



**SHIPSTON ON STOUR
BUSINESS SURVEY REPORT 2014**

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General

- **Local customer base;** 70% of respondents stated that their customers were based locally.
- **Sales up from £101k to £1million;** Over half (54%) of respondents reported that the total value of their sales over the last 12 months was £101k to £1 million.
- **Business confidence;** 81% of respondents felt that over the next five years their business activities would increase. (22% increase significantly and 59% increase)

Positive aspects

- Geographical location (68%) and Prosperity of the town (59%) were classed as the most positive aspects of having a business located in the area. Both factors were also classed as enablers of business growth (Prosperity of the town (59%) and Geographical location (53%))

Negative aspects;

- 45% of respondents chose transport links as a negative aspect of having a business in the area, whilst 48% rated them as a restrictor to business growth.

Future Development

- **Need for additional skilled personnel;** 51% of respondents claimed that over the next 2 years their business would need additional skilled personnel, whilst this figure increased to 54% when questioned over the next 5 years. In terms of the number of additional staff required the majority of businesses needed up to additional 5 people.
- Improvements to car parking, especially increased provision and lower costs and increased funding opportunities were the main themes to emerge from the qualitative suggestions to improve the area.

INTRODUCTION

The following report is based on the Business Survey designed by the Shipston Neighbourhood Plan Team, a copy of the survey is available in the Appendix. Shipston Neighbourhood Plan Team commissioned regeneration organisation People and Places to distribute the surveys via post with accompanying freepost envelopes to all the businesses listed in the Appendix. In total **141** surveys were sent out with **38** completed providing a response rate of **27%**.

The Business Survey is part of a wider Neighbourhood Plan consultation which has included an online survey completed by Homeworkers in Shipston on Stour.

Q1 What is the nature of your business?

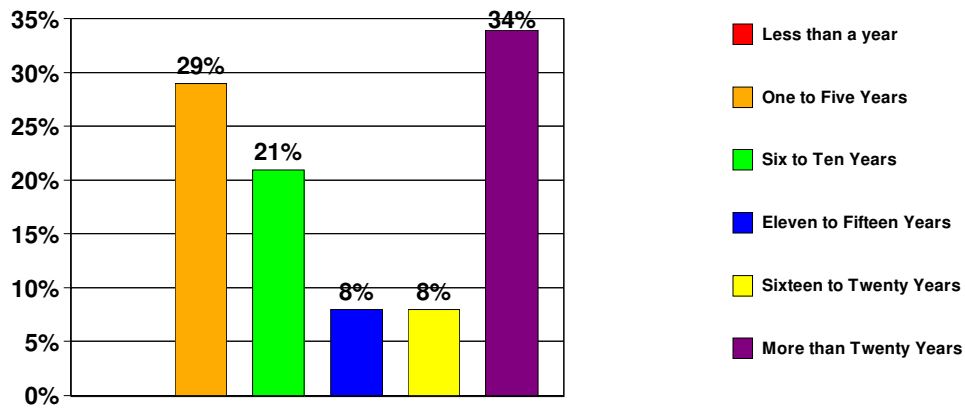
Agriculture, Forestry and Fishing	0%
Mining and Quarrying	0%
Manufacturing	8%
Electricity, Gas, Steam, Air Conditioning Supply	0%
Water Supply, Sewerage, Waste Management	0%
Construction	0%
Wholesale and Retail Trade; Repair of Motor Vehicles	34%
Transport and Storage	3%
Accommodation and Food Service	8%
Information and Communication	3%
Financial and Insurance	3%
Real Estate Activities	0%
Professional, Scientific and Technical	18%
Administrator and Support Services	0%
Public Administration and Defence; Social Security	0%
Education	8%
Human Health and Social Work	11%
E Commerce	3%
Other	3%

34% of the respondents are in the Wholesale and Retail Trade; Repair of Motor Vehicles.

How many people work for the business at these premises?

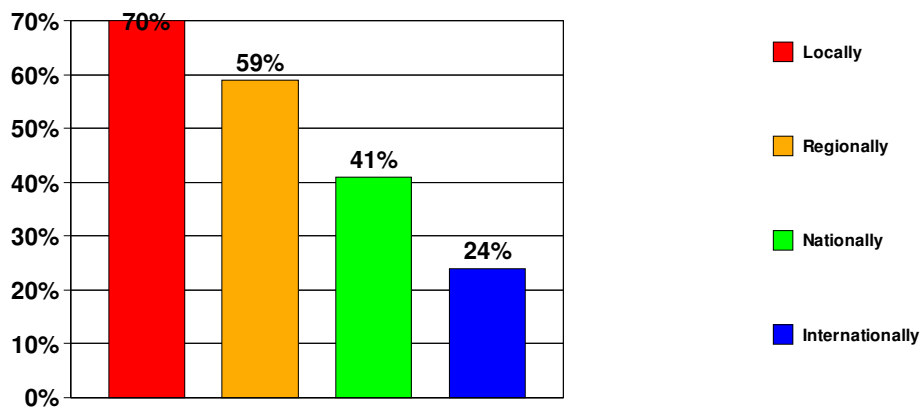
The average number of full time workers at each premise was 3.8, whilst the figure increased slightly for part time workers to 4.2. On average 1.3 casual employees were based at each premise.

How long has your business been in the town?



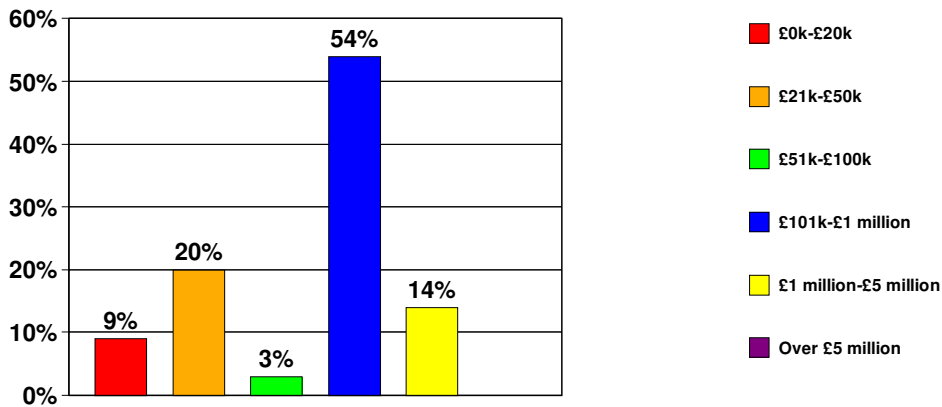
34% of respondents had been based in Shipston on Stour for more than 20 years, whilst 29% had only been in the town one to five years.

Where are your customers based?



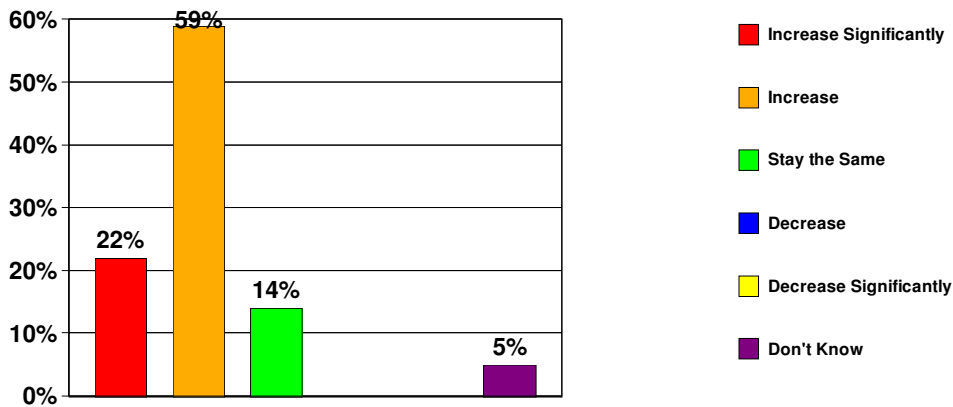
70% of respondents stated that their customers were based locally.

What was the total value of your sales last year?



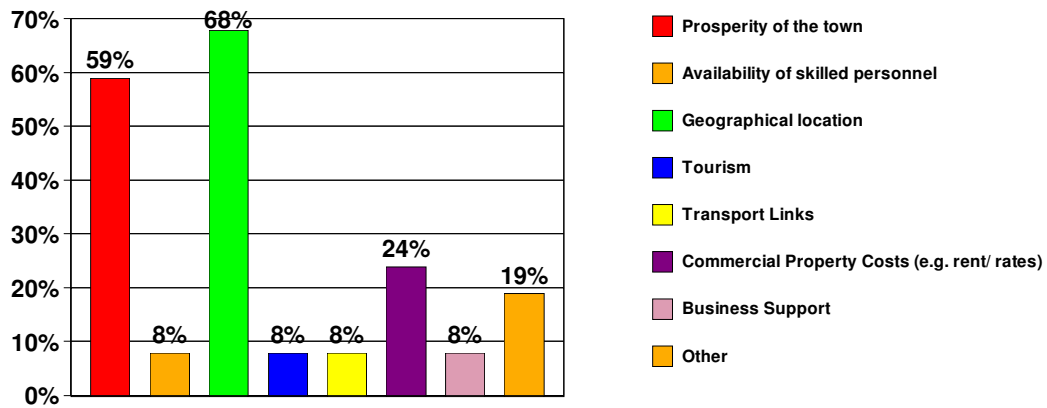
Over half (54%) of respondents reported that the total value of their sales over the last 12 months was £101k to £1 million.

Over the next five years are you planning for your business activities too?



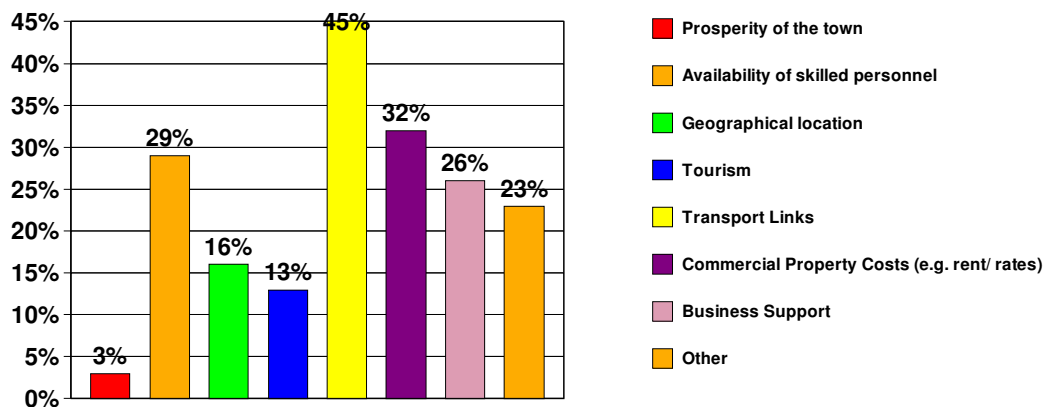
81% of respondents felt that over the next five years their business activities would increase. (22% increase significantly and 59% increase)

What are the positive aspects of having a business in the area?



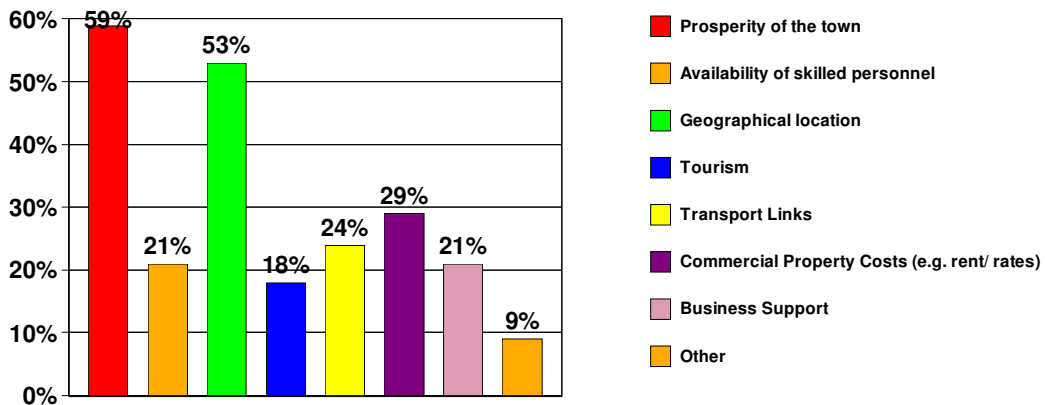
Geographical location (68%) and Prosperity of the town (59%) were classed as the most positive aspects of having a business located in the area.

What are the negative aspects of having a business in the area?



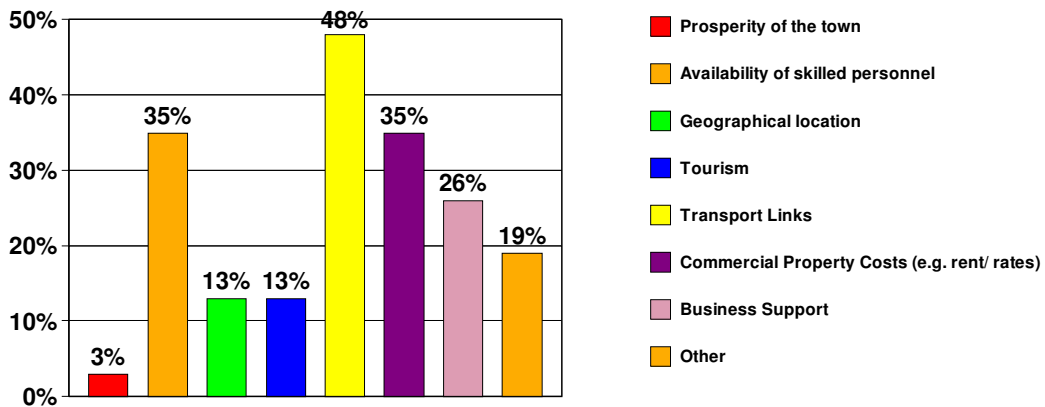
45% of respondents chose transport links as a negative aspect of having a business in the area, whilst 32% chose commercial property costs.

In terms of enablers to business growth please rate the area on the following aspects?



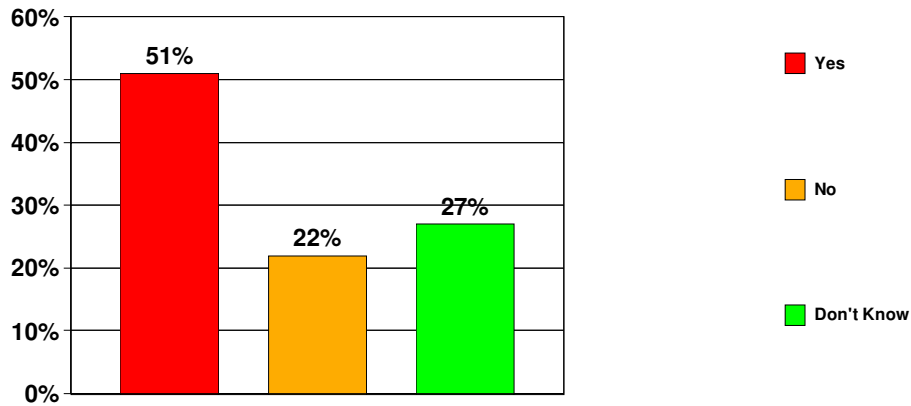
Prosperity of the town (59%) and Geographical location (53%) were classed as enablers to business growth.

In terms of restrictions to business growth please rate the area on the following aspects?



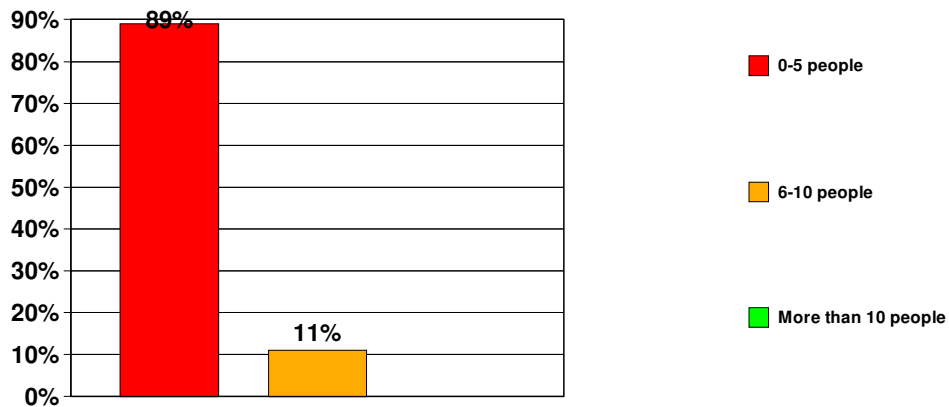
48% of businesses classed transport links as a restrictor to business growth.

Over the next 2 years will your business need additional skilled personnel?



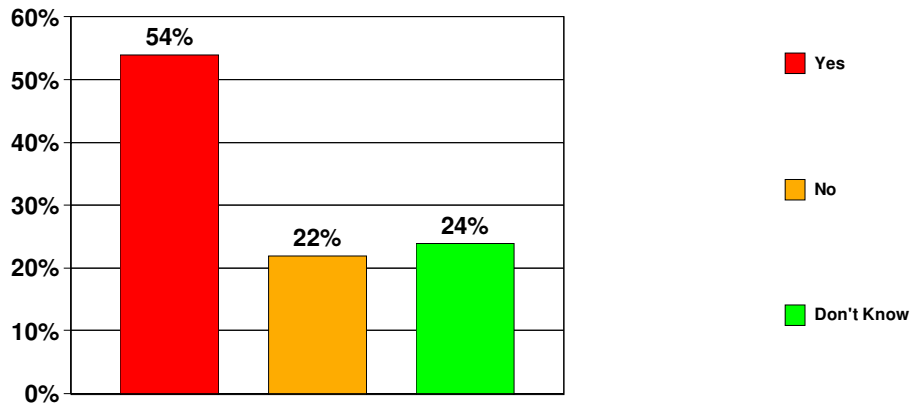
51% of respondents claimed that over the next 2 years their business would need additional skilled personnel.

If yes, how many more skilled personnel will you require?



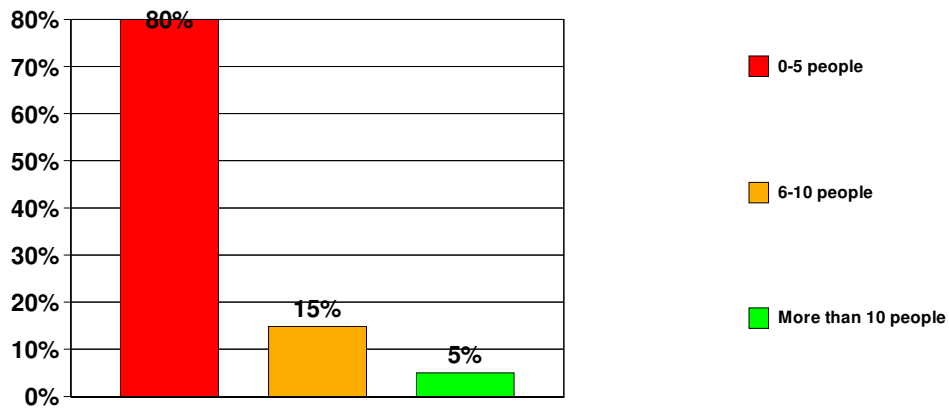
89% of businesses requiring additional skilled personnel in the next 2 years reported they needed 0-5 people.

Over the next 5 years will your business need additional skilled personnel?



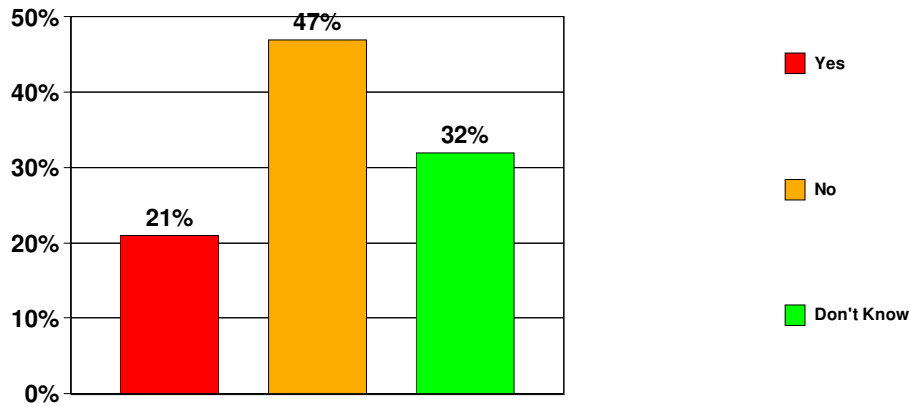
54% of respondents needed additional skilled personnel over the next 5 years.

If yes, how many more skilled personnel will you require?



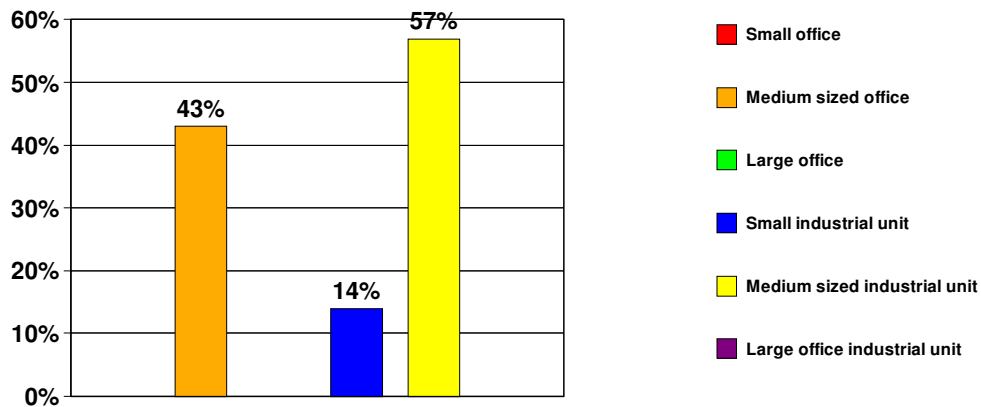
80% of businesses stated that 0-5 people will be required as additional skilled personnel over the next 5 years.

Over the next 2 years will your business require any additional commercial premises?



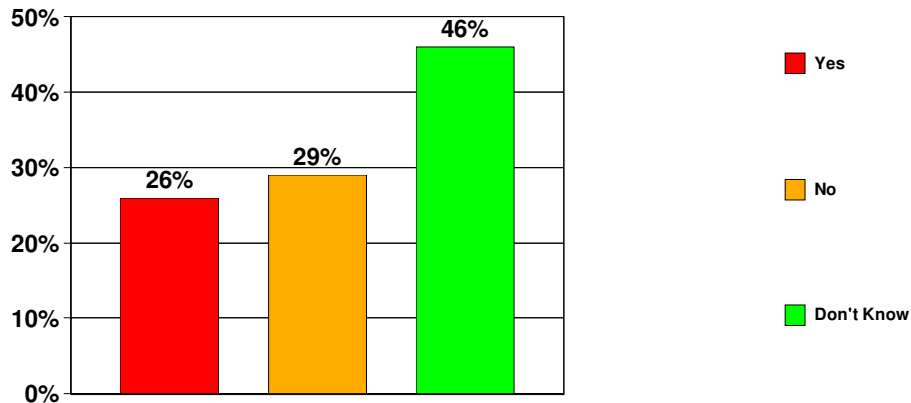
Just under half (47%) of businesses will not require any additional commercial premises over the next 12 months.

If yes, what type of commercial premises will you require over the next 2 years?



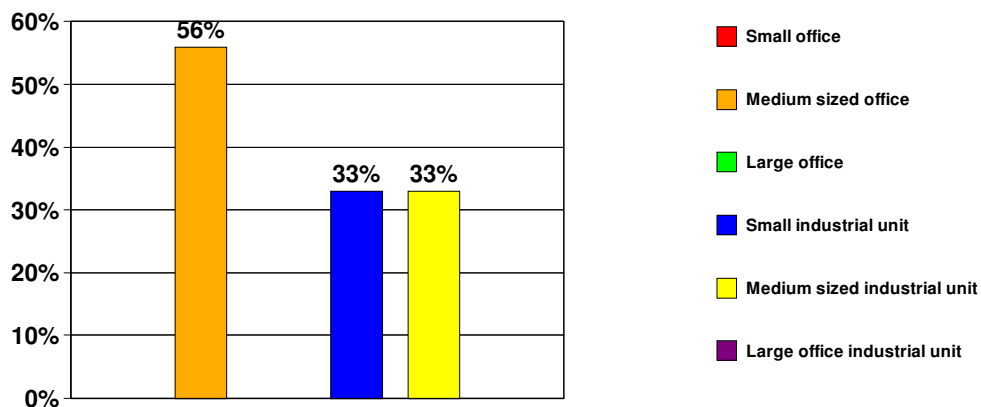
57% of those requiring additional commercial premises over the next 2 years stated that this would be a medium sized industrial unit, whilst 43% stated a medium sized office.

Over the next 5 years will your business require any additional commercial premises?



46% of businesses did not know if they required any additional commercial premises over the next 5 years.

If yes, what type of commercial premises will you require over the next 5 years?



From those businesses requiring additional commercial premises over the next 5 years, 56% stated that these were a medium sized office.

What do you think needs to be done to support business and local economic growth?

Improvements to car parking, especially increased provision was a key theme to emerge and the comments are coded below in blue. Lower costs and increased funding opportunities was another theme to emerge.

- "Stronger engagement with and business support from the wider Warwickshire business environment to help develop andtechnology and innovations to foster the right level of supply chain organisations to satisfy the regional economy."
- "Ensure the industrial estate is maintained in order to provide employment and to serve residents locally."

- "Encouraging"
- "Town centre management from central location. Support for local events i.e. Woolfair, food festivals, sports events, good signage in town. More attractive entrance to town and town centre. Make empty buildings more attractive."
- "Totally locally initiative. New housing. Use of Norgen site for something asap"
- **"Business rates and restrictive costs kept to a minimum.** Improved local recycling facilities. Improved high speed data services."
- "Local transport needs to be improved. Keep people in the town avoid out of town developments. Early morning buses too and from Stratford."
- **"Improved funding/ grant support opportunities especially for not for profit organisations.** More marketing for Incubation/ Enterprise Centre."
- "No obvious support. State of the UK economy is more important."
- "Closure of local bank HSBC appears to have had a negative impact on the town centre with consumers travelling to other local towns to bank and thus using other local businesses when in that town/ location."
- **"Continued help with existing rates relief.** Promote Shipston retail facilities to incoming residents e.g. welcome pack. **Maintain and improve parking. Including free/ low cost. Staff need free parking."**
- "Improved broadband speed and connection. Improved public transport links to trains."
- "Supply signs. **Supply parking, especially for buses."**
- "Good quality reasonably priced rented property (domestic). Capital."
- "Improve public transport links. **Improve parking** and medical centre. Low retail/ commercial rates. Restrict large supermarkets to protect core retail."
- "To ensure that empty shops are filled as soon as possible and not with charity shops."
- **"Car parking is always an issue. Business rates on the small property run shops should be kept as low as possible or there will be none left in the town."**
- "Attract skilled workforce"
- "Business group networking with better communications between all businesses. **More support and funding from town and district council.** To build more manufacturing and distribution units which will create more local employment. Stop building houses for commuters and try to create more local employment so money can circulate locally."
- **"More car parks (there are limited places where you can park all day).** Greater flexibility with planning permissions when altering existing listed buildings on the town centre. The planners should appreciate that buildings need to evolve to provide better spaces for new businesses."
- "Stop building houses on industrial land next to existing factories. Keep industrial estates industrial."

- "More small industrial units to encourage local employment. More car parking space, though where there is a problem as most places have had dwellings built on them. Business is for sale, therefore all don't know answers apply."
- "Change local peoples attitude. Improve signage for shops outside the so called square. Review rent/ rates. More economic help for business owners- help from banks etc. Small business loans etc need to be made easier."
- "The District Council and the Town Council need to support development in the area whether this be commercial, retail or housing."
- "More support for businesses from District Council, incubation units and fibre internet to attract other businesses into the town to diversify the economy."

APPENDIX

Business Name	Addr 1	Addr 2	Addr 3
The Medical Centre	Badgers Crescent		Shipston On Stour
Hairdressing Cabin and Premises	1 Banister Way	Shipston-On-Stour	Warwickshire
Shipston Car Wash	The Old Power House	Campden Road	Shipston On Stour
Horseshoe Inn	Horseshoe Inn	Church Street	Shipston On Stour
Shipston Fish Bar	7/9 Church Street	Shipston On Stour	Warwickshire
Kidz n Things	7/9 Church Street	Shipston On Stour	Warwickshire
The Shakespeare Marionette Co	8 Church Street	Shipston On Stour	Warwickshire
Cookies Mini Mart	UNIT 2/3, 9 Church Street	Shipston On Stour	Warwickshire
Time in Hand	11 Church Street	Shipston On Stour	Warwickshire
Palace Racing	Gnd Flr	20 Church Street	Shipston-On-Stour
Dice	22 Church Street	Shipston-On-Stour	Warwickshire
The Cotswold Tailor	24 Church Street	Shipston-On-Stour	Warwickshire
The Richard Harvey Collection	28 Church Street	Shipston-On-Stour	Warwickshire
The Falcon Inn	The Falcon	Church Street	Shipston-On-Stour
Baker Claims Services	Part Gnd & Part 1st Floor 34	Church Street	Shipston-On-Stour
John Bradley Associates	40 Church Street	Shipston On Stour	Warwickshire
Cotswold Computers	44 Church Street	Shipston On Stour	Warwickshire
T. Bradley Motor Services	R/o 46 Church Street	Shipston On Stour	Warwickshire
Sterland and Elgar Heating Services	46 Church Street	Shipston On Stour	Warwickshire
Stour Valley Components	46 Church Street	Shipston On Stour	Warwickshire
Black Dog	R/o 46 Church Street	Shipston On Stour	Warwickshire
Holdsworth Windows Limited	Darlingscote Road Ind Est	Shipston On Stour	Warwickshire
Zenith Industrial Products Ltd	Zenith Industrial Products	Tilemans Lane	Shipston On Stour
Shipston Bathroom & Plumbing	Unit 1-2 Darlingscote Road	Industrial Estate	Shipston On Stour
Kreative Kitchen Designs	Unit 3	Darlingscote Rd Indust Estate	Shipston On Stour
Venture 4x4	Unit 4 Darlingscote Road	Industrial Estate	Shipston On Stour
Shipston Bathroom & Plumbing	Unit 7 Darlingscote Road	Industrial Estate	Shipston On Stour
Steve Bradley	Darlingscote Road	Industrial Estate	Shipston-On-Stour
Fosseway Tool Hire Ltd	Darlingscote Road	Industrial Estate	Shipston-On-Stour
McNicholas	Plant Yard	Darlingscote Road Ind Est	Shipston On Stour
British Red Cross	Unit 1	Bondgate House	High Street
Parker, Mercer, Burnain	Gnd & 1st Floors	Granville House	2 High Street
John Lyme Home Hardware	1 High Street	Shipston-On-Stour	Warwickshire
The Food Tree	2a High Street	Shipston On Stour	Warwickshire
The Midcounties Co-operative	3-5 High Street	Shipston On Stour	Warwickshire
White Bear	White Bear	High Street	Shipston-On-Stour

SoundCellar	6 High Street	Shipston On Stour	Warwickshire
The George	The George Hotel	High Street	Shipston On Stour
Co-Operative Group Ltd	9 High Street	Shipston On Stour	Warwickshire
The Stour Gallery	10 High Street	Shipston On Stour	Warwickshire
Co-Operative Group Ltd	11 High Street	Shipston On Stour	Warwickshire
Bedell Trustees Limited	12/14 High Street	Shipston On Stour	Warwickshire
Arrhymthia Alliance	1st & 2nd Floors	13-15 High Street	Shipston-On-Stour
Peter Clarke & Co. LLP	13/15 High Street	Shipston On Stour	Warwickshire
Gramlick Designs Ltd	1st Floor	17 High Street	Shipston On Stour
London House	17 High Street	Shipston On Stour	Warwickshire
Martins	19 High Street	Shipston On Stour	Warwickshire
L'Academie	21 High Street	Shipston On Stour	Warwickshire
Air Ambulance Service Trading Co Ltd	23 High Street	Shipston On Stour	Warwickshire
Mrs Browns Tea Room	23a High Street	Shipston On Stour	Warwickshire
Lloyds TSB	25 High Street	Shipston On Stour	Warwickshire
R Clarke	27 High Street	Shipston On Stour	Warwickshire
Lucy Walker Flowers	29 High Street	Shipston On Stour	Warwickshire
Sheldon Bosley	The Corner House	1 Market Place	Shipston On Stour
Taste of the Country	2-4 Market Place	Shipston On Stour	Warwickshire
Ivy Heart	3 Market Place	Shipston On Stour	Warwickshire
Katherine House Hospice Shop	By Chance	Market Place	Shipston On Stour
Turners of Shipton	5 Market Place	Shipston On Stour	Warwickshire
Dogs Trust Charity Shop	6 Market Place	Shipston On Stour	Warwickshire
Taylor's of Shipston	7 Market Place	Shipston On Stour	Warwickshire
Creature Comforts	8 Market Place	Shipston On Stour	Warwickshire
EH Spencer	9-11 Market Place	Shipston On Stour	Warwickshire
Secombes	10 Market Place	Shipston On Stour	Warwickshire
Headhunters Unisex Coiffure	12 Market Place	Shipston On Stour	Warwickshire
Shipston Therapy Centre	14 Market Place	Shipston On Stour	Warwickshire
Lets Party	16 Market Place	Shipston On Stour	Warwickshire
Greenfields Nursery School Ltd	Greenfields Nursery	Mayo Road	Shipston On Stour
Core Ceramics Tile Studio Ltd	Shipston Mill	Mill Street	Shipston On Stour
Anglo Italian Arms Ltd	Shipston Mill	Mill Street	Shipston On Stour
BHW Group Ltd	RED	Shipston Mill	Mill Street
Associated Building Consultancy Ltd	Offices 4 & 5	Shipston Mill	Mill Street
Pink Connect	Connect House	Mill Street	Shipston-On-Stour
Bowler Wills Designs	3B New Street	Shipston-On-Stour	Warwickshire
Hayward Smart Architects Ltd	3A New Street	Shipston-On-Stour	Warwickshire
Sheldons Wine Cellar	6 New Street	Shipston On Stour	Warwickshire
Tandoori Cottage	Tandoori Cottage	3 New Street	Shipston On Stour
Coach and Horses	Coach & Horses Inn	New Street	Shipston On Stour

Frontline Financial Ltd	The Old School Road	Old Road, Shipston on Stour	Warwickshire
Foxwist Picture Framers	1 Sheldon House	Sheep Street	Shipston On Stour
NFU Mutual	2/3 Sheldon House	Sheep Street	Shipston On Stour
Katharine House Hospice	4 Sheep Street	Shipston On Stour	Warwickshire
Brook House NHS Dental Practice	10 Sheep Street	Shipston-On-Stour	Warwickshire
Brooks Law Solicitors	11 Sheep Street	Shipston On Stour	Warwickshire
Boots Pharmacy	(Store no. 6113)	12 Sheep Street	Shipston-On-Stour
The Bakery	14 Sheep Street	Shipston On Stour	Warwickshire
Rightons of Shipston	16 Sheep Street	Shipston On Stour	Warwickshire
Niche	18 Sheep Street	Shipston On Stour	Warwickshire
Shipston Dental Practice	19 Sheep Street	Shipston On Stour	Warwickshire
Chris's	20 Sheep Street	Shipston On Stour	Warwickshire
Dr C P Grey Optometrist	22 Sheep Street	Shipston On Stour	Warwickshire
Shipston on Stour Needlecraft Shop	26 Sheep Street	Shipston On Stour	Warwickshire
Shipston Sewing	R/o 28 Sheep Street	Shipston On Stour	Warwickshire
Shipston Carpets	Film Plus R/o	28 Sheep Street	Shipston On Stour
M and D Barbers	M and D Barbers	R/o 28 Sheep Street	Shipston On Stour
The Lavender Basket	28 Sheep Street	Shipston-On-Stour	Warwickshire
Floras	30 Sheep Street	Shipston-On-Stour	Warwickshire
The Salon	36 Sheep Street	Shipston On Stour	Warwickshire
Walford and Round Optometrists	42 Sheep Street	Shipston On Stour	Warwickshire
Beauty Salon & Premises	11 Station Road	Shipston-On-Stour	Warwickshire
Shipston Building Supplies Ltd	Station Road	Shipston On Stour	Warwickshire
Turbine Blading Ltd	Turbine Blading	Station Rd	Shipston On Stour
Black Horse	Black Horse	Station Road	Shipston On Stour
Astech Consultants Ltd	Ground, 1st and 3rd Floors	50 Stratford Road	Shipston-On-Stour
Bagport Ltd	Ground Floor	50 Stratford Road	Shipston-On-Stour
Redwax	1st Floor	50 Stratford Road	Shipston-On-Stour
Stour Enterprise Centre	2nd Floor	50 Stratford Road	Shipston-On-Stour
JPD Fencing	2nd Floor	50 Stratford Road	Shipston-On-Stour
Revurban	2nd Floor	50 Stratford Road	Shipston-On-Stour
Sykamore Small Wind Ltd	3rd Floor	50 Stratford Road	Shipston-On-Stour
Gazoob	3rd Floor	50 Stratford Road	Shipston-On-Stour
Work Positive Ltd	3rd Floor	50 Stratford Road	Shipston-On-Stour
Building & Plumbing Supplies Ltd	Unit 1 Shipston Business Village	Tilemans Lane	Shipston-On-Stour
Paul Carr Racing Ltd	Unit 2 Shipston Business	Tilesman Lane	Shipston-On-

	Village		Stour
Workshop 2 Ltd	Plot 2b Tilemans Lane	Shipston On Stour	Warwickshire
Barn and Brook Cabinet Makers	Plot 2A	Tilemans Lane	Darlingscote Road
Process Link Ltd	Plots 3-4	Tilemans Lane	Darlingscote Road
Avon Aquatics Online Ltd	Avon Aquatics	Tilemans Lane	Shipston on Stour
David Hunt Ltd	Tilemans Lane	Shipston On Stour	Warwickshire
Shipston Building Supplies	Tilemans Lane	Shipston On Stour	Warwickshire
Europipes	EUROPIPES LTD	Tilemans Lane	Shipston on Stour
Shipston Pre-School CIC Ltd	Shipston Pre-School	Tilemans Lane	Shipston-On-Stour
The Parenting Project	Badger Valley Childrens Centre	Tilemans Lane	Shipston on Stour
Pharmacy to your door	16 Watery Lane	Shipston On Stour	Warwickshire
Shipston Pizza and Kebab House	2 Bondgate	Bondgate House	West Street
Shipston Bengal Cusine	1-2 Granville Court	West Street	Shipston On Stour
Stephanies	3 Granville Court	West Street	Shipston On Stour
Shipston Care Ltd	4 Granville Court	West Street	Shipston On Stour
The Cotswold Jeweller Ltd	5 Granville Court	West Street	Shipston On Stour
El Café	6 Granville Court	West Street	Shipston On Stour
Shipston Dry Cleaner	7 Granville Court	West Street	Shipston On Stour
Rimel Saddlers	1 West Street	Shipston On Stour	Warwickshire
China Kitchen	3-5 West Street	Shipston-On-Stour	Warwickshire
Shipston Veterinary Centre Ltd	Adj 24 West Street	Shipston On Stour	Warwickshire
Carian Interiors Ltd	Clark House	West Street	Shipston On Stour
Shipston Library	Library, Church Street	Shipston-On-Stour	Warwickshire
Shipston High School	Shipston High School	Darlingscote Road	Shipston On Stour
Shipston Leisure Centre	Shipston Leisure Centre	Darlingscote Road	Shipston On Stour
Shipston Sports Club	21 London Road	Shipston On Stour	Warwickshire
Shipston Rugby Club	Shipston Rfc	Mayo Road	Shipston On Stour
Sheldon Bosley Hub Ltd	Norgren Social Club	Pittaway Avenue	Shipston-On-Stour
Townsend Hall Management	52 Sheep Street	Shipston On Stour	Warwickshire
South Warwickshire NHS Foundation Trust	Ellen Badger Hospital	Stratford Road	Shipston On Stour