

**REPORT ON
THE SEEND PARISH BUSINESS SURVEY**

SEEND PARISH NEIGHBOURHOOD PLAN

February 2017

**REPORT ON
THE SEEND PARISH BUSINESS SURVEY**

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Introduction

1. We (The Seend Neighbourhood Planning Group) have been undertaking a study into the various aspects of the Seend Neighbourhood Plan. An important part of this plan has been to undertake a survey of the businesses based in Seend Parish. The objectives of the survey were to identify:
 - a. the **nature** and size of businesses in Seend Parish
 - b. the **number** of people working in Seend Parish based businesses
 - c. the **type** of premises used in Seend Parish for business
2. We issued a questionnaire in October 2016 to 65 identified businesses. We apologise if we have omitted anyone. Of these questionnaires, 54 were issued by e-mail and 11 were delivered by hand. A reminder was sent by e-mail to all those (with e-mail addresses) who had not responded and a further reminder was included in the December edition of spotlight. Eleven questionnaires were completed and returned – a 17% response rate. The results of the survey are based on the eleven responses received. This means that the results cannot accurately reflect results for the whole population of businesses identified.

Acknowledgements

3. We appreciate the time and effort put in by those business representatives in completing the survey and for their useful additional comments and suggestions. We also thank Bob McCulloch for his help in designing the questionnaire, analysing the results and for contributing to this report.

The results

4. In Appendix 1, there will occasionally be totals which seem to disagree with the number of questionnaires received. For example, question 1 asks about business types; the total is 13 (not 11). The reason for this is that a particular business (or some businesses) will have more than one business type. The same thing applies to questions 2, 5 and 7. In the following paragraphs. We have stated actual numbers and – where appropriate - percentages. All relevant percentages can be seen in Appendix A.
5. There will sometimes be a different number of categories in the results compared with those in the questionnaire. For example, in question 1, there are nine specified business types. The results show only five (excluding two submitted under the 'Other' category). The reason for this is that those that do not appear do not apply to any business. There may also be different categories shown – this is because such categories were include under 'Other' in the questionnaire.

Business types

6. The largest business type is agriculture – 5 out of 13 (38%). Next comes manufacturing and storage & distribution (15% each). Retail, services, creative industry interiors and the community centre make up the remainder.

Occupancy status

7. Six respondents (43%) own their business premises. Four premises are rented and four businesses are operated from home (29% each).

Importance of the internet

8. Of eleven businesses, nine (82%) use the internet a lot and two find the internet not essential.

Main business base

9. All the business that replied are based in Seend Parish.

The main reason why a business is based in Seend Parish

10. Five business were home-based (36%). Two are based in Seend Parish (14%) because the proprietor lives locally. Other reasons (one each) are:
 - a. deliver/collection access
 - b. comparative costs
 - c. land based
 - d. taking over family business
 - e. suitable site
 - f. to serve the community
 - g. local connection

Number of people in the business

11. Amongst all respondents, the number of people in the businesses are 62 full time and 12 part time.

Proportion of staff living in Seend Parish

12. In five of the businesses, all those working in the business live in Seend Parish; these include volunteers. In three business, none of the staff lives in Seend Parish. The number of businesses where 50%-74% and 25%-49% live in the Parish are 1 and 2 respectively. In the case of the 25%-49%, this includes 40% casual bar staff.

Plans to extend the business

13. Two businesses (18%) have plans to extend; nine do not.

Is expansion limited by access to relevant skills

14. Seven businesses reported that access to relevant skills was not a reason to limit expansion.

Where expansion is planned, will this mean new premises or expanding existing ones?

15. Of the two businesses planning to extend, one will need new premises. One finds that current premises hopefully will meet their needs – if not, new premises will be needed.

Area of additional space required

16. One business will require over 1000sq.ft.

Will expansion stay within Seend Parish?

17. In one case, expansion will hopefully stay within the Parish. If not, there are limited options – possibly Melksham or Devizes.

Reasons why expansion will not stay within Seend Parish

18. This question was irrelevant, considering paragraph 17 above.

Utilities/services used

19. All businesses identified use telephone landlines, electricity supply and water supply. Nine (82%) use broadband and mobile phone reception. Eight (73%) use roads within the Parish. Seven (64%) use waste disposal and two (18%) use public transport.

Utilities/services needing improvement

20. The following need improvement (number of business in brackets):
- a. Mobile phone reception (6)
 - b. Broadband (5)

- c. Roads within the Parish (3)
- d. Public transport (2)
- e. Telephone lines (2)
- f. Waste disposal (1)

Additional services identified as needing improvement were:

- g. Better speed limit enforcement (1)
- h. Use the Post Office or we will lose it (1)

Can you recruit enough with the necessary skills for your business?

21. Seven businesses (78%) are able to find enough skilled people; two cannot find enough.

Reasons why skilled people can't be recruited

22. Two reasons were given:
- a. Nobody wants to work with pigs (1)
 - b. The Swindon effect (taken to mean the attraction of working in Swindon) (1)

Anything else to bring to our attention?

23. The following were submitted:
- a. Little demand for our local produce
 - b. Weight limit on the High Street
 - c. Housing for young families
 - d. Need a better village shop
 - e. More social housing
 - f. Encourage young families
 - g. Redirect HGVs from the High Street
 - h. Better enforcement of the speed limit
 - i. Village-wide Wi-fi service for visitors
 - j. WI Hall needs attention – suggestions:
 - i. Leisure centre
 - ii. Squash courts
 - iii. Fives courts
 - iv. Meeting place for societies

Summary

24. We would have liked a better response to the survey but we can only accept the data received. Amongst the eleven businesses that responded, the required information has been provided and those results are self-

explanatory. In addition, however, they have added to the categories under some headings, identified areas for improvement in a number of areas and have suggested solutions to some problems.

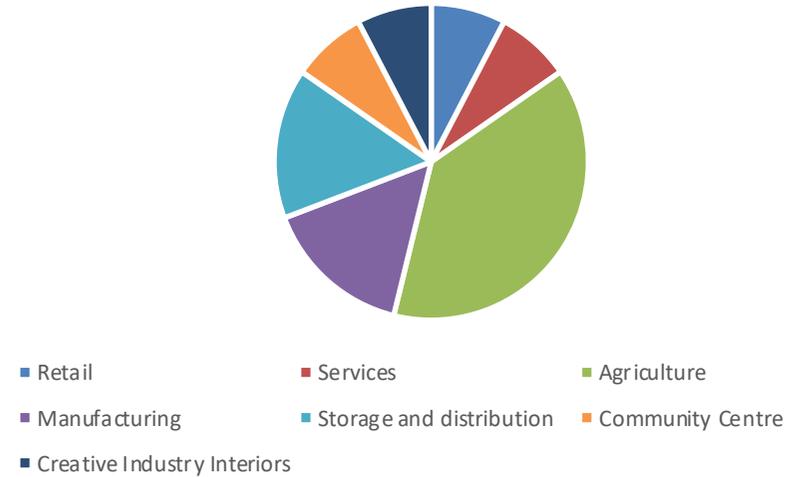
Seend Parish Neighbourhood Plan

1	Business type	%
	Retail	1
	Services	1
	Agriculture	5
	Manufacturing	2
	Storage and distribution	2
	Community Centre	1
	Creative Industry Interiors	1
	13	8

Business Survey ANALYSIS SHEET 2 - SUMMARY

Q.1

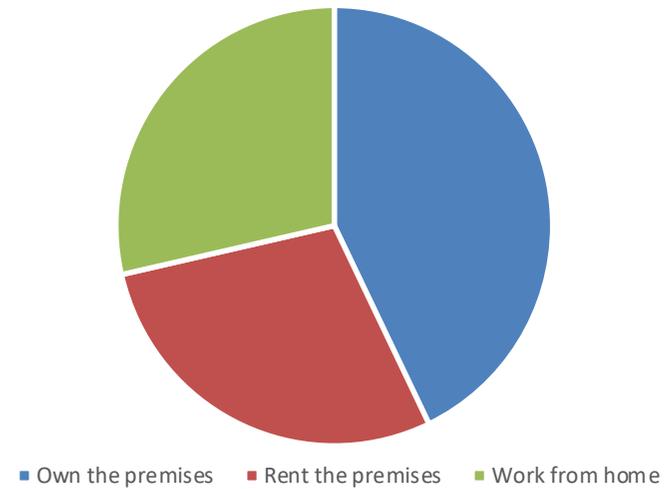
Business type



2	Occupancy status	%
	Own the premises	6
	Rent the premises	4
	Work from home	4
	14	29

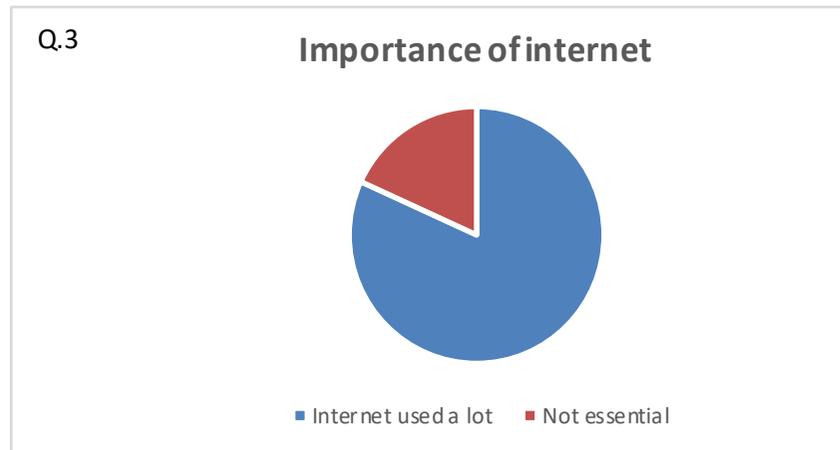
Q.2

Occupancy status



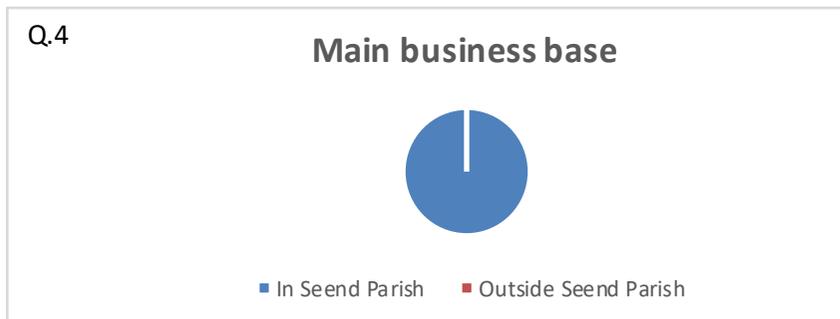
3

	Importance of internet	%
Internet used a lot	9	82
Not essential	2	18
	11	



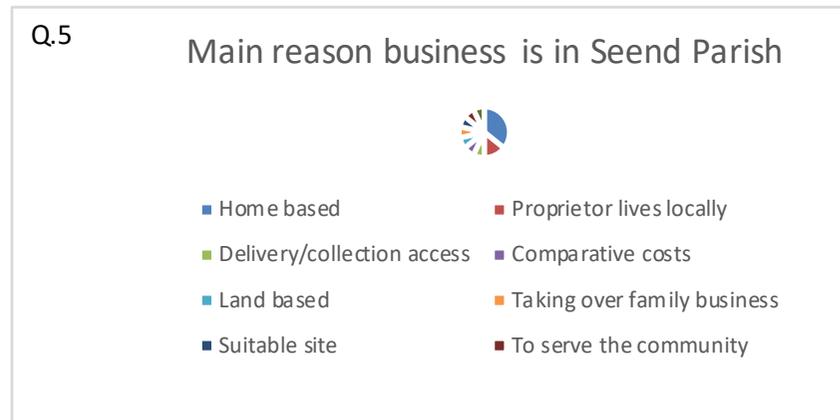
4

	Main business base	%
In Seend Parish	11	100
Outside Seend Parish	0	0
	11	

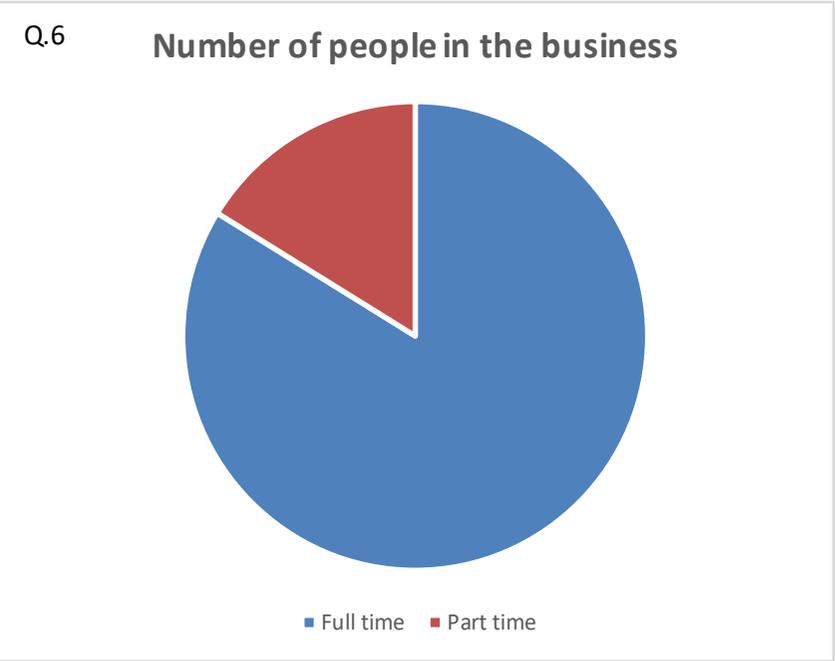


5

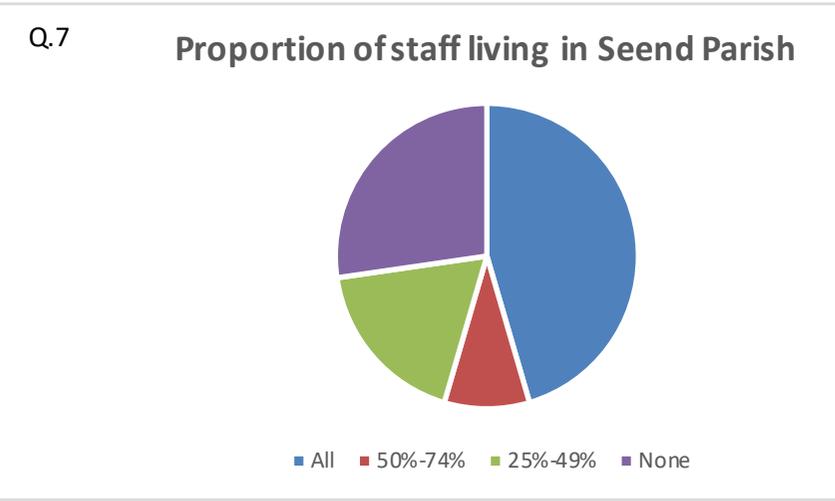
	Main reason business is in Seend Parish	%
Home based	5	36
Proprietor lives locally	2	14
Delivery/collection access	1	7
Comparative costs	1	7
Land based	1	7
Taking over family business	1	7
Suitable site	1	7
To serve the community	1	7
Local connection	1	7
	14	



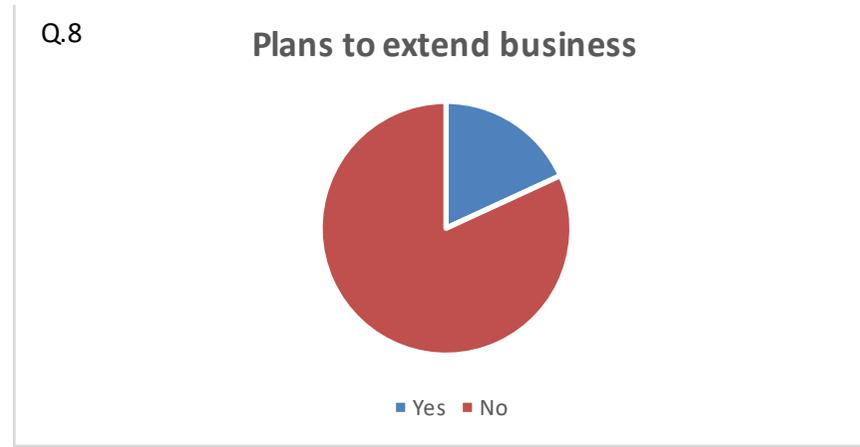
6	Number of people in the business	%
Full time	62	84
Part time	12	16
	74	



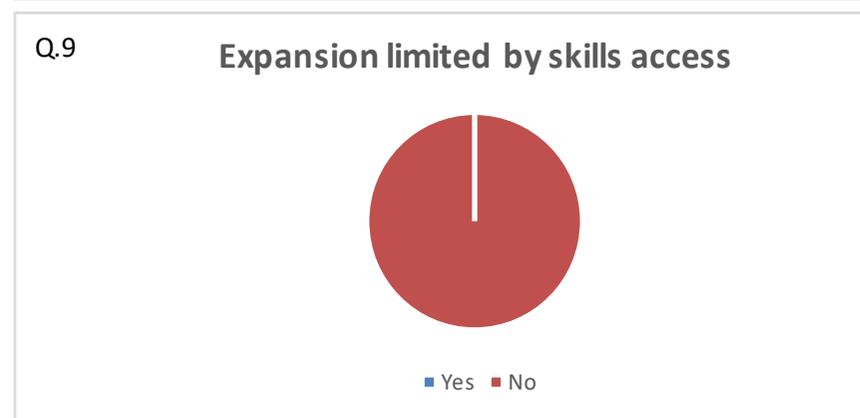
7	Proportion of staff living in Seend Parish	%
All	5	45
50%-74%	1	9
25%-49%	2	18
None	3	27
	11	



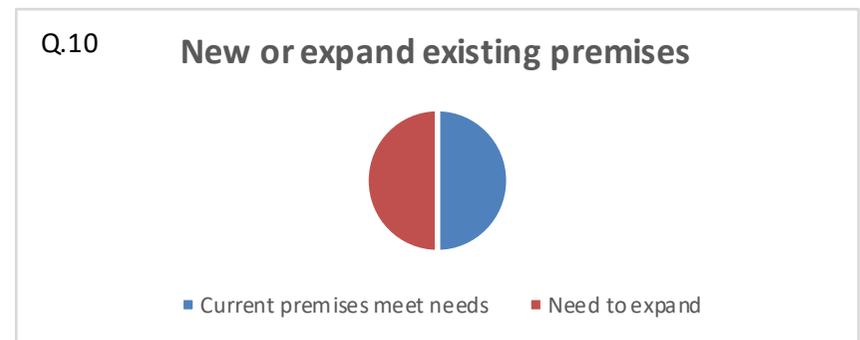
Q.8	Plans to extend business	%
Yes	2	18
No	9	82
	11	



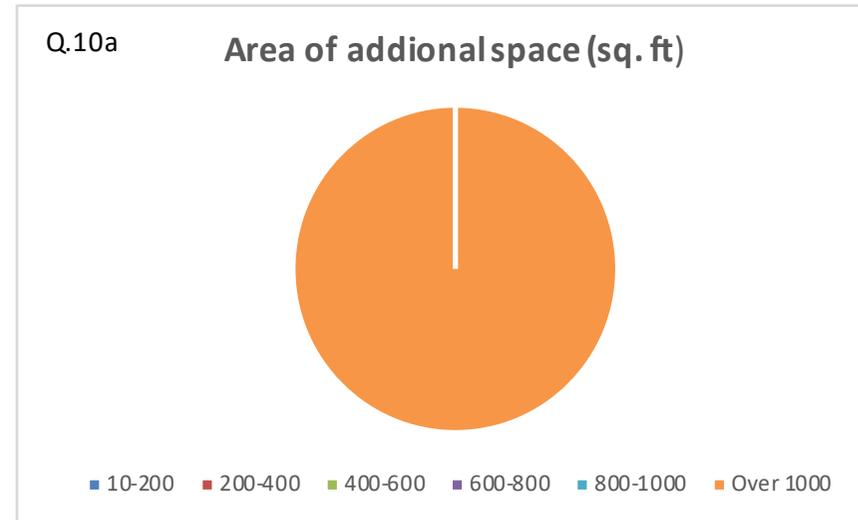
Q.9	Expansion limited by skills access	%
Yes	0	0
No	7	100
	7	



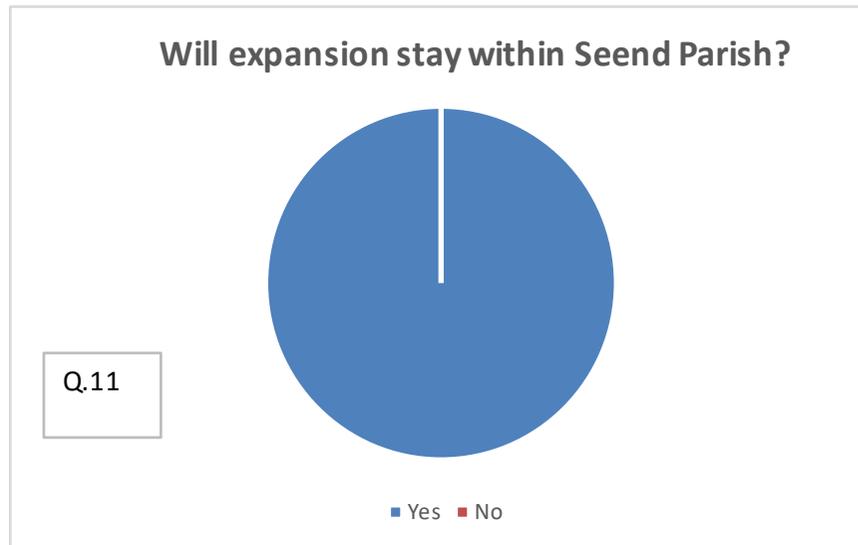
Q.10	New or expand existing premises	%
Current premises meet needs	1	50
Need to expand	1	50
	2	



10a	Area of addional space (sq. ft)	%
10-200		0
200-400		0
400-600		0
600-800		0
800-1000		0
Over 1000	1	100
	1	



11	Will expansion stay within Seend Parish?	%
Yes	1	100
No	1	0

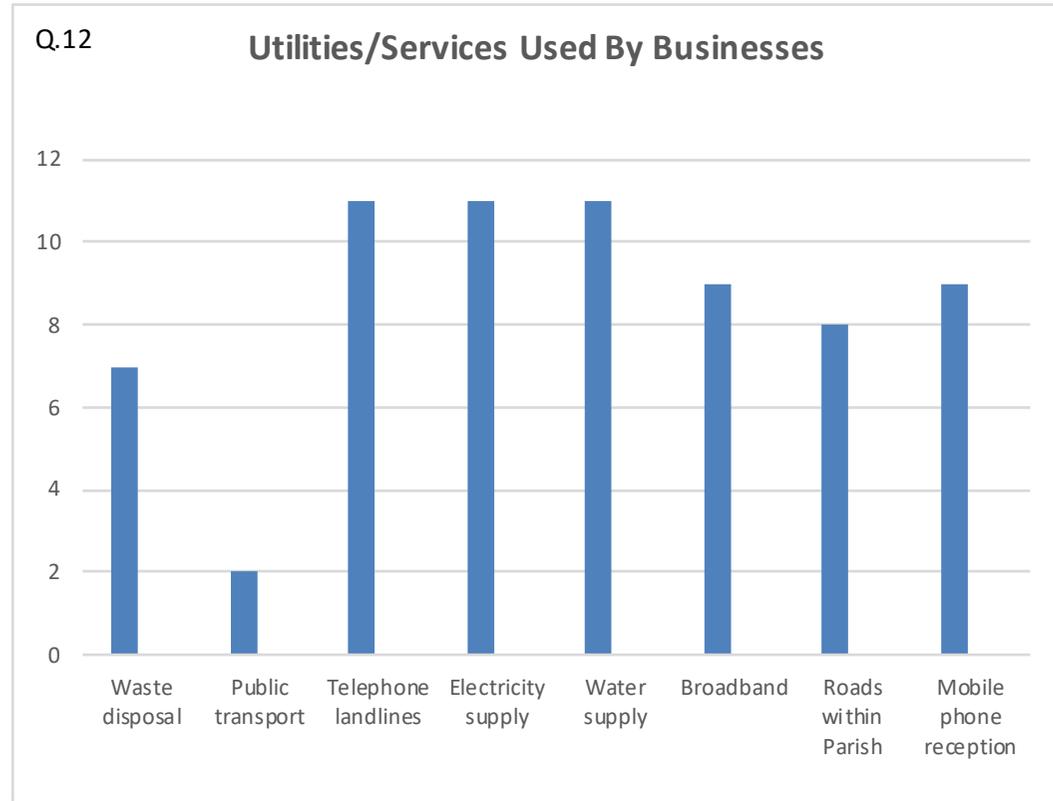


11a	Reasons why Expansion will not stay within Seend parish
	Irrelevant

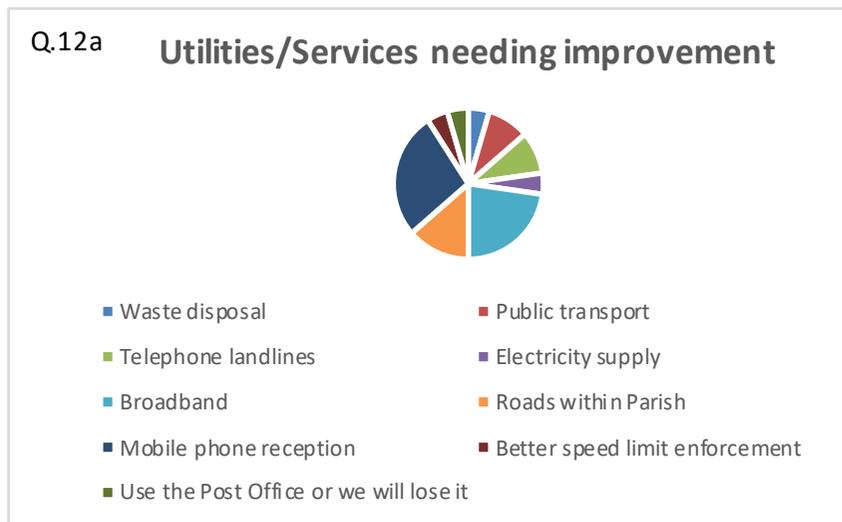
12

Utilities/Services Used by
businesses

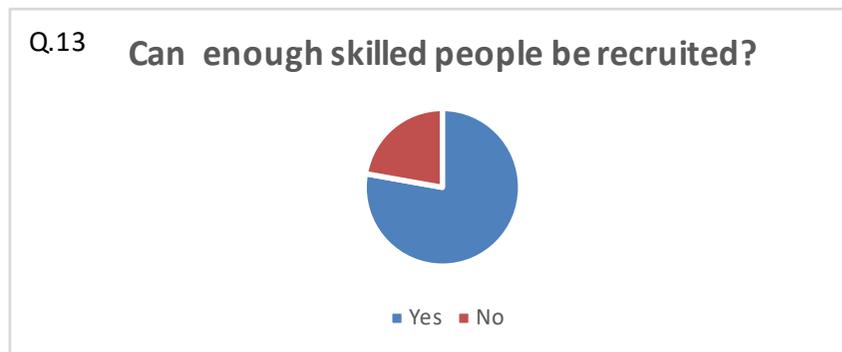
Waste disposal	7
Public transport	2
Telephone landlines	11
Electricity supply	11
Water supply	11
Broadband	9
Roads within Parish	8
Mobile phone reception	9



12a	Utilities/Services needing improvement	%
	Waste disposal	5
	Public transport	9
	Telephone landlines	9
	Electricity supply	5
	Broadband	23
	Roads within Parish	14
	Mobile phone reception	27
	Better speed limit enforcement	5
	Use the Post Office or we will lose it	5
	22	



13	Can enough skilled people be recruited?	%
Yes	7	78
No	2	22
	9	



13a	Reasons skilled people can't be recruited	%
Nobody wants to work with pigs	1	50
The Swindon effect	1	50
	2	



14 **Anything else to bring to our attention?**

Little local demand for our local produce

Weight limit on High Street

Housing for young families

Need a better village shop

More social housing

Encourage young families

Redirect HGVs from the high street

Better enforcement of the speed limit

WI Hall needs attention - possibilities:

Leisure centre

Squash courts

Fives courts

Meeting place for societies

Village-wide Wifi service for visitors

Seend Parish Neighbourhood Plan

Business Survey

This form may be completed manually or on a computer. Please place "x" where appropriate. If you receive by e-mail, open the attachment and save it. You may then complete the saved copy on your computer. Don't forget to save frequently.

Return address: If by e-mail, return to the e-mail address from which you received it; copy to XXXX Don't forget to attach the saved file (the completed questionnaire).

If received by post, place the completed form in the return envelope.

1. What is the nature of your business?

- Retail
- Services
- Agriculture
- Manufacturing
- Storage and distribution
- Building trades
- Leisure
- Tourism
- Hospitality

Other (please specify)

2. Do you:

- Own the premises?
- Rent the premises?
- Work from home?
- Manage the premises on behalf of someone else?

3. Is the internet essential to your business?

3. Is the internet essential to your business?

- Yes – it is an internet-based business
- Yes – we use the internet a lot
- No – not essential

4. Where is your **main** (head office) business base?

- In Seend Parish
- Outside Seend Parish

5. What are the **main** reasons your business is based in Seend Parish? Select as many as appropriate

- Home based business
 - Local demand for products and/or services
 - Proprietor lives locally
 - Transport links
 - Delivery/collection access
 - Costs – compared with other locations
 - Availability of car parking
 - Tourism
 - Kennet and Avon Canal
- Other (please specify)

6. How many people work in your business (including owner/proprietor/manager)

- Full time
- Part time

7. What proportion of the people who work in your business (including owner/proprietor/manager) live in Seend Parish?

- All
- 75%-99%
- 50%-74%
- 25%-49%
- Under 25%
- None

8. Do you have plans to expand your business?

- Yes
- No

9. Is expansion of the business limited by access to the skills you need?

- Yes
- No

10. If 'Yes' to question 8 how will this affect your need for premises?

- Current premises will meet needs of expanded business.
- Will need new premises.
- Will need to expand existing premises

If you can, please indicate the approximate square footage of additional space you will need?

11. Will the expansion stay within Seend Parish?

Yes

No

If 'No' please say why.

12. Of the following utilities/services, please indicate as appropriate:

	Currently use	Needs improvement
Waste disposal	<input type="checkbox"/>	<input type="checkbox"/>
Public transport	<input type="checkbox"/>	<input type="checkbox"/>
Telephone landlines	<input type="checkbox"/>	<input type="checkbox"/>
Electricity supply	<input type="checkbox"/>	<input type="checkbox"/>
Water supply	<input type="checkbox"/>	<input type="checkbox"/>
Broadband	<input type="checkbox"/>	<input type="checkbox"/>
Roads within the Parish	<input type="checkbox"/>	<input type="checkbox"/>
Mobile phone reception	<input type="checkbox"/>	<input type="checkbox"/>

Other facilities that are required or need improvement:

13. Can you recruit enough people with the necessary skills for your business?

Yes

No

If 'No' please say why, if you can?

14. Is there anything else that you wish to bring to our attention?

Yes

No

If 'Yes' please describe

Finally, we would like as many people in the Parish as possible to be involved in the development of the Seend Parish Neighbourhood Plan. This may mean that we contact you again. If you are happy for us to contact you please provide details below:

Your name	<input type="text"/>
Company	<input type="text"/>
Address 1	<input type="text"/>
Address 2	<input type="text"/>
Town	<input type="text"/>
Post code	<input type="text"/>
E-mail	<input type="text"/>
Telephone	<input type="text"/>

Thank you for your contribution to the Seend Parish Neighbourhood Plan.

Adrian White	New Leaf Fencing & Landscaping
AJR Car Parts	Nick Haines Fencing
Alexandra Gray	Padfield Porkies
Altfield	Paul Bailey
Anglian Windows	Poolman Patios
Aurora Beauty Salon	Rafael Interiors
BG Carpentry Ltd	RDB Joinery
Blumay	Rew Farm Boxed Beef
Brian Hallet	Seend Post Office & Village Store
Broad Lane Industrial Park	Spiderweb Paddock
Carmatch UK Limited	Stuart Brierley
Chilli Kitchens Ltd	Synergy Products Ltd
Chis Loosemore	The Barge Inn
Cleeve Cats	The Bell Inn
Cleeve House	The Brewery Inn
Coppard	The Swallows Camping & Caravan Site
Devizes Camping and Caravanning Club Site	The Three Magpies
Devizes Steel Supplies	Tom Johnson
Emexco Ltd	TPCS Ltd
Fabrik Interiors	W.C.S. Building Services
GA Groundcare Ltd	Wal-Mark Limited
Growing Concerns Garden Design Ltd	Weavers Wood Alpacas
Honeysuckle Garden Products Ltd	Will Tricket Boats Ltd
Intransit Removals	Windsmere Stone
J.D.H Gardening Services	
Jillian Newsom	
Joanna Corteen	
Keyline Chartered Security	
Little Foxes Farm	
Lock Cottage	
London City Bond Ltd	
Martin Smith	
Muiltipump Distribution Ltd	

Dear Whoever,

Stakeholder Involvement

I am writing to you in my capacity as Chair of the Seend Parish Neighbourhood Plan Steering Group to ask for your involvement in this project. We would like your help as a Stakeholder in the Parish, and by Stakeholder we mean (interest group.)

Community

a group responsible for for a community asset

Later in the year we will be producing a Survey of Parishioners, which will cover a number of topics and interests, with the aim of reflecting both concerns and enthusiasms within the community. Fresh ideas will be very welcome. It would be most helpful if you could confer with your membership, and draw up a list of ideas you would like to see included that refer particularly to issues relating to the interests of this club.

committee

? depend on Personal group

Add TOPICS.

We are of course open to receiving ideas on any topic of interest or concern from parish residents, either through the website email link or by direct contact, but this letter asks you to address the specific interests relating to your group or club.

organisation

We hope you will feel able to help and contribute in this way. The information you provide will help us design a survey

Yours sincerely,

Georgina A'Bear (on behalf of the SPNPSG)

Remember as individuals you will also be asked.

Dear Business Colleague

Sorry for the unsolicited mail, I am sure you get more than enough of those. But you may be aware that Seend Parish is undertaking a Neighbourhood Plan, part of which will be a survey of businesses in the Parish.

The aims of the survey are;

1. To identify
 - a. the **nature** and size of businesses in Seend Parish
 - b. the **number** of people working in Seend Parish based businesses
 - c. the **type** of premises used in Seend Parish for business
2. To identify supportive actions that would help existing businesses to maintain employment opportunities in the Parish.
3. To capture plans for the expansion of business premises.
4. To identify supportive actions that would help businesses to expand in order to increase employment opportunities in the Parish.
5. To gain information and evidence to support a sustainable business policy in the Seend Parish Neighbourhood Plan.

I attach the survey, which I hope you will feel able to complete and return to the person who sent it to you. We need a thriving community in our Parish and your business plays an important part of that. It is important that we collect this information in order to support as many businesses we can now and in the future.

Thank you very much for your time.

Name

On behalf of Seend Parish Neighbourhood Plan Group