

Deepings Business Survey – Started in 2018, Closed in March 2019

Target audience local business owners – responses 59

PLEASE HELP US TO HELP BUSINESS THRIVE AND GROW LOCALLY

Please help – you can answer anonymously if you prefer. It should only take 2 or 3 minutes.

You may have heard that a Neighbourhood Plan is being produced for the Deepings this can help the local community provide direction to the planning authority and thus help influence future development. One element of this is about the local economy and we would like your input to help depict the current situation and give direction as to what may improve matters for businesses in the area going forwards. This is your chance to have an input.

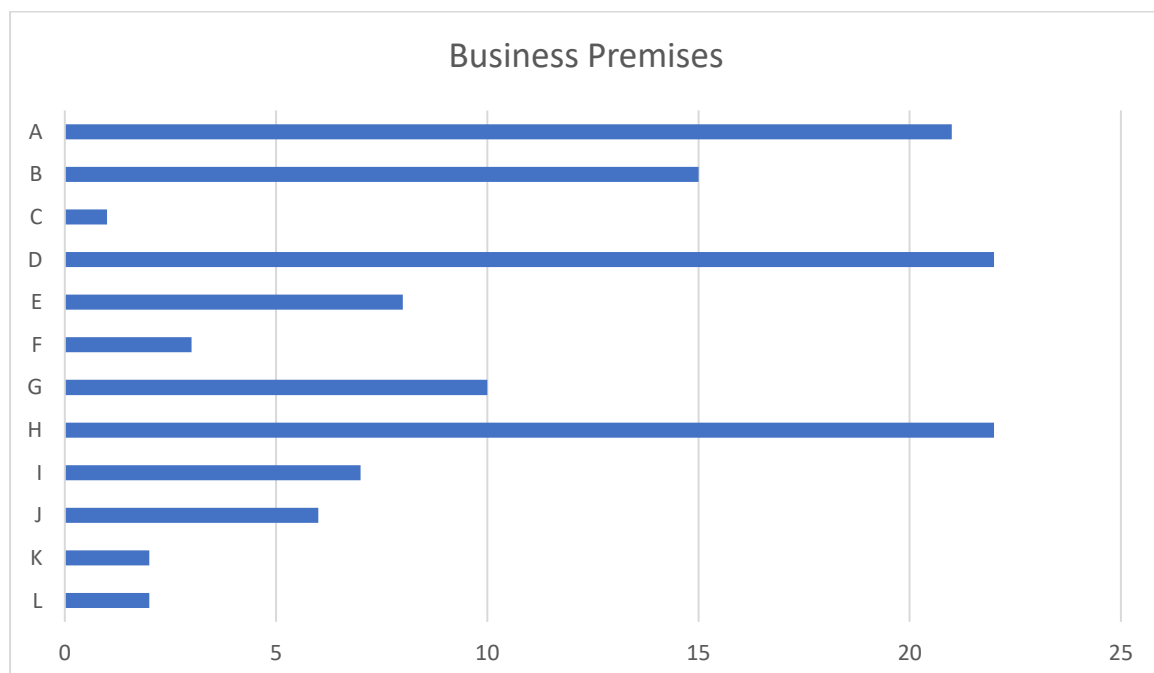
Individual responses will be treated in confidence, we are looking for an aggregated “big picture”. Results will be available on our website: www.deepingsfirst.org.uk/

1. Commercial Premises

With regards to premises please select all of the following you feel would help. If you have no future concerns regarding business premises, please leave all unselected.

Check all that apply.

A	More micro industrial units	21
B	More small industrial units	15
C	More large industrial units	1
D	More small office units	22
E	More medium office units	8
F	More large office units	3
G	More hot desk type facilities (shared office space)	10
H	More small retail units	22
I	More medium retail units	7
J	More large retail units	6
K	Land suitable for building commercial premises	2
L	Other: (Space for day Nursery, Social Gathering Space)	2



For the boxes I have ticked above my preference would be to:

Mark only one.

Rent	40
Purchase	7

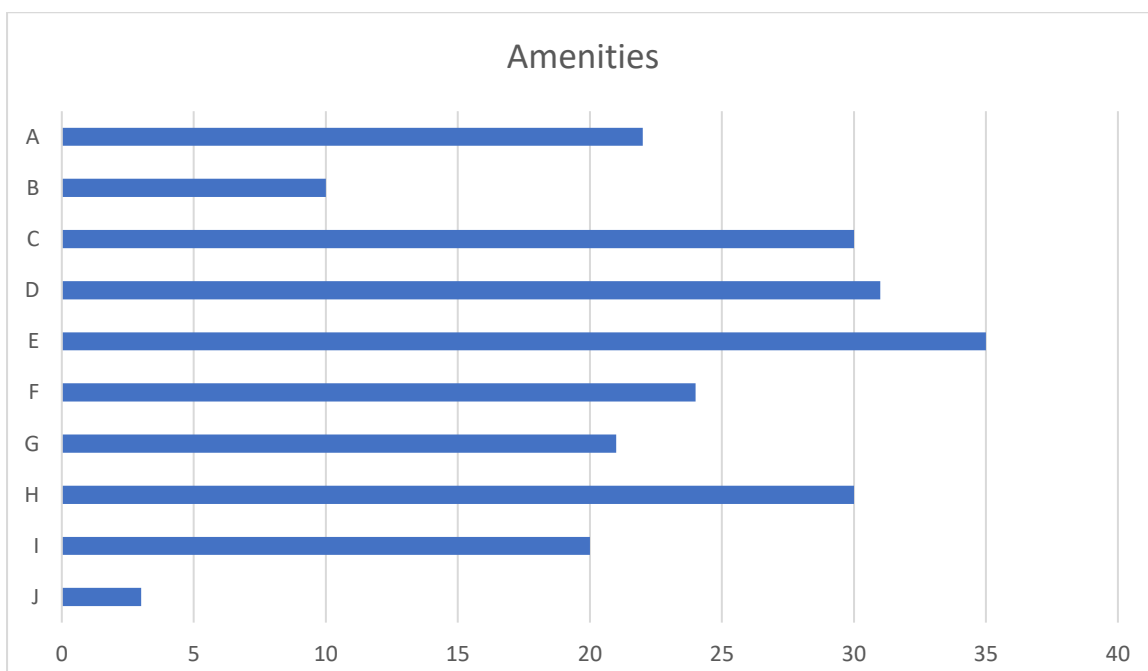


3. Attracting Trade

Please tick all of the following that you think would benefit yours or business generally in the Deepings

Check all that apply.

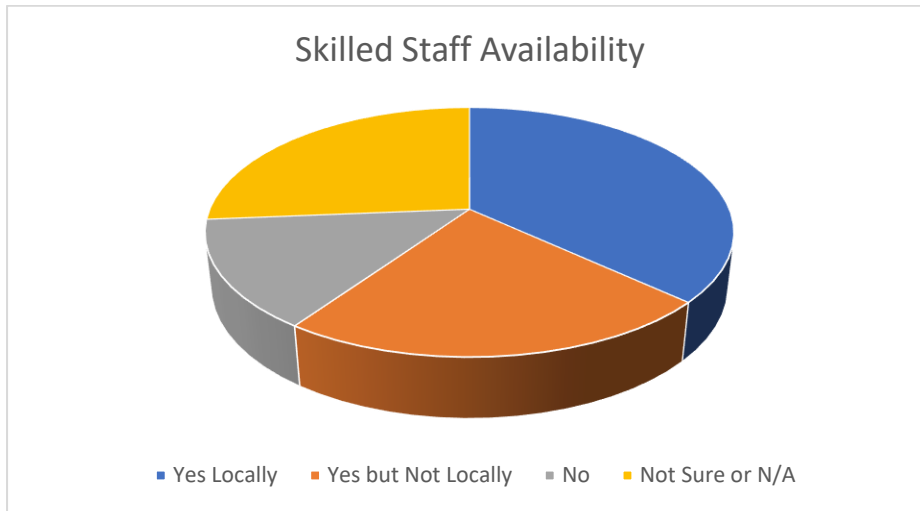
A	More car parking	22
B	More pedestrian only areas	10
C	Better signposting (e.g. to shopping or business areas from main roads)	30
D	More diversity of businesses	31
E	Better promotion of the Deepings nationally as a place worth visiting	35
F	More events (such as the Christmas Market, The Raft Race, etc.)	24
G	More places for visitors to stay (hotels, B&B, caravan sites)	21
H	A large venue suitable for functions (300+)	30
I	A support local campaign or Loyalty scheme	20
J	Other: (Cycle routes, Green space, Promote what we have)	3



4) Do you feel you have access to sufficient, appropriately skilled staff?

Mark only one.

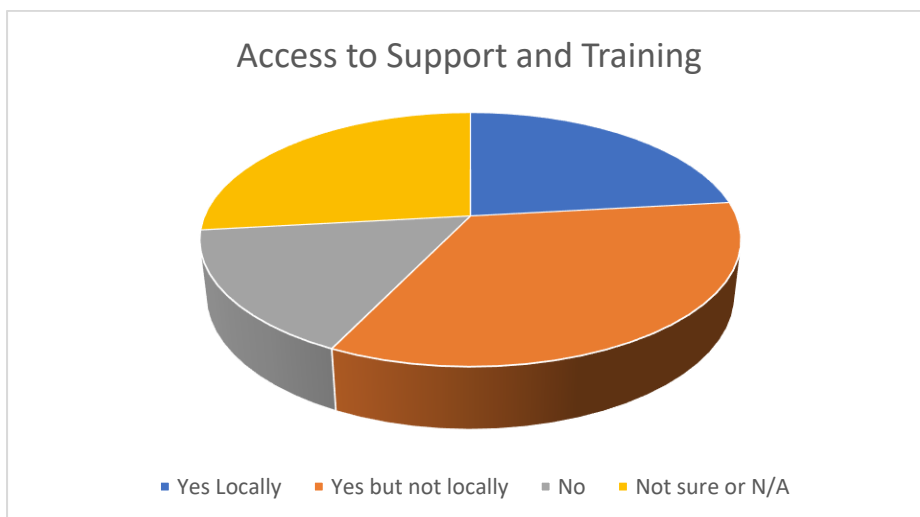
Yes locally	21
Yes but not locally	13
No	8
Not sure or not applicable	15



5) Do you feel that you have sufficient access to support and training:

Mark only one.

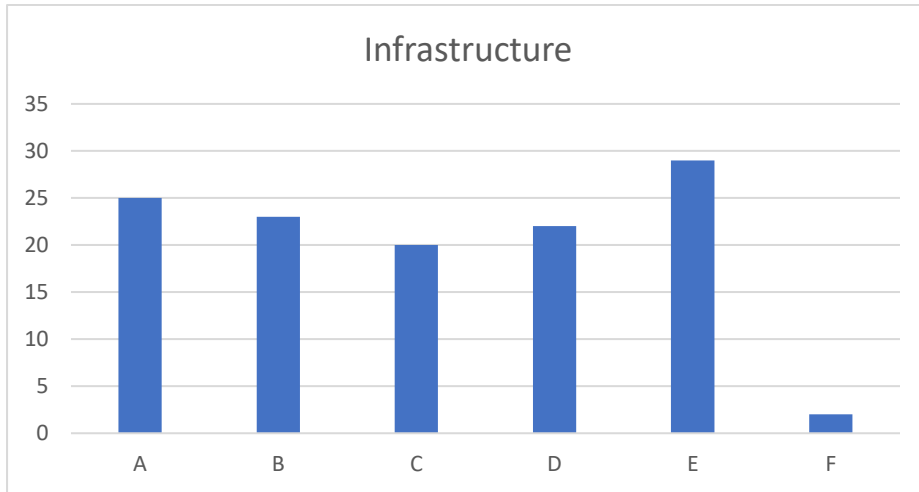
Yes locally	13
Yes but not locally	19
No	9
Not sure or not applicable	15



6) Do you feel any of the following infrastructure needs improving to help business:

Check all that apply.

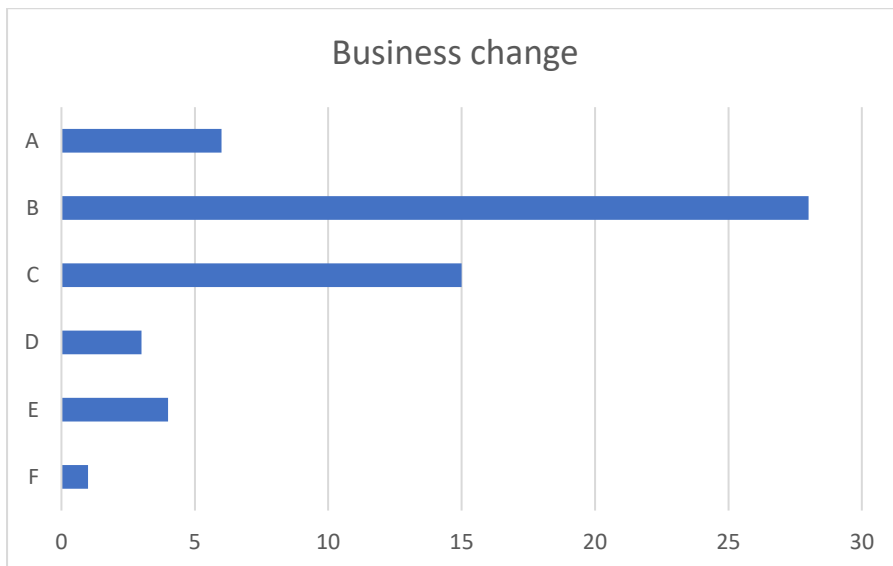
A	Roads	25
B	Footpaths & Cycleways	23
C	Broadband & Landline Phones	20
D	Mobile phone coverage / data speed	22
E	Public transport	29
F	Other: (Local hopper bus, Mobile phone coverage)	2



7) Over the next 10 years I expect my business to:

Mark only one!

A	Grow significantly	6
B	Grow Steadily	28
C	Stay the same	15
D	Decline	3
E	Cease trading	4
F	Be bought out	1



8) Over the next 10 years I expect my business to:

Check all that apply.

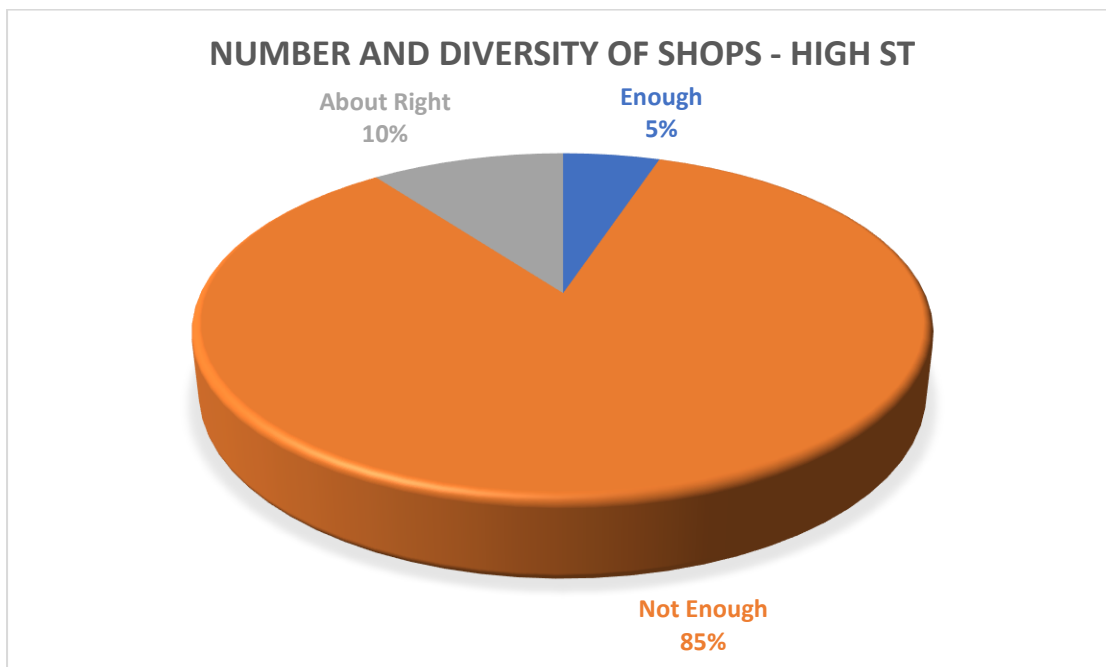
Stay Local	50
Move out of the area - if this option selected please give reason below in "other"	3
Other: (Retire, no suitable premises for growth, revert to online)	3



9) In terms of number and diversity of shops in the High Street as a visitor attraction, do you think Market Deeping has:

Mark only oval.

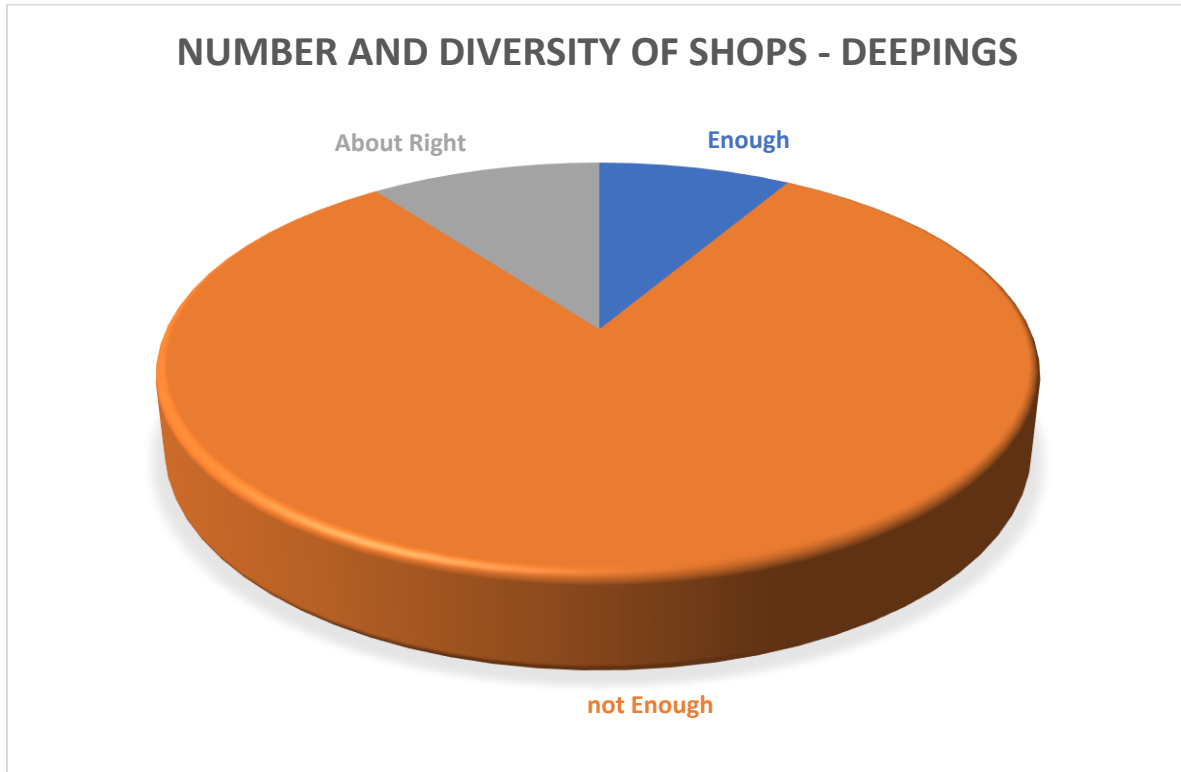
Enough	3
Not enough	50
About right	6



10) In terms of number and diversity of shops in the Deepings area as a whole, for the needs of the local community, do you think Deeping has:

Mark only one.

Enough	5
Not enough	48
About right	6



OPTIONAL SECTION - Your Business Now

THIS WILL HELP US ESTABLISH THE CURRENT POSITION BUT IS LESS IMPORTANT THAN WHAT IS NEEDED FOR THE FUTURE, IF YOU CAN COMPLETE SOME OR ALL OF THE SECTIONS BELOW THAT WOULD BE VERY HELPFUL.

DEFINITIONS:

Large Business > 250 employees

SME (Small and medium sizes enterprise) 50 to 249 employees

Small Business – between 10 and 50 employees

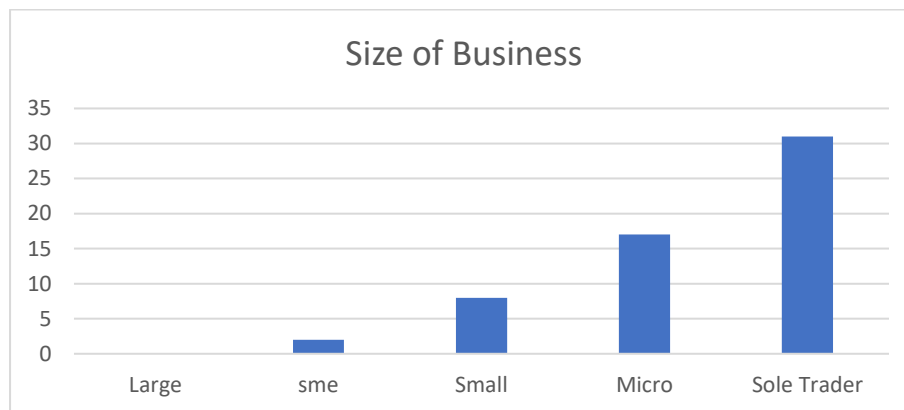
Micro Business – 2 to 10 employees (include partnerships with less than 9 employees in this category)

Sole Trader – a single person Business (please use this category even if you have another person helping out for less than 8 hours per week. E.g. a partner of friend that occasionally answers the phone or does your book keeping).

1) Size of your business:

Mark only one.

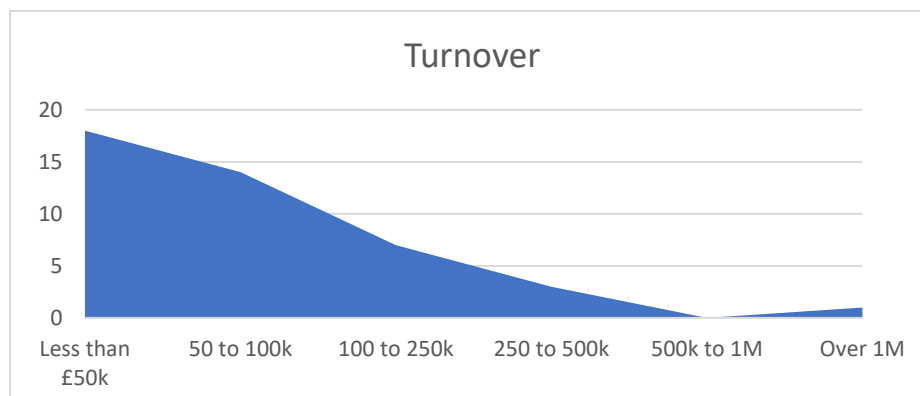
Large	0
SME	2
Small	8
Micro	17
Sole trader	31



2) Approximate Turnover per year - Leave blank if you prefer not to answer

Mark only one.

Less than £50,000	18
£50,000 to £100,000	14
£100,000 to £250,000	7
£250,000 to £500,000	3
£500,000 to £1,000,000	0
Over £1,000,000	1



3) Business Location (or base of operations if you are mobile):

Mark only one.

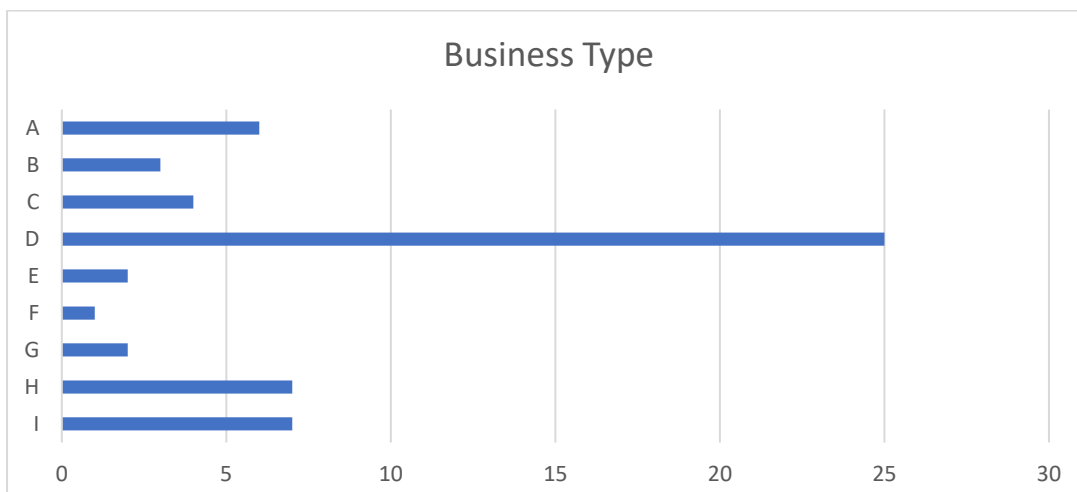
A	I run it from home	26
B	An office which I (or the business) own	1
C	An office which I (or the business) rent	15
D	An industrial unit which I (or the business) own	4
E	An industrial unit which I (or the business) rent	2
F	A shop which I (or the business) own	3
G	A shop which I (or the business) rent	4
H	Other: (At clients site, I rent a room in a centre)	2



4) Type of Business (please tick the closest match):

Mark only one.

A	Retail	6
B	Food & Drink	3
C	Service sector (financial)	4
D	Service sector (other)	25
E	Light Industry	2
F	Motor Trade	1
G	Building / construction and associated trades	2
H	Health & Wellbeing	7
I	Other:	7



5) My customers are typically (tick all that apply):

Check all that apply.

Other businesses	26
Individuals	42
Local	31
National	15
International	5

