

Hockley Heath Parish Neighbourhood Plan Business Survey 2019 Results

1. Introduction

The data collected from this survey will be utilised to inform a view of the parish economy for the Hockley Heath Neighbourhood Plan.

The introduction of the Localism Act by the government gives local residents and businesses more of a say in the development of their own Parish. A key part of this is the creation of a Neighbourhood Plan by the local community and Hockley Heath Parish Council. The Neighbourhood Plan Steering Group are currently working on developing that plan. It is a complex and lengthy process that can take up to two years but will inform and guide the direction and priorities we take to influence planning in Hockley Heath Parish over the next 10 years.

Once approved the Neighbourhood Plan will have legal status in influencing what we want for Hockley Heath and the policies we incorporate into the plan will increase the level of control our community has over any developments that take place and expenditure of any community funds that become available.

This document summarises the results from the Business Survey. The Business Survey was distributed to all known business premises in Hockley Heath. The survey recipients were sourced from information supplied by Solihull Council (Business Rates addresses) and known businesses operating within the Parish boundary. Residents operating businesses from home addresses were asked to contact the Parish Council, via quarterly Parish newsletters, to complete a business survey.

2. Methodology

Around mid-June 2019, all known businesses in Hockley Heath received a Business Survey questionnaire with a covering letter and a FREEPOST envelope for the return of it to Stratford-on-Avon District Council, with a deadline of July 2nd 2019. Stratford District Council was used as they were an independent body to process and analyse the questionnaires.

39 businesses were given a questionnaire and 13 responses were received in the timeframe allowed - a response rate of 33%. Although low numerically, the percentage response is higher than other business surveys, that typically return response rates of 15 to 20%.

3. Summary of Results

- 62% of the sample were non-retail businesses.
- Nearly seven out of ten businesses had been at their address more than ten years.
- There was a spread in the size of businesses by employees.
- 7% of the workforce use public transport to go to their employment.
- The majority of staff park at the business premises.
- 50% of businesses wish to see more car parks for visitors.
- Five businesses provide opportunities for local work experience to local 15+ years old children.
- Respondents felt more shops and café/tea shops were needed in Hockley Heath.
- Hockley Heath's picturesque appearance was very important for seven out of the ten businesses.
- All bus services appeared to be important to businesses.

- The highest rated services/utilities/bodies in relation to their businesses were water supply and electricity supply (both 77% good). The poorest rating was for the mobile phone signal and ATM services (both 92% bad).
- There was a 50/50 split on whether the M42/A3400 was a problem that affected their business.
- The top two choices for investment in infrastructure were for the mobile phone signal and broadband Wi-Fi, both 78%.
- Two businesses felt there was a planning constraint or barrier either locally or nationally that will or may prevent the business from developing during the next 13 years.
- Three business in the next five years and five over the next ten years are likely to require additional space.
- Seven businesses felt land should be allocated for business use in the Neighbourhood Plan, with three saying there should not be.
- Five businesses felt existing employment sites should be protected from a change of use.
- Four businesses were in favour of the Plan defining policies that promote and encourage working from home.
- Five businesses said that they experienced staff recruitment or retention problems, while three said that they experienced problems due to rising costs.

4. Results

About you and your Business

Q1	What type of business do you have?			
	5 (38%)	Retail	8 (62%)	Non-Retail

Q2	Where is your business located?			
	3 (23%)	Residential Home	5 (38%)	Retail Unit (including Public Houses/Restaurants)
	5 (38%)	Office Unit		

Q3	In order to demonstrate that public consultation is representative of our community, would you please indicate the type of business that best describes what you do? (If you trade in more than one category, please select the one that best describes your business.)			
	1 (8%)	Cafe/tea shop	0 (0%)	Medical or health services
	0 (0%)	Gallery	0 (0%)	Property ownership or rental
	0 (0%)	Guest House	0 (0%)	Professional services, scientific or technical
	1 (8%)	Hairdresser or Beautician	0 (0%)	Transport or storage
	1 (8%)	Hotel	0 (0%)	Vehicle repair
	1 (8%)	Public House	0 (0%)	Wholesale supplier
	1 (8%)	Restaurant	0 (0%)	Manufacturing
	1 (8%)	Shop	1 (8%)	Voluntary, charity, non-profit making
	0 (0%)	Grocery Shop	1 (8%)	Sport or fitness
	2 (15%)	Construction sector, including property maintenance	1 (8%)	Administration and support services
	0 (0%)	Education Sector	0 (0%)	Financial
	0 (0%)	Estate Agency	0 (0%)	Car sales
	0 (0%)	Agriculture, farming or market gardening	0 (0%)	Pet care / grooming
	2 (15%)	IT sector	2 (15%)	Other
	0 (0%)	Manufacturer		

Q4	How long has your business operated in Hockley Heath parish?							
	0 (0%)	Less than one year	2 (15%)	1 to 3 years	2 (15%)	4 to 10 years	9 (69%)	More than 10 years

Q5	Please indicate how your business is owned.					
	12 (92%)	Independently owned	0 (0%)	Part of a regional chain	1 (8%)	Part of a national chain

Q6	How many business premises do you occupy in Hockley Heath parish?									
	11 (92%)	1	1 (8%)	2	0 (0%)	3	0 (0%)	4	0 (0%)	5 or more

Your Workforce

Q7	Including working proprietors, how many people are employed by the business in Hockley Heath Parish?			
	2 (15%)	1-2	3 (23%)	11-20
	3 (23%)	2-5	1 (8%)	21-50
	3 (23%)	6-10	1 (8%)	More than 50

Q8	Please indicate in the boxes below how many of your employees live within the following distances of Hockley Heath. Approximate number will suffice.	
	Within Hockley Heath	3.1 employees
	1-6 miles from Hockley Heath	4.7 employees
	More than 6 miles from Hockley Heath	8.4 employees

Q9	Approximately what percentage of your staff use public transport to come to work?
	7%

Q9a	Where do staff who travel to work in their own vehicles park?			
	8 (67%)	On your premises	4 (33%)	On the street
	2 (17%)	In a public car park	6 (50%)	Elsewhere (please state below where)
	0 (0%)	In a privately rented car park		
	Please state below where if known			
	1 response: Have workshops outside Hockley Heath so staff park there, in addition to home office base			

Q10	Where do staff who travel to work in their own vehicles park? Please indicate your numbers approximately. (Based on 3 responses)	
	On your premises	49 Average: 16.3
	In a public car park	0
	In a privately rented car park	0
	On the street	6 Average: 2.0
	Elsewhere (please state below where if known)	25 Average: 8.33
	Please state below where if known	
	5 responses: - Pub - On various sites throughout the country - Public car park on premises - Premier Inn Car Park - Restaurant over the road/other spaces	

Q11	What is your opinion of the parking facilities in Hockley Heath? (Tick one box per row)			
		More needed	About right	Less needed
	Car parks for staff	5 (45%)	6 (55%)	0 (0%)
	Car parks for visitors	5 (50%)	5 (50%)	0 (0%)
	On-street parking	1 (11%)	8 (89%)	0 (0%)
	Parking for coaches	0 (0%)	5 (63%)	3 (38%)
	On-street parking for delivery vehicles	2 (25%)	5 (63%)	1 (13%)

Q12	Do you provide opportunities for work experience to local 15+ years old children?					
	5 (38%)	Yes	8 (62%)	No	0 (0%)	Don't know

Business Environment

Q13	What makes Hockley Heath attractive for you in terms of business? Please describe in the box below:
	13 responses: • We have a 25 mile radius as an average, it's great being on a main road as they will visit when passing through. • Small friendly community • Lovely peaceful location and well suited to getting into Birmingham/Solihull or to the NEC/airport • Close to motorway links • Location near M42 & M40, central location for visitors • We are a community social club - local • Location - M42- NEC - BHX - Train Station • Very nice customers. Stable business • Location. Village/community • Have set up home office as very limited offices available for small businesses that are affordable in this area i.e.: Hockley Heath or vicinity • Proximity to motorway and Birmingham • Out of town offices, allocated parking • Nice area – quiet, rural

Q14	How do you view the mix of businesses that we currently have in Hockley Heath? (Please tick one box per row)			
		More Needed	About Right	Less Needed
	Shops	7 (54%)	6 (46%)	0 (0%)
	Cafes/tea shops	6 (55%)	5 (45%)	0 (0%)
	Restaurants	3 (25%)	8 (67%)	1 (8%)
	Pubs/bars	2 (17%)	9 (75%)	1 (8%)
	Hairdressers	1 (9%)	9 (82%)	1 (9%)
	Beauty Salons	1 (9%)	9 (82%)	1 (9%)
	Please indicate the types of business which you feel we need more of below.			
	6 responses: • Doctors & pharmacy • Doctors, pharmacies, restaurants • Cafes would be useful • Doctors, pharmacy, must keep Post Office facility • Pharmacy, bakers • Supermarket			

Q15	Is there any type of new development that would benefit or adversely affect your own business or the wider business community of Hockley Heath? (e.g. industrial use, a business park, a supermarket away from the village centre.)			
	5 (71%)	Developments with beneficial effect	2 (29%)	Developments with adverse effect
	Please make any comments about the above beneficial effects here			
	2 responses: • Better broadband, better phone signal • Need to ensure Post Office stays to facilitate banking availability. No local bank branches still in existence			
	Please make any comments about the above adverse effects here			
	1 response: • Supermarkets which destroy local shops			

Q16	To what extent is Hockley Heath's picturesque appearance important to your business or the wider business community?					
	8 (62%)	Very important	2 (15%)	Quite important	3 (23%)	Not important

Q17	Please state what else about Hockley Heath is important to your business.
	6 responses: • New housing developments • Quiet nature, easily accessible via roads • Good bus network is essential • Local community support • Location and access to Solihull • Broadband speed and transport links

Infrastructure

Q18	How important is the bus service through Hockley Heath to your business? (Please tick one box per row)				
		Very important	Quite important	Not important	Don't know/No opinion
	20 to Shirley	6 (46%)	2 (15%)	2 (15%)	3 (23%)
	20 to Stratford	5 (42%)	2 (17%)	2 (17%)	3 (25%)
	A7 to Solihull (via BVP and Cheswick Green)	3 (23%)	5 (38%)	2 (15%)	3 (23%)
	A8 to Solihull (via Dorridge and Bentley Heath)	5 (38%)	3 (23%)	2 (15%)	3 (23%)
	A3 to Solihull (via Knowle)	6 (46%)	2 (15%)	2 (15%)	3 (23%)

Q19	How reliable are these bus services?				
		Very reliable	Quite reliable	Not reliable	Don't know/No opinion
	20 to Shirley	2 (15%)	1 (8%)	4 (31%)	6 (46%)
	20 to Stratford	2 (15%)	1 (8%)	4 (31%)	6 (46%)
	A7 to Solihull (via BVP and Cheswick Green)	0 (0%)	1 (8%)	3 (25%)	8 (67%)
	A8 to Solihull (via Dorridge and Bentley Heath)	0 (0%)	1 (8%)	3 (25%)	8 (67%)
	A3 to Solihull (via Knowle)	0 (0%)	1 (8%)	3 (25%)	8 (67%)

Q20	How do you rate the following services/utilities/bodies in relation to your business? (Please tick one box per row)				
		Good	Average	Bad	No opinion/Don't know
	Water Supply	10 (77%)	2 (15%)	1 (8%)	0 (0%)
	Electricity Supply	10 (77%)	2 (15%)	1 (8%)	0 (0%)
	Drainage	5 (38%)	5 (38%)	3 (23%)	0 (0%)
	Landline Telephone	7 (54%)	6 (46%)	0 (0%)	0 (0%)
	Broadband	2 (15%)	5 (38%)	6 (46%)	0 (0%)
	Mobile Phone Signal	0 (0%)	1 (8%)	12 (92%)	0 (0%)
	Banking Services	0 (0%)	2 (15%)	9 (69%)	2 (15%)
	Litter Bin Collection	6 (50%)	3 (25%)	2 (17%)	1 (8%)
	Post Office Services	7 (54%)	6 (46%)	0 (0%)	0 (0%)
	ATM Services	0 (0%)	1 (8%)	11 (92%)	0 (0%)
	Please add any comments you have about any of the services listed above in the box below.				
	4 responses: - Currently no ATM in Hockley heath. Mobile phone signal very poor in areas of Hockley heath - Broadband service - terrible as we needed broadband for our tills. Mobile phone reception - non-existent! - ATM services are very important and needed for Hockley heath - Extremely poor broadband connection - constantly goes off through the day, affecting ability to work at Home consistently. Poor mobile phone signal - again affects business communications. No ATM in Village Post Office current manager wants to retire				

Q21	Is the traffic on the M42 / A3400 a problem that affects your business?				
	6 (46%)	Yes	6 (46%)	No	1 (8%) Don't know
	If yes, please comment how this affects your business.				
	6 responses: - Staff are late for work - Traffic hinders visitors queuing accessing car park & premises - Delay the dinner time after work; delay the collection time - Congestion on A3400 is a particular problem when M42/40 congested as vehicles use Hockley Heath village as alternative route, therefore causes tail backs and slow traffic through the village - Can cause some delays - Very busy at peak times, queue bad at 5pm				

Q22	If funding was available to invest in infrastructure, where should this be spent? (Tick up to 5 boxes only)			
	1 (8%)	Sewage / Drainage	10 (83%)	Mobile Phone Signal
	3 (25%)	Electricity Supply	2 (17%)	Pavements
	0 (0%)	Gas Supply	4 (33%)	Parking
	0 (0%)	Water Supply	3 (25%)	Electric Vehicle Charging
	4 (33%)	Renewable Energy Sources	5 (42%)	Public Transport Links
	8 (67%)	Mobile Phone	5 (42%)	Cycle Lanes
	9 (75%)	Broadband Wi-Fi		

Q23	How many average weekly deliveries do you receive via the following methods?	
	Post (Royal Mail)	4.9
	By car	1.3
	Transit van or similar	4.0
	7.5 tonne lorry	0.3
	15 tonne lorry	0.4
	Articulated Vehicle	0.3

Q24	How many average weekly deliveries do you deliver via the following methods?	
	Post (Royal Mail)	1.4
	By car	0.1
	Transit van or similar	0
	7.5 tonne lorry	0
	15 tonne lorry	0
	Articulated Vehicle	0

Business Support

Q25	What areas of business support would you like to access to help your business grow?
	4 responses: - Funding- grants - Local community - parish Council, resident Association, other village groups/societies - Better communication - broadband, mobile phone signal - We will soon need larger premises – small business rates relief on larger offices (above 1000 square feet) would help the move, even if it was for only the first year

Q26	Are there any planning constraints or barriers either locally or nationally that will or may prevent your business from developing during the next 10 years?					
	2 (17%)	Yes	6 (50%)	No	4 (33%)	No opinion
	If Yes, please describe					
	2 responses: - Restrictions on green belt land - Business rates					

Q27	Is your business likely to need additional space?		
		Yes	No
	Over the next 5 years?	3 (25%)	9 (75%)
	Over the next 10 years?	5 (45%)	6 (55%)

Q28	Should the Neighbourhood Plan consider allocating land for business use?					
	7 (54%)	Go to Q28a	Yes	3 (23%)	Go to Q29	Don't know
	3 (23%)	Go to Q29	No			

Q28a	If yes, please tick the most important types of allocation to you from the list below.			
	0 (0%)	Factory/manufacturing units	0 (0%)	Tourism businesses
	3 (43%)	Shops and retail	3 (43%)	Offices
	2 (29%)	Food and restaurants	3 (43%)	Parking
	0 (0%)	Starter units	1 (14%)	Other
	1 (14%)	Light industrial units		

Q29	Should existing employment sites be protected from change of use?					
	5 (42%)	Yes	2 (17%)	No	5 (42%)	Don't know

Q30	Please make any other comments here on jobs and the local economy that you feel are important to Hockley Heath.
	3 responses: - If a business unit is not thriving I have no objection to it being used for good quality and appropriate housing - Maintaining a healthy retail/business units on Stratford Road - Poor public transport affects people travelling to or from Hockley Heath village

Q31	Should the Neighbourhood Plan define policies that promote and encourage working from home?					
	4 (36%)	Yes	1 (9%)	No	6 (55%)	Don't know

Q32	Is your business experiencing problems in any of the areas shown below? (Tick any that apply)			
	1 (10%)	Unable to relocate in the area owing to lack of suitable premises	1 (10%)	Planning constraints
	3 (30%)	High/rising costs	0 (0%)	Access to appropriate advice
	2 (20%)	Local competition	1 (10%)	Public transport
	5 (50%)	Staff recruitment/retention	3 (30%)	Other
	2 (20%)	Shortage of skilled staff		
	If other, please specify			
	3 responses: - Landlord which acts on behalf of Hockley Heath Residents - Poor broadband, poor phone signal - Poor mobile phone signal			