

Summary of the key findings from the Deepings Neighbourhood Plan survey of local business owners. 59 Responses.

Full report available if required.

- 1) There appears to be a requirement locally for more small commercial premises; retail, office and industrial and there is a preference for these to be available to rent rather than purchase. This presents a problem since the economic climate over the past few years does not seem to incentivise developers to build such premises.
- 2) Improvement to the following would benefit businesses – the top 4:
 - a. Better promotion of the Deepings nationally as a place worth visiting
 - b. More diversity of businesses
 - c. A large venue suitable for functions (300+)
 - d. Better signposting (e.g. to shopping or business areas from main roads)
- 3) The majority of local businesses expected to grow steadily or remain the same over the next 10 years and to stay located in the Deepings.
- 4) There was a very strong feeling that the Deepings lacked quantity and diversity of retail businesses for both local needs and to attract visitors.
- 5) The vast majority of businesses responding were either small/micro businesses or sole traders, many running their businesses from home. By far the highest proportion being in the service sector.