

Eden District Council Survey of Businesses

SECTION ONE - INTRODUCTION

Drivers Jonas and WM Enterprise are undertaking a confidential survey of the businesses operating in the District of Eden. This survey is being conducted on behalf of Eden District Council and the purpose of the study is to provide supporting information to guide the future development of the area, including through the allocation of land for employment. As such, the study is of direct relevance to your business in that its outcome could directly impact on the availability of land and premises in the District.

Can I speak to or the person responsible for property matters? (ideally a Director or senior person within the business)

Could you please spare around ten to fifteen minutes in order to complete a brief questionnaire? Your responses will be treated in strictest confidence and will not be released to anyone else in a way that would enable either you or your firm to be identified.

(If NOT convenient at present), when could I telephone you again?
(write call back time and date)

Company Information:

Respondent Name	
Job Title of Respondent (Responsibility)	
Company Name	
Address	
Postcode	
Tel. No	

SECTION TWO – BUSINESS ACTIVITY

Explain to respondent – the first few questions cover the nature of your business

Q.1 Which of the following best describes the status of your business at this site?
(READ OUT – CODE ONE ONLY)

An independent company with no other branches	1
A head office site	2
A branch or subsidiary of a larger group	3
A public sector organisation	4
Other (<i>please write in</i>)	5

Q.2 What is the main business activity at this location?
WRITE IN FULL DETAILS (SECTOR WILL BE CODED LATER)

	Group	b
Agriculture, hunting and Forestry	1	

Fishing	2	
Mining and Quarrying	3	
Manufacturing – Food, Beverages, Tobacco	4	
Manufacturing – Textiles and Textile Products	5	
Manufacturing – Leather and Leather Products	6	
Manufacturing – Wood and Wood Products	7	
Manufacturing – Paper, Publishing, Printing	8	
Manufacturing – Coke, Petroleum Products and Nuclear	9	
Manufacturing - Chemicals	10	
Manufacturing – Rubber and Plastic Products	11	
Manufacturing – Other and non metal mineral products	12	
Manufacturing – Fabricated Metal	13	
Manufacturing – Machinery and Equipment	14	
Manufacturing – Electrical and Optical Equipment	15	
Manufacturing – Other Transport Equipment	16	
Manufacturing NEC	17	
Electricity, Gas and Water Supply	18	
Construction	19	
Wholesale, Retail, Certain Repair	20	
Hotels and Restaurants	21	
Transport, Storage and Communication	22	
Financial Intermediation	23	
Real Estate, Renting and Business	24	
Public Administration and Defence	25	
Education	26	
Health and Social Work	27	
Other Social and Personal Services	28	
Private Households with Employers	29	
Extra – Territorial Organisations	30	

Q.3 Which of the following best describes your premises at this site?
Read out all responses

	Tick one only
Offices	
Factory/Production facility	
Distribution depot	
Research & Development facility	
Mixed use (<i>please specify areas e.g office/retail/leisure</i>)	
Residential (business as part of house)	
Other (<i>please state</i>)	

Q.4 How many people are currently employed at this establishment? Please include both full time and part time employees.
WRITE IN NUMBER AND CODE RANGE

EXACT NUMBER: _____

1 – 10 (Micro)	1
11 – 49 (Small)	2

50 – 249 (Medium)	3
250+ (Large)	4

FOR THE NEXT QUESTION IF THE RESPONDENT IS UNABLE TO SUPPLY THE EXACT NUMBERS THEN TRY TO GATHER A PERCENTAGE, OTHERWISE LEAVE THE PERCENTAGE BLANK

Q.5a And could you also provide the breakdown of employment by those that are employed full-time (more than 30 hours per week) and those that work part-time?

_____ full-time _____% full-time
 _____ part-time _____% part-time

Q5b What is the maximum number of employees on this site at any one time?

Q5c Approximately what proportion of your staff live:

	%
Locally (within 3 miles)	
Elsewhere within the District	
Outside the District	
	100%

Q6a What is the current tenure of your building?

Freehold
 Leasehold
 Licence
 Other

 Do not know

Q6b Which of the following best defines your premises? *Read out and tick one only*

Budget
 Mid-Range
 Prestigious
 Other (please state)

Q6c May I ask what the cost is per sq. Ft / square metre (inc. service charge)?

Per sq m _____
 Per sq ft _____

Qu.7 How long have you been trading at this address? *Read out and tick one only*

Less than 1 year	1
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1-2 years	2
3-5 years	3
6-10 years	4
More than 10 years	5

Qu.8a Has the company always been here or has it had a previous address? *Read out and tick one only*

Always been here	1	Go to Q9b
Purchased business that was here	2	Go to Q9b
Site is additional site (please state main site)	3	Go to Q9a
Previous address in Eden District	4	
Previous address elsewhere (specify)	5	
Other (specify)	6	

Qu.8b Why did the business relocate?

.....

Q9a What other sites did you consider? *Tick all relevant, prompt*

Penrith	<input type="checkbox"/>
Appleby	<input type="checkbox"/>
Kirby Stephen	<input type="checkbox"/>
Alston	<input type="checkbox"/>
Rural areas of the District	<input type="checkbox"/>
Carlisle	<input type="checkbox"/>
Kendal	<input type="checkbox"/>
Barrow-in-furness	<input type="checkbox"/>
Whitehaven	<input type="checkbox"/>
Workington	<input type="checkbox"/>
Other sites (please specify)	<input type="checkbox"/>
.....	<input type="checkbox"/>
.....	<input type="checkbox"/>
None	<input type="checkbox"/>
Do not know	<input type="checkbox"/>

Q9b What are the main reasons why you are located here? *(Tick all relevant, do not prompt)*

NOTE HERE AND RECORD IN TABLE BELOW LATER

	Q9b
Proximity to where you/key staff live	
Head office decision	
Local business climate	
Proximity to suppliers	
Proximity to customers	
Quality of environment	
Quality of premises	
Quality of housing and other local facilities	
Cost of premises	
Size of premises	
Flexibility of tenure	
Availability of suitably qualified staff	
Ease of access to motorway and motorway network	
Ease of access to airport	
Ease of access to railway	
Broad band access	
Purchase of business that was already here	
Lack of alternative accommodation	
Other (please write in)	

These are key questions that need to be answered, if necessary ask for rough idea.

Q10 How many floors are your premises on at this site? _____

Q10a(i) Are you the only occupant of this building?

Yes

Go to Q10b

No

Go to Q10b

Do not know

Q10a(ii) How many floors in total does the building have (including those occupied by other people)?

Q10b What is the total floorspace? *(If unsure see if they can tell you what is the average floorspace for each level but make clear what it is that has been recorded)*

_____ m²

_____ ft²

Q10c Overall what is the site area (including car parks etc)? *Remember to write in the units (eg square metres)*

Units

Q10c Coded _____ M² per person _____

Q10d What proportion of your current accommodation is used for

Office space/Administration	%
Retail/Sales	%
Warehousing/storage space	%
Research and Development activities	%
Industrial space	%
Other (please state)	%
.....	

Q10e Are the premises suited to your current needs?

Yes Go to Q11a

No

Do not know Go to Q11a

Q10f If No, why not?

.....

Q11a What are the three main problems faced by your business at the current time? Do not prompt.

- 1.....
- 2.....
- 3.....

TO BE CODED LATER	First	Second	Third
Rising cost of running the business	1	1	1
Cashflow constraints (including non-payment by debtors)	3	3	3

Market pressure (falling demand/competition/price resistance)	4	4	4
Legislation/red tape	5	5	5
Staff recruitment and retention	6	6	6
Shortage of appropriately skilled staff	7	7	7
Lack of management development training	8	8	8
Lack of training facilities/ provision	9	9	9
Lack of land/cost of land within the area	10	10	10
Lack of suitable premises in the area	11	11	11
Existing site constraints	12	12	12
Planning constraints	13	13	13
Investment constraints	14	14	14
High labour costs	15	15	15
Need for improved marketing	16	16	16
Access to appropriate advice	17	17	17
Parking problems	18	18	18
Road /traffic congestion	19	19	19
Infrastructure problems	20	20	20
Housing issues	21	21	21
Other	22	22	22
Don't know	23	23	23
None	24	24	24

Q11b How do you rate the following factors in respect of your local area?

	V. Good	Good	Average	Poor	V. Poor	Do not use/ N/A
Size of premises						
Quality of space in premises						
Rent of premises						
Cost of maintenance of premises						
Effectiveness of premises for business productivity						
Availability of new sites						
Environment for staff/customers						
Business rates						
Flexibility of space						
IT infrastructure/capability						
Car parking						
Access by public transport						
Access by road						
Skills of local labour force						

Affordability of housing						
Public sector business support facilities						
Cleanliness of streets/external landscape						
External security (CCTV and street lighting)						
Image of area						
Attractiveness of area for investment						

Q11c Overall, how do you rate Eden District as a place from which to do business?

Very Good	
Good	
Average	
Poor	
Very Poor	

Q11d Why?

.....

Q12 What could be improved to help your business in Eden District? (write in)

.....

C. FUTURE INTENTIONS

Q13a In the short term (next year or so) are there any plans to expand the business, reduce it or to stay the same?

Increase	
Decrease	
Stay the same	

Q13b Do you expect the number of people at this premises to increase, decrease or stay the same?

Increase	
Decrease	
Stay the same	

Q13c Could you explain a little more about these plans?

.....
.....

Q14a Will the size of the premises required change?

Increase		
Decrease		
No		Go to Q14d
Do not know		Go to Q14d

Q14b How much space is required? (Including current space)

_____ m2

_____ ft2

Q14c What proportion of your future accommodation will be used for

Area for subletting (if applicable)	%
Office space/Administration	%
Retail/Sales	%
Warehousing/storage space	%
Research and Development activities	%
Industrial space	%
Other (please state)	%
.....	

Q14d Is your current building suitable for this change?

Yes as it stands		Ask Q14e then go to Q16
Yes with building modifications		
No		
Do not know		

Q14e Please explain

.....

Q15 Do you feel that there are buildings suitable in Eden District to meet this required change?

Yes		Ask Q15a then go to Q16
No		
Do not know		Go to Q16

Q15a What are the main reasons for your answer? *Probe but do not prompt, tick all relevant*

	Q15a
Proximity to where you/key staff live	
Head office decision	
Local business climate	
Proximity to suppliers	
Proximity to customers	
Quality of environment	

Quality of premises	
Quality of housing and other local facilities	
Cost of premises	
Size of premises	
Flexibility of tenure	
Availability of suitably qualified staff	
Access to motorway	
Access to airport	
Access to railway	
Broad band access	
Lack of alternative accommodation	
Other (please write in)	

Q15b Do you feel there is adequate supply of affordable business premises in:

	Yes	No	Do not know	Comments (write in where provided)
Penrith				
Appleby				
Kirkby Stephen				
Alston				
Rural areas in the district				

Q15c Do you think that there are sufficient premises within the district?

Q15d Would you prefer to remain in Eden District? Read out and tick one option

Yes, for all activities	<input type="checkbox"/>	Go to Q15d
Yes, for current activities only	<input type="checkbox"/>	Go to Q15d
Yes for some activities	<input type="checkbox"/>	Go to Q15d
No	<input type="checkbox"/>	Ask Q15e(i) then go to Q16

Q15e Would you consider? (Tick all relevant)

Relocation	<input type="checkbox"/>	Ask Q15e(i)
Additional site	<input type="checkbox"/>	Ask Q15e(ii)

Q15f (i) Where would you be looking to relocate to?

Q15f (ii) Where would you be looking for an additional site?

Read out and tick all relevant

Penrith

Q15e(i)	Q15e(ii)
<input type="checkbox"/>	<input type="checkbox"/>

Appleby
 Kirby Stephen
 Alston
 Rural areas of the District
 Carlisle
 Kendal
 Barrow-in-furness
 Whitehaven
 Workington
 Sites elsewhere in Cumbria / Lancashire
 Other possibilities (please state)

.....

 Do not know

Q15g What factors would be important in the relocation? *Read out and tick all relevant*

Wish to change tenure type		Ask Q15h
Wish to change environment		Ask Q15i
Wish to change in terms of cost		Ask Q15j
Wish to change to building specified for the business		Ask Q15k
Whether there were grants or financial support for relocating to an area		
Other		
None		Go to Q15l

Q15h Would you prefer to? *Read out and tick one*

Rent under licence
 Rent under tenancy
 Buy
 Other (please state)

.....

Q15i What type of environment would you prefer to locate in? *Read out and tick one*

Urban
 Periphery
 Rural
 Other (please state)

.....

Q15j What quality of premises will you be looking for? *Read out and tick one*

Budget

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Prestigious
 Mid-Range
 Other (please state)

.....

Q15k Would you prefer to move to an existing building or have a design and build solution?
Read out and tick one

Existing Building
 Design and Build Solution
 Build own premises
 Other (please state)

.....

Q15l Is there currently a preference for any of the following? *Read out and tick one*

Expansion on current site	
Relocation /Additional site	
No preference	

Q16 Would you consider moving to Gillwilly Business Park if additional premises were located there, or are all your requirements met by your current site?

.....

Q17a Over the medium to long term (up to 10 years) do you expect your turnover at these premises (or new ones) to increase, decrease or stay the same? And by approximately how much each year?

	Tick one	1-2%	3-5%	5-10%	10-20%	20%+
Increase						
Decrease						
Stay the same		N/A	N/A	N/A	N/A	N/A

Q17b Would you expect to see a change in employment in that time? If so, how much over the period?

	Tick one	1-2%	3-5%	5-10%	10-20%	20%+
Increase						
Decrease						
Stay the same		Go to Q16d				

Q17c In which types of jobs do you expect to see these changes? *(write in all along with change likely)*

.....

Q16c Coded			
SOC Code	Increase	Decrease	

Q17d Are there any other factors which may impact on your future plans?

Yes		
No		
Do not know		

Q17d (i) What are these factors

.....

Q17e Do you foresee a change in the size of your premises requirements in the medium to long term as a consequence of the changes in turnover or employment?

Increase		
Decrease		
None		Go to end
Do not know		

Q17f What would be the overall change in terms of size of premises (e.g probe for whether there is likely to be a change of 10%, 20% etc)

.....

.....

Q17g How would you propose to meet the anticipated change?

.....

.....

Q18a Is your current building suitable for this longer-term change?

Yes as it stands		Ask Q17b then go to end
Yes with building modifications		
No		
Do not know		

Q18b Please explain

.....

.....

Q18c Is there currently the capacity in Eden District to fulfil your longer term requirements?

Yes		Go to End
No		

Do not know		
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Q18d Please explain further

.....

Q18e What are the medium to long term barriers to continuing to do business in Eden District?

.....

Quality Procedure

As part of our quality checking procedure, we may wish to contact you in the near future to briefly check that you were happy with this survey and how it was carried out. Would this be acceptable to you?

YES NO

(Explain fully that this will be in the strictest confidence and reiterate that this will solely be for quality purposes and that individual names and addresses will NOT appear in any reports or analysis).

THANK YOU FOR YOUR ASSISTANCE, ALL INFORMATION PROVIDED WILL BE TREATED IN THE STRICTEST CONFIDENCE