Hatfield Peverel

Neighbourhood Development Plan

# Business Survey 2015

Results

Introduction

The economy group of the Hatfield Peverel Neighbourhood Development Plan have identified 100 businesses, 26 of these were only contactable via telephone. The survey was delivered to businesses with an identifiable address. It was also promoted online via Facebook, Twitter and via email to the groups contact details.

74 paper surveys were distributed giving a **17%** response rate to the surveys.
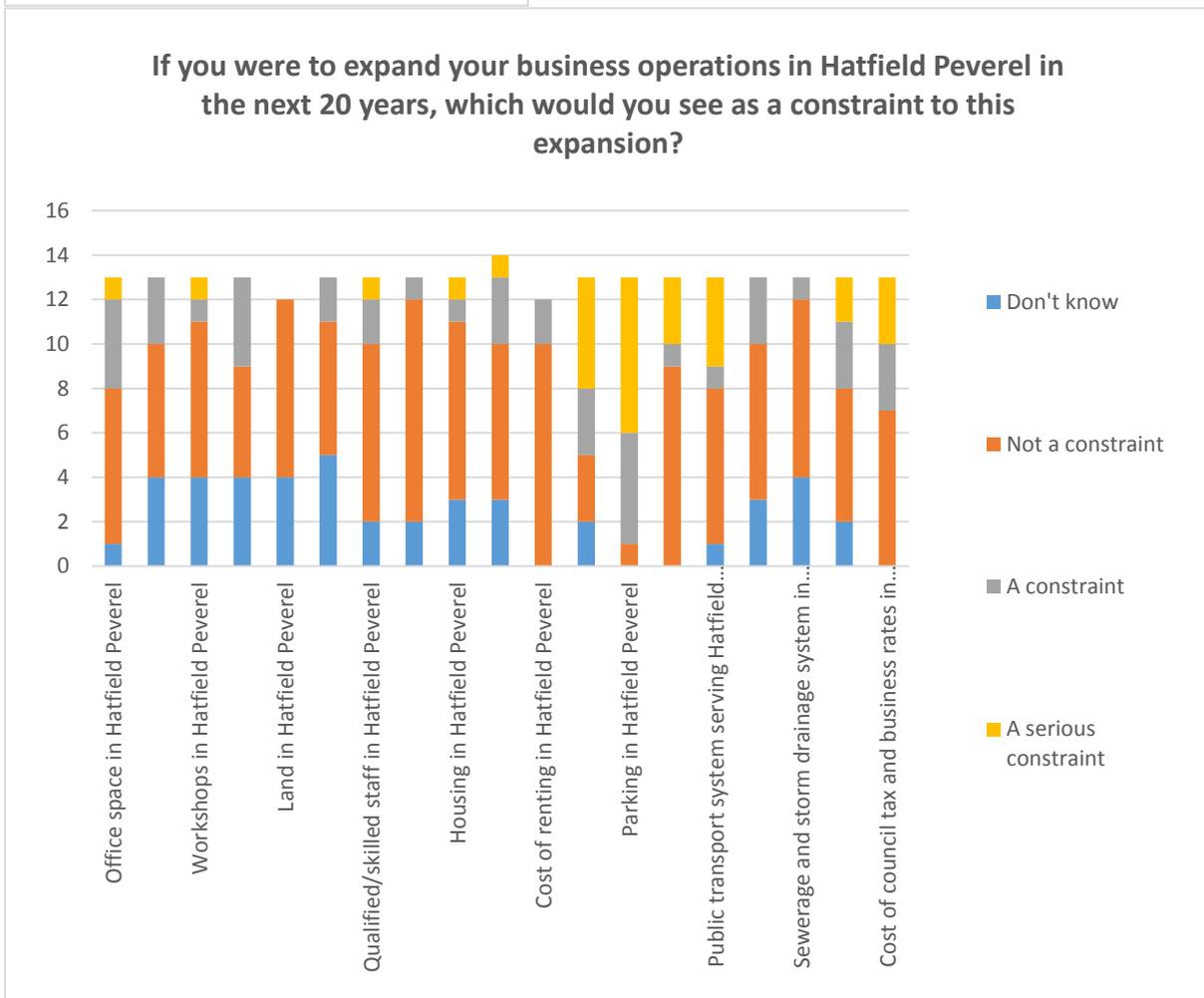
The following data is a snap shot of the responses received. Detailed interpretation and analysis of the data is still to be undertaken.

Results

How would you rate Hatfield Peverel as a place to do business?
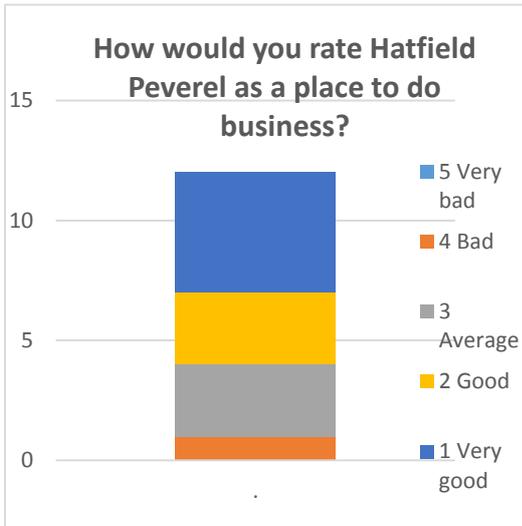
The majority of those surveyed found Hatfield Peverel a good or very good place to do businesses.

Parking was identified as the biggest constraint to business operations. A recurring theme in our results.

If you were to expand your business operations in Hatfield Peverel in the next 20 years, which would you see as a constraint to this expansion?

Are there any other serious constraints that you would like to be addressed as part of the Neighbourhood Development Plan?

Parking, Traffic flow, A12 improvements, Broadband. Detailed analysis is required of this data.

What type of additional sites, if any, should be allocated as suitable for business purposes as part of the Neighbourhood Development Plan?

- None
- Unused business premises
- Agricultural buildings
- Houses
- Brownfield land
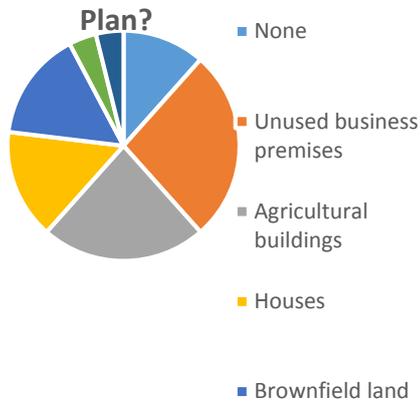
Should existing sites, with planning permission or established use for business purposes, be prevented from change of use?

- Yes
- No

Sites considered suitable for business uses were unused business premises or existing agricultural buildings suitable for business use. Change of use was not resisted.

Are there any planning constraints or barriers that will prevent your business from developing in the Plan period to 2033?

- None
- Parking
- Premises
- Broadband
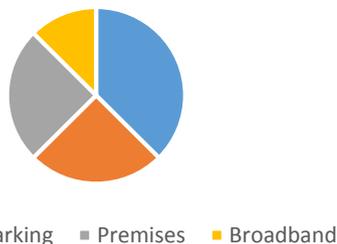
Constraints identified included parking issues, broadband issues and problems with premises issues including space and planning permissions also identified. Detailed analysis is required of this data.

The main improvement identified was in relation to parking issues. Detailed analysis is required of this data.

What improvements could be made to the High Street or to the parish more generally, to encourage growth and demand for your business?

- Promotion
- Retail use
- None
- Parking
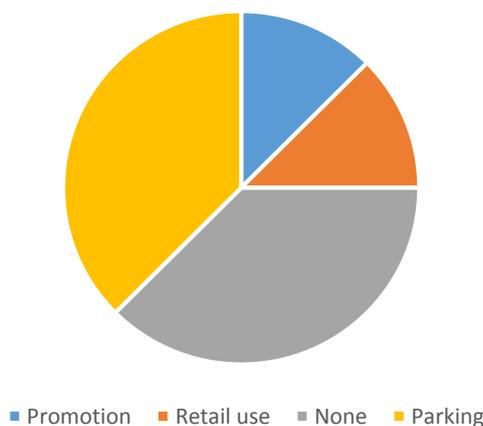
Parking was again identifed as the main area of improvement required for the High Street.

How reliant are you on local demand for your business?

- Over half of my customers/clients are based in Hatfield Peverel itself
- Over half of my customers/clients are based in a 10 mile radius of Hatfield Peverel
- Over half of my customers/clients of my customers are based in Essex
- Over half of my customers/clients are based in London and the South East
- Over half of my customers/clients are based in the UK
- Over half of my customers/clients are based outside the UK

Businesses appear to draw custom from the local area with the majority identifying customers in or around 10 miles of the parish.

In addition to yourself, how many staff do you currently employ in Hatfield Peverel ?
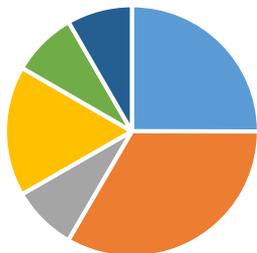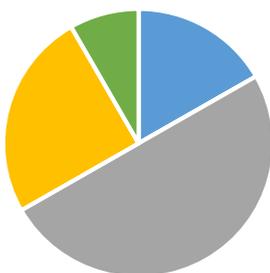

- None
- 1 to 5
- 6 to 10
- 11 to 20
- 21 to 50
- 51 to 100
- Over 100

How many of your staff live in Hatfield Peverel?
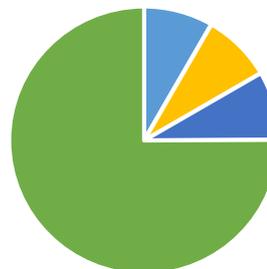
- All of them (100%)
- At least three quarters (75%)
- At least half (50%)
- At least a quarter (25%)
- Less than a quarter (25%)
- None

## How far do you personally commute to work?

- I don't – I live in Hatfield Peverel
- Less than a mile
- Between 1 and 5 miles
- Between 5 and 10 miles
- Between 10 and 25 miles
- More than 25 miles

Our local businesses are small in nature with staff coming from outside of Hatfield Peverel.

Commuting distances are for the majority under 10 miles, with most being under 5 miles.

How could the Neighbourhood Development Plan promote working from home?

- Broadband
- Mobile
- Not interested
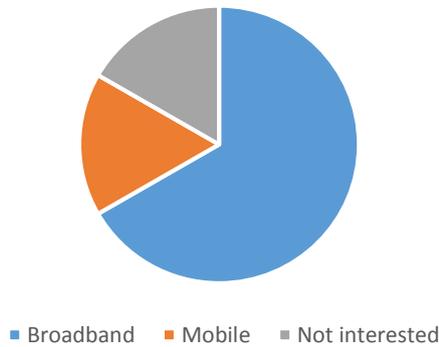
Broadband and mobile phone signal were identified as the biggest barrier to home working for businesses. Detailed analysis is required of this data.

The encouragement of community services, pubs, restuarants and retail would be supported by businesses.

What kind of businesses should the Neighbourhood Development Plan encourage?