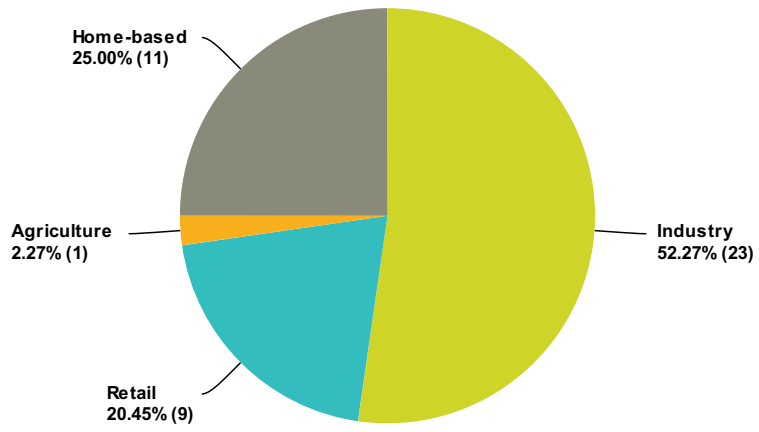


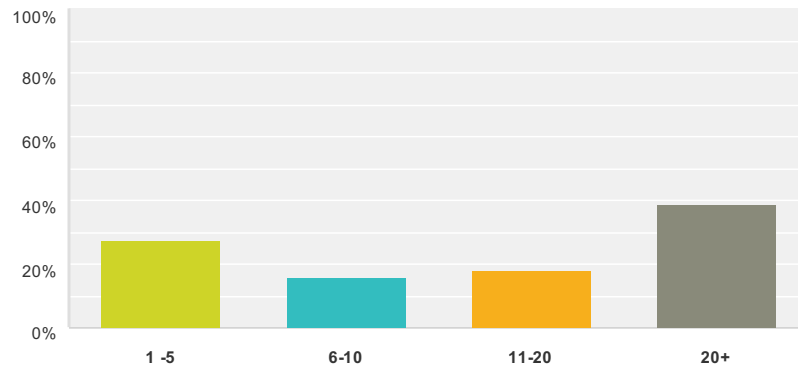
Q1 Which area does your business operate under?

Answered: 44 Skipped: 1



Q2 How many years have you been trading in Whitchurch?

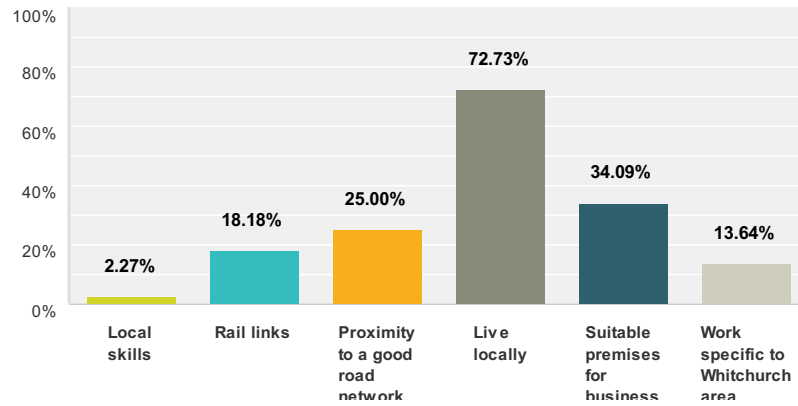
Answered: 44 Skipped: 1



Whitchurch Neighbourhood Plan Business Survey

Q3 Why did you choose Whitchurch as a business base? (please choose all that apply)

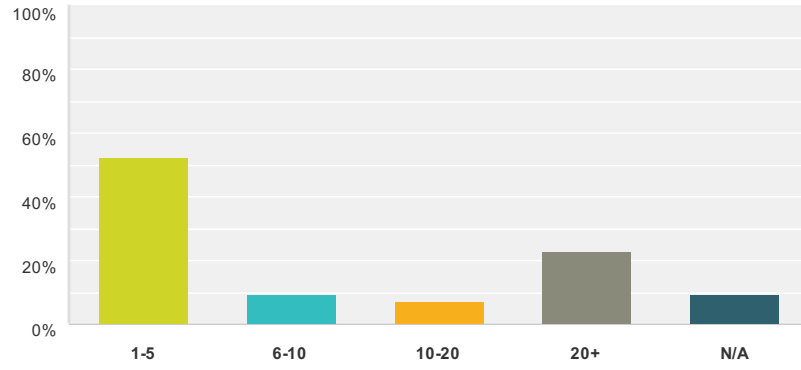
Answered: 44 Skipped: 1



#	Other	Date
1	Ended up by chance	5/22/2014 9:27 AM
2	We are site specific, Whitchurch Silk Mill	5/20/2014 6:47 AM
3	IDEAL SOCIAL VALUES, SAFE AND SECURE	5/11/2014 3:36 AM
4	Please delete this test response	4/1/2014 2:38 PM

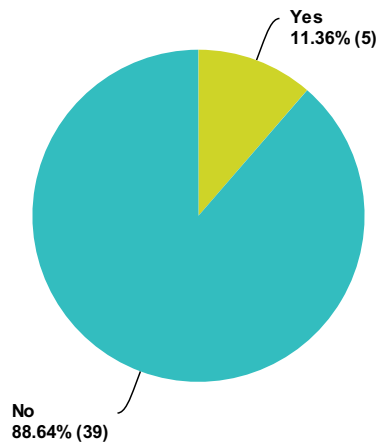
Q4 How many people do you employ?

Answered: 44 Skipped: 1



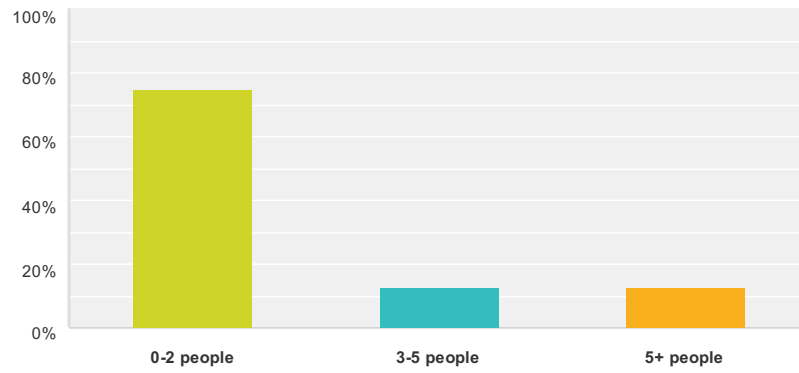
Q5 Do you have a nightshift at your company?

Answered: 44 Skipped: 1



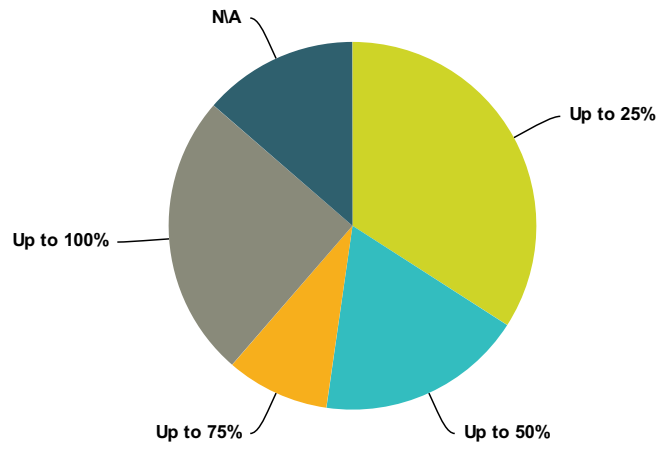
Q6 If yes, how many people work on the nightshift?

Answered: 8 Skipped: 37



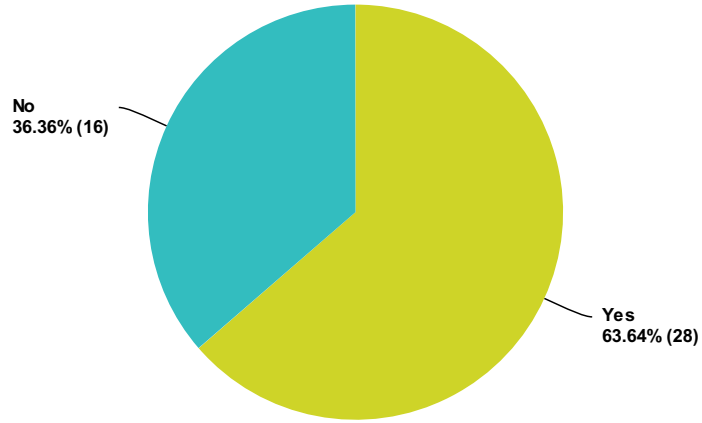
Q7 What percentage of your employees live in Whitchurch?

Answered: 44 Skipped: 1



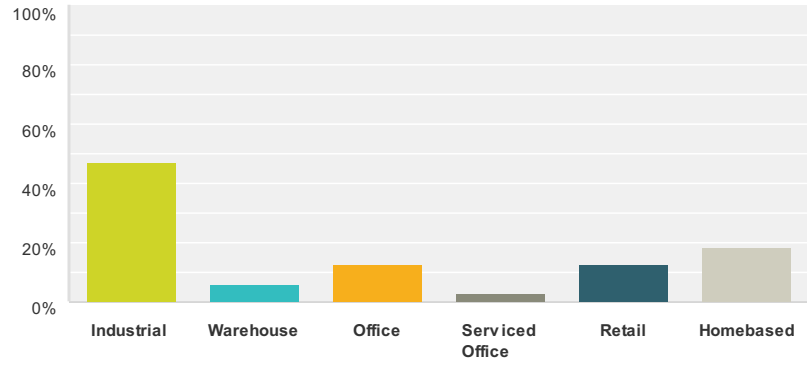
Q8 Do you own your business premises?

Answered: 44 Skipped: 1



Q9 If yes what type of premises?

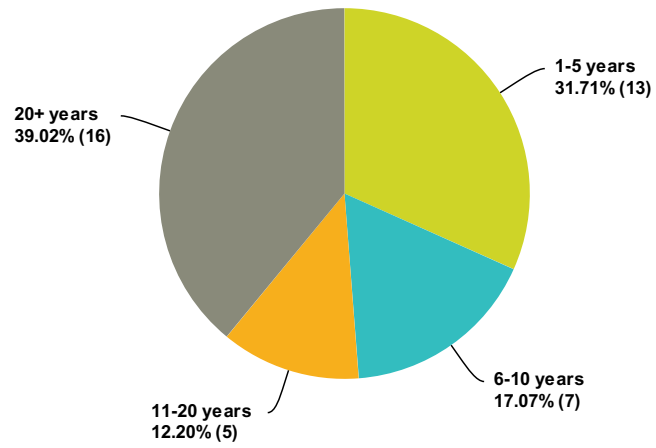
Answered: 32 Skipped: 13



Answer Choices	Responses
Industrial	46.88% 15
Warehouse	6.25% 2
Office	12.50% 4
Serviced Office	3.13% 1
Retail	12.50% 4
Homebased	18.75% 6
Total	32

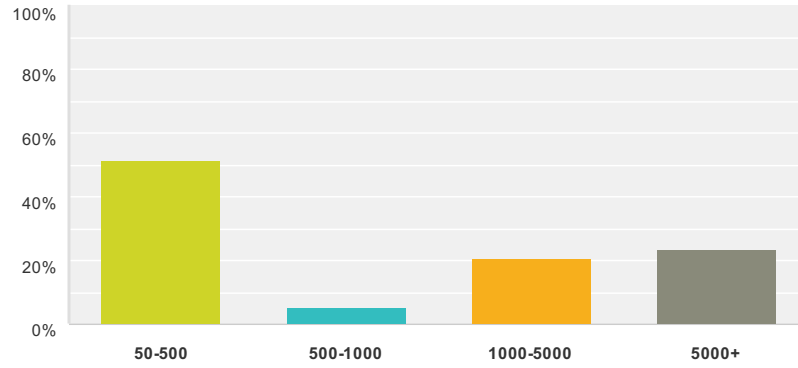
Q10 How long have you been at your current premises?

Answered: 41 Skipped: 4



Q11 Size of premises in square feet?

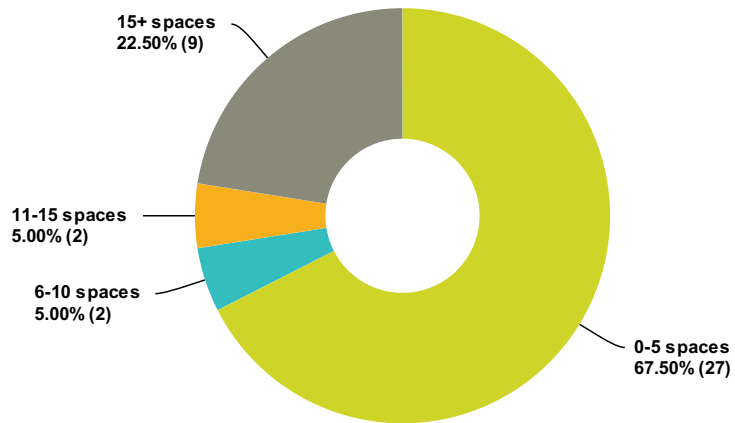
Answered: 39 Skipped: 6



Answer Choices	Responses
50-500	51.28% 20
500-1000	5.13% 2
1000-5000	20.51% 8
5000+	23.08% 9
Total	39

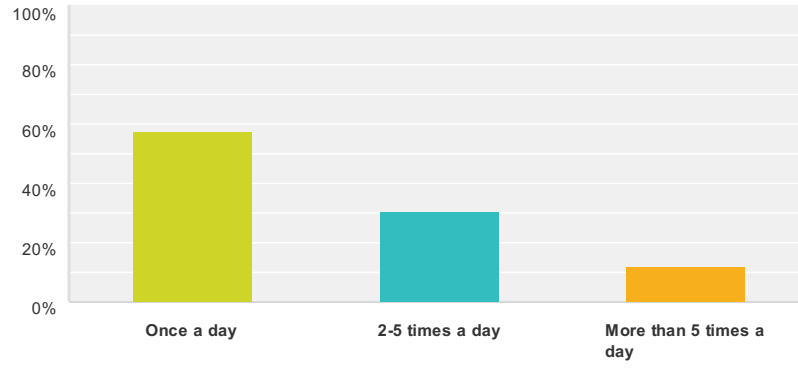
Q12 How many car parking spaces are there at your premises?

Answered: 40 Skipped: 5



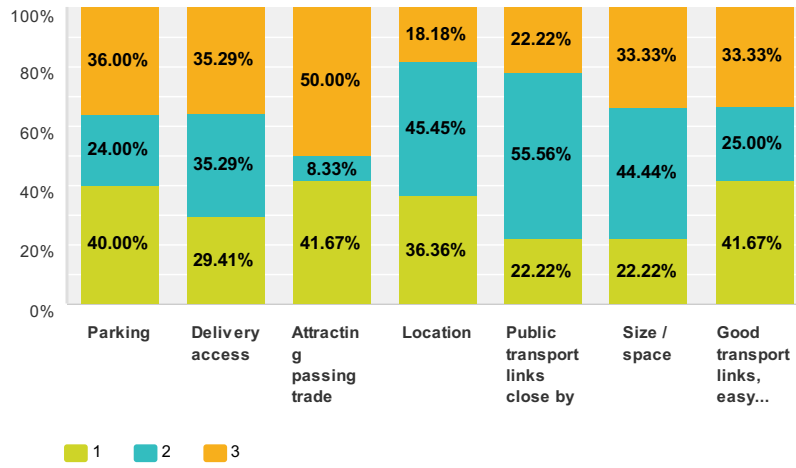
Q13 How often do you receive deliveries?

Answered: 33 Skipped: 12



Q14 Choose from the list below the top 3 factors that can affect your business (please list in order of importance)

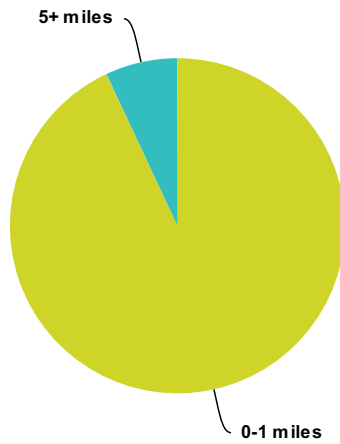
Answered: 44 Skipped: 1



	1	2	3	Total
Parking	40.00% 10	24.00% 6	36.00% 9	25
Delivery access	29.41% 5	35.29% 6	35.29% 6	17
Attracting passing trade	41.67% 5	8.33% 1	50.00% 6	12
Location	36.36% 8	45.45% 10	18.18% 4	22
Public transport links close by	22.22% 2	55.56% 5	22.22% 2	9
Size / space	22.22% 4	44.44% 8	33.33% 6	18
Good transport links, easy access to motorways / main roads	41.67% 10	25.00% 6	33.33% 8	24

Q15 Where is your business based in relation to Whitchurch centre?

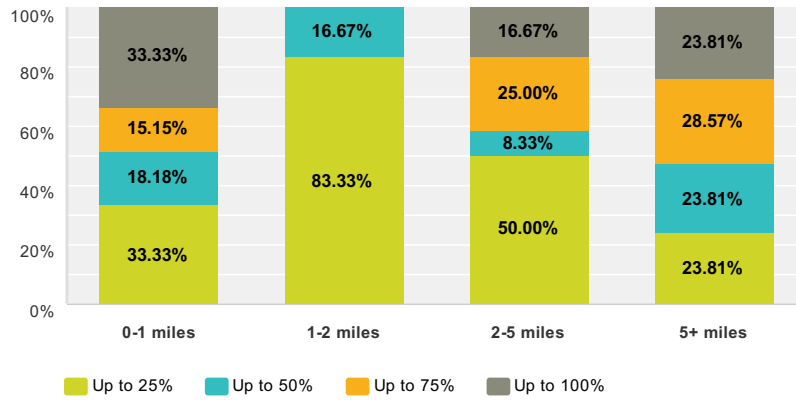
Answered: 43 Skipped: 2



Answer Choices	Responses	
0-1 miles	93.02%	40
2-3 miles	0.00%	0
3-4 miles	0.00%	0
5+ miles	6.98%	3
Total		43

Q16 Where do your staff live in relation to Whitchurch centre, please show the percentage for all employees:

Answered: 41 Skipped: 4

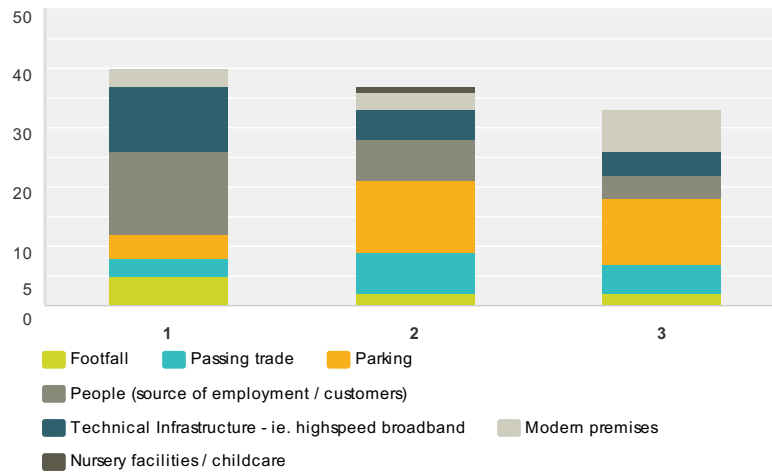


	Up to 25%	Up to 50%	Up to 75%	Up to 100%	Total
0-1 miles	33.33% 11	18.18% 6	15.15% 5	33.33% 11	33
1-2 miles	83.33% 5	16.67% 1	0.00% 0	0.00% 0	6
2-5 miles	50.00% 6	8.33% 1	25.00% 3	16.67% 2	12
5+ miles	23.81% 5	23.81% 5	28.57% 6	23.81% 5	21

Whitchurch Neighbourhood Plan Business Survey

Q17 Choose the top three local factors that are most important to your business

Answered: 43 Skipped: 2



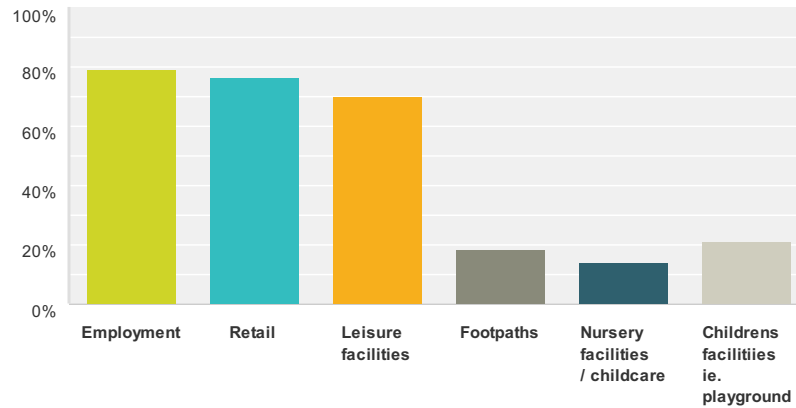
	Footfall	Passing trade	Parking	People (source of employment / customers)	Technical Infrastructure - ie. highspeed broadband	Modern premises	Nursery facilities / childcare	Total	Average Rating
1	12.50% 5	7.50% 3	10.00% 4	35.00% 14	27.50% 11	7.50% 3	0.00% 0	40	1.00
2	5.41% 2	18.92% 7	32.43% 12	18.92% 7	13.51% 5	8.11% 3	2.70% 1	37	2.00
3	6.06% 2	15.15% 5	33.33% 11	12.12% 4	12.12% 4	21.21% 7	0.00% 0	33	3.00

#	None of the above (please indicate what is important to your business below)	Date
1	Free Hold Property - Rates - Premises	6/16/2014 8:32 AM
2	Access to trains and roads for mobility to travel to customers	6/13/2014 5:36 AM
3	My business is merely an office, the actual work gets done on my client's sites.	6/12/2014 7:37 AM
4	Transport links	6/12/2014 3:23 AM
5	public transport access	5/20/2014 6:36 AM
6	I like living and working in the same area	5/20/2014 6:21 AM
7	'Established roots' (ignore sections above Q17, survey monkey won't proceed without an answer - ie 'none of the above' doesn't apply)	5/20/2014 6:05 AM
8	WATER PLANT NURSERY NEEDS WATER	5/11/2014 3:38 AM
9	local people buying in Whitchurch markets/events	5/10/2014 9:33 AM
10	Internet Based - working from Home	5/10/2014 8:48 AM
11	Please delete this test response	4/1/2014 2:39 PM

Whitchurch Neighbourhood Plan Business Survey

Q18 What do you feel contributes to a thriving community? (Please choose 3 that apply)

Answered: 43 Skipped: 2

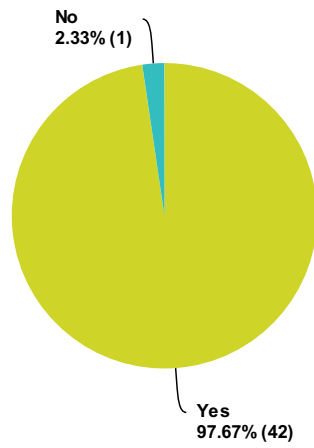


Answer Choices	Responses	
Employment	79.07%	34
Retail	76.74%	33
Leisure facilities	69.77%	30
Footpaths	18.60%	8
Nursery facilities / childcare	13.95%	6
Childrens facilities ie. playground	20.93%	9
Total Respondents: 43		

#	Other (please specify)	Date
1	Parking	6/16/2014 8:32 AM
2	The willingness for the community to work together, we have that here	6/13/2014 5:36 AM
3	pleasant safe environment	5/20/2014 6:36 AM
4	social facilities	5/20/2014 6:05 AM
5	TOURSIM ACCESS	5/11/2014 3:38 AM
6	community pulling/supporting together	5/10/2014 9:33 AM
7	Please delete this test response	4/1/2014 2:39 PM

Q19 Do you intend for your business to remain in Whitchurch?

Answered: 43 Skipped: 2



Whitchurch Neighbourhood Plan Business Survey

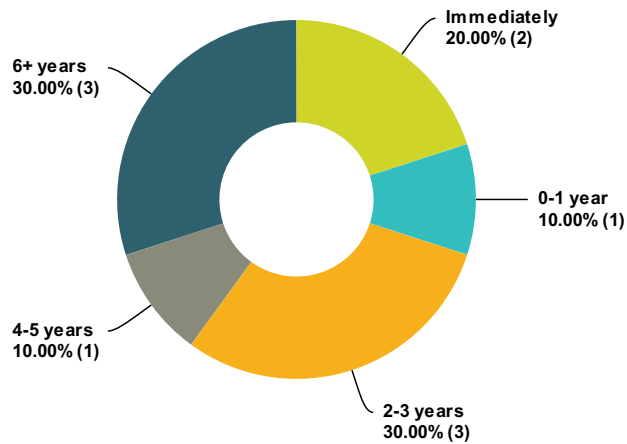
Q20 If you do not intend your business to stay in Whitchurch what are the reasons?

Answered: 3 Skipped: 42

#	Responses	Date
1	I can't move it, it is a pub!!!!	5/22/2014 9:28 AM
2	Lack of opportunity for trade	5/12/2014 3:30 AM
3	Please delete this test response	4/1/2014 2:39 PM

Q21 If you are thinking of moving when would this happen?

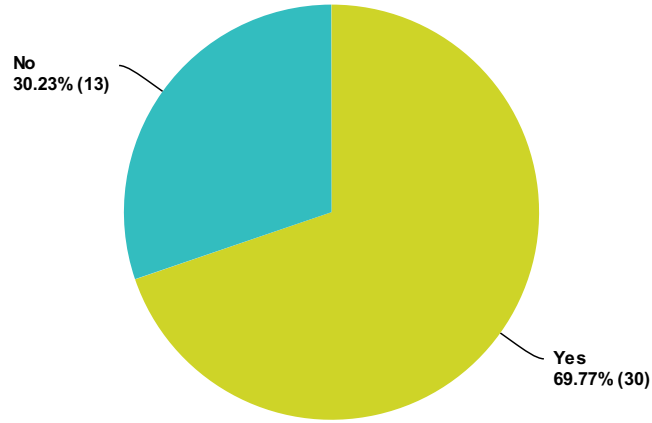
Answered: 10 Skipped: 35



Answer Choices	Responses	
Immediately	20.00%	2
0-1 year	10.00%	1
2-3 years	30.00%	3
4-5 years	10.00%	1
6+ years	30.00%	3
Total		10

Q22 Do local businesses supply to you?

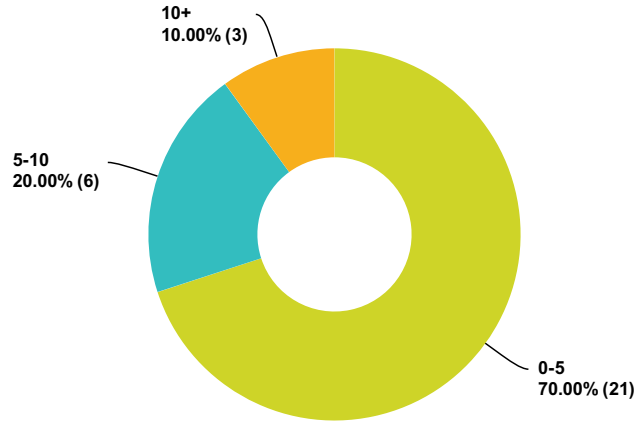
Answered: 43 Skipped: 2



Answer Choices	Responses	
Yes	69.77%	30
No	30.23%	13
Total		43

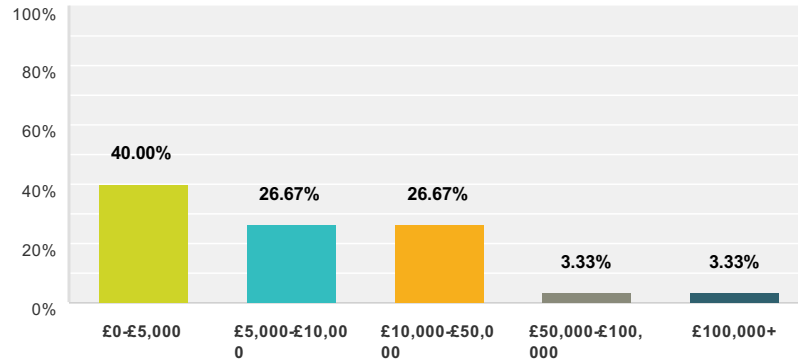
Q23 How many businesses supply to you?

Answered: 30 Skipped: 15



Q24 On average, how much does your business spend locally per year with other businesses (eg. plumbers, stationery providers, electricians, shops etc.)?

Answered: 30 Skipped: 15



Answer Choices	Responses	
£0-£5,000	40.00%	12
£5,000-£10,000	26.67%	8
£10,000-£50,000	26.67%	8
£50,000-£100,000	3.33%	1
£100,000+	3.33%	1
Total		30

Whitchurch Neighbourhood Plan Business Survey

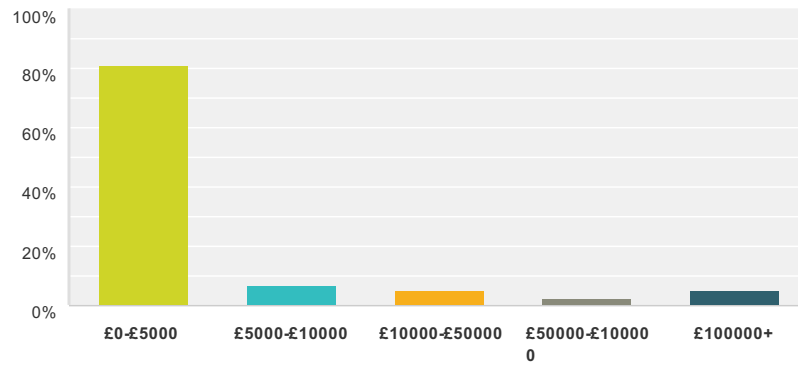
Q25 What other businesses do you think would give added benefit that are not currently in Whitchurch?

Answered: 24 Skipped: 21

#	Responses	Date
1	Hardware Store	6/16/2014 8:39 AM
2	Decent restaurants	6/16/2014 3:09 AM
3	Builders that respond to phone requests, we have tried with several builders twice and have both times needed to use Andover builders as no response. Bank	6/13/2014 5:38 AM
4	More retail shops, but needs parking	6/13/2014 2:14 AM
5	I really don't know. Different shops would in some cases be handy but it's difficult to know what could flourish with a limited customer base. A DIY shop would be useful, but unless local people would use it in preference to B&Q, it's difficult to see how it would compete. The new garden centre will be an interesting case study.	6/12/2014 7:44 AM
6	Electro platers	6/12/2014 6:46 AM
7	Bank DIY	5/29/2014 7:51 AM
8	Proper leisure centre, pool gym etc,	5/22/2014 9:29 AM
9	Swim pool/health spa facility	5/21/2014 1:59 PM
10	engineering supplies (fasteners, cutters etc)	5/20/2014 7:30 AM
11	Greengrocers	5/20/2014 6:48 AM
12	Good supermarket	5/20/2014 6:37 AM
13	bank, new car franchise	5/20/2014 6:16 AM
14	Banking Facility	5/20/2014 5:40 AM
15	Moulding manufacturer	5/12/2014 9:23 AM
16	None.	5/12/2014 3:33 AM
17	To be honest, I think we're pretty well serviced. I would like to see local people own the bakery, a slightly larger and better stocked coffee shop, But, we're pretty well covered for our specific needs.	5/12/2014 2:57 AM
18	IT service providers	5/10/2014 11:21 PM
19	Bank	5/10/2014 9:37 AM
20	DIY	5/10/2014 8:50 AM
21	hardware shop	5/10/2014 8:39 AM
22	Please delete this test response	4/1/2014 2:39 PM
23	Treatment Companies	3/30/2014 3:15 PM
24	More retail	3/25/2014 1:48 AM

Q26 How much would you spend if such a business were available locally?

Answered: 42 Skipped: 3



Whitchurch Neighbourhood Plan Business Survey

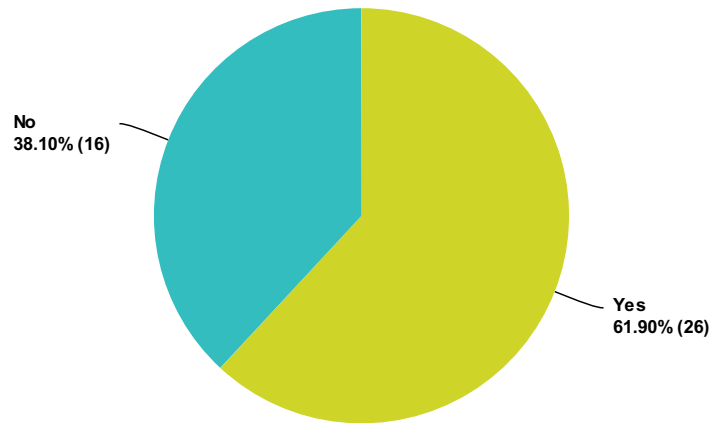
Q27 If you have any additional comments or questions please detail below:

Answered: 10 Skipped: 35

#	Responses	Date
1	The main problem is the location of the industrial estate as it is in the middle of residential property. Other problems are the parking on the road into the industrial estate and also into the town from the A34 - Winchester street - Newbury Street, Lower Evingar/Evingar Road	6/16/2014 8:39 AM
2	We watch with interest to see if the proposed new industrial site gets off the ground. If it does, we might be interested in relocation. I live in Southampton and like the facilities there for children which is why I continue to commute but that may also change as they get older.	5/20/2014 6:16 AM
3	Permit parking should be considered on the estate. Most cars parked on the roads are train travellers despite there being a station car park and a pay and display car park, this causes major congestion with the volume of traffic coming and going from the estate. Permits should be available to company employees at no or small charge to prevent cars being left by those using the train and not contributing to the industrial estate.	5/20/2014 5:40 AM
4	KEY ISSUE IS TOWN CENTRE PARKING SILK MIL ALREADY BADLY AFFECTED	5/11/2014 3:40 AM
5	As a property search agent, my business is neither retail or industrial as I do not sell anything other than my services as a property search/buying agent. I am a sole trader with no employees. This survey does not cover my business criteria!	5/10/2014 11:21 PM
6	Businesses cannot maintain themselves. The support of the town and its residents is required. Not enough retail variety to keep most people shopping locally. Marketing and support of events business to business is also required.	5/10/2014 9:37 AM
7	it is really important when shops become vacant, they shouldn't be let as office space, because losing the shops in the town will kill the centre.	5/10/2014 8:39 AM
8	Please delete this test response	4/1/2014 2:39 PM
9	Not sure if this needs to be started	3/30/2014 3:15 PM
10	none	3/25/2014 1:48 AM

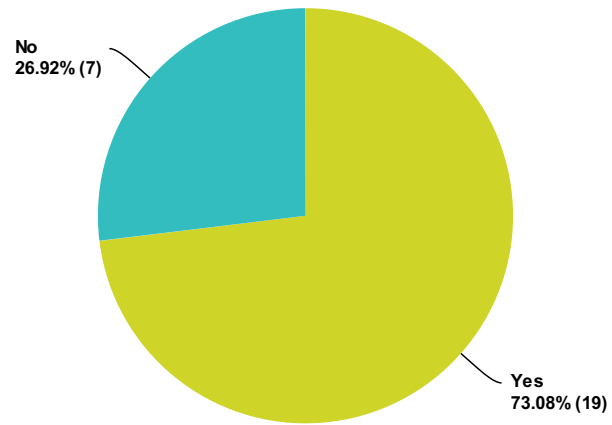
Q28 Do you intend on expanding your business within the next 15 years?

Answered: 42 Skipped: 3



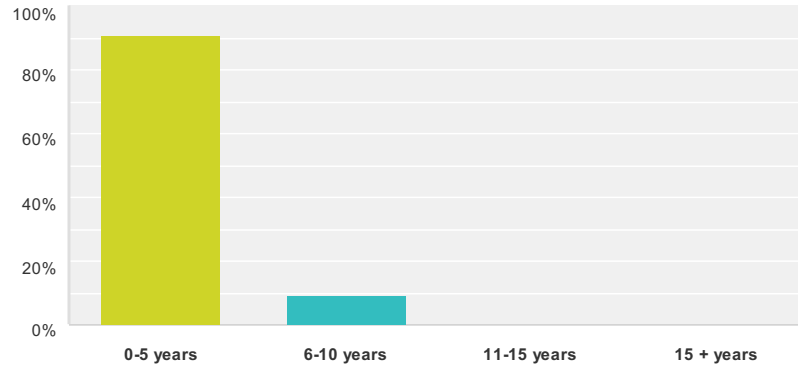
Q29 Currently, If you expand will you be able to remain in Whitchurch?

Answered: 26 Skipped: 19



Q30 Within what timeframe will you expand?

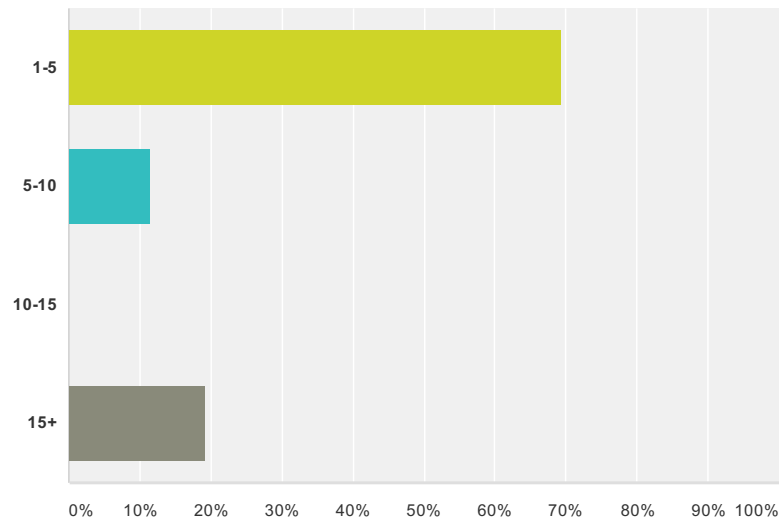
Answered: 21 Skipped: 24



Answer Choices	Responses	
0-5 years	90.48%	19
6-10 years	9.52%	2
11-15 years	0.00%	0
15 + years	0.00%	0
Total		21

Q31 How many more jobs are you likely to create if your business expands?

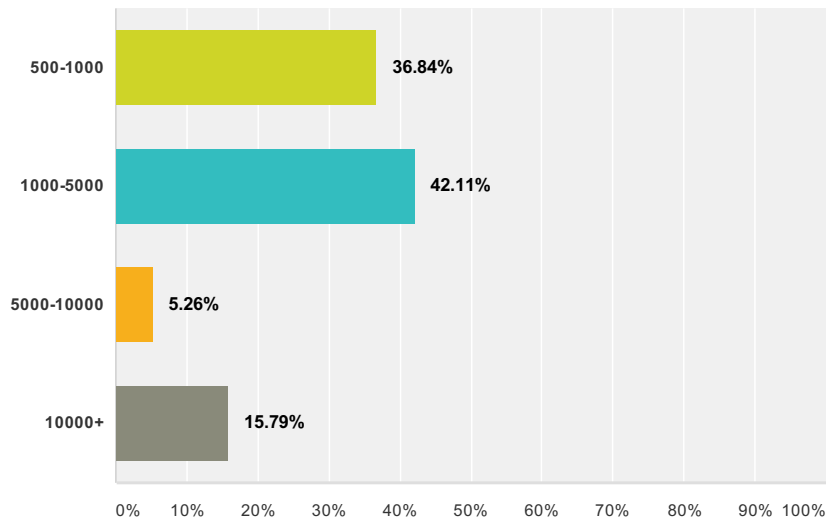
Answered: 26 Skipped: 19



Answer Choices	Responses	
1-5	69.23%	18
5-10	11.54%	3
10-15	0.00%	0
15+	19.23%	5
Total		26

Q32 What size premises in square feet would you require if you expand?

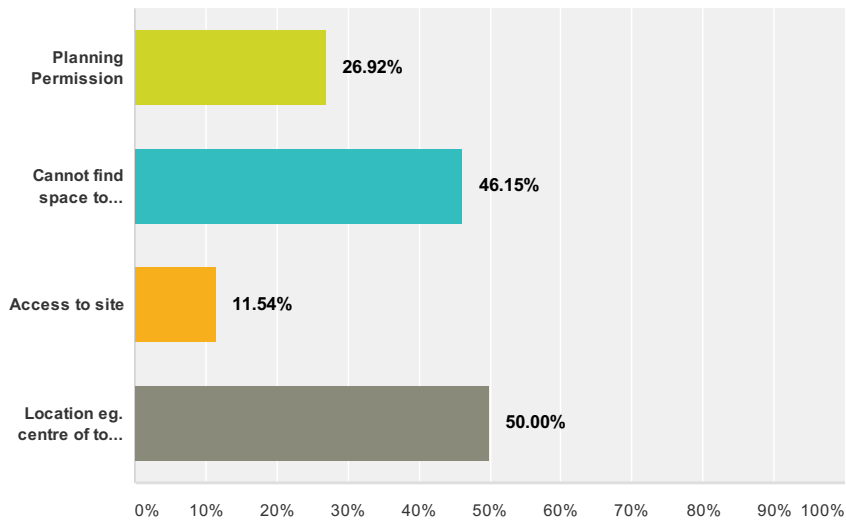
Answered: 19 Skipped: 26



Answer Choices	Responses	
500-1000	36.84%	7
1000-5000	42.11%	8
5000-10000	5.26%	1
10000+	15.79%	3
Total		19

Q33 Is there anything currently preventing you from expanding?

Answered: 26 Skipped: 19



Answer Choices	Responses
Planning Permission	26.92% 7
Cannot find space to accommodate expansion	46.15% 12
Access to site	11.54% 3
Location eg. centre of town, neighbours etc.	50.00% 13
Total Respondents: 26	

#	Other (please specify)	Date
1	No THERE IS NOT	6/30/2014 3:42 AM
2	I couldn't get past this question without clicking on a box so had to click on one but my real reason is "lack of funds"	6/16/2014 3:13 AM
3	recruiting suitable staff	6/13/2014 2:16 AM
4	Nothing. My expansion only requires my spare room office. BTW, where an 'other' option exists, field completion should not be required.	6/12/2014 7:47 AM
5	New employment land not available	6/12/2014 6:47 AM
6	Noise restrictions	6/12/2014 3:24 AM
7	time to dedicate	5/21/2014 2:01 PM
8	Heritage Lotter Funded Project - we are pre-application stage but if successful intend to improve facilities	5/20/2014 6:49 AM
9	No	5/20/2014 6:23 AM
10	not ready	5/20/2014 5:54 AM
11	Currently our broadband is terrible - a little bit difficult when we deal with very large files.	5/12/2014 2:58 AM
12	Timing, the right person and current financial constraints	5/10/2014 11:23 PM
13	Funding	5/10/2014 9:38 AM
14	No	5/10/2014 8:06 AM
15	Please delete this test response	4/1/2014 2:39 PM

Whitchurch Neighbourhood Plan Business Survey

Q34 If there is anything else that you would like to add or feel has not been included in the Survey please detail below.

Answered: 15 Skipped: 30

#	Responses	Date
1	Parking on roads, reducing roads to one lane and leading to the need to overtake blind happens in several areas in Whitchurch, this makes it difficult to drive around the town and for delivery companies. More passing places are needed to	6/13/2014 5:40 AM
2	Parking is the biggest problem in Whitchurch, people go else where because it is too difficult to park and therefore shops dont survive	6/13/2014 2:18 AM
3	Off road parking will always be an issue in the centre of Whitchurch and more parking at or near the station. If plans for parking north of the station are not acceptable to South West Trains and National Rail can Hampshire CC be persuaded to take on part of the old Ardglan estate entrance space, (where the graffiti has covered the sign for the indoor-soft-play company) as parking facilities.	5/29/2014 7:59 AM
4	Not sure what can be done about it but Sometimes the car park seems very full when the town appears to be empty. We worry this puts customers off coming who are traveling in some cases quite a way.	5/22/2014 4:40 AM
5	Test by Mark Allinson	5/20/2014 1:30 PM
6	This survey does not easily relate to a home-based business that serves customers away from Whitchurch.	5/20/2014 6:38 AM
7	The option to say this does not apply as question 33.	5/20/2014 6:24 AM
8	By all means call 01256 892194 to discuss further.	5/20/2014 6:17 AM
9	We would build a new factory if we could sell our existing property for housing.	5/12/2014 9:26 AM
10	I run a very small business and work from home because I have never found anywhere of a suitable size that represented good value for money. I think your survey should include a section on rental costs, the condition of and the availability of rental properties. For instance, I was appalled at the disproportionately higher rents wanted for tatty office space that didn't even have broadband. And reliability - twice I requested information on an office from Brockenhursts and no one ever got back to me!	5/12/2014 3:40 AM
11	My business is a children's day nursery and questions 1 and 9 were hard to answer as it doesn't fit neatly into any of the categories. I ticked retail as I felt this was the closest description.	5/12/2014 3:35 AM
12	PART OF MY BUSINESS IS A LCOALLY BASED TRADE PLANT NURSERY SERVING NATIONAL CUSTOMERS. MY DESIGN BUSIENSS IS NATIONAL AND INTERNATIONAL.	5/11/2014 3:41 AM
13	Please delete this test response	4/1/2014 2:39 PM
14	Do we need to have this starred?	3/30/2014 3:16 PM
15	none	3/25/2014 1:48 AM

Q35 Would you like someone to contact you in relation to any of the questions on this survey?

Answered: 42 Skipped: 3

