

Laverstock and Ford Communities Neighbourhood Plan

Business survey: analysis of results

November 2019

Research objectives

- To identify:
 - likes and dislikes about current location
 - expansion/relocation intentions
 - key factors affecting decision on whether to expand on current site
 - if considering a move, preferences for:
 - land only v building already constructed
 - size of site
 - Size of building

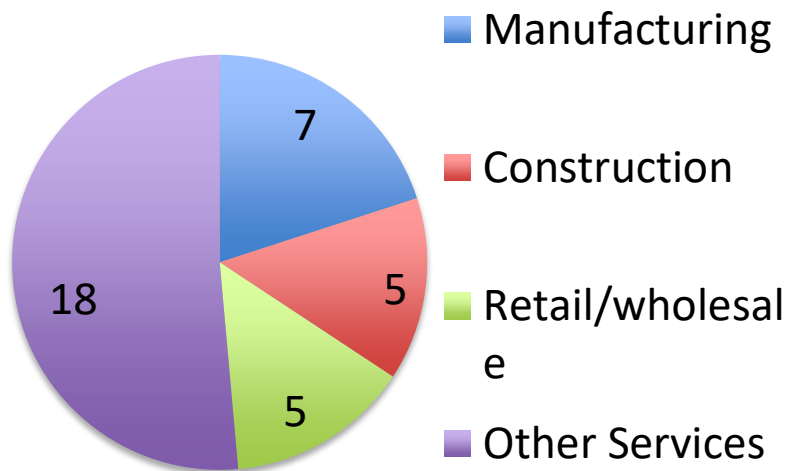
Findings will help guide development of planning policies relating to provision of land and buildings for commercial use

Approach

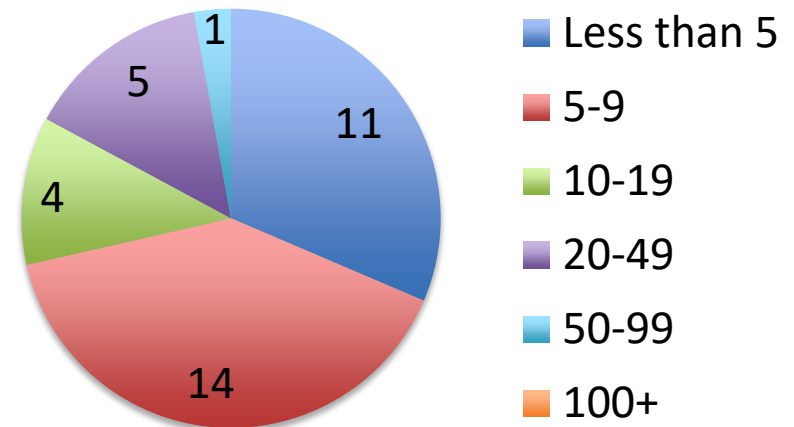
- Short questionnaire with series of closed questions
- Paper version with pre-paid envelope for reply plus on line version to help maximise response
- Questionnaires delivered to all businesses in parish **with own premises** (131) in October 2019
- 35 completed questionnaires – c30% response rate

Most of respondents from service sector and with less than 10 employees

Sector



Nos of employees

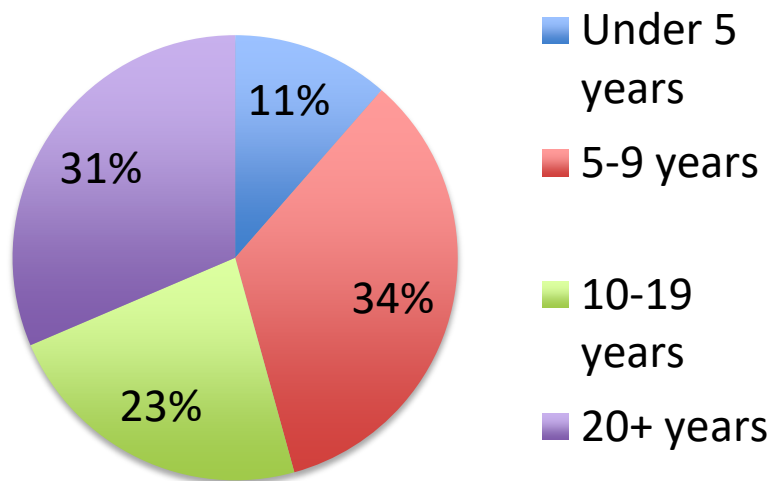


Length of time on current site and main customer base

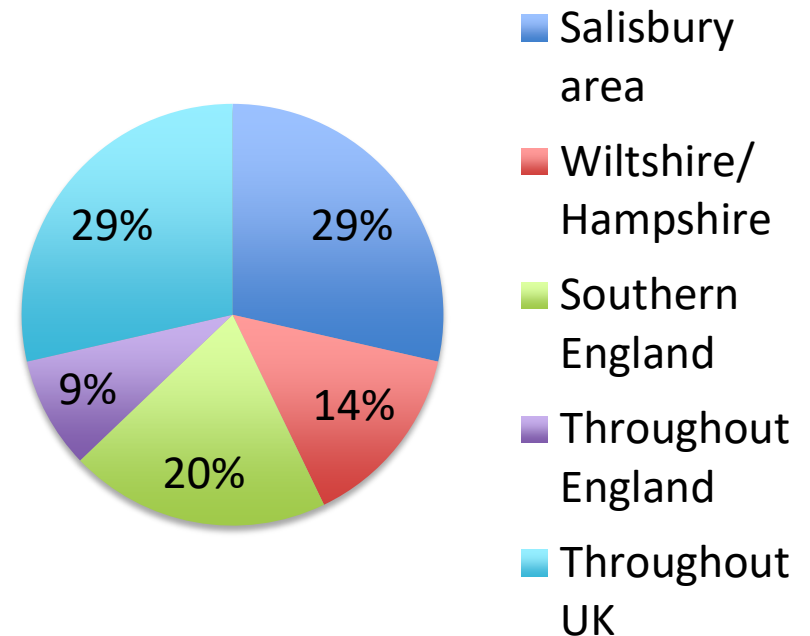
Most respondents had been at least 5 years on current site

For majority of respondents, customers were mainly in Southern England esp Salisbury/Wiltshire/Hampshire

Length of time on current site



Location of most customers



Highest rated aspects of location

	Very good	Good	Fair	Poor	Very poor
Overall size of site	41%	47%	12%	0%	0%
Proximity to customers	37%	40%	20%	3%	0%
Building layout	34%	51%	9%	3%	3%
Building size	32%	50%	18%	0%	0%
Site access	29%	50%	12%	6%	3%
Storage space	24%	48%	21%	6%	0%

Substantial minority concerned about availability of skilled staff, broadband speed and local road network

	Very good	Good	Fair	Poor	Very poor
Availability of particularly required skills	15%	32%	18%	29%	6%
Local road network	12%	32%	24%	32%	0%
Broadband speed	18%	35%	24%	15%	9%
Overall staff availability	21%	26%	35%	15%	3%
Parking	17%	46%	20%	6%	11%
Broadband reliability	19%	34%	31%	9%	6%

When asked for 3 most important factors if considering expansion on current site, wide variety selected - parking and site access most frequently mentioned

Factor	Numbers of responses	Per cent
Parking	9	50
Site access	9	50
Broadband speed	6	33
Overall staff availability	5	28
local road network	5	28
Overall size of site	4	22
Storage space	4	22
Building layout	3	17
Building size	2	11
Proximity to customers	2	11
Availability of particularly required skills	2	11
broadband reliability	2	11

But only 18 respondents to this question

Expansion and relocation plans

A quarter of respondents were planning to expand but generally on current site		
	Numbers planning to expand	Numbers planning to relocate
Definitely	4	1
Probably	5	1
Possibly	11	7
Probably not	11	15
Definitely not	4	9
Don't know	0	2

Total respondents = 35

Preferred new location was typically within 5 miles of current location – but half of respondents didn't know	
Preferred new location	Numbers
Less than 1 mile	3
1-5 miles	6
6-10 miles	2
More than 10 miles	0
Don't know	9

Total respondents = 18

Respondents' preferred size of site and building if considering a move

Preference for sites and buildings of 250 -1,000 sq metres		
Sq metres	Preferences – size of site	Preferences - size of building
Less than 250	0	1
250-499	5	5
500-999	4	5
1000+	3	1
Don't know	8	8

Total respondents = 20

Preference for buildings already constructed rather than site only	
Land/ building preference	Numbers
Land for purpose built building	8
Building already constructed - for rent	8
Building already constructed - freehold/leasehold	12

Total respondents = 24

But small number of responses mean that results are only indicative of preferences

Summary and conclusions

- Survey of businesses with own premises carried out in October/November 2019
- 35 organisations completed the questionnaire – c30% response rate
- Small number of respondents mean that should not draw hard and fast conclusions
- Most businesses typically small, mainly serving customers in southern England esp Salisbury and the surrounding area
- Most businesses happy with their location and building they occupy,
- but some issues with availability of skilled staff, site access and broadband speed
- Very few businesses looking to relocate
- If there is a need to relocate, they would prefer to stay close to their current site
- Most would prefer buildings already constructed rather than land