

SOUTHBOURNE PARISH NEIGHBOURHOOD PLAN

BUSINESS SURVEY

REPORT

Business & Economy Focus Group
Southbourne Parish Council

August 2013

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Introduction

Information from the Non Domestic Rates register for postcodes contained within Southbourne Parish indicated some 140 business names, a number of which are undertaken from private addresses and have multiple registrations.

The Focus Group sought to identify easily recognisable areas of business activity – these being generally the Emsworth and Thornham marina areas, the Main Road (A259) running west/east from Hermitage to Nutbourne, Stein Road and Clovelly Road commercial areas.

In all 90 businesses received a covering explanatory letter, the survey questionnaire, a stamped self addressed envelope for responses and a copy of the leaflet explaining the preparation of the Southbourne Parish Neighbourhood Plan. The leaflet was a copy of that delivered to every household in the Parish.

The task of hand delivering the questionnaires was divided amongst 3 members of the Focus Group and in the majority of cases face to face contact was made in order to explain the process being undertaken. The covering letter was issued under the name of the Focus Group member delivering the material together with the stamped return envelope addressed to that member. In the few cases where material had to be left without explanation a follow-up telephone call sought to establish that the right contact had been established.

The survey questionnaires were delivered during the second half of May and the first half of June 2013.

The responses were analysed for consideration in the drafting of the Southbourne Parish Neighbourhood Plan – State of the Parish Report.

Summary of Key Results

- i) delivery of 90 survey forms represented a coverage of over 64% of business activity identified from the Non Domestic Rates data;
- ii) of the 90 survey forms delivered a total of 31 were completed and returned, representing a response rate of just over 22% of those activities identified in the Non Domestic Rates data;
- iii) of the 90 activities identified the return of 31 completed survey forms represents a response rate of 34.4%;
- iv) both response rates are considered reasonable;
- v) some 64.6% of the businesses responding have been operating in the Parish for more than 10 years, with a further 19.4% between 6 and 10 years;
- vi) in terms of ownership of the business premises 68% responded that they were owned whilst 45% stated rented; the total exceeds 100% because some businesses both own and rent premises;
- vii) in response to the suitability of the premises for the business activity 76% found them entirely suitable with 24% indicating that subject to minor qualifications the premises were found to be suitable;
- viii) when asked what percentage of their workforce lived in the Parish 32% of the respondents indicated no resident employees;
- ix) over 87% of the employees of the businesses responding were employed full time.

Covering Letter

SOUTHBOURNE NEIGHBOURHOOD DEVELOPMENT PLAN

To all Southbourne Parish based businesses

You may have heard that there is a need to build 350 more houses in the Parish of Southbourne in the next decade. The Parish Council has the task of establishing the most suitable sites for this development. To do this requires considerable research and effective consultation with the local community and business activities.

The Parish Council does not have sufficient resources to complete this task alone, and has called on members of the local community to assist. About 40 volunteers have been formed into various Focus Groups to investigate the factors which will effect the development, one of which is the business activity in Southbourne Parish.

It will be extremely helpful if you could spend a few moments completing the enclosed questionnaire about your business, leaving blank those questions you don't wish to answer, and posting it in the enclosed envelope. The information you provide will not be publicised in your business name, but simply used for statistical analysis in the survey of Southbourne businesses.

In anticipation, many thanks for your help.

SOUTHBOURNE NEIGHBOURHOOD DEVELOPMENT PLAN - BUSINESS SURVEY
RESPONSE RATES Final Tabulation

Q	Question	Response
1.	Name of business	90 survey forms distributed. 31 forms returned. 34% response rate.
2.	Telephone Number	Completed on 30 returned forms. 97% response rate.
3.	Postcode	Completed on all returned forms.
4.	Nature of Business	Completed on all returned forms. See further analysis.
5.	Length of time in Southbourne	Completed on all returned forms. See further analysis.
6.	Do you own, or rent your premises	Completed on all returned forms. See further analysis.
7.	How much floor space do you have, approximately	Completed on 21 returned forms. 68% response rate. See further analysis.
8.	Is your site entirely suitable for your business. If not what is needed, or should be changed.	Completed on 29 returned forms. 93% response rate. 7 of 29 forms (24%) gave qualified answers mostly relating to poor road infrastructure, lack of storage units, consolidation of multiple sites, further limited development of site.
9.	Approximately how many employees do you have, full time and part time	Completed on all returned forms. See further analysis.
10.	What percentages of your work force are skilled, semi-skilled and unskilled very approximately	Completed on 28 returned forms. 90% response rate. See further analysis
11.	Do you have any difficulty in recruiting	Completed on 28 returned forms. 90% response rate. Remainder either owner/employee or contract labour.
12.	What percentage of your work force lives in the Parish of Southbourne	Completed on 28 returned forms. 90% response rate. See further analysis.
13.	Do you have any comment which might help with the future siting of businesses, for a Neighbourhood Development Plan in Southbourne	Completed on 22 returned forms. 71% response rate. See further analysis.
14.	What single action in your opinion would have the most positive impact on the Southbourne Community	Completed on 22 returned forms. 71% response rate. See further analysis.
15.	Contact name for business	Completed on 30 returned forms. 97% response rate.

Southbourne Neighbourhood Plan – Business Survey: Analysis of results. Final Tabulation

90 survey forms distributed; 31 completed forms returned.

Questions 1 to 3 are summarised on Response rate sheet

Question 4: Nature of Business

	Forms Distributed	Forms returned
Public houses/restaurants	6	1
Food takeaway	1	-
Horticultural/produce sales/educational facility	1	1
Childrens nurseries/crèche	2	-
Veterinary Surgeries	2	2
Off licence/wine merchants	1	1
Ladies Hairdressers	3	2
Gents Hairdressers	1	1
Petrol filling stations/convenience stores	2	1
Car sales	2	1
Domestic electrical appliances		
Retail/repair	1	-
Electrical contractors	1	1
Marina/boatyard operators	3	2
Marine engineers	4	2
Boat builders/shipwrights	3	2
Yacht brokers/boat sales	3	-
Marine/boat equipment sales, accessories & services	6	-
Care/rest homes	4	-
Funeral directors	1	-
Supermarkets	2	-
Dentists, doctors, physiotherapists	3	1
Retail/grocers/food & produce sales	2	1
Caravan sales/accessories	1	1
Transit caravan/camping sites	2	-
Retail – domestic heating equipment	1	1
Audio/telecoms	1	1
Automotive engineering/repair/ testing	5	1
Automotive electrical	2	-
Metal fabricators/manufacturers	5	-
Precision, general & consulting engineers	3	1
Furniture manufacturers/furniture upholsters/home furnishings	3	1
Paint manufacture	1	-
Sign manufacturers/writers	2	1

Consultancy/advertising/public relations	3	1
Specialist clothing manufacture	1	-
Musical instrument design/manufacture/retail	1	1
Aboriculturist	1	1
Leisure centre	1	-
Light haulage	1	1

Question 5: Length of time in Southbourne

1 month – 5years	6 – 10years	11 – 16years	17+years
16.0%	19.4%	13%	51.6%

Question 6: Do you own or rent your premises

Own	68%
Rent	45%

Total exceeds 100% as some businesses both own and rent premises.

Question 7: How much floorspace do you have approximately

Number of businesses responding

- up to 100sq ft (10 sqm): 0
- 101 – 500 sq ft (10 sqm – 50 sqm): 5
- 501 sq ft – 1000 sq ft (50 sqm – 101 sqm): 4
- 1001 sq ft – 5000 sq ft (100 sqm – 505 sqm): 5
- 5001 sq ft – 10000 sq ft (505 sqm – 1010 sqm): 1
- 10000 sq ft + (1010 sqm +): 6*

* includes 2 sites where use of land rather than buildings predominates

Question 8: Is your site entirely suitable for your business. If not what is needed, or should be changed

Entirely suitable	76%
Subject to qualifications	24%

Qualifying comments (7): i) increase car parking; ii) inappropriate use of roads by HGVs iii) ability to co-locate units; iv) improve strategic highway network; v) secure storage.

Question 9: Approximately how many employees do you have, full time and part time

Total employment of the 31 businesses completing the survey:	276	
Full time employees	241	87.3%
Part time employees	35	12.7%

Number of businesses with employees working **Full Time**

No. of employees:	1-4	5-9	10-14	15-19	20-30	30-50	50+
No. of businesses:	14	7	1	0	1	1	1

Number of businesses with employees working **Part Time**

No. of employees: 1-4 5-9 10-14 15-19 20-30 30-50 50+

No. of businesses: **11 1 - - - - -**

Note: total number of businesses exceeds number of responses as some businesses employ a mixture of full & part time workers.

Question 10: What percentages of your work force are skilled, semi-skilled and unskilled approximately

Skilled	1-15%	16-30%	31-50%	51-70%	71-100%
No. business:	-	-	4	2	19

Semi Skilled	1-15%	16-30%	31-50%	51-70%	71-100%
No. businesses:	-	3	3	1	1

Unskilled	1-15%	16-30%	31-50%	51-70%	71-100%
No. businesses:	2	3		1	1

Note figures do not sum as some businesses employ a mixture of skilled, semi skilled and unskilled workers.

Question 11: Do you have any difficulty in recruiting

	Yes	No	Sometimes
Number of businesses:	3	20	4

Question 12: What percentage of your work force lives in the Parish of Southbourne

Percentage of workforce	0%	1-10	11-20	21-30	31-40	41-50	51-70	71-99	100
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No. of Businesses	9	5	2	2	3	1	2	1	3
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Percentage of response	32%	18%	7%	7%	11%	3%	7%	3%	11%
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Question 13: Do you have any comment which might help with the future siting of businesses for a Neighbourhood Development Plan in Southbourne.

Totals may not reflect totals as multiple comments given/answers aggregated.

Highway related matters: 9 - 32% i) general improvement of highway access; ii) reduction of HGVs on inappropriate roads; iii) improved consultation on highway matters; iv) improved parking – residential and commercial; v) removal of parking restrictions in commercial areas; vi) better direction signage; vii) 20mph speed limit.

Provision for business related development: 5 – 18% i) support for further business development; ii) improved engagement with business.

Business provision: 5 – 18% i) provide secure business and storage units; ii) ensure availability of low cost, easy in/easy out arrangements; iii) support high value manufacturing activity; iv) ease planning regulations on change of use.

Location considerations: 3 – 11% i) retain Main Road as retail area; ii) commercial development on edge of developed area.

Other business related comments: 3 – 11% i) improve image of existing commercial areas; ii) better signage.

Other comments: 3 – 11% i) reduce impact of level crossing; ii) create village atmosphere; iv) provide free newspaper with free advertising for local businesses.

Question 14: What single action in your opinion would have the most impact on the Southbourne community.
Totals may not reflect totals as multiple comments given/answers aggregated.

Main issue areas

- i) increase police presence within the community. **5%**
- ii) reduce impact of level crossing. **18%**
- iii) highway – improve road quality; reduce congestion; provide car parking; 20 mph speed limit. **23%**
- iv) provide more community facilities e.g. shops and open spaces. **5%**
- v) support business development and local economy **9%**
- vi) no further “supermarket” development. **5%**
- vii) re-introduction of No. 11 bus service. **5%**
- viii) improve broadband speed. **9%**
- ix) better communication required between Parish Council and local community on matters affecting local population. **5%**
- x) modernise existing commercial areas. **5%**
- xi) eliminate flooding around junction of Main Road/Stein Road. **5%**
- xii) cap business rates; offer cheaper waste disposal facilities. **5%**
- xiii) to reduce congestion future development to be located between Nutbourne and Southbourne. **5%**