



# Bangor BID Business Survey

February 2026

# Survey summary

The survey was designed to identify themes for further investigation rather than definitive answers.

There were 61 respondents from a potential population of around 500 levy payers in the BID area.

This sample size provides a margin of error of +/- 10%. This is satisfactory for this type of exploratory research as it will be backed up with more detailed interviews and consultations.

## What matters to businesses?



Cost of doing business



A more attractive city



Increased footfall

## What could make a difference?



Marketing & events



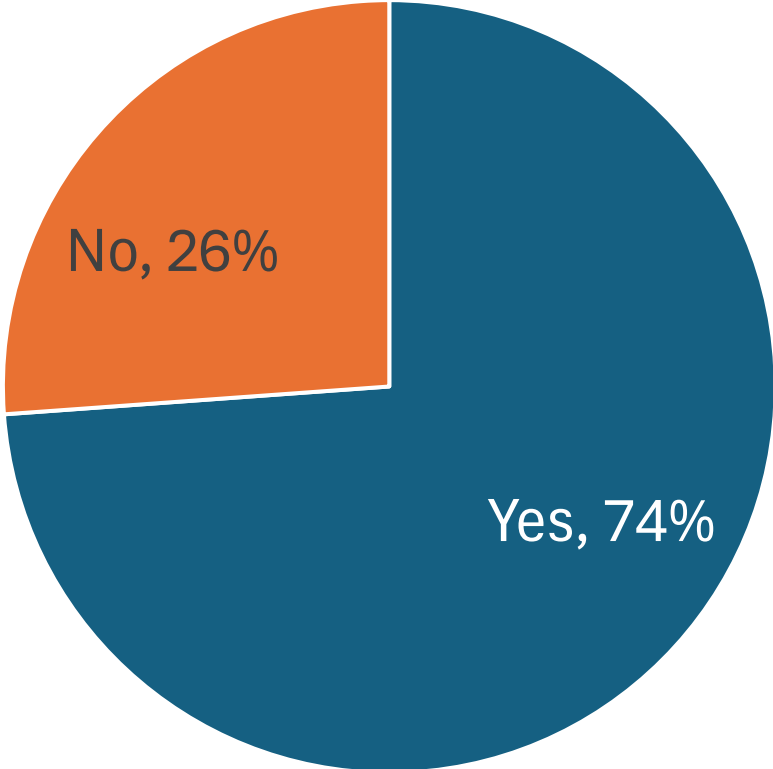
Business collaboration



Collective purchasing

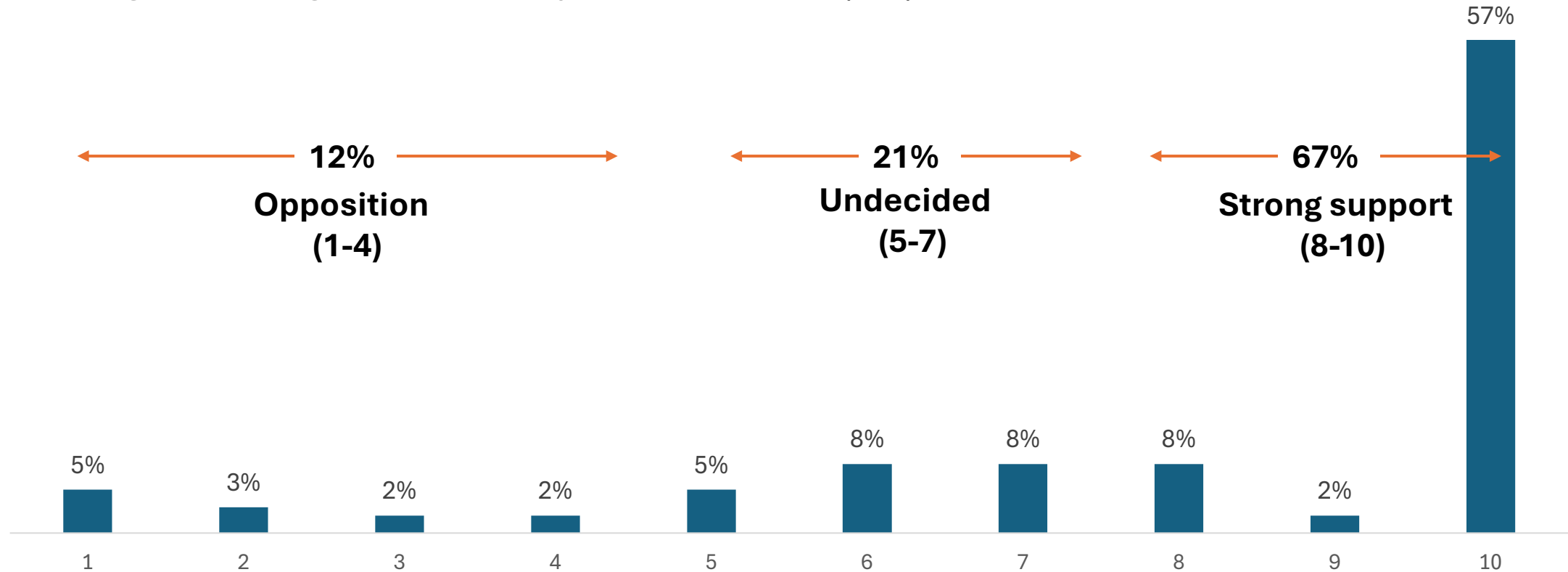
# Three quarters of respondents were aware of the BID

*Q: Have you previously heard about plans to develop a Business Improvement District (BID) in central Bangor?*



# There is strong support for a BID

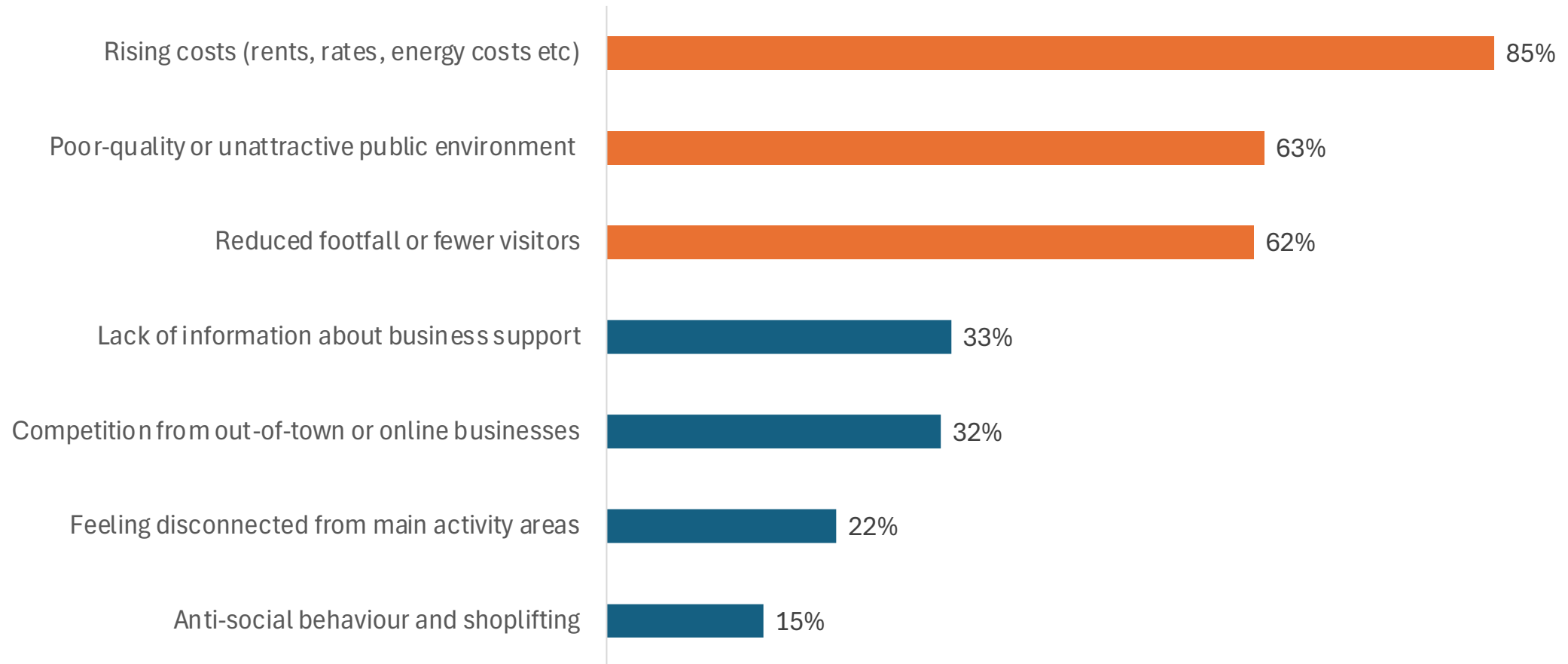
*Q: On a scale of 1–10, how supportive are you of central Bangor businesses working together through a Business Improvement District (BID)?*



*Even allowing for a +/-10% margin of error, the majority of respondents are supporters of the BID*

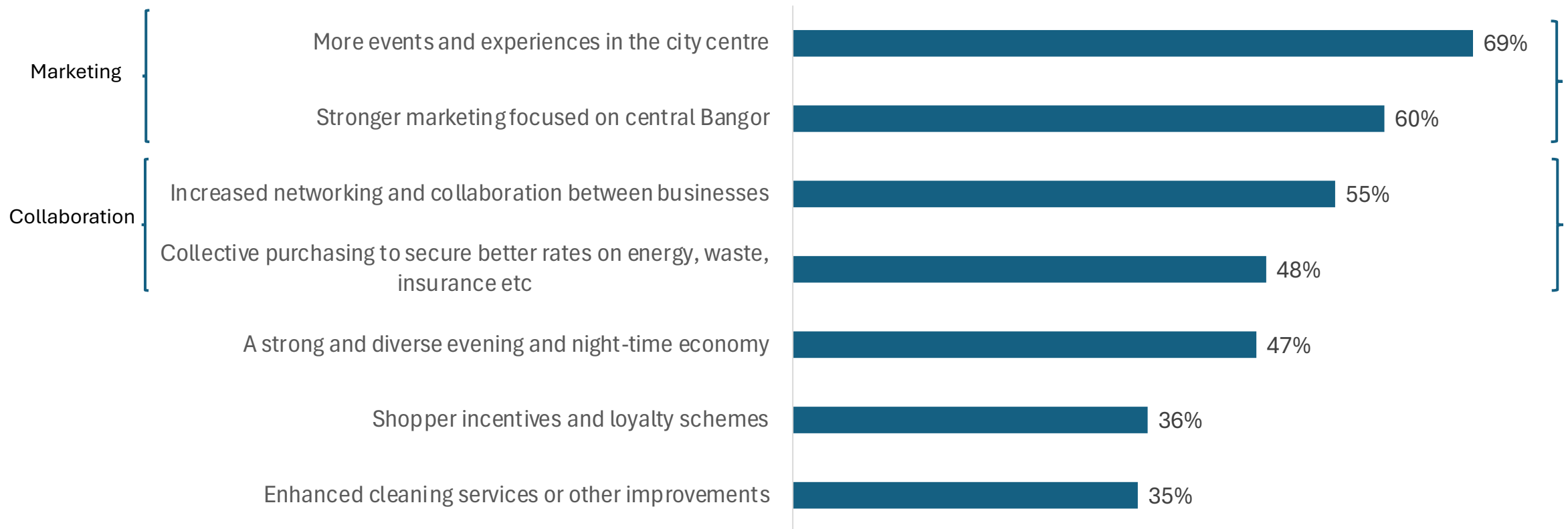
# A clear set of challenges emerged around costs, quality of public environment, and footfall

*Q: What are the biggest challenges facing your business or organisation?*



# Marketing and business collaboration were the most popular type of benefits a BID could deliver

*Q: Which of the following benefits would make a positive difference to your business?*



# Three benefits emerged that would make the biggest difference

*Q: Select the ONE benefit would make the biggest difference*



Collective purchasing (29%)



Stronger marketing (24%)



More events and experiences (19%)

72% of respondents identified these three benefits as most important

# Respondents want a vibrant, clean, welcoming, and attractive city

*Q: Which qualities should define central Bangor in the future?*



Quality	Respondents
Vibrant	79%
Clean	77%
Welcoming	77%
Attractive	75%
Safe	69%
Prosperous	62%
Social	62%
Accessible	59%
Fun	46%
Sustainable	39%
Active	36%
Healthy	28%

# Methodology

- These results are based on a survey of business conducted in January and February 2026.
- The survey was sent to businesses and organisations who had previously expressed an interest in the BID, or who had been identified from a list of businesses with the proposed BID area.
- Not all contact details could be identified from public sources, so the survey was further promoted through the Bangor Chamber of Commerce communication channels.
- A total of 61 business completed the survey. The estimated population of businesses within the BID area is 500. This gives a margin of error of +/-10% at 90% confidence.
- This level of error was deemed acceptable given the exploratory nature of the survey. The results will be used to guide further consultation and interviews rather than provide definitive answers.

**Breakdown of respondents by sector**

