



Loggerheads Neighbourhood Plan 2016

A report on the business survey

Prepared for Loggerheads Parish Council
May 2016

1.0 Introduction and sample profile

Loggerheads Parish Council are preparing their Neighbourhood Plan. One of the phases is community consultation and this document sets out the results of a survey of residents who run their own business.

The survey was conducted at the same time as a detailed resident survey covering a range of aspects of living within Loggerheads Parish. A short business questionnaire was included in a self completion questionnaire distributed to every household and supported by a web version for those who preferred that method of completion. The Council used the services of professional researchers – Cobweb Consulting – to assist in the design of the questionnaire, set up the on line version, carry out the processing and analysis of the data and prepare the report. Each household received a copy of the questionnaire, a covering letter explaining the consultation and a FREEPOST envelope to return the questionnaire. They were distributed through the network which delivers the community newsletter.

The business survey achieved responses from 70 residents, in relation to 75 businesses. In a few cases there were responses from more than one person in a household (e.g. both husband and wife) but there did not appear to be duplication in the information provided. Some 41 responses were received as paper copies and 29 from the web version.

These respondents were 54% male and 41% female with 5% (3 people) declining to give the information. They came from all age groups although the majority were aged between 45 and 59 (two people failed to provide age information).

	%		%
18 – 24	3	45 – 59	51
25 – 34	6	60 – 74	21
35 - 44	14	75 +	1

This group also included 4 people with a disability or long term illness.

Response also came from all wards: 61% from Loggerheads, 16% from both of Ashley and Mucklestone and 7% from Tyrley.

Appendix 1 shows the content of the business questionnaire.

This report has been prepared by Ros Grimes.

2.0 Detailed findings

2.1 Location of business

Some 60% of the businesses were operated from home, 5% from premises within the Parish and the remaining 35% from premises outside the Parish. Where a business was run from home the residences were spread across all the wards with a slightly higher concentration in Mucklestone compared with the location of the residents responding (but recalling that the numbers overall are relatively small so any differences are indicative only).

Businesses run from home were in: Loggerheads 56%, Mucklestone 24%, Ashley 16% and Tyrley 4%.

2.2 Employment of staff

Respondents were first asked how many people they employed, distinguishing between those employed within the Parish and outside it. The first point to note is that 40% employ no staff at all and this is much more likely where the business is run from home.

Table 2.1 Number of staff employed			
	Total	Within Parish	Outside Parish
	%	%	%
None	40	51	19
1 – 5 people	40	40	39
6 – 10 people	8	6	12
11 – 20 people	4	2	12
21 – 50 people	7	0	19

Base: all running business and providing information (73)

Businesses based outside the Loggerheads area tend to be larger with more than 40% of them employing more than 5 people. If we take the midpoint of the ranges we can make a rough estimate of the total number employed. This gives 84 people employed within the Parish and 274 outside it.

Where it was relevant, respondents provided information on the number of sites on which people were employed.

Table 2.2 Number of sites on which staff are employed			
	Total	Within Parish	Outside Parish
	%	%	%
One site	74	83	65
Two sites	15	13	17
Three to five sites	9	4	13
More than 10 sites	2	0	4

Base: all running business and providing information (46)

In the majority of cases, only one site was involved, especially within the Parish. Most of the remainder said two sites with just a few having more than this.

Where more than one site was involved, only 19% (three businesses) said that they would consider merging sites if a suitable location within Loggerheads Parish became available. There may be many reasons why others would not do so and these could well be related to the nature of their business rather than any negative impression of Loggerheads Parish. For example if someone has two retail sites in different areas it would probably not be appropriate to merge them.

2.3 Premises within the Parish

Some fifteen people answered questions about their potential need for new business premises within Loggerheads Parish. Their requirements were as follows:

Office	7
Workshop	4
Warehouse	3
Studio	3
Shop/retail space	2

Base: all potentially requiring premises (15) Absolute numbers

Almost half would need office space with lower requirements for the other types of premise. Four people would be looking for more than one type of space eg offices and either warehousing, a workshop or a studio. This group of people included seven who currently work from home which perhaps suggests a possible expansion of their current business.

Only eight people were able to offer an estimate of the size of space that they might need. The smallest was 32 sq m (for retail premises) and the largest 5,000 sq m (for a workshop). Others were: 50 sq m for office and workshop, 100 sq m for office and studio, 600 sq m for warehousing, 800 sq m for a workshop, 1,500 sq m for offices and 2,000 sq m for a studio.

Asked if they would prefer to buy or rent, there was a slight preference for the latter:

- Rent 7
- Buy 5
- Either 3

In addition, three people said that they would prefer to share premises with other businesses. Two of them were looking for offices and one a retail space.

Overall there are varied potential requirements but clearly some scope for small scale business development.

2.4 Business development needs

The final question in the business survey asked whether there was anything that could be provided within the Parish which would help their business to develop over the next ten years. Response was given predominantly by those whose business is currently based within the Parish, either at home or in premises. The overwhelming requirements were for better Broadband speeds and improved mobile signals.

Table 2.4 Business development needs	
	%
Improved Broadband speeds	88
Improved mobile phone signal	88
More suitable premises available to rent within the Parish	18
More suitable premises available to buy within the Parish	8
Access to communal office facilities such as computers, printers, copiers	4
Access to communal office space eg hot desks, meeting space	4

Base: all noting business development needs (49)

These communication needs do seem to be critical issues and are relevant in all wards. Most comment comes from Loggerheads and Ashley as this is where businesses are based, but the other two wards are represented too. Differences are small but there are slightly more references to mobile signal in Ashley and slightly more concern about Broadband speeds in Tyrley.

In addition there seems to be some demand for premises, as noted in the previous section. This came mainly from those who live in Loggerheads with a few from Ashley and Mucklestone but none from Tyrley. At the moment there is a low level of demand for shared facilities (two people mentioned each of the options).

Appendix 1 Content of Business survey

Business Survey

Only complete this final section if you run your own business

Q37. Where do you operate your business/ businesses?

	Business 1	Business 2	Business 3
From home (within Loggerheads parish)	1	1	1
From other premises within Loggerheads parish	2	2	2
From other premises outside of Loggerheads parish	3	3	3

Q38. How many people do you employ?

	In Loggerheads parish	Outside Loggerheads parish
None	1	1
1-5 members of staff	2	2
6-10 members of staff	3	3
11-20 members of staff	4	4
21-50 members of staff	5	5
51-100 members of staff	6	6
More than 100	7	7

Q39. On how many sites do you employ staff?

	In Loggerheads parish	Outside Loggerheads parish
1 site	1	1
2 sites	2	2
3-5 sites	3	3
6-10 sites	4	4
More than 10 sites	5	5

Q40. If employing people on more than one site, would you merge them if a suitable site in Loggerheads parish was available?

Yes	1
No	2
Not applicable	3

Q41. If you need new premises within Loggerheads parish to either operate your existing business or expand your business what type of premise are you looking for?

	Business 1	Business 2	Business 3	New/ expanding business
Office	1	1	1	1
Workshop	2	2	2	2
Warehouse	3	3	3	3
Studio	4	4	4	4
Shop/ retail space	5	5	5	5

Q42. If you are looking for new business premises in Loggerheads parish, please estimate the size of the premises you require? (in square metres)

	Business 1	Business 2	Business 3	New Business
Approximate Square Metres				

Q43. If you are looking for a new business premise in Loggerheads parish, would you ideally wish to buy or rent such premises?

Buy	1	Rent	2
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Q44. If you are looking for a new business premise in Loggerheads parish, would you prefer to share such premises with other businesses?

Yes	1	No	2
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Q45. Thinking about how you would like to develop between now and 2026, is there anything that could be provided in Loggerheads parish which would help you?

	Business 1	Business 2	Business 3	New business
More suitable premises available to rent within Loggerheads parish	1	1	1	1
More suitable business premises available to buy within Loggerheads parish	2	2	2	2
Access to communal office facilities within Loggerheads parish (e.g. computers, printers, photocopiers)	3	3	3	3
Access to communal office space within Loggerheads parish (e.g. hot-desking, meeting space)	4	4	4	4
Improved Broadband speed	5	5	5	5
Improved mobile phone signal	6	6	6	6
Other (please explain)				

Thank you for completing the BUSINESS SURVEY