

## Key Findings

As part of the update to the ELR, consultation has been undertaken to acquire the views of local businesses. To help determine the property and land requirements of the local business community, the Council conducted a postal and e-mail survey of all businesses in the area.

The e-mail survey was sent to 1285 businesses while around 50 letters were sent to businesses without e-mail contacts. The Council received 85 responses, representing a relatively healthy response rate of 6%.

The sample size was limited by a number of businesses that did not respond after several attempts to make contact. Due to the scope of the sample size, the views presented reflect those of individual businesses, rather than sectors.

It is worth noting that since the business survey was undertaken, the council's engagement with local businesses has further increased and open dialogue is actively encouraged.

The key findings can be seen overleaf:

The key findings are as follows:

Of the 85 respondents, 22 (almost 26%) were manufacturing businesses, 10 (almost 12%) were in the Financial & Professional Services sector, 8 (just over 9%) were shops and 6 (just over 7%) were in the transportation and storage sector. There were multiple responses from businesses in the construction trades, high-tech / light industry, web development, advertising / marketing, restaurant. The remainder of the responses were from individual businesses in other miscellaneous sectors.

29 Respondents (34%) had been trading in Wellingborough for over 20 years, 25 (29%) had been trading between 1-5 years. One respondent had been trading less than a year, whilst the remainder had been trading between 6 and 20 years.

Almost three quarters of respondents have Wellingborough as their only site.

Only 8% of respondents said that their workforce had reduced in the last three years, with the majority having grown and just over 40% stayed the same.

62% of respondents have fewer than 10 employees and 30% report that 75-100% of their employees are Wellingborough residents.

23% of companies reported no skills gaps in their workforce; however, over 10% of respondents have identified gaps in advanced IT / software skills, high-level professional / technical skills and strategic / management skills.

38% of respondents considered Wellingborough to be a good business location, with 35% rating the borough as excellent / very good in terms of cost of premises.

47% rated Wellingborough as good in terms of high quality buildings and almost 73% rated Wellingborough as good / very good in terms of transport links.

Indeed, the majority of respondents had no plans to relocate out of the authority.

However, over 56% of businesses reported that broadband availability (or lack of it) causes a problem for them, with 20% reporting that it causes severe problems for them.

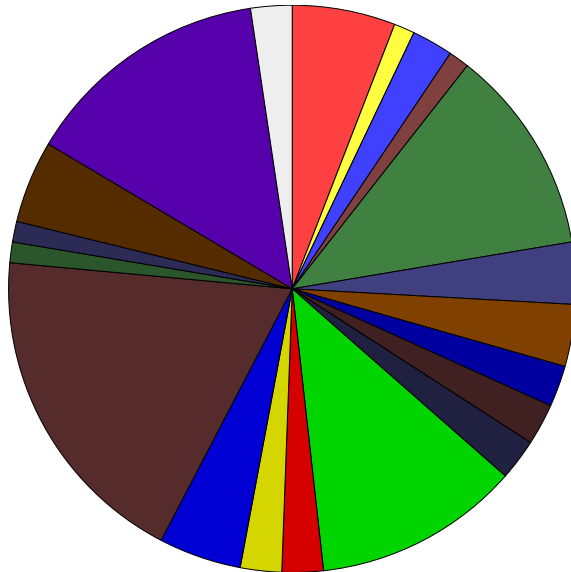
Asked about their future business prospects, the majority of businesses consulted were optimistic about the future prospects for their company or sector. Almost 79% of respondents felt that their turnover would grow over the next five years and over half envisaged a growth in workforce.

Overall, it appears that the businesses consulted are performing well or are in the process of adapting to changing markets. As a result, business contraction seems limited, both at present and in the future.














Business Location

Business Location

Question responses: 83 (97.65%)



	% Total	% Answer	Count
Bozeat	0.00%	0.00%	0
Denington Estate, Wellingborough	5.88%	6.02%	5
Earls Barton Industrial Estate	1.18%	1.20%	1
Earls Barton	2.35%	2.41%	2
Easton Maudit	0.00%	0.00%	0
Ecton	1.18%	1.20%	1
Finedon Road / Ise Valley Business Estate	11.76%	12.05%	10
Finedon Sidings	3.53%	3.61%	3
Finedon	3.53%	3.61%	3
Great Doddington	0.00%	0.00%	0
Great Harrowden	0.00%	0.00%	0

	<b>% Total</b>	<b>% Answer</b>	<b>Count</b>
 Grendon	0.00%	0.00%	0
 Hardwick	0.00%	0.00%	0
 Irchester	2.35%	2.41%	2
 Isham	0.00%	0.00%	0
 Leyland Trading Estate, Wellingborough	2.35%	2.41%	2
 Little Harrowden	0.00%	0.00%	0
 Mears Ashby	2.35%	2.41%	2
 Orlingbury	0.00%	0.00%	0
 Overstone	0.00%	0.00%	0
 Park Farm Business Estate, Wellingborough	11.76%	12.05%	10
 Strixton	2.35%	2.41%	2
 Sywell Airport Business Estate	2.35%	2.41%	2
 Sywell	4.71%	4.82%	4








	<b>% Total</b>	<b>% Answer</b>	<b>Count</b>
 Victoria Business Park, Wellingborough	0.00%	0.00%	0
 Wellingborough Town Centre	18.82%	19.28%	16
 Wilby	1.18%	1.20%	1
 Wollaston Industrial Estate	1.18%	1.20%	1
 Wollaston	4.71%	4.82%	4
 Elsewhere in the Borough (please specify below)	14.12%	14.46%	12
 [No Response]	2.35%	--	2
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

Table .1

Other information about your location (if applicable)

Other information about your location (if applicable)

Question responses: 19 (22.35%)

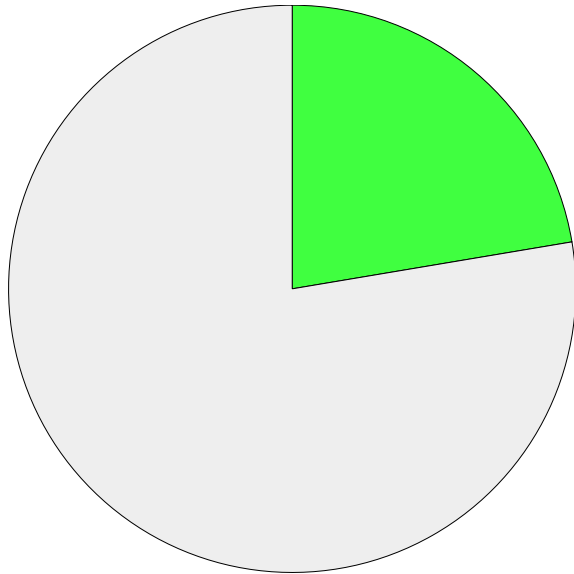


Table .1



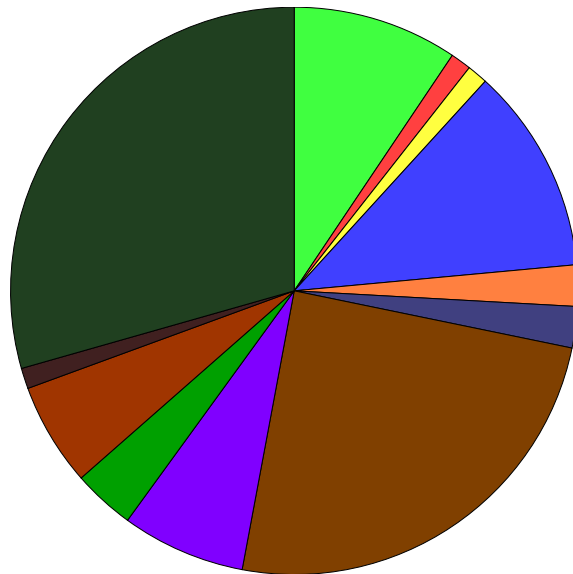
	% Total	% Answer	Count
 [Responses]	22.35%	100.00%	19
 [No Response]	77.65%	--	66
Total	100.00%	100.00%	85









Table .2

What is the nature of your business

What is the nature of your business

Question responses: 85 (100.00%)



	% Total	% Answer	Count
 Shop	9.41%	9.41%	8
 Hairdresser / beauty salon	1.18%	1.18%	1
 Other 'retail' services (including sandwich bars, funeral directors, travel agent, post office, dry cleaning, internet café)	1.18%	1.18%	1
 Financial and professional services (including banks, building societies, solicitors, accountants, estate and employment agencies, betting offices)	11.76%	11.76%	10
 Restaurants and Cafes (eat-in)	2.35%	2.35%	2
 Take Aways (Take aways selling hot food)	0.00%	0.00%	0
 Drinking Establishments (Public houses and bars)	0.00%	0.00%	0
 High Tech / Light Industry (R&D, laboratories)	2.35%	2.35%	2

## What is the nature of your business

	% Total	% Answer	Count
■ Manufacturing / General Industry (incl. repair of motor vehicles)	24.71%	24.71%	21
■ Transportation and storage / distribution (including postal / courier services)	7.06%	7.06%	6
■ Construction trades / civil engineering	3.53%	3.53%	3
■ Hotels / boarding / guest houses	0.00%	0.00%	0
■ Public Administration	0.00%	0.00%	0
■ Residential Institutions (e.g. hospitals / nursing homes)	0.00%	0.00%	0
■ Non residential Institutions (places of worship, church halls, clinics, health centres, creches, day nurseries, consulting rooms, museums, public halls, libraries, art galleries, exhibition halls, law courts, non-residential education and training centres)	5.88%	5.88%	5
■ Assembly and Leisure (Cinemas, music and concert halls, dance, sports halls, swimming baths, skating rinks, gymnasium, other indoor and outdoor sports and leisure users, bingo halls)	1.18%	1.18%	1



What is the nature of your business



	<b>% Total</b>	<b>% Answer</b>	<b>Count</b>
■ Other use not mentioned above (please specify below)	29.41%	29.41%	25
Total	100.00%	100.00%	85

Table .2

Table .1

Other use?

Other use?

Question responses: 25 (29.41%)

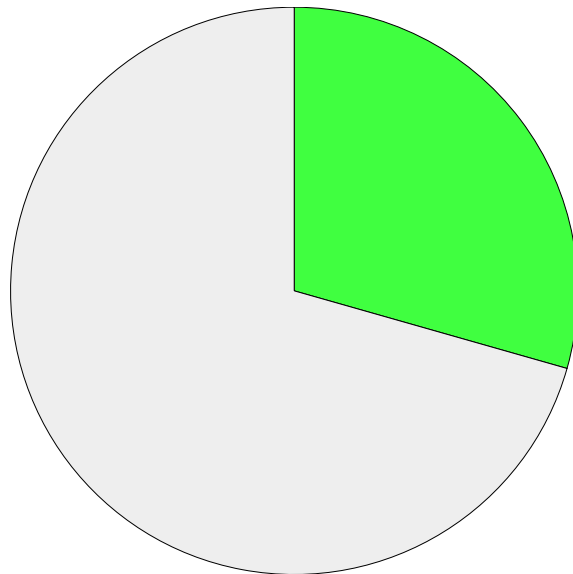


Table .1

	% Total	% Answer	Count
[Responses]	29.41%	100.00%	25
[No Response]	70.59%	--	60
Total	100.00%	100.00%	85

Table .2

How long has your company been trading in Wellingborough?

How long has your company been trading in Wellingborough?

Question responses: 84 (98.82%)

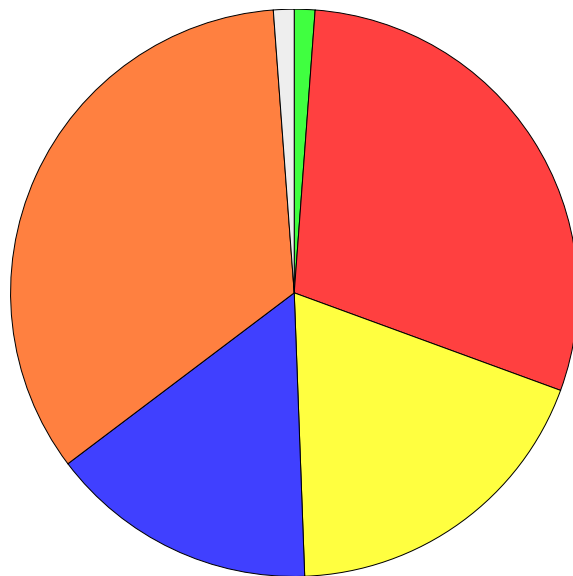


Table .1

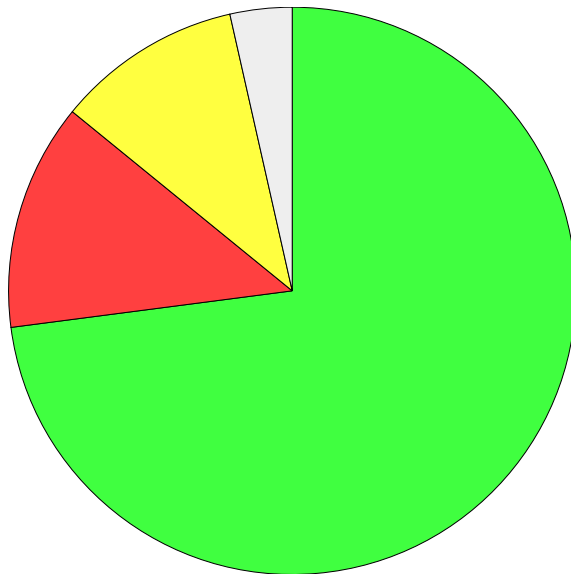
	% Total	% Answer	Count
Less than 1 year	1.18%	1.19%	1
1 - 5 years	29.41%	29.76%	25
6 - 10 years	18.82%	19.05%	16
11 - 20 Years	15.29%	15.48%	13
More than 20 years	34.12%	34.52%	29
[No Response]	1.18%	--	1
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

Are your premises...?

Are your premises...?

Question responses: 82 (96.47%)



	% Total	% Answer	Count
<span style="color: green;">■</span> Your only site (No related operations elsewhere)	72.94%	75.61%	62
<span style="color: red;">■</span> A national, regional or divisional headquarters (co-ordinating business operations across two or more sites)	12.94%	13.41%	11
<span style="color: yellow;">■</span> A branch, subsidiary or division with Headquarters elsewhere in the UK	10.59%	10.98%	9
<span style="color: blue;">■</span> A branch, subsidiary or division with Headquarters outside of the UK	0.00%	0.00%	0
<span style="color: grey;">■</span> [No Response]	3.53%	--	3
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

Table .1

Site ownership / tenure

Site ownership / tenure

Question responses: 85 (100.00%)

Are your premises

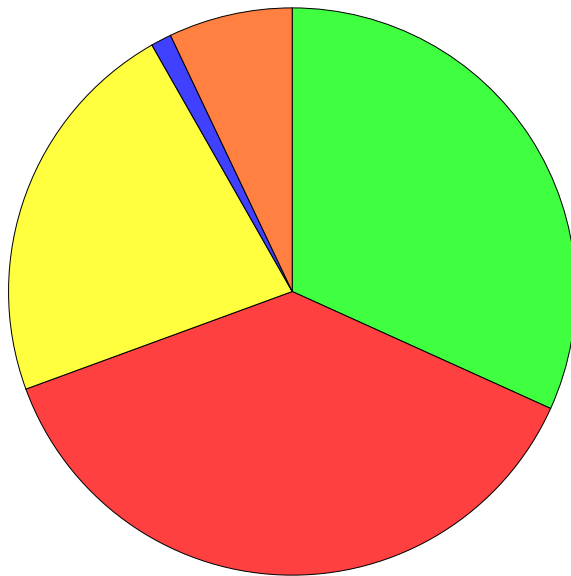


Table .1

	% Total	% Answer	Count
Freehold commercial premises	31.76%	31.76%	27
Leasehold commercial premises	37.65%	37.65%	32
Rented on a licence agreement	22.35%	22.35%	19
Within a managed workspace (e.g. business centre)	1.18%	1.18%	1
Part of your home	7.06%	7.06%	6
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

If you selected 'leasehold' above, how many years remain on your lease?

If you selected 'leasehold' above, how many years remain on your lease?

Question responses: 33 (38.82%)

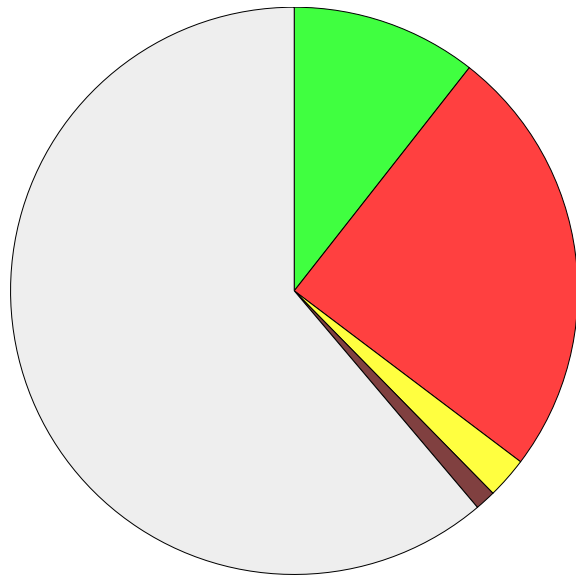


Table .1

	% Total	% Answer	Count
Under 1 year	10.59%	27.27%	9
1-9 years	24.71%	63.64%	21
10-19 years	2.35%	6.06%	2
20-49 years	0.00%	0.00%	0
50-99 years	0.00%	0.00%	0
100+ years	1.18%	3.03%	1
[No Response]	61.18%	--	52
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

How many employees are there in your Wellingborough operation(s)?

How many employees are there in your Wellingborough operation(s)?

Question responses: 82 (96.47%)

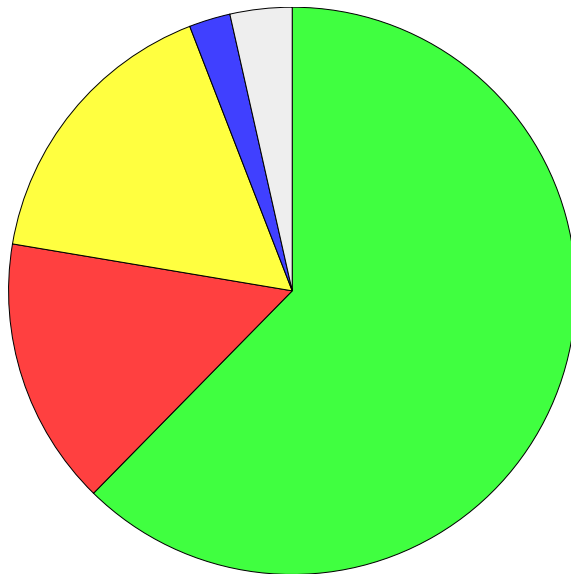


Table .1

	% Total	% Answer	Count
1-10	62.35%	64.63%	53
11-50	15.29%	15.85%	13
51-250	16.47%	17.07%	14
251-1000	2.35%	2.44%	2
1000+	0.00%	0.00%	0
[No Response]	3.53%	--	3
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

How has the size of your workforce changed in the last three years?



How has the size of your workforce changed in the last three years?

Question responses: 85 (100.00%)

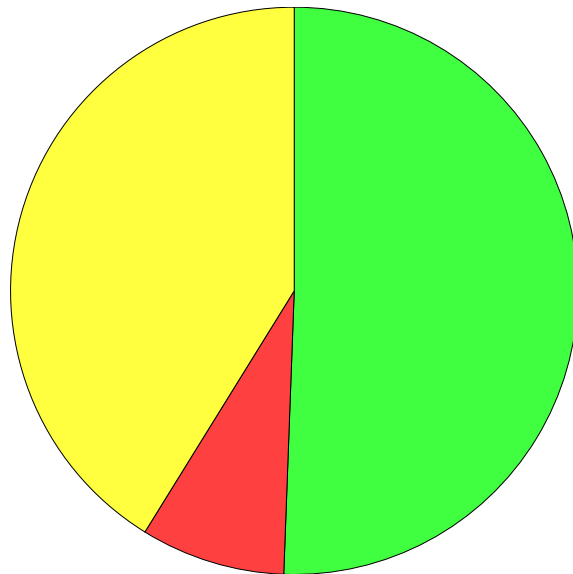


Table .1

	% Total	% Answer	Count
<span style="color: green;">■</span> Grown	50.59%	50.59%	43
<span style="color: red;">■</span> Declined	8.24%	8.24%	7
<span style="color: yellow;">■</span> Stayed the same	41.18%	41.18%	35
Total	100.00%	100.00%	85

Table .2



Approximately what percentage of your workforce...

Approximately what percentage of your workforce...

Question responses: 83 (97.65%)

Are Wellingborough residents

Question responses: 83 (97.65%)



	% Total	% Answer	Count
Less than 25%	23.53%	24.10%	20
25-50%	24.71%	25.30%	21
50-75%	20.00%	20.48%	17
75-100%	29.41%	30.12%	25
[No Response]	2.35%	--	2
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

Table .1

Approximately what percentage of your workforce...

Are professionals

Question responses: **74 (87.06%)**

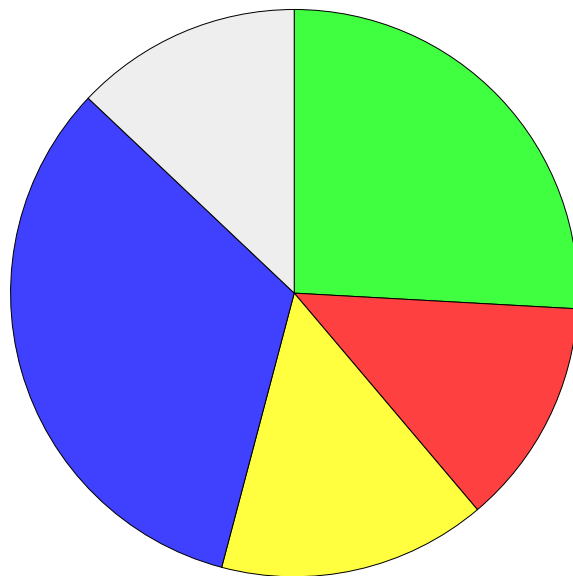


Table .3

	% Total	% Answer	Count
<span style="color: green;">■</span> Less than 25%	25.88%	29.73%	22
<span style="color: red;">■</span> 25-50%	12.94%	14.86%	11
<span style="color: yellow;">■</span> 50-75%	15.29%	17.57%	13
<span style="color: blue;">■</span> 75-100%	32.94%	37.84%	28
<span style="color: grey;">■</span> [No Response]	12.94%	--	11
Total	100.00%	100.00%	85

Table .4

Approximately what percentage of your workforce...

Are semi-skilled workers

Question responses: **60 (70.59%)**

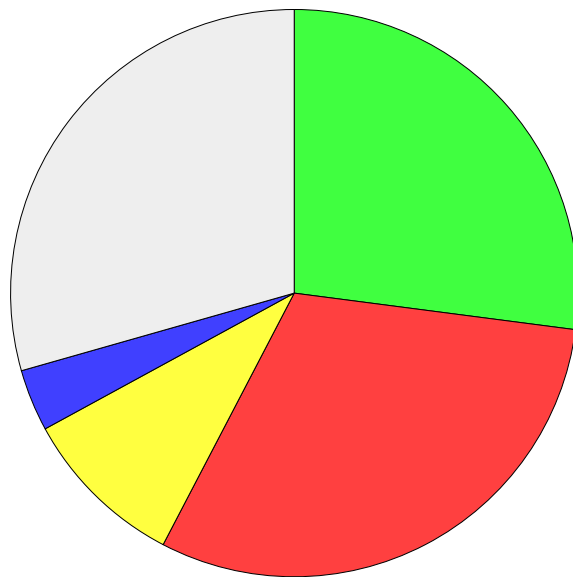


Table .5

	% Total	% Answer	Count
<span style="color: green;">■</span> Less than 25%	27.06%	38.33%	23
<span style="color: red;">■</span> 25-50%	30.59%	43.33%	26
<span style="color: yellow;">■</span> 50-75%	9.41%	13.33%	8
<span style="color: blue;">■</span> 75-100%	3.53%	5.00%	3
<span style="color: grey;">■</span> [No Response]	29.41%	--	25
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .6

Approximately what percentage of your workforce...

Are unskilled workers

Question responses: **46 (54.12%)**

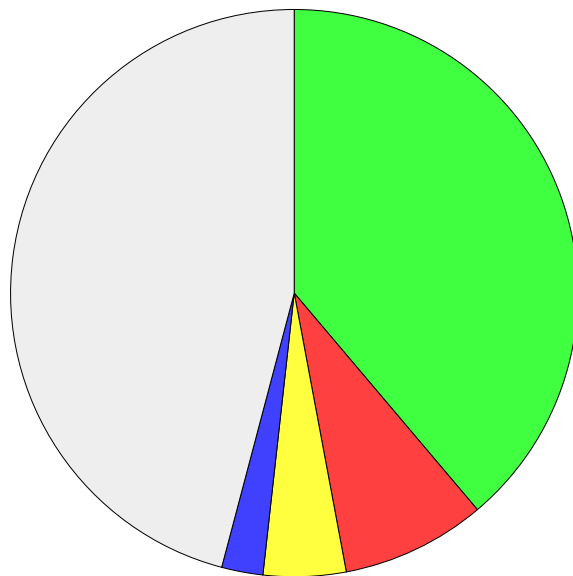


Table .7

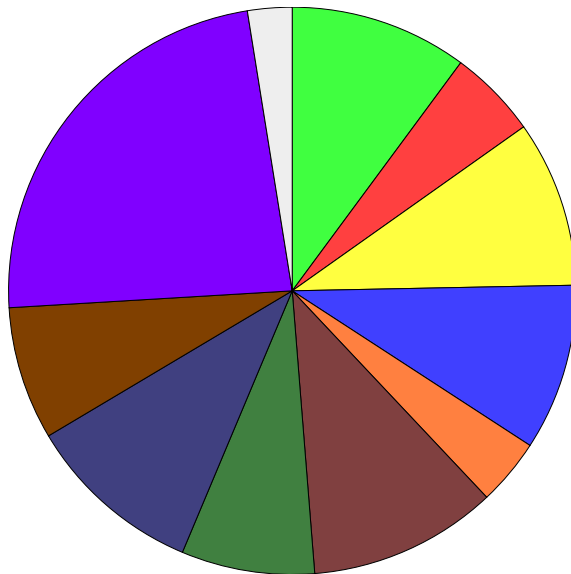
	% Total	% Answer	Count
<span style="color: green;">■</span> Less than 25%	38.82%	71.74%	33
<span style="color: red;">■</span> 25-50%	8.24%	15.22%	7
<span style="color: yellow;">■</span> 50-75%	4.71%	8.70%	4
<span style="color: blue;">■</span> 75-100%	2.35%	4.35%	2
<span style="color: gray;">■</span> [No Response]	45.88%	--	39
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .8

Have you identified any skills gaps in your current workforce, if so what would they be?

Have you identified any skills gaps in your current workforce, if so what would they be?

Question responses: 81 (95.29%)



	% Total	% Answer	Frequency	Count
Advanced IT or software skills	10.13%	10.39%	18.82%	16
Basic computer literacy skills	5.06%	5.19%	9.41%	8
Communication skills	9.49%	9.74%	17.65%	15
Customer handling skills	9.49%	9.74%	17.65%	15
Foreign language skills	3.80%	3.90%	7.06%	6
High level professional / technical skills	10.76%	11.04%	20.00%	17
Numeracy & Literacy skills	7.59%	7.79%	14.12%	12
Strategic / Management skills	10.13%	10.39%	18.82%	16
Team working skills	7.59%	7.79%	14.12%	12

Have you identified any skills gaps in your current workforce, if so what would they be?



	% Total	% Answer	Frequency	Count
<input checked="" type="checkbox"/> None	23.42%	24.03%	43.53%	37
<input type="checkbox"/> [No Response]	2.53%	--	4.71%	4
Total	100.00%	100.00%	0%	158

Table .2

Table .1

Any other skills gaps not mentioned above?

Any other skills gaps not mentioned above?

Question responses: 11 (12.94%)

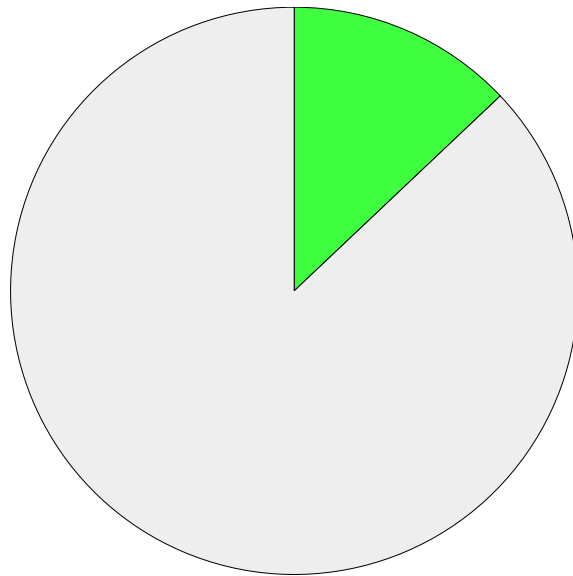


Table .1

	% Total	% Answer	Count
<span style="color: green;">■</span> [Responses]	12.94%	100.00%	11
<span style="color: grey;">■</span> [No Response]	87.06%	--	74
Total	100.00%	100.00%	85

Table .2

How do you usually recruit permanent staff?

How do you usually recruit permanent staff?

Question responses: 77 (90.59%)

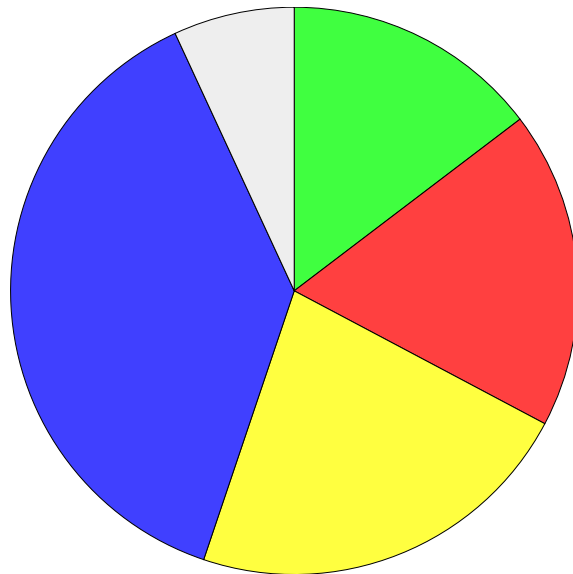


Table .1

	% Total	% Answer	Frequency	Count
Jobcentre Plus	14.66%	15.74%	20.00%	17
Advert in press	18.10%	19.44%	24.71%	21
Agency	22.41%	24.07%	30.59%	26
Other (Please specify below)	37.93%	40.74%	51.76%	44
[No Response]	6.90%	--	9.41%	8
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>0%</b>	<b>116</b>

Table .2



Which other recruitment method(s) do you use?

Which other recruitment method(s) do you use?

Question responses: 48 (56.47%)

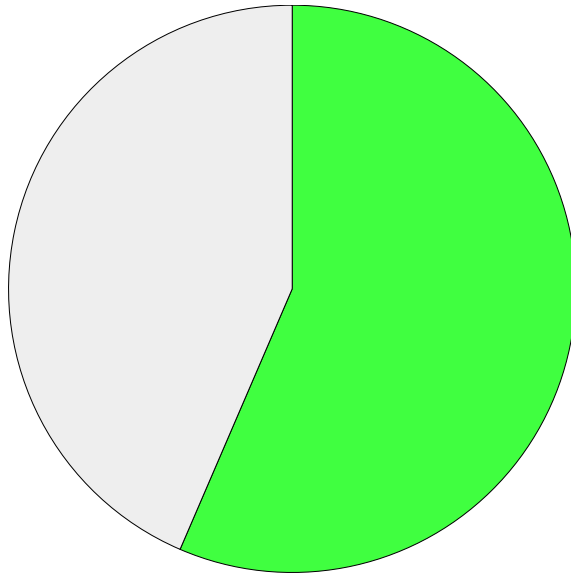


Table .1

	% Total	% Answer	Count
<span style="color: green;">■</span> [Responses]	56.47%	100.00%	48
<span style="color: grey;">■</span> [No Response]	43.53%	--	37
Total	100.00%	100.00%	85

Table .2

Do you currently employ or have plans to employ Young Apprentices?

Do you currently employ or have plans to employ Young Apprentices?

Question responses: **84 (98.82%)**

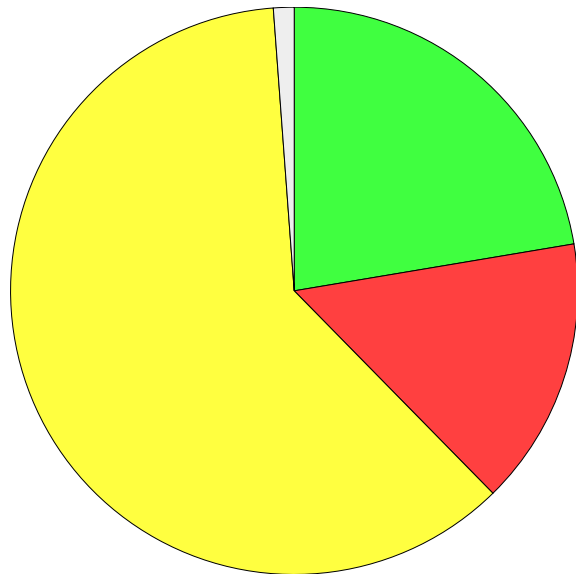


Table .1

	<b>% Total</b>	<b>% Answer</b>	<b>Count</b>
<span style="color: green;">■</span> Yes have	22.35%	22.62%	19
<span style="color: red;">■</span> Yes plan to	15.29%	15.48%	13
<span style="color: yellow;">■</span> No	61.18%	61.90%	52
<span style="color: grey;">■</span> [No Response]	1.18%	--	1
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

Apprentices

Question responses: 27 (31.76%)

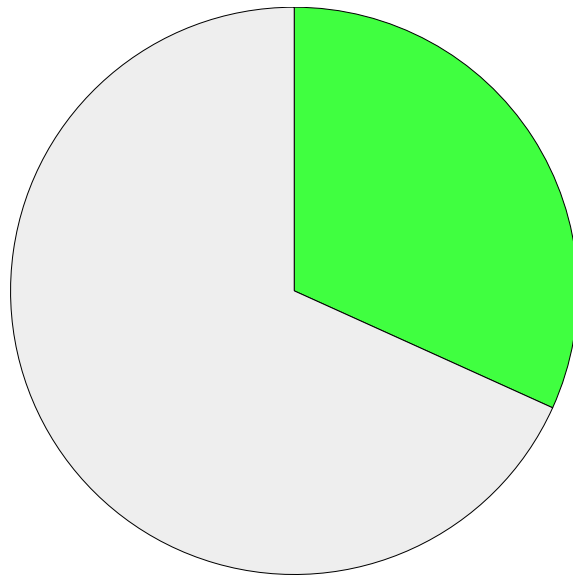


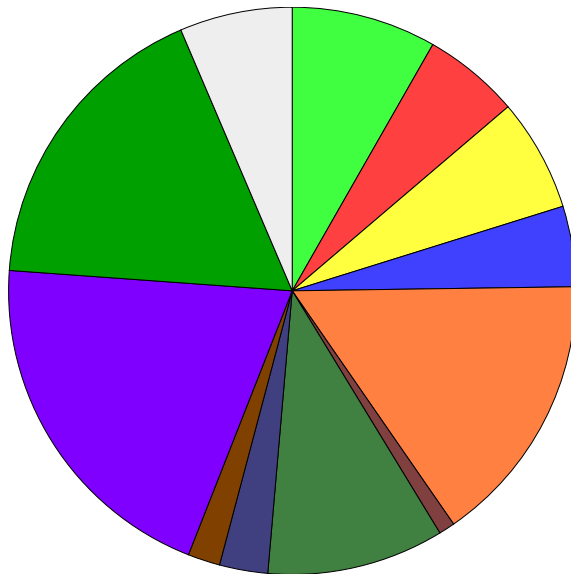
Table .1

	% Total	% Answer	Count
<span style="color: green;">■</span> [Responses]	31.76%	100.00%	27
<span style="color: grey;">■</span> [No Response]	68.24%	--	58
Total	100.00%	100.00%	85

Table .2

Recruitment difficulties

Question responses: 78 (91.76%)



	% Total	% Answer	Frequency	Count
Managers and senior officials	8.26%	8.82%	10.59%	9
Professional occupations	5.50%	5.88%	7.06%	6
Associate professional and technical occupations (including skilled engineers)	6.42%	6.86%	8.24%	7
Administrative and secretarial occupations	4.59%	4.90%	5.88%	5
Skilled trades occupations	15.60%	16.67%	20.00%	17
Personal service occupations	0.92%	0.98%	1.18%	1
Sales and customer service occupations	10.09%	10.78%	12.94%	11
Process, plant and machine operatives	2.75%	2.94%	3.53%	3



	% Total	% Answer	Frequency	Count
■ Elementary occupations	1.83%	1.96%	2.35%	2
■ No recruitment problems	20.18%	21.57%	25.88%	22
■ Not recruited in past 2 years	17.43%	18.63%	22.35%	19
■ [No Response]	6.42%	--	8.24%	7
Total	100.00%	100.00%	0%	109

Table .2

Table .1

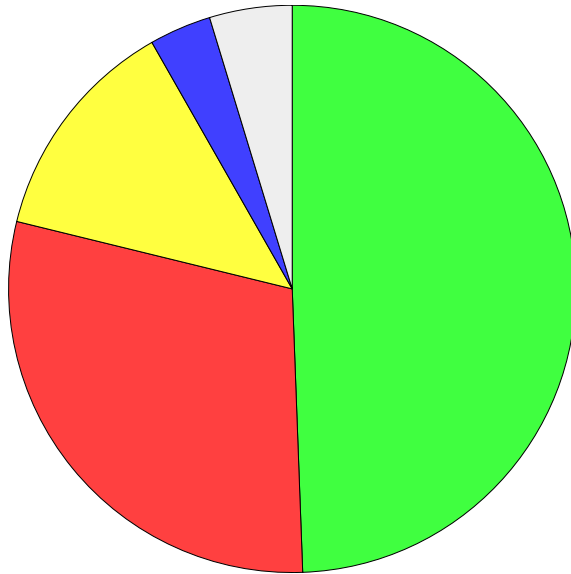
What do you look for in a business location?

What do you look for in a business location?

Question responses: **83 (97.65%)**

Cost of premises

Question responses: **81 (95.29%)**



	% Total	% Answer	Count
Essential	49.41%	51.85%	42
Very Important	29.41%	30.86%	25
Important	12.94%	13.58%	11
Not important	3.53%	3.70%	3
[No Response]	4.71%	--	4
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .1

Table .2

What do you look for in a business location?

High quality building / facilities

Question responses: **76 (89.41%)**

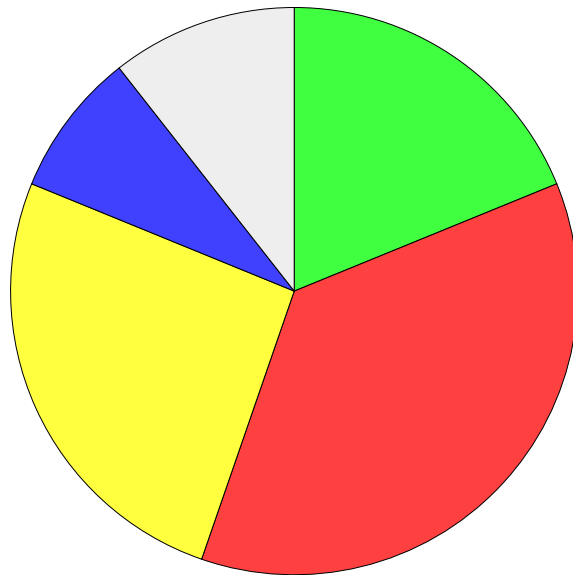


Table .3

	% Total	% Answer	Count
Essential	18.82%	21.05%	16
Very Important	36.47%	40.79%	31
Important	25.88%	28.95%	22
Not important	8.24%	9.21%	7
[No Response]	10.59%	--	9
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .4

What do you look for in a business location?

Good transport links

Question responses: **78 (91.76%)**

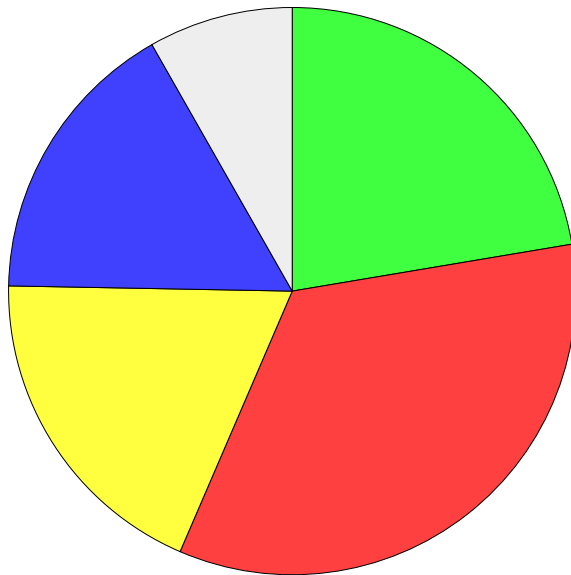


Table .5

	% Total	% Answer	Count
Essential	22.35%	24.36%	19
Very Important	34.12%	37.18%	29
Important	18.82%	20.51%	16
Not important	16.47%	17.95%	14
[No Response]	8.24%	--	7
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .6



What do you look for in a business location?

Fast access to the motorway

Question responses: **76 (89.41%)**

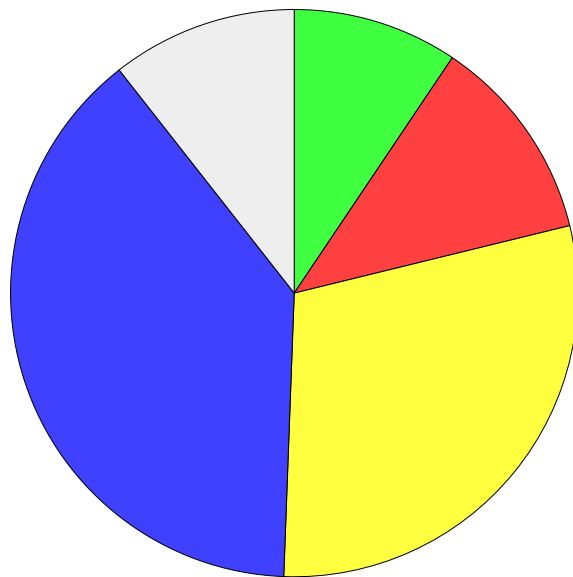


Table .7

	% Total	% Answer	Count
Essential	9.41%	10.53%	8
Very Important	11.76%	13.16%	10
Important	29.41%	32.89%	25
Not important	38.82%	43.42%	33
[No Response]	10.59%	--	9
Total	100.00%	100.00%	85

Table .8

What do you look for in a business location?

Access to an airport

Question responses: **75 (88.24%)**

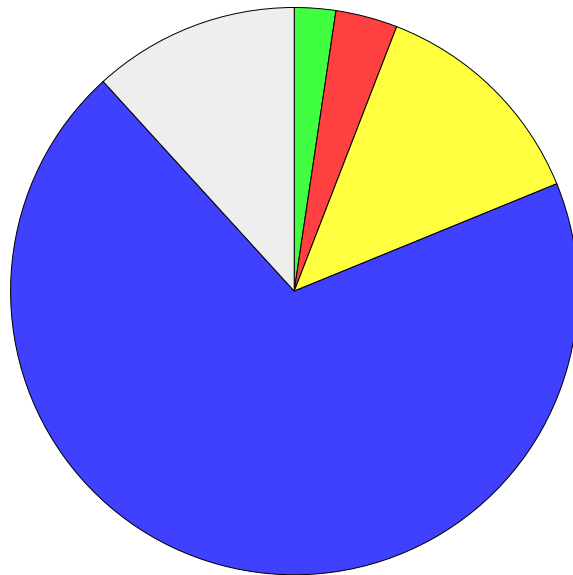


Table .9

	% Total	% Answer	Count
Essential	2.35%	2.67%	2
Very Important	3.53%	4.00%	3
Important	12.94%	14.67%	11
Not important	69.41%	78.67%	59
[No Response]	11.76%	--	10
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .10

What do you look for in a business location?

Proximity to customers

Question responses: 77 (90.59%)

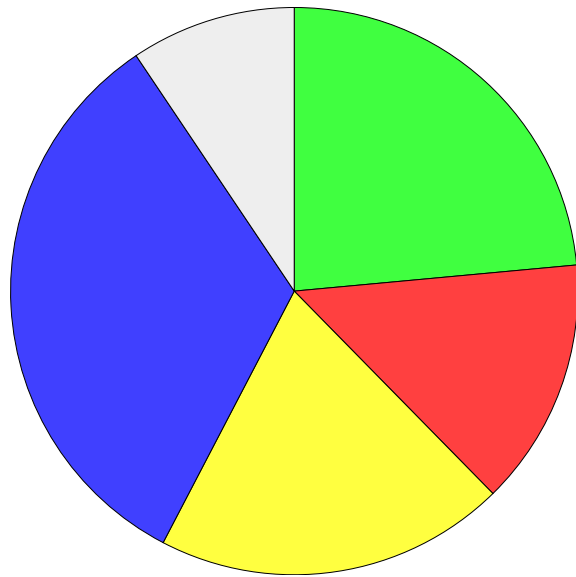


Table .11

	% Total	% Answer	Count
Essential	23.53%	25.97%	20
Very Important	14.12%	15.58%	12
Important	20.00%	22.08%	17
Not important	32.94%	36.36%	28
[No Response]	9.41%	--	8
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .12

What do you look for in a business location?

Proximity to suppliers

Question responses: **75 (88.24%)**

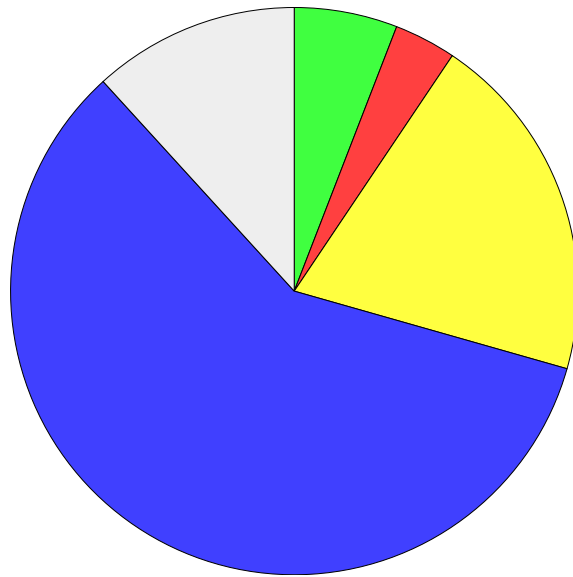


Table .13

	% Total	% Answer	Count
Essential	5.88%	6.67%	5
Very Important	3.53%	4.00%	3
Important	20.00%	22.67%	17
Not important	58.82%	66.67%	50
[No Response]	11.76%	--	10
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .14

What do you look for in a business location?

Skilled workforce

Question responses: **79 (92.94%)**

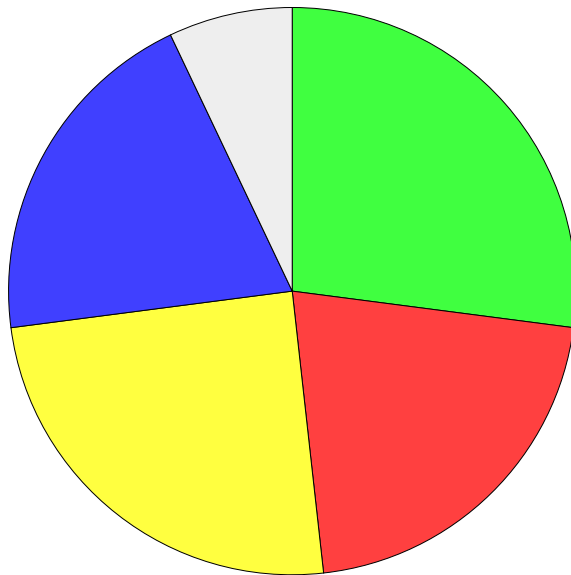


Table .15

	% Total	% Answer	Count
Essential	27.06%	29.11%	23
Very Important	21.18%	22.78%	18
Important	24.71%	26.58%	21
Not important	20.00%	21.52%	17
[No Response]	7.06%	--	6
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .16

What do you look for in a business location?

Heavy goods access to the premises

Question responses: 77 (90.59%)

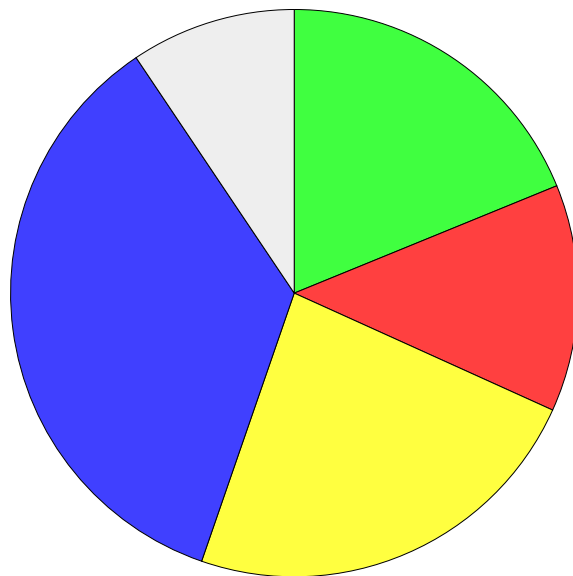


Table .17

	% Total	% Answer	Count
Essential	18.82%	20.78%	16
Very Important	12.94%	14.29%	11
Important	23.53%	25.97%	20
Not important	35.29%	38.96%	30
[No Response]	9.41%	--	8
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .18

What do you look for in a business location?

Availability of parking

Question responses: **82 (96.47%)**



Table .19

	% Total	% Answer	Count
Essential	28.24%	29.27%	24
Very Important	41.18%	42.68%	35
Important	22.35%	23.17%	19
Not important	4.71%	4.88%	4
[No Response]	3.53%	--	3
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .20

What do you look for in a business location?

Having a yard / open storage space

Question responses: **75 (88.24%)**

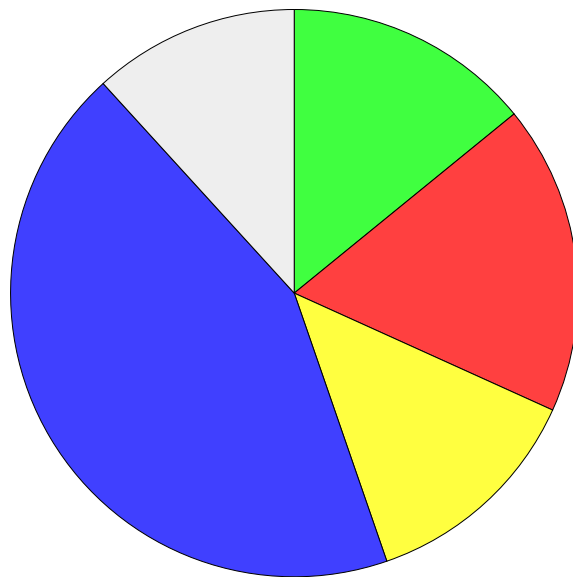


Table .21

	% Total	% Answer	Count
Essential	14.12%	16.00%	12
Very Important	17.65%	20.00%	15
Important	12.94%	14.67%	11
Not important	43.53%	49.33%	37
[No Response]	11.76%	--	10
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .22



What do you look for in a business location?

Ability of premises to accommodate further growth

Question responses: 77 (90.59%)

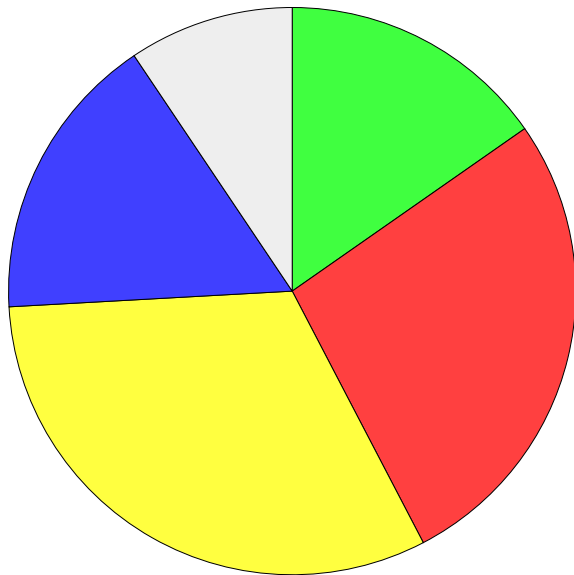


Table .23

	% Total	% Answer	Count
Essential	15.29%	16.88%	13
Very Important	27.06%	29.87%	23
Important	31.76%	35.06%	27
Not important	16.47%	18.18%	14
[No Response]	9.41%	--	8
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .24

Other factors

Other factors

Question responses: 22 (25.88%)

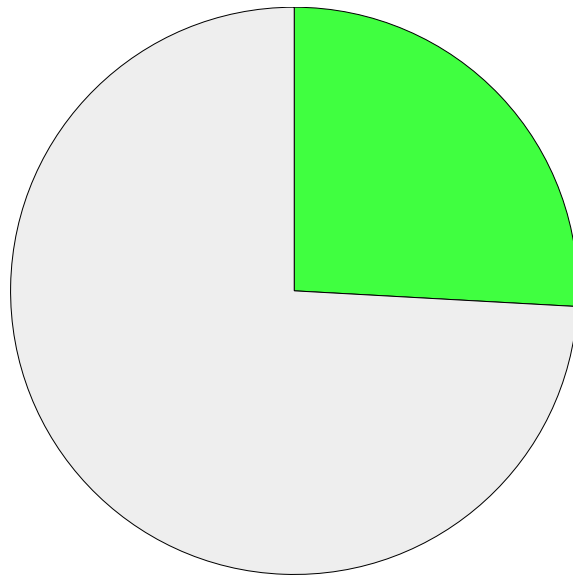


Table .1

	% Total	% Answer	Count
[Responses]	25.88%	100.00%	22
[No Response]	74.12%	--	63
Total	100.00%	100.00%	85

Table .2

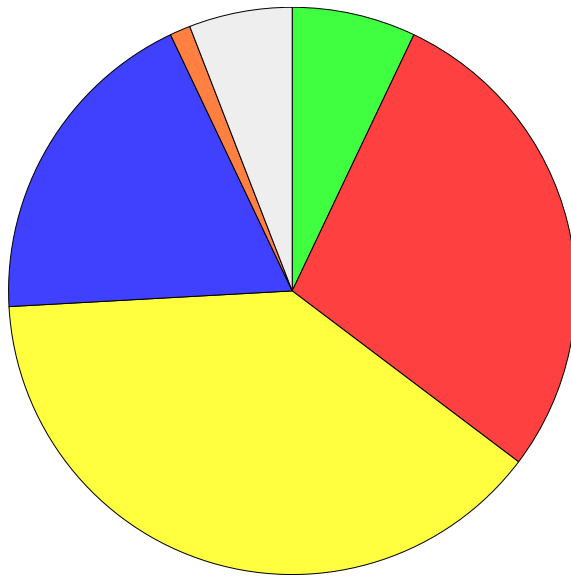
How do you rate Wellingborough as a business location?

How do you rate Wellingborough as a business location?

Question responses: **81 (95.29%)**

Cost of premises

Question responses: **80 (94.12%)**



	% Total	% Answer	Count
Excellent	7.06%	7.50%	6
Very Good	28.24%	30.00%	24
Good	38.82%	41.25%	33
Average	18.82%	20.00%	16
Poor	1.18%	1.25%	1
[No Response]	5.88%	--	5
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .1

Table .2

How do you rate Wellingborough as a business location?

High quality building / facilities

Question responses: **78 (91.76%)**

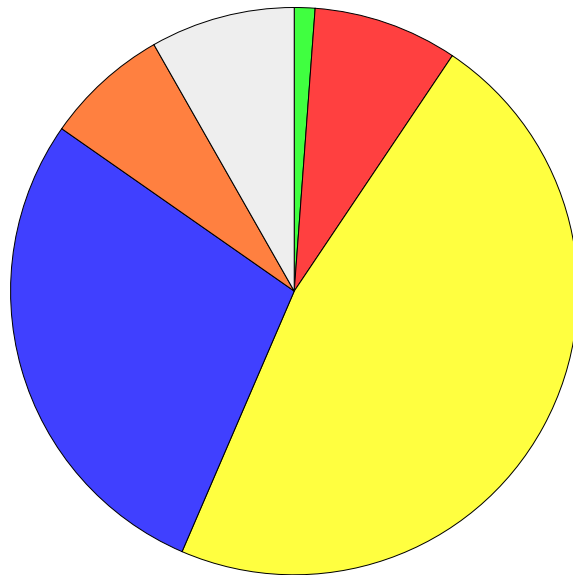


Table .3

	% Total	% Answer	Count
Excellent	1.18%	1.28%	1
Very Good	8.24%	8.97%	7
Good	47.06%	51.28%	40
Average	28.24%	30.77%	24
Poor	7.06%	7.69%	6
[No Response]	8.24%	--	7
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .4

How do you rate Wellingborough as a business location?

Good transport links

Question responses: **79 (92.94%)**

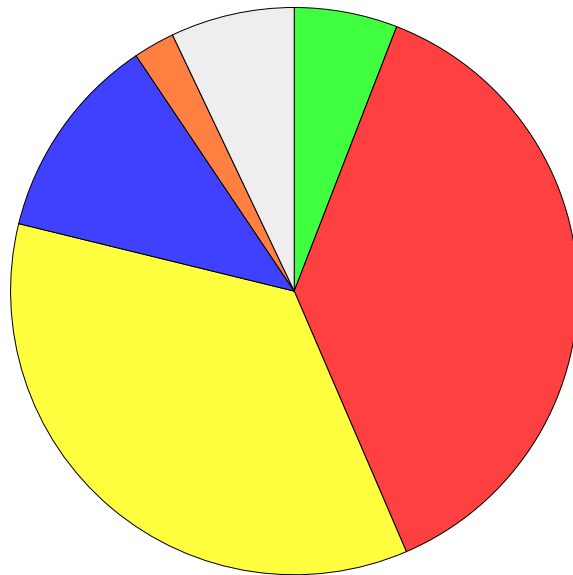


Table .5

	% Total	% Answer	Count
Excellent	5.88%	6.33%	5
Very Good	37.65%	40.51%	32
Good	35.29%	37.97%	30
Average	11.76%	12.66%	10
Poor	2.35%	2.53%	2
[No Response]	7.06%	--	6
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .6

How do you rate Wellingborough as a business location?

Fast access to the motorway

Question responses: **79 (92.94%)**

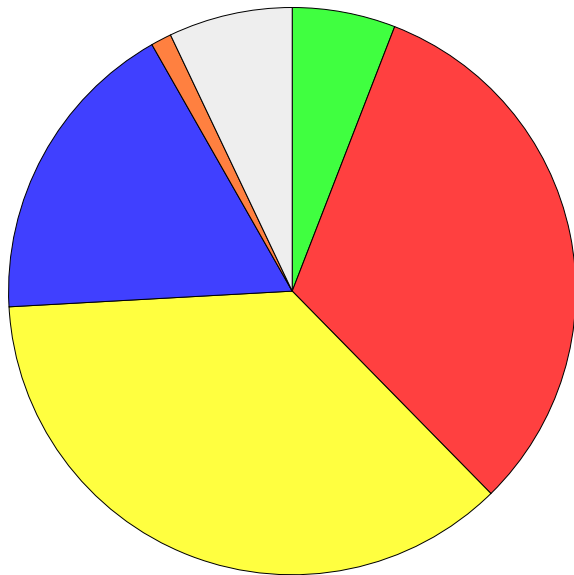


Table .7

	% Total	% Answer	Count
Excellent	5.88%	6.33%	5
Very Good	31.76%	34.18%	27
Good	36.47%	39.24%	31
Average	17.65%	18.99%	15
Poor	1.18%	1.27%	1
[No Response]	7.06%	--	6
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .8

How do you rate Wellingborough as a business location?

Access to an airport

Question responses: **78 (91.76%)**

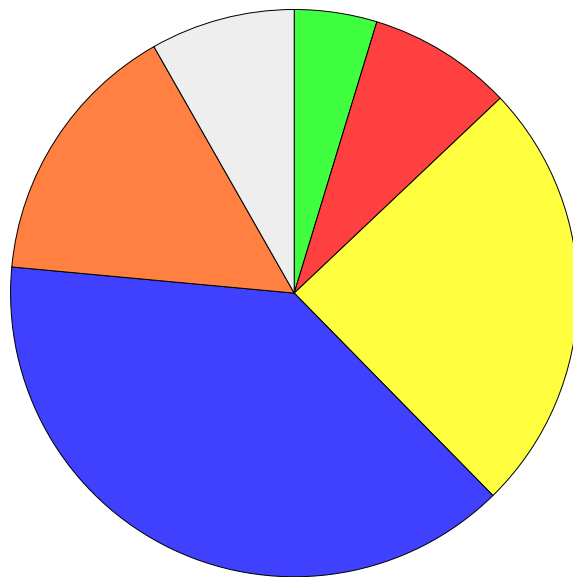


Table .9

	% Total	% Answer	Count
Excellent	4.71%	5.13%	4
Very Good	8.24%	8.97%	7
Good	24.71%	26.92%	21
Average	38.82%	42.31%	33
Poor	15.29%	16.67%	13
[No Response]	8.24%	--	7
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .10

How do you rate Wellingborough as a business location?

Proximity to customers

Question responses: 77 (90.59%)

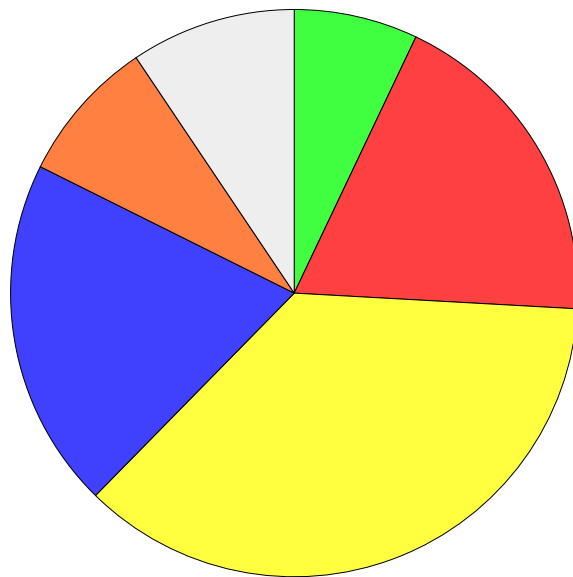


Table .11

	% Total	% Answer	Count
Excellent	7.06%	7.79%	6
Very Good	18.82%	20.78%	16
Good	36.47%	40.26%	31
Average	20.00%	22.08%	17
Poor	8.24%	9.09%	7
[No Response]	9.41%	--	8
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .12



How do you rate Wellingborough as a business location?

Proximity to suppliers

Question responses: **76 (89.41%)**

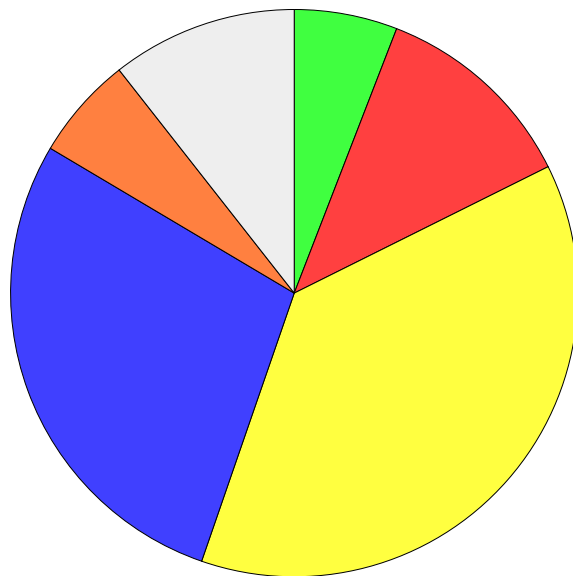


Table .13

	% Total	% Answer	Count
Excellent	5.88%	6.58%	5
Very Good	11.76%	13.16%	10
Good	37.65%	42.11%	32
Average	28.24%	31.58%	24
Poor	5.88%	6.58%	5
[No Response]	10.59%	--	9
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .14

How do you rate Wellingborough as a business location?

Skilled workforce

Question responses: 74 (87.06%)

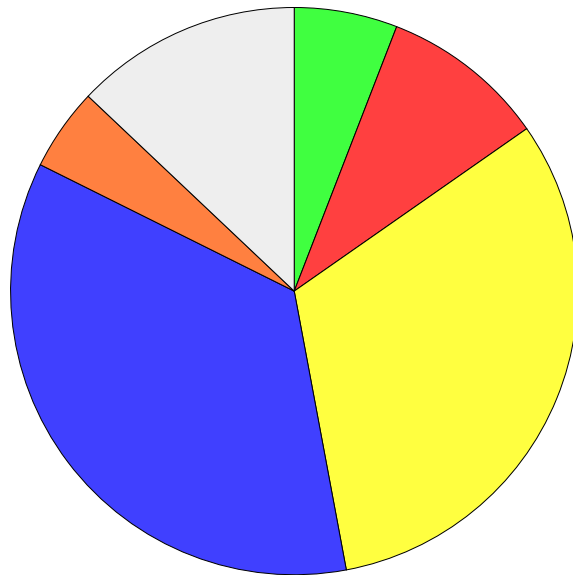


Table .15

	% Total	% Answer	Count
Excellent	5.88%	6.76%	5
Very Good	9.41%	10.81%	8
Good	31.76%	36.49%	27
Average	35.29%	40.54%	30
Poor	4.71%	5.41%	4
[No Response]	12.94%	--	11
Total	100.00%	100.00%	85

Table .16

How do you rate Wellingborough as a business location?

Heavy goods access to the premises

Question responses: **70 (82.35%)**

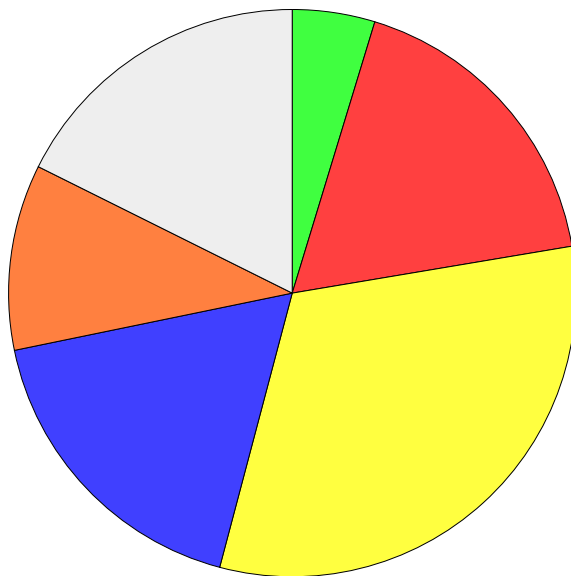


Table .17

	% Total	% Answer	Count
Excellent	4.71%	5.71%	4
Very Good	17.65%	21.43%	15
Good	31.76%	38.57%	27
Average	17.65%	21.43%	15
Poor	10.59%	12.86%	9
[No Response]	17.65%	--	15
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .18

How do you rate Wellingborough as a business location?

Availability of parking

Question responses: **75 (88.24%)**

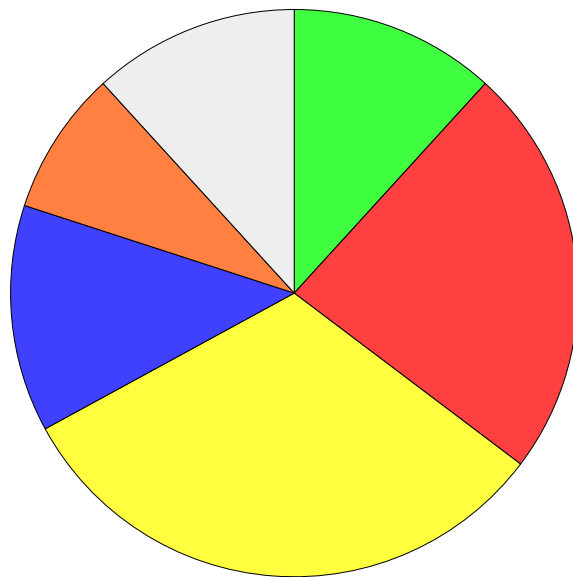


Table .19

	% Total	% Answer	Count
Excellent	11.76%	13.33%	10
Very Good	23.53%	26.67%	20
Good	31.76%	36.00%	27
Average	12.94%	14.67%	11
Poor	8.24%	9.33%	7
[No Response]	11.76%	--	10
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .20

How do you rate Wellingborough as a business location?

Having a yard / open storage space

Question responses: **69 (81.18%)**

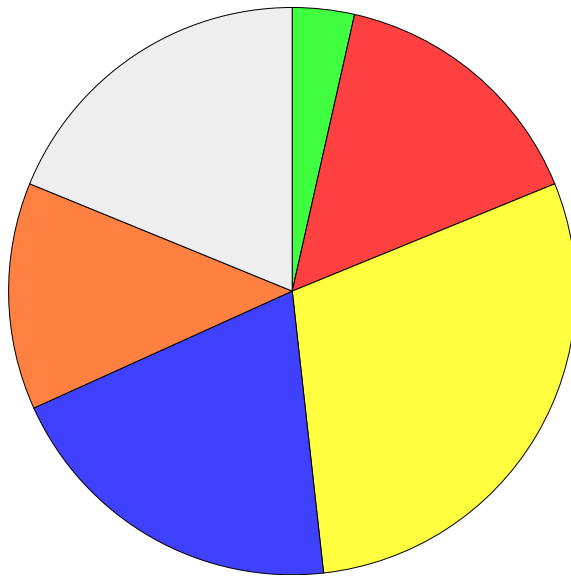


Table .21

	% Total	% Answer	Count
Excellent	3.53%	4.35%	3
Very Good	15.29%	18.84%	13
Good	29.41%	36.23%	25
Average	20.00%	24.64%	17
Poor	12.94%	15.94%	11
[No Response]	18.82%	--	16
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .22

How do you rate Wellingborough as a business location?

Ability of premises to accommodate further growth

Question responses: **73 (85.88%)**

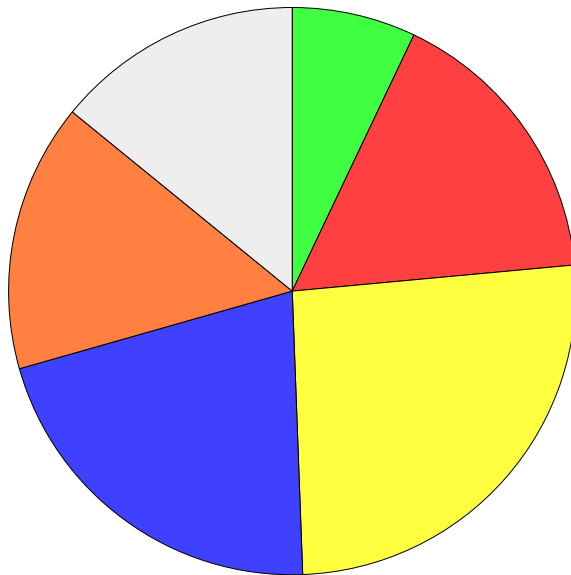


Table .23

	% Total	% Answer	Count
Excellent	7.06%	8.22%	6
Very Good	16.47%	19.18%	14
Good	25.88%	30.14%	22
Average	21.18%	24.66%	18
Poor	15.29%	17.81%	13
[No Response]	14.12%	--	12
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .24

Other issues

Other issues

Question responses: **84 (98.82%)**

Good management / maintenance of the premises?

Question responses: **83 (97.65%)**

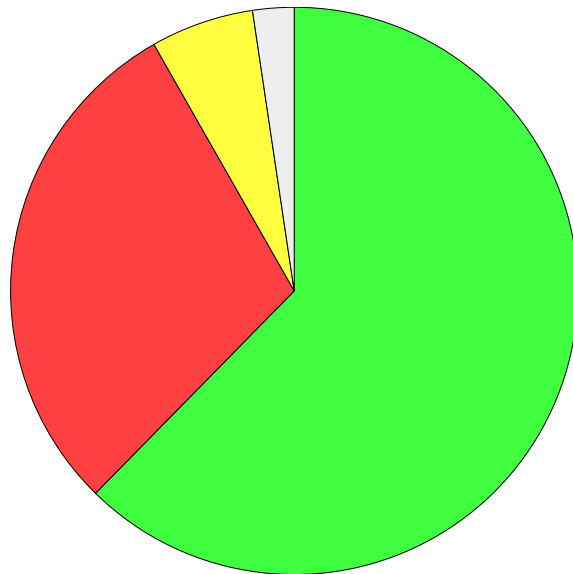


Table .1

	% Total	% Answer	Count
Not a problem	62.35%	63.86%	53
Causes a problem from time to time	29.41%	30.12%	25
Poses severe problems for the business	5.88%	6.02%	5
[No Response]	2.35%	--	2
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

Other issues

Crime / security concerns

Question responses: **83 (97.65%)**

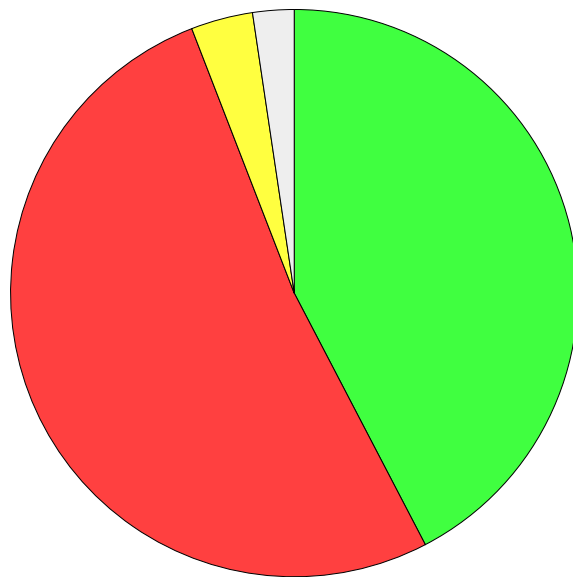


Table .3

	% Total	% Answer	Count
Not a problem	42.35%	43.37%	36
Causes a problem from time to time	51.76%	53.01%	44
Poses severe problems for the business	3.53%	3.61%	3
[No Response]	2.35%	--	2
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .4



Public transport links

Question responses: **82 (96.47%)**

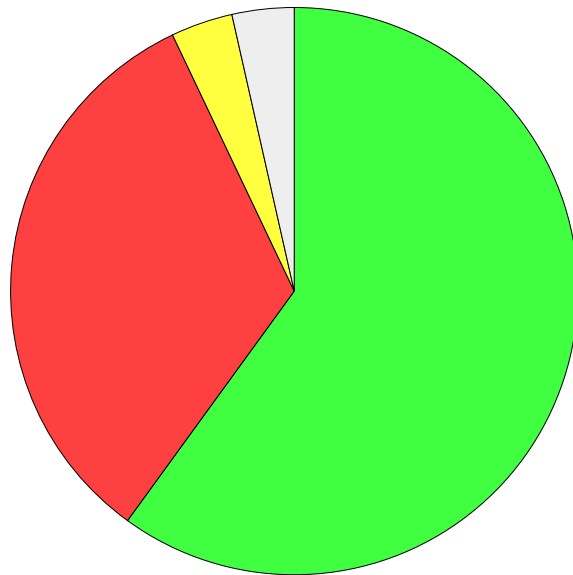


Table .5

	% Total	% Answer	Count
Not a problem	60.00%	62.20%	51
Causes a problem from time to time	32.94%	34.15%	28
Poses severe problems for the business	3.53%	3.66%	3
[No Response]	3.53%	--	3
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .6

Other issues

Noise

Question responses: **82 (96.47%)**

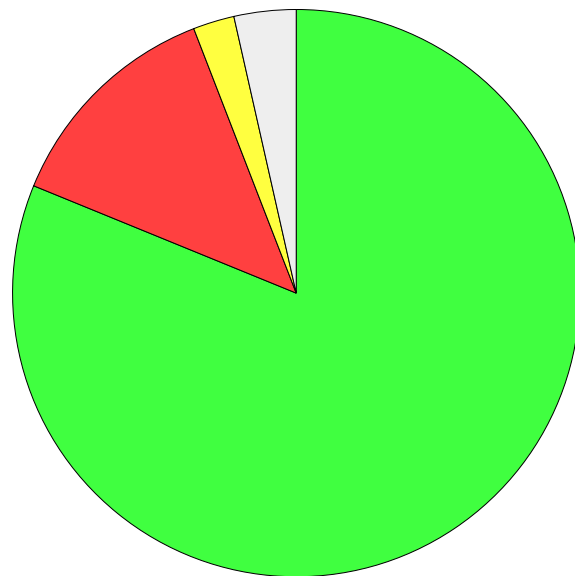


Table .7

	% Total	% Answer	Count
<span style="color: green;">■</span> Not a problem	81.18%	84.15%	69
<span style="color: red;">■</span> Causes a problem from time to time	12.94%	13.41%	11
<span style="color: yellow;">■</span> Poses severe problems for the business	2.35%	2.44%	2
<span style="color: grey;">■</span> [No Response]	3.53%	--	3
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .8

Litter

Question responses: **82 (96.47%)**

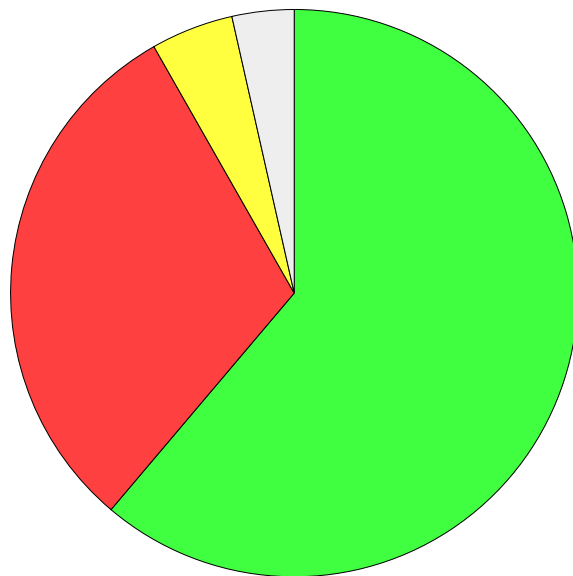


Table .9

	% Total	% Answer	Count
Not a problem	61.18%	63.41%	52
Causes a problem from time to time	30.59%	31.71%	26
Poses severe problems for the business	4.71%	4.88%	4
[No Response]	3.53%	--	3
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .10



Broadband availability

Question responses: **83 (97.65%)**

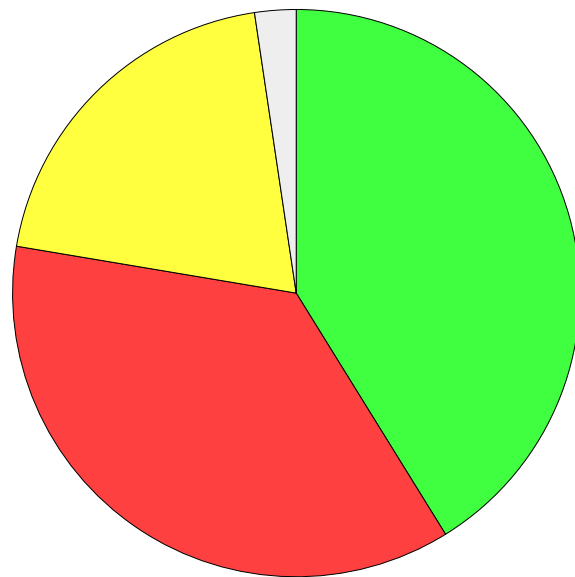


Table .11

	% Total	% Answer	Count
Not a problem	41.18%	42.17%	35
Causes a problem from time to time	36.47%	37.35%	31
Poses severe problems for the business	20.00%	20.48%	17
[No Response]	2.35%	--	2
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .12

Site ownership / tenure

Question responses: **81 (95.29%)**

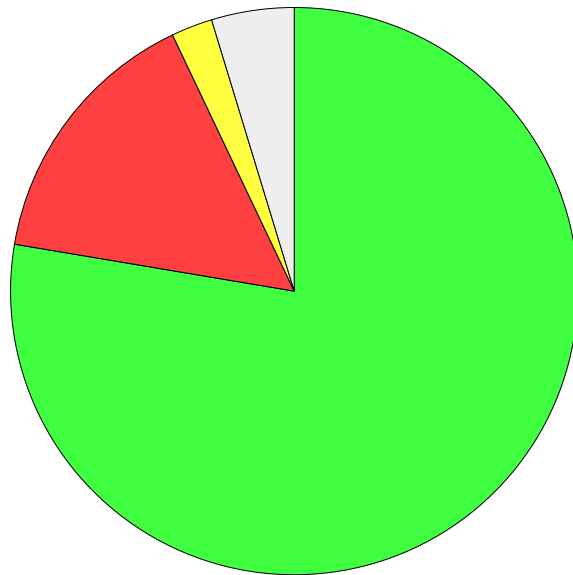


Table .13

	% Total	% Answer	Count
Not a problem	77.65%	81.48%	66
Causes a problem from time to time	15.29%	16.05%	13
Poses severe problems for the business	2.35%	2.47%	2
[No Response]	4.71%	--	4
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .14

Does Wellingborough have any other benefits / constraints you'd like to tell us about?

Does Wellingborough have any other benefits / constraints you'd like to tell us about?

Question responses: 14 (16.47%)

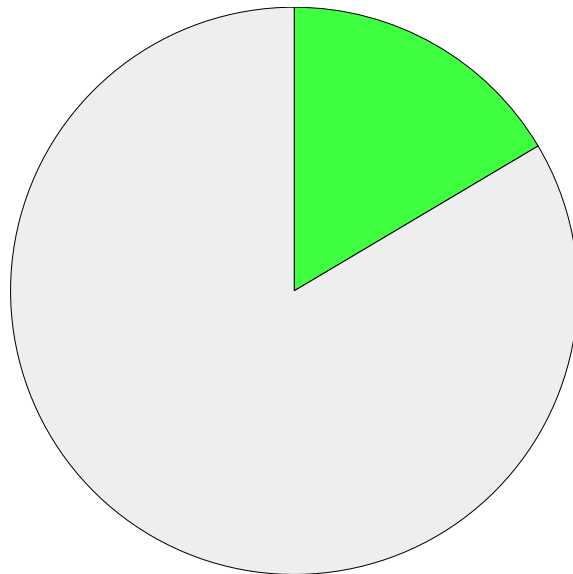


Table .1

	% Total	% Answer	Count
<span style="color: green;">■</span> [Responses]	16.47%	100.00%	14
<span style="color: lightgrey;">■</span> [No Response]	83.53%	--	71
Total	100.00%	100.00%	85

Table .2

How often do you attend business networking events?

How often do you attend business networking events?

Question responses: 83 (97.65%)

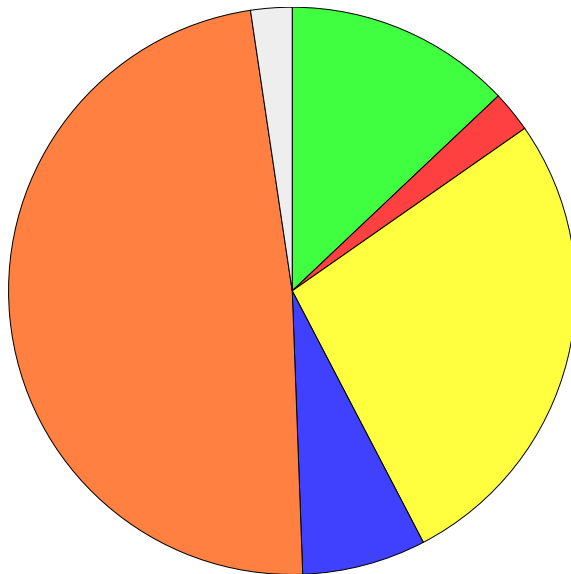


Table .1

	% Total	% Answer	Count
Once a month or more	12.94%	13.25%	11
7 to 10 times a year (more than every other month)	2.35%	2.41%	2
2 to 6 times a year	27.06%	27.71%	23
Once a year	7.06%	7.23%	6
Less than once a year	48.24%	49.40%	41
[No Response]	2.35%	--	2
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

If you do not currently attend networking meetings, would you like to?

If you do not currently attend networking meetings, would you like to?

Question responses: 63 (74.12%)

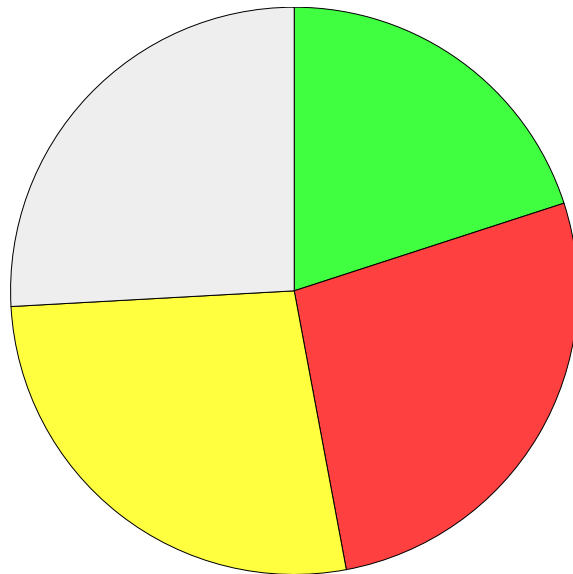


Table .1

	% Total	% Answer	Count
Yes	20.00%	26.98%	17
No	27.06%	36.51%	23
Don't know / NA	27.06%	36.51%	23
[No Response]	25.88%	--	22
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2



What kind(s) of networking event(s) would you be interested in attending?

What kind(s) of networking event(s) would you be interested in attending?

Question responses: 63 (74.12%)

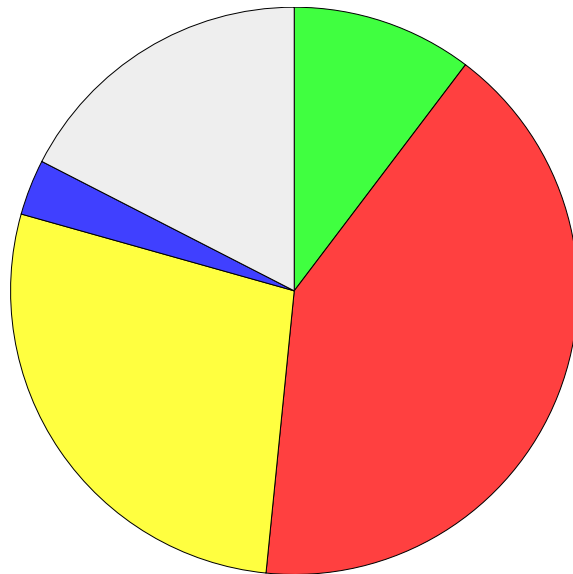


Table .1

	% Total	% Answer	Frequency	Count
<span style="color: green;">■</span> Purely social	10.32%	12.50%	15.29%	13
<span style="color: red;">■</span> Informational (presentation on specific business related topic)	41.27%	50.00%	61.18%	52
<span style="color: yellow;">■</span> Educational / training	27.78%	33.65%	41.18%	35
<span style="color: blue;">■</span> Other (please specify below)	3.17%	3.85%	4.71%	4
<span style="color: grey;">■</span> [No Response]	17.46%	--	25.88%	22
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>0%</b>	<b>126</b>

Table .2

Other than those mentioned above...

Other than those mentioned above...

Question responses: 8 (9.41%)

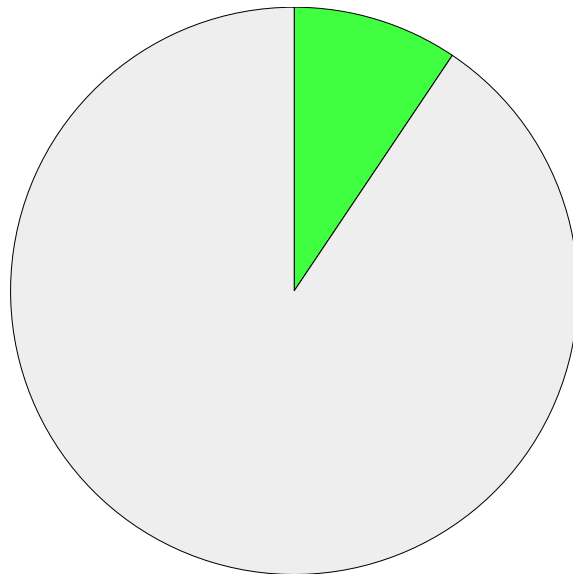


Table .1



	% Total	% Answer	Count
 [Responses]	9.41%	100.00%	8
 [No Response]	90.59%	--	77
Total	100.00%	100.00%	85

Table .2

What networking event format would suit you?

What networking event format would suit you?

Question responses: 67 (78.82%)

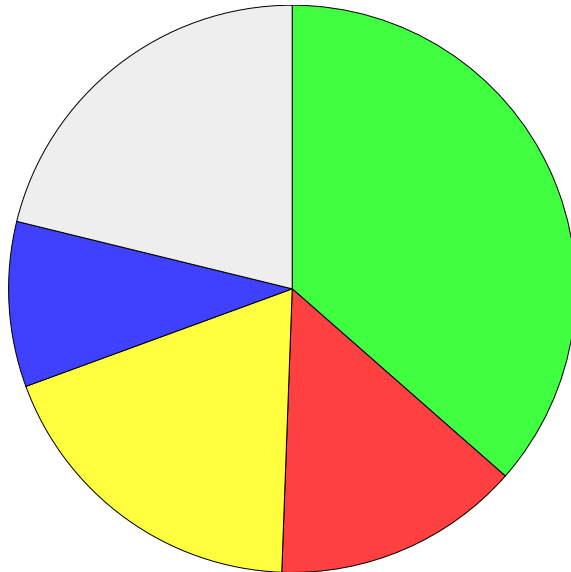


Table .1

	% Total	% Answer	Count
Breakfast meeting	36.47%	46.27%	31
Lunch	14.12%	17.91%	12
Late afternoon / evening event	18.82%	23.88%	16
Half day event	9.41%	11.94%	8
[No Response]	21.18%	--	18
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

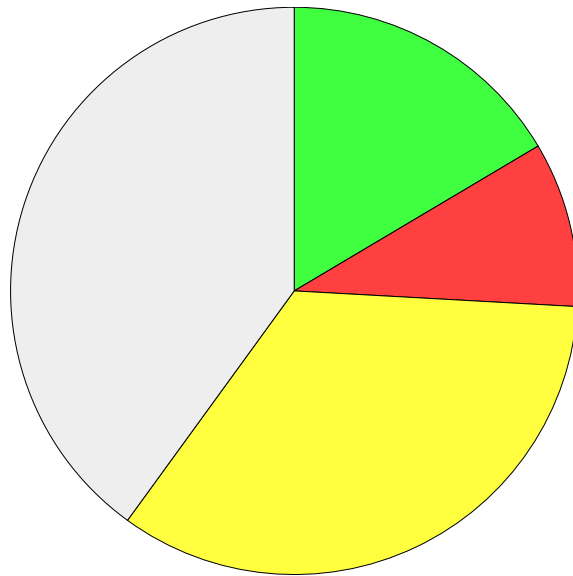
Table .2

Contact with the Council

Question responses: **66 (77.65%)**

Building control

Question responses: **51 (60.00%)**



	% Total	% Answer	Count
Positive	16.47%	27.45%	14
Negative	9.41%	15.69%	8
No effect at all	34.12%	56.86%	29
[No Response]	40.00%	--	34
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

Table .1



Business rates

Question responses: **56 (65.88%)**

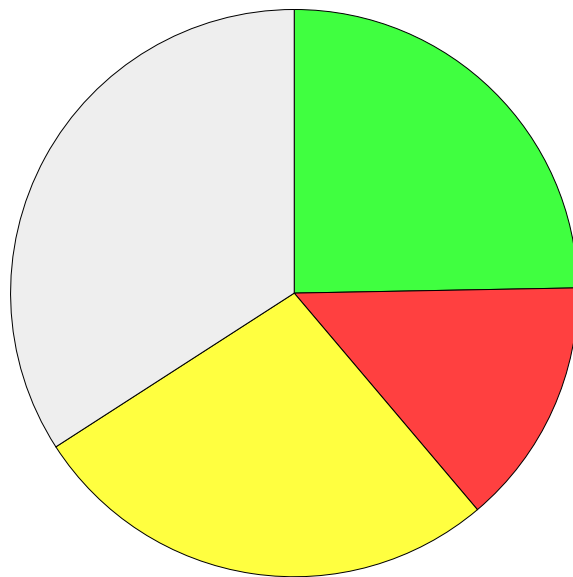


Table .3

	<b>% Total</b>	<b>% Answer</b>	<b>Count</b>
<span style="color: green;">■</span> Positive	24.71%	37.50%	21
<span style="color: red;">■</span> Negative	14.12%	21.43%	12
<span style="color: yellow;">■</span> No effect at all	27.06%	41.07%	23
<span style="color: grey;">■</span> [No Response]	34.12%	--	29
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .4



Business support/information

Question responses: 47 (55.29%)

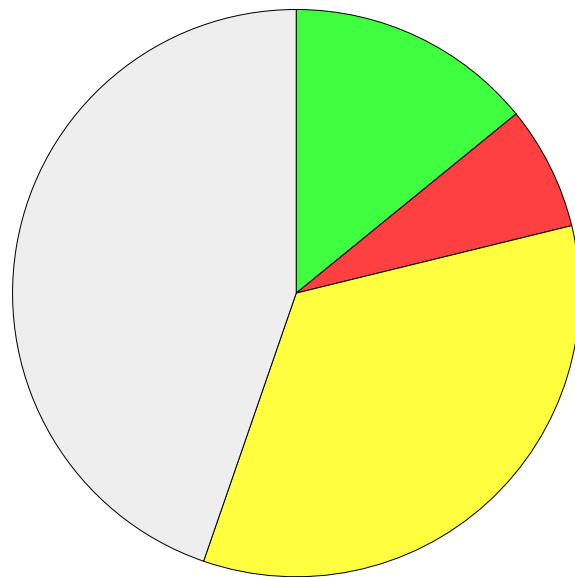


Table .5

	% Total	% Answer	Count
<span style="color: green;">■</span> Positive	14.12%	25.53%	12
<span style="color: red;">■</span> Negative	7.06%	12.77%	6
<span style="color: yellow;">■</span> No effect at all	34.12%	61.70%	29
<span style="color: grey;">■</span> [No Response]	44.71%	--	38
Total	100.00%	100.00%	85

Table .6

Commercial property

Question responses: **44 (51.76%)**

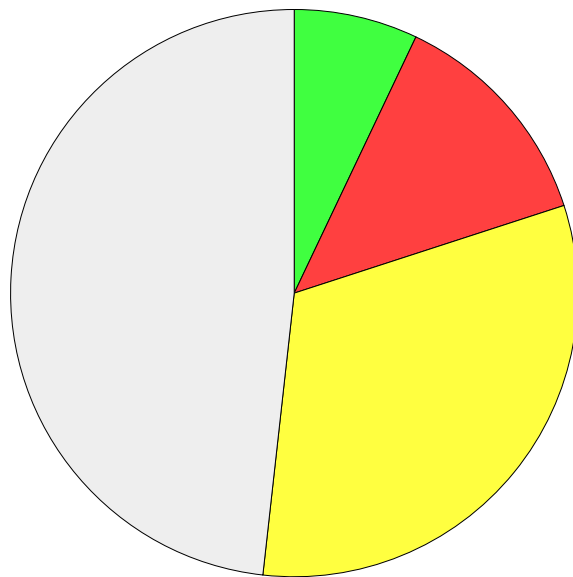


Table .7

	% Total	% Answer	Count
<span style="color: green;">■</span> Positive	7.06%	13.64%	6
<span style="color: red;">■</span> Negative	12.94%	25.00%	11
<span style="color: yellow;">■</span> No effect at all	31.76%	61.36%	27
<span style="color: grey;">■</span> [No Response]	48.24%	--	41
Total	100.00%	100.00%	85

Table .8

Other (please specify below)

Question responses: **24 (28.24%)**

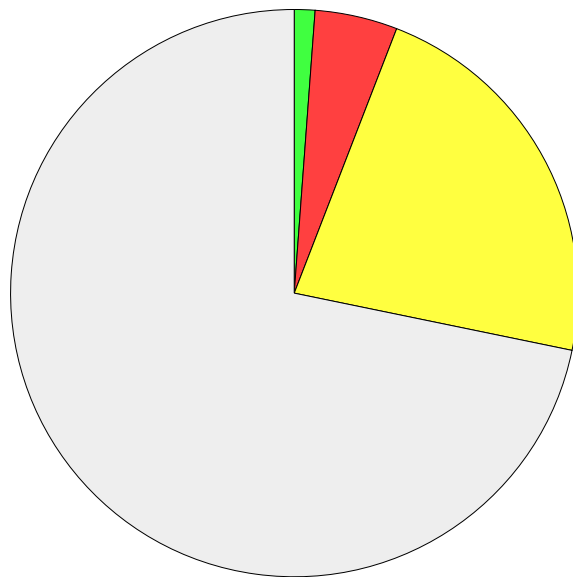


Table .9

	% Total	% Answer	Count
<span style="color: green;">■</span> Positive	1.18%	4.17%	1
<span style="color: red;">■</span> Negative	4.71%	16.67%	4
<span style="color: yellow;">■</span> No effect at all	22.35%	79.17%	19
<span style="color: grey;">■</span> [No Response]	71.76%	--	61
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .10



Council tenders and contracts

Question responses: **37 (43.53%)**

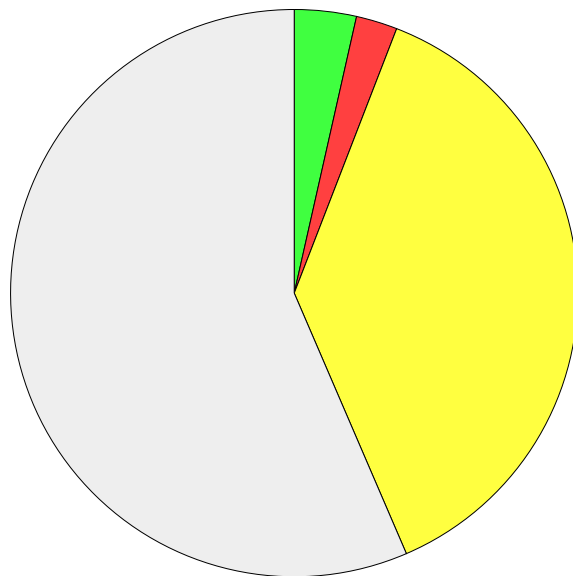


Table .11

	% Total	% Answer	Count
Positive	3.53%	8.11%	3
Negative	2.35%	5.41%	2
No effect at all	37.65%	86.49%	32
[No Response]	56.47%	--	48
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .12

Development Control (planning applications)

Question responses: **45 (52.94%)**

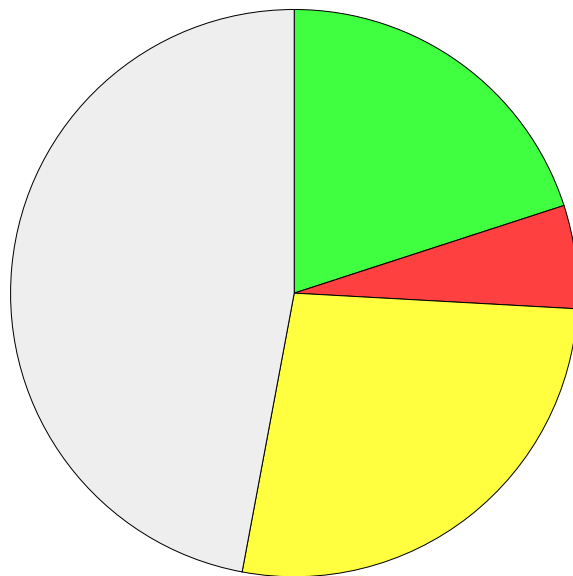


Table .13

	% Total	% Answer	Count
Positive	20.00%	37.78%	17
Negative	5.88%	11.11%	5
No effect at all	27.06%	51.11%	23
[No Response]	47.06%	--	40
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .14

Licensing

Question responses: **38 (44.71%)**

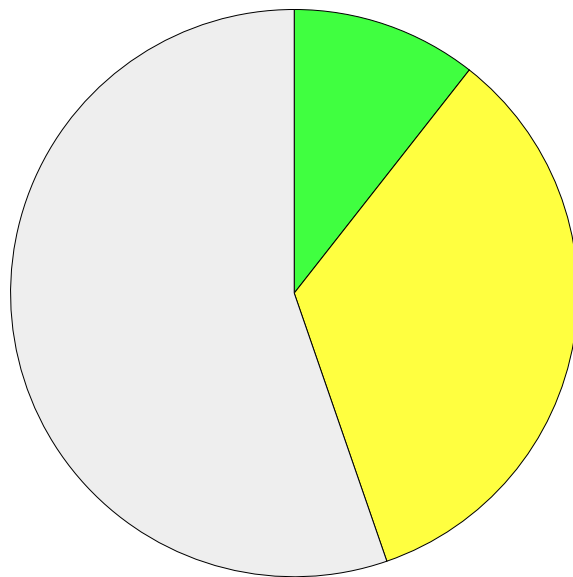


Table .15

	% Total	% Answer	Count
<span style="color: green;">■</span> Positive	10.59%	23.68%	9
<span style="color: red;">■</span> Negative	0.00%	0.00%	0
<span style="color: yellow;">■</span> No effect at all	34.12%	76.32%	29
<span style="color: grey;">■</span> [No Response]	55.29%	--	47
Total	100.00%	100.00%	85

Table .16

Health and safety/food hygiene

Question responses: **43 (50.59%)**

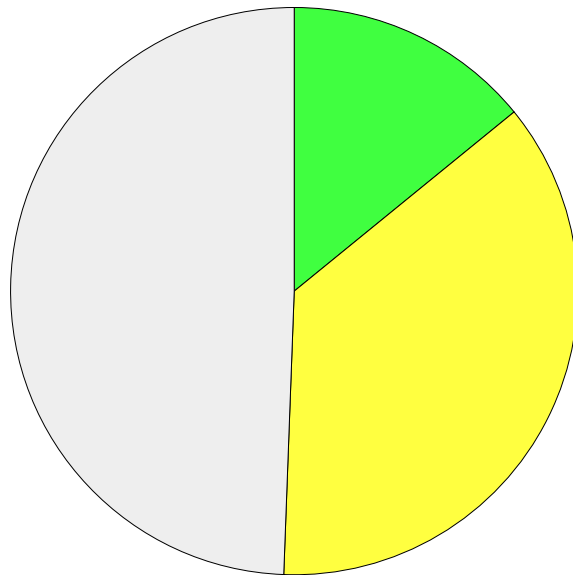


Table .17

	% Total	% Answer	Count
<span style="color: green;">■</span> Positive	14.12%	27.91%	12
<span style="color: red;">■</span> Negative	0.00%	0.00%	0
<span style="color: yellow;">■</span> No effect at all	36.47%	72.09%	31
<span style="color: grey;">■</span> [No Response]	49.41%	--	42
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .18

Planning policy (strategies and guidance)

Question responses: **41 (48.24%)**

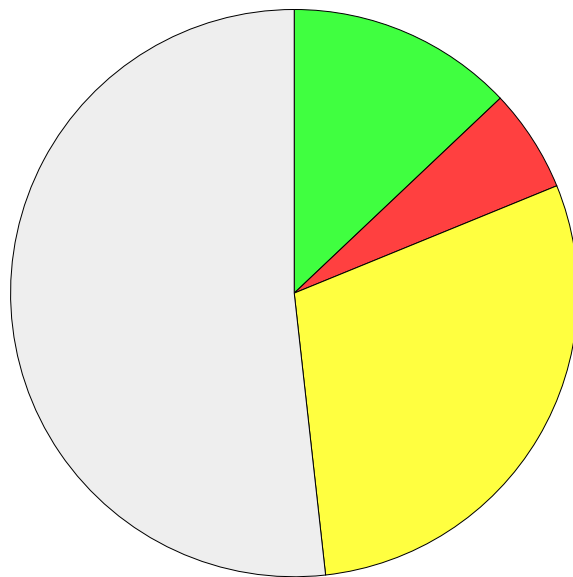


Table .19

	% Total	% Answer	Count
<span style="color: green;">■</span> Positive	12.94%	26.83%	11
<span style="color: red;">■</span> Negative	5.88%	12.20%	5
<span style="color: yellow;">■</span> No effect at all	29.41%	60.98%	25
<span style="color: grey;">■</span> [No Response]	51.76%	--	44
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .20

Town centre management

Question responses: **40 (47.06%)**

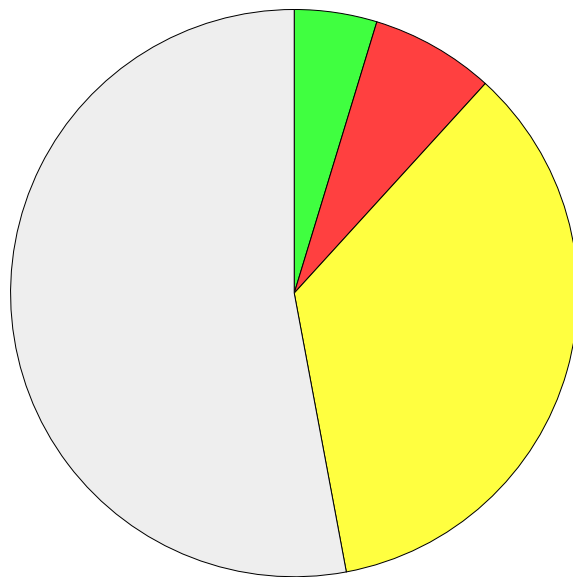


Table .21

	% Total	% Answer	Count
<span style="color: green;">■</span> Positive	4.71%	10.00%	4
<span style="color: red;">■</span> Negative	7.06%	15.00%	6
<span style="color: yellow;">■</span> No effect at all	35.29%	75.00%	30
<span style="color: grey;">■</span> [No Response]	52.94%	--	45
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .22

Trade waste

Question responses: 42 (49.41%)

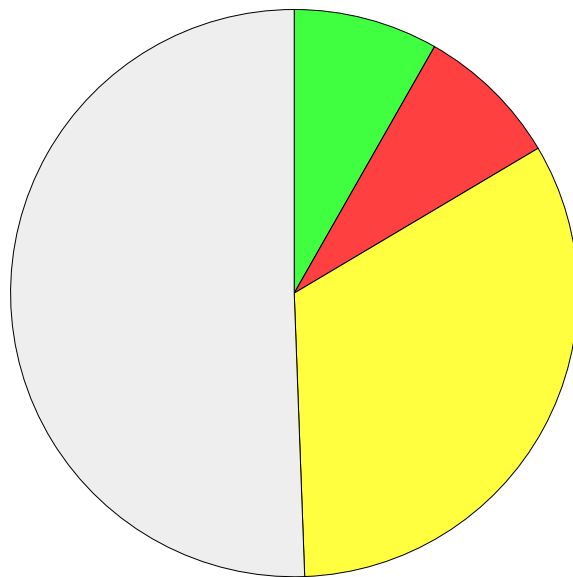


Table .23

	% Total	% Answer	Count
<span style="color: green;">■</span> Positive	8.24%	16.67%	7
<span style="color: red;">■</span> Negative	8.24%	16.67%	7
<span style="color: yellow;">■</span> No effect at all	32.94%	66.67%	28
<span style="color: grey;">■</span> [No Response]	50.59%	--	43
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .24

Other contact

Other contact

Question responses: 11 (12.94%)

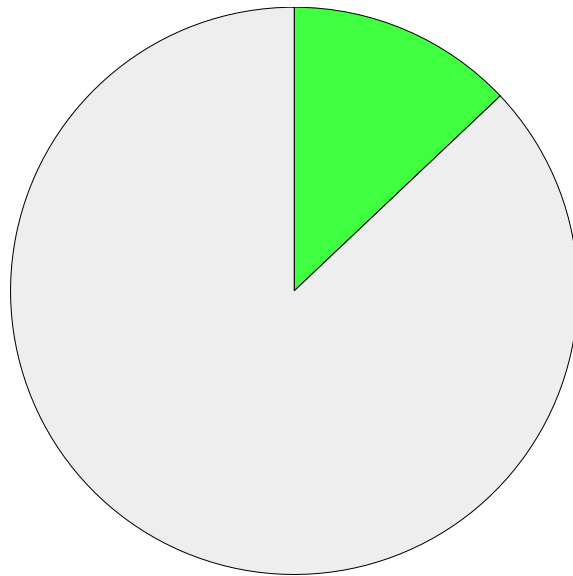


Table .1

	% Total	% Answer	Count
[Responses]	12.94%	100.00%	11
[No Response]	87.06%	--	74
Total	100.00%	100.00%	85

Table .2



Policy consultation

Question responses: 81 (95.29%)



	% Total	% Answer	Frequency	Count
Through an intermediary (such as Chamber of Commerce)	13.61%	13.90%	30.59%	26
Responding to surveys (e.g. by email)	27.23%	27.81%	61.18%	52
Attending informal networking events	18.32%	18.72%	41.18%	35
Attending formal meetings (such as a forum or steering group)	9.95%	10.16%	22.35%	19
Taking part in focus groups on particular topics	12.04%	12.30%	27.06%	23
One to one meetings or correspondence with a specific Council officer	12.04%	12.30%	27.06%	23
Not at all	3.66%	3.74%	8.24%	7



	% Total	% Answer	Frequency	Count
■ Other (please specify below)	1.05%	1.07%	2.35%	2
□ [No Response]	2.09%	--	4.71%	4
Total	100.00%	100.00%	0%	191

Table .2

Table .1

Other than those identified above...

Other than those identified above...

Question responses: **5 (5.88%)**

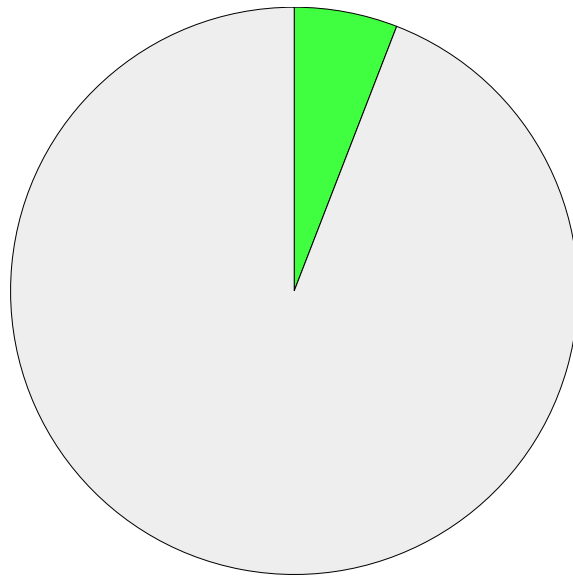


Table .1



	<b>% Total</b>	<b>% Answer</b>	<b>Count</b>
 [Responses]	5.88%	100.00%	5
 [No Response]	94.12%	--	80
Total	100.00%	100.00%	85

Table .2

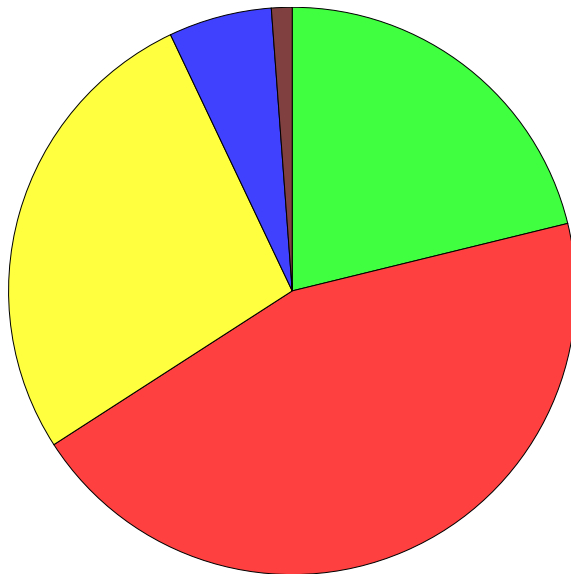
How do you expect the following to change over the next five years?

How do you expect the following to change over the next five years?

Question responses: **85 (100.00%)**

Nature of your market

Question responses: **85 (100.00%)**



	% Total	% Answer	Count
Grow very strongly	21.18%	21.18%	18
Grow gradually	44.71%	44.71%	38
Stay about the same	27.06%	27.06%	23
Contract slowly	5.88%	5.88%	5
Contract significantly	0.00%	0.00%	0
No real plan / play it by ear	1.18%	1.18%	1
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

Table .1

How do you expect the following to change over the next five years?

Size of your workforce

Question responses: **83 (97.65%)**

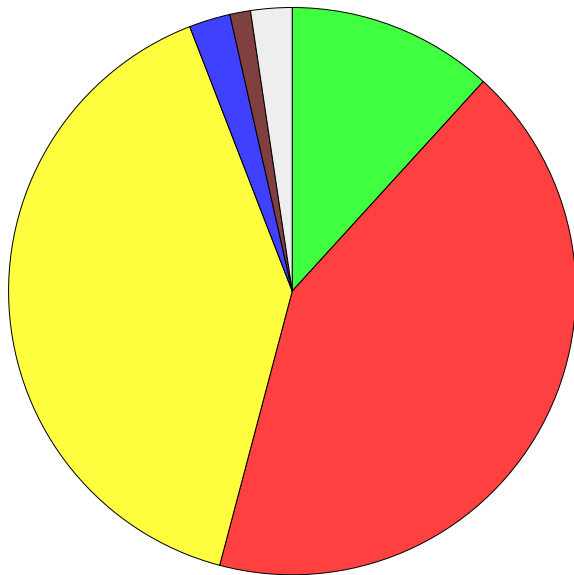


Table .3

	% Total	% Answer	Count
Grow very strongly	11.76%	12.05%	10
Grow gradually	42.35%	43.37%	36
Stay about the same	40.00%	40.96%	34
Contract slowly	2.35%	2.41%	2
Contract significantly	0.00%	0.00%	0
No real plan / play it by ear	1.18%	1.20%	1
[No Response]	2.35%	--	2
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .4

How do you expect the following to change over the next five years?

Size of your turnover

Question responses: **82 (96.47%)**

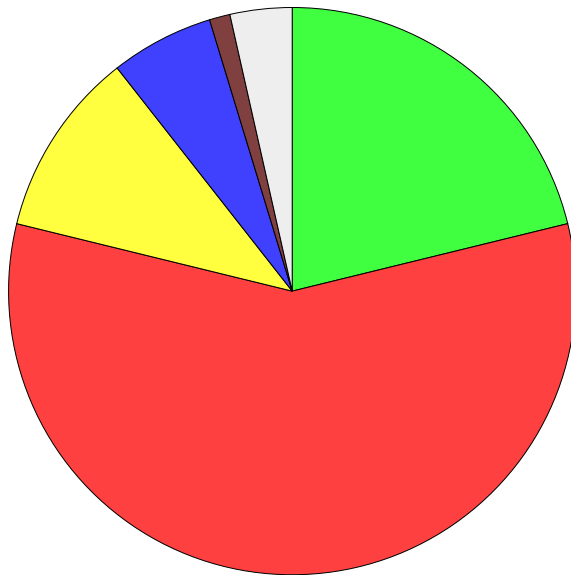


Table .5

	% Total	% Answer	Count
Grow very strongly	21.18%	21.95%	18
Grow gradually	57.65%	59.76%	49
Stay about the same	10.59%	10.98%	9
Contract slowly	5.88%	6.10%	5
Contract significantly	0.00%	0.00%	0
No real plan / play it by ear	1.18%	1.22%	1
[No Response]	3.53%	--	3
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .6

Relocation

Question responses: 85 (100.00%)

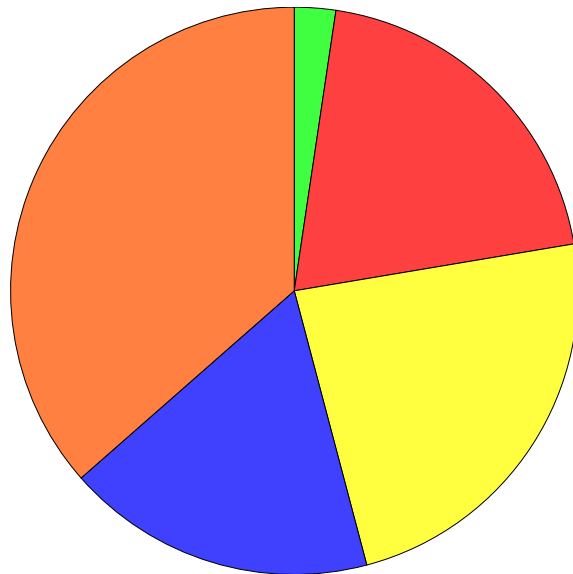


Table .1

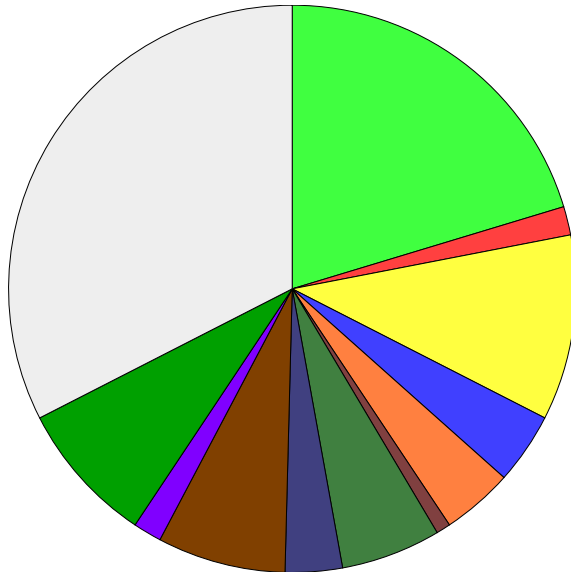
	% Total	% Answer	Count
Certain / already planned	2.35%	2.35%	2
Very likely	20.00%	20.00%	17
Quite likely	23.53%	23.53%	20
Quite unlikely	17.65%	17.65%	15
Very unlikely	36.47%	36.47%	31
Total	100.00%	100.00%	85

Table .2

If likely or planned...

If likely or planned...

Question responses: 45 (52.94%)



	% Total	% Answer	Frequency	Count
Require larger premises to facilitate expansion	20.33%	30.12%	29.41%	25
Want to consolidate to a smaller site	1.63%	2.41%	2.35%	2
Require more suitable premises for operational purposes	10.57%	15.66%	15.29%	13
Price of premises too expensive	4.07%	6.02%	5.88%	5
Want to move into freehold premises	4.07%	6.02%	5.88%	5
Require better transport links	0.81%	1.20%	1.18%	1
Need to move nearer to customers / suppliers	5.69%	8.43%	8.24%	7
Having difficulty in recruiting / retaining staff	3.25%	4.82%	4.71%	4



If likely or planned...

	% Total	% Answer	Frequency	Count
■ Relocate to a nicer area	7.32%	10.84%	10.59%	9
■ To realise the increased value of your site	1.63%	2.41%	2.35%	2
■ Other (please specify below)	8.13%	12.05%	11.76%	10
□ [No Response]	32.52%	--	47.06%	40
Total	100.00%	100.00%	0%	123

Table .2

Table .1

Other reason(s) for relocation (optional)

Other reason(s) for relocation (optional)

Question responses: 10 (11.76%)

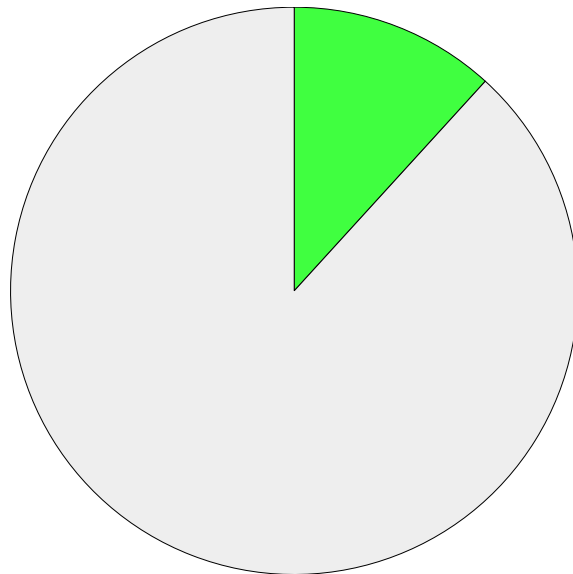


Table .1

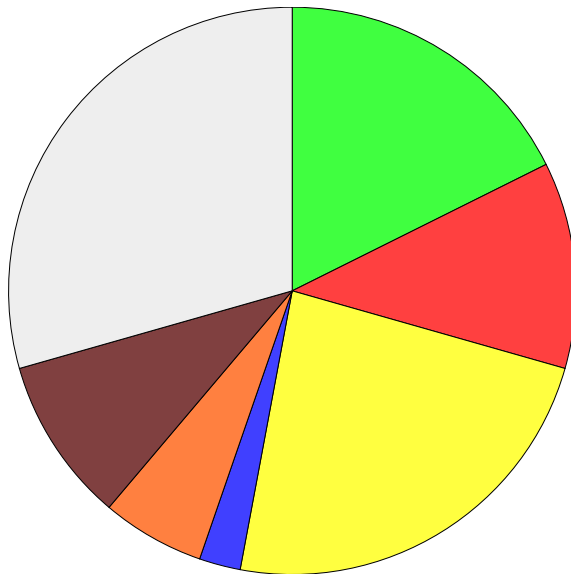
	% Total	% Answer	Count
<span style="color: green;">■</span> [Responses]	11.76%	100.00%	10
<span style="color: lightgrey;">■</span> [No Response]	88.24%	--	75
Total	100.00%	100.00%	85

Table .2

Where are you / would you consider moving to?

Where are you / would you consider moving to?

Question responses: 60 (70.59%)



	% Total	% Answer	Count
<span style="color: green;">■</span> Within the immediate vicinity	17.65%	25.00%	15
<span style="color: red;">■</span> Elsewhere in the Borough of Wellingborough	11.76%	16.67%	10
<span style="color: yellow;">■</span> Elsewhere in Northamptonshire	23.53%	33.33%	20
<span style="color: blue;">■</span> Elsewhere in the East Midlands	2.35%	3.33%	2
<span style="color: orange;">■</span> Elsewhere in the UK	5.88%	8.33%	5
<span style="color: brown;">■</span> Undecided	9.41%	13.33%	8
<span style="color: grey;">■</span> [No Response]	29.41%	--	25
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

Table .1

Other comments

Other comments

Question responses: **9 (10.59%)**

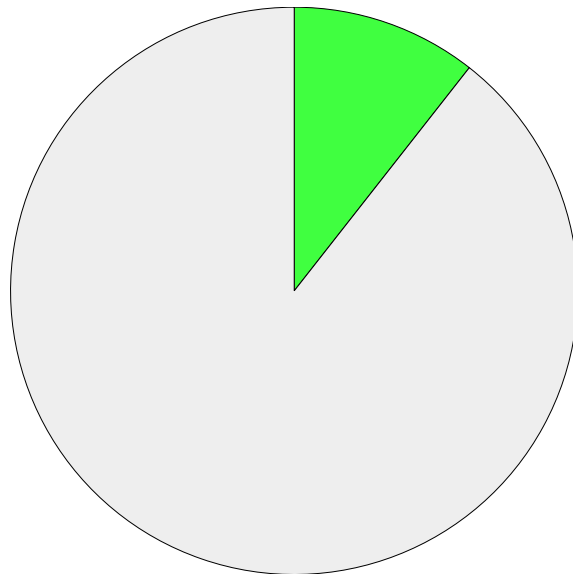


Table .1

	<b>% Total</b>	<b>% Answer</b>	<b>Count</b>
<span style="color: green;">■</span> [Responses]	10.59%	100.00%	9
<span style="color: lightgrey;">■</span> [No Response]	89.41%	--	76
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>85</b>

Table .2

Would you like someone from the council to contact you...

Would you like someone from the council to contact you...

Question responses: 82 (96.47%)

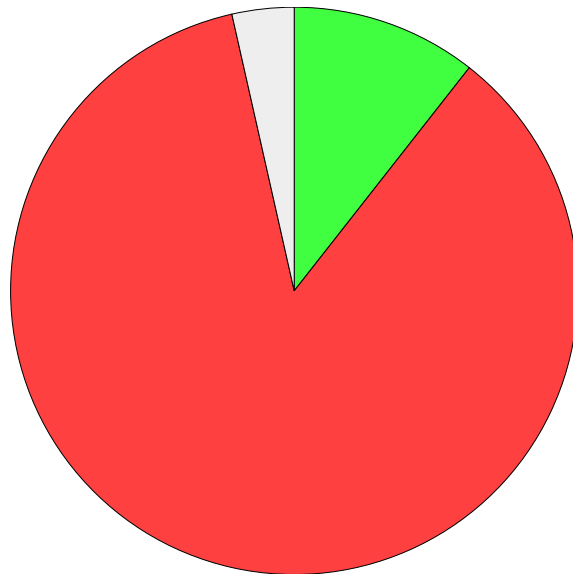


Table .1




	% Total	% Answer	Count
 Yes	10.59%	10.98%	9
 No	85.88%	89.02%	73
 [No Response]	3.53%	--	3
Total	100.00%	100.00%	85

Table .2

