

## Commercial Activity Questionnaires and Raw Data

**Notes Of Business Responses To Questionnaires As At 3/9/17****Overall Description**

The information detailed below was gathered from a questionnaire (qv), issued to all of the businesses within the parish of Shrivenham, that asked about the impact of the proposed housing development on local commercial activity.

In general, the planned current & proposed future development in the village is mostly perceived to promise a positive effect on local businesses and their future prospects, but this is countered by considerable concerns with the 'downside' effect that is also foreseen.

As well as the welcome prospects of business growth and expansion, there are serious caveats concerning the upgrades to the infrastructure that will be required, the need for appropriately steady (rather than dramatic or sudden) growth, the need to retain the High St as the commercial hub of the village, and the increasingly urgent need to resolve the parking issues there.

The further details of these points, and the data underpinning them, are to be found in the figures and further summaries listed below.

Two other points of note are i) that the apparent need for a new primary school has been questioned – there is sufficient space and room for expansion within the present school grounds & premises to cater for a significant increase in pupil numbers, but only if adequate funding is allocated and early enough to plan & build the extra accommodation needed; ii) that there is a perceived need for better catering for youth activities in the village.

**Summaries Of Responses From Local Businesses****Type of Premises:**

For clearer analysis, the businesses of the village were divided into type & location: those located in the High St; businesses based at Home addresses; and Others ie having business premises other than in the High St. The breakdown is as per below, and with their numbers of full-time equivalent (FTE) staff also shown.

<b>Type of Premises:</b>	<u>High St</u>	17	<u>Home</u>	8	<u>Other</u>	8	<u>Total</u>	33
<b>Staff (FTE):</b>	<u>1-2</u>	4	8	1	=	13		
	<u>3-6</u>	12	0	4	=	16		
	<u>7+</u>	1	0	3	=	4		

**Type of Business:**

The businesses were also categorised by types of commercial activity as per below, to ensure an appropriately even representation. ['Services' below encompasses 'Personal' ie hairdressing/beauty etc; 'Professional' covering consultancy/agency/accountancy etc; & 'Other' covering garages/mechanical/building etc]

<b>Type of Business:</b>	Retail	6	Catering	5	Farm	2
Services:	Personal	5	Professional	9	Other	6

**What Impact Is Foreseen From Future Housing Development In The Village?**

The anticipated future impact of the current and proposed development is seen as positive by about half of the businesses questioned, but also seen significantly as having negative impacts too (many seeing both positive and negative impacts in their responses). [The various underlying negative reasons are detailed in the 'Other Comments' section further below – one of the most salient being the strain on current infrastructure, added to the need to resolve High St parking issues.]

<b>Future Impact of Dev?</b>	<u>High St</u>	+ve	13	-ve	9	neither	3
	<u>Home</u>	+ve	4	-ve	3	neither	3
	<u>Other</u>	+ve	5	-ve	3	neither	2

**What Commercial Development Do You Foresee?**

Although a third of those asked did not respond on this point, some clear predictions emerged – see below. Most were positive about their own commercial development, seeing the possibilities for future expansion of their enterprises. The future need for more retail outlets and demand on local services was noted (although there are 3 vacant High St outlets at present). [Below: *Self* indicates their own business, *Others* indicates other local businesses. Also 'x 3' indicates 3 replies with the same answer.]

**Foreseen Commercial Dev?** High St D/N/A\* 9

<i>Self:</i> increased revenue = increased range	<i>Others:</i> same
More business.	Bigger foodstore reqd; petrol station?
Increased nos clients.	Reqd for more shops
Business expansion [x 3]	Need for services for older children – ie meeting place/clubs [x 2]
Review opening hours extension	

Home*Self:* None [x 4]*Others:* None

Concentration on more work locally

Incr demand on local services

Positive effect over time

Positive effect if local customer base

Opportunity to diversify

Opportunity to diversify

Possible expansion

Other

D/N/A 2

*Self:* None

Shop + student accommodation, + visitor centre + incr. produce + sales

Reqd to expand; = secure tenure of premises for long-term and develop site for better capacity &amp; long-term sustainability (and after-school &amp; youth club?)

Effect over time unknown [x2]

Growth

**Is Commercial Concentration On High St Important To Your Business?**

The surprising fact emerging here is not the overwhelming majority of responses in High St being affirmative, but those of Others also. The two main reasons given for this are convenience – both for business managers, and for their customers.

<b>High St Concncrn Imprtn?</b>	<u>High St</u>	Important	8	Not	1	D/N/A	8
	<u>Home</u>	Important	0	Not	7	D/N/A	0
	<u>Other</u>	Important	4	Not	2	D/N/A	2

**Are There Parking Issues Associated With Your Business?**

Most of the High St businesses responding on this point had issues on parking. Most of them also want and need to have time-restricted parking for customers and allocated spaces for their businesses (see 'Options Suggested' below). The practice of 'park & ride' (in prime places eg the surgery) from outlying villages is now a commonplace problem which also needs addressing.

<b>Parking Issues?</b>	<u>High St</u>	Yes	8	No	5	D/N/A	4
	<u>Home</u>	Yes	0	No	8		
	<u>Other</u>	Yes	2	No	5		

Options suggested:

- Limited time (20 min) spaces
- More spaces
- Limited time (4 hour) spaces [x 2]
- Permits for residents + business employees [x 3]
- Parking permits for business usage
- Loading permits for business usage
- Reqt close to pharmacy , + disabled
- Limited time (2-3 hours) spaces
- 2-hour parking in High St for locals
- Parking at ends of village for commuters using buses [x 2]
- Better parking close to High St environment
- Emphasise/enforce current parking regulations [x 2]
- Space for s/term parking at East end of Rec Ground (re Barn/School)

### **Where Do Your Staff Come From?**

This covers all staff, ie full-time & part-time, and with Local 'villages' also including small towns such as Faringdon & Highworth shows a large proportion (118/155 = 76%) of locals being employed.

**Staff Residency** (incl p/t)      Shrivenham 67    Local 'villages'\*\* 51    Other 37

### **The Other Comments Section:**

This allowed for any additional unprompted points from respondents, but shows a number of common themes. As well as some positives, there are serious caveats concerning the upgrades to the infrastructure that will be required, the need for appropriately steady (rather than dramatic or sudden) growth, the need to retain the High St as the commercial hub of the village, and the increasingly urgent need to resolve the parking issues there. There are also some notably constructive suggestions re expanding the school and mobile communications.

### **Other Comments:**

- High St needs to be retained as commercial hub [x 5]
- High St hub convenient for client-base
- Need to ensure infrastructure can sustain development [x 4]
- Schooling will be an issue (size of school/nos. children) [x 2]
- Strain on surgery [x2]
- Worse traffic on A420
- House prices will be affected (-ve)
- Emphatic -ve affect on golf club – on memberships & subs (cash flow)
- Good impact for sustainability of Pennyhooks Farm Trust

- Increased demands on local services (banking etc)
- Not enough shops to cope with development
- Need for youth club(s) & meeting place(s) [x 2]
- Significant expansion of the school is possible on the current site
- Whilst commercial dev may be good for some, too many houses will be detrimental for the village overall [x 2]
- Better mobile comms would be good, possible siting of an inconspicuous mast near centre of village would be better for all
- Developers should have to contribute to sustainability eg upkeep & maint incl roads
- Road signage is not adequate
- Agree with proposed junction A420/Highworth Rd
- L/A need to ensure appropriate concentration of dev in keeping with village
- 2-way engagement with PC reqd to help sustain permissive footpaths
- Gradual dev reqd to retain character of village
- The growth in Shrivenham has a positive effect on our business

**Notes:** \*D/N/A = Did Not Answer Question; \*\* = surrounding villages & small towns

<b>Title of Business/Organisation</b>		Comments
<b>Contact Name</b>	<b>Position within Organisation</b>	Staff Nos (F/T Equiv):
<b>Tel:</b>	<b>Email:</b>	
<p><b>PREAMBLE:</b> The Parish Council is seeking to produce a Neighbourhood Plan. Once in place this will ensure that any future development in and around the village meets the needs of the community. In order to get the information we need a number of working Groups have been set up to look at different aspect of the village, and I currently represent Commercial Activity. We are interested to know what impact the various developments might have on the various businesses that operate within the village community and well as identifying any future needs. The neighbourhood plan cannot insist that something happens but the policies developed can influence the types of development that take place in the village, and require that developers include certain amenities eg green space, car parking, and money towards improving amenities.</p>		
1 What is the main product/service of the business?		Premises: High St/Other
2 What impact is foreseen from future housing development in the village?	Your enterprise	Others

3 What commercial development do you foresee?	Your enterprise	Others
4 Is the commercial concentration on the High St important to your business?		
5 Are there parking issues associated with your business?	What solution options would you prefer?	
6 Where do your staff come from?	a Shrivenham Parish	
	b Local villages	
	c Other	
7 Any other comments?		