

Appendix 3.1 Business Survey

Report on Consultations and Evidence gathered for Cranleigh's Neighbourhood Plan

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| Event | Business Survey |
| Date | April, May, June, September 2014 |
| Venue | Cranleigh High street and all business parks and other businesses in the parish |
| Purpose | To find out what were the advantages to businesses of trading in Cranleigh and what were the challenges |
| Evidence Report by | Lynda MacDermott |

The Economy Group of the CNP spent its first months discovering “where are we now” in terms of businesses, employment opportunities and retail in the village.

It made a comparison of the retail offer with similar places, notably Bookham and Cobham. With regard to retail, it was difficult to see that any particular category was missing in Cranleigh however, the shops on the High Street being smaller impacted on choice

It collected information about all the businesses and employers in the area; looking at local business rates and costs and comparing the employment opportunities with those of similar places

It then created a simple questionnaire for local businesses which was had delivered to businesses along the High Street and posted to those in business parks and more outlying places in the parish. It was later re-launched on-line and emails were sent to 200 businesses to ask them to complete the survey. Where there were no physical addresses, businesses were contacted by phone to be as inclusive as possible.

Conclusions

Cranleigh has a good spread of business types.

- They are mainly small businesses.
- Seven had more than 30 staff of which 2 have more than 150.
- Cranleigh's companies are overwhelmingly long-term businesses,
- Profits and workforce are generally steady or have small growth;
- Future plans are generally for a similar sized workforce or slight growth;
- Strong local customer base is overwhelmingly Cranleigh's greatest asset but
- Some competition from proximity to London and Guildford,
- Strong Local Business Network and Excellent Visitor Parking have some importance;
- Main impediment is overwhelmingly poor transport links
- Rents, Rates and Poor Staff Parking also have some importance.
- Some people noted lack of suitable housing in recruiting staff.
- One respondent wanted a 'high quality business park'