



ADDINGHAM NEIGHBOURHOOD PLAN

BUSINESS SURVEY

Results of questionnaire survey of local businesses

December 2017/January 2018



***Addingham Neighbourhood Plan Forum
March 2018***

INTRODUCTION

Neighbourhood Plans must be prepared in full consultation with the local community – not just residents but also businesses based in the area.

Addingham has a variety of businesses – over 70 - including local independent shops, a wide range of personal and business-to-business services, pubs, small scale manufacturing, and many home-based craft and specialist service operations.

It is important that the Neighbourhood Plan reflects issues of concern to the local business community, and contains measures to help local businesses prosper.

Accordingly, a questionnaire survey of local businesses was carried out in December 2017. The survey contained 19 questions covering basic business information along with questions on the main issues from a business perspective.

The questionnaire was distributed online via Survey Monkey, along with hard copies hand-delivered to other businesses as required. Local business support organisation Totally Locally Addingham provided valuable information which assisted circulation and publicity for the survey.

A copy of the survey form is contained in the Appendix.

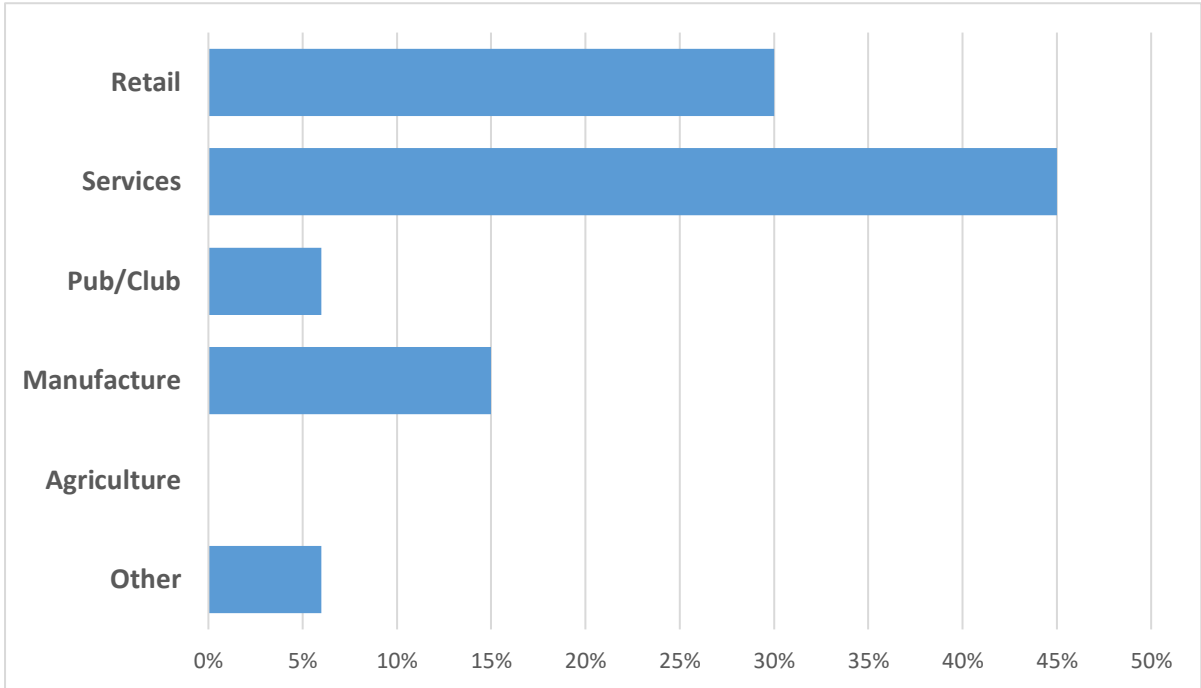
Overall, a total of 33 survey forms were completed, representing a response rate of approximately 43%.

Survey Responses

The information provided by responding businesses is set out in the charts and written comments on the following pages.

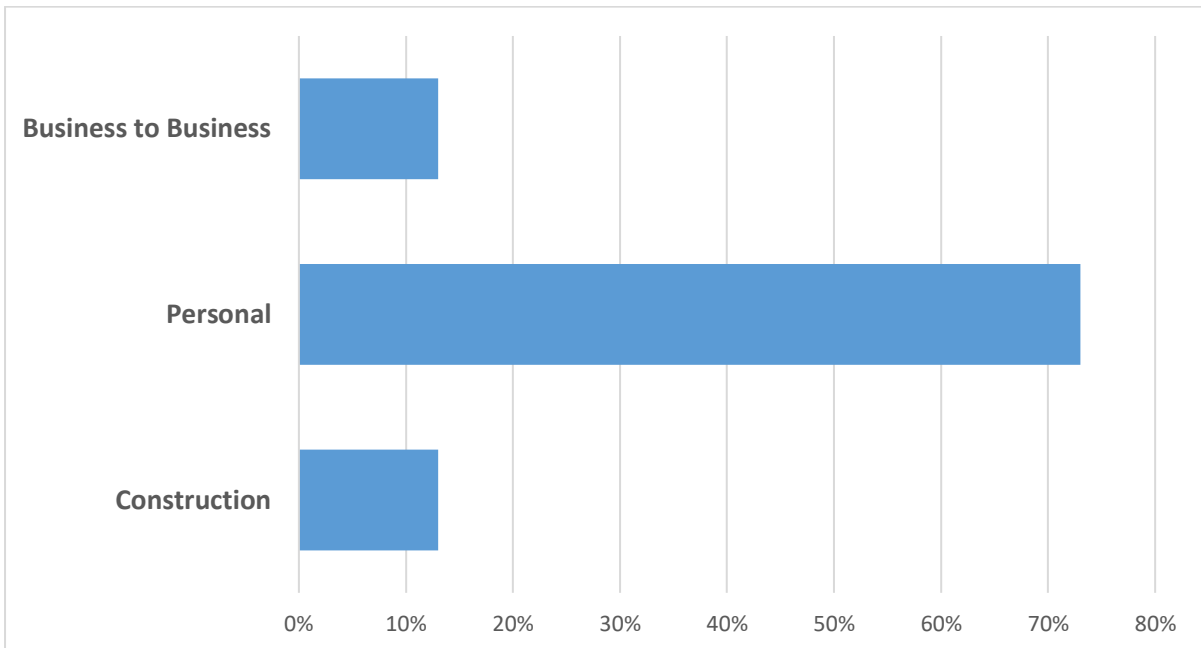
The survey has provided valuable information about Addingham businesses, highlighted key issues of interest and concern, and assisted development of Neighbourhood Plan policies aimed at supporting the local business community.

Q1 TYPE OF BUSINESS



Responses 33 Skipped 0

Q2 IF SERVICES, WHICH TYPE

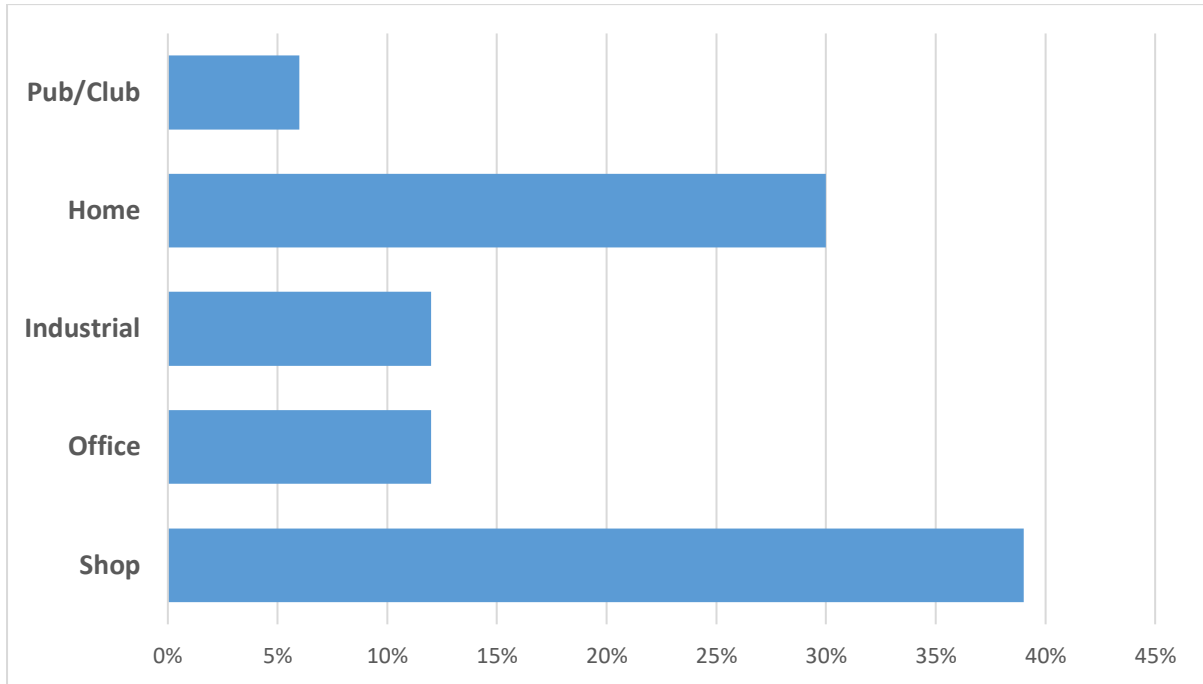


Responses 15

Q3 BRIEF DESCRIPTION OF BUSINESS ACTIVITY

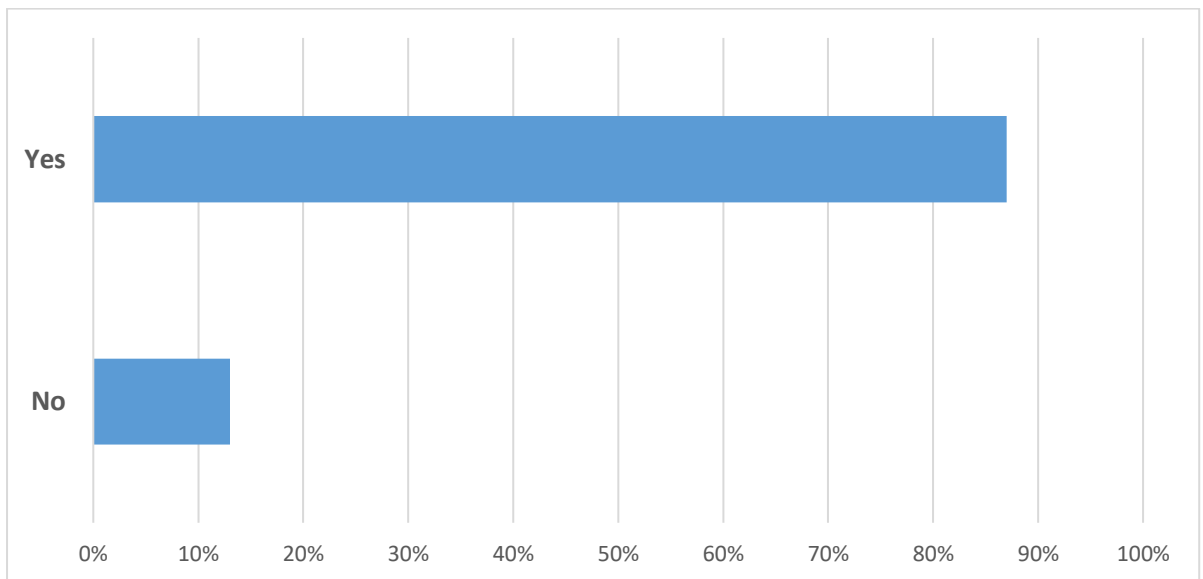
- All aspects of tree and hedge maintenance
- Private tuition in maths and high-school entrance exams
- Transport
- Printing
- Coffee shop
- Domestic & Commercial electrical contractors
- Public house
- Manufacture candles/skincare
- IT support
- Supply of plastic and rubber balls
- Creation of artwork, paintings, drawings; occasional open studio events for the sale of work
- Tile showroom
- Manufacturing and selling (wholesale and retail) spirit-based fruit liqueurs e.g. Sloe Gin
- Hot food takeaway
- Small specialist second hand book shop selling mainly out of print fiction and illustrated books originally written for children, vintage detective fiction and selected literature and items of local interest
- General Property Maintenance
- Photography services - weddings, portraits
- Making craft items aimed at children
- Sandwich Shop
- Funeral Directors
- Translation and Interpreting
- Designing, making and selling lampshades
- Retail
- Driving instructor
- Open channel flow measurement using ultrasonic technology/research, development and design of instrumentation
- Pharmacy
- Indian cuisine
- Car repairs
- Newsagent/post office
- Social club/bar
- Hairdresser (x2)
- Dental health

Q4 DOES YOUR BUSINESS OERATE FROM:



Responses 33 Skipped 0

Q5 ARE YOUR BUSINESS PREMISES ADEQUATE FOR YOUR NEEDS



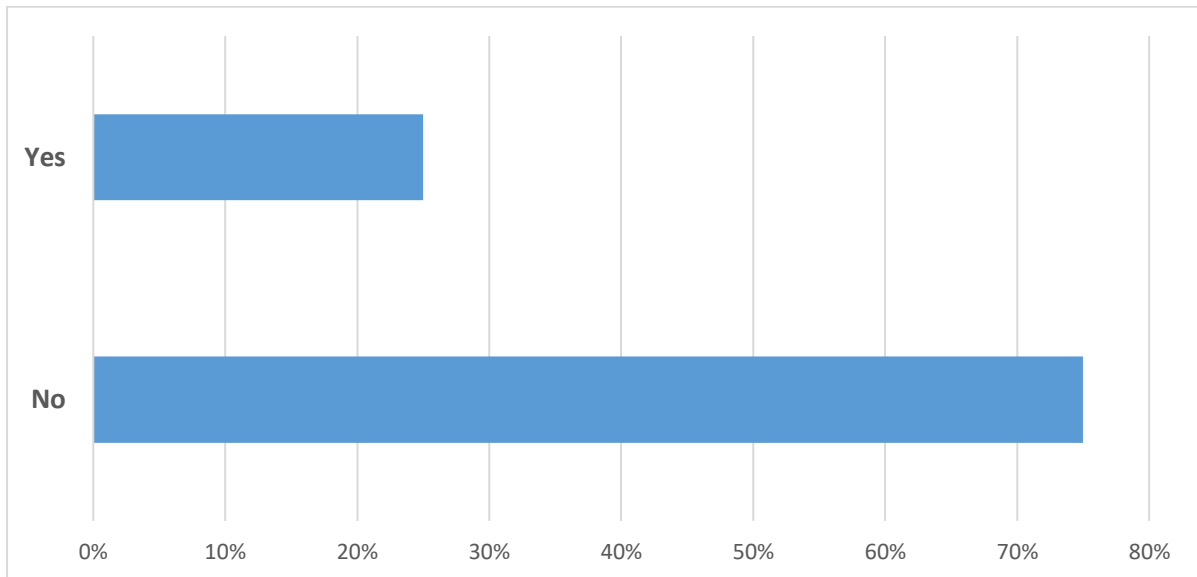
Responses 31 Skipped 2

Q9 HOW LONG HAS YOUR BUSINESS BEEN OPERATING IN ADDINGHAM

RESPONSES:

5 years 3 yrs 9 mths 80 years 3 years 8 months 7 years For many years
4 years 7 years 36 years 7 years 17 years 5 years 28 years Twelve years
5 years 2 years 2 years 10 years 3 years Since 1998 6 years 15 years
Since 2008 10 yrs 17 years 150 years 4+ years 2+ years 20 yrs 115 years 22 years

Q10 DID YOU MOVE YOUR BUSINESS TO ADDINGHAM FROM ELSEWHERE



Responses 32 Skipped 1

Q11 IF YOU MOVED YOUR BUSINESS TO ADDINGHAM, WHAT WERE THE MAIN REASONS

- Because I live in Addingham
- Relocation of home
- Bigger premises
- I had run the business from home but purchased the property to open a shop. I still also trade at specialist book fairs throughout the country
- Started the business from home, then moved to the current offices on Main Street
- Moving house
- Expansion
- Opened a branch because there was no current service provider in Addingham

Q12 WHAT DO YOU LIKE ABOUT OPERATING YOUR BUSINESS FROM ADDINGHAM (STRENGTHS OF THE VILLAGE AS A BUSINESS LOCATION)

- Friendly village
- Good supply of clients (students) who want to be the best they can be (and have high self expectations)
- Established local connections
- Location to Ilkley, Skipton, Silsden etc
- Friendly community feeling
- The smell
- Locality/ green space No commuting
- Not relevant, except we live here
- Pleasant working conditions - all services available - Post Office, lunches, easy accessibility to towns.
- Good communication of local societies and organisations Interesting location Beautiful countryside Proximity to Ilkley, Leeds, Harrogate, Skipton
- There are not strengths nor drawbacks - I simply live here and operate a home-based business
- A lovely, friendly place wonderful customers boosted by passing trade and new homes being built
- It is a friendly village with plenty of refreshment stops available for customers
- Word of mouth is good so no need for advertising
- Good network and community spirit
- Good community spirit
- Loyal local customers Close to Dalesway / tourist route to Bolton Abbey from Ilkley Currently lots of building sites with lots of workers / labourers

- Family connections
- Pleasant environment for employees, good internet connection, near enough to local cities and good enough transport links to London and airports. I always say to clients that our business is internet-based, so we might as well be in a nice place! As I write, we have clients around the UK and we export around 30% of our translations to the EU, mainly Germany; there is no problem having our location in Addingham
- Good network of local businesses. Support from locals using my services
- Friendly, easy commute, local amenities
- Easy access to Leeds, M1, M6
- Good car parking. Lovely customers. Well organised surgery
- Local support – 75% of members live in village. Bus service to Keighley/Ilkley is very good
- Very close knit community with lovely people and also very loyal people
- It is a very friendly “warm” village with a lovely community feel – and it is handy for home as I live 3 miles away
- As we are a hair salon we rely heavily upon word of mouth and a good reputation. So Addingham as a location is irrelevant
- Good catchment for local schools where most of my clients are

Q13 WHAT ARE THE DRAWBACKS

- None
- Parking
- The smell
- Lack of footfall for local business Not able to send large parcels via post office
Nearest courier services ilkley Lack of business support/ enterprise
- Not enough parking for residents on Main Street. Too much traffic
- We are rather "in the sticks" for courier pickups etc - early collections or no collection at all sometimes
- Insufficient parking places The Main Street is something of a rat run which could be avoided if people used the bypass rather than driving through the village
- See above
- Parking
- Restrictions over signage mean shop is not as visible as it needs to be, parking is sometimes a bit difficult. The village is not on the main road and would benefit from more obvious signage to attract users in from the main road. At the top (skipton) end of the village there are far fewer shops and these would benefit from some sort of visual reminder, if we were allowed more signs this would help a lot I think
- No builders merchants.
- Elderly demographic
- The need to travel to ilkley to use courier collection points. Slow internet speeds
Poor mobile phone signals

- Not huge amounts of passing trade Footfall in village can be small Parking is horrendous Lots of small businesses in village that are often only just surviving and so can quickly struggle and close like post office, olive branch Empty units - like Dixon's
- None
- In theory it could be hard to recruit post-graduate linguists, but I have to say I have been lucky so far
- Lack of parking. Lack of other shops. Post office doesn't accept large parcels to post.
- Congestion through village
- Broadband not good. Addingham residents seem unaware that they have a garage
- Completely inadequate car parking parking facilities
- Flooding (flood repeatedly 2 yrs ago!) Narrow footpaths. Lousy Christmas lights. Flooding Flooding – repeat 100 times!
- Not enough parking space for customers
- Difficult to get signage to display what we are, what we do and where we are
- Not enough foot traffic; parking
- Parking and car parks (lack of)

Q14 WHAT ISSUES/NEEDS SHOULD THE NEIGHBOURHOOD PLAN ADDRESS FROM A BUSINESS VIEWPOINT

- None
- Parking and supporting local small independent businesses rather than national chains
- Don't know. Co-working space? So it's cheaper. Many businesses could operate under same roof / office
- Parking
- More and better parking facilities Redirect traffic of people just driving through and not wanting the village facilities
- Although housing development is probably overall good for local business, it needs to be controlled...too much development will put off visitors and cancel out any benefits
- Parking
- Ensuring that those living/working in the village are made aware of the wide range of individual and in many cases unique businesses based here. We have already lost a worrying amount of these and unless we are supported by the local population there is a real danger of losing more.
- Parking
- Coordinated transport with bus links to rail
- Better internet & mobile service
- Parking is a priority as often people try to use local shops but just can't stop and so drive on Keeping empty units as retail usage as the Main Street needs to keep its shops to keep its character and to keep drawing people in

- Parking could become an issue for staff and visitors.
- Stop shops being turned into businesses. Empty shop fronts. Parking.
- None
- Can't comment
- Should be allowed A boards, better advertising, better broadband
- Car parking (the lack of it)
- Loss of land that absorbs water + more tarmac creates more water problems. The culverts in the road (Main St) get swamped regularly and then we get flooded. They need renewing and increasing before any more development
- Create more parking spaces and have more community events and festivals
- Whilst being sensitive to the feelings of the local populace, growth in numbers is always good for a service business like ours but not at the risk of changing Addingham's character
- More parking. If Business rates and rental levels cannot be covered then what else can be done?

Q15 WHAT CHANGES OR IMPROVEMENTS WOULD YOU LIKE TO SEE IN THE VILLAGE TO ENABLE YOUR BUSINESS TO PROSPER

- None
- Parking
- Do something about the smell
- In an ideal world subsidised business units
- N/A
- More warehousing/storage would be helpful
- Improved parking Improved signage for business situations
- see above - can't think of any others
- More houses
- Better, more organised signs and visual reminders of the shops and services available. Information for residents highlighting the range of services and outlets available to them which is readily available and up to date
- Encourage the village to use village businesses
- More school provision to encourage families to settle here
- As above plus there needs to be a close eye kept on new businesses opening up that don't push out existing businesses because they are too similar. Addingham is not big enough and does not have enough passing trade to have 3 or 4 shops / cafe / delis etc all treading on each other's toes
- Need to keep that internet connection up to modern standards
- Better public transport links
- Can't think of anything
- As above (A boards, better advertising, better broadband) plus better public transport so young customers can drop off their car and get to work.

- More time limits for parking to prevent residents parking all day long thus stopping customers being able to park close to the shops
- Cleaning of drains in Main Street
- More events and festivals to bring more people
- It is important to have a diverse range of businesses eg Post Office and if needs be, help people open these places with rent/rates rebate – this would not have influenced our decision to open here however
- Lower rates to attract businesses to be able to compete with bigger franchises; parking

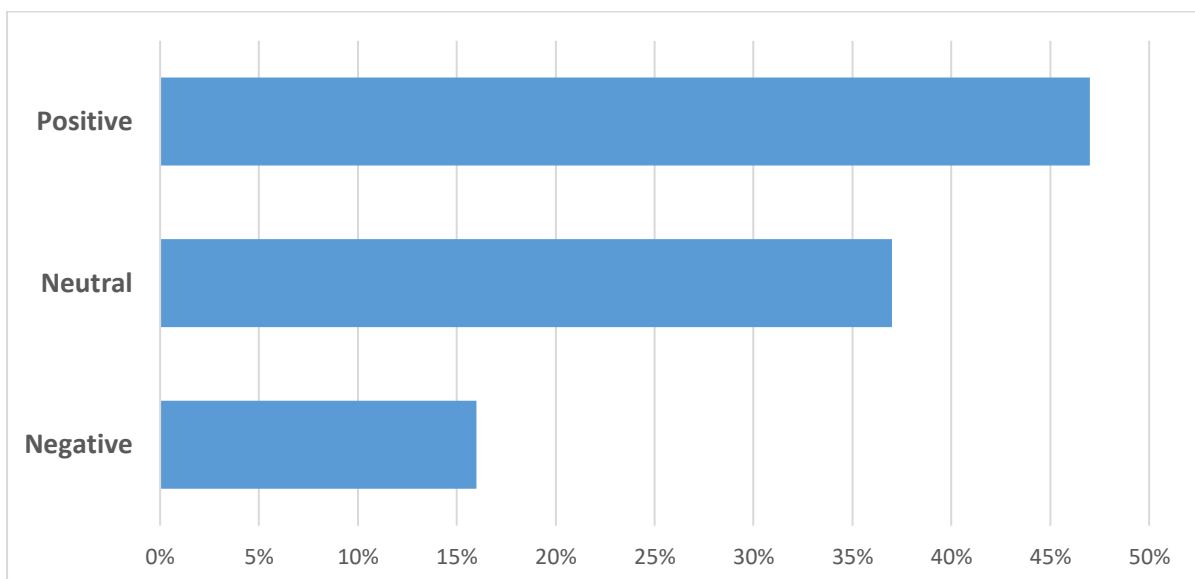
Q16 DO YOU HAVE ANY SUGGESTIONS FOR HOW MAIN STREET COULD BE IMPROVED AND REGENERATED

- None
- Bring back the library
- Co-operative craft/ gift shop/ courses? Local produce/ allotment shop? Bigger library /more books so we don't have to go to Ilkley. Sewing group. My husband would say bookshop! Signposted walks/ heritage trail. Family restaurant e.g. Italian. A butcher's shop. Parking for visitors
- More parking for residents. Less through traffic
- Parking - so much parking on Main Street that it causes many problems in couriers/customers not being able to park. Impatient drivers shouting abuse and horn blowing etc - too many mirrors are being knocked off. Parking on Independent Row/Sailor Corner has become downright silly. Who ever decided to take out the yellow lines down from opposite Burnside to almost Chapel Street has made a bad decision - getting out of Burnside and Beckside is near on impossible now Put yellow lines on LHS from the bus stop (outside the Library) around PO corner - people parking on that corner cause big problems for wagons, vans and buses
- Return of smaller shops including the butchers Improved drainage along Main Street
- Traffic calming - currently it can be a dangerous place for people to walk, thereby having an adverse effect on the shopping experience. And what is going on at the old Dixons butchers!!! Empty shops are not good for a village
- More refuse bins, particularly for dog users, pavements need to be treated more frequently in winter and surfaces maintained often there are potholes, uneven areas of tarmac and so on which do not encourage pedestrians. As stated before more signs or other visual reminders of how far up the Main St the businesses are spread
- An improvement in of street parking so shoppers have some where to park other than the Main Street
- Once a month during summer - block traffic from Main Street and hold a village food market. Route buses around somehow
- Sort out parking so traffic is kept flowing and people can see what is on offer Grants to help existing businesses spruce up their shop fronts / outside space as many look

tired and faded but do not have the spare cash to do this Better signs at the top and bottom of the village to advertise village amenities / give people a reason to come off the bypass

- Sorry no helpful thoughts on that one. I can see it is a struggle to fill empty shops such as the butcher
- Parking. Short term or long term plan for empty shop fronts. 20mph enforced. Dog pooh
- By pass
- No
- More time limits for parking to prevent residents parking all day long thus stopping customers from being able to park close to the shops
- Restrict parking. Need old butcher's to be redeveloped
- More parking spaces
- More off-street parking would help but the only way we could accommodate more parking on Main Street itself would be to make it one-way uphill using the A65 to allow people to drive back down to the bottom
- Lower rates as above (Q15). Easier parking

Q17 WHAT IMPACT DO YOU THINK NEW HOUSING DEVELOPMENT WOULD HAVE ON YOUR BUSINESS



Responses 30 Skipped 3

REASONS

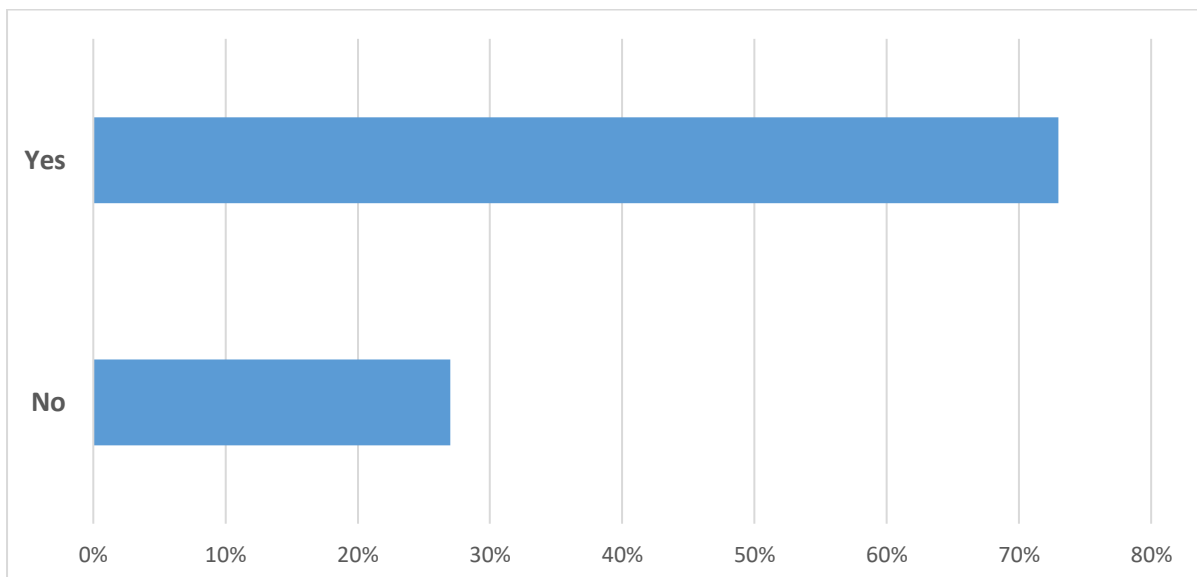
- More houses would probably bring more children to the village who may want my tutoring services.
- Fear the village will be outgrown. will have significantly more cars/ traffic problems. even less space to park on main st etc. Have an effect on water mains/ sewerage works/ broadband/ utility connections.
- Possible increased local footfall
- People who move into Addingham do not use the shops/businesses
- Most of business is currently online, more people may not mean more customers. Do people / commuters have time/ inclination to shop in the village?
- More traffic stopping me park near my house and get to from base
- Facilities and infrastructure improvements of roads leading to the bypass without clogging up Main Street . Improvements to drainage on new housing to prevent further run off and flooding along Main Street
- see above - it depends where and how
- More customers including tradesmen, builders etc
- There are already too many cars in the village, I lived on Moor Lane for many years and it is now almost impossible to park outside one's own house, also builders and developers cause disruption and damage with vans/trucks etc and it seems that few, if any, of the newer residents in the village ever frequent the local shops and services. The roads are constantly busy, often with traffic having problems with the by-pass and at busy times such as school collection, closing times etc the village becomes grid locked. With the construction of yet another large development this can only get worse. We want people to use the village, not look in horror at all the jams and streams of traffic aiming for the numerous, large residential pockets. This village is in serious danger of losing what little heart it has left.
- More homes more chances of work. New or old.
- My main market is online. Because it increases the footfall in the village and therefore the potential number of customers. Increase in population
- From a purely business perspective, I wouldn't expect any impact really.
- New houses need lampshades!!
- As long as it did not impact on trading estate
- (Positive) Hopefully!
- Most newcomers both work and therefore do not use village shops during the day when I am open
- Increased flooding – this is a major and real concern. Increased traffic – speeding is a regular occurrence – safety concern
- It will bring more people into the village on a plus side, on a negative side parking and schools will be affected
- More people would surely bring more trade
- Dentists need patients. 200 houses = 400-500 patients

- New clients
- New people to the village should generate more money in the village, new ideas, younger views

Q18 DO YOU HAVE ANY OTHER COMMENTS ON THE NEIGHBOURHOOD PLAN

- It would be great if the new housing created more diversity/ skills in the village for people that want to stay in the area. Not half million pound semis that attract people that want to climb the housing ladder and then move on.
- More parking
- Main Street is becoming increasingly busy and hazardous due to the increase of traffic which is often travelling faster than the designated 20 mph zone. Speed bumps required to slow traffic to a safer speed. Traffic travelling from the Skipton and Silsden areas heading to Harrogate should be encouraged to use the bypass
- Care needs to be taken as to where the new housing development is built & its impact on traffic on the roads within the village. Also a need to ensure services such as school places & medical provision is adequate for the increase in population
- Thanks for organising the survey! Addingham is a great place to live and work and I am very fortunate that my business can be based here. My business worries are more national and international (Brexit etc) than local at the moment.

Q19 ARE YOU A MEMBER OF TOTALLY LOCALLY ADDINGHAM



Responses 30 Skipped 3

APPENDIX

BUSINESS QUESTIONNAIRE

ADDINGHAM NEIGHBOURHOOD PLAN - BUSINESS CONSULTATION

Please enter X or a number in the relevant box, or write comments where indicated.

1. ABOUT YOUR BUSINESS

Name of Business *(we'd still appreciate your views if you'd prefer to respond anonymously, but giving your business name will avoid the need for repeat contact)*

Q1 Type of Business

Retail	
Services	
Manufacturing	
Pub/Club	
Agriculture	
Other	

Details:

Q2 If you ticked Services above, please indicate which type below:

Construction related	
Personal Services	
Business-to-Business Services	

Q3 Brief description of business activity:

Q4 Does your business operate from:

Shop premises	
Office premises	

Workshop/industrial unit	
Pub/club premises	
Within your home	

Q5 Are your business premises adequate for your needs?

YES	
NO	

Q6 If NO, what do you require:

Larger premises	
Smaller premises	
Different location	
Different type of premises	
Other requirements	

Please provide brief details of any requirements you have below:

Q7 How many people are employed in your business (at your Addingham business address) including yourself?

Full-Time	
Part-Time	

Q8 Does your business trade goods and/or services online?

Not at all	
Partly	
Exclusively	

Q9 How long has your business been operating in Addingham?

Q10 Did you move your business to Addingham from elsewhere?

YES	
NO	

Q11 If you moved your business to Addingham, what were the main reasons?

2. ADDINGHAM AS A BUSINESS LOCATION

Q12 What do you like about operating your business from Addingham? (i.e. the strengths of the village as a business location)

Q13 What are the drawbacks?

3. FUTURE DEVELOPMENTS AND IMPROVEMENTS

Please note: Neighbourhood Plans relate to the use and development of land and associated social, economic and environmental issues. They cannot cover things such as Business Rates or rental levels.

Q14 What issues/needs should the Neighbourhood Plan address from a business viewpoint?

Q15 What changes or improvements would you like to see in the village to enable your business to prosper?

Q16 Main Street is a focus for the village where many shops and community facilities are located. Do you have any suggestions for how Main Street could be improved and regenerated?

Q17 Under Bradford Council's Local Plan for the District, there is a requirement for 200 new houses to be built in Addingham between 2013 – 2030. What impact do you think this level of development would have on your business?

Positive	
Negative	
Neutral	

Please give any further details/reasons for your answer below:

4. FINALLY

Q18 If you have any further comments regarding the Neighbourhood Plan please provide below:

Q19 Are you a member of Totally Locally Addingham?

YES	
NO	

Would you like to be kept informed about the Neighbourhood Plan and/or the results of this survey? If so, please provide a contact email address or phone number below:

**THANK YOU FOR TAKING THE TIME
TO COMPLETE THIS QUESTIONNAIRE AND GIVING US YOUR VIEWS**

If you have any queries regarding this survey, please contact Alan Taylor, Neighbourhood Plan Forum member at **chris-al@tiscali.co.uk**

Addingham Neighbourhood Plan Forum

November 2017