

Hessle Business Event - Feedback Report

On Monday 17th June, Hessle Town Council hosted an event for local business owners. The aim of the event was to provide business owners with an opportunity to:

- Influence the future of [Hessle First](#)
- Have their say on upcoming events and shop local initiatives.
- Benefit from services provided by East Riding of Yorkshire Council's Local Growth and Business Support teams
- Network with other local business owners

The event included speakers from Hessle Town Council (Sarah Rowland) Hessle First (Christine Brant), East Riding of Yorkshire Council's Local Growth team (Ben Wright) and East Riding of Council's Business Support Services (Dawn Hall).

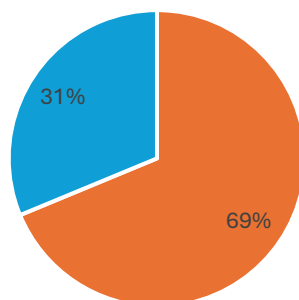
The event also welcomed Steve Craggs, who is the Landlord of Admiral, Town Mayor and Chair of Hessle Town Council, Tess Reading, Communications Officer at Hessle Town Council, Joanna Render, Assistant Town Clerk for Hessle Town Council, Paul Warren from the Hessle Feast committee (1pm only), and Cllr Phil Davison (5.30pm only).

To ensure as many people as possible could attend the event, the one-hour meeting was held twice. Seven business owners attended the 1pm meeting and 15 attended the 5.30pm meeting.

To understand if the event was beneficial to local business owners, participants were asked to fill out a feedback form (appendix 1) after the event. 16 people filled out the survey and the results, which have been anonymised, are as follow:

Question 1

Did this event meet your expectations?



■ Yes ■ Somewhat

All respondents answered this question. 11 people said, 'yes' and 5 said 'somewhat'. No respondents said 'no'.

When asked to explain their answer, key themes from those who answered 'yes' were that the event was **informative** and **good for meeting others**.

Those who answered 'somewhat' also said the event was **informative**, but most respondents expressed an **interest in seeing future activity** to build on what was discussed. A full list of responses can be found in appendix 2.

Question 2

How useful did you find today's event? (On a scale of 1 to 10, with 1 being not useful and 10 being extremely useful).

All respondents answered this question and the average score was **8**.

1 2 3 4 5 6 7 **8** 9 10

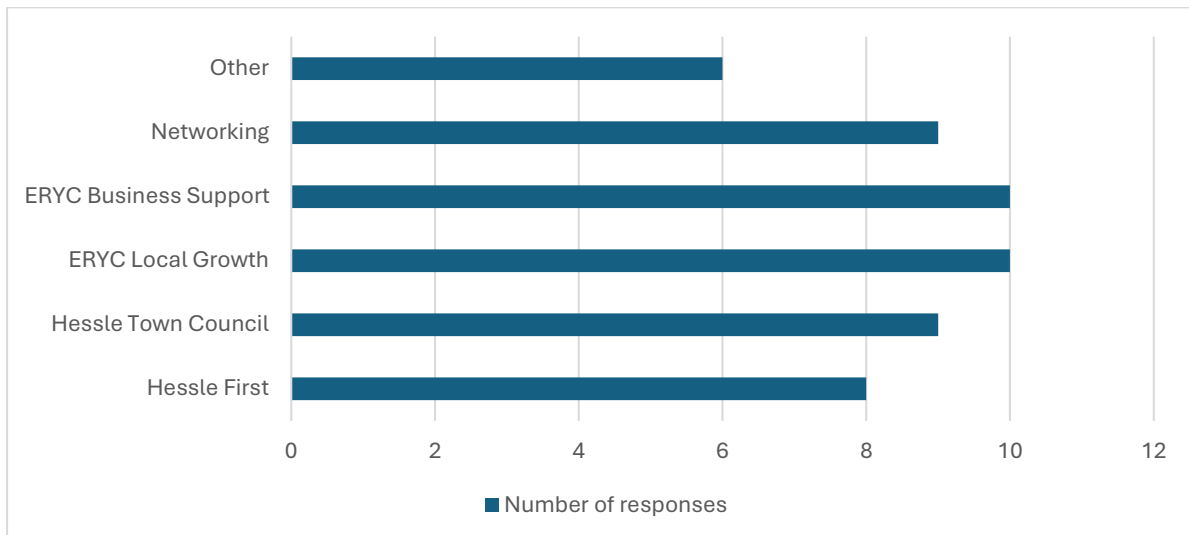
Respondents were asked to explain their scoring and people noted it was **nice to see people wanting to support each other**. Others commented the event provided a **good overview** of what is available and said it would be **'nice to see it move forward'** as **'there is still a long way to go'**.

A full list of responses can be found in appendix 3.

Question 3

Which part of today's event did you find most valuable, if any? (Please tick all that apply).

All respondents answered this question and all parts of the event received very similar results. 10 people selected Local Growth and Business Support Services in their responses, nine people included Hesse Town Council and Networking, and eight people noted Hesse First as a valuable part of the event.



'Other' comments included:

- Children's trail
- I didn't know that free workshops were available particularly marketing as social media plays a crucial role in producing sales.
- It would be good to find out more about upcoming business events.
- To involve the elderly
- Interested in shop local initiative.
- Business support is so important. Good to meet locals.

Questions 4

How would you rate Hessle as a place to do business? (On a scale of 1 to 5, with 1 being not good at all and 5 being very good).

All respondents answered this question, and the average score was **3.5**. Two respondents scored 'The Square 4 and The Weir 2', so these results were recorded as a 3.

Respondents were asked to explain why they gave that score. Some noted Hessle as a '**lovely place**' but others commented that it could be '**so much more**'. Several comments were regarding a need for '**greater footfall**', especially on The Weir.

A full list of responses can be found in appendix 4.

Question 5

Is there anything you think Hessle Town Council could improve on for you and others in the town?

14 people responded to this question, with 10 answering 'yes' and two selecting 'not sure'.

12 people left a comment when asked to state what could be improved, suggesting '**improving parking and signage**' to improve footfall in The Weir. One person commented on Hessle looking like an '**unloved mess**', another said **something needed to be done about the ASB** in Hessle Square. Others suggested '**more social media awareness online**' or the **introduction of initiatives**, such as 'late night shopping' and 'local shop awards gift card' would be welcomed improvements.

A full list of responses can be found in appendix 5.

Question 6

Would you like any additional information on the topics discussed today?

14 people responded to this question. Seven people answered 'yes', five said 'no' and two selected 'not sure'. When asked to indicate what the respondent would like more information about, responses included:

- Business Support Service
- Growth Team
- Events (all)
- Children's trail take part
- Hessle First
- social media training is a must for me so if ERY council can offer that it would be great, but my time is limited due to work and family commitments.
- Upcoming events, Hessle First, Children's trail

Question 7

Please add any additional feedback or comments.

Nine people responded to this question with comments highlighting **a need for this and more business meetings** in the future. Others requested to be **involved with upcoming events and initiatives** – with some providing feedback on what would work well and a need for greater advertising of events. One person suggested **limiting the number of same trade businesses** to try and reduce conflicts of interest.

A full list of responses can be found in appendix 6.

Conclusion

Overall, the event was well received, with participants commenting on how useful it was to meet others and learn about the support that is available – especially from East Riding Council representatives.

Businesses expressed an interest in taking part in upcoming Hessle Town Council events and initiatives, however it was highlighted that events could be better advertised locally.

Several participants noted that it would be beneficial for businesses to come together more often and some suggested meeting every month, six weeks or quarterly.

Other key themes from the event were regarding footfall, which was viewed as especially low in The Weir due to lack of parking and signage.

Next steps

The next steps following on from this event are as follows:

- This feedback report will be circulated to East Riding of Yorkshire Council representatives, with a request to flag any of the issues or suggestions raised by local businesses within relevant departments.
- The report will be added to Hessle Town Council's website for public viewing and circulated to Hessle Town Council's Events and Communications committee.
- The report will be forwarded to Hessle First with a request to host a follow up meeting for local business owners.

Message of thanks

Hessle Town Council would like to thank the speakers and guests for attending the event. If you have any questions regarding the event or report, please contact Sarah Rowland, Hessle Town Centre and Events Officer at Hessle Town Council, via email events@hessletown.karoo.co.uk or telephone 07591 340414.

Appendixes

Appendix 1

Hessle Business Event – Feedback

Thank you for attending today's Hessle Business Event. To help us understand if this event was beneficial for Hessle business owners, we would be grateful if you could please fill out the form below.

1. Did this event meet your expectations?

- Yes
- Somewhat
- No

Please explain your answer:

2. How useful did you find today's event? (On a scale of 1 to 10, with 0 being not useful and 10 being extremely useful.)

Score:

Please explain why you gave that score:

3. Which part of today's event did you find most valuable, if any? (Please tick all that apply.)

- Hessle First
- Hessle Town Council
- East Riding Council Local Growth
- East Riding Council Business Support Services
- Networking with other business owners

Other:

4. How would you rate Hessle as a place to do business? (On a scale of 1 to 5, with 1 being not good at all and 5 being very good.)

Score:

Please explain why you gave that score:

5. Is there anything you think Hessle Town Council could improve on for you and others in the town?

- Yes
- Not sure
- No

If yes, please state what this is:

6. Would you like any additional information on the topics discussed today?

- Yes
- Not sure
- No

If yes, please indicate what you would like more information about:

7. Please add any additional feedback or comments:

If you would like us to contact you with any follow up information, please leave your contact details below.

Name:

Email:

Organisation:

Phone:

Appendix 2

Did this event meet your expectations?

Those who answered 'yes' wrote:

- Introduction's who is who, what business. Business help – information for local businesses
- Just to find out what was available to us as business people
- Was nice to meet people and talk about Hessle first...etc.
- The session exceed my expectations.
- First time meet so good intro.
- It was informative.
- Great to get an overview.
- It was very informative and to have the different representatives was good.
- Very informative. Really nice to know there is help out there for us if we need it.

- Good to see the area is being kept alive and interesting. Good schemes being implemented and new ideas.

Those who answered 'somewhat' wrote:

- Was informative for the first meeting. Would be nice to see it expand.
- Very difficult to cover everything in a short space of time but encouraging.
- Answered some questions. Everything seems very early days? Interested to know how quickly things can be implemented.
- I didn't attend with any expectations, as relatively new business it was a great opportunity to meet other businesses in Hessle.

Appendix 3

Scores given with comments:

- 8 – Guest speakers helpful and knowledgeable
- 9 – Again learning what is available
- 7 – For my first meeting, was interesting to hear new upcoming events
- 7 – As a start was interesting. Will be nice to see it move forward.
- 7 – Nice to see someone doing something to help but a long way to go.
- 9 – It was very interesting discussing ideas about the future of Hessle and potential business growth.
- 7 – A good overall explanation of Hessle info.
- 8 – Making us more aware of what is available in Hessle.
- 8 – Good overview
- 10 – Nice to see and speak to organisations and other business owners.
- 10 – Nice to see people from other businesses, nice to know we can all help each other collectively.
- 8 – Positive to see council wanting to support local businesses
- 10 – Lots of information locally and ways to find out more with web addresses etc.

Scores given without comments:

- 7, 6, and 8

Appendix 4

- 4 – Every convenience offered around square
- 4 – Hessle could be so much more
- 3 – No parking and with us being the only craft bar, we get same people...no new drinkers.
- 3 – was a 5 in times gone by
- 2 – Used to be much more variation of shops and businesses and banks

- 4 – There is a wide range of shops in Hessle which brings people to shop here
- The square '4' and the weir '2' – the square is busy, no advertising for weir shops, non-locals unaware of shops on weir.
- The square '4' and the weir '2' – People are unaware of shops on the weir. To increase awareness.
- 4 – Close unit and friendly – reasonable access and range of shopping and services.
- 4 – footfall – lots of charity shops. Negative social media 'Hessle moan and groan.'
- 5 – Hessle is a lovely village with lots to offer young and old.
- 5 – It's a lovely place to be and be able to open a business here.
- 3 – I feel that Hessle needs greater footfall. It's great to see Hessle at the Feast and light switch on. Would love to have that feel all year round.

Scores given without comments:

- 4, 5

Appendix 5

- Yes - Hessle love local shop awards gift card Hessle
- Yes - More social media awareness online
- Not sure
- Yes - Needs to provide more support
- Yes - At the moment it looks like an unloved mess
- Yes - Parking on the weir, one way system to increase parking both sides
- Parking on the weir, especially for traders / or loading – there is nowhere to park / one way system
- Yes - Prestongate parking / driving up and down ASB square.
- Not sure
- Yes - Discuss a 'late night' opening for December. Christmas shopping event?
- Yes - I think Hessle map guide would be great, the ones when people park in the square and do not know the area, then tend not to venture up as far as The Weir and surrounding areas.
- Yes - We could do with more footfall at The Weir end of Prestongate. Maybe more signage in the square to see what else is around. E.g. Like in Meadowhall there's a map saying you are here.
- Great to liase with local businesses.
- Yes - Make Hessle a destination for shoppers if shop local.

Appendix 6

- Please include us in the Hessle Children's Trail.
- Please can I be included in the Children's Trail. You can do anything to my window!
- Great session. Good to know that the parking will remain free. This will help many small businesses. :)
- Limitations on multiple same trade businesses? Try to reduce conflict of interest.
- Like the bag. Surprises would be involved. A roadshow ie – boatrace round Hessle area in teams.
- Don't do hunt in window. Doesn't get people in the shops. Just to window. Do hidden items in shop.
- I often think events etc are not advertised well. The young need social media announcements. Keen to have a monthly / quarterly meet with local businesses.
- Meeting was great and think it should be held around every 6 weeks. Would maybe love someone to be funded by the council to run Hessle First as it is a good site that needs to be restarted.
- Think this was a really useful meeting. Nice to know there is help for us out there which we wouldn't know if these meetings weren't held.