



Utlesford Local Strategic Partnership

Employer and Business Survey 2009

Final Report

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1.0 Introduction

The Economic Development Skills and Learning Unit of the Uttlesford Strategic Partnership appointed CN Research to undertake an Economic Needs Survey with local businesses. The Strategic Partnership consists of public and private bodies within the area, including Uttlesford District Council.

2.0 Aims & Objectives

The overall aim of the research was to establish the business needs of small and medium size enterprises within the Uttlesford District and whether or not any help can be given by the Strategic Partnership to secure the future of local businesses.

The research aimed to identify specific business needs in terms of the following areas:

- Training and recruitment
- Environmental sustainability
- Provision of business locations
- The perception of the Uttlesford district as an area of employment
- Financial Services
- Business Rates
- Business Networking
- Security issues

3.0 Methodology

The survey was implemented by means of Computer Aided Telephone Interviews. A directory of local businesses was provided by Uttlesford District Council, but this did not provide sufficient contact details for businesses in the area. A database of businesses located in the Uttlesford District was purchased from Essex Library Services for the purpose of this survey. In total, the business database consisted of 2,313 businesses listed within the area covered by Uttlesford District Council.

Calls were made to different companies listed on this database and responses were obtained from senior decision makers. We operated a system of call-backs throughout the day in the morning, afternoon and evening, in order to maximise the lists. In total, 550 interviews were required, but this level was not achieved despite exhausting the lists and extending the length of time to conduct the fieldwork. There were difficulties in obtaining responses within the district's business for various reasons, the main ones being:

- Gatekeepers refusing to forward the calls
- Respondents declining the survey due to time constraints either busy or length of survey (the survey was quite time consuming at around 15 minutes)
- Businesses no longer there
- Business constantly on answerphone
- No interest / can't help them any more than currently

In total, 320 completed interviews were conducted. This gives a confidence interval of + or - 5.5% at the 95% confidence level. This is a statistical term that means that we are 95%

sure that if the survey was to be repeated with the whole population, then the results would only differ by +/-5.5% to those obtained from this survey. It does not mean that the results are either 100.5% or 89.5% accurate, it is a statistical reference to the validity of these results against the whole population of similar respondents. What follows is a summary of the results together with key findings from the research.

4.0 Executive Summary

Training and Recruitment

Skills shortages seem quite minimal for the businesses, with just 5% mentioning advanced IT or software skills gaps and 4% mentioning communication skills; customer handling skills; basic computer literacy skills and high level technical skills shortages. 3% or less mentioned numeracy and literacy; foreign language skills and team working skills.

Four out of ten businesses would consider offering work experience placements or taking on an apprentice/trainee and three out of ten are willing to engage with schools to support improving skills for future workers.

Just over a quarter of businesses have a training plan and a fifth has a training budget. 51% of businesses have arranged training for their staff within the last 12 months, however 49% have not. Four out of ten believe that courses that are available are cost efficient whilst four out of ten do not think they are cost efficient. For one in five businesses the amount of time away from work restricts further take up of courses.

Three fifths of companies have not recruited in the past 12 months. Of those that have, three quarters did not have any problems. 11% had difficulty recruiting skilled trades occupations, 7% had difficulty recruiting professional occupations. 6% had difficulty recruiting associate professional and technical occupations and sales and customer service occupations. From the companies that have recruited in the past 12 months, three quarters were able to fill the vacancy locally. Just one in twenty companies employs someone that is registered as disabled. Nine out of ten do not employ migrant workers. Over half the organisations have a written policy encompassing equality and diversity issues.

Environmental Issues – Sustainability

Just under a quarter say their business is affected by traffic congestion. 18% say their company encourages cycling or walking, 15% say their company encourages car sharing schemes and 7% are encouraged to car pool in order to reduce the impact of transport on the environment.

Around three fifths of companies do not have plans to undertake carbon reducing measures. 16% already do this and 20% have intentions to do so. 5% of businesses intend to use solar energy as alternative sources of energy production and 4% intends to use wind and ground-source heating. Three out of ten businesses have implemented measures to improve the energy efficiency of its buildings.

Four out of ten businesses say their business reduces, reuses or recycles resources to an average extent. A quarter think they reduce, reuse or recycle to an above average

extent and one in six says they do it to the maximum extent. Only one in ten businesses does not recycle or think they do below average.

Just one in ten companies would consider using locally sourced fuel such as wood or straw pellets. Two thirds of companies use the local authority recycling schemes. Three out of ten use a private recycling company and one in twenty has a recycling consortium with other businesses.

57% of companies do not have a local procurement policy, whilst 36% does have a local procurement policy.

Almost nine out of ten companies say banking and post office services are important to their business. For seven out of ten businesses closure of local banking or post office services would have a very high or high impact. 31% felt it would have a low to negligible impact.

Eight out of ten say security features, access to broadband and broadband speed is important to their business. Over three quarters think suitable interiors and facilities are important and two thirds say on-site car parking for staff is important. Three fifths say on-site parking for customers is important. Over half say cheap rent is important to their business operation. Less than half say heavy goods access is important and four out of ten say yard/open storage space and freehold ownerships is important for their business.

Location and Premises

Exactly two thirds of businesses are based in a rural location, with the remaining third not considering themselves to be based in a rurality. Interviews were carried out with businesses in all of the premises listed. 37% were offices; 14% were retail/shops and 11% described themselves as being a small business at home. 44% of businesses rent their property and 37% have freehold properties. 12% intend to move some of its operations outside of Uttlesford, mainly due to expansion plans.

Two thirds of businesses expect their staffing levels to stay the same over the next 12 months. Around a quarter expect staffing levels to rise and just 1% expect staffing levels to fall.

Over two thirds of businesses are not considering bringing other parts of its operations to Uttlesford. Three out of ten do not know and 2.5% intend to bring other operations to Uttlesford.

When considering the nature of their market over the next 5 years four out of ten businesses expect to stay about the same. 41% expect the nature of their market to rise over the next 5 years and 5% expect the market to fall.

Current Business Experience

Six out of ten businesses agree that Uttlesford is a business friendly district and 56% are satisfied with Uttlesford as a location for investment. Two thirds of businesses agree that links to major road and rail routes are a positive aspect of being located in Uttlesford. 46% recognise the benefits of a close proximity to London and 39% said it was

positive to be near Stansted airport. 36% think the road links to Cambridge and the north are a positive aspect of being located in Uttlesford and 32% mentioned the benefits of being near to customers.

The main factor being attributed to loss of objectives by businesses is the slow growth of the market (28%). 17% said low profitability of sector was affecting business objectives and 17% mentioned increasing competition.

Only 13% of the businesses surveyed within the Uttlesford district currently export and 13% say they would consider exporting if they received suitable advice. 2% of businesses currently use international trade bodies.

60% of organisations currently utilise local banking facilities for working capital. 37% do not. Just over one in ten business (12.5%) has actively sought alternative sources of finance or grants in the last 12 months. Just under three out of ten businesses felt their business ambitions were hampered by financial constraints. One in twenty businesses had been refused finance or been offered support on unreasonable terms.

Just under four out of ten businesses felt they would benefit from small business rate or grant aid advice. Three out of ten felt they would benefit from business waste recycling services. Around a quarter would benefit from training or energy reduction advice. Just over a fifth would benefit from Business Planning advice. Less than a fifth would benefit from on demand advice and mentoring; short term assistance with specific projects and legislative advice. 16% felt they would benefit from planning advice and 12% said they would benefit from recruitment advice. One in ten would benefit from premises searches.

The most commonly used business support organisation, used by a quarter of businesses in the last 2 years, is Business Link. 17% had used Job Centre Plus and 15% had used local colleges and Universities. 13% had used Train to Gain. No companies had used the Business incubation centres.

Most companies did not belong to any of the business networks listed. 6% belong to the Chamber of Commerce and 5% belong to the Federation of Small businesses. 6% listed other affiliations.

Over a fifth of businesses (22%) would like to influence spending of business rates, however only 4% of businesses would be prepared to pay an extra business rate supplement to achieve this.

Over a fifth of businesses (22%) regularly attend business events, networking meetings etc. Although over a third of businesses are willing to attend collaborative business meetings under the banner of 'Business Working Groups' to address crime and other business issues.

A fifth of companies felt that business crime is an issue, with the main issues being burglary, theft and criminal damage .

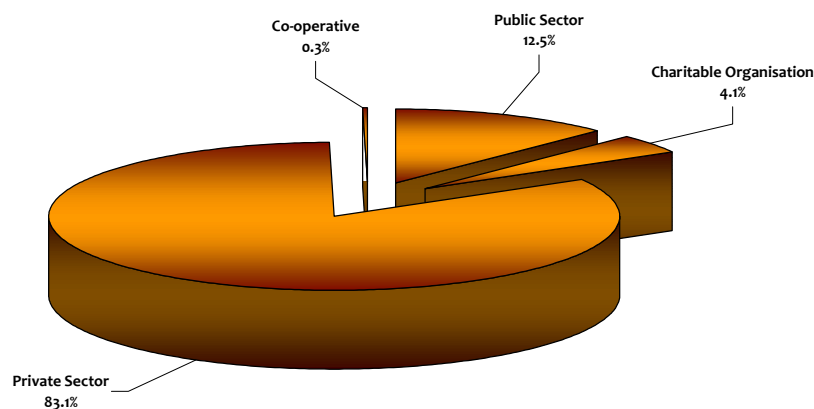
5.0 Key Findings

5.1 Organisational Details

Q.10 - Just over eight out of ten businesses surveyed within the Uttlesford District are in the Private Sector. 12.5% are in the Public Sector, 4% are in the Charitable Sector and 1 company is a Co-operative.

Fig. 1 - Q.10 What sector is your organisation in?

Base count = 320



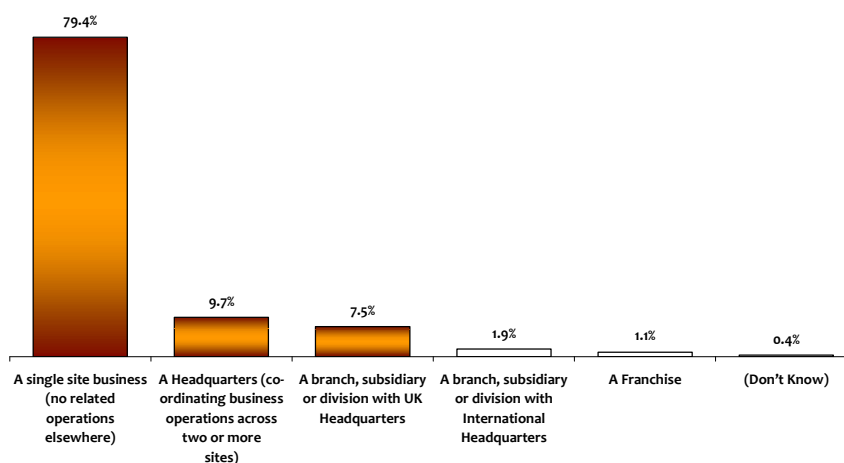
Q.11 - Over three quarters (78%) of the private sector/co-operative businesses only operate from the Uttlesford area. 13% of the sample has locations throughout the UK; 6% also has locations elsewhere in Essex; 3% has locations in Greater London and 1% has locations in Europe. Only 2 companies have locations outside of Europe. The count for this question is higher (274) as a small number of businesses operate from a number of these different locations.

| Chart 1 Q.11 Does your business operate from any other locations outside of Uttlesford? | | | Base Count 267 |
|---|-------|-------|----------------|
| Option | % | Count | |
| No | 77.9% | 208 | |
| Elsewhere in Essex | 6.0% | 16 | |
| Greater London | 3.4% | 9 | |
| UK | 13.1% | 35 | |
| Europe | 1.5% | 4 | |
| Outside Europe | 0.7% | 2 | |

Q.12 - Four fifths (79%) of the private sector/co-operative businesses operate a single site business. 10% of the businesses have their Headquarters based at Uttlesford; for 7.5% their Uttlesford location is a branch, subsidiary or division with UK Headquarters.

Fig. 2 - Q.12 Is this site?

Base count = 267



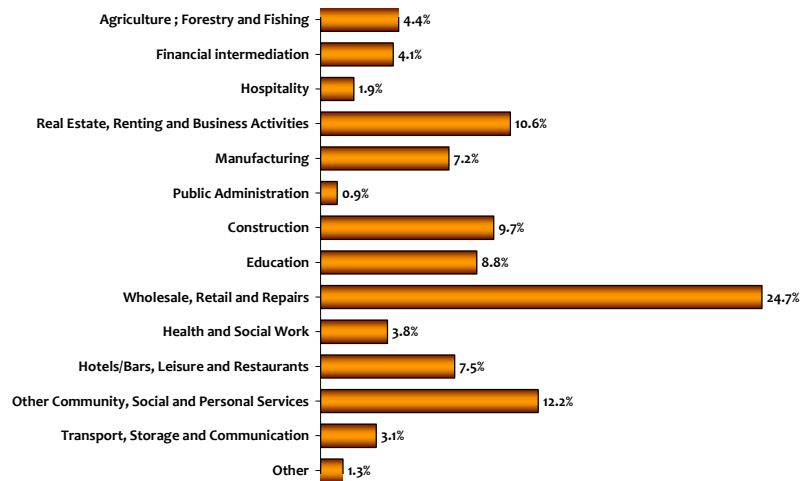
Q.13 - Just over a quarter of private sector/co-operative businesses (26%) have been in Uttlesford for 20 years or more. Similarly, 26% has been in Uttlesford for 1-5 years. 23% has been in Uttlesford for 6-10 years and 6% has been in Uttlesford for less than 1 year.

| Chart 2 Q.13 How many years has your organisation been in Uttlesford? | | Base Count |
|---|-------|------------|
| Option | % | Count |
| Under 1 | 6.0% | 16 |
| 1-5 | 26.2% | 70 |
| 6-10 | 22.8% | 61 |
| 11-15 | 10.1% | 27 |
| 16-20 | 8.6% | 23 |
| 20+ | 26.2% | 70 |

Q.14 - Interviews were obtained from each of the sectors, a quarter of businesses are in the wholesale, retail and repairs area.

Fig. 3 - Q.14 Which best describes your organisation's activity?

Base count = 320



Q14a: Which best describes your organisation's activity? (Other)

| Response | Count |
|---|----------|
| Aircraft Restoration | 1 |
| Helicoptors (Own and Rent) | 1 |
| Infrastructure organisation - support for charities | 1 |
| Translation and type setting | 1 |
| Total | 4 |

Q.15 Over half the businesses has a workforce of between 1-5 people. Just under a quarter has a workforce of 11-49 and around a fifth has 6-10. Just 3% of businesses has a workforce of 50-100 and less than 1% has more than 100.

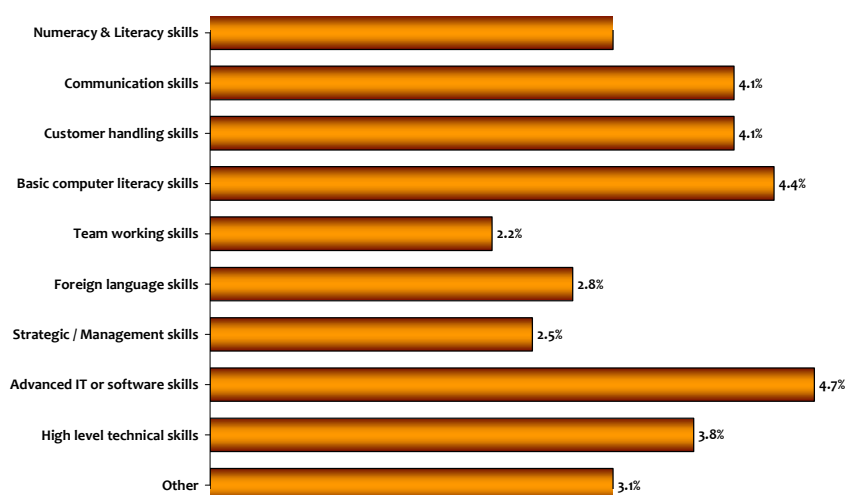
| Chart 3 Q15. Please tell us about the size of your workforce (number of employed persons) | | Base Count |
|---|-------|------------|
| Option | % | Count |
| 1-5 | 54.4% | 174 |
| 6-10 | 19.1% | 61 |
| 11-49 | 22.8% | 73 |
| 50-100 | 3.1% | 10 |
| 101-199 | 0.3% | 1 |
| 200+ | 0.3% | 1 |

5.2 Training and Recruitment

Q.16 Skills shortages seem quite minimal for the businesses, with just 5% mentioning advanced IT or software skills gaps and 4% mentioning communication skills; customer handling skills; basic computer literacy skills and high level technical skills shortages. 3% or less mentioned numeracy and literacy; foreign language skills and team working skills.

Fig. 4 - Q.16 Have you identified any skills gaps in your current workforce?

Base count = 320



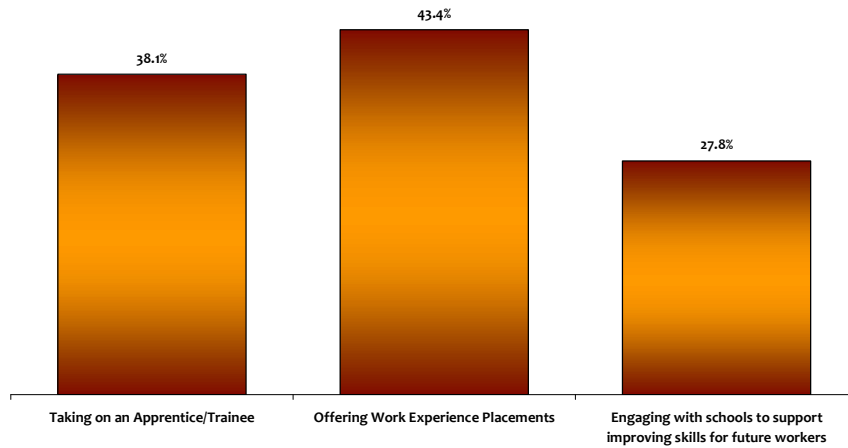
Q16a: Have you identified any skills gaps in your current workforce?

| Response | Count |
|-------------------------------------|-----------|
| All staff have to be trained | 3 |
| English for migrant workers | 1 |
| Green Keeping | 1 |
| Marketing | 1 |
| NVQ in catering | 1 |
| NVQ Office admin & infant education | 1 |
| Trade skills | 1 |
| Implementing a new computer system | 1 |
| Total | 10 |

Q.17 43% of the businesses would consider offering work experience placements. 38% would consider taking on an apprentice/trainee and 28% engaging with schools to support improving skills for future workers.

Fig. 5 - Q.17 Would you consider any of the following?

Base count = 320



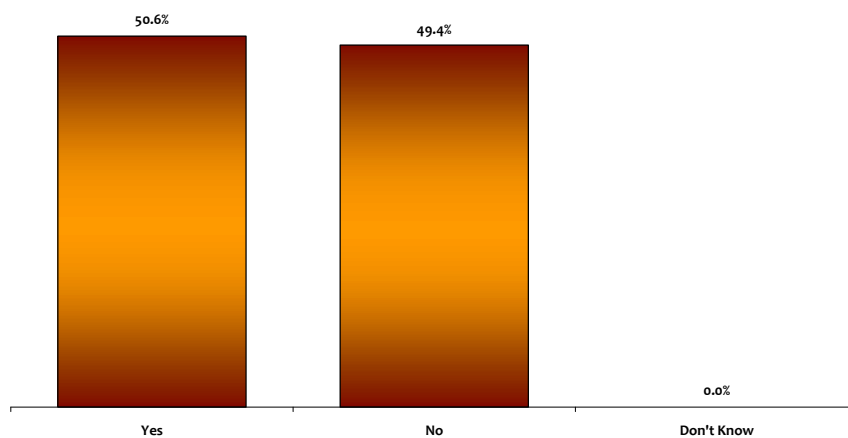
Q.18 Just over a quarter of businesses (27%) have a training plan and a fifth (20%) has a training budget.

| Chart 4 Q.18 Does your organisation have either of the following? | | | Base Count | 320 |
|---|-------|-------|------------|-----|
| Option | % | Count | | |
| Training Budget | 20.0% | 64 | | |
| Training Plan | 26.6% | 85 | | |

Q.19 51% of businesses have arranged training for their staff within the last 12 months, however 49% have not.

Fig. 6 - Q.19 Have you arranged or provided training for your staff within the past twelve months?

Base count = 320

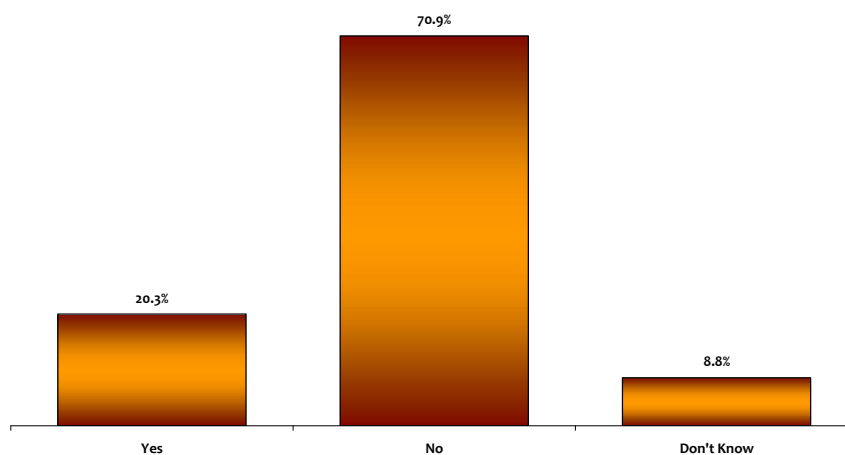


Q.20 42% believe that courses that are available are cost efficient. 40% do not think they are cost efficient.

| Chart 5 Q.20 Are Available Courses Cost Effective? | | | Base Count | 320 |
|--|-------|-------|------------|-----|
| Option | % | Count | | |
| Yes | 41.9% | 134 | | |
| No | 39.7% | 127 | | |
| Don't Know | 18.4% | 59 | | |

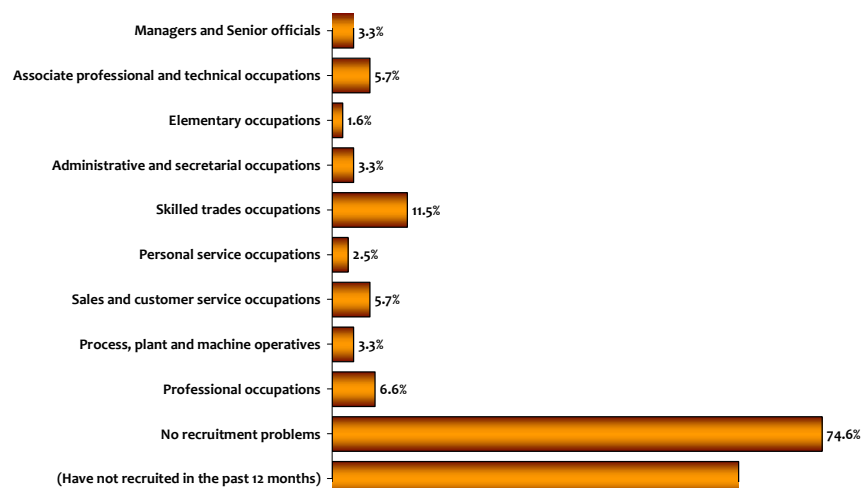
Q.21 For 20% of businesses the amount of time away from work restricts further take up of courses. This is not the case for 71% of businesses.

Fig. 7 - Q.21 Does the amount of time away from the business restrict take up of further training?
Base count = 320



Q.22 Three fifths of companies have not recruited in the past 12 months. Of those that have, three quarters did not have any problems. 11% had difficulty recruiting skilled trades occupations, 7% had difficulty recruiting professional occupations. 6% had difficulty recruiting associate professional and technical occupations and sales and customer service occupations.

Fig. 8 - Q.22 Have you had recruitment difficulties in the following occupational areas in the past 12 months?
Base count = 122



Q.23 From the companies that have recruited in the past 12 months, three quarters (78%) were able to fill the vacancy locally.

| Chart 6 Q.23 If you recruited staff in the last 12 months, were you able to fill the vacancy locally (i.e. staff from in and around the Uttlesford area)? | | | Base Count | 122 |
|---|-------|-------|------------|-----|
| Option | % | Count | | |
| Yes | 77.9% | 95 | | |
| No | 4.1% | 5 | | |
| Don't Know | 18.0% | 22 | | |

Q24: If unable to fill the vacancy locally, what did they do?

| Response | Count |
|---|----------|
| Haven't recruited in past 12 months | 2 |
| Advertise elsewhere | 1 |
| Used a recruitment agency | 1 |
| One employee has moved down and one is travelling | 1 |
| Lay people off; rationalise | 1 |
| Total | 6 |

Q.25 92% of the companies do not employ anyone that is registered as disabled. Just 5% employ someone that is registered as disabled.

| Chart 7 Q.25 Do you employ any staff who are registered as disabled ? | | | Base Count | 320 |
|---|-------|-------|------------|-----|
| Option | % | Count | | |
| Yes | 5.3% | 17 | | |
| No | 91.6% | 293 | | |
| Don't Know | 3.1% | 10 | | |

Q.26 89% do not employ migrant workers. 9% say they do employ migrant workers.

| Chart 8 Q.26 Do you employ migrant workers? | | | Base Count | 320 |
|---|-------|-------|------------|-----|
| Option | % | Count | | |
| Yes | 9.4% | 30 | | |
| No | 89.1% | 285 | | |
| Don't Know | 1.6% | 5 | | |

Q.27 52% of organisations have a written policy encompassing equality and diversity issues. 43% do not have a written policy.

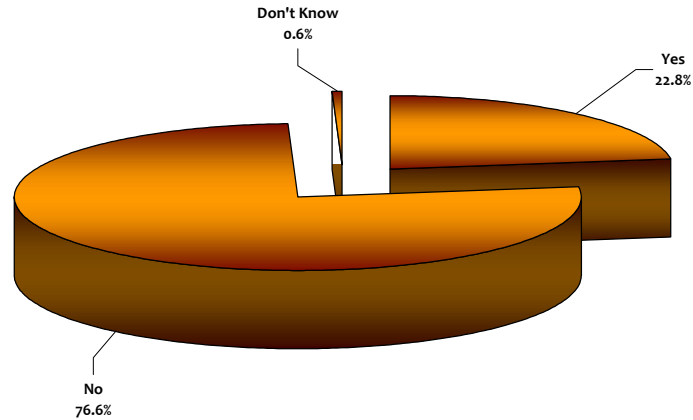
| Chart 9 Q.27 Does your company have a written employment policy encompassing equality and diversity issues (ie age, gender, disability, ethnicity, religion, sexual orientation) ? | | | Base Count | 320 |
|--|-------|-------|------------|-----|
| Option | % | Count | | |
| Yes | 51.6% | 165 | | |
| No | 43.1% | 138 | | |
| Don't Know | 5.3% | 17 | | |

5.3 Environmental Issues - Sustainability

Q.28 Three quarters say their business is not affected by traffic congestion. 23% say their business is affected by traffic congestion.

Fig. 9 - Q.28 Does local traffic congestion affect your business?

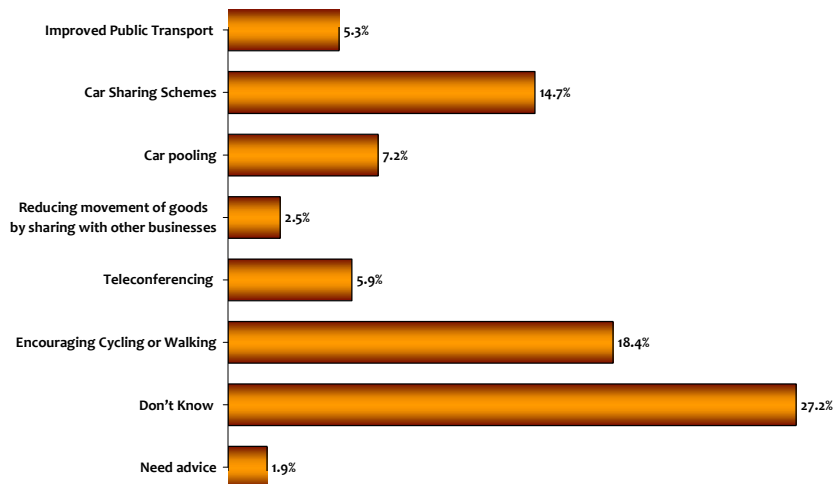
Base count = 320



Q.29 18% say their company encourages cycling or walking in order to reduce the impact of transport on the environment. 15% say their company encourages car sharing schemes and 7% are encouraged to car pool.

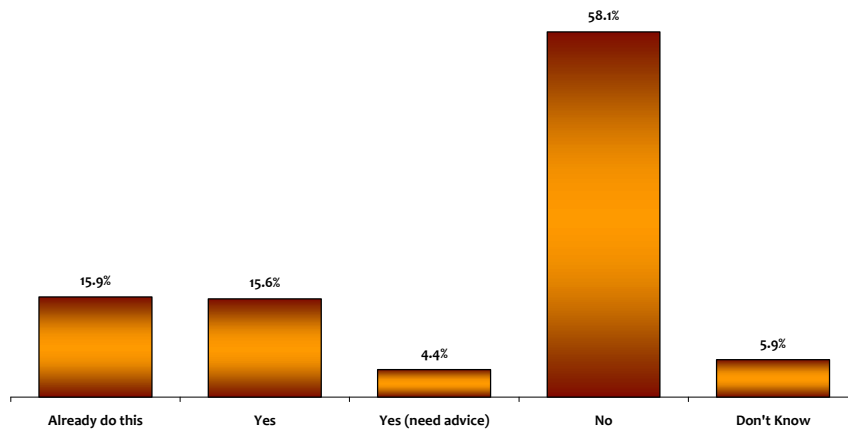
Fig. 10 - Q.29 Does your business promote any of the following measures to reduce the impact of transport on the environment?

Base count = 320



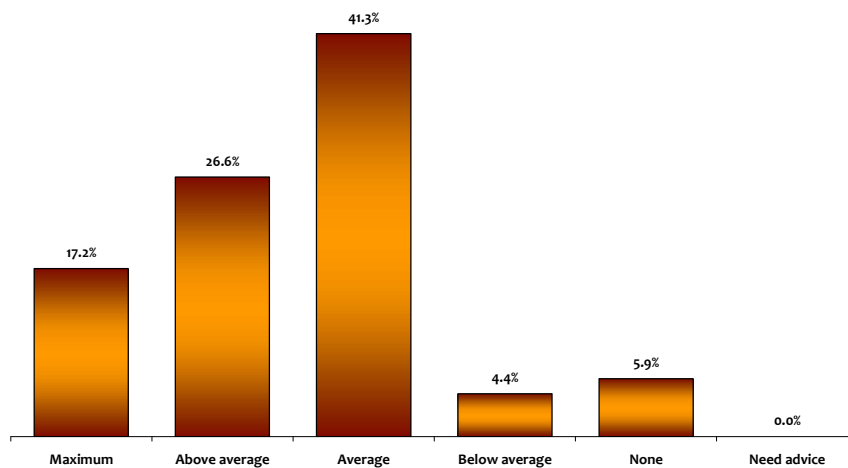
Q.30 Around three fifths of companies do not have plans to undertake carbon reducing measures. 16% say they already do this and 20% have intentions to do so.

Fig. 11 - Q.30 Does your company have any plans to undertake carbon reducing measures in your business? Base count = 320



Q.31 Four out of ten businesses say their business reduces, reuses or recycles resources to an average extent. Positively a quarter of businesses think they reduce, reuse or recycle to an above average extent and one in six says they do it to the maximum extent. Only one in ten businesses does not recycle or think they do below average.

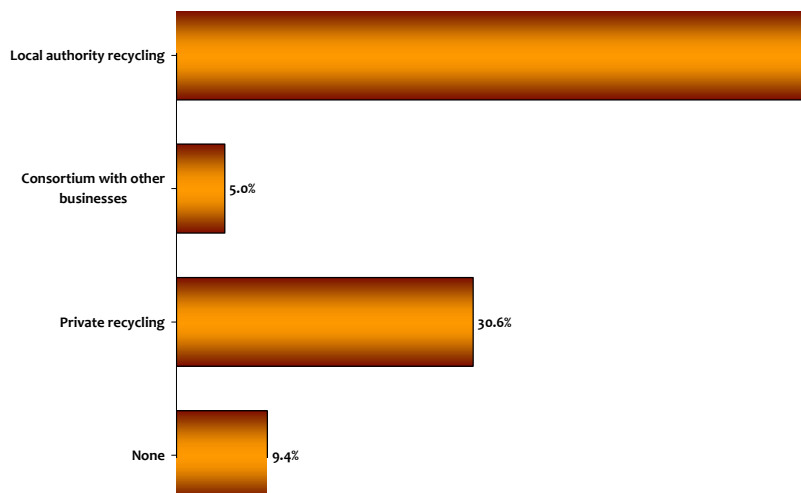
Fig. 12 - Q.31 To what extent does your business reduce, reuse or recycle resources? Base count = 320



Q.32 Two thirds of companies use the local authority recycling schemes. Three out of ten use a private recycling company and one in twenty has a recycling consortium with other businesses.

Fig. 13 - Q.32 Which recycling services does your business use?

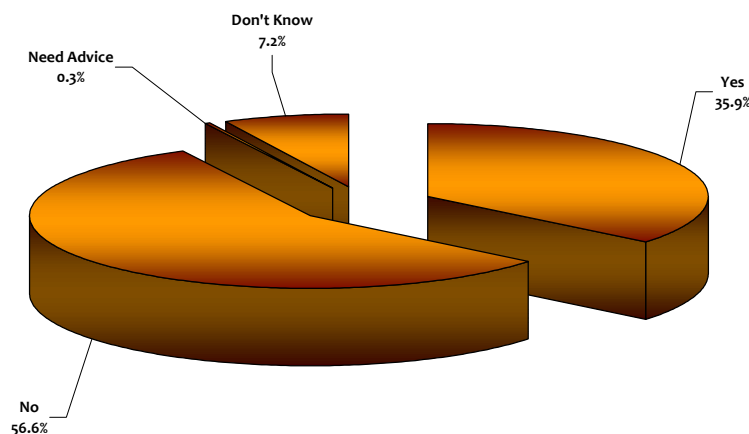
Base count = 320



Q.33 57% of companies do not have a local procurement policy. 36% does have a local procurement policy.

Fig. 14 - Q.33 Does your business have a local procurement policy?

Base count = 320

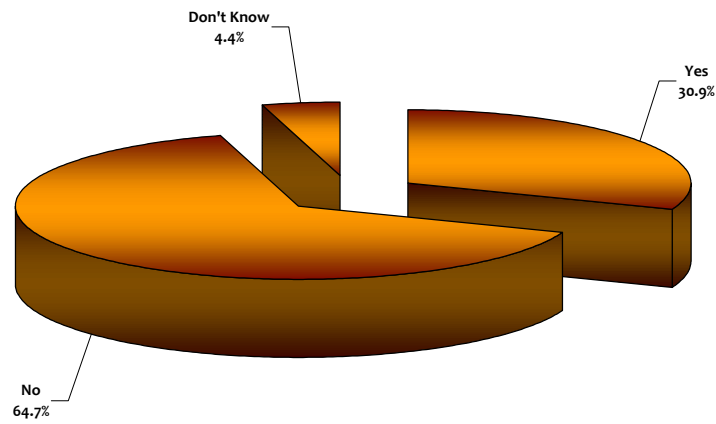


Q.34 5% of businesses intend to use solar energy as alternative sources of energy production. 4% intends to use wind and ground-source heating.

| Chart 10 Q.34 Has your business used or intends to use alternative sources of energy production? | | | | | | | Base Count | 320 |
|--|------|-------|-------|-------|------------|-------|------------|-----|
| Option | Yes | | No | | Don't Know | | | |
| | % | Count | % | Count | % | Count | | |
| Solar | 5.3% | 17 | 91.9% | 294 | 2.8% | 9 | | |
| Wind | 4.4% | 14 | 92.8% | 297 | 2.8% | 9 | | |
| Ground-source heating | 4.1% | 13 | 93.1% | 298 | 2.8% | 9 | | |

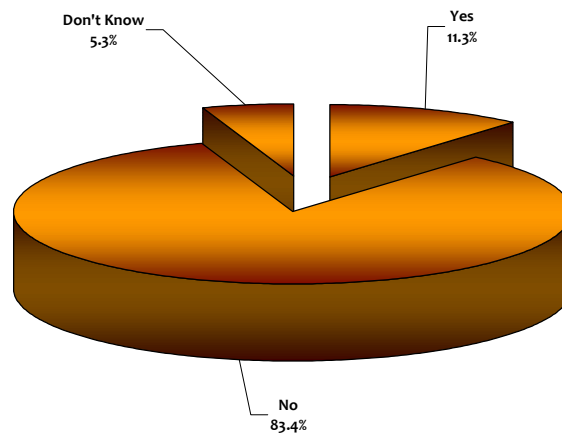
Q.35 Two thirds of businesses say their business has not implemented any measures to improve the energy efficiency of its buildings. Three out of ten have taken measures.

Fig. 15 - Q.35 Has your business implemented any measures to improve the energy efficiency of it's buildings?
Base count = 320



Q.36 83% say their business would not consider the use of locally sourced fuel such as wood or straw pellets. Only one in ten have suggested that they would consider it.

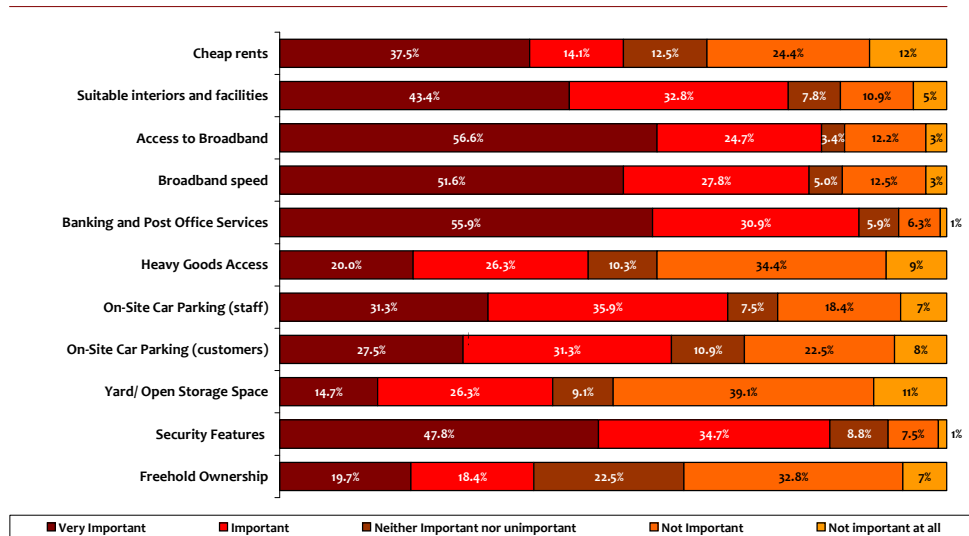
Fig. 16 - Q.36 Would your business consider the use of locally sourced fuel such as wood or straw pellets?
Base count = 320



Q.37 87% say banking and post office services are important to their business. 7% say it is not important to their business.

Fig. 17 - Q.37 How important for your business operation is...

Base count = 320



82.5% say security features is important for their business. 9% do not think security features are important for their business.

Eight out of ten businesses think access to broadband and broadband speed is important to their business. Just one in seven said access to broadband is not important to their business.

Over three quarters (76%) think suitable interiors and facilities are important to their business. 16% do not think it is important.

Two thirds (67%) say on-site car parking for staff is important and 59% say on-site parking for customers is important for their business. 25% said it is not important.

52% of businesses think cheap rent is very important or important to their business operation. 36% of businesses do not think cheap rent is important to their business operation.

46% say heavy goods access is important to their business. 43.5% do not think it is important for their business.

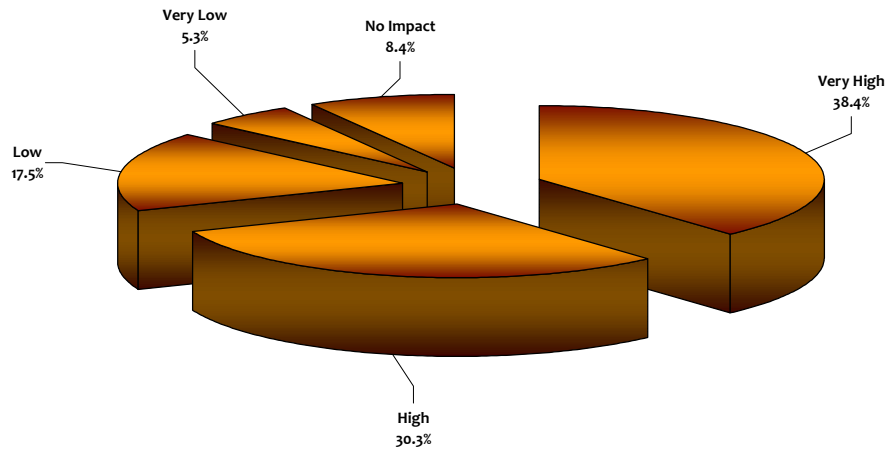
41% say yard/open storage space is important for their business. 50% say it is not important for their business.

38% say a freehold ownership is important for their business. 39% do not think it is important for their business. 22.5% said it is neither important nor unimportant.

Q.38 For seven out of ten businesses closure of local banking or post office services would have a very high or high impact. 31% felt it would have a low to negligible impact.

Fig. 18 Q.38 - What would be the impact on your business of closure of local banking or post office services?

Base count = 320



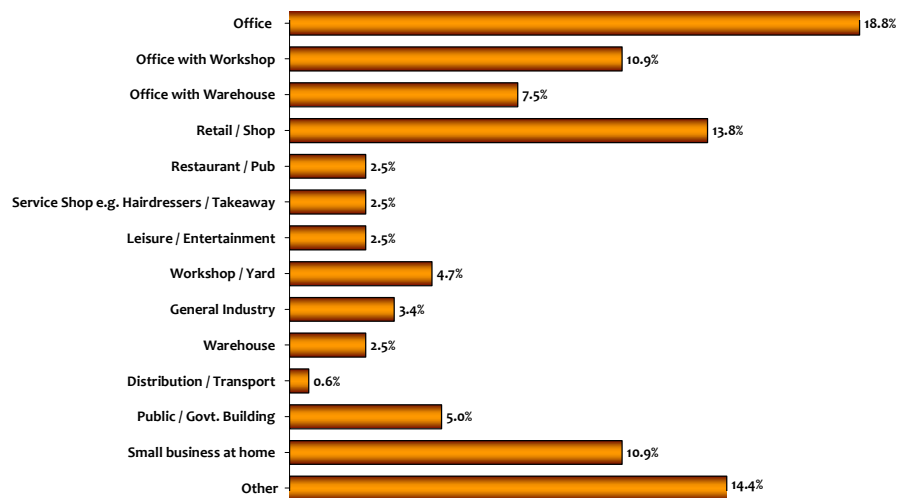
5.4 Location and Premises

Q.39 Of the sample of respondents, exactly two thirds of businesses were based in a rural location, with the remaining third not considering themselves to be based in a rurality.

Q.40 Interviews were carried out with businesses in all of the premises listed. 37% were offices; 14% were retail/shops and 11% described themselves as being a small business at home.

Fig. 19 - Q.40 What type of premises do you occupy?

Base count = 320

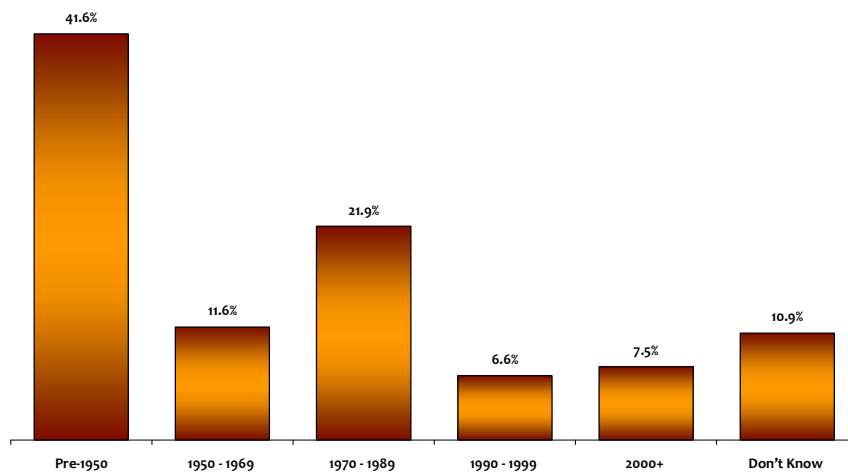


Q40a: What type of premises do you occupy?

| Response | Count | Percent |
|------------------------------------|-----------|-------------|
| Farm | 11 | 24% |
| Care Home | 5 | 11% |
| Barn | 4 | 9% |
| I work in other peoples properties | 4 | 9% |
| School | 4 | 9% |
| Converted House | 2 | 4% |
| Portable building | 2 | 4% |
| Stables | 2 | 4% |
| Complex of small apartments | 1 | 2% |
| Cricket Club | 1 | 2% |
| Detached Purpose Built Building | 1 | 2% |
| Factory Unit | 1 | 2% |
| Mobile home | 1 | 2% |
| Nursery | 1 | 2% |
| Office | 1 | 2% |
| Operate from van | 1 | 2% |
| Pub | 1 | 2% |
| A wedding venue in Tudor building | 1 | 2% |
| Veterinary Surgery | 1 | 2% |
| Warehouse | 1 | 2% |
| Total | 46 | 100% |

Q. 41 42% of the businesses premises date back to pre 1950.

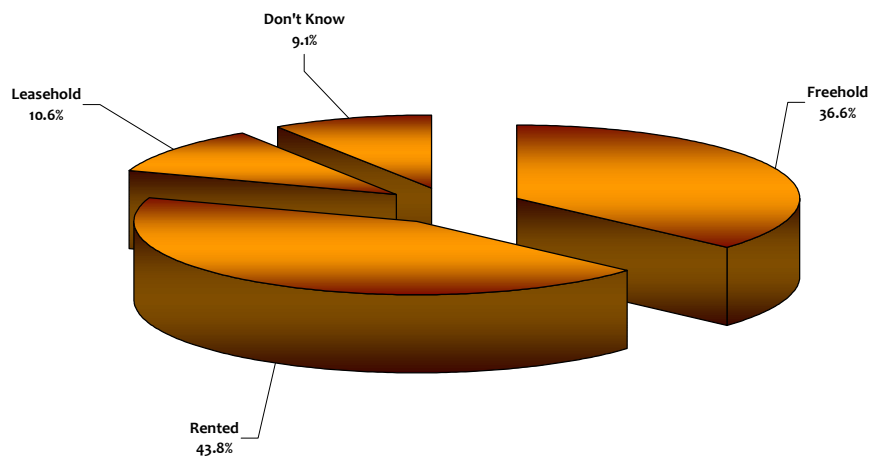
Fig. 20 - Q.41 What is the approximate age of the premises your business is located in? Base count = 320



Q.42 44% of businesses rent their property and 37% have freehold properties.

Fig. 21 Q.42 - What is the tenure of the site?

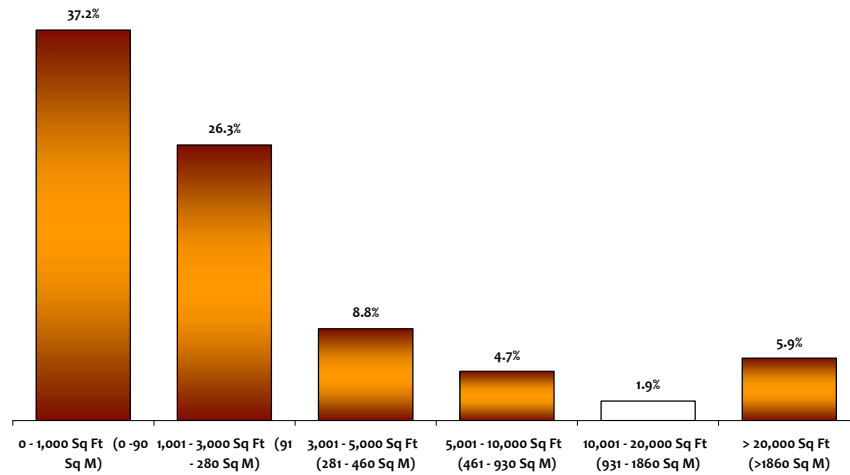
Base count = 320



Q.43 49 businesses (15%) could not say how many square feet their floor space has. 37% say they have 1000sq ft or less and 26% said between 1001-3000 sq ft.

Fig. 22 - Q.43 What is the approximate floor space of your premises?

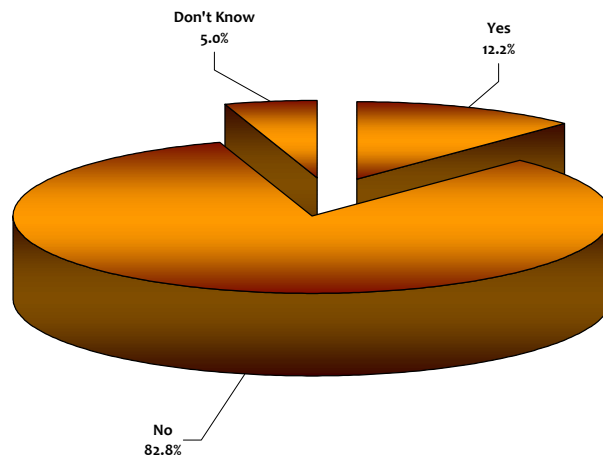
Base count = 320



Q.44 83% of businesses said they are not going to move any of its operations outside of Uttlesford. 12% said they intend to.

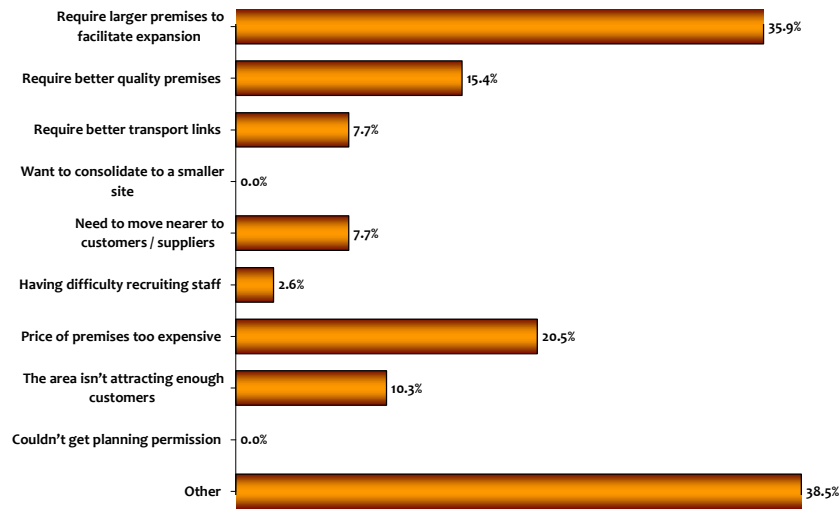
Fig. 23 Q.44 - Is there any serious likelihood that your business will move any of its operations away from Uttlesford within the next three years?

Base count = 320



Q.45 These 39 businesses had a variety of reasons for wanting to move operations outside of Uttlesford. The main reason given is a requirement for larger premises to facilitate expansion.

Fig. 24 - Q.45 If you have answered 'yes' then please give the reason(s) why: Base count = 320

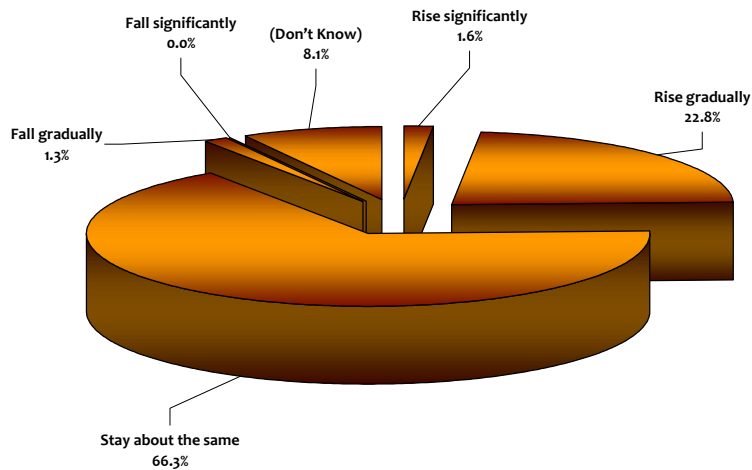


Q45a: If business is moving out of Uttlesford, why is this?

| Response | Count | Percent |
|------------------------------|-----------|-------------|
| Lease expires | 4 | 27% |
| Business rates too expensive | 2 | 13% |
| Lifestyle change | 2 | 13% |
| Retiring | 1 | 7% |
| Site redevelopment | 1 | 7% |
| Want larger premises | 1 | 7% |
| Prefer different location | 1 | 7% |
| Change of business situation | 1 | 7% |
| Change of ownership | 1 | 7% |
| 3 year plan and then to move | 1 | 7% |
| Total | 15 | 100% |

Q.46 Two thirds of businesses expect their staffing levels to stay the same. Around a quarter (24%) expect their staffing levels to rise and just 1% of businesses expect staffing levels to fall.

Fig. 25 Q.46 - Thinking about the next 12 months are your staffing levels likely to: Base count = 320

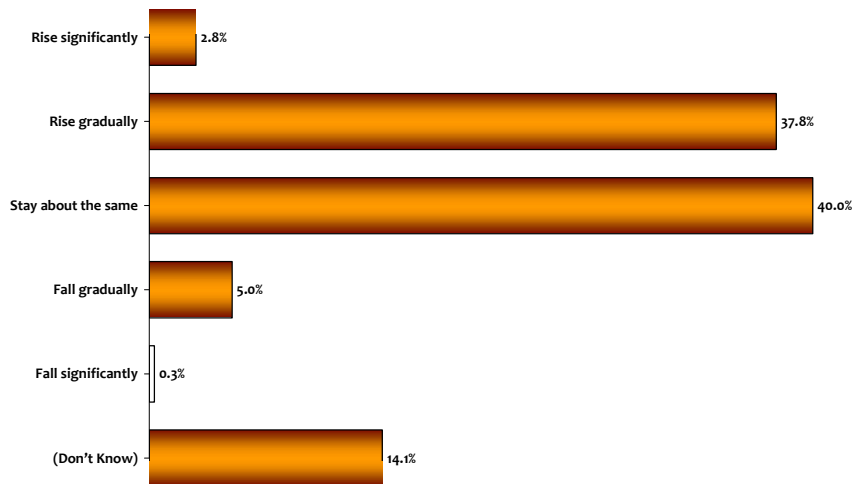


Q.47 Over two thirds of businesses are not considering bringing other parts of its operations to Uttlesford. Three out of ten do not know and 2.5% intend to bring other operations to Uttlesford.

| Chart 11 Q.47 Is your organisation considering bringing other parts of its operations to Uttlesford? | | |
|--|-------|----------------|
| | | Base Count 320 |
| Option | % | Count |
| Yes | 2.5% | 8 |
| No | 68.1% | 218 |
| Don't Know | 29.4% | 94 |

Q. 48 When considering the nature of their market over the next 5 years four out of ten businesses expect to stay about the same. 41% expect the nature of their market to rise over the next 5 years and 5% expect the market to fall.

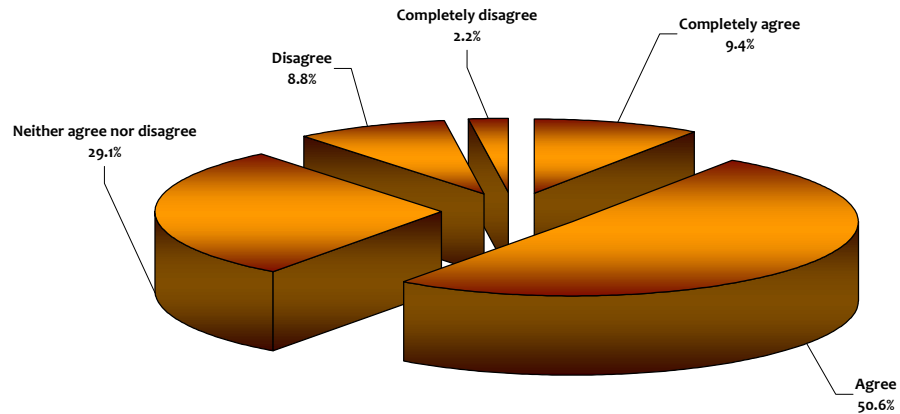
Fig. 26 - Q.48 How do you expect the nature of your market to change over the next 5 years? Base
count = 320



5.5 Current Business Experience

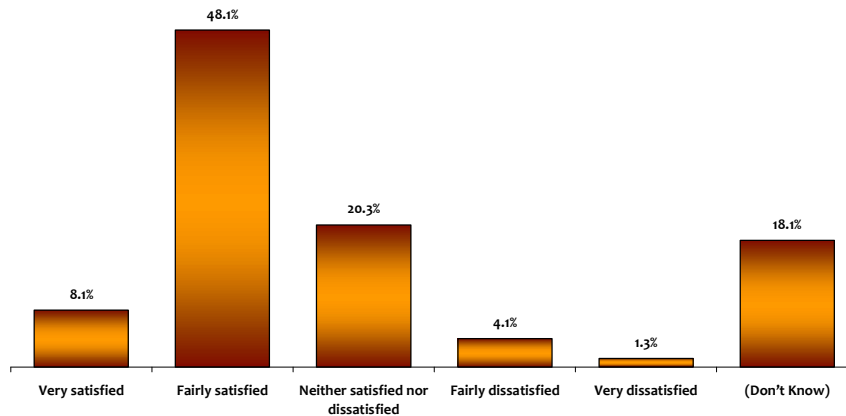
Q.49 Six out of ten businesses agree that Uttlesford is a business friendly district. Just one in ten disagree with the statement.

Fig. 27 Q.49 - Please state your level of agreement with the following statement.... Uttlesford is a business friendly district? Base count = 320



Q.50 56% are satisfied with Uttlesford as a location for investment. Just 5% say they are dissatisfied.

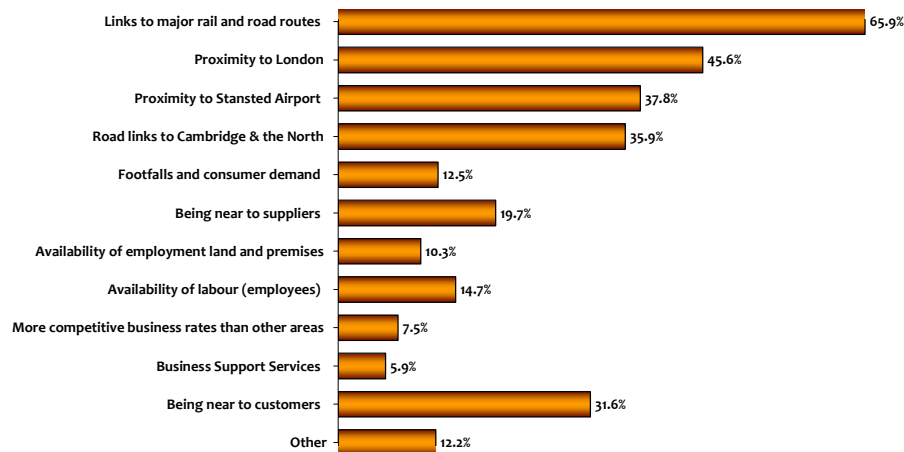
Fig. 28 - Q.50 How satisfied / dissatisfied are you with Uttlesford as a location for investment? Base count = 320



Q.51 Two thirds of businesses agree that links to major road and rail routes are a positive aspect of being located in Uttlesford. 46% recognise the benefits of a close proximity to London and 39% said it was positive to be near Stansted airport. 36% think the road links to Cambridge and the north are a positive aspect of being located in Uttlesford and 32% mentioned the benefits of being near to customers.

Fig. 29 - Q.51 In your opinion, what if any, are the positive things about Uttlesford as a location for business?

Base count = 320

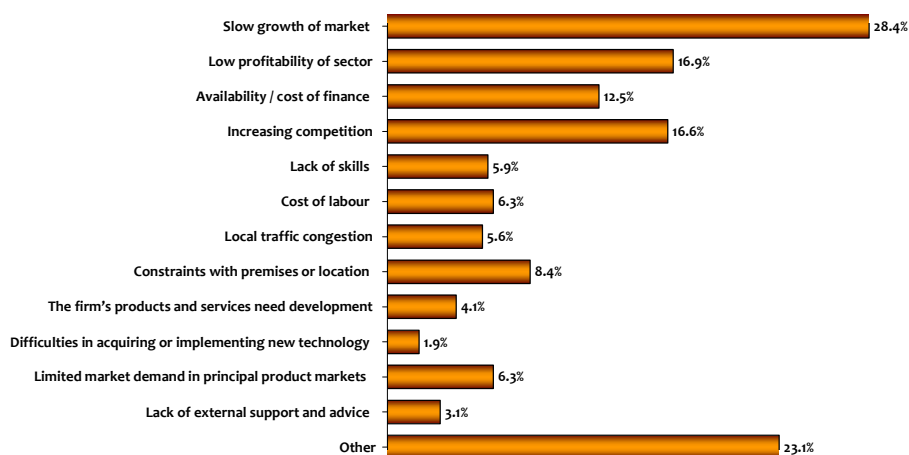


Q51a: In your opinion what, if any, are the positive things about Uttlesford as a location for business? (Other)

| Response | Count | Percent |
|--|-----------|-------------|
| Nice/attractive area | 5 | 29% |
| Affluent area | 2 | 12% |
| Safe/Low crime | 2 | 12% |
| Good relationship with local NHS | 1 | 6% |
| Near to home | 1 | 6% |
| Work from home | 1 | 6% |
| Proximity to several large towns | 1 | 6% |
| East access to transport | 1 | 6% |
| The mix of rural and urban communities | 1 | 6% |
| Good quality of life | 1 | 6% |
| Very friendly council | 1 | 6% |
| Total | 17 | 100% |

Q. 52 The main factor being attributed to loss of objectives by businesses is the slow growth of the market (28%). 17% said low profitability of sector was affecting business objectives and 17% mentioned increasing competition.

Fig. 30 - Q.52 Are any of the following preventing your business from meeting its objectives?
Base count = 320



Q52a: Are any of the following preventing your business from meeting its objectives? (Other)

| Response | Count | Percent |
|--|-----------|-------------|
| Business rates | 4 | 20% |
| Recession | 3 | 15% |
| Legislation | 2 | 10% |
| Appropriate Training | 1 | 5% |
| Car parking | 1 | 5% |
| Conservation policy of Uttlesford Council | 1 | 5% |
| Lack of premises | 1 | 5% |
| Lack of volunteers | 1 | 5% |
| Not being a preferred supplier by the Council | 1 | 5% |
| Rural location | 1 | 5% |
| The shops closing in the high street | 1 | 5% |
| It's a school | 1 | 5% |
| The speed of local traffic outside my premises | 1 | 5% |
| Uttlesford District Council and their planners are unhelpful | 1 | 5% |
| Total | 20 | 100% |

Q.53 Of the issues cited as posing challenges or problems to local businesses, the main ones are the state of the current economy (26%); Lack of work / customers (11%); poor cash flow (7%) and lack of funding (also 7%).

Q53: Do you wish to tell us about any current challenges or problems your business might be facing?

| Response | Count | Percent |
|---|------------|-------------|
| Current Economy/Recession | 32 | 26% |
| Lack of work/Not enough customers | 13 | 11% |
| Poor cash flow/Finance | 9 | 7% |
| Lack of funding | 8 | 7% |
| Business rates too high | 7 | 6% |
| Recruiting staff | 7 | 6% |
| Lack of parking | 6 | 5% |
| Rules/Regulations/Laws | 6 | 5% |
| Recycling/Refuse collection | 5 | 4% |
| Location | 4 | 3% |
| Cost of rent | 3 | 2% |
| Competition within the marketplace | 3 | 2% |
| Rising costs of products/raw materials | 2 | 2% |
| Traffic | 2 | 2% |
| Would like to advertise more | 2 | 2% |
| Lack of space | 2 | 2% |
| Security Issues | 2 | 2% |
| Planning permission | 2 | 2% |
| Labour costs | 1 | 1% |
| Poor Broadband connection | 1 | 1% |
| Lack of technical help | 1 | 1% |
| Roads not being gritted in the winter | 1 | 1% |
| Insurance companies becoming slower at paying | 1 | 1% |
| Poor street lighting | 1 | 1% |
| Poor transport links | 1 | 1% |
| Repairs/Maintenance to workplace | 1 | 1% |
| Total | 123 | 100% |

Q. 54 Only 13% of the businesses surveyed within the Uttlesford district currently export.

| Chart 12 Q.54 Does your company export? | | |
|---|-------|-------|
| Option | % | Count |
| Yes | 13.1% | 42 |
| No | 85.6% | 274 |
| Don't Know | 1.3% | 4 |

Q.55 The most popular areas for exporting goods are “Europe” (20%) and America (11%)

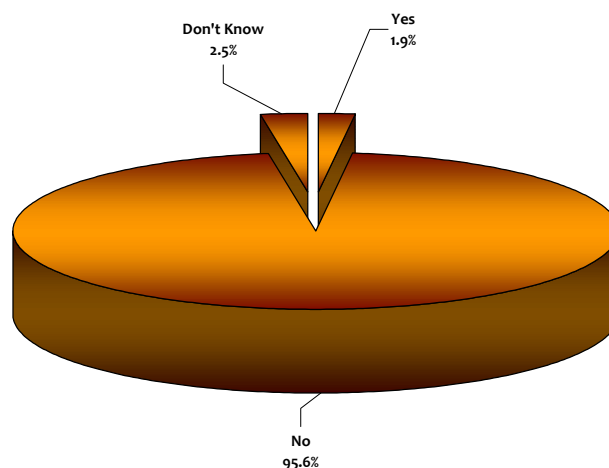
Q55:If yes, which countries do you export to?

| Response | Count | Percent |
|------------------------------|-----------|-------------|
| Europe | 19 | 20% |
| America | 11 | 11% |
| France | 5 | 5% |
| Germany | 4 | 4% |
| Australia | 3 | 3% |
| Belgium | 3 | 3% |
| Dubai | 3 | 3% |
| Holland | 3 | 3% |
| Spain | 3 | 3% |
| Various | 3 | 3% |
| Worldwide | 3 | 3% |
| Australasia | 2 | 2% |
| China | 2 | 2% |
| Denmark | 2 | 2% |
| India | 2 | 2% |
| Italy | 2 | 2% |
| Mexico | 2 | 2% |
| Middle East | 2 | 2% |
| Poland | 2 | 2% |
| Singapore | 2 | 2% |
| Austria | 1 | 1% |
| Canada | 1 | 1% |
| Caribbean | 1 | 1% |
| Don't know | 1 | 1% |
| Israel | 1 | 1% |
| New Zealand | 1 | 1% |
| Nigeria | 1 | 1% |
| Norway | 1 | 1% |
| Oman | 1 | 1% |
| Pakistan | 1 | 1% |
| Portugal | 1 | 1% |
| South America | 1 | 1% |
| Sudan | 1 | 1% |
| Sweden | 1 | 1% |
| Switzerland | 1 | 1% |
| Thailand | 1 | 1% |
| United Arab Emirates | 1 | 1% |
| West Indies (Cayman Islands) | 1 | 1% |
| Yugoslavia | 1 | 1% |
| Total | 97 | 100% |

Q. 56 Just 2% of businesses currently use international trade bodies.

Fig. 31 Q.56 - Do you use any international trade bodies?

Base count = 320



Q.57 There is no trend in the trade bodies that Uttlesford businesses use, with 6 separate bodies mentioned in the research.

Q57: Which international trade bodies do you use?

| Response | Count |
|---|----------|
| Essex Chamber of Commerce | 1 |
| For all the components | 1 |
| FOSFA - The Federation of Oils, Seeds and Fats Associations Ltd | 1 |
| IAPA - a global association of independent accountancy firms and groups | 1 |
| ICC - International Colour Consortium | 1 |
| Translators abroad | 1 |
| Total | 6 |

Q.58 13% say they would consider exporting if they received suitable advice.

| Chart 13 Q.58 Would you consider exporting if you received suitable advice? Base Count 320 | | |
|--|-------|-------|
| Option | % | Count |
| Yes | 13.4% | 43 |
| No | 80.9% | 259 |
| Don't Know | 5.6% | 18 |

Q. 59 60% of organisations currently utilise local banking facilities for working capital. 37% do not.

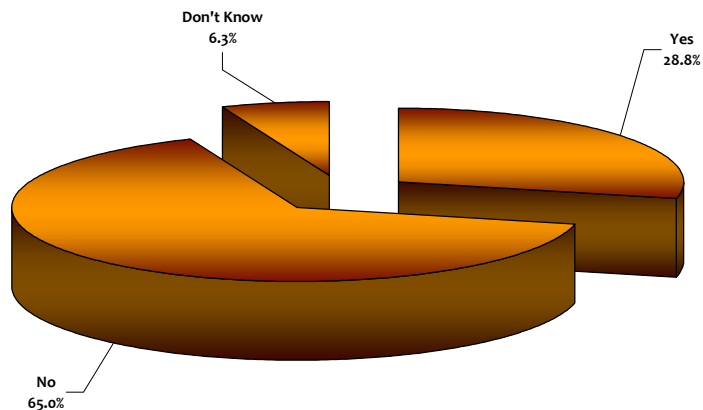
| Chart 14 Q.59 Do you currently utilise local banking facilities for working capital? Base Count 320 | | |
|---|-------|-------|
| Option | % | Count |
| Yes | 59.7% | 191 |
| No | 36.9% | 118 |
| Don't Know | 3.4% | 11 |

Q.60 Just over one in ten business (12.5%) has actively sought alternative sources of finance or grants in the last 12 months. 82% have not.

| Chart 15 Q.60 Have you actively sought alternative sources of finance or grants (in the last 12 months)? Base Count 320 | | |
|---|-------|-------|
| Option | % | Count |
| Yes | 12.5% | 40 |
| No | 81.9% | 262 |
| Don't Know | 5.6% | 18 |

Q.61 Two thirds of businesses say their ambitions for growth, expansion or plant purchase are not hampered by financial constraints. Just under three out of ten businesses felt their business ambitions were hampered by financial constraints.

Fig. 32 Q.61 - Do financial constraints hamper your ambitions for business growth, product development expansion, plant purchase or similar expenditure?
Base count = 320



Q.62 Nine out of ten businesses had not been refused finance or been offered support on unreasonable terms. One in twenty felt they had been.

| Chart 16 Q.62 Have you been refused finance and/or been offered support on unreasonable grounds? | | | Base Count | 320 |
|--|-------|-------|------------|-----|
| Option | % | Count | | |
| Yes | 5.0% | 16 | | |
| No | 89.7% | 287 | | |
| Don't Know | 5.3% | 17 | | |

Q.63 Just under four out of ten businesses (38%) felt they would benefit from small business rate relief. Six out of ten do not think they would benefit.

Over a third of businesses (35%) felt they would benefit from grant aid advice, over three fifths did not think they would benefit.

Three out of ten felt they would benefit from business waste recycling services. Just under seven out of ten did not think they would benefit.

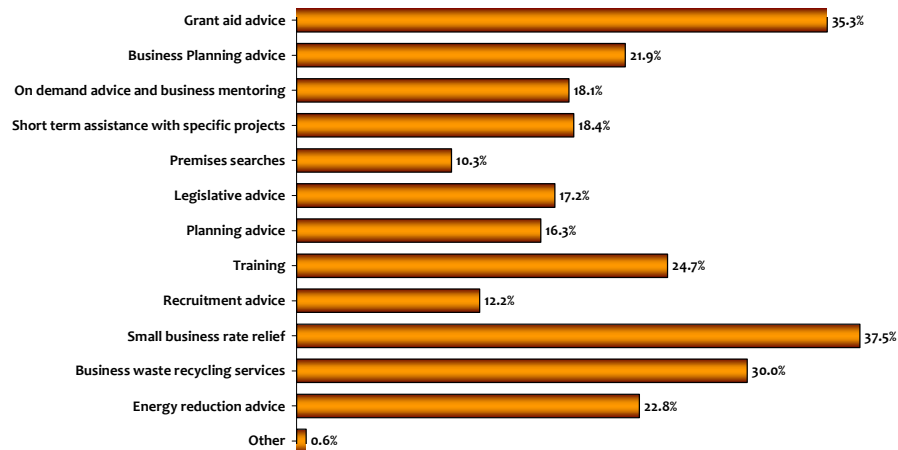
A quarter felt they would benefit from training. Just under three quarters do not think they would benefit.

Just under a quarter (23%) felt they would benefit from energy reduction advice. Three quarters do not think they would benefit.

Just over a fifth of businesses (22%) felt they would benefit from Business Planning advice. Three quarters did not think they would benefit.

Just less than a fifth (18%) felt they would benefit from on demand advice and mentoring. Eight out of ten did not think they would benefit.

Fig. 33 - Q.63 Do you think your business could benefit from any of the following services?
Base count = 320



18% felt they would benefit from short term assistance with specific projects. Eight out of ten did not think they would benefit.

17% felt they would benefit from legislative advice. Eight out of ten do not think they would benefit.

16% felt they would benefit from planning advice. Eight out of ten do not think they would benefit.

Just over one in ten (12%) felt they would benefit from recruitment advice. 87% did not think they would benefit.

One in ten felt they would benefit from premises searches. Nine out of ten did not think they would benefit.

3 companies mentioned other ways they could benefit...

Q63n: Do you think your business could benefit from any of the following services? (Other)

| Response | Count |
|--|----------|
| Technology | 1 |
| Financial | 1 |
| If the planning advice was construction based, rather than business strategies | 1 |
| Total | 3 |

Q.64 The most commonly used business support organisation, used by a quarter of businesses in the last 2 years, is Business Link. 17% had used Job Centre Plus and 15% had used local colleges and Universities. 13% had used Train to Gain. No companies had used the Business incubation centres.

| Chart 17 Q.64 Has your company used any of the following business support organisations within the past two years? | | | | |
|--|-------|-------|--------|-------|
| Base Count 320 | | | | |
| Option | Yes | | No | |
| | % | Count | % | Count |
| Job Centre Plus | 16.9% | 54 | 83.1% | 266 |
| Business Link | 25.9% | 83 | 74.1% | 237 |
| Train to Gain | 12.8% | 41 | 87.2% | 279 |
| Apprenticeship Schemes | 6.3% | 20 | 93.8% | 300 |
| Chamber of Commerce | 6.9% | 22 | 93.1% | 298 |
| ExDRA (Essex Development and Regeneration Agency) | 2.5% | 8 | 97.5% | 312 |
| Enterprise Agencies | 2.2% | 7 | 97.8% | 313 |
| Business incubation centres | 0.0% | 0 | 100.0% | 320 |
| Local colleges and Universities | 15.0% | 48 | 85.0% | 272 |
| None of these companies | 2.5% | 8 | 97.5% | 312 |
| Other | 0.0% | 0 | 0.0% | 0 |

Q64: Has your company used any of the following business support organisations within the past two years?

| Response | Count |
|---|----------|
| A.C.A.F (Advisory Council on Animal Feedstuffs) | 1 |
| BMRA (British metals recycling organisation) | 1 |
| Business link | 1 |
| Distance learning colleges | 1 |
| EEDA (East of England Development Agency) | 1 |
| IMC - Menswear Buying Group | 1 |
| Would like more information on "Train to Gain" | 1 |
| Tax office | 1 |
| Total | 8 |

Q.65 Most companies did not belong to any of the business networks listed. 6% belong to the Chamber of Commerce and 5% belong to the Federation of Small businesses. 6% listed other affiliations.

| Chart 18 Q.65 What business networks does your company belong to or attend regularly? | | | | |
|---|------|-------|-------|-------|
| Base Count 320 | | | | |
| Option | Yes | | No | |
| | % | Count | % | Count |
| Uttlesford local business club | 0.9% | 3 | 99.1% | 317 |
| Federation of Small Businesses | 5.3% | 17 | 94.7% | 303 |
| Institute of Directors | 1.9% | 6 | 98.1% | 314 |
| Chamber of Commerce | 6.3% | 20 | 93.8% | 300 |
| Other | 6.3% | 20 | 93.8% | 300 |

Q65g: Uttlesford local business clubs they attend

| Response | Count |
|------------------------------------|----------|
| Don't know what it's called | 1 |
| Saffron Walden Business Initiative | 1 |
| Would like to know more about it | 1 |
| Total | 3 |

Q65h: Other networks they attend regularly

| Response | Count | Percent |
|--|-----------|-------------|
| Altro | 1 | 5% |
| Best of Cambridge | 1 | 5% |
| British Christmas Tree Growing Association | 1 | 5% |
| British Network Institute | 1 | 5% |
| Building Society Association | 1 | 5% |
| Contracts health and safety | 1 | 5% |
| Dunmow PCT for pharmacists | 1 | 5% |
| ERBI | 1 | 5% |
| Federation of Sub Post masters | 1 | 5% |
| Guild of Fine Foods Retailers | 1 | 5% |
| Guild of master-craftsmen | 1 | 5% |
| Million impossible | 1 | 5% |
| NFRC | 1 | 5% |
| NFU (National farmers union) | 1 | 5% |
| Petrol Retailers Association | 1 | 5% |
| Saffron Walden Round table | 1 | 5% |
| Social Enterprise East of England | 1 | 5% |
| The local Parish | 1 | 5% |
| Website - Ilovesaffronwalden | 1 | 5% |
| Total | 19 | 100% |

Q.66 Over a fifth of businesses (22%) would like to influence spending of business rates. Just under eight out of ten said they would not like to influence spending of business rates.

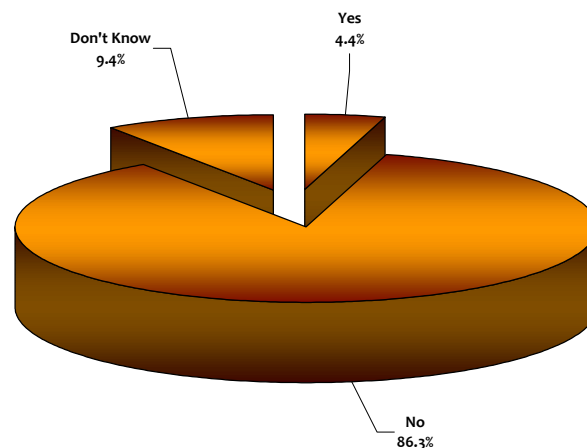
Q.67 Of the areas that businesses would like to influence the spending of business rates, the most common are recycling / refuse collection (31%); improved car parking (13%); and reduced rates and spending (9%).

Q67: Is there one main area in which you would like to influence spending of business rates?

| Response | Count | Percent |
|---|-----------|-------------|
| Recycling/Refuse collection | 22 | 31% |
| Improved car parking | 9 | 13% |
| Reduce rates and spending | 6 | 9% |
| Road/street maintenance | 5 | 7% |
| Advertising/Marketing | 3 | 4% |
| More support for small/local businesses | 3 | 4% |
| Improved traffic control | 3 | 4% |
| Free car parking | 2 | 3% |
| More signage | 2 | 3% |
| Education | 2 | 3% |
| Improve broadband speeds | 1 | 1% |
| More street cleaning | 1 | 1% |
| Policing and security | 1 | 1% |
| Prevention of flooding in Ashton | 1 | 1% |
| Road gritting in the winter | 1 | 1% |
| Increased support for residential care | 1 | 1% |
| More street lighting | 1 | 1% |
| More funding/financial help | 1 | 1% |
| More spend in Shire Hill | 1 | 1% |
| Leisure Industry | 1 | 1% |
| Local authorities | 1 | 1% |
| New equipment & decorating | 1 | 1% |
| Bowling green | 1 | 1% |
| Total | 70 | 100% |

Q.68 Just 4% of businesses would be prepared to pay an extra business rate supplement to achieve this. 86% would not be prepared to pay extra.

Fig. 34 Q.68 - Would you be prepared to pay an extra business rate supplement to achieve this? Base count = 320



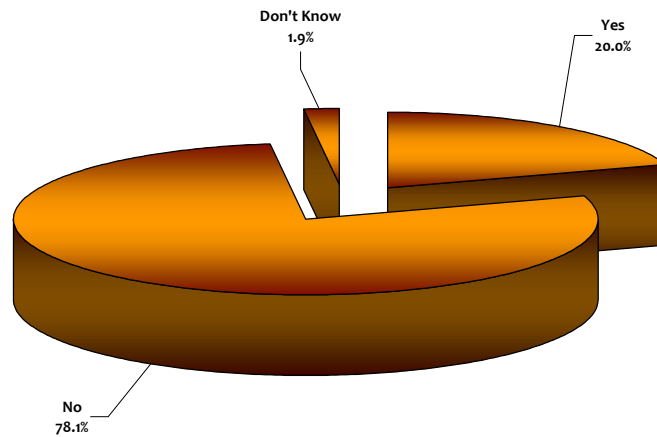
Q.69 Over a fifth of businesses (22%) regularly attend business events, networking meetings etc. Over three quarters (77%) do not attend business events or networking meetings.

Q.70 Over a third of businesses would be willing to attend collaborative business meetings under the banner of 'Business Working Groups' to address crime and other business issues. Three fifths would not be willing to attend.

Q.71 A fifth of companies felt that business crime is an issue. Over three quarters did not think it is an issue.

Fig. 35 Q.71 - Is business crime an issue?

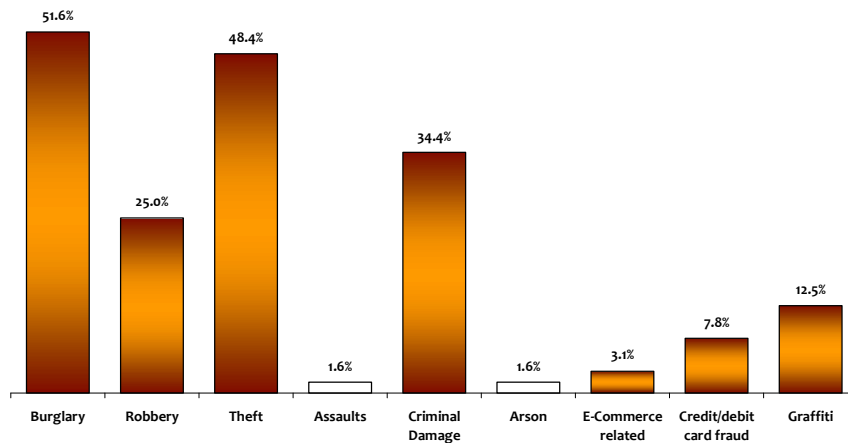
Base count = 320



Q.72 Of those that think business crime is an issue, over half mentioned burglary, followed by theft, criminal damage and robbery.

Fig. 36 - Q.72 If yes, in which areas do you consider your business vulnerable?

Base count = 64



Q.73 The main areas addressed by businesses in an attempt to reduce the likelihood of a crime occurring are to install a burglar alarm (23%); improve building security (21%); and to install CCTV (15%).

Q73: Steps taken to reduce the likelihood of a crime occurring

| Response | Count | Percent |
|--|-----------|-------------|
| Installed Alarm | 14 | 23% |
| Secure building (Locked doors/windows/gates) | 13 | 21% |
| Installed CCTV Cameras | 9 | 15% |
| Changed the locks | 6 | 10% |
| Installed security lights | 5 | 8% |
| 24 hour supervision/security on-site | 5 | 8% |
| More police presence | 3 | 5% |
| Identifying people | 2 | 3% |
| Bars on windows | 1 | 2% |
| Internet fraud hacking into website | 1 | 2% |
| Installed safes | 1 | 2% |
| Secure servers | 1 | 2% |
| Total | 61 | 100% |

Appendix A – Questionnaire

Uttlesford District Council Employer and Business Survey September 2009

Good morning / afternoon / evening, I am calling on behalf of the Economic Development Skills and Learning Group which is part of the Uttlesford Local Strategic Partnership. This is a partnership between the private and public sector working on what the Uttlesford area could be like in the coming year.

We are conducting a survey in your area among small businesses, in particular the role and state of business advice services. Do you have time to answer some questions, it will take up to ten minutes, depending on how you answer?

Uttlesford District Council will treat any personal information (that is data from which you can be identified such as name, address and e mail address) that you provide to us, or that we obtain from you, in accordance with the Data Protection Act 1998. If you request advice on matters arising from this survey we assume this implies permission to pass your contact details to the appropriate organisation.

Section A: Organisation Details

Q3 Your Name:

Q4 Position:

Q5 Organisation Name:

Q6 Address:

Q7

| |
|--|
| |
| |

Q8

| |
|--|
| |
| |

Q9

| |
|--|
| |
| |

Section B: About your Organisation

Q10

| | |
|---|------------------------------------|
| What sector is your organisation in? | |
| Public Sector | <input type="checkbox"/> Go to Q14 |
| Charitable Organisation..... | <input type="checkbox"/> Go to Q14 |
| Private Sector..... | <input type="checkbox"/> Go to Q11 |
| Co-operative..... | <input type="checkbox"/> Go to Q11 |

The Following Questions are for Business Respondents only

Q11

| | |
|---|---|
| Does your business operate from any other locations outside of Uttlesford? | |
| No | <input type="checkbox"/> UK..... <input type="checkbox"/> |
| Elsewhere in Essex..... | <input type="checkbox"/> Europe..... <input type="checkbox"/> |
| Greater London..... | <input type="checkbox"/> Outside Europe..... <input type="checkbox"/> |

Q12

| | |
|---|--------------------------|
| Is this site? | |
| A single site business (no related operations elsewhere) | <input type="checkbox"/> |
| A Headquarters (co-ordinating business operations across two or more sites) | <input type="checkbox"/> |
| A branch, subsidiary or division with UK Headquarters | <input type="checkbox"/> |
| A branch, subsidiary or division with International Headquarters | <input type="checkbox"/> |
| A Franchise | <input type="checkbox"/> |
| (Don't Know)..... | <input type="checkbox"/> |

Q13

| | | | | | |
|---|--------------------------|-------------|--------------------------|-------------|--------------------------|
| How many years has your organisation been in Uttlesford? | | | | | |
| Under 1 | <input type="checkbox"/> | 6-10 | <input type="checkbox"/> | 16-20 | <input type="checkbox"/> |
| 1-5 | <input type="checkbox"/> | 11-15 | <input type="checkbox"/> | 20+..... | <input type="checkbox"/> |

Q14

| | |
|---|--------------------------|
| Which best describes your organisation's activity? (CODE ONE ONLY) | |
| Agriculture ; Forestry and Fishing | <input type="checkbox"/> |
| Financial intermediation..... | <input type="checkbox"/> |
| Hospitality | <input type="checkbox"/> |
| Real Estate, Renting and Business Activities | <input type="checkbox"/> |
| Manufacturing | <input type="checkbox"/> |

- Public Administration ?
- Construction ?
- Education ?
- Wholesale, Retail and Repairs ?
- Health and Social Work ?
- Hotels/Bars, Leisure and Restaurants ?
- Other Community, Social and Personal Services ?
- Transport, Storage and Communication ?
- Other not stated elsewhere (state below) ?

If other, please state:

Q15

Please tell us about the size of your workforce (number of employed persons):

- 1-5 ? 11-49 ? 101-199 ?
- 6-10 ? 50-100 ? 200+ ?

Section C: Training and Recruitment

Q16

Have you identified any skills gaps in your current workforce? (CODE ALL THAT APPLY)

- Numeracy & Literacy skills ?
- Communication skills ?
- Customer handling skills ?
- Basic computer literacy skills ?
- Team working skills ?
- Foreign language skills ?
- Strategic / Management skills ?
- Advanced IT or software skills ?
- High level technical skills ?
- Other (please specify) ?

If other, please specify:

Q17

Would you consider any of the following? (CODE ALL THAT APPLY)

- Taking on an Apprentice/Trainee ?
- Offering Work Experience Placements ?
- Engaging with schools to support improving skills for future workers ?

Q18

Does your organisation have either of the following? (CODE ALL THAT APPLY)

- Training budget ? Training plan ?

Q19

Have you arranged or provided training for your staff within the past twelve months?

- Yes ? No ? (Don't Know) ?

Q20

Are available courses cost efficient?

- Yes ? No ? (Don't Know) ?

Q21 Does the amount of time away from the business restrict take up of further training?
 Yes ? No ? (Don't Know) ?

Q22 Have you had recruitment difficulties in the following occupational areas in the past 12 months? (CODE ALL THAT APPLY)

Managers and Senior officials ?
 Associate professional and technical occupations..... ?
 Elementary occupations ?
 Administrative and secretarial occupations ?
 Skilled trades occupations ?
 Personal service occupations..... ?
 Sales and customer service occupations ?
 Process, plant and machine operatives..... ?
 Professional occupations ?
 No recruitment problems..... ?
 (Have not recruited in the past 12 months)..... ?

Q23 If you recruited staff in the last 12 months, were you able to fill the vacancy locally (i.e. staff from in and around the Uttlesford area)?
 Yes ?
 No ?
 (Don't Know/NA) ?

Q24 If no, what did you do to overcome the difficulty?

Q25 Do you employ any staff who are registered as disabled ?
 Yes ? No ? (Don't Know / N/A) ?

Q26 Do you employ migrant workers?
 Yes ? No ? (Don't Know) ?

Q27 Does your company have a written employment policy encompassing equality and diversity issues (i.e. age, gender, disability, ethnicity, religion, sexual orientation) ?
 Yes ? No ? (Don't Know) ?

Section D: Environmental Issues Sustainability
 Uttlesford Council recognises the importance in reducing the carbon footprints of businesses. The next few questions relate to environmental issues.

Q28 Does local traffic congestion affect your business?
 Yes ? No ? (Don't Know) ?

Q29 Does your business promote any of the following measures to reduce the impact of transport on the environment? (CODE ALL THAT APPLY)

| | | | |
|---|--------------------------|-------------------------------------|--------------------------|
| Improved Public Transport | <input type="checkbox"/> | Teleconferencing | <input type="checkbox"/> |
| Car Sharing Schemes | <input type="checkbox"/> | Encouraging Cycling or Walking..... | <input type="checkbox"/> |
| Car pooling | <input type="checkbox"/> | Don't Know | <input type="checkbox"/> |
| Reducing movement of goods by sharing with other businesses | <input type="checkbox"/> | Need advice | <input type="checkbox"/> |

Q30 Does your company have any plans to undertake carbon reducing measures in your business?

| | | | |
|------------------------|--------------------------|-------------------|--------------------------|
| Already do this | <input type="checkbox"/> | No..... | <input type="checkbox"/> |
| Yes | <input type="checkbox"/> | (Don't Know)..... | <input type="checkbox"/> |
| Yes (need advice)..... | <input type="checkbox"/> | | |

Q31 To what extent does your business reduce, reuse or recycle resources?

| | | | | | |
|---------------------|--------------------------|---------------------|--------------------------|----------|--------------------------|
| Maximum | <input type="checkbox"/> | Below average | <input type="checkbox"/> | NA | <input type="checkbox"/> |
| Above average | <input type="checkbox"/> | None | <input type="checkbox"/> | | |
| Average | <input type="checkbox"/> | Need advice..... | <input type="checkbox"/> | | |

Q32 Which recycling services does your business use? (CODE ALL THAT APPLY)

| | |
|--|--------------------------|
| Local authority recycling | <input type="checkbox"/> |
| Consortium with other businesses | <input type="checkbox"/> |
| Private recycling | <input type="checkbox"/> |
| None | <input type="checkbox"/> |

Q33 Does your business have a local procurement policy?

| | | | |
|-----------|--------------------------|-------------------|--------------------------|
| Yes | <input type="checkbox"/> | Need advice | <input type="checkbox"/> |
| No | <input type="checkbox"/> | (Don't Know)..... | <input type="checkbox"/> |

Q34 Has your business used or intends to use alternative sources of energy production?

| | Yes | No | Don't Know |
|-----------------------|----------------------------|----------------------------|----------------------------|
| Solar | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Wind | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Ground-source heating | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |

Q35 Has your business implemented any measures to improve the energy efficiency of it's buildings?

| | | | | | |
|-----------|--------------------------|----------|--------------------------|--------------------|--------------------------|
| Yes | <input type="checkbox"/> | No | <input type="checkbox"/> | (Don't Know) | <input type="checkbox"/> |
|-----------|--------------------------|----------|--------------------------|--------------------|--------------------------|

Q36 Would your business consider the use of locally sourced fuel such as wood or straw pellets?

| | | | | | |
|-----------|--------------------------|----------|--------------------------|-------------------|--------------------------|
| Yes | <input type="checkbox"/> | No | <input type="checkbox"/> | (Don't know)..... | <input type="checkbox"/> |
|-----------|--------------------------|----------|--------------------------|-------------------|--------------------------|

Q37 How important for your business operation is...

| | Very Important | Important | Neither Important nor unimportant | Not Important | Not important at all |
|-----------------------------------|----------------------------|----------------------------|-----------------------------------|----------------------------|----------------------------|
| Cheap rents | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | |
| Suitable interiors and facilities | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | |
| Access to Broadband | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | |
| Broadband speed | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | |
| Banking and Post Office Services | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Heavy Goods Access | <input type="checkbox"/> 1 | | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| On-Site Car Parking (staff) | <input type="checkbox"/> 1 | | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| On-Site Car Parking (customers) | <input type="checkbox"/> 1 | | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Yard/ Open Storage Space | <input type="checkbox"/> 1 | | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Security Features | <input type="checkbox"/> 1 | | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Freehold Ownership | <input type="checkbox"/> 1 | | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

Q38

Section E : Location and Premises

Q39

Is your business in a rural location?

Yes No

Q40

What type of premises do you occupy?

Office

Office with Workshop

Office with Warehouse.....

Retail / Shop

Restaurant / Pub

Service Shop e.g. Hairdressers / Takeaway

Leisure / Entertainment.....

Workshop / Yard

General Industry

Warehouse

Distribution / Transport

Public / Govt. Building.....

Small business at home

Other (please state below)

If other, please state:

Q41

What is the approximate age of the premises your business is located in?

Pre-1950 1990 - 1999

| | |
|--------------------|-------------------|
| 1950 - 1969..... ? | 2000+ ? |
| 1970 - 1989..... ? | Don't Know..... ? |

Q42 What is the tenure of the site?
 Freehold ? Rented ? Leasehold ? Don't Know ?

Q43 What is the approximate floor space of your premises?
 0 - 1,000 Sq Ft (0 -90 Sq M)..... ?
 1,001 - 3,000 Sq Ft (91 - 280 Sq M)..... ?
 3,001 - 5,000 Sq Ft (281 - 460 Sq M) ?
 5,001 - 10,000 Sq Ft (461 - 930 Sq M)..... ?
 10,001 - 20,000 Sq Ft (931 - 1860 Sq M)..... ?
 > 20,000 Sq Ft (>1860 Sq M) ?

Q44 Is there any serious likelihood that your business will move any of its operations away from Uttlesford within the next three years?
 Yes ? Go to Q45
 No ? Go to Q46
 (Don't Know) ? Go to Q46

Q45 If you have answered 'yes' then please give the reason(s) why: (CODE ALL THAT APPLY)
 Require larger premises to facilitate expansion ?
 Require better quality premises ?
 Require better transport links ?
 Want to consolidate to a smaller site..... ?
 Need to move nearer to customers / suppliers ?
 Having difficulty recruiting staff ?
 Price of premises too expensive ?
 The area isn't attracting enough customers ?
 Couldn't get planning permission ?
 Other (please state below) ?
 If other, please state:

Q46 Thinking about the next 12 months are your staffing levels likely to:
 Rise significantly ?
 Rise gradually ?
 Stay about the same..... ?
 Fall gradually ?
 Fall significantly..... ?
 (Don't Know) ?

Q47 Is your organisation considering bringing other parts of its operations to Uttlesford?
 Yes ? No ? (NA/Don't Know)..... ?

Q48 How do you expect the nature of your market to change over the next 5 years?

| | |
|--------------------------|---|
| Rise significantly | ? |
| Rise gradually | ? |
| Stay about the same..... | ? |
| Fall gradually | ? |
| Fall significantly..... | ? |
| (Don't Know) | ? |

Section G : Your current business experience

**Q49 Please state your level of agreement with the following statement...
"Uttlesford is a business friendly district"**

| | |
|----------------------------------|---|
| Completely agree..... | ? |
| Agree | ? |
| Neither agree nor disagree | ? |
| Disagree..... | ? |
| Completely disagree | ? |

Q50 How satisfied/dissatisfied are you with Uttlesford as a location for investment?

| | |
|--|---|
| Very satisfied..... | ? |
| Fairly satisfied | ? |
| Neither satisfied nor dissatisfied | ? |
| Fairly dissatisfied..... | ? |
| Very dissatisfied | ? |
| (Don't Know) | ? |

Q51 In your opinion, what, if any, are the positive things about Uttlesford as a location for business? (CODE ALL THAT APPLY)

| | |
|---|---|
| Links to major rail and road routes | ? |
| Proximity to London..... | ? |
| Proximity to Stansted Airport | ? |
| Road links to Cambridge & the North | ? |
| Footfalls and consumer demand | ? |
| Being near to suppliers | ? |
| Availability of employment land and premises..... | ? |
| Availability of labour (employees) | ? |
| More competitive business rates than other areas..... | ? |
| Business Support Services | ? |
| Being near to customers | ? |
| Other (please state below) | ? |

If other, please state:

Q52 Are any of the following preventing your business from meeting its objectives? (CODE ANY THAT APPLY)

| | |
|----------------------------------|---|
| Slow growth of market | ? |
| Low profitability of sector..... | ? |

- Availability / cost of finance ?
- Increasing competition ?
- Lack of skills ?
- Cost of labour ?
- Local traffic congestion..... ?
- Constraints with premises or location ?
- The firm's products and services need development ?
- Difficulties in acquiring or implementing new technology ?
- Limited market demand in principal product markets ?
- Lack of external support and advice ?
- Other (please state below) ?

If other, please state:

Uttlesford District Council is keen to make Uttlesford a more successful place for business. In order to do this we are keen to listen to any current challenges or problems you might be facing.

Q53 Do you wish to tell us about any current challenges or problems your business might be facing?

Q54 Does your company export?

Yes ? Go to Q55

No ? Go to Q56

(Don't Know) ? Go to Q56

Q55 If yes, to which countries does your company export?

Q56 Do you use any international trade bodies?

Yes ? Go to Q57

No ? Go to Q58

(Don't Know) ? Go to Q58

Q57 If yes, which international trade bodies do you use?

Q58 Would you consider exporting if you received suitable advice?

Yes ? No ? (Don't Know) ?

Financial Constraints

Q59 Do you currently utilise local banking facilities for working capital?

Yes ? No ? (Don't Know) ?

Q60 Have you actively sought alternative sources of finance or grants (in the last 12 months)?
 Yes ? No ? (Don't Know) ?

Q61 Do financial constraints hamper your ambitions for business growth, product development expansion, plant purchase or similar expenditure?
 Yes ? No ? (Don't Know) ?

Q62 Have you been refused finance and/or been offered support on unreasonable terms?
 Yes ? No ? (Don't Know) ?

Q63 Do you think your business could benefit from any of the following services? (READ THEM ALL OUT)

| | Yes | No | Don't Know |
|--|-----|-----|------------|
| Grant aid advice | ? 1 | ? 2 | ? 3 |
| Business Planning advice | ? 1 | ? 2 | ? 3 |
| On demand advice and business mentoring | ? 1 | ? 2 | ? 3 |
| Short term assistance with specific projects | ? 1 | ? 2 | ? 3 |
| Premises searches | ? 1 | ? 2 | ? 3 |
| Legislative advice | ? 1 | ? 2 | ? 3 |
| Planning advice | ? 1 | ? 2 | ? 3 |
| Training | ? 1 | ? 2 | ? 3 |
| Recruitment advice | ? 1 | ? 2 | ? 3 |
| Small business rate relief | ? 1 | ? 2 | ? 3 |
| Business waste recycling services | ? 1 | ? 2 | ? 3 |
| Energy reduction advice | ? 1 | ? 2 | ? 3 |
| Other | ? 1 | ? 2 | ? 3 |

If other, please specify:

Q64 Has your company used any of the following business support organisations within the past two years? (READ THEM ALL OUT)

| | Yes | No |
|---|-----|-----|
| Job Centre Plus | ? 1 | ? 2 |
| Business Link | ? 1 | ? 2 |
| Train to Gain | ? 1 | ? 2 |
| Apprenticeship Schemes | ? 1 | ? 2 |
| Chamber of Commerce | ? 1 | ? 2 |
| ExDRA (Essex Development and Regeneration Agency) | ? 1 | ? 2 |
| Enterprise Agencies | ? 1 | ? 2 |
| Business incubation centres | ? 1 | ? 2 |

| | | |
|---------------------------------|----------------------------|----------------------------|
| Local colleges and Universities | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| Other (Please state below) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| <i>Other, please state:</i> | | |

Q65

What business networks does your company belong to or attend regularly? (READ THEM ALL OUT)

| | Yes | No |
|--|----------------------------|----------------------------|
| Uttlesford local business club (Please state below) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| Federation of Small Businesses | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| Institute of Directors | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| Chamber of Commerce | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| Other (Please state below) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| <i>Uttlesford local business club, please state:</i> | | |
| <i>Other, please state:</i> | | |

Business Rates

Q66

Is there one main area in which you would like to influence spending of business rates?

Yes No

Q67

If yes, what is it?

Q68

Would you be prepared to pay an extra business rate supplement to achieve this?

Yes No (Don't Know)

Business Events

Q69

Do you regularly attend business events, networking meetings etc?

Yes No Don't Know).....

Q70

Would you be willing to attend collaborative business meetings under the banner of 'Business Working Groups' to address crime and other business related issues?

Yes No (Don't Know)

Security Issues

Q71

Is business crime an issue?

Yes Go to Q72
 No Go to end of Survey
 (Don't Know) Go to end of Survey

Q72

If yes, in which areas do you consider your business vulnerable? (CODE ALL THAT APPLY)

| | | | |
|----------------------|--------------------------|------------------------------|--------------------------|
| Burglary | <input type="checkbox"/> | Arson..... | <input type="checkbox"/> |
| Robbery | <input type="checkbox"/> | E-Commerce related..... | <input type="checkbox"/> |
| Theft | <input type="checkbox"/> | Credit/debit card fraud..... | <input type="checkbox"/> |
| Assaults | <input type="checkbox"/> | Graffiti | <input type="checkbox"/> |
| Criminal Damage..... | <input type="checkbox"/> | | |

Q73

Steps taken (if any) to reduce the likelihood of a crime occurring?

Thank you for taking part in this survey

If you would like to validate CN Research as a legitimate Market Research Agency, or would like information on the market and social research industry, please contact The Market Research Society (MRS). For further information and to check the credential of any company that approaches you, contact the MRS Freephone Service, available 7 days a week 9am - 11am on: 0500 39 69 99. The Market Research Society (MRS), 15 Northburgh Street, London, EC1V 0JR. www.mrs.org.uk

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