



**SHIPSTON'S NEIGHBOURHOOD PLAN
HOMeworkERS BUSINESS SURVEY
REPORT**

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EXECUTIVE SUMMARY

- Over half of respondents (54%) reported that they were 'Self employed from home/ with premises' whilst 37% were 'Running a registered business from home/ with premises'.
- All of those who stated they were 'Self employed', reported that this was from 'Home.'
- 85% of those who stated they were 'Running a registered business' reported that this was from 'Home'
- **Short term operations;** 56% of those who reported that they were either 'Self employed from home' or 'Running a registered business from home/with premises' stated that the business had been in operation for 'One to Five years'.
- **Local customer base;** 48% those who reported that they were either 'Self employed from home' or 'Running a registered business from home/with premises' stated that their customers were 'Locally' based, 36% stated 'Nationally', 26% 'Regionally' and 26% 'Internationally'.
- **Low sales figures;** From those who reported that they were either 'Self employed from home' or 'Running a registered business from home/with premises', over half (52%) recorded their total value of their sales to be £0k to £20k.
- **Planned increase in business activities;** 66% of those who reported that they were either 'Self employed from home' or 'Running a registered business from home/with premises', were planning for their business activities to 'Increase' over the next five years. 19% stated they expected business activities to 'Increase Significantly'.
- **Positive aspects of operating in the area;** 'Prosperity of the town', 'Geographic location' and 'Availability of skilled personnel', were classed as positive aspects of the area and enablers to business growth.'
- **Negative aspects of operating in the area;** 'Commercial property costs' and 'Transport Links' were classed as negative aspects of running a business in the area and restrictions to business growth.
- **Additional skilled personnel not needed;** 63% of those who are 'Self employed from home' or 'Running a registered business from home/with premises' stated that they would not require additional skilled personnel over the next five years.

- **Additional commercial premises not needed;** 73% of those who are 'Self employed from home' or 'Running a registered business from home/with premises' stated that they would not require additional commercial premises over the next five years.
- The 'provision of increased office and industrial units', 'improved broadband', 'improved transport links', 'reduced rates and rents' and 'business support' were themes to emerge from the comments concerning additional support.

INTRODUCTION

BACKGROUND

Towns Alive are a national membership organization and registered charity who work alongside Local Authorities, Community Partnerships, Town Councils, Town Teams, Business Improvement Districts, Universities and Retailers to help renew and regenerate locations across the United Kingdom and Republic of Ireland.

Towns Alive are specialists in delivering town centre solutions including; town centre user's surveys, retail audits, footfall counts, car parking audits and reviews, business consultations, shopper's origin surveys, mystery shops, signage audits and visitor/ non visitor perception surveys.

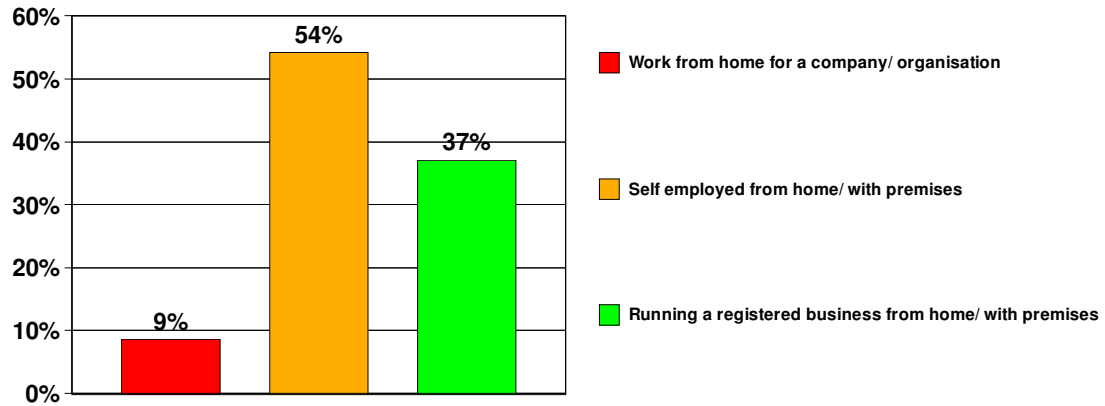
Towns Alive were commissioned by Shipston's Neighbourhood Plan Team to produce an online survey to gather the views and opinions of homeworkers in the local area on aspects such as;

- current and future business confidence
- positive and negative aspects of operating in the Shipston area.
- current and potential labour force
- current and potential premises
- future support

The survey was emailed by Shipston's Neighbourhood Plan Team and 35 surveys were completed. The following report is based upon the structure of the Business Survey.

KEY FINDINGS

Which of the statements best describes your current work situation?



N=35

**Please note the N number refers to the total number of respondents answering the particular question*

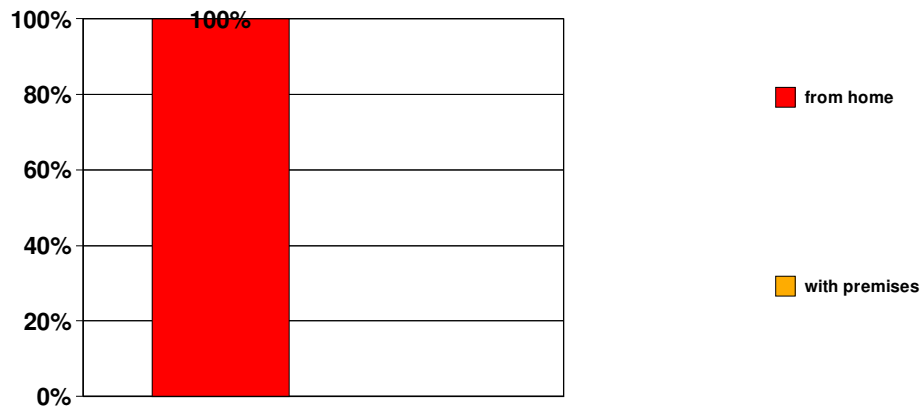
Over half of respondents (54%) reported that they were 'Self employed from home/ with premises' whilst 37% were 'Running a registered business from home/ with premises'.

Do you live.....	%
In Shipston	74
Within 2 miles of Shipston	6
Within 10 miles of Shipston	20
More than 10 miles of Shipston	0

N=35

Nearly three quarters of respondents live in Shipston.

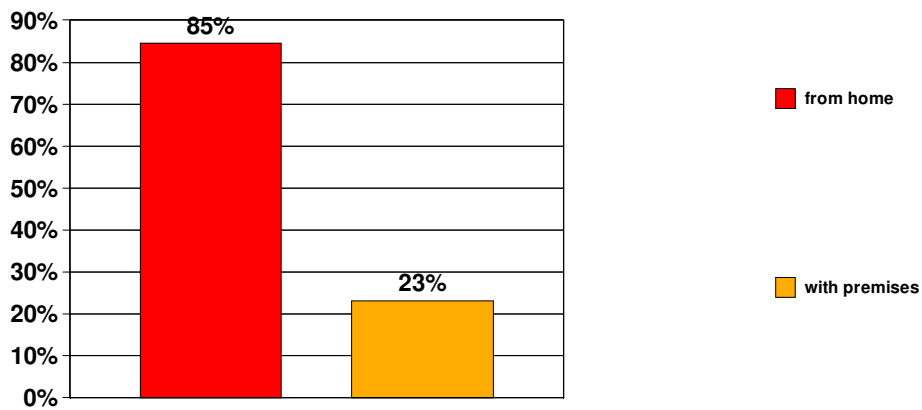
Are you self employed.....?



N=19

All of those who stated they were 'Self employed', reported that this was from 'Home.'

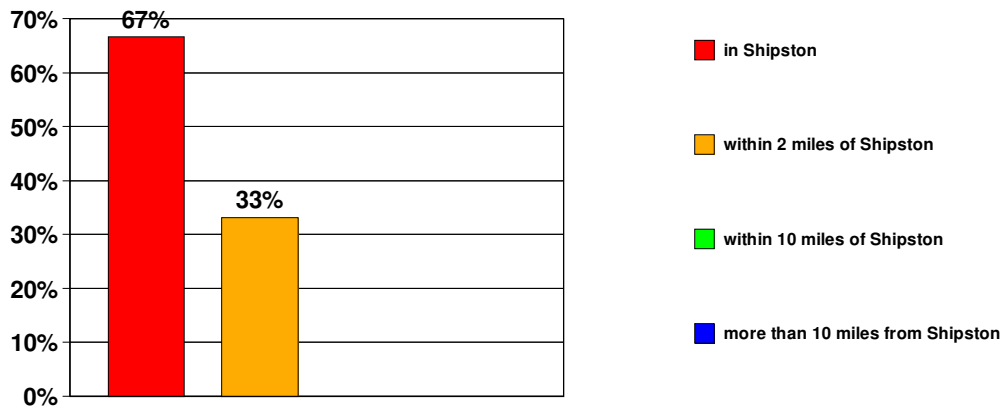
Are you running a registered business.....?



N=14

85% of those who stated they were 'Running a registered business' reported that this was from 'Home'.

Are the premises.....?



N=3

67% of those 'Running a registered business' from 'Premises' stated that these were in Shipston.

What is the nature of your business?	%
Agriculture, Forestry, Fishing	3
Mining and Quarrying	0
Manufacturing	3
Electricity, Gas, Steam, Air Conditioning Supply	0
Water supply, Sewerage, Waste Management	0
Construction	3
Wholesale and Retail Trade; Repair of Motor Vehicles	6
Transport and Storage	0
Accommodation and Food Service	3
Information and Communications	16
Financial and Insurance	3
Real Estate	3
Professional, Scientific and Technical	22
Administrator and Support Services	6
Public Administration and Defence, Social Security	3
Education	6
Human Health and Social Work	0
E-commerce	0
Other	22

N=32

22% of respondents stated that their business was in the 'Professional, Scientific and Technical' sector.

Those respondents who stated 'Other' (22%) reported;

- "Cleaning Services"
- "passenger transport"
- "dressmaking & teaching"

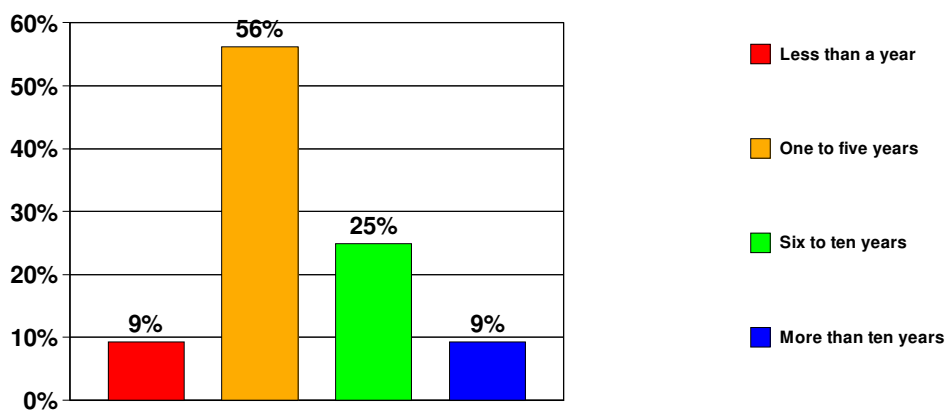
- "Consulting Civil Engineer"
- "Photography"
- "Executive Interview Coaching & Business Development"

How many people work in the business?

From those who reported that they were either 'Self employed from home' or 'Running a registered business from home/with premises' the average number of full time employees was 1.

From those who reported that they were either 'Self employed from home' or 'Running a registered business from home/with premises' the average number of part time employees was 1.

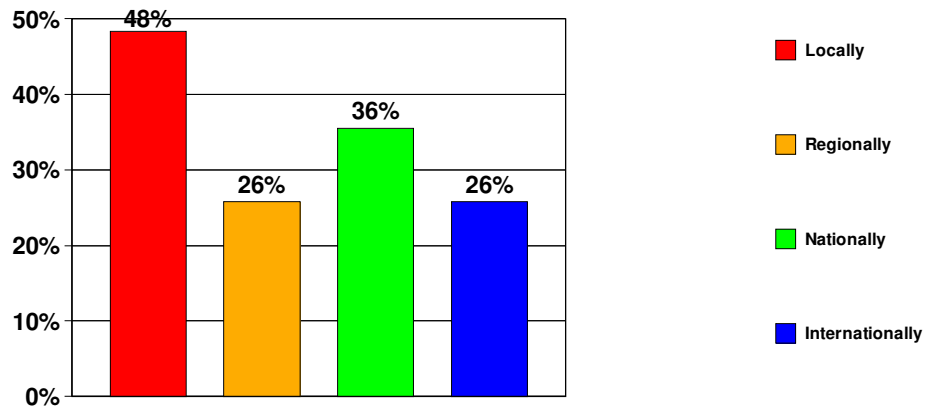
How long has the business been in operation?



N=32

56% of those who reported that they were either 'Self employed from home' or 'Running a registered business from home/with premises' stated that the business had been in operation for 'One to Five years'.

Where are your customers based? (Please tick all that apply)



N=31

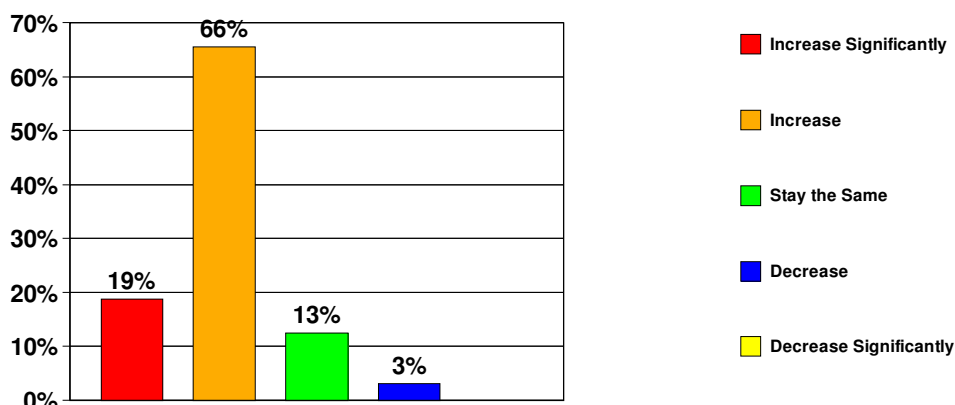
48% those who reported that they were either 'Self employed from home' or 'Running a registered business from home/with premises' stated that their customers were 'Locally' based, 36% stated 'Nationally', 26% 'Regionally' and 26% 'Internationally'.

What was the total value of your sales last year?	%
£0k-£20k	52
£21k-£50k	16
£51k-£100k	10
£101k-£1 million	23
£1 million -£5 million	0
Over £5 million	0

N=31

From those who reported that they were either 'Self employed from home' or 'Running a registered business from home/with premises', over half (52%) recorded their total value of their sales to be £0k to £20k. 23% stated £101k-£1 million, 16% £21k-£50k and 10% £51k to £100k.

Over the next 5 years are you planning for your business activities to.....?



N=32

66% of those who reported that they were either 'Self employed from home' or 'Running a registered business from home/with premises', were planning for their business activities to 'Increase' over the next five years. 19% stated they expected business activities to 'Increase Significantly'.

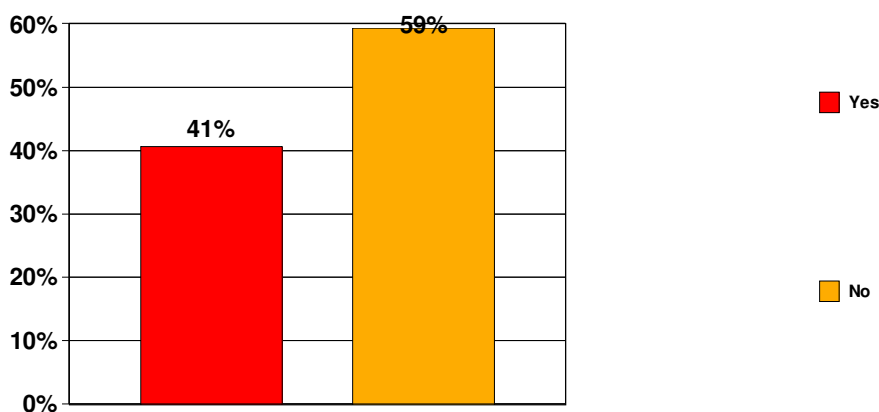
Please rate the following aspects of running your business in the area	Positive %	Negative %
Prosperity of the town	96	4
Availability of skilled personnel	75	25
Geographic location	80	20
Tourism	33	67
Transport Links	32	68
Commercial property costs (e.g. rent/ rates)	29	71
Business Support	60	40

From those who reported that they were either 'Self employed from home' or 'Running a registered business from home/with premises', 96% stated that 'Prosperity of the town' was a positive aspect of the area, whilst 80% recorded 'Geographic location' and 75% 'Availability of skilled personnel.' Conversely, 71% of respondents felt that 'Commercial property costs', 'Transport Links' (68%) and 'Tourism' (67%) were negative aspects of running a business in the area.

In terms of business growth please rate the area on the following aspects	Enabler of Business Growth %	Restriction to Business Growth %
Prosperity of the town	96	4
Availability of skilled personnel	71	29
Geographic location	87	13
Tourism	53	47
Transport Links	46	55
Commercial property costs (e.g. rent/ rates)	29	71
Business Support	68	32

96% of those who are 'Self employed from home' or 'Running a registered business from home/with premises' felt that the 'Prosperity of the town' was an 'Enabler to Growth.' 'Geographic Location' (87%), 'Availability of skilled personnel' (71%) and 'Business Support' (68%) were also classed as 'Enablers to Growth'. 'Commercial property costs' (71%) and 'Transport Links' (55%) were considered to be 'Restrictions to Business Growth.'

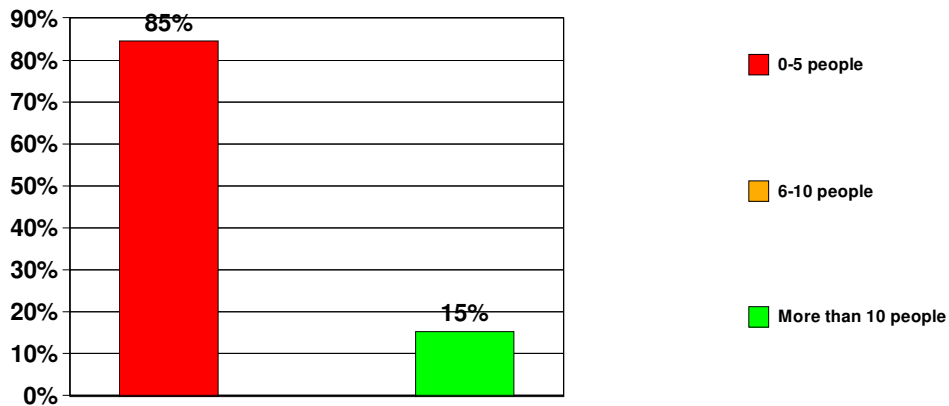
Over the next two years will your business need additional skilled personnel?



N=32

59% of those who are 'Self employed from home' or 'Running a registered business from home/with premises' stated that they would not require additional skilled personnel over the next two years.

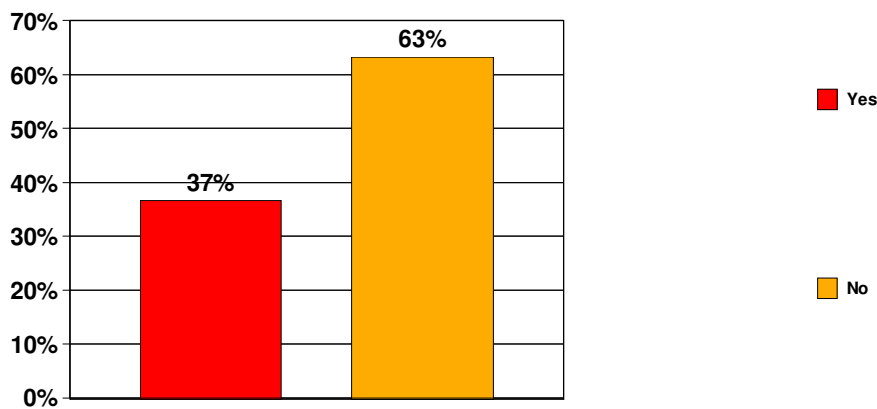
How many more additional skilled personnel will you require?



N=13

From those who felt that additional skilled personnel were required over the next 2 years, 85% stated that this was between 0-5 people.

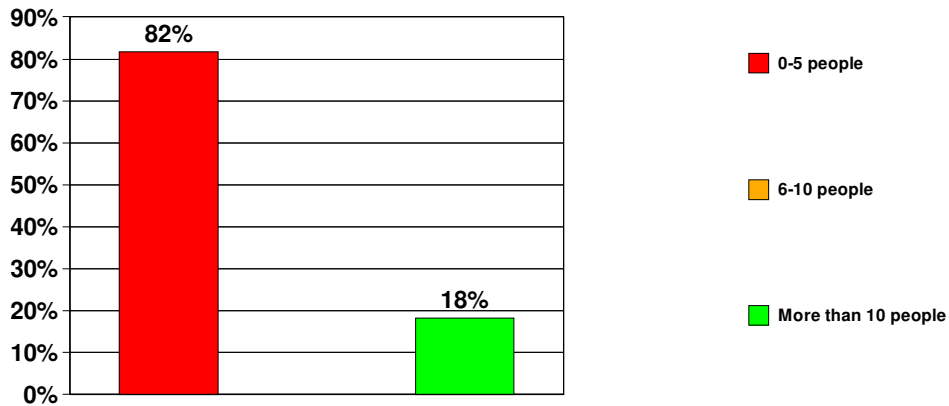
Over the next 5 years will your business need additional skilled personnel?



N=30

63% of those who are 'Self employed from home' or 'Running a registered business from home/with premises' stated that they would not require additional skilled personnel over the next five years.

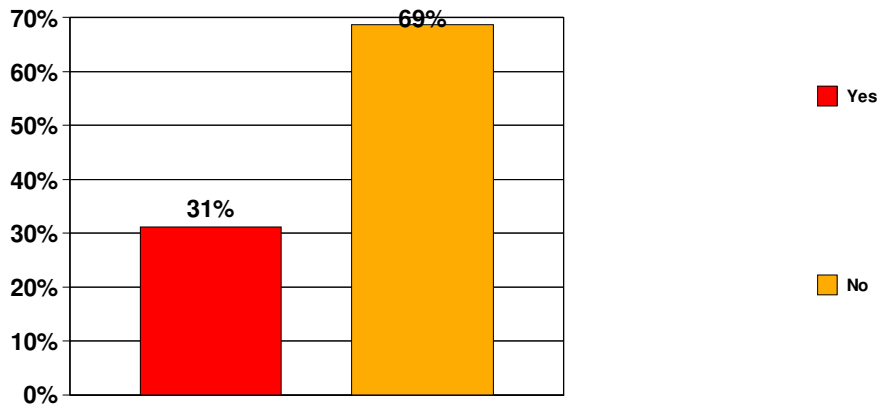
How many more additional skilled personnel will you require?



N=11

From those who felt that additional skilled personnel were required over the next 5 years, 85% stated that this was between 0-5 people.

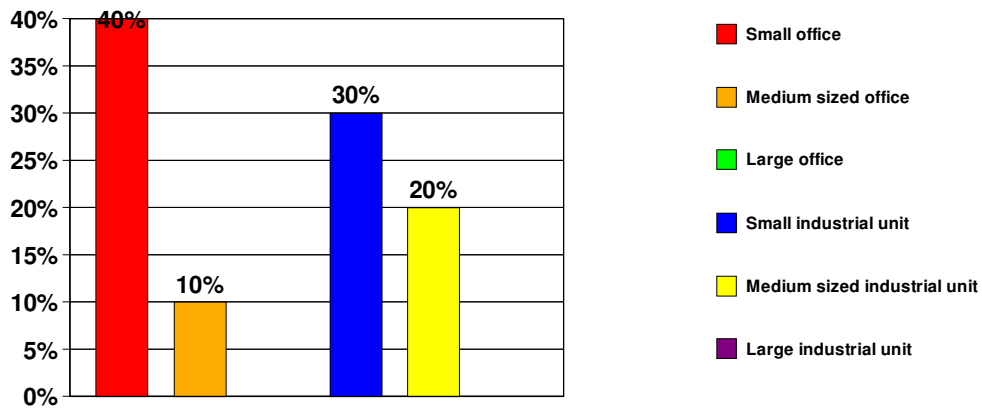
Over then next 2 years will your business require any additional commercial premises?



N=32

69% of those who are 'Self employed from home' or 'Running a registered business from home/with premises' stated that they would not require additional commercial premises over the next two years.

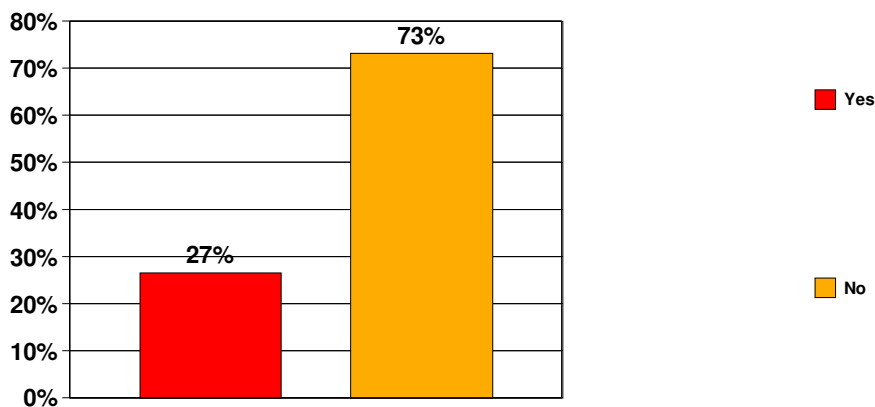
What type of commercial premises will you require over the next two years.



N=10

40% of those who reported that they would require commercial premises over the next two years stated that this was a 'Small Office', whilst 30% a 'Small Industrial Unit.'

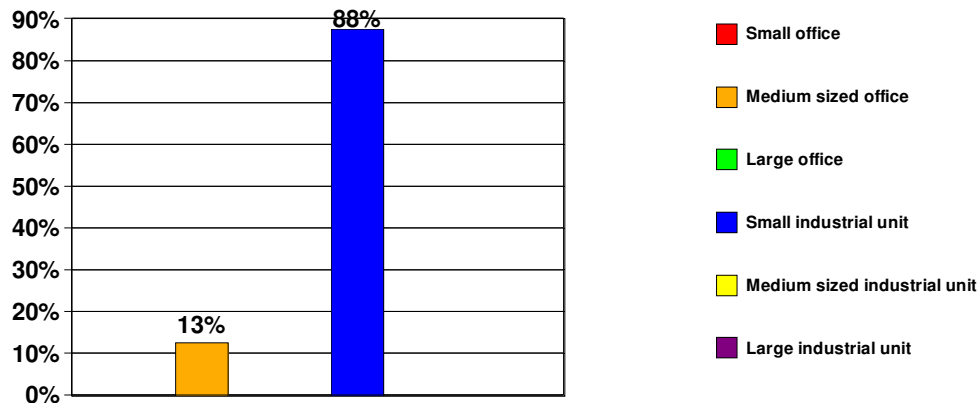
Over then next 5 years will your business require any additional commercial premises?



N=30

73% of those who are 'Self employed from home' or 'Running a registered business from home/with premises' stated that they would not require additional commercial premises over the next five years.

What type of commercial premises will you require over the next five years?



88% of those who reported that they would require commercial premises over the next two years stated that this was a 'Small Industrial Unit.'

What do you think needs to be done to support your business and local economic growth?

The 'provision of increased office and industrial units', 'improved broadband', 'improved transport links', 'reduced rates and rents' and 'business support' were themes to emerge from the comments;

- "incubation units/offices"
- "We need more space for business to operate from, be it office space or industrial space. Businesses need to be attracted to the area to generate a critical mass to support businesses to have a more local customer base."
- "Provision of affordable 'starter' premises for small businesses - whether that is office space or workshop/industrial space. Perhaps more joined up and cohesive promotion of businesses and business services in the town and surrounding area. Strategically planned redevelopments of key sites in the town that will enhance the appeal of the town overall as a place to live, visit, spend leisure time etc and that will provide suitable mixed-use facilities."
- "I would benefit from advice about employing people, just recently employed my first employee and haven't really got a clue what I'm Doing!"
- "Better transport links and more support for business access to tourism influences (taking advantage of the influx of people due to tourism)."
- "Build more smaller offices in town"
- "Improved broadband. Better banking facilities. More co-operation between local businesses in the same/similar field."
- "I cannot think of any specific thing that would help achieve this aim. The town is led by a fantastic council and promoted by a number of great yearly events which I believe means the town is seen in a very positive light and as a result supports local business and economic growth."

- "Keeping our industrial land industrial and not allowing the building of a supermarket on a prime industrial site. Keeping the rent and rates down, we are Shipston, not Stratford or the Cotswolds. Instead of putting stupid stipulations on house builders to put offices or light industrial units on the edge of housing estates like at the Norgren, get them to build on the existing industrial estate and let the offices/light industrial units out at a reduced rent for start ups or for those who are started but need a small area for secure storage before the council moan about machines being stored in gardens etc."
- "Reduce business rates, keep parking availability at current levels and hold parking rates. Do not increase the number of charity shops. Fibre broadband has been a great help to my business."
- "Advertise the support that is already available more widely"
- "Improve the transport links, especially public transport to rural villages. Commercial rents are high and rates and high too. More support should be available for small businesses."
- "Small industrial units (maybe in conjunction with local farms) More office space Expansion of Stour Enterprise Centre"
- "Access to reliable advice and support"
- "1.) SME businesses in rural villages able to obtain super fast broadband. 2.) More government support to develop export businesses (UKTI) 3.) More local involvement from Coventry & Warwickshire Chamber of Commerce."
- "better public transport, evening and night buses. Retaining local independent shops and encouraging businesses to invest in the high street and surround streets."
- "Small business units on a shared basis to reduce rates/rent"
- "A lot is already being done to help local businesses. This needs to continue and encourage people to support their local retailers and businesses."
- "Small industrial units (maybe in conjunction with local farms) More office space Expansion of Stour Enterprise Centre"
- "High end housing, supermarket. Garage, Petrol Station. Better use of existing premises. Buses to Moreton in marsh railway station for links to London"
- "A more realistic response from financial institutions. There exists a huge variance between Government hyperbole and the reality of obtaining funding."
- "Address the fact that transport infrastructure is inadequate and getting worse."
- "More networking groups and/or opportunity to meet other self employed people. Perhaps free hot desking areas for start up businesses"
- "Decent broadband Decent broadband Decent broadband....."
- "In terms of retail the business support needs to understand retail issues. At present groups such as Stour United Business fail to grasp needs and requirements."
- "Improve transport links, including public transport. Improve transport links between Stratford district and Birmingham International Airport. Constantly monitor and improve high-speed electronic communication, including superfast broadband, to Shipston. Invest in, support and make more use of the Stour Enterprise Centre. More training courses and business support"
- "Perhaps more methods within the area, to get information out to people who may not otherwise hear of the services I offer. Local and Area Business Days for people to

attend would be helpful as well as advertising in local and Area publications which would be seen by many prospective customers!"

Could you please provide your name, address and contact information? (Please note this information is optional)

- "Alex Lilley alex@redwax.co.uk"
- "Erry Lilley The Schoolroom Upper Brailes OX15 5AT"
- "John Herbert john@windows2clean.co.uk 1 The Sidings."
- "Janice Usher, 21 Berry Avenue, Shipston, CV364DP. 01608663893"
- "Mark wildish MCIAT Mark@archiwildish.Co.uk"
- "Ben Cox (Hook Survey Partnership) 54 Stratford Road, Shipston-on-Stour, Warwickshire, CV36 4AZ"
- "Cal@calscobie.co.uk"
- "Rob O'Malley 64 Donnington Road Shipston-on-Stour rob.omalley@call-centres.com"
- "Nicholas Moore Passage Limited"
- "Richard Suthons Aeron House, Honington, SHIPSTON ON STOUR, CV36 5AA Tel: 01608 662301"
- "Jon Shepstone 62 New Street Shipston on Stour jon.shepstone@commelius.com"
- "Ed Jackson Consulting 1 Old Brewery Close Shipston CV36 4BX 01608 661288 ed@2jays.co.uk"
- "Elaine Freeman 7 Furze Hill Rd Shipston CV36 4ET Email elaine@blossom-and-bloom.co.uk"
- "Rob O'Malley 64 Donnington Road Shipston-on-Stour rob.omalley@call-centres.com"
- "Paul Roache 1 Keats Road Stratford upon Avon CV37 7JL"
- "Adrian Ramskill 1 Alderminster CV378NY 07976566525"
- "Tracie Dunn, 26 signal road, Shipston, CV36 4GF, 07883827400"
- "Fleet Street Professionals Ltd 21 Clark Close Shipston CV36 4HJ"
- "Lee Figures 33 Station rd Shipston on Stour CV 36 4BN"

Will you be interested in receiving further information concerning Shipston Neighbourhood Plan?

- "Alex Lilley alex@redwax.co.uk"
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