

Business Survey – Ashwell Neighbourhood Plan (June 2016)

1. Total responses: 22
2. How many years has your current business been operating?
 - 2.1. Average = 19.4 years
 - 2.2. Range = 1 to 100 years
3. How many staff do you employ (in addition to yourself)?
 - 3.1. Total = 52 people
 - 3.2. Average = 2.5 people
 - 3.3. NO staff = 7 businesses
 - 3.4. Range = 0 to 20 people
4. How many of these employees live in Ashwell?
 - 4.1. Total = 21 people (40% of total staff employed)
 - 4.2. Average = 1.0 people
 - 4.3. NO staff from Ashwell = 9 businesses
 - 4.4. Range = 0 to 8 people
5. How many customers do you have:
 - 5.1. In a month
 - 5.1.1. None / no answer: 8
 - 5.1.2. Total of 10 businesses: 7997
 - 5.1.3. Average: 573
 - 5.2. In a year
 - 5.2.1. None / no answer: 8
 - 5.2.2. Total of 12 businesses: 9220
 - 5.2.3. Average: 660
6. How many of these customers live in Ashwell:
 - 6.1. Monthly customers:
 - 6.1.1. Total of 9 businesses: 1185
 - 6.1.2. Average: 132 (23.0% of total monthly customer average)
 - 6.2. Annual customers
 - 6.2.1. Total of 9 businesses: 3077
 - 6.2.2. Average: 342 (51.8% of total annual customer average)
7. Is the number of Ashwell residents using your business:
 - 7.1. Growing: 4 businesses
 - 7.2. Declining: 2 business

7.3. Stable: 11 businesses

7.4. Not applicable / no answer: 5

8. Does your business supply other businesses in Ashwell?

8.1. Yes: 6

8.2. No: 16

9. Is your business supplied by other businesses in Ashwell?

9.1. Yes: 6

9.2. No: 16

10. Is your business to business trading in Ashwell

10.1. Growing: 1

10.2. Declining: 2

10.3. Stable: 3

10.4. Not applicable: 16

11. Overall is your business:

11.1. Growing: 6

11.2. Declining: 2

11.3. Stable: 13

12. Do you consider your business to be:

12.1. Definitely sustainable in its current form for the next year: 15

12.2. Possibly sustainable in its current form for the next year: 5

12.3. Not sure if sustainable or not: 0

12.4. Unlikely to be sustainable in its current form for year: 2

12.5. Definitely unsustainable in its current form for year: 0

13. If unlikely or definitely unsustainable (2 businesses) is there a % increase in business that would make it viable:

13.1. 10%: 0

13.2. 20%: 0

13.3. 30%: 0

13.4. 50%: 0

13.5. 75%: 1

13.6. 100%: 1

13.7. More than 100%: NA

13.8. No, other factors involved: NA

14. Are there any infrastructure issues in Ashwell that you feel are affecting your business prospects?

14.1. Broadband issues = 5

14.2. Post office = 3

14.3. Mobile phone coverage = 1

- 14.4. Customer Parking = 4
- 14.5. Planning restrictions = 1
- 14.6. Lack of signage = 1

15. Are there any other aspects of the Ashwell Community that you feel are affecting your business prospects?

- 15.1. High rates = 1
- 15.2. Post office = 1
- 15.3. Poor transport to village = 1

16. Do you consider Ashwell to be a place people like to visit?

- 16.1. Yes: 19
- 16.2. No: 2
- 16.3. Don't know: 1

17. Ashwell seems to receive more visitors at weekends and public holidays. Does this increase customers for your business?

- 17.1. Yes, greatly: 3
- 17.2. Yes, a little: 3
- 17.3. Not a great deal: 2
- 17.4. Not applicable to my business: 13

18. Does your business benefit from the following events (in terms of increased customers and revenue)?

18.1. Ashwell at Home (May)

- 18.1.1. Yes: 14
- 18.1.2. No: 7
- 18.1.3. Not applicable : 1

18.2. Ashwell Music Festival (April)

- 18.2.1. Yes: 6
- 18.2.2. No: 15
- 18.2.3. Not applicable : 1

18.3. Ashwell Show (August Bank Holiday)

- 18.3.1. Yes: 10
- 18.3.2. No: 12
- 18.3.3. Not applicable : 0

18.4. Book Fair (October)

- 18.4.1. Yes: 6
- 18.4.2. No: 16
- 18.4.3. Not applicable : 0

18.5. Ashwell at Christmas (December)

18.5.1. Yes:	10
18.5.2. No:	12
18.5.3. Not applicable :	0

19. Do you think your business would benefit from greater promotion of Ashwell as a tourism destination and a 'Visit Ashwell' website?

19.1.1. Greatly:	4
19.1.2. Not much:	10
19.1.3. Not at all:	6
19.1.4. Don't know:	2

20. If more visitors were attracted to Ashwell, do you consider there are sufficient parking facilities?

20.1. Yes:	3
20.2. No:	18
20.3. Don't know:	1

21. If there was one thing that you would want to change about Ashwell to improve your business what would it be?:

21.1.	Ashwell business group website = 1
21.2.	Better broadband = 2
21.3.	More customer parking = 5
21.4.	More local employment = 1
21.5.	More affordable business rates = 1
21.6.	More infill development = 1
21.7.	Greater local history interest = 1
21.8.	More interest in good meat = 1
21.9.	More signage allowed = 2