



Business Survey 2011

Final Report

**Prepared by:
Consultation Unit
Stratford-on-Avon District Council
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1.0 Introduction

The survey was undertaken to get the views of business to influence:-

- The Council's Business and Enterprise Strategy which will set out aims and objectives including ways we can support businesses in the future
- The Local Development Framework which will replace the current Local Plan. Its overall objective on economic matters will reflect the Council's Corporate Strategy
- The way Stratford District Council administer the NNDR system.

2.0 Methodology

3,447 questionnaires were posted to businesses on March 10th/11th 2011 across the District using the Council's Non-Domestic Business Rates address database. A reminder mailing was sent out in mid April 2011 to help boost response rates. 133 of these were returned undelivered for various reasons.

1,013 of those delivered were completed during the time periods specified. This is a response rate of 31%. This gives a confidence interval of + or - 2.6% which is within the acceptable level of + or - 3% and gives statistically reliable results. In 2008 the response rate without a reminder was just 9%.

The report follows the order of the questionnaire. Charts and tables are used throughout the report to assist the interpretation of the results. In some cases, anomalies appear due to "rounding".

The comparison results by company location, status of company, number of full time employees, and how long the company had been operating at their address are only included if they are statistically significant. If a comment on a particular result has not been made, it can be assumed that there is no strong relationship between the two questions, i.e. rating of Stratford District as a place to do business by status of company. The significance is calculated by comparing the mean of a category with the overall mean using a "z-test". This establishes the level of significance between the two results. For this report, only results showing a significant relationship between the two have been included (*there is evidence of a relationship, significant at the 5% level or lower*).

Where relevant, comparisons with similar questions in the 2008 Business Survey have been included to find trends. The term "base" in the tables and charts refer to the number of responses to a particular question.

3.0 Summary of Results

3.1 Profile of Business

- A third of responses came from businesses based in Stratford-upon-Avon (32%), with a further one in ten based in Alcester (11%).
- Three-quarters of those surveyed were independent with no other branches (74%).
- A quarter of those surveyed said their main business activity was retail (24%) and 18% indicated office related.
- Exactly seven out of ten businesses employed between one and five full-time employees and eight out of ten had between one and five part-time employees (81%). Just under a quarter (23%) had 6 to 10 full-time employees on their books.
- 42% of staff live in the same town or village as the company, with a further 28% living elsewhere in the district, and 31% outside Stratford District.

3.2 Location

- Just under half of the businesses (47%) indicated they had been operating at their current address for more than ten years. Exactly one in five businesses had operated between six and ten years at the current address.
- Asked where their company had moved on, 61% of business had always been at the current location, 22% moved elsewhere within the district, and 17% moved from outside the district.
- 57% responded that the nature of the site/premises was the main reason for its location, with 29% saying it was the proximity of their customers. 17% stated the quality of the environment and 15% mentioned the nature of the local economy.
- Asked what the total area of the site was, 71% indicated their business was less than 0.5 acres in size, 14% said it was between 0.5 and 1.0 acres and 10% had a site more than 2.4 acres.
- In floor space terms on the site, almost half of businesses (46%) had less than 250 square metres. 5% of those surveyed had a very large total floor space in excess of 5,000 square metres.
- Nine out of ten businesses felt their premises were suitable for their current or future likely needs.
- Exactly three-quarters of those surveyed felt their floor space may see no significant change in the next 10 years. 5% felt there may be an increase of more than 100%.
- 72% felt they were likely to stay at the current location, with 10% interested in relocation and 16% thinking of expansion.
- Two thirds (65%) of businesses stated that one of the main problems that affects the operation of their business was rising costs. One quarter (27%) of businesses stated market demand/competition, 21% stated legislation/red tape, and 15% stated the

cost of suitable premises. 16% of businesses stated other reasons as one of the main problems, as highlighted in the appendices.

- Asked if the company intends to relocate exactly two-thirds wished to move within the same town or village, 16% said elsewhere in the District and 16% outside the District.
- Asked if their company wished to relocate in Stratford District, 43% thought there were suitable sites or premises available.
- If businesses felt there were no suitable sites or premises available, 49% would look at the edge of or inside of Stratford-upon-Avon, 32% in or on edge of a large rural town or village and 20% would look at a rural location.

3.3 Stratford as an Area for Business

- Respondents were asked how the area can be improved to assist businesses and the economy from a list provided. An overwhelming 81% wanted business rates and other charges reduced. A third of respondents (34%) felt public transport needed improving and 29% wanted improvements to the road network. In terms of communication, 28% required improved broadband connections and 22% wanted improvements to the local economy.
- Businesses were asked to rate the District as a place to do business. 56% rated the area as very good or good, with a further 38% saying it was average. 6% answered poor or very poor.
- Respondents were asked if they had any comments on the existing planning policies. Just over one in ten commenting (11%) said parking should be free in Stratford town. 8% wished for a reduction in business rates and 6% complained about congestion and traffic.

3.4 Support from SDC

- Businesses were asked what support role they felt Stratford DC should have in terms of business start up. A quarter wanted a rates reduction for all businesses, 15% saw SDC offering an advisory role, 15% wanted rates relief for a period during the set up and establishment of businesses, and 11% wanted SDC to provide grants for businesses and low cost loans.
- Businesses were asked what support role they felt Stratford DC should have in terms of business improvement. Exactly one in five respondents wanted a rates reduction for all businesses, 9% saw SDC offering an advisory role, 9% wanted SDC to provide grants and low cost loans, and a further 9% wanted more regular communication/listen to what they need. 7% of respondents felt SDC should offer no support role.
- Businesses were asked if they wanted information relating to business start up or improvement from Stratford District Council in what form would they wish to access it.
- Two-thirds would like the information through the SDC website, with just over a third (37%) preferring face to face contact. Exactly a quarter felt leaflets would be a good form and another quarter felt the telephone should be considered.

- 4% of businesses had a volunteering scheme similar in some way to that mentioned above. 11% of non independent businesses had a scheme. 5% would like to work with the Council on a volunteering scheme.

3.5 Business and Tourism

- Exactly a third of those surveyed (34%) supplied goods or services to the tourism industry.
- Asked how important the tourism industry was to them, 35% said it was very important, 22% quite important and 44% not very important.
- Asked what the main priorities should be for tourism, 18% suggested it was the volume of visitors, 13% wished for a coherent marketing strategy to promote the town, 11% felt it was to provide a good service, and 8% commented on the cleanliness of the town.

3.6 NNDR

- Over eight out of ten (82%) businesses would normally contact Stratford District Council by telephone, a decrease of 6 percentage points on 2011. There is a greater emphasis on contact via email with a rise from 18% to 28% in 2011. A quarter would normally contact by letter, 16% of businesses contacted in person, 12% of businesses contacted SDC via the SDC website (all no change on 2008).
- Just under a third of businesses (31%) in 2011 had contacted the Council in the last 12 months about NNDR. This is an 11 percentage point drop on 2008.
- Two-thirds (66%) of business that contacted the Council in the last year about NNDR, used the telephone. This was an 8 point drop compared with 2008.
- In 2011 half of those respondents (51%) who contacted the Council in respect of NNDR felt the telephone call was answered quickly. This result is 17% down on the 2008 figure. Whereas in 2008 11% disagreed with the statement, 31% responded negatively in 2011.
- Exactly half of businesses agreed that when they made a call to SDC, they were transferred between several different people. This was a 16 percentage point increase on 2011 and a more negative response. Exactly one third (32%) disagreed with the statement.
- 63% of businesses agreed that once the call to SDC had been answered, their query was dealt with quickly, a 3 point drop on 2008. 22% of businesses felt that their query was not dealt with quickly, a 6 point increase on 2008.
- Exactly a third of businesses (33%) agreed that when they called SDC it was difficult to speak to the right member of staff, compared to one fifth (20%) that agreed in 2008. Disagreement with the statement fell 12 points from 57% in 2008 to 42% in 2011.
- In 2008, two thirds (67%) of businesses agreed that they were satisfied with the overall service of SDC and 15% of businesses disagreed. However in 2011 the figure fell to an agreement figure of 49% and the disagreement figure almost doubled from 15% to 28%.

- Businesses were asked how they normally pay their NNDR. Three-quarters (74%) pay by direct debit, with 17% opting to pay by cheque, and 5% by standing order.
- Currently businesses can choose one of four dates in the month to pay by direct debit. They were asked if they preferred more dates to be offered on which to pay NNDR by direct debit. 12% indicated they would be interested and 88% were against the option.
- Exactly a third of businesses would be interested in receiving their bill electronically rather than the current paper version.
- Businesses were asked two questions about the NNDR documentation they received. 87% felt the documentation was clear and concise and 81% felt the information with the documentation was helpful.
- Awareness of the small business rate relief has increased from 66% to 96% in 2011. Awareness of the other reliefs had also risen in the three year period between surveys.
- The majority (95%) of businesses have applied for the Small Business Rate Relief currently available to them. 3% have applied for the Discretionary Rate Relief and 2% have applied for the Mandatory Rate Relief, the Hardship Rate Relief, and the Section 44a Partly Occupied Relief.

3.7 Consultation and Communication

- Two-thirds (33%) of businesses would prefer SDC to communicate and consult with their business by sending information and consult all businesses via post only. Around a fifth (22%) would like smaller meetings in a year on different topics, 20% would like to set up a large e-panel to consult all businesses on-line, and 18% wanted to set up a small panel of businesses to represent the views of their business.
- Businesses would like to have information on rates, tourist information and statistics, and more information on planning policy.

4.0 Results in Detail

4.1 Profile of Business

4.1.1 Location

A third of responses came from businesses based in Stratford-upon-Avon (32%), with a further one in ten based in Alcester (11%).

Table 1: Location of Business

TOWN/VILLAGE	NUMBER OF RESPONSES	% OF TOTAL
Stratford-upon-Avon	319	32%
Alcester	110	11%
Southam	85	8%
Shipston-on-Stour	70	7%
Studley	64	6%
Bidford-on-Avon	49	5%
Henley-in-Arden	48	5%
Wellesbourne	37	4%
Kineton	25	2%
Elsewhere	202	20%

A full list of those businesses “elsewhere” is included in the appendices.

Table 2: “Elsewhere” mentions (4 or more responses)

Location	Nos of Responses
Brailes	11
Earlswood	9
Harbury	9
Long Marston	8
Wootton Wawen	8
Tysoe	7
Fenny Compton	6
Napton	6
Atherstone-on-Stour	5
Claverdon	5
Ettington	5
Farnborough	4
Blackwell	4
Lighthorne Heath	4
Quinton	4
Sambourne	4
Snitterfield	4
Welford	4
Base:	(205)

4.1.2 Status

Three-quarters of those surveyed were independent with no other branches (74%). “Others” are included in the appendices.

Table 3: Status of Company

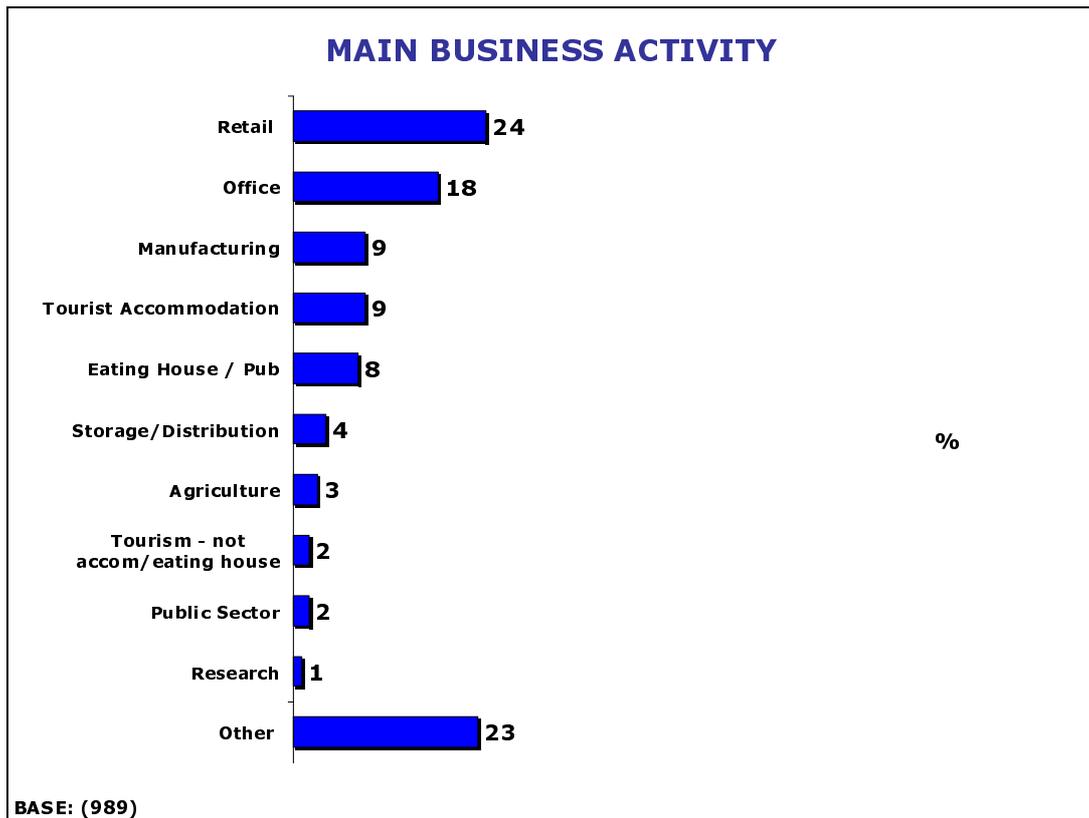
	%
Independent with no other branches	74
Branch or subsidiary of a larger group	14
Head Office	6
Other	6
Base:	(1002)

4.1.3 Main Business Activity

A quarter of those surveyed said their main business activity was retail (24%) and 18% indicated office related.

Those answering manufacturing were asked to specify what sort. Six businesses said joinery, a further six said machining and fabrication, with four businesses indicating they were furniture makers.

Chart 1:



23% of businesses classified themselves as "other" and these are summarised below by the number of responses. A full list is included in the appendices.

Table 41: "Other" Main Business Activity (5 or more responses)

Business Activity	Nos of Responses
Garage Maintenance/vehicle repairs/MOTs	31
Hairdressers	22
Childcare/Education	12
Fast food takeaways	9
Fitness & health gym	9
Builders/design & build	8
Health beauty parlour	7
Social club	7
Dental Surgery	6
Charity	5
Other (see appendix)	113
Base:	(229)

23% of businesses classified themselves as "office" and these are summarised below by the number of responses. A full list is included in the appendices.

Table 5: "Office" Main Business Activity (5 or more responses)

Business Activity	Nos of Responses
Accountancy	16
Financial Services	14
Recruitment	10
Consultants	10
Administration	8
Marketing/PR	7
Sales	7
Property Developer/Investment	6
Architects	6
Insurance Broker	6
Estate Agents	6
Chartered Surveyors	6
Graphic Design	5
Other	69
Base:	(175)

4.1.4 Numbers Employed & Where Live

Exactly seven out of ten businesses employed between one and five full-time employees and eight out of ten had between one and five part-time employees (81%). Just under a quarter (23%) had 6 to 10 full-time employees on their books.

It was significant that businesses with 1-5 part-time staff employed outside Stratford town had more part-time staff on their books – 85% compared with 73%.

78% of independent businesses employed between 1 and 5 full-time staff (87% for part-time staff) against 49% non-independent ones (64% for part-time staff). Three out of ten part-time staff worked for non-independent businesses employing between 6 and 20 part timers.

Table 6: Breakdown of Employees

Employment Type	1-5 employed	6-10 employed	21-50 employed	Over 50 employed
Full-time	70%	23%	4%	3%
Part-time	81%	16%	2%	1%

42% of staff live in the same town or village as the company, with a further 28% living elsewhere in the district and 31% outside Stratford District.

Table 7: Where staff live

	%
In the same town/village as the company	42
Elsewhere in Stratford District	27
Outside Stratford District	31
Base:	(769)

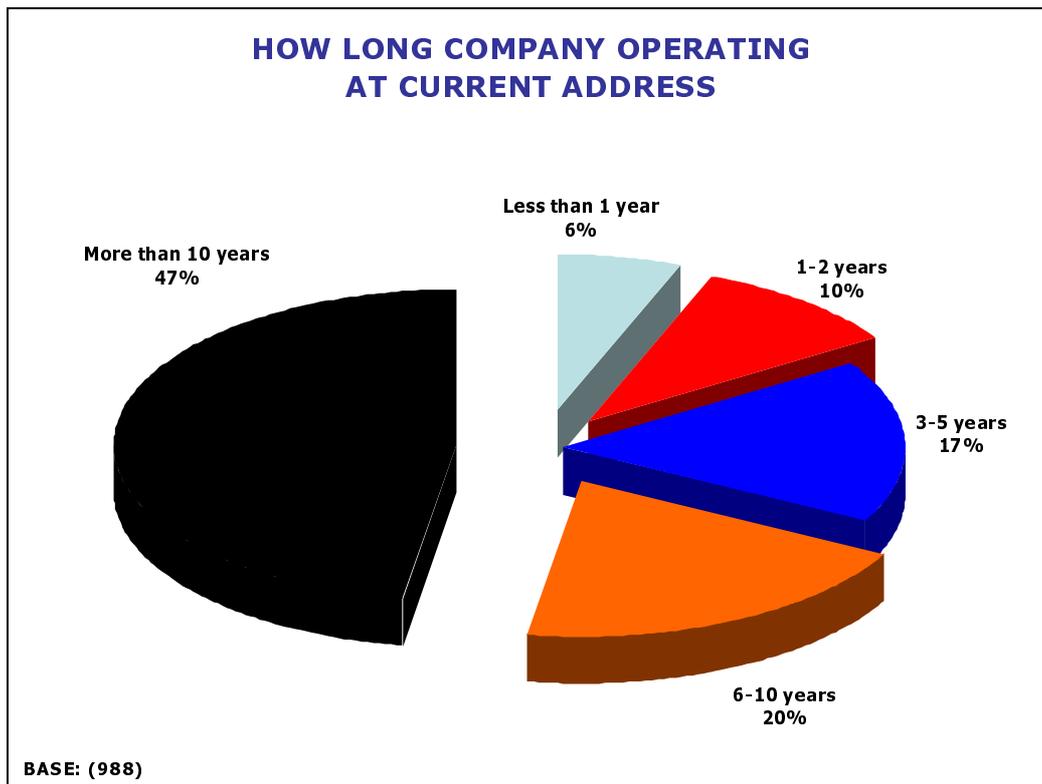
4.2 Location of Business

4.2.1 Time at location

Just under half of the businesses (47%) indicated they had been operating at their current address for more than ten years. Exactly one in five businesses had operated between six and ten years at the current address.

Those in business more than ten years had the largest areas for their particular sites.

Chart 2:



Asked where their company had moved on, 61% of business had always been at the current location, 22% moved elsewhere within the district, and 17% moved from outside the district.

It was significant that 21% of businesses located outside Stratford town came from outside the District compared with 10% located currently in Stratford town.

Those employing more full time staff were more likely to have moved from elsewhere in the District or outside the District.

Chart 3:

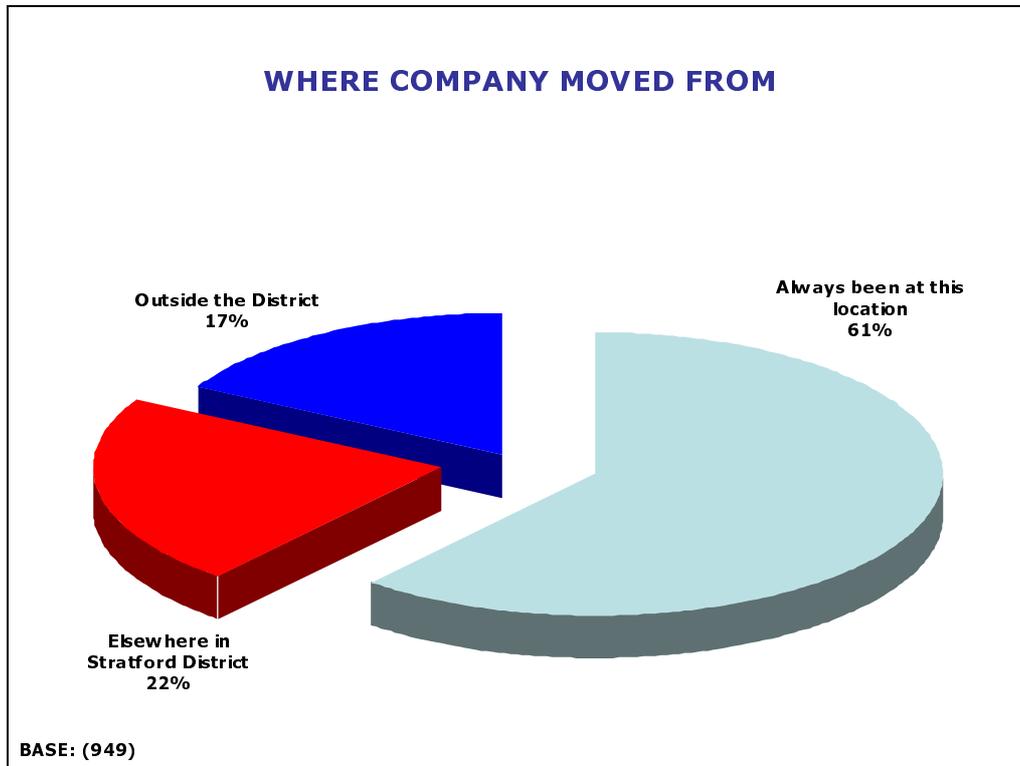


Table 8: Where business moved from (5 or more responses)

	Nos of Responses
Redditch	26
Birmingham	23
Warwick	11
Leamington Spa	9
Stratford	8
Solihull	7
London	6
Alcester	5
Coventry	5
Evesham	5
Other	125
Base:	(230)

4.2.2 Reasons for Location

Businesses were asked the main reasons why their company was located where it was from a list of reasons provided.

57% responded that the nature of the site/premises was the main reason, with 29% saying it was the proximity of their customers. 17% stated the quality of the environment and 15% mentioned the nature of the local economy.

Stratford town businesses were more likely to state the following reasons for its location: the nature of the local economy; and the proximity to its customers; whereas businesses outside the town were more likely to be located for the nature of the site/premises.

Those employing less than five full time staff were more likely to cite the proximity to customers as a main reason for the company's location. Those with more full time staff were more likely to cite access to the main road network and the availability of a suitable workforce.

Significantly the longer established business operation more than ten years were more likely to cite the nature of the local economy and the proximity to customers as reasons for their location.

Chart 4:

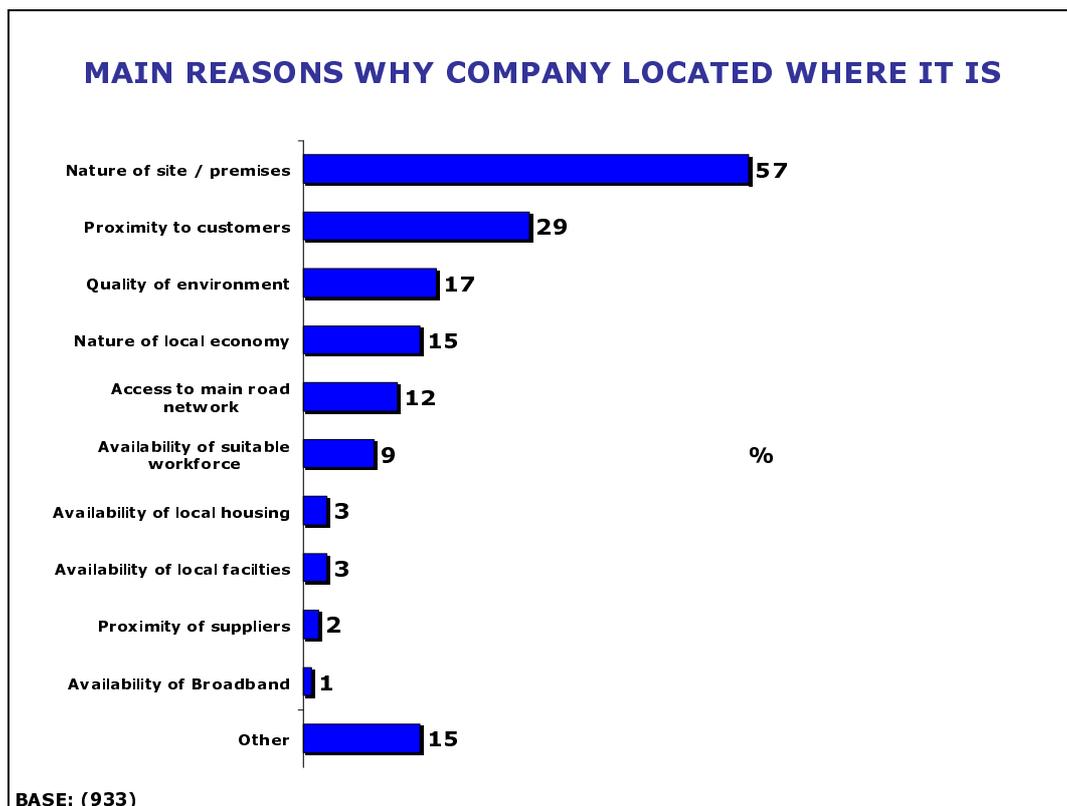


Table 9: Other reasons why company located where it is (5 or more responses)

Reasons	Nos of Responses
Historic/been here for years	13
Proximity to director/owners home	10
Cheaper rent/rates	9
Availability of premises	9
Owners home town	8
Within home	8
Low cost/affordability	7
Company formed and set up here	6
Central location	5
Wanted to purchase not rent	5
Other	64
Base:	(144)

4.2.3 Size of Site

Asked what the total area of the site was, 71% indicated their business was less than 0.5 acres in size, 14% said it was between 0.5 and 1.0 acres and 10% had a site more than 2.4 acres.

It was significant that 75% of independent businesses were less than 0.5 acres in size, compared with 62% of non-independents.

81% of businesses with less than 0.5 acres had less than five full time employees compared with 44% who had more than five.

Table 10: Total area of site

Area of Site	%
Less than 0.5 acre (0.2 hectares)	71
0.5 – 1.0 acres (0.2 – 0.4 hectares)	14
1.1 – 2.4 acres (0.5 – 1.0 hectares)	6
More than 2.4 acres (1.0 hectares)	10
Base:	(914)

In floor space terms on the site, almost half of businesses (46%) had less than 250 square metres. 5% of those surveyed had a very large total floor space in excess of 5,000 square metres.

It was significant that non independent businesses were bigger in terms of total floor space.

13% of businesses with more than five full time staff had a total floor space of 5,000 square metres or more.

Significantly, total floor space on site was highest for businesses operating for the past six to ten years.

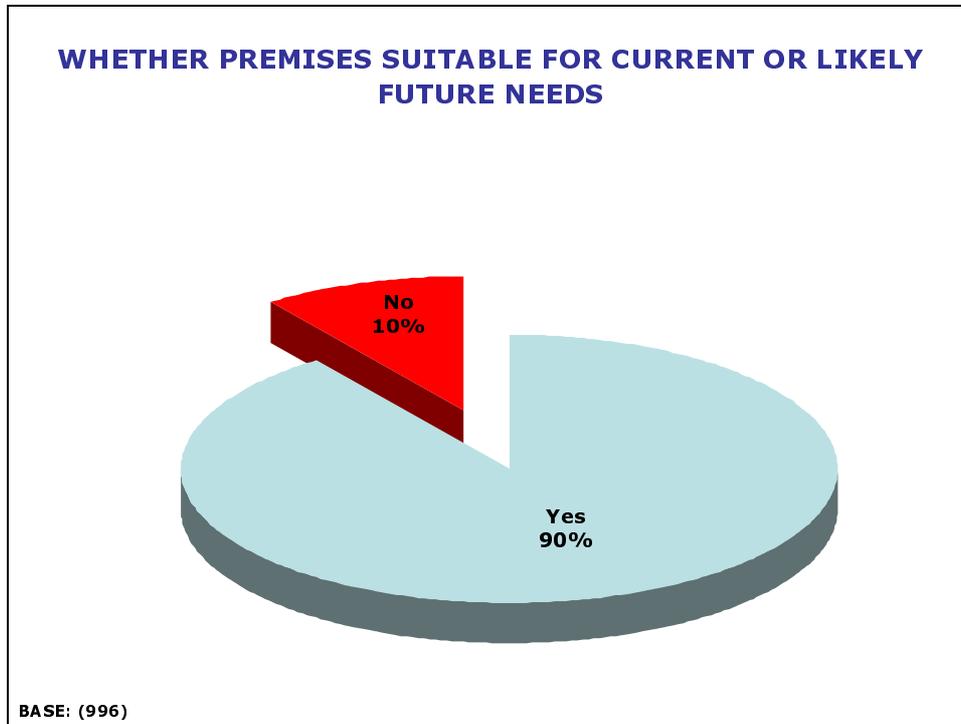
Table 11: Total floor space on site

Total Floor Space	%
Less than 250 square metres	46
250 – 500 square metres	22
500 – 1,000 square metres	13
1,000 – 5,000 square metres	14
More than 5,000 square metres	5
Base:	(906)

4.2.4 Intentions for Future

Nine out of ten businesses felt their premises were suitable for their current or future likely needs.

Chart 5:



Exactly three-quarters of those surveyed felt their floor space may see no significant change in the next 10 years. 5% felt there may be an increase of more than 100%.

A fifth of businesses employing more than five full time staff said their floor space requirement may increase by 10% to 50%.

The largest increase in floor space hoped for was for those businesses in operation for less than a year.

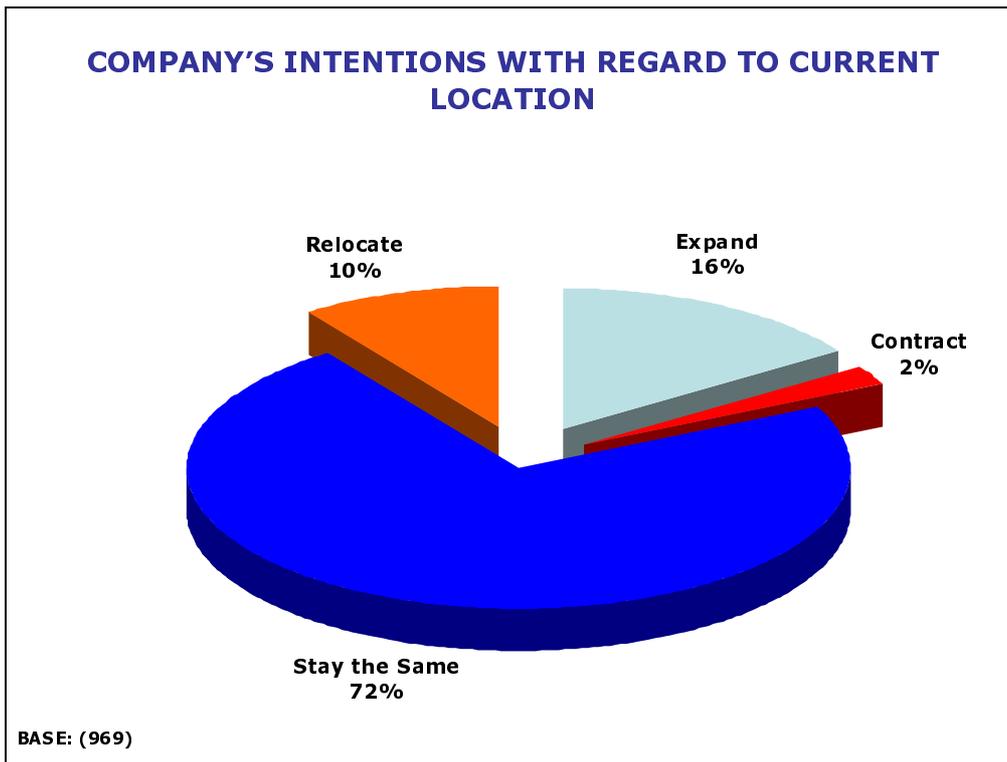
Table 12: Amount that company's floor space requirement may change in the next 10 year.

Floor Space Requirements	%
Increase by more than 100%	5
Increase by 50% - 100%	6
Increase by 10% - 50%	10
No significant change	75
Decrease by 10% - 50%	3
Decrease by 50% - 100%	1
Base:	(974)

Businesses were asked for their intentions with regard to their current location. 72% felt they were likely to stay at the current location, with 10% interested in relocation and 16% thinking of expansion.

Almost three out of ten businesses (29%) with more than five full time employees were intending to expand, against 12% with five or less full time staff.

Chart 6:



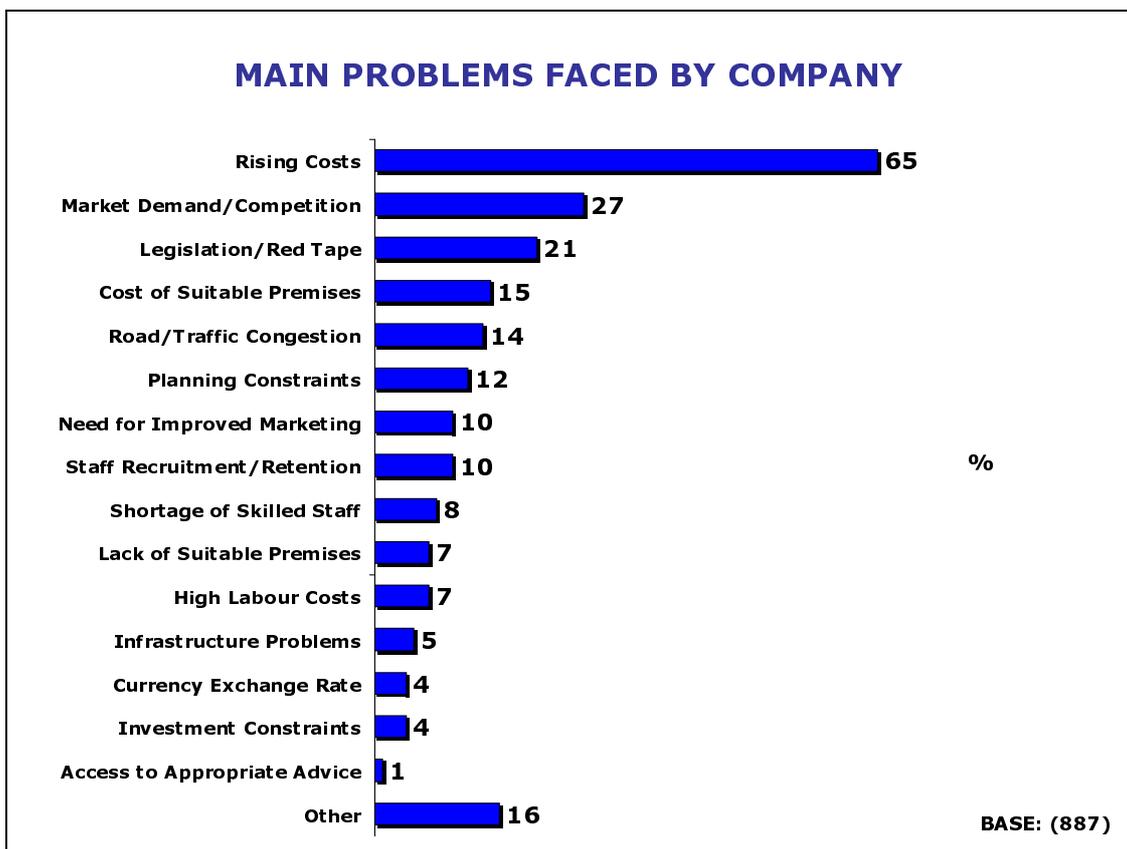
4.2.5 Problems Faced at Location

Two thirds (65%) of businesses stated that one of the main problems that affects the operation of their business was rising costs. One quarter (27%) of businesses stated market demand/competition, 21% stated legislation/red tape, and 15% stated the cost of suitable premises. 16% of businesses stated other reasons as one of the main problems, as highlighted in the appendices.

There were significant differences highlighted when comparing where the business was located. Those in Stratford town were more likely to face problems surrounding road/traffic congestion and parking availability, whereas those outside Stratford town cited planning constraints.

Significantly, business with five or less full time staff were more likely to cite rising costs, and the cost of suitable premises than businesses with more than five full timers. Conversely, a shortage of skilled staff, planning constraints and high labour costs were more likely to be problems faced by larger companies in terms of staffing.

Chart 7:



There were 148 other reasons given as main problems faced by the company.

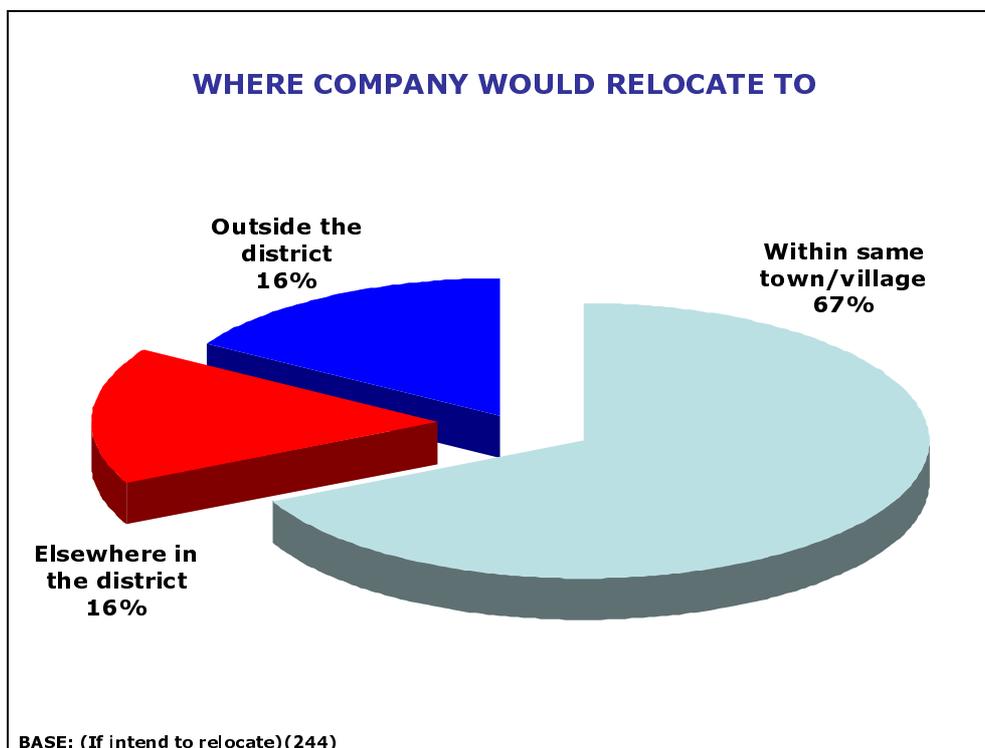
Table 13: Other Main Problems Faced by company (4 or more responses)

Reasons	Nos of Responses
Parking availability	34
Broadband connectivity/speed	12
Business rates	8
Parking costs	8
No passing trade/footfall	7
Lack of public transport	7
Need more space/larger premises	4
Access to location/yard/premises	4
Other	64
Base:	(148)

4.2.6 Relocation

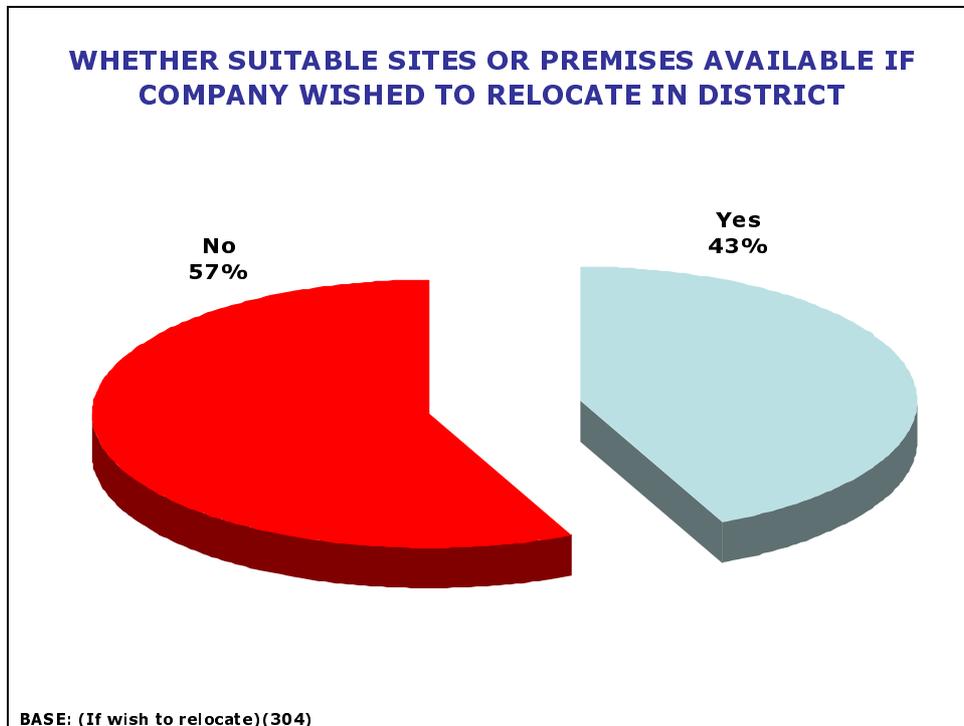
Asked if the company intends to relocate exactly two-thirds wished to move within the same town or village, 16% said elsewhere in the District and 16% outside the District. A list of places to relocate to are included in the appendices.

Chart 8:



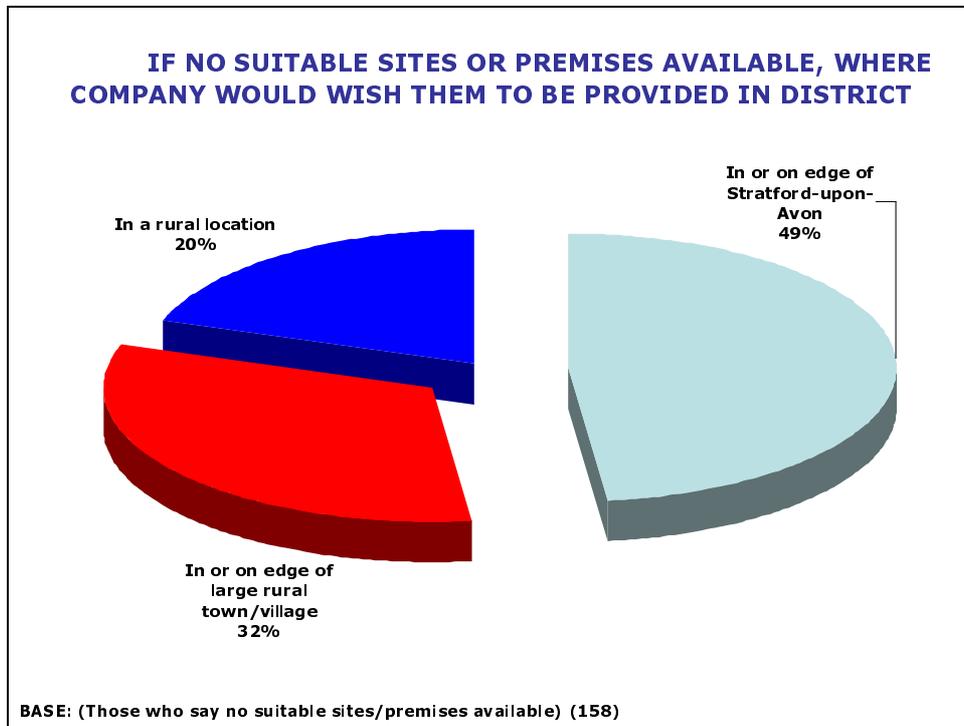
Asked if their company wished to relocate in Stratford District, 43% thought there were suitable sites or premises available.

Chart 9:



If businesses felt there were no suitable sites or premises available, 49% would look at the edge of or inside of Stratford-upon-Avon, 32% in or on edge of a large rural town or village and 20% would look at a rural location. A full list is included in the appendices of where they would look.

Chart 10:



4.3 Stratford as an Area for Business

4.3.1 How Area can be improved for Business

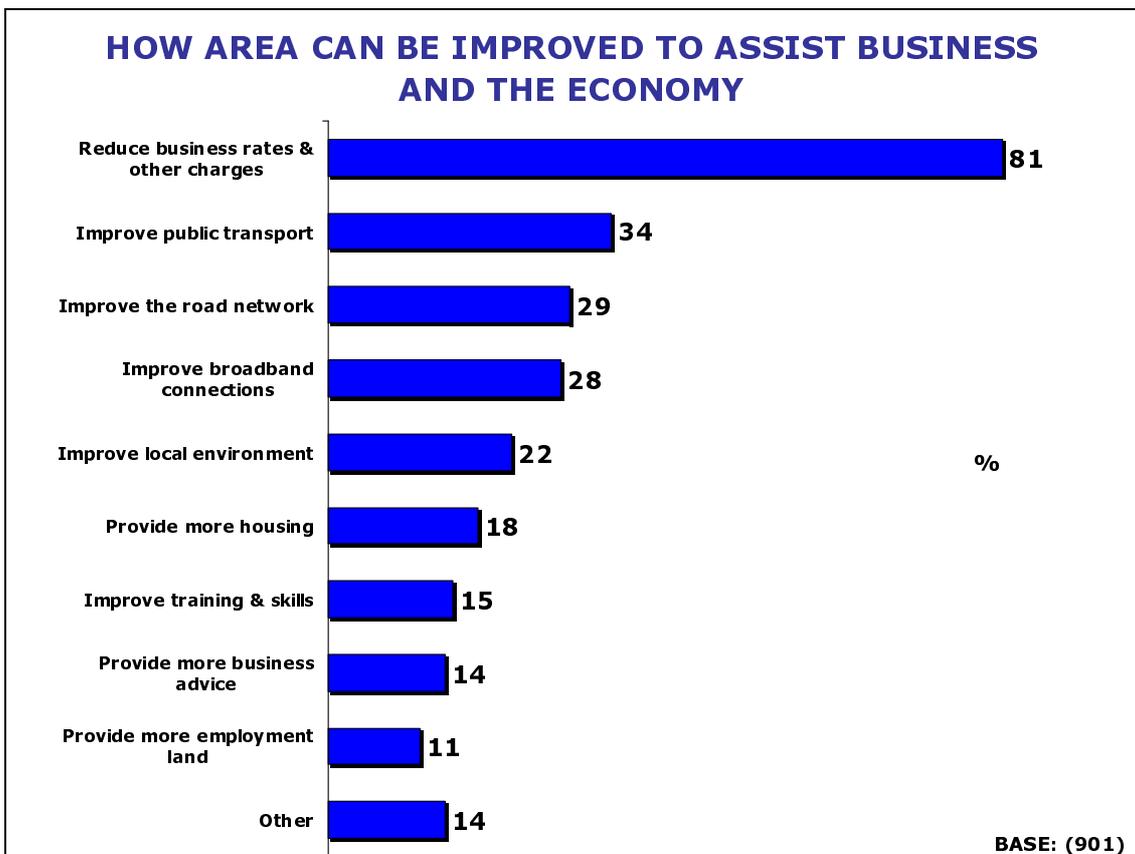
Respondents were asked how the area can be improved to assist businesses and the economy from a list provided. An overwhelming 81% wanted business rates and other charges reduced. A third of respondents (34%) felt public transport needed improving and 29% wanted improvements to the road network. In terms of communication, 28% required improved broadband connections and 22% wanted improvements to the local economy.

Looking at where the business was located saw some significant differences in the possible improvements. Those based in Stratford town were more likely to suggest an improvement to the road network and an improvement to the local environment. Outside Stratford businesses were more likely to say there was a need for an improvement in the Broadband connection, provide more business advice, and see an improvement in training and skills.

Non independent businesses were more likely to want improved public transport and improvements to the road network.

Significantly, business with five or more full time staff were more likely to suggest improvements to the road network, improvement in broadband connections, improved public transport, and improved training and skills.

Chart 11:



From the other improvements suggested, one issue stood out in relation to a need for a reduction in parking charges.

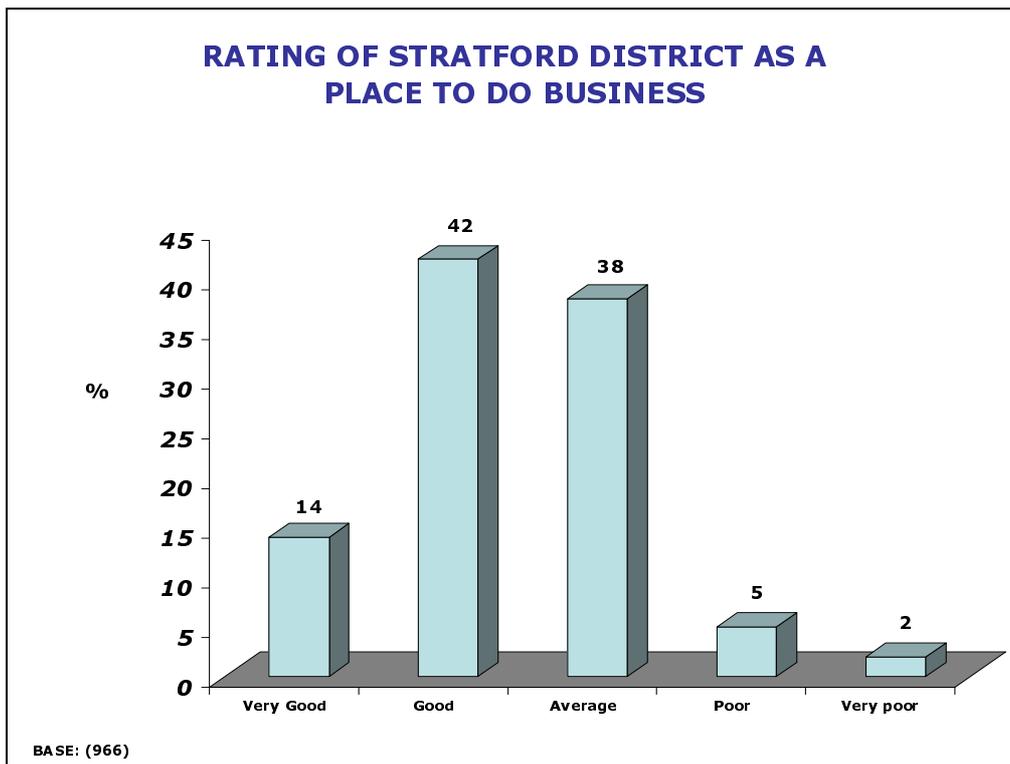
Table 14: Other suggested improvements (3 or more responses)

Suggestions	Nos of Responses
Reduce parking charges/no parking/more affordable parking	40
More parking spaces	13
Better tourism marketing	8
Rents/rates too high	7
Reduce legislation/red tape	5
Too many empty shops	4
Provide waste disposal for small businesses	3
Signage	3
Tourism strategy with realistic budget	3
Support local businesses	3
Help small businesses	3
Smarten up the town	3
Relax planning rules	3
Parking permits for business users/customers	3
Other	47
Base:	(148)

4.3.2 Rating of Area for Business

Businesses were asked to rate the District as a place to do business. 56% rated the area as very good or good, with a further 38% saying it was average. 6% answered poor or very poor.

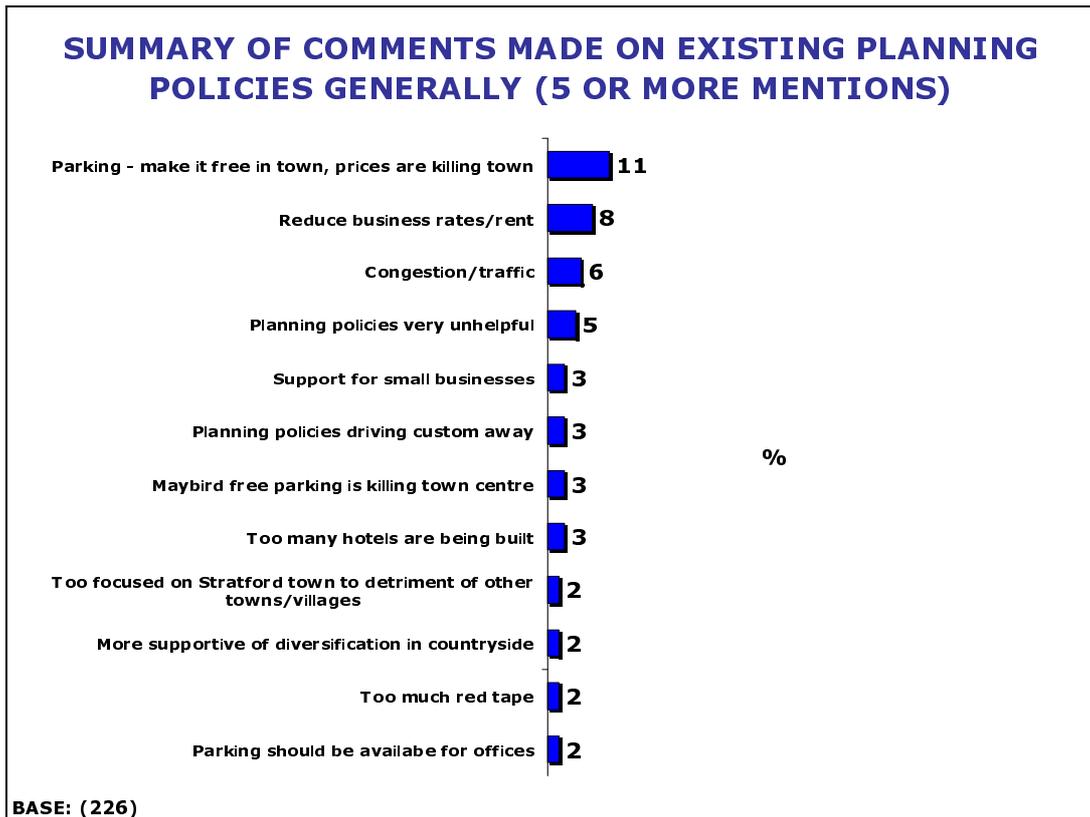
Chart 12:



4.3.3 Planning Policy Comments

Respondents were asked if they had any comments on the existing planning policies. 226 comments were made and those that were mentioned five or more times are mentioned in the chart below. Just over one in ten commenting (11%) said parking should be free in Stratford town. 8% wished for a reduction in business rates and 6% complained about congestion and traffic. Many comments were not directly related to planning policy.

Chart 13:



4.4 Support from Stratford District Council

4.4.1 SDC Support Role for Start Up

Businesses were asked what support role they felt Stratford DC should have in terms of business start up. A quarter wanted a rates reduction for all businesses, 15% saw SDC offering an advisory role, 15% wanted rates relief for a period during the set up and establishment of businesses, and 11% wanted SDC to provide grants for businesses and low cost loans. 8% of respondents felt SDC should offer no support role.

Table 15: Support role for SDC in terms of business start up (2% or more responses)

Suggestions	%
Rates reduction for all businesses (rates are too high)	25
Advisory role	15
Rates relief for a period during the set up and establishment of businesses	15
Provide grants for businesses and low cost loans	11
None	8
Business start up training/enterprise centre	8
Seminars/training for businesses	6
Provide support information to businesses re govt. legislation/health & safety	5
Regular communication with businesses/listen to what we need	4
Reduce the red tape & reduce obstacle for buoyant trading	4
Any support for businesses	4
Lower initial business set up costs	3
Reduced/lower rents on premises	3
Marketing the town & businesses in the town	3
Make Stratford DC more accessible for information to assist businesses	2
Planning support/guidance for businesses	2
Networking - help businesses to connect with each other	2
Business specialist with local knowledge	2
Help/assistance finding premises	2
Incentive to start or keep a business	2
Base:	(292)

4.4.2 SDC Support Role for Business Improvement

Businesses were asked what support role they felt Stratford DC should have in terms of business improvement. Exactly one in five respondents wanted a rates reduction for all businesses, 9% saw SDC offering an advisory role, 9% wanted SDC to provide grants and low cost loans, and a further 9% wanted more regular communication/listen to what they need. 7% of respondents felt SDC should offer no support role. A summary of the costs are included in the table below.

Table 16: Support role for SDC in terms of business improvement (2% or more responses)

Suggestions	%
Rates reduction for all businesses (rates are too high)	20
Advisory role	9
Provide grants for businesses and low cost loans	9
Regular communication with businesses /listen to what we need	9
None	7
Any support for businesses	7
Marketing the town & businesses in the town	6
Reduce the parking costs (parking is too expensive)	6
Tourism promotion	4
Networking - help businesses to connect with each other	4
Reduce the red tape & reduce obstacle for buoyant trading	4
A more relaxed/flexible planning	3
Create an attractive environment to encourage both businesses & tourists	3
Seminars/training for businesses	3
Offer free of charge advertising for businesses and assist	2
Training schemes for businesses	2
Stratford DC should make more effort to use local businesses	2
Planning support/guidance for businesses	2
Make Stratford DC more accessible for information to assist businesses	2
Have someone solely responsible for tourism issues	2
Base:	(312)

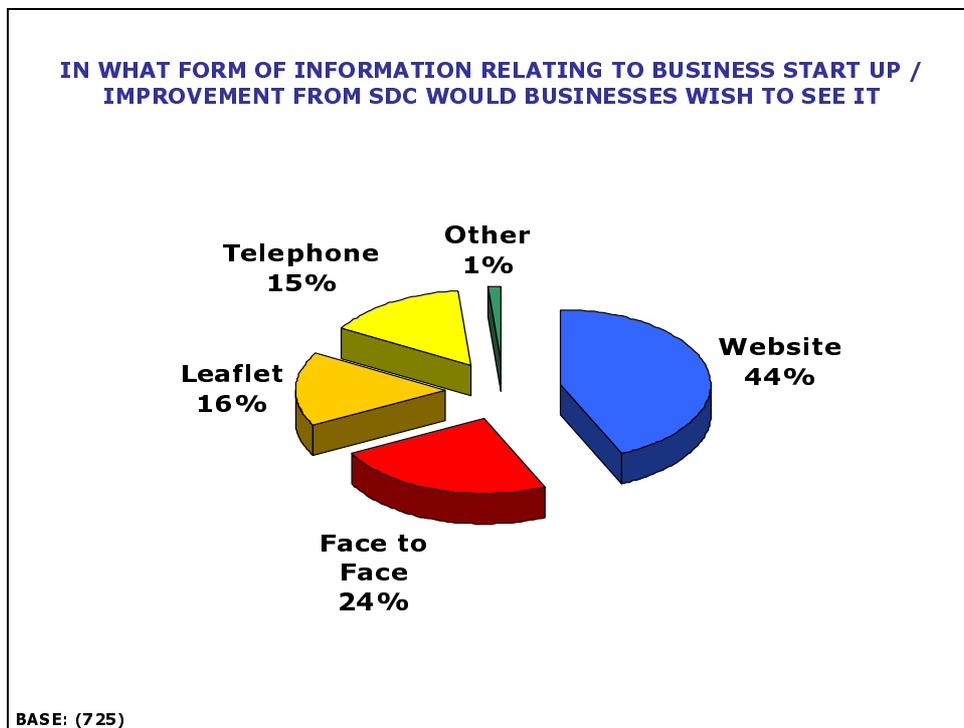
4.4.3 Access to Information

Businesses were asked if they wanted information relating to business start up or improvement from Stratford District Council in what form would they wish to access it.

Two-thirds would like the information through the SDC website, with just over a third (37%) preferring face to face contact. Exactly a quarter felt leaflets would be a good form and another quarter felt the telephone should be considered.

Significantly businesses with five or less full time staff were more likely to prefer information via leaflets (27% vs 16%), whereas those with more than five would like it via the website (76% vs 66%).

Chart 15:



4.4.4 Volunteering Scheme

Businesses were asked whether they had a similar volunteering scheme to that of Stratford District Council whereby the following commitment had been made:

- Enabling staff to undertake up to 37 hours volunteering in each year
- Continuing to support staff to volunteer in their own time
- Enabling teams to volunteer for community activities
- Supporting staff making the transition from employment to retirement by highlighting staff access to volunteering opportunities

Being a trustee of a charity, mentoring a person, providing pro bono advice to a charity or local community group are other examples of volunteering schemes.

4% of businesses had a volunteering scheme similar in some way to that mentioned above. 11% of non independent businesses had a scheme. 5% would like to work with the Council on a volunteering scheme.

4.5 Business and Tourism

4.5.1 Supplying of Services to Tourism Sector

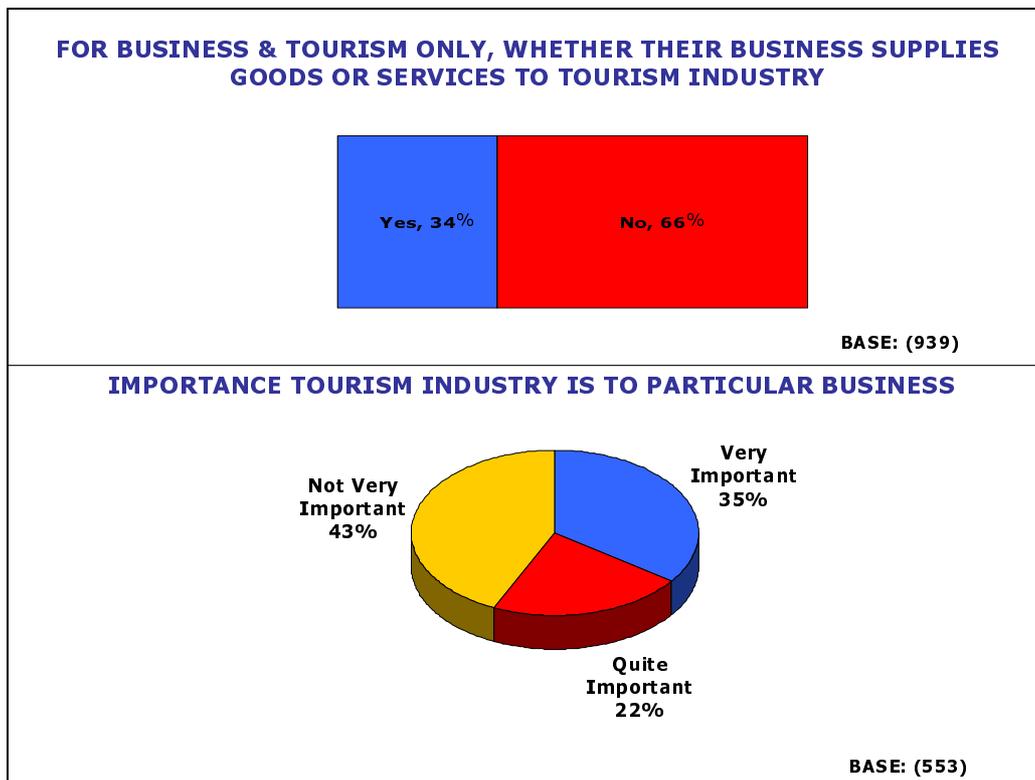
Respondents were asked three questions on tourism to assist with evidence for the emerging tourism Strategy for the district that was being written at the time of the survey.

Exactly a third of those surveyed (34%) supplied goods or services to the tourism industry. Split by location there was a significant result, 48% in Stratford town supplied goods or services against 27% outside the town.

Asked how important the tourism industry was to them, 35% said it was very important, 22% quite important and 44% not very important.

The tourism industry significantly was more important in Stratford town, where 49% said it was very important to them compared with 26% elsewhere in the district.

Chart 16:



4.5.2 Priorities for Tourism

Asked what the main priorities should be for tourism, 18% suggested it was the volume of visitors, 13% wished for a coherent marketing strategy to promote the town, 11% felt it was to provide a good service, and 8% commented on the cleanliness of the town.

Table 17: Main Priorities for Tourism (2% or more responses)

Suggestions	%
Volume of visitors/footfall/attracting visitors	18
Need a coherent marketing strategy to promote the town	13
Providing a good service	11
Cleanliness of town	8
Need better advertising/promotion of Stratford	7
Need a good/prominent Tourist Information Centre	6
Improve the parking/make it easier	6
Improve the public transport	6
Cheaper parking charges (costs are too high)	5
Need more signage for attractions/businesses and important sites	5
Better facilities/amenities for tourists	4
Amount of time visitors spend in Stratford	4
Value for money products	4
Income/spend to Stratford	3
Make Stratford-on-Avon an attractive place to visit	3
Make tourists to Stratford feel welcome	3
Networking/businesses working together	2
Need updated material on attractions and the area	2
Accessibility from roads	2
Keep traffic congestion to a minimum	2
How often do visitors come	2
Need a good website	2
Improve the bus service and station	2
More work with the RSC	2
Quality tourists	2
Tourism is key for the prosperity of the town	2
Local accommodation availability	2
Base:	(216)

4.6 National Non-Domestic Rates (NNDR)

4.6.1 Contacting the Council

Over eight out of ten (82%) businesses would normally contact Stratford District Council by telephone, a decrease of 6 percentage points on 2011. There is a greater emphasis on contact via email with a rise from 18% to 28% in 2011. A quarter would normally contact by letter, 16% of businesses contacted in person, 12% of businesses contacted SDC via the SDC website and 1% stated other methods (all no change on 2008).

Those businesses in Stratford town were more likely to make contact in person than those outside the town, whereas the telephone was more widely used by businesses outside Stratford.

It was significant that whereas 25% of independent business respondents emailed the Council, this figure rose to 39% for non independents.

Significantly twice as many businesses with up to five full time staff would contact the Council in person – 17% versus 9%. Conversely the figure for e-mail contact was 39% for business with more than five staff and 25% for five or less.

Table 18: How would you normally contact Stratford District Council?

Contact Method	2008 %	2011 %
By telephone	88	82
By email	18	28
By letter	26	25
In person	16	16
Via the SDC website	12	12
Other method	1	1
Base:	(367)	(961)

N.B. Due to multiple responses, the percentages will add up to more than 100%

Just under a third of businesses (31%) in 2011 had contacted the Council in the last 12 months about NNDR. This is an 11 percentage point drop on 2008.

It was significant that 33% of independent businesses against 25% of non independents businesses had contacted the Council in the last 12 months.

Table 19: Have you contacted the Council in the last 12 months about the National Non-Domestic Rates?

Contacted?	2008 %	2011 %
Yes	42	31
No	58	69
Base:	(365)	(968)

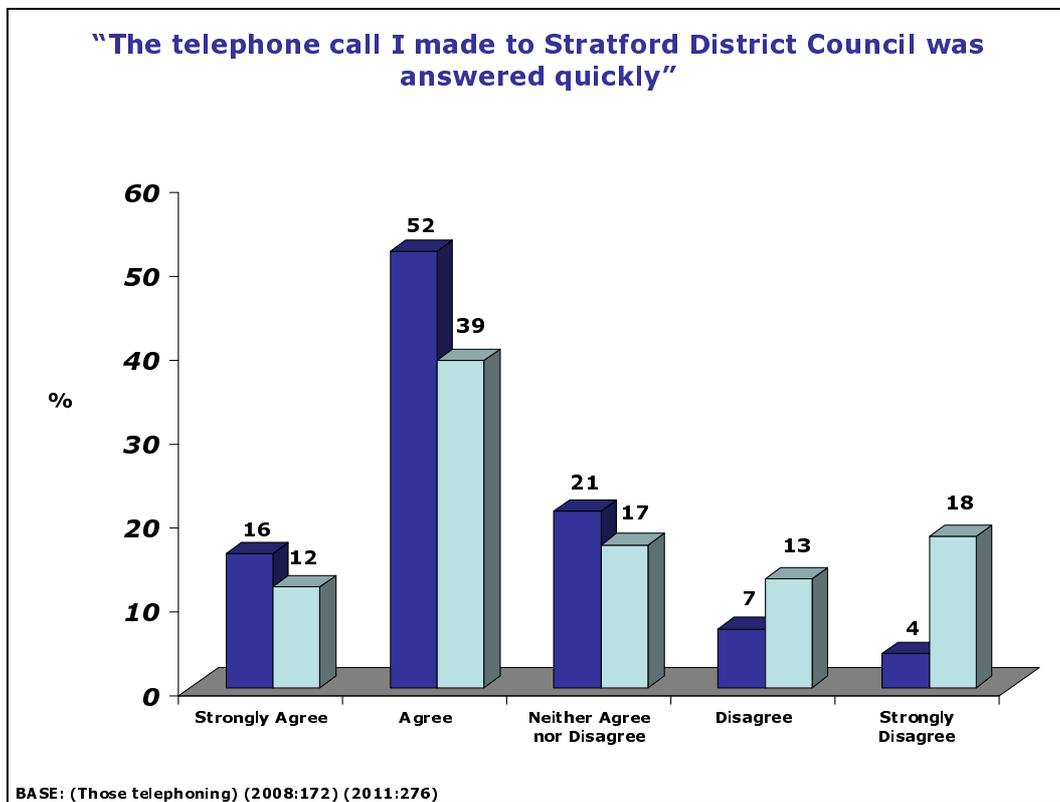
Two-thirds (66%) of businesses that contacted the Council in the last year about NNDR, used the telephone. This was an 8 point drop compared with 2008.

Table 20: When you contacted the Council in the last 12 months about NNDR, did you telephone?

Contacted?	2008 %	2011 %
Yes	74	66
No	26	34
Base: (Those telephoning)	(201)	(388)

In 2011 half of those respondents (51%) who contacted the Council in respect of NNDR felt the telephone call was answered quickly. This result is 17% down on the 2008 figure. Whereas in 2008 11% disagreed with the statement, 31% responded negatively in 2011.

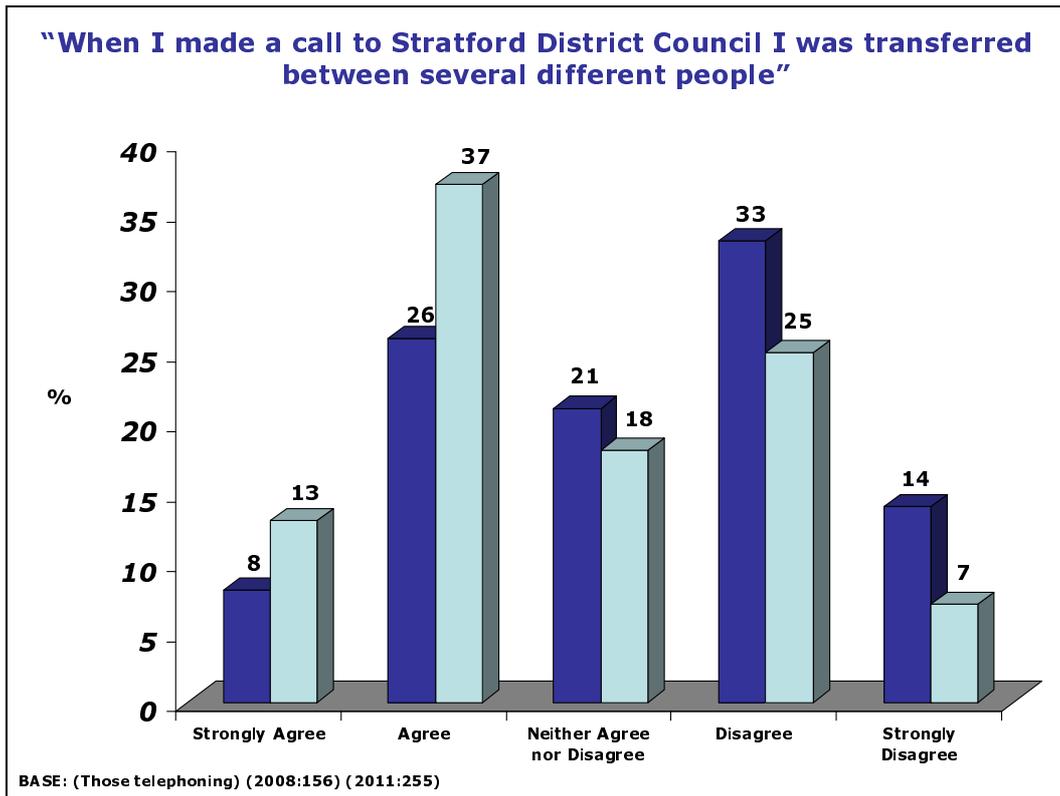
Chart 17:



Exactly half of businesses (50%) agreed that when they made a call to SDC, they were transferred between several different people. This was a 16 percentage point increase on 2011 and a more negative response. Exactly one third (32%) disagreed with the statement.

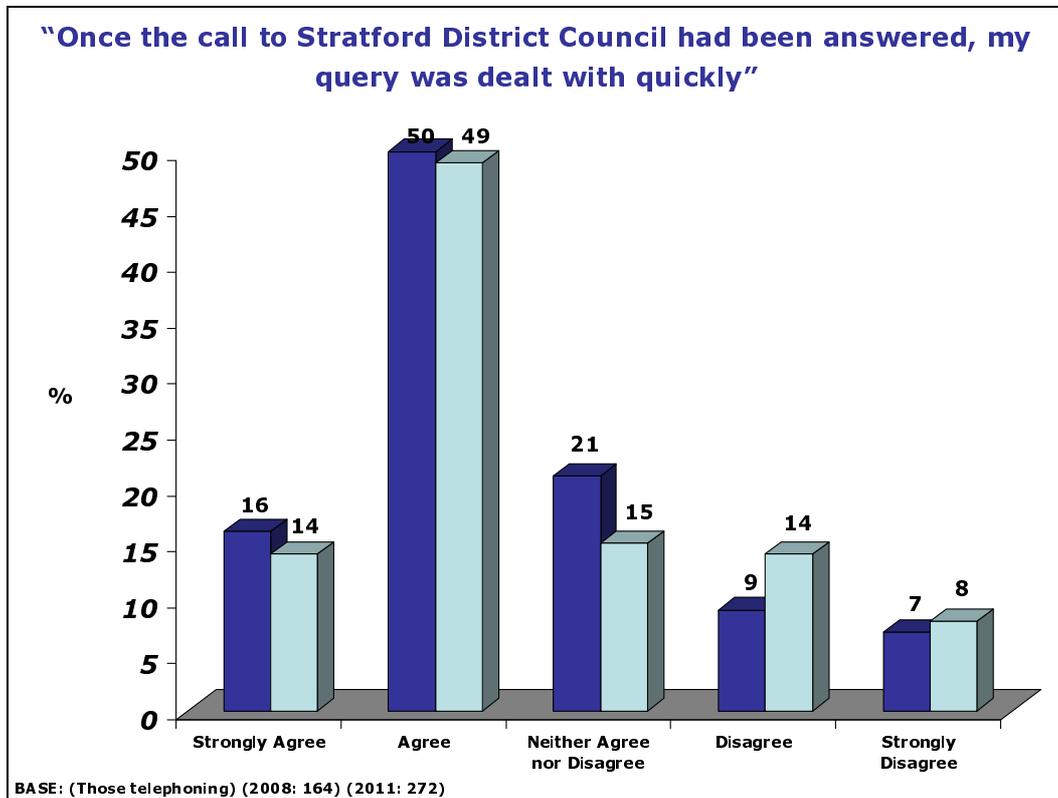
Those responding from non-independent businesses were more likely to agree with the statement.

Chart 18:



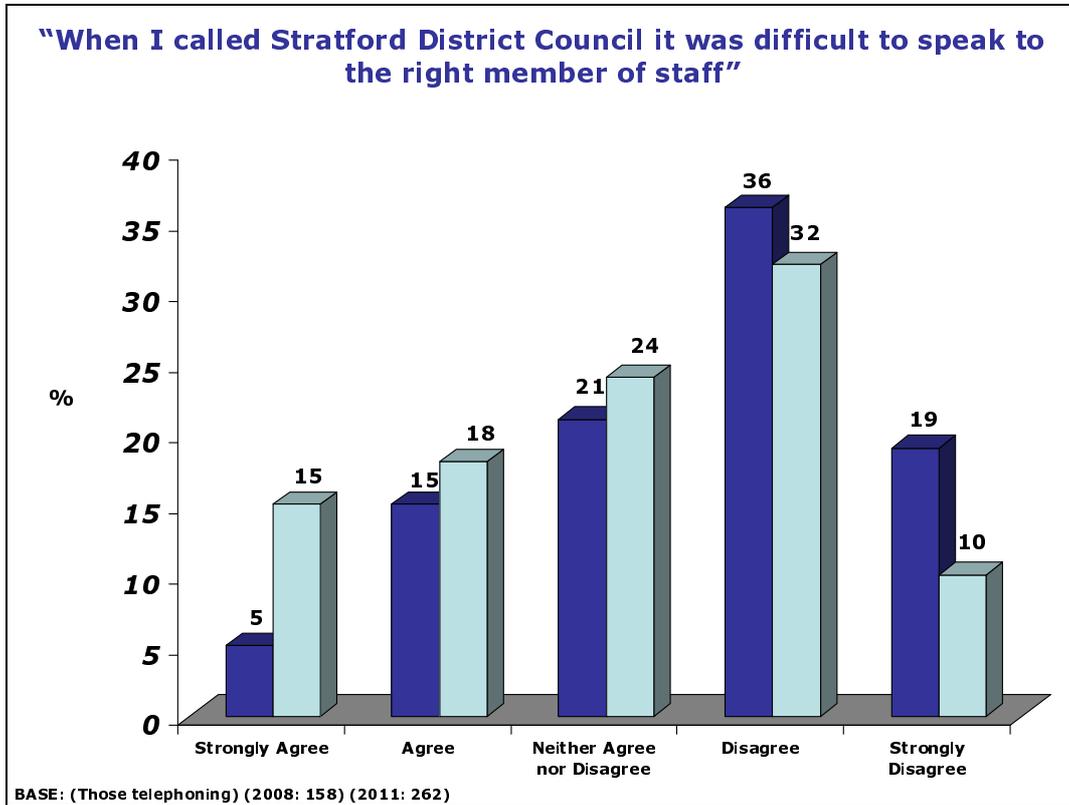
63% of businesses agreed that once the call to SDC had been answered, their query was dealt with quickly, a 3 point drop on 2008. 22% of businesses felt that their query was not dealt with quickly, a 6 point increase on 2008.

Chart 19:



Exactly a third of businesses (33%) agreed that when they called SDC it was difficult to speak to the right member of staff, compared to one fifth (20%) that agreed in 2008. Disagreement with the statement fell 12 points from 57% in 2008 to 42% in 2011.

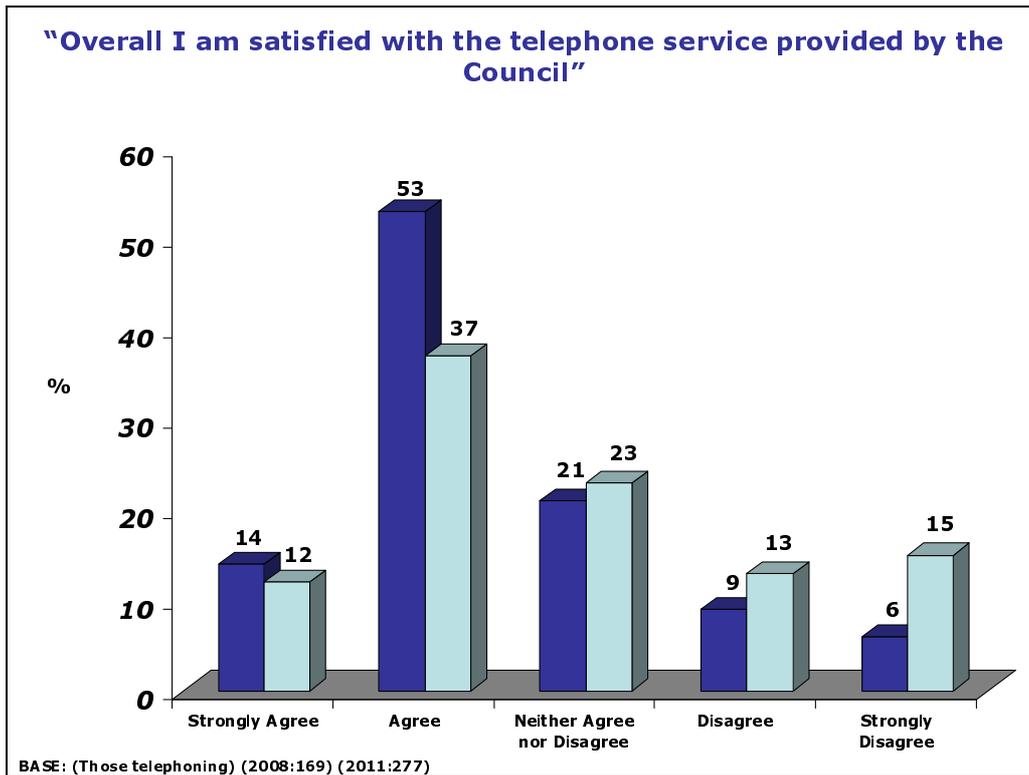
Chart 20:



In 2008, two thirds (67%) of businesses agreed that they were satisfied with the overall service of SDC and 15% of businesses disagreed. However in 2011 the figure fell to an agreement figure of 49% and the disagreement figure almost doubled from 15% to 28%.

Significantly, agreement with the statement was less for those businesses having more than five full timers.

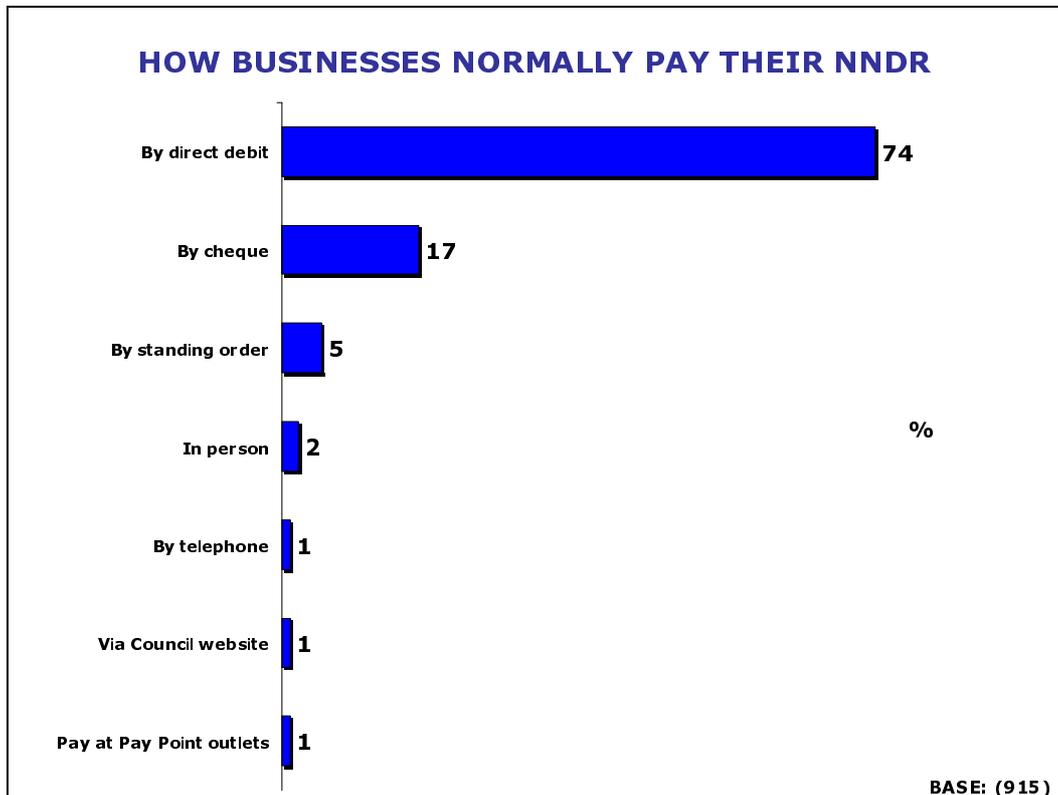
Chart 21:



4.6.2 Paying NNDR

Businesses were asked how they normally pay their NNDR. Three-quarters (74%) pay by direct debit, with 17% opting to pay by cheque, and 5% by standing order.

Chart 22:



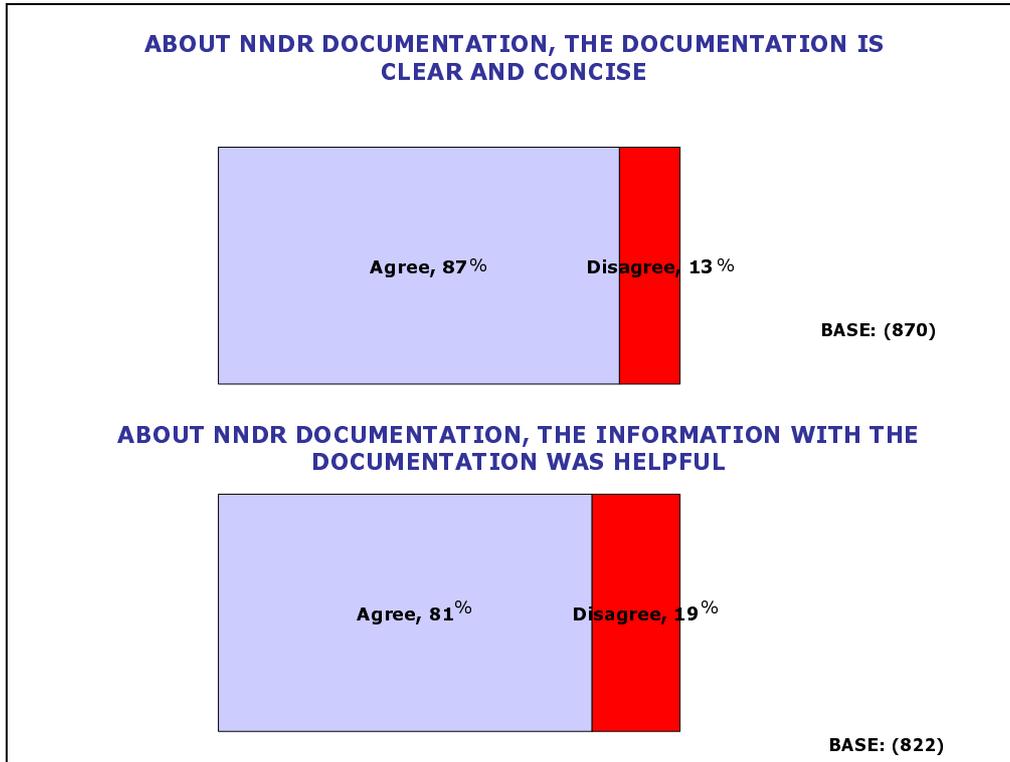
Currently businesses can choose one of four dates in the month to pay by direct debit. They were asked if they preferred more dates to be offered on which to pay NNDR by direct debit. 12% indicated they would be interested and 88% were against the option. Non independent businesses were more likely to want more dates offered.

Exactly a third of businesses would be interested in receiving their bill electronically rather than the current paper version. 47% of business with more than five full timers against 29% was a significant result for those requiring a bill electronically.

Businesses were asked two questions about the NNDR documentation they received. 87% felt the documentation was clear and concise and 81% felt the information with the documentation was helpful.

Smaller businesses with less than six full time staff were more likely to agree that the documentation was helpful.

Chart 23:



4.6.3 Rate Relief

Awareness of the small business rate relief has increased from 66% to 96% in 2011. Awareness of the other reliefs had also risen in the three year period between surveys.

Table 21: Awareness of the rate relief's currently available to businesses?

Rate Relief Type	2008 %	2011 %
Small Business Rate Relief	66	96
Discretionary Rate Relief	6	9
Mandatory Rate Relief	4	5
Discretionary Rural Rate Relief	3	4
Hardship Rate Relief	2	6
Mandatory Rural Rate Relief	3	3
Section 44a Partly Occupied Relief	-	7
Base:	(372)	(743)

The majority (95%) of businesses have applied for the Small Business Rate Relief currently available to them. 3% have applied for the Discretionary Rate Relief and 2% have applied for the Mandatory Rate Relief, the Hardship Rate Relief, and the Section 44a Partly Occupied Relief.

Table 22: Whether applied for any of the rate relief's currently available to businesses?

Rate Relief Type	2008 %	2011 %
Small Business Rate Relief	96	95
Discretionary Rate Relief	3	3
Mandatory Rate Relief	2	2
Discretionary Rural Rate Relief	2	1
Hardship Rate Relief	1	2
Mandatory Rural Rate Relief	1	1
Section 44a Partly Occupied Relief	-	2
Base:	(190)	(550)

4.6.4 Comments about NNDR

Respondents were asked if they had any comments to make on the NNDR process. 140 comments were made. 19% would like information on how to get relief, 14% wished for information on other rate reliefs and 13% would like to have information on the different rate reliefs available. 12% of respondents wanted the rates to reflect what small businesses could afford.

Table 23: Comments made about the NNDR Process (2% or more responses)

Suggestions	%
Would like information on how to get relief	19
Other reliefs mentioned are unknown (never heard of other rate reliefs)	14
Provide more information to SMEs about the different rate reliefs available	13
The rates should reflect what small businesses can afford	12
Do not always understand the terms used/make it more simple	6
Reactionary – you wait for business to contact rather than offering the rate relief as a matter of course	6
Head office pays or we use an agency	6
Flexibility on business rates is needed	5
The system is quick and efficient	5
Appeals take too long	3
Stratford DC have been very helpful	3
Business and council tax in the area is a rip off – the business rates are excessive	2
Why not reduce all rates due to the current climate	2
No rate relief for medium size shops only small - unfair	2
Works OK/ Fine	2
Small business rate relief helped	2
Other	39
Base:	(140)

4.7 Consultation and Communication

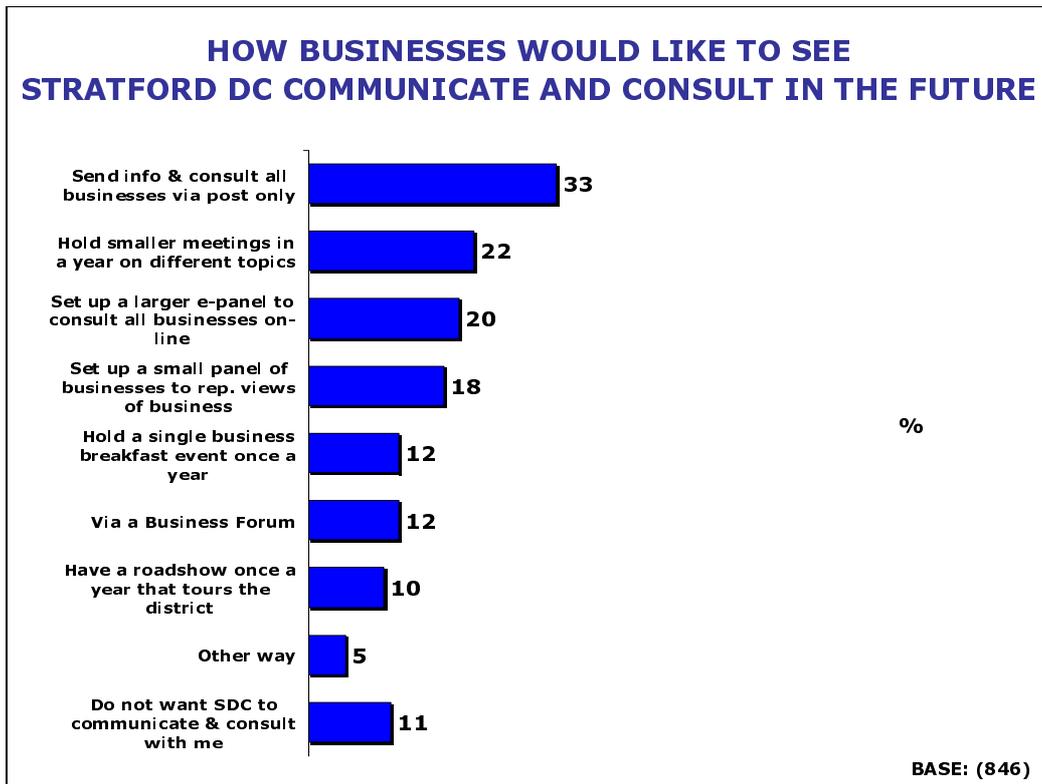
4.7.1 Consultation and Communication Preferences

Two-thirds (33%) of businesses would prefer SDC to communicate and consult with their business by sending information and consult all businesses via post only. Around a fifth (22%) would like smaller meetings in a year on different topics, 20% would like to set up a large e-panel to consult all businesses on-line, and 18% wanted to set up a small panel of businesses to represent the views of their business.

Looking at various consultation and communication methods by where the business is located, there were significant differences in opinion. Stratford town respondents were more likely to want a single business breakfast event once a year; hold smaller meetings in a year on different topics; set up a small panel of businesses to represent the views of business and attend a Business Forum. Those outside the town were more likely to go for information and consulting to business to be via the post only.

A third of businesses (34%) with up to five full timers preferred to have information and consultation via the post only, compared to 25% of larger businesses in terms of staffing. Conversely with a 17% to 10% results businesses with more than five full time staff preferred a single business breakfast event once a year.

Chart 24:



Businesses would like to have information on rates, tourist information and statistics, and more information on planning policy.

Table 24: Subjects interested in / to be consulted on (2% or more responses)

Subjects	%
Rates information	26
Tourism information/statistics	15
Planning/policy information	12
Information on small business issues	8
Information on business support/development	7
Grants/financial support opportunities	6
Transport/highways information	5
Any information regarding business	4
Cleaning up the town/improving the look	4
Marketing information	4
Business developments in the community	3
Property - houses and plans for new homes	3
Being a member of a panel of businesses	3
Any course/training	3
Parking issues	3
Business networking	2
Recycling	2
Information on Stratford development/ the future of Stratford	2
Information on improving Stratfords tourist facilities	2
Future investment plans	2
Base:	(215)

Appendices

- Ettington
- Ettington
- Ettington
- Ettington
- Ettington
- Farnborough
- Farnborough
- Farnborough
- Farnborough, OX17 1DZ
- Fenny Compton
- Fulbroke, Snitterfield
- Gaydon
- Gaydon
- Gaydon
- Great Alne
- Hampton Lucy
- Harbury
- Haselor
- Hockley Heath
- Hockley Heath
- Hockley Heath
- Honington
- Ilmington
- Ilmington
- Ilmington
- Kineton
- Langley
- Lighthorne
- Lighthorne
- Lighthorne
- Lighthorne Heath
- Little Alne
- Little Compton
- Long Compton
- Long Compton
- Long Itchington
- Long Itchington
- Long Itchington/Stockton
- Long Marston

- Long Marston
- Long Marston
- Long Marston
- Long Marston
- Long Marston
- Long Marston
- Long Marston
- Lower Brailes
- Lower Quinton
- Lower Quinton
- Lower Quinton
- Lower Shuckburgh
- Manchester
- Mickleton
- Moppleborough Green
- Napton
- Napton
- Napton
- Napton
- Napton
- Napton
- Near Bishops Itchington
- Near Brailes
- Near Ettington
- Near Hockley Heath, Warwickshire
- Newbold on Stour
- Newbold on Stour
- Oxfordshire
- Oxhill
- Oxhill
- Oxhill
- Pillerton Priors
- Pitchill
- Pitchill near Evesham
- Preston on Stour
- Preston on Stour
- Priors Marston
- Radway
- Ratley
- Redhill
- Rushford, Nr Evesham
- Salford Priors
- Salford Priors
- Salford Priors
- Sambourne
- Sambourne
- Sambourne
- Sambourne, Redditch

Q2a: What is the status of your company at this location? Other (61 comments).

- 1 of 2 shops
- 2 premises
- Bus Park
- Caravan storage
- Charitable Ltd company
- Charity
- Charity - Samaritan
- Charity retreat house
- Charity, member of a group
- Chinese take away
- Club
- Community Hall (Charity)
- Dental surgery
- Franchise
- Franchise
- Franchise
- Hairdressers
- Holiday Cottage
- Holiday Let
- Holiday let
- Holiday let
- House let
- Leisure facilities
- Local care centre - national charity
- Medical practice
- Members club
- Network groups in Stratford and Alcester
- Not a company-too small!
- Not for profit organisation
- Nursery daycare
- Only office of a charity
- Opticians 2 branches
- Part of small group
- Post office, stationer etc
- Privately owned clinic
- Public house
- Public House
- Public house
- Public House
- Railway preservation society
- Recycling
- S E Cottages
- Social club
- Social Club

- Sole trader
- Storage
- Treatment room
- Village Hall - Charity 218630
- Voluntary/Charitable
- Volunteer shop (charity)
- Warehouse
- Workshop
- Workshop
- Workshop and yard

Q15a: If your company intends to relocate, where does it wish to move to? Elsewhere (64 comments).

- Abroad
- Alcester
- Areas of less planning constraint
- Bedfordshire
- Business needs, rural aspect near town
- Central Birmingham to merge 2 offices of same group
- Cheaper rate and rent
- Closer to home, Tamworth, Staffs
- Cost of rates/rent
- Cost/rates
- Coventry
- Depends on cost and availability of property
- Don't know yet
- Either Stratford, Warwick or Leamington
- Evesham
- Henley in Arden
- Henley-in-Arden
- House move
- If we cannot get our access back we will close
- In close proximity of current site subject to parking criteria
- Kenilworth (owner lives here)
- Leamington Spa
- Leamington Spa
- leave area
- Maybe Banbury or nearer to home office
- More suitable, integrated premises, wherever in West Mids/Wales
- Near by
- Nearer to home, Weston Sub edge ind estate
- No intention to relocate
- No intention to relocate
- Northamptonshire
- Not know but to a District that is more supportive of small businesses
- Not sure currently
- Not sure yet
- Purchasing another unit to expand into
- Redditch
- Redditch
- Redditch
- Redditch
- Redditch
- Redditch or Birmingham
- Redditch, Worcs
- Rugby
- Sharpness, Gloucestershire
- Shipston on Stour
- Shipston on Stour
- Shipston, perhaps Warwick
- South Birmingham
- Stay at this location

- Tewkesbury or Evesham
- The rating is unreasonable in the district
- Unknown as of yet
- USA
- Warwick, Leamington
- Warwickshire
- Warwickshire anywhere
- Warwickshire, Worcestershire
- We may purchase a 2nd property in the Cotswolds
- We need high speed broadband
- Wellesbourne
- Where hasn't got parking problems
- Within Stratford area but not yet known
- Within Stratford district
- Wouldn't relocate

Q17a: If there are no suitable sites or premises available, where would your company wish them to be provided in Stratford-on-Avon District? Location (71 comments).

- 20 mile radius Stratford
- Access
- Alcester
- Alcester
- As near to centre of Gaydon as possible
- As we are
- Atherstone or other local village
- Bishops Itchington
- Bridge street but on ground floor only
- Brown field sites
- But proper number of parking facilities required to reflect access in by car for employees
- Dependent on availability
- Easy travel from Mickleton - not near a town
- Edge of town, small retail premises with easy parking and reasonable rents for small retail shops
- Every market town should have a business centre like Minerva Mill in Alcester - acknowledged by SDC
- Expansion of current site
- Farm with permission
- Great Alne? Ideal office space at Old Maudsley site (now vacant and unused)
- Have tried to obtain planning consent for rural relocation. Everything not to help you expand!!
- Henley in Arden, with decent car parking for staff without residents/shoppers
- In Studley
- Industrial outskirts of Stratford
- Kineton
- Kineton
- Local to Shipston-on-Stour
- Napton
- Need more rural business parks in villages not in the middle of nowhere
- Need to be on airfield
- Needs transport and internet broadband access
- No intention of relocating
- Northend Road, Fenny Compton
- Not going to relocate
- Really town centre but with good access/parking
- Redditch
- Retail park, centre of Stratford
- Rural location on edge of a town where passing potential customers can see us
- Shipston
- Shipston on Stour
- Shipston on Stour
- Shipston on Stour area
- Similar area/location
- Southam
- Southam
- Southam
- Southam
- Southam

- Southam, but don't want to relocate
- Southam, If we had to move out
- Stay at this location
- Stratford Town Centre
- Studley
- Studley
- Studley District
- Studley only
- Studley/Redditch
- Tanworth-in-Arden
- Towards M42
- Town centre location with sufficient car parking for staff and visitors
- Town location - lower costs
- Tysoe, Oxhill, Kineton
- Village
- We are looking to buy a premises around Shipston
- We have only been at this site for 18 months so N/A
- We will be at the current site for the next 15 years
- Wellesbourne
- Wellesbourne
- Wellesbourne perfect location but no freehold premises
- Within Southam
- Without spoiling the natural countryside and avoiding congestion, parking restrictions
- Wootton Wawen
- Would not have outside SOA

Q40a: How would you prefer Stratford District Council to communicate and consult with you? Other way (45 comments).

- Chamber commerce open meeting
- Consult via post and hold meetings if actually needed
- Contact head office
- Cut out the above. Ask all to send email address and network over the internet - would reduce cost
- Document with rates notice
- Electronically
- Electronically
- Email
- Email
- Email
- Email
- E-mail
- E-mail
- e-mail
- E-mail
- Email and phone
- email forums for Q&A
- e-mail, newsletters and dedicated website
- Email/Forum
- Emails
- face to face
- Face to face
- I don't want it to cost me more money. If I have a query I would like to be able to speak with someone who knows me
- Information on website: FAQ and feedback
- It's hard for me to get to any meeting as I work on my own all the time and can't close shop to go to a meeting
- Just via email only
- One to one on specifics to your own business
- Online
- Only worth while if a strong manager takes on the issues and succeeds
- Personal meeting
- Send an email or write a letter
- Send an email or write a letter
- Send information by post
- Send someone out when a new business opens to let them know what is available
- Single business evening meeting, post work once a week
- Take control of their responsibilities in town centre development
- Talk to face to face be better
- telephone
- Telephone
- via email
- Via e-mail
- Via e-mail
- Visit businesses
- Why consult, they take no notice!
- You visit me

QUESTIONNAIRE

Q4 How many people are currently employed at this location?

	1-5	6-20	21-50	Over 50
Full-time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Part-time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5 Approximately what percentage of your staff live...(figures should add up to 100%)

In the same town/village as the company?

Elsewhere in Stratford District?

Outside Stratford District?

LOCATION

Q6 How long has your company been operating from this address?

Less than 1 year 6-10 years

1-2 years More than 10 years

3-5 years

Q7 Where did your company move from? (Tick one box only)

Always been at this location

Elsewhere in Stratford District

Outside the District

If moved, where from?

Q8 What are the main reasons why your company located here? (Tick up to 3 boxes only)

Availability of suitable workforce.....	<input type="checkbox"/>	Availability of local housing	<input type="checkbox"/>
Nature of local economy	<input type="checkbox"/>	Availability of local facilities.....	<input type="checkbox"/>
Proximity of suppliers.....	<input type="checkbox"/>	Access to main road network.....	<input type="checkbox"/>
Proximity to customers.....	<input type="checkbox"/>	Availability of Broadband	<input type="checkbox"/>
Quality of the environment.....	<input type="checkbox"/>	Other	<input type="checkbox"/>
Nature of the site/premises.....	<input type="checkbox"/>		

If other reason, please specify in box below

Q9 What is the total area of the site?

Less than 0.5 acre (0.2 hectares) 1.1 - 2.4 acres (0.5 - 1.0 hectares).....

0.5 - 1.0 acres (0.2 - 0.4 hectares) More than 2.4 acres (1.0 hectares).....

Q10 What is the total floor space on the site?

Less than 250 square metres 1,000 - 5,000 square metres || 250 - 500 square metres..... | | More than 5,000 square metres..... | |
| 500 - 1,000 square metres..... | | | |

Q11 Are the premises suitable for your current or likely future needs?
 Yes No

Q12 By what amount is your company's floor space requirement likely to change in the next 10 years?
 Increase by more than 100% No significant change
 Increase by 50% - 100% Decrease by 10% - 50%
 Increase by 10% - 50% Decrease by 50% - 100%

Q13 What are your company's intentions with regard to this location?
 Expand Stay the same
 Contract Relocate

Q14 What are the main problems faced by your company at this location? (Tick up to 3 boxes only)

Rising costs <input type="checkbox"/>	Planning constraints <input type="checkbox"/>
Currency exchange rate <input type="checkbox"/>	Investment constraints <input type="checkbox"/>
Market demand/competition <input type="checkbox"/>	High labour costs <input type="checkbox"/>
Legislation/red tape <input type="checkbox"/>	Need for improved marketing <input type="checkbox"/>
Staff recruitment/retention <input type="checkbox"/>	Access to appropriate advice <input type="checkbox"/>
Shortage of skilled staff <input type="checkbox"/>	Road/traffic congestion <input type="checkbox"/>
Lack of suitable premises <input type="checkbox"/>	Infrastructure problems <input type="checkbox"/>
Cost of suitable premises <input type="checkbox"/>	Other - please specify below <input type="checkbox"/>

Q15 If your company intends to relocate, where does it wish to move to? (Tick one box only)

Within the same town/village
 Elsewhere within the District - please specify
 Outside the District - please specify
 If elsewhere in the District or outside the District, please specify

Q16 If your company wishes to relocate in Stratford-on-Avon District, are there suitable sites or premises available?
 Yes Go to Q18 No Go to Q17

Q17 If there are no suitable sites or premises available, where would your company wish them to be provided in Stratford-on-Avon District?

In or on the edge of Stratford-upon-Avon In a rural location - specify in box below...
 In or on the edge of a large rural town/village - specify in box below

Please specify location here

STRATFORD DISTRICT AS AN AREA FOR BUSINESS

Q18 How can the area be improved to assist businesses and the economy? We need your top five priorities from the examples given below, or if not listed tell us what they are by completing 'other'? (Tick up to 5 boxes only)

- Provide more employment land
- Provide more housing
- Improve the road network
- Improve public transport
- Improve the local environment.....
- Improve Broadband connections.....
- Reduce Business Rates and other charges.
- Provide more business advice.....
- Improve training and skills.....
- Other, please specify improvements below

Q19 Overall, how do you rate Stratford-on-Avon District as a place to do business?

- Very good
- Good
- Average.....
- Poor.....
- Very poor

Q20 Please write in the box below, any comments you wish to make on the existing planning policies generally.

SUPPORT FROM STRATFORD DISTRICT COUNCIL

Q21 What support role do you feel SDC should have in terms of business start up?

Q22 What support role do you feel SDC should have in terms of business improvement?

Q23 If you wanted information relating to business start up or improvement from Stratford District Council in what form would you wish to access it? (Tick all that apply)

Website Telephone.....
Leaflet..... Other way, please specify in box below.....
Face to Face.....

Stratford District Council has a volunteering scheme that provides the following commitment:

- Enabling staff to undertake up to 37 hours volunteering in each year
- Continuing to support staff to volunteer in their own time
- Enabling teams to volunteer for community activities
- Supporting staff making the transition from employment to retirement by highlighting staff access to volunteering opportunities.

Being a trustee of a charity, mentoring a person, providing pro bono advice to a charity or local community group are other examples of volunteering schemes.

Q24 Does your company have a volunteering scheme similar in some way to that described above?

Yes No

Q25 Would you like to work with Stratford District Council on a volunteering scheme?

Yes No

If yes, write your name and address or alternatively an email address in the box

Q33 How do you normally pay your NNDR? (Tick all that apply)

By direct debit.....	<input type="checkbox"/>	By standing order	<input type="checkbox"/>
By telephone.....	<input type="checkbox"/>	By cheque.....	<input type="checkbox"/>
In person.....	<input type="checkbox"/>	Pay at Pay Point outlets	<input type="checkbox"/>
Via the Council website.....	<input type="checkbox"/>		

Q34 Currently you can choose one of 4 dates in the month to pay by direct debit. Would you prefer if more dates be offered on which to pay your NNDR by direct debit?

Yes No

Q35 Would you be interested in receiving your bill electronically rather than a paper copy?

Yes No

Q36 Thinking about the NNDR documentation you receive, please indicate whether you agree or disagree with each of the following statements:

	<i>Agree</i>	<i>Disagree</i>
The documentation is clear and concise	<input type="checkbox"/>	<input type="checkbox"/>
The information with the documentation was helpful	<input type="checkbox"/>	<input type="checkbox"/>

Q37 Are you aware of the following rate reliefs currently available to businesses? (Tick all that you are aware of)

Small Business Rate Relief.....	<input type="checkbox"/>	Mandatory Rural Rate Relief.....	<input type="checkbox"/>
Discretionary Rate Relief.....	<input type="checkbox"/>	Hardship Rate Relief.....	<input type="checkbox"/>
Mandatory Rate Relief	<input type="checkbox"/>	Section 44a Partly Occupied Relief	<input type="checkbox"/>
Discretionary Rural Rate Relief	<input type="checkbox"/>		

Q38 Have you applied for any of the following rate reliefs currently available to businesses? (Tick all that apply)

Small Business Rate Relief.....	<input type="checkbox"/>	Mandatory Rural Rate Relief.....	<input type="checkbox"/>
Discretionary Rate Relief.....	<input type="checkbox"/>	Hardship Rate Relief.....	<input type="checkbox"/>
Mandatory Rate Relief	<input type="checkbox"/>	Section 44a Partly Occupied Relief	<input type="checkbox"/>
Discretionary Rural Rate Relief	<input type="checkbox"/>		

Q39 Please make any comments here about the NNDR process through the Council.

CONSULTATION AND COMMUNICATION

Q40 How would you prefer Stratford District Council to communicate and consult with you? (Tick all that apply)

- Hold a single business breakfast event once a year (covering all topics).....
- Hold smaller meetings in a year on different topics.....
- Have a roadshow once a year that tours the district
- Set up a small panel of businesses to represent the views of business
- Set up a larger e-panel to consult all businesses on-line.....
- Send information and consult all businesses via post only
- Via a Business Forum.....
- Do not want Stratford DC to communicate and consult with me
- Other way

If other way, please specify

Q41 If you are interested in receiving information and/or being consulted on your views, what subjects would you be interested in?

Q42 For analysis purposes, please state the postcode of your business below.

Q43 If you would like to be entered into a prize draw for shopping vouchers, please write your name and address here.

Stratford District Council Consultation Unit provides a market research service to other public sector organisations. We are extending this to the private sector. If you have any requirements, for example, customer surveys, please enter your email address in the box below for further information.

Thank you for completing this questionnaire. Your views are appreciated. Please return this questionnaire in the FREEPOST envelope provided.