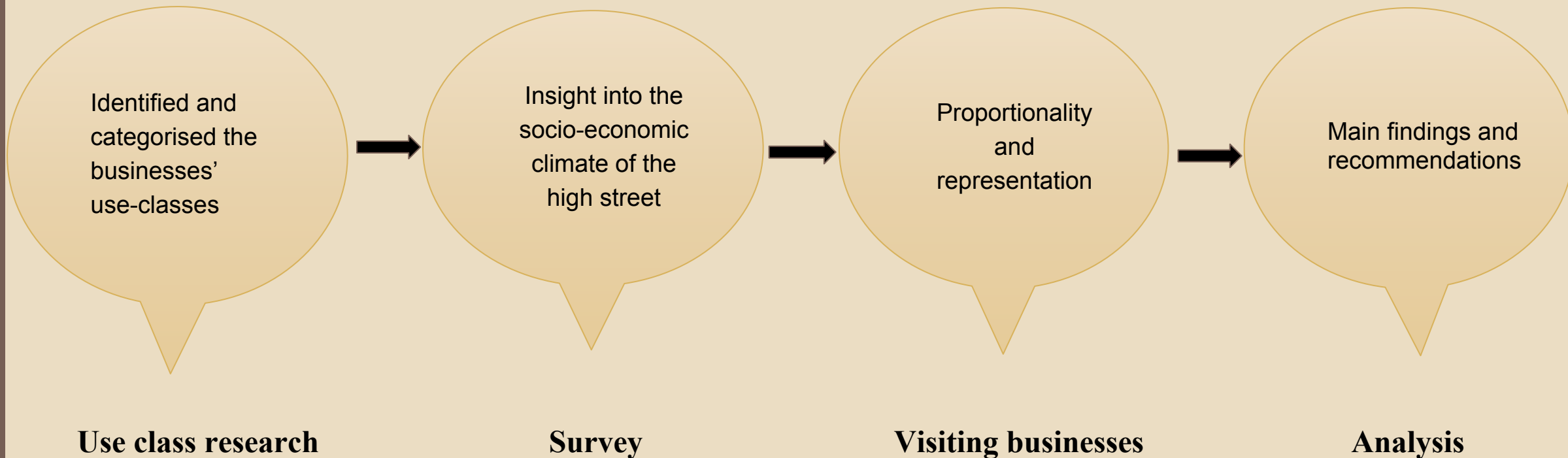


THE QCONSULT TEAM



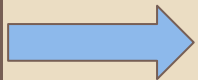
ROMAN
ROAD
TRUST

STEP BY STEP

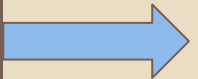


Recommendation 1: Use-class of Property/Licenses

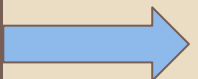
Widen business owners' knowledge of the benefits of being a multiple use class business



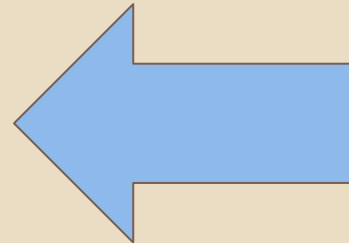
Leaflets



Local posters

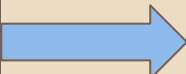


RRBNF mailing list



Target businesses

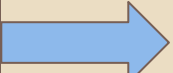
Recommendation 1



23/50 interviewees were the owners



Retail businesses wanted to become cafes

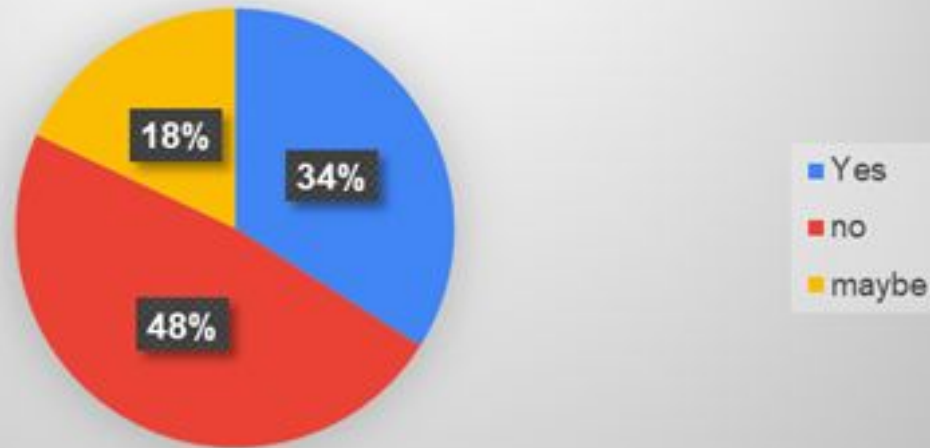


Takeaway businesses wanted to become cafes

	Would having multiple use classes help businesses?	Would you consider applying for dual use class permission?
Yes	23	11
No	20	32
Maybe	7	7

Recommendation 2: Organize gatherings of local business owners

Would business owners be willing to attend a local gathering



Organise gatherings



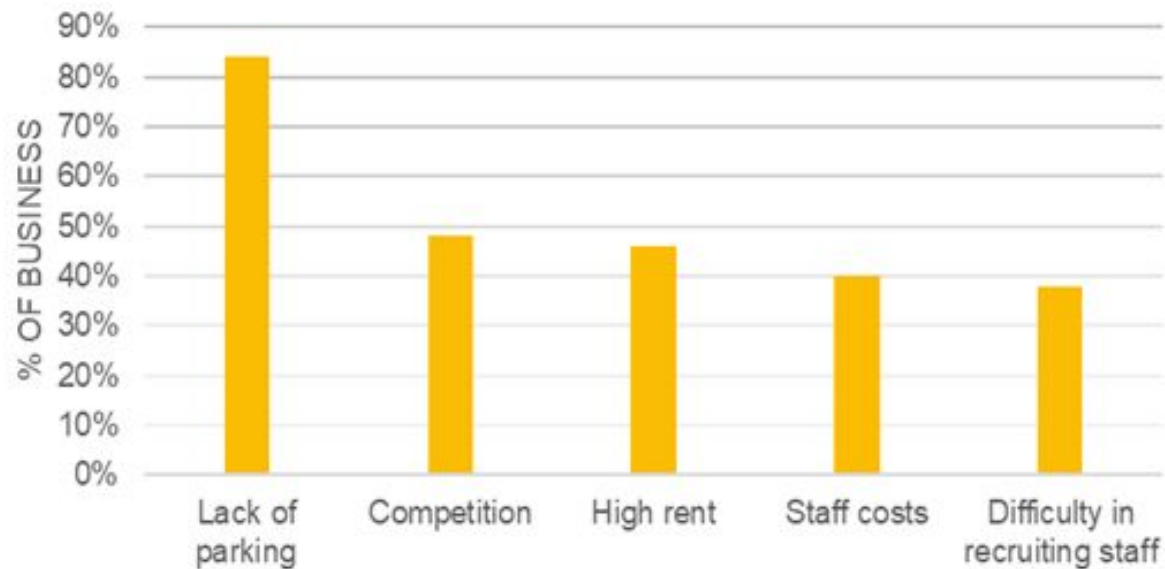
Owners meet and discuss challenges



Find potential solutions

Recommendation 2

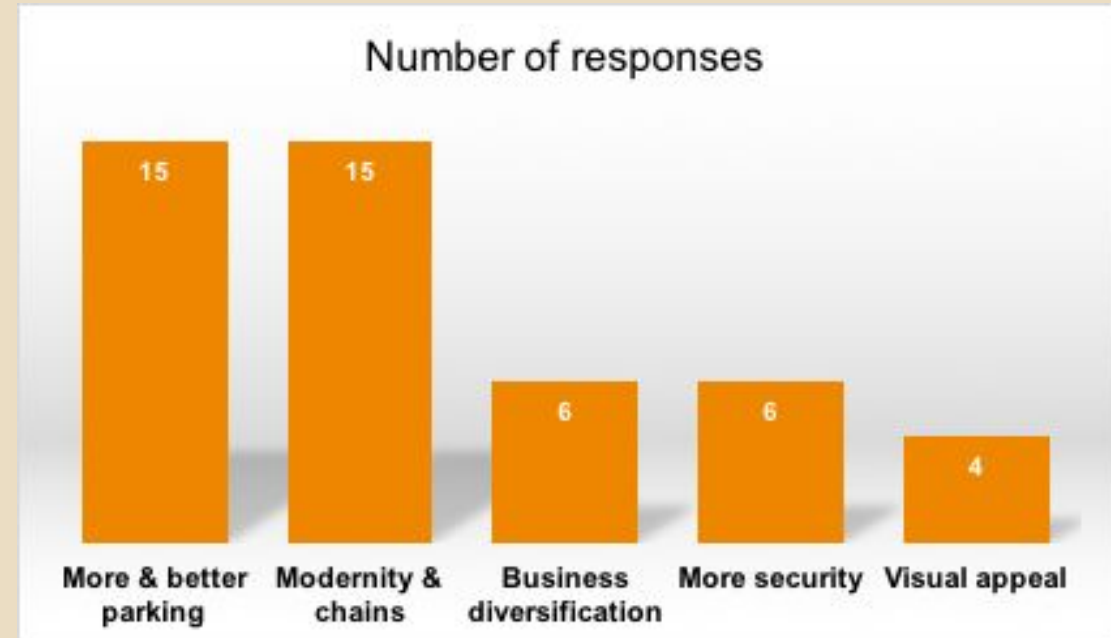
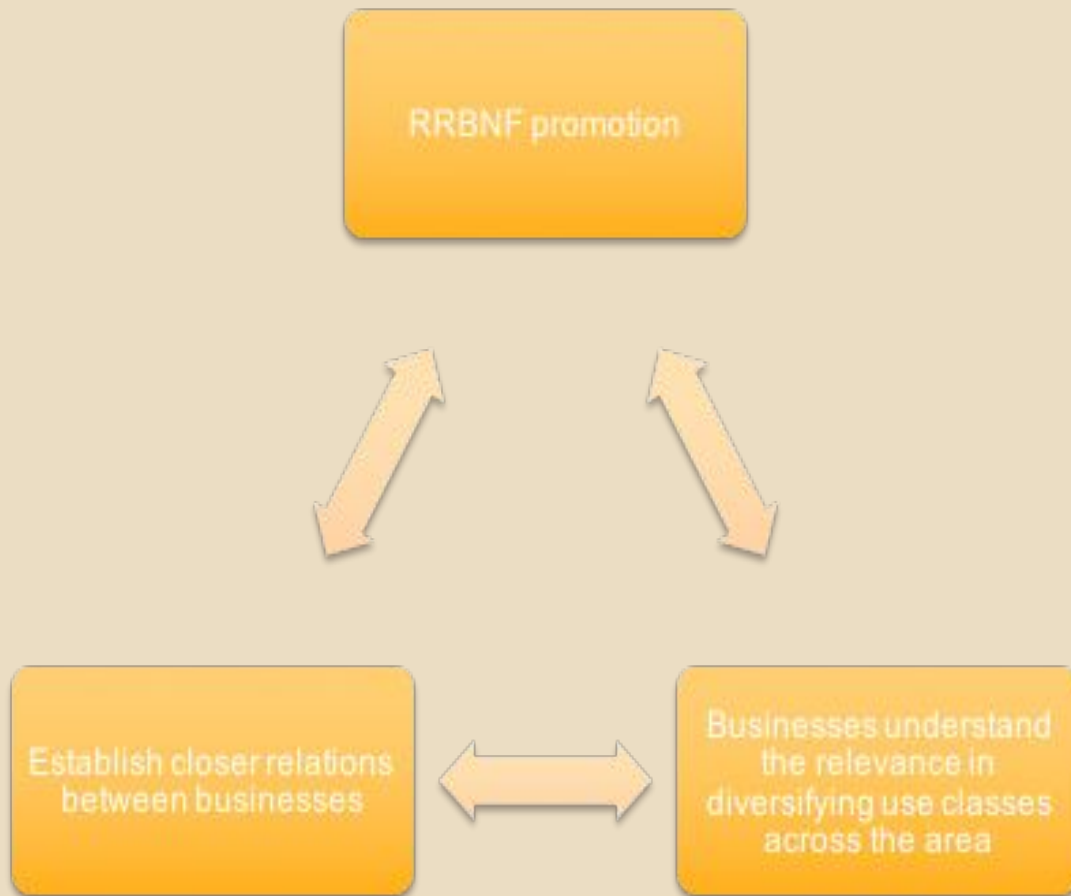
CHALLENGES FACED BY THE BUSINESS



Lack of parking spaces is the biggest concern for local business owners

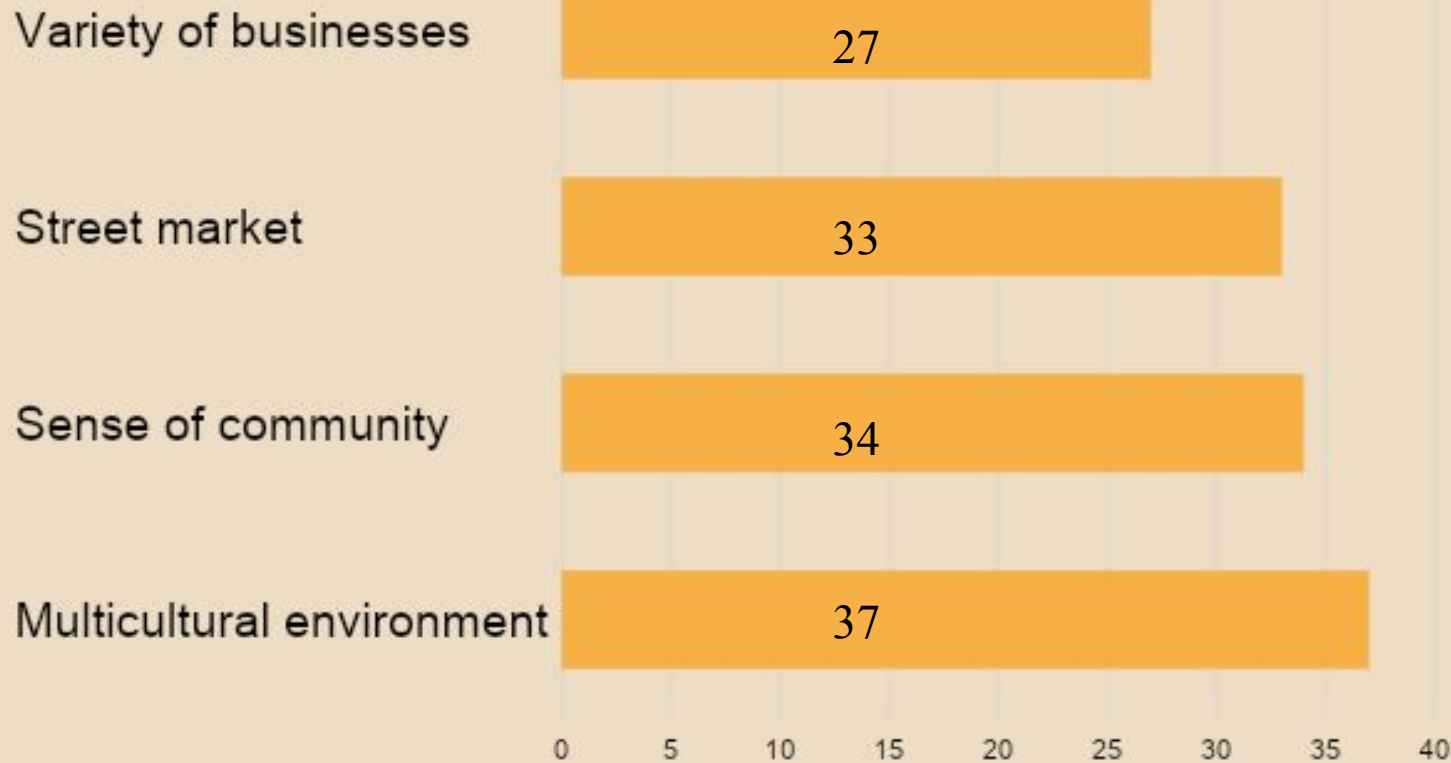
50% of businesses are facing competition from other similar businesses

Recommendation 3: Awareness of RRBNF to local businesses



Recommendation 3

Favourite aspects about Roman/Grove Road



Number of responses

30% were familiar with RRBNF

70% were unfamiliar with RRBNF

Recommendation 4: Promote professionalism & business cooperation



Introduce a personal shopper scheme



Inform businesses about joint advertising



Advise joint sales, i.e. every store has deals that are at least 20% off



Recommendation 4

What type of businesses would improve Roman Road?

Professional Businesses	Unique Businesses
Bank branches	Independent book shops
High-end restaurants	Art stores
Sport stores	Children-orientated areas
Chains of businesses	Supplies store
Convenience stores	Butcher shop
High-fashion stores	
Corporate cafes	

18/25 businesses suggested more professional businesses

Take away

- **All eyes on me**

- more information on RRBNF, RRT, dual use class concept

- **Under new management: High Street revamping**

- organized business variety: market demand, professionalism of businesses, logistics

- **Graft some more**

- for the time being, dual use license a no go