Ingatestone & Fryerning Parish

Neighbourhood Plan Business Questionnaire Results Report

December 2018

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Background

Ingatestone & Fryerning Neighbourhood Plan Steering Group is in the process of producing a Neighbourhood Development Plan (otherwise known as Neighbourhood Plan), covering the whole of the parish of Ingatestone & Fryerning. The opportunity to create neighbourhood development plans is one element of the Right to Plan, one of the rights contained within the Localism Act (2011); enabling local communities to create a vision for the future of their area and also local policies which are considered when planning applications for the area are submitted. The steering group is made up of local people who work to gather evidence and opinions which are then used when creating the Neighbourhood Plan's vision, objectives and planning policies.

As part of the evidence gathering process of the neighbourhood plan, the steering group has been carrying out a series of engagement exercises within the area and as part of that carried out a survey (distributed to every household in the parish). Once the questionnaire was completed they worked with RCCE to analyse the data. RCCE is an independent charity helping people and communities throughout rural Essex build a sustainable future.

RCCE's mission is to provide local communities with the skills, resources and expertise necessary to achieve a thriving and sustainable future.

This means helping communities come together to identify their own needs and priorities, and provide them with advice and support in developing practical solutions.

RCCE's Community Engagement Team (CET) support local communities with the production of Neighbourhood Plans; including helping steering groups with their engagement including questionnaires.

Context and Methodology

As part of the Ingatestone & Fryerning Neighbourhood Plan evidence gathering process in the summer of 2018, the steering group devised a questionnaire for businesses in the parish. The aim of the questionnaire was to identify priorities and issues and contained questions regarding current business challenges as well as future needs. The Ingatestone & Fryerning Neighbourhood Plan Business Questionnaire was advertised in local newsletters with links to the online questionnaire. There were also links made available on the Parish Council website, Facebook page and Twitter account.

RCCE analysed the data (from raw data compiled from the completed forms) and this report and its findings are the result of that work. The report, appendices and spreadsheets have been created so that the steering group can use any of the data analysed (including grouped responses and tables) in future. Please note all percentages have been individually rounded up and therefore may not total 100%.

Ingatestone & Fryerning Parish

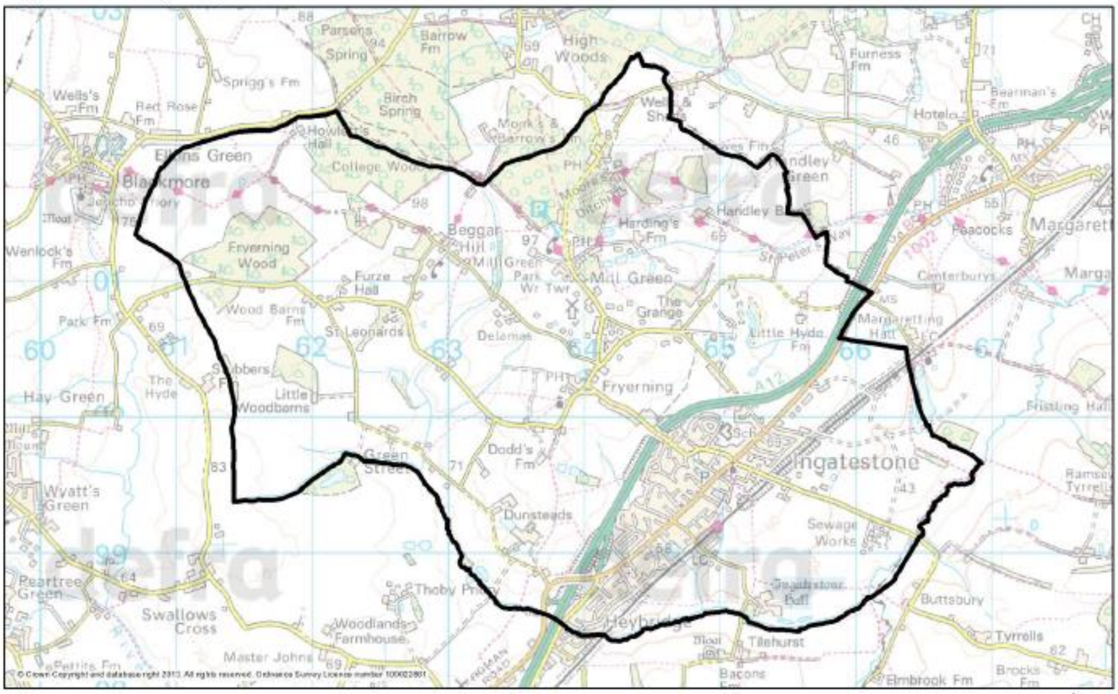
Ingatestone & Fryerning is a rural parish situated in the district of Brentwood, 20 miles north-east of London. The parish includes the villages of Ingatestone and Fryerning, and covers an area of 3,917 acres. According to the 2011 census, the parish has a population of 4785, in 2095 households.

The parish is served by its own railway station – Ingatestone – which takes you into London in approximately half an hour. The A12 cuts through the parish on the eastern side with the majority of the built up area just to the east of the A12. The main High Street runs central to this built up area with a varied selection of shops and businesses. As well as a nursery, infant and junior schools the parish is home to the Anglo European School, a comprehensive school with a European focus.

There are two churches within the parish; The Church of St Mary the Virgin in Fryerning and St Edmund and St Mary Church in Ingatestone. Behind the church in Ingatestone lies Fairfield, which as well as being a popular area for dog walking also includes a children's playground, cricket pitch, pond and skate park.

One mile from the village of Ingatestone, within the parish boundary and in open countryside, lies Ingatestone Hall. A Tudor hall which is primarily a private family residence but often opens to the public.

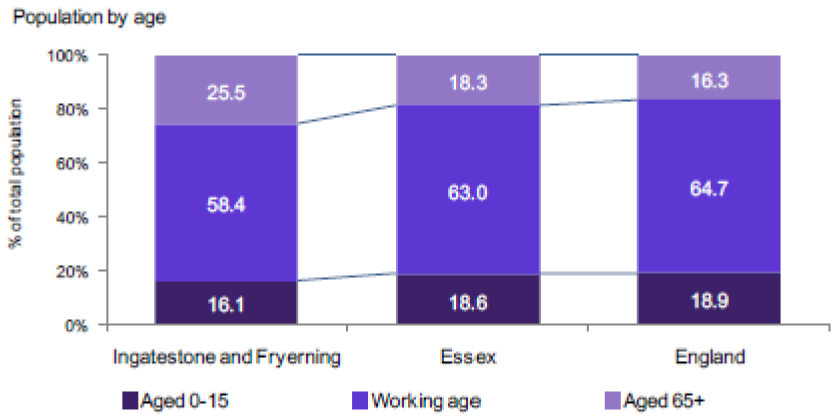
Ingatestone and Fryerning Parish



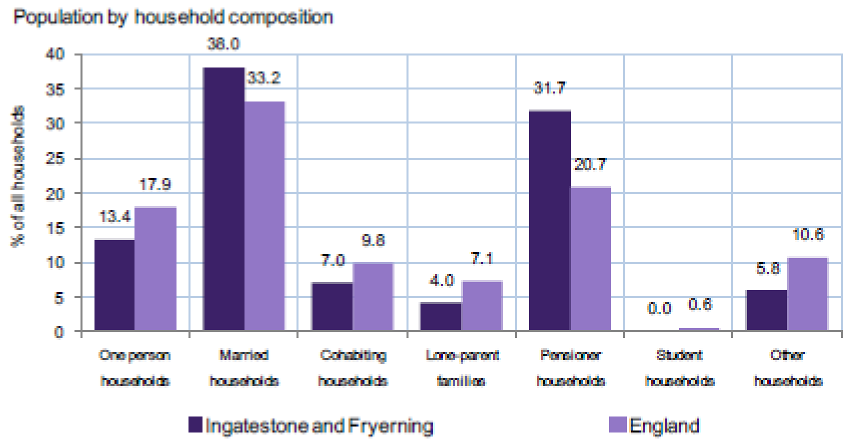
Who Lives in the parish of Ingatestone & Fryerning? (UK Census 2011)

How many people live locally?	How many households?	Children under 16	Working age adults	Older people over 65
4,785	2,095	770	2,795	1,220
47.2% male; 52.8% female		16.1% (England average = 18.9%)	58.4% (England average = 64.7%)	25.5% (England average = 16.3%)

Lone parent families with children	Single pensioner households	People from Black or Minority ethnic groups	People born outside the UK	Dependency Ratio
85	355	355	330	0.71
15.9% of all families with dependent children (England average = 24.5%)	17.0% of households (England average = 12.4%)	7.4% (England average = 20.2%)	7.0% (England average = 13.8%)	England average = 0.55



Source: Census 2011 (table KS102EW)



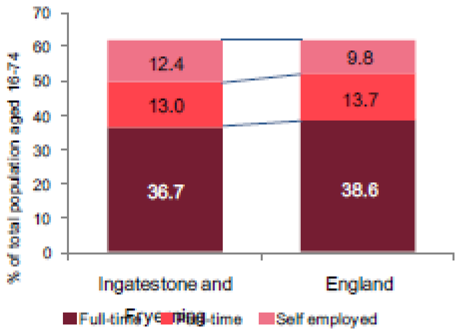
Source: Census 2011 (tables KS201EW, KS204EW and KS105EW)

Employment (UK Census 2011)

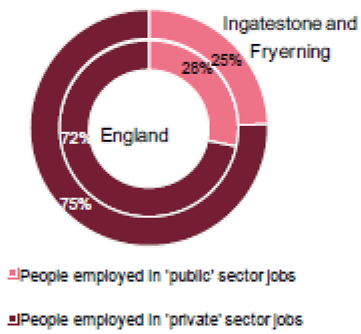
Economically active residents	Economically inactive residents	Full-time employees	Part-time employees
2,271	1,136	1,252	444
66.7% of people aged 16-74 (England average = 69.9%)	33.3% of people aged 16-74 (England average = 30.1%)	36.7% of people aged 16-74 (England average = 38.6%)	13.0% of people aged 16-74 (England average = 13.7%)

Self-employed	Working 49+ hours per week	Working from home	Employed in the public sector
421	396	165	535
12.4% of people aged 16-74 (England average = 9.8%)	18.2% of people in employment (England average = 13.3%)	4.8% of people aged 16-74 (England = 3.5%)	24.6% of 2,170 people in employment (England = 28.2%)

People in employment, by employment status



People employed in public and private sector jobs



Jobs (UK Census 2011)

Largest employment sector	Second largest employment sector	Third largest employment sector
Financial & insurance	Retail	Education
315 employees (15% of 2,170 of people in employment)	276 employees (13% of 2,170 of people in employment)	236 employees (11% of 2,170 of people in employment)

Managerial occupations	Professional (or associate) occupations	Administrative or secretarial occupations	Skilled trades occupations	Elementary occupations
355	805	325	200	135
16.3% of 2,170 people in employment (England = 12.0%)	37.0% of 2,170 people in employment (England = 30.3%)	15.0% of 2,170 people in employment (England = 11.6%)	9.2% of 2,170 people in employment (England = 11.4%)	6.1% of 2,170 people in employment (England = 11.1%)

People in professional and elementary occupations

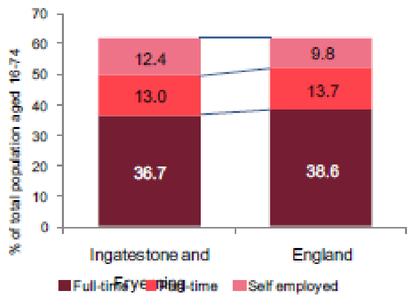
Source: Census 2011 tables (KS605EW and KS608EW)

Employment Activity (UK Census 2011)

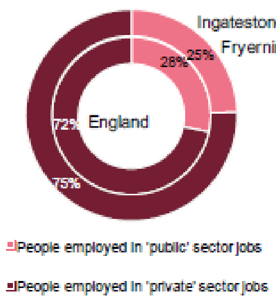
Economically active residents	Economically inactive residents	Full-time employees	Part-time employees
2,271	1,136	1,252	444
66.7% of people aged 16-74 (England average = 69.9%)	33.3% of people aged 16-74 (England average = 30.1%)	36.7% of people aged 16-74 (England average = 38.6%)	13.0% of people aged 16-74 (England average = 13.7%)

Self-employed	Working 49+ hours per week	Working from home	Employed in the public sector
421	396	165	535
12.4% of people aged 16-74 (England average = 9.8%)	18.2% of people in employment (England average = 13.3%)	4.8% of people aged 16-74 (England = 3.5%)	24.5% of 2,170 people in employment (England = 28.2%)

People in employment, by employment status



People employed in public and private sector jobs



This data is based on standard definitions: 'Public sector jobs' are defined as jobs in Health, Education or Public Administration industry sectors. 'Private sector jobs' are those in other sectors. Voluntary sector jobs are not identified separately but are included within the public and private sector figures.

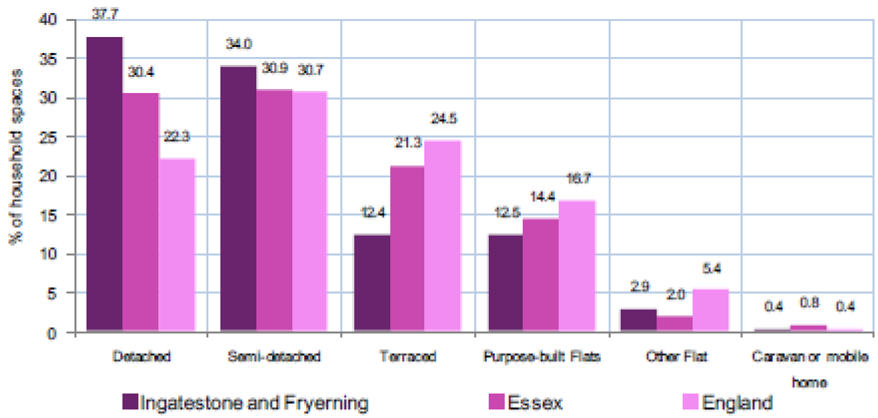
Source: Census 2011 (tables KS601EW, KS604EW and KS605EW)

Housing types (UK Census 2011)

Detached houses	Semi-detached houses	Terraced houses
831	749	274
37.7% of dwellings (England average = 22.3%)	34.0% of dwellings (England average = 30.7%)	12.4% of dwellings (England average = 24.5%)

Flats (purpose built)	Flats (other)	Caravan or other temporary accommodation
275	64	09
12.5% of dwellings (England average = 16.7%)	2.9% of dwellings (England average = 5.4%)	0.4% of dwellings (England average = 0.4%)

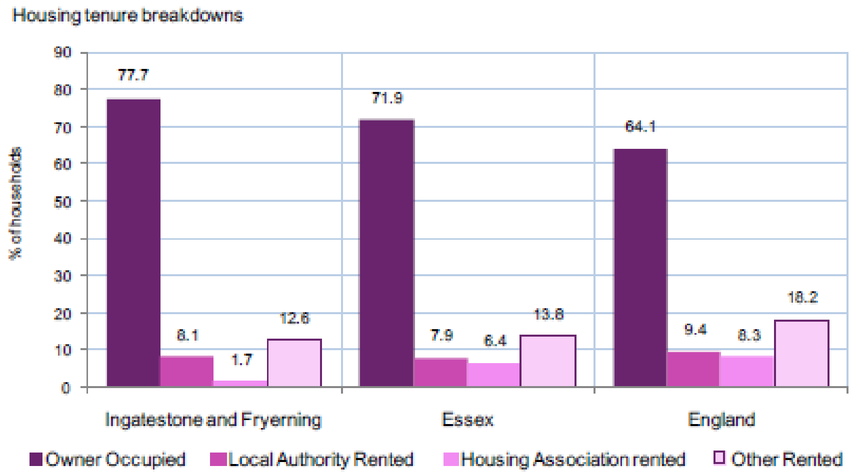
Dwelling type breakdowns



Source: Census 2011 (table KS401EW)

Housing Tenure (UK Census 2011)

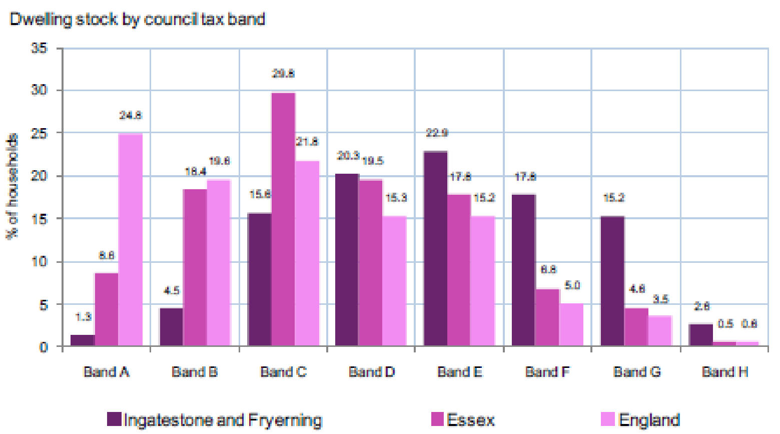
Housing that is owner occupied	Housing that is social rented	Housing that is private rented	Other rented accommodation
1,627	204	206	57
77.7% of households (England average = 64.1%)	9.7% of households (England average = 17.7%)	9.8% of households (England average = 15.4%)	2.7% of households (England average = 2.8%)



Source: Census 2011 (KS402EW)

Affordability of Housing (UK Census 2011)

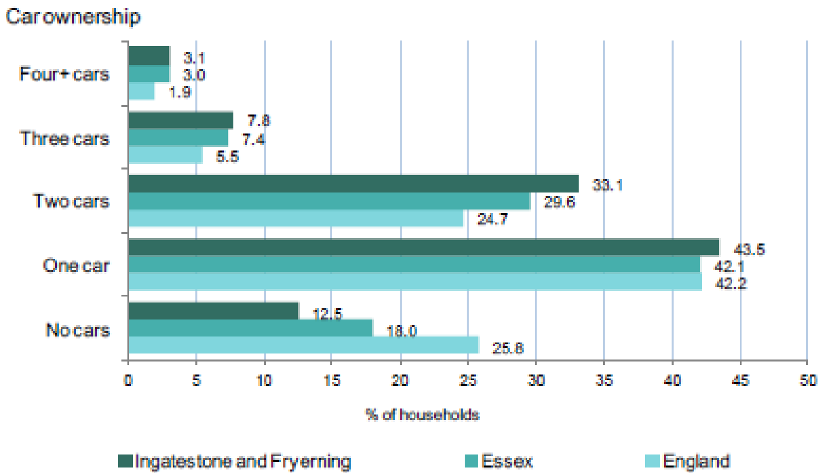
Affordability ratio (median house prices as ratio of median incomes)	Dwellings in Council Tax Band A	Dwellings in Council Tax Band B	Dwellings in Council Tax Band C
21.5	29	97	336
England average = 15.4	1.3% of dwellings (England average = 24.8%)	4.5% of dwellings (England average = 19.6%)	15.6% of dwellings (England average = 21.8%)
Median house price: Detached houses	Median house price: Semi-detached houses	Median house price: Terraced houses	Median house price: Flats
£470,000	£295,000	£250,000	£189,000
England average = £320,268	England average = £211,043	England average = £174,663	England average = £131,110



Source: Council Tax Band (Valuation Office Agency 2011), House prices (Land Registry 2009), Affordability Ratio (Land Registry/ONS 2007/08)

Connectivity (UK Census 2011)

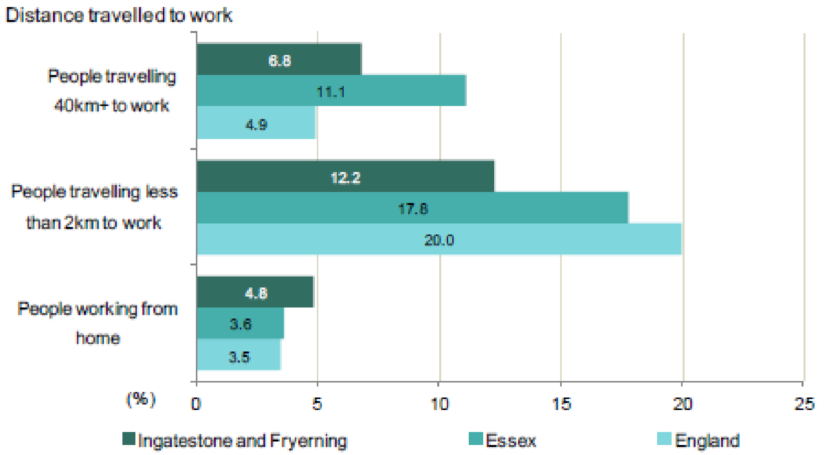
No cars	One car	Two cars	Three cars	Four+ cars
260	910	695	165	65
12.5% of 2,096 households (England = 25.8%)	43.5% of 2,096 households (England = 42.2%)	33.1% of 2,096 households (England = 24.7%)	7.8% of 2,096 households (England = 5.5%)	3.1% of 2,096 households (England = 1.9%)



Source: Census 2011 (table KS404EW)

Travel to Work (UK Census 2011)

People working from home	People travelling less than 2km to work (2001)	People travelling 40km+ to work (2001)
165	250	135
4.8% of people aged 16-74 (England = 3.5%)	12.2% of people aged 16-74 (England = 20.0%)	6.8% of people aged 16-74 (England = 6.8%)
Average travel time to nearest employment centre by car	Average travel time to nearest employment centre by cycle	Travel time to nearest employment centre by public transport/walking
5	5	9
County average: 6 mins	County average: 7 mins	County average: 11 mins



Source: Working from home (Census 2011 QS701EW) Distance travelled to work (Census 2001 UV 35), Travel to employment centres (DfT 2011)

Executive Summary

Fifty five businesses responded to the survey which gives an overall response rate of 26%. The majority of these businesses were based on or near the high street, categorised themselves as Wholesale and Retail trade and were Limited Companies or Sole Traders. 71% were smaller companies with between 1-5 employees, with nearly half (47%) falling into the age bracket of 45-64 years. A high proportion of these employees lived outside a 5 mile radius of their work place which led to an even higher proportion of them using their own vehicle to get to work (75%).

When asked about their existing business concerns, the issue of parking was a prominent one, especially when considering the challenges they face recruiting and retaining staff. The greatest infrastructure challenge (affecting either customers or employees or both) was mobile phone coverage, closely followed again by parking provision. Crime in the parish was also considered a concern, with just over half of respondents who answered this question believing that theft through burglary / shoplifting is a current problem. The decline in local support and in particular the lack of local initiatives was another recurrent theme throughout the findings of the survey, with many suggesting local events/markets and schemes to encourage passing trade and new business back to the high street.

Whilst the majority of businesses see themselves staying in the parish and expanding in the next 5 – 15 years and aside from the need for more parking, there was a request for more retail, office and start-up business space. The businesses also desired more support in the form of better promotion of the village through local initiatives, including the setting up of a local business hub to provide advice and networking opportunities.

The active promotion and advertising of the village, through local initiatives to increase footfall, was selected as the single biggest thing that could help their businesses, closely followed by the need for improved parking provision for locals and visitors alike.

Survey Findings

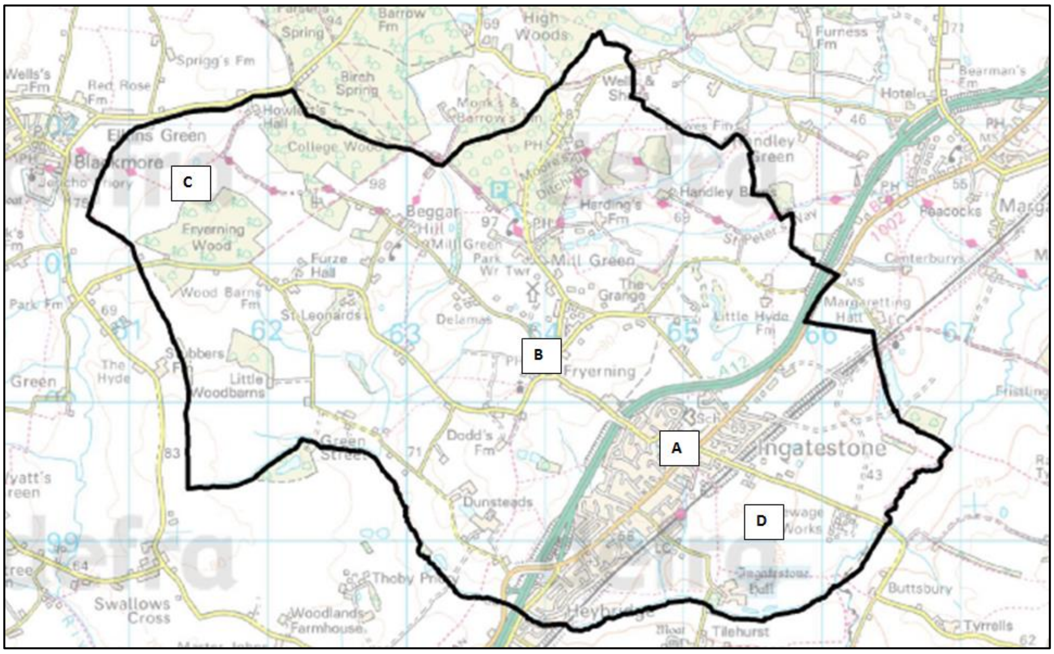
Responding Business Profiles

Out of the 215 registered businesses in the parish, **55 businesses responded to this survey** which gives an overall response rate of 26%. It appears that two businesses reviewed the questionnaire but declined to answer any questions so have been discounted from the analysis. Please note the data around how many businesses skipped each question has been taken from straight from the Survey Monkey data and includes the 2 businesses which declined to answer any questions.

Using the postcode of their **business location**, we have used rough area groupings to identify that the majority of businesses that responded are located on or near the main High Street.

Location	Frequency	Percentage
A - On or near the High Street	39	71%
B - West of A12 – mid parish	10	18%
C - West of A12 – outskirts of parish	1	2%
D - East of Railway Line	1	2%
Out of Parish	4	7%
TOTAL	**55**	**100%**

*2 businesses skipped this question



When asked to identify their **primary business activity**, the following was established (see table below). Given that the majority of the responding businesses were located near or on the High Street, it is perhaps unsurprising that 38% identified themselves in the Wholesale and Retail trade.

Primary Business Activity	Frequency	Percentage
Section A, Agriculture, Forestry and Fishing	2	4%
Section B , Architects, Surveyors and Lawyers or other qualified services	3	5%
Section C, Manufacturing	0	0%
Section D, Electricity, gas, steam and air conditioning supply	0	0%
Section E, Water supply, sewerage, waste management and remediation activities	0	0%
Section F, Construction	3	5%
Section G, Wholesale and retail trade	21	38%
Section H , Transportation and storage	2	4%
Section I, Accommodation and food service activities	0	0%
Section J, Information and communication	2	4%
Section K, Financial and insurance activities, accountants, etc.	2	4%
Section L, Real estate activities	1	2%
Section M, Professional, scientific and technical activities	2	4%
Section N, Administrative and support service activities	0	0%
Section O, Public administration and defence; compulsory social security	1	2%
Section P, Education	4	7%
Section Q , Human health and social work activities	3	5%
Section R, Arts, entertainment and recreation	3	5%
Section S, Other service activities	5	9%
Section T, Repair of vehicles	0	0%
Section U, Activities of extraterritorial organisations, charities or other non-profit bodies	1	2%
TOTAL	**55**	**100%**

*2 businesses skipped this question

Question 5 asked the businesses to state which **category their business trades** under. This question revealed that the majority of responding businesses considered themselves Limited Companies (58%), followed by Sole Traders (31%).

Business Category	Frequency	Percentage
Charity	1	2%
Trusts	1	2%
Sole Trader	17	31%
Limited Company	32	58%
PLC	0	0%
LLP	0	0%
Local Authority	1	2%
Partnership	1	2%
School	1	2%
Independent Co-operative	1	2%
TOTAL	**55**	**100%**

*2 businesses skipped this question

The businesses were then asked to comment on the general profile of their employees or subcontractors, starting with the **number of Employees** (or subcontractors) that they employ. To aid with the analysis we have grouped these responses as follows;

Number of Employees	Frequency	Percentage
1 – 5	39	71%
6 – 10	7	13%
11 – 20	5	9%
21 – 30	3	5%
171 – 180	1	2%
TOTAL	**55**	**100%**

*2 businesses skipped this question

71% of businesses stated that they have between 1-5 employees (with 13 businesses having just 1 employee – 24%). Interestingly, there were only 4 businesses with more than 20 employees. This could show a trend in the parish as a whole or again matches to the fact that most of the responding businesses were located near or on the High Street. There is a good mix of ages with most falling into the 45-64 years category.

Age of Employees	Frequency	Percentage
16 – 24 years	67	14%
25 – 44 years	181	37%
45 – 64 years	229	47%
65+ years	14	3%
TOTAL	**491**	**100%**

*2 businesses skipped this question

The majority of these employees use their own vehicle to travel to work (75%) owing to the fact that a high proportion (44%) live outside a 5 mile radius of their work place. This will understandably contribute to the parking issues as highlighted later on in the report.

Number of Employees living locally	Frequency	Percentage
In Ingatestone & Fryerning	88	18%
Within a 5-mile radius	184	37%
Outside a 5-mile radius	216	44%
Don't know	5	1%
TOTAL	**493**	**100%**

*2 businesses skipped this question

Mode of Transport to work	Frequency	Percentage
Walking	49	10%
Cycling	7	1%
Public Transport – Road	6	1%
Public Transport - Train	55	11%
Own vehicle	371	75%
Don't know	6	1%
TOTAL	**494**	**100%**

*2 businesses skipped this question

Existing Business Challenges

Their main **recruitment/retention problem** is the challenge of parking/parking provision near their business (35% noted this as a difficulty) followed by finding the right skills/education levels (26%).

Recruitment/Retention Problems	Frequency	Percentage
Finding right skills / education levels	19	26%
Wage competition with other locations / London	12	17%
Transport / parking challenges for employees	25	35%
Shortage of affordable local housing for employees	14	19%
Other (please specify)	2	3%
TOTAL	**72**	**100%**

*9 businesses skipped this question

Two businesses each mentioned an additional recruitment/retention challenge, namely finding staff to work late nights/early mornings and local networking opportunities.

With regards to **infrastructure challenges** (affecting either customers or employees or both), the main issue is mobile phone coverage (25%), closely followed by parking provision (23%). Of the 36 businesses who stated mobile phone coverage as a challenge, 29 (74%) are located on or near the high street.

Infrastructure challenges	Frequency	Percentage
Road network into and within Ingatestone & Fryerning	18	12%
Public transport provision	12	8%
Parking provision	33	23%
Electric car charging points	5	3%
Broadband speeds	20	14%
Mobile phone coverage	**36**	**25%**
Council services	6	4%
Trade waste	10	7%
Other (please specify)	5	3%
TOTAL	**145**	**100%**

*6 businesses skipped this question

Five businesses had some other infrastructure concerns, namely; the one hour parking restriction, fly tipping, a shortage of local people using the high street, business rates and the lack of access to the station car park whilst cross rail works were in progress.

The survey then moved on to ask the businesses their opinions on **crime** in the parish. Just over half of respondents (54%) believe theft through burglary / shoplifting is a problem. This was followed by a concern over anti-social behaviour with 39% of responding businesses believing this to be an issue.

Crime	Frequency	Percentage
Theft through burglary or shoplifting	22	54%
Anti-social behaviour	16	39%
Other (please specify)	3	7%
TOTAL	**41**	**100%**

*18 businesses skipped this question

Three businesses also reported some specific concerns using the ‘other’ option, listing litter (including dog mess), antisocial behaviour of young adults and motor theft in particular.

When asked about **customer demand/footfall**, 45% noted a decline in local support and 36% noted a lack of local initiatives. This desire for more local business initiatives is a prominent theme noted in the open ended responses later on in the survey.

Customer demand/ Footfall	Frequency	Percentage
Decline in local support / demand from local customers	19	45%
Lack of local initiatives e.g. loyalty schemes, themed events, etc.	15	36%
Other (please specify)	8	19%
TOTAL	**42**	**100%**

*22 businesses skipped this question

Eight respondents went on to add other comments which can be summarised as follows;

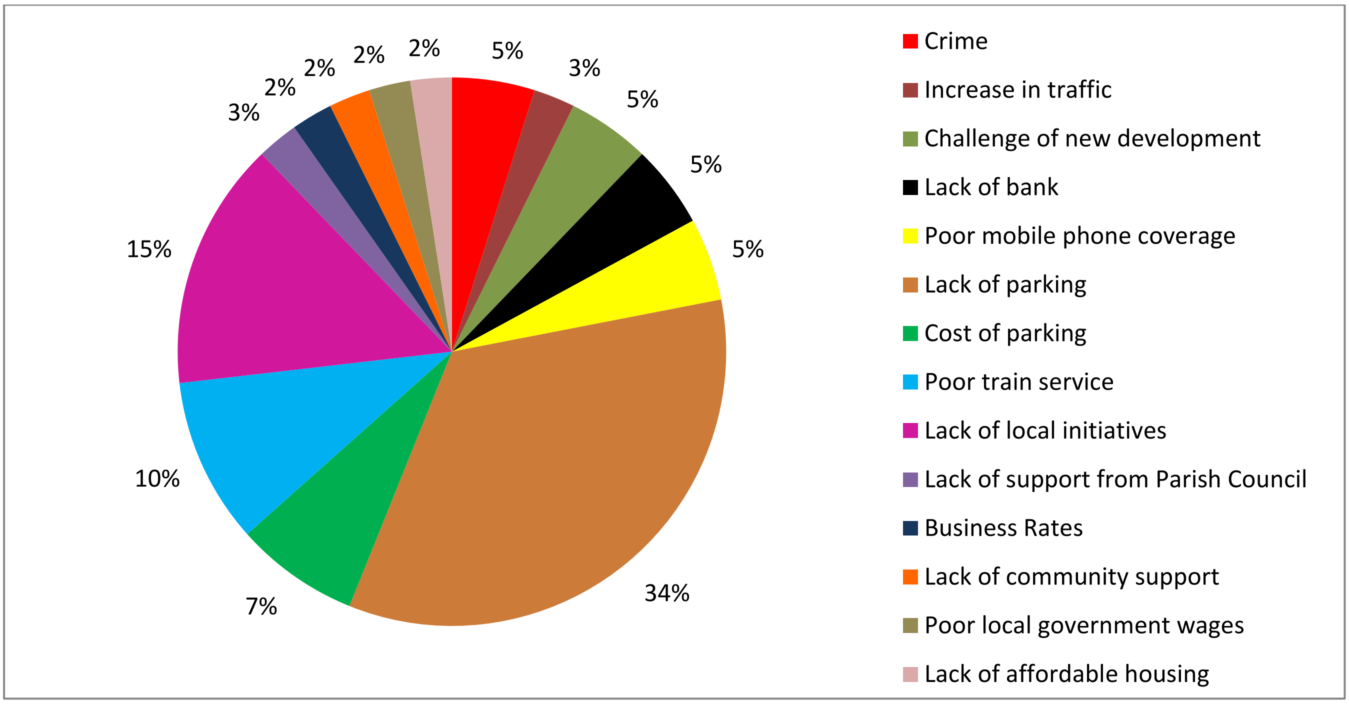
Challenges

- Increased footfall in 2018 on the high street
- Not enough parking facilities
- Lack of bank / financial services

Suggestions

- 4 hours in the day free parking to encourage people to spend in the village
- A monthly market i.e. craft or themed (French etc.)
- Increased support from the parish council

Responding businesses were then given the opportunity to highlight any **other challenges** they feel as a business in the parish, or to expand on those already mentioned. Some businesses also offered some potential solution ideas.



(*23 businesses skipped this question)

Suggested solutions

- Free parking at certain times of the day
- Parking charges to create revenue for the parish
- Creation of themed and special events/monthly market/late night shopping to help local businesses promote themselves
- Incorporate the high street into the agricultural festival

The main road is becoming blocked by parked cars and weight of traffic, increasingly often.

I think a themed event would be an idea for businesses to promote themselves in the spring period and would draw people in the village.

The village is lacking customer footfall since the loss of Barclays bank.

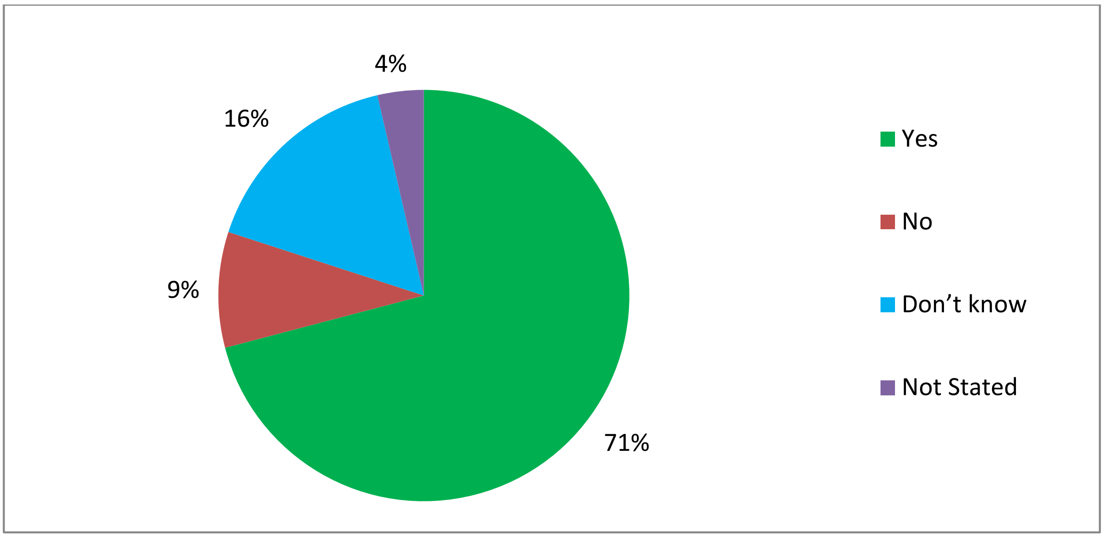
Parking in the centre of the village and the congestion that this causes, every day except Sundays is a prohibitive factor for customers of mine….. The village requires a holistic review of parking provision. The current outright ban of parking in some areas including private roads creates massive problems in those areas that do not have a similar ban.

For sole traders and home workers the biggest issue is lack of adequate mobile network in the village.

The Future

When asked the question whether in the next 5-15 years they believe that **their business will remain in the parish** of Ingatestone and Fryerning, a high proportion, 71%, stated that they intended to remain.

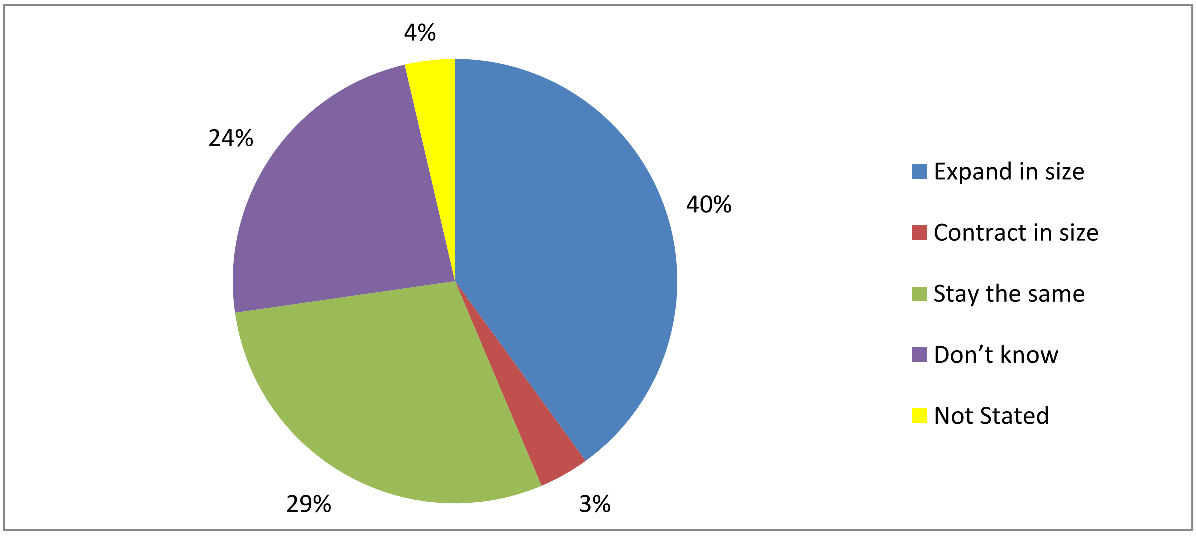
Of the 5 businesses that stated they would NOT remain in the parish, 3 of those are situation on or near the high street stating a decline in local support/local initiatives being of real concern to them alongside the real problem of parking.



Business Remaining in Parish?	Frequency	Percentage
Yes	39	71%
No	5	9%
Don't know	9	16%
Not Stated	2	4%
TOTAL	**55**	**100%**

*4 businesses skipped this question

The survey continued to ask the businesses whether in the next 5-15 years they believe that their **business will expand or contract in size**. Twenty-two (40%) responding businesses stated they would expand in size, followed by 16 that would stay the same (29%). Interestingly there were also 13 businesses (24%) that could not predict how their business would develop in that period. Both businesses who stated they would contract are located on or near the high street with their biggest concerns being parking and anti-social behaviour/ crime.



Over the next 5 – 15 years, will your business…	Frequency	Percentage
Expand in size	22	40%
Contract in size	2	4%
Stay the same	16	29%
Don't know	13	24%
Not Stated	2	4%
TOTAL	**55**	**100%**

*4 businesses skipped this question

When asked, would **Ingatestone & Fryerning's expansion as a business location support your business?** 62% of responding businesses stated 'yes' it would. Of the 8 that stated its expansion would not support their business, 3 were sole traders and 5 were limited companies. Their major concerns were parking (including for employees), lack of a bank and the poor mobile phone coverage.

Business location supports your business?	Frequency	Percentage
Yes	34	62%
No	8	15%
Don't know	11	20%
Not Stated	2	4%
TOTAL	**55**	**100%**

*4 businesses skipped this question

The most desired type of **new business space** was retail space (27%) with offices and start-up units both following this with 9%. Respondents could only select one new type of business space at this question.

What new business space is needed?	Frequency	Percentage
Retail	15	27%
Offices	5	9%
Distribution	1	2%
Storage	1	2%
Start-up units	5	9%
Not Stated	22	40%
Others (please specify)	6	11%
TOTAL	**55**	**100%**

*24 businesses skipped this question

The 'Others' option was mainly used as a place to indicate more than one desired new type of business space, which initially the responding businesses had been restricted from. If we were to add into the table the additional pre-defined options from the 'Others' category, it would look like this;

What new business space is needed?	Frequency	Percentage
Retail	17	28%
Offices	8	13%
Distribution	2	3%
Storage	3	5%
Start-up units	8	13%
Not Stated	22	37%
TOTAL	**60**	**100%**

Retail still comes out top of the list with 28% and Office space and Start-up units coming joint second (13%).

Of the 'Other' options that were not already pre-defined, there was a request for a bank, craft workshop space (like Hylands House) and professional services occasional offices.

There was one note however to ensure there were more parking facilities available, before any further business space was built.

The survey continued to ask businesses what **new or expanded business support is needed** within the parish. Thirty-four businesses answered this question, with a total of 50 comments.

What new or expanded business support is needed?	Frequency	Percentage
Promotion of village with local initiatives / markets	10	20%
More parking	9	18%
More office space	6	12%
Create local business network	5	10%
Improve mobile phone coverage	4	8%
Improve broadband speeds	3	6%
Improve rail service	3	6%
Improve post office	2	4%
Improve Community Centre facilities (for business use)	2	4%
More shops	1	2%
Free Parking	1	2%
Improve Trade Waste Collection	1	2%
Need for a bank	1	2%
Money set aside for school expansion	1	2%
Encourage renewable energy	1	2%
TOTAL	**50**	**100%**

*22 businesses skipped this question

Overwhelmingly, the most sought after business support in the parish was the general desire for a more active promotion of the village as a whole and as a 'tourist destination' (20%), with a view to then being able to promote all the local businesses have to offer and increase trade/footfall. There was a request for more local initiatives, such as regular/ themed markets, 'shop local' schemes or events that promote the work of local artists. Of the ten businesses that raised this as a concern, 9 of them (90%) were located on or near the high street.

Unsurprisingly, the next most popular request for support was for more parking (18%) alongside a request that this is kept away from the High Street to ease congestion. This parking was required for customers and employees alike. Of the 9 businesses that raised this as a concern, 6 of them (67%) were located on or near the high street.

The third most notable support request was for the creation of a local business networking hub (10%) which would allow businesses to share experiences, ideas and knowledge.

Is there any business support?

What is the single biggest thing that could help your business?

Forty-six businesses answered this question, with a total of 47 comments.

Promoting and increasing advertising about the village to increase footfall, was the most important issue highlighted by 26% of the responding businesses. This included a request for more of a discussion around the creation of conservation friendly advertising space and the potential for a brown sign off the A12.

More and improved parking was the second most important issue, with 21% of responding businesses highlighting this in their response.

Single biggest thing that could help your business?	Frequency	Percentage
Promotion of village to increase footfall	12	26%
Improved/more Parking	10	21%
Free Parking	4	9%
Improved broadband speeds	4	9%
Improved mobile phone coverage	4	9%
More shops	2	4%
Lower business rates	2	4%
Create a business hub/networking group	2	4%
Banking facilities	2	4%
Improved rail service	1	2%
Larger trade waste collection service	1	2%
Improved transport links to and from Chelmsford & Brentwood	1	2%
Grants	1	2%
More houses	1	2%
TOTAL	**47**	**100%**

*11 businesses skipped this question

… having a small street market, even for one day of the week, Saturdays as most of Ingatestone work during the week, would give any business the chance to meet local people face to face, explain what services are available, see and buy some of the products. Other businesses could use this as a way to promote themselves to people who don't walk the length of the High Street, but would browse a market?

Businesses were then asked for **any other comments they might have** with regards to their business needs within the parish. Eighteen businesses responded to this question with a comment, with a total of 20 responses. These comments can be broadly grouped into six categories as follows in priority order; (*35 businesses skipped this question)

Promotion of Village

- Keep any new market events to just local businesses
- Collaborate with another village to increase footfall in both
- Allow conservation area sensitive advertisements/boards
- Affordable business rates to keep local shops and the character of the high street
- The possibility that more homes might mean more footfall

Parking Challenges

- The need for more parking in more appropriate places
- Remove 1 hour parking limit
- Parking along high street can cause congestion and makes it difficult for longer vehicles

Crime & Village Safety

- Increased police presence
- CCTV needed on high street
- Anti-social behaviour by school children

Traffic & Transport

- Move pedestrian crossing to a safer location (cars are not slowing down as they come up the hill)
- Improved bus and transport services

Education

- More homes will enable schools to be full by just using the families in the catchment area
- Infant/Junior school will require expanding to fulfil demand especially to stop siblings being split across different schools
- Closer collaboration between schools and businesses – a suggestion for 5th/6th formers to work on a project with local businesses (innovation award or similar)

Infrastructure & Amenities

- Lack of banking facilities is a real problem for many businesses in the parish
- Need for more toddler group / playgroups
- Request for “virtual infrastructure” to be considered (broadband/mobile signal etc.)

Appendix 1: Ingatestone & Fryerning Business Questionnaire

INGATESTONE & FRYERNING BUSINESS SURVEY QUESTIONNAIRE

1. YOUR BUSINESS:

* 1. Business Name and Location

Company

Address

Address line 2

Village / Town

County

Postcode

Email Address

Phone Number

2. Registered Address (if different to location)

Address

Address line 2

Town / City

County

Postcode

* 3. Respondent

Name of Respondent

Position in Company

1

*** 4. Type of Business / Activity**

Please select the option which most closely describes your primary business activity.

This list is based on Companies House SIC top-level descriptions with minor amendments.

*** 5. Trading as**

Please select which category your business trades under

- Charity
- Trusts
- Sole Trader
- Other (please specify)
- Limited Company
- PLC
- LLP

*** 6. Number of employees/sub-contractors as at the date of completing this survey**

Please include yourself in these numbers, if you work for this business

*** 7. Number of employees/sub-contractors falling within each age grouping (your best estimate)**

Please include yourself in these numbers, if you work for this business

16 - 24 years

25 - 44 years

45 - 64 years

65+ years

*** 8. Number of employees / sub-contractors living locally (if known)**

Please include yourself in these numbers, if you work for this business

In Ingatestone & Fryerning

Within a 5-mile radius

Outside a 5-mile radius

Don't know

2

*** 9. The mode of transport employees /sub-contractors use most often to get to work, allocate numbers between these categories (where known)**

Please include yourself in these numbers, if you work for this business

Walking	
Cycling	
Public transport - road	
Public transport - train	
Own vehicle	
Don't know	

INGATESTONE & FRYERNING BUSINESS SURVEY QUESTIONNAIRE

2. YOUR CHALLENGES

Thinking about your business which of the local challenges below (Questions 10 to 13) do you face now or anticipate facing in the future? (Tick as many as apply)

If you have particular comments on any of these challenges or others not listed here, then please expand on these fully in the space below (Question 14)?

10. Recruitment / retention difficulties

- ☐ Finding right skills / education levels
- ☐ Transport / parking challenges for employees
- ☐ Wage competition with other locations / London
- ☐ Shortage of affordable local housing for employees
- ☐ Other (please specify)

3

11. Infrastructure challenges (affecting either customers or employees or both)

- ☐ Road network into and within Ingatestone & Fryerning
- ☐ Broadband speeds
- ☐ Public transport provision
- ☐ Mobile phone coverage
- ☐ Parking provision
- ☐ Council services
- ☐ Electric car charging points
- ☐ Trade waste
- ☐ Other (please specify)

12. Crime

- ☐ Theft through burglary or shoplifting
- ☐ Anti-social behaviour
- ☐ Other (please specify)

13. Customer demand / footfall

- ☐ Decline in local support / demand from local customers
- ☐ Lack of local initiatives eg loyalty schemes, themed events, etc
- ☐ Other (please specify)

14. Please expand on the challenges you have identified or if you face or anticipate facing any other challenges not listed above please include them here?

INGATESTONE & FRYERNING BUSINESS SURVEY QUESTIONNAIRE

3. FUTURE PLANS FOR YOUR BUSINESS

*** 15. Over the next 5-15 years (all things being equal) do you see your business remaining in Ingatestone & Fryerning?**

- ◯ Yes
- ◯ No
- ◯ Don't know

*** 16. Over the next 5-15 years will your business...**

- ◯ Expand in size
- ◯ Contract in size
- ◯ Stay the same
- ◯ Don't know

*** 17. Would Ingatestone & Fryerning's expansion as a business location support your business?**

- ◯ Yes
- ◯ No
- ◯ Don't know

INGATESTONE & FRYERNING BUSINESS SURVEY QUESTIONNAIRE

4. THINGS THAT COULD SUPPORT YOUR BUSINESS

*** 18. What new business space is needed in or near Ingatestone & Fryerning?**

Select as many options as you think relevant

- ◯ Start-up units
- ◯ Offices
- ◯ Storage
- ◯ Other (please specify)
- ◯ Distribution
- ◯ Retail

19. What new or expanded, business support is needed in or near Ingatestone & Fryerning?

20. What is the single biggest thing that could help your business?

21. **Please feel free to comment further on any of the above questions or any other matters that you consider to be relevant to this important survey. Thank you for your cooperation.**

Disclaimer

Your individual data will not be seen by or shared with anyone outside of the Neighbourhood Plan Advisory Committee who will comply with requirements of GDPR/data protection legislation. Data will be aggregated and not individually reported. All survey inputs will be destroyed after 31 March 2020. If you have any questions or concerns about data collection, usage or storage please contact www.ingatestone-fryerningpc.gov.uk.or phone 01277 353 315. You can see a copy of the survey output in the Consultation Plan once it has been published by the Parish Council.