

Appendix 1

Questionnaire Responses

Number Issued 36

Number Returned 23

Question	Yes	No	Don't know
Did the 'Stories' article raise the profile of your business?	22	1	0
Did the 'Stories' article make you feel more valued as a business?	22	1	0
Do you think the initiative encourages people to use local shops?	21	2	0
Does your business story encourage people to start a business?	17	2	4
Did the 'Stories' initiative help promote your town centre?	21	0	2