

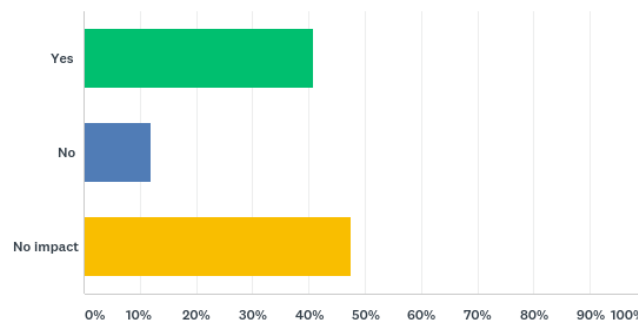
1) Local Business Survey

Aberdeen Inspired’s Business Engagement Officer carried out a face-to-face business survey in late December to gather feedback from the businesses in the area local to the event. A digital version of the survey was also created using SurveyMonkey which was distributed via the Aberdeen Inspired e-newsletter.

A total of **135** responses were received, and the results were as follows:

Note: Question 1 simply asked for business name (optional)

Q2 Did you find Aberdeen Christmas Village was good for your business?



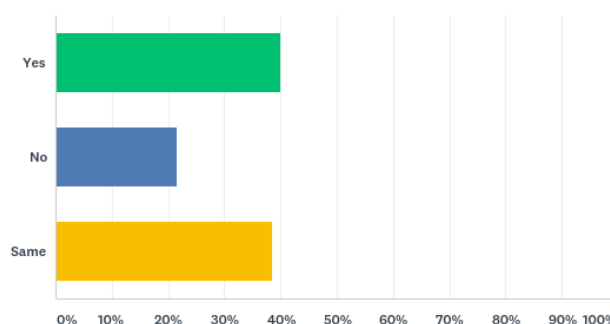
last year market business coming weekends brings people seen
football customers Busier know increase good

41% said the event was good for their business with a further 47% saying they saw no impact either way.

Comments included:

- “increased footfall led to very healthy and new trade”
- “Brings people into town”
- “Brought more customers especially from the bar side of things”
- “More people through the door”

Q3 Do you think Aberdeen Christmas Village was better this year than in previous years?

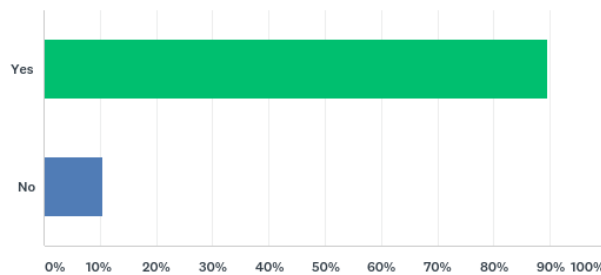


40% of businesses said they thought the event was better than in previous years, with a further 39% saying they thought it was of the same quality as previous years.

Comments included:

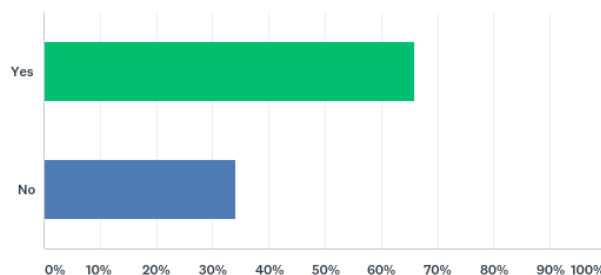
- “Great selection and good to see people promoting local”
- “Better layout this year, better distribution of rides”
- “Different offers, more stalls and better decorations. I enjoyed a more open feel”

Q4 Would you be happy to see Aberdeen Christmas Village repeated in the future?



90% of businesses said they would be happy to see the event repeated in the future.

Q5 Do you think Broad Street, Upperkirkgate and Marischal College Quadrangle worked well as the location for the event?



66% of businesses said they thought the location of the event worked well, however several commented that they liked the event in its previous location of Union Terrace.

2) Christmas in the Quad Stallholder Survey

Event background:

Christmas in the Quad ran for the second time in 2019, running over the first 5 long weekends of the Aberdeen Christmas Village (Thursday-Sunday) in Marischal College Quadrangle. There were 24 stalls available each weekend (increase from 15 in 2018) and Aberdeen Inspired managed the allocation of these for a mainly unique line-up each weekend. A total of 83 businesses took part over the 5 weekends. Businesses were charged £100 + VAT per weekend to cover operational/set-up costs.

We did have significant problems with power supply in the quad, which impacted many stallholders adversely over the run of the event. As we understand there is a relatively simple fix (which was due

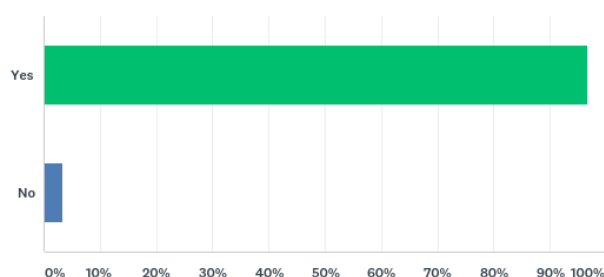
to be carried out but was cancelled due to timescale for delivery of parts) to improve the power supply for future events.

Aberdeen Inspired carried out a survey of stallholders for the Christmas in the Quad event to gather their feedback on this section of the event. The survey was digitally produced using SurveyMonkey and emailed to stallholders following their slot at the market.

A total of 59 responses were received, and the results were as follows:

Note: Question 1 simply asked for business name (optional)

Q2 Did you find having a stall at Christmas in the Quad was good for your business in terms of sales and/or business promotion?

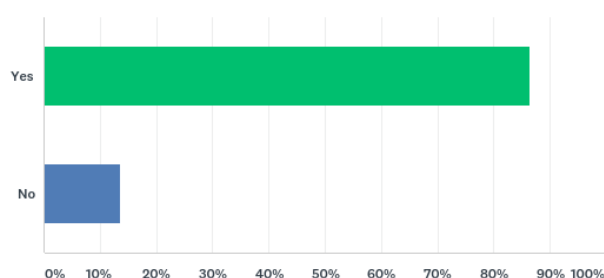


97% of businesses said they found having a stall at the event was good for their business.

Comments included:

- “A complete sell out for me and great to meet new customers”
- “Just like last year it was hugely beneficial to my business”
- “Loads of new trade for me and a chance for me to hand our business cards and network with other small business holders”
- “It is the loveliest exposure for my small business and I really appreciate the opportunity given for me to take part”

Q3 Do you think Marischal College Quadrangle worked well as the location for the event?



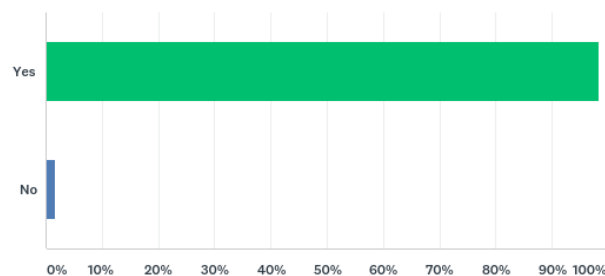
86% of businesses said they thought Marischal College Quad worked well as the location for the event, however there were many comments on lack of awareness/visibility of the stalls in this area. This is an ongoing issue which was addressed for 2019, but perhaps even more can be done in the future.

Q4. 97% of businesses were happy with the organisation of the event and the advanced information provided.

Q5. 92% of businesses were you happy with the operations and support during their time on-site for the event. For this question we had many comments on the aforementioned power outage problems, which we would hope would be resolved for any future events.

Q6. 86% of businesses were happy with the opening hours of the event. Opening hours for the 2019 were significantly extended in comparison to the previous year to include Friday and Saturday evenings. We had very mixed feedback on if stallholders found these hours extra hours worthwhile or not, with stallholder experiences varying drastically.

Q7 Would you consider returning as a stallholder for the event next year?



98% of stallholders said they would consider returning for the event. Many stallholders looking to book in for multiple weekends, it will need to be considered if this is best for the event or if the changing line up of stallholders each weekend worked better.

Q8. 98% of stallholders also answered that they would recommend taking part in the event to another business.

Full survey results including all qualitative comments are available on request.