



Version 1.0
Prepared by Saku Chandrasekara
August 2018

Hallow NDP Business Survey Report

www.dataorchard.co.uk | info@dataorchard.co.uk | Company number 8674626

Business Survey

Method:

In May 2018 a leaflet was distributed to businesses in the parish of Hallow, notifying recipients that Hallow Parish Council was developing a Neighbourhood Development Plan, explaining the purpose of the NDP and inviting business recipients to complete an on-line questionnaire. A significant number of businesses contacted operate out of the two business parks at "Hallow Park" and "Elgar". Both were visited by leaflet droppers, and the businesses spoken to if they were available. Recipients were given 2 weeks to complete the survey on-line, with a closing date set at 30th June 2018. (The on-line link was also published in the Community Questionnaire that went to every household in the parish.)



Business Survey Leaflet

Responses:

Some 43 businesses were contacted, including farms, retail outlets, and a wide range of commercial and community services. A total of 15 responses were received, representing a healthy 35% return on those businesses directly contacted (but the responses could also include residents working from home who were alerted to the Business questionnaire via the publicised link in the Community questionnaire).

Because of relatively small number of recipients and respondents to the business survey, it is not appropriate to present results as percentages. Please take extra care when interpreting the results.

Please note that for Questions B1, B3 and B14, respondents could select more than one answer to a particular question.

Results:

B1. Which of the following types of employment should be encouraged?

Employment Type	Yes	No	Number of respondents
Tourism, leisure and crafts	9	2	11
Transport, storage & distribution	1	7	8
Community Services (Council services, medical services, sports facilities, etc)	11	1	12
Shops and offices	9	3	12
Industrial and manufacturing	2	7	9
Pubs, restaurants and cafes	10	2	12
Financial and professional services	10	1	11
Agriculture and Forestry	9	2	11
Horticulture	9	1	10
IT & High Tech	10	3	13

B2: Should the Neighbourhood Plan encourage more land for employment purposes?

	Number of comments made
Yes	6
No	7
Don't know	2
Number of Respondents	15

B3: Which types of land should be allocated for employment purposes? (Tick one box per row)

Land Type	Yes	No	Number of respondents
Existing Buildings	13	1	14
Brownfield land (previously developed)	14	0	14
Redundant Farm buildings	10	2	12
Greenfield land (previously undeveloped)	2	11	13

B4: Should existing employment sites be protected from change of use?

	Number of respondents
Yes	8
No	3
Don't know	3
Total Respondents	14

B5: What would encourage new businesses to locate to Hallow? (e.g: more purpose-built premises, faster broadband, etc.)

There were 13 comments made as follows:

1. better public transport, faster broad band.
2. More purpose-built small business units
3. Faster broadband. More reliable electrical supply. More local shops/services available.
4. Superfast fibre broadband to each set of business premises, so between the BT cabinet and the business premises
5. faster broadband
6. Cancel Brexit
7. Small units, for freehold sale.
8. Faster Broadband
9. Yes as above
10. Some purpose built, others adapt to existing building.
11. A ring road to avoid having to cross the river at either Holt or Worcester
12. Faster broadband
13. Faster broadband, parking provision

B6: Should the Neighbourhood Plan include policies that promote working from home?

(Tick one box only)

	Number of respondents
Yes	12
No	0
Don't know	2
Total Respondents	14

B7: Do you have any other comments on jobs and the local economy?

There were **four** comments as follows;

1. No
2. Hallow is too far from motorway for large scale employment, has negligible unemployment and high working from home rates. Tourism is generally low waged creates environmental problems and any increase should be discouraged
3. New govt development funding ,employ quota o FC as school leavers and new retired poor.
4. someone who works from home, a café (maybe community café) in the village with wifi would be great to enable home workers to interact with people and not feel isolated. As an aside, I've always felt that a community café would be a great thing for Hallow for the large numbers of elderly people we have who can be a bit isolated due to the lack of regular buses and stay-at-home parents as well as us home workers.

B8: What would help your business to develop and thrive during the next 5 years?

There were **nine** comments made as follows:

1. Promoting shopping locally
2. Public transport to attract apprentices/university interns. We have had a number not apply to us due to our location (Elgar Business Centre). One current apprentice's granddad has to bring him to work and pick him up every day!
3. Sufficient good office parking. Flexible term office with all services included, Reduction in cost of rent and rates
4. faster broadband and mobile networks
5. not a lot, I'm heading for retirement
6. Parking & local transport
7. Sponsorship, bank partnership, or govt funding.
8. Improved internet
9. My business could be based from a home or office anywhere so no local factors aside from broadband, phone connection and being accessible to couriers are relevant.

B9a: Is your business likely to require additional space over the next 10 years?

	Up to 50 sqm	51 to 100 sqm	101 to 200 sqm	201 sqm or more	No	Not sure	Number of responses
Industrial workshop	1	1	1	0	9	1	11
Office	1	1	0	1	6	4	13
Retail	0	0	1	0	7	3	11
Storage – covered	1	0	1	0	7	2	11

Storage – open	1	0	0	0	8	2	11
----------------	---	---	---	---	---	---	----

B9b: Is your business likely to require alternative or smaller premises over the next 5 years? If you think you will need to expand or downsize please indicate your current size and required size in the appropriate boxes below.

	Number of respondents
No change anticipated	8
Not sure	4
Total Respondents	12

Approximate current size (sq. mtrs.)		Approximate new requirement (sq. mtrs.)	
	Number of respondents		Number of respondents
Larger premises in the area	0	Larger premises in the area	0
Smaller premises in the area	1	Smaller premises in the area	0
Moving premises outside the area	2	Moving premises outside the area	1
Total Respondents	3	Total Respondents	1

B9c: If you have indicated in the previous question that you are moving premises outside the Hallow area or are considering doing so, what are your reasons?

There were **four** comments as follows:

1. We moved our premises out of Hallow in 2016 owing to a lack of small business units available to purchase in either Hallow or Worcester. We are now commuting to a unit we bought in Bromsgrove.
2. It would be good to have access to flexible term office space with all necessary services installed at reasonable cost
3. There are no freehold employment properties in the village at present.
4. Insufficient facility or support

B10: Are there any planning constraints or local barriers that will or may prevent your business from developing during the next 10 years?

There were **five** comments made as follows:

1. Advertising constraints
2. No (5 comments)

3. Yes, because the planning system does not support new employment development outside of the development boundary for the village. There are no sites within the village.
4. Uncertainty of govt policies . Duplicity of finance institutions.
5. None that I am aware of

B11a How many people to you employ (full-time or part-time)? Please add number to the box. Or are you a sole trader?

Six respondents said 'Yes', they are sole traders.

There were **eight** comments made as follows by businesses with employees:

1. Four
2. Two
3. Eighteen
4. 175 total and 15 at our offices
5. Three
6. Four
7. Seven
8. I don't currently own a business but know several I'll involved in one or have one

B11b: Does your workforce live local to the Hallow area?

	Number of respondents
All	2
Most	1
Some	5
None	0
Sole trader	4
Total Respondents	12

B12: Are transport links suitable for those who have to travel?

	Number of respondents
Yes	3

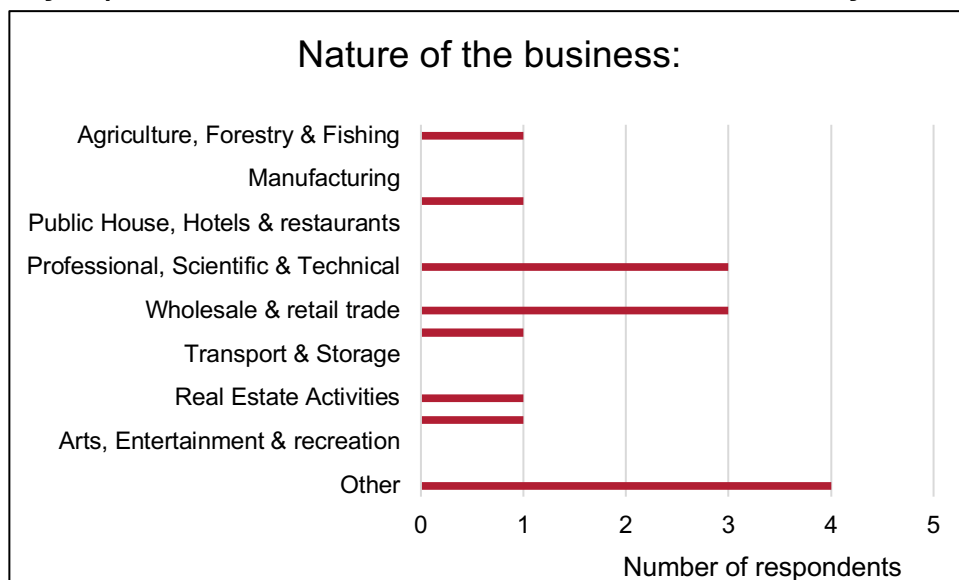
No	8
Total Respondents	11

B13: What areas of Business Support would you like to access to help your business grow? (e.g. online business directory, access to a business forum, business hub, etc.)

There were **two** comments as follows:

1. We already access business support through Hereford and Worcester Chamber of Commerce, Federation of Small businesses etc.
2. none except removal of any subsidy to new businesses

B14: In order to demonstrate that public consultation is representative of our community, would you please tick the boxes that best describe the nature of your business.



	Number of responses
Agriculture, Forestry & Fishing	1
Energy & Water	0
Manufacturing	0
Construction	1
Public House, Hotels & restaurants	0
Public Services, Education & Health	0
Professional, Scientific & Technical	3
Voluntary, Charity, Non Profit making	0
Wholesale & retail trade	3
Repair of Vehicles	1
Transport & Storage	0

Finance & insurance	0
Real Estate Activities	1
Administration & Support services	1
Arts, Entertainment & recreation	0
Social Enterprise	0
Other (please specify)	4
Total respondents	12

There were **four** comments made to specify 'Other' option as follows:

1. Video Production
2. IT software and services
3. Domiciliary Care
4. Arts, creativity and sales

B15: Please use the space below to add any further comments you may have that have not been covered in the survey.

There was **one** comment made:

1. Future infrastructure e.g. roads, transport for area. Plans on table please. No smoke and mirrors and long standing rumours.

END OF BUSINESS SURVEY
