



CHIPPENHAM
TOWN COUNCIL
Improving the quality of town life



CHIPPENHAM
NEIGHBOURHOOD
PLAN_

Chippenham Town Council

Chippenham Neighbourhood Plan Survey of Existing Businesses

Appendices



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Appendix 1

Survey of Existing Businesses

Survey Key

- Radio button
- Tick box (multiple choice)

Welcome to our survey

Thank you for participating in our survey. Your feedback is important!

Neighbourhood Plans must reflect the needs and views of the community. This survey will enable us to better understand the needs and demands of the local community.

It should take you around 15 minutes to complete the survey.

Find out more about Chippenham Neighbourhood Plan on our website:

www.chippenhamneighbourhoodplan.org.uk

Basic Information

Q1 Name of Business

Q2 Address of Business

Q3 What is your name?

Q4 What is your job title?

Q5 What is your email address?

Q6 Type of Business?

- Aerospace & Defence
- Automotive
- Construction
- Education
- Farming
- Finance, Banking & Insurance
- Food Production
- Government (NHS, Public Administration)
- Hospitality, Leisure & Tourism

- Information Technology
 - Manufacturing
 - Media & Entertainment
 - Oil & Gas
 - Pharmaceutical & Life Sciences
 - Power & Utilities
 - Real Estate
 - Telecommunications
 - Third Sector
 - Transportation & Logistics
 - Wholesale & Retail
 - Other (Please specify)
-

Business Information

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

- B2B
- B2C

Q8 How many employees does your business have?

- 0-9
- 10-49
- 50-249
- 250+

Q9 How many contractors or temporary staff does your business have?

- 0-9
- 10-49
- 50-249
- 250+

Q10 When was your business established?

Q11 How long have you been based in Chippenham?

Q12 Do you have more than one business location?

- Yes
- No

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

Q14 Where are the additional location/s?

Q15 Do you do business online?

- Yes
- No

Business Growth Expectations

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

- Increase
- Decrease
- No change

Q17 Any additional information:

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

- Increase
- Decrease
- No change

Q19 Any additional information:

Staff & Training Requirements

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

- Increase

- Decrease
- No change

Q21 Any additional information:

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

- Increase
- Decrease
- No change

Q23 Any additional information:

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

- Yes
- No

Q25 Any additional information:

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

- Yes
- No

Q27 Any additional information:

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

- Yes
- No

Q29 If yes, what skills?

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

Q31 If yes, what skills?

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

- Train existing staff
- Recruit locally
- Recruit nationally
- Recruit internationally

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

- Train existing staff
- Recruit locally
- Recruit nationally
- Recruit internationally

Planning & Premises Requirements

Q34 Do you own or lease your premises?

- Own
- Lease

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

- Positive impact
- Negative impact

Q36 Please provide details below:

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

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

	Yes	No
Size	•	•
Location	•	•
Structural requirements	•	•
Facilities	•	•
Market access	•	•
Parking	•	•

Q39 If no, please provide more details:

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

	Yes	No
Size	•	•
Location	•	•
Structural requirements	•	•
Facilities	•	•
Market access	•	•
Parking	•	•

Q41 if no, please provide more details

Q42 How important to your business is the sustainability and energy performance of your building?

- Unimportant
- Slightly important
- Unsure
- Important
- Very important

Q43 How important are the following sustainability criteria for your business?

	Unimportant	Slightly Important	Unsure	Important	Very Important
Energy Performance of Building	•	•	•	•	•
Energy Consumption	•	•	•	•	•
Product Recycling Rate	•	•	•	•	•
Supplier's Environmental Sustainability Credentials	•	•	•	•	•
Supply Chain Miles	•	•	•	•	•
Water Footprint	•	•	•	•	•
Waste Reduction Rate	•	•	•	•	•
Waste Recycling Rate	•	•	•	•	•
Public Transport & Cycle Provision	•	•	•	•	•
Reduction in Car Travel	•	•	•	•	•

Local Business Support

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

Q45 Please provide more detail on your thoughts about co-working:

Q46 Would the use of incubator space be of use to your business?

- Yes
- No

Q47 Please provide more detail on your thoughts about incubator space:

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

Q49 Would your business be interested in working towards a circular economy?

- Yes
- No

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

Thank you for participating in this survey

Your input is valued and will help us shape the Neighbourhood Plan for Chippenham. For more information about Chippenham Neighbourhood Plan, please visit our website:

www.chippenhamneighbourhoodplan.org.uk

Appendix 2

Q10 (Open ended responses)

When was your business established?

- 2018
- 2018
- 2014
- 2014
- 2013
- 2002
- 1999
- 1999
- 1998
- 1990
- 1985
- 1985
- 1976
- 1974
- 1947

Appendix 2

Q11 (Open ended responses)

How long have you been based in Chippenham?

- 2 years
- 30 years
- 5 years
- 36 years
- 14 months
- 2005
- over 30 years
- 1 year
- 20 Years
- Warehouse 4 years
- 20 years
- 73 years
- 20 yrs
- 12 years

Appendix 2

Q13 (Open ended responses)

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

- The other director lives in Nottingham
- location of staff and customers
- Different nurseries in another town
- The other director lives in Nottingham, I live near Chippenham.
- To be better able to support UK wide customers
- "Warehouse
- 3 Stores in London"
- To enable the business to provide client service to clients within the other office locations

Appendix 2

Q14 (Open ended responses)

Where are the additional location/s?

- Nottingham
- bristol/london
- Melksham
- Nottingham
- Kings Lynn
- "HQ - BATH
- Warehouse in Bumpers farm, SN14 6LH"
- Devizes and London

Appendix 2

Q17 (Open ended responses)

Any additional information:

- I was just about to take on 2 more therapists as the clinic was getting really busy
- online more development
- we're all doomed
- 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.
- Dependant on extension of Covid period
- We aim to be 1.5 million turnover next financial year

Appendix 2

Q19 (Open ended responses)

Any additional information:

- We've increased our billings each year, but only by 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 be a 10 million turnover business in approx 5/6 years time

Appendix 2

Q21 (Open ended responses)

Any additional information:

- We will take on staff this year
- maybe 5% increase
- We would look to be employing probably 10-15 staff

Appendix 2

Q23 (Open ended responses)

Any additional information:

- 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

Appendix 2

Q25 (Open ended responses)

Any additional information:

- It is difficult getting physiotherapists as Chippenham is quite rural but is still possible
- a large number of the workforce are getting older many past retirement age struggle to find young staff that want to take up the roll
- Staffing is a problem throughout childcare
- We're not planning to expand or hire, so I guess it does by default...
- 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.
- Sometimes difficult to find good wh experience
- We really struggle to recruit IT professional particular in Development
- Yes and no. There is some great local talent about, it's just finding them.

Appendix 2

Q27 (Open ended responses)

Any additional information:

- See above
- 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.
- ? who knows
- as above
- 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 (Please could we get rid of Weatherspoons on so many levels) where the skills we need would be easier to hire.
- 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

Appendix 2

Q29 (Open ended responses)

If yes, what skills?

- There's always opportunities in our clinic, there are 4 therapy rooms and therapists can include physiotherapy, massage therapy, podiatry, osteopathy, counselling etc
- the equipment we sell is getting more complicated, better it skills mixed with traditional engineering
- IT, maths and stats
- Qualified staff
- Not expecting that our skillset will change much in two years. Perhaps new/different web technologies, but we learn those as we need them.
- We look for, in order: Physics, Maths, Confidence, Languages & English, we feel sport is also a good indicator. The technical software skills we most commonly use are software (Java, Python, php, Linux), Electronics and hardware/software interface. Electrical wiring and installation.
- Digital & software
- IT development skills
- Microsoft Azure and Microsoft 365 skills are in high demand

Appendix 2

Q31 (Open ended responses)

If yes, what skills?

- as above
- IT, maths and stats
- Qualified staff
- 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.
- Programming
- IT development skills
- Microsoft Azure and Microsoft 365 skills are in high demand

Appendix 2

Q36 (Open ended responses)

Please provide details below:

- N/A
- "we have had both poss and neg
- bigger carpark granted +++
- new sign turn down"
- No planning policies or restrictions have had any impact on my business
- The buildings are listed and conservation officers have their own agenda
- 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. The fact that the town council agreed to the HIF bid in secret and didn't consult the public or any parish councils is very worrying.
- Insufficient account has been taken of environmental issues, sustainability and quality of life and social fabric of the town.
- n/a
- We were able to extend our building
- To be honest not sure, but any improvement on walking access to the centre of town, making the rail station a hub, and providing better facilities welcome

Appendix 2

Q37 (Open ended responses)

What changes to the planning system would make it easier for your business to succeed/grow?

- 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 super markets 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.

Appendix 2

Q39 (Open ended responses)

If no, please provide more details:

- More parking would be convenient as only have 2 spaces but there is on the road parking available too
- always need more space
- Need more space
- 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.
- We are moving, but we need the company to have a more open plan office space, to enable more collaborative working.
- Chippenham needs more parking

Appendix 2

Q41 (Open ended responses)

If no, please provide more details:

- As above
- we may need to add extra floor at some point if budget permits
- As above
- As above
- Same as above

Appendix 2

Q45 (Open ended responses)

Please provide more detail on your thoughts about co-working:

- Co-working is not appropriate for the nature of our business
- It would be nice to have a creative co-working space in Chippenham.
- 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.
- unsure
- We have no plans to move from our business premises. However, they are good facilities for small businesses and we believe that they are good for the local community
- But 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!)
- Remote engineers could use co-working as well as customers that come and visit.

Appendix 2

Q47 (Open ended responses)

Please provide more detail on your thoughts about incubator space:

- 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 Sainsbury's 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.

Appendix 2

Q48 (Open ended responses)

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

- Improve traffic flow on Bumpers Farm
- Boris bikes, 2. push Chippenham up market/folk/green. 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.
- industrial land for building larger warehouses
- A park and ride
- "Yes all the related facilities -
- improved Gym facilities (the olympiad looking pretty sad)
- Improved eating and drinking
- More local entertainment (local gigs etc.)
- focused more toward a younger population."
- Meeting rooms

Appendix 2

Q50 (Open ended responses)

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

- 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 no 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.