

Business Survey Results – Summary 20.09.14

Survey Question					
A1 What kinds of employment should the Plan encourage? (Tick any that you would support)					
	Total questionnaires issued (Number)		Total Responses (Number)		Percentage
	100		14		14%
Tourism, leisure and crafts			11		79%
Transport, storage and distribution			3		21%
Food and drink production			5		36%
Community services			10		71%
Offices			8		57%
Social enterprises			8		57%
Pubs, restaurants and cafes			8		57%
Financial and professional services			7		50%
Shops- retail			11		79%
Light industrial and manufacturing			7		50%
Other, please give details			2		14%
Doctor's surgery/ medical centre					
Community rooms –evening classes & knitting circle etc					
NONE					
Farming					

Survey Question

**A2 Should the Neighbourhood Plan allocate more land for employment purposes?
(please tick one)**

	Total questionnaires issued (Number)	Total Responses (Number)	Percentage	
	100	14	14%	
Yes		9	64%	
No		3	21%	
Don't know		2	14%	

Survey Question

A3 Which types of site should be allocated for employment uses? (Tick any)

Brownfield land (previously developed)		10	71%	
Existing buildings		13	93%	
Greenfield land (undeveloped)		2	14%	
Other, please give details		1	7%	

Use all the empty buildings around the area – too many are left empty/ derelict – why build more!!!

Empty buildings on all the industrial estates in this area.

NONE

All applications should be viewed on their own merits & if they work for area then they should be approved

Survey Question

**A4 Where should employment land be located?
(Tick any)**

	Total questionnaires issued (Number)	Total Responses (Number)	Percentage
	100	14	14%
In or around Swanwick Village		8	57%
Don't consider there is a need for additional employment land		4	29%
Don't know		1	7%
Other, please give details		1	7%
Use what we have			
Elsewhere in the Parish (2) not specified			

Survey Question

**A5 Should existing employment sites be protected from changes of use?
(Please tick one)**

Yes		4	29%
No		7	50%
Don't know		3	21%
Further information and opinion			
Not sure of current use categories, but should not change from commercial to residential			

Survey Question

A6 Should the Neighbourhood Plan include policies that promote working from home?

	Total questionnaires issued (Number)	Total Responses (Number)	Percentage
	100	14	
Yes		10	71%
No		1	7%
Don't know		3	21%
Space below for further information and opinion			

With more people working from home Swanwick would require a hub for people to use/meet etc.

Survey Question

**A7 What would encourage businesses to locate in the Swanwick Village area?
Please list up to five in priority order**

Ensure that services such as schools are developed/ extended ahead of housing developments (1)
Reasonable/Lower business rates/rents than neighbouring towns (6)
Good public transport links (3)
Clear signage (1)
Access to major routes A38, M1/ road links (3)
Proximity of larger towns/ cities
Pleasant working environment
Local skilled workforce on tap/ Employment for local people linked with low rates (4)
Office space
Better, faster internet (Swanwick has very slow internet)
Customer flow/support
Supporting/ preference for local businesses/traders (2)
Keeping Swanwick a village is the main priority
Swanwick does not need any more businesses or housing – the schools can't cope. Leave Swanwick as it is
Better/plenty of parking
Availability/affordability of suitable land (2)
Register of Businesses rated for people to see
Affordable fixed costs
Successful marketing of Swanwick as a destination/base
Plenty of development land available
Busy roads, so plenty of passing traffic

Survey Question

**A8 What barriers or constraints prevent businesses moving to the Swanwick area or existing business expanding in the Swanwick Village area?
Please list up to five in priority order**

Lack of premises available (2)

Lack of Parish promotion

Other business amenities – business to business

Lack of car parking e.g. off Derby Road (3)

Lack of support - why did the Parish Council purchase signs from outside the village when sign company is in the village? Not a good example of support. Another shop closed – lack of support

No community spirit – well dressing was evidence of this – thousands live in village & turnout was dismal

Swanwick village is not urban, industrial, town or city, many commercial premises remain unused around Swanwick no need for more here

Swanwick does not need any more businesses or housing – the schools can't cope. Leave Swanwick as it is

Room for expansion/ No area for business to locate to Swanwick

Transport links

Costs – comparison with availability of land/ units in the area

Poor business rates

Non proactive Parish Council

Reluctance of planners to move forwards

AVBC need a planning officer with vision for our area & not people who only do 'their job' without any vision for the future

No response (3)

Survey Question

**A9 Should the current core retail area in Swanwick Village be extended?
(please tick one)**

	Total questionnaires issued (Number)	Total Responses (Number)	Percentage
	100	14	14%
Yes		6	43%
No		6	43%
Don't know		2	14%
Space below for further information and opinion			

There may be room for additional retail within the main housing estates of Larkhill/ Azalea?

More retail outlets to encourage people to shop in Swanwick

No location identified/ only with provision of extra parking

Yes if there is a need and it is sustainable

Roads(?) bring people, people bring money, money helps to expand & other businesses will follow

Help it to be maintained instead of letting it close down (shop opposite school closing); Salt pot was opened as a centre for young people out of school hours – when is it open? Where is the support for young people to stay

and work in this community?						
No - Existing town centres need to be re-generated, as a village we should not try to compete						
Has good facilities with adequate parking which would become an issue with expansion						
We are a village not a town						
No – if we wanted employment on our doorstep we would live elsewhere, I have lived here for 40 years primarily because we wanted to live in a village						
No room! Swanwick has already become one massive estate surrounded by industry – leave Swanwick alone, enough damage has been done to what was a lovely village						
No – already spread out						
No response						
Survey Question						
A10 Thinking of Swanwick Village as a location for trade, how would you like to see the Village market itself?						
	Total questionnaires issued (Number)		Total Responses (Number)		Percentage	
Space below for further information and opinion						
Re Trade, I feel we should be marketed as part of Alfreton and focus on Swanwick's pleasant village qualities						
Not sure						
Use of a 'community centre' for small, S/E local businesses to trade, show goods, hold fairs, festivals etc						
As a village						
Network						
Website						
Locals use services						
Support for young people to stay & work						
NOT AT ALL						
Leave it alone						
Advertise – get traders interested & better parking to make it appealing						
Transport links						
Availability of shops, school etc.						
Clean & safe environment to live/work						
Friendly location with free parking and wide range of facilities						
Small but local						
Swanwick – a central hub in the heart of Amber Valley, good for business, good for jobs and good for the community						
As a top location for business large and small from Thornton's to village Post Office, we can accommodate any business with futuristic links to the whole of the UK via road and rail links. Plenty of development area & plenty of people willing to work in Swanwick						
No response						

Survey Question

B1. What will help your business to develop and thrive during the plan period to 2014 - 2028?

	Total questionnaires issued (Number)		Total Responses (Number)		Percentage	
Most common answers given						

N/A (3)

Increased residents = increased business (1)

Investment & grants

Turning my garage into an office

Local promotion & support/use

Nothing

More customers / visitors (2)

Better support from neighbours

The ability to expand as & when necessary

Further housing

Less planning restrictions

Good business rates for units/land to lease/rent. At the moment we rent storage at Somercotes which is ok for us in the short term

The most important factor is people who bring wealth & prosperity to the area

Survey Question

B2. Are there any planning constraints or barriers that will or may prevent your business from developing in the plan period to 2028?

	Total questionnaires issued (Number)		Total Responses (Number)		Percentage	
Most common answers given						

N/A (3)

Location is my area of concern as I am restricted due to lack of available alternative premises (1)

Yes – turning my garage into an office

Yes - Local Planning officers who have no vision

No (4)

Neighbours parking outside the shop when they have other areas to park because they don't want the trade

Local opposition

Unsure (2)

Survey Question

**B3. What additional space will your business require over the plan period to 2028?
Please tick all that apply**

	Total questionnaires issued (Number)		Total Responses (Number)		Percentage	
	Up to 50m ²	50m ² to 100m ²	100m ² to 200m ²	200m ² or more		
Industrial/workshop	1	1	1			
Office	1		1			
Retail	1					
Storage (covered/open)		1	1			
Other Please tell us if you will have any additional requirements not covered above						
None & N/A (6)						
My area of business is fitness & healthcare and I would consider upgrading from type of premises currently used 4000sqft to 6000sqft						
It would be great to have new premises at low cost						
I am a landlord who rents space out rather than rents space						
Unsure (2)						

Survey Question

C1. To help us understand the range of existing businesses in the Swanwick area, please tick the box that best describes the nature of your business

	Total questionnaires issued (Number)	Total Responses (Number)	Percentage
	100	14	14%
Accommodation, hotels, restaurants, food services		1	7%
Administration and support service activities			0%
Agriculture, forestry and fishing		1	7%
Arts, entertainment and recreation		2	14%
Construction		2	14%
Energy and water		1	7%
Finance and insurance activities			0%
Information and communications		1	7%
Manufacturing			0%
Mining and quarrying			0%
Professional, scientific and technical activities			0%
Public administration, education and health		2	14%
Real estate activities		1	7%
Transport and storage			0%
Wholesale and retail trades, repair of vehicles		1	7%
Not indicated/ did not answer		2	14%

Survey Question

C2. If you have other comments about business activity in the Swanwick area, please write them here

	Total questionnaires issued (Number)		Total Responses (Number)		Percentage	
Most common answers given						
We need a 'champion' to promote business opportunities through all available means e.g. social media etc.						
Support local business –						
Local shop closed – lack of support						
Disappointed that the council has not considered support to businesses in the last 20 years + and only appears to be doing this to meet a government/council demand for a neighbourhood plan – look forward to the next 5/10 years and seeing the concrete support for all local businesses from the council.						
Gas services – not based on Swanwick for trading. Do not wish to see more business in Swanwick						
This would be great. Lots of people need jobs and also it would help Swanwick grow. It would also be nice to keep Swanwick rural i.e. Bakewell						
There is a lot of business/industrial land in surrounding areas so Swanwick has to plan/attract quality business. If greenfield land is to be used, the village must embrace it rather than fight it.						
No response						