

## Summary results from the Tanworth-in-Arden NDP Business Survey 2015

A survey of 88 businesses within the Parish was undertaken between October and December 2015. The survey sought the views of relevant organisations listed by Stratford DC as registered for business rates, plus others found as businesses within the parish and with a presence as such on the internet along with a sample of farms. In all 88 surveys were posted along with reply paid envelopes.

3 were returned as 'not known' by Royal Mail and of the remaining 85, 22 were returned completed (26%). Responses were received from across the parish with 45% of respondents in Earlswood, 41% in Tanworth, 9% from Wood End and 5% from Forshaw Heath.

We also received views from a diverse sample of businesses by size (excluding the proprietor), including several of the Parish's largest employers, such that 14% of the sample was from businesses with employee numbers above 25; 18% with employees numbering between 10 and 24; 41% with employees numbering between 5 and 9; 23% with employees numbering between 1 and 4; and 4% a sole proprietor. Based upon a straight average of respondents' responses – 25% of those employees are part-time.

Of those businesses who replied - 18% were started within 5 years; 23% 5-10 years ago; 32% 10-25 years; and 27% >25 years ago. Of the 9 businesses that were started in the last 10 years, reasons that were given are again diverse without any overwhelming reasons obvious:

- Bought business in Parish
- Nice area
- Close to motorway
- Relocation
- Suitable business premises
- Where I live

Based upon a straight average of respondents' answers – 17% of employees live within the Parish; 37% lived within 5 miles of the Parish; and 46% lived further than 5 miles from the Parish.

Similarly, on a straight average of respondents' answers – 25% of business is done locally within the Parish; 25% within 15 miles of the Parish; 49% National; and 1% International.

One of the key questions posed in the survey was question 10 – 'What are the advantages or disadvantages for your business being located in the Tanworth Parish?' – provides the following conclusions (using a score of +2 where a factor was considered as a big advantage, +1 where identified as some advantage, 0 as neither an advantage nor disadvantage, -1 where some disadvantage, and -2 where a strong disadvantage):

+1.36	Close to a motorways
+1.09	Countryside setting
+0.82	being where I live
+0.77	Close to Birmingham
+0.14	Rent prices
+0.05	Train services
0.00	Local services for the business
-0.36	Local planning policies
-0.36	Staff Recruitment
-0.55	Mobile phone services
-1.18	Broadband Speed

In question 11, businesses were asked to highlight areas that currently constrained their business and the following factors were highlighted:

- 7x Broadband strength
- 2x Public Transport
- Unplanned roadworks
- Power outages
- Staff Recruitment
- Mobile phone strength
- Use of Village Green
- Ageing society
- Lack of investment
- Refusal to redevelop on greenbelt
- Space / parking

In answering question 12 – whether businesses think the NDP should support businesses and local services by including additional land for more housing – the answer was relatively balanced in that 41% of businesses thought the NDP should include more land for additional housing; 23% of businesses didn't agree; 32% didn't know and 1(4%) didn't answer.

In question 13 - Should the NDP allow for the expansion of business/employment by allowing change of use of existing premises; development of brownfield sites or development of Greenfield sites:

- 77% of businesses supported change of use; 9% didn't and 5% didn't know (2 didn't answer)
- 64% of businesses supported brownfield development; 5% didn't and 15% didn't know (3 didn't answer)
- 35% of businesses supported development on Greenfield; 45% didn't support greenbelt development and 18% didn't know (1 didn't answer)
- Other policies - 1 business supported infill development; 1 suggested a common sense approach to development; 1 supported a reduction in business rates and 1 didn't know (18 didn't answer)

Question 14 asked whether the NDP should include policies that supported the expansion of business or location of new businesses in the Parish – 32% said yes; 14% No and 50% didn't know (1 didn't answer).

Where businesses did support the NDP including such policies not all offered up any suggestions with those suggested being:

- Active marketing of parish mindful of parking in Tanworth
- Reduce small company business rates and improve Broadband
- Expand golf club to include par 3 for use by juniors and older people
- Greater understanding of Business needs for investment and refurbishment
- Trading without nuisance for several years should imply an acceptability to expand

The final question (15) allowed for respondents to provide any other comments and was only completed by a minority:

- “We are one of largest employer of ‘locals’ in the Parish often supporting local and national charities and organisations but we never feel reciprocation from Parish, District or County Councils with exception of our district and county councillors”
- “Parish needs to decide whether continue moving to single employee residential businesses or include employee based businesses. Needs to stop decay and support investment in badly needed refurbishment of infrastructure to which parish constantly asks for. Public money has boundaries but private money knows none but needs management in policy”
- Redevelopment of existing buildings should be supported for the benefit of business expansion and more housing



## Business Survey

### Tanworth In Arden Parish Neighbourhood Development Plan

*Your community, your plan;  
take the opportunity now to have your say!*

**2015**

Dear Manager/Business Owner

As you may know, we are in the process of collating information in and around Tanworth-in-Arden Parish with regards to writing a Neighbourhood Development Plan. Neighbourhood planning was introduced through the Localism Act 2011 and is an opportunity for communities to shape development in their areas through the production of Neighbourhood Development Plans. Once agreed they become part of the District Council's Local Plan and the policies contained within them are then used in the determination of planning applications.

As part of Stratford District Council's Core Strategy the concept of Local Service Villages (LSVs) was introduced to support the required housing projections during the Plan period up to 2031. Our Parish is made up of three such LSV's - Earlswood, Tanworth and Wood End but because the whole Parish is in the Green Belt the scope for new development is likely to be very limited. We are seeking input from residents and employers and business owners about local housing needs and how best to maintain and enhance the quality of our built-up and countryside environment.

We also need to look at how all this affects local services and businesses, whether positively or negatively and this is where we need your help.

If you could spare a few moments to fill in the questionnaire below, it will go a long way in helping us ensure we make the right choices for our local villages. We are particularly interested to understand what benefits or limitations you currently experience from being in the Parish and what opportunities or constraints you see in the future to developing your service or business.

Getting it right is crucial to the residents and to you in your service or business, so we thank you for your involvement. You are welcome to attend any of the Steering Group meetings that will be held and details can be found on the website <http://tanworthndp.blogspot.co.uk/>

Once completed please return the questionnaire using the pre-paid envelope provided to:

Tanworth-in-Arden Parish Council, Rear of Earlswood Village Hall; Shutt Lane; Earlswood; Solihull;  
B94 6BZ

**1. Where is the business/service located?**

Tanworth	9
Earlswood	10
Wood End	2
Forshaw Heath	1

If none of the above please say which you are nearest to:

**2. Is the business/service based at your home?**

Yes / No\* (3 answered yes)

**3. What best describes the nature of the business/service?**

Construction	√
Public service (school, health service, other)	√√
Retail (including garden nurseries, auto trade, )	√√√√
Personal services (hairdressers, beauty parlour, )	
Pubs/restaurants	√
Leisure	√
Professional services (accountancy, law, computer/IT, human resources, vet)	√√
Agriculture (farming, farm supplies, )	
Manufacturing	√√√√√√
Other (please specify)	√√√√
Not completed	√

**4. Apart from you (if you are the owner), how many people are employed locally?**

None	1
1 – 4	5
5 – 9	9
10 – 24	4
25+	3

**5. What proportion of employees works part time (less than 25 hours a week)?**

25%

**6. What proportion of your employees live in:**

The Parish	17%
Within 5 miles of the Parish	37%
More than 5 miles away from the Parish	46%

**7. What percentage of your business is:**

Local (within the Parish)	25%
Within 15 miles (including Birmingham)	25%
Rest of UK	49%
International	1%

**8. How long has the business/service been established in the Parish?**

<5 years;	4
5-10 years;	5
10-25 years;	7
>25 years	6
Don't know	0

**9. If within 10 years, what were the reasons for establishing the business in the Parish?**

- Bought business in Parish
- Nice area
- Close to motorway
- Relocation
- Suitable business premises
- Where I live

**10. What are the advantages or disadvantages for your business being located in Tanworth Parish?**

	A Big Advantage	Some Advantage	No Advantage	Some Disadvantage	A big Disadvantage	Not Applicable
Staff recruitment	1	2	10	6	3	0
Train services	1	6	8	5	1	1
Broadband speed	0	2	3	6	11	0
Close to Birmingham	5	8	8	1	0	0
Mobile phone service	0	5	6	5	6	0
Close to Motorways	11	8	3	0	0	0
Countryside setting	8	8	5	0	0	1
Local planning policies	0	2	13	2	4	1
It is where I live	8	3	3	1	0	7
Local services for the business	0	5	22	1	2	2
Rent prices	0	4	11	1	0	6
Other (specify)	0	0	0	0	0	0

**11. Are there any local constraints that are hindering, or may hinder, the development of your service or business in the future? If so, what are they?**

- 7x Broadband strength
- 2x Public Transport
- Unplanned roadworks
- Power outages
- Staff Recruitment
- Mobile phone strength
- Use of Village Green
- Ageing society
- Lack of investment
- Refusal to redevelop on greenbelt
- Space / parking

**12. To support local services and businesses, should the NDP provide more land for additional housing?**

Yes / No / Don't know\* (9:5:7)

**13. Should the NDP allow for the expansion of business/employment by:**

Allowing change of use of existing buildings?	Yes / No / Don't know*	17:2:1
Development on Brownfield sites?	Yes / No / Don't know*	14:1:4
Development on Green field sites?	Yes / No / Don't know*	9:9:3
Other (specify)?	Yes / No / Don't know*	3:0:1

**14. Should the NDP include policies that make it easier to locate businesses or expand businesses in the parish including home working?**

Yes / No / Don't know\*(7:3:11)

**If yes, what would you suggest?**

- Active marketing of parish mindful of parking in Tanworth
- Reduce small company business rates and improve Broadband
- Expand golf club to include par 3 for use by juniors and older people
- Greater understanding of Business needs for investment and refurbishment
- Trading without nuisance for several years should imply an acceptability to expand

**15. Do you have any other comments?**

- "We are one of largest employer of 'locals' in the Parish often supporting local and national charities and organisations but we never feel reciprocation from Parish, District or County Councils with exception of our district and county councillors"
- "Parish needs to decide whether continue moving to single employee residential businesses or include employee based businesses. Needs to stop decay and support investment in badly needed refurbishment of infrastructure to which parish constantly asks for. Public money has boundaries but private money knows none but needs management in policy"
- Redevelopment of existing buildings should be supported for the benefit of business expansion and more housing

Thank you for your help and support