

HARVINGTON NEIGHBOURHOOD PLAN

BUSINESS SURVEY

February 2016

MAIN SURVEY ANALYSIS AND FINDINGS

INTRODUCTION – Our Aims

The aim of the business survey is to gather information supporting the development of the Neighbourhood Plan and related planning decisions.

We identified a total of 71 businesses within the parish (these are shown at at appendix A). A questionnaire was produced (which is shown at appendix B) based on on the following aims:-

In particular we wish to:

- Quantify the number of full-time and part-time jobs available in Harvington, both now and over the next few years,
- Examine the extent to which further housing development would be 'sustainable', in the sense that new residents would be likely to find employment within the village,
- Find out whether the Neighbourhood Plan could support local businesses by allocating land or supporting building conversions for business-related development,
- Find out if there is any need for a community-initiated business unit providing services such as meeting rooms, secretarial and reception staff, goods inwards and outwards, storage and workshop facilities,
- Seek suggestions for any other village-level, business-related planning policies which should be considered when formulating the Neighbourhood Plan.

The individual responses to this survey remain confidential to the Parish Council, the Neighbourhood Plan Steering Group and its Business sector working-group. Aggregated responses (not identifying individual businesses) will be made public.

Many residents completed the business section of the on-line residents' survey in October 2015. The responses there have helped us refine this set of questions.

The survey forms were returned in an enclosed stamped, addressed envelope by 14th February 2016.

Thank You,

Chris Haynes

Chair, Steering Group

SURVEY ANALYSIS

Response Rate

- 22 replies out of 71 questionnaires sent out. (30%) response rate

Of those replying:

- 3 or (14 %) are large businesses (employing more than 10 persons)
- 9 or (41%) are medium size (employing between 2 and 10 persons)
- 10 or (45%) are smaller businesses (employing no more than 1 person)

Q1 Asked what businesses thought they depended on and what needs improvement (in the Village) to support their business

Top 3 replies on what businesses depended on are:

- Fast broadband (69%)
- An equal number, (14%) relied on on transport links, energy, planning, waste disposal, good premises and workforce qualifications,
- (9%) said their business depended most on the environment and local labour supply.

Top 3 replies on what needs improvements are :-

- fast broadband (14%),
- energy costs (14%),
- available premises (14%).

Q2 Asked how long businesses had been trading in the Village:

- the majority (52%) of business have been trading in the village between 2 to 10 years.
- (42%) said they have traded within the village for more than 10 years,
- (5%) of businesses had been trading less than 12 months,

Q3 Asked how many people work for you in Harvington

- 113 (66%) are employed full time with 57 (34%) employed part time. Making a total of 170 people employed within the village. (total estimated economically active persons in the village 1,129 or 69% *)
- * Data census 2011

Q4 Asked how many of your employees live in Harvington

- 40 people live in the village

Q5 Asked how many FT equivalents may be recruited in next two years.

- 8 business said they may take on another 8 people,

- 8 businesses said they would take on between 2 to 10 persons,
- 1 business said they are likely to recruit more than 10 person

In total over 40 new jobs were identified within the survey.

Q6 Asked if businesses were likely to move or expand

- 67% said No
- 24% said Yes within Harvington
- 4% Yes but elsewhere
- 5% no reply

Q7 Asked what would improve the competitiveness of Harvington as a business location

- 47% did not respond/ no comment,
- 19% wanted to encourage more home working,
- 14% shared units, providing meeting rooms, workshops, storages for goods in/out,
- 10% greenfield sites allocated for businesses,
- 5% change of use and use of brownfield sites,
- 5% clustering of business in one location.

Q8 Asked about installing wind turbines

- 85% said No
- 10% said Yes
- 5% no comment

Q9 asked if any businesses would like to be involved with the neighbourhood plan

- 4 said Yes
- 17 said no
- 2 no response

Q10 A number of other comments were made as follows:

- Flooding is a problem from the Harvington Brook. Any plans to build in Harvington will only make this problem worse.
- The new Post Office, wherever it is situated, will benefit from increased business use, fast broadband, good transport links, good local labour supply and cheap energy costs.
- New business (will benefit) from increased housing locally.
- If Harvington is to retain any character it must avoid catering for every eventuality or end up destroying the village for everyone.
- Harvington is(was) a small rural village, its easier for businesses to move to facilities (nearby) than change the village.

- Fast Broadband needs improvement ? - I was under the impression this had been addressed.
- Transport links needs improvement? - This will turn Harvington into a town.
- Can't see how (planning policies) helps.
- How does Harvington address the issue of workforce qualifications?

FINDINGS & CONCLUSIONS

Under each of the survey aims is a summary of the surveys findings. These findings have been based on of the data taken from the analysis of the business results, census data, information contained within the draft South Worcestershire Development Plan documents and the previously published residents survey results (October 2015).

Quantify the number of full-time and part-time jobs available in Harvington, both now and over the next few years.

The results clearly show that the overwhelming number (some 70%) of economically active persons who live within the parish commute to places of employment outside the parish with only a small number of persons who live and work within the village. Based on the feedback from the larger businesses opportunity for new jobs being created is very low. The projected forecast for new jobs growth within the village over the next few years was 40 full time and part time positions.

Examine the extent to which further housing development would be 'sustainable', in the sense that new residents would be likely to find employment within the village.

New jobs will not necessarily be filled by persons from within the village because the key requirement highlighted within the business survey is not locality but qualifications. As there would only be a minimal uplift in new jobs within the parish over the foreseeable future then existing accommodation would be able to satisfy new employment needs via the re-letting or re-sales of existing homes.

Find out whether the Neighbourhood Plan could support local businesses by allocating land or supporting building conversions for business-related development.

There is little evidence to support the need to allocate new business related sites other than to support the extension or conversion of existing employment sites within the village

Need for a community-initiated business unit providing services such as meeting rooms, secretarial and reception staff, goods inwards and outwards, storage and workshop facilities.

A clear need for more home working premises was identified and this could be accommodated through new home development incorporating space for home working and conversion of existing premises.

Suggestions for any other village-level, business-related planning policies which should be considered when formulating the Neighbourhood Plan.

A need for space for either home working or shared units, providing meeting rooms, workshops, storages for goods in/out was the main request together with infrastructure support such as improved broadband facilities better transport links and qualification training.

NEIGHBOURHOOD PLAN BUSINESS OPTIONS

Support the development of small scale social enterprises and other employment businesses that meet the needs of the community towards the emergence of a sustainable local economy specifically in the area of leisure and tourism.

OUR BUSINESS OPTIONS MAY INCLUDE:-

- Creation of small-scale development employing up-to10 persons.
- Proposals for combining living accommodation with small scale employment
- Development of local food and other necessary retail store/shopping but not class A large development.
- Diversify farm businesses if it does not detract from or prejudice the existing agricultural operation or its future operation;
- Applications exceeding the above polices may be considered but must demonstrate no impact on;
 - a) residential activity and the rights of occupants to peace and quite,
 - b) transport and vehicle activity,
 - c) the natural environment,

OUR BUSINESS OPTIONS MAY NOT SUPPORT

Proposals for loss of use of existing local shops and amenities through change of use/ re-development unless alternative provisions are maintained.

Proposals for change of use of existing employment activity unless that the existing activity is no longer economical viable.

APPENDICES

APPENDIX A

EXAMPLE OF THE SURVEY QUESTIONNAIRE

Name + position of person completing form:

Business name: e Mail address:

Which of the following does your business depend on, and which need improvement to support / grow your business activity in Harvington?

Depends on Needs improvement

Fast broadband

Transport links

Environment

Labour supply

Energy costs

Planning policies

Waste facilities

Available premises

Workforce qualifications

How many years have you traded in Harvington?

How many people do you employ in Harvington?

Full-time & part-time employees:

Full-time equivalents (e.g. 6 people working $\frac{1}{3}$ time is 2 FTEs):

As far as you know, how many of your current employees live in Harvington?

How many full-time equivalents do you expect to be employing in two years time?

Are you likely to move or expand your business premises in the near future?

Yes, within Harvington

Yes, but elsewhere

No

Which of the following would improve the competitiveness of Harvington as a business location:

Shared unit providing meeting rooms, workshops, storage, goods in/out, etc.

Clustering business in one location

Change of use/brownfield sites allocated to business

Greenfield sites allocated to business

Encourage more home working

Electricity-generating wind turbines (however small) are now only permitted if they have been included in a Neighbourhood Plan. Might you want to install turbines on your land in the next

15 years? [Yes / No]

Would you like to be actively involved with formulating the Neighbourhood Plan? [Yes / No] Do you have any other comments, suggestions or questions?

Please return by 14th February to:

Neighbourhood Plan, Bank House, Stratford Road, Harvington, WR11 8NP Questions / info:
info@harvingtonplan.uk

APPENDIX B

Harvington Business List

Astraglaze

Tel: 01386 871054

Leys Rd, Harvington, Evesham, Worcestershire, WR11 8NA

James Charlick Web & Graphic Design

tel: 07584 629272

3 Valley View, Crest Hill, Harvington, Evesham, Worcestershire, WR11 8NS

Forged Notes

Tel: 01386 870880

6 Orchard Place, Harvington, Evesham, Worcestershire, WR11 8NF

Ferndale Garage

Tel: 01386 870207

Leys Rd, Harvington, Evesham, Worcestershire, WR11 8LZ

Five Star Home Solution

- Tel: **07476 488688**

Draycott, Alcester Road, Harvington, Evesham, Worcestershire, WR11 8HX

Phil Boers

John Liggitt
ACCOUNTANT

ANDREW REYNOLDS
TENNIS COACH

KARREN TAYLOR

GLENN WEBB
HEALTH AND SAFETY CONSULTANTS

LES HANCOCK
CIVIL ENGINEER

SOPHIE CLARK
FREELANCE

RICHARD HARTWELL

NICK DORE
GARDENER

ROD ARTHUR
CONSULTANTS

KATHLEEN BARRETT

HELEN BOERS
GARDENERS KITCHEN

ANN DOWNS
CONSULTANTS

CLIFFORD HAYNES
ELECTRICAL ENGINEER

CAZ CHAPMAN
CARER

ANDREW CRACKNELL

AHC DESIGN LTD

SHEILA HEMMING

ANNETTE ARHUR
CONSULTANTS

KEITH HEMMINGS
GARDEN SRVICES

JOHN BILL

HELEN CLEMENTS-

HAIRDRESSER

MIRREN BRODIE
BOOK KEEPER

LISA HUMPHRIS
FOSTER CARER

GILL THORNLEY

ALISTER MACDONOLD
CAKES

CHRIS RUSHWORTH

Impact Press & PR Ltd

- Tel: **01789 490530**

Orchard View, 4, Manor Park, Anchor Lane, Harvington, Evesham, Worcestershire, WR11 8DH

Ellenden Farm Shop

- Tel: **01386 870296**

Evesham Rd, Harvington, Evesham, Worcestershire, WR11 8LU

Mirren Brodie Office Assistance

- Tel: **01386 870805**

1 Marsh Close, Harvington, Evesham, Worcestershire, WR11 8JE

Five Star Home Solution

- Tel: **01386 572211**

Draycott, Alcester Road, Harvington, Evesham, WR11 8HX

Johnson Bros

- Tel: **01386 870202**

Harvington Lodge Farm, Evesham Rd, Harvington, Evesham, Worcestershire, WR11 8HY

Evesham Vale Propagators Ltd

- Tel: **01386 871030**

The Nursery, Leys Rd, Harvington, Evesham, Worcestershire, WR11 8LZ

Dorman-Hawkins Designs

- Tel: **07787 530519**

10 Leys Rd, Harvington, Evesham, Worcestershire, WR11 8NA

MARK STEVENTON

Phoenix Hair and Beauty Ltd

Harvington

Evesham

WR11 8PU.

General Building & Decorating Services

- Tel: **01386 870757**

2 Rowberry Cottages, Leys Rd, Harvington, Evesham, Worcestershire, WR11 8JA

Harvington C of E First & Nursery School

Tel: 01386 870412

Village St, Harvington, Evesham, Worcestershire, WR11 8NQ

W Cleaner

- Tel: **07518 041310**

14 Leys Rd, Harvington, Evesham, Worcestershire, WR11 8NA

LBP Quantity Surveying

- Tel: **01386 871890**

11 Leys Rd, Harvington, Evesham, Worcestershire, WR11 8NA

R.S Siviter

- Tel: **01386 870273**

Crosshouse Guest House, Village St, Harvington, Evesham, Worcestershire, WR11 8NQ

Nino Visual Design

- Tel: **01386 871207**

8 Village St, Harvington, Evesham, Worcestershire, WR11 8NQ

Pre-Loved Bridal Boutique

- Tel: **07969 497317**

Pennine House, Leys Road, Evesham, Worcestershire, WR11 8LZ

fotonino

- Tel: **01386 871207**

8 Village St, Harvington, Evesham, Worcestershire, WR11 8NQ

Earth Force

- Tel: **01386 421501**

5 Glebe Cottages, Harvington, Evesham, Worcestershire, WR11 8NN

Laywell Carpets

- Tel: **07967 322396**

36 Hughes Close, Harvington, Evesham, Worcestershire, WR11 8NZ

G.L.B Services

- Tel: **01386 871777**

Lindenlea, Station Rd, Harvington, Evesham, Worcestershire, WR11 8NJ

Harvington Post Office

- Tel: **01386 870615**

65 Village St, Harvington, Evesham, Worcestershire, WR11 8NQ

Realm Consultants Ltd

- Tel: **01386 871224**

1 Harvest Court, Harvington, Evesham, Worcestershire, WR11 8LT

Dukes Jazz Swing Group

- Tel: **01386 870363**

The Bramblings, Grange Lane, Harvington, Evesham, Worcestershire, WR11 8NL

Raycom Ltd

- Tel: **07785 236240**

19 Village St, Harvington, Evesham, Worcestershire, WR11 8NQ

Vintage Couture Cakes

- Tel: **07403 679996**

13 Hughes Close, Harvington, Evesham, Worcestershire, WR11 8NZ

Helen's Hair Mobile Hairdressing

- Tel: **01386 244756**

30 Hughes Close, Harvington, Evesham, Worcestershire, WR11 8NZ

Food Marketing Services

- Tel: **01386 870889**

21 Hughes Close, Harvington, Evesham, Worcestershire, WR11 8NZ

John Barrett Associates Ltd

- Tel: **01386 871564**

St. Anton, Station Rd, Harvington, Evesham, Worcestershire, WR11 8NJ

RA Associates

- Tel: **01386 871533**

7 Finch Lane, Harvington, Evesham, Worcestershire, WR11 8DQ

Aqua Clean Services

- Mob: **07824 323056**
- Tel: **01386 571015**

23 Village Street, Evesham, Worcestershire, WR11 8NQ

The Golden Cross

- Tel: **01386 871900**

97 Village Street, Harvington, Evesham, Worcestershire, WR11 8PQ

Just4Dogs

- Tel: **07966 053952**

Ellenden Farm, Evesham Road, Harvington, Evesham, Worcestershire, WR11 8LU

Coach & Horses

- Tel: **01386 870249**

Station Rd, Harvington, Evesham, Worcestershire, WR11 8NJ

Glenn Webb

- Tel: **01386 571238**

44 Village Street, Evesham, Worcestershire, WR11 8NQ

Manor Farm Leisure Ltd

- Tel: **01386 870039**

Manor Farm, Anchor Lane, Harvington, Evesham, Worcestershire, WR11 8DH

Mill Engineers

- Tel: **01386 872862**

Anchor Lane, Harvington, Evesham, Worcestershire, WR11 8DH

Little Bouncy People

- Tel: **01386 871890**

11 Leys Rd, Harvington, Evesham, Worcestershire, WR11 8NA

Gardeners Kitchen Ltd

- Tel: **01386 870341**

Mill Farm, Anchor Lane, Harvington, Evesham, Worcestershire, WR11 8PA

Office Administration Support

Tel: 01386 871417

7 Blakenhurst, Harvington, Evesham, Worcestershire, WR11 8NB

A.G.P Electrics

- Tel: **01386 871039**

51 Hughes Close, Harvington, Evesham, Worcestershire, WR11 8NZ

diamondsandtiaras.com

- Tel: **01386 870826**

3 Valley View, Crest Hill, Harvington, Evesham, Worcestershire, WR11 8NS

Sugarlumps

- Tel: **07813 702391**

Horse Chestnut House, Manor Park, Anchor Lane, Harvington, Evesham, Worcestershire, WR11 8DH

Thomas Moss French Polishing

- Tel: **07976 848351**

7, Hopkiln Cottages, Shakespeare Lane, Stratford Rd, Harvington, Evesham, Worcestershire, WR11 8PX