

Sci-Tech Daresbury tenant survey

- why do it and how to do it?



Tenant survey – why do it?

- **Customer feedback**
 - What you do well & what you can do better
- **Getting insight into your tenants**
 - What their needs & opportunities are
 - How you can more effectively impact on their business growth
 - How you can develop more effective partnerships
- **Getting the data to articulate your impact**
 - Talking about growth, collaboration, innovation, impact

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our tenant
satisfaction
survey

**CRITICAL INFORMATION TO MANAGE AND
PROMOTE YOUR SCIENCE PARK OR**

- **Annual survey since 2007**
 - 46 companies (2007) to 97 companies (2017)
 - Target minimum of 80% of tenants
- **Face to face or telephone interviews (1 hour)**
 - Increases participation
 - Captures more complex information
 - Enables more intelligent discussion:
 - about how to impact the business
 - leads to collaboration, funding, business support engagement etc
- **Team of interviewers from JV partners**
 - Carried out over 5 month period

- **Data capture through an on-line portal**
 - Speeds up data analysis, graphics production & report writing
- **Report produced and reviewed by Joint Venture Board**
 - Monitors progress in business plan (esp growth & collaboration)
 - Informs future strategy
 - Edited version provided to external partners
- **Annual press releases produced from survey data**
 - Campus growth and collaboration

WEDNESDAY, JANUARY 16, 2019

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MERSEYSIDE THOUGHT LEADERSHIP

ANOTHER YEAR OF STRONG GROWTH AT SCI-TECH DARESBUURY

By Andy Mann - 13th June 2018 1363

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Business is booming for companies based at Sci-Tech Daresbury following another year of strong growth, according to data revealed in the annual tenants' campus survey.

The survey of 97 businesses based at the leading science and technology campus revealed that more than £115 million in sales were generated in 2017, with annual sales growth of 33 per cent in the past 12 months.

• **Total process takes 9 months**



Tenant Survey – is it worth the effort?

- **Builds stronger, intelligence-based relationships with the management team of your tenants**
- **Supports the growth of your tenants through brokering key partnerships**
- **Provides data/& insights to help develop and monitor your business strategy**
- **Creates an evidence base to help you articulate the unique impact you have on your companies**
- **Creates “golden nuggets” to support your marketing and business development activities**