

Hardwicke Parish Council

NDP, survey of local businesses.

Introduction

Hardwicke Parish Council, Neighbourhood Plan Steering Group undertook to write to all local businesses based in Hardwicke Parish to invite businesses to contribute to the NDP and giving them the opportunity to identify any needs they had to support future business growth.

Some 250 businesses were contacted in April 2014; this communication ran alongside the wider survey that was issued to all residential homes in the Parish.

There were no responses from that initial approach.

Following the engagement of the Council's planning consultant's , Hunter Page Partnership, HPP advised the NDP Steering Group that the lack of information from the local business community could be seen as a major gap in the final Neighbourhood Plan.

A survey specifically designed for the business community was circulated to 250 businesses in early December 2014. Each business was provided with a free post envelope to return the completed survey to Gloucestershire Rural Community Council (GRCC)

The initial response was very poor. Over 100 businesses were telephoned as a follow up which yielded a few more replies. The final response was just 22.

Summary of Responses

Type of Business

Building Construction/property maintenance	2	Health and Beauty	2
Engineering/Manufacturing	4	Knowledge based (IT and Consultancy)	3
Agriculture/Horticulture	1	Pubs, Leisure, Tourism	1
Education	1	Retail / Distribution	
Creative/Artistic	2	Repair / Servicing	1
Care Services		Other	4

Note other included.

Catering, recruitment, garden projects and transport.

Numbers of Employees

Full Time	151	Part Time	163
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Number of Employees living in Hardwicke 76

Business carried out from;

Office	3
Business Unit/Business Park	6
Home	5
Mobile Location	1
Warehouse	2
School	1
Community Building	3

What attracted your business to locate and remain in Hardwicke Parish?

Close Proximity to A38 / M5	5	Availability of Skilled Staff	1
Availability of employment/industrial premises	4	Business rates or other incentives	2
Business Historically Located in Hardwicke	6	Other	6

Do you see size of work force changing in the future?

	Increase	Decrease
Next 5 yrs	12	
Next 10 yrs	7	
Next 15 yrs	6	

Of the businesses who said that they expected to increase number of employees over the timeframes most anticipated an increase within the next five years.

How your business could be supported through the NDP

The following comments were made;

Free advertising / Strong Advertising

Better Signing to direct people to business

Low cost rates for small businesses looking to move to industrial units

More engagement with local businesses

Community Events

Business rate relief

Encourage Lending for small businesses

Reduce Congestion

Improve landscaping

Preserve Integrity of the Parish

No large scale developments

Traffic calming Measures

Better IT

Improve Public Transport

Not preventing growth and employment opportunities by objecting to all planning applications

Roads and Transport

Do you feel that traffic congestion in Hardwicke is a problem ?

Yes	12	No	5	Could be in the future	5
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Do you agree that the following should be considered in Hardwicke?

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Lower Speed Limits within Hardwicke and the surrounding Area	9	4	4	2	1
Traffic calming Measures	6	7	5	2	
More Frequent bus services	4	7	1		5
Increased cycle paths	7	8	3		1
Quality footpaths and pavement improvements	9	9			1