



GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP
WWW.GYTCP.CO.UK

Christmas 2017 Feedback Form

Store Name	Location Great Yarmouth
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Manager

Town Centre Footfall December by week (total month 4.5% up on 2016)

w/c	20/11/2017	27/11/2017	04/12/2017	11/12/2017	18/12/2017	25/12/2017
% v 2016	8.30%	3.40%	4.00%	-5.70%	22.60%	-3.10%
UK Wide	-1.30%	-4.60%	-4.30%	-8.80%	9.20%	-10.30%

Q. How was your Christmas performance against expectation and last year?

	<i>Please tick</i>		<i>Please tick</i>	
A.	Well above expectations	<input type="checkbox"/>	Well above last year	<input type="checkbox"/>
	Above expectations	<input type="checkbox"/>	Above last year	<input type="checkbox"/>
	To expectation	<input type="checkbox"/>	similar to last year	<input type="checkbox"/>
	Below expectation	<input type="checkbox"/>	Below last year	<input type="checkbox"/>
	Well below expectation	<input type="checkbox"/>	Well below last year	<input type="checkbox"/>

Q. Is trade in line with your other stores in the region? N/A if not applicable

A.

Q. Is performance in line with the national trading patterns? N/A if not applicable

A.

Q. What do you attribute your performance to? Good or bad

A.

Advertising	<input type="checkbox"/>
Weather	<input type="checkbox"/>
Economic climate	<input type="checkbox"/>
Footfall	<input type="checkbox"/>
Other - please specify	<input type="text"/>

Q. Did you go into sale earlier this year?

A. Yes / No If yes, when

Did you see/hear any Great Yarmouth Christmas advertising on/in:

A.

The Beach Radio	<input type="checkbox"/>	Social Media	<input type="checkbox"/>	Magazines	<input type="checkbox"/>
Roadside banners	<input type="checkbox"/>	Local Press	<input type="checkbox"/>	Websites	<input type="checkbox"/>
Bus banners	<input type="checkbox"/>	Posters	<input type="checkbox"/>	Leaflets	<input type="checkbox"/>

Please tick all that apply

Q. How did you rate the Christmas advertising

A.	Excellent	
	Good	
	Fair	
	Sufficient advertising	
	Insufficient advertising - please specify	



Q. How well did you perform on the late night shopping evenings?

A.		Friday 24th Nov	Wed 29th Nov	Wed 6th Dec	Wed 13th Dec	Wed 20th Dec
	Well above expectations					
	Above expectations					
	To expectation					
	Below expectation					
	Well below expectation					

Q. Is it beneficial to combine the Christmas Fayre and Lights switch-on on the same weekend?

A.	Yes		No		should be separate	
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Please tick

Q. If the Christmas Fayre was held a week later on 30th Nov to 2nd December when should the first late night shopping and Lights switch-on take place?

A.	Wednesday 21st Nov	Wednesday 28th Nov	Friday 30th Nov	Another date?

Please tick

Q. How well did you perform on Sundays in December? (Bearing in mind the Sunday free parking offer)

A.	Well above expectations	
	Above expectations	
	To expectation	
	Below expectation	
	Well below expectation	

Q. What impact did the ice rink have on Christmas performance

A	Tick all that apply	
	Created festive atmosphere	
	Helped to boost sales and footfall	
	Helped to boost footfall only	
	Had no positive impact on Christmas	
	Would you support its return this year?	

Any further comments which would assist with next years planning