

Business Survey Report

1.0 Introduction

Disley and Newtown Neighbourhood Plan Steering Group (NPSG) conducted a Business Survey inviting all businesses in the parish to have their say in creating a Neighbourhood Plan which will help shape the future of our village. This report presents the results of that survey in order to support and develop the local economy.

All information that has been received in the survey will be treated as confidential in order to comply with data protection laws.

2. Methodology

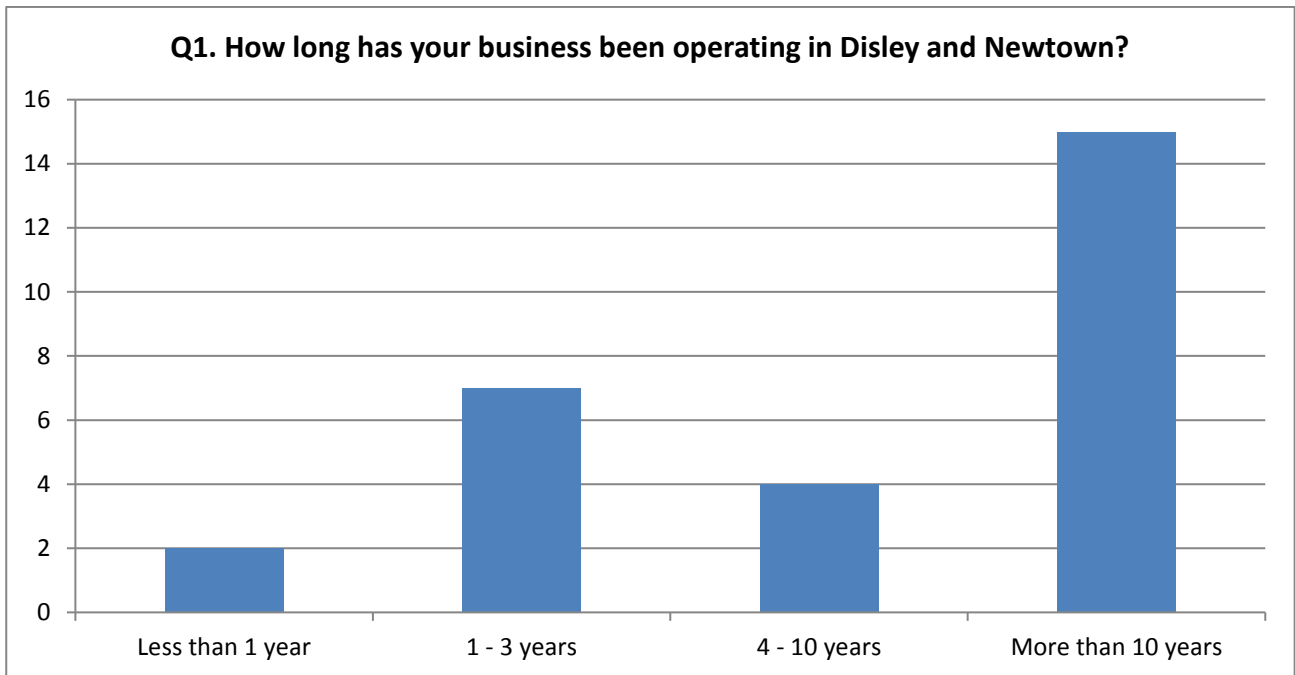
The survey shown in appendix A was handed out at a Disley Business Group meeting and hand delivered to all known businesses. A copy of the survey was also emailed to those businesses where email addresses were available. The surveys could be returned to Disley Parish Council office, Bridgfords Estate Agents or Luigi Motor Services in Newtown by 30th October, allowing businesses 2 weeks to complete the survey.

By 30th October only 15 businesses had responded and it was agreed that this was insufficient to give a meaningful result. The closing date for the survey was extended to 20th November with members of the NPSG hand delivering additional copies of the survey to businesses that had not responded and agreeing with the businesses a date for collection.

3. Overall Response

A total of 28 surveys were returned out of 91 businesses contacted giving an overall response rate of 31%. The results are shown in chart and tabular form. The number of businesses that answered and skipped each question is included in the tables under each chart.

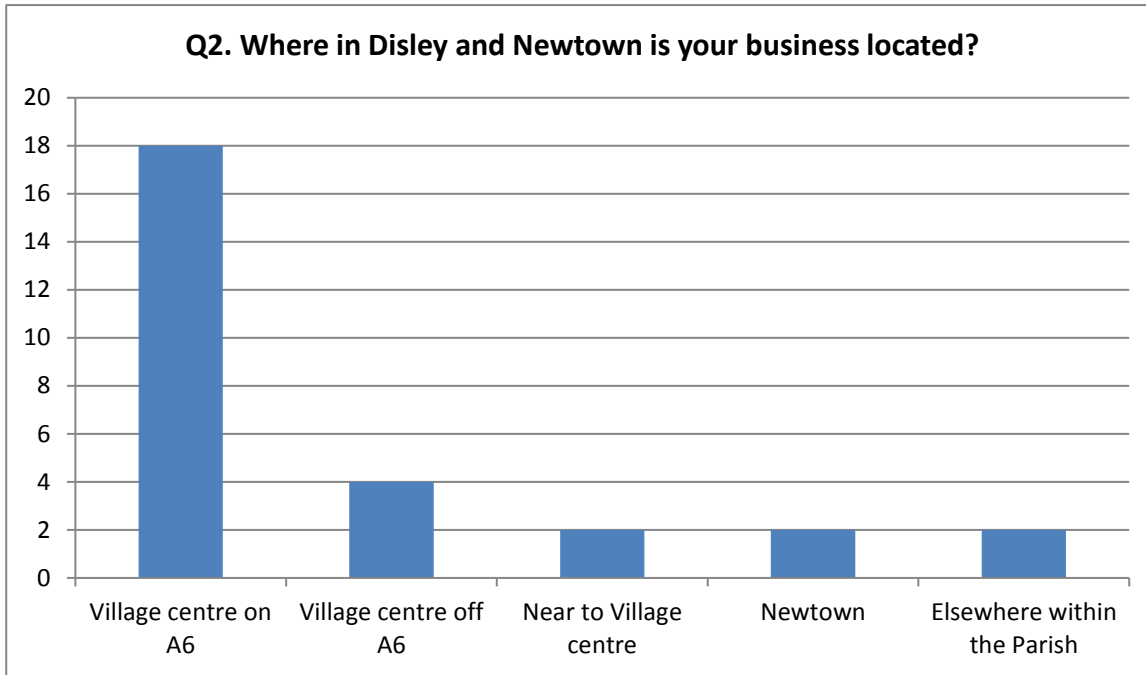
4. Survey Responses



| Answer options | Response percentage | Response count |
|--------------------|---------------------|----------------|
| Less than 1 year | 7.1 | 2 |
| 1 – 3 years | 25.0 | 7 |
| 4 – 10 years | 14.3 | 4 |
| More than 10 years | 53.6 | 15 |

| | | |
|-------------------|--|----|
| Answered question | | 28 |
| Skipped question | | 0 |

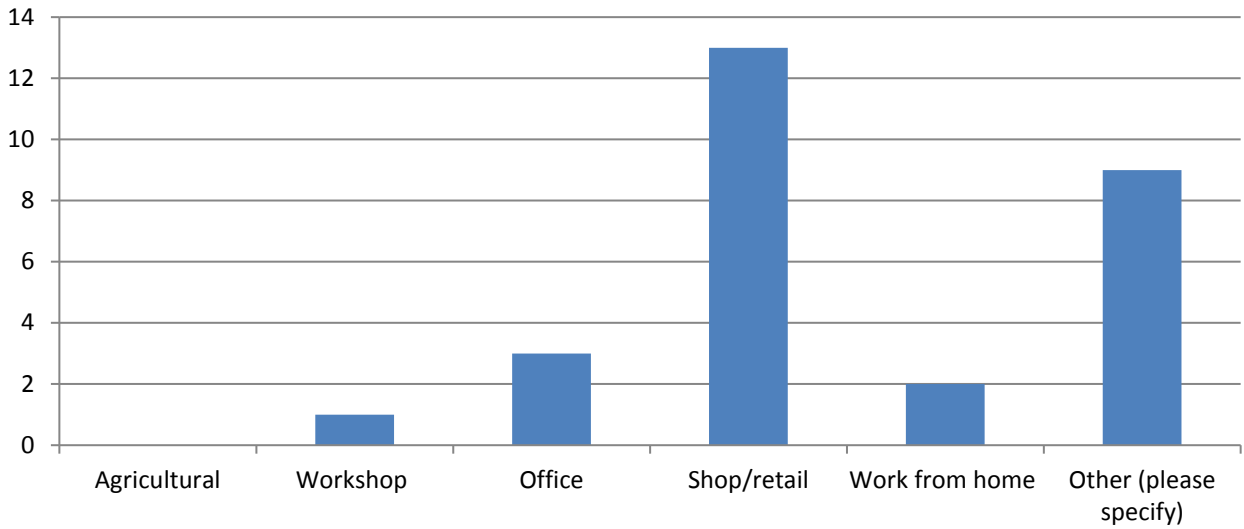
The response shows that the majority of businesses who replied to the survey have been in existence for more than 10 years.



| Answer options | Response percentage | Response count |
|------------------------------------|----------------------------|-----------------------|
| Village centre on A6 | 64.4 | 18 |
| Village centre off A6 | 14.3 | 4 |
| Near to village centre | 7.1 | 2 |
| Newtown | 7.1 | 2 |
| Elsewhere within the Parish | 7.1 | 2 |

| | | |
|-------------------|--|----|
| Answered question | | 28 |
| Skipped question | | 0 |

Q3. What type of premises do you occupy?



| Answer options | Response percentage | Response count |
|-------------------------------|----------------------------|-----------------------|
| Agricultural | 0.0 | 0 |
| Workshop | 3.6 | 1 |
| Office | 10.7 | 3 |
| Shop/retail | 46.5 | 13 |
| Work from home | 7.1 | 2 |
| Other (please specify) | 32.1 | 9 |

| | | |
|-------------------|--|----|
| Answered question | | 28 |
| Skipped question | | 0 |

Q4. What were the principal reasons for selecting your current site within the Parish for the location of your business?

There were 25 responses and 3 skipped questions.
The response rate was 89%.

Central in the village. At that point, good parking facilities around Disley.

It's where we live!

Local to our homes.

Wealthy area. Good location & good for surrounding areas to get to.

Location centre of village.

Busy footfall.

The size of shop was perfect for me setting up my own hair salon.

Former hair salon.

Good catchment area. No immediate competitors nearby at the time. Potential for target clientele. Suitable property came vacant.

Business opportunity.

The good location.

Double fronted window, central location, staff parking, storage rooms, wanting to help develop/improve the village & increase village footfall if poss.

Suitable premises.

Live locally.

Health & leisure.

I found affordable (shared/rented) accommodation, so I came to live here myself (I already worked from home).

It was an existing business.

I thought there would be potential for growth and the cost of the premises.

Unknown. Branch has been here 50 years plus.

Offer high quality cuisine alternative to what's available.

Existing business on site.

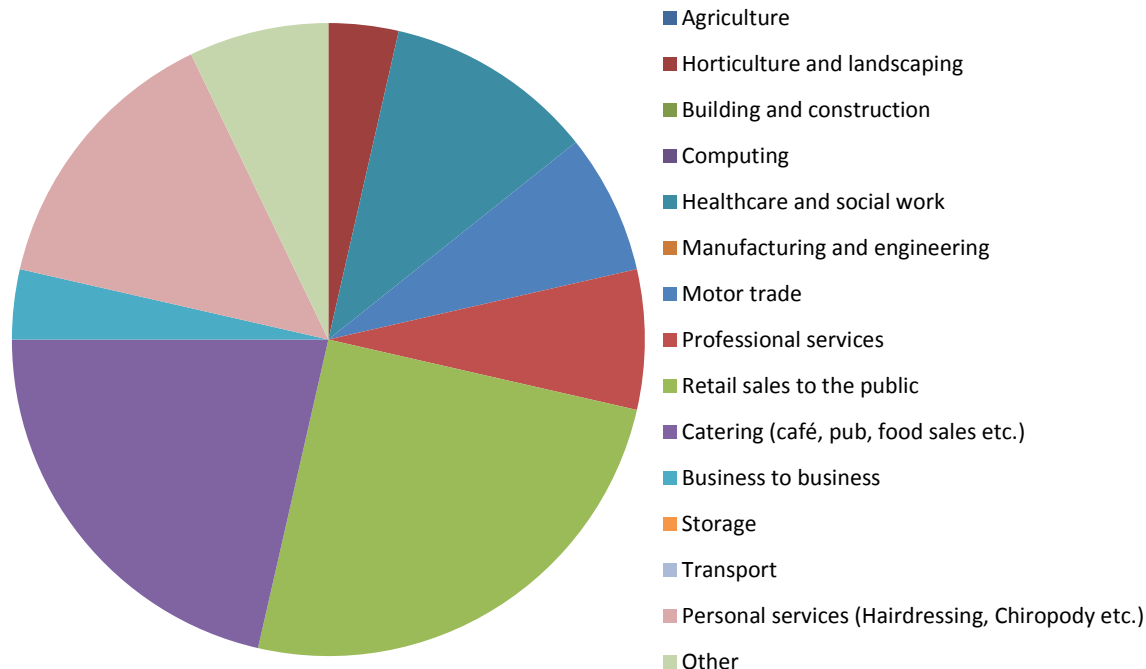
Business already established.

Closer to home. Ideal unit.

It's been here since 1869.

Historic.

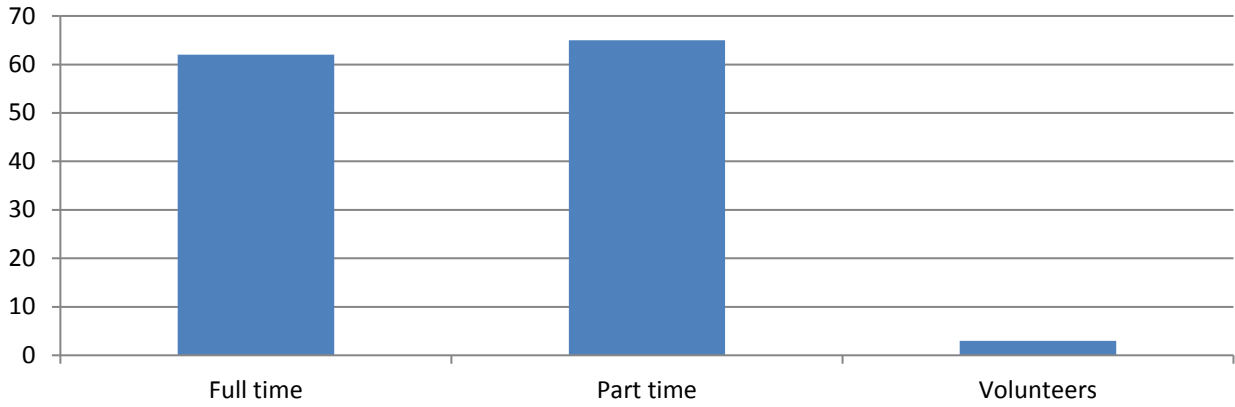
Q5. What is your principal business sector?



| Answer options | Response percentage | Response count |
|--|---------------------|----------------|
| Agriculture | 0.0 | 0 |
| Horticulture and landscaping | 3.6 | 1 |
| Building and construction | 0.0 | 0 |
| Computing | 0.0 | 0 |
| Healthcare or social work | 10.8 | 3 |
| Manufacturing and engineering | 0.0 | 0 |
| Motor trade | 7.1 | 2 |
| Professional services | 7.1 | 2 |
| Retail sales to the public | 25.0 | 7 |
| Catering (cafe, pub, food sales etc.) | 21.4 | 6 |
| Business to business | 3.6 | 1 |
| Storage | 0.0 | 0 |
| Transport | 0.0 | 0 |
| Personal services (hairdressing, chiropody etc.) | 14.3 | 4 |
| Other | 7.1 | 2 |

| | | |
|-------------------|--|----|
| Answered question | | 28 |
| Skipped question | | 0 |

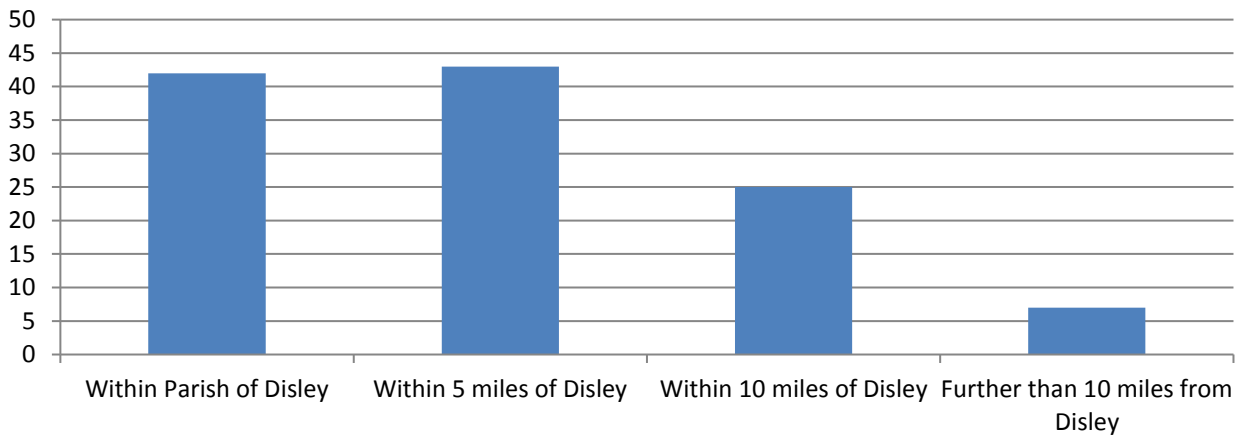
Q6. How many people are employed in your business including yourself?



| Answer options | Response count |
|-----------------------|----------------|
| Full time | 62 |
| Part time | 65 |
| Volunteers | 3 |
| Total employed | 130 |

| | |
|-------------------|-----|
| Answered question | 25 |
| Skipped question | 3 |
| Response rate | 89% |

Q7. Where do people employed in your business live?



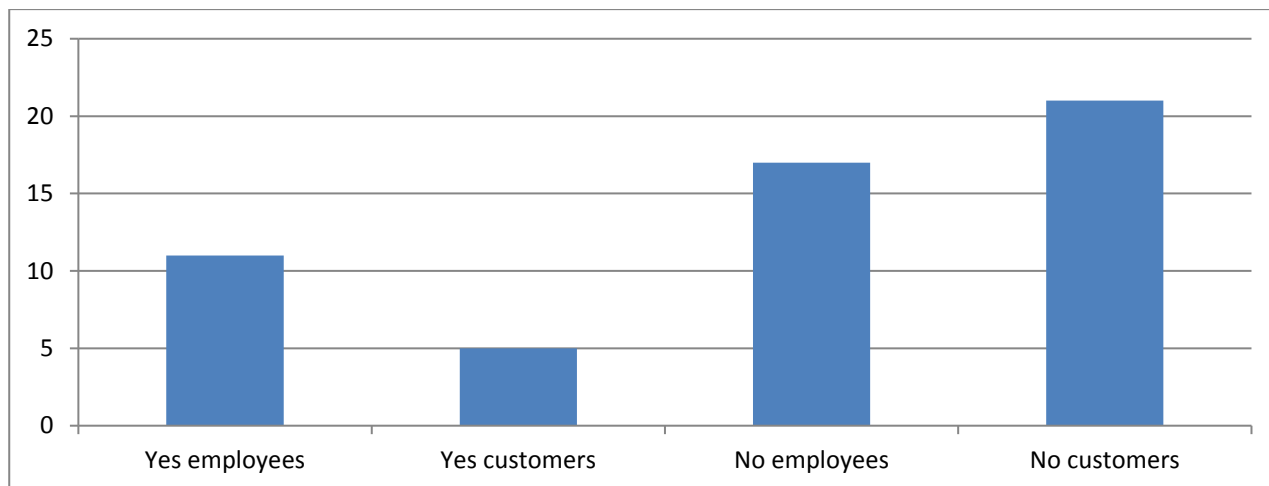
| Answer options | Response percentage | Response count |
|-----------------------------------|---------------------|----------------|
| Within Parish of Disley | 35.9 | 42 |
| Within 5 miles of Disley | 36.8 | 43 |
| Within 10 miles of Disley | 21.4 | 25 |
| Further than 10 miles from Disley | 5.9 | 7 |
| | | 117 |

| | |
|-------------------------------|-----|
| Answered question | 23 |
| Skipped question | 5 |
| Response rate | 82% |
| Response rate v. no. employed | 90% |

Q8. Does your business have dedicated parking for:

| | Yes | No | Not applicable |
|------------------|------------|-----------|-----------------------|
| Employees | 11 | 17 | 0 |
| Customers | 5 | 21 | 2 |

| | |
|-------------------|------|
| Answered question | 28 |
| Skipped question | 0 |
| Response rate | 100% |



If the answer to Q8 (employees) was No, where do employees park?

We have 2 passes for the Rams Head car park. Other than that it's roadside parking or moving car from A to B throughout the day if side road parking on Buxton Old Road not available due to limit on A6 and limit on Community Centre parking.

Two on the roadside. One in Rams Head with permit.

A6/Buxton Old Road.

Roadside.

On street.

Rams Head – permit purchased.

In the Rams Head at a charge.

At the rear of the premises.

I have no employees. I have no car.

Wherever I can.

Train station/public roads.

Roadside.

Rams Head car park by permit.

Behind shops in private parking area.

In public parking by station / up Jacksons Edge roadside

Q9. Is the traffic on the A6 a problem that affects your business?

No promoted 'passing trade' If can park.

Less passing trade. As nowhere for people to park because traders park all day on the main road.

Turning in and out of our access road.

Yes, the speed and amount of heavy goods impacts the village in my opinion.

Occasionally if there are roadworks.

Not really, no. (Parking outside my house is always a bit tricky though for visitors) On main Buxton Road opposite the Co-Op.

Yes, it restricts ease of movement between appointments.

Yes traffic from M60 down the A6 can put off some people from travelling to and from us.

No, my business wouldn't have lasted this long if it wasn't for passing trade from the A6.

Yes. A6 is very busy road.

No, unless there are hold ups which might mean people are late for appointments.

Not really, some clients are late due to parking and traffic.

Not the traffic but car parking space out of the shop does affect my business. If locals park and leave their car there for hours.

Employees and customers cannot park easily. Customers have difficulty crossing the road. Dirt and noise from the road in the shop.

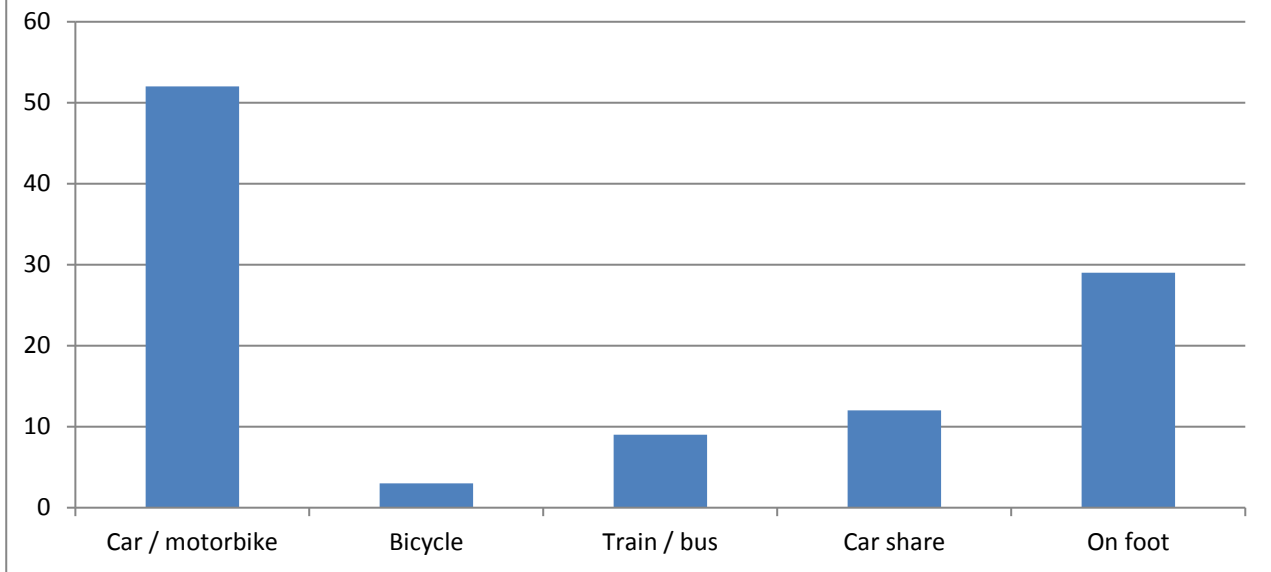
No, we just have to accept we are based on a major route.

Yes. Staff to and from work. Patients stuck in traffic.

Yes. All customers are located in Disley but even so, travelling between gardens can take some time.

Traffic has a huge effect on business. We operate on a half hour slot appointment system. So many people are late due to heavy traffic/road works – generally coming from either Poynton or New Mills direction. Then the appointment list is thrown out – everyone is late. Patients on time get irate as we are not running to time.

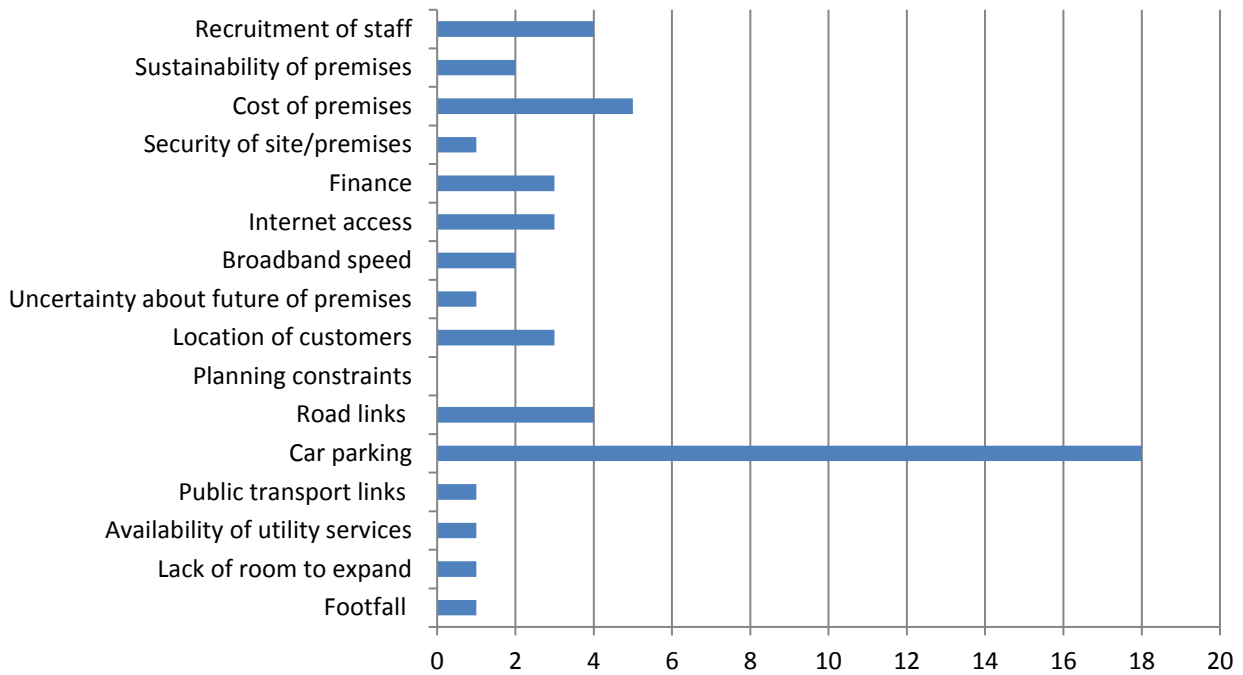
Q10. How do people employed in your business travel to work?



| Answer options | Response percentage | Response count |
|------------------------|----------------------------|-----------------------|
| Car / motorbike | 49.5 | 52 |
| Bicycle | 2.9 | 3 |
| Train / bus | 8.6 | 9 |
| Car share | 11.4 | 12 |
| On foot | 27.6 | 29 |
| | | 105 |

| | |
|-------------------------------|-----|
| Answered question | 19 |
| Skipped question | 9 |
| Response rate | 68% |
| Response rate v. no. employed | 80% |

Q11. What obstacles do you see to growing or retaining your business in the Parish? Tick all that apply.



| | |
|-------------------|-------|
| Answered question | 26 |
| Skipped question | 2 |
| Response rate | 92.9% |

Of the 50 obstacles seen as affecting the businesses, 18 are related to parking whereas the second highest obstacle with 5 is the cost of premises.

Clearly parking in the village is seen as a major obstacle.

Q12. What is the weekly average number of deliveries you receive and make?

| Receive | | Make |
|------------|---------------------|------------|
| 10 | By car/motorbike | 108 |
| 101 | Small van | 8 |
| 4 | 7.5 tonne | 0 |
| 2 | 15 tonne | 0 |
| 1 | Articulated vehicle | 0 |
| 118 | | 116 |

| | |
|-------------------|-----|
| Answered question | 25 |
| Skipped question | 3 |
| Response rate | 89% |

Q13. Do you foresee growth in your business over the next 5 years?

| Answer options | Response percentage | Response count |
|----------------|---------------------|----------------|
| Yes | 66.7 | 18 |
| No | 33.3 | 9 |
| | | 27 |

| | |
|-------------------|-------|
| Answered question | 27 |
| Skipped question | 1 |
| Response rate | 96.4% |

Q14. Are you likely to have a need to move your business into new premises in the Parish, if available, in the next 5 years?

| Answer options | Response percentage | Response count |
|----------------|---------------------|----------------|
| Yes | 15.4 | 4 |
| No | 69.2 | 18 |
| Don't know | 15.4 | 4 |

| | |
|-------------------|-----|
| Answered question | 26 |
| Skipped question | 2 |
| Response rate | 93% |

Q15. If you were looking to move, how important would the following factors be to you personally?

| Answer options | Importance | | |
|--|-------------------|--------------|------------|
| | Very | Quite | Not |
| Availability of small affordable premises | 8 | 6 | 0 |
| Availability of premises with good image | 10 | 4 | 0 |
| Availability of premises with room for growth | 6 | 5 | 3 |
| Availability of fully serviced premises | 5 | 7 | 2 |
| Availability of high speed broadband | 3 | 10 | 1 |

| | |
|-------------------|-------|
| Answered question | 17 |
| Skipped question | 11 |
| Response rate | 60.7% |

Of the 17 responses 3 responded not applicable.

Other specified factors:

Parking.

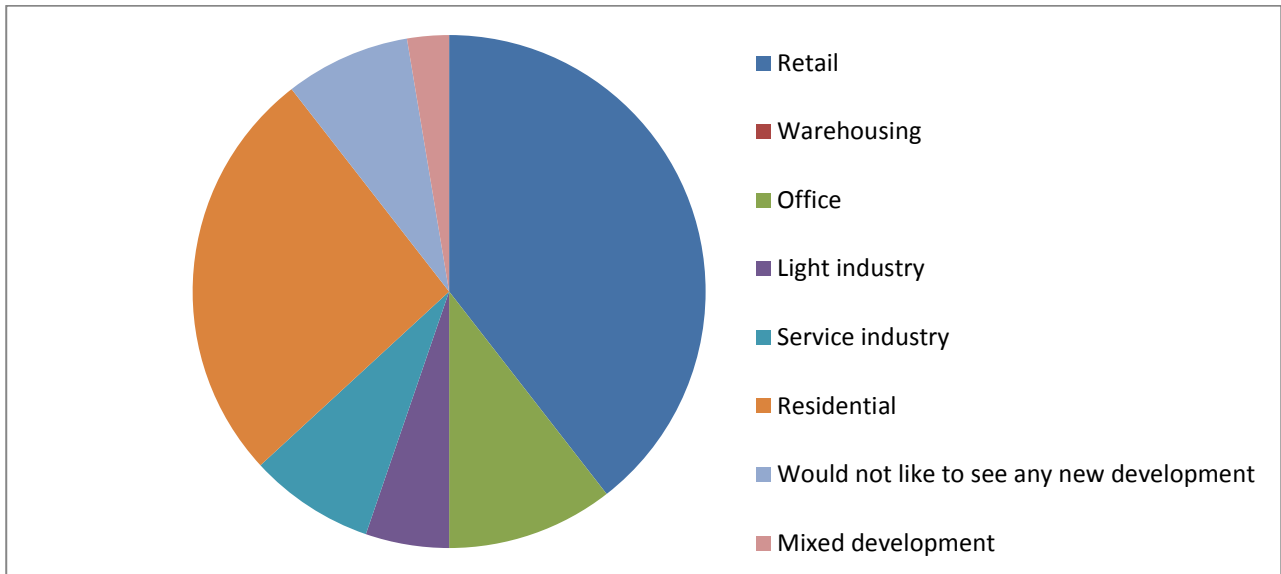
Suitable catchment area. Visibility to potential clients & easy access for elderly.

Customer parking. High street footfall.

Footfall!

Ease of access for customers' cars.

Q16. The Neighbourhood Plan will help determine where any new development takes place in the Parish and what form it might take. (Please tick all those you feel are most needed)



| Answer options | Response percentage | Response count |
|--|---------------------|----------------|
| Retail | 39.5 | 15 |
| Warehousing | 0.0 | 0 |
| Office | 10.5 | 4 |
| Light industry | 5.3 | 2 |
| Service industry | 7.9 | 3 |
| Residential | 26.3 | 10 |
| Would not like to see any new development | 7.9 | 3 |
| Mixed development | 2.6 | 1 |
| | | 38 |

| | |
|-------------------|-------|
| Answered question | 23 |
| Skipped question | 5 |
| Response rate | 82.1% |

Other comments:

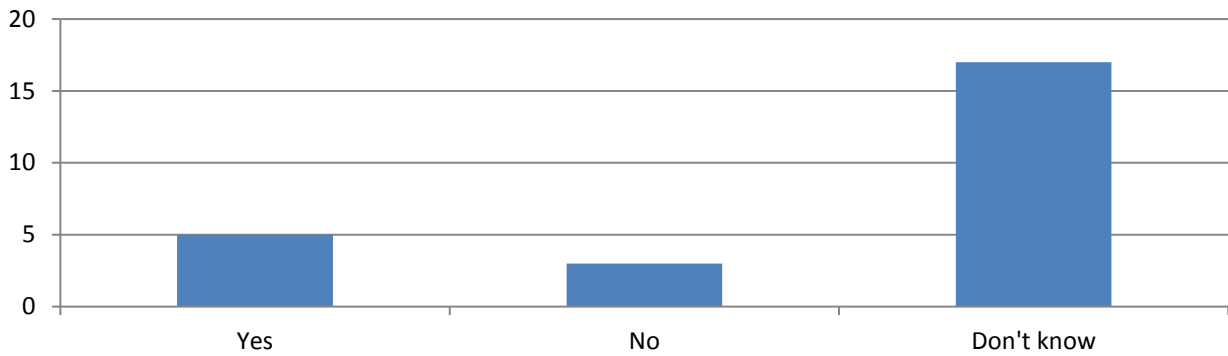
More shopping outlets.

I don't really have an opinion on this.

Mix development.

I don't feel that there is the need or the space for further residential development. Keep Disley a village.

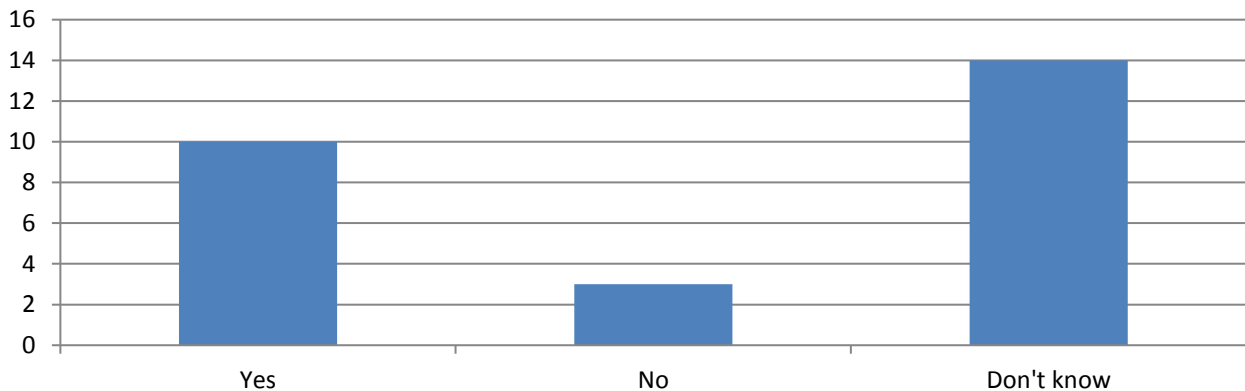
Q17. Should the Neighbourhood Plan allocate more land for employment purposes?



| Answer options | Response percentage | Response count |
|-------------------|---------------------|----------------|
| Yes | 20 | 5 |
| No | 12 | 3 |
| Don't know | 68 | 17 |

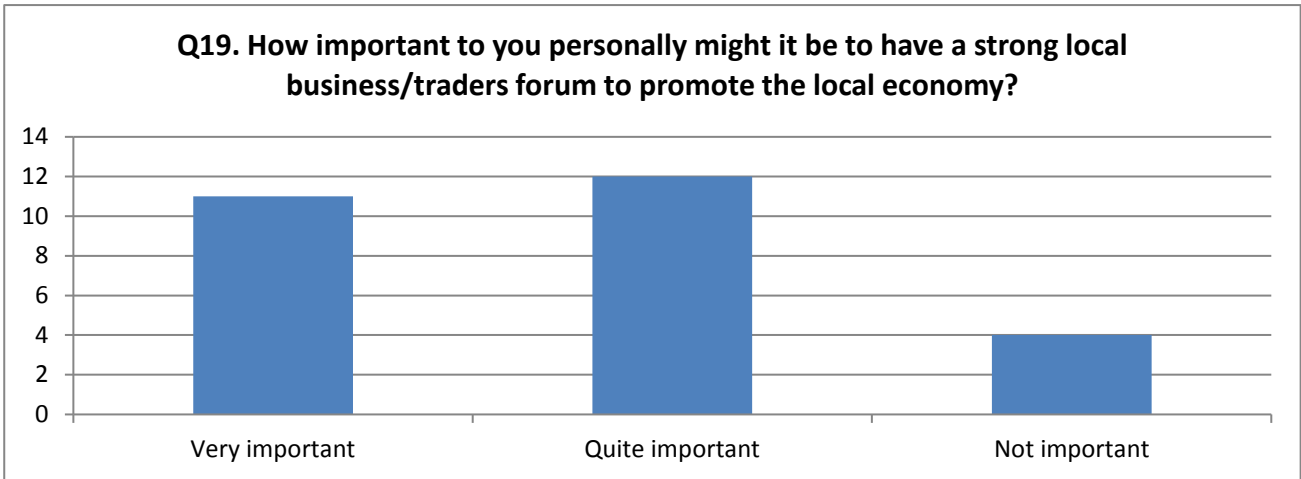
| | |
|-------------------|-------|
| Answered question | 25 |
| Skipped question | 3 |
| Response rate | 89.3% |

Q18. Should the Neighbourhood Plan include policies that promote working from home?



| Answer options | Response percentage | Response count |
|-------------------|---------------------|----------------|
| Yes | 37.0 | 10 |
| No | 11.1 | 3 |
| Don't know | 51.9 | 14 |

| | |
|-------------------|-------|
| Answered question | 27 |
| Skipped question | 1 |
| Response rate | 96.4% |



| Answer options | Response percentage | Response count |
|------------------------|----------------------------|-----------------------|
| Very important | 40.8 | 11 |
| Quite important | 44.4 | 12 |
| Not important | 14.8 | 4 |

| | |
|-------------------|-------|
| Answered question | 27 |
| Skipped question | 1 |
| Response rate | 96.4% |

Q20a. If you are a retailer how do you see the best way of improving future footfall in Disley and Newtown?

| | |
|-------------------|-------|
| Answered question | 19 |
| Skipped question | 9 |
| Response rate | 67.9% |

4 of the 9 who skipped the question are not retailers

Free parking/manage parking so cars are not parked all day on 2 hour restricted plots.

Improve parking.

Parking.

Different shops. Try to encourage a variation. Not all hairdressers and takeaways.

Introducing retail shops e.g. clothes, footwear etc. Cinema, activity centre.

Better car park facilities.

Slow down traffic and attract more retailers to the village. Encourage people to actively use village.

Brightening up the village. Having themed days/evenings. Better parking facilities.

Possibly as discussed at the business meetings, more events and publicity, although I would not

like the village to become noisy and over-crowded.

More support for local small business. More promotion of local services.

Local traders offering discount for their customers to use other local businesses.

Encourage residents to use local businesses. Advertising, promoting village, regular parking warden for front & centre car park. Village activities.

Good free parking.

Only by support from the local residents.

Provision of parking. Attractive, clean 'villagey' feel. Roads swept/well maintained. Litter picked. Planting. Seating.

Quality shops and nice presentation of village. An event to put the village on the map.

Events in the village to encourage people to come and see what shops etc. there is

Q20b. Are there any other local issues or improvement to the village centre and/or Newtown area you would like to see?

| | |
|-------------------|-------|
| Answered question | 15 |
| Skipped question | 13 |
| Response rate | 53.6% |

Regular drain cleaning. Road & pavement sweepers.

20 mph speed limit through village.

A strong and reliable bus service direct to Marple and maybe the inclusion of somewhere to buy organic, vegan and vegetarian foods – either a veggie cafe, restaurant or shop (and a health shop) combined. I would love the availability of organic produce (because the Co-op doesn't seem to sell any!) And possibly the inclusion of an animal charity shop too, and somewhere selling 100% natural, healthy, cruelty free, simple skin & body care products (vegan if possible) chemical free. And a local gym!

Parking/speed reduced to 20 mph village centre is a must.

A connecting bypass from A6 MARR to Whaley Bridge.

Parking generally is a huge issue.

Slowing the lorries down on the A6. Some clearly travel at 40 + mph through the village centre!

A defibrillator point. GP & dentist have one, but good to have in obvious place. Lots of people tell me they would like a chip shop.

None other than parking, but is what it is.

Car parking in Disley.

More street cleaning.

Would like the police to clamp down on illegal parking * - makes negotiating round village a bit tricky sometimes (especially in an old Land Rover)

* illegal parking = on double yellow lines, overstaying in car parking areas etc.

Some form of traffic slowing. The pedestrian lights at the Rams Head are ignored sometimes when on red by car/van drivers – even when you are half way across the crossing cars still come at you and continue driving forcing you to stand in the middle of the road and wait with children/dogs.

Blind turning out at Chantry Road towards village due to parked cars. Same with community centre car park as delivery vans/workmen park to drop off on the double yellow lines – possibly a mirror so you can see if anything comes from the right. The bollards in the centre of the road at Lyme Park gates were knocked down in a crash and have not been reinstated. Very vulnerable stood in the middle of a busy main road, on a blind corner at 4pm when it's starting to go dark with speeding cars either side of you. All our customers are saying more FOC parking or at least reasonable fees for under 2 hours. Permanent lights on Jacksons Edge near Amalgamated really slowed cars down and stopped it being used as a quick cut through.

5. Thanks

Disley and Newtown Neighbourhood Plan Steering Group would like to thank the following businesses for their time and trouble in completing the Business survey:-

A la Mode
Anne Marie Beauty Clinic
Beba
Disley Podiatry Clinic
Disley Post Office
Disley Travel
Eversley Home
Fountain Square Physiotherapy Practice
Frankies Wine Bar
Literacy Matters Ltd.
Luigi Motor Services
Lymewood Garden Services
Mr. Chong Chinese Restaurant
Mr. D. Sutcliffe (mobile hairdresser)
Neals Yard Remedies (Organic)
Phil Ardern Butchers
Pretty Fox
Royal Bank of Scotland
Saffron
Sasso
Smithy Garage (Disley) Ltd.
Stefan James
Tandem Cottage Needlework
The Schoolhouse Surgery
The White Horse
Tradeslink Construction Services Ltd.
Village Bakery
Well Pharmacy