



Wybunbury Combined Parishes Neighbourhood Plan

# Business Survey

## Appendix M



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## **BUSINESS SURVEY**

August 2018

In August 2018 the Neighbourhood Plan Steering Group (NPSG) undertook a survey of thirty-three (33) local companies; initially by telephone and then via email with a link to the questions via Survey Monkey.

Thirty two (32) emails were successfully delivered and despite all 33 businesses expressing an interest in taking part, only six (6) businesses went on to complete the survey.

The questions are set out below:

	<b>QUESTION</b>
1	What is the name of your Company / Business?
2	How many people do you currently employ in your Company / Business
3	How many years have you been trading in the Neighbourhood Plan Area (NPA)?
4	How far do your employees travel to work? (miles)
5a	How many of your employees are LOCAL? (Live within the NPA)
5b	How many of your employees live further afield? (outside the NPA)
6a	What are the POSITIVE aspects of being a local business in the NPA? (Please list)
6b	What are the NEGATIVE aspects of being a local business in the NPA? (Please list)
7a	Is your business likely to expand in the next 5 years?
7b	Is your business likely to remain in the NPA over the next 5 years?
8	Would improvements to the following have a beneficial impact on your business? (i) High Speed Rail (Phase 2a) (ii) Superfast Broadband (installation OR improved speeds) (iii) Improvements to the local road network (iv) Labour supply
9	Would you be interested in forming a local business group?
10	Please make any additional comments here:

The NPSG have collated the results below based on the 6 sets of responses (18.18% response rate) and have then revisited the responses and comments received as part of the "First Consultation" in June 2017 for comparison.



<b>QUESTIONS and RESPONSES</b>	
1	What is the name of your Company / Business?
	All 6 businesses responded
2	How many people do you currently employ in your Company / Business
	The 6 businesses each employ between one (1) and ten (10) employees
3	How many years have you been trading in the Neighbourhood Plan Area (NPA)?
	The average period of trading for all six respondents was eleven (11) years.
4	How far do your employees travel to work? (miles)
	The average travel journey for employees is 22 miles
5a	How many of your employees are LOCAL? (Live within the NPA)
	20% employees live locally (within the NPA)
5b	How many of your employees live further afield? (outside the NPA)
	80% employees live outside the NPA
6a	What are the POSITIVE aspects of being a local business in the NPA? (Please list)
(i)	"There are lots of local businesses in clusters which helps footfall"
(ii)	"The business is close to home"
(iii)	"We go to work in pleasant surroundings"
(iv)	"Close to motorway networks"
6b	What are the NEGATIVE aspects of being a local business in the NPA? (Please list)
(i)	Lack of public transport
(ii)	Issues with HGVs on rural road infrastructure
7a	Is your business likely to expand in the next 5 years?
	All respondents reported that they had NO plans to expand in the next 5 years.
7b	Is your business likely to remain in the NPA over the next 5 years?
	All businesses reported that they intend to remain in the NPA.
8	Would improvements to the following have a beneficial impact on your business?
(i)	High Speed Rail (Phase 2a)
	50% (3) respondents feel that HS2 will have a positive impact on their business.
(ii)	Superfast Broadband (installation OR improved speeds)
	67% (4) stated that SFBB improvements would impact positively on the business.
(iii)	Improvements to the local road network
	100% (6) respondents said road improvements would be positive for the business
(iv)	Labour supply
	NO businesses responded to this question.
9	Would you be interested in forming a local business group?
	50% of businesses were interested in forming / joining a local business group.
10	Please make any additional comments here:
	1 comment "Thanks to the local community for their support over the last 10 years"



**FIRST CONSULTATION RESULTS**

June/July 2017

The NPSG received a number of responses during the First Consultation period that related specifically to the local business environment. These comments are summarised below:-

**Q3: What Opportunities are there for the future improvement of the Wybunbury Ward Parishes?**

A: "More small businesses" 3.2% (5) respondents

**Q4: What might threaten the future of the Wybunbury Ward Parishes?**

A: Poor Broadband Provision 1.1% (2) respondents

A: "Not enough SME development" 1.1% (2) respondents

A: No Public transport 1.1% (2) respondents

**Q7: On a scale of 1 - 10 how important are the following issues to you?**

**Jobs & Economy.**

42% of respondents (65) scored this area as 8, 9, or 10 identifying it as an area of importance to local people. (When scores of 6 and above are included, this increased to 66% (95 respondents).

**Q8: What type of new development would you object to in the Wybunbury Ward Parishes?**

A: Commercial/Industrial Dev 21% (33) respondents

**Q9: What type of new development would you support in the Wybunbury Ward Parishes?**

A: Small Businesses 9% (13) respondents

A: SFBB 1 respondent

A: Farm Diversification 1 respondent

**Q10: What would you like to see included in the Neighbourhood Plan for the Wybunbury Ward?**

A: Public transport 12% (19) respondents

A: SFBB 4% (6) respondents

A: Highway improvements 4.1% (7) respondents

Ref: WCP First Consultation Report June/July 2017 ( [www.wybunburynp.co.uk](http://www.wybunburynp.co.uk) )

Whilst the response rates have been low, there remains significant consistency in the nature of the responses to both surveys. The importance of Small and Medium Enterprises (SMEs) is identified, as is the importance of good highway infrastructure and Broadband connectivity across the Plan Area. The role of Public Transport both for residents and a 'commuting workforce' is also highlighted.

Over 160 individual businesses, operating in the Plan Area are registered with Cheshire East Council (for business rates purposes in 2018/19). They include a wide range of activities including traditional farm-based agriculture, 'agri-tech' operations and food processing, over 60 workshops and sales units based at three rural business centres at Dagfields in Walgherton, Cockshades, in Wybunbury and Doddington Farm (all former farms that have diversified), a



large garden centre (part of a national group) at Bridgemere, small retail units, leisure and tourism operations, three pub-restaurants and many home-based businesses.

The role of SMEs in the plan area is well established and the Plan seeks to support these as far as possible when balanced within the context and requirements of all other policies in the Plan

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END

