

BUSINESS SURVEY



MAY 2013

Headcorn is taking advantage of new legislation to put together a Neighbourhood Plan. This plan will form part of the planning framework governing all new development in Headcorn between now and 2031. To ensure that the plan really reflects the needs of both residents and businesses, the Headcorn Parish Council has commissioned two surveys to provide the evidence to underpin the plan. This survey covers the needs of businesses within the parish that the plan should aim to address, including issues such as what are the key local constraints to expansion and how important are local transport links.

Your views really matter, so I would be very grateful if you could take the time to fill in this survey. It should only take a short time and will help shape the future of Headcorn.

Please complete this survey by 24th June 2013 either online at www.headcornvillage.org.uk/headcorn-matters or using this form and returning it to your local Neighbourhood Plan Volunteer.

If you have any questions please contact Michael Jefferys 01622 891478.

On behalf of the Headcorn Parish Council and residents of Headcorn – thank you!

Cllr Lyn Selby, Chairman of Headcorn Parish Council

BUSINESS SURVEY

1. How would you rate Headcorn as a place to do business? Please Circle One

[WHERE 5 is VERY GOOD and 1 is VERY BAD]

5	4	3	2	1
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2. If you were to expand your business operations in Headcorn in the next 20 years, which local factors would you see as a constraint to this expansion?

[Tick one option for each possible constraint]

	A serious Constraint	Something of a Constraint	Not a Constraint at all	Don't know
Availability of suitable office space in Headcorn				
Availability of suitable retail space in Headcorn				
Availability of suitable workshops in Headcorn				
Availability of suitable buildings in Headcorn				
Availability of suitable land in Headcorn				
The planning regime in Maidstone Borough				
Availability of qualified/skilled staff in Headcorn				
Availability of unskilled staff in Headcorn				
Availability of suitable housing in Headcorn				
Cost of property in Headcorn				
Cost of renting in Headcorn				
Quality of broadband in Headcorn				
Availability of parking in Headcorn				
Quality of the road network in and around Headcorn				
Quality of the public transport system serving Headcorn				
Ability to put up adequate signage in Headcorn				
Reliability of the sewerage and storm drainage system in Headcorn				
Reliability of the power supply in Headcorn				
Cost of council tax and business rates in Maidstone Borough				

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3. Are there any other serious constraints that you would like to be addressed as part of the Neighbourhood plan?

[Write in the box below]

4. What would encourage businesses to locate in the Headcorn Area?

[List up to three options]

5. What sort of marketing strategy (if any) should Headcorn employ to do this?

[Write in the box below]

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6. What type of additional sites, if any, should be allocated as suitable for business purposes as part of the Neighbourhood plan?

[Tick all that apply]

None – there is already enough land for business purposes in Headcorn

Existing unused business premises

Existing Agricultural Buildings, suitable for business use

Existing Houses, suitable for business use

Brownfield land (i.e. land previously developed)

Greenfield land (undeveloped) within the village - i.e. land that has never been developed before.

Greenfield land (undeveloped) elsewhere in Headcorn Parish

7. Should existing sites, with planning permission or established use for business purposes, be prevented from change of use?

[Tick One]

Yes

No

8. Are there any Planning constraints or barriers that will prevent your business from developing in the plan period to 2031?

[Write in the box below]

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9. What improvements could be made to the High Street, or to the village more generally, to encourage growth and demand for your business?

[Write in the box below]

10. How reliant are you on local demand for your business?

[Please tick the closest option]

Over half of my customers/clients are based in Headcorn itself

Over half of my customers/clients are based in a 10 mile radius of Headcorn

Over half of my customers/clients of my customers are based in Kent

Over half of my customers/clients are based in London and the South East

Over half of my customers/clients are based in the UK

Over half of my customers/clients are based outside the UK

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11. In addition to yourself, how many staff do you currently employ in Headcorn parish?

[Please tick one]

- None
- 1 to 5
- 6 to 10
- 11 to 20
- 21 to 50
- 51 to 100
- Over 100

12. How many of your staff live in Headcorn?

[Please tick one]

- All of them (100%)
- At least three quarters of them (75%)
- At least half of them (50%)
- At least quarter of them (25%)
- Less than a quarter (25%)
- None

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13. How far do you personally commute to work?

[Please tick one]

I don't – I live in Headcorn

Less than a mile

Between 1 and 5 miles

Between 5 and 10 miles

Between 10 and 25 miles

More than 25 miles

14. How could the Neighbourhood Plan promote working from home?

[Write in the box below]

15. Should Headcorn aim to be a leading centre for a particular industry?

[Please tick one]

Yes

No

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16. If yes to question 15 please specify what type of industry Headcorn should aim to be a leading centre for?

[Write in the box below]

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17. What kind of businesses should the Neighbourhood Plan encourage?

[Tick all that apply]

- Agriculture, forestry and fishing
- Building & construction
- Community Services
- Energy and water
- Wholesale trade
- Retail trade - shops
- Manufacturing
- Transport, storage and distribution
- Tourism, leisure and crafts
- Hotel and accommodation
- Pubs, restaurants, and cafes
- Food and drink manufacture
- Real estate activities
- Medical services
- Information technology and communication
- Admin and support services
- Motor trading and vehicle repair
- Financial services
- Professional, scientific and technical
- All of the above
- Other, please specify:

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18. Finally, to help us understand the needs of different businesses in the Headcorn area please tick the box that best describes the nature of your business.

[Tick one]

- Agriculture, forestry and fishing
- Building & construction
- Community Services
- Energy and water
- Wholesale trade
- Retail trade - shops
- Manufacturing
- Transport, storage and distribution
- Tourism, leisure and crafts
- Hotel and accommodation
- Pubs, restaurants, and cafes
- Food and drink manufacture
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- Medical services
- Information technology and communication
- Admin and support services
- Motor trading and vehicle repair
- Financial services
- Professional, scientific and technical
- Other Please Specify.

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Thank you for taking the time to complete this survey. Individual responses are confidential. However, it may be helpful to talk to you about some of the answers in your survey. If you would be happy for someone to do this, please provide:

Name of your business.....,

your name.....,

your phone number.....,

and an email address.....

All individual data and information collected using this survey will be treated confidentially and will not be passed to any third party.