



# ASHDON NEIGHBOURHOOD PLAN

## **Business Survey Summary**

The Business Survey was undertaken in 2020. Businesses who had a physical presence in the village were surveyed face-to-face or via a delivered questionnaire.

**See Policy ASH16**

**Businesses who replied to the questionnaire:**

*Lucy King, Curtains by Design*

*Aspraes Ltd*

*Aurovisions*

*E. L. Bidwell and Sons*

*Beeches Nursery*

*Fairstone Financial Management Ltd*

*William Bel*

*Hideout Leather*

Two businesses didn't reply. Overall 56 people were employed.

Aspraes, Aurovisions, William Bel and Hideout Leather are all situated in redundant farm buildings.



*Hideout Leather*

### **A Snapshot of the Responses**

Respondents noted that among the benefits of working in Ashdon were local contacts and recommendations, a short commute to work, an enjoyable quiet rural location and easy access to the countryside, enabling dogs to be taken to work (two businesses remarked on this). For another business it was an attractive location for customers, quiet roads and a green, calm atmosphere with clean air. One business required a rural location to fit the image of the company and to avoid busy and built up areas.

When asked about negative aspects of working in Ashdon, respondents noted no public transport available to get staff into work who don't have a car and aircraft noise was a problem. A better phone signal was needed and speeding traffic was a problem. Also the road was occasionally closed by flooding and/or snow and better management of signage during closures would be helpful. It would also be helpful to have better road maintenance too, particularly when hot.

In answer to the question “what would encourage a business to locate to Ashdon?” replies included a need to have more small niche work units available on the farm as security is improved by small spaces, where businesses can help each other by working together.

One business located in the middle of the village was not keen on encouraging new businesses as they feared more traffic and difficulties with parking. Two businesses were thinking of opening refreshment facilities that could also be used by the wider community.





*Aurovisions at Goldstones*

## **Annex – Survey of Businesses**

**NAME OF YOUR BUSINESS**

**LOCATION**

**WHAT TYPE OF BUSINESS ?**

**WHAT IS YOUR ROLE ?**

### **YOUR PEOPLE**

How many people do you employ ?

Can you give me their ages ?

- ☐ 16-19
- ☐ 20-44
- ☐ 45-74
- ☐ Over 75

Are they part time or full time ?

- ☐ Full time
- ☐ Part time

Are they male or female or other ?

- ☐ Male
- ☐ Female
- ☐ Other

How do they travel to work ?

- ☐ car
- ☐ bus
- ☐ walk
- ☐ bike
- ☐ other

How many of your employees live in the village ?

☐

Do you have staff who work from home ?

☐

How do you advertise for new employees when you have vacancies ?

Do you offer apprentices or work experience for young people in the village ?

☐

Yes

☐

No

Do you have sufficient parking for your employees and customers ?

☐

Yes

☐

No

Would your people benefit from safe cycling or walking routes to work ?

☐

Yes

☐

No

## **YOUR PRODUCTS/SERVICES**

Do you supply products/services in the village ?

☐

Yes

☐

No

Do you advertise your products/services in the village magazine ?

☐

Yes

☐

No

## **YOUR BUSINESS**

How long has your business been located in Ashdon ?

Why did you choose Ashdon ?

Are you looking to expand or move ?

☐

Yes

☐ No

Where do you expect the company to be in 5 years time ?

Is there anything that could help your business ?

What is good about working in Ashdon ?

What needs to change to improve your business?

In your opinion, what would encourage businesses to locate to Ashdon ?

Are there challenges of running a business in Ashdon ?

\*Is there anything that the NP could do if there are challenges ?

## **INFORMATION ABOUT PREMISES AND FACILITIES**

What are your views on your current business premises?

How would you rate the infrastructure locally eg energy requirements, broadband, waste disposal?

## **OTHER**

Is there an awareness of your business locally ?

Are there more ways that your business could connect with the local community ?

Are there ways in which the Neighbourhood Plan can support or help your business which we haven't touched on above ?

**ANY OTHER COMMENTS ?**