



Wolston Parish Council Neighbourhood Plan Business and Employment Survey 2019

Dear Business Owner/Manager,

You will be aware that businesses of all sizes are vital to our community, and as part of the research necessary to provide the evidence to support the Neighbourhood Plan we need to understand the businesses within the parish of Wolston, the reasons they are located here, what would help to make them stay in the area and what their future needs might be. The Neighbourhood Plan will set out a Vision as to what the community will be like to live and work in to the period up to 2031, and about how that vision may be achieved.

Completing the Neighbourhood Plan is a complex and lengthy exercise but when approved the plan will have full legal force regarding all future planning decisions in Wolston especially those relating to business and housing developments.

As a business owner or manager, your input into the Wolston Neighbourhood Plan is essential in order for us to provide evidence of the views of the businesses in the Parish. We ask that you take a few minutes to complete the questionnaire and return in the attached Freepost envelope by the deadline of **FRIDAY MARCH 22ND**.

All information provided within the questionnaire will remain anonymous and confidential. Wolston Neighbourhood Plan is a Working Group of Wolston Parish Council.

Thank you for your interest and participation.

On behalf of
Wolston Parish Council Neighbourhood Plan

Data Protection

Please note that most of the information submitted on the Business and Employment Survey form will be made public once the data analysis has been completed. The information will be published in an anonymised format and will not include any personally identifiable information, nor data which allows identification of an individual business. Wolston Parish Council will store the information in line with the requirements of the Data Protection Act 2018.

Guidance Notes

If you have any queries please send these by email to: ndp.wolston@yahoo.co.uk with the wording 'Business Survey - Query' in the title / subject header of the email.

Further copies of the questionnaire are available for download at www.wolstoneighbourhoodplan.co.uk or alternatively go online and click on the link at the same website address.

Details of each business, using a separate form for each, should be returned in the FREEPOST envelope provided, to be received no later than **22nd March 2019**.

If you have mislaid the FREEPOST envelope, or wish to make multiple submissions, please use the address below:

FREEPOST
RTJX-GHEE-ZUCS
Stratford-on-Avon District Council
Consultation Unit
Elizabeth House
Church Street
Stratford-upon-Avon
CV37 6HX

Wolston Parish Council Neighbourhood Plan Business and Employment Survey 2019

Q1 What type of business do you have?

- Retail Non-Retail

Q2 Please indicate the type of business that best describes what you do? (If you trade in more than one category, please tick all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Education | <input type="checkbox"/> Real estate activities |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Finance and insurance |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Wholesale supplier |
| <input type="checkbox"/> Professional services | <input type="checkbox"/> Arts and recreation |
| <input type="checkbox"/> Scientific or technical services | <input type="checkbox"/> Public house |
| <input type="checkbox"/> Vehicle repair | <input type="checkbox"/> Café and catering trade |
| <input type="checkbox"/> Agricultural or horticultural | <input type="checkbox"/> Voluntary, Charity or non-profit making |
| <input type="checkbox"/> Logistics and storage | <input type="checkbox"/> Tradesperson |
| <input type="checkbox"/> IT and business services | <input type="checkbox"/> Other |
| <input type="checkbox"/> Medical and health related | |

Q3 How many years has your business operated in Wolston?

- Less than one year 4 to 10 years
 1 to 3 years More than 10 years

Q4 Is your business carried out from?

- An office or business premises not owned by yourself
 Your own business premises
 Your home
 Other

Q5 How many people are employed by the business? (Tick one box per row)

	Just 1	2	3 - 5	6 - 10	11 - 20	21 - 50	More than 50
Full-time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Part-time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6 As far as you know, approximately what percentage of your employees, including yourself, live in Wolston?

Q7 Approximately what percentage of staff come into work by the following methods?
(Please make it add up to 100% in the boxes below)

On foot

Bicycle

Motorbike

Bus

Car

Other

Q8 Are transport links suitable for those who have to travel?

Yes

No

If No, how can travel links be improved?

Q9 Is the traffic or parking in Wolston a problem that affects your business?

Yes

No

If yes, please explain below

Q10 Does your premises have sufficient parking space for those who come by car. This includes off-road parking included for staff and visitors?

Yes

No

Q11 What is your opinion of the parking facilities in Wolston? (Tick one box per row)

	More needed	About right	Less needed
Car parks for staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car parks for visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-street parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-street parking for delivery vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12 Including your own vehicles, how many average weekly deliveries do you receive via the following methods?

By car

Transit or similar

Lorry

Articulated Vehicle

Q13 Including your own vehicles, how many average weekly deliveries do you deliver via the following methods?

By car

Transit or similar

Lorry

Articulated Vehicle

Q14 How do you rate the following services / utilities in relation to your business? (Tick one box per row)

	Good	Average	Poor	No opinion
Electricity Supply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water Supply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drainage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landline Telephone service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broadband	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Phone signal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you have answered Poor to any of the above, why is this?

Q15 If money were available to invest in Infrastructure, where should this be spent? (Tick up to three choices only)

- Sewerage / drainage
- Water supply
- Electricity
- Gas
- Renewable energy sources
- Mobile phone
- Broadband

- Pavements
- Roads
- Parking
- Electric Vehicle charging
- Public transport links
- Cycle lanes

Q16 Are you able to fulfil your recruitment or apprenticeships needs locally?

Yes

No

Q17 Would you give work experience to local 15+ years old young people?

Yes

No

Q18 Could you provide advice or mentor young entrepreneurs or even provide work space for a short time for start-up businesses? (Tick one box per row)

	Yes	No
Entrepreneurs	<input type="checkbox"/>	<input type="checkbox"/>
Start-up	<input type="checkbox"/>	<input type="checkbox"/>

Q19 Could the environmental impact of your business be reduced with the help of residents, for instance reduced travelling times by employing local people, direct sales to locals, etc.? Please explain in the box below.

Q20 Is your business experiencing problems in any of the areas shown below? (Tick all that apply)

High/rising costs

Public transport

Shortage of skilled staff

Road/traffic/parking issues for customers

Staff recruitment/ retention

Road/traffic/parking issues for employees

Planning constraints

Local competition

Access to appropriate advice

Other

If other, please specify the problem below

Q21 Should the Wolston Neighbourhood Plan seek to define policies that protect high street shops and existing employment sites from a change of use, to maintain the mix, balance and vibrancy of our local shopping facilities, post office services and services?

Yes

No

Don't know

Q22 Does your business use Wolston Post Office?

Yes Go to Q23 No Go to Q24

If no, please give your reason(s) for not using it.

Q23 If yes to Q22, does the Post Office provide all your business banking needs?

Yes Go to Q25 No Go to Q24

If no, please give your reason(s) why it does not?

Q24 If the Post Office does not provide your business banking needs, does this involve the need for extra travel to a bank ?

Yes No

If yes, how many trip miles per year?

Q25 What would help your business to develop and thrive during the next 12 years?

Q26 In your opinion should the Wolston Neighbourhood Plan encourage business / commercial development that provides local employment?

Yes No

Q27 If you answered yes to Q26, how do you think this should be achieved...? (Tick one box per row)

	Yes	No	Don't Know
Expansion of existing businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clustering near existing businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development of small craft units	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development of co-working units	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development of small business parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development of large business parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you answer no for any of the above, please specify the reason

Q28 Is your business likely to require alternative premises over the next 12 years?

- No Go to Q30
- Yes, larger premises in Wolston Go to Q29
- Yes, smaller premises in Wolston Go to Q29
- Yes, moving premises outside Wolston Go to Q29

If you indicated you are moving premises outside Wolston or are considering doing so, what are your reasons?

Q29 If you answered yes in Q28, how much space will you require? (Tick one box per row)

	Up to 50sq. mtrs.	51 to 100sq mtrs.	101 or more sq. mtrs.	N/A
Industrial workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Storage – covered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Storage – open	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If other, what type of premises

Q30 If you are a local sole trader, do you have access to adequate storage?

Yes No

Q31 Are there any planning constraints or barriers either locally or nationally that will or may prevent your business from developing during the next 12 years?

Yes No No opinion

If Yes, please describe

Q32 Should the Wolston Neighbourhood Plan encourage more land to be made available for employment purposes?

Yes Don't know No

Go to Q33 Don't know No No

Go to Q35 Don't know No No

Q33 Which of the following types of employment should be encouraged? (Tick all that apply)

- Tourism, leisure & crafts
- Transport, storage & distribution
- Financial and professional services
- Shops and offices
- Medical services
- Industrial & manufacturing
- Pubs, restaurants and cafes
- IT and Hi-Tech
- Community services (Council)
- Other

If other, please specify here

Q34 What would encourage new business to locate in Wolston?

Q35 What areas of Business Support do you access? (Tick all that apply)

- | | |
|---|--|
| <input type="checkbox"/> General Advice | <input type="checkbox"/> Skills Training |
| <input type="checkbox"/> Funding | <input type="checkbox"/> Other |

If other, please specify

Q36 What areas of Business Support would you like to access to help your business grow?

Q37 Should the Wolston Neighbourhood Plan define policies that promote and encourage working from home?

- | | | |
|------------------------------|-----------------------------|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know/No opinion |
|------------------------------|-----------------------------|--|

Q38 If you are a homeworker, are there improvements that would make Wolston more supportive of homeworking? (Tick all that apply)

- Access to shared office space/hotdesk (occasional or regular)
- Access to photocopying and printing services
- Coffee shop or other venue with WiFi for meetings with clients
- An informal homeworkers' network or network meeting place
- Centralised business telephone answer service
- Not a homeworker
- Other

If other, please specify here

Q39 Are there any other comments you wish to make about local employment and economy within Wolston?

AND FINALLY!

Q40 If you would like to receive a personal copy of the anonymised results of this survey, and / or related information related to the Wolston Neighbourhood Plan, please enter your email address below. This address will be used solely by the Wolston Neighbourhood Plan and will not be used for any other purposes. All data collected is covered by the Data Protection Policy of Wolston Parish Council.

Thank you for completing this questionnaire, your views are appreciated. Please return in the Freepost envelope provided. If you have mislaid the envelope please return to the following FREEPOST address: Freepost RTJX-GHEE-ZUCS, Stratford-on-Avon District Council, Consultation Unit, Elizabeth House, Church Street, Stratford-upon-Avon CV37 6HX. The results and full analysis when received will be available to view on our website www.wolstoneighbourhoodplan.co.uk

WHAT NEXT?

We would like to invite respondents to a short meeting to discuss the results and receive your feedback. The invitation will be sent via the email addresses in Q40.