CHIPPENHAM TOWN COUNCIL
Improving the quality of town life

CHIPPENHAM NEIGHBOURHOOD PLAN_
Chippenham Town Council

Chippenham Neighbourhood Plan Survey of Existing Businesses

Results from the public survey:
23rd March - 27th April 2020

CHIPPENHAM NEIGHBOURHOOD PLAN_

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COMMUNITY FIRST

This report was prepared by Community First in consultation with Chippenham Town Council and the Chippenham Neighbourhood Plan Steering Group.

Introduction

This report has been prepared for Chippenham Town Council and the Steering Group for the Neighbourhood Plan. The report presents the quantitative findings of the Survey of Existing Businesses, an online survey which collected responses from businesses based in Chippenham.

Survey Design & Distribution

The purpose of the survey was to gather evidence to inform the preparation of the Chippenham Neighbourhood Plan. The survey questions were created by Chippenham Town Council with input from members of the Steering Group. The final version of the survey can be found in Appendix 1.

The survey was designed and built using cloud-based online survey software Zoho and branded with the Chippenham Neighbourhood Plan logo and colour scheme. Due to the outbreak of COVID-19, there were no paper copies of the survey and all responses were gathered online via a URL.

The Survey of Existing Businesses was specifically designed to gather information and views from businesses based in Chippenham rather than residents or members of the public. For this reason, the survey URL was not made publicly available but was instead shared with local businesses by email.

There were 50 questions in the Survey of Existing Businesses. This survey was open for responses from business owners and representatives between 23rd March - 27th April 2020. The survey was closed for responses at 8.30am on Monday 27th April 2020.

The Survey of Existing Businesses was specifically designed to gather information and views from businesses based in Chippenham rather than residents or members of the public.

Response Rate

Survey Visits	Completed Responses	Partial Responses	Total Responses
57	12 (46%)	14 (54%)	26

A total of 57 businesses accessed the Survey of Existing Businesses via an email link between 23rd March – 27th April 2020. Of those who accessed the survey, 26 businesses submitted a complete or partial response. This represents an overall response rate of 46%.

The number of responses from businesses was lower than for the public surveys. This may partly be because the link to access the survey was only shared via email and not via social media or other public promotion. In addition, the launch of the Survey of Existing Businesses coincided with the COVID-19 UK lockdown. Due to the lockdown many businesses in Chippenham were closed, which is likely to have impacted on the response rate for this survey.

Actual response figures and (rounded) percentage breakdowns are provided for each survey question in this report. This represents the number of responses received as a proportion of all businesses answering each individual question. Not all of the businesses provided answers to all of the questions available, therefore the figures presented for each question may not necessarily match the totals listed above.

There were a number of open-ended questions in the survey which are summarised in the report, along with a selection of quotes. A complete list of open-ended responses for each question is included in the appendices. Open-ended comments have been reproduced verbatim from submitted survey responses and thus, may contain spelling, grammatical and other errors.

Average Response Rate by Topic Area

As mentioned above, the survey questions were divided into topic areas. A breakdown of completed and skipped responses, as well as an overall average response rate for each topic area is included in the table on the next page.

	Average Response Rate	Average Responses Per Question
Basic Information	54%	14
Business Information	50%	13
Business Growth Expectations	37%	9
Staff Training Requirements	38%	10
Planning & Premises Requirements	37%	10
Local Business Support	31%	8

The section with the highest response rate overall was 'Basic Information' (54%), the section with the lowest response rate was 'Local Business Support' (31%). Indeed, the response rate trended downwards as the survey progressed which suggests that respondent fatigue impacted upon the response rate for the Survey of Existing Businesses.

Summary of Findings

Basic Information

- 14 businesses provided their business name as part of their survey response.
- A variety of business types are represented, including Information Technology (13%), Power & Utilities (13%) and Wholesale & Retail (13%).
- Business to Business (B2B) and Business to Consumer (B2B) businesses were equally represented in the dataset (50/50)
- Almost half (47%) of all businesses who responded to the survey said that they have fewer than 10 employees.
- All of the businesses who responded said they employ 0-9 contractors or temporary staff members.
- The oldest businesses that responded to the survey was established in 1947, the most recent business opened in 2018.
- A third (33%) of businesses have been based in Chippenham for 11-20 years.
- 53% of surveyed businesses said they have only one business location.
- 73% of businesses said they conduct some form of business online.

The oldest businesses that responded to the survey was established in 1947, the most recent business opened in 2018.

Business Growth Expectations

- 64% of surveyed businesses said they expected their short-term businesses growth to increase in the next 2 years. 86% of businesses said they expect their longer-term growth expectations to increase.
- Several businesses indicated that the COVID-19 crisis would have an impact on their short-term business growth
- Businesses suggested that they expected their long-term growth expectations (2+ years) to exceed growth expectations in the short-term (next 2 years), this is likely to be because of the COVID-19 crisis.

Staff & Training Requirements

- 54% of businesses said they expected the size of their workforce to increase in the short term (next 2 years).
- 23% said they expected the size of their workforce to decrease in the short-term.
- 69% of businesses said they expected the size of their workforce

to increase in the longer-term (2+ years). This coupled with an anticipated increase in growth, suggests that businesses who responded to this survey have a relatively optimistic long-term outlook (despite COVID-19).

- 54% of businesses felt the local community could provide the required workforce for their business in the short term. This increased slightly to 58% in the longer-term.
- 62% of businesses said that new skills would be needed in both the short and long-term. Businesses emphasised digital, technical and IT based skills.
- 46% of businesses said they would seek new skills in the short-term through local recruitment. 38% said they would upskill existing staff through training.
- In the longer term, the preference for seeking new skills is to recruit locally (58%). When compared with short-terms plans, a higher proportion of businesses said they would recruit nationally in the long term (25%), compared with 15% of businesses who said they would recruit nationally in the short term.
- None of the businesses who responded to the survey said they intended to recruit internationally in the short or long term.

Planning & Premises Requirements

- 77% of surveyed businesses lease their premises.
- 62% of businesses said that planning policies/restrictions had a positive impact on their business, for example through planning approval.
- All of the businesses said that their current business premises are in a good location to meet their needs in the next 5 years.
- 92% said that their premises meet their needs for structural requirements, facilities and market access in the next 5 years.
- Car parking and size of premises were highlighted as an issue for business premises in short and long-term.
- 36% of businesses said that the size of their premises would not meet their needs in 5 years' time and more than half (55%) of businesses indicated parking for their premises would be insufficient in the longer term.
- 69% of businesses (combined) said that the sustainability and energy performance of their building was very important or important.
- Energy consumption and produce recycling rate were rated as very important by 42% of businesses. Supply chain miles were rated as unimportant by 25% of surveyed businesses.

All of the businesses said that their current business premises are in a good location to meet their needs in the next 5 years

Local Business Support

- 83% of businesses indicated they were not interested in a co-working facility for their business. A further 92% of surveyed businesses said they were not interested in the use of an incubator space.
- Amongst surveyed businesses there was a higher level of interest in working towards a circular economy when compared to coworking and incubator space.
- A third (33%) of surveyed businesses said they would be interested in working towards a circular economy.

A third (33%) of surveyed businesses said they would be interested in working towards a circular economy.

Survey Responses

Basic Information

Q1 Name of Business (14 responses)

The following businesses submitted a response to the Survey of existing businesses:

1. Pixel & Dot Ltd
2. Westernsport Trophies
3. C Kempson Physio Ltd
4. John Miller (Corsham) Ltd
5. Wessex Watches
6. New Road Nursery
7. Pixel & Dot Limited
8. Oriel Systems Ltd
9. Graham and Green Ltd
10. Fast Track Solutions ltd
11. Mander Duffill
12. Good Energy Group PLC (2 responses)
13. Mintivo Ltd

Q2 Address of business (14 responses)

Q3 What is your name? (14 responses)

Q4 What is your job title? (14 responses)

Q5 What is your email address? (13 responses)

All responses gathered for the above questions have been summarised in a table which can be found in the appendices.

Q6 Type of business (15 responses)

	Percentage	Responses
Other (Please specify)	40%	6
Information Technology	13%	2
Power & Utilities	13%	2
Wholesale & Retail	13%	2
Education	7%	1
Finance, Banking & Insurance	7%	1
Media & Entertainment	7%	1

A variety of business types are represented in the data set. This included Information Technology (13%), Power & Utilities (13%) and Wholesale & Retail (13%). Of the businesses which selected 'Other' the business types listed are included below:

- Physiotherapy
- Retail, engineering and property rental
- Luxury goods
- Design agency
- Electronic control systems and telemetry
- Business services, marketing

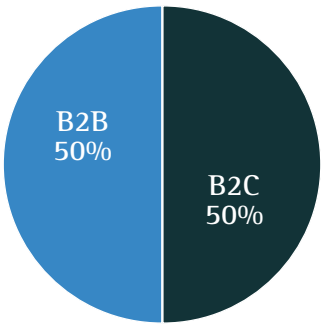
Business Information

Q7 Is your business predominantly business-to-business (B2B) or business-to-consumer (B2C)? (14 responses)

	Percentage	Responses
B2B	50%	7
B2C	50%	7

Business to Business (B2B) and Business to Consumer (B2B) businesses were equally represented in the dataset, with 50% of responses each.

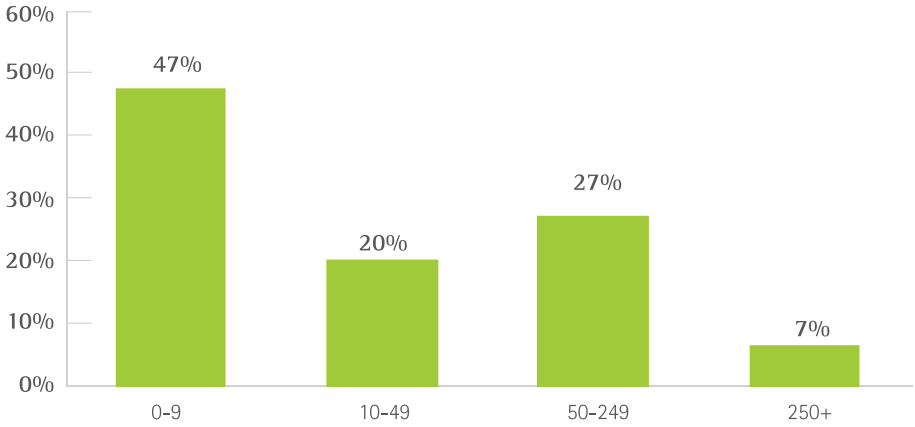
B2B businesses included Finance, Banking & Insurance, Information Technology and Media & Entertainment. B2C Businesses included Power & Utilities and Wholesale & Retail.



Q8 How many employees does your business have? (15 responses)

	Percentage	Responses
0-9	47%	7
50-249	27%	4
10-49	20%	3
250+	7%	1

A chart is included on the next page.



Almost half (47%) of all businesses who responded to the survey said that they have fewer than 10 employees. A further 27% employ 50-249 people and 20% employ between 10-49 people.

Only 1 employer who responded to the survey said they have more than 250 members of staff.

Q9 How many contractors or temporary staff does your business have? (14 responses)

	Percentage	Responses
0-9	100%	14

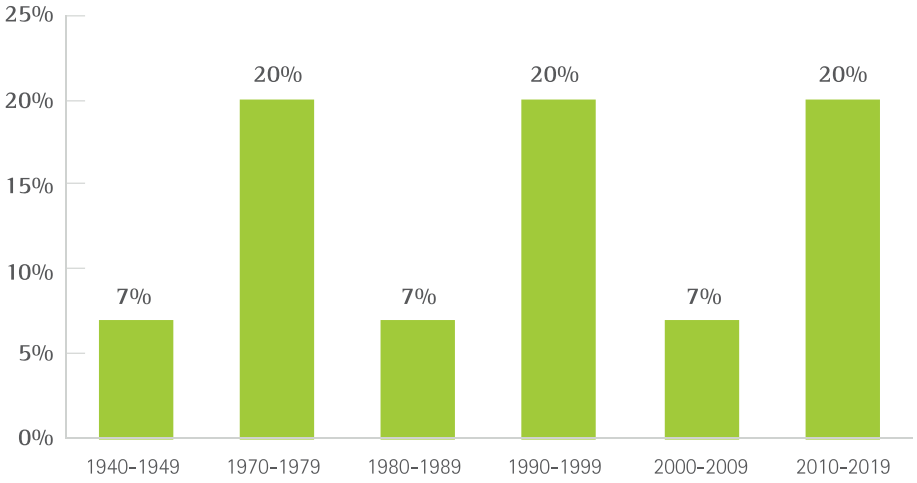
All of the businesses who took part in the survey said that they have 0-9 contractors or temporary members of staff.

Q10 When was your business established? (15 responses)

This was an open-ended question and the results have been categorised and grouped into age brackets in the table below. A full list of responses is included in the appendices.

	Percentage	Responses
1970-1979	20%	3
1990-1999	20%	3
2010-2019	20%	3
1980-1989	7%	1
2000-2009	7%	1
1940-1949	7%	1

A chart is included on the next page

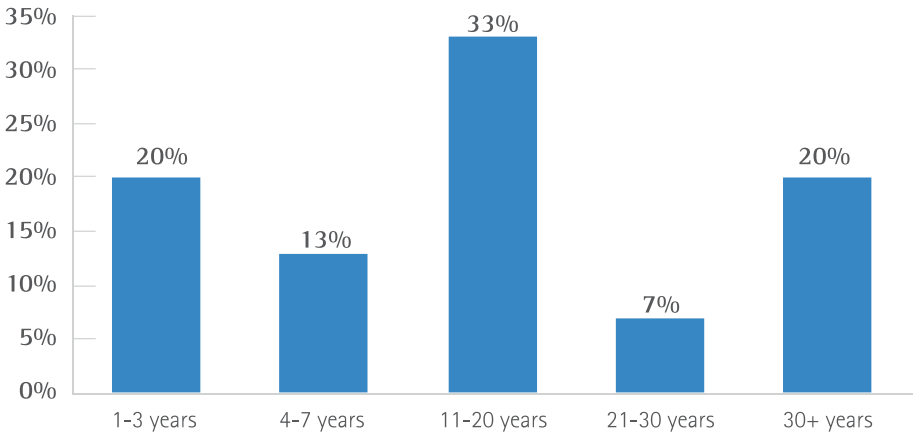


There was an even spread of businesses that opened in 1970-1979, 1990-1999 and 2010-2019. Similarly, the number of businesses that were established in 1940-1949, 1980-1989 and 200-2008 were also evenly distributed. The oldest businesses that responded to the survey was established in 1947, the most recent business opened in 2018.

Q11 How long have you been based in Chippenham? (15 responses)

This was an open-ended question and the results have been categorised and grouped into age brackets in the table below. A full list of responses is included in the appendices.

	Percentage	Responses
11-20 years	33%	5
1-3 years	20%	3
30+ years	20%	3
4-7 years	13%	2
21-30 years	7%	1

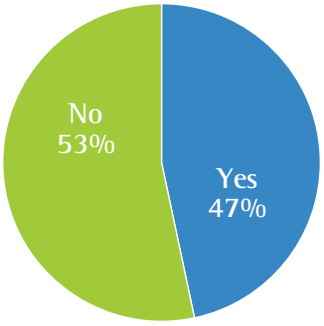


33% of businesses who responded to the survey said their businesses had been based in Chippenham for between 11-20 years, a further 20% said they had been based in Chippenham for 1-3 years and 30+ years, respectively.

Q12 Do you have more than one business location? (15 responses)

	Percentage	Responses
No	53%	8
Yes	47%	7

53% of surveyed businesses who answered this question said they have only one business location. A further 47% maintain more than one business location or premises.



Q13 If you answered 'yes' to the above question, why does your business maintain more than one location? (7 responses)

Of the respondents who said their business maintains more than one location (47%), the reasons given included the geographical location of other business owners, providing services for clients in other towns/ locations and warehouse space. Comments included:

"The other director lives in Nottingham; I live near Chippenham."

"Different nurseries in another town."

"To enable the business to provide client service to clients within the other office locations."

Q14 Where are the additional location/s? (7 responses)

In addition to maintaining premises in Chippenham, survey respondents said they currently have an additional business presence in the following locations:

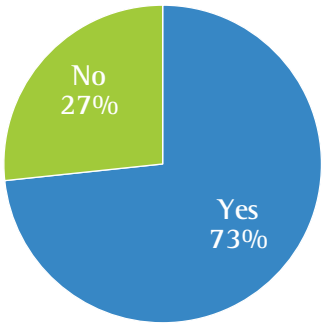
- Nottingham
- Bristol and London
- Melksham
- Nottingham
- Kings Lynn
- Bath (with a warehouse in Chippenham)
- Devizes and London

Q15 Do you do business online? (15 responses)

	Percentage	Responses
Yes	73%	11
No	27%	4

Almost three quarters (73%) of businesses who responded to the survey said they conduct some form of their business online.

The remaining 27% said they do not currently conduct any business online.



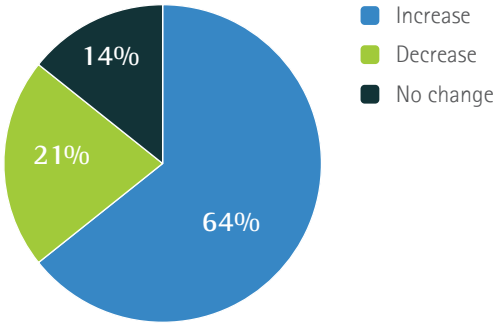
Business Growth Expectations

Q16 What are your short-term business growth expectations (next 2 years)? (14 responses)

	Percentage	Responses
Increase	64%	9
Decrease	21%	3
No change	14%	2

64% of surveyed businesses said they expected their short-term businesses growth to increase in the next 2 years.

21% said they expected growth to decrease, with the remaining 14% who expected no change in their business growth in the next 2 years.



Q17 Any additional information (7 responses)

Of the survey respondents who answered this question, several businesses directly stated or suggested that the COVID-19 crisis would have an impact on their short-term business growth. One respondent said the business had planned to take on more staff due to increased demand, a second said turnover would be impacted and a third business felt that the length lockdown period would impact upon their growth expectations. One business had a fairly bleak outlook and said: "We are all doomed."

Other factors mentioned in relation to short-term growth included Brexit and developing more of an online presence. Some of the comments are included below, a complete list is available in the appendices:

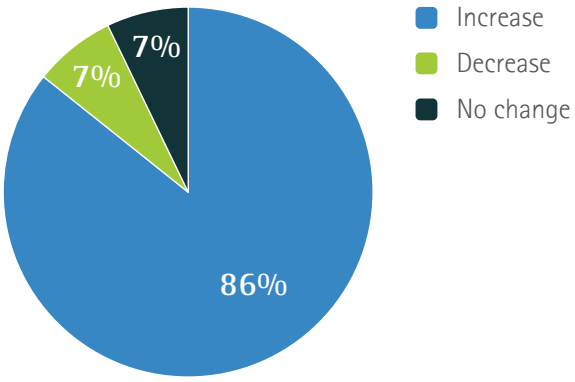
> "I was just about to take on 2 more therapists as the clinic was getting really busy."
>
> "COVID will likely have a big effect on our turnover for the next year or so."
>
> "Orders have increased significantly since the election, however previously we suffered very badly because of Westminster games over Brexit."

Q18 What are your long-term business growth expectations (2 years +)? (14 responses)

	Percentage	Responses
Increase	86%	12
Decrease	7%	1
No change	7%	1

Businesses who responded to the survey indicated that they expected their long-term growth expectations (2+ years) to exceed growth expectations in the short-term (next 2 years), this is likely to be because of the COVID-19 crisis.

86% of businesses said they expect their longer-term growth expectations to increase. 7% said they expected growth to decrease and a further 7% said they expected to see no change in their growth.



Q19 Any additional information (3 responses)

There were 3 responses for additional information in relation to long-term business growth expectations. Comments on long-term growth focused on increasing revenue and retaining staff. All of the responses received are included below:

> "We've increased our billings each year, but only be a very small amount."

> "The challenge is to retain the young high-quality staff (particularly high educated software engineers) we have at the moment, if we can retain them the business will thrive. But they expect high salaries and regular increases."

> "Mintivo is aiming to a be 10 million turnover business in approx. 5/6 years' time."

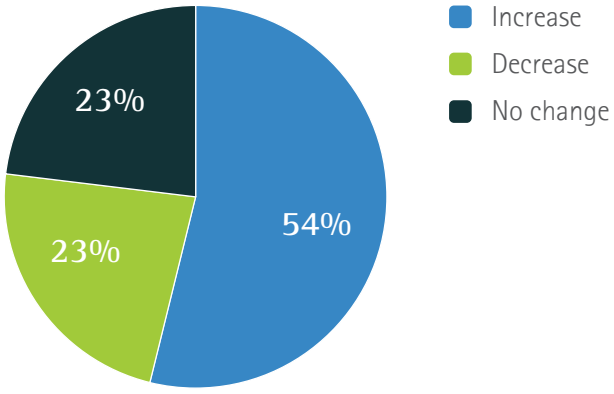
Staff & Training Requirements

Q20 What are your short-term expectations with regard to the size of your workforce (next 2 years)? (13 responses)

	Percentage	Responses
Increase	54%	7
Decrease	23%	3
No change	23%	3

54% of businesses who responded to this question said they expected the size of their workforce to increase in the next 2 years.

23% said they expected their workforce to decrease, with a further 23% who said it is likely to remain the same.



Q21 Any additional information (3 responses)

There were 3 responses for additional information in relation to workforce size in the short-term (next 2 years). Comments on long-term growth focused on the numbers of staff the business intended to take on.

All of the responses received are included below:

"We will take on staff this year."

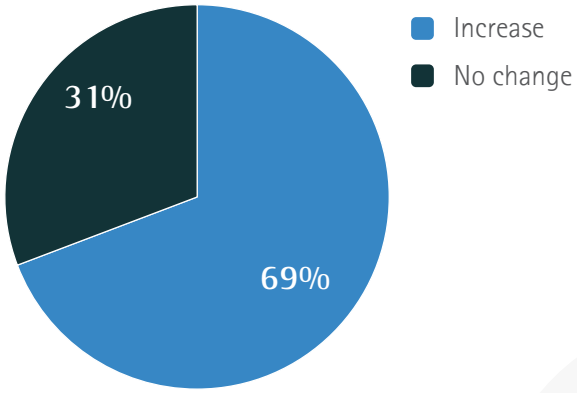
"Maybe 5% increase."

"We would look to be employing probably 10-15 staff."

Q22 What are your long-term expectations with regard to the size of your workforce (2 years +)? (13 responses)

	Percentage	Responses
Increase	69%	9
No change	31%	4

69% of businesses said they expected the size of their workforce to increase in the longer-term (2+ years). This coupled with an anticipated increase in growth, suggests that businesses who responded to this survey have a relatively optimistic long-term outlook (despite COVID-19).



The remaining 31% of businesses said that they expected the size of their workforce to remain unchanged in the long-term. None of the businesses said they expected the size of their workforce to decrease in the long-term.

Q23 Any additional information (2 responses)

Businesses were invited to give additional information on their long-term expectations with the regard to the size of their workforce. One comment related to the use of contractors; a second comment provided an estimate of the long-term increase in staff.

Both of the responses received are included below:

"We may work with some contractors on a more full-time basis. It would be nice to hire someone, but I can't see it happening any time soon."

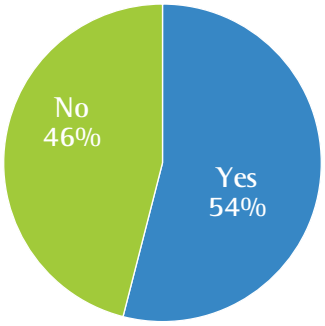
"We would look to be employing probably 15-25 staff."

Q24 In the short term (next 2 years) does the local community provide the workforce you require in sufficient numbers and quality? (13 responses)

	Percentage	Responses
Yes	54%	7
No	46%	6

Businesses who responded to this question had a broadly mixed view on whether the local community could provide the workforce required in sufficient numbers and quality in the short-term.

54% of businesses said the local community could provide the required workforce for their business in the short-term, with the remaining 46% who felt they could not find the staff they need locally.



Q25 Any additional information? (8 responses)

As with question 24, comments about the suitability of the local workforce were mixed. Two respondents indicated they were able to find the staff they needed locally. Others suggested they struggle to find local staff with the necessary skills, qualifications and work experience. Responses can be found in the appendices, comments included:

"It is difficult getting physiotherapists as Chippenham is quite rural but is still possible."

"The apprenticeship and University system have delivered good staff for us, but we always need better technical education; and sometimes even literacy and numeracy can be issues. And the numbers of the very best are few and you need to be prepared to pay the price which is difficult for a small business."

"A large number of the workforce are getting older many past retirement age struggle to find young staff that want to take up the role."

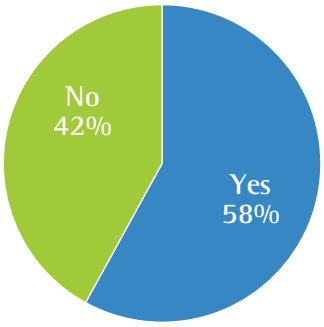
"Yes and no. There is some great local talent about, it's just finding them."

Q26 In the long term (2+ years) does the local community provide the workforce you require in sufficient numbers and quality? (12 responses

	Percentage	Responses
Yes	58%	7
No	42%	5

As with question 24 about short-term workforce availability, businesses had a mixed view on whether Chippenham could provide the workforce required in sufficient numbers and quality in the longer-term (2+ years).

58% of businesses felt they could source the workforce they need locally in the longer-term, with the remaining 42% who indicated they would not find suitable staff locally.



Q27 Any additional information (6 responses)

There was some uncertainty in verbatim responses about the availability of a suitable pool of local candidates in the longer-term, with some businesses indicating that they were unsure. Others suggested that their comments about short-term availability of staff (see above) also applied in the longer term (2+ years).

One business said that they felt a better selection of local shops, restaurants and facilities in Chippenham would help them to attract a higher calibre of candidates. A second business said that they try to employ local people but would look further afield to source the right candidate for the job if necessary.

Responses can be found in the appendices, comments included:

> "No idea really. I'm sure there are web/print designers in and around Chippenham. When we were based in Pewsey we tried hiring and didn't get a very good response."

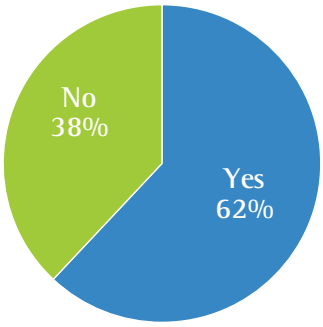
> "Again, yes and no. We try and employ local people however this can stretch to cover Wiltshire or further afield to get the right person with the right technical ability."

> "We like to continue to attract a high calibre of graduates. We are going to move to a high-quality building which should help, but the quality and range of the restaurants, coffee houses and entertainment comparison to somewhere like Bristol...where the skills we need would be easier to hire."

Q28 In the short term (next 2 years), will new skills be needed? (13 responses)

	Percentage	Responses
Yes	62%	8
No	38%	5

62% of businesses who responded to this question said that new skills would be needed in the next 2 years. The remaining 38% indicated that new skills would not be needed in the short-term.



The skills that are felt to be needed were business-specific but include digital, technical and physical therapy. Please see question 29 for more detail on skills.

Q29 If yes, what skills (9 responses)

Amongst businesses who responded to this question, the following skills were felt to be needed in the short-term. Verbatim comments are included in the appendices

- Massage Therapy
- Physiotherapy
- Podiatry
- Osteopathy
- Counselling
- Technical and Engineering
- IT, Software and Development
- Mathematics and Statistics
- Digital Skills
- Languages

Some of the comments included:

"Microsoft Azure and Microsoft 365 skills are in high demand."

"The technical software skills we most commonly use are software (Java, Python, php, Linux), Electronics and hardware/software interface. Electrical wiring and installation."

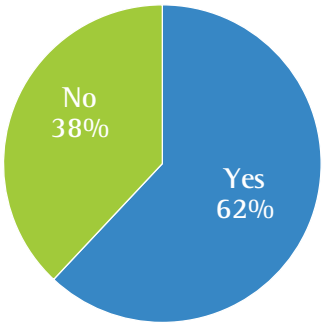
"There's always opportunities in our clinic, there are 4 therapy rooms and therapists can include physiotherapy, massage therapy, podiatry, osteopathy, counselling etc."

Q30 In the long term (2+ years), will new skills be needed?

	Percentage	Responses
Yes	62%	8
No	38%	5

The percentage breakdown of skills needed in the long-term was the same as those felt to be needed in the short-term.

62% of businesses said that new skills would be needed in the longer term (2+ years). 38% indicated that new skills would not be needed in the long-term.



Q31 If yes, what skills? (7 responses)

Amongst businesses who responded to this question, the skills felt to be needed mirrored those outlined in question 29. Businesses emphasised digital, technical and IT based skills e.g. programming and Office 365. Verbatim comments are included in the appendices, some of the comments included:

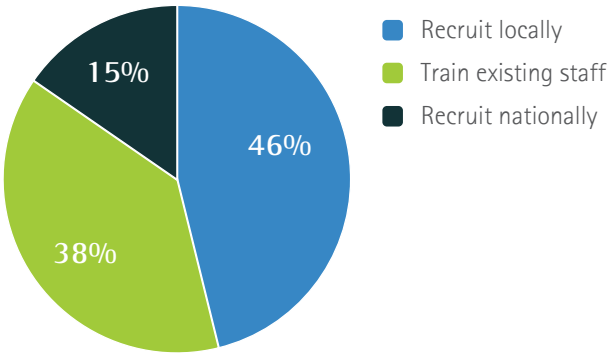
> "No idea, the digital landscape will change a lot in the future. We may also have to pivot our business a little to cope with the fallout from COVID."
>
> "IT development skills."
>
> "Programming."

Q32 In the short term (next 2 years), where will you seek new skills from? (13 responses)

	Percentage	Responses
Recruit locally	46%	6
Train existing staff	38%	5
Recruit nationally	15%	2

A chart is included on the next page.

46% of businesses who responded to this question said they would seek new skills in the short-term by recruiting locally. 38% said they would upskill existing staff through training, with a further 15% who said they would acquire the skills needed for their businesses by recruiting nationally.

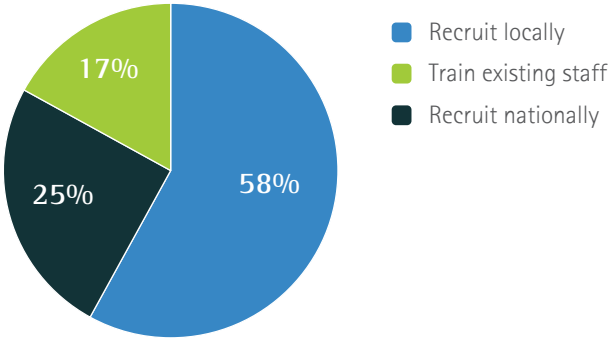


None of the businesses who responded to the survey said they intended to recruit internationally in the short term (within 2 years).

Q33 In the long term (2+ years), where will you seek new skills from? (12 responses)

	Percentage	Responses
Recruit locally	58%	7
Recruit nationally	25%	3
Train existing staff	17%	2

In the longer term, the preference for seeking new skills is to recruit locally in Chippenham (58%). When compared with short terms plans, a higher proportion of businesses said they would recruit nationally in the long term (25%), compared with 15% of businesses who said they would recruit nationally in the short term.



As with short term plans, none of the businesses who responded to the survey said they intended to recruit internationally in the long term.

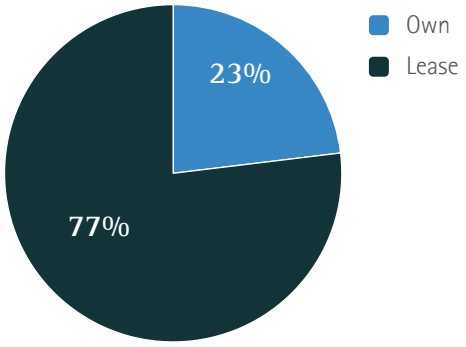
Planning & Premises Requirements

Q34 Do you own or lease your premises? (13 responses)

	Percentage	Responses
Lease	77%	10
Own	23%	3

A chart is included on the next page.

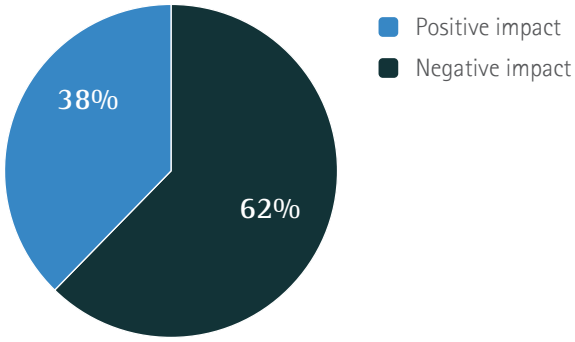
77% of surveyed businesses who answered this question said they leased their premises. The remaining 23% own their own building/ businesses premises.



Q35 Have any planning policies or planning restrictions had either a positive or negative impact on your business? (8 responses)

	Percentage	Responses
Positive impact	62%	5
Negative impact	38%	3

62% of businesses said that planning policies or planning restrictions had a positive impact on their business. The remaining 38% said that planning policies/restriction had a negative impact.



Q36 Please provide details below (9 responses)

There were a variety of different comments from businesses who said planning policies or planning restrictions had either a positive or negative impact on their business. These included businesses that had a planning application approved or refused, as well as general comments about planning policy relating to the ring road, environmental issues and walking access to the Town Centre. Verbatim responses can be found in the appendices, comments included:

"We were able to extend our building."

"We have had both poss and neg. Bigger carpark granted +++ new sign turned down."

"Not really a planning policy (yet) or restriction, but please reconsider your plan to put a road around the town and fill in the beautiful

countryside with houses. We chose Chippenham as a place for our office because of its current size and proximity to open green space, not because we wanted to work in another Swindon."

Q37 What changes to the planning system would make it easier for your business to succeed/grow? (5 responses)

5 businesses had ideas for how the planning system could make it easier for their business to succeed/grow. This included consistency in policy, protecting the high street, promoting independent shops and increasing the provision of local housing. All of the comments are included below:

"Being treated the same across all businesses with the same rules."

"Be less personally opinionated over planning rules."

"We urgently need to protect the high street and strive much harder to make Chippenham a pretty market town, with a beautiful river frontage, a mini promenade and small stalls/independent traders and character in our town. Instead we have council offices on the river front! Most of all we need Boris bikes to get punters away from the supermarkets and into a vibrant heart for our town; which we can be proud of. We should have a massive sign on entry to Chippenham declaring us as the gateway to the green quarter of England, the West. No more McDonalds, instead independent restaurants in the High Street. More sports and community building/adhesion projects. What happened to the Bridge centre? - where now can the teenagers go? Madness!"

"More local cheaper housing perhaps."

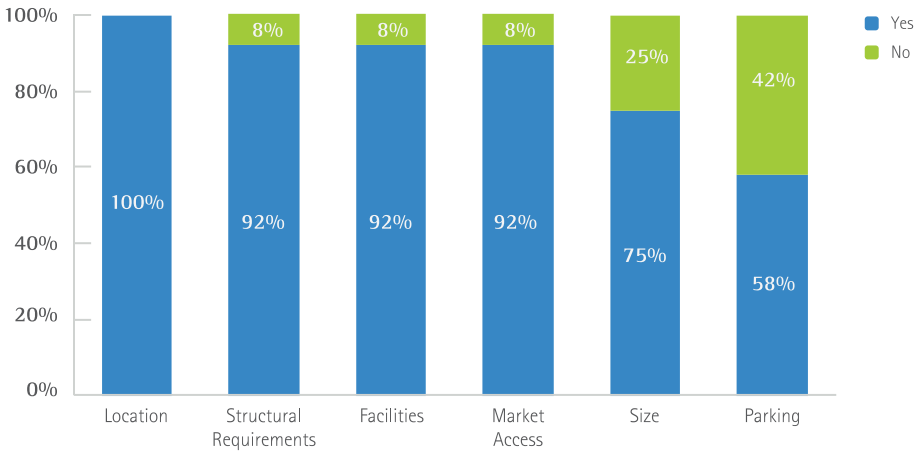
"Giving priority to independent quality pubs, restaurants, food shops and more"

"Entertainment, somewhere to show live gigs."

Q38 Does your existing premises meet your future needs for each of the following in the short term (next 5 years) (12 responses)

	Yes	No
Location	100% (12)	0% (0)
Structural requirements	92% (11)	8% (1)
Facilities	92% (11)	8% (1)
Market access	92% (11)	8% (1)
Size	75% (9)	25% (3)
Parking	58% (7)	42% (5)

A chart is included on the next page.



All of the businesses who responded to this question said that their current business premises are in a good location to meet their needs in the next 5 years. 92% said that their premises meet their needs for structural requirements, facilities and market access. The two factors that were highlighted as a potential issue for business premises in the short term included size and parking. 25% of businesses indicated their current premises did not meet their needs in terms of size, a further 42% said that parking was an issue in the short-term.

Q39 If no, please provide more details (7 responses)

Amongst businesses who answered this question, parking and space were highlighted as outlined in the chart above. Verbatim comments can be found in the appendices, comments included:

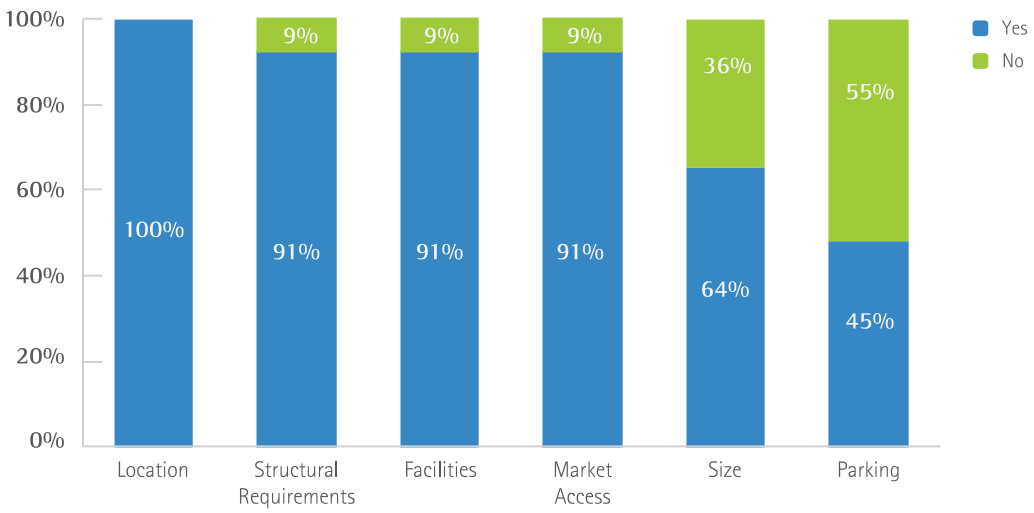
"Parking very limited and publicly available spaces are expensive for employees."

"We have limited parking. Parking in Chippenham continues to be made more difficult by the local council."

"Always need more space."

Q40 Do you anticipate your existing premises will meet your future needs for each of the following in the long term (5+ years) (11 responses)

	Yes	No
Location	100% (12)	0% (0)
Structural requirements	92% (11)	8% (1)
Facilities	92% (11)	8% (1)
Market access	92% (11)	8% (1)
Size	75% (9)	25% (3)
Parking	58% (7)	42% (5)



Amongst the businesses who responded to this question, the responses were broadly in line with those given for question 38. Businesses said that the location, structural requirements, facilities and market access of their current premises were likely to meet their long term (5+ years) as well as their short term (less than 5 years) needs.

36% of businesses said that the size of their premises would not meet their needs in 5 years' time and more than half (55%) of businesses indicated parking for their premises would be insufficient in the longer term.

Q41 If no, please provide more detail (5 responses)

Amongst businesses who answered this question, 4 respondents referred to their previous response for question 39, the remaining comment was:

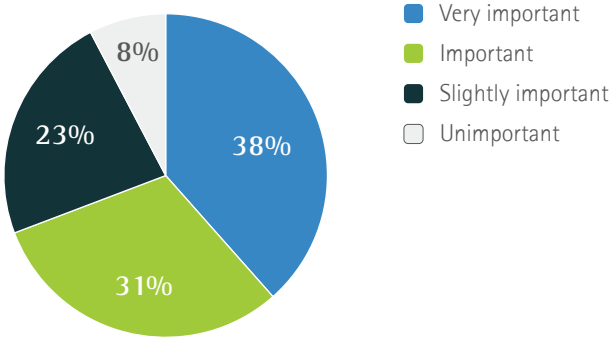
"We may need to add extra floor at some point if budget permits."

Q42 How important to your business is the sustainability and energy performance of your building? (13 responses)

	Percentage	Responses
Very important	38%	5
Important	31%	4
Slightly important	23%	3
Unimportant	8%	1

A chart is included on the next page.

69% of businesses (combined) who answered this question said that the sustainability and energy performance of their building was very important (38%) or important (31%), a further 23% of business respondents said it was slightly important. Only 1 business (8%) said sustainability and energy performance was unimportant.



Q43 How important are the following sustainability criteria for your business? (12 responses)

Businesses were asked to rate a series of sustainability criteria in terms of relative important to their business. The results are summarised in the table below, the highest percentage score for each column (unimportant, slightly important, unsure, important and very important) are highlighted below.

	Unimportant	Slightly important	Unsure	Important	Very important
Energy Performance of Building	8% (1)	25% (3)	0% (0)	33% (4)	33% (4)
Energy Consumption	8% (1)	25% (3)	0% (0)	25% (3)	42% (5)
Product Recycling Rate	0% (0)	17% (2)	17% (2)	25% (3)	42% (5)
Supplier's Environmental Sustainability Credentials	8% (1)	25% (3)	8% (1)	25% (3)	33% (4)
Supply Chain Miles	25% (3)	8% (1)	17% (2)	33% (4)	17% (2)
Water Footprint	17% (2)	17% (2)	33% (4)	25% (3)	8% (1)
Waste Reduction Rate	8% (1)	17% (2)	8% (1)	33% (4)	33% (4)
Waste Recycling Rate	0% (0)	17% (2)	8% (1)	42% (5)	33% (4)
Public Transport & Cycle Provision	17% (2)	17% (2)	17% (2)	25% (3)	25% (3)
Reduction in Car Travel	17% (2)	17% (2)	25% (3)	25% (3)	17% (2)

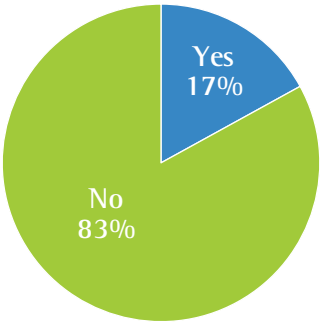
Energy consumption and produce recycling rate were rated as very important for 42% of businesses who responded to this question. A further 42% of businesses said that waste and recycling rates were important sustainability criteria. Supply chain miles were rated as unimportant by 25% of surveyed businesses. 33% of businesses said they were unsure whether water footprint was important, which represented a higher proportion of 'unsure' answers relative to other sustainability criteria. This might indicate a lack of awareness around water footprint amongst surveyed businesses.

Local Business Support

Q44 Would the use of a co-working facility be helpful to your business? (12 responses)

	Percentage	Responses
No	83%	10
Yes	17%	2

83% of businesses who responded to this question indicated they were not interested in a co-working facility for their business. The remaining 17% of respondents said a co-working space would be helpful.



Q45 Please provide more detail on your thoughts about co-working (7 responses)

Feedback about coworking was mixed amongst businesses who answered this question. Some felt coworking was not appropriate for their business, whilst others were open to the idea of shared office space. This included a business who would consider hosting a coworking space. One respondent said they would like to see a creative coworking space.

Verbatim comments can be found in the appendices, comments included:

"Co-working is not appropriate for the nature of our business."

"We would be happy to have co-working in our own building as we expect to see more flexibility in our workforce post COVID we may have more space to support other small businesses. (Maybe even a great

coffee shop!)"

"In high tech electronics and software, you have a long learning curve. You cannot consider co-working. I need staff at work/on site 5 days per week."

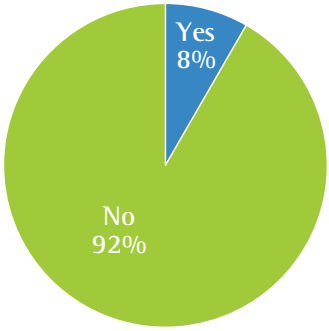
"It would be nice to have a creative co-working space in Chippenham."

Q46 Would the use of incubator space be of use to your business? (12 responses)

	Percentage	Responses
No	92%	11
Yes	8%	1

92% of surveyed businesses indicated they were not interested in the use of an incubator space.

1 business (8%) said an incubator space would be helpful.



Q47 Please provide more detail on your thoughts about incubator space (4 responses)

There were 4 comments about incubator space. Whilst one respondent said it was not appropriate for their business, two businesses indicated that they would be willing to support an incubator space. All of the comments are included below:

"Not appropriate for healthcare."

"This is not useful to my business, but it's a brilliant idea. In fact, we used incubator space, I think it was called 'workspace' or something in Melksham, where Sainsburys is, many years ago. Without such space Oriel Systems probably wouldn't exist as it now is. It needs to be cheap or close to free with easy-in/easy-out terms."

"As above."

"But we would be happy to support one."

Q48 Are there any business support/facilities/resources you would like to see that would enable the growth/stability of your business? (6 responses)

6 businesses commented on the support, facilities and resources they would like to see to support their business. The ideas put forward are summarised below along with a selection of quotes. Verbatim responses are included in the appendices:

- Traffic flow improvements (Bumpers Farm)
- Improvements to the town to make it more attractive to attract staff/ visitors
- Land for new warehouses
- Meeting rooms

Comments included:

"Push on community, the folk festival, Bowood, Castle Combe, nice restaurants and green leading community/destination. To retain and attract the right staff I need a pretty town and a base to be proud of."

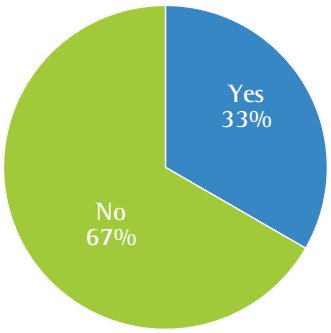
"Improve traffic flow on Bumpers Farm."

"Industrial land for building larger warehouses."

Q49 Would your business be interested in working towards a circular economy? (12 responses)

	Percentage	Responses
No	67%	8
Yes	33%	4

Amongst surveyed businesses who responded to this question, there was a higher level of interest in working towards a circular economy when compared to coworking and incubator space.



33% of businesses said they would be interested in working towards a circular economy, the remaining 67% indicated they were not interested.

Q50 If yes, please provide some details of how it might work for your business and what you would need to implement. (4 responses)

There were 4 comments from businesses about working towards a circular economy. 3 of the comments were from businesses who were interested in the idea, one business did not understand the concept. These comments are included below:

"I would be interested in discussing this further."

"We have lots of electronics to be recycled, right now we get them collected; so that's not so bad. The main thing we need is help to make our building better insulated - right now it's dreadful, but I don't think Chip town council can fix that. It needs grants from central Govt and they seem to have precious little concern for the environment."

"What is this?"

"We are a green energy company, and everything we do is moving toward a zero carbon Britain. So, the more we can facilitate low carbon travel, food, entertainment and energy the better for our business and our brand. A zero-carbon commitment by Chippenham Council would be really helpful for us so we could champion Chippenham more as a zero-carbon town."

CHIPPENHAM TOWN COUNCIL
Improving the quality of town life

CHIPPENHAM NEIGHBOURHOOD PLAN_
Chippenham Town Council

Chippenham Neighbourhood Plan Survey of Existing Businesses

To find out more about Chippenham Neighbourhood Plan, please visit:

www.chippenhamneighbourhoodplan.org.uk

COMMUNITY FIRST

This report was prepared by Community First in consultation with Chippenham Town Council and the Chippenham Neighbourhood Plan Steering Group:

www.communityfirst.org.uk