

Neighbourhood Plan – Business Survey

Status at 01.08.17

A questionnaire was sent out to 130 businesses. An amazing number, but this does include individuals working from home. Some large employers on the outskirts of the village were included. 30 responses were received (23%).

No information was requested on the size of businesses as defined by employee numbers, so it is not possible to isolate the views of small businesses (1-5 employees) from those of larger employers, eg Cambridge Assessment, Granta Processors, William Westley School, Red Lion/Holiday Inn Express, and several others.

A JOBS AND THE LOCAL ECONOMY

What types of employment should be encouraged?

Small service business	25
Tourism, leisure, crafts	14
Shops, offices	16
Pubs, restaurants, cafes	18
Community services	18
Transport, storage, distribution	-4 ("discourage" counts as -1)
Light industrial	7
Finance, professional services	18

Should the NP encourage the use of more land for employment purposes?

Yes	19
No	4
Don't know	2
No response	5

Which types of land should be allocated for employment purposes?

Existing buildings	26
Brownfield	25
Redundant farm buildings	24
Green field land	6
Other	2 (supermarket, service station, hotel at M11 junction; "this is a residential village, not commercial")

Where should additional industrial land be situated?

Within framework	9
Top of Hill Farm Road	16
Station Road East	21
Elsewhere	3 (anywhere x 2, north of A505 near IWM)

Should existing employment sites be protected from change of use?

Yes	9
No	13
Don't know	7

What would encourage new businesses?

More purpose built premises	12
Faster broadband	19
Better mobile connection	13
Other	8 (better public transport, better cycling, better roads, direct link W'ford Parkway to Stansted, available land)

Other comments

W'ford well-placed to support Cambridge growth; protect operations at airfield; commuter village and unlikely to change; encouraging too much business will change the village; already have local businesses – don't spoil the village atmosphere.

B TRANSPORT

To ensure your continued presence do you think better public transport is needed?

Yes 13

No 14

Is W'ford Parkway Station suitable to service large business areas?

Yes 22

No 7 (not in future, car parking poor, 3 x no comment made)

Would a transport hub at W'ford Parkway benefit your business?

Yes 15

No 14 (may add to parking problems; no, but it would be a good idea; 9 x no comment made)

C YOUR BUSINESS

What would help your business to develop and thrive?

House on property

Better bus services, better surfaced roads, better public transport x 2, manage A505 traffic, transport plan to include travel to London & Cambridge

Release of lower cost agricultural land, removal of existing planning restrictions, more development of existing buildings, planning consent for signage, potential to expand, available site for new office)

Low cost affordable housing to attract blue collar staff, more homes x 4, house on property

Better mobile and broadband, better connectivity, better protection from electricity going down in storms

More small businesses, more local commerce and housing

Funding for expansion to accept more children

Are there planning constraints or barriers to prevent expansion?

No 8

Yes

Majority of land is green belt, green belt boundary, release of land, green belt

Dealing with SCDC planners, Planning

School needs to expand

Yes, but not specified!

Business rates

Is your business likely to need more space in the next 10 – 15 years?

No 13

Possibly 1

Yes 10 Not specified 4

20+ sq m office space 1

50 – 100 sq m office space 1

100 – 200 sq m office space 1

50 sq m office, 50 sq m covered storage 1

50 – 100 sq m covered storage 1

Less than 50 sq m (not specified) 1

Anything the Parish Council can do to help?

- Yes 7 Support evolution of existing businesses
- Work with us to identify acceptable site for new office
- Support the plans when they come forward
- Consider revising green belt/development boundaries
- Meeting already held
- Slight alteration to village boundary

Are you likely to need additional workers & do you have difficulty recruiting?

Need additional	Recruitment difficulty
Yes 17	Yes 11
No 8	No 14

Would your business support affordable housing to encourage recruitment?

Yes 15	No 4
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- Require specialised staff – affordable housing unlikely to make significant impact on recruitment
- Potentially
- For local population only
- Just more general housing
- Not financially

D FINALLY!

Nature of business

Wholesale, retail	1
Energy, Water	
Vehicle repair	
Manufacturing	2
Transport, Storage	1
Construction	1
Finance, Insurance	3
Pubs, Hotels, Restaurants	4
Real Estate activities	1
Agriculture etc	5
Public services, education, health	3
Admin & Support Services	1
Professional, scientific, technical	5
Arts, entertainment, recreation	3
Other	4

Other comments

Looking for new bigger office, don't want to leave area. Good location for site visits, meetings.

Suitable expansion using infill will help local shops, pubs. Prefer high quality housing to high density.

More focus on education in plan. Village cannot cater for all of its children.

Alan Oswald, 1st August 2017