

NEIGHBOURHOOD PLAN FOR BELPER CIVIL PARISH (NP4B)
ADDENDUM 3 – BUSINESS QUESTIONNAIRE

In a relatively short space of time the local economy and employment patterns have changed beyond recognition and are still evolving. According to AVBC information on business council tax payers, in 2017 there were 657 businesses within Belper Civil Parish. The purpose of the Business Questionnaire was to get a “snapshot” of local trade as it is now, assess the current and foreseeable needs of local firms, and focus on any improvements that might assist. Also, to understand what already works well.

Between 12th July 2016 and 24th February 2017, 100 leaflets were distributed to businesses of all types and sizes, spread around the parish. Thirty responses were received. They were rendered anonymous to all but the three volunteers involved in evaluating them.

Our thanks to those who completed a questionnaire and returned it to us.

For questions 1, 2 & 3 respondents were free to give their own feedback, but similar statements were amalgamated. Some multiple answers were given.

1. WHAT ARE THE BEST THINGS ABOUT THE BELPER AREA FROM THE PERSPECTIVE OF YOUR BUSINESS?

Central location/dense population	8
Good transport links/roads	6
Free/cheap parking	2
Popular and affluent town	3
Lively high street	4
Lots of potential clients	7
Access to specialist facilities/companies	2
Suitable staff/loyal workforce	2
Lack of crime/feeling safe	1
Support for local business	1
Town not too big	1
Good workshop rooms for hire	1
The people	2
History of Belper	1
Derwent Valley Mills World Heritage Site	1
Market Street award	1
Amenity	1
Thriving community	1
Close to other towns/cities & Peak District	3
Wedding venues	1
Total	49

2. WHAT DO YOU FEEL ARE THE BIGGEST CHALLENGES IN RUNNING YOUR BUSINESS IN THE BELPER AREA?

Works well as it is	6
A lot of competition/competition from big chains	4
Parking and delivery bays/too much on-street parking	3
Not enough business premises	2
Transport links/insufficient rail links	2
Cost of venue hire in town centre	1
Patchy broadband coverage/poor speeds/mobile 'phone deadspots	3
Limited business networking/lack of marketing opportunities	2
Difficulty finding clients	1
High business rates	1
State of lower Derwent Street	1
Road congestion	1
Attracting young people to manufacturing	1
Belper business diminishing/long-established businesses closing down/moving	2
Belper not well enough known/not a destination/significance not widely known	2
Not taking on too much	1
Total	33

3. IF YOUR BUSINESS HAS ALWAYS BEEN LOCATED HERE:

HOW LONG HAS IT BEEN ESTABLISHED?

1 - 10 years	12
11 – 20 years	6
21 – 30 years	5
30 – 50 years	2
51 - 100 years	1
Over 100 years	0
Over 150 years	0
TOTAL	27

WHAT WAS THE MAIN REASON FOR ESTABLISHING IT HERE?

Bought an existing business	1
Good passing trade	1
Close to client base	2
Home town/local area/working from home	19
Good access	1
Large free car park	1
Upcoming town	1
Access to specialist facilities	1
Historic link to Belper	1
Has yard space	1
Local knowledge	1
The property purchased+existing business	1
Unknown (established more than 100 years)	1
TOTAL	31

4. IF YOUR BUSINESS HAS MOVED HERE FROM SOMEWHERE ELSE:

HOW LONG HAS IT BEEN HERE?

Less than 1 year	1
Less than 2 years	2
TOTAL	3

WHAT WAS THE MAIN REASON FOR MOVING HERE?

Moved to the Belper area	3
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5. WHAT SORT OF PREMISES DOES YOUR BUSINESS OPERATE FROM?

Home-based business	10
Business premises wholly-owned	10
Business premises mostly owned	1
Business premises owned and shared	0
Leased business premises	7
Leased and shared business premises	2
Total	30

NOTES:

One changed from home-based to wholly-owned

One home-based business also rents large rooms on a weekly basis for an hour at a time

One wholly-owned business also rents additional space

6. IF YOUR BUSINESS GROWS WOULD YOU HAVE TO FIND DIFFERENT PREMISES?

Yes	13
No	15
Not applicable	2

IF YES, HOW MUCH BIGGER DO YOU THINK YOUR PREMISES WOULD NEED TO BE?

100 sq. ft.	0
500 sq. ft.	4
1,000 sq. ft.	3
5,000 sq. ft.	2
10,000 sq. ft.	0
20,000 sq. ft.	0
30,000 sq. ft.	1
1 indicated more but without sq. footage	1
Not known	2

DO YOU THINK YOU WILL BE ABLE TO FIND WHAT YOU WANT IN THE BELPER AREA?

Yes	10
No	2
Not sure	1

7. ARE YOU ABLE TO OFFER PREMISES?

Yes	3
No	24
Not applicable	1
No answer	2

IF YES, PLEASE GIVE DETAILS:

Small rentable space for non-food retailers
Office space to rent
Offices and retail units to let

8. HOW DO YOU THINK YOUR BUSINESS WILL DEVELOP IN THE NEXT 2 TO 3 YEARS/

Will increase	18
Will stay the same	7
Will decrease	1
Don't know	4

9. IF IT WILL INCREASE, BY HOW MUCH?

Marginally	1- 2%	1
Modestly	5-10%	10
Considerably	10%+	6
Stay the same		3
Don't know		6
Left blank		4

IF IT WILL DECREASE, BY HOW MUCH? **No responses**

10. DO YOU THINK YOUR BUSINESS WILL BECOME MORE OR LESS PROFITABLE IN THE NEXT 2 TO 3 YEARS/

Less	1
Stay the same	15
More	13
Don't know	1

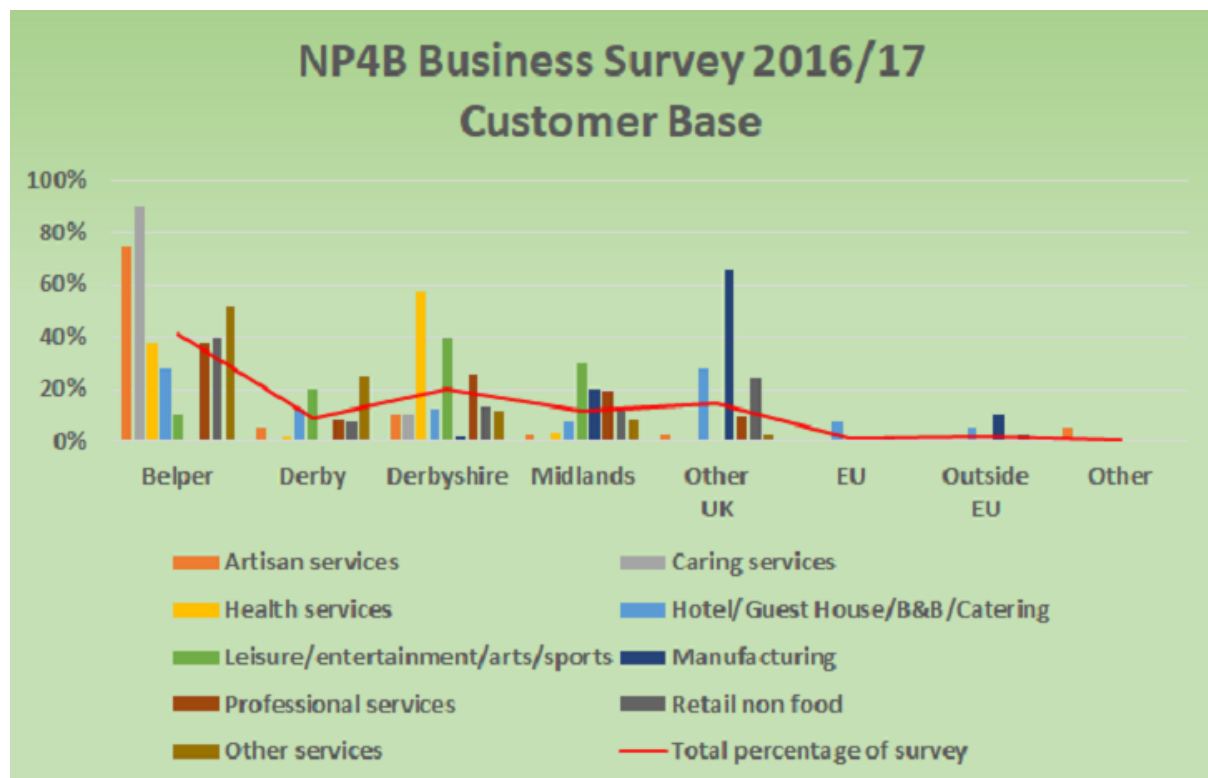
11. WHERE DO YOUR EMPLOYEES COME FROM?

From Belper	15*
Up to 10 miles	12*
11 – 20 miles	5*
21 – 30 miles	0
From further afield	0
Not applicable	7

***Some companies were counted twice as they have employees from Belper and from up to 20 miles away.**

12. CUSTOMER BASE

NP4B Business Survey 2016 - 17									
Belper Customer base	Belper	Derby	Derbyshire	Midlands	Other UK	EU	Outside EU	Other	Total
Artisan services	75%	5%	10%	3%	3%	0%	0%	5%	100%
Caring services	90%	0%	10%	0%	0%	0%	0%	0%	100%
Health services	38%	2%	57%	3%	0%	0%	0%	0%	100%
Hotel/Guest House/B&B/Catering	28%	13%	13%	8%	28%	8%	5%	0%	100%
Leisure/entertainment/arts/sports	10%	20%	40%	30%	0%	0%	0%	0%	100%
Manufacturing	0%	0%	2%	20%	66%	2%	10%	0%	100%
Professional services	38%	8%	26%	19%	9%	0%	0%	0%	100%
Retail non food	40%	7%	13%	11%	24%	2%	3%	0%	100%
Other services	52%	25%	12%	8%	3%	1%	0%	0%	100%
Total percentage of survey	41%	9%	20%	11%	15%	1%	2%	1%	100%



13. DO ANY CUSTOMERS COME TO YOUR PREMISES?

Yes	25
No	5

IF SO, APPROXIMATELY HOW MANY CUSTOMERS PER MONTH?

0 - 100 customers	22
101 - 1,000 customers	6
Over 1,000 customers	2

GENERALLY, WHAT ARE THEIR TRANSPORT AND PARKING ARRANGEMENTS? (tick all that apply)

TRANSPORT:

Bus	Cycle	Motorcycle	Bus	Car	Train	Airport pickup	Other
12	3	3	8	24	5	3	0

PARKING:

Your car park	Public car park	Street parking	Other *	Not stated
10	13	8	1	2
			<i>* possible supermarket car park</i>	

14. IS FREE PARKING OF BENEFIT TO YOUR BUSINESS?

Yes	21	No	9
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IF YES, TO WHAT EXTENT?

Vital	11
Useful	12
Not at all	7

15. HOW ARE MATERIALS/GOODS DELIVERED INTO YOUR PREMISES? (tick all that apply) [Number of businesses for each type]

Post	Courier	Van	HGV	Articulated	N/A
19	21	17	10	6	4

AVERAGE NUMBER OF DELIVERIES: [Number of businesses for each type – indicative only as not everyone responded to this part of the question]

	Post	Courier	Van	HGV	Articulated	N/A
Daily	2	1	1	0	0	
0 - 50 per month	7	11	6	5	4	
100 + per month	1	0	0	0	0	

16. HOW ARE GOODS DELIVERED FROM YOUR PREMISES? (tick all that apply) [Number of businesses for each type]

Post	Courier	Van	HGV	Articulated	N/A
7	4	13	5	2	14

AVERAGE NUMBER OF DELIVERIES: (number of businesses for each type – indicative only as not everyone responded to this part of the question)

	Post	Courier	Van	HGV	Articulated	N/A
Daily	1	0	1	0	1	
0 - 50 per month	2	2	5	2	0	
100 + per month	1	0	1	1	1	

17. DO YOU FEEL THERE ARE MATERIALS, SERVICES OR NEEDS THAT YOU SHOULD BE ABLE TO SOURCE LOCALLY AND CANNOT?

Yes	6	No	24
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IF YES, WHAT ARE THEY? (No-one gave any idea of why not available locally)

1. A full range of business support services under one roof.
2. Unsure how to find spacious, affordable venues to rent.
3. Do feel we need a small hospital, similar to Ripley, where routine appointments could be made; can be a nightmare going to Derby.
4. Circled “yes” but did not elaborate.
5. Circled “yes” and put “a variety of items”.
6. Taxies; insufficient local firms to satisfy demand.

18. HOW DO YOU THINK YOUR EMPLOYEE NUMBERS WILL CHANGE OVER THE NEXT 2 TO 3 YEARS?

Will increase - definitely	4
Will increase – possible	5
Will stay the same	18
Will decrease	0
Don't know	3

19. DO YOU CURRENTLY OFFER:

WORK EXPERIENCE FOR SCHOOL 5th/6th FORMERS:

Yes	9	No	14	<i>Would consider: 2 definite; 2 possible</i>
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APPRENTICESHIPS:

Yes	7	No	16	<i>Would consider: 3 definite; 2 possible</i>
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Not answered: 2 Answered N/A

Some businesses offered one or the other so the numbers do not tally with the number of questionnaires.

20. TO WHAT EXTENT IS YOUR BUSINESS CURRENTLY DEPENDENT ON THE INTERNET? (tick all that apply)

Not at all	1
We use e-mail to contact customers/suppliers	19
We market our business via website	18
We sell online	8
We are wholly dependent on the internet	8

21. HOW DEPENDENT ON THE INTERNET DO YOU THINK YOUR BUSINESS WILL BE IN THE NEXT 2 TO 3 YEARS?

Less dependent	0
Same as now	13
A bit more dependent	11
Considerably more dependent	6

22. HOW MUCH DIFFERENCE WOULD GREATER BAND WIDTH (i.e. faster broadband all the time) MAKE TO YOUR BUSINESS?

None	6
Some difference	11
Considerable difference	10
Not applicable	3*

** already has good broadband*

23. LISTED BELOW ARE SOME FACTORS THAT MAY LIMITED THE ABILITY OF YOUR BUSINESS TO DEVELOP. PLEASE INDICATE ON ALL THAT APPLY THE DEGREE OF IMPORTANCE, USING FIGURES 1-13 WITH 1 AS MOST IMPORTANT AND 13 AS LEAST IMPORTANT.

	Most important	Moderately important	Least important
Bus capacity and frequency	4	3	10
Finding new clients	16	1	0
Parking	9	4	2
Funding	3	10	4
Planning issues	6	9	2
Skills shortage locally	5	3	7
Premises issues	9	6	2
Transport and road access	8	7	3
Supplier shortage	3	4	7
Capacity to market the business	9	7	1
Town-wide marketing	5	7	4
The economic climate	15	3	1
Other as stated	1 cited broadband & 2 only relevant to specific industry		

24. IT HAS BEEN SUGGESTED THAT THERE SHOULD BE A CENTRAL SUPPORT OFFICE OR HUB FOR MICRO BUSINESSES. DO YOU THINK THIS IS A GOOD IDEA FOR THE BELPER AREA?

Yes	19	No	8	N/A	1
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IF YES, DO YOU THINK IT WOULD BE ACHIEVABLE IN 10 YEARS?

Yes	9	No	0	Possible	7	No response	4
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25. IT HAS BEEN SUGGESTED THAT THERE IS A NEED FOR A BUSINESS-LED DEVELOPMENT GROUP. DO YOU THINK THIS IS A GOOD IDEA FOR THE BELPER AREA?

Yes	20	No	7	Perhaps	2	No response	1
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IF YES, WOULD YOU OR OTHERS FROM YOUR BUSINESS PARTICIPATE?

Yes	11	No	6	Possibly	7	No response	6
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ONE RESPONDENT ADDED AT THE END OF THE QUESTIONNAIRE “WHAT DOES BELPER NEED?” AND PUT:

- More industrial units
- Better broadband
- Free parking
- The East Mill compulsorily purchased and developed.

SUMMARY OF THE KEY POINTS:

1. From a business perspective the area is seen as popular, affluent, and in a central location with easy access to roads/motorways and the railway.
2. Six respondents have no employees, 21 have 1-20 employees, 1 has 21-50 employees and 2 have 51-100 employees. More than half the respondents (18) thought their business would increase in the next 2 to 3 years. Nearly half (13) would have to find new premises if their business grew. For three-quarters of the respondents free parking was “vital” or “useful” to their business.
3. The main challenges were perceived as:
 - traditional businesses of the area diminishing;
 - not enough parking & delivery bays;
 - not enough business premises;
 - cost of town centre venue hire;
 - patchy broadband coverage;) broadband analysis
 - poor broadband speeds;) passed to
 - mobile ‘phone dead spots;) Digital Derbyshire
4. The majority of materials/goods are delivered into business premises by post, courier or van, with some HGV and articulated vehicles due to business type. The result for goods delivered out of business premises is similar, but with a higher figure for articulated vehicles due to business type.
5. Respondents were mainly concerned about the economic climate and transport & road access. They were fairly concerned about finding new clients, planning & premises issues, capacity to market the business, funding, and bus capacity & frequency.

Expanded Business Survey with Questionnaire references

NP4B Business Survey 2016 - 17									
Belper Customer base					Other		Outside		
	Belper	Derby	Derbyshire	Midlands	UK	EU	EU	Other	Total
Artisan services	75%	5%	10%	3%	3%	0%	0%	5%	100%
<i>Questionnaire reference 16</i>	90%							10%	100%
<i>Questionnaire reference 19</i>	60%	10%	20%	5%	5%				100%
Caring services	90%	0%	10%	0%	0%	0%	0%	0%	100%
<i>Questionnaire reference 3</i>	90%		10%						100%
Health services	38%	2%	57%	3%	0%	0%	0%	0%	100%
<i>Questionnaire reference 5</i>	3%	5%	91%		1%				100%
<i>Questionnaire reference 6</i>	25%		65%	10%					100%
<i>Questionnaire reference 18</i>	85%		15%						100%
Hotel/Guest House/B&B/Catering	28%	13%	13%	8%	28%	8%	5%	0%	100%
<i>Questionnaire reference 27</i>	5%	5%	5%	15%	50%	10%	10%		100%
<i>Questionnaire reference 30</i>	50%	20%	20%		5%	5%			100%
Leisure/entertainment/arts/sports	10%	20%	40%	30%	0%	0%	0%	0%	100%
<i>Questionnaire reference 10</i>			50%	50%					100%
<i>Questionnaire reference 11</i>	20%	40%	30%	10%					100%
Manufacturing	0%	0%	2%	20%	66%	2%	10%	0%	100%
<i>Questionnaire reference 23</i>			2%	20%	66%	2%	10%		100%
Professional services	38%	8%	26%	19%	9%	0%	0%	0%	100%
<i>Questionnaire reference 1</i>	10%			80%	10%				100%
<i>Questionnaire reference 8</i>	90%	5%	5%						100%
<i>Questionnaire reference 13</i>	50%	20%	20%	5%	5%				100%
<i>Questionnaire reference 14</i>			100%						100%
<i>Questionnaire reference 15</i>	60%	20%	20%						100%
<i>Questionnaire reference 22</i>	80%		20%						100%
<i>Questionnaire reference 26</i>				40%	60%				100%
<i>Questionnaire reference 28</i>	10%	20%	40%	30%					100%
Retail non food	40%	7%	13%	11%	24%	2%	3%	0%	100%
<i>Questionnaire reference 4</i>	100%								100%
<i>Questionnaire reference 7</i>	80%	20%							100%
<i>Questionnaire reference 12</i>		5%	5%	5%	60%	12%	13%		100%
<i>Questionnaire reference 17</i>	20%	10%	50%	10%	10%				100%
<i>Questionnaire reference 20</i>	80%	15%	5%						100%
<i>Questionnaire reference 25</i>			30%	25%	40%		5%		100%
<i>Questionnaire reference 26</i>				40%	60%				100%
Other services	52%	25%	12%	8%	3%	1%	0%	0%	100%
<i>Questionnaire reference 9</i>	100%								100%
<i>Questionnaire reference 21</i>	30%	50%	10%		8%	2%			100%
<i>Questionnaire reference 29</i>	25%	25%	25%	25%					100%
Belper Customer base					Other		Outside		
	Belper	Derby	Derbyshire	Midlands	UK	EU	EU	Other	Total
Total percentage of survey	41%	9%	20%	11%	15%	1%	2%	1%	100%