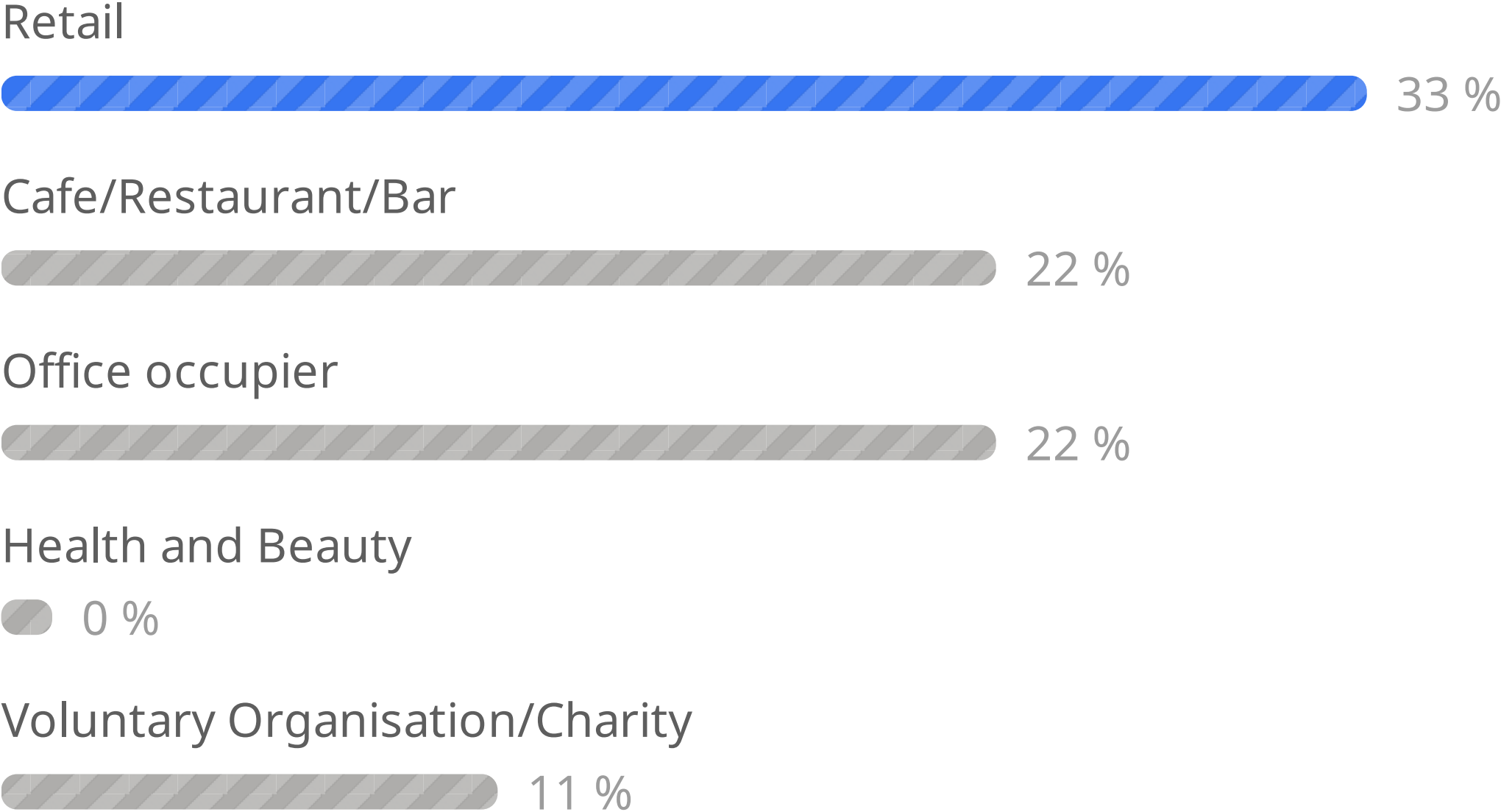
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Survey (1/3)

009

Which category best describes your business? (1/2)



Survey (1/3)

009

Which category best describes your business? (2/2)

Commercial property owner/management

0 %

Leisure Operator - including accommodation

0 %

Local Media

0 %

Other

11 %

What is the biggest challenge facing Horsham (1/2)

- Coping with the impact of the growth in housing
- Keeping high street shops filled and not empty
- Attracting new business and employers
- Appealing to an increasingly diverse demographic, particularly in terms of their income and age
- Keeping the high street alive and ensuring the infrastructure is there to support all of the proposed housing
- Footfall I think. Trying to keep people in the town and encourage people to come in from other towns like Crawley and Brighton.
- Bringing people into the town centre.
- Like any town centre it is struggling to reinvent itself. Biggest challenge = keeping units occupied, keeping footfall coming, keeping visitors, shoppers and workers wanting to come to it.
- Changing customer habits

Survey (2/3)

009

What is the biggest challenge facing Horsham
(2/2)

- national issue

Survey (3/3)

009

Which area would you spend the BID money on in the first year?
(1/2)

Wayfinding



Christmas campaign



Events and experiences



Crime reduction



Data gathering/trend analysis



Survey (3/3)

009

Which area would you spend the BID money on in the first year?
(2/2)

Customer service



Greening & Environment



Social media/PR/Publicity

