

Self Audit Questionnaire

Eich lle...

PRYNU'N LLEOL

BUY LOCAL

Your place...

Complete this questionnaire to see how well your business performs in terms of buying and selling locally in Gwynedd.

On a scale of 0-4, please rate your business on the following statements:

0 = not at all; 1 = a little; 2 = to some extent; 3 = quite strong; 4 = very strong

0	1	2	3	4	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I source a significant proportion of my goods and services in Gwynedd
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I sell a significant proportion of my goods and services in Gwynedd
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I know about the availability of local goods and services in Gwynedd
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	My staff know about the availability of local goods and services in Gwynedd
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	My front of house staff know my local suppliers
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I buy from local/Gwynedd sourced producers
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I sell to local/Gwynedd sourced buyers
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I promote the fact that I buy/sell local goods and services in my business
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	My staff tell customers that we buy/sell local goods and services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	My goods and services provide customers with a distinctively local or regional experience
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I use the Welsh language in my business
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I and my front of house staff are able to welcome customers in Welsh
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I and my staff can make recommendations for other local businesses/attractions which offer local or Gwynedd goods and services.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I use social media/my website to promote local/Gwynedd goods and services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I and my team are ambassadors for local and Gwynedd based goods and services

Total Score:

0 - 20 Your offer reflects very little which is distinctively local or from Gwynedd

You could improve your customer experience by using some of the Buy Local Toolkits to create a more authentically local or Gwynedd experience.

21– 50 Your business does reflect to some extent a distinctive local or Gwynedd character.

However, there is more that you could do to actively promote an authentically local or Gwynedd experience. Look at our action plan and tips, and see where you can fill the gaps.

51+ Congratulations! Your business is doing an excellent job of telling the story of local and Gwynedd goods and services.

Make sure you maximise the marketing and PR opportunities of your distinctive character. Look at the areas where you scored slightly lower – think about what else you can do to improve those areas.