

Cranleigh Neighbourhood Plan: Synthesis of Business Questionnaire

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INTRODUCTION AND SUMMARY

The Business Questionnaire was issued in 2014 to enable us to understand the current status of business in Cranleigh. 550 emails and letters were issued, as reported to the 1Sep14 Steering Group meeting. We received 70 responses: 32 on paper and 38 on Survey Monkey.

Responses were principally from Retail and Service companies, from small companies and from companies which have been in Cranleigh for over 10 years. It is not known whether this is a representative sample.

Respondents said that Cranleigh's greatest assets are:

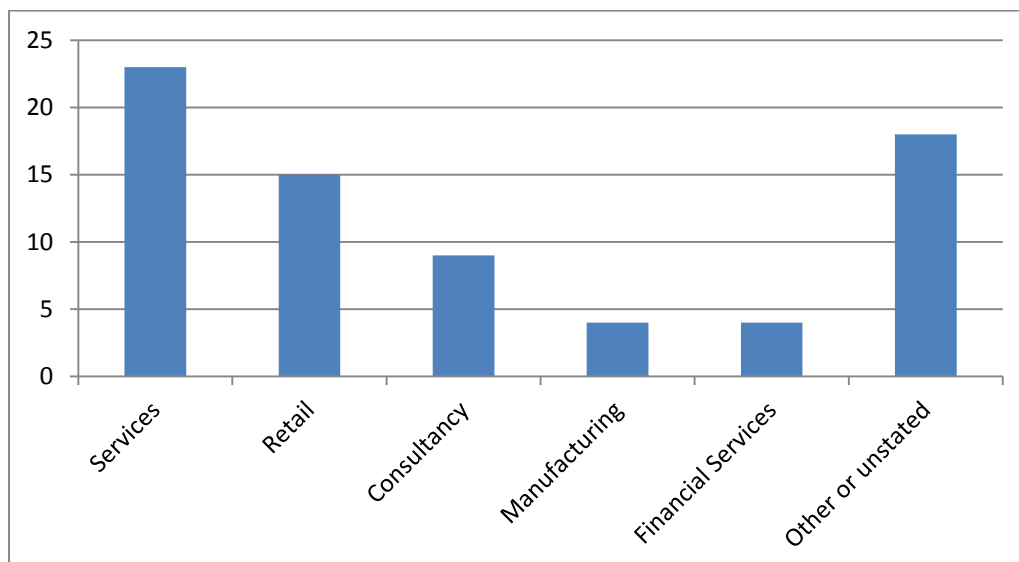
- Overwhelmingly, its Local Customer Base;
- Far behind (in order, greatest first) were: proximity to London, excellent parking, strong local business network, and low rental rates (sic).

We asked about Cranleigh's impediments to business growth, and three stood out:

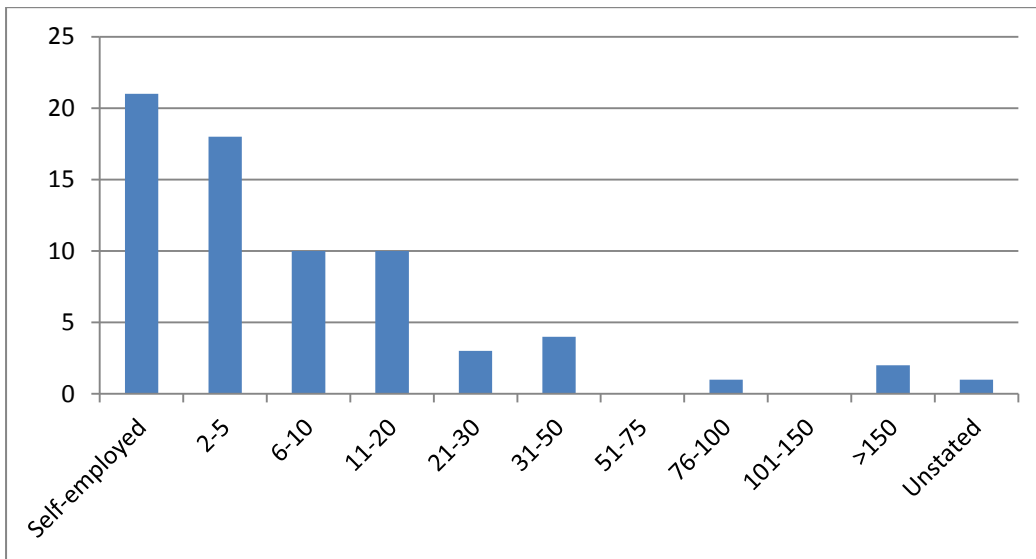
- Poor transport links;
- Level of rents;
- Tough economy.

Poor parking and the level of business rates were next in importance.

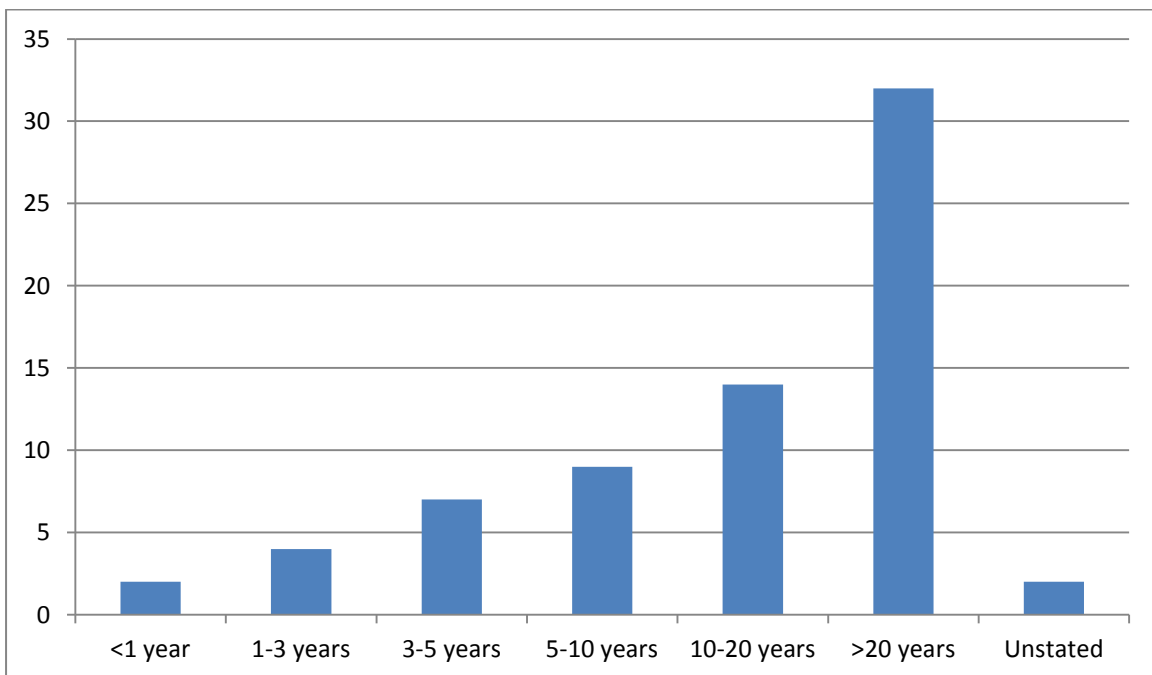
Question 1: What Type of Business Do You Own Or Run? (units are the number of businesses)



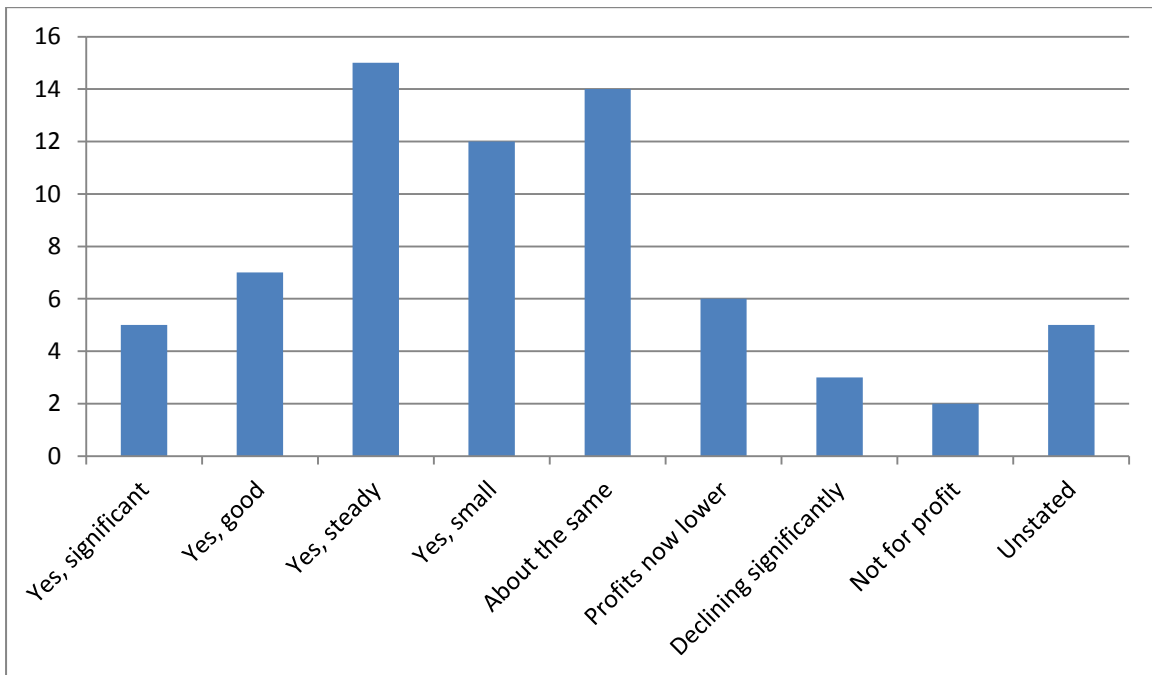
Question 2: How Many Employees Do You Have? (units are the number of businesses)



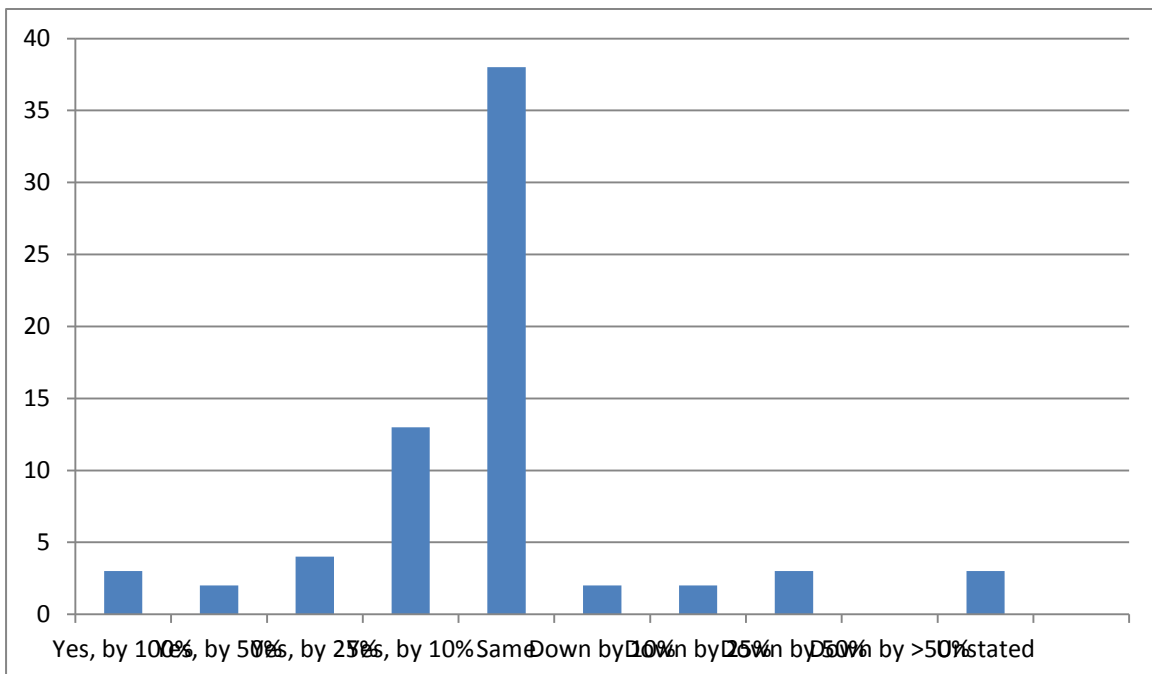
Question 3: For How Long Have You Had Your Business In Cranleigh? (units are the number of businesses)



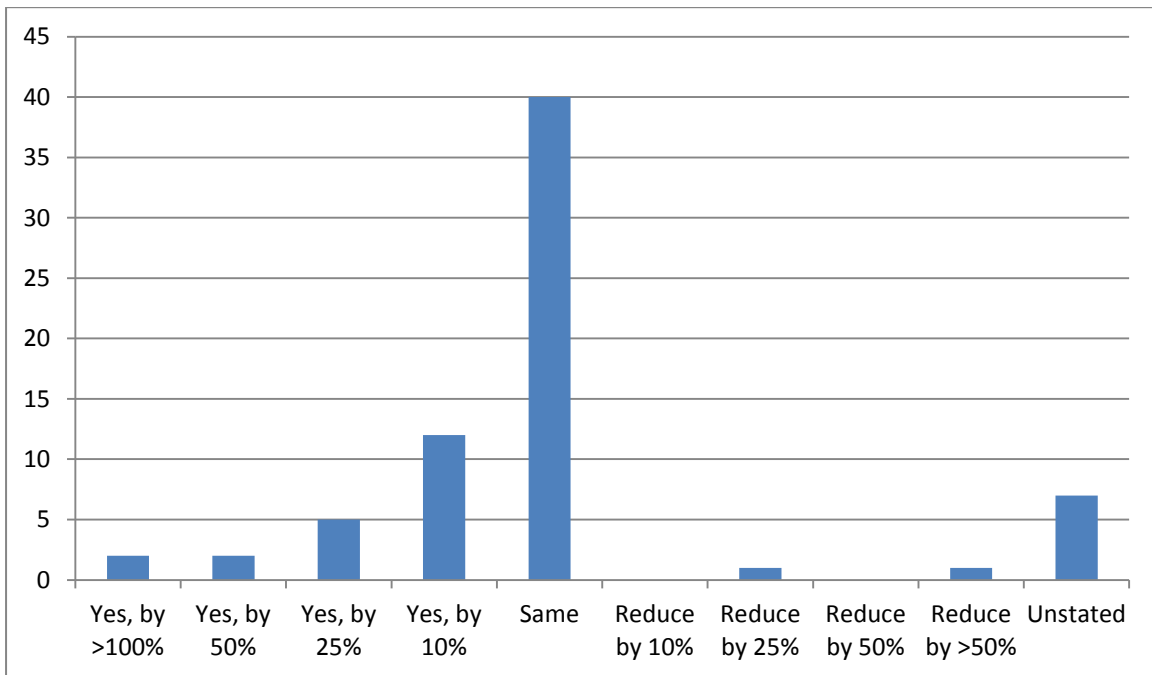
Question 4: In The Last Three Years Has Your Business Seen Profit Growth? (units are number of businesses)



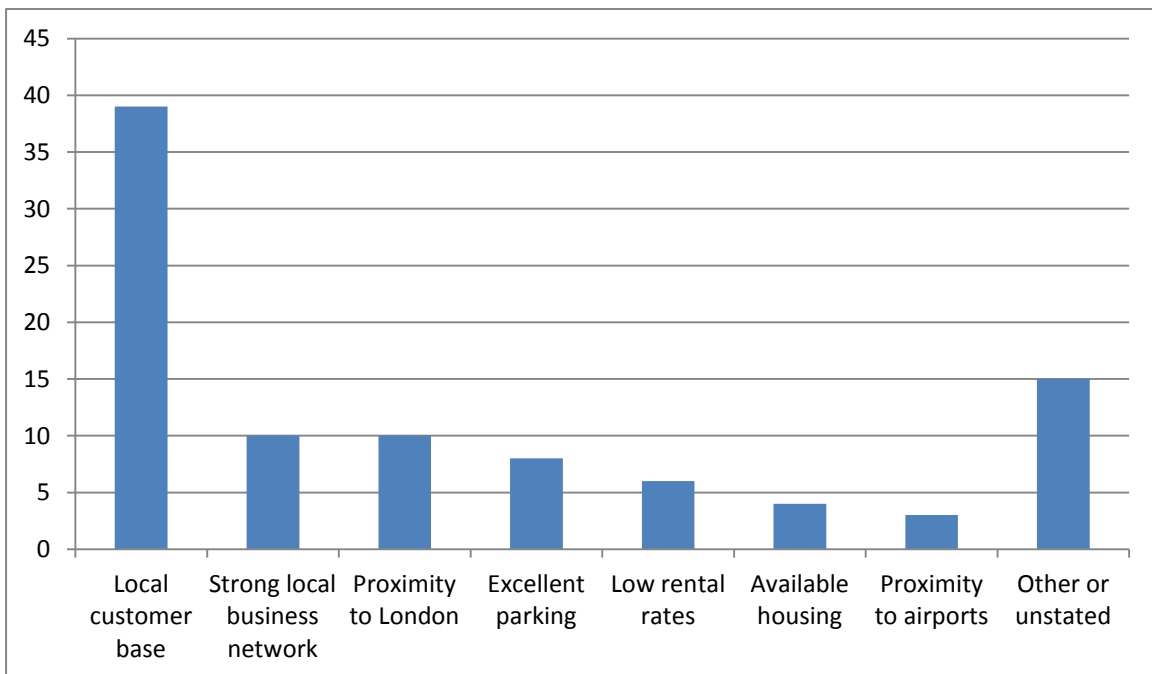
Question 5: Has Your Workforce Grown In The Last Three Years? (units are number of businesses)



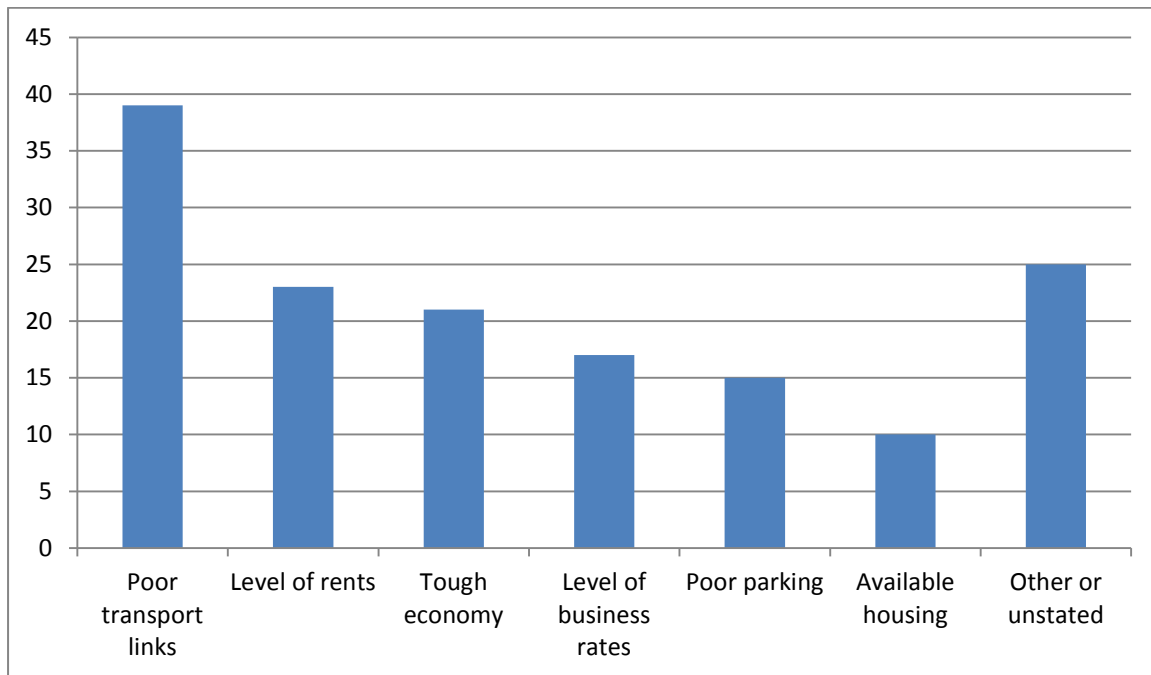
Question 7: Do You Plan To Grow Your Workforce In The Next Three Years? (units are number of businesses)



Question 8: What Are Cranleigh's Greatest Assets For Supporting Business Growth? (units are number of businesses)



Question 9: What Are The Impediments To Growing Your Business In Cranleigh? (units are number of impediments)

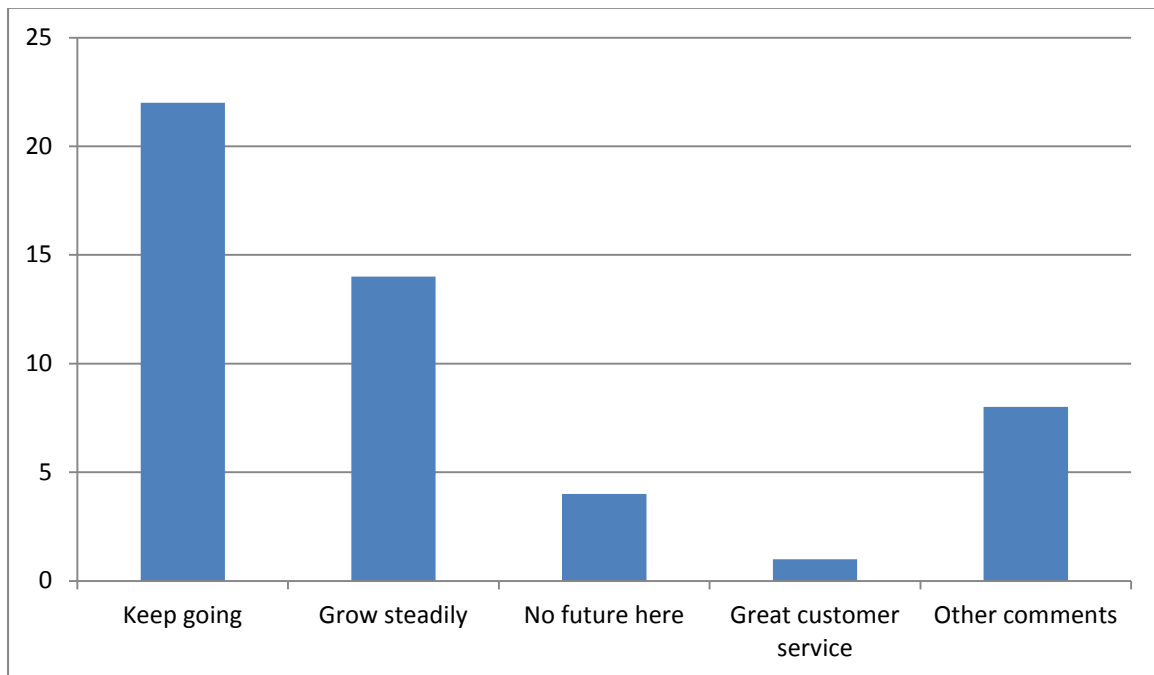


The principal comments about impediments were (with some paraphrasing):

- ‘Cranleigh has nowhere for business to grow but Dunsfold gives this option’;
- ‘too many people shop in Guildford or Horsham; this will increase with John Lewis’;
- ‘lack of offices or business park’; ‘lack of suitable business premises’; ‘we cannot continue in Cranleigh as we need a high quality business park – housing is more profitable’;
- ‘availability of staff’ (an organisation employing mainly young staff);
- ‘recruitment’ (an organisation employing specialist staff); ‘need to attract talented individuals away from Guildford and London; not having a train link, Cranleigh is disadvantaged’;
- ‘need better transport links’;
- ‘Cranleigh infrastructure is poor and needs considerable improvement’;
- ‘growth, free parking for clients and maintaining roads and pathways to make more attractive ... with lower rents and ... business rates’.

Question 10: What Is Your Priority For Your Business In Cranleigh?

This question requested a text comment. The details are available in the Analysis (spreadsheet) but they may be summarised as follows:



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