Moreton in Marsh Neighbourhood Plan

Business Survey

Results report

January 2022

1. Purpose of Report

The purpose of this report is to present the key confirmed results from the recent Moreton in Marsh Parish Neighbourhood Plan Business Survey – March 2021.

2. Methodology

The aims of this questionnaire were to capture the thoughts and opinions of local business owners currently operating in Moreton-in-Marsh.

Design

The design of the questionnaire was based on the following;

- Inputs received from the parish at various Drop-In events and workshops held around the town since February 2019. From these sessions key themes, opportunities and issues were identified.

The questionnaire was developed consisting of the following sections (26 questions);

1. About your business – 11 questions
2. Your employees – 6 questions
3. Wider Issues – 6 questions
4. Final questions – 4 question

The questionnaire was rolled out the week commencing 15th March 2021 with a return deadline of 18th April 2021. Originally the questionnaire was to be rolled out in February 2021 with a return deadline of 19th March 2021. This return was extended by a month due to lockdown causing delays in distribution.

Respondents

Businesses were identified using the Business Rates register and a call out to self-employed businesses. A printed copy of the business survey was delivered to every known business in the Moreton-in-Marsh parish. In addition to this, emails were sent to all residents on the neighbourhood plan mailing list with a link to the electronic version of the survey and posters were put up in key locations around the town. A link to this was also put on the Moreton2031 website, Nextdoor, Facebook and the Moreton-in-Marsh Town Council website.

Distribution

Questionnaires were distributed as follows;

- via SurveyMonkey through an email invitation
- via paper copies hand delivered by members of the steering group
- delivered via Royal Mail
- sent via e-mail upon request

SurveyMonkey was closed to any further online responses on the 18th April 2021.

At this point the numbers of questionnaires returned were;

- 21 via SurveyMonkey
- 29 via paper copies returned to the Town Council Offices.

Aggregating all the results

One of the advantages of using SurveyMonkey is that paper copies can be added to the results by entering them manually into the same survey. This means the analysis produced will contain all the responses.

When completing the questionnaire online, using SurveyMonkey, validations can be used to ensure that questions get a response and that incorrect or nonsensical answers can be avoided. However, when completing a paper questionnaire there are no validations and responses can be skipped and incorrect answers can be given. This can give rise to corrupted results and analysis. As a result of this when these paper copies were entered into SurveyMonkey incorrect answers were identified and the following corrections made;

- Where no answers entered – treated as a 'Skipped' question; not counted in any results or analysis
- Where incorrect answers entered that cannot be made sense of; e.g. where more selections have been made than allowed – also treated as a 'Skipped' question; not counted in any results or analysis
- Where incorrect answers entered but are less selections than requested – also treated as a 'Skipped' question; not counted in any results or analysis

Issues Arising

- Question 4 on SurveyMonkey did not allow respondents to mark the same answer more than once. Unfortunately, this makes the results unusable, as there is a more-than-fair likelihood that respondents may have wished to use the same answer twice.

About your business

The majority of respondents have businesses in the retail sector and are based in the High Street of Moreton-in-Marsh.

70% percent of businesses have between 0 and 9 employees

74% of respondents see their business being located in Moreton-in-Marsh as an advantage and 59% of businesses are happy or very happy with their current business premises

In fact, 60% of respondents are hoping to expand their current premises or find a larger premises in MiM in the next 1-5 years

70% of respondents are very or quite confident about the success and viability of their business over the next 12 months

Q1.   Which industry/sector is your business in?
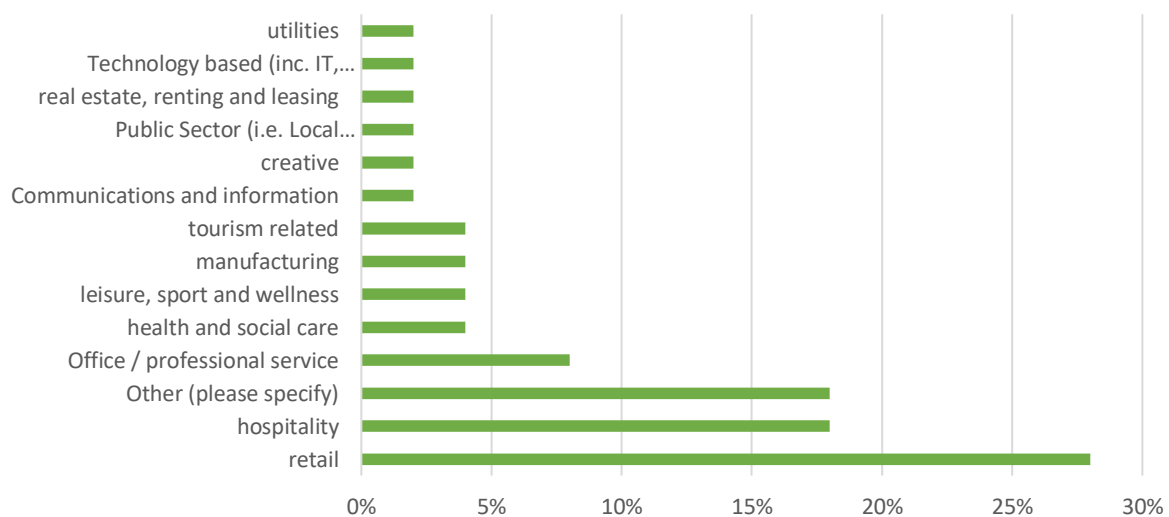
No businesses worked in Administration/Agriculture, horticulture, forestry & fishing/Construction/Storage & distribution and Transport

'Other' responses:

Creative & Office/professional service	Real estate consultancy	Training/education	Health & social care and professional service
Education	Holiday lets	Hairdressing	Retail and agriculture

Q2.   Where is your business located? (most popular responses shown)

9   GL56 0Lxx
15   GL56 0Axx
6   GL56 9Nxx

Q3.   How many employees does your business have?

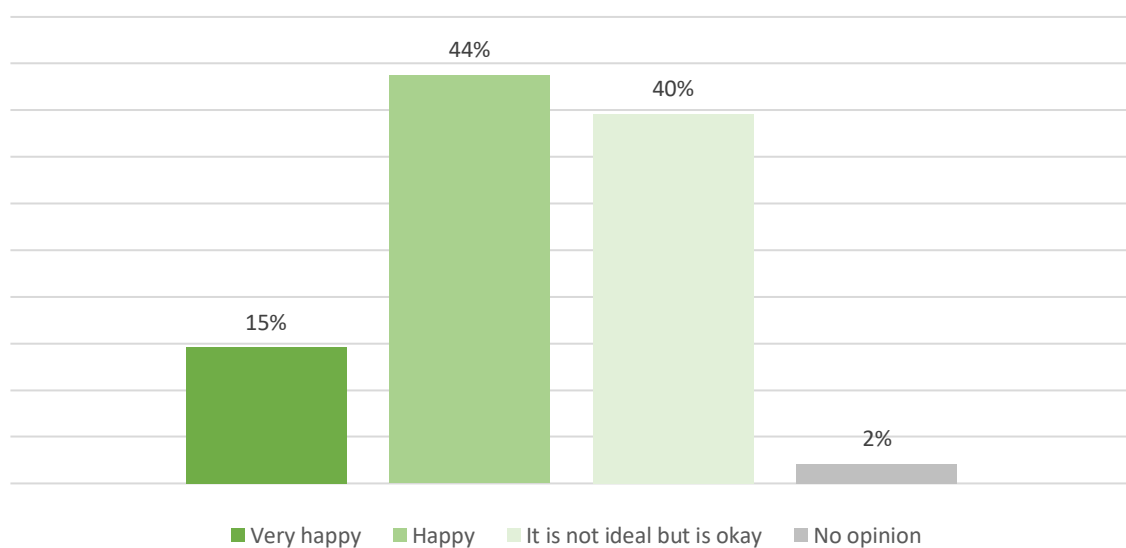| No of employees	No of businesses
0-9	35
10-49	7
Over 50	2

Q4.   How do you rate Moreton-in-Marsh as a place to do business?

Unfortunately SurveyMonkey did not allow respondents to mark the same answer more than once. Unfortunately, this makes the results unusable, as there is a more-than-fair likelihood that respondents may have wished to use the same answer twice.
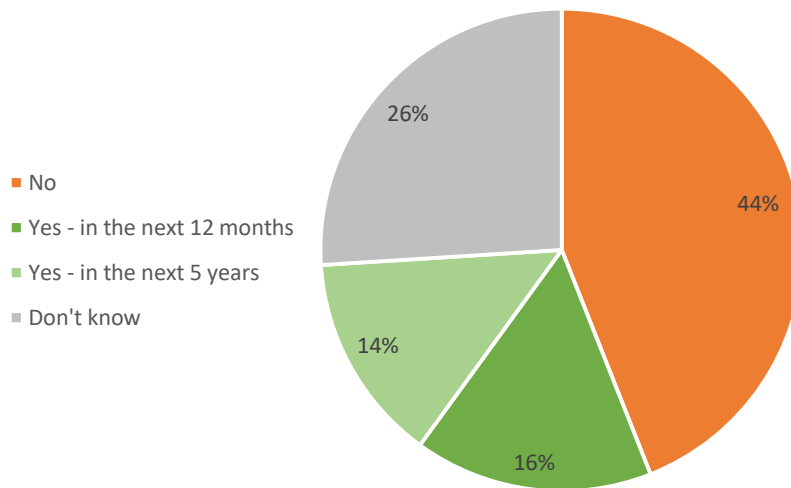
Q5.   Once restrictions have been lifted do you consider your location in Moreton-in-Marsh to be an advantage or disadvantage? Skipped answer: 6%
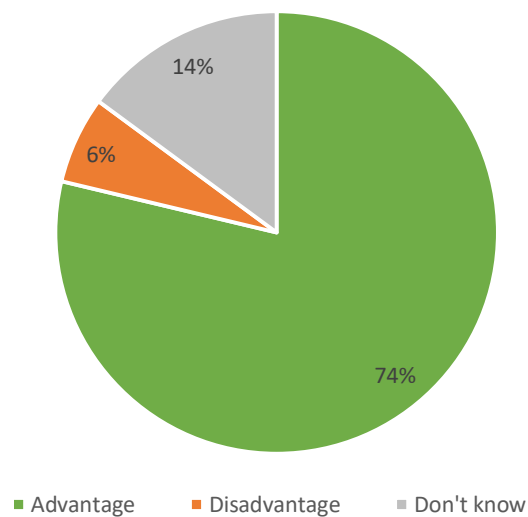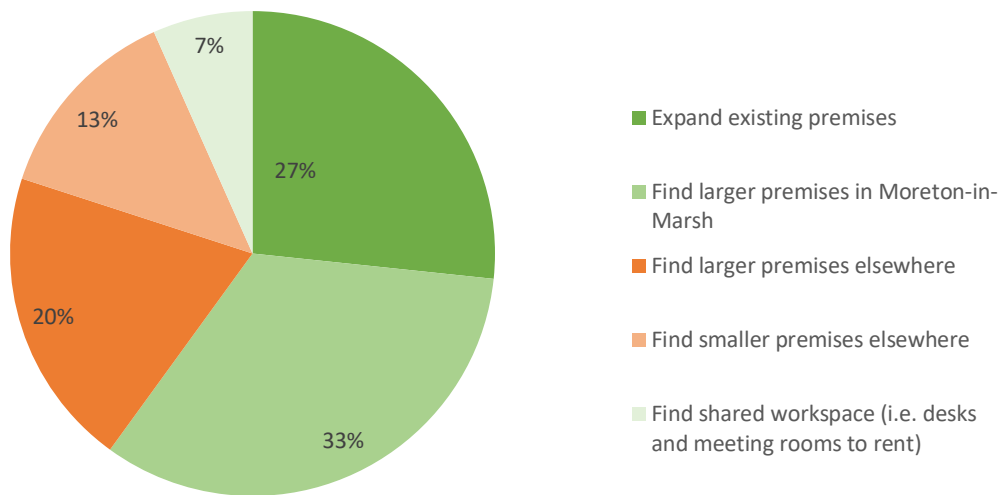

Q6.   How happy are you with your current business premises?

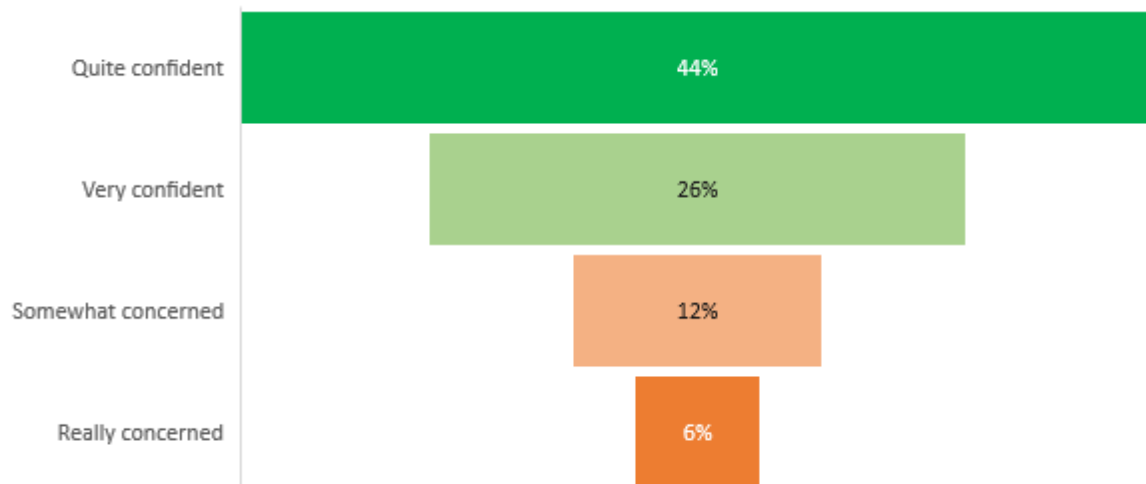Q7.   Are you looking to reduce, move or expand your current business premises?

- No
- Yes - in the next 12 months
- Yes - in the next 5 years
- Don't know

If yes, how:

- Expand existing premises
- Find larger premises in Moreton-in-Marsh
- Find larger premises elsewhere
- Find smaller premises elsewhere
- Find shared workspace (i.e. desks and meeting rooms to rent)
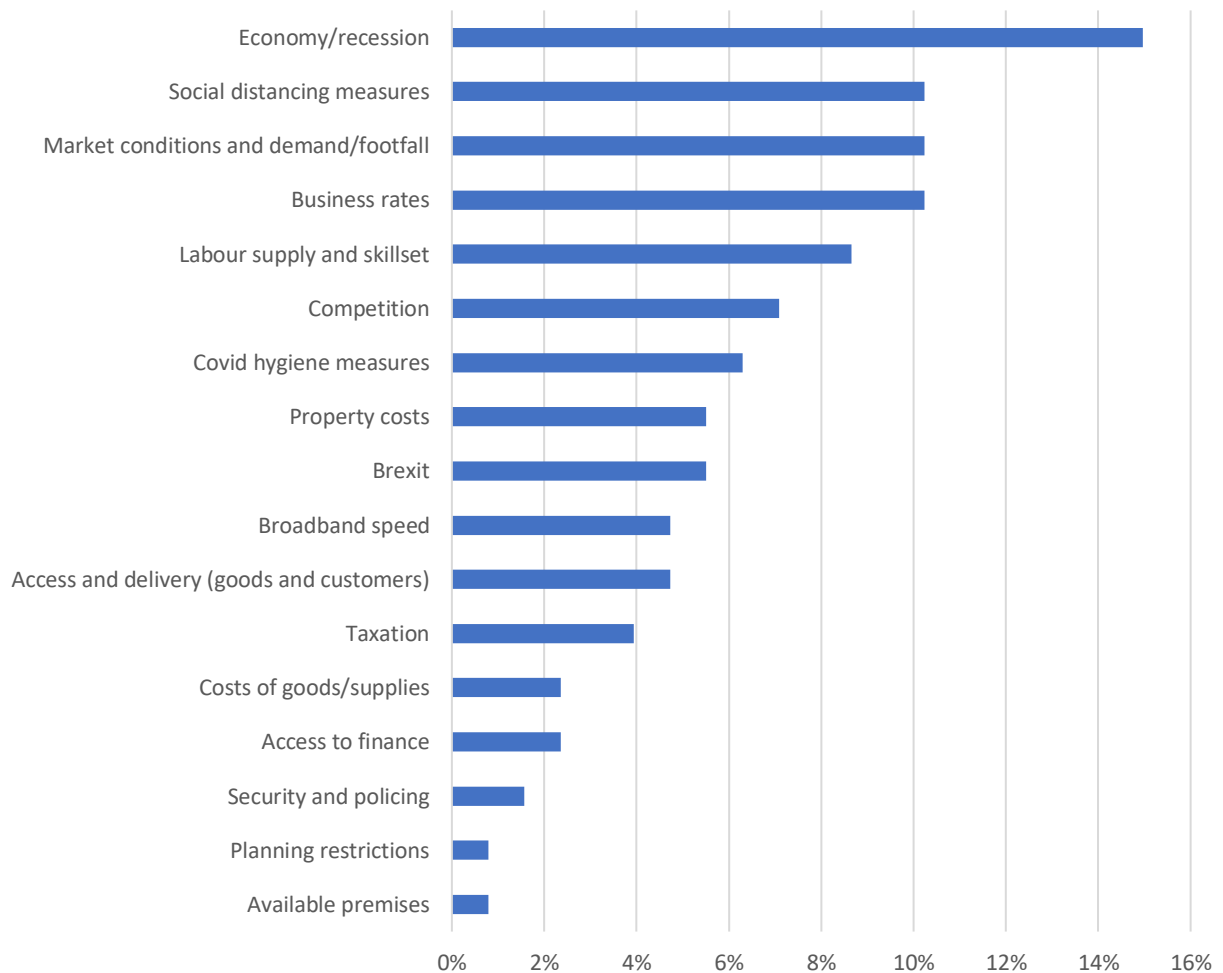
'find smaller premises in Moreton-in-Marsh' and 'Split current unit' received no marks.
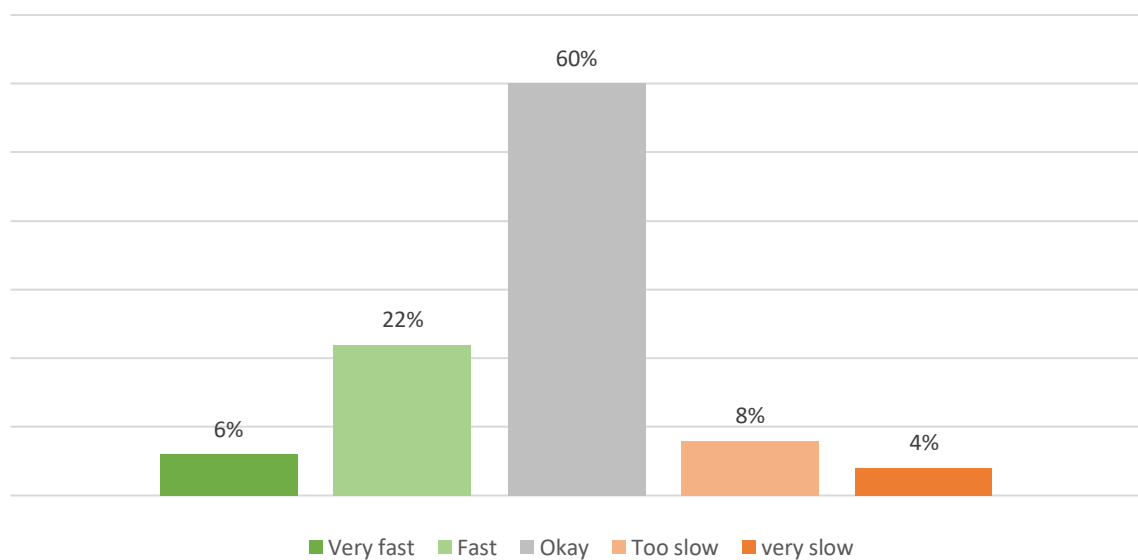
Q8.   How confident are you about the success and viability of your business over the next 12 months? Skipped answer 2%

Q9.   What are the three key challenges your business faces?

Challenge	Percentage
Economy/recession	15.0%
Social distancing measures	10.2%
Market conditions and demand/footfall	10.2%
Business rates	10.2%
Labour supply and skillset	8.5%
Competition	7.1%
Covid hygiene measures	6.3%
Property costs	5.5%
Brexit	5.5%
Broadband speed	4.7%
Access and delivery (goods and customers)	4.7%
Taxation	3.9%
Costs of goods/supplies	2.4%
Access to finance	2.4%
Security and policing	1.6%
Planning restrictions	0.8%
Available premises	0.8%

Q10.   How would you describe the speed of digital connectivity you receive?

Very fast	Fast	Okay	Too slow	very slow
6%	22%	60%	8%	4%

Q11. Thinking about your existing business premises, have you had any difficulties with regard to planning (i.e. gaining planning permission, securing change of use, building regulations etc.)? Skipped answer: 4%

No, 84%	Yes, 12%

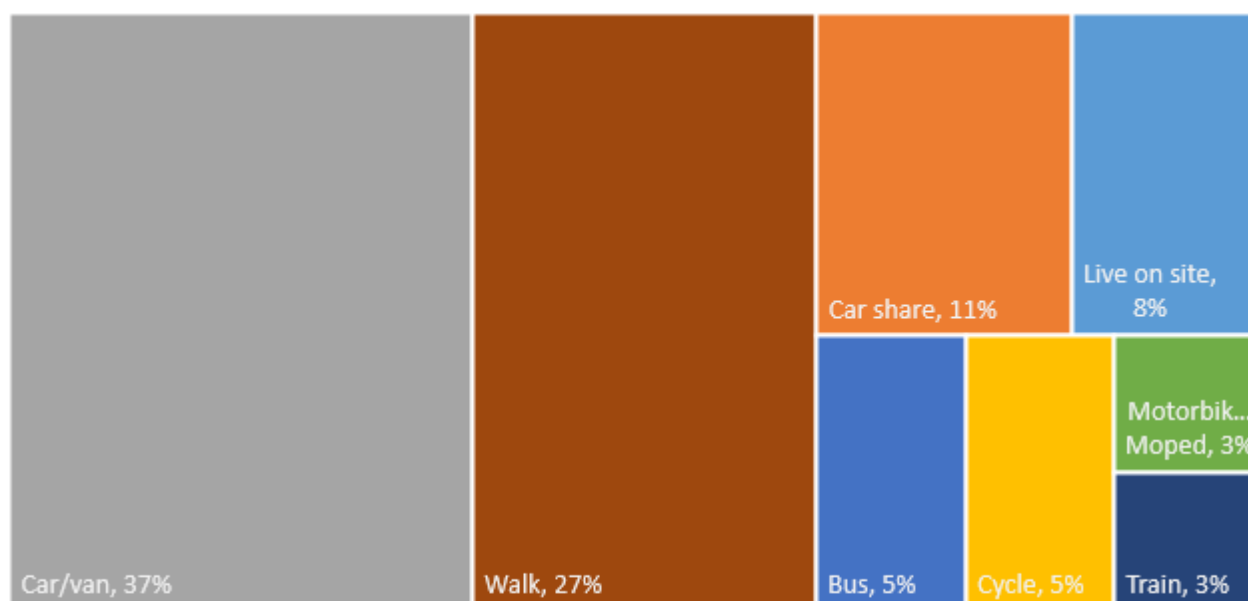## Your Employees

54% of businesses have employees living in MiM

32% of employees walk or cycle to work. 37% drive. 48% of respondent businesses do not have onsite parking; 59% of employees who drive to work struggle to find parking
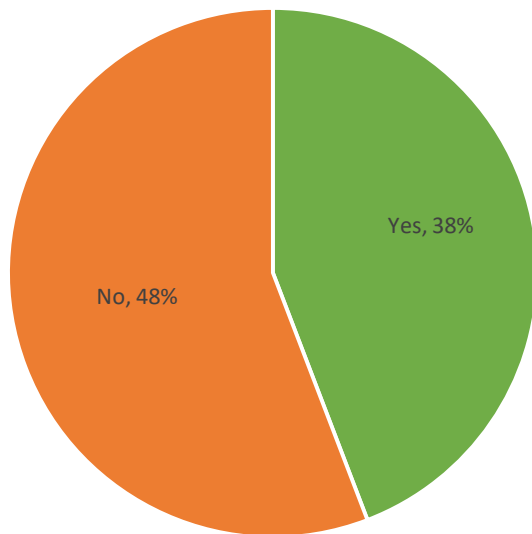
64% have lunch and breaks onsite

Q12.   To the best of your knowledge how many of your employees live in Moreton-in-Marsh?

| no of employees	no of businesses	no of employees	no of businesses
1	8	6	1
2	8	7	2
3	2	10	1
4	0	24	1
5	3	50	1

Q13.   How do your employees travel to work (tick all that apply)?

Q14.   Do you have an on-site car park for your employees? Skipped answer 14%

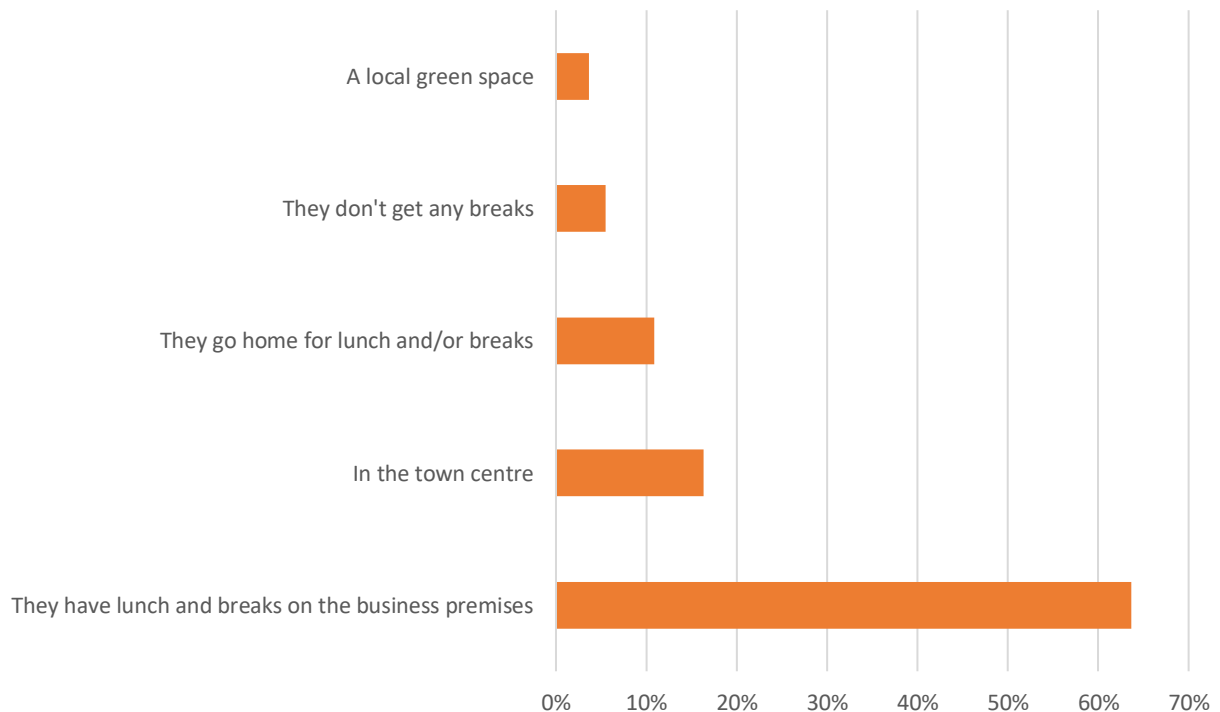14a. If you don't have an on-site car park do your employees who drive to work struggle to find a parking space close to your business premises?

Yes, 38%

No, 48%

No, 41%

Yes, 59%
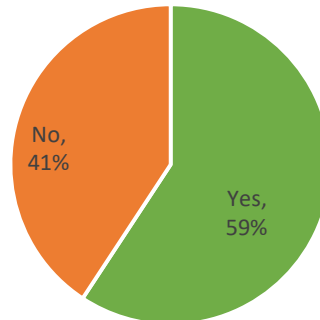
Q15.   What would encourage/enable your employees to walk, cycle, or use public transport to get to work?

Free text to be analysed in document 'business survey free text analysis'

Q16.   Where do your employees generally go for lunch or a break?

A local green space

They don't get any breaks

They go home for lunch and/or breaks

In the town centre

They have lunch and breaks on the business premises

0%   10%   20%   30%   40%   50%   60%   70%

Wider Issues

60% would support the protection of current employment use buildings in MiM town centre and 50% support more employment land/business premises in MiM

The greatest strength of having a business based in Moreton-in-Marsh is the local environment

74% believe tourism is very important to Moreton-in-Marsh and 40% believe it to be very important to their specific business

Q17.   Would you support a policy that protects current employment uses of buildings in Moreton-in-Marsh town centre? Skipped answer 4%

Strongly oppose, 2%
Strongly support, 18%
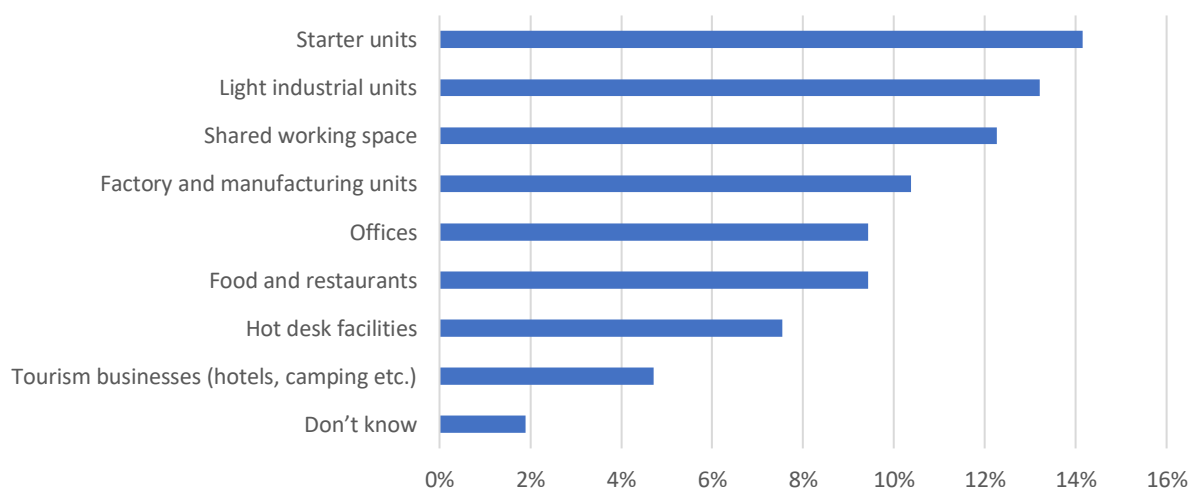Neutral, 34%
Support, 42%
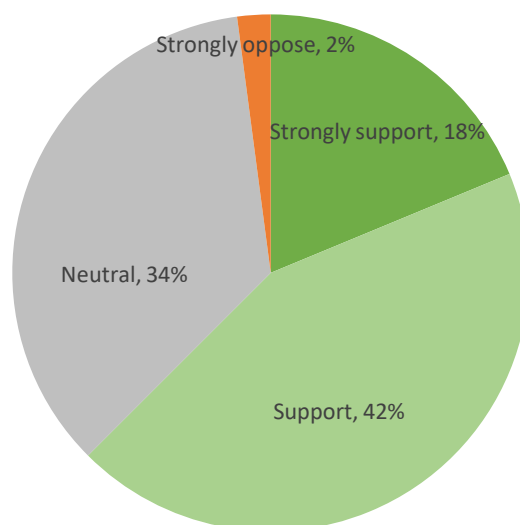
Q18.   Do you feel that there should be more employment land/business premises in Moreton-in-Marsh? Skipped answer 14%

Yes   50%
No   36%
If yes, please tick against list of uses:

Q19.   What are the strengths/weaknesses of Moreton-in-Marsh as a business location?

Greatest Strength	Greatest Weakness
Local Environment (64%)	Car parking (44%)
Transport/Road linkages (46%)	Local Traffic (44%)

Q20.   If there was incubator/shared working space available within the town how likely would it be that your business would make use of this?
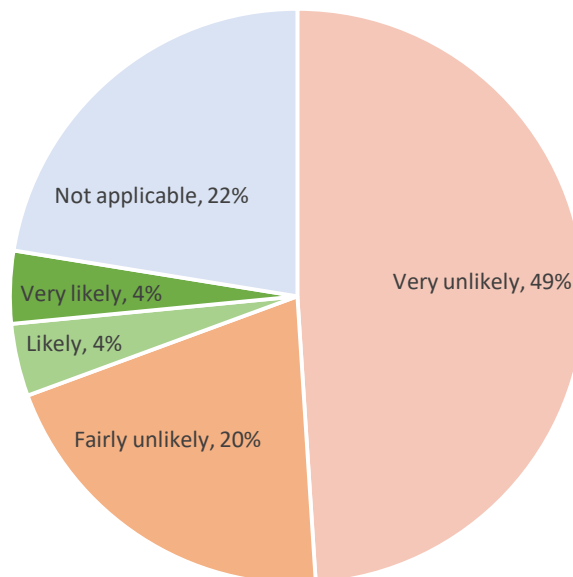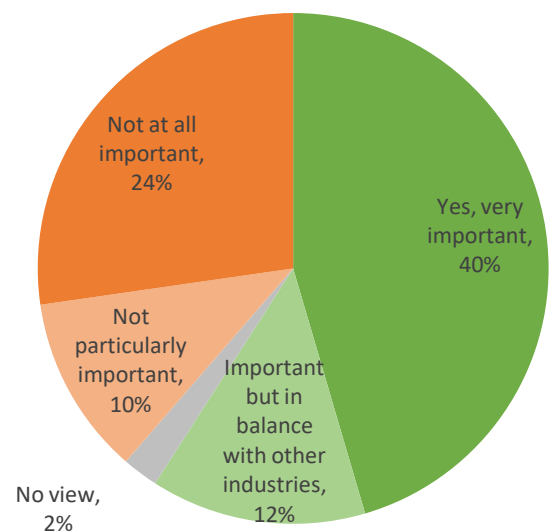

Q21.   How important do you think tourism is:

to Moreton-in-Marsh*? Skipped answer 4%
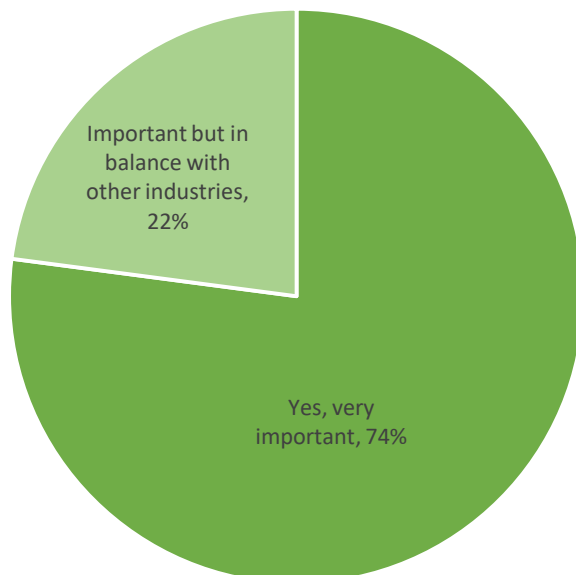
Specific to your business? Skipped answer 12%

*No view, Not particularly important and Not at all important received no marks.

Final Questions

60% of responding businesses would be interested in a Business Improvement District for Moreton-in-Marsh
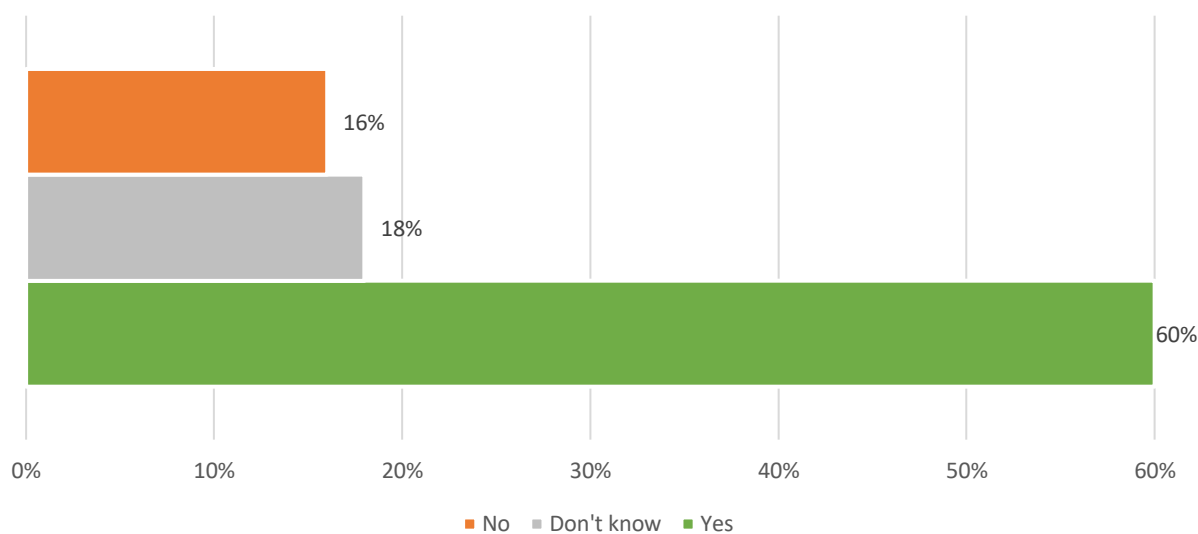
84% are not involved in any type of business network or group

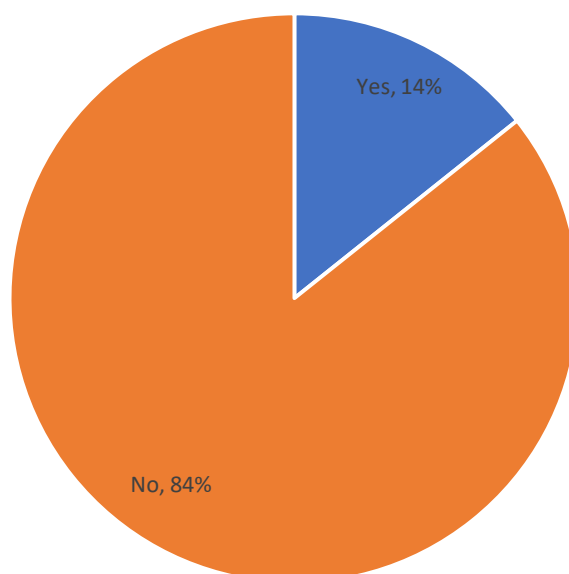40% have no knowledge or understanding of The Growth Hub

Publicising the value of shopping locally and the creation of a 'buy local' loyalty/reward scheme received the most support

Q22.   Would you be interested in a "Business Improvement District" for Moreton-in-Marsh?
Skipped answer 6%

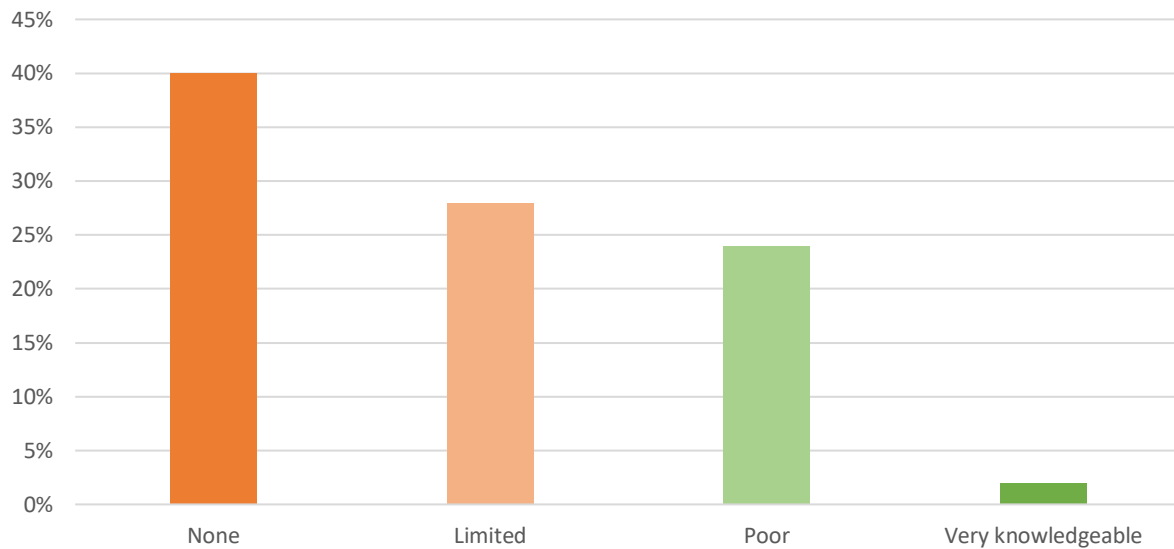■ No   ■ Don't know   ■ Yes

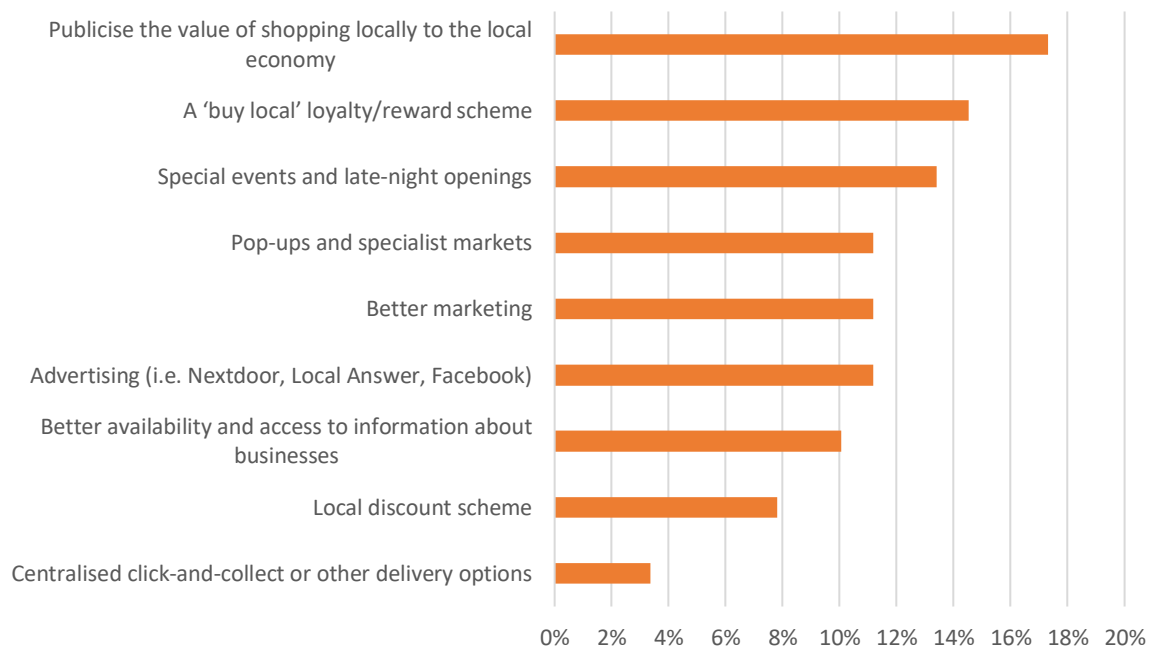Q23.   Are you involved in any business networks or groups? Skipped answer 2%

If yes, please specify:

Common responses: FSB; MBA

Q24.   What is your knowledge/understanding of The Growth Hub? Skipped answer 6%

Chart data (Q24):
- None: 40%
- Limited: 28%
- Poor: 24%
- Very knowledgeable: 2%

Q25.   How do you think we could encourage more local people to use local services and spend locally?

Chart data (Q25):
- Publicise the value of shopping locally to the local economy: ~17%
- A 'buy local' loyalty/reward scheme: ~14.5%
- Special events and late-night openings: ~13.5%
- Pop-ups and specialist markets: ~11%
- Better marketing: ~11%
- Advertising (i.e. Nextdoor, Local Answer, Facebook): ~11%
- Better availability and access to information about businesses: ~10%
- Local discount scheme: ~8%
- Centralised click-and-collect or other delivery options: ~3.5%

Q26.   Any other issues or comments you would like to make?

Free text to be analysed in document 'business survey free text analysis'