



Dilwyn Neighbourhood Development Plan

Business Survey report

Issue 0.1

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Introduction

The Dilwyn Parish Council Neighbourhood Development Plan Committee was formed at the Annual Parish Meeting in May 2016 it consists of a number of parish councillors and residents of the parish. The committee applied for the NP Designated Area in July. The committee then applied for a grant from Groundworks and commenced work on the Resident's, and the Business Survey.

This report presents the basic results of the business survey, which was distributed at the same time as the resident's survey, and has been independently produced by Data Orchard CIC, commissioned by the Dilwyn Parish Council, and based directly on the residents' responses to the distributed questionnaires.

Version history

Issue 1.0 – Initial release.

Presentation of results

This report uses tables and charts to present the results of the survey, together with a brief narrative.

Due to the low number of responses the results show the number of respondents selecting each of the options but percentages have not been shown.

The questionnaire is included in appendix 1.

Survey methodology

The business questionnaire was published in the Dilwynner, which was also delivered along with a questionnaire pack including residents survey, housing need survey and land for development survey. Members of the committee together with a number of volunteers from the parish made the effort to deliver the printed Surveys by hand around the parish and then called to collect the completed questionnaires two weeks later. The questionnaires were all collected by the 10th April 2017.

Results

Response to the survey

18 completed questionnaires were returned by 10th April 2017.

Jobs and the local economy

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

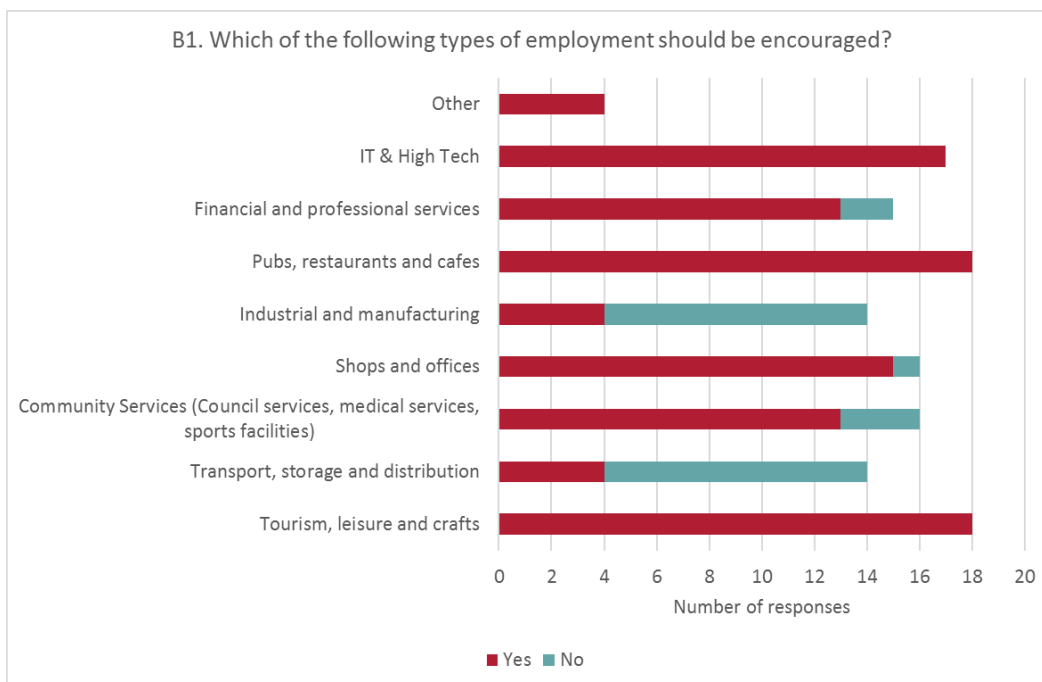
	Yes	No	Response Count
Tourism, leisure and crafts	18	0	18
Transport, storage and distribution	4	10	14
Community Services (Council services, medical services, sports facilities)	13	3	16
Shops and offices	15	1	16
Industrial and manufacturing	4	10	14
Pubs, restaurants and cafes	18	0	18
Financial and professional services	13	2	15
IT & High Tech	17	0	17
Other	4	0	4
Other (please specify)			4
Total responses			18
Not answered			0

All of the responses felt that employment within 'Tourism, leisure and crafts' and 'Pubs, restaurants and cafes' sectors should be encouraged.

Other types of employment which were favourable were 'IT & High Tech' and also 'Shops and offices' and 'Financial and professional services'.

The areas that were not favoured so much were 'Transport, storage and distribution' and 'Industrial and manufacturing'.

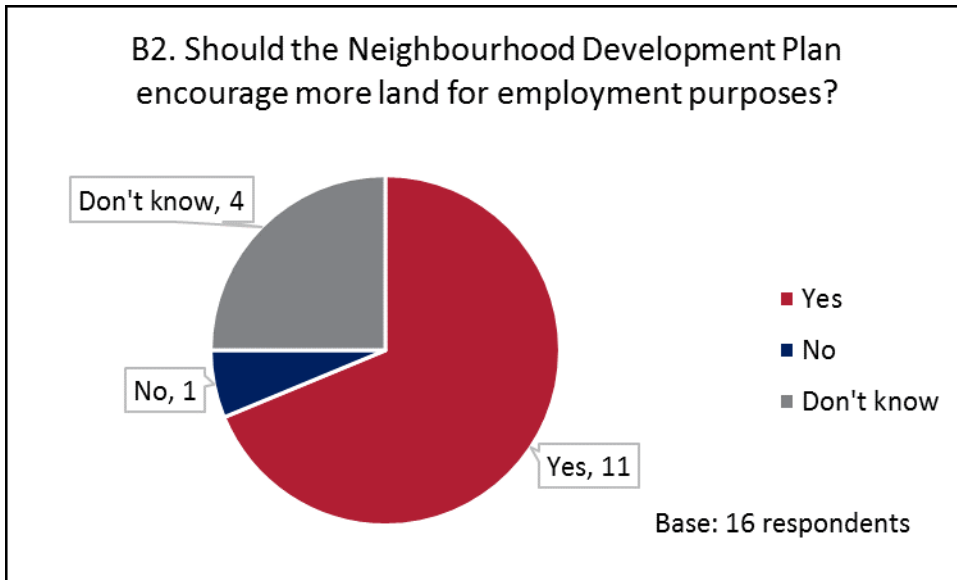
The "Other" types of employment suggested were:



- ▶▶▶▶▶▶▶▶ Production of food and beverages
- ▶▶▶▶▶▶▶▶ Care for the elderly and disabled
- ▶▶▶▶▶▶▶▶ Construction
- ▶▶▶▶▶▶▶▶ Agriculture work
- ▶▶▶▶▶▶▶▶ Anything that benefits the local community in the village

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

	Response Count
Yes	11
No	1
Don't know	4
Total responses	16
Not answered	2



11 out of the 16 respondents felt that the Neighbourhood Development Plan should encourage more land for employment purposes.

B3. Which types of land should be allocated for employment purposes?

	Yes	No	Response Count
Existing Buildings	17	0	17
Brownfield land (previously developed)	16	1	17
Redundant Farm buildings	17	0	17
Greenfield land (previously undeveloped)	3	14	17
Other	0	2	2
Other (please specify)			1
Total responses			17
Not answered			1

In terms of what type of land should be allocated for employment purposes, respondents favoured:

- Existing buildings
- Redundant farm buildings
- Brownfield land (previously developed)

The majority did not want to allocate 'Greenfield land (previously undeveloped)' and there were two 'No' responses for "Other" with one additional comment "There is a trend to work from home. Larger new houses should incorporate offices to allow for this and developers restrictions against running a business from home should be discouraged. Perhaps special conditions could be added to new planning permissions".

B4. Does Dilwyn Parish need additional industrial land?

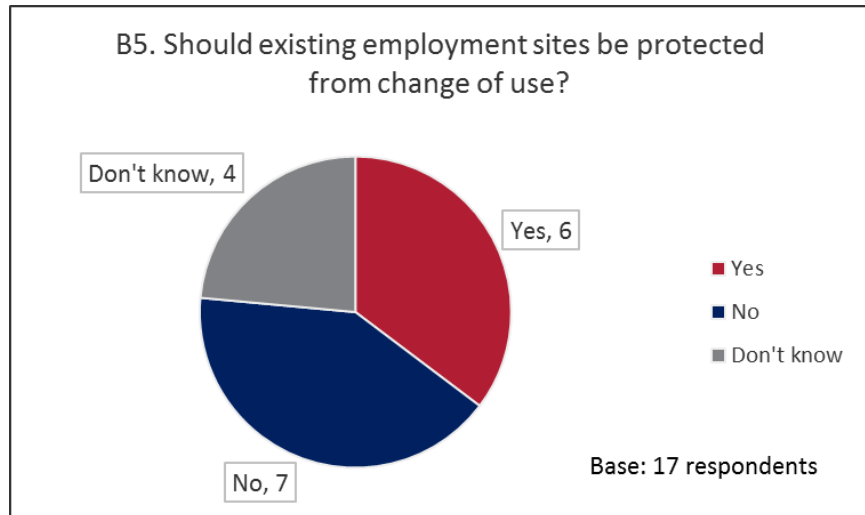
	Response Count
Yes	2
No	14
B4a. If yes, please can you advise of any potential sites?	0
Total responses	16
Not answered	2

The majority of respondents do not think Dilwyn need any additional industrial land, 14 out of the 18 respondents answered 'No'.

B5. Should existing employment sites be protected from change of use?

	Response Count
Yes	6
No	7
Don't know	4
Total responses	17
Not answered	1

Views were mixed with regard to whether existing employment sites should be protected from change of use. Nearly the same number of 'Yes' responses as there were 'No's, with four 'don't know' and one not answered.



B6. What would encourage new businesses to locate to Dilwyn? (e.g. more purpose built premises, faster broadband, etc)

There were 14 comments made, with 11 of them specifically mentioning faster broadband.

Because we are located in one of the lowest population density areas in England. With little local employment a focus MIGHT be given to this. So better communications
Better communication, both mobile and broadband reliability and speed. Better support services, specifically retail (to get sandwiches at lunch time etc)
Better mobile phone signal. Faster broadband for all areas in the parish (some still not done). Meeting space that can be hired out by those working from home with Wi-Fi, photocopier, professional feel
Broadband access for all
Broadband and mobile signal
Fast broadband. Well maintained roads
Faster broadband
Faster broadband
Faster broadband
Help to advertise the new business and promote their service and products
IT support (attractive websites for individual businesses AND also on attractive websites for Dilwyn paid for by the community)
Home/workshop units, faster broadband for direct for direct from exchange lines
More houses
Purpose built units from existing buildings, faster broadband. Better access routes
Support new and existing agriculture small developments within the community

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

There were five comments made.

See above - "Because we are located in one of the lowest population density areas in England. With little local employment a focus MIGHT be given to this. So better communications"
Dilwyn is largely a residential village in the country side and should stay that way. Towns and cities are within commuting distance to offer jobs
Dilwyn is very small community, without fundamentally changing the nature of the village it will always be a dormitory village with most people traveling to work. So it has limited capacity for job expansion (with the exception of more home working)
No but the drivers of large vehicles don't have much room for parking when they bring them home. Could some improvements be made to the parking restrictions at the cedar hall
Small developments needing part time workers from the parish of Dilwyn. Very important to sustain all small businesses in our very rural community

About your business

B8. What would help your business to develop and thrive during the next 10 years?

There were 16 comments made. Some of the key areas identified were Broadband and continued/more local support.

Advertising, Part time local clerical help
Affordable workshop space
Better broadband, post office
Better price for our products
Broadband. Road repairs and maintenance
Continued local support
Faster broadband
Faster broadband has helped enormously but no office space nearby that can be hired out for meeting clients, rather than at home
Greater development in the country
Growth and attractiveness of local pub and additional cafes in the Dilwyn area. More support for marketing. Quality broadband link with sufficient speed and capacity. Better transport links to railway and major towns in area.
IT access
Local support, more tourism
More affordable housing and small commercial units
Situated on edge of parish, outside village, so not particularly affected
To be able to continue using agriculture land as we currently do and to allow expansion if necessary
Weaker £

B9. Is your business likely to require additional space over the next 10 years?

Ten respondents answered this question, with many unsure what additional space they may require for their business over the next ten years. Half of these ten potentially wanted small office spaces. There were 8 respondents who did not answer.

	Up to 50 sqm.	51 to 100 sqm.	101 to 200 sqm.	201 or more	Not sure	Response Count
Industrial workshop	2	1	0	0	3	6
Office	5	0	0	0	4	9
Retail	1	1	0	0	3	5
Storage - covered	3	0	1	0	2	6
Storage - open	0	1	1	0	3	5
Other (please comment below)						2
Total responses						10
Not answered						8

There were two 'Other' comments made:

- ▶▶▶▶▶▶▶▶ *"Any expansion would probably be on existing site"*
- ▶▶▶▶▶▶▶▶ *"No requirement forecast for additional space"*

B9a. Is your business likely to require alternative or smaller premises over the next 10 years?

There were seven respondents who identified that they might require alternative or smaller premises, however the majority were not sure, only two responses answered 'Yes', one for a 'larger premise in the Dilwyn area', and the other a 'smaller premises in the Dilwyn area'.

	Yes	Not sure	Response Count
Larger premises in the Dilwyn area	1	5	6
Smaller premises in the Dilwyn area	1	4	5
Moving premises outside the Dilwyn area	0	5	5
Total responses			7
Not answered			11

For the one response for 'larger premises in the Dilwyn area' no current or future size in sq. mtrs, were specified.

The one response that identified a need for 'smaller premises in the Dilwyn area' currently occupying a space of 100 sq. mtrs, but didn't specify what they would need in future.

Another response who hadn't identified a need for other premises commented that they would need approximately 30 sq. mtrs for 'larger premises in Dilwyn'.

B10. If you have indicated in the previous question that you are moving premises outside the Dilwyn area or are considering doing so, what are your reasons?

There was one comment: "Retirement".

B11. Are there any planning constraints or barriers either locally or nationally that will or may prevent your business from developing during the next 10 years?

There were nine comments made. Five of which were 'No' or 'Not that we are aware of'.

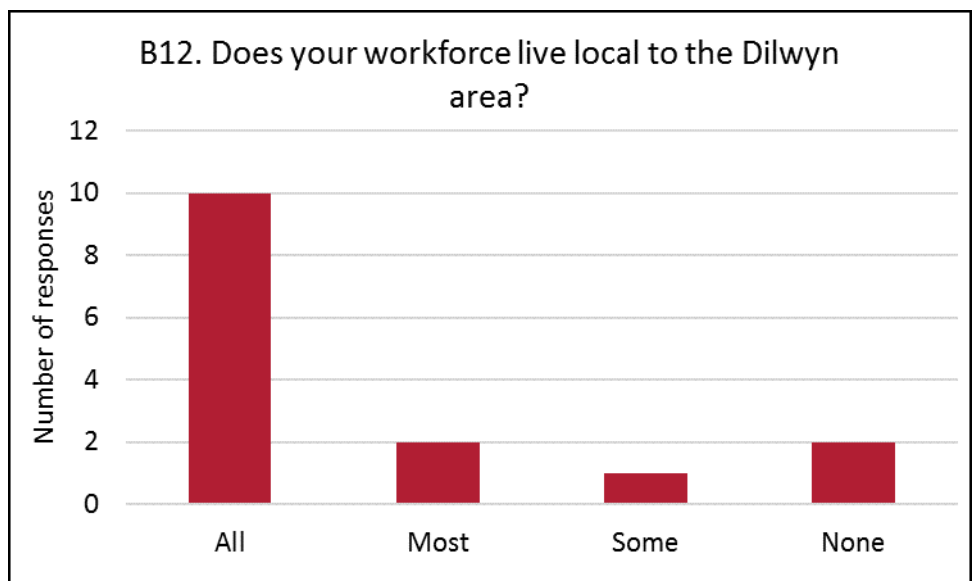
The other comments were as follows:

20% increase in costs from July 17
Please note B.3 - "There is a trend to work from home. Larger new houses should incorporate offices to allow for this and developers restrictions against running a business from home should be discouraged. Perhaps special conditions could be added to new planning permissions"
Yes - normally planning constraints
Yes a 3 year temp agriculture workers dwelling if refused! We will need to move away thus having no more business and young children to carry on living in the area

B12. Does your workforce live local to the Dilwyn area?

	Response count
All	10
Most	2
Some	1
None	2
Total responses	15
Not answered	3

The majority of businesses have a very local workforce with 10 saying 'All' of their workforce live local to Dilwyn.



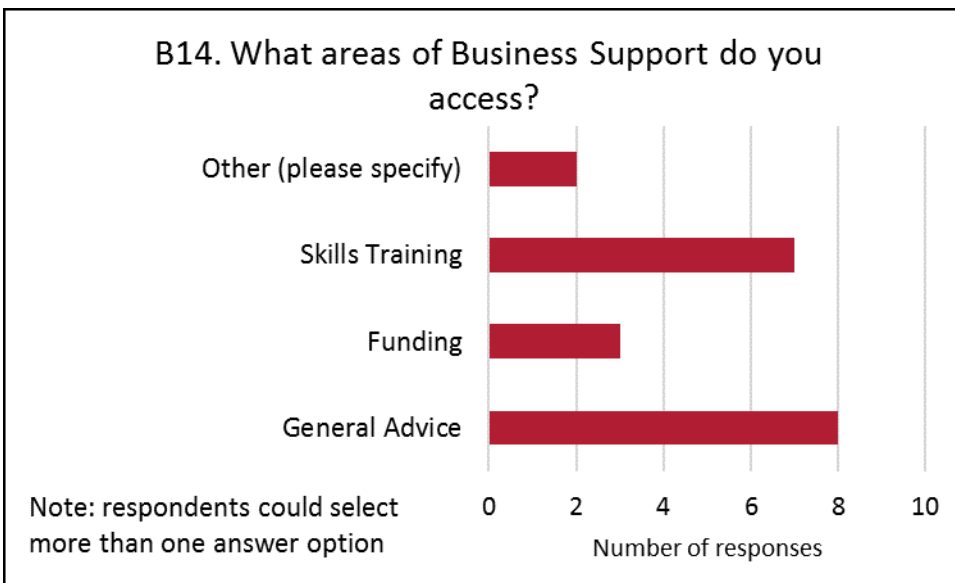
B13. Are transport links suitable for those who have to travel?

	Response Count
Yes	9
No	6
Total responses	15
Not answered	3

B14. What areas of Business Support do you access?

	Response Count
General Advice	8
Funding	3
Skills Training	7
Other (please specify)	2
Total responses	12
Not answered	6

Note: respondents could select more than one answer option.



There were two 'Other' comments made about business support respondents access:

- ▶▶▶▶▶ IT
- ▶▶▶▶▶ Business rates are currently waived. (NB this is at whim of government). Member of FSB – advice through this body.

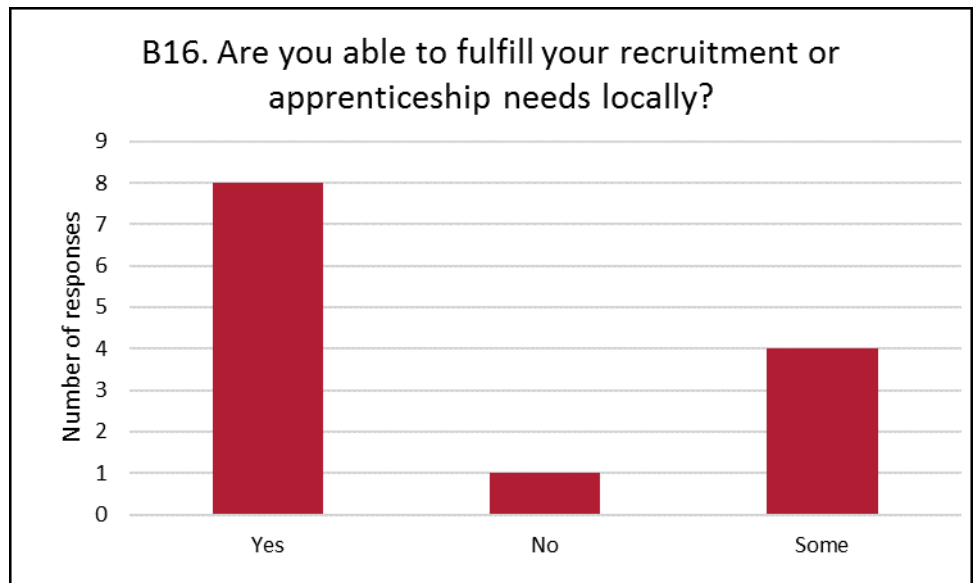
B15. What areas of Business Support would you like to access to help your business grow? (e.g. online business directory, access to a business forum, etc.)

There were six comments:

Advertising a promotion of some sort. Perhaps a regular 'spot light' (?interview) with local businesses in rotation in the Dilwyn area - to introduce residents as potential customers
IT training
More coordinated tourist development
None
Training
We pay for our support - bank/NFU etc

B16. Are you able to fulfil your recruitment or apprenticeship needs locally?

	Response Count
Yes	8
No	1
Some	4
Total responses	13
Not answered	5



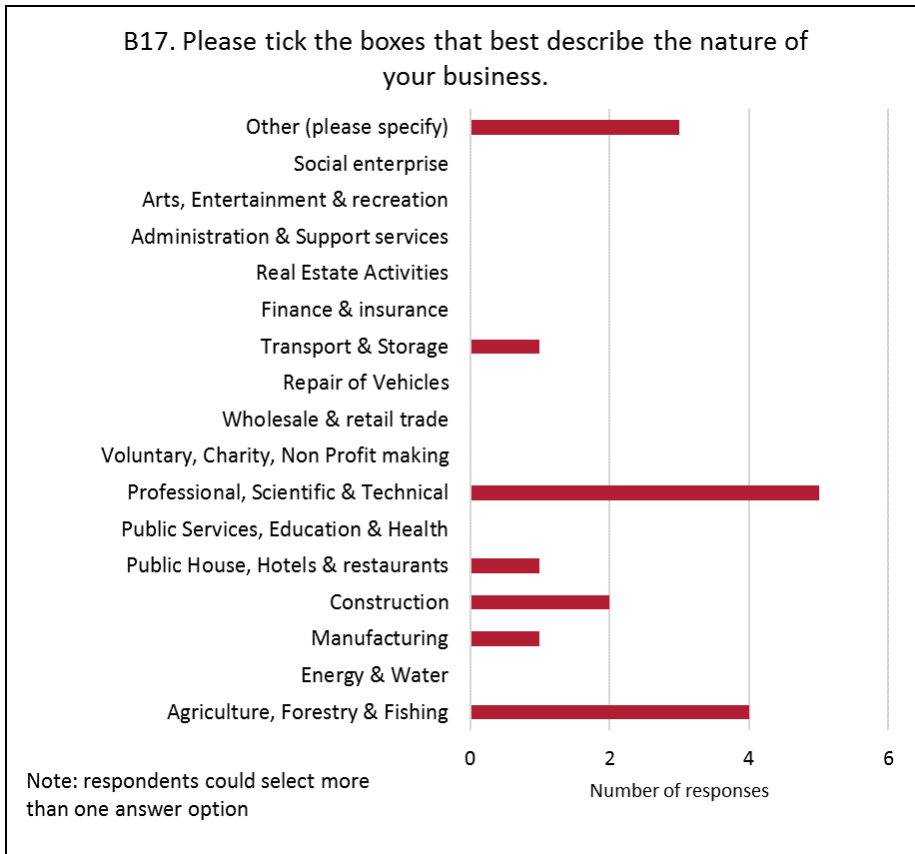
There was only one response which stated they couldn't fulfil their recruitment or apprenticeship needs locally compared to eight that could.

There were a further four where they could only partially meet their needs locally.

B17. 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.

Note: respondents could select more than one answer option.

	Response Count
Agriculture, Forestry & Fishing	4
Energy & Water	0
Manufacturing	1
Construction	2
Public House, Hotels & restaurants	1
Public Services, Education & Health	0
Professional, Scientific & Technical	5
Voluntary, Charity, Non Profit making	0
Wholesale & retail trade	0
Repair of Vehicles	0
Transport & Storage	1
Finance & insurance	0
Real Estate Activities	0
Administration & Support services	0
Arts, Entertainment & recreation	0
Social enterprise	0
Other (please specify)	3
Total responses	13
Not answered	5



There were three 'Other' responses that were specified:

- ▶▶▶▶▶▶▶▶ Animal boarding
- ▶▶▶▶▶▶▶▶ On line
- ▶▶▶▶▶▶▶▶ Tourism

B18. Please use the space below and on the back page to add any further comments you may have that have not been covered in the survey.

A lot of questions aren't really applicable to our business
Broadband and mobile phone signal is crucial to my ability to run my business from home.
Q13 comment against 'no' answer - not public transport
Has a young family already having an established business in Dilwyn parish. Having to fight to stay here is emotionally draining
I don't really know who I would approach locally for example I wanted the outside of house painted or some electrical work done for example. A local directory for north Herefordshire would be very helpful to me as a customer
Q16 - this will probably change, with advent at university of Hereford

***** End of main body of report *****

Appendix 1 – The questionnaire