

## **Haydon Parish Neighbourhood Plan – Results of the November 2020 Business Survey**

### **Introduction**

Questionnaires for a business survey and separate household survey were delivered to every household and known business in the Parish along with the November 2020 issue of the Haydon News. The survey was also available for completion online. This report sets out the results of the business survey, and also links to the results of the communication and broadband access, and employment sections of the household survey. There were 28 responses (a mix of paper and online returns) to the business survey. The Parish Council is delighted at the level of response, which is excellent for a community survey and would like to thank everyone who responded.

### **Summary**

- The 28 responses covered a wide range of businesses (some based outside the parish), with: 70% working from home; and 20% having separate business premises. About half are single person businesses; others have between 2 and 10 employees.
- The customer base is mainly local or regional, but there is some reach into national and international markets as well.
- Local businesses face a range of challenges including: premises (1 in 5 will require new or additional premises in the next 5 years); parking; external factors such as Brexit and Covid; sustainability and funding; and lack of time to market and scale up.
- The main ways in which the Parish Council can support business retention are: promotion of a business forum (businesses indicated interest in talking and working with each other); developing planning policies that support different types of business development in the parish, including allocating land for business use; and supporting the development of a business hub

### **Section 1. About your current business or new business you want to set up**

#### Q.1 Name of your business

#### Q.2 What does/will your business do?

A wide range of businesses responded to the survey including:

- Some businesses based outside but offering services into the parish
- Some businesses working from home; some operating from business premises; and others where the business provides services into people's homes or business premises

Business types included:

- Hospitality and tourism (e.g. restaurant; B & B; holiday lets)
- Services (e.g. accountancy; graphic design; architecture; private tuition)
- Trades providing services to people's homes or other businesses (e.g. gardening; joinery; maintenance; heating systems; domestic appliance repairs)
- Products (e.g. table ware: cosmetics; wood products; food products and sweets)
- Farming and farm supplies

- Shops (e.g. butchers; clock and watch repairs; gifts; laundry)
- Consultancy

Q.3 How many years has your business been operating? When will it start if new?

There was a big spread in length of time operating – from planned to start in 2021 to 300+ years old farming businesses. 33% of businesses responding were 5 years old or less; 22% were between 5 and 10 years old; 15% were between 10 and 20 years old; and 30% were over 20 years old.

Q.4a. How many employees are there, including yourself as owner of the business?

12 are single person, 5 have 2 employees, 4 have 3, 2 have 4, 3 have 6, 1 has 8, and 1 has 9.

Q.4b How many employees are full-time?

Q.4c How many employees are part-time?

There is a good mix between full and part time employees, with most (36) identified as full time. However, part time accounted for 28 members of staff.

Q.5 How many employees, including yourself, live within Haydon Parish?

A high percentage of employees - 64% - live within the parish.

The household survey (Q9), showed that, of those residents in the parish in employment, just over a quarter (27%) work in Haydon Parish and 73% work outside the Parish. It highlights the importance of local businesses and employment to the local economy of the parish.

Q.6 What %age of your customer bases is: local (S/N Tyne Valley); regional; national; international?

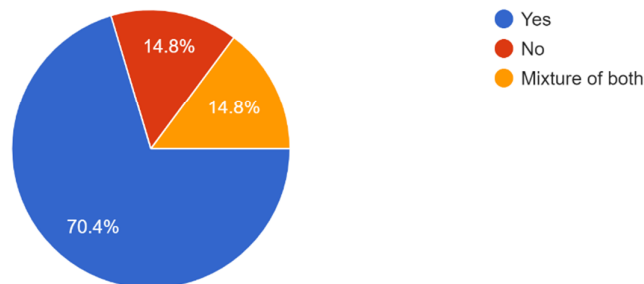
The customer base is mainly local or regional, but a proportion is national and international as well.

**Section 2. Your current premises or premises of business you will set up**

Q.7 Do you/will you work from home?

The chart below shows that 70% work from home and a further 15% are a mix of home and non home working.

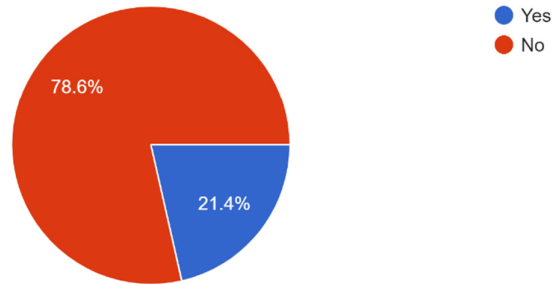
Q7. Do you/ will you work from home?  
27 responses



**Q.8 Do you/will you have separate business premises in the parish?**

The chart below shows that just over 20% have or will have separate business premises in the parish. These include shops, farms and holiday accommodation.

Q8. Do you/ will you have separate business premises in the parish?  
28 responses



**Q.9 How well do your current business premises meet your space requirements?**

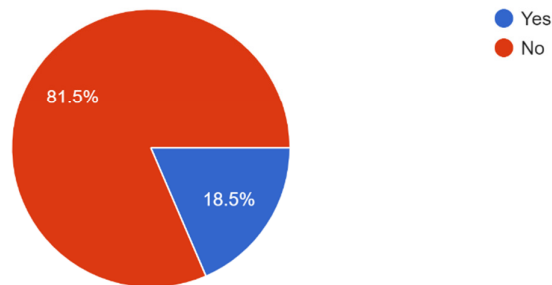
For most businesses their current premises meet their requirements, but for a few it is only just adequate or they need bigger space.

**Q.10 Do you expect to need alternative or additional premises in the parish in the next 5 years?**

As the chart below shows, nearly 1 in 5 will need alternative or additional premises in the parish in the next 5 years, including:

- Larger office
- Storage for materials
- Delivery boxes
- New business premises in HB for a business located in Allendale
- Larger studio space

Q10. Do you expect to need alternative or additional premises in the parish in the next 5 years?  
27 responses

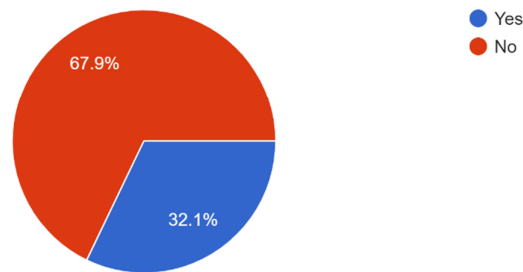


### Section 3. Other business issues

#### Q.11 Is the speed of broadband a limiting factor for your business?

As the chart below shows, speed of broadband is a limiting factor for just over one third of businesses. This is the same proportion as for the household survey (Q7).

Q11. Is the speed of your broadband a limiting factor in your business?  
28 responses



#### Q.12 What are the challenges for the future establishment or development of your business?

The future challenges for that businesses identified include:

- Lack or small size of premises; or stores
- Lack of parking
- External factors, including Covid19 and Brexit
- Sustainability and funding
- Lack of time to market and scale up
- New ways of working e.g. regenerative farming practices

#### Q.13 How can the Parish Council support the retention, development or growth of businesses in the Parish?

The main ways in which the Parish Council can support the retention, development or growth of businesses in the Parish are:

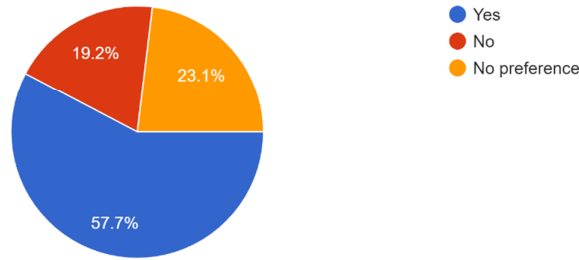
- Promoting a business forum (52% of responses)
- Developing planning policies that support different types of business development in the Parish (52% of responses)
- Supporting the development of a business hub - this could be shared offices or shared business support services (48% of responses)

Other ideas included promoting the village as a tourist destination.

**Q.14 Should the Neighbourhood Plan seek to allocate land for business use?**

As the chart below shows, 58% felt the PC should allocate land for business use and 23% had no preference. Only 19% were against the Neighbourhood Plan seeking to allocate land for business use.

Q14. Should the neighbourhood plan seek to allocate land for business use?  
26 responses

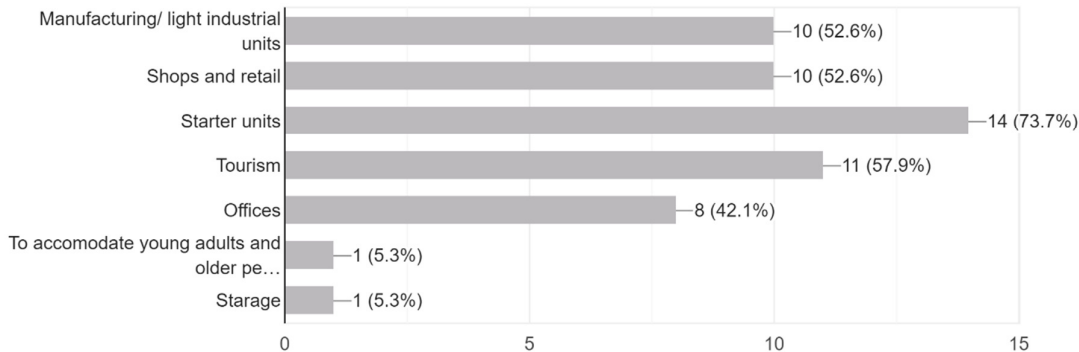


The household survey (Q10a) also showed that there was a high level of support (71%) for the NP to seek to allocate land for business use and 29% felt the PC should not - (a higher level of positive response and a higher level of negative response than in the business survey, where 23% of respondents had no preference).

**Q.15 If you answered yes to Q14, should the Neighbourhood Plan seek to allocate land for any of the following business uses? (select all that apply)**

As the chart below shows, for those business wanting the Parish Council to allocate land for business use (19 businesses) the highest responses were for: starter units (74%); tourism (58%); and manufacturing/light industry, and shops and retail (53% each).

Q15. If you answered yes to Q14, should the neighbourhood plan seek to allocate land for any of the following business uses? (select all that apply)  
19 responses



The household survey showed (Q11) that for those respondents wanting the PC to allocate land for business use, the highest responses were for: shops and retail (66%); starter units (64%); tourism (58%); manufacturing/light industry (47%); and offices

(40%). This was a similar response as in the business survey, apart from a higher proportion of respondents in the household survey wanted to see more shops and retail units.

**Next steps:**

The key task, which we expect to complete in spring 2021, is to prepare a draft Neighbourhood Plan. This will be based on community feedback, including the findings of this survey and the household survey, and other evidence gathered for the plan. The plan will include both planning policies which will guide future development, and community actions for other issues for which formal planning policies are not required. The Parish Council will consult the community on the draft plan when it is published.