



North Cadbury & Yarlington

Neighbourhood Plan Survey

Results of the early consultation with businesses and service providers, Spring / Summer 2020

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Headline results

The main aims of the business and community facilities surveys were to find out the type of businesses and facilities that were operating locally, the extent to which they provided local services or employed local residents, whether there were any problems in maintaining their business / services and whether there were plans for expansion or contraction that could usefully be considered through the Neighbourhood Plan process.

Whilst getting a reasonable response rate (about two thirds of organisations took the time to respond) we are particularly aware of the uncertainty regarding future needs considering the ‘outfall’ from the Covid-19 pandemic.

What the survey did highlight was the wide mix of local businesses and organisations operating in the area – these range considerably in size and type, with no obvious dependency on one sector. The type of businesses and organisations that tended to have (a) a more local customer base and (b) employ local people were (perhaps not surprisingly) those offering local services. Nonetheless, most businesses provided some benefit to the local economy, with only one business employing no local residents and having very few local customers.

Most of the businesses responding were operating broadly at capacity, with community facilities / services tending to be under capacity. The most common issue was inadequate parking (cited in 6 cases relating to customers or staff). The majority (over 80%) said that they did not have any current plans to change in the foreseeable future. Of the few looking to change, the answers varied between extending within their site, relocating to another site (some within and one to outside the area) or closing their business altogether. In terms of community services, the main issues flagged were allotment provision, and parking for Galhampton Village Hall. The school confirmed that they would wish to remain at their existing location within the village, and undertake building works to upgrade the on-site facilities.

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How the consultation was run

A total of 34 businesses / community organisations in the area were identified by local knowledge, business directories, yellow pages, and phone books.

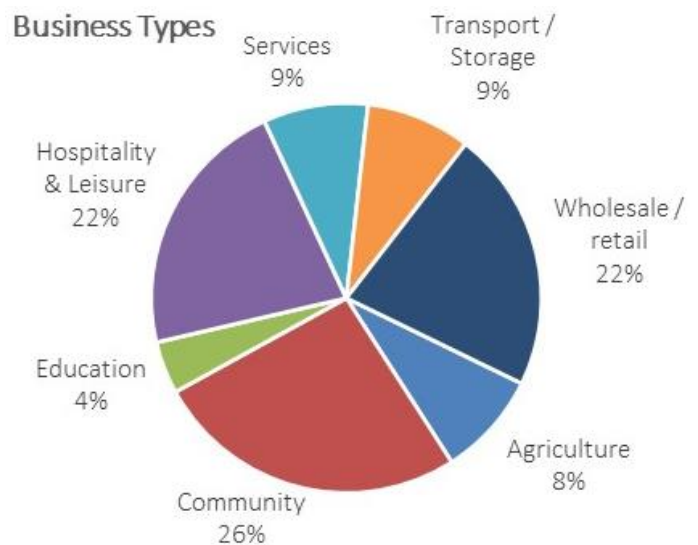
The survey was begun in March 2020 and its completion was very much influenced by the Covid-19 pandemic. The original aim was to interview all the businesses face to face but this proved impractical in some cases and email or telephone was used. Some managers felt they had no time to complete the proforma as they were too busy trying to keep their businesses trading in a pandemic. The closing date was extended from end March to end June 2020.

A list of businesses / community organisations contacted is provided in Appendix 1.

The questionnaire surveys are shown in Appendix 2.

Who responded?

In total, responses were received from 23 organisations by the end June 2020, a response rate of 68%. This included a brought mix of businesses, particularly community venues, hospitality / leisure, and wholesale / retail sectors.



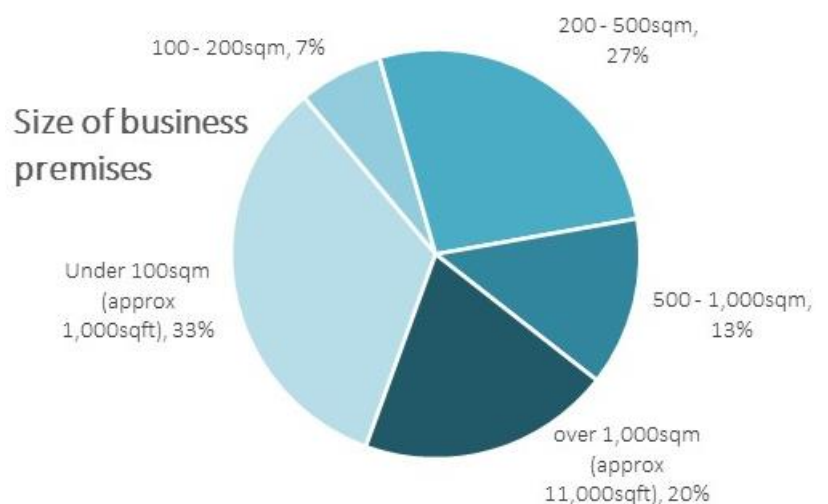
What draws businesses to the area?

We asked local business owners what made them locate to the area. This was an open ended response, and therefore the answers varied widely. This included that people had been born or raised in the area (3 answers), good transport links (2) and attractive environment (2), with quite a few answers simply reflecting that an opportunity had arisen.

Whilst the amount of time the business had been operating varied considerably, a significant number (over 40%) had been established for more than 20 years, with an approximated average of in excess of 10 years.

The businesses operate form a range of premises, both freehold and leasehold, and ranging in size from under 100sqm to over 1,000sqm floorspace,

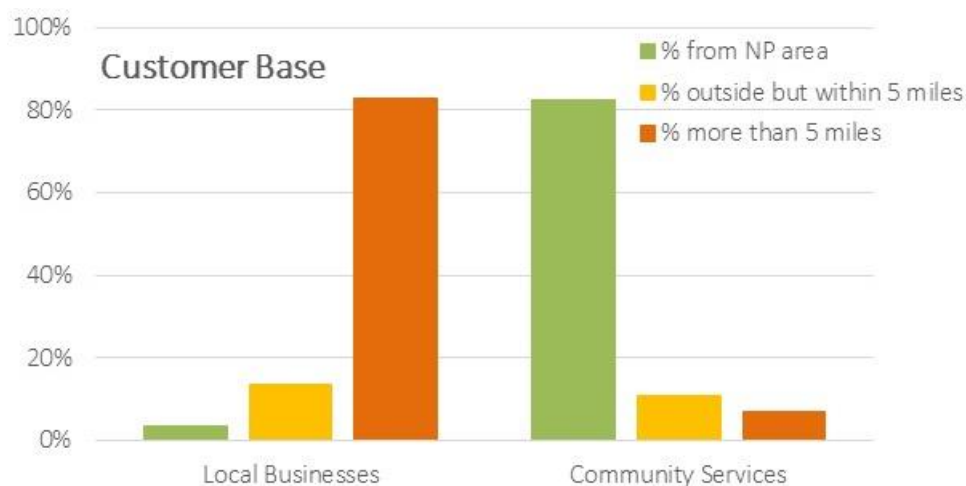
The vast majority of businesses and community services (in excess of 70%) considered both good internet and mobile phone access to be absolutely essential to their operations. Whilst broadband provision was generally good (over 80% reporting broadband



speeds around or in excess of 40Mbps), this was dependent on location (the older or more isolated properties generally having poorer connectivity). One of the premises on the main business park stated that they had had to install satellite internet system to get the necessary speed and capacity for their business. A significant minority of respondents (about 2 in 5 businesses) said they had poor mobile phone connectivity (with either very weak or no 4G signal coverage).

How local is their customer base?

Weekly average customer numbers varied considerably, from less than 5 up to 1500+ (although some of these were not limited to the Neighbourhood Plan area). The median average from the survey responses was about 75 customers a week – being slightly lower for businesses and higher for community services.

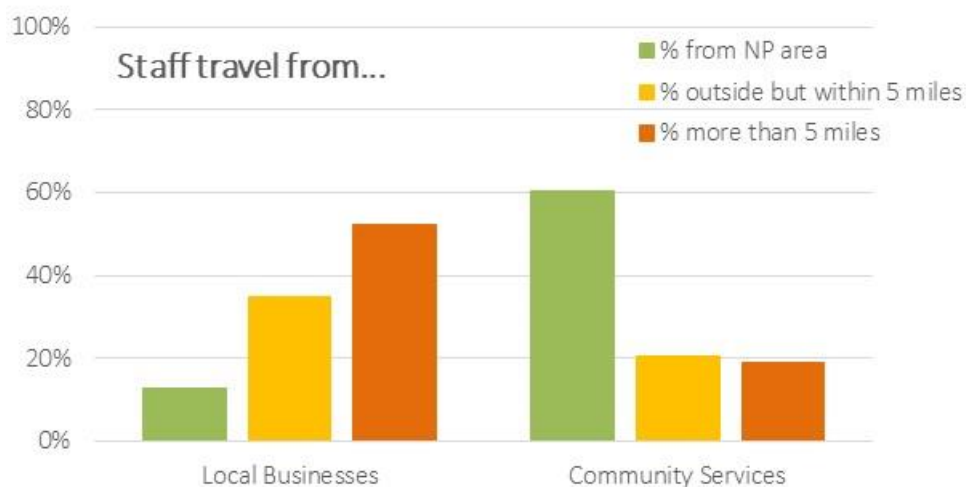


Most (over 80%) of the customers for the local businesses (excluding those that are local community facilities, such as the local village stores and pubs) come from outside the area. In contrast, most (over 80%) of the customers of the local service providers are from within the Neighbourhood Plan area – with the main exception to this being one of the three pubs.

What employment opportunities do they generate?

The number of people employed in the local businesses ranged from 1 to 200 people. The general businesses (i.e. not providing local services) tended to be the major employers, on average employing more staff. The median average number of people employed was 3 – 4 full time and 3 – 4 part time staff.

Again, as with the customer base, a similar pattern can be seen in terms of where the employment is based. Most (just over 50%) of the staff for the local businesses (excluding those that are local community facilities, such as the local stores and pubs) come from outside the area. In contrast, most (over 60%) of the staff of the local service providers are from within the Neighbourhood Plan area.



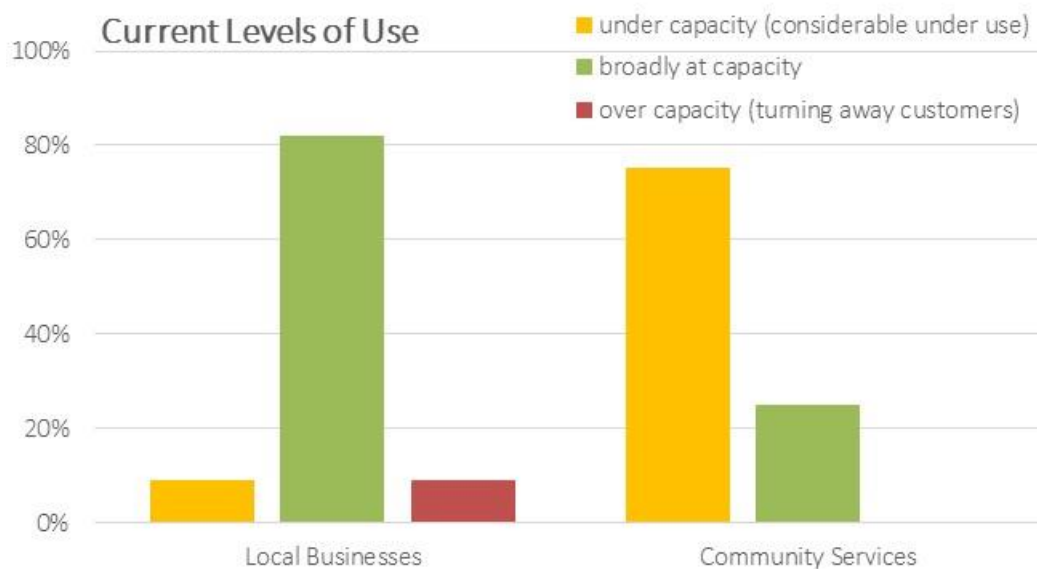
Most businesses provided some benefit to the local economy - only one business had no local residents employed and very few local customers.

Only two businesses (less than 10% of the responses) reported that they had difficulty recruiting staff due to the lack of available affordable housing in the local area, the vast majority (over 60%) stating that they very rarely or found this to be an issue.

Are business needs predicted to change?

Levels of use

We asked whether the business or service was running broadly at capacity, or whether they were significantly under capacity (i.e. there is considerable under use) or they were over capacity (i.e. turning away customers). Only one organisation (a commercial business) reported



themselves as being over capacity. Most of the businesses responding were operating broadly at capacity, with community facilities / services tending to be under capacity.

We asked whether an increase in the local population be likely to benefit their business / services. The majority of those who responded felt it would, either slightly (30% indicated that it would help retain the service) or more significantly (just under 40% felt it could mean they would be able to improve services for existing customers and potentially expand). This was particularly the case for those operating in the retail / hospitality sectors. Four organisations did raise concerns that it could adversely impact on their business or customers.

In terms of specific issues raised by local services, the primary school confirmed that they currently have capacity for additional children to attend the school and the additional income for being at their optimum capacity (which is around 107 based on existing number of teachers & support staff) would be beneficial. They have space to take up to about 120 children spread over 4 classrooms, but this would require more staff. The North Cadbury Village Stores could consider additional services (e.g. restoring the Post Office service within the shop) with greater footfall. The North Cadbury Allotment Association reported as having been at full capacity and until recently were holding a waiting list of 3 to 4 potentially new members.

Problems with existing premises / sites

We asked whether the business / organisation had problems currently in terms of vehicle access (for customers or deliveries), parking, or disturbance (noise and/or light pollution). The most common issue was inadequate parking (cited in 6 cases relating to customers or staff). The school does not have parking for larger delivery vehicles which have to stop on Cary Road – and suggested that a 20 mph speed limit outside the school & approaches would be beneficial.

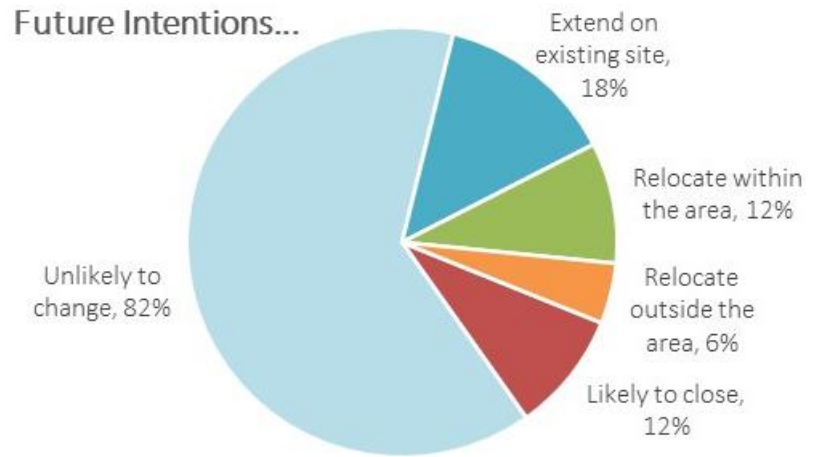
Noise / lighting was not a particularly notable problem. Several organisations mentioned their use of motion activated and/or more energy efficient security lights.

Need for new premises / sites

We asked whether the business / organisation was looking to extend or relocate their premises in the next 15 years. Given the timing, we appreciate that the answers to this question may have changed following the Covid-19 pandemic.

The majority (over 80%) said that they did not plan to change their operations in the foreseeable future. Of those looking to change, the answers varied between

extending within their site, relocating to another site (some within and one to outside the area) or closing their business altogether. In terms of community services, the main issues flagged were allotment provision, and parking for Galhampton Village Hall. The school confirmed that they would wish to remain at their existing location within the village, and undertake building works to upgrade the on-site facilities.



Appendix 1 – List of businesses and organisations contacted

Animal Aids	Unit A1, Cadbury Business Park, BA22 7LH
Banz Ltd - Care wear for Kids	Unit , Cadbury Business Park, BA22 7LH
Bradsons	Fir Tree, Galhampton, BA22 7BH
CoCopac	Unit G, Cadbury Business Park, BA22 7LH
David Braybon Tree Surgery	Hillside, Yarlington, BA9 8DN
Dorset Delights Catering	Cary Road, North Cadbury, Yeovil BA22 7DB
Eastwood Farm	Eastwood Farm, Yarlington
Fabulous Designs Ltd	Unit F2, Cadbury Business Park, BA227LH
Galhampton Country Stores	Fir Tree, Galhampton, BA22 7BH
Galhampton Village Hall	Long Street, Galhampton BA22 7AY
Hunt Forest Group	Unit E, Cadbury Business Park, BA227LH
J A & E Montgomery	Manor Farm, Woolston Rd. North Cadbury, BA22 7DW
Julia Moore Floral Designs	Fir Tree, Galhampton, BA22 7BH
Longman's Vale of Camelot	Down Ash Park Farm , North Cadbury
Manor Farm	Pound Lane, Yarlington. BA9 8DG
North Cadbury Allotment Association	North Cadbury
North Cadbury, Yarlington and Galhampton Churches	Camelot Group of Churches
North Cadbury C of E Primary School and Sprites Pre-School	Cary Road, North Cadbury BA22 7DE
North Cadbury Court	North Cadbury Court, North Cadbury, BA22 7DR
North Cadbury Village Hall	High Street, North Cadbury BA22 7DP
North Cadbury Village Stores	Woolston Rd, North Cadbury BA22 7DW
Steve Paul Ltd Cows Feet	Unit F1, Cadbury Business Park, BA22 7LH
Sycamore Process Engineering	King Arthurs Park, Sparkford, BA22 7FE
Taylors Coach Travel	Unit H, Cadbury Business Park, BA227LH
The Catash Inn	High St. North Cadbury
The Newt	Unit D1, Cadbury Business Park, BA227LH
The Orchard Inn	High Road, Galhampton BA22 7BA
The Stags Head Inn	Pound Lane, Yarlington. BA9 8DG
The Timber Frame Company Ltd.	Shatwell Farm, Yarlington, BA9 8DL
Universal Steels & Aluminium SW Ltd	Unit A3, Cadbury Business Park, BA22 7LH
Varlin Storage Ltd	Unit B, Cadbury Business Park, BA227LH
Woolston Manor Farm (Royston Amor & Son)	Woolston, North Cadbury BA22 7BN
Yarlington House	Yarlington BA9 8DY
Yarlington Village Hall	Yarlington BA9 8DY

Appendix 2 – Business and Community Facility Survey Forms

NORTH CADBURY AND YARLINGTON NEIGHBOURHOOD PLAN SURVEY



EMPLOYMENT FACT-FINDING SURVEY – MARCH 2020

This survey is directed at businesses operating in the North Cadbury and Yarlington (NC&Y) Neighbourhood Plan area (which includes Galhampton and Woolston), to understand current and future business needs for premises and labour.

This survey will provide important evidence to underpin proposals in the Neighbourhood Plan, so thank you for taking part. The Neighbourhood Plan involves residents, businesses, service providers working together with landowners and developers to help shape future development in the Parish. More information can be found on our website

<https://www.northcadburyneighbourhoodplan.org.uk/index.php>

Completing the survey should take no more than a few minutes. If you are unable to answer a question, please move onto the next. **Individual survey responses will remain confidential**, with any findings only reported at an aggregate level and not attributable to a single business.

Name respondent: _____

Name of business: _____

Address business: _____

Contact e-mail: _____

Contact Telephone: _____

Survey date: _____

Q: What are the main services provided by your organisation?

Q: Please classify the type of business that you run.

- | | |
|--|--|
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Transport / Storage |
| <input type="checkbox"/> Hospitality / Leisure | <input type="checkbox"/> Wholesale / retail |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Services |
| <input type="checkbox"/> Other – please specify: | |

NORTH CADBURY AND YARLINGTON NEIGHBOURHOOD PLAN SURVEY

Q: Please confirm the address of the units you use in the NC&Y area, their approximate size and whether owned or leased.

Unit address	Size	Basis
		Leasehold / Freehold
		Leasehold / Freehold
		Leasehold / Freehold
		Leasehold / Freehold

Q: How long has your business been running?

- | | |
|---|--|
| <input type="checkbox"/> Less than a year | <input type="checkbox"/> 6 – 10 years |
| <input type="checkbox"/> 1 – 2 years | <input type="checkbox"/> 11 - 20 years |
| <input type="checkbox"/> 3 – 5 years | <input type="checkbox"/> over 20 years |

Q: Approximately how many people use your services (weekly average)?

Q: Where do most of your “customers” come from (approximate estimates)?

	% from (NC&Y) Neighbourhood Plan area
	% outside of the area but within 5 miles (e.g. Castle Cary / Sparkford / Wincanton)
	% from more than 5 miles away (e.g. Yeovil and further afield)

Q: Please tell us why you located your business in the NC&Y area?

Q: Please tell us whether the levels of use of your facilities at the current time mean that they are:

- under capacity (there is considerable under use)
- broadly at capacity
- over capacity (you are turning away customers)

Q: Would an increase in the local population be likely to benefit your business?

- yes – it would improve services for existing customers
- slightly – it would help retain service levels
- no –the additional population could cause a decline in standards
- Other (please explain below)

NORTH CADBURY AND YARLINGTON NEIGHBOURHOOD PLAN SURVEY

Q: Can you tell us whether the premises you use at the current time have issues with:

- Vehicle access for customers _____
- Vehicle access for deliveries _____
- Parking for customers _____
- Parking for staff _____
- Causing noise or disturbance _____
- Causing light pollution _____
- Other _____

Q: How would you rate current Internet provision to your premises ?

- Good – More than enough capacity and speed (usually over 60Mbps)
- Average - Broadly capacity and speed are just about adequate (around 40Mbps)
- Poor – Insufficient capacity and speed (usually less than 10Mbps)

And how would you rate current mobile phone provision to your premises?

- Good – Strong 4G signal coverage
- Average - Average 4G signal coverage
- Poor – Weak or no 4G signal coverage

Q: On a scale of 1 – 5, where 1 is not important and 5 is extremely important, how essential is access to the internet and a mobile phone network at your premises?

	Not Important			Very Important	
	1	2	3	4	5
Good Internet access / speed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good Mobile phone access / speed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Up to 10Mbps	Around 40Mbps	Over 60Mbps
If the Internet is important what speed do you require?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q: Are you looking to extend or relocate your services in the next 15 years?

- Yes – extend on existing site
- Yes – relocate within the area
- Yes – relocate outside the area
- No - unlikely to change
- No - likely to close

If you would need to extend your site or find another site locally, please tell us the type and size of site that would be needed.

NORTH CADBURY AND YARLINGTON NEIGHBOURHOOD PLAN SURVEY

Q: Approximately how many people do you employ / work from your site?

<input type="text"/>	Full-time employees
<input type="text"/>	Part-time employees

Q: Where do most of your workforce live (approximate estimates)?

<input type="text"/>	Number of employees living in (NC&Y) Neighbourhood Plan area
<input type="text"/>	Number of employees living outside of the area but within 5 miles
<input type="text"/>	Number of employees living more than 5 miles away

Q: Do you have difficulty recruiting staff due to the lack of affordable housing in the local area?

<input type="text"/>	Yes
<input type="text"/>	Only sometimes
<input type="text"/>	Rarely / never

AND FINALLY...

Q: Is there any other information about your experiences that may be useful for us to consider in preparing our neighbourhood plan?

Thank you for your help.

Please return the form by 31 March 2020 either by post to:

NC&Y Neighbourhood Plan Steering Group, Employment Lead c/o Balcary House, Chapel Lane,
North Cadbury BA22 7DE

or scan and email the completed form to: nplan@gmail.com

NORTH CADBURY AND YARLINGTON NEIGHBOURHOOD PLAN SURVEY



COMMUNITIES FACILITIES SURVEY – MARCH 2020

This survey is directed at local service providers operating in the North Cadbury and Yarlington (NC&Y) Neighbourhood Plan area (which includes Galhampton and Woolston), to understand current and future service provision needs.

This survey will provide important evidence to underpin proposals in the Neighbourhood Plan, so thank you for taking part. The Neighbourhood Plan involves residents, businesses, service providers working together with landowners and developers to help shape future development in the Parish. More information can be found on our website <https://www.northcadburyneighbourhoodplan.org.uk/index.php>

Completing the survey should take no more than a few minutes. If you are unable to answer a question, please move onto the next.

Name:

Organisation:

Length of experience in local area:

Survey date:

Q: What are the main services provided by your organisation?

Q: Approximately how many people use your services (weekly average)?

Q: Where do most of your “customers” come from (approximate estimates)?

<input type="text"/>	% from (NC&Y) Neighbourhood Plan area
<input type="text"/>	% outside of the area but within 5 miles (e.g. Castle Cary / Sparkford / Wincanton)
<input type="text"/>	% from more than 5 miles away (e.g. Yeovil and further afield)

NORTH CADBURY AND YARLINGTON NEIGHBOURHOOD PLAN SURVEY

Q: Please tell us whether the levels of use of your facilities at the current time mean that they are:

- under capacity (there is considerable under use)
- broadly at capacity
- over capacity (you are turning away customers)

Please give more detail here if you can:

Q: Can you tell us whether the premises you use at the current time have issues with:

- Vehicle access for customers _____
- Vehicle access for deliveries _____
- Parking for customers _____
- Parking for staff _____
- Causing noise or disturbance _____
- Causing light pollution _____
- Other _____

Q: How would you rate current Internet provision to your premises ?

- Good – More than enough capacity and speed (< 60Mb)
- Average - Broadly capacity and speed are just about adequate (circa 40Mb)
- Poor – Insufficient capacity and speed (> 10Mb)

And how would you rate current mobile phone provision to your premises?

- Good – Strong 4G signal coverage
- Average - Average 4G signal coverage
- Poor – Weak or no 4G signal coverage

Q: On a scale of 1 – 5, where 1 is not important and 5 is extremely important, how essential is access to the internet and a mobile phone network at your premises?

	Not Important			Very Important	
	1	2	3	4	5
Good Internet access / speed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good Mobile phone access / speed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If the Internet is important what speed do you require?	5MB		Up to 30MB		Over 60MB
	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>

NORTH CADBURY AND YARLINGTON NEIGHBOURHOOD PLAN SURVEY

Q: Would an increase in the local population be likely to benefit your service?

- yes – it would improve services for existing customers
 - slightly – it would help retain service levels
 - no – the additional population could cause a decline in standards
 - Other (please explain below)
-
-

Q: Are you looking to extend or relocate your services in the next 15 years?

- Yes – regardless of population change
- Possibly if required through population increase
- No - unlikely to change
- No - likely to close

If yes / possibly, please tell us whether this would be:

- Within the existing site
- Requiring a larger site in the local area
- Re-locating outside the area

If you would need to extend your site or find another site locally, please tell us the type and size of site that would be needed.

Q: Where do most of your staff live (approximate estimates)?

	Number of employees living in (NC&Y) Neighbourhood Plan area
	Number of employees living outside of the area but within 5 miles
	Number of employees living more than 5 miles away

Q: Do you have difficulty recruiting staff due to the lack of affordable housing in the local area?

	Yes
	Only sometimes
	Rarely / never

AND FINALLY...

Q: Is there any other information about your experiences that may be useful for us to consider in preparing our neighbourhood plan?

Thank you for your help. If completing this form please return by end March 2020 to: