

Appendix 1

**Questionnaire Responses**

Number Issued 36

Number Returned 23

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