

transformation comes as standard

Current Surveys

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Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP



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13 surveys returned



- 1 - Annual
- 2 – Twice a year
- 2 – Four times a year
- 8 – Ad hoc



- 9 – Online
- 4 – Face to Face



- 6 – Local businesses
- 6 – Local residents, visitors & workers
- 1 – All



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Question types

- **Economic – quantitative**
- **Event - qualitative**
- **Organisational Perception - qualitative**





Ideas/Recommendations

- Aligned goal for Wiltshire data
- Data capture calendar – e.g Trello
- Combined Wiltshire Survey - annual
- Smart survey logic – dependencies to filter data
- Central depository for ‘what happened next’ testimonials
- Structured communication/collection plan
- Multiple survey methods – mixed

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**Please let us
know if you have
any questions...**