



Business Survey 2016

Final Report

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APPENDICES

QUESTIONNAIRE

1.0 Introduction

The District Council has committed to engaging with businesses through its Business and Enterprise Strategy which was adopted in 2012. One of the priorities in the Strategy is to engage with businesses so that we can better understand the state of business in the District and the needs of the business community.

The survey was used to obtain the views of business to influence, shape and inform the development and delivery of current and future plans and strategies. The way SDC administers National Non Domestic (Business) Rates was also examined and the best ways of supporting businesses in the future were questioned.

2.0 Methodology

A mailing went out to 3,545 businesses on the Non-Domestic Business Rates address database in early January 2016, with a reminder in mid-February. 963 were completed, including 47 online. 139 questionnaires were returned to SDC by the Royal Mail not delivered, i.e. not known at this address, gone away, out, no longer a business. The response rate was 28.3%, similar to that recorded in the last two surveys. This gives a confidence interval of + or – 2.7%, which is within the acceptable level of + or – 3% and gives statistically reliable results. The response rate in 2011 was 31% and in 2013 29%.

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 and number of full time employees 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, 2011 and 2013 Business Surveys 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 (33%), which was the same as the previous survey in 2013.
- One fifth of those surveyed said their main business activity was retail (19%), 11% indicated business and professional services and 9% stated manufacturing and engineering.
- Almost a quarter of retail businesses (23%) employ 5 full-time staff or less. 16% of manufacturing & engineering companies have 6 or more full-timers.
- Almost two thirds (66%) of businesses employed between one and five full-time employees, down by 7 percentage points from the earlier survey, and eight out of ten had between one and five part-time employees (80%). Over a quarter (26%) had 6 to 20 full-time employees on their books, up 6 percentage points from 2013.
- 41% of staff lives in the same town or village as the company, with a further 26% living elsewhere in the district and a third outside Stratford District.

3.2 Location of Business

- 54% responded that the nature of the site/premises was the main reason why their company was located where it was, the same percentage as in 2013 but down 3 percentage points from the 57% in 2011, with 28% saying it was the proximity of their customers. 18% stated the quality of the environment and 14% mentioned the nature of the local economy.
- In floor space terms on the site, just less than half of businesses (49%) had less than 250 square metres, a percentage point down from the 50% in 2013. 6% of those surveyed had a very large total floor space in excess of 5,000 square metres.
- Nine out of ten businesses (88%) felt their premises were suitable for their current or future likely needs. This represented a decrease of 2 percentage points on the 2011 figure.
- 74% of those surveyed felt their floor space may see no significant change in the next 10 years: a percentage point down on the previous two surveys. One in ten (11%) thought it would increase by 10% to 15%, again similar to the earlier surveys. 6% felt there may be an increase of more than 100%, which was the same as in 2013, and a percentage point up on 2016.
- Exactly three quarters (75%) felt they were likely to stay at the current location, which was slightly higher than in the previous two surveys, 15% were thinking of expansion, the same as in 2013, 10% were interested in relocation and 1% said their intention was to contract.
- Four in ten businesses stated that one of the main problems that affects the operation of their business was rising costs, down by 17 percentage points from the previous survey (57%) and 25 percentage points less than in 2011 (65%). Nearly one quarter (24%) of businesses stated road / traffic congestion, which was double the percentage recorded in 2013 (12%) and 10 percentage points higher than in 2011 (14%).

- Exactly one fifth (20%) cited market demand / competition which was the lowest it has ever been across the three surveys following its gradual decline (25% in 2013 and 27% in 2011). The problem of staff recruitment or retention increased by 10 percentage points, from 7% in the previous survey to 17% now. Similarly, the shortage of skilled staff is at its highest level of 14%.
- Asked if the company intends to relocate, 63% wished to move within the same town or village, down 4 percentage points to the two earlier surveys, 14% said elsewhere in the District and 22% outside the District, representing an increase of 6 percentage points from the 16% recorded in both 2013 and 2016.
- Asked if their company wished to relocate in Stratford District, 39% thought there were suitable sites or premises available, down by 7 percentage points from the 46% recorded in 2013.
- If businesses felt there were no suitable sites or premises available, 53% would look at the edge of or inside of Stratford-upon-Avon, up by 3 percentage points from the previous survey (50%), 35% in or on edge of a large rural town or village and 17% would look at a rural location, up by 6 percentage points from 2011.

3.3 Stratford as an Area for Business

- Reduce business rates and other charges remained the most popular option for how to improve business, although the percentage opting for it fell by 11 percentage points from 79% in 2013 to 68% now. Improve broadband connections was at its highest across all three surveys at 43%, and the same percentage (43%) nominated improve the road network. Three in ten wanted to improve public transport. Looking at where the business was located saw some significant differences in the possible improvements. A couple of new options were introduced this year which were not on the previous two surveys: those of reduce parking charges, indicated by 37% of those surveyed; and provide more business support and advice, highlighted by 13%.
- 63% rated the area as very good or good as a place to do business, which was the same as in the last survey and represented an increase of 7 percentage points since the 2011 survey. Exactly one third (33%) said it was average. 5% answered poor or very poor.
- Almost three quarters (74%) of those surveyed thought the District is quite or very business-friendly as opposed to 26% who did not.

3.4 Support from Stratford District Council

- All respondents were asked whether they would like to meet the Portfolio Holder (Councillor) or Head of Service to discuss anything. 8% confirmed they did want to.
- Overall, 54% of those surveyed rated the Council's Business Enterprise and Tourism Unit as good or very good, compared to 7% who cited poor or very poor and 39% as average.
- Businesses were asked to rate overall the Council's leadership on business-related issues in the Stratford District. Three in ten (30%) rated them either fairly or very good in contrast with 12% who regarded them as fairly or very poor. Three out of five (59%) felt they were neither good nor poor.

- When asked if they visited the Business Matters Roadshow, 99% of those surveyed said they had not compared to 1% who confirmed they had.
- Those who had attended the Business Matters Roadshow were further questioned as to which one they attended. There were three locations: Alscot Park in Atherstone-on-Stour (5 attended); Warwick House in Southam (3 attended); and Minerva Mill in Alcester (4 attended). Two felt they were very useful, eight quite useful and three not useful at all.
- The survey questioned whether businesses were aware of the Venture House development: 7% confirmed they were as opposed to 93% who were not.

3.5 Coventry and Warwickshire Growth Hub

- When asked if businesses knew about the Coventry and Warwickshire Growth Hub, 14% said they did versus 86% who did not.
- Those who were aware of the Coventry and Warwickshire Growth Hub were further questioned as to if they had used any of its services. 22% stated they had, as opposed to 78% who had not.
- With reference to services used, exactly half (50%) had used skills support, almost a third (32%) had made use of the access to finance service, nearly one fifth (18%) had taken advantage of planning and property advice and one in ten (11%) of inward investment.
- Overall, 61% of businesses rated the Coventry and Warwickshire Growth Hub as very good or good, a quarter (25%) thought it was average and 15% said poor or very poor.

3.6 National Non Domestic Rates (NNDR)

- Nearly four fifths (78%) of those surveyed normally contacted the Council by telephone and 40% by email. Almost one fifth (18%) said they did so via the Council website.
- The percentage of businesses contacting the Council by telephone has decreased with each survey from 88% in 2008 to 10 percentage points less in 2016. Conversely, there has been increasing emphasis over the years studied on the use of emails, up by 22 percentage points from 18% in 2008 to its current level of four in ten businesses employing this method. Letters have gradually fallen in popularity from 26% of businesses using them to 13% nowadays.
- All businesses were then asked if they had contacted the Council in the last 12 months about NNDR: 79% responded no versus 21% yes. This represented half the percentage of those making contact with the Council since 2008 when 42% did so.
- Businesses who had contacted the Council about National Non Domestic Rates in the last 12 months were asked if they did so by telephone, to which exactly three quarters (75%) had done so, as opposed to a quarter (25%) who had not.
- 64% of those surveyed were in agreement with the telephone call I made to the Council was answered quickly as opposed to 16% who disagreed. This was the second highest level agreement throughout the period studied (68% agreed in 2008).

- Four in ten disagreed (41%) versus 38% who agreed with the statement “When I made a call to the Council I was transferred between several different people”.
- 72% of businesses agreed or strongly agreed with the statement “Once the call to the Council had been answered, my query was dealt with swiftly”, compared to 14% who disagreed. This was the highest level of agreement and the lowest level of disagreement across all four surveys.
- Over half (51%) did not think it was difficult to speak to the right member of staff, in contrast to a quarter (25%) who did.
- 66% were satisfied with the telephone service provided by the Council, a rise of 7 points on 2013. Results have differed with each survey undertaken.
- Exactly four fifths (80%) of businesses confirmed they normally pay their NNDR by direct debit, 8% did so by cheque and the same percentage (8%) paid by standing order. The percentage of businesses paying by direct debit has increased gradually with each survey, whereas that of cheque payments has gone down.
- 88% felt the NNDR documentation was clear and concise and 84% felt the information with the documentation was helpful. This year’s figures were the highest percentages of the three surveys.
- Nearly all (97%) of those surveyed were aware of the Small Business Rate Relief compared to small percentages of businesses knowing about some of the other rate reliefs currently available to them, for instance, 8% had heard of Retail Relief and 7% of Discretionary Rate Relief.
- 94% of businesses confirmed they had applied for the Small Business Rate Relief, although few had applied for other rate reliefs such as Retail Relief (6%), Discretionary Rate Relief (3%) and Mandatory Rural Rate Relief (2%).

3.7 Stratford Business Improvement District

- 42% of those answering the question were aware of what a Business Improvement District was.
- 45% answering this section had heard of Stratford BID.
- Of those businesses aware of Stratford BID six out of ten (61%) had contacted them in some capacity.
- The BID Discount Card was rated highest with 74% giving it a very or fairly good rating. The Town Host scheme at 68% and Events, Festivals and Street entertainment with the same score were the next highest rated.
- A quarter (24%) felt business support and lobbying was poor and Wi-Fi/Performance monitoring was rated fairly or very poor by 22% of businesses.
- Businesses were more negative than positive with the ease of accessing the town centre by car – 49% against 35%. The cost of parking was seen as negative by 58% and property rents likewise at 46%.
- The availability of public transport was given a 5 or 4 rating by 36% of businesses.

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 (33%), which was the same as the previous survey in 2013.

Table 1: Location of Business

TOWN/VILLAGE	NUMBER OF RESPONSES 2011	% OF TOTAL 2011	NUMBER OF RESPONSES 2013	% OF TOTAL 2013	NUMBER OF RESPONSES 2016	% OF TOTAL 2016
Stratford-upon-Avon	319	32%	304	33%	320	33%
Alcester	110	11%	97	10%	101	11%
Southam	85	8%	74	8%	76	8%
Shipston-on-Stour	70	7%	61	7%	61	6%
Studley	64	6%	55	6%	56	6%
Henley-in-Arden	48	5%	53	6%	49	5%
Bidford-on-Avon	49	5%	42	5%	57	6%
Wellesbourne	37	4%	31	3%	26	3%
Kineton	25	2%	25	3%	23	2%
Elsewhere	202	20%	189	20%	190	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
Tysoe	10
Ettington	8
Earlswood	8
Brailes	8
Long Marston	7
Tamworth-in-Arden	5
Salford Priors	5
Lighthorne	5
Fenny Compton	5
Alderminster	5
Welford-on-Avon	4
Ufton	4
Snitterfield	4
Lower Quinton	4
Long Itchington	4
Hockley Heath	4
Claverdon	4
Bishops Itchington	4
Other	91
Base:	(189)

4.1.2 Status

Over three quarters of those surveyed were independent with no other branches (76%), down by 4 percentage points from the 80% recorded in 2013. "Others" numbering 38 comments are included in the appendices.

80% of independent businesses were based in the rest of the district against 68% based in Stratford Town. 83% of independent businesses employed up to 5 full-timers, versus 59% of those with 6 or more full-time staff. One in five employing 6 or more full timers were a branch or a subsidiary of a larger group.

Table 3: Status of Company

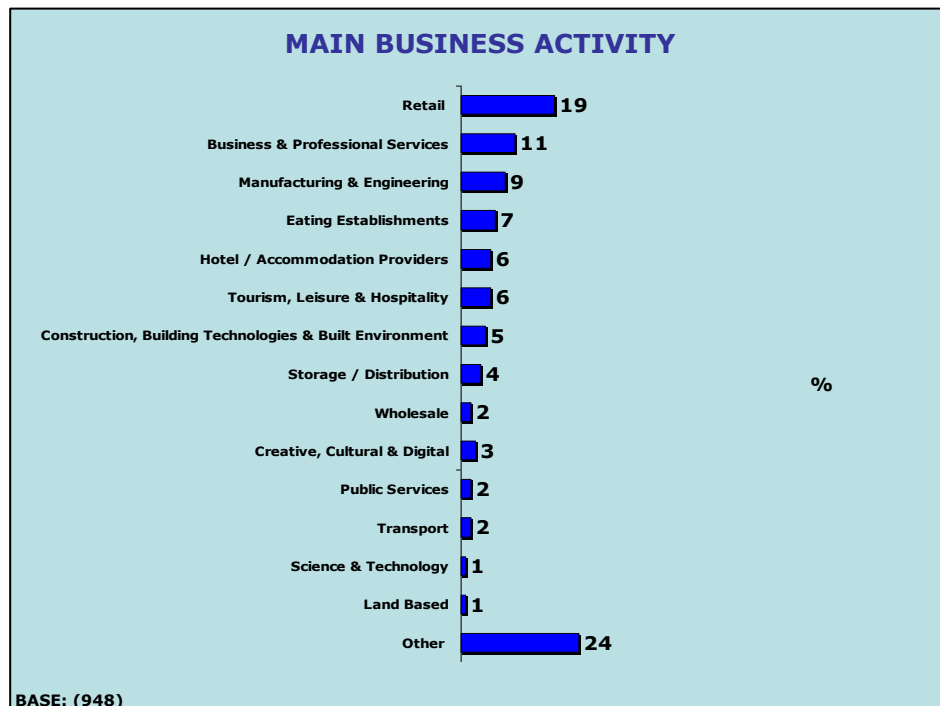
	2011 %	2013 %	2016 %
Independent with no other branches	74	80	76
Branch or subsidiary of a larger group	14	10	11
Head office	6	6	7
Public sector organisation	<1	1	1
Other	6	4	4
Base:	(1002)	(931)	(950)

4.1.3 Main Business Activity

Just less than one fifth of those surveyed said their main business activity was retail (19%), 11% indicated business and professional services and 9% stated manufacturing and engineering.

Almost a quarter of retail businesses (23%) employ 5 full time staff or less. 16% of manufacturing & engineering companies have 6 or more full-timers.

Chart 1:



24% of businesses classified themselves as “other” and these are summarised below by the number of responses. A full list of the 222 supplied is included in the appendices.

Table 4: “Other” Main Business Activity (5 or more responses)

Business Activity	Nos of Responses
Education/Childcare/Children’s Nursery	24
Automotive/Garage services/repairs/MOTs	22
Health/Healthcare/Rehabilitation/Medical/Dentist	16
Financial/Accountancy	7
Hairdressers	7
Beauty	6
Other	140
Base:	(222)

4.1.4 Numbers Employed and Where They Live

Almost two thirds (66%) of businesses employed between one and five full-time employees, down by 7 percentage points from the earlier survey, and eight out of ten had between one and five part-time employees (80%). Over a quarter (26%) had 6 to 20 full-time employees on their books, up 6 percentage points from 2013.

73% of independent businesses employed between 1 and 5 full-time staff (83% for part-time staff) against 44% non-independent ones (71% for part-time staff). 36% of non-independent businesses versus 23% of independent businesses employed 6-20 full-time staff.

Table 5: Breakdown of full-time employees

Year	Base	1-5 employed	6-20 employed	21-50 employed	Over 50 employed
2011	(826)	70%	23%	4%	3%
2013	(779)	73%	20%	5%	2%
2016	(804)	66%	26%	6%	3%

Table 6: Breakdown of part-time employees

Year	Base	1-5 employed	6-20 employed	21-50 employed	Over 50 employed
2011	(442)	81%	16%	2%	1%
2013	(513)	82%	15%	2%	1%
2016	(520)	80%	15%	3%	2%

41% of staff lives in the same town or village as the company, with a further 26% living elsewhere in the district and a third outside Stratford District.

Table 7: Where staff live

	2011 %	2013 %	2016 %
In same town/village as the company	42	45	41
Elsewhere in Stratford District	27	25	26
Outside Stratford District	31	29	33
Base:	(769)	(848)	(840)

4.2 Location of Business

4.2.1 Reasons for Location

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

54% responded that the nature of the site/premises was the main reason, the same percentage as in 2013 but down 3 percentage points from the 57% in 2011, with 28% saying it was the proximity of their customers, up a percentage point from the previous survey. 18% stated the quality of the environment and 14% mentioned the nature of the local economy.

16% of those surveyed gave other reasons why their company located to where it was, as listed in the appendices. The other reasons gaining 5 or more responses are shown in the table of other reasons why company located where it is.

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 up to five full time staff were more likely to cite the proximity to customers and the quality of the environment as main reasons for the company's location. Those with more full time staff were more likely to cite the access to the main road than those with less than five.

Table 8: Main reasons why company located where it is

	2011 %	2013 %	2016 %
Nature of the site / premises	57	54	54
Proximity to customers	29	27	28
Quality of the environment	17	20	18
Nature of local economy	15	14	14
Access to main road network	12	14	15
Availability of suitable workforce	9	10	9
Availability of local facilities	3	5	4
Availability of local housing	3	3	2
Proximity of suppliers	2	3	3
Availability of broadband	1	3	6
Other	15	17	16
Base:	(933)	(884)	(901)

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

	Nos of Responses
Historic/been here for years	35
Owners home town / live locally	25
Within home	12
Bought an existing business	7
Convenience	5
Other	43
Base:	(127)

4.2.2 Size of Site

In floor space terms on the site, just less than half of businesses (49%) had less than 250 square metres, a percentage point down from the 50% in 2013. 6% 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: 53% of independent businesses had less than 250 square metres total floor space on site, compared to 36% of non-independent businesses. 11% of non-independents had more than 5,000 square metres.

14% of businesses with more than 5 full-time staff had a total floor space of less than 250 square metres, compared to 60% of those with up to 5 full-time staff. 18% of businesses with more than 5 employees had a floor space more than 5,000 square metres.

Table 10: Total floor space on site

Total Floor Space	2011 %	2013 %	2016 %
Less than 250 square metres	46	50	49
250 – 500 square metres	22	20	18
500 – 1,000 square metres	13	14	13
1,000 – 5,000 square metres	14	13	14
More than 5,000 square metres	5	4	6
Base:	(906)	(827)	(848)

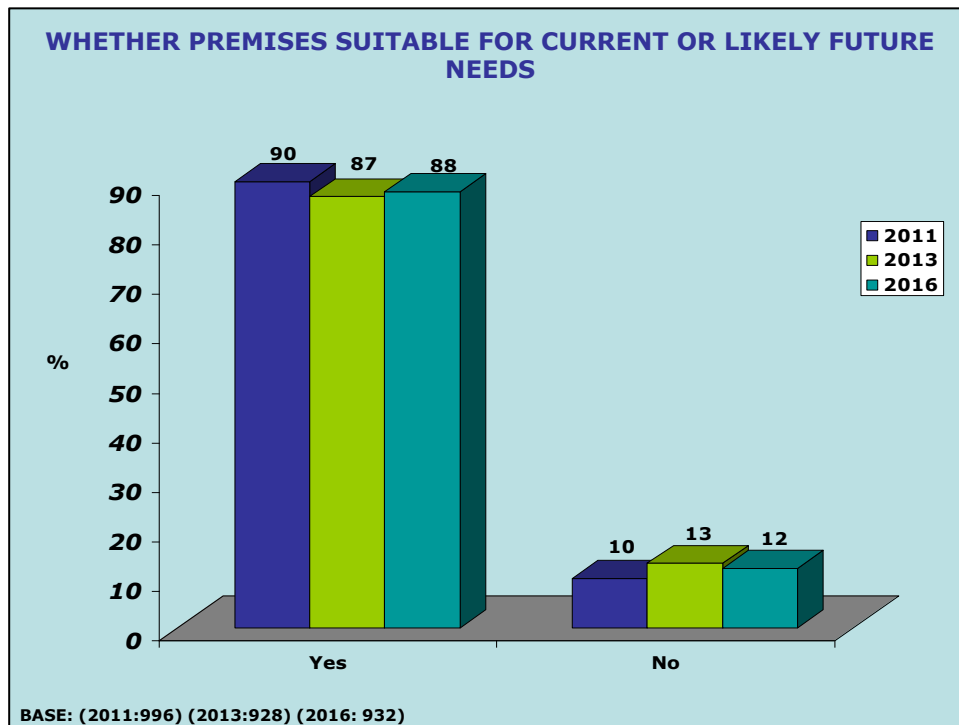
4.2.3 Intentions for Future

Nine out of ten businesses (88%) felt their premises were suitable for their current or future likely needs. This represented a decrease of 2 percentage points on the 2011 figure.

Nine in ten independent businesses felt they were suitable, against 83% of non-independents.

19% of businesses with six or more staff felt their premises were not suitable.

Chart 2:



74% of those surveyed felt their floor space may see no significant change in the next 10 years: a percentage point down on the previous two surveys. One in ten (11%) thought it would increase by 10% to 15%, again similar to the earlier surveys. 6% felt there may be an increase of more than 100%, which was the same as in 2013, and a percentage point up on 2016.

Two-thirds of independent businesses felt there would be no significant change, whereas 55% of non-independents felt the same way. 15% of non-independents felt floor space requirements may need to go up by 10-15%.

Over one fifth of businesses employing more than five full-time staff (21%) said their floor space requirement may increase by 10% to 50%.

Table 11: Amount that company's floor space requirement may change in the next 10 years

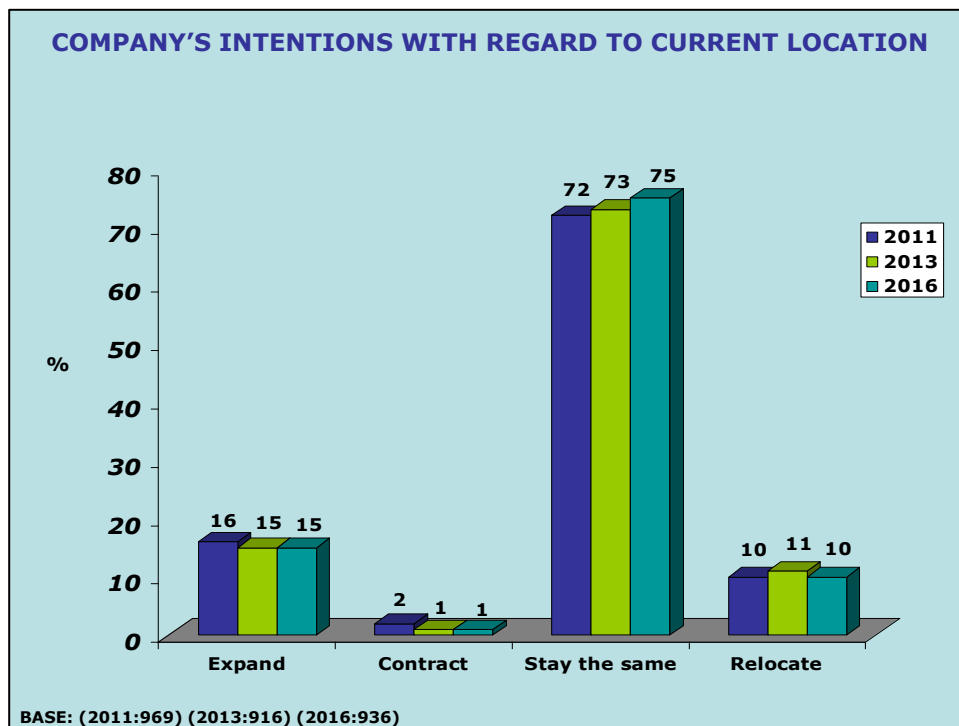
Floor Space Requirements	2011 %	2013 %	2016 %
Increase by more than 100%	5	6	6
Increase by 50% - 100%	6	5	6
Increase by 10% - 50%	10	11	11
No significant change	75	75	74
Decrease by 10% - 50%	3	2	2
Decrease by 50% - 100%	1	1	1
Base:	(974)	(916)	(815)

Businesses were asked for their intentions with regard to their current location. Exactly three quarters (75%) felt they were likely to stay at the current location, which was slightly higher than in the previous two surveys, 15% were thinking of expansion, the same as in 2013, 10% were interested in relocation and 1% said their intention was to contract.

Non-independent companies were more likely to want to expand (19%), with 12% if independents feeling the same way.

More than a quarter of businesses (28%) with more than five full-time employees were intending to expand, against 8% with five or less full-time staff. 72% of businesses employing up to 5 full-timers, versus 45% of those with 6 or more full-time employees, intended to stay the same.

Chart 3:



4.2.4 Problems Faced at Location

Respondents were asked to indicate up to three main problems faced by their company at their location from a given list of problems.

Four in ten businesses stated that one of the main problems that affects the operation of their business was rising costs, down by 17 percentage points from the previous survey (57%) and 25 percentage points less than in 2011 (65%). Nearly one quarter (24%) of businesses stated road / traffic congestion, which was double the percentage recorded in 2013 (12%) and 10 percentage points higher than in 2011 (14%).

Exactly one fifth (20%) cited market demand / competition which was the lowest it has ever been across the three surveys following its gradual decline (25% in 2013 and 27% in 2011). The problem of staff recruitment or retention increased by 10 percentage points, from 7% in the previous survey to 17% now. Similarly, the shortage of skilled staff is at its highest level of 14%. The problem of the cost of suitable premises has changed little over the timescale of the three surveys and is currently highlighted by 16% of businesses.

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 the costs of suitable premises, whereas those outside Stratford town cited legislation / red tape.

Independent businesses were more concerned with rising costs (42% vs 34% non-independents). Staff recruitment/retention was a concern for 22% of non-independent businesses against 15% of independents.

Significantly, businesses with five or less full-time staff were more likely to cite market demand / competition, rising costs and the cost of suitable premises than businesses with more than five full-timers. Conversely, staff recruitment / retention, a shortage of skilled staff and a lack of suitable premises, were more likely to be problems faced by larger companies in terms of staffing.

Table 12: Main problems faced by company

	2011 %	2013 %	2016 %
Rising costs	65	57	40
Road / traffic congestion	14	12	24
Market demand / competition	27	25	20
Staff recruitment / retention	10	7	17
Cost of suitable premises	15	14	16
Shortage of skilled staff	8	10	14
Legislation / red tape	21	15	13
Planning constraints	12	11	11
Lack of suitable premises	7	8	10
Infrastructure problems	5	5	9
Need for improved marketing	10	9	8
High labour costs	7	5	5
Investment constraints	4	6	3
Currency exchange rate	4	3	3
Access to appropriate advice	1	1	1
Other	16	16	19
Base:	(887)	(803)	(829)

Of the 132 other reasons given as main problems faced by the company, which are all listed in the appendices and those with 4 or more responses, are outlined in the following table.

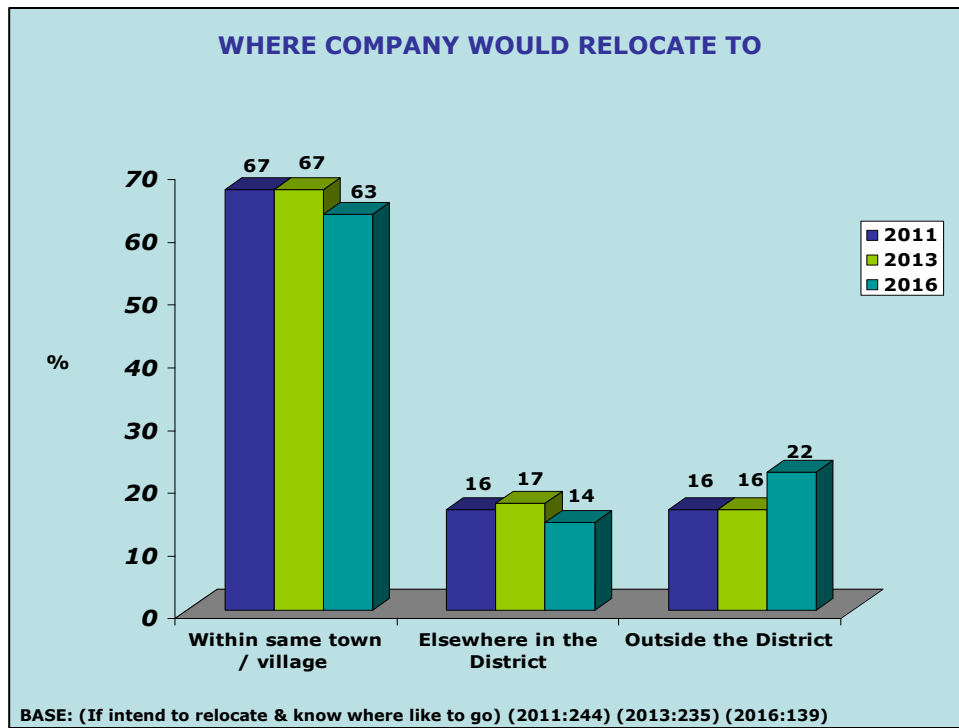
Table 13: Other Main Problems Faced by company (4 or more responses)

	Nos of Responses
Car parking / parking costs / availability	44
Broadband / coverage / connectivity / speed / poor internet / mobile phone	27
Business rates	11
Public Transport	4
Other	46
Base:	(132)

4.2.5 Relocation

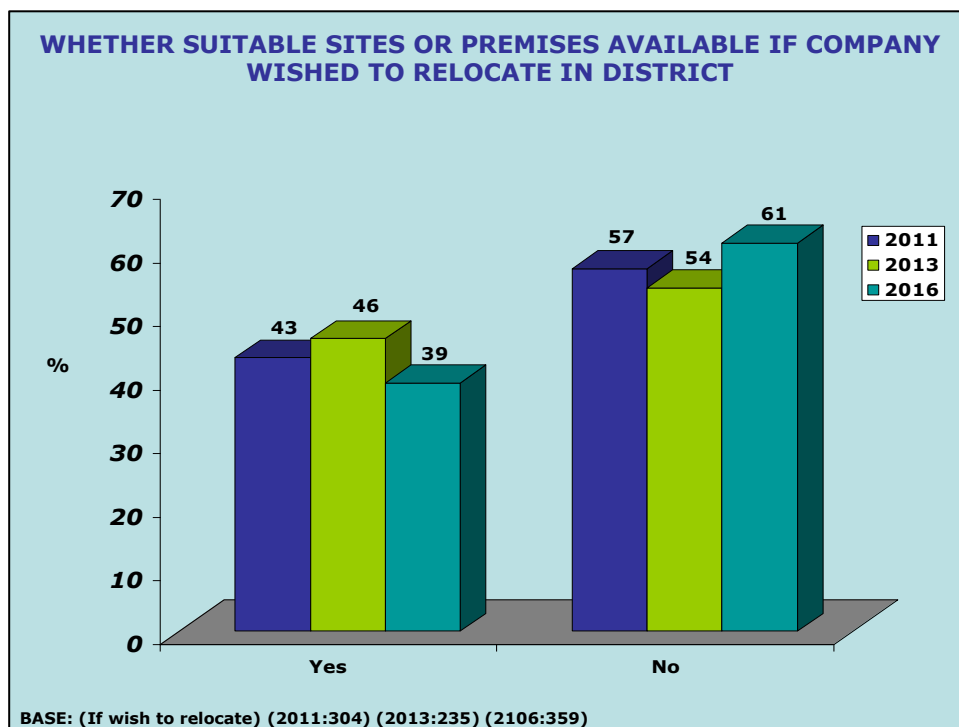
Asked if the company intends to relocate, 63% wished to move within the same town or village, down 4 percentage points to the two earlier surveys, 14% said elsewhere in the District and 22% outside the District, representing an increase of 6 percentage points from the 16% recorded in both 2013 and 2016. A list of 61 places to relocate elsewhere in the district or outside the district is included in the appendices.

Chart 4:



Asked if their company wished to relocate in Stratford District, 39% thought there were suitable sites or premises available, down by 7 percentage points from the 46% recorded in 2013.

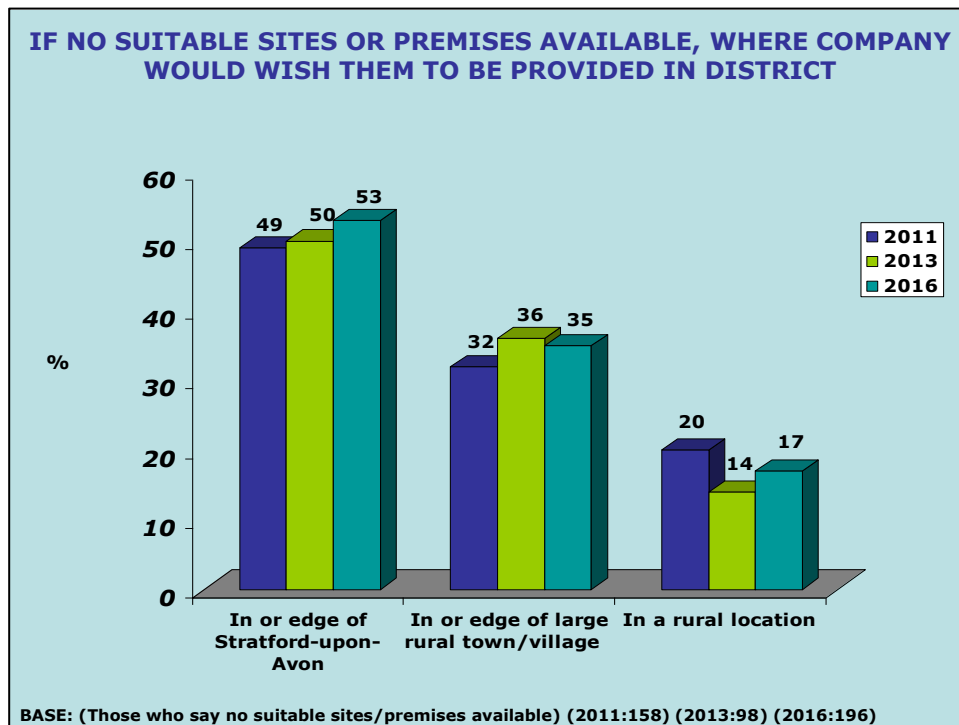
Chart 5:



If businesses felt there were no suitable sites or premises available, 53% would look at the edge of or inside of Stratford-upon-Avon, up by 3 percentage points from the previous survey (50%), 35% in or on edge of a large rural town or village and 17% would look at a rural location, up by 6 percentage points from 2011. A full list is included in the appendices of where they would look (79 comments).

84% of Stratford town based businesses said if no suitable sites or premises available, they would look in or on the edge of Stratford-upon-Avon, as opposed to 29% of those based outside of the town doing so. Over half (51%) of businesses based out of town would look in or on the edge of a large rural town / village, versus 13% of Stratford based businesses doing likewise.

Chart 6:



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. A couple of new options were introduced this year which were not on the previous two surveys: those of reduce parking charges, indicated by 37% of those surveyed; and provide more business support and advice, highlighted by 13%.

Reduce business rates and other charges remained the most popular option, although the percentage opting for it fell by 11 percentage points from 79% in 2013 to 68% now. Improve broadband connections was at its highest across all three surveys at 43%, and the same percentage (43%) nominated improve the road network. Three in ten wanted to improve public transport. 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 a reduction in parking charges. Outside Stratford businesses were more likely to say there was a need for an improvement in broadband connections.

Table 14: How area can be improved to assist business and the economy

	2011 %	2013 %	2016 %
Reduce business rates & other charges	81	79	68
Improve broadband connections	28	42	43
Improve the road network	29	27	43
Reduce parking charges	-	-	37
Improve public transport	34	27	31
Improve local environment	22	17	13
Provide more business support & advice	-	-	13
Provide more housing	18	18	12
Provide more employment land	11	10	11
Improve training & skills	15	12	10
Provide more business advice	14	9	8
Other	14	15	9
Base:	(901)	(852)	(856)

From the other improvements suggested (75 comments), one issue stood out in relation to a need for a reduction in parking charges.

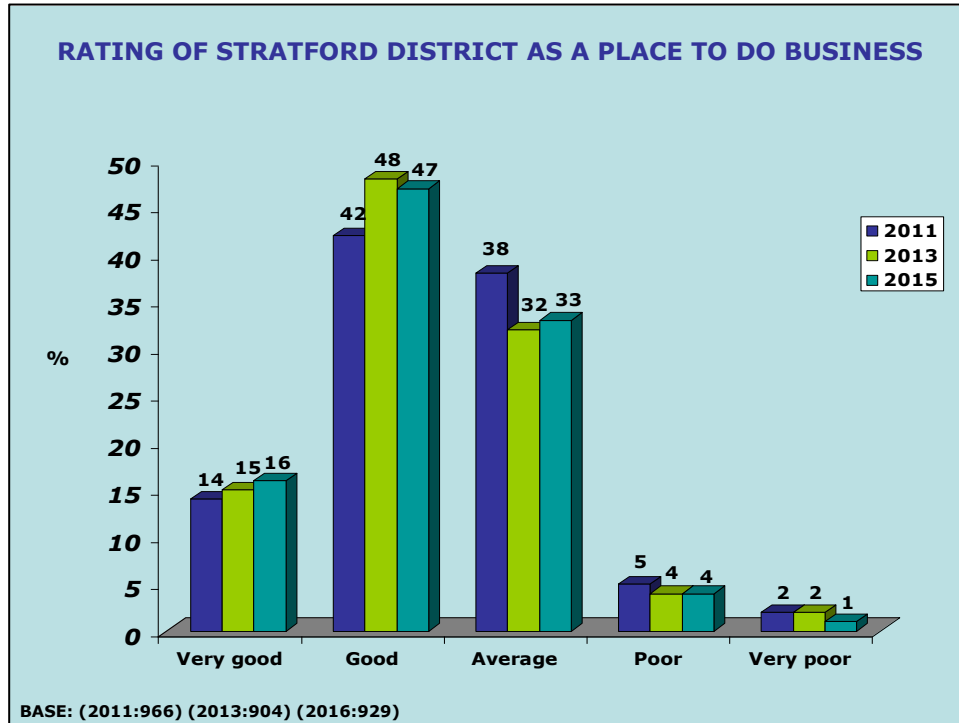
Table 15: Other suggested improvements (3 or more responses)

	Nos of Responses
Reduce parking charges / Improve parking / More affordable parking / Review parking time limits	20
Improve planning system / Speed up planning process	7
Provide support and help to business / Encourage businesses	6
Reduce traffic congestion	4
Improve mobile phone reception / Broadband	4
Provide more affordable housing	4
Provide help with refuse and recycling	3
Other	27
Base:	(75)

4.3.2 Rating of Area for Business

Businesses were asked to rate the District as a place to do business. 63% rated the area as very good or good, which was the same as in the last survey and represented an increase of 7 percentage points since the 2011 survey. Exactly one third (33%) said it was average. 5% answered poor or very poor.

Chart 7:

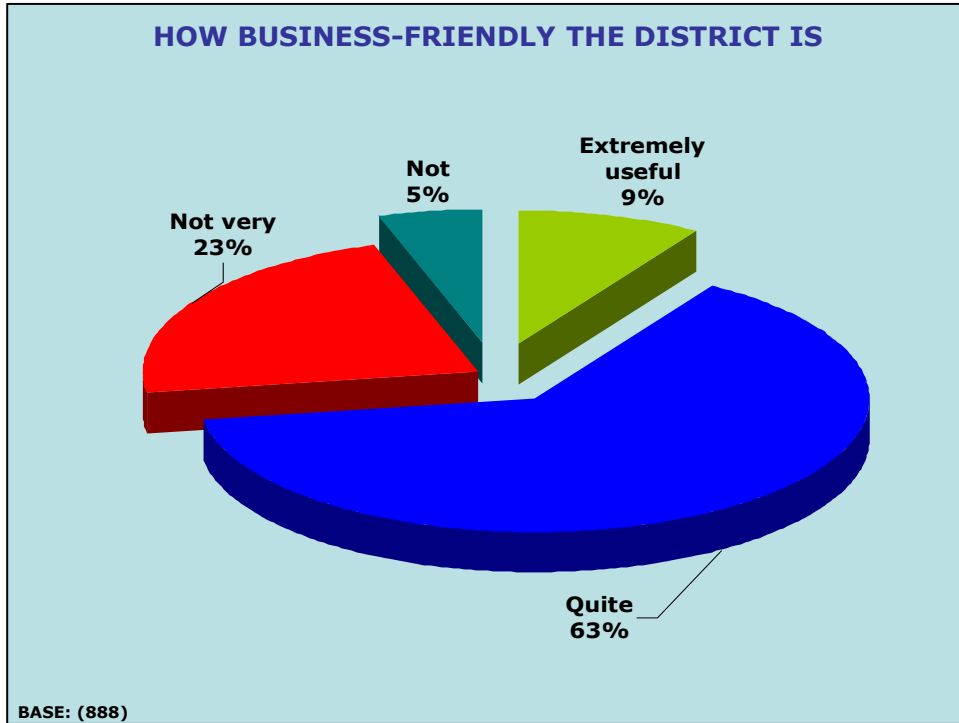


4.3.3 How business-friendly respondents think the District is

Almost three quarters (74%) of those surveyed thought the District is quite or very business-friendly as opposed to 26% who did not.

Whereas 77% of businesses outside Stratford Town felt the district was business-friendly, this fell by 10 points to 67% for those based in Stratford Town.

Chart 8:



4.4 Support from Stratford District Council

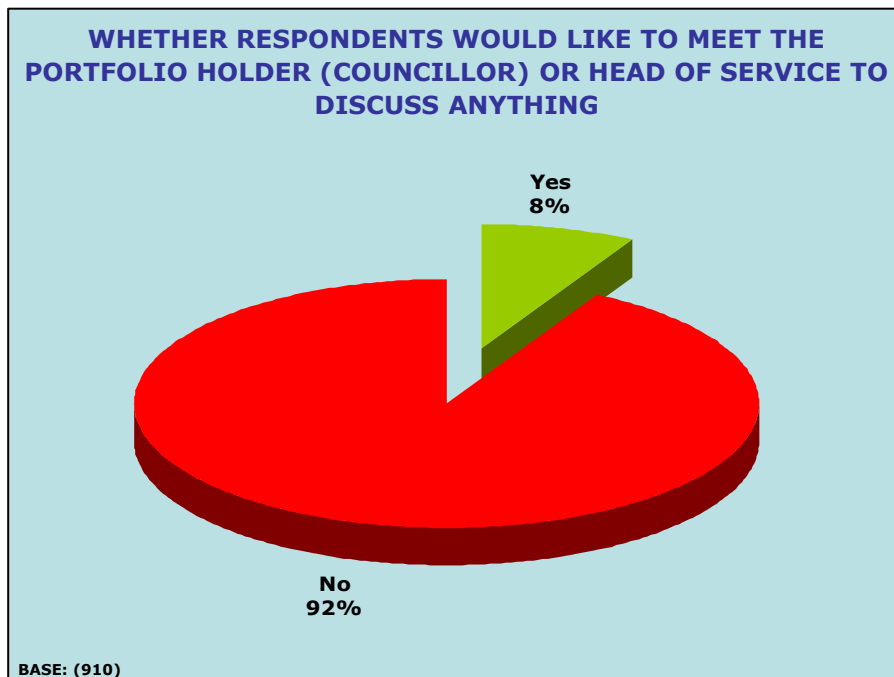
4.4.1 Whether Respondents would like to meet the Portfolio Holder (Councillor) or Head of Service to discuss anything

All respondents were asked whether they would like to meet the Portfolio Holder (Councillor) or Head of Service to discuss anything. 8% confirmed they did versus 92% who did not (90% in 2013).

Businesses with six or more staff were more likely to want to meet the Portfolio Holder.

Furthermore, those that did want to meet the Portfolio Holder or Head of Service were requested to provide their name and email address, plus the subject they wished to discuss. 69 were supplied regarding the subject matter, as per the appendices.

Chart 9:



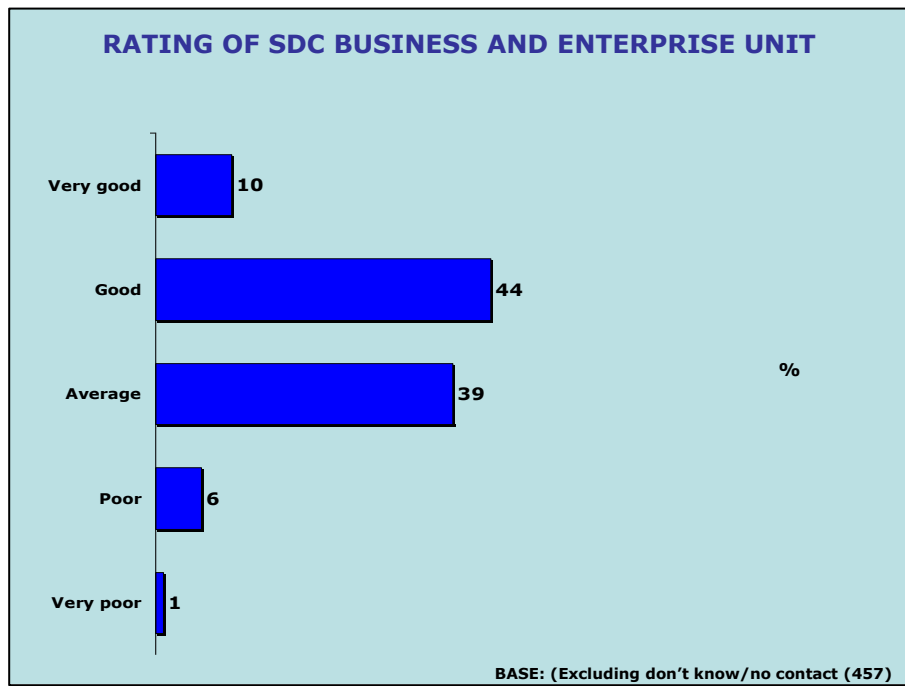
4.4.2 How respondents rate the SDC Business Enterprise and Tourism Unit

The survey outlined the role of the SDC Business and Tourism Unit in providing guidance and support to entrepreneurs and businesses on business and tourism-related matters, and new questions were introduced this year on it.

Overall, 54% of those surveyed rated the Council’s Business Enterprise and Tourism Unit as good or very good, compared to 7% who cited poor or very poor and 39% as average.

Businesses outside Stratford Town rated the Unit higher than those within, 60% saying very good or good against 42% feeling the same way.

Chart 10:



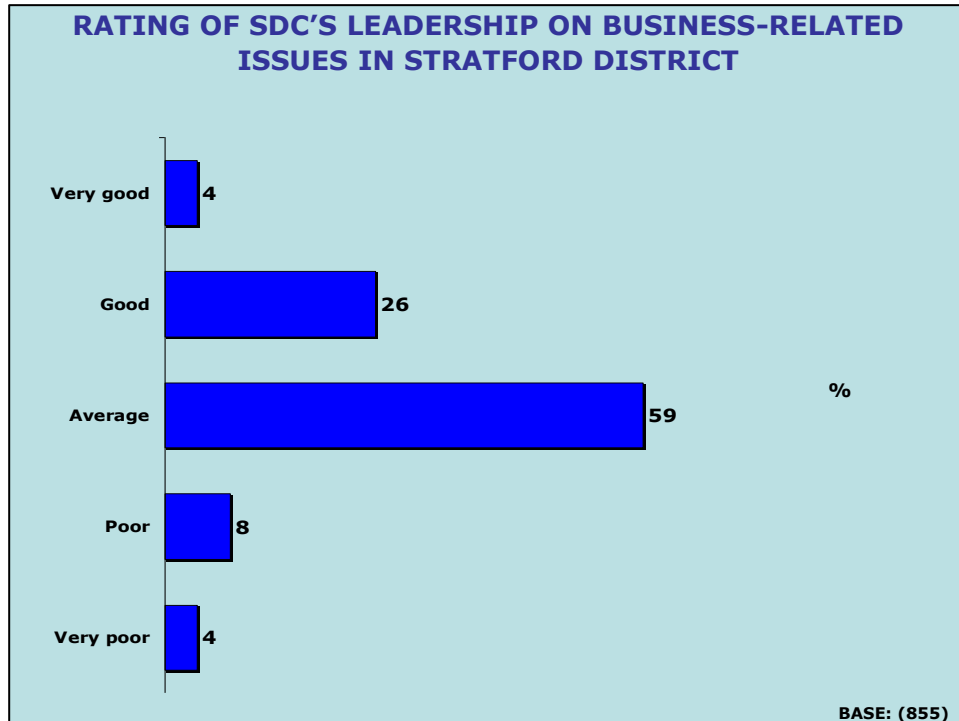
Comments were invited on responses made about the Unit and the 172 are listed in the appendices.

4.4.3 Overall rating of Council's leadership on business-related issues

Businesses were asked to rate overall the Council's leadership on business-related issues in the Stratford District. Three in ten (30%) rated them either fairly or very good in contrast with 12% who regarded them as fairly or very poor. Three out of five (59%) felt they were neither good nor poor.

There was a difference in the rating on the Council's leadership of those businesses based in Stratford Town and the rest of the district. Whereas 26% rated it very good or fairly good in the Town, it was 32% in the rest of the district.

Chart 11:



4.4.4 Business Matters Roadshow Spring 2015

The 2016 survey informed businesses that SDC's roadshows in Spring 2015 offered existing and new businesses a unique opportunity to find out about what help and support there is for businesses in terms of access to finance, funding and grants, exporting, skills and training, apprenticeship opportunities, business growth, commercial premises, networking opportunities and business mentoring.

When asked if they visited the Business Matters Roadshow, 99% of those surveyed said they had not compared to 1% who confirmed they had.

Those who had attended the Business Matters Roadshow were further questioned as to which one they attended. (There were three locations: Alscot Park in Atherstone-on-Stour (5 attended); Warwick House in Southam (3 attended); and Minerva Mill in Alcester (4 attended).

When asked how useful they were, 2 felt they were very useful, 8 quite useful and 3 not useful at all. Three comments were made on the event, as per the appendices.

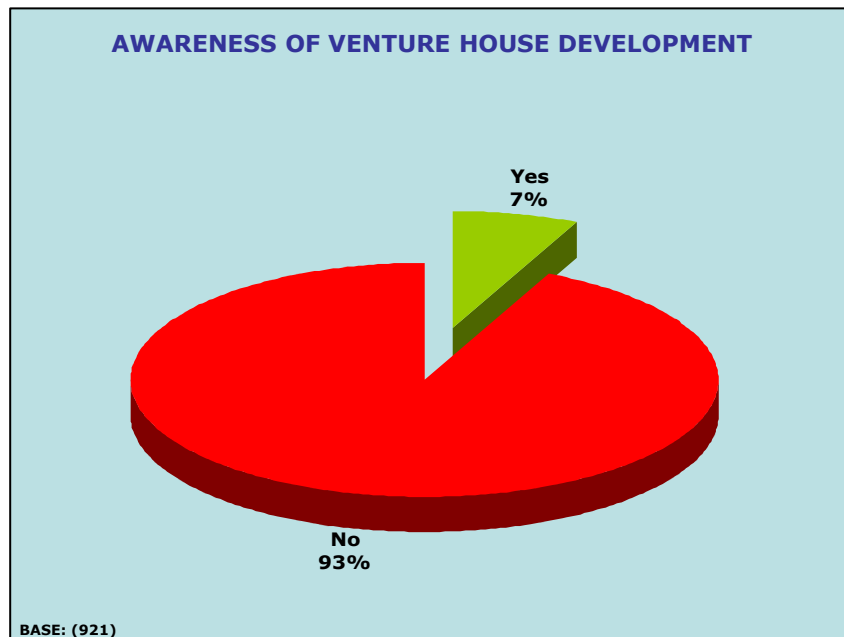
4.4.5 Venture House

Businesses were advised that the newly transformed state of the art business centre known as Venture House in Stratford will provide an innovative and creative environment to support business incubation, new business start-up and businesses wishing to grow. It will assist home-based micro businesses in making their first move into commercial premises in a central business location. Owned and managed by SDC, this new facility has been enabled as part of a Growth Deal with Central Government.

The survey questioned whether businesses were aware of the Venture House development: 7% confirmed they were as opposed to 93% who were not.

11% of businesses in Stratford Town were against with a 5% figure for the rest of the district.

Chart 12:



4.5 Coventry and Warwickshire Growth Hub

The Coventry & Warwickshire Growth Hub acts as a single point of contact for information, advice and support for growing businesses. They provide businesses throughout the region with access to finance, as well as expert advice and guidance regarding skills and training, international trade and innovating new products and services. They also provide planning and property assistance for businesses looking to invest in Coventry & Warwickshire. At the Coventry & Warwickshire Growth Hub, a dedicated Account Manager ensures that businesses receive a quality service tailored to their needs.

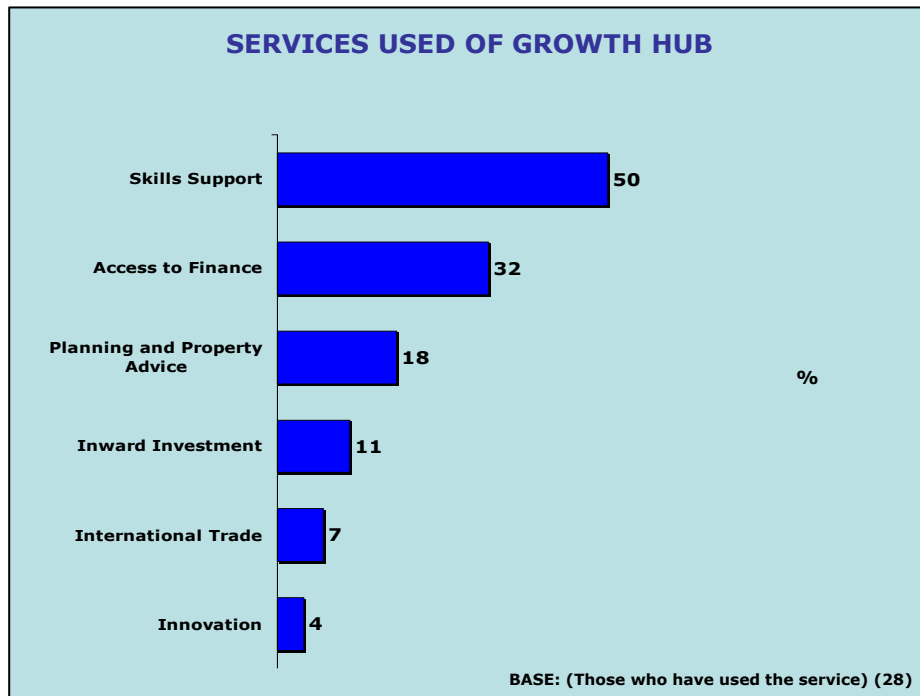
4.5.1 Awareness, use and rating of Coventry and Warwickshire Growth Hub

When asked if businesses knew about the Coventry and Warwickshire Growth Hub, 14% said they did versus 86% who did not. Those businesses with six or more staff were more likely to be aware of the Hub – 20% versus 12%.

Those who were aware of the Coventry and Warwickshire Growth Hub were further questioned as to if they had used any of its services. 22% stated they had, as opposed to 78% who had not.

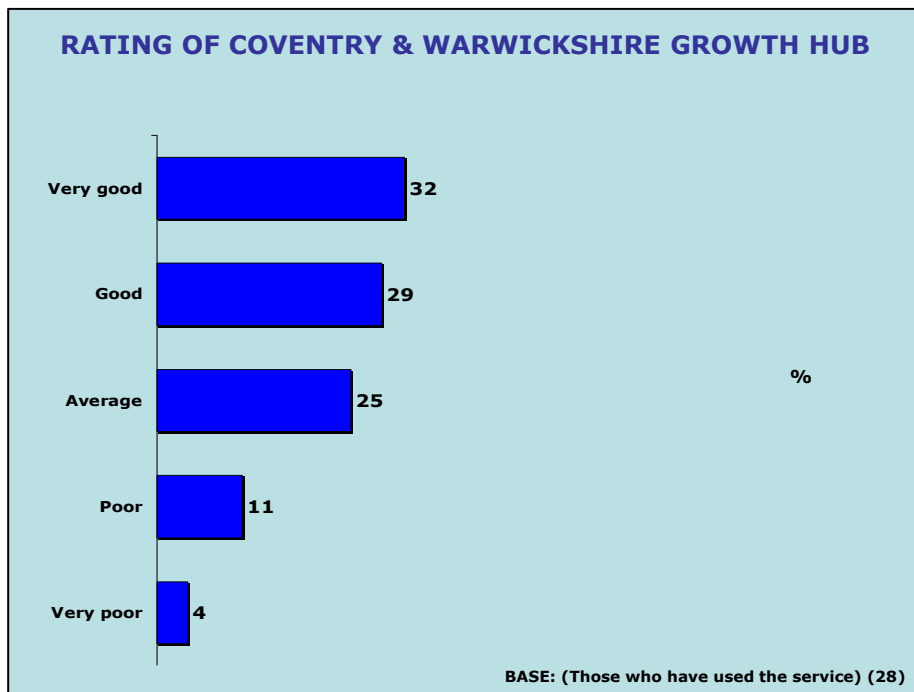
With reference to services used, exactly half (50%) had used skills support, almost a third (32%) had made use of the access to finance service, nearly one fifth (18%) had taken advantage of planning and property advice and one in ten (11%) of inward investment.

Chart 13:



Overall, 61% of businesses rated the Coventry and Warwickshire Growth Hub as very good or good, a quarter (25%) thought it was average and 15% said poor or very poor.

Chart 14:



4.6 National Non Domestic Rates (NNDR)

4.6.1 Contacting the Council

Nearly four fifths (78%) of those surveyed normally contacted the Council by telephone and 40% by email. Almost one fifth (18%) said they did so via the Council website.

The percentage of businesses contacting the Council by telephone has decreased with each survey from 88% in 2008 to 10 percentage points less in 2016. Conversely, there has been increasing emphasis over the years studied on the use of emails, up by 22 percentage points from 18% in 2008 to its current level of four in ten businesses employing this method. Letters have gradually fallen in popularity from 26% of businesses using them to 13% nowadays.

Those businesses in Stratford town were more likely to make contact in person than those outside the town.

It was significant that whereas 36% of independent business respondents emailed the Council, this figure rose to 50% for non-independents. 15% of independent businesses would normally contact the Council in person, as opposed to 10% of non-independent businesses.

Those employing up to five full-time staff were more likely to visit the council in person – 17% against 6%.

Table 16: How would you normally contact Stratford District Council?

Contact Method	2008 %	2011 %	2013 %	2016 %
By telephone	88	82	79	78
By email	18	28	31	40
By letter	26	25	17	13
In person	16	16	14	14
Via the SDC website	12	12	14	18
Other method	1	1	0	0
Base:	(367)	(961)	(903)	(932)

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

All businesses were then asked if they had contacted the Council in the last 12 months about National Non Domestic Rates: 79% responded no versus 21% yes. This represented half the percentage of those making contact with the Council since 2008 when 42% did so.

Table 17: Have you contacted the Council in the last 12 months about the National Non-Domestic Rates?

Contacted the Council	2008 %	2011 %	2013 %	2016 %
Yes	42	31	26	21
No	58	69	74	79
Base:	(365)	(968)	(902)	(938)

Businesses who had contacted the Council about National Non Domestic Rates in the last 12 months were asked if they did so by telephone, to which exactly three quarters (75%) had done so, as opposed to a quarter (25%) who had not. Other than in 2011, these results have been around the same levels throughout the period surveyed.

Table 18: When you contacted the Council in the last 12 months about NNDR, did you telephone?

Contacted by telephone	2008 %	2011 %	2013 %	2016 %
Yes	74	66	77	75
No	26	34	23	25
Base:(Those contacting the Council in the last 12 months about NNDR)	(201)	(388)	(227)	(189)

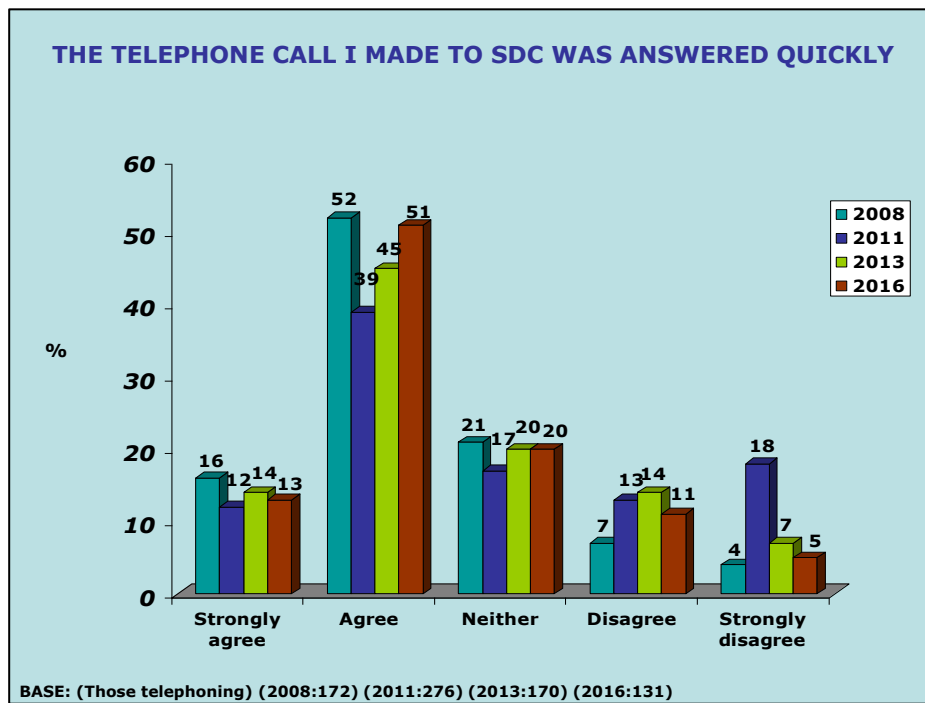
Those who had telephoned SDC in the last 12 months about NNDR were asked to indicate their level of agreement with a range of statements.

"The telephone call I made to the Council was answered quickly".

64% of those surveyed were in agreement with the above statement, as opposed to 16% who disagreed. This was the second highest level agreement throughout the period studied (68% agreed in 2008).

Those businesses located in Stratford town were more likely to disagree with the statement, with 23% disagreeing against 11% in the district.

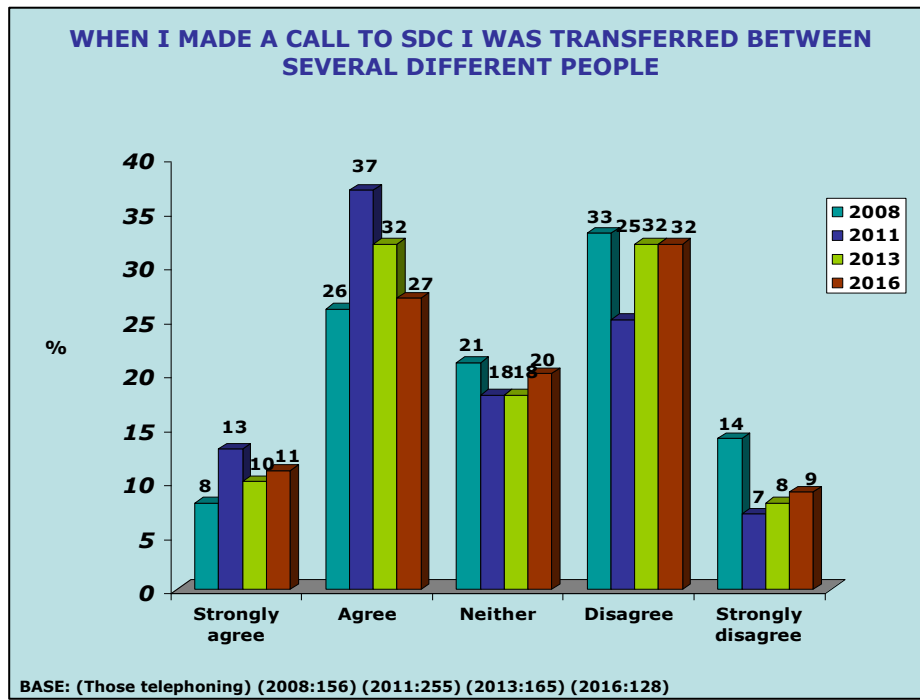
Chart 15:



"When I made a call to the Council I was transferred between several different people".

Four in ten disagreed (41%) versus 38% who agreed with the statement above.

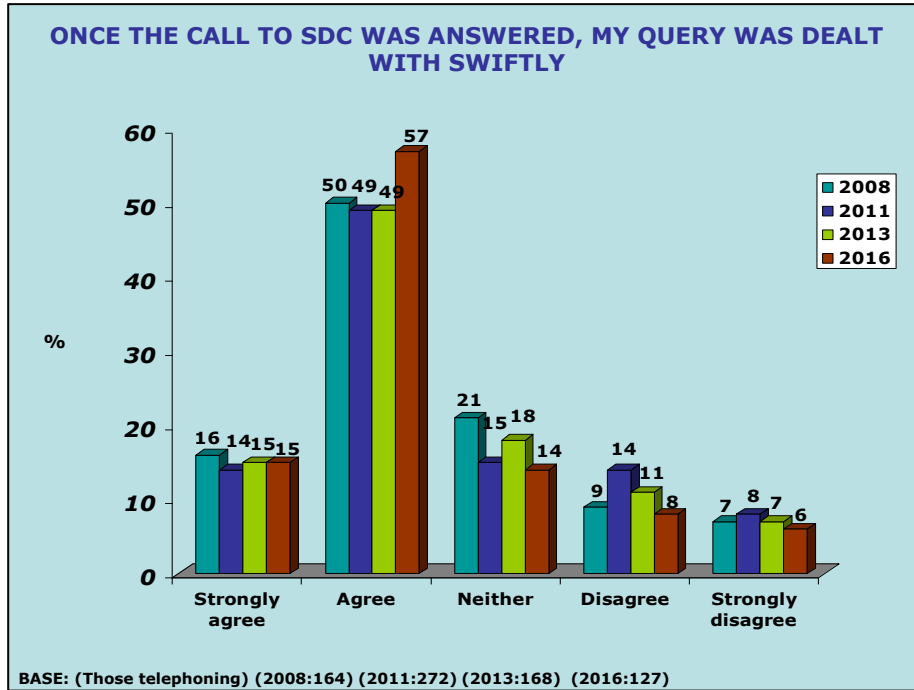
Chart 16:



"Once the call to the Council had been answered, my query was dealt with swiftly".

72% of businesses agreed or strongly agreed with the above statement compared to 14% who disagreed. This was the highest level of agreement and the lowest level of disagreement across all four surveys.

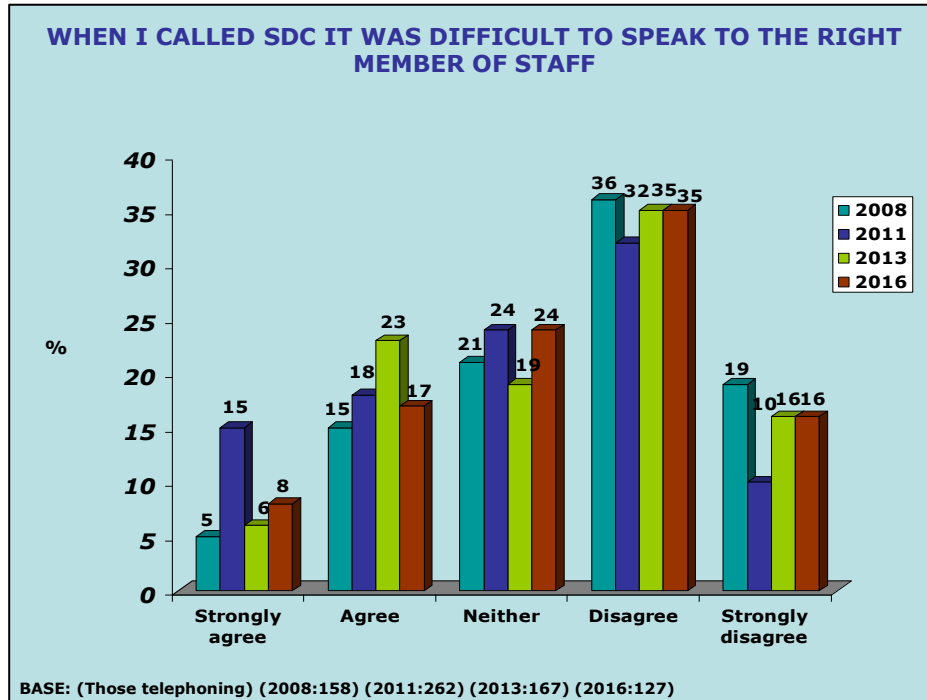
Chart 17:



"When I called the Council it was difficult to speak to the right member of staff".

Over half (51%) did not think it was difficult to speak to the right member of staff, in contrast to a quarter (25%) who did. Again findings have varied with each survey taking place.

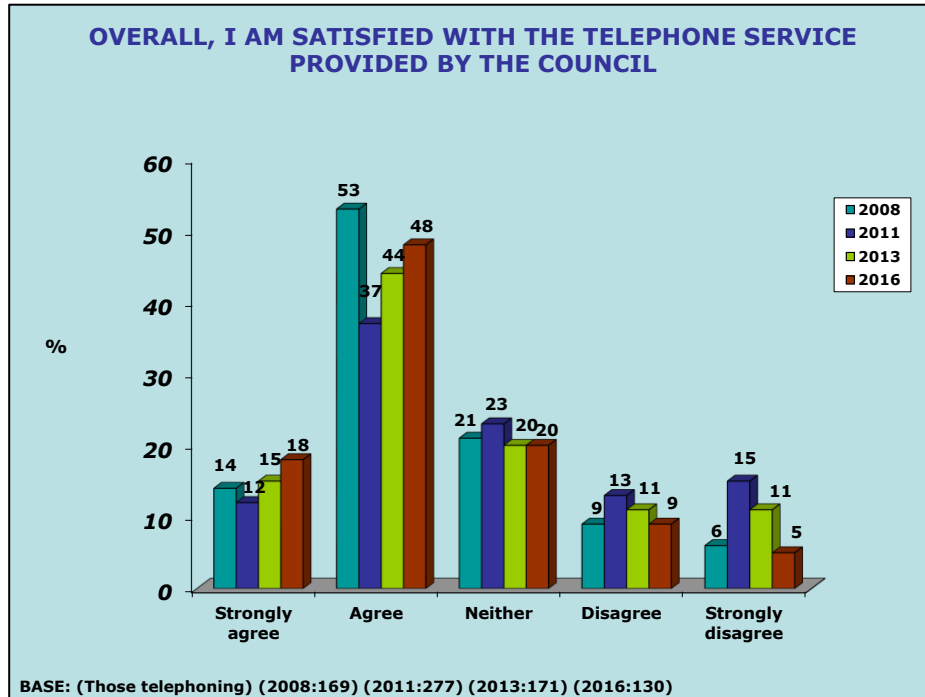
Chart 18:



"Overall, I am satisfied with the telephone service provided by the Council".

66% were satisfied with the telephone service provided by the Council, a rise of 7 points on 2013. Results have differed with each survey undertaken.

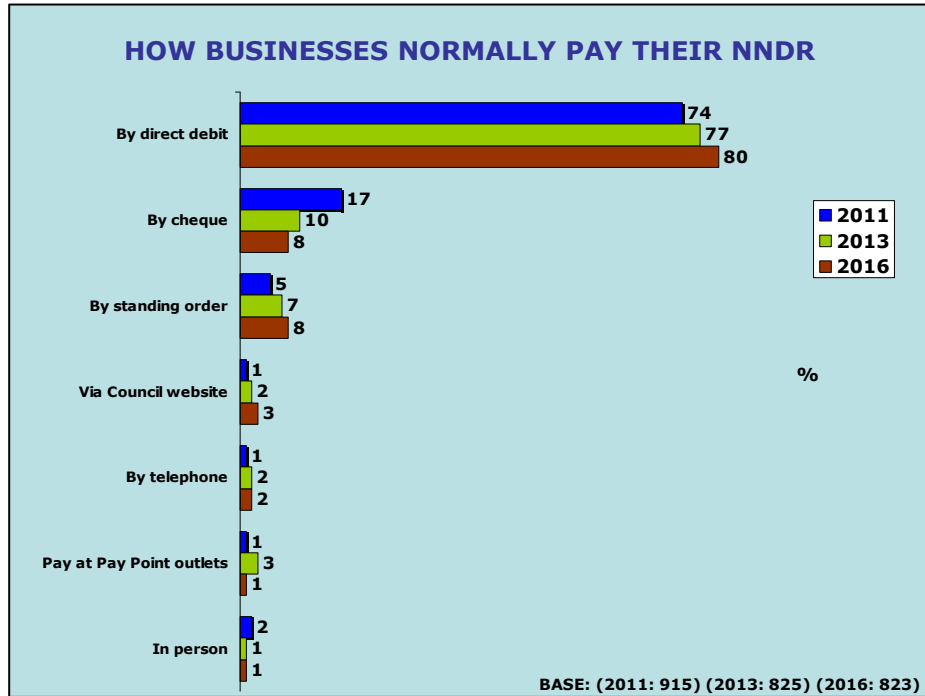
Chart 19:



4.6.2 Paying NNDR and the NNDR Documentation

Exactly four fifths (80%) of businesses confirmed they normally pay their NNDR by direct debit, 8% did so by cheque and the same percentage (8%) paid by standing order. The percentage of businesses paying by direct debit has increased gradually with each survey, whereas that of cheque payments has gone down.

Chart 20:



Businesses were asked two questions about the NNDR documentation they received. 88% felt the documentation was clear and concise and 84% felt the information with the documentation was helpful. This year's figures were the highest percentages of the three surveys.

Chart 21:

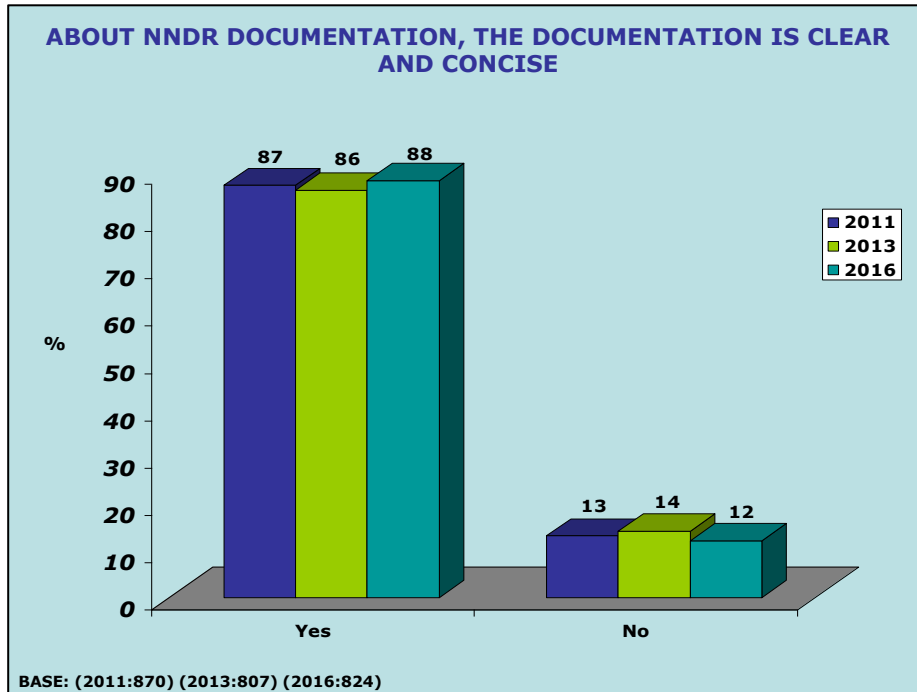
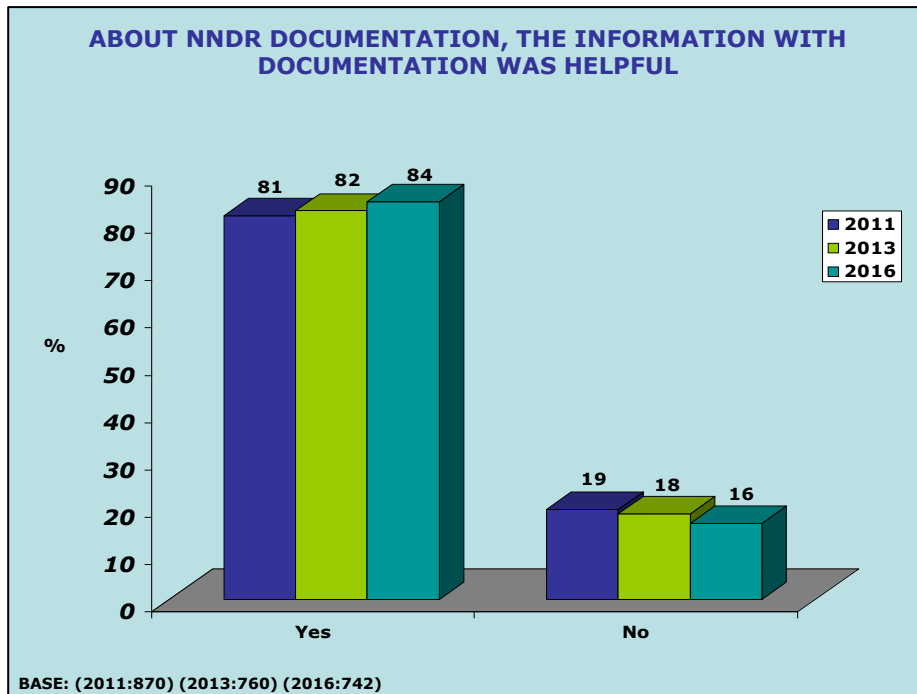


Chart 22:



4.6.3 Awareness of rate reliefs

Nearly all (97%) of those surveyed were aware of the Small Business Rate Relief compared to small percentages of businesses knowing about some of the other rate reliefs currently available to them, for instance, 8% had heard of Retail Relief and 7% of Discretionary Rate Relief.

Stratford town businesses were more likely to be aware of Retail Relief – 13% versus 6%.

98% of independent businesses against 92% of non-independents were aware of Small Business Rate Relief. 14% of non-independent businesses are aware of Discretionary Rate Relief, as opposed to 6% of independent businesses. 9% of non-independent businesses are aware of Mandatory Rate Relief, compared to 3% of independent businesses. 8% of non-independent businesses are aware of Section 44a Partly Occupied Relief, versus 2% of independent businesses.

8% of businesses with 6 or more full-time staff are aware of Section 44a Partly Occupied Relief, in contrast to 2% of those businesses employing 5 or less full-timers. 12% of businesses employing 6 or more full-time staff are aware of Discretionary Rate Relief, as opposed to 5% of those employing 5 or less full-timers. Those with 6 or more full-timers were more likely to be aware of Mandatory Rate Relief.

Table 19: Awareness of the rate reliefs currently available to businesses

Rate Relief Type	2008 %	2011 %	2013 %	2016 %
Small Business Rate Relief	66	96	98	97
Retail Relief	-	-	-	8
Discretionary Rate Relief	6	9	10	7
Discretionary Rural Rate Relief	3	4	6	4
Hardship Rate Relief	2	6	6	4
Mandatory Rate Relief	4	5	6	4
Mandatory Rural Rate Relief	3	3	5	4
Section 44a Partly Occupied Relief	-	7	7	3
Re-occupation Relief	-	-	-	2
Base:	(372)	(743)	(691)	(731)

4.6.4 Applying for rate reliefs

94% of businesses confirmed they had applied for the Small Business Rate Relief, although few had applied for other rate reliefs such as Retail Relief (6%), Discretionary Rate Relief (3%) and Mandatory Rural Rate Relief (2%).

96% of independent businesses versus 89% of non-independent businesses have applied for Small Business Rate Relief.

Table 20: Whether applied for any of the rate reliefs currently available to businesses

Rate Relief Type	2008 %	2011 %	2013 %	2016 %
Small Business Rate Relief	96	95	95	94
Retail Relief	-	-	-	6
Discretionary Rate Relief	3	3	2	3
Mandatory Rural Rate Relief	1	1	1	2
Hardship Rate Relief	1	2	2	1
Section 44a Partly Occupied Relief	-	2	2	1
Discretionary Rural Rate Relief	2	1	1	1
Mandatory Rate Relief	2	2	1	1
Re-occupation Relief	-	-	-	1
Base:	(190)	(550)	(536)	(556)

4.6.5 Comments about the NNDR process through the Council

84 comments were supplied about the NNDR process through the Council and these are listed in the appendices, with suggestions from 5 or more responses outlined in the table below.

Table 21: Comments made about the NNDR Process (5 or more responses)

	Nos of Responses
Further information required	13
Provide a good service	12
Business Rates high	8
Poor service received / slow	5
Other	46
Base:	(84)

4.7 Further Consultation

4.7.1 SDC's Business Sounding Board and interest in signing up to it

Businesses were advised that there is a Stratford District Council "Business Sounding Board", in which the Council emails businesses a link to a brief survey covering issues of the day or to find out "How's Business?" for example. Feedback on the results is given via Business Matters or the SDC website. Examples of consultation using the Business Sounding Board were given as including the SDC Corporate Strategy; Combined Authorities; the Confederation Model; and Budget Consultation.

When asked if they would be interested in signing up to this, almost one fifth (19%) said yes, as opposed to 79% who stated no. 1% cited they were already part of it.

4.8 Stratford Business Improvement District

On behalf of Stratforward, five questions at the end of the questionnaire were asked for businesses located in Stratford Business Improvement District. The results include all businesses who said they were located in Stratford town.

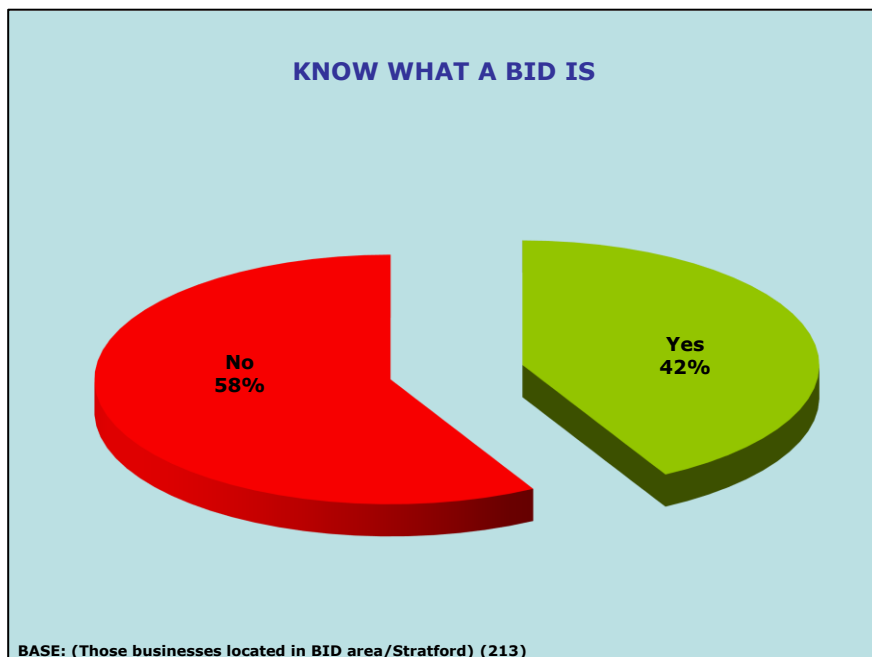
Businesses were given the following information.

A Business Improvement District (BID) is an arrangement under which businesses within a defined area collaborate to select, invest in and then deliver key projects to enhance trading conditions. How much BID Levy your business pays into the fund is determined by the rateable value of your business and so businesses pay proportionately, based on their size. BIDs are about businesses working together to deliver positive change at a local level. BIDs and the projects they deliver do not replace existing public services provided by bodies such as police, councils and others. The key objective is to 'Bring more people into Stratford-upon-Avon town centre, make them stay longer, spend more and leave happy'. The BID area in Stratford is within the central core of the town, extending as far out as the Railway Station, the District Council offices, the bottom of Old Town, Alveston Manor and the beginning of Welcombe Road.

4.8.1 Awareness and Rating of BID

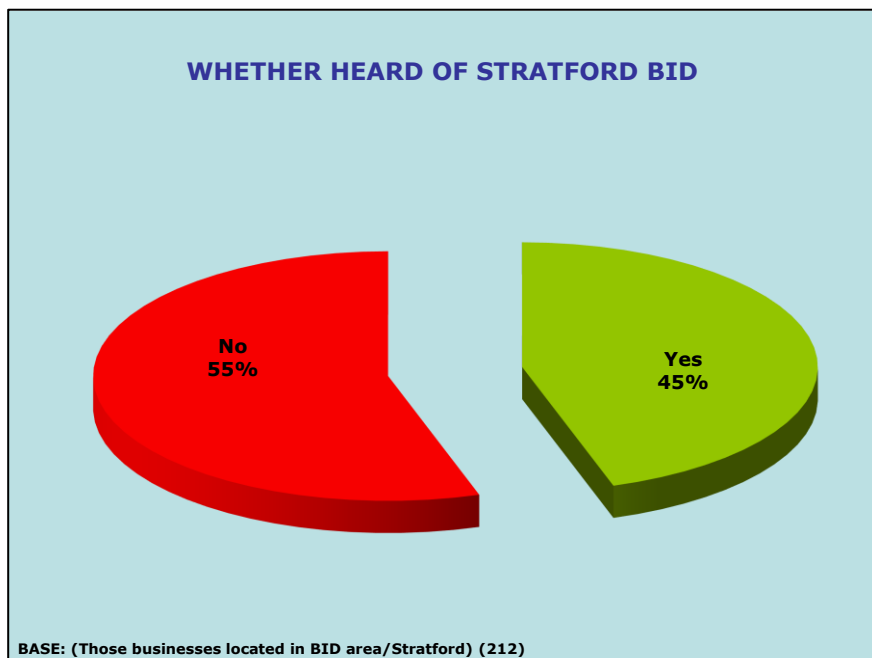
42% of those answering the question were aware of what a Business Improvement District was.

Chart 23:



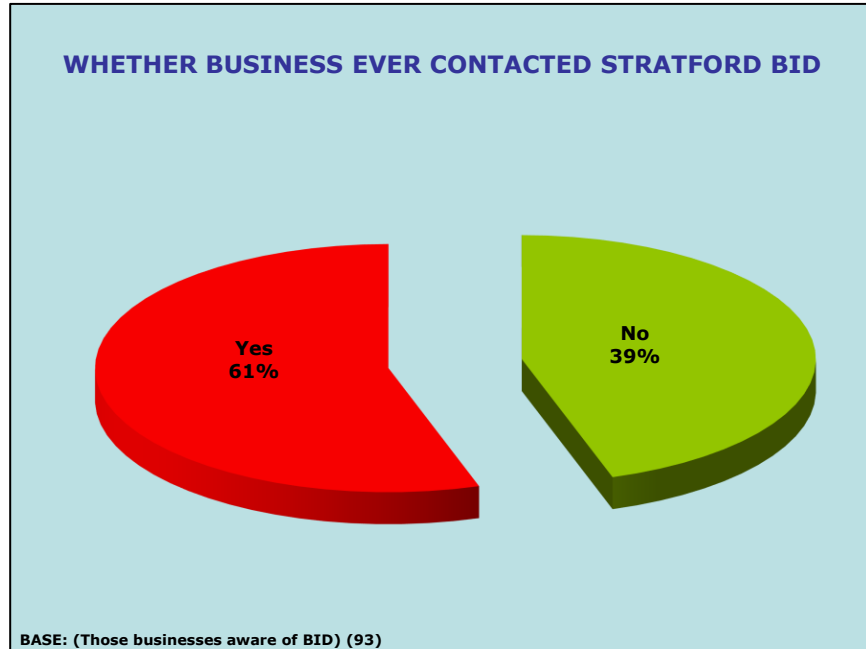
45% answering this section had heard of Stratford BID.

Chart 24:



Of those businesses aware of Stratford BID six out of ten (61%) had contacted them in some capacity.

Chart 25:



Don't knows have been included as this gives an indication of how aware businesses are with the services provided or that they had not taken the service up.

The BID Discount Card was rated highest with 74% giving it a very or fairly good rating. The Town Host scheme at 68% and Events, Festivals and Street entertainment with the same score were the next highest rated.

A quarter (24%) felt business support and lobbying was poor and Wi-Fi/Performance monitoring was rated fairly or very poor by 22% of businesses.

Table 22: Rating of Services Provided by Stratford BID

Services Provided by BID – Base in ()	Very good %	Fairly good %	Average %	Fairly poor %	Very poor %	Don't know %
Discounted Advertising (49)	12	20	33	4	6	24
Discounted Event Participation (51)	24	27	25	4	6	14
Bardwatch/Disc (49)	18	31	12	2	6	31
NCP Discounted Parking (51)	24	25	33	2	4	12
BID Discount Card (53)	23	51	17	4	2	4
Wi-Fi/Performance Monitoring (49)	10	14	18	10	12	35
Town Host Scheme (50)	32	36	16	6	6	4
Marketing, Promotion, PR & Websites (50)	10	28	32	10	8	12
Events, Festivals & Street Entertainment (52)	31	37	17	6	8	2
Business Support & Lobbying (50)	10	14	32	10	14	20

4.8.2 Stratford Town Centre Trading

Businesses were more negative than positive with the ease of accessing the town centre by car – 49% against 35%. The cost of parking was seen as negative by 58% and property rents likewise at 46%.

The availability of public transport was given a 5 or 4 rating by 36% of businesses.

Table 23: Impact on Town Centre Trading

Town Centre Trading – Base In BID area/Stratford ()	5 – Very Positive %	4 %	3 %	2 %	1 – Very Negative %
Ease of accessing town centre by car (197)	28	7	16	17	32
Cost of car parking (200)	18	7	18	21	37
Property rents (186)	14	7	24	19	37
Non-Domestic rates (187)	16	9	27	21	28
Ease of staff recruitment (179)	12	17	45	11	15
Availability of public transport (195)	17	19	37	13	14

Appendices

Where is your company located? Elsewhere, please specify

189 mentions

- 2 locations with staff shared - Stratford and Wellesbourne.
 - Admington
 - Admington
 - Alderminster
 - Alderminster
 - Alderminster
 - Alderminster
 - Alscot Estate nr Alderminster
 - Alveston
 - Alveston
 - Ardens Grafton
 - Ardens Grafton
 - Ascott
 - Ascott
 - Ashorne
 - Ashorne Hill
 - Aston Cantlow
 - Aston Cantlow
 - Bedley
 - Bishops Itchington
 - Bishops Itchington
 - Bishops Itchington
 - Bishops Itchington.
 - Blackwell
 - Brailes
 - Brailes
 - Brailes
 - Brailes
 - Brailes
 - Brailes
 - Brailes
 - Brailes
 - Brailes
 - Chesterton
 - Claverdon
 - Claverdon
 - Claverdon
 - Claverdon
 - Clifford Chambers
 - Clifford Chambers
 - Compton Verney
 - Dunnington
 - Earlswood
 - Earlswood
 - Earlswood
 - Earlswood
 - Earlswood
 - Earlswood
 - Earlswood
 - Edgehill
 - Edgehill
 - Ettington
 - Ettington
 - Ettington
 - Ettington
 - Ettington Park
 - Ettington.
 - Ettington.
 - Ettington.
 - Evesham
 - Fenny Compton
 - Fenny Compton
 - Fenny Compton
 - Fenny Compton
 - Fenny Compton
 - Fulbrook
 - Fulready
 - Gaydon
 - Gaydon
 - Goldicote
 - Great Alne
 - Hampton Lucy
 - Harbury
 - Harbury
 - Harbury
 - Hockley Heath
 - Hockley Heath
 - Hockley Heath
 - Ilmington
 - Irons Cross Evesham
 - Kineton and Wellesbourne
 - Ladbroke
 - Ladbroke
 - Leamington Spa
 - Lighthorne
 - Lighthorne
 - Lighthorne
 - Lighthorne
 - Lighthorne Rough
 - Little Alne
 - Little Alne
 - Little Alne B95
 - Long Compton
 - Long Compton
 - Long Compton
 - Long Itchington
 - Long Itchington
 - Long Itchington
-

- Long Itchington
- Long Marston
- Long Marston
- Long Marston
- Long Marston
- Long Marston
- Long Marston
- Long Marston.
- Lower Brailes
- Lower Brailes
- Lower Brailes
- Lower Quinton
- Lower Quinton
- Lower Quinton
- Lower Tysoe
- Loxley
- Mappleborough Green
- Meon Vale Business Park.
- Mickleton
- Moreton Morrell
- Moreton Morrell
- Napton
- Napton
- Near Tysoe
- Newbold on Stour
- Newbold-on-Stour
- Newbold-on-Stour
- Nuthurst
- Outside Southam.
- Oxhill
- Oxhill, Warwick
- Pillerton Priors
- Pillerton Priors
- Pitchill
- Radway
- Ratley
- Rural Blackwell
- Salford Priors
- Salford Priors
- Salford Priors
- Sambourne
- Sambourne
- Sambourne
- Shottery
- Snitterfield
- Snitterfield
- Snitterfield

- Snitterfield
 - Solihull
 - Stockton
 - Tamworth-in-Arden
 - Tanworth in Arden
 - Tanworth in Arden
 - Tanworth in Arden
 - Tanworth in Arden
 - Tiddington
 - Tredington
 - Tysoe
 - Tysoe
 - Tysoe
 - Tysoe
 - Tysoe
 - Tysoe
 - Tysoe
 - Ufton
 - Ufton
 - Ufton
 - Ufton
 - Ullenhall/Bedley
 - Upper Clopton Farm, Mickleton.
 - Upper Quinton
 - Upton
 - Warings Green in countryside not far from Tanworth-in-Arden.
 - Warmington
 - Warmington
 - Warmington
 - Welford on Avon
 - Welford on Avon
 - Welford on Avon
 - Welford-on-Avon
 - Whatcote
 - Whichford
 - Wilmcote
 - Wilmcote
 - Wilmcote
 - Wimpstone
 - Wixford
 - Wixford
 - Wooten Wawen
 - Wootton Wawen
 - Wootton Wawen
-

What is the status of your company at this location? If other, specify below

38 mentions

- A department of large co
- Burial ground
- Charity
- Charity
- Charity
- Charity
- Charity
- Charity
- Charity 1097718
- Charity and company
- Charity retreat.
- Commercial premises currently empty.
- Dental practice
- Dental practice
- Franchise
- Franchise
- Franchise
- Garage
- Group
- Holiday cottage
- Holiday Cottage
- Holiday let
- Holiday let cottage.
- Holiday let.
- Income from property (holiday let)
- Independent pony club also centre with Warwickshire Hunt Pony Club.
- Independent with 6 other branches
- Office / Storage / Small
- One of two shops.
- Owner occupied.
- Post office and independent
- Primary care.
- Proprietor and landlord
- Rolling stock storage / maintenance
- Self-catering holiday cottage
- Shop with post office
- Storage Facility
- Work shop

What is the main business activity at this location? If other, please specify

222 mentions

- Account advisors
 - Accountancy
 - Advice provider
 - Aftermarket car accessories
 - Agricultural engineers
 - Agricultural machinery
 - Antique Restoration.
 - Antique restorations
 - Architectural
 - Art workshop and gallery
 - Audio Visual
 - Automotive
 - Automotive
 - Automotive
 - Automotive consultants
 - Bakery
 - Banking
 - Barber shop.
 - Beauty
 - Beauty salon
 - Beauty salon
 - Beauty salon
 - BID Management
 - Boarding kennels
 - Brewery
 - Burial ground
 - Car dealership
 - Car repairs
 - Car valeting
 - Caravan club certificated location
 - Care provider
 - Case management / rehabilitation for brain and spinal injury.
 - Cattery / Kennels
 - Charity
 - Charity
 - Charity.
 - Childcare
 - Childcare
 - Childcare - nursery
 - Childcare / education.
 - Children's day nursery
 - Children's Day Nursery
 - Children's Nursery School.
 - Civil engineering and plant hire
-

- Clean Room & Air Conditioning Contractor
 - Clinical Hypnotherapy.
 - Commercial building rental and storage
 - Commercial office and sales and marketing.
 - Conservation
 - Conservation
 - Convenience shop
 - Corporate Event Production
 - Dance studio.
 - Dating
 - Day nursery.
 - Day nursery.
 - Dental
 - Dental practice
 - Dental practice.
 - Distribution
 - Distribution / Trade sales
 - Dog grooming
 - Dressmaking alterations
 - E-commerce
 - Education
 - Education
 - Education
 - Education
 - Education
 - Education and childcare
 - Education and childcare
 - Education and childcare
 - Education.
 - Education.
 - Educational
 - Educational support
 - Electrical contractors
 - Electronic repairs
 - Energy brokers
 - Engineering Supplies Office.
 - Equestrian.
 - Equine Liveries.
 - Estate agency
 - Estate agents
 - Events management
 - Exhibition contractors.
 - Export
 - Farm shop and nursery.
 - Farming
 - Financial
 - Financial
 - Financial services
 - Financial services
 - Flying school
 - Flying school / Aeroplane leasing
 - Food products
 - Furniture
 - Garage workshop
 - Gentleman's Barbers
 - Graphics Production
 - Green technologies, old and new.
 - Hairdresser.
 - Hairdressers
 - Hairdressing
 - Hairdressing
 - Head office / admin centre
 - Health
 - Health
 - HEALTH
 - Health care
 - Health care
 - Health care
 - Health care
 - Health care
 - Health in private sector.
 - Healthcare
 - Healthcare Dental Practice
 - Heating engineers
 - Heritage attraction
 - Hire of equipment.
 - Holiday cottage.
 - Holiday let.
 - Holistic and self-care therapies
 - Homecare services
 - Horticultural machinery.
 - Hot food take away
 - Housing Association.
 - Hydraulic system design
 - I.T. reseller / solutions provider.
 - Import / export
 - Insurance agency
 - Internet pharmacy
 - Investment activity
 - Kitchen / Catering
 - Land drainage
 - Leisure
 - Lighting, sound and video supply to event industry
 - Livery yard
 - Magazine publishers
 - Marketing (recycling).
 - Masonic Hall
 - Masonry
 - Media purchasing
 - Medical
 - MOT and vehicle repairs
 - MOT Station
 - MOT Testing station
 - MOT testing station
-

- Motor trade.
 - Motor vehicle repair workshop.
 - Motor vehicle servicing repair.
 - Mower Repairs
 - Multi tenanted business centre
 - Museum
 - Natural burial ground
 - Nonferrous metal recycling
 - Not being rented - available for shop / office use.
 - Nursery - childcare
 - Nursery.
 - Office
 - Pet services
 - Pipe line equipment
 - Pipe making machines
 - Plumbing and heating
 - Pony club centre as part of mixed farm, Rookery Farm.
 - Print and Design.
 - Printing
 - Printing, painting, customising.
 - Private tuition
 - Professional - Chartered Accountants.
 - Property development
 - Pub - food and drink
 - Public house
 - Public house
 - Publishing
 - Publishing
 - Race car preparation
 - Recruitment
 - Recruitment
 - Religious charity administrator.
 - Religious retreats.
 - Renewable energy
 - Rental of electrical goods
 - Repair specialists
 - Repairs/Service pipe laying
 - Residential / Dementia Care house.
 - Riding school.
 - Safety surfacing for playgrounds
 - Sale of brewers equipment
 - Salon
 - School catering
 - Security
 - Self-catering holiday lets.
 - Service
 - Silk screen print and embroidery
 - Social Care Day Services Provider
 - Storage
 - Storage / Tray Wash / Pallet Repair
 - Stoves and Chimneys
 - Surveying
 - Tattoo Studio
 - Tech support for live events
 - Telecommunications
 - Telecoms
 - Therapy
 - Timber treatment, repairs, damp proofing
 - Timber yard
 - Tool and plant hire
 - Training and conference venue
 - Training racehorses
 - Training.
 - Vehicle repair
 - Vehicle repair and service
 - Vehicle repairs
 - Vehicle repairs.
 - Vehicle service and repair
 - Vehicle servicing and repairs.
 - Veterinary services
 - Veterinary Surgery
 - Vets
 - Waste management
 - Wedding decoration
 - Wedding venue
-

What are the main reasons why your company located here? Other reason

127 reasons

- Good road links to motorways (M40, M42, M1).
 - Already living at location.
 - Been here since 1931?
 - Proximity to our family home.
 - Close to home.
 - N/A
 - Convenient for the two main members of the business team.
 - Historical location.
 - Inherited property.
 - We own the property.
 - MD lives in Redditch.
 - Owned by residential property next door.
 - We live here.
 - A small lock-up workshop close to home.
 - Live locally.
 - Founding Director lives in Stratford.
 - Healthcare.
 - Demand for childcare provision in village.
 - Close to Directors.
 - I live here.
 - Happens to be where accommodation situated.
 - Holiday let 17th cottage.
 - Established business.
 - I live in Shipston.
 - Historic.
 - Family have lived here for many years.
 - Pandora aims to have a franchise in every town and city.
 - The property is owned by the religious order responsible for the ministry for which it is used.
 - Public house 200 years old.
 - Parking.
 - To provide a service for the village.
 - I was born here.
 - Diversification of property use.
 - Seco has been located in Alcester since 1966. Even a move of premises in 2012 simply meant moving to another site on the same industrial estate to retain our employees.
 - We live here.
 - Unknown.
 - Central location.
 - Proximity to director's home.
 - It is where I started my business years ago.
 - Near to home.
 - Near home.
 - Existing.
 - Re: availability of broadband - are you joking!
 - Historic
 - Directors both Stratford based.
 - History - The Wright family set up business here in the 1920's and original workforce were all local people.
 - Convenience of location.
-

- It is my home.
 - Availability of premises.
 - Office based staff are local.
 - Primary Care / Health Care.
 - Already based here.
 - Historical, moved here in 2001 due to people here we wanted to employ (22), have grown to >100.
 - Lifelong town resident.
 - Tradition - Town Trust.
 - Always farmed here.
 - Affordability of business premises rent and rates.
 - Central location.
 - Historical reasons.
 - MD lives in Alcester.
 - Quiet, isolated to enable use of noisy machines and to make dust.
 - Tourist location.
 - Currently it is not very good as the businesses around are being closed leading to a loss of revenue.
 - Affordable workshop.
 - Part of father's family farm.
 - Suitable retreat.
 - Live here.
 - Tourist Centre
 - School on this site for over 100 years
 - Directors home town
 - Lived in Bidford
 - Location of holiday cottage
 - Moved to site as only viable premises around at time of move 25 years ago
 - Local to major partners
 - This is where the shop was situated when we took it on
 - It was a good premises, but the traffic and parking has put staff off working here, and I'm looking elsewhere to relocate
 - Historic
 - Bought a business here
 - Live a mile away
 - Seemed convenient at the time given the types of office accommodation available
 - Moved from town centre, original office located due to staff location
 - Historic - founder set up in Stratford
 - Free parking
 - Close to MD home address
 - I live in Studley
 - It was an upmarket town at one time, but gradually it has gone down as it is becoming a beggars town
 - Management location / ease of access
 - Gap in the market here
 - Always been here
 - Live at premises
 - Burial ground
 - Historic reasons - previously principal was a SOA resident
 - It specifically relates to this particular town and immediate surroundings
 - The business was originally started here, then sold to a larger group
 - It's a Stratford upon Avon company founded in 1939
 - Bought an existing practice, need for dental services in this area
 - Building available on parents farm
 - Always been here
-

- Managing director - lives locally - relocated offices
 - Suitable premises for extending the brand
 - Closest available area to open a store
 - Already based here
 - Bought the company from receivers and it was already based here
 - Owner lives on site
 - The workshop is in the garden
 - Family business
 - Been here for nearly 70 years
 - Near to owners house
 - Unknown, this business has been in this location for 52 years
 - Born here, family premises
 - Cheapest location I could find
 - Main Honeybourne rail line into site
 - No buildings with yard space available in Leamington Spa for a commercial operation. Best unit we could find, 8 people made redundant
 - Close to home address
 - Price
 - Historical - company originally moved to Henley in Arden in 1962
 - Site of 19th Century Blacksmiths/Wheelwrights
 - Location in proximity to other parts of the organisation
 - Established on this site in 1886
 - Close to home
 - Historic site
 - We study Shakespeare
 - Existing business
 - History of family business - heritage
 - Good location
 - Location in proximity to other parts of the organisation
 - I have lived here all my life
 - We live here
 - Live on site
 - Proximity to directors have address. Centre of building house renovation
 - Personal lifestyle location of Directors
 - Set up new Business in 1970
 - Business is a holiday letting property so located here due to real estate being here
 - Business has been here since 1934
-

What are the main problems faced by your company at this location? Other problems

132 comments

- Potential impact of neighbouring development - slow planning enforcement.
 - I have no problems.
 - Far East
 - The Bridge at Bidford-on-Avon was closed for most of 2015 - due to 2 different issues - this caused significant problems / losses. Planning is always difficult also.
 - For staff the cost of living in Stratford. High rates, high rents. Poor public transport to surrounding areas making it difficult to commit to required shifts.
 - No broadband. Idiotic planning that has taken a building that has been commercial since 1853 and destroyed its chances of a future.
 - Parking.
 - Bidford needs a new building suitable for heavy traffic.
 - No car park. No garden. High rates.
 - Parking.
 - Parking at site.
 - Parking restrictions.
 - Bad internet connection.
 - Broadband.
 - Threat of flooding.
 - Future of airfield is vital to business.
 - Building and development reducing the tourism appeal of the neighbourhood.
 - Business rates are very expensive.
 - Rates are too high.
 - Increased pressure from increased housing.
 - Too high business rates.
 - Closure of town centre due to MOP, closure of Bridge Street due to Christmas market leading to NIL takings on those days.
 - No problems.
 - Broadband very poor.
 - Parking - not enough.
 - NHS funding restriction not meeting expanding population requirements.
 - Lack of customer parking facility in town.
 - None: self-employed, no problems.
 - Shortage of volunteers.
 - Lack of public transport.
 - Parking.
 - Parking.
 - Rent and rates excessive crippling to small independent retailer.
 - Internet!
 - Unknown.
 - Not enough suitable parking.
 - Business rates too high!!!
 - High business rates.
 - No mobile signal - well very poor No 36.
 - Parking space.
 - Business rates are unfair and restrictive to further employment or investment.
 - Broadband
 - Broadband!
 - We have no problems with our current location it suits the needs of the company and the workforce.
-

- Parking for customers. Risk of flooding.
 - Broadband - lack of fast broadband. Problems with BT.
 - Lack of fast broadband / erratic mobile service is problematic.
 - Risk of flooding.
 - Slow broadband!! So bad. Is 4G an interim solution?
 - With the apparent ease in which planning permission has been granted for even more housing just past my property, congestion of the roads, (in the region of 600 with no doubt more to come!)
 - Customer parking.
 - Lack of customers.
 - Broadband speeds / reliability of connection. Poor. This would be the main reason for us to relocate.
 - Re: q13 Suitable maybe but unaffordable with very high business rates (in SuA).
 - Our rates are some £114,000 p.a. that means we have to earn £10,000 pcm before we start to make any money.
 - Birmingham Rd congestion is getting worse and more development will worsen still. Maybird is taking business away from centre.
 - Lack of gas, fast broadband.
 - Parking.
 - Speed cameras in and 001- of Studley. Most of my staff have been given points travelling within 5 miles per hour of limit. We have seriously considered moving away.
 - Parking and parking restrictions on customers. Location of bus stop blocking entrance to courtyard.
 - Lack of customers.
 - Poor broadband and mobile signal.
 - High business rates.
 - At the moment I am facing a loss of revenue due to clubs being shut down and McDonalds being open 24hrs has killed my small business. At the moment my business position is not very good as the night clubs being closed by and a 24hr McDonalds being opened has killed my business and I am finding it difficult to pay the rent, rate and bills, also the shops and other businesses being closed were facing the same problems. Also the traffic enforcement team are making my business lose customers as when customers give a telephone order and leave their cars outside for just a minute to collect the order, immediately they receive a fine and when my delivery comes in once a week within 10 minutes of drop off they receive a fine. This is a big issue please take action. If you do take action and take these concerns in mind I would be very grateful.
 - Parking is a major problem.
 - Sourein? Debt Default
 - A problem faced by many family business is the lack of understanding and sensitivity of the planners to understand the need for accommodation for families on site.
 - Ideal location. No problems.
 - Lack of fibre broadband.
 - Changes to the nature of the town - re town square development - change the town to be just like another!
 - Car parking
 - Lack of affordable housing
 - Bid activities and costs to us as a business when they bring no benefit to our type of operation
 - Possible redevelopment of the site by owners
 - Broadband speed too slow
 - Parking
 - The High Street is dying in Stratford with far too many empty shops. Stratford has stopped being a destination
 - Public transport links to allow staff to travel to and from Stratford/Banbury to work
-

- Landlord's intention to seek a 'change of use' in order to close the aerodrome and benefit from the sale of the land
 - Poor rail connections to London
 - Overhead costs, rent rates and insurance
 - Lack of car parking spaces
 - Parking
 - Need faster broadband
 - Construction of new housing estates, HS2
 - Parking!
 - Parking, Parking, Parking
 - Space for future burials
 - Flooding
 - Parking
 - No problems
 - Property is planning to change use to residential
 - Parking
 - Slow broadband
 - Lack of broadband availability, very slow speeds
 - Parking
 - Car parking space
 - Parking availability
 - No fibre optic broadband, car parking
 - Flooding
 - Parking facilities for clients, we often have meetings that may just stretch over an hour, and we are constantly having to deal with parking meters
 - Development of chain hotels
 - Lack of affordable parking for lengthy shopping
 - Not possible to expand at current location
 - Unable to let
 - No taxi service for customers arriving by bus at the leisure centre coach stop
 - Parking
 - Broadband
 - Parking, broadband
 - Poor broadband speed
 - Humpback bridge not allowing artics to get easy access
 - Poor broadband speed
 - Parking facilities for customers
 - Change of airspace classification due to Birmingham/Coventry airport expansion. Local residents
 - Roads not suitable for HGV due to condition (width and surface) and humped backed bridges / low bridges. Also Satnavs send people to wrong places as postcode covers whole road
 - There are no problems where we are
 - No parking nearby, attracting visitors
 - Lack of road name signposts, security can't find our business
 - Lack of on street parking in evenings
 - Parking - allocated car park too small of the building. Public transport not sufficient for visitors
 - HS2
 - Broadband speed, road signage
 - No problems, established business, suitable site
 - Sometimes agency recruitment and ability to get to and from site for shift patterns
 - Lack of effective internet access
 - High rates
 - Landlord maybe changing in the near future
-

- Public transport especially to London
- No problems envisaged
- Not a major issue but restricted parking facilities when people other than normal staff visit site
- Parking
- High cost of council rates, loss of income during hospital
- Parking - allocated car park too small for the building. Public transport not sufficient for visitors
- Availability of parking locally (lack of)
- Lack of high speed broadband
- Poor public transport, lack of support regarding signage on road
- Need bigger industrial units in the district
- Parking
- Parking!
- Lack of parking
- Mobile Phone Coverage
- Restricted/No parking facilities for our Customers or for our Company Vehicle. Loading Bay request refused/Parking permit for company vehicle refused.
- Parking

If your company intends to relocate, where does it wish to move to? If elsewhere in the District or outside the District, please specify

61 mentions

- 2 new premises, outside of Warwickshire.
 - Back to Brom
 - Better access and parking.
 - Birmingham.
 - Bromsgrove
 - China
 - Cotswolds
 - Coventry
 - Don't know
 - Don't wish to move. We do not want to relocate from Masons Road.
 - Evesham / Worcestershire
 - Evesham area
 - Go mobile or rent a unit, end business
 - Kenilworth
 - Leamington / Warwick area
 - Leamington / Warwick, but definitely out of Stratford
 - Leamington Spa
 - Leamington Spa
 - Leamington Spa
 - Less costly council tax and no bid
 - Maybird a possibility.
 - Near M40 Warwick/Leamington
 - Nearby
 - Nearby within 5 mile radius.
 - Neighbouring towns
 - No current plans to move.
 - No intention.
 - No plans to relocate.
-

- Not intending to relocate.
- Not interested in re-locating
- Not relocating.
- Not relocating.
- Redditch
- Redditch
- Redditch or Warwick
- Rugby
- Solihull / Birmingham
- Solihull / Birmingham
- Solihull / Birmingham
- Somewhere cheaper
- Somewhere nearer a BT exchange so we could have faster internet.
- Southam / Leamington
- Stratford / Alcester
- Stratford on Avon
- Stratford-upon-Avon
- Stratford-upon-Avon
- To USA - lower taxes
- Warwickshire
- Warwickshire College Henley site
- West Bromwich
- Wiltshire
- Worcestershire
- Wychavon

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

79 comments

- Airfield required
 - Alcester
 - Alcester
 - Alcester
 - Alcester
 - Alcester
 - Alcester - central location, High Street
 - Alcester.
 - All cost prohibitive
 - Alternative site in Wellesbourne area
 - Another wartime disused aerodrome like Stratford/Atherstone
 - Anywhere in Stratford District.
 - Atherstone-on-Stour
 - Barn conversion style office
 - Bidford on Avon
 - Bidford-on-Avon
 - Brailes
 - Brailes
 - Bromsgrove
 - By the canal.
 - Close to M40 would be ideal
-

- Don't know
 - Earlswood
 - Fenny Compton
 - Henley in Arden
 - Henley in Arden
 - Henley-in-Arden
 - I can't relocate as I live and work with my farm.
 - In a 5 mile radius.
 - Kineton
 - Kineton
 - Leamington / Warwick
 - Location to suit what the business is and needs
 - Long Itchington
 - Looking for town location
 - N/A We have housing no plans to extend.
 - Near Nuthurst / Hockley Heath on Stratford Road
 - Near Shipston
 - Near to Kineton.
 - Near to Studley
 - No.
 - Not decided.
 - Not moving.
 - Nowhere in Stratford due to congestion.
 - Out of town retail area / cannot afford High Street location
 - Oxhill / Tysoe local area
 - Permanent
 - Princess Quays
 - Rosebird park but no funding
 - Shipston-on-Stour
 - Shipston on Stour
 - South of the river
 - Southam
 - Southam
 - Southam
 - Southam
 - Southam
 - Southam / Bishops Itchington
 - Southam A423 or close by
 - Southam or nearby
 - Southam or nearby
 - Southam, Napton, Leamington Spa
 - Studley
 - Studley
 - Studley / Redditch
 - The Alscot Estate
 - Town centre or outskirts
 - Warmington
 - Warwick
 - We would like to remain at Wellesbourne Airfield.
 - Wellesbourne
 - Whatcote
 - Wherever this is a plot
 - Within 10 miles of Wellesbourne
 - Within 6 miles with good local transport links
-

How can the area be improved to assist businesses and the economy? We need your top five priorities from the examples given, or if not listed tell us what they are by completing 'other'? If other, please specify

75 comments

- Improve mobile phone signals. Improve correspondence when roads are temporarily closing.
 - Assist companies with refuse and recycling schemes. Improve AFFORDABLE housing to rent or buy.
 - Get the planning system to help, not hinder (or as in this case, DESTROY).
 - Pedestrian access via public footpaths from the local village.
 - Free parking in Bidford is about the only asset we have.
 - Change of license conditions. Sorry misread question.
 - More parking spaces.
 - Parking on out of town areas.
 - Congestion is a massive problem now. Do not build any more houses. Remove all new sets of traffic lights.
 - Provide / support more business development.
 - There is no nightlife at all for younger people in Stratford these days, hence it is difficult to recruit younger staff members as they want to live in Birmingham or Leamington.
 - Provide support for Healthcare Providers.
 - Congestion into town centre - BIG PROBLEM - if you can't get in most will turn round and go home.
 - None.
 - Stop / reduce markets who don't pay rates and don't employ local staff and compete with local businesses who do.
 - Sport centre (swimming pool) - more parking spaces. New doctor surgery - public toilet.
 - Increase the amount of nursery education grant money paid to nurseries £3.77 per hour does not meet our running costs - we lose £28K pa giving "free" childcare.
 - None entry info WMCA
 - Enforce the parking times in the village correctly. Not enough wardens.
 - Free advertising / promotion.
 - Investment in expanding services i.e. schools, doctors, etc.
 - More budget friendly housing would encourage people to relocate from neighbouring districts.
 - Don't know
 - Improve mobile phone coverage in rural areas.
 - Get rid of S.o.A.D.C. who are 97% retired.
 - Keep SB rate relief.
 - Bring back manufacturing companies to the town / local business parks; create more local support for existing businesses to keep traditional businesses functioning (i.e. fishmongers, butchers, greengrocers, hardware / furniture stores).
 - I do not pay business rates at the moment as low rateable value - keep it that way.
 - Time restrictions on parking adjacent to retail premises.
 - SDC does a very good job!
 - We are a creative led district so design. Don't just build stuff. It is a beautiful district. If you keep plonking little, ugly, badly designed red box houses all over it, your legacy will be to have destroyed Stratford district. Build well thought out, beautiful, maybe modern houses and business premises.
 - More parking.
 - Have an integrated strategic plan which covers the above. Less uninformed bureaucrats.
-

- Improve broadband connections a must - broadband a problem to guests. Not sure whose fault it is, but as a SMALL business we don't receive any information for free training, grants available etc. Feel that LARGE concerns have more access and help to what's available.
 - The parking charges are negative for the footfall of potential customers for Stratford area.
 - Regenerate Stratford Town Centre.
 - The type of businesses locating in Stratford town centre is unbalanced. There needs to be more variety to make the town thrive.
 - Too many double and single yellow lines.
 - In the summer months more evening entertainment and shops to stay open later! Maybe seasonal evening events.
 - Also not enough parking spaces.
 - Businesses operating in the town centre should be given assistance with staff parking.
 - Educate public about food 60-80Y. Health issues relate to poor diet. It is unsustainable.
 - Excellent facilities.
 - Networking
 - Improve parking - e.g. offer to purchase land adjacent to shops, meter it and resurface it
 - Provide affordable housing
 - Bidford needs more local shops and businesses to attract people to the village
 - Provide better parking in small towns, improve access to shopping areas
 - Provide more start up housing for the young
 - Congestion on Birmingham Road, takes me 30 mins to get down a 2 minute road, and it's getting worse, my clients are always late or give up and cancel
 - Refuse collection - we have no off road land for a private collection bin and are unable to use our local tip for business waste
 - Transport - rail links need to be improved. Improved maintenance of firs gardens - standard has dropped over the last few years
 - Improve parking
 - Don't ever introduce parking charges
 - Provision for future burials
 - Parking needed on Timothy's Bridge Road. Footbridge over railway
 - More publicity of tourism attractions
 - Encourage more office accommodation in Wellesbourne
 - Stop the NIMBY's running the future of our village and our young people
 - Reduce traffic congestion within Stratford town
 - Stratford DC should stop treating Southam as 'poor relation' and stop pumping commercial and housing development on it. It should provide decent level of policing, leisure facilities and fair treatment to ratepayers of the district
 - Relax planning regulations
 - Allow change of use to residential
 - More parking
 - Apply planning regulations appropriate to needs
 - Road signs
 - Allow better road signage
 - Provide more parking (which is free currently)
 - Shared office space for freelancers
 - More flexibility in planning regulations and costs
 - Provide more waste disposal facilities for businesses i.e. bigger / more wheelie bins etc
 - Relocate Mop Fair, maybe riverside or racecourse
 - Increase parking
 - Parking charges not main problem, time you can park to shop is. What shopping can you do in 30 minutes?
-

- I have read through the business survey questionnaire and, quite frankly, the majority of the questions are irrelevant to our business. I have, therefore decided to take this opportunity to write directly to you, and give you not only my own opinions of the problems with my business, but also the opinions and grievances of many other owners of local guesthouses. I have owned xxx at xxx for 33 years, and my husband has owned xxx at xxx for 19 years. xxx was a rundown building (an ex school, and later flats) with water pouring down the walls, and a small tree growing out of the chimney. When we purchased it we restored it to its former glory, and converted it to a thriving guest house. We won first prize in the Britain in Bloom competition for 10 years, and the whole area along Evesham place sat up and took notice. Within three years the appearance of the houses and guesthouses improved significantly. The information centre was a free service which was a great help to guesthouses, and Stratford I believe was, at some stage, the 2nd most sought after tourist destination to visit in the UK, with only London having a greater appeal. As years have gone by, more than six hotels have sprung up, including two cheap premier inns, and two even cheaper travel lodges. I believe that the decision to grant permission for the building of these cheap hotels has ripped out the heart of the guesthouse trade. At the same time, it has downgraded this ancient beautiful town, and somehow tainted the whole atmosphere here which has always been engendered by one of the world's greatest literacy figures, William Shakespeare. Guesthouses, with their warm, friendly, family atmospheres, have attracted visitors from all over the world. They have added that quaint, old fashioned welcome that, as I have been told by so many visitors from different overseas cultures for so long 'is what we love about the Brits, and makes
 - Red city tour bus to come to Henley
 - Speed up the planning system.

Please comment here on your rating of the SDC Business Unit.

172 comments

- Unknown
 - Didn't know they existed!
 - We have had no contact with them.
 - Good.
 - Was aware of the (Business Matters)show but unable to attend due to work commitments - possibly run later in year so seasonal employers can attend i.e. between November and March.
 - Never heard about them. The only thing we get is business rate bills. Nothing else. Re: q26 we didn't know anything about any road shows.
 - Leans more towards larger businesses than small ones.
 - Never had any issues.
 - No idea!
 - No real experience to judge on.
 - In the last floods in Shipston it is understood that SDC received funds from the EEC and gave some to private households and none to businesses in the area and KEPT the rest for their own exp!
 - Have had little contact but good customer service when meeting.
 - Not very en-compassing.
 - Suitable.
 - Need to make tourists aware that Wood Street, Bridge Street is an interesting part to visit.
 - No knowledge.
 - No contact.
-

- Satisfactory.
 - Who are they? Unknown to me.
 - No contact, no experience, no comment.
 - I have never heard of it despite being in a tourism business.
 - Good.
 - I was unaware of the roadshows.
 - Sorry did not attend.
 - Didn't know it existed.
 - Re: meeting with Portfolio Holder (Councillor) or Head of Service to discuss anything - I don't feel like I need to see anyone but it would be nice for them to pop in and see us all.
 - Didn't even know they existed.
 - ? Did not know about this event (Business Matters Roadshow). Do not know about this service (Coventry & Warwickshire Growth Hub). No (not aware of the rate reliefs currently available to businesses) where can I get further information about this?
 - SDC Business Unit - we have had no contact from them.
 - Wasn't aware of its existence.
 - Don't know who they are! Comments re: Business Matters Roadshow - "Didn't know about them - why?"
 - Lack of focus on town centre.
 - (Business Matters Roadshow) Fun day for your retired staff at our expense "jobs for the boys".
 - Is there one?
 - Don't have much to do with them. (Re: Business Matters Roadshow - did not know about it).
 - I don't know much about them.
 - Improvements possible.
 - 8-10
 - Who are they?
 - They don't really listen to what the village needs.
 - I have limited contact, but when you do they are helpful.
 - Did not know of its existence, how do small businesses get notified?
 - Dave, Nancy and John (and Maurice until retiring) do an amazing job for such a small team.
 - The tourist centre does not appear easily accessible to tourists. The town bus depot could do with sprucing up or even relocating? I had no help whatsoever in trying to get superfast broadband for +-3years for a £30million t/o international business. I did not even know there was such a thing (Business Matters Roadshow). How good was its marketing?
 - Always takes business from Maybird by only having events in town, won't allow us to have a small pavement sign outside our own business, yet will have their own festival adverts there.
 - Didn't know there was one.
 - No particular comment.
 - Didn't know about it (the Business Matters Roadshow).
 - There can often appear to be a clash between business and tourist interests. Re: Q49 NOT CLEAR if this question is specific or generic. E.g. does cost of car parking in general have a positive effect (if high, if puts people off, if low it doesn't - could be seen as a positive or negative depending on how question interpreted).
 - It seems too interested in the tourism aspect of the town and not the needs of local businesses. It can be a long time from Oct to May when visitors to the town drop but you still have to run a business.
 - Difficult to gauge as we have no contact. Re: Business Matters Roadshow - why is it not in Stratford? We work every day in town? We open 7 days a week in the town centre so can't get to roadshows held some way out of town.
-

- I live close to Shropshire and actively search for any tourism related to Alcester and surrounding areas and I don't honestly think it says enough.
 - Have ticked average as have had no real contact with them although have seen local business forums advertised.
 - No connection with this unit - therefore no comment.
 - They appear progressive. Re: Business Matters Roadshow - was not aware it was on!
 - Had no contact.
 - Never had to use them.
 - The town is becoming complacent re tourism. It seems to be losing its individuality particularly by allowing so many chain coffee shops / restaurants and now cinema, people want to see something different
 - Little to help Shipston-on-Stour, seems to be biased towards Stratford-on-Avon
 - Don't know
 - No personal experience or business unit
 - Could do more
 - Very happy with rural location. Businesses are being driven out of Stratford Town Centre due to high rents and rates
 - Council spends more time promoting tourism, my business relies on local people not tourists
 - Do not know of them
 - Struggle with it - can't tell you what its purpose
 - Never heard of it
 - No knowledge of this unit
 - We pay a bid levy for town hosts - don't see any other forms of 'tourist help'
 - I have just about given up at this point
 - I don't feel that it makes a great difference to my guest house. People enjoy the area and I think each B&B works to enhance that enjoyment
 - The business unit cannot deal with the actual business rates - the main problem
 - No further comments
 - Never been contacted so would not know, more engagement from Coventry than Stratford. Seems on the edge of Stratford is 'out of mind'
 - Lack of support for the TIC in town compared to other areas of the UK
 - Know little or nothing of them, have been to presentation - inferior complex, non-friendly, regarded not large enough
 - Have had no contact, but enjoy visiting Stratford as a visitor/tourist
 - Good
 - Do not have much contact or relevant need so am only aware of services and presume they are adequate
 - Only just moved in so not really able to comment at moment
 - Don't know
 - No contact
 - News to me
 - Overall good
 - Never used it
 - Never heard of them
 - Good communication at times
 - Always helpful
 - Didn't know it existed
 - No comment
 - Never been there?? Work in Studley, live in Redditch
 - No contact
 - For a town so reliant on tourism, it really hasn't got a clue as to how to market/promote the town. The VIC is a shambles and embarrassment
 - I didn't know you even had a business unit, you keep it very quiet
 - Too many restrictions imposed on business by planning policies
-

- Not relevant
 - Never had any involvement
 - Local micro economics tend not to impact on the business apart from on overhead costs
 - To get people off the road we need bridges, footpaths and cycle routes - connected, otherwise ok
 - I feel any business not associated to tourism is ignored. When Stratford has one of the best positions in the country
 - Who are they?
 - I don't see it effects my business in any way
 - No experience of its activities
 - Helen Smith, Nancy Singleton and Tony Perks have all given exceptional support and advice as we grow as a charity and business in the town
 - Never had any support from this
 - The company has received no contact, I doubt they could offer us any
 - Have had no dealings with them so can't comment
 - No comment
 - No comment
 - Never had dealing with the unit
 - Not enough contact to judge
 - Too tourist focused
 - Never hear from them
 - Never heard of it
 - No comment
 - No basis on which to judge
 - Good
 - Not tried
 - I've not had many dealings with yourselves, all I can say is I've tried on many occasions to get help with my business rates and you have held a sympathetic ear, but nothing more
 - We are not in tourism sector
 - Very friendly
 - It's a lot better than it was
 - Never heard of it!
 - No contact
 - Never heard from them and we have 2 B&B's
 - We're not aware of their existence
 - Never been contacted by SDC BU, apart from these questionnaires
 - More information required and easier access to unit
 - We are not really a business so don't know
 - Don't know never heard of it
 - Very little need for contact with them - slow at answering phones
 - Not familiar enough with it to comment
 - Don't know, not fair to comment
 - I wasn't aware such a body existed, for 10k in charges per annum we have received no support, help or communication from the council
 - Don't know about it
 - Had no contact
 - Good
 - I am happy with the SDC business unit
 - We advertise in Gloucestershire CC book 'The Cotswolds' as it is better than anything else. Holidaymakers look for the scenic Cotswolds' before Stratford/Shakespeare but Stratford/Shakespeare is a real draw once there are here. We should be in the Stratford book but Cotswolds is better
 - Cannot comment, no contact
 - Never heard of them
-

- Didn't know we had one
- The Stratford project has been really encouraging
- No contact
- Always available to talk / advise
- There has been no reason to date to use their services
- No experience to date
- Not aware of it!
- Very good
- Fairly good
- No contact
- Retail business outside of Alcester does not exist to SOA council
- Little knowledge and / or involvement
- Wish the SDC being a key player in Stratford tourism industry and take more initiative. We need useful information i.e. events, what's on way in advance for the tourists
- Stratford has good pulling power anyway
- Good
- No contact
- Tried to get information about being on a list of holiday accommodation through Stratford office - no help of advice - I'm now with national agency
- Funding and grants seem unachievable for us to grow
- Good for town centre but poor for villages and outside town
- We have had no cause to be in contact with the SDC Business Unit
- Not heard of them.
- Not really come across them.
- No contact
- good
- Historic area

Please make any comments in the box below on the Business Matters Roadshow.

3 comments

- Unfortunately, for my small business there was nothing relevant or useful for me and the Councillor present was too busy to talk to.
 - Lot of talking, little action or end result
 - Small event. No useful contacts made
-

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

84 comments

- A lot of the questions do not apply to me as I am a 70 year old in a small lock up workshop and only working when I feel like it. Very soon I will retire. Sorry I can't be more helpful. (Name withheld).
 - All enquiries refused without visiting the premises or any effort to do so.
 - All my dealings with NNDR have been helpful and courteous. My queries and application for SBR were dealt with quickly and professionally
 - All payments are dealt with from the head office at Warwick
 - All bills dealt with by accounts department off site so unable to comment
 - Although the Council are helpful on the phone the fact I am paying too much rates has not been resolved.
 - Am I eligible for any others
 - Apart from not very good communication keeping me informed / contact person dealing with request it was just alright
 - Bearing in mind we are on a private road with no street lighting. We pay separately for rubbish removal and waste water, not quite sure what we get for our rates
 - Business rates are too high and a total rip off, the council should stop wasting money and cut rates
 - Business rates greatly reduce a business's ability to expand as it is a fixed cost
 - Closer links with the valuation office would make it easier for an initial query about NNDR to be dealt with
 - Currently benefiting from government 'rate relief' for small business
 - Do not qualify
 - Don't know why the rates are the same throughout Stratford as if premises are on the "spine" there are all sorts of grants available, streets are cleaned and lighting available. off the spine - nothing
 - Head office deal with all this
 - How can we find out about whether there is a relief we can apply for?
 - How do you find out if you qualify?
 - I am new to the position as director here at a local charity. I am unsure as to what the process was to get the reduced rates that we do. I am also unsure as to whether we have to re-apply for these
 - I have not made any reliefs but would like to do so please
 - I hope the small business rates relief can continue as it has helped us during difficult times
 - I opened as a new small business. My rates are set crippling high and so high that I don't qualify for small business unit relief. I am a small business. I researched and challenged as much as I could be it got rejected. There has been no help or support. I would definitely advise anyone thinking of setting up a business in SDC to look at the business rates. They certainly don't encourage people to set up small businesses.
 - I used a lawyer. Got money back. Since then I have had forms to fill in arriving every couple of months asking me to re-value the place and threatening fines. It has just been done, why again? I am at my wit's end with this.
 - I value the SBR - it would make a difference if I traded or not.
 - I would like to know if there are any other rate relief opportunities available to my business
 - I would like to know who to talk to about our business rates. I know we are over-paying, as the company next door to us is paying a lot less? I have tried calling the valuation office in Coventry, but was told they do not exist anymore
-

- I'd like to know about Rate Relief available. Can the Council not advise me on those that might be relevant proactively?
 - If there are other reliefs available to me I would like to be advised of them as currently I am being forced to sell up due the financial strain of keeping afloat.
 - If we eligible for a rate reduction can someone contact us by phone 01527 853822 or e-mail gregg@hopkinsholloway.co.uk
 - In our case we felt that any rate relief was easier and an excellent balance against applying for any council grants as it was taking away with one hand and giving with the other creating extra work all round
 - In the past we have used an outside source to deal with the rates
 - It has helped my business get through the past few years rate free allowance. Re: Q36 on rate free allowance at the moment. Re: Q41 not on email.
 - It is an outdated means of taxation. Combination of charity shops dictating high street rents and internet will kill the goose that lays the golden eggs.
 - It should be permanent for small sole trader
 - It would be good to know what reliefs are available, the eligibility criteria and how to apply.
 - Keep having telephone calls about retail relief but not sure.
 - My business is a leasehold old country pub. The small business rate relief is valuable and I think is applied without having to claim. Profitability is low and the increase in minimum wage is a worry as very difficult to manage with fewer staff.
 - Need to reduce small business rates and less aggressive traffic warden. Maybird centre in Birmingham Road is moving customers away from the town centre.
 - NNDR are extremely high. When we relocated we renovated a Grade 2 building at great cost to enable us to be close to the town centre. The major downside has been the 6 fold increase in our NNDR from our previous premises The Stratfordian £1100.00 demand added insult to injury.
 - NNDR are too expensive and should be applied relatively speaking to be a percentage of the business turnover. I have good building space and facilities but am penalised because turnover is under 100K.
 - NNDR have always been efficient and polite
 - NNDR is outdated and unfair in today's retail climate. The High Street is no longer the best place to sell and never will be again. Every business should be rated no matter where it is or now if trades
 - No point, as I've been rated over the 10,200 threshold I can't do anything but appeal every 5 years to the National Valuation office and generally get nowhere.
 - Not aware of any possible claims - never been informed of any opportunities
 - Ok
 - Only ever known about small business relief. Think the Council should automatically do the relief, without having to apply.
 - Our application was rejected
 - Pain free, thank you.
 - Reduce the NNDR!
 - Seamless
 - Seems complicated and £10,000 a year for our office is expensive
 - Should be made aware of any savings we could make rather than us having to ask.
 - SLOW
 - Small business rate relief is a godsend to struggling small businesses
 - Sorted straight away, Ok, happy with outcome
 - The business rates are very low which is most helpful and I thank the council for this
 - The reliefs are based on floor space, so although we have a low cost rent, the NNDR is almost as much as the rent - huge cost
 - The small business rate relief has helped us massively
 - The state of the roads is not good. Too many potholes left and not mended.
-

- There shouldn't be applications for discounts, the rates should just be as cheap as they can be at the start
 - This is handled on my behalf by another part of my business
 - This survey is not useful in regards to us. But have completed this to stop your persistent reminders.
 - Took several attempts to get it right, errors made several times and wrong information given to me from day 1. Very unhappy with my original dealings, with lies told to me resulting in a nasty letter from you chasing payment. Awful service - took months to get the correct payments set up!
 - Very clear and easy
 - Very disappointed to find out retail rates relief is ending and my business will be under pressure to find the added funds to pay this year's rates bill
 - Very easy to contact and helpful results
 - Very good
 - Very grateful for the small business relief
 - Very helpful and in fact made me aware that I probably wouldn't need to pay Council Tax. This was then confirmed (after rates check, etc.) and everyone I spoke to was more than helpful, polite and very well informed.
 - Very poor communication - I always feel I might be missing something.
 - Very unhappy with my experience conflicting advice from staff which has had an extremely detrimental effect on business.
 - We are a small business in a rural setting but need large premises for the stock. Some sort of rate relief would be appreciated. Have appreciated being able to pay rates on a 12 month basis rather than 10 months.
 - We are not small enough to qualify for Small Business Rate Relief.
 - We are of the impression if you have always paid rates for your business and domestic (again please see our file to explain this) there is no way the council be business or domestic will allow you not to no matter what the circumstances
 - We don't appear to qualify for SBRR although we are a small business.
 - We don't pay.
 - We had representation when the changes were made to Market Hill in June last year, but to no avail
 - We have contacted the council many times regarding rates as it is very concerning and far too high relating to current trading conditions. Never had any reply!!
 - We just got the bill!
 - We own a small touring caravan site on our land and receive business rate relief
 - We were not allowed relief as the building had been empty and the landlord had claimed for that. This meant as we were moving, although we had not moved in we had to pay rates on old building and new.
 - When contesting a valuation the process takes too long before it is resolved
 - Would like to know more. About rural rate relief
 - You are in a difficult position at present since Government call the tune!
-

QUESTIONNAIRE

Stratford-on-Avon District Council Business Survey 2016

The questionnaire should be answered in relation to the specific premises to which it has been delivered. The responses will be treated confidentially: it will not be possible to identify individual companies in any analysis or report. The reference number on this questionnaire is for administration use only, to prevent you receiving a reminder mailing in February. Please tick the appropriate box or answer in the space provided. The deadline for completion is **WEDNESDAY 3RD FEBRUARY 2016.**

ABOUT YOUR BUSINESS

Q1 Where is your company located?

<p><i>Stratford-upon-Avon</i> <input type="checkbox"/></p> <p><i>Alcester</i> <input type="checkbox"/></p> <p><i>Bidford-on-Avon</i> <input type="checkbox"/></p> <p><i>Henley in Arden</i> <input type="checkbox"/></p> <p><i>Kineton</i> <input type="checkbox"/></p>	<p><i>Shipston-on-Stour</i> <input type="checkbox"/></p> <p><i>Southam</i> <input type="checkbox"/></p> <p><i>Studley</i> <input type="checkbox"/></p> <p><i>Wellesbourne</i> <input type="checkbox"/></p> <p><i>Elsewhere, please specify in box</i> <input type="checkbox"/></p> <div style="border: 1px solid black; height: 20px; width: 100%; margin-top: 5px;"></div>
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Q2 What is the status of your company at this location?

<p><i>Independent with no other branches</i> <input type="checkbox"/></p> <p><i>Head Office</i> <input type="checkbox"/></p> <p><i>Branch or subsidiary of a larger group</i> <input type="checkbox"/></p>	<p><i>Public Sector organisation</i> <input type="checkbox"/></p> <p><i>Other</i> <input type="checkbox"/></p> <p style="text-align: right; font-size: small;"><i>If other, specify below</i></p> <div style="border: 1px solid black; height: 20px; width: 100%; margin-top: 5px;"></div>
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Q3 What is the main business activity at this location? (Tick one box only)

<i>Manufacturing & Engineering</i>	<input type="checkbox"/>
<i>Retail</i>	<input type="checkbox"/>
<i>Storage/Distribution</i>	<input type="checkbox"/>
<i>Hotel/Accommodation Providers</i>	<input type="checkbox"/>
<i>Eating Establishments</i>	<input type="checkbox"/>
<i>Business & Professional Services</i>	<input type="checkbox"/>
<i>Construction, Building Technologies and Built Environment</i>	<input type="checkbox"/>
<i>Creative, Cultural & Digital</i>	<input type="checkbox"/>
<i>Land Based</i>	<input type="checkbox"/>
<i>Public Services</i>	<input type="checkbox"/>
<i>Wholesale</i>	<input type="checkbox"/>
<i>Science & Technology</i>	<input type="checkbox"/>
<i>Tourism, Leisure & Hospitality</i>	<input type="checkbox"/>
<i>Transport</i>	<input type="checkbox"/>
<i>Other - see below</i>	<input type="checkbox"/>

If other, please specify

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? %	<input type="text"/>
Elsewhere in Stratford District? %	<input type="text"/>
Outside Stratford District? %	<input type="text"/>

LOCATION

Q6 What are the main reasons why your company located here? (Tick all that apply)

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

Q7 What is the total floor space on the site?

Less than 250 square metres	<input type="checkbox"/>	1,000 – 5,000 square metres	<input type="checkbox"/>
250 – 500 square metres.....	<input type="checkbox"/>	More than 5,000 square metres.....	<input type="checkbox"/>
500 – 1,000 square metres.....	<input type="checkbox"/>		

Q8 Are the premises suitable for your current or likely future needs?

Yes No

Q9 By what amount is your company's floor space requirement likely to change in the next 10 years?

Increase by more than 100%	<input type="checkbox"/>	Decrease by 10% - 50%	<input type="checkbox"/>
Increase by 50% - 100%	<input type="checkbox"/>	Decrease by 50% - 100%	<input type="checkbox"/>
Increase by 10% - 50%.....	<input type="checkbox"/>	Don't know	<input type="checkbox"/>
No significant change	<input type="checkbox"/>		

Q10 What are your company's intentions with regard to this location?

Expand	<input type="checkbox"/>	Relocate	<input type="checkbox"/>
Contract	<input type="checkbox"/>	Don't know	<input type="checkbox"/>
Stay the same	<input type="checkbox"/>		

Q11 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"/> |

Q12 If your company intends to relocate, where does it wish to move to? (Tick one box only)

- Not sure / Don't know
- 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

Q13 If your company wishes to relocate in Stratford-on-Avon District, are there suitable sites or premises available?

- Yes..... Go to Q15 No..... Go to Q14

Q14 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 or on the edge of a large rural town/village - specify in box below
- In a rural location - specify in box below
- Please specify location here

STRATFORD DISTRICT AS AN AREA FOR BUSINESS

Q15 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 | <input type="checkbox"/> | Reduce Business Rates & other charges.... | <input type="checkbox"/> |
| Provide more housing | <input type="checkbox"/> | Provide more business advice..... | <input type="checkbox"/> |
| Improve the road network | <input type="checkbox"/> | Improve training & skills..... | <input type="checkbox"/> |
| Improve public transport | <input type="checkbox"/> | Provide more business support & advice ... | <input type="checkbox"/> |
| Improve the local environment..... | <input type="checkbox"/> | Reduce parking charges..... | <input type="checkbox"/> |
| Improve Broadband connections..... | <input type="checkbox"/> | Other, please specify improvements below | <input type="checkbox"/> |
- If other, please specify here

Q16 Overall, how do you rate Stratford-on-Avon District as a place to do business?

- | | | | | | |
|----------------|--------------------------|--------------|--------------------------|-----------------|--------------------------|
| Very good..... | <input type="checkbox"/> | Average..... | <input type="checkbox"/> | Very poor | <input type="checkbox"/> |
| Good..... | <input type="checkbox"/> | Poor..... | <input type="checkbox"/> | | |

Q17 Overall, how business-friendly would you say the District is? (For example, how easy is it to start or expand a business, availability of employees, transport links etc.)

- | | | | |
|------------------------------|--------------------------|-----------------------------------|--------------------------|
| Very business-friendly | <input type="checkbox"/> | Not very business-friendly | <input type="checkbox"/> |
| Quite business-friendly..... | <input type="checkbox"/> | Not business-friendly at all..... | <input type="checkbox"/> |

SUPPORT FROM STRATFORD DISTRICT COUNCIL

Q18 Would you like to meet the Portfolio Holder (Councillor) or Head of Service to discuss anything?

- | | | | | | | |
|----------|--------------------------|-----------|--|---------|--------------------------|-----------|
| Yes..... | <input type="checkbox"/> | Go to Q19 | | No..... | <input type="checkbox"/> | Go to Q20 |
|----------|--------------------------|-----------|--|---------|--------------------------|-----------|

Q19 If so, please provide your name and email address, plus the subject you wish to discuss in the box below.

The SDC Business Enterprise and Tourism Unit provides guidance and support to entrepreneurs and businesses on business and tourism-related matters.

Q20 Overall, how do you rate the Stratford-on-Avon District Council Business Enterprise and Tourism Unit?

- | | | | | | |
|----------------|--------------------------|--------------|--------------------------|---------------------------|--------------------------|
| Very good..... | <input type="checkbox"/> | Average..... | <input type="checkbox"/> | Very poor | <input type="checkbox"/> |
| Good..... | <input type="checkbox"/> | Poor..... | <input type="checkbox"/> | Don't know/No contact ... | <input type="checkbox"/> |

Q21 Please comment here on your rating of the SDC Business Unit.

Q22 Overall, how do you rate the Council's leadership on business-related issues in the Stratford District?

Very good	<input type="checkbox"/>	Fairly poor	<input type="checkbox"/>
Fairly good	<input type="checkbox"/>	Very poor	<input type="checkbox"/>
Neither good nor poor	<input type="checkbox"/>		

Business Matters Roadshow Spring 2015

The Stratford District Council roadshows in Spring 2015 offered existing and new businesses a unique opportunity to find out about what help and support there is for businesses in terms of...

Access to Finance - Funding & Grants - Exporting - Skills & Training - Apprenticeship Opportunities - Business Growth - Commercial Premises - Networking Opportunities - Business Mentoring

Q23 Did you visit the Business Matters Roadshow?

Yes..... Go to Q24 No..... Go to Q27

Q24 If yes, which Roadshow did you attend?

Alscot Park, Atherstone-on-Stour..... Minerva Mill, Alcester
Warwick House, Southam

Q25 How useful did you find the Business Matters Roadshow?

Very useful Quite useful Not useful at all.....

Q26 Please make any comments in the box below on the Business Matters Roadshow.

Venture House

The newly transformed state-of-the-art business centre known as Venture House, Stratford-upon-Avon, will provide an innovative and creative environment to support business incubation, new business start-up and businesses wishing to grow. It will assist home-based micro businesses in making their first move into commercial premises in a central business location. Owned and managed by Stratford-on-Avon District Council, this new facility has been enabled as part of a Growth Deal with Central Government.

Q27 Are you aware of the Venture House development?

Yes No

COVENTRY & WARWICKSHIRE GROWTH HUB

The Coventry & Warwickshire Growth Hub acts as a single point of contact for information, advice and support for growing businesses. They provide businesses throughout the region with access to finance, as well as expert advice and guidance regarding skills and training, international trade and innovating new products and services. They also provide planning and property assistance for businesses looking to invest in Coventry & Warwickshire. At the Coventry & Warwickshire Growth Hub, a dedicated Account Manager ensures that businesses receive a quality service tailored to their needs.

Q28 Are you aware of the Coventry & Warwickshire Growth Hub?

Yes..... Go to Q29 No..... Go to Q32

Q29 Have you used any of their services?

Yes..... Go to Q30 No..... Go to Q32

Q30 What services did you use? (Tick all that apply)

Skills Support..... <input type="checkbox"/>	Planning and Property Advice <input type="checkbox"/>
Innovation <input type="checkbox"/>	Access to Finance <input type="checkbox"/>
Inward Investment <input type="checkbox"/>	International Trade <input type="checkbox"/>

Q31 Overall, how do you rate the Coventry & Warwickshire Growth Hub?

Very good..... <input type="checkbox"/>	Average..... <input type="checkbox"/>	Very poor <input type="checkbox"/>
Good..... <input type="checkbox"/>	Poor..... <input type="checkbox"/>	Don't know/No contact ... <input type="checkbox"/>

NATIONAL NON DOMESTIC RATES (NNDR)

Q32 How would you normally contact the Council? (Tick all that apply)

In person..... <input type="checkbox"/>	By e-mail..... <input type="checkbox"/>	By letter <input type="checkbox"/>
By telephone..... <input type="checkbox"/>	Via the Council website .. <input type="checkbox"/>	Other method <input type="checkbox"/>

Q33 Have you contacted the Council in the last twelve months about National Non Domestic Rates?

Yes Go to Q34 No Go to Q36

Q34 When you contacted the Council in the last twelve months about NNDR, did you telephone?

Yes Go to Q35 No Go to Q36

Q35 Thinking about the telephone call in respect of NNDR, please indicate whether you agree or disagree with each of the following statements:

	<i>Strongly agree</i>	<i>Agree</i>	<i>Neither agree nor disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>	<i>It does not apply/I don't know</i>
The telephone call I made to the Council was answered quickly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I made a call to the Council I was transferred between several different people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once the call to the Council had been answered, my query was dealt with swiftly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I called the Council it was difficult to speak to the right member of staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, I am satisfied with the telephone service provided by the Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q36 How do you normally pay your NNDR? (Tick all that apply)

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

Q37 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"/>

Q38 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"/>	Retail Relief	<input type="checkbox"/>
Re-occupation Relief	<input type="checkbox"/>		

Q39 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"/>	Retail Relief	<input type="checkbox"/>
Re-occupation Relief	<input type="checkbox"/>		

Q40 Please make any comments here about the NNDR process through the Council.

FURTHER CONSULTATION

We have a Stratford District Council "Business Sounding Board", in which we email businesses a link to a brief survey covering issues of the day or to find out "How's Business?" for example. We give you feedback on the results via Business Matters or our website. Examples of consultation using the Business Sounding Board include: SDC Corporate Strategy; Combined Authorities; the Confederation Model; and Budget Consultation.

Q41 Would you be interested in signing up to this?

Yes..... Go to Q42 *Already part of it...* Go to Q44
No..... Go to Q44

Q42 Please provide your email address to send a link to you to get your feedback.

Q43 For analysis purposes, please state the postcode of your business below.

Q44 If you would like to be entered into a prize draw for shopping vouchers, please give us your email address, or write your name and address here.

The last page is to be completed by businesses located in the Stratford Business Improvement District. For those not in this area, thank you for completing this questionnaire and please return it in the FREEPOST envelope provided.

**ON BEHALF OF STRATFORWARD - TO BE COMPLETED BY BUSINESSES ONLY
LOCATED IN STRATFORD BUSINESS IMPROVEMENT DISTRICT**

A Business Improvement District (BID) is an arrangement under which businesses within a defined area collaborate to select, invest in and then deliver key projects to enhance trading conditions. How much BID Levy your business pays into the fund is determined by the rateable value of your business and so businesses pay proportionately, based on their size. BIDs are about businesses working together to deliver positive change at a local level. BIDs and the projects they deliver do not replace existing public services provided by bodies such as police, councils and others. The key objective is to 'Bring more people into Stratford-upon-Avon town centre, make them stay longer, spend more and leave happy'. The BID area in Stratford is within the central core of the town, extending as far out as the Railway Station, the District Council offices, the bottom of Old Town, Alveston Manor and the beginning of Welcombe Road.

Q45 Before reading the above, did you know what a BID did?
 Yes No

Q46 Have you heard of Stratford Business Improvement District?
 Yes..... Go to Q47 No..... Go to Q49

Q47 Has your business ever contacted the BID for any reason?
 Yes..... Go to Q48 No..... Go to Q49

Q48 Overall, how do you rate the following services provided by the BID?

	<i>Very Good</i>	<i>Fairly Good</i>	<i>Average</i>	<i>Fairly Poor</i>	<i>Very Poor</i>	<i>Don't know</i>
Discounted Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounted Event Participation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bardwatch/Disc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NCP Discounted Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BID Discount Card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wi-Fi/Performance Monitoring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Town Host Scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing, promotion, PR & Websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events, Festivals & Street Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Support & Lobbying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q49 Do you consider the following to have a positive or negative impact on town centre trading where 5=very positive to 1=very negative

	<i>5</i>	<i>4</i>	<i>3</i>	<i>2</i>	<i>1</i>
Ease of accessing town centre by car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Property rents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non Domestic Rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of staff recruitment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>