

Interviewer
Name _____

File _____

Bromsgrove	
Rubery	
Rural	

**Bromsgrove District Council
Survey of Businesses**

SECTION ONE - INTRODUCTION

WM Enterprise Consultants are undertaking a confidential survey of the businesses operating in the District of Bromsgrove. This survey is being conducted on behalf of Bromsgrove District Council and the purpose of the study is to provide supporting information to guide the future development of the area, including through the allocation of land for employment. As such, the study is of direct relevance to your business in that its outcome could directly impact on the availability of land and premises in the District.

Can I speak to or the person responsible for property matters?

Could you please spare around ten to fifteen minutes in order to complete a brief questionnaire? Your responses will be treated in strictest confidence and will not be released to anyone else in a way that would allow either you or your firm to be identified.

Should you wish to verify that what I have told you is correct and that this is a bona fide survey being conducted on behalf of Bromsgrove District Council, then please telephone [] of the Council's [] Department on [].

If NO, when could I telephone you again?
(write call back time and date)

Company Information:

Respondent Name:

Job Title of Respondent:
(or level of responsibility if no job title)

Company Name:

Address:
.....
.....

Postcode.....

Tel No:

SECTION TWO – BUSINESS ACTIVITY

Explain to respondent – the first few questions cover the nature of your business

Qu.1 Which of the following best describes the status of your business at this site? **(READ OUT – CODE ONE ONLY)**

An independent company with no other branches	1
A head office site	2
A branch or subsidiary of a larger group	3
A public sector organisation	4
Other (please write in)	5

Qu.2 What is the main business activity at this location?
WRITE IN FULL DETAILS (SECTOR WILL BE CODED LATER)

	Group	b
Agriculture, hunting and Forestry	1	
Fishing	2	
Mining and Quarrying	3	
Manufacturing – Food, Beverages, Tobacco	4	
Manufacturing – Textiles and Textile Products	5	
Manufacturing – Leather and Leather Products	6	
Manufacturing – Wood and Wood Products	7	
Manufacturing – Paper, Publishing, Printing	8	
Manufacturing – Coke, Petroleum Products and Nuclear	9	
Manufacturing - Chemicals	10	
Manufacturing – Rubber and Plastic Products	11	
Manufacturing – Other and non metal mineral products	12	
Manufacturing – Fabricated Metal	13	
Manufacturing – Machinery and Equipment	14	
Manufacturing – Electrical and Optical Equipment	15	
Manufacturing – Other Transport Equipment	16	
Manufacturing NEC	17	
Electricity, Gas and Water Supply	18	
Construction	19	
Wholesale, Retail, Certain Repair	20	
Hotels and Restaurants	21	
Transport, Storage and Communication	22	
Financial Intermediation	23	
Real Estate, Renting and Business	24	
Public Administration and Defence	25	
Education	26	
Health and Social Work	27	
Other Social and Personal Services	28	
Private Households with Employers	29	
Extra – Territorial Organisations	30	

Qu.3 Which of the following best describes your premises?

Read out all responses

	Tick one only
Offices	
Factory/Production facility	
Distribution depot	
Research & Development facility	
Mixed use (<i>please specify areas e.g office/retail/leisure</i>)	
Residential (business as part of house)	
Other (<i>please state</i>)	

Qu.4 How many people are currently employed at this establishment? Please include both full time and part time employees.

WRITE IN NUMBER AND CODE RANGE

EXACT NUMBER: _____

0	1
1 – 10 (Micro)	2
11 – 49 (Small)	3
50 – 249 (Medium)	4
250+ (Large)	5

FOR THE NEXT QUESTION IF THE RESPONDENT IS UNABLE TO SUPPLY THE EXACT NUMBERS THEN TRY TO GATHER A PERCENTAGE, OTHERWISE LEAVE THE PERCENTAGE BLANK

Qu.5a And could you also provide the breakdown of employment by those that are employed full-time (more than 30 hours per week) and those that work part-time?

_____ full-time _____ % full-time

_____ part-time _____ % part-time

Q5b What is the maximum number of employees on this site at any one time?

Q5c Approximately what proportion of your staff live:

	%
Locally (within 3 miles)	
Elsewhere within the District	
Outside the District	
	100%

Q6a What is the current tenure of your building?

Freehold

Leasehold

Licence

Other

.....

Do not know

Q6b Which of the following best defines your premises? **Read out and tick one only**

Budget

Mid-Range

Prestigious

Other (please state)

.....

Qu.7 How long have you been trading at this address? **Read out and tick one only**

Less than 1 year	1
1-2 years	2
3-5 years	3
6-10 years	4
More than 10 years	5

Qu.8a Has the company always been here or has it had a previous address? **Read out and tick one only**

Always been here	1	Go to Q9b
Purchased business that was here	2	Go to Q9b
Site is additional site (please state main site)	3	Go to Q9a
Previous address in Bromsgrove District	4	
Previous address elsewhere (specify)	5	
Other (specify)	6	

Qu.8b Why did the business relocate?

.....

These are key questions that need to be answered, if necessary ask for rough idea.

Q10 How many floors are your premises on at this site? _____

Q10a(i) Are you the only occupant of this building?

Yes

No

Do not know

Go to Q10b

Go to Q10b

Q10a(ii) How many floors in total does the building have (including those occupied by other people)?

Q10b What is the total floorspace? *(If unsure see if they can tell you what is the average floorspace for each level but make clear what it is that has been recorded)*

_____ m²

_____ ft²

Q10c Overall what is the site area (including car parks etc)? **Remember to write in the units (eg square metres)**

Units

Q10c Coded _____ **M² per person** _____

Q10d What proportion of your current accommodation is used for

Office space/Administration

%

Retail/Sales

%

Warehousing/storage space

%

Research and Development activities

%

Industrial space

%

Other (please state)

%

.....

Q10e Are the premises suited to your current needs?

Yes

No

Do not know

Go to Q11a

Go to Q11a

Q10f If No, why not?

.....

Q11a What are the three main problems faced by your business at the current time? **Do not prompt.**

1.....

2.....

3.....

To be Coded later	First	Second	Third
Rising cost of running the business	1	1	1
Strength of the Pound/Exporting	2	2	2
Cashflow constraints (including non-payment by debtors)	3	3	3
Market pressure (falling demand/competition/price resistance)	4	4	4
Legislation/red tape	5	5	5
Staff recruitment and retention	6	6	6
Shortage of appropriately skilled staff	7	7	7
Lack of management development training	8	8	8
Lack of training facilities/ provision	9	9	9
Lack of land/cost of land within the area	10	10	10
Lack of suitable premises in the area	11	11	11
Existing site constraints	12	12	12
Planning constraints	13	13	13
Investment constraints	14	14	14
High labour costs	15	15	15
Need for improved marketing	16	16	16
Access to appropriate advice	17	17	17
Parking problems	18	18	18
Road /traffic congestion	19	19	19
Infrastructure problems	20	20	20
Housing issues	21	21	21
Other	22	22	22
Don't know	23	23	23
None	24	24	24

Q11b How do you rate the following factors in respect of your local area?

	V. Good	Good	Average	Poor	V. Poor	Do not use/ N/A
Size of premises						
Quality of space in premises						
Rent of premises						
Cost of maintenance of premises						
Effectiveness of premises for business productivity						
Availability of new sites						
Environment for staff/customers						
Business rates						
Flexibility of space						
IT infrastructure/capability						
Car parking						
Access by public transport						
Access by road						
Skills of local labour force						
Affordability of housing						
Public sector business support facilities						
Cleanliness of streets/external landscape						
External security (CCTV and street lighting)						
Image of area						
Attractiveness of area for investment						

Q11c Overall, how do you rate Bromsgrove District as a place from which to do business?

- Very Good
- Good
- Average
- Poor
- Very Poor

Q11d Why?

Q12 What could be improved to help your business in Bromsgrove District? (write in)

.....

.....

C. FUTURE INTENTIONS

Q13a In the short term (next year or so) are there any plans to expand the business, reduce it or to stay the same?

Increase	
Decrease	
Stay the same	

Q13b Do you expect the number of people at this premises to increase, decrease or stay the same?

Increase	
Decrease	
Stay the same	

Q13c Could you explain a little more about these plans?

.....

Q14a Will the size of the premises required change?

Increase		
Decrease		
No		Go to Q14d
Do not know		Go to Q14d

Q14b How much space is required? (Including current space)

_____ m2

_____ ft2

Q14c What proportion of your future accommodation will be used for

Area for subletting (if applicable)	%
Office space/Administration	%
Retail/Sales	%
Warehousing/storage space	%
Research and Development activities	%
Industrial space	%
Other (please state)	%
.....	

Q14d Is your current building suitable for this change?

Yes as it stands		Ask Q14e then go to Q16
Yes with building modifications		
No		
Do not know		

Q14e Please explain

.....

.....

Q15 Do you feel that there are buildings suitable in Bromsgrove District to meet this required change?

Yes		Ask Q15a then go to Q16
No		
Do not know		Go to Q16

Q15a What are the main reasons for your answer? *Probe but do not prompt, tick all relevant*

	Q15a
Proximity to where you/key staff live	
Head office decision	
Local business climate	
Proximity to suppliers	
Proximity to customers	
Quality of environment	
Quality of premises	
Quality of housing and other local facilities	
Cost of premises	
Size of premises	
Flexibility of tenure	
Availability of suitably qualified staff	
Access to motorway	
Access to airport	
Access to railway	
Broad band access	
Lack of alternative accommodation	
Other (please write in)	

Q15g What factors would be important in the relocation? **Read out and tick all relevant**

Wish to change tenure type		Ask Q15h
Wish to change environment		Ask Q15i
Wish to change in terms of cost		Ask Q15j
Wish to change to building specified for the business		Ask Q15k
Whether there were grants or financial support for relocating to an area		
Other		
None		Go to Q15l

Q15h Would you prefer to? **Read out and tick one**

Rent under licence	<input type="checkbox"/>
Rent under tenancy	<input type="checkbox"/>
Buy	<input type="checkbox"/>
Other (please state)	<input type="checkbox"/>
.....	

Q15i What type of environment would you prefer to locate in? **Read out and tick one**

Urban	<input type="checkbox"/>
Periphery	<input type="checkbox"/>
Rural	<input type="checkbox"/>
Other (please state)	<input type="checkbox"/>
.....	

Q15j What quality of premises will you be looking for? **Read out and tick one**

Budget	<input type="checkbox"/>
Prestigious	<input type="checkbox"/>
Mid-Range	<input type="checkbox"/>
Other (please state)	<input type="checkbox"/>
.....	

Q15k Would you prefer to move to an existing building or have a design and build solution?
Read out and tick one

Existing Building	<input type="checkbox"/>
Design and Build Solution	<input type="checkbox"/>
Build own premises	<input type="checkbox"/>
Other (please state)	<input type="checkbox"/>
.....	

Q15l Is there currently a preference for any of the following? **Read out and tick one**

Expansion on current site	
Relocation /Additional site	
No preference	

Q16 Over the medium to long term (up to 10 years) do you expect your turnover at these premises (or new ones) to increase, decrease or stay the same? And by approximately how much each year?

	Tick one	1-2%	3-5%	5-10%	10-20%	20%+
Increase						
Decrease						
Stay the same		N/A	N/A	N/A	N/A	N/A

Q16b Would you expect to see a change in employment in that time? If so, how much over the period?

	Tick one	1-2%	3-5%	5-10%	10-20%	20%+
Increase						
Decrease						
Stay the same		Go to Q16d				

Q16c In which types of jobs do you expect to see these changes? **(write in along with change likely)**

.....

Q16c Coded			
	SOC Code	Increase	Decrease

Q16d Are there any other factors which may impact on your future plans?

Yes		
No		
Do not know		

Q16e Do you foresee a change in the size of your premises requirements in the medium to long term as a consequence of the changes in turnover or employment?

Increase		
Decrease		
None		Go to end
Do not know		

Q16f What would be the overall change in terms of size of premises (e.g probe for whether there is likely to be a change of 10%, 20% etc)

.....

.....

Q16g How would you propose to meet the anticipated change?

.....

.....

Q17a Is your current building suitable for this longer-term change?

Yes as it stands		Ask Q17b then go to end
Yes with building modifications		
No		
Do not know		

Q17b Please explain

.....

.....

Q17c Is there currently the capacity in Bromsgrove District to fulfil your longer term requirements?

Yes		Go to End
No		
Do not know		

Q17d Please explain further

.....

.....

Q17e What are the medium to long term barriers to continuing to do business in Bromsgrove District?

.....

.....

Quality Procedure

As part of our quality checking procedure, we may wish to contact you in the near future to briefly check that you were happy with this survey and how it was carried out. Would this be acceptable to you?

YES NO

(Explain fully that this will be in the strictest confidence and reiterate that this will solely be for quality purposes and that individual names and addresses will NOT appear in any reports or analysis).

**THANK YOU FOR YOUR ASSISTANCE
ALL INFORMATION PROVIDED WILL BE TREATED**

IN THE STRICTEST CONFIDENCE