

Chelford Neighbourhood Plan Business' Survey Report

November 2017



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CHELFORD BUSINESS' SURVEY

INTRODUCTION

Chelford Neighbourhood Plan Steering Group commissioned Cheshire Community Action (CCA) to carry out an analysis of the Neighbourhood Plan Business Survey undertaken in September/ October 2017.

This report presents the results of the survey. The content highlights issues that are important to local businesses, and will help inform (along with other evidence) the vision, objectives and the direction of the planning policies in the Chelford Neighbourhood Plan. There are also aspects which cannot be dealt with through the Neighbourhood Plan but may become actions or projects for the Parish Council to address through other means.

CCA is a local, independent charity that has supported over 60 neighbourhood plan groups in Cheshire and is therefore one of the most experienced local organisations in supporting and advising on neighbourhood plans.

METHODOLOGY

The questionnaire shown in Appendix A was delivered to businesses in Chelford between 7th -15th September. Respondents could complete the questionnaire whereupon it would be collected by a Neighbourhood Plan volunteer

The survey required responses from as many local businesses as possible and was therefore promoted through a variety of methods. The questionnaire was promoted by the village website <http://chelfordvillage.org> and hand delivered. Businesses were approached individually, and were identified using local knowledge and through searches on Companies House.

The deadline for responses was 12th October 2017 so that individuals approximately one month to respond. The surveys were collected by members of the Neighbourhood Plan Steering Group to try to ensure as good a return as possible, and so that any queries could be answered. CCA carried out data entry and analysed the responses. Hard copy responses were manually entered into the database using Survey Monkey.

All personal information that has been received as part of the survey was treated as confidential in order to comply with data protection laws.

OVERALL RESPONSE

A total of 6 surveys were returned out of the 64 distributed. This gives an overall response rate of 9%.

SURVEY SECTIONS

The survey had sixteen questions and also asked for any additional comments. In this report, the results are shown in various charts and tabular form, or with written commentary. The number of respondents who answered each question is included.

QUESTION ANALYSIS

Q1: What is the name of your business and what is the type of organisation? (please leave name blank if you wish your return to remain anonymous, but please specify type of organisation).

Answered Name : 4 Skipped: 2 Answered Type: 6 Skipped: 0

Named responses were received from Home Instead Senior Care; Autoflow Ltd, Chelford Surgery and A J Boon Ltd.

The type of businesses were Domicillary care; Ltd company; Not for profit; Consultancy; Medical partnership and a butchers.

Q2: What is your business principally concerned with?

Answered: 4 Skipped: 2

Two of the businesses were concerned with health care or social work, 1 with computing, 1 with professional services, 1 with retail sales to the public, and one 'other' which was a not for profit trust.

Q3: Where is your business carried out from?

Answered: 6 Skipped: 0

Two respondents carried out their business from an office, one from a retail outlet, and one from the community centre, one travelled all over the UK and one from a purpose built surgery.

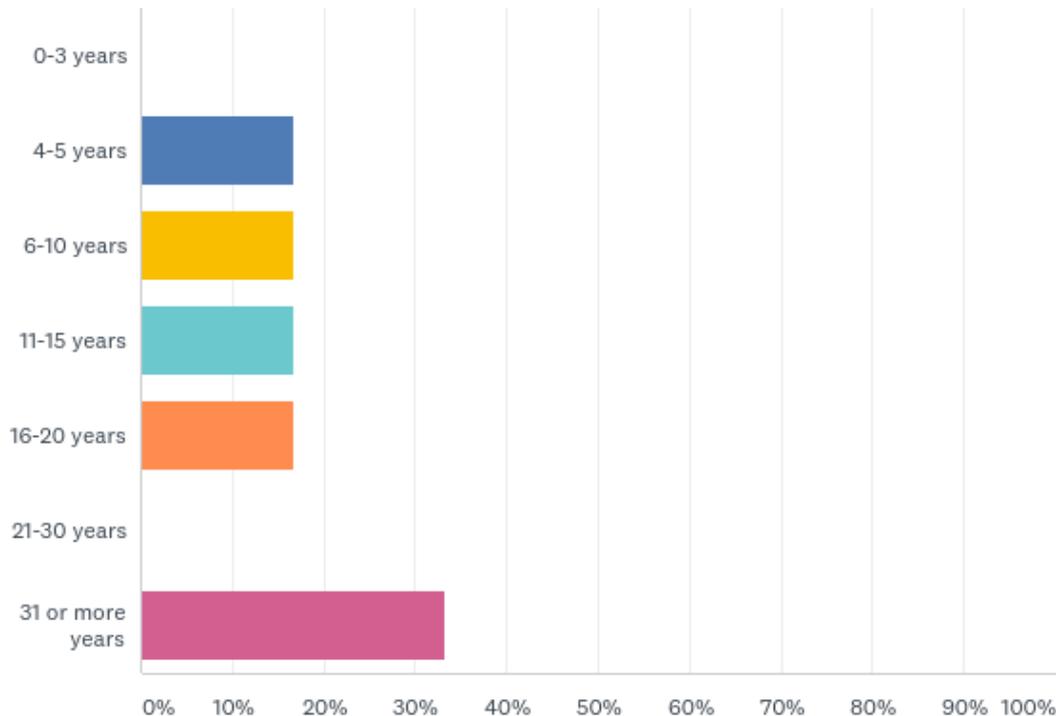
Q4: Does your business also operate from premises outside the parish?

Answered: 6 Skipped: 0

Five respondents answered no, with one respondent answering yes.

Q5: How long has your business operated in the Parish? (nearest year)

Answered: 6 Skipped: 0



There was a mix of answers, with businesses operating from 4 years right up to two operating over 31 year (one of which has been operating for almost 65 years).

Q6: Why are you located in the Parish? For example, it might be historical, availability of workforce, access, cost, family, local demand, home of owner.

Answered: 6 Skipped: 0

Respondents could list more than one reason for this question. Answers ranged from historical (2 respondents) living close by (2 respondents) local demand (2 respondents) and office suitability, good access and excellent transport links to customers all over the country.

Q7: What are the obstacles to growing or retaining your business in the parish?

Answered: 6 Skipped: 0

Respondents could tick more than one answer to this question. The most popular answer was the recruitment of staff (3 respondents) followed by the availability of services and utilities (2 respondents). Other answers included broadband speed, planning constraints, road links, car

parking, local or national government policy, power cuts, and government changing the agenda. One respondent answered that there were no obstacles to growing or retaining their business.

Q8: How many fulltime, part time and variable hours Chelford and Non Chelford residents work at your business?

Answered: 4 Skipped: 2

One business had 1 full time Chelford resident, and 23 full time non Chelford residents. Another business had 1 part time Chelford resident. A further business had 1 full time Chelford resident and 4 full time non Chelford residents; 2 part time non Chelford residents and 1 Chelford resident who worked variable hours. Another business had 2 Chelford residents working variable hours, and 16 non Chelford residents working variable hours.

Q9: During the next 5 years tick the most likely which will apply to your business?

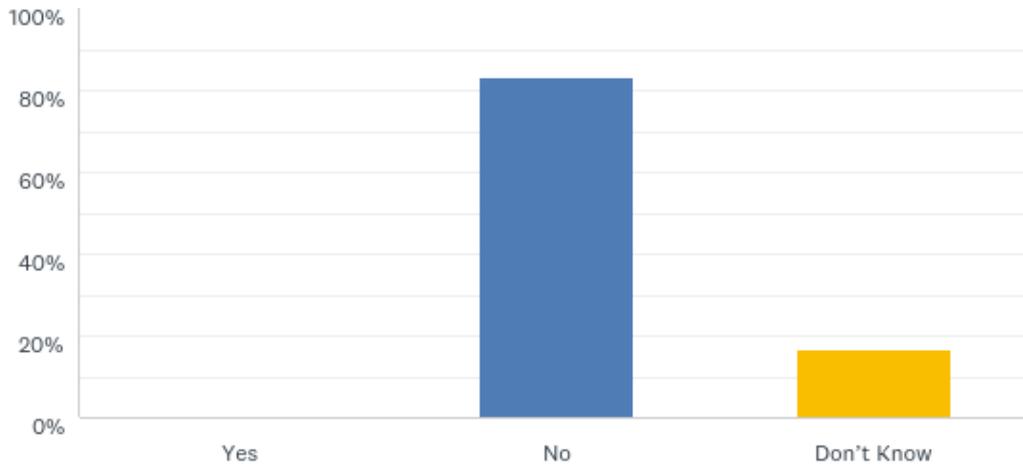
Answered: 6 Skipped: 0

| ANSWER CHOICES | RESPONSES | |
|-----------------------|------------------|----------|
| Expand | 83.33% | 5 |
| Stay the same | 16.67% | 1 |
| Shrink | 0.00% | 0 |
| Close | 0.00% | 0 |
| TOTAL | | 6 |

A healthy 83% of the businesses (five out of the six) responded that they were likely to expand during the next five years. The other thought that it would stay the same.

Q10: Are you likely to move your business into new premises in the parish, if available, in the next five years?

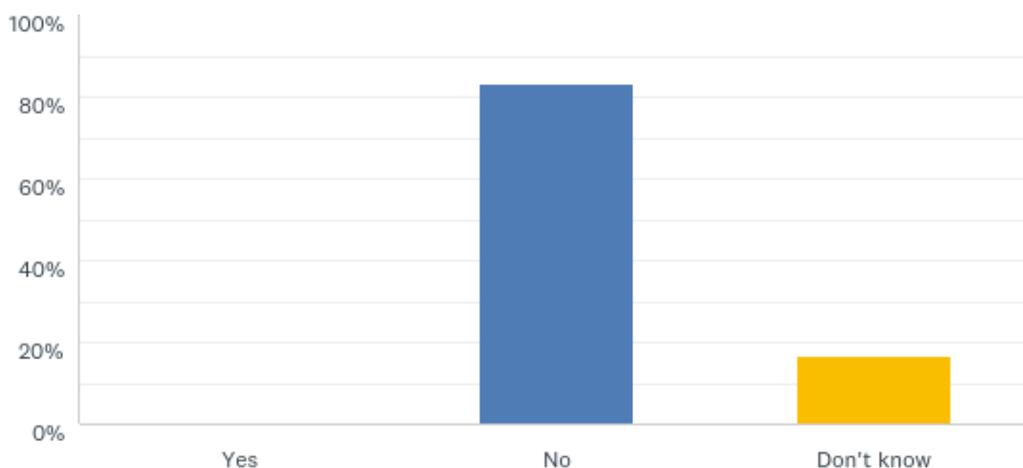
Answered: 6 Skipped: 0



83% (five of the six respondents) were not likely to move their businesses into new premises in the next five years, the other respondent was unsure. Reasons given were that the premises were under lease, the premises are ideal and a shop refit has just been completed, and that there had been a recent refurbishment, and there was no money within the health service to fund any movement.

Q11: Are you likely to move your business out of the parish in the next five years?

Answered: 6 Skipped: 0



Again, 83% of respondents (five out of the six) answered that they were not going to move their business out of the parish in the next five years, with one respondent being unsure. The reasons given were that the business was under lease, the business was doing well, and that some services may be centralised.

Q12: Does your business require special premises e.g. a workshop?

Answered: 6 Skipped: 0

Five of the respondents answered that they didn't need special premises for their business, one answered yes, and that their service delivery requires premises to be appropriate and Cheshire East Council compliant.

Q13: If land were set aside for commercial/ business use, would this encourage you to expand in Chelford?

Answered: 6 Skipped: 0

100% of the six respondents answered no to this question. Two respondents gave reasons, these being that without substantial improvements to local infrastructure it would remain cost effective to expand existing premises first, and that there is no funding.

Q14: If land was designated for business or commercial use, are there any areas which you think would be most suitable?

Answered: 5 Skipped: 1

Five respondents answered this question, and they all answered no. Two respondents made comments, stating that we are central and have good facilities, and that the business is positioned in an ideal place.

Q15: If your current business is farming do you intend to diversify into other activities?

Answered: 5 Skipped: 1

This was not considered applicable to the respondents.

Q16: Will these additional activities require additional buildings or change of use of existing buildings?

Answered: 5 Skipped: 1

Again, this was not considered applicable to the respondents.

Additional Comments?

Three respondents made additional comments, stating that 'whenever we have guests visit our business it is often commented that we are in a beautiful part of the country. I believe this is reflected in staff morale and while improvements are obviously required to basic infrastructure I'd hate to see progress diminish these charms.' Another stated 'no requirement for the erosion of the Green Belt' and the final comment said 'if a supermarket was to be built it would ruin the village atmosphere, other small retail shops would be preferred, which would complement the businesses already present.'

Chelford Neighbourhood Plan

Business Survey 2017

Dear Business Owner/Manager

Chelford Parish Council has decided to produce a Neighbourhood Plan and the process is now underway. A Neighbourhood Plan is an opportunity for every resident in Chelford to have a say in how Chelford Parish should develop up to 2030 to meet local needs.

The Chelford Neighbourhood Plan is also an opportunity for local businesses to influence what happens in Chelford over the next thirteen years.

Businesses are a key part of our community. Therefore, we want to gain a clear understanding why you located here, what would make you stay in the area and what are your future needs so that we can try and reflect these in our planning.

Our Neighbourhood Plan will form part of the planning process and must reflect the views of the community. It must be in general conformity with the Cheshire East Local Plan and National Planning guidelines. The Plan will have legal status for planning purposes.

Before Cheshire East can adopt our Plan, it will go before an independent examiner, and be subject to a local referendum where more than 50% of those voting must be in favour of the Plan for it to be implemented. Thus, it is important that you make your views known so that they can be reflected in the final document.

The Plan will set out a vision as to what our community will be like to live and work in over the next thirteen years and, hopefully, how that vision can be achieved. The Plan will set out “sustainable” policies for the use of land in Chelford both with regard to conservation and future needs of the community. This work should result in a robust Neighbourhood Plan that will become part of the statutory development plan and be used by Cheshire East planning officers to help determine planning applications.

Within the locality, there is a high proportion of self-employed individuals and residents who work from home. It is important that our Plan looks at the needs of these generators of economic activity; assesses how these needs might be met and what aspects of their business it could positively influence.

It is important to develop an economically diverse community and although Chelford is a location where a significant number of residents work outside the Parish, the retention and expansion of opportunities for all the community in Chelford needs to be explored.

Along with the views of residents, your input into the Plan is really essential in providing evidence of the views of the businesses and the self-employed in Chelford. **The results of**

the survey will be reported generally and thus individual comments and details will remain anonymous. No individual information will be passed to a third party.

Chelford Neighbourhood Plan

Business Survey 2017

If you have any queries, please contact Dr. Elizabeth Maddock Clerk to the Parish Council

Email: clerk.chelfordpc@gmail.com

Feel free to add additional comments at the end and please answer all questions

| | | |
|----|--|------|
| 1. | What is the name of your business and what is the type of organisation e.g. ltd.co., partnership, sole trader? <i>(please leave name blank if you wish your return to remain anonymous, but please specify type of organisation)</i> | |
| | Name: | Type |

| | | | |
|----|--|--|--|
| 2. | What is your business principally concerned with? <i>(Tick one)</i> | | |
| | Agriculture, horticulture & landscaping | Catering (café, pub, food sales etc.) | |
| | Building and construction | Sales to other businesses | |
| | Computing | Storage | |
| | Healthcare or social work | Transport | |
| | Manufacturing and engineering | Personal services (hairdressing, chiropody etc.) | |
| | Motor trade | Other (please state) | |
| | Professional services | | |
| | Retail sales to the public | | |

| | | |
|----|---|--|
| 3. | Is your business carried out from..... <i>(Please tick)</i> | |
| | An Office Building | |
| | Land / Agriculture | |
| | Retail Outlet | |
| | Home | |
| | Other | |
| | Please specify..... | |

| | | | |
|----|--|----|-----|
| 4. | | No | Yes |
| | Does your business also operate from other premises outside the parish? <i>(please tick)</i> | | |

| | |
|----|--|
| 5. | How long has your business operated in the Parish? <i>(nearest year)</i> |
|----|--|

| | |
|----|---|
| 6. | Why are you located in the Parish? For example, it might be historical, availability of workforce, access, cost, family, local demand, home of owner. Please give as much detail as possible. |
|----|---|

| | | | |
|----|---|--|--|
| 7. | What are the obstacles to growing or retaining your business in the parish <i>(Tick all that apply)</i> | | |
| | Recruitment of staff | Planning constraints | |
| | Suitability of premises | Road links | |
| | Cost of premises | Car parking | |
| | Security of site or premises | Public transport links (road, rail, air) | |
| | Finance | Availability of services (gas. Electricity etc.) | |
| | Internet access | Local or National government policy | |
| | Broadband speed | Other | |
| | Location of customers | Say what..... | |
| | Uncertainty about the future of your premises | None | |

| | | | |
|----|----------------|-----------------------------|------------------------|
| 8. | Employees | Number Chelford Resident(s) | Number Non Resident(s) |
| | Full time | | |
| | Part time | | |
| | Variable hours | | |

| | | | |
|----|--|--|--|
| 9. | During the next 5 years, tick the most likely which will apply to your business | | |
| | Expand | | |
| | Stay the same | | |
| | Shrink | | |
| | Close | | |

| | | | |
|-----|---|--|--|
| 10. | Are you likely to move your business into new premises in the parish , if available, in the next 5 years? <i>(Please tick and give reasons)</i> | | |
| | Yes (reason) | | |
| | No (reason) | | |
| | Don't Know | | |

| | | |
|-----|--|--|
| 11. | Are you likely to move your business out of the parish in the next 5 years? <i>(Please tick and give reasons)</i> | |
| | Yes (reason) | |
| | No (reason) | |
| | Don't Know | |

| | | |
|-----|--|--|
| 12. | Does your business require special premises e.g. workshop <i>(please tick)</i> | |
| | Yes (please specify) | |
| | No | |

| | | |
|-----|--|--|
| 13. | If land were set aside for commercial/business use, would this encourage you to expand in Chelford? <i>(please tick and give reasons)</i> | |
| | Yes (reason) | |
| | No (reason) | |

| | | |
|-----|--|--|
| 14. | If land was designated for business or commercial use, are there any areas which you think would be most suitable? | |
| | Yes (please specify where) | |
| | No (please give reason) | |

| | | |
|-----|---|--|
| 15. | If your current business is farming do you intend to diversify into other activities? <i>(tick)</i> | |
| | Yes (please specify activities) | |
| | No | |

| | | |
|-----|---|--|
| 16. | Will these additional activities require additional buildings or change of use of existing buildings? (<i>please tick</i>) | |
| | Additional Buildings | |
| | Change of Use of Existing Building | |

| | |
|--|---------------------|
| | Additional Comments |
|--|---------------------|

Thank you for completing this questionnaire which will be collected by a member of the planning team

The Neighbourhood Plan policies drafted will be subject to further consultation, to establish that we have addressed the key planning issues. We hope this will help to ensure the economic success of the Parish over the next 13 years.