

# **Business Survey 2018**

## **Final Report**

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## **APPENDICES**

- *What is the status of your company at this location? If other, specify below*
- *What are the main reasons why your company located here? Other reason*
- *What are the main problems faced by your company at this location? Other problems*
- *If your company intends to relocate, where does it wish to move to? If elsewhere in the District or outside the District, please specify*
- *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*
- *How can the area be improved to assist businesses and the economy? Other*
- *If other, what other service did you use – Coventry & Warwickshire Local Enterprise Partnership Growth Hub*
- *If you selected Business Centres/workshops, where should the Business Centre/Workshop be located?*
- *Stratford District Council is in the process of creating an Economic Development Strategy for the District. Please write up to three things you would wish to be included in this*
- *Have you been a victim of crime at your business in the last 12 months? What was the nature of the crime?*
- *Does your business have Cyber Essentials certification – if have alternative cyber security certification, please state which*
- *Please make any comments here about the NNDR process through the Council.*

## 1.0 Introduction

As part of its current Corporate Strategy, one of the District Council's key objectives is to support a 'flourishing local economy'. To help shape and support this, the Council conducts a biennial Business Survey so that it can better understand the state of business in the District and the needs of the business community.

This 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, especially the Local Industrial and Economic Development Strategy for Stratford-on-Avon District 2018-2023. The way SDC administers National Non Domestic (Business) Rates.

## 2.0 Methodology

A mailing of questionnaires went out to 3,627 businesses on the Non-Domestic Business Rates address database at the start of June 2018, with a reminder sent in early July to those who had not responded.

868 were completed, including 33 who took up the opportunity to complete the questionnaire online. 96 questionnaires were returned to SDC by the Royal Mail not delivered, i.e. not known at this address, gone away, no longer a business. The response rate was 24.6%, 3% lower than 2016. This gives a confidence interval of + or - 2.9%, which is within the acceptable level of + or - 3% and gives statistically reliable results. The response rate in 2011 was 31%, in 2013 it was 29% and in 2016, 28%.

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 2011, 2013, and 2016 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**

- Over a third of responses came from businesses based in Stratford-upon-Avon (35%), which was 2 points higher than 2016.
- Over three quarters of those surveyed were independent with no other branches (76%), the same percentage as 2016.
- 16% of those surveyed said their main business activity was retail, 11% indicated business and professional services and 10% stated manufacturing and engineering.
- Exactly two-thirds of businesses employed between one and five full-time employees, similar to the previous survey, and three-quarters (76%) had between one and five part-time employees. 23% had 6 to 20 full-time employees on their books, down 3 percentage points from 2016.
- 41% of staff lives in the same town or village as the company, with a further 27% living elsewhere in the district and a third outside Stratford District (32%).

### **3.2 Location of Business**

- 39% responded that the nature of the site/premises was the main reason why their company was located where it was, down 15 points on 2016, with 36% saying it was historic, been there for years and 31% live locally/owners home town. 21% stated it was the proximity of their customer base.
- In floor space terms on the site, 46% had less than 250 square metres, 3 percentage points down from the 49% in 2016. 7% of those surveyed had a very large total floor space in excess of 5,000 square metres.
- Nine out of ten businesses (89%) felt their premises were suitable for their current or future likely needs. This represented a decrease of 1 percentage point on the 2011 figure.
- Exactly three-quarters of those surveyed felt their floor space may see no significant change in the next 10 years: a percentage point up on the previous survey. 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 2016.
- Businesses were asked for their intentions with regard to their current location. Three quarters (76%) felt they were likely to stay at the current location, which was slightly higher than in the previous three surveys, 15% were thinking of expansion, the same as in 2016, 7% were interested in relocation and 2% said their intention was to contract.
- Four in ten businesses stated that the main problem that affects the operation of their business was rising costs (43%), up 3 percentage points from the previous survey. 31% stated business rates, 27% mentioned the availability of parking for staff/visitors and 25% the broadband/mobile phone coverage.
- Nearly one quarter (23%) of businesses stated road / traffic congestion, which was double the percentage recorded in 2013 (12%) and 9 percentage points higher than in 2011 (14%).

- Asked if the company intends to relocate, 58% wished to move within the same town or village, down 9 percentage points on the 2011 and 2013 surveys, 15% said elsewhere in the District and 27% outside the District, representing an increase of 5 percentage points from the 22% recorded in 2016.
- Asked if their company wished to relocate in Stratford District, 37% thought there were suitable sites or premises available, down by 2 percentage points from the 39% recorded in 2016.
- If businesses felt there were no suitable sites or premises available, 54% would look at the edge of or inside of Stratford-upon-Avon, up by 1 percentage point from the previous survey (53%), 31% in or on edge of a large rural town or village and 20% would look at a rural location, up by 3 percentage points from 2016.

### **3.3 Stratford as an Area for Business**

- Respondents were asked how the area can be improved to assist businesses and the economy from a list provided. Reduce business rates and other charges remained the most popular option, although the percentage opting for it fell by 20 percentage points from 68% in 2016 to 48% now. Improving the road network remained around the same level of 2016 at 42% and 41% wished for improved broadband connections, 2 points less than 2016. 37% of businesses wanting more parking spaces. Around three in ten still want improved public transport and over a quarter (27%) reduced parking charges, down 10 percentage points.
- 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 two surveys and represented an increase of 7 percentage points since the 2011 survey. A third (32%) said it was average. 4% answered poor or very poor.
- Just over three quarters (76%) of those surveyed thought the District is quite or very business-friendly (4 points up on 2016), as opposed to 24% who did not.
- Businesses were asked to rate overall the Council's leadership on business-related issues in the Stratford District. 36% rated them either fairly or very good (up 6 points on 2016), in contrast with 12% who regarded them as fairly or very poor. Just over half (52%) felt they were neither good nor poor.
- With Coventry named City of Culture in 2021 and the Commonwealth Games awarded to Birmingham in 2022, businesses were asked if they anticipated any direct benefit to their business. 2% felt they would gain a lot of benefit, 14% some benefit, 63% no benefit and 21% felt it was too early to say.

### **3.4 Venture House Business Centre**

- Businesses were asked if they were aware of the Venture House Business Centre in Stratford-upon-Avon, owned and managed by SDC. 19% confirmed they were, as opposed to 81% who were not, a rise of 12 percentage points on 2016.
- For those aware of Venture House, they were asked if they had used the facilities. 12% of these businesses had done so.
- Of the 19 respondents who had used the facilities at Venture House, almost half had used the Meeting Room facilities.

### **3.5 Coventry and Warwickshire LEP Growth Hub**

- When asked if businesses knew about the Coventry and Warwickshire Growth Hub, 22% said they did a rise of 8 points from 2016.
- Awareness differed by location with 27% aware of the Growth Hub in Stratford town, against 18% in the rest of the district.
- Those who were aware of the Coventry and Warwickshire Growth Hub were further questioned as to if they had used any of its services. 19% stated they had, as opposed to 81% who had not. In 2016, 22% had used their services.
- With reference to services used by 34 respondents, 35% used the access to finance, 24% skills support and 21% had advice on planning and property.
- Overall, 73% of businesses who used the Growth Hub rated it as very good or good (up 12 points on 2016), a quarter (24%) thought it was average and 3% said poor or very poor (down 12 points on 2016).

### **3.6 Looking Ahead by Stratford DC**

- From three projects businesses had to say what would be their top priority. For Wireless Broadband 56% wanted this as the top priority. For the "Evergreen" Business Support Fund 34% wanted this as the second priority. For Business Centres/Workshops, 10% of businesses wanted this as the third priority.
- 51% of business wanting a Business Centre/Workshop felt it should be located in Stratford-upon-Avon, followed by 22% indicating Alcester.
- Businesses were asked what three things they would wish to be included in the Economic Development Strategy. 11% of businesses (73 in total) suggested a better road system and improvements to traffic congestion. 10% of respondents wanted more help in a reduction in their business rates. 9% wished to see more business support and another 9% wanted better transport links. 7% wanted improved broadband in the Strategy. 7% wished to see better and cheaper parking.

### **3.7 Crime / Cyber Crime**

- 18% of businesses answered they had been a victim of crime at their business in the last twelve months.
- Of those businesses who were victims of crime, three-quarters (76%) reported it to the Police.
- Businesses were asked whether or not their business had been affected by a cyber security breach or attack in the last twelve months. Exactly one in ten businesses responded they had.
- 51% of businesses (41) said the nature of the breach or attack in the last 12 months concerned viruses, spyware and malware. 48% (38) indicated others had impersonated their organisation in emails or online.

- Exactly eight out of ten businesses said they did not have cyber essentials certification. 8% had Cyber Essentials and 3% Cyber Essentials Plus. 11% did not have Cyber Essential but an alternative cyber security certification.

### 3.8 National Non Domestic Rates (NNDR)

- Over seven out of ten of those surveyed normally contacted the Council by telephone (71%), a drop of 17 points on 2008. 43% made contact by email, a rise of 3 points on 2016. 13% said they did so via the Council website, a reduction of 5 points on 2016. Letters have gradually fallen in popularity from 26% of businesses using them in 2008 to 9% nowadays.
- 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.
- 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 seven out of ten had done so. This is five points lower than the 2016 figure.
- 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.
- 66% of those surveyed were in agreement with the statement, *"The telephone call I made to the Council was answered quickly"*, as opposed to 15% who disagreed. This was the highest level agreement throughout the period studied (51% agreed in 2011).
- 35% disagreed versus 43% who agreed with the statement *"When I made a call to the Council I was transferred between several different people"*. The disagreement figure was 6 points lower than the previous survey in 2016.
- 62% 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 24% who disagreed. The agreement level was 10 points lower than that recorded in 2016.
- Exactly 50% of respondents did not think it was difficult to speak to the right member of staff, in contrast to the 28% who did. Findings have varied with each survey taking place, with on this occasion agreement rising by 6 percentage points.
- 63% were satisfied overall with the telephone service provided by the Council, a drop of 3 points on 2016. Disagreement rose from 14% in 2016 to 20% in 2018.
- Around three-quarters of businesses (74%) confirmed they normally pay their NNDR by direct debit and 10% did so by standing order. The percentage of businesses paying by direct debit has dropped by 6 points compared with 2016. Cheque payments have reduced from 17% in 2011 to 6% in 2018.
- 89% felt the NNDR documentation was clear and concise and 85% felt the information with the documentation was helpful. This year's figures were the highest percentages of the four surveys.
- Nearly all (96%) 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, 13% of Discretionary Rate Relief and 8% Mandatory 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 Discretionary Rate Relief (4%) and Mandatory Rate Relief (3%). This is consistent with other years.

## 4.0 Results in Detail

### 4.1 Profile of Business

#### 4.1.1 Location

Over a third of responses came from businesses based in Stratford-upon-Avon (35%), which was 2 points higher than 2016.

Table 1: Location of Business

TOWN/ VILLAGE	NUMBER OF RESPONSES 2013	% OF TOTAL 2013	NUMBER OF RESPONSES 2016	% OF TOTAL 2016	NUMBER OF RESPONSES 2018	% OF TOTAL 2018
Stratford-upon-Avon	304	<b>33%</b>	320	<b>33%</b>	302	<b>35%</b>
Alcester	97	<b>10%</b>	101	<b>11%</b>	97	<b>11%</b>
Southam	74	<b>8%</b>	76	<b>8%</b>	83	<b>10%</b>
Shipston-on-Stour	61	<b>7%</b>	61	<b>6%</b>	62	<b>7%</b>
Henley-in-Arden	53	<b>6%</b>	49	<b>5%</b>	51	<b>6%</b>
Studley	55	<b>6%</b>	56	<b>6%</b>	43	<b>5%</b>
Bidford-on-Avon	42	<b>5%</b>	57	<b>6%</b>	36	<b>4%</b>
Wellesbourne	31	<b>3%</b>	26	<b>3%</b>	17	<b>2%</b>
Kineton	25	<b>3%</b>	23	<b>2%</b>	15	<b>2%</b>
Elsewhere	189	<b>20%</b>	190	<b>20%</b>	162	<b>19%</b>

Table 2: "Elsewhere" mentions (3 or more responses)

Location	Nos of Responses
Earlswood	10
Long Marston	6
Alderminster	5
Brailes	5
Claverdon	4
Harbury	4
Lighthorne	4
Long Compton	4
Ardens Grafton	3
Atherstone on Stour	3
Bishops Itchington	3
Clifford Chambers	3
Ettington	3
Fenny Compton	3
Gaydon	3
Great Alne	3
Hockley Heath	3
Ilmington	3
Lower Brailes	3
Lower Quinton	3

<b>Location (Continued)</b>	<b>Nos of Responses (Continued)</b>
Sambourne	3
Stockton	3
Tanworth-in-Arden	3
Tiddington	3
Tysoe	3
Warmington	3
Wootton Wawen	3
Other	61
<b>Base:</b>	<b>(160)</b>

#### **4.1.2 Status**

Over three quarters of those surveyed were independent with no other branches (76%), the same percentage as 2016. "Others" numbering 40 comments are included in the appendices.

78% of independent businesses were based in the rest of the district against 72% based in Stratford Town. 18% of branch or subsidiary of a larger group were based in Stratford Town against 9% elsewhere. 82% of independent businesses employed up to 5 full-timers, versus 64% 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*

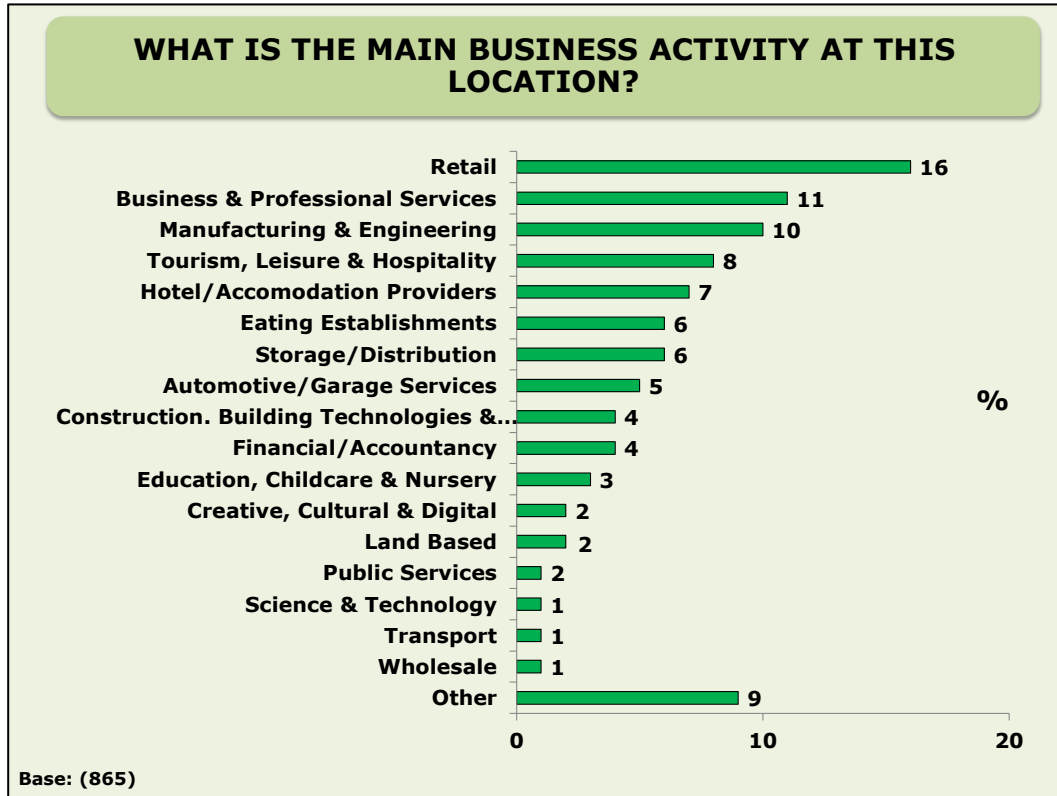
	<b>2011 %</b>	<b>2013 %</b>	<b>2016 %</b>	<b>2018 %</b>
Independent with no other branches	74	80	76	76
Branch or subsidiary of a larger group	14	10	11	12
Head Office	6	6	7	5
Public Sector organisation	<1	1	1	2
Other	6	4	4	5
<b>Base:</b>	<b>(1002)</b>	<b>(931)</b>	<b>(950)</b>	<b>(861)</b>

### 4.1.3 Main Business Activity

16% of those surveyed said their main business activity was retail, 11% indicated business and professional services and 10% stated manufacturing and engineering.

18% of retail businesses are based in Stratford versus 13% in the rest of the district. 9% of manufacturing and engineering companies are based in the rest of the district against 5% in Stratford Town.

Chart 1:



17% of businesses classified themselves as "other" and these are summarised below by the number of responses.

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

Business Activity - Other	Nos of Responses
Health/Healthcare/Rehabilitation/Medical/Dentist	29
Animal Health/Care/Boarding/Veterinary Services	13
Sport/Social/Recreational	8
Arboriculture/Horticulture/Garden Services/Landscaping	7
Hairdressers/Barbers	7
Catering/Food & Drink Processing/Production	5
Creative, Cultural & Digital	5
Design/Marketing/Events	5
Eating Establishments	5
Other	52
<b>Base:</b>	<b>(136)</b>

#### 4.1.4 Numbers Employed and Where They Live

Exactly two-thirds of businesses employed between one and five full-time employees, similar to the previous survey, and three-quarters (76%) had between one and five part-time employees. 23% had 6 to 20 full-time employees on their books, down 3 percentage points from 2016.

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%
2018	(696)	67%	23%	7%	2%

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%
2018	(482)	76%	19%	3%	2%

41% of staff lives in the same town or village as the company, with a further 27% living elsewhere in the district and a third outside Stratford District (32%).

Table 7: Where staff live

	2011 %	2013 %	2016 %	2018 %
In same town/village as the company	42	45	41	41
Elsewhere in Stratford District	27	25	26	27
Outside Stratford District	31	29	33	32
<b>Base:</b>	<b>(769)</b>	<b>(848)</b>	<b>(840)</b>	<b>(564)</b>

## 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.

39% responded that the nature of the site/premises was the main reason, down 15 points on 2016, with 36% saying it was historic, been there for years and 31% live locally/owners home town. 21% stated it was the proximity of their customer base.

10% of those surveyed gave other reasons why their company located to where it was, and these are listed in the appendix.

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.

Independent businesses were more likely to be influenced by location because of the nature of the site and premises than non-independent businesses. Proximity to customers is more important to non-independent businesses than independent ones.

*Table 8: Main reasons why company located where it is*

	2011 %	2013 %	2016 %	2018 %
Nature of the site/premises	57	54	54	39
Historic/been here for years	-	-	-	36
Owners home town/live locally	-	-	-	31
Proximity to customers	29	27	28	21
Quality of the environment	17	20	18	16
Access to main road network	12	14	15	13
Nature of local economy	15	14	14	11
Availability of suitable workforce	9	10	9	5
Availability of local facilities	3	5	4	3
Proximity of suppliers	2	3	3	3
Availability of broadband	1	3	6	3
Availability of local housing	3	3	2	1
Other	15	17	16	10
<b>Base:</b>	<b>(933)</b>	<b>(884)</b>	<b>(901)</b>	<b>(861)</b>

### 4.2.2 Size of Site

In floor space terms on the site, 46% had less than 250 square metres, 3 percentage points down from the 49% in 2016. 7% 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: 48% 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.

17% of businesses with more than 5 full-time staff had a total floor space of less than 250 square metres, compared to 540% of those with up to 5 full-time staff. 17% of businesses with more than 5 employees had a floor space more than 5,000 square metres.

Table 9: Total floor space on site

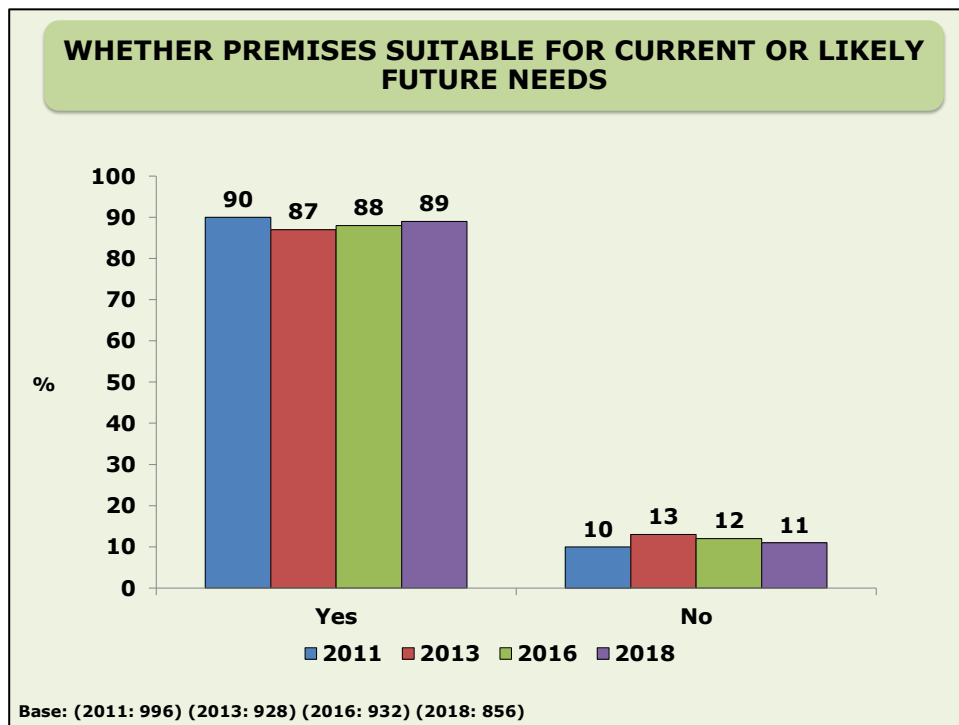
Total Floor Space	2011 %	2013 %	2016 %	2018 %
Less than 250 square metres	46	50	49	46
250 – 500 square metres	22	20	18	18
500 – 1,000 square metres	13	14	13	13
1,000 – 5,000 square metres	14	13	14	16
More than 5,000 square metres	5	4	6	7
<b>Base:</b>	<b>(906)</b>	<b>(827)</b>	<b>(848)</b>	<b>(771)</b>

### 4.2.3 Intentions for Future

Nine out of ten businesses (89%) felt their premises were suitable for their current or future likely needs. This represented a decrease of 1 percentage point on the 2011 figure.

17% of businesses with six or more full-time staff felt their premises were not suitable.

Chart 2:



Exactly three-quarters of those surveyed felt their floor space may see no significant change in the next 10 years: a percentage point up on the previous survey. 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 2016.

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

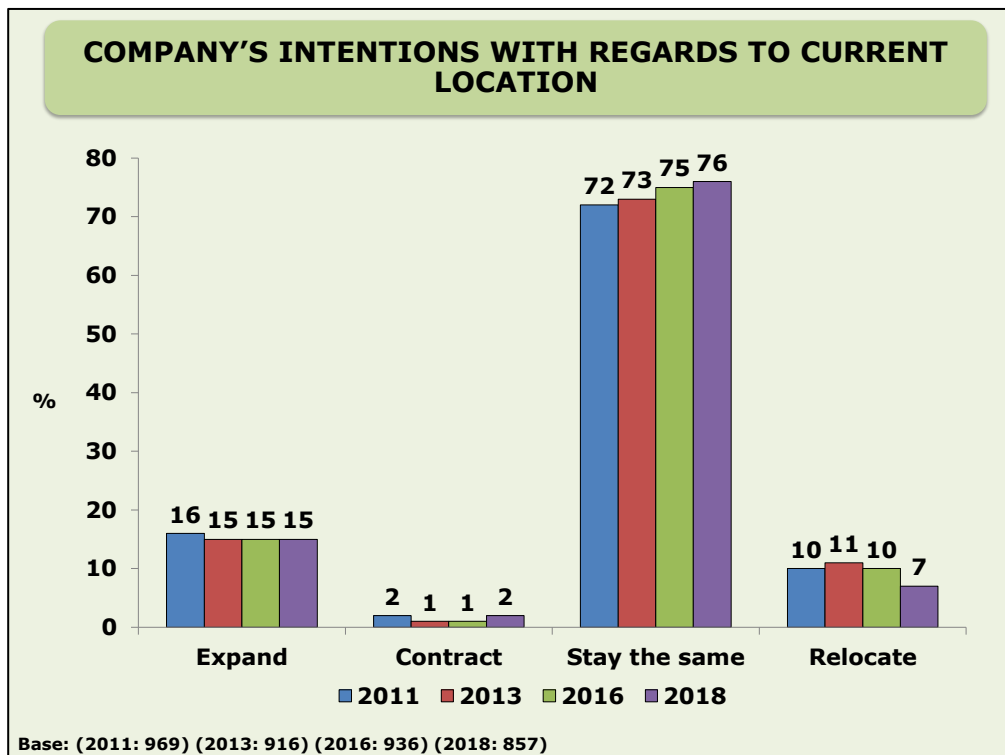
Table 10: Amount that company's floor space requirement may change in the next 10 years

Floor Space Requirements	2011 %	2013 %	2016 %	2018 %
Increase by more than 100%	5	6	6	6
Increase by 50% - 100%	6	5	6	5
Increase by 10% - 50%	10	11	11	11
No significant change	75	75	74	75
Decrease by 10% - 50%	3	2	2	3
Decrease by 50% - 100%	1	1	1	2
<b>Base: (excluding don't know)</b>	<b>(974)</b>	<b>(916)</b>	<b>(815)</b>	<b>(737)</b>

Businesses were asked for their intentions with regard to their current location. Three quarters (76%) felt they were likely to stay at the current location, which was slightly higher than in the previous three surveys, 15% were thinking of expansion, the same as in 2016, 7% were interested in relocation and 2% said their intention was to contract.

Around a quarter of businesses (21%) with more than five full-time employees were intending to expand, against 12% with five or less full-time staff. 68% of businesses employing up to 5 full-timers, versus 53% 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 the main problem that affects the operation of their business was rising costs (43%), up 3 percentage points from the previous survey. 31% stated business rates, 27% mentioned the availability of parking for staff/visitors and 25% the broadband/mobile phone coverage.

Nearly one quarter (23%) of businesses stated road / traffic congestion, which was double the percentage recorded in 2013 (12%) and 9 percentage points higher than in 2011 (14%).

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 (41%), the availability of parking (35%), whereas those outside Stratford town cited broadband/mobile phone coverage (30%).

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

Table 11: Main problems faced by company

	2011 %	2013 %	2016 %	2018 %
Rising costs	65	57	40	43
Business rates	-	-	-	31
Availability of parking for staff/visitors	-	-	-	27
Broadband/mobile phone coverage	-	-	-	25
Road/traffic congestion	14	12	24	23
Staff recruitment/retention	10	7	17	21
Shortage of skilled staff	8	10	14	20
Market demand/competition	27	25	20	20
Possible impact of Brexit	-	-	-	17
Legislation/red tape	21	15	13	15
Cost of suitable premises	15	14	16	12
High labour costs	7	5	5	11
Planning constraints	12	11	11	11
Lack of suitable premises	7	8	10	10
Need for improved marketing	10	9	8	7
Infrastructure problems	5	5	9	7
Currency exchange rate	4	3	3	5
Investment constraints	4	6	3	4
Access to appropriate advice	1	1	1	1
Other	16	16	19	8
<b>Base:</b>	<b>(887)</b>	<b>(803)</b>	<b>(829)</b>	<b>(818)</b>

Of the 69 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.

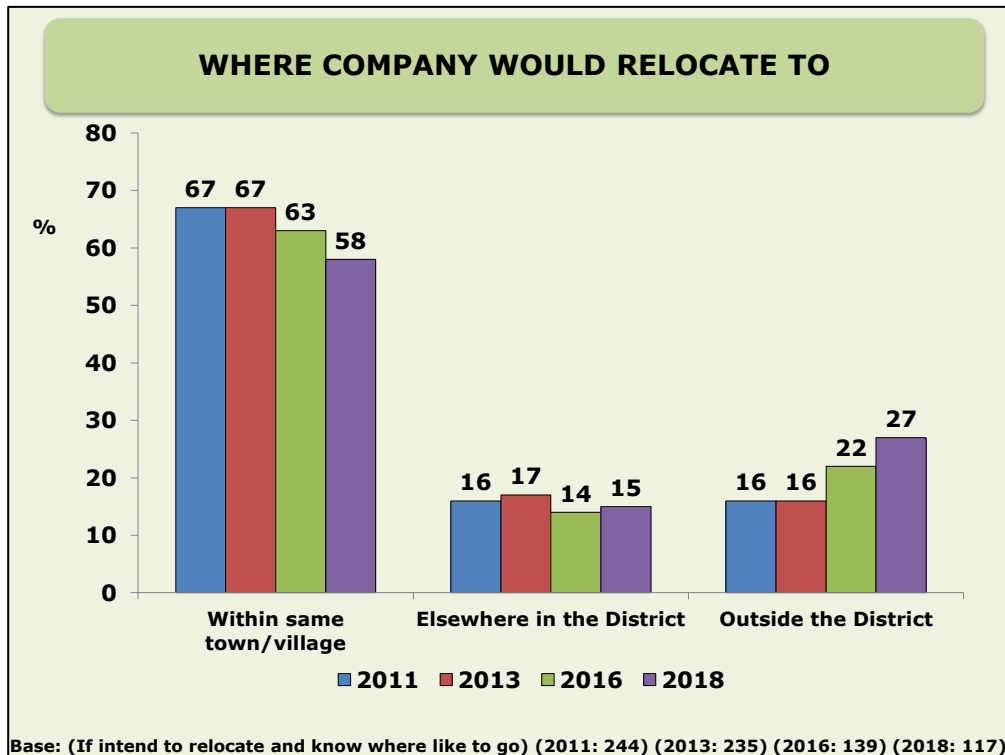
Table 12: Other Main Problems Faced by company (4 or more responses)

	Nos of Responses
Public transport	7
Lack of support from Council	5
Lack of public transport	5
Decreasing footfall	6
Cost of parking	5
Continued building of hotels	4
Area deteriorating/drug use/crime/homeless/beggars	4
Other	33
<b>Base:</b>	<b>(69)</b>

#### 4.2.5 Relocation

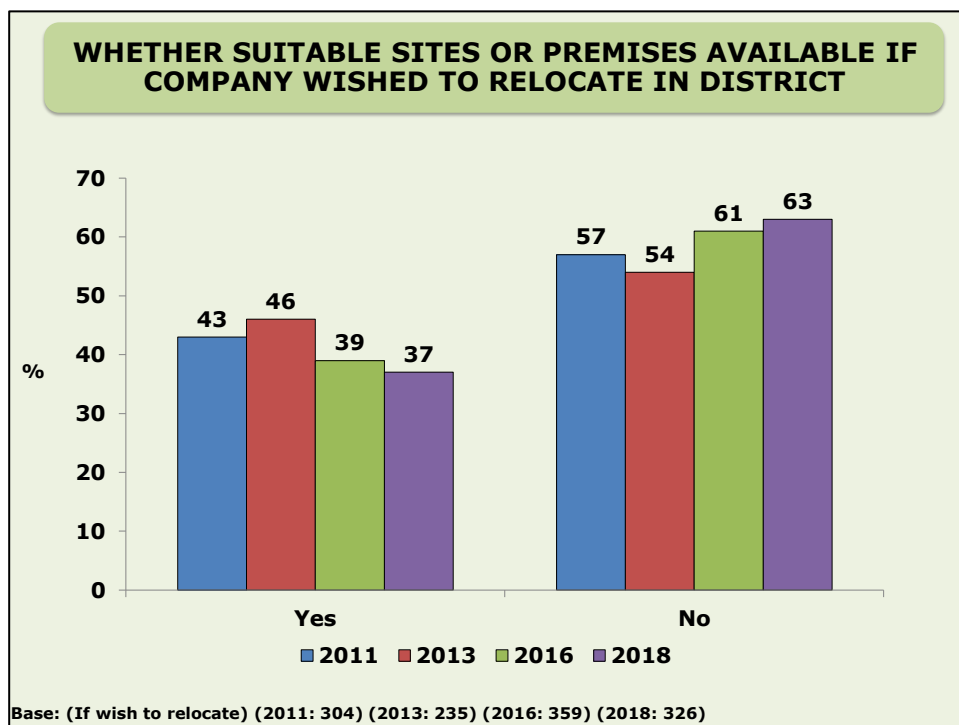
Asked if the company intends to relocate, 58% wished to move within the same town or village, down 9 percentage points on the 2011 and 2013 surveys, 15% said elsewhere in the District and 27% outside the District, representing an increase of 5 percentage points from the 22% recorded in 2016. A list of 43 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, 37% thought there were suitable sites or premises available, down by 2 percentage points from the 39% recorded in 2016.

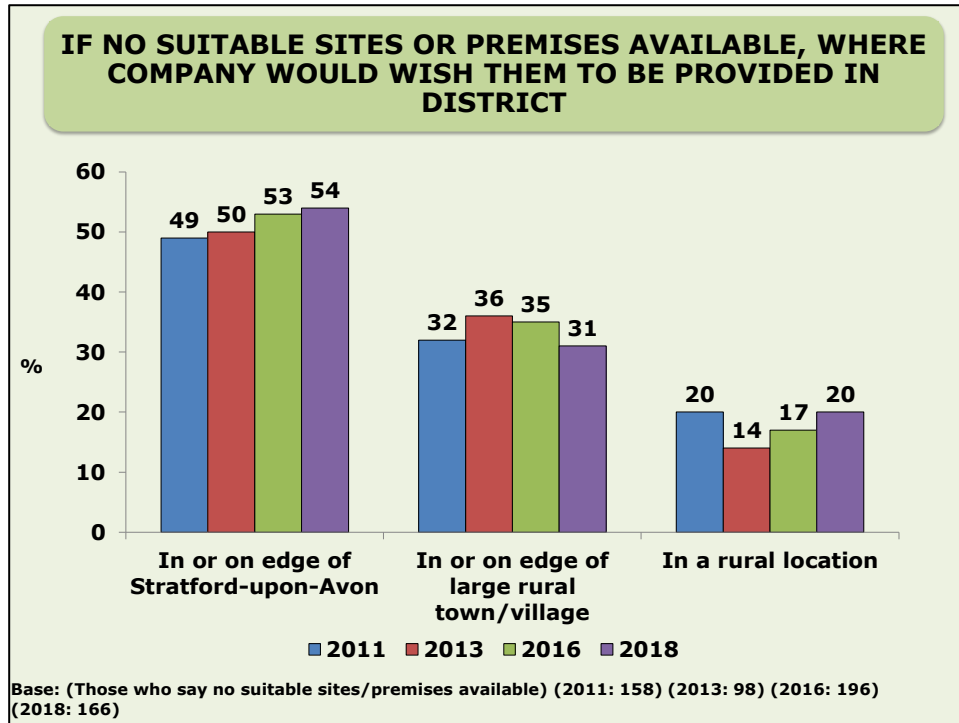
Chart 5:



If businesses felt there were no suitable sites or premises available, 54% would look at the edge of or inside of Stratford-upon-Avon, up by 1 percentage point from the previous survey (53%), 31% in or on edge of a large rural town or village and 20% would look at a rural location, up by 3 percentage points from 2016. A full list is included in the appendices of where they would look (52 responses).

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 33% of those based outside of the town doing so. 42% of businesses based out of town would look in or on the edge of a large rural town / village, versus 15% 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.

Reduce business rates and other charges remained the most popular option, although the percentage opting for it fell by 20 percentage points from 68% in 2016 to 48% now. Improving the road network remained around the same level of 2016 at 42% and 41% wished for improved broadband connections, 2 points less than 2016.

A new category included this year saw 37% of businesses wanting more parking spaces. Around three in ten still want improved public transport and over a quarter (27%) reduced parking charges, down 10 percentage points.

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 (63%), more available parking spaces (49%) and a reduction in parking charges (48%). Outside Stratford town businesses were more likely to say there was a need for an improvement in broadband connections (47%).

Table 13: How area can be improved to assist business and the economy

	2011 %	2013 %	2016 %	2018 %
Reduce business rates & other charges	81	79	68	49
Improve the road network	29	27	43	42
Improve broadband connections	28	42	43	41
More available parking spaces	-	-	-	37
Improve public transport	34	27	31	29
Reduce parking charges	-	-	37	27
Provide more business support & advice	-	-	13	22
Improve local environment	22	17	13	11
Provide more housing	18	18	12	11
Provide more employment land 2	11	10	11	11
Improve training & skills	15	12	10	10
Provide more business advice	14	9	8	7
Other	14	15	9	8
<b>Base:</b>	<b>(901)</b>	<b>(852)</b>	<b>(856)</b>	<b>(797)</b>

The other improvements suggested (63 comments) are listed in the Appendix.

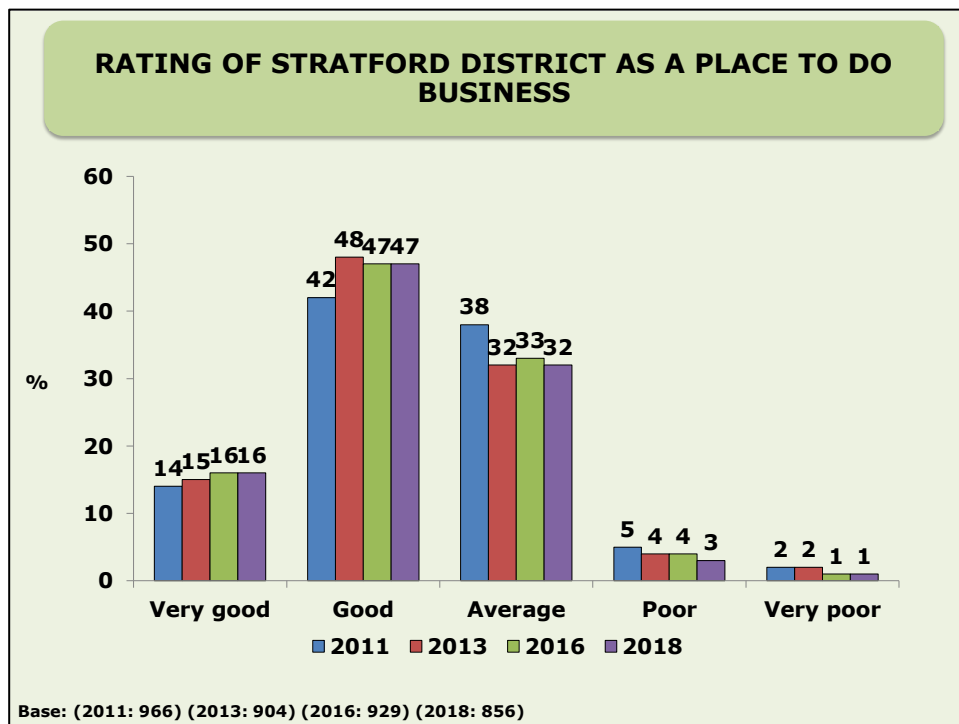
Table 14: Other suggested improvements (3 or more responses)

	Nos of Responses
Reduce parking charges / Improve parking / Review parking time limits	7
Less new hotels	6
Improve Planning System / Speed up process	5
Infrastructure	4
More Police / Reduce Crime	4
Reduce traffic congestion	4
Landlord Property Investment/Improvement	3
Provide more affordable housing	3
Wider diversity of businesses	3
Other	24
<b>Base:</b>	<b>(63)</b>

### 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 two surveys and represented an increase of 7 percentage points since the 2011 survey. A third (32%) said it was average. 4% answered poor or very poor.

Chart 7:

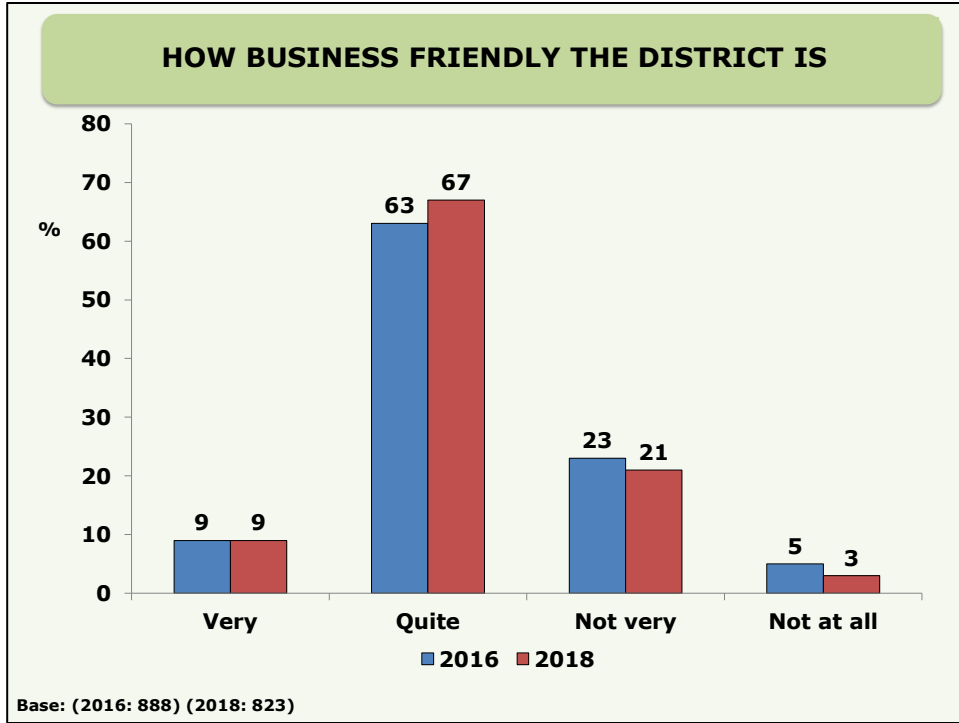


### 4.3.3 How business-friendly respondents think the District is

Just over three quarters (76%) of those surveyed thought the District is quite or very business-friendly (4 points up on 2016), as opposed to 24% who did not.

Whereas 80% of businesses outside Stratford town felt the district was business-friendly, this fell by 9 points to 71% for those based in Stratford town.

Chart 8:

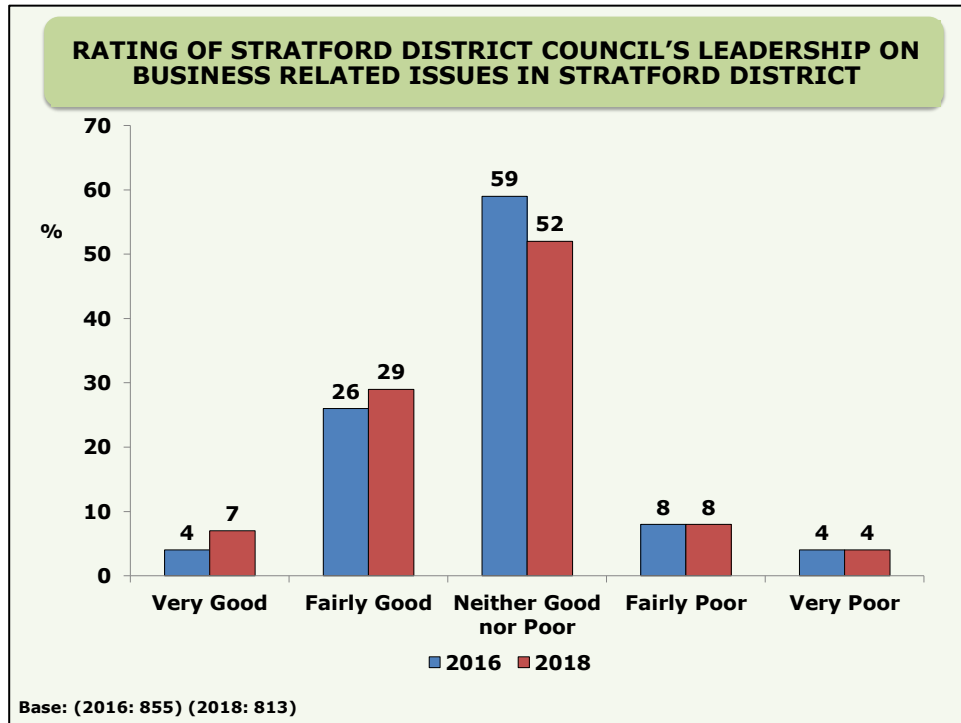


#### 4.3.4 Overall rating of Council’s leadership on business-related issues

Businesses were asked to rate overall the Council’s leadership on business-related issues in the Stratford District. 36% rated them either fairly or very good (up 6 points on 2016), in contrast with 12% who regarded them as fairly or very poor. Just over half (52%) 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 30% rated it very good or fairly good in the Town, it was 39% in the rest of the district. 19% rated it very poor or fairly poor in Stratford Town, versus 8% in the rest of the district.

Chart 9:



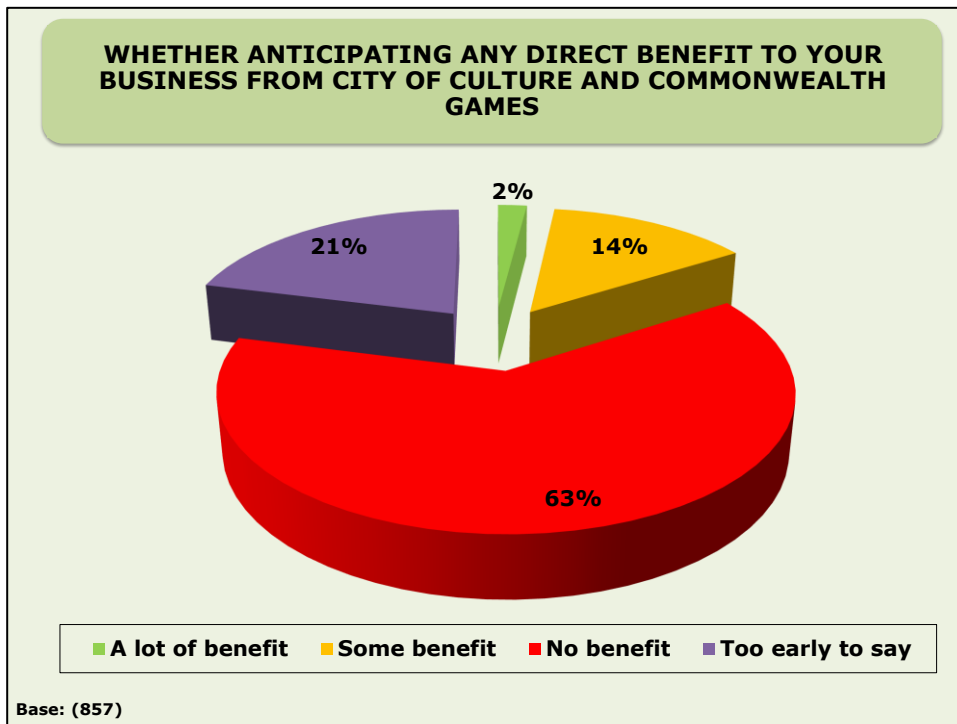


### 4.3.5 City of Culture and Commonwealth Games

With Coventry named City of Culture in 2021 and the Commonwealth Games awarded to Birmingham in 2022, businesses were asked if they anticipated any direct benefit to their business. 2% felt they would gain a lot of benefit, 14% some benefit, 63% no benefit and 21% felt it was too early to say.

22% of businesses in Stratford town anticipated a lot or some benefit compared to the rest of the district with a figure of 14%.

Chart 10:



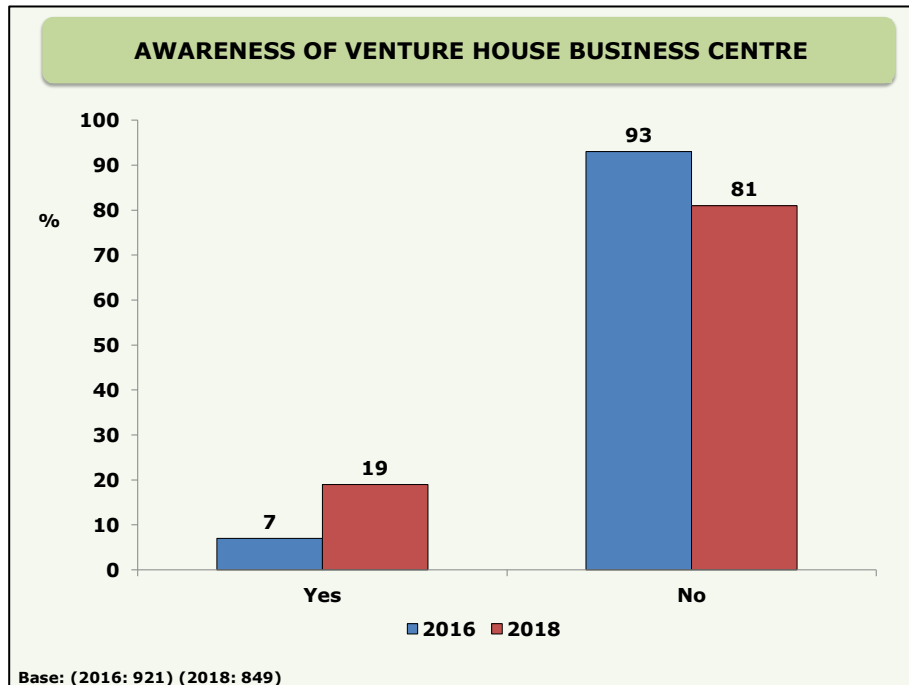
## 4.4 Venture House Business Centre

### 4.4.1 Venture House Business Centre, Stratford-upon-Avon

Businesses were asked if they were aware of the Venture House Business Centre in Stratford-upon-Avon, owned and managed by SDC. 19% confirmed they were, as opposed to 81% who were not, a rise of 12 percentage points on 2016.

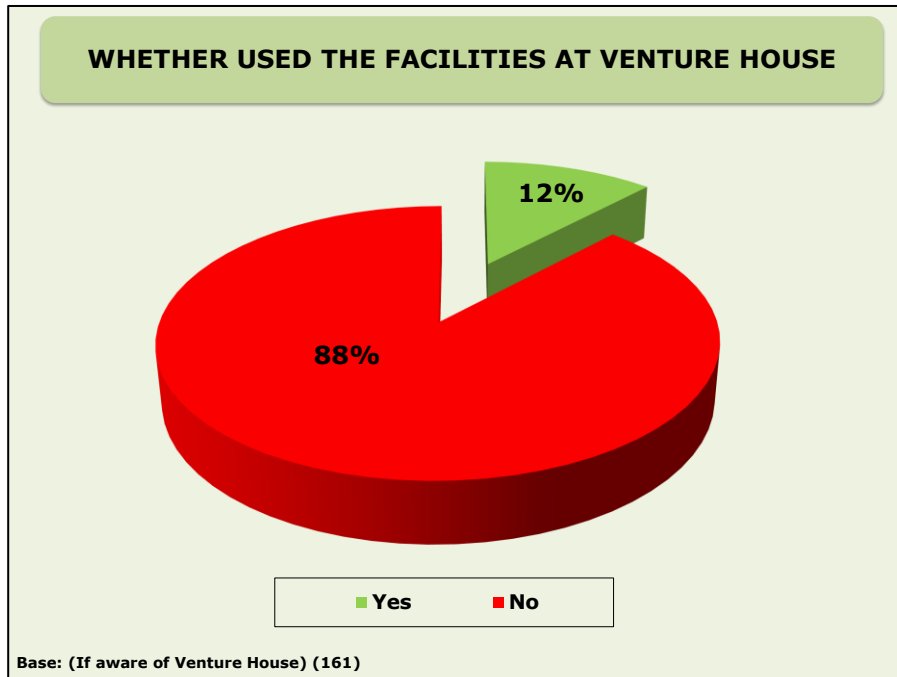
30% of Stratford town businesses were aware of Venture House compared with 13% of those based in the rest of the district.

Chart 11:



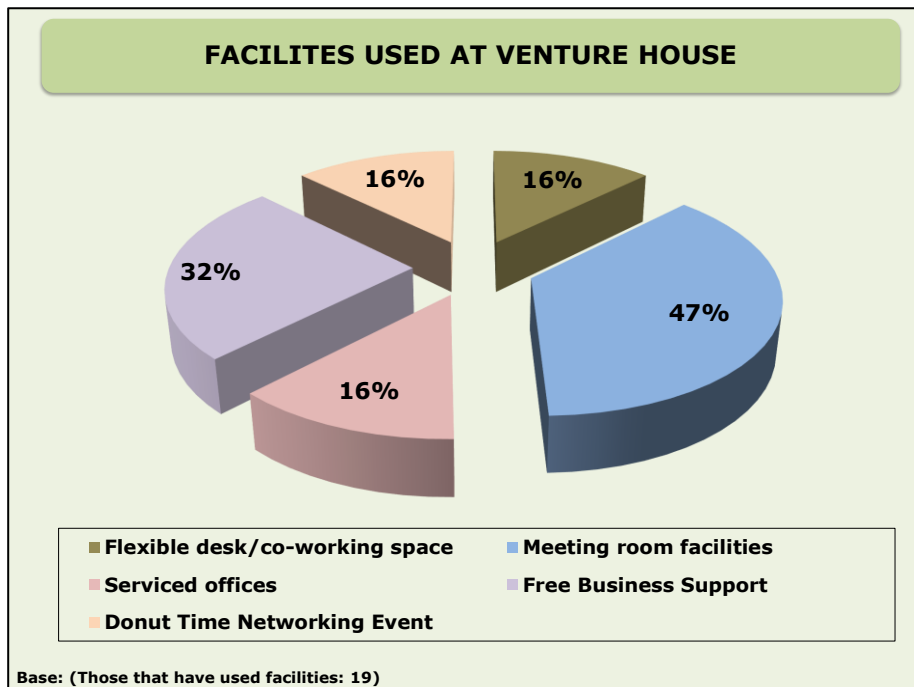
For those aware of Venture House, they were asked if they had used the facilities. 12% of these businesses had done so.

Chart 12:



Of the 19 respondents who had used the facilities at Venture House, almost half had used the Meeting Room facilities.

Chart 13:



## 4.5 Coventry and Warwickshire LEP Growth Hub

The Coventry & Warwickshire Local Enterprise Partnership 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, 22% said they did a rise of 8 points from 2016.

Awareness differed by location with 27% aware of the Growth Hub in Stratford town, against 18% in the rest of the district.

Those who were aware of the Coventry and Warwickshire Growth Hub were further questioned as to if they had used any of its services. 19% stated they had, as opposed to 81% who had not. In 2016, 22% had used their services.

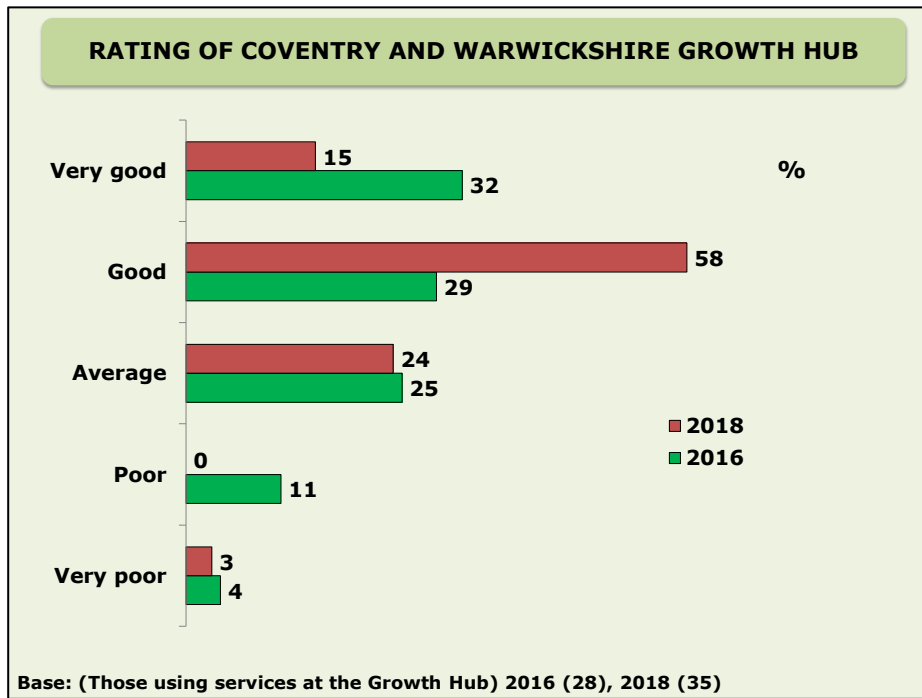
With reference to services used by 34 respondents, 35% used the access to finance, 24% skills support and 21% had advice on planning and property. The 4 other responses are included in the Appendix.

Chart 14:



Overall, 73% of businesses who used the Growth Hub rated it as very good or good (up 12 points on 2016), a quarter (24%) thought it was average and 3% said poor or very poor (down 12 points on 2016).

Chart 15:



## 4.6 Looking Ahead by Stratford DC

### 4.6.1 Priorities for SDC

At the April 2018 Council meeting, it was agreed to invest £2.545m of the Council's General Fund Reserves into a number of schemes. Three of these schemes relate to business and businesses were asked what scheme should be given the highest priority to start work on first.

**For Wireless Broadband** – A Corporate Strategy priority is the provision of broadband across our communities. It is clear however, that even after the next phase of investment there will be c3,000 properties in the district which will not be covered with high speed broadband. This includes businesses. The Council has provided £50,000 for feasibility, and now the Council has put aside up to £500,000 to help with implementing solutions.

56% wanted this as the top priority.

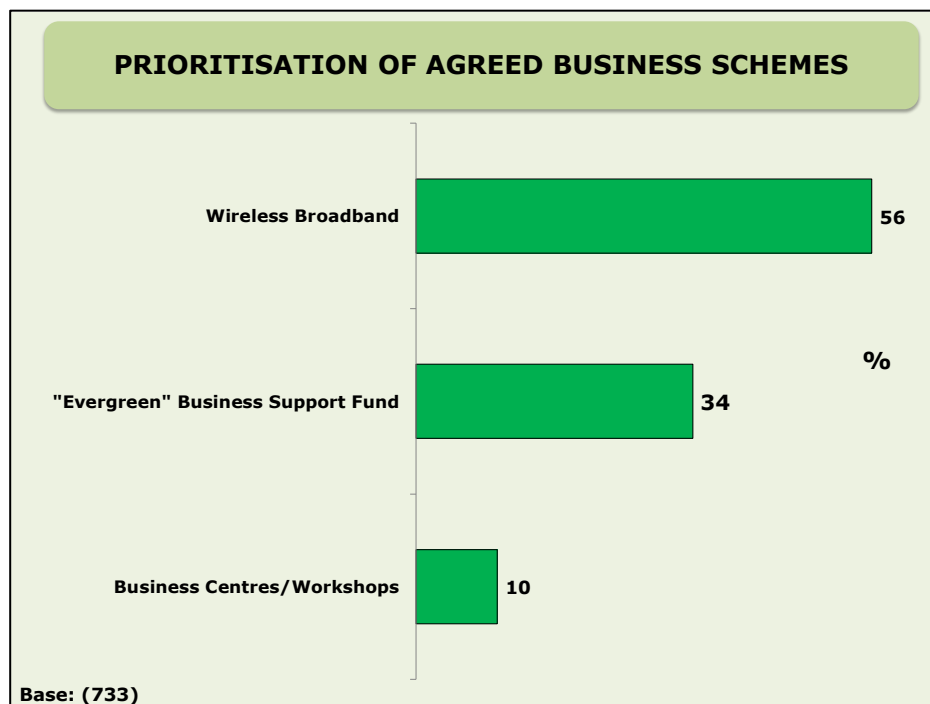
**"Evergreen" Business Support Fund** - To provide loans to support and help business growth and innovation. This fund could include contributions to set up costs, rental liability, 'pop up shop' or emporium type facilities (£75,000).

34% wanted this as the second priority.

**Business Centres/Workshops** - The cost of refurbishing/establishing Venture House as a business centre was in the region of £500,000. The Council has been informed by the CWLEP that there is no funding at least in the near future for similar grants to help with the aspiration of providing further centres. In recent discussions with the Federation of Small Businesses whilst business centres are supported the need to workshop space is also required. The investment would allow for funding of an additional facility or contribute to more than one facility (£500,000).

10% of businesses wanted this as the third priority. The type of business services required and activity is listed in the Appendix – 39 responses.

Chart 16:



51% of business wanting a Business Centre/Workshop felt it should be located in Stratford-upon-Avon, followed by 22% indicating Alcester.

*Table 15: If you selected Business Centres/Workshops, where should the Business Centre/Workshop be located?*

	<b>Number</b>	<b>%</b>
Stratford-upon-Avon	33	51
Alcester	14	22
Southam	7	11
Studley	4	6
Bidford-on-Avon	2	3
Shipston-on-Stour	2	3
Henley-in-Arden	1	2
Kineton	0	0
Wellesbourne	0	0
Elsewhere – “Wherever required most. Not Stratford centre”, “Somewhere on the outskirts of Stratford would be a cost saving initiative”	2	3
<b>Base: (Those answering Business Centres) (65)</b>		

Stratford District Council is in the process of creating an Economic Development Strategy for the District. Businesses were asked what three things they would wish to be included in the Strategy. 584 suggestions are included in the Appendix and summarised in the table below.

11% of businesses (73 in total) suggested a better road system and improvements to traffic congestion. 10% of respondents wanted more help in a reduction in their business rates. 9% wished to see more business support and another 9% wanted better transport links. 7% wanted improved broadband in the Strategy. 7% wished to see better and cheaper parking.

Table 16: Suggestions from Businesses of what should be in the Economic Development Strategy (4 or more responses)

	Number	%
Traffic congestion/improve/control/better road system	73	11
Business rate/reduce/fairer/clearer/continue 100% relief/help to encourage business	67	10
Business support/promotion/mentoring/networking/workshops/use local businesses	60	9
Transport/improve/better links/rural links/better network/tram	57	9
Broadband/improve	50	8
Car parking/better/free/cheaper/free out of town	46	7
Town centre/more activity/more vibrant/encourage business/more high quality retail outlets/more attractive	28	4
Housing/more affordable/more homes	27	4
Planning/reduce restrictions/bureaucracy/more flexible	25	4
Tourism/promote/better marketing/encourage/Stratford behind other towns	21	3
Financial support/grants/capital/initiatives	19	3
Infrastructure/better/improve	18	3
Funding for skills/educational support/apprenticeships/links with schools and businesses	14	2
Affordable rent/premises/lobby landlords	11	2
Development out of town/more commercial property/rural districts/less emphasis on Stratford	11	2
State of roads/maintenance/repairs/potholes	10	2
Don't know	10	2
Maintain area/clean up town/town approach/environment	8	1
Encourage businesses from outside area/start-up's	7	1
Pedestrianise more roads	7	1
Growing the local economy/economic development around Stratford/more local employment	6	1
Fewer houses/stop building/consider impact	6	1
Better use of empty spaces/unused buildings/redevelopment/use for Enterprise Centre/small industrial units/storage sites/offices	6	1
More land for development	5	1
Encourage businesses to stay/shops/banks/Post Offices/empty shop strategy	5	1
More green space/maintain countryside/landscape	4	1
Encourage other sectors/not just tourism	4	1
Encourage sports/leisure/holiday related activities	4	1
Retain Wellesbourne Airfield	4	1
Other	53	8
<b>Base: (666)</b>		



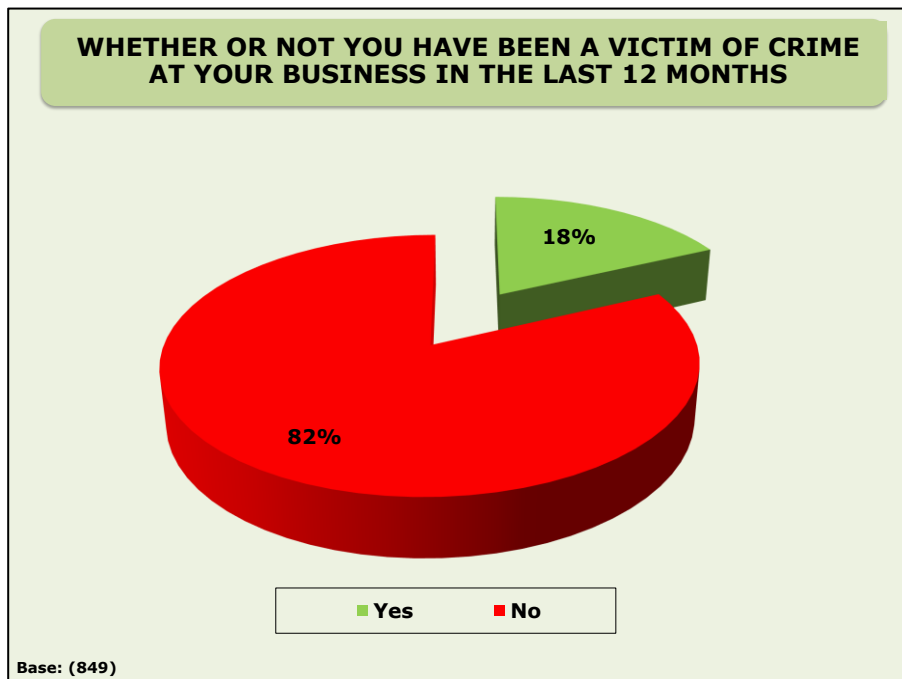
## 4.7 Crime / Cyber Crime

### 4.7.1 Victims of Crime

18% of businesses answered they had been a victim of crime at their business in the last twelve months. The nature of the crime is listed in full in the Appendix (153 responses).

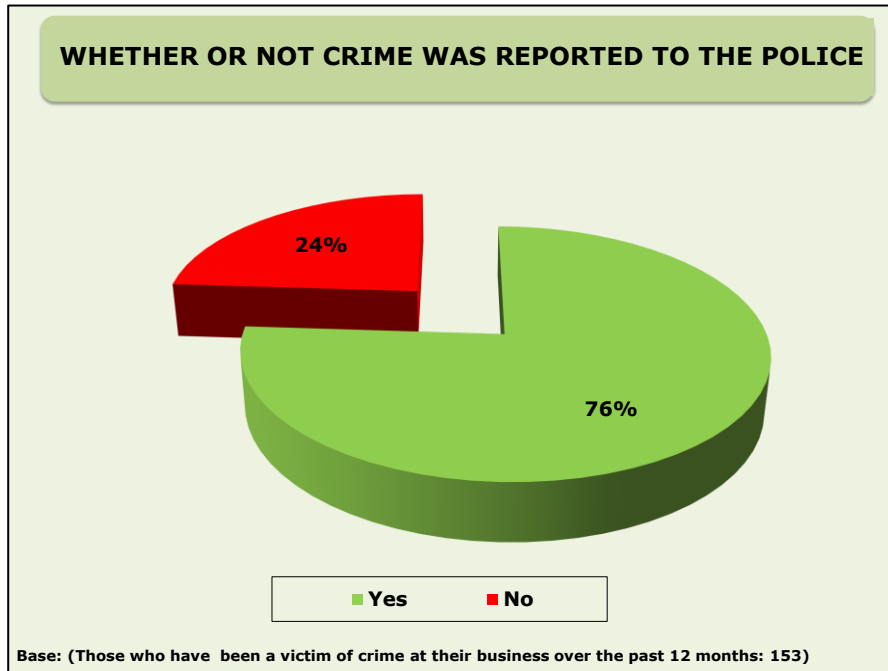
By location, 22% of Stratford town businesses had been a victim of crime in the last twelve months against 16% in the rest of the district.

Chart 17:



Of those businesses who were victims of crime, three-quarters (76%) reported it to the Police.

Chart 18:



#### 4.7.2 Cyber Security

Businesses were asked whether or not their business had been affected by a cyber security breach or attack in the last twelve months. Exactly one in ten businesses responded they had.

Chart 19:



51% of businesses (41) said the nature of the breach or attack in the last 12 months concerned viruses, spyware and malware. 48% (38) indicated others had impersonated their organisation in emails or online. The "other" three were; Unauthorised changes to website, identity fraud - Bank accounts set up in our name (CIFAS informed), and ransomware.

Table 17: What was the nature of the breach or attack in the last 12 months?

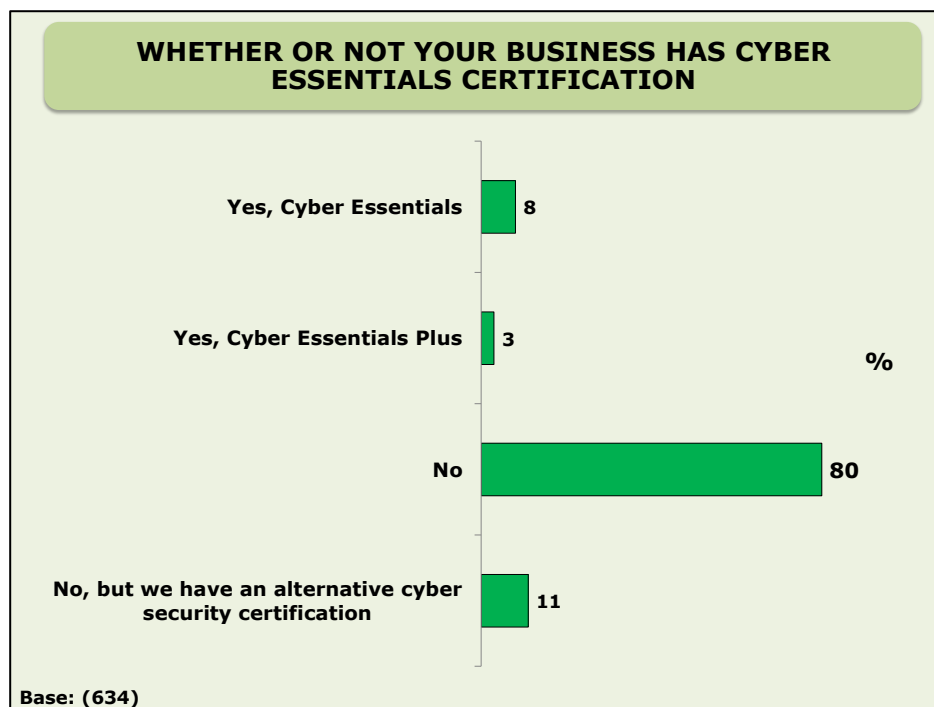
	Number	%
Virus, spyware or malware	41	51
Others impersonating organisation in emails or online	38	48
Access to computers, networks or services without permission	15	19
Money stolen electronically	13	16
Denial of service attacks	4	5
Breaches from personally owned devices	0	0
Other	3	4
<b>Base: (Those who have been affected by a cyber breach or attached in the last 12 months) (80)</b>		

Exactly eight out of ten businesses said they did not have cyber essentials certification. 8% had Cyber Essentials and 3% Cyber Essentials Plus. 11% did not have Cyber Essential but an alternative cyber security certification.

There were significant differences when comparing independent versus non-independent businesses. 14% of non-independent had a Cyber Essential certificate against 6% of independent businesses. Also 17% did not have the Cyber Essential certificate but an alternative cyber security certification compared with 9% of independent businesses. 84% of independent businesses had no certifications.

83% of businesses employing 1 to 5 full-time staff did not have a certificate against 72% of those with 6 or more full-time employees

Chart 20:



## 4.8 National Non Domestic Rates (NNDR)

### 4.8.1 Contacting the Council

Over seven out of ten of those surveyed normally contacted the Council by telephone (71%), a drop of 17 points on 2008. 43% made contact by email, a rise of 3 points on 2016.

13% said they did so via the Council website, a reduction of 5 points on 2016.

Letters have gradually fallen in popularity from 26% of businesses using them in 2008 to 9% nowadays.

Those businesses in Stratford town were more likely to make contact in person than those outside the town, 19% versus 8%.

Those employing up to five full-time staff were less likely to e-mail the council – 40% against 55% for businesses with 6 or more staff.

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

Contact Method	2008 %	2011 %	2013 %	2016 %	2018 %
By telephone	88	82	79	78	71
By email	18	28	31	40	43
Via the SDC website	12	12	14	18	13
In person	16	16	14	14	12
By letter	26	25	17	13	9
Other method	1	1	0	0	0
<b>Base:</b>	<b>(367)</b>	<b>(961)</b>	<b>(903)</b>	<b>(932)</b>	<b>(846)</b>

*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.

By location a quarter of businesses in Stratford town had been in contact, compared with 19% in the rest of the district.

23% of independent businesses contacted SDC about NNDR in the last 12 months compared with 15% of non-independent ones.

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

Contacted the Council	2008 %	2011 %	2013 %	2016 %	2018 %
Yes	42	31	26	21	21
No	58	69	74	79	79
<b>Base:</b>	<b>(365)</b>	<b>(968)</b>	<b>(902)</b>	<b>(938)</b>	<b>(836)</b>

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 seven out of ten had done so. This is five points lower than the 2016 figure.

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

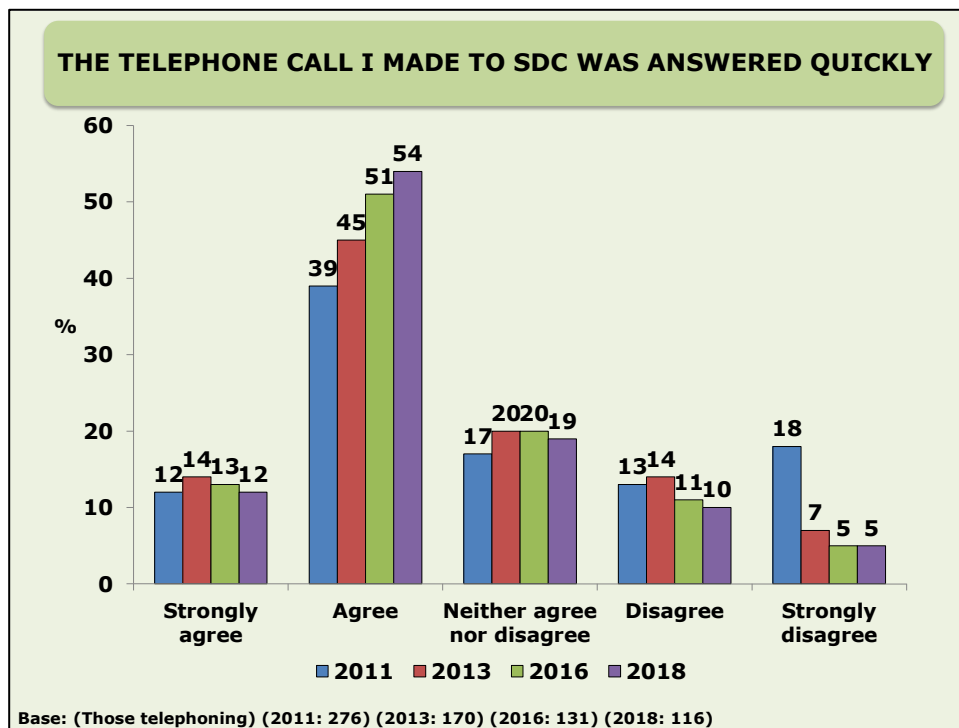
Contacted by telephone	2008 %	2011 %	2013 %	2016 %	2018 %
Yes	74	66	77	75	70
No	26	34	23	25	30
<b>Base: (Those contacting the Council in the last 12 months about NNDR)</b>	<b>(201)</b>	<b>(388)</b>	<b>(227)</b>	<b>(189)</b>	<b>(174)</b>

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".**

66% of those surveyed were in agreement with the above statement, as opposed to 15% who disagreed. This was the highest level agreement throughout the period studied (51% agreed in 2011).

Chart 21:



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

35% disagreed versus 43% who agreed with the statement above. The disagreement figure was 6 points lower than the previous survey in 2016.

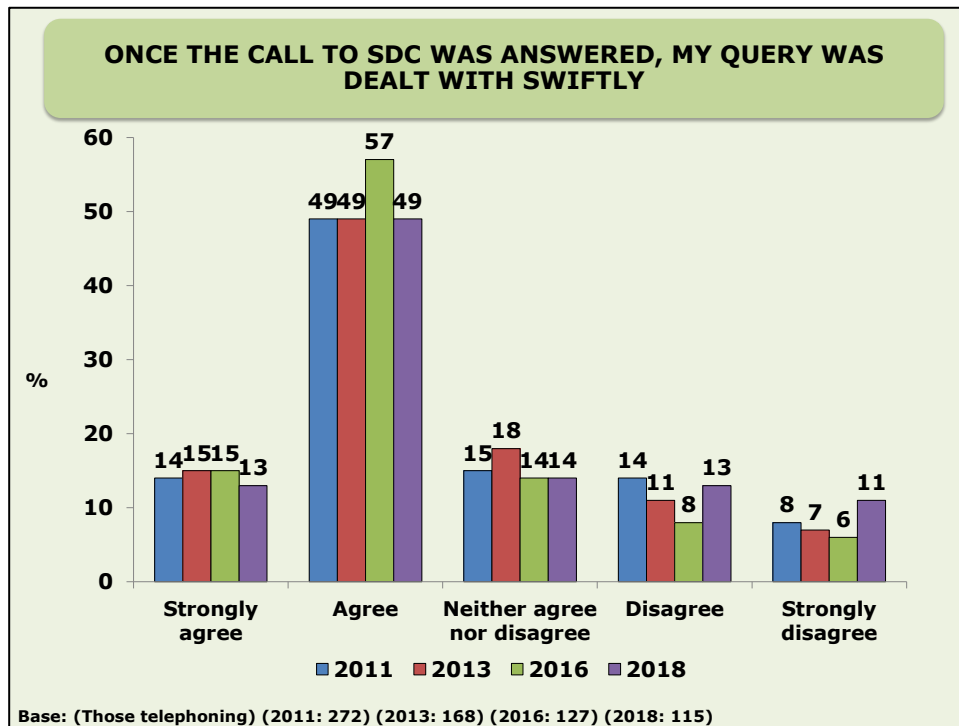
Chart 22:



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

62% of businesses agreed or strongly agreed with the above statement compared to 24% who disagreed. The agreement level was 10 points lower than that recorded in 2016.

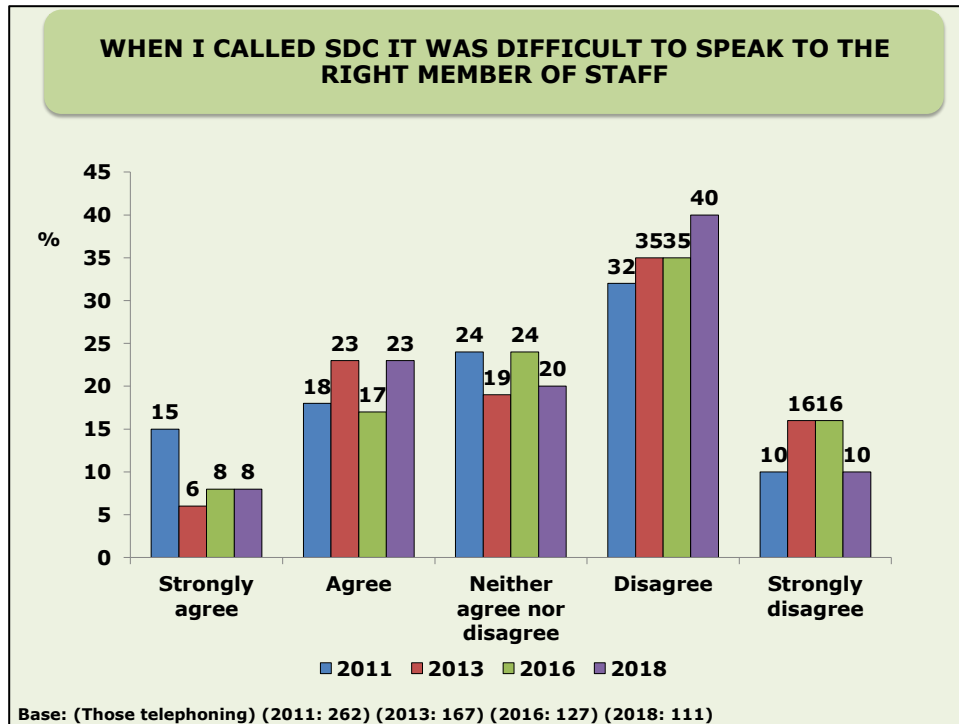
Chart 23:



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

Exactly 50% of respondents did not think it was difficult to speak to the right member of staff, in contrast to the 28% who did. Findings have varied with each survey taking place, with on this occasion agreement rising by 6 percentage points.

Chart 24:

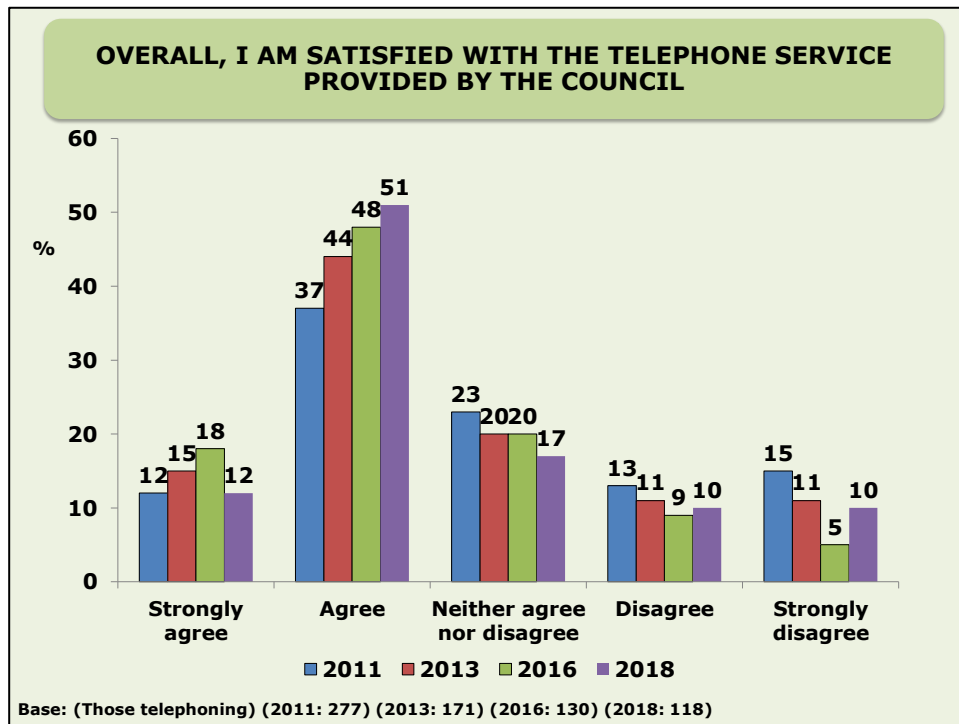




**"Overall, I am satisfied with the telephone service provided by the Council".**

63% were satisfied with the telephone service provided by the Council, a drop of 3 points on 2016. Disagreement rose from 14% in 2016 to 20% in 2018.

Chart 25:

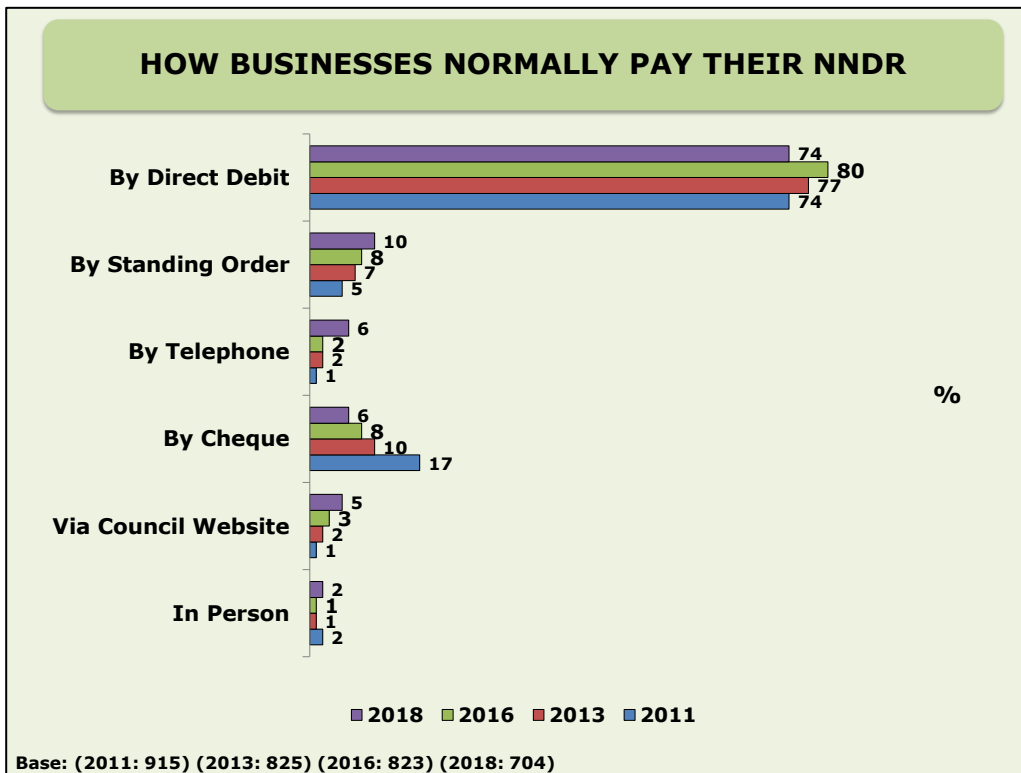


### 4.8.2 Paying NNDR and the NNDR Documentation

Around three-quarters of businesses (74%) confirmed they normally pay their NNDR by direct debit and 10% did so by standing order. The percentage of businesses paying by direct debit has dropped by 6 points compared with 2016. Cheque payments have reduced from 17% in 2011 to 6% in 2018.

82% of businesses with 6 or more full-time employees were more likely to pay for their NNDR via direct debit.

Chart 26:



Businesses were asked two questions about the NNDR documentation they received. 89% felt the documentation was clear and concise and 85% felt the information with the documentation was helpful. This year's figures were the highest percentages of the four surveys.

Chart 27:

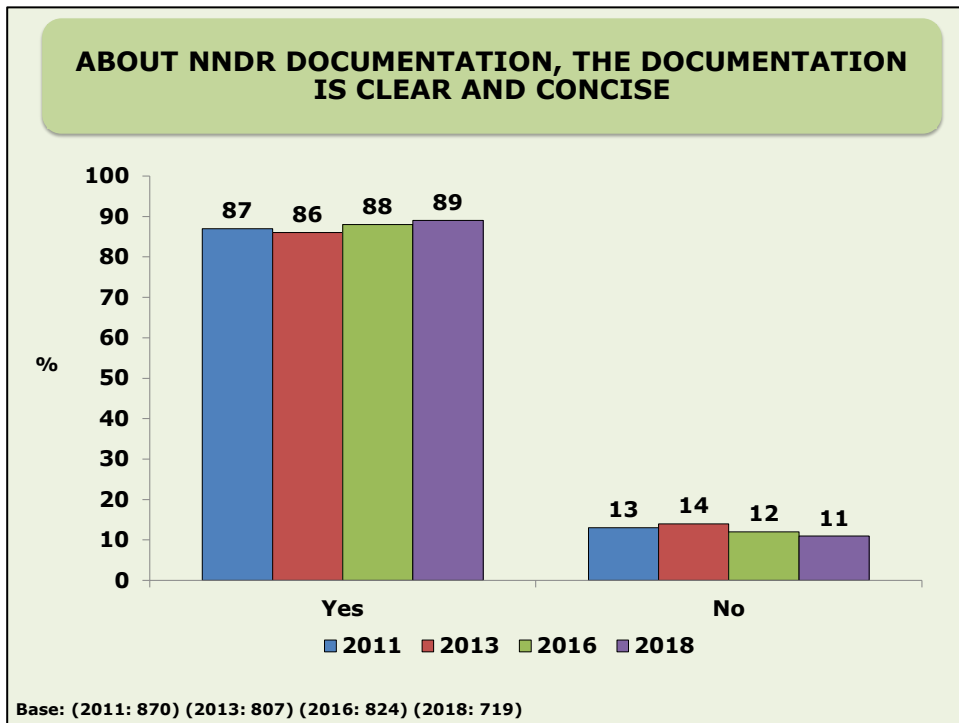
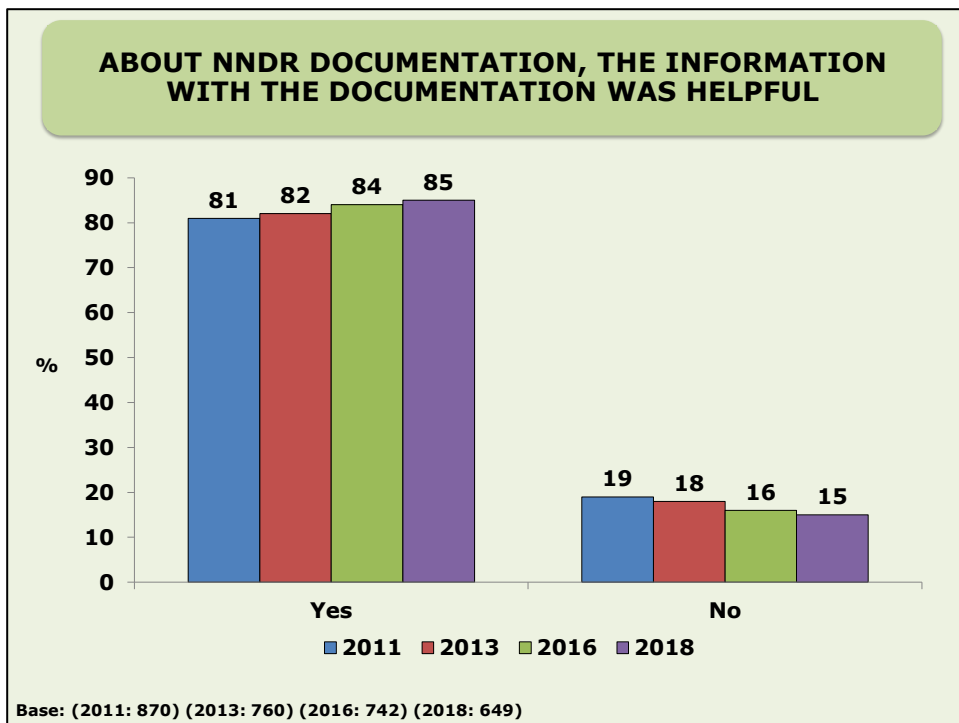


Chart 28:



### 4.8.3 Awareness of rate reliefs

Nearly all (96%) 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, 13% of Discretionary Rate Relief and 8% Mandatory Rate Relief.

97% of independent businesses against 93% of non-independents were aware of Small Business Rate Relief. 20% of non-independent businesses are aware of Discretionary Rate Relief, as opposed to 116% of independent businesses. 14% of non-independent businesses are aware of Mandatory Rate Relief, compared to 6% of independent businesses.

94% of businesses with 6 or more full-time staff were aware of Small Business Rate Relief, in contrast to 98% of those businesses employing 5 or less full-timers. 16% of businesses employing 6 or more full-time staff are aware of Discretionary Rate Relief, as opposed to 113% 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 and the Local Discretionary discount scheme

Table 21: Awareness of the rate reliefs currently available to businesses

Rate Relief Type	2008 %	2011 %	2013 %	2016 %	2018 %
Small Business Rate Relief	66	96	98	97	96
Discretionary Rate Relief	6	9	10	7	13
Mandatory Rate Relief	4	5	6	4	8
Local discretionary discount scheme	-	-	-	-	6
Hardship Rate Relief	2	6	6	4	5
Discretionary Rural Rate Relief	3	4	6	4	5
Pub Relief	-	-	-	-	4
Mandatory Rural Rate Relief	3	3	5	4	4
Section 44a Partly Occupied Relief	-	7	7	3	4
<b>Base:</b>	<b>(372)</b>	<b>(743)</b>	<b>(691)</b>	<b>(731)</b>	<b>(681)</b>

#### 4.8.4 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 Discretionary Rate Relief (4%) and Mandatory Rate Relief (3%). This is consistent with other years.

97% of independent businesses versus 85% of non-independent businesses have applied for Small Business Rate Relief.

Table 22: Whether applied for any of the rate reliefs currently available to businesses

Rate Relief Type	2008 %	2011 %	2013 %	2016 %	2018 %
Small Business Rate Relief	96	95	95	94	94
Discretionary Rate Relief	3	3	2	3	4
Mandatory Rate Relief	2	2	1	1	3
Mandatory Rural Rate Relief	1	1	1	2	2
Discretionary Rural Rate Relief	2	1	1	1	2
Local discretionary discount scheme	-	-	-	-	2
Hardship Rate Relief	1	2	2	1	2
Pub Relief	-	-	-	-	1
Section 44a Partly Occupied Relief	-	2	2	1	0
<b>Base:</b>	<b>(190)</b>	<b>(550)</b>	<b>(536)</b>	<b>(556)</b>	<b>(502)</b>

#### 4.8.5 Comments about the NNDR process through the Council

115 comments were supplied about the NNDR process through the Council and these are listed in the appendices, with suggestions from 10 or more responses summarised in the table below.

Table 23: Comments made about the NNDR Process (10 or more responses)

	Nos of Responses
Provide a good service	25
Business rates high	18
Poor service received	17
Do not pay business rates	13
Lack of awareness of what rate relief is available	13
Further information required	10
Other	19

# Appendices

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

- ❖ A beef/sheep farm
  - ❖ Charity
  - ❖ Charity
  - ❖ Charity
  - ❖ Charity - nationwide
  - ❖ Charity shop
  - ❖ Community convenience shop
  - ❖ Community owned ENT
  - ❖ Community shop
  - ❖ Dance studio
  - ❖ Farm
  - ❖ Farm
  - ❖ Farmer
  - ❖ Holiday accommodation
  - ❖ Holiday cottage
  - ❖ Holiday cottage
  - ❖ Holiday flat
  - ❖ Hot food take-away
  - ❖ Independent 1 other
  - ❖ IPD Community Shop
  - ❖ Main clinic
  - ❖ Main site
  - ❖ One of three branches
  - ❖ One of two tearooms
  - ❖ Post Office
  - ❖ Post office/florists/gifts
  - ❖ Private house/holiday flat
  - ❖ Private members club & sports facilities
  - ❖ Public house
  - ❖ Public House Donnington Brewery
  - ❖ Registered office in Long Compton, rental property in Bicester and Long Compton
  - ❖ Several sites of same business
  - ❖ Sino Partnerships Ltd
  - ❖ Social club
  - ❖ Social club
  - ❖ Sports & Social Club
  - ❖ We have two branches in Birmingham
  - ❖ Workshop
  - ❖ Workshop
  - ❖ Yard
-

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

- ❖ 500 stores UK
  - ❖ A business was up for sale here
  - ❖ Acquired office in Southam as only suitable location with relevant office to buy
  - ❖ Affordable rent
  - ❖ Availability of area in franchise network
  - ❖ Been here since 1931!
  - ❖ Big mistake
  - ❖ Bought a public house
  - ❖ Built by community
  - ❖ Business built up around our house, now live elsewhere in SOA
  - ❖ Business opportunity
  - ❖ Caravan site opened in 1960 for tourers, family run location, owners live on site
  - ❖ Central location for business owners
  - ❖ Central within the UK
  - ❖ Clients visit from all over the world
  - ❖ Close to Director's home
  - ❖ Close to where we live - reduce commute time
  - ❖ Community shop
  - ❖ Community shop to serve the village
  - ❖ Competitive rental fees
  - ❖ Contractually required to be within this area
  - ❖ cost
  - ❖ Cost of building compared to other locations
  - ❖ Cost of time of purchasing premises
  - ❖ Difficulty with planning/local authority
  - ❖ Ease of parking
  - ❖ factory & other locations
  - ❖ Farm
  - ❖ Farm & estate location
  - ❖ From Southam
  - ❖ Good all round location
  - ❖ good area for surrounding villages and free parking
  - ❖ Had to leave previous location
  - ❖ Holiday cottage. Good area north Cotswold for tourists
  - ❖ Home worked in a ? for 55 years
  - ❖ House is on site
  - ❖ I thought it was a great location in a growing town and could foresee that the infrastructure must grow with the expanding population
  - ❖ Inherited property
  - ❖ It is also our residency
  - ❖ It's fish and chips, it's been there for a long time
  - ❖ It's where the farm is
  - ❖ Limited availability of units
  - ❖ Local market requirements. Most local gym is Alcester, 5+ miles away
  - ❖ Local school
  - ❖ Location of the farm
  - ❖ Mid location for staff
  - ❖ Need for village shop
  - ❖ New lease opportunity
  - ❖ No yard storage for HGV vehicles in Leamington Spa. Weight limit has been reduced on Tomlow Road Bridge, this has lost us 20% of our work
  - ❖ Only supplier of these brands locally
  - ❖ Over 60 years
-



- ❖ Overheads
  - ❖ Owner's home
  - ❖ Part of our home
  - ❖ Primary Academy as part of a multi Academy Trust
  - ❖ Provided with office by local business
  - ❖ Provision of office space at reasonable cost
  - ❖ Proximity to first pub we owned
  - ❖ Purchased existing business
  - ❖ Rural business so requires rural setting
  - ❖ Seco has been sited on the Arden Forest Industrial Estate in Alcester since 1966
  - ❖ Specific history to Southam
  - ❖ Still no bleedin' broadband
  - ❖ The business was put on sale 16 months ago, I bought it
  - ❖ The only suitable premises I could find in the time available
  - ❖ This is a working farm situated in Pillerton Priors
  - ❖ To meet local need
  - ❖ Took over existing business
  - ❖ Took over existing company
  - ❖ Tourism & apartment
  - ❖ Tourism, high street location
  - ❖ Unsure, big company branch, stores located everywhere in the UK (Argos)
  - ❖ Village sports club
  - ❖ Wanted to move here, but family reasons made that not possible
  - ❖ We are a preschool attached to the school site
  - ❖ We are based in SOA main town but traffic congestion drove us out as well as finding suitable and affordable office space
  - ❖ We built the site
  - ❖ We came to enjoy tourist trade on Henley Street which we thought would be much busier than it was
  - ❖ We exist to serve Ilmington as a community owned shop and cafe
  - ❖ We have branches in all major towns in UK
  - ❖ We own the office building
-

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

### ***Other problems***

- ❖ Accessibility & parking for patients will be rectified with new development
  - ❖ Ageing staff will all retire & close the business
  - ❖ Aging population
  - ❖ Area is deteriorating due to drug use & unemployment
  - ❖ As part of a big business Sainsbury's , Argos we don't see any issues
  - ❖ Asked the valuation officer to review my rateable value due to changes I've made to the premises - they denied it, without even coming and have a proper survey. All this opening of chains in Stratford isn't at all what visitors and tourists are looking for - independent shops should be helped and promoted instead!
  - ❖ Basement rooms not accessible to our elderly customers who make up a high % stairs
  - ❖ Broadband is very slow - no fibre available even though office is yards away from the main exchange. Leamington is much better served than Stratford upon Avon - why?
  - ❖ Building long past it's sell by date. No longer fit for purpose.
  - ❖ Business rates although we do receive a rebate this year
  - ❖ Business rates are astronomically high!!
  - ❖ Business rates for a small property and small/new business are somewhat ridiculous. £698 per month for a 3,400sqft/316sqm building. Small business rate relief is next to nothing. Not very encouraging for a new small business in a rapidly growing population area
  - ❖ Changing show site
  - ❖ Competition & government changes
  - ❖ Continued building of hotels
  - ❖ Cost of properties - families not moving into area
  - ❖ Cost of recruitment
  - ❖ Cost too high. Problems to find staff. Possible impact to Brexit
  - ❖ Decrease in visitor footfall
  - ❖ Decreasing footfall in town/towns generally
  - ❖ Demolition
  - ❖ Despite the hike in business rates, our road is not cleared/gritted, despite me begging for our industrial estate to have some assistance. We could not load/unload supplies & customers during the snowy periods, which cost us thousands of pounds in lost earnings
  - ❖ Deteriorate in the area, i.e. drug dealing, potting of customers
  - ❖ Diminished numbers in the school
  - ❖ Distance from motorway, fast train station, slow road to airport
  - ❖ Distance from neighbouring towns and travel costs involved to access venues
  - ❖ Dropped kerb permission
  - ❖ Dumping donations out of hours on doorstep
  - ❖ Estate needs improvements
  - ❖ Finance for the new unit
  - ❖ Flooding
  - ❖ Front shop is traffic light, difficult for loading, loading time only takes less than 5 minutes, we have to be very quick every time
  - ❖ High costs for me to do things properly - I have environmental certification and proper spray booth and personal protective equipment. Other companies have none of the above and lower costs so all are more competitive on price. No inspections from council/environment agency means this will continue!
  - ❖ Holiday trends
  - ❖ Homeless/Beggars outside front of store - Poor drainage - Parking too expensive
  - ❖ Hospitality & events on the first budget area to be sacrificed when economising. We are already seeing the impact of Brexit fees. We still have no fibre and have the main effort and time of leading a community fibre project to get it and even that will take 12-18
-

months. It's a real pain when such a thing is as essential as a road network in this day & age. Taxis are too expensive to rural location!

- ❖ HS2
  - ❖ If the Croft parking in Henley becomes pay & display, we have no choice but to relocate
  - ❖ If we do not get a Free trade agreement with EU. the company will close
  - ❖ Imbalances around - especially public houses - require stringent constraint to uplift etc
  - ❖ In order to expand we require a workshop space
  - ❖ Internet competition
  - ❖ It would be great to see High Street "Pedestrianised" like Henley Street!
  - ❖ Lack of free/low cost short term parking
  - ❖ Lack of local transport to and from Stratford
  - ❖ Lack of on street parking
  - ❖ Lack of parking
  - ❖ Lack of pub, possible flooding
  - ❖ Lack of public transport
  - ❖ Lack of support from the district council
  - ❖ Like many Micro pubs objections from lack of knowledge and nimbyism. I get the impression that most residents don't want change
  - ❖ Location in Southam is poor
  - ❖ Loss of weight limit on Tomlow Road Bridge from 18ton to 3 ton. Access to buildings restricted
  - ❖ Most of our staff travels from Coventry/Birmingham. Have to rely on our own private cars. Roads are always congested so prolonging a normal journey by often an hour which is very tiring after a long day. Staff have to car share as public transport not available from these towns
  - ❖ Need for improved foot fall in the village centre. Concern Bidford is growing with 621 new homes, yet village centre has no improved facilities
  - ❖ New hotels being built
  - ❖ New hotels being built
  - ❖ No direct links to public transport
  - ❖ No involvement with local council/support
  - ❖ No problem faced
  - ❖ No problems
  - ❖ No problems
  - ❖ No significant problems we rely on repeat business
  - ❖ None
  - ❖ none
  - ❖ None of the above and no others
  - ❖ Not enough parking for other businesses so access to our unit is not always possible for HGV drivers. Double yellow lines opposite entrance would be easy solution
  - ❖ Not enough parking space in Henley for workers
  - ❖ On site smoking is annoying
  - ❖ Parking
  - ❖ Parking fees - too high for customers
  - ❖ Parking for staff and customers is a major problem
  - ❖ Part of our building has been given planning consent for a fish and chip shop which we feel will have an extremely negative impact on our business
  - ❖ Planning is the major impediment to growth of our business and job creation
  - ❖ Poor rail connections
  - ❖ Poss. housing site. Many cause problems to our business
  - ❖ Possible impact of HS2 construction
  - ❖ Proximity to mainline train line stations to London, Birmingham, Leicester, Motorway links
  - ❖ Public transport
  - ❖ Public transport
-

- ❖ Public transport
  - ❖ Public transport
  - ❖ Retention, maintain and enhance the aerodrome
  - ❖ Rise in minimum wage v the introduction of 30 hours funding but the rate of funding being less than we charge for non-funding places
  - ❖ Rising costs specifically Gas & Electricity
  - ❖ Rising population
  - ❖ Road closure often
  - ❖ Running costs only just met by income, therefore little capital available for essential work
  - ❖ Self-catering holiday cottage - no problems
  - ❖ Short lease only 3 years
  - ❖ Speeding traffic
  - ❖ Staff and operating costs keep rising from minimal national wage / living wage to business rates!
  - ❖ Staff parking is an issue as not enough spaces in town and what there is too expensive
  - ❖ Suitable rural connections
  - ❖ Temperance and humidity can vary over the year which is not ideal for storage of stock
  - ❖ The business take little money it's new and the cost of staff over ides it. Waiting for licences
  - ❖ The council's allowing two Premier Inns, one Travel Lodge, Hotel Du Vin, Arden House and others since we moved to this town. It has created a large drop in turnover!!!
  - ❖ The internet competition
  - ❖ There is nothing to draw customers to this end of the street. The old BHS building is an eyesore & people avoid it/us at any costs. The football counts verify this
  - ❖ Too many businesses doing the same thing. Why have yet another 'as' hot foot been granted on 18/4!!!
  - ❖ Traffic congestion at junction onto A435. Double yellow lines & parking restrictions in locality
  - ❖ Traffic in the Birmingham Road
  - ❖ Unable to have a domestic style bind collection. For small business why can we not have a recycling bin?
  - ❖ Un-disclosed
  - ❖ VAT Rates
  - ❖ Very poor Broadband even though fibre is in the village, we do not have access. Ridiculous
  - ❖ Very poor public transport service
  - ❖ Waste disposal/space to store charity shop - donors bring items we cannot sell not suitable for collection by normal waste collection
  - ❖ We are a community shop and cafe, the retailing environment nationally & locally is changing
  - ❖ We are happy with our location no problems
  - ❖ We are very concerned with all this building of houses, Long Marston Market, Meon Vale, Lower Quinton etc. How the B4632 will accommodate all these vehicles
  - ❖ We had to close the shop on May 29th '18 after a dramatic downturn in traffic on Henley Street, after terror attacks in Manchester. Have been asking both council & landlord to help with rates and rent to no avail. Such a shame that you cannot run a small independent business in this area!
  - ❖ We use a serviced office, but have a storage yard in another district because all suitable locations in Henley have been given over to housing. We could employ more people in Henley if the planning policies did not remove low cost industrial land
  - ❖ We will soon be applying for planning permission to erect a new barn elsewhere on our land. This is necessary to be able to continue trading
  - ❖ We wish to expand our business into different areas. We submitted pre planning application that took 8 weeks before we received a report. No site visit or direct contact.
-

SDC KPI is an answer in 20 working days. Very poor service. It has hindered our plans & time frame

- ❖ Will hope to relocate nearby

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

- ❖ Alcester/Studley
  - ❖ Australasia
  - ❖ Banbury
  - ❖ Close proximity to Evesham is fine
  - ❖ Cornwall
  - ❖ Cornwall
  - ❖ Coventry
  - ❖ Coventry - move part of business
  - ❖ Devon
  - ❖ Don't intend to move
  - ❖ Don't know yet
  - ❖ Evesham
  - ❖ Goldicote
  - ❖ Ideally in the district but lack of units may result in out of district re-location
  - ❖ Leamington Spa
  - ❖ Leamington/Warwick
  - ❖ Maybe a less rural location
  - ❖ No intention of re-location
  - ❖ No relocation plans
  - ❖ Offchurch - WDC
  - ❖ Out of town premises
  - ❖ Possibly Warwick/Leamington Spa area
  - ❖ Redditch
  - ❖ Redditch
  - ❖ Relocation is not an option
  - ❖ See Q11
  - ❖ Shipston
  - ❖ Silverstone Technology Park
  - ❖ Snitterfield
  - ❖ SOA or surrounding village
  - ❖ Somewhere around here but low business rates
  - ❖ Somewhere with broadband, still centre, beautiful & with much lower business rates
  - ❖ Stockton
  - ❖ Stratford
  - ❖ Stratford/Warwick
  - ❖ Swansea
  - ❖ TBC
  - ❖ Warwick/Leamington
  - ❖ Warwickshire
  - ❖ Warwick
  - ❖ We don't wish to move
  - ❖ Wellesbourne
  - ❖ Worcestershire
-

***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***

- ❖ Admington Lane
  - ❖ Alcester
  - ❖ Alcester
  - ❖ Alcester or local village
  - ❖ Alcester/Bidford
  - ❖ Another village location
  - ❖ Anywhere with good fast internet
  - ❖ B95
  - ❖ Banbury
  - ❖ Bidford on Avon
  - ❖ Bromsgrove
  - ❖ Combrook/Kineton
  - ❖ Don't know
  - ❖ Don't know yet
  - ❖ Evesham or Redditch
  - ❖ Expand existing site
  - ❖ Great Alne
  - ❖ Great Alne
  - ❖ Harbury
  - ❖ Henley in Arden
  - ❖ In other nearby towns where rents are cheaper
  - ❖ Kineton
  - ❖ Kineton/Little Kineton
  - ❖ Long Compton
  - ❖ Maybe Henley
  - ❖ Near Kineton
  - ❖ Near Southam
  - ❖ Near Southam/Leamington
  - ❖ Nearer a larger demographic
  - ❖ Offchurch
  - ❖ On an industrial/retail estate
  - ❖ Redditch
  - ❖ Same village
  - ❖ Shipston
  - ❖ Shipston on Stour
  - ❖ Shipston on Stour
  - ❖ Shipston on Stour only
  - ❖ Shipston-on-Stour
  - ❖ Somewhere beautiful, new housing is cheap and rubbish and will ruin the area long term
  - ❖ Southam
  - ❖ Southam
  - ❖ Southam
  - ❖ Southam
  - ❖ Southam area ideally. You are approving thousands of new homes in Southam but don't seem to plan for additional offices. We'd even consider buying land and building our own office but this seems an impossible task and nowhere to get advice from
  - ❖ Studley
  - ❖ Studley
  - ❖ Tamworth/Henley/Earlwood/Studley
  - ❖ We are located in the best position we can be with regards to our business. There is no room for expansion. We may need to invest in storage locally
-

- ❖ We will stay here until retirement
  - ❖ Wellesbourne
  - ❖ Wish to stay in Bidford due to market needs, but lack of commercial property
  - ❖ Worcester/London
-



## ***How can the area be improved to assist businesses and the economy? Other***

- ❖ ? benefits (grants) for farmers. Insist on really excellent design and energy suitable housing (too late, you've already screwed that up). Make taxis cheaper somehow - it would connect rural businesses to the economy much better & encourage use of public transport. Incentives via licensing for shared taxi services at stations. Incentives for full taxis - more than 1 person in a taxi. "App" for taxis to be able to do multiple lifts in one go
  - ❖ A valuable premises to rent at a reasonable rate
  - ❖ Accommodation allocation service (I.E. Tourist Office) for Stratford/Warwick - perhaps it exists already
  - ❖ Affordable housing for young families
  - ❖ Affordable/Social housing
  - ❖ Again, business rates may well be the cause of us having to close. I asked what services we receive from SDC for the rates, and did not get a response. We are not gritted, have no street lighting, have to pay for our bins to be emptied. Business rates are killing business, when times are currently very difficult
  - ❖ Allow businesses to expand in a sustainable way by not restricting planning or development that is sustainable
  - ❖ Allow growth for employment & housing in villages such as Studley. Without employment land/site, the village will lose employers & simply become a dormitory town - passing through. Not beneficial for its own economy
  - ❖ Allow road side signage directing customers to our site. It is the number 1 customer complaint. "We've been driving round for ages trying to find you, why are there no road signs directing us to you?"
  - ❖ Bidford is a large growing village and feel infrastructure is excellent. My business concerns is business rates costs. Also, during refurbishment there was poor advice
  - ❖ Business rates are extortionate
  - ❖ Business rates need to decrease. An actual service needs to be provided in exchange for business rates. They are a huge cost with no return
  - ❖ Cycle lanes!
  - ❖ Don't keep adding more coffee shops/restaurants/bars etc. to the town - not enough staff & customers to go round, so some small businesses will fold
  - ❖ Ease planning restrictions to expand existing sites
  - ❖ Education infrastructure not compatible with need
  - ❖ Employee some more police. The council not to keep relocating problem families, individuals in the area. Having lived in the area as a youngster this is what has happened
  - ❖ Encouraging a wider diversity of businesses in the village
  - ❖ Ensure the airfield at Wellesbourne remains an active and available flying location for pilot training into the next 25 years
  - ❖ Every time we have had to deal with the local council it has been painful- bureaucratic & obstructive. Littered with errors & no? To resolve queries. I estimate that costs have been in the thousands
  - ❖ Find us some suitably sized land and we'll do the rest. Also the amount we pay for rates would allow us to recruit more staff which in turn would make the area more vibrant and allow us to grow (and employ more)
  - ❖ Forshaw Heath Road is a main link to the M42 but the surface is 3rd world
  - ❖ Graffiti along canal side needs regular cleaning & dog fouling. No access to be able to consult planning dept. prevents development of other potential properties
  - ❖ Help for owners of small businesses, particularly in the rural community. Rising costs are jeopardizing these businesses and this is a very worrying time
  - ❖ Improve access to funding all businesses in all sectors - not just with a ridiculous number of hoops to jump through - awarded on merit & payback for the area, not just
-

x% B2B sales etc. It's frustrating as a net contributor to the local economy that funding for small business is so challenging

- ❖ Improve environment less traffic through Mappleborough cleaner air, more open spaces make it a more 'green and pleasant land'
  - ❖ Improve infrastructure
  - ❖ Improve policing
  - ❖ Improve village centre. More shops, branded store i.e. Costa Coffee that have long working hours. Village hub development
  - ❖ Improvements in rail link between Stratford and London. Currently we have to drive to Warwick Parkway or Coventry to catch a train to London. Currently the majority of new projects that we work on are in London
  - ❖ Increased crime prevention resources - the Police don't have resource for petty theft. Petty theft x1000 a year is no longer petty
  - ❖ Internet speeds so variable that it is killing our business at Wixford Park Bidford on Avon
  - ❖ It is simply NOT possible to survive with the current rates/rent for an independent retail shop on this street. Investor has lost all of the loan invested in 2015
  - ❖ Keep the local plan up-to-date at all times
  - ❖ Lack of opportunity to diversity and living on a small income
  - ❖ Landlords don't invest in their properties and expect tenants to pick up the costs of making them viable to trade from
  - ❖ Landlords should be forced to provide affordable business rents for micro & small retailers in town centre
  - ❖ Make the town more attractive to look at. Attention to details is poor, cleaner pathways, more planning & flowered areas make Stratford beautiful again
  - ❖ Mobile phone connection poor in some areas
  - ❖ More cost effective housing, it is x 3 of Birmingham for no more wages
  - ❖ More free parking, less new homes
  - ❖ More free parking, less new hotels
  - ❖ More late night clubs and activities
  - ❖ More parking
  - ❖ None of the above
  - ❖ None of the above, we will retire soon
  - ❖ Our circumstances are individual so none of this applies - we exist to benefit Ilmington
  - ❖ Parking outside business shops stops customers parking for shops. Area is well known for drugs, unemployment & benefit scams
  - ❖ Parking!
  - ❖ Planning regulations
  - ❖ Provide a master plan for lifting the town public realm
  - ❖ Provide refuse collection
  - ❖ Provide support to businesses trying to attract clients to the area. Encourage sharing best practice amongst micro businesses. Stop listening to the big employers & hear the voice of the micro & small businesses
  - ❖ Reduce business rates
  - ❖ Reduce business rates for independent businesses. Help little independent shops to come and invest in town
  - ❖ Reduce community rates
  - ❖ Reduce congestion
  - ❖ REDUCE house building significantly as over development is rife in SOA to nobody's benefit
  - ❖ Remove 2 hour parking restrictions. I own a company in the precinct in Wellesbourne but also live above. I' am restricted to where I can park and having a young family I'm having to change spaces every 2 hours.
  - ❖ Road traffic management around Stratford-upon-Avon is appalling. Far too much house building without sufficient attention to road infrastructure etc.
  - ❖ Scrap HS2
-

- ❖ See Q11. Assist visitors
  - ❖ Signs to encourage visitors to walk beyond the High Street down Alleys and through small footpaths
  - ❖ Special area as it is
  - ❖ Stop building - infrastructure plus visitors puts a strain on resources
  - ❖ Stratford is unique in Warwickshire/West Mid. in that it has a very high visitor footfall. Because of this it has high parking charges. Not many local people visit the town centre, they will use the Maybird centre only
  - ❖ Streamline the planning process - it is slow, un-responding, out of touch and completely unsuited to helping job creation
  - ❖ Support for other retail businesses. If Stratford ceases to draw shoppers from far and wide because the available outlets is decreased then we will be in a downward spiral
  - ❖ The congestion up the Birmingham Road in Stratford is a disgrace, why are they still building
  - ❖ The current road congestion is really quite unacceptable! It could be the main reason to leave the area & I have here for 40 yrs!
  - ❖ The main reason for moving is that our current building often is subject to flooding
  - ❖ There are now 7 barbers in the town; every time a shop is available a non-tax pay barber opens. Put a cap on the amount of same businesses allowed in the town, reduce rates for new business
  - ❖ Too expensive
  - ❖ Trading Standards scheme to promote good, honest local businesses
  - ❖ Train connections to London are poor compared to Warwick
  - ❖ we are looking at a site for construction of office & factory premises
  - ❖ We are quite happy, thank you
  - ❖ We struggle with internet connection
-

***If other, what other service did you use – Coventry & Warwickshire Local Enterprise Partnership Growth Hub***

- ❖ Don't remember
  - ❖ Information
  - ❖ Introduced clients to the Hub for finance access
  - ❖ We obtained grant funding
-

***If you selected Business Centres/workshops, where should the Business Centre/Workshop be located?***

- ❖ A wide range to encourage employment in sectors that are struggling to find suitable skill sets
  - ❖ Accountancy and tax advice and strategic business planning and marketing
  - ❖ Advice from small business consultants who have branches and grown new enterprises and who can offer advice to others on particular topics
  - ❖ Advice on training and apprenticeships in the construction industry
  - ❖ All
  - ❖ Any small business with a viable business plan
  - ❖ Building trades
  - ❖ Encourages start ups
  - ❖ Engineering skills
  - ❖ Free solicitor for consultation for small businesses
  - ❖ General throughout business set-ups
  - ❖ General trading NVQ's etc
  - ❖ Health care
  - ❖ Help for small businesses to capitalise on the opportunities in e-commerce
  - ❖ Hi-Tec small businesses and business relating to high level of tourism in the area
  - ❖ Hydraulic & electronic, robotic, mechanics facilities
  - ❖ Hydraulic, electronics, Robotics. machining, system designs
  - ❖ I am in the Leisure industry so any new ideas in that area
  - ❖ I think that in the outlying communities more communication with local people would benefit any new small business more
  - ❖ It should be used to set up more independent shops in the town
  - ❖ Light industrial, small workshops. Small office space with shower facilities
  - ❖ Local businesses for local people employment and customers
  - ❖ Many budding enterprises are great innovators in their specialist area but do not recognise the wider skill set need to run a business. Practical education in this area would be invaluable
  - ❖ Meeting facilities. High speed broadband. Flexible licence terms
  - ❖ Meeting room space. Coffee shop style meeting area/open plan/ Small rentable space for startup business
  - ❖ Meeting rooms
  - ❖ More centres provide training activities, training/meeting locations, business events/networking
  - ❖ Multi-functional
  - ❖ New business start-up
  - ❖ Not known
  - ❖ Office space
  - ❖ Quality environment. Normal support services for start ups
  - ❖ Retail/training/skills/development
  - ❖ Service industry
  - ❖ Small workshop with usual facilities, toilet, kitchen, good access
  - ❖ Support for new business and struggling existing business
  - ❖ Support to grow your business and employ more local staff
  - ❖ Workshops - internet business, social media use
  - ❖ Workshops concentrating on the trades and life skills for school leavers
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***Stratford District Council is in the process of creating an Economic Development Strategy for the District. Please write up to three things you would wish to be included in this***

***Suggestion 1***

- ❖ A bypass for Studley, traffic and pollution problems need solving
  - ❖ A bypass to be built to avoid traffic having to cross the bridge to get through the town. Road improvements around the town
  - ❖ A clear policy statement demonstrating support for rural businesses that employ local people.
  - ❖ A full review of business rates to create a clear billing system that business owners can understand easily, and therefore what we are paying for.
  - ❖ Access to short term funding
  - ❖ Acknowledge importance of maintaining the viability of businesses (particularly retails) to trade in the town centre. We recently went to Chester where there is a much more prosperous town centre economy
  - ❖ Advertising up & down the country what a wonderful town S.O.A. is to stay for short breaks etc
  - ❖ Advice to landlords that if they want tenants they need to trust in their properties. Shabby high streets are a block to the development & growth of business in smaller towns
  - ❖ Affordable housing
  - ❖ Affordable premises to encourage new business
  - ❖ Allow for NO development in Stratford Town. The town's road network cannot manage the growing volume of people & cars from new housing & tourism growth. Plans for more homes in the canal district/cattle market & elsewhere are making Stratford a giant traffic jam with polluted air
  - ❖ Any large unused buildings should be turned into enterprise centres, where fledgling businesses can enjoy reception & telephone answering services and grow without onerous long-term commitments
  - ❖ Attract more large well known retail company's to move to Stratford i.e. Apple, John Lewis etc
  - ❖ Attract more skilled mechanics to the area? J.L.R. have taken many from local workshops
  - ❖ Availability of small industrial business units (E.g. farm buildings) near new housing developments
  - ❖ Banking facilities designed for the benefit of the customers only & especially Coventry not for the benefit of the bank itself
  - ❖ Be the public transport for small villages
  - ❖ Better available offices to invest in
  - ❖ Better broadband
  - ❖ Better broadband connections
  - ❖ Better broadband facilities
  - ❖ Better broadband on the Banbury Road near Goldicote
  - ❖ Better bus services and (as a pensioner myself) all by pass holders should pay a minimum £1.00. This would be a fairer system. Pensioners living in the wilderness of Warwickshire benefit poorly due to poor bus services. The only one that benefit are ones where there is a regular service all day. You only have to go into the coffee shops and bars to see them there at 10.00am on any week day
  - ❖ Better infrastructure
  - ❖ Better infrastructure of the roads/parking - concerns over more housing
  - ❖ Better parking
  - ❖ Better parking
-

- ❖ Better provision for drivers
  - ❖ Better road network
  - ❖ Better road rail links
  - ❖ Better roads, as traffic very congested in Leamington, Warwick, Stratford
  - ❖ Better rural transport links
  - ❖ Better signage for visitors - town maps do not show Bell Court!
  - ❖ Better tourism strategy. Our information service is archaic and way behind our competitor towns
  - ❖ Better transport links from other areas into Southam
  - ❖ Bidford on Avon High Street is suffering. An incentive scheme
  - ❖ Broadband
  - ❖ Broadband
  - ❖ Broadband
  - ❖ Build a proper bypass around the town & a new bridge over the river - out of town
  - ❖ Bus service directly to Coventry - employees could travel more easily to SOA
  - ❖ Business friendly planning to allow any applications and for interesting designs to help reduce carbon footprint and to encourage employment at a local level
  - ❖ Business rates
  - ❖ Business rates
  - ❖ Business rates reduction
  - ❖ Business skills training for entrepreneurs
  - ❖ Business support
  - ❖ Bypass around Studley
  - ❖ Central points for community to naturally met - banks, coffee shops, after school care. Positioned in village centre
  - ❖ Clear information to the business who is responsible for services & events in the town i.e. markets, Shakespeare BD, river festival etc
  - ❖ Communications
  - ❖ Communications: Better roads like from M40-M5-M42 e.g. A46. And of course the ring road around Stratford. Rail links to/from Stratford - fast train to London
  - ❖ Competitive rates
  - ❖ Continued rate relief for small business
  - ❖ CPO of Wellesbourne airfield. Protection of airfield by covenant sale of parts of airfield to businesses, council making return on investment with future development and growth of business
  - ❖ Cut business rates for small businesses & shops
  - ❖ Deal with road congestion on Birmingham Road. It's putting consumers off coming to the area
  - ❖ Development of town centre
  - ❖ Development should only be considered on sites outside of town boundaries to allow for easier access
  - ❖ Early development of road infrastructure
  - ❖ Education support and funding
  - ❖ Effective police response to crime. (Currently hardly exists at all and very vulnerable out here)
  - ❖ Encourage business from outside the area to invest in Stratford
  - ❖ Encourage start up business. Big development stores are struggling. Young want-to-be business owners are starting up more online rather than physical premises. Reduce. Abolish business rates to reduce costs. It's a high burden for a start-up. What small business have opened, been successful and grown to more premises within the district? Very little I feel, why?
  - ❖ Encouragement for 'local' residents to do business with 'local' establishments for personal service or us smaller businesses (of all types) will disappear
  - ❖ Encouragement of holiday related leisure activities in the district and protection of attractive environment
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- ❖ Encouraging more diverse independent business onto the high street
  - ❖ Environmentally friendly development, green roofs, re use of grey water etc
  - ❖ Extend parking in Alcester
  - ❖ Faster and more productive planning department to facilitate development
  - ❖ Fibre broadband needs to be extended to rural areas (I.E. outside the villages). At present download speed 1.61. Upload speed 0.34. Impossible!
  - ❖ Financial incentives to operate/remain in Stratford. This ensures employment for the local community.
  - ❖ Financial support for small businesses
  - ❖ Fix congestion. This is of utmost importance. The environmental impact of all these queues must be horrible!
  - ❖ Focus on creative industry, arts, ?, design innovation & tourism
  - ❖ Focus on the business not on the strategy or the "agency" setting it up. So focus on what business wants not what can be provided and if necessary pay and charge for the provision
  - ❖ Force to look at small businesses already in village communities outside market/major towns
  - ❖ Free parking continued
  - ❖ Free parking for employees. Extended time on street parking
  - ❖ Free town centre parking to help with High Street growth
  - ❖ Funding to keep Wellesbourne airfield active and available for pilot training for future generations
  - ❖ Genuine affordable housing for residents who have lived in the district for many years. This doesn't seem to be happening
  - ❖ Grants for expansion capital? launch for micro businesses
  - ❖ Growing the local economy/jobs
  - ❖ Help and promote all the independent local businesses with all the tools available
  - ❖ Help to set up small business
  - ❖ Help to support local independent retailers by stopping unfair competition by markets & chains who pay no tax!
  - ❖ High speed broadband for all businesses
  - ❖ Housing - This is the driver of all economic activity. People living in close proximity (i.e. villages) drive demand for services, then supporting local business to shop and service that demand would be an effective way of developing "economic activity support"
  - ❖ I have no idea, I would like to speak with someone
  - ❖ Improve? - better private and public transport systems
  - ❖ Improve broadband coverage and speed
  - ❖ Improve coverage of fibre broadband
  - ❖ Improve cycle lanes to allow safe cycling & encourage! to work AND allow vehicles to use roads without being stuck behind cyclists
  - ❖ Improve planning department
  - ❖ Improve road access
  - ❖ Improve road and rail infrastructure, public transport into Stratford is poor
  - ❖ Improve road infrastructure
  - ❖ Improve road infrastructure, public transport network. We have lost employees to other areas due to traffic congestions in Stratford-upon-Avon or A46 along to the Long Bridge Island
  - ❖ Improve Stratford/internet in area
  - ❖ Improve the appearance of the Town Centre and include Greenhill Street the main artery into the Town and the route from the Railway Station into the Town Centre.
  - ❖ Improve the road & rail/bus networks before anymore development. Congestion is a massive problem already
  - ❖ Improve traffic congestion (In Stratford)
  - ❖ Improved broadband
  - ❖ Improved broadband & mobile service
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- ❖ Improved engineering training/apprenticeships
  - ❖ Improved infra structure ring road/another new bridge over the Avon
  - ❖ Improved infrastructure
  - ❖ Improved internet speeds
  - ❖ Improved local infrastructure including road network
  - ❖ Improved parking
  - ❖ Improved parking at lower rates and increased number of parking.
  - ❖ Improved public transport
  - ❖ Improved public transport
  - ❖ Improved road access
  - ❖ Improved tele communications, including mobile phone coverage. (At present our premises has no mobile reception to any network)
  - ❖ Improved transport links
  - ❖ Improved transportation strategy
  - ❖ Improved wired and wireless Broadband
  - ❖ Improvement to road networks with the significant increase in traffic owing to residential development.
  - ❖ Improvements in technology
  - ❖ Improving infrastructure. Not conducive to businesses moving here or staff currently.
  - ❖ In business with high seasonality allow NNDR to be proportioned accordingly across the year to help with cash flow
  - ❖ Increase the support for businesses based in the town, not just those in rural areas.
  - ❖ Increasing number of empty shops in town is problem. Business rates reductions to help support retailers=good idea
  - ❖ Increasing productivity through enhanced connectivity
  - ❖ Infrastructure
  - ❖ Innovation network
  - ❖ Integrated transport (train) services to London - more frequent faster services to London & Birmingham
  - ❖ Introduction of high speed broadband service
  - ❖ Investment in broadband/fibre optics
  - ❖ Investment in road network/infrastructure
  - ❖ It doesn't affect my business but I know a lot of local businesses who struggle with car parking - not enough policing of people parking in spaces for too long
  - ❖ Joined up transport policy
  - ❖ Keep Wellesbourne Airfield. Don't let it be sold for development. It's a great asset to the area and may be of even greater use for business
  - ❖ Keeping small business rents & rates to a minimum so we can survive
  - ❖ Less aggressive parking wardens
  - ❖ Less focus on Stratford town, more focus on rural areas & market towns
  - ❖ Less housing
  - ❖ Loans/grants for small businesses
  - ❖ Look at rent & rates for SME business to start up/pop up in town centre. Existing rents e.g. Bell Court too high/risk for start-ups.
  - ❖ Looking at encouraging the high street - less business rates of more companies=better income overall - rather than the more off less. Most properties in Stratford Centre (Business) premises are listed building that don't pay rates if empty and to being listed. So important to keep the business open
  - ❖ Lots more free parking in the evenings
  - ❖ Low rates for independent traders to fill empty retail visits
  - ❖ Lower business rates
  - ❖ Lower business rates
  - ❖ Lower business Rates. Encourage business in the area
  - ❖ Lower rates
  - ❖ Lower rural rates
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- ❖ Lowering business rates in Stratford, especially town centre, to enable setting up & sustainable running of small retail and other enterprises
  - ❖ making business premises & land more affordable & available
  - ❖ Measures to overcome road/traffic congestion in and around Stratford upon Avon
  - ❖ Meeting the challenge of climate change
  - ❖ More (Affordable) office space for rent/sale
  - ❖ More broadband connectivity
  - ❖ More care parking provision on business parks and industrial estates
  - ❖ More commercial property out of town and develop Masons Road as housing
  - ❖ More employment local
  - ❖ More focus on environment, protecting the beauty of the landscape, limiting development in/near AONB rural areas
  - ❖ More free parking
  - ❖ More free parking
  - ❖ More help in small business, not just on start-up, but throughout quieter time
  - ❖ More high street/retail stores to attract shoppers (more business)
  - ❖ More houses
  - ❖ More land for development
  - ❖ More offices that are suited to smaller businesses in more location across the district
  - ❖ More parking and at cheaper rates to encourage longer stays
  - ❖ More parking. Broadband. Local book will all business in again
  - ❖ More skills training with incentives for hospitality/catering staff
  - ❖ New ring roads to ease congestion
  - ❖ No suggestions
  - ❖ None. Leave business to run their own business
  - ❖ Not really qualified to comment
  - ❖ Not sure
  - ❖ Not sure on this questions
  - ❖ Over the last 20 years in Henley in Arden, SDC has granted planning permission for housing that has resulted in a loss of low cost commercial land, and loss of jobs. It is important to return this land because not all businesses require an office, yards are useful
  - ❖ Parking is the major problem quoted by patients who in some cases go to our Shipston practice now because of it
  - ❖ Planned transport policy to include, traffic congestion & public transport
  - ❖ Planning
  - ❖ Please think before you keep building new houses, how are the roads, schools, hospitals going to cope!
  - ❖ Portal for local businesses to highlight what they offer
  - ❖ Promote more business investment
  - ❖ Promote tourism - not just Stratford
  - ❖ Promoting a more proactive and helpful planning environment
  - ❖ Provide professional support/mentoring for new/start ups
  - ❖ Provide Start Up's. Incentivise empty retail space for co-working. Put co-working near housing developments
  - ❖ Providing decent VDSL availability access the county
  - ❖ Provision of affordable housing for rent
  - ❖ Provision of rural fibre/broadband to improve communication speeds. We need faster broadband in rural areas
  - ❖ Public transport improvement
  - ❖ Public transport links. Very poor to both London/Birmingham and airport (traffic)
  - ❖ Pushing back on property developers who include commercial space in their schemes and then pretend there is no demand for the space so they can apply for residential consent. This happened in Kineton and has meant a significant reduction in the
-

availability of commercial/employment space. Protect commercial space from conversion to residential especially in villages to encourage more local working where possible.

- ❖ Really!? What does that mean? Cheaper rates
  - ❖ Recognise heritage
  - ❖ Recycling for business
  - ❖ Reduce business rates
  - ❖ Reduce business rates
  - ❖ Reduce business rates
  - ❖ Reduce business rates
  - ❖ Reduce business rates and running cost
  - ❖ Reduce business rates for all small businesses/new start up's, giving them the opportunity to re-invest and grow. Our site currently does not receive refuse collections
  - ❖ Reduce business rates in Southam - it is not the same as Stratford, Leamington, Warwick, etc.
  - ❖ Reduce or abolish 'on street' parking charges
  - ❖ Reduce popular tourism
  - ❖ Reduced business rates
  - ❖ Reduced housing costs
  - ❖ Reduced rates
  - ❖ Reducing the charity shops number in the centre. It ruined the whole town as tourists think this is a second hand town. No characters!
  - ❖ Reduction in business rates
  - ❖ Reduction in business rates for start-up retail businesses that are not national chains, to encourage independent businesses
  - ❖ Reduction of business rates
  - ❖ Reduction on business rates, even if there are offset by allowing grants for new equipment/investment in business development
  - ❖ Relaxation of planning rules!!!
  - ❖ Release land for commercial buildings
  - ❖ Retail trade in Stratford
  - ❖ Retain Wellesbourne Airfield
  - ❖ Review business rates for Equestrian business - unfair, should be comparable for agriculture
  - ❖ Review road systems. The one-way system - Clopton Bridge is often at a standstill due to traffic
  - ❖ Review the traffic control measures on the A3400 route into the town (Stratford) Too many traffic lights badly timed
  - ❖ Ring road around Stratford Upon Avon
  - ❖ Road network inside Stratford. Less bidding - better parking
  - ❖ Road network/congestion in town. Extension to parking in town and railway station
  - ❖ Roads
  - ❖ Roads, pot holes. Road infrastructure in and out of Stratford
  - ❖ SDC should set up its own recruitment business designed to integrate with other regions and countries (EU) to link business with potential employees. The fees should be minimum and not generate excessive profit. Should aim to provide quality service and create a better experience than recruitment co's
  - ❖ SDC should understand the needs of small business
  - ❖ Services to support increase in housing being created
  - ❖ Shipston on Stour, development as a tourist destination and provision of visitor parking
  - ❖ Small businesses. Improve awareness of help available for existing and would be small businesses
  - ❖ Something more radical and with greater thinking needs to be done about the traffic issues where the Banbury and Shipston roads meet to cross the river at Bridgefoot
  - ❖ Sort out the traffic chaos
  - ❖ Sort out traffic congestion
-

- ❖ Sort the roads out. Driving anywhere in Stratford is getting worse & worse. During peak times the district comes to a halt.
  - ❖ Speed up designated business development zones/areas
  - ❖ Start-up business help
  - ❖ Stop building houses as road network/facilities/doctors etc are all overloaded. Stratford is now a nightmare for traffic and infra structure cannot cope. Alcester seems next on your list
  - ❖ Stop building houses in the area we will end up grid locked
  - ❖ Stop the draw of quality shops from town centres
  - ❖ Stratford upon Avon is the flagship of the district. Southam is treated as the poor relation of the district and needs to be treated differently, instead of being "dumped on" in terms of industrial & housing development. No policing etc
  - ❖ Studley Bypass
  - ❖ Studley ring road to ease village congestion
  - ❖ Support for new business & sole traders to include training & advice
  - ❖ Support for shop frontage refurb in Wellesbourne
  - ❖ Support for small business when new legislation (E.g. GDPR) comes in. Often the same people have to become 'experts' very quickly and it's hard to know if you get it right
  - ❖ Support in accessing finance for small & medium sized businesses with prospects for growth
  - ❖ Support local business
  - ❖ Support on business rates
  - ❖ The congestion in Stratford due to its road infrastructure could well be an off putting feature for both local business's expanding in the area and new business's moving in.
  - ❖ The effect of on-line shopping and the increase of closed down facilities/businesses as a result
  - ❖ The future of retail trade 5,10,15 years - town centres - onwards - 50 years
  - ❖ The only issue with Stratford is the traffic, road systems, parking charges & the bridge into town. We would do more business in Stratford if it were easier to get into! The traffic lights are ridiculous up the Birmingham Road
  - ❖ The town centre pavements are badly maintained and dangerous, very soiled never cleaned
  - ❖ There has been a huge increase in housing in the area. We need more economic development in this location to employ people locally
  - ❖ There needs to be more parking at a reduced rate for workers, I lose staff due to the cost
  - ❖ To create a good integrated business model in or around Stratford & include infrastructure for the businesses & to take them away from the centre of Stratford
  - ❖ To have a fair rate reduction on units for business rates when the rateable value is above the free rate threshold
  - ❖ To include small & micro businesses opinions and don't just listen to the 'big' players in town
  - ❖ To understand better the needs and challenges of rural business
  - ❖ Tourism
  - ❖ Tourism & Heritage
  - ❖ Traffic and congestion in Stratford upon Avon and surrounding areas is increasing
  - ❖ Traffic free zones in central area
  - ❖ Traffic is appalling at times, particularly on warm weekend days or at rush hour. What is the plan to ease congestion on Birmingham Road & Clopton Bridge
  - ❖ Traffic management
  - ❖ Traffic management in Stratford particularly Birmingham Road
  - ❖ Traffic problem
  - ❖ Traffic/road movement around town
  - ❖ Transport
  - ❖ Transport / traffic strategy
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- ❖ Transport infrastructure roads/parking
  - ❖ Transport links - trains from major cities. Roads - congestion through centre of Stratford
  - ❖ Using local companies for council contracts. (Both large & small)
  - ❖ Utilities grouping for extra buying power Broadband speed, be at the forefront of quest to achieve the optimum speed
  - ❖ We are a community enterprise so much of this is not relevant, but help marketing/promoting small community enterprises would be appreciated - not complicated, merely saying we exist
  - ❖ We need more activity in the town and around the river as the town is like a ghost town in the evenings. Outdoor Shakespeare plays - live music of all kinds. Boating - markets in the town centre, childrens skating ramps by river and rides for small children. Coffee shops open (rates free opening) no traffic in town centre after 6.30pm
  - ❖ Widening of the B4632 Campden Road from Long Marston – Stratford
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**Stratford District Council is in the process of creating an Economic Development Strategy for the District. Please write up to three things you would wish to be included in this**

**Suggestion 2**

- ❖ <pre transparency between all people & groups involved in various projects & work, regular meetings to resolve issues including talking to staff on the 'shop floor' your honest opinions
  - ❖ A high quality range of retail outlets
  - ❖ A MENTORING facility in which experienced & well trained & successful businesses spend/give a small amount of time to start-ups & developing businesses
  - ❖ A method of SDC approval & recommendation/certification for 'good business'
  - ❖ Access to funding
  - ❖ Advertising South Warwickshire as being a quiet section of the Cotswolds
  - ❖ Affordable housing & rental accommodation
  - ❖ Affordable housing for staff on NLW, not just teachers and nurses, (Although they are important, obviously). Most jobs in Stratford are entry level, shops, hotels
  - ❖ Affordable housing in small towns & villages
  - ❖ Affordable rent for independent businesses
  - ❖ Approaches to town to look more attractive. (Why more high rise flats & high density accommodation)
  - ❖ Availability of capital\* for start-ups/business development based on viability and potential (as opposed to collateral and security) \*At low/no interest
  - ❖ Better access to high speed broadband
  - ❖ Better connection between planning strategy & encourage development strategy
  - ❖ Better investment in broadband and other services.
  - ❖ Better marketing outside of the local area
  - ❖ Better parking facilities/reduced charges for local residents to enable workforce to park and to encourage visitors to the town. The cost of parking every day to go to work can be quite significant and can make recruitment more difficult.
  - ❖ Better phone service
  - ❖ Better rail links to London from Stratford
  - ❖ Better rates (reduced)
  - ❖ Better road & transport infrastructure
  - ❖ Better roads and less congestion
  - ❖ Better support for elderly/dependent people
  - ❖ Better traffic management. Birmingham Road - too many lights, utterly stupid. Adds up to 30 mins commuting time. Better infrastructure
  - ❖ Better transport links - improve roads
  - ❖ Broadband is getting better but still isn't truly super-fast
  - ❖ Broadband
  - ❖ Broadband
  - ❖ Bus/train travel. Rural villages have no bus services to allow people to leave/arrive for work particularly at weekends. E.g. no bus to Stratford from Bidford until 11.10 am on Sundays. Many retail outlets open in Stratford by 10.30am and staff need to be in from 9.00am
  - ❖ Car parking improvements
  - ❖ Cheaper long term parking
  - ❖ Communicate all financial initiatives available from government
  - ❖ Continuation of 100% small business rate relief for premises with low rateable value
  - ❖ Coordinated approach to the support for home-workers i.e. those who may work for businesses outside of the district but who work from home either part or full-time.
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Improved communications and networking opportunities for these people to increase collaboration and profile of skills and experience available locally.

- ❖ Create a good business learning centre for vocational students & tie them in with businesses in suggestion 1.
  - ❖ Create a 'ring road' around Stratford to alleviate traffic problems
  - ❖ Creating a master plan for the town center looking at pedestrianisation, public realm and investment to make our town truly world class as befits its international reputation.
  - ❖ Cut/reduce parking charges
  - ❖ Draw in big names - business names
  - ❖ Empty shop strategy - gather ideas & create legislation to allow better use of empty space, including properties managed by high-end developers - enforce lower rental to ensure units are let
  - ❖ Encourage bowling alley or some family entertainment
  - ❖ Encourage business back into the centre of Stratford upon Avon. A vibrant town centre requires a balanced economy not just coffee shops & charity shops
  - ❖ Encourage more independent stores/shops to the centre of town. Reduce rates etc
  - ❖ Encourage new business
  - ❖ Encourage the PCC to be more business focused
  - ❖ Encourage value tourism
  - ❖ Encouraging new business to relocate
  - ❖ Encouraging planning procedure rather than the "No can do" approach so far prevalent
  - ❖ Expansion of apprenticeship program
  - ❖ Faster broadband
  - ❖ Faster broadband
  - ❖ Festivals are good for the footfall but visitors arrive, attend but do not spend money in the Town except for the eateries.
  - ❖ Focus on transport and road network
  - ❖ Free out of town parking
  - ❖ Genuinely "affordable"/starter housing
  - ❖ Grants for capital investment
  - ❖ Grants to start up & existing small businesses
  - ❖ Greater interaction between district businesses
  - ❖ Help with startup advice. I used a business mentor at Venture House, however, it's all talk and nothing is followed up. Great to talk and bounce ideas off but in truth, conversation has no substance and they don't follow anything up
  - ❖ Housing
  - ❖ I don't think it's the councils job to spend too much time developing a big strategy for business - keep it brief
  - ❖ I have no idea, I would like to speak with someone
  - ❖ Improve broadband
  - ❖ Improve Broadband
  - ❖ Improve Broadband speed
  - ❖ Improve local transport
  - ❖ Improve 'Park & Ride'/access into town centre. (Links to above). To ensure 'High Street' does not become vacant property
  - ❖ Improve parking - reduce cost of parking
  - ❖ Improve public transport provision
  - ❖ Improve roads by filling potholes - not adding cycle ways
  - ❖ Improve the quality of life of residents and people who work in the District by providing more sports and leisure facilities especially in rural and semi-rural areas
  - ❖ Improve transport links to surrounding areas. Improve link from Stratford - London
  - ❖ Improved broadband connectivity
  - ❖ Improved business rates
  - ❖ Improved roads
  - ❖ Improvement of the high street and SOA as both a business and tourist destination
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- ❖ Improvement of transport links (inc rail) connecting SuA with main towns/cities in area and also London
  - ❖ Include gritting on all industrial estates
  - ❖ Increased social and medical health provision for the elderly and frail
  - ❖ Increased support for leisure & tourism related activities
  - ❖ Integrated transit train/bus system (to attract commuters)
  - ❖ Involvement with Trading Standards to encourage above. I would be happy to get involved xxxxx
  - ❖ Keeping and maintaining of countryside
  - ❖ Legitimate support for startup and young companies
  - ❖ Less congestion traffic
  - ❖ Less emphasis on Stratford-on-Avon town - more on district
  - ❖ Loan support to help businesses develop & expand
  - ❖ Loans/grants strategy for SME (startups) & second phase growth
  - ❖ Lobby landlords for affordable rents
  - ❖ Location and space to make it happen. The idea of a Hub that is accessible and suitable and acts as a "must go to" centre and can be a multi-use space and parking
  - ❖ Look at business rates, the rates mean I can't move to bigger premises
  - ❖ Low cost? premises like joint meeting rooms and high speed broadband
  - ❖ Lower business rates
  - ❖ Lower business rates
  - ❖ Lower electricity prices
  - ❖ Lower rental on units
  - ❖ Make Alcester High Street and parts of S-U-A town pedestrian only
  - ❖ Many shop fronts are poorly maintained scruffy in need of cleaning repainting
  - ❖ Marketing
  - ❖ Marketing assistance and expertise
  - ❖ Mentor for ideas of business that people wish to set up
  - ❖ More activities for children to encourage more family days out
  - ❖ More apprenticeship to drive more skilled forces
  - ❖ More buses
  - ❖ More flexible planning to allow for staff to live in/owners accommodation. Further expansion to allow holiday lets
  - ❖ more funding support for businesses wishing to scale up
  - ❖ More green spaces
  - ❖ More help with training and development
  - ❖ More housing
  - ❖ More nightlife
  - ❖ More parks for children to play in outside of Stratford town centre
  - ❖ More police in the area and more speed cameras
  - ❖ More transport links to London - B-ham etc
  - ❖ More use of the market square for food markets, allowing the streets to be free for people going around there normal business
  - ❖ No
  - ❖ Not sure
  - ❖ Not sure
  - ❖ Not to focus on tourism so much in the town centre
  - ❖ Only allow the ? day waterside to opposite a stall if that item/produce is NA and ?? from one of the established businesses in the town centre. Why allow a stall to compete with a business that pays rates each and every week/month
  - ❖ Open up the railway to Cheltenham and beyond
  - ❖ Parking and roads around schools
  - ❖ Parking charges too high, especially Rother Street NCP
  - ❖ Parking improvement inc. charging
  - ❖ Parking, more
-



- ❖ Pedestrianise - Bridge, High & Sheep Street. Help re generate the town centre with a people friendly environment. The volume of cars & people are too great, the people need and area without cars, pollution
  - ❖ Pedestrianise more roads
  - ❖ Perhaps to push towards basic skills and training in the building industry, more apprenticeship programmes
  - ❖ Planning
  - ❖ Protecting the green belt
  - ❖ Provide service to clear graffiti from around town (In Stratford)
  - ❖ Redevelopment of existing road structure to create efficient usage
  - ❖ Reduce business rates
  - ❖ Reduce business rates for companies that offer training/apprenticeships. Training is very expensive and is often a long term investment
  - ❖ Reduce business rates for small businesses
  - ❖ Reduce business rates for the independent businesses (Also market stalls) bringing back Stratford upon Avon to an historical status. (That is what all the tourists are expecting!!!)
  - ❖ Reduce congestion in SOA
  - ❖ Reduce parking charges to encourage people to stay in town longer
  - ❖ Reduce planning red tape
  - ❖ Reduce planning restrictions
  - ❖ Reduce private transport in Stratford town - gradually over the next 5 years to eliminate in town
  - ❖ Reduce rates
  - ❖ Reduce rates & work or have some agreement with those Trust organisations (who own the commercial land or property), to reduce the ridiculous rent price, it's like a ghost town if we keep having more shops closing & leave Stratford. None of the business can keep the books in credit. All goes to landlord's pocket, rather than close the book & apply the benefits. Small business owners are suffering. Only the big chains company can "afford" it now.
  - ❖ Reduce rates on business
  - ❖ Reduced bureaucracy
  - ❖ Reduced business rates
  - ❖ Reduced Business rates for small businesses
  - ❖ Regeneration of area
  - ❖ Retention & support of current employers e.g. JLR
  - ❖ Review business rates
  - ❖ Review cost of planning applications for equestrian business use. Agricultural building planning applications are free...Equestrian building application will cost me £2400!!! I will have to get a bank local to pay for this. TOTALLY UNFAIR
  - ❖ Review parking strategy/road closures. it's chaos with all the markets and especially at Christmas with last year's Victorian market causing road chaos
  - ❖ Review/retime the traffic lights & control in Henley-in-Arden to make the morning & evening provide more free parking to allow the high street economy to grow
  - ❖ Roads are a mess!
  - ❖ Rural & town communities would be sustainable if a rung on the ladder was given. Too many people work from home who don't want to
  - ❖ School places with massive increase in family homes
  - ❖ SDC & County Council should work together regarding small business
  - ❖ Security - to reduce risk of travellers occupying sites/business estates
  - ❖ Short term parking to encourage visitors
  - ❖ Signage to towns with present/potential businesses
  - ❖ Stop wasting money on speed bumps and fix the awful state of the roads
  - ❖ Supply of Fibre Optic Broadband to business customers in rural locations
  - ❖ Support for business not on 'main drag'
-

- ❖ Support new business
  - ❖ Support planning/development that creates jobs and growth. Sustainable development is important, but if Stratford is to flourish in the future we need businesses that can deliver jobs and growth to remain in the district or be attracted to the district
  - ❖ Support the economic focus above with design of infrastructure that fits with it - innovative & creative state of the art design to be at the heart of planning, infrastructure & technology decisions to make it a great place to visit & do business
  - ❖ The focus in tourism is almost 100% leisure based. Business tourism is an excellent source of income for the area as we have the infrastructure to deliver. Support the companies doing this.
  - ❖ The most up to date broadband connectivity
  - ❖ The sooner the council's planning tram starts allowing proper housing development to occur in and around villages (especially Brown Field sites) the better. It's time for the "Nimby" brigade to step down from the council and hand the keys to people. Who will support and enable housing development. Case in Point: recent refusal of planning at former "Victoria Works" public house. (I have no connection with the landowner or developer)
  - ❖ To encourage the night life of Stratford. The evening economy is vital for the wellbeing of the town centre. We need vibrant, pubs, clubs, music theatre (not RSC)
  - ❖ To support small business with recruitment and assistance in difficult circumstances
  - ❖ Tourism
  - ❖ Town centre car parking. Cost is far too high. Major effect on retail shops
  - ❖ Traffic congestion and parking
  - ❖ Training & skills support
  - ❖ Training for existing people into new skills
  - ❖ Transport
  - ❖ Transport
  - ❖ Transport congestion
  - ❖ Try to find other economic sectors than tourism to focus on.
  - ❖ Using/renting empty retail premises. ASAP to stop downward creep
  - ❖ Various usage (not just office space)
  - ❖ Very poor Broadband facilities within three miles of the town, unless you pay for very costly lease lines
-

***Stratford District Council is in the process of creating an Economic Development Strategy for the District. Please write up to three things you would wish to be included in this***

***Suggestion 3***

- ❖ 100% relief NDRR/for not-for-profit and charitable organisations
  - ❖ A better balanced policy between private landlords & council. So that we can attract more diverse business
  - ❖ A more inclusive council working with business owners helpful with networking and workshops. To date we have received no help, information or anything from our council
  - ❖ A road system that didn't involve a 30 min journey to get to the centre of Stratford
  - ❖ Active centre
  - ❖ Actually promote local business
  - ❖ Affordable housing
  - ❖ Affordable housing for first time buyers
  - ❖ Allocate land for 'affordable' business premises
  - ❖ Alternative traffic congestion in the town centre
  - ❖ Attract workers to the area who are in the lower paid sector
  - ❖ Better Broadband
  - ❖ Better communication between businesses
  - ❖ Better engineering training
  - ❖ Better marketing
  - ❖ Better speed control of traffic
  - ❖ Better supportive council
  - ❖ Better traffic control so people don't get put off by congestion
  - ❖ Broadband
  - ❖ Broadband improvements
  - ❖ Business rates are very outdated now... The high street is not viable as a highly rated area as this is not where most consumers are found these days. Online businesses are not rated adequately. TIME FOR A SHAKE UP!
  - ❖ Clean up the town and environment. If you do not know what I mean visit Switzerland or France and see how they look after the place
  - ❖ Community owned/not for profit schemes. Such as a local fruit & veg outlet in town centre
  - ❖ Concentrate on infrastructure & services - waste collection, street cleaning, traffic, parking etc
  - ❖ Consider reorganising school hours to avoid clashing with peak traffic times. Without more free parking/parking the high street will become charity shops/estate agents dominated
  - ❖ Continue to market historic Stratford with joint agencies to ensure visitor numbers increases year on year
  - ❖ Create a hub for small retail/craft businesses to come together in town to create an independent scene. (Become a destination) long term viability of town centre retail core
  - ❖ Cut business rates to encourage more town centre businesses
  - ❖ Developers need to sell and not lease these buildings
  - ❖ Direct help with "Compliance" so the entrepreneurs can focus on business building, at a reasonable cost
  - ❖ Do not open any more coffee shops
  - ❖ Easy to use, low cost/overhead solutions for help small businesses navigate the minefield of red tape/compliance and bureaucracy
  - ❖ Effective broadband in almost any way or form. The situation is ridiculous and not even third world standard
  - ❖ Encourage new set up & expansion
-

- ❖ Encourage other new substantial business to relocate to SDC
  - ❖ Encouragement to keep business open, inc. post offices, banks, shops
  - ❖ Environment - maintain the area to a high standard so that people from the south in particular are keen to move to Stratford to work in a nice environment
  - ❖ Fewer houses
  - ❖ Focus on the more rural locations of the district other than just Stratford itself.
  - ❖ Forward thinking of impacts of new housing developments when infrastructure is not properly set up to cope with, traffic, school, medical centres and the use of green belt land. Who will feed us in the future if good arable land has been built on? Will we import foodstuffs from cultures who do not have good practice
  - ❖ Funding for skills & qualifications for those in professions or investment in education to gain a more skilled workforce
  - ❖ Future proof of economy by rewarding low energy cooperation, pedestrianisation, good design using awards, grants, national PR for innovative projects - e.g. Life share/taxi share, car share, pick up public and set down points so no prior organisation required, etc etc & tech tracking for safety
  - ❖ Get the pollution out the Town, Bridge Street is appalling, bus stops and taxi ranks need reorganising, more pedestrianisation.
  - ❖ Good range of leisure facilities
  - ❖ Help small businesses survive rising costs and economic change/uncertainty. I have been running my business for 15 years but I am getting increasingly worried about how long I can continue
  - ❖ Help with advertising
  - ❖ Housing development
  - ❖ I have no idea, I would like to speak with someone
  - ❖ If Stratford is to be a town of excellence in tourism it must not rely on Shakespeare alone. So it must create a multi trade of various themes to encourage people to stay more than a few hours
  - ❖ Improve mobile telephone network availability, currently only 02
  - ❖ Improve networking across businesses
  - ❖ Improve networking and support opportunities - too disparate in the District
  - ❖ Improve roads in the town
  - ❖ Improve the link between school learners and business. (Also technical colleges etc) Getting young people into industry is far more difficult than in other countries
  - ❖ Improve traffic flow
  - ❖ Improved infrastructure
  - ❖ Improved interaction between local secondary schools and businesses to increase number of opportunities for non-apprentice recruitment for school leavers. Increasing number of school leavers living locally with parents not going to university but for whom apprenticeships are not appropriate.
  - ❖ Improved traffic
  - ❖ Increase support funding to businesses
  - ❖ Information signage - road signs & information available - extremely poor
  - ❖ Infrastructure regarding increase in housing
  - ❖ Inspect business operating illegally and correct business rate fairly and reliably. You would have hundreds of thousands of pounds extra then
  - ❖ Invite outside agencies to come in and use SOA as a site/centre of excellence to use - but this would have to mean improved road/parking access - having to queue to get in for 30 mins will not work!
  - ❖ Job site
  - ❖ Labour availability
  - ❖ Less emphasis on Stratford upon Avon & look to the wider district to provide support & encouragement
-

- ❖ Less High Street road closures at weekends. On some events i.e. Pancake races, throwing teddy bears off church. All commendable events but costly road closure for shops
  - ❖ Less rates
  - ❖ Look at the feasibility of putting in the tram system that was heralded a while ago.
  - ❖ Maintaining free & accessible parking
  - ❖ Make business outside of Stratford town itself still feel inclusive in the district. We are in Studley and very much feel right at the bottom of the ladder when it comes to assistance
  - ❖ Marketing and publicity support available
  - ❖ Marketing for independent business
  - ❖ Mobile phone signal
  - ❖ Mobile phone signals are rubbish. You need to encourage the mobile phone companies to improve their signal in the district.
  - ❖ More affordable housing
  - ❖ More attractions for smaller business, less ? help independent business
  - ❖ More car parks in Stratford
  - ❖ More housing for people with business
  - ❖ More schools and sporting facilities required
  - ❖ More support for small independent businesses
  - ❖ More training funds
  - ❖ Much better cycle routes - Park and Ride to be effective
  - ❖ Not sure
  - ❖ Not sure
  - ❖ Parking facilities for workers travelling in from villages
  - ❖ Parking in the town. Puts people off going into town. I drive to Leamington rather than try and park in Stratford
  - ❖ Parking spaces & fees go up again. that pushes people away
  - ❖ Pedestrianise the main streets in Stratford upon Avon as part of ? Re-irrigation. And move SDC from Church Street onto an industrial site and tidy up Greenhill Street. Encourage leisure & tourism businesses to provide more for the visitor so that they stay over and spend more money in the district
  - ❖ Place the Mop Fair at the edges of town (or parks, race course...) not in the middle of town causing the closure of my business for the days
  - ❖ Planning
  - ❖ Planning
  - ❖ Promotion of established businesses not just a focus on new ones
  - ❖ Provide a low business rate environment to attract new business into the area
  - ❖ Provide more affordable housing for low paid workers
  - ❖ Provision for open storage sites
  - ❖ Public transport links to rural areas
  - ❖ Put roads around town so congestion is becoming a big problem as more houses are being built. S-U-A is becoming a no go via car
  - ❖ Redevelopment of business parks to remove commercial traffic from town centre
  - ❖ Reduce bureaucracy & red tape
  - ❖ Reduce business rates
  - ❖ Reduce or eliminate town centre parties in Stratford. Make it easy to visit. Sort out infrastructure. SDC have done a very poor job
  - ❖ Reduce parking charges to encourage people into town
  - ❖ Reduce planning constraints in the green belt
  - ❖ Reduce some regulation for small business to operate in an increasingly difficult environment
  - ❖ Reduce the business rates for shops, bars & restaurants so that we can attract a more eclectic range on the high street. BHS is an eyesore and needs to be dealt with swiftly
  - ❖ Reduce traffic congestion
-

- ❖ Reduction of business rates to help struggling high street shops
  - ❖ Release more land for housing development to lower the costs of houses
  - ❖ Remove vehicles from the centre of town
  - ❖ Road repairs
  - ❖ Roads!
  - ❖ Solve car parking issues
  - ❖ Startup loans for small business's
  - ❖ Stop wasting money!
  - ❖ Support for employing skilled labour
  - ❖ Support for independents we are the future for high street
  - ❖ Supporting infrastructure to support increasing population=more parking, more doctors & dentists & ring road
  - ❖ There are too many areas of the town infested with weeds no attempt is ever made to clear up these sites
  - ❖ To support self-employed individuals and partnerships as they provide important services to rural areas
  - ❖ Too much 'red tape' when trying to have a 'work experience' from school
  - ❖ Tourism
  - ❖ Town centre environmental improvements
  - ❖ Transport links on the outskirts of Stratford - (Alcester Road - lack public transport)
  - ❖ Truly affordable housing for the people we need to work in our catering, retail and tourism businesses.
  - ❖ We need more affordable housing for young people and families. Working people are the life blood of a community and if they can't afford to live in the district we are going to suffer in the long term
-

***Have you been a victim of crime at your business in the last 12 months? What was the nature of the crime?***

- ❖ 3 cars in car park set alight overnight
  - ❖ A violent and abusive member of the public who threatened members of my staff
  - ❖ Assault in premises by competitor
  - ❖ Attempted break in
  - ❖ Attempted break in
  - ❖ Attempted break in
  - ❖ Attempted break in, in April 2018
  - ❖ Attempted burglary
  - ❖ Bank fraud
  - ❖ Bike was stolen from outside the building
  - ❖ Billing
  - ❖ Break in
  - ❖ Break in
  - ❖ Break in
  - ❖ Break in
  - ❖ Break in
  - ❖ Break in
  - ❖ Break in & theft overnight
  - ❖ Break in at one our construction sites in the district
  - ❖ Break in in garden areas, low level theft from properties and shops
  - ❖ Break in, also on 2 other occasions other units broken into
  - ❖ Break in, theft, vandalism
  - ❖ Break in/robbery
  - ❖ Break ins
  - ❖ Break ins & burglary x 3
  - ❖ Breaking & entering
  - ❖ Broke into our stores at Unit 7
  - ❖ Broken into twice in 6 months
  - ❖ Burglary
  - ❖ Burglary
  - ❖ Burglary - large scale
  - ❖ Burglary and arson
  - ❖ Burglary & vandalism
  - ❖ Burglary
  - ❖ C.C. Fraud
  - ❖ Car theft
  - ❖ Car/van break ins, tools and items stolen
  - ❖ Card fraud
  - ❖ Card fraud & attempted break in
  - ❖ Catalytic converter stolen from company vehicle outside premises
  - ❖ Criminal damage
  - ❖ Criminal damage. Theft
  - ❖ Cyber
  - ❖ Cyber
  - ❖ cyber
  - ❖ Cyber attack
  - ❖ Cyber crime
  - ❖ Cyber crime
  - ❖ Cyber-crime, Ransom Ware attack
  - ❖ Data
  - ❖ Delivery van broken into
  - ❖ Drugs found on temporary staff member
-

- ❖ Drunken vandalism
  - ❖ Email hacking
  - ❖ Fly tipping
  - ❖ Fly tipping & break in
  - ❖ Forged £20 notes x 2
  - ❖ Fraud
  - ❖ Fraud
  - ❖ Fraud
  - ❖ Fraud by member of staff
  - ❖ Fuel theft. People not paying for fuel they have put in vehicle or drive offs
  - ❖ Garage break-in
  - ❖ Got burgled/break in
  - ❖ Gypsies
  - ❖ Internet bank fraud
  - ❖ Internet theft
  - ❖ items been stolen by thieves
  - ❖ Items stolen outside my office
  - ❖ Metal theft
  - ❖ Occasional theft from vehicles outside
  - ❖ Online
  - ❖ Online bank fraud
  - ❖ People climbing into the playground using it as a place to smoke or sleep, removing things from shed
  - ❖ Purse stole from downstairs reception area & cyber-attack/virus
  - ❖ Robbery
  - ❖ Robbery
  - ❖ Robbery
  - ❖ Robbery
  - ❖ Robbery
  - ❖ Romanian Gypsies
  - ❖ Rubbish dumping
  - ❖ Shop lifting
  - ❖ Shop lifting
  - ❖ Shop lifting
  - ❖ Shop lifting
  - ❖ Shop lifting
  - ❖ Shop lifting
  - ❖ Shoplifting on a daily basis
  - ❖ Shoplifting
  - ❖ Shoplifting
  - ❖ Shoplifting
  - ❖ Shoplifting
  - ❖ Shoplifting
  - ❖ Shoplifting
  - ❖ Shoplifting
  - ❖ Shoplifting & theft of fuel. Major problem
  - ❖ Shoplifting
  - ❖ Smashed window
  - ❖ Some young lads pulled our blind down in front of our shop, causing extensive damage
  - ❖ Staff theft
  - ❖ Stealing
  - ❖ Steel from skip
  - ❖ Stole chainsaws, cars, tools
  - ❖ Stolen car trailer and diesel
  - ❖ Store was broken into and items stolen
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- ❖ Theft
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  - ❖ Theft & equipment. Fly tipping. Have ? and deer poaching
  - ❖ Theft and fly tipping of waste
  - ❖ Theft by employees
  - ❖ Theft from home
  - ❖ Theft from shop window display
  - ❖ Theft of cycles and other items from within the medical centre
  - ❖ Theft of products
  - ❖ Theft of property
  - ❖ Theft, robbery, harassment, (Several incidents)
  - ❖ Theft, vandalism
  - ❖ Theft/criminal damage
  - ❖ Thefts from customer vehicles in car park
  - ❖ Trespassing, damage to school grounds and property
  - ❖ Van break-ins
  - ❖ Vandalism
  - ❖ Vandalism
  - ❖ Vandalism
  - ❖ Vandalism
  - ❖ Vandalism to employee vehicle in staff car park
  - ❖ Vandalism, attempted breaking and entry
  - ❖ Vehicle break in
  - ❖ Vehicle damage
  - ❖ Vehicle damage/theft of tools
  - ❖ Vehicle vandalism
-

***Does your business have Cyber Essentials certification – if have alternative cyber security certification, please state which***

- ❖ Avast Anti-Virus
  - ❖ AVG
  - ❖ Company
  - ❖ Deslock
  - ❖ Don't have/use internet
  - ❖ ESET
  - ❖ ESET
  - ❖ https on whole site pic dss compliance
  - ❖ I.T. dept at Hospice
  - ❖ IT?
  - ❖ Kerpesky
  - ❖ Malware Bytes & WIN depending
  - ❖ No internet
  - ❖ No internet access
  - ❖ PCI DSS 3.2 level 1
  - ❖ Provided by IT Consultant
  - ❖ Secured by Elavon
  - ❖ Securus
  - ❖ See H/O
  - ❖ SOFOS
  - ❖ Sophos Firewall
  - ❖ Symontec
  - ❖ Through 1 salon services
  - ❖ Unsure
  - ❖ Unsure
  - ❖ Via contractor
  - ❖ We have an outsourced IT Dept. who look after our IT integrity
  - ❖ We have software on our computers to stop attacks
  - ❖ Website & ? book
  - ❖ Working on this now
-

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

- ❖ A big burden on micro business
  - ❖ A big help in our business
  - ❖ A charity is often treated like a business, yet it has no income and cannot get rates relief
  - ❖ A mystery but we seem to benefit
  - ❖ Always found you very helpful
  - ❖ Always helpful & clear
  - ❖ An application was made for small business rate relief some years ago, we qualified but then we were informed that we did not qualify and received a revised invoice, we have not applied since on account that we consider it a waste of our time.
  - ❖ Applied for small business rate relief once property raised Revalue so no longer eligible, was waste of time
  - ❖ As a small business, in a non centre location, we have SBR applied. No rates paid. But in the previous premises, we paid far too high rates. Can't afford it, that's why the relocation
  - ❖ As with all businesses our NNDR bills are far too high compared to what businesses receive
  - ❖ Billing. We changed units in February, but ended up with 6 different parts to our new bill. 17/18 18/19? 17/18 18/19 plus old unit info could have saved paper by putting info on our existing billing
  - ❖ Business Rate Relief only applied after visiting office & visit from bailiff!!
  - ❖ Business rates far too expensive for small startups and independents
  - ❖ Clearly I don't know enough about what relief I can apply for.
  - ❖ Complicated lengthy and not very clear
  - ❖ Council not particularly helpful. Had to ask three times last year about rates relief information and kept being told we did not qualify when in fact we did
  - ❖ Council should contact business to let us know what discount and relief we should have and what support the council can give us and how it can make things easier for business
  - ❖ Currently access charity relief
  - ❖ Didn't know about pub relief!!
  - ❖ Don't currently pay as premises too small
  - ❖ Don't pay rates as small business
  - ❖ During phone call, I was advised that your ' back office' was too busy and understaffed. E-mails not responded to (apart from automated receipt confirmation). The only person that did end up responding was Neil Harrison, who I found to be helpful & information - even if he was unable to help further
  - ❖ Efficient
  - ❖ Exempt
  - ❖ First 3 years didn't have to pay rates on parking spaces, suddenly did, with no explanation for the change
  - ❖ For small businesses like us, business rates have such a negative impact on our growth opportunities. It's so expensive and the perceived value for money is very poor
  - ❖ Have not applied for any of the reliefs.
  - ❖ Head office haven't would have all dealings with council & rates
  - ❖ I am very grateful to have it. It makes all the difference to us. OK we now pay for the bins but there is never something for nothing
  - ❖ I do not know about the availability of relief and what is required to qualify
  - ❖ I get small business rate relief, so pay no rates. As a very small business it has enabled me to continue trading
  - ❖ I had major issues when starting the business due to the company next door (Arrow Cars) fraudulently managing to pass on their business rates for parking spaces to me!! After contacting the valuation office it appears Arrow cars didn't pay any business rates
-

for over 12 yrs - losing the council over £100k. If all local business knew that, you would likely be receiving invoices from them to claim their "Free 10yrs" rates". As the council weren't prepared to comment, local and national newspapers were contacted but I reserved judgement and didn't go ahead with any stories. (I would refuse to pay any future business rates due to the above)

- ❖ I have found the service given by NNDR to be outstanding & supportive. It is not the fault of the staff in the department that the charges are so high. I will look again at the possibilities of some relief being available
  - ❖ I have no idea how the rate relief system works & I am convinced if I ask I will end up paying more. (past experience)
  - ❖ I have not applied for rate relief
  - ❖ I have since November 2017 spoken to the council about our inability to pay the rates but nothing - other than a 3 months delay has been granted. I've had a surveyor come out who never called back. I've surrendered documents of shop closing in person to the council and these now seem to have been lost in your system! xxx. xxx
  - ❖ I receive my NNDR bill with the deductions already applied. This is much appreciated. Thank you
  - ❖ I was just (and am still) confused as to why we are not eligible for any kind of rate relief. We do not have lighting or roads to maintain so don't really understand where our rates go
  - ❖ I would be very glad to learn more about rate relief
  - ❖ I would hope that the council would have put these savings in place with our help
  - ❖ I would like to know if I am eligible for cafe relief
  - ❖ I wrote a letter ref NNDR & did not get a letter back. After chasing I got a reply via email about 6 weeks later
  - ❖ In the process of sorting out small business rate relief
  - ❖ Keep labour away. It's easy to apply if knew what doing
  - ❖ Last year, not the current year would be nice to know if there is more help from the council to reduce the NND. It's a big chunk of money for a very small business
  - ❖ NNDR is straightforward until a change is made. Then it becomes complicated, with lots of paperwork & incorrect charging
  - ❖ My business rate is just over £3,000 a year; where my neighbours are paying NIL. I don't understand
  - ❖ Never had any difficulty when I have dealt with council on this or any other matter
  - ❖ New business and applied for small business rate relief. Several points: \* I had to ask for small business rate relief, not suggested to me. \* Small business rate relief is small saving. \* NNDR for my rateable value property of £14,500 is £698 per month. Ridiculous costs. \* My neighbours property rateable value is £12,000 - pays zero NNDR. P.S. I was aware of course of NNDR cost prior to opening. However, if this survey is for genuine review and help for business then I feel NNDR is suppressing new business
  - ❖ NNDR is handled by landlord
  - ❖ No haven't applied but have been advised that we get it via the bill received
  - ❖ Non
  - ❖ Not aware of any relief - would like to know more
  - ❖ One of our staff was very helpful because they had experience of holiday letting
  - ❖ Only that we keep getting a 2nd document. We are also only a local storage facility with no employees so many questions here are irrelevant
  - ❖ Our business rates are extremely high. We have taken it on ourselves to employ an external independent company to negotiate with the council with a view to reducing it. (This comes at a cost!)
  - ❖ Our rates are astronomical esp. for a young person here setting up
  - ❖ Paid via head office
  - ❖ Paying NNDR on car parking spaces at our offices is not well received!
  - ❖ Plain English please!!
  - ❖ Premises if too small to be rateable
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- ❖ Process not a problem. Massive rise in cost at a time when businesses are struggling with no real added benefit is a high problem however
  - ❖ Rate relief denied. Applied to be on the same rate as all our neighbouring businesses on this site and was rejected without good cause
  - ❖ Rate relief is a great help to small struggling businesses and non from the Government!!
  - ❖ Rates are killing small businesses. There's no way we could afford to expand. 20% vat, (No vat to reclaim on food & small suppliers bills) Income tax 20-40%. Rates, licensing, land costs due to bonus & development potential & farmer subsidies. Once you've paid 20% VAT & rates before tax you then get left with very little which is also taxed. I probably pay more tax overall than Amazon
  - ❖ Really appreciate the NNDR relief. Makes big difference to our viability
  - ❖ Received small business rate relief for last few years which has been very beneficial Q37/Q38
  - ❖ Relief is difficult & confusing to apply for
  - ❖ Rip off!!!
  - ❖ Seemed really quick and efficient
  - ❖ Seemed very straightforward
  - ❖ Shop too big
  - ❖ Slow but helpful
  - ❖ Slow sorting out queries
  - ❖ Small business rate relief very helpful
  - ❖ So far as a small business recently set up, I have had rates relief which has helped me immensely. The rates costs are substantially high and should I have to pay them, it is very likely that I would struggle to keep the business afloat, as I am the one person doing everything for this business
  - ❖ Thankfully no charge to this workshop. Now semi-retired only work half-day. Singly no staff
  - ❖ The council are helpful in ensuring the small business rate relief is applied
  - ❖ The council have made many errors in ? to NNDR. The error has been ? Nut not rectified & we are having to pay business rates now even though we qualify for small business rate relief. The ? has meant we cannot take on needed members of staff & causes financial pressure. Totally unacceptable but no one seems to be able to fix even though the error is acknowledged!!
  - ❖ The current zero business rates help to keep our rates low, the worry is how our costs will rise when the business rates are re-introduced
  - ❖ The NNDR calculation is outdated. We are a partnership (2 people) no employees (due to rates and rising rent) We have large items that require space yet only made 9000k last year as rates are based on space, our rates are more than our earnings but a business near us sells small high margin items and is turning over vastly more than us but needs less space so they pay no rates. Rates should take into account turnover
  - ❖ The SBRR makes all the difference to us as a holiday cottage provider. Bookings are down this year - yes subsidy helps us no end. OK we are paying now for refuse collections but there is never something for nothing. Please can you ensure that all blue/green bin collections are paid for and not just collected as domestic when there is a business there!
  - ❖ The small business rate relief is a great help to a business like mine and meant that I can continue to operate from a small warehouse in the area
  - ❖ The whole process of assessing rates as archaic! Deciding the rateable value on window space. In the modern era of websites is unbelievable. You are going to be better off with 50% of something rather than 100% of nothing!!
  - ❖ These questions are not applicable
  - ❖ This came to my old address which is now a holiday let, with reduced rates. I work independently from our main home - but only part time now & claim no receipts
  - ❖ Very complicated
  - ❖ Very confusing in respect of the way to make payments
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- ❖ Very fair and very helpful to rural business
  - ❖ Very good
  - ❖ Very helpful to small businesses such as myself
  - ❖ Very satisfactory
  - ❖ We are a registered charity and as such claim relief
  - ❖ We are a small B&B/holiday letting. We do not intend to expand but may retire soon. We have always been grateful for the small business rate relief which has helped us a lot
  - ❖ We are applying for rate relief through a specialised agency
  - ❖ We are exempt
  - ❖ We are exempt
  - ❖ We are paying very high business rates. We then split the business into two to allow our son to run half of it. We now get small business rate relief and neither of us pay any business rates. The gulf is ridiculous. I think that business rates are putting a lot of companies out of business
  - ❖ We find the rates a substantial part of our overheads. As we are no longer a financial dealer - no longer selling new vehicles and no longer have a Peugeot flag over our door, the rates are now too high, we will need to look at other options for the business in a rural area
  - ❖ We have applied for small business relief which we have got. You still owe us for back payment, which we haven't received
  - ❖ We have asked for the rates to be reduced on a number of occasions but never been answered. The rates payable for one trading day are £150k per annum. Madness!!
  - ❖ We have had our premises assessed on numerous occasions and our rates have remained unchanged/increased
  - ❖ We have small business rate relief
  - ❖ We might be eligible for small business rate relief or rural but don't know if we'd be eligible
  - ❖ We operate a self-catering holiday home and this was bought to our attention by the council and how to apply for relief. This was granted and due to this now makes our small business viable. In turn this generates income to local business from our guests who visit local shops and restaurants and puts the town on the map at a global level. We have visitors from UK, China, Australia, USA and across Europe
  - ❖ We received Charitable rate relief
  - ❖ We rent a serviced office. All rates & bills are included in the rent
  - ❖ What is the money used for?
  - ❖ When originally registering for NNDR your team were very helpful indeed. However I wasn't made aware of the existence of Discretionary or Mandatory Rural Rate Relief. As a rural business I am guessing I would potentially be eligible.
  - ❖ Who do I send my bill to for taking half an hour of my work time to fill this useless piece of paper in that nothing will be done about any of the questions asked!
  - ❖ Whole system is out of date. How can a rated town based business compete with an online shop? Probably not paying very low or zero rates. All business should be rated but at a very low rate. What are you paying for? High Street locations have less than 50% of people on them compared to 20 years ago
  - ❖ Why does Equestrian not count as RURAL with regard to business rates and planning? Equestrian businesses are struggling whilst Agriculture is heavily discounted, supported and subsidised. This is incredibly unfair. WARWICKSHIRE HAS THE HIGHEST HORSE: PERSON RATIO THAN ANY OTHER COUNTY OF ENGLAND!!! Please help us to continue trading
  - ❖ Would be useful if all rate reliefs, that a business such as ours, may be entitled to are suggested, it seems that many businesses may be missing a rate relief as they are not aware of them
  - ❖ Would like to know how to reduce rates
  - ❖ Your online system is brilliant!
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