

Report for Visit Kelso AGM – May 2021

Visit Kelso Survey Results: You said...we'll do

Thank you to everyone who took the time to complete our recent survey. Your feedback will help us to spend our time where it has most impact for our members. Here's a brief summary of the results and what we'll be doing as a result:

We received 56 anonymous responses.

1. 📧 – The majority of respondents prefer us to send an email with updates. We'll continue to email all of our members using our info@visitkelso.com and MailChimp accounts
2. – Few respondents were aware of the Kelso Chamber of Commerce Facebook. We'll deactivate this Page
3. 👤 – Many of you would like a private business group within our Facebook. We'll set this up and invite all members to join
4. 📧 – Many of you would like to receive a quarterly newsletter. We'll send you 4 newsletters via MailChimp a year – look out for it in your email but don't worry if something is urgent we will contact you .
5. 🌸 – Many people appreciate the town's hanging baskets but acknowledge COVID-19 makes organising these more challenging. We have had an incredibly positive response to the uptake of the baskets for 2021 which will help the town to look amazing.
6. 😊 – The majority of respondents are very happy with the service we provide. We'll take the suggestions submitted and implement what we can, where and when we can. The majority of comments were linked to using social media to help shout about businesses reopening post lockdowns
7. 🏠 – Events were the overwhelmingly popular response on what The Square could be used for. We will feedback to our partners to see how we can work together to better use the wonderful town asset