

CONSULTATION TEAM

ECONOMIC DEVELOPMENT STRATEGY SURVEY

PUBLIC CONSULTATION ANALYSIS REPORT

SEPTEMBER 2018

Introduction

Chichester District businesses were consulted on their views about their experience of doing business in Chichester and what the Business Support service would ideally offer for them. The responses will feed into the content of the new Economic Development Strategy.

Executive Summary

- **154 responses** were received to the online survey between 2nd July to 26th August 2018
- The **majority of businesses** were those located in Chichester City, those who employ 0-9 members of staff and those who have been operating for more than 10 years
- Respondents feel that **availability of good quality space** is important to the success of their business growth
- **Increasing costs**, generally and specifically in relation to business premises, was a common concern, with **Brexit** as an additional point of financial uncertainty
- Many respondents felt that there is a need for a **higher degree of communication** between the Economic Development team and the Planning department
- A2 Office was the most frequently required **type of premises** and 0 to 999sq.ft was the most common **size required**. None of the respondents said they require D1 Clinics, museums, galleries or premises sized between 5,000 and 9,999sq.ft
- When asked whether they felt **Brexit** would affect their business there was a mixed response with high levels of uncertainty (34%). Almost 2 in 5 felt they would be affected and 27.5% felt they would not

Methodology

154 responses were received to the questionnaire made available online from 2nd July to 26th August 2018 for businesses to complete. Paper copies of the survey were made available where appropriate and officers visited businesses to conduct face to face interviews. 'Let's Talk Business' promotional postcards were printed and distributed by staff members who regularly visit business premises as part of their work.

The consultation was also promoted on Facebook and Twitter (a full social media reach breakdown is included in Appendix A) and on our website through the campaign banner on the home page and web advertisement banner at the top of the site.

Business associations were contacted and asked to spread the word about the survey and our July edition of the Ebiz newsletter included details on how businesses could respond. A press release was also sent out. A full list of promotions is available in Appendix B.

A prize draw was used as an incentive for businesses to take part in the consultation. The prize was £50 to donate to a Chichester-based charity chosen by the winning business. **113 respondents** provided their email address to be entered into the prize draw.

13 respondents provided their email address to be kept up to date on future consultations.

For questions where respondents could free-type their responses, comments have been analysed and grouped into categories, with the most common responses reported. In some cases, selected quotes have been given to illustrate a point made by respondents. A full, verbatim list is available on request.

About Your Business

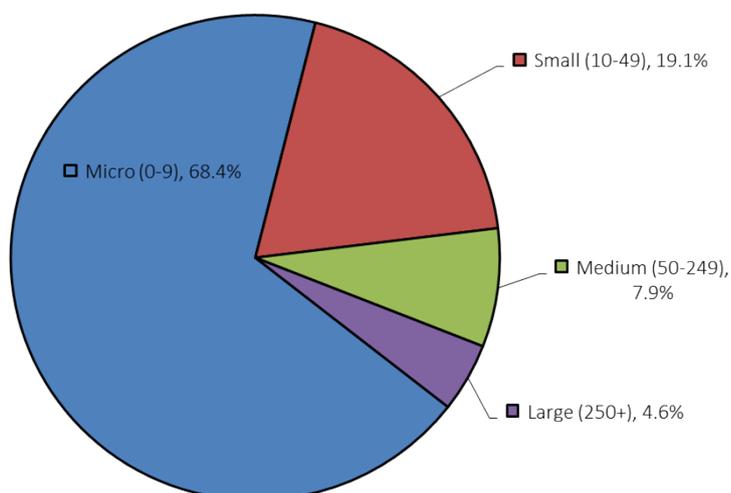
136 business postcodes were received. The table below details where respondent businesses are located.

Business Premises Location	
Area	No. of responses
Chichester City	55
Selsey	15
Bosham	9
Midhurst	7
Petworth	5
Emsworth	4
Runcton	4
Sidlesham	4
East Wittering	3
Fishbourne	2
Lavant	2
Strettington	2
Bracklesham Bay	2
West Wittering	2

There were single responses from Adsdean, Apuldram, Birdham, Chilgrove, Climping, Donnington, Earnley, East Ashling, Fareham, Funtington, Halnaker, Haslemere, Hunston, Liphook, Milland, Nutbourne, Oving, Rogate, Singleton, and Tangmere.

The most responses (**68.4%** or 104 individuals) came from micro businesses employing between 0 and 9 people and the fewest responses came from large businesses with 250+ employees. The chart below shows the breakdown of respondent **business sizes**.

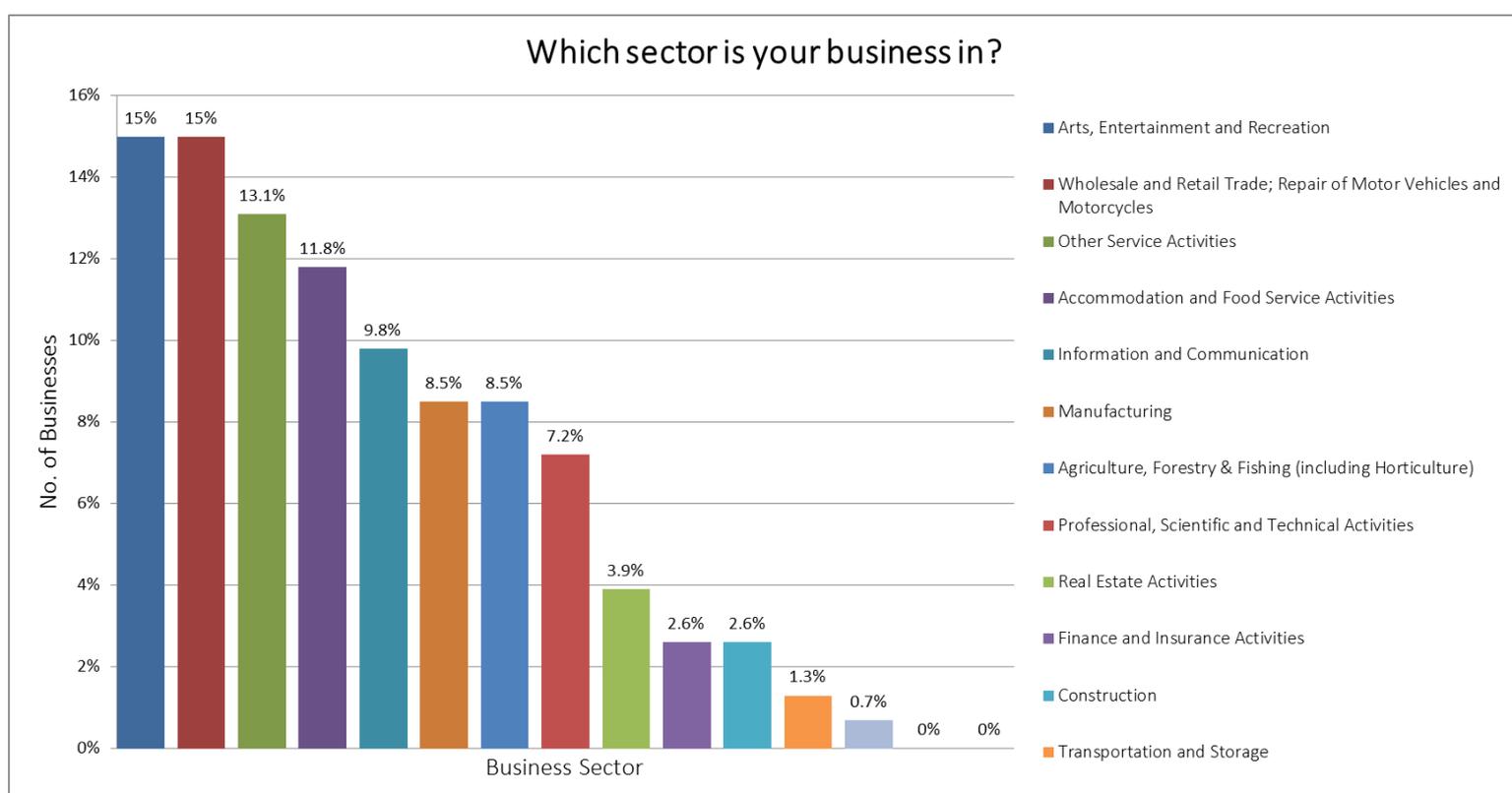
Size of Respondent Business Based on Number of Employees



The table below shows the breakdown of responses by **age of business**. The most responses came from businesses that had been operating for more than 10 years and the fewest responses came from businesses that had been operating 6 months-1 year.

Business Age	% Respondents (Counts)	Business Age	% Respondents (Counts)
Less than 6 months	6.6% (10)	4 – 6 years	12.5% (19)
6 months – 1 year	1.3% (2)	7 – 10 years	9.9% (15)
1 – 3 years	17.1% (26)	More than 10 years	52.6% (80)

The top three **business sectors** among respondents were Arts, Entertainment and Recreation (**15%** or 23), Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles (**15%**), and Other Service Activities (**13.1%** or 20). The chart below shows the respondent businesses by sector.



There is an error in the chart above, there is no key for the bar which displays 0.7% - this bar refers to Water Supply; Sewerage, Waste Management and Remediation Activities.

20 respondents ticked 'Other Service Activities' and provided details of their specific sector. The table below shows these other sectors.

Business Sector [Other]	Count
Health and wellbeing	6
Beauty	5
Recruitment	2
Education	2
Renewable technology	1
Cleaning	1
Driving instructor	1
Security	1
Boarding cattery	1
Fire safety installation and maintenance	1

The top 3 reasons respondent **businesses choose to be in Chichester** District are that it's close to where they live (**58.8%** or 90), that there is availability of desired business space (**22.9%** or 35), and there is easy access for customers (**18.3%** or 28). **11.8%** (18) said car parking was one of the reasons they choose to be located in Chichester, **9.8%** (15) said Chichester is close to other businesses in a similar sector, and **8.5%** (13) said Chichester has good transport links. **32.7%** (50) ticked other and 49 provided comments to support this. These comments have been categorised in the table below.

Why have you chosen to be located in Chichester District? [Other]	Count [46]
The environment / surroundings has what we require (e.g. salt water, available and suitable land for growing product etc.)	12
Bought into a business that was already located in Chichester District	7
Long established in Chichester	4
Demand for our services	3
Home-based business	3
Strong customer base here	3
Flexible working	2
Attractive area for tourism	2
Close to city centre	1
Recruitment	1
Exposure to new clients	1
Own the land	1
Chichester has the type of clients we look for	1
Fell in love with the area	1

Respondents were asked what they feel are the **potential threats to their business** and were invited to free type their answer. **127 comments** were received to this question and the table below categorises these responses. A full list of verbatim responses is available on request.

What do you think are the potential threats to your business?	Count [127]
Increasing costs, including taxes, tariffs, increased NI / pension contributions (total)	(48)
Rents	8
Rates	18
Competition (total)	(31)
Large businesses encroaching	8
Cheap, inferior products / services	4
Automation	1
Poor infrastructure (including public transport, roads and digital connectivity)	25
Finding / training staff with the right skills	21
Lack of support from local authorities (including planning restrictions and lack of investment)	20
Brexit	18
Change in shopping trends (total)	(14)
High street downfall	1
Online retail	8
Lack of suitable premises available	10
Footfall (total)	(8)
Lack of nightlife	1
Public spaces are rundown so fewer visitors	2
Lack of demand for service	8
Expensive parking	6
Regulations	4
Lease not being renewed	4
Loss of reputation	3
Too much support for retail sector, not enough for others e.g. technology	2
Customers shopping outside the local area	1
Cyber security	1
Customers' lack of disposable income	1

There were a few comments that did not fit into the categories above; they are quoted in full below:

“Similar companies to ours being offered ‘Pre-Packs’ or ‘Phoenixing’ meaning the same people can re-start with their debt wiped clean.”

“Strong increase in raw materials.”

“Short term – Southern Gateway redevelopment construction. A@& if online southern option chosen and the canal has to be redirected.”

“The Court shutting down.”

“Government changes to laws about using firewood as domestic fuel”

“I am an expert witness, relying on instructions from litigation solicitors dealing with banking matters. Instructions arise mainly when banks lose money: that depends upon the state of the economy and the property sector.”

“lack of business development in the northern end of the city”

“Fishermen’s working conditions are dangerous because they launch directly from the beach. The value of the landed catch has not kept pace with the cost of living. Much of the value of fishing is in the processing, preparation and selling of the fish, rather in the catch itself. Increasingly volatile weather conditions associated with climate change have all put the future of fishing in Selsey under threat. Links between the town and the fishing industry are not as strong as they could be partly because there is no local fishmonger, or other evidence of the Selsey fishery, in the town centre. Grant funding is difficult to obtain due to the lack of time available to do it and the complexity of the process.”

“Loss of Arts Council funding or Theatre Tax relief would have major impacts.”

“planning for housing for key workers ,”

“Lack of connected tourism publicity”

Businesses were then asked what **the main hurdles** are in the day to day running of their business. The top 3 hurdles were recruitment and skills (**40.7%** or 59), business rates (**29%** or 42), and transport (**24.8%** or 36). **23.4%** (34) said that business premises was one of the main hurdles, **16.6%** (24) said digital and mobile connectivity, **15.2%** (22) said staff retention, and **10.3%** (15) said poor location. **22.8%** (33) ticked other and provided comments to support this. These comments have been categorised in the table below.

What are the main hurdles in the day to day running of your business? If other, please specify	Count
Keeping up with demand	11
Lack of time	5
Rising costs and taxes	4
Competition	3
Keeping the business up to date	3
Footfall	2
Parking issues	2
Infrastructure	2
Too much theory not enough real change	1
Lack of support for small businesses	1
A27 / traffic issues	1
Market awareness of business	1
Oversaturated industry	1
Couriers	1
Not being able to afford to employ staff as a small business	1
Identifying the right clients	1

There were a few comments that did not fall into the categories above. They are quoted in full below:

“Projects can take a long time from initial quotation to order placement.”

“Government pressure on business PAYE Pensions”

Business Premises and Location

Businesses were asked **how being in Chichester District has helped** their business and were invited to free type their answer. **115 comments** were received and have been categorised in the table below. A full list of verbatim comments is available on request.

How has being located in the Chichester District helped your business?	Count [114]
Large number of target customers / client base	20
Proximity to local feature (Canal, Cathedral, Rolls Royce etc.) which business is dependent on	18
Strong pull for tourists / customers /staff to visit	17
It hasn't helped	15
Good transport links	9
Rural assets	9
I have connections from living here	6
Professional image	6
Supportive small business community	5
The car parking makes access easy	5
Thriving business area	3
Being close to staff / my business	3
Grants /support from the council	2
Lack of competition	2
Availability of EU labour	2
Concerns about traffic	2
No pull for tourists to visit Selsey	2
Reasonable rental for start-up businesses	1
Great amenities	1
Availability of suitable premises for growth	1

Some comments did not fit into the categories above; these are quoted in full below:

“Back in 2005, Chichester was very busy, now it is not so. High streets are changing and the Council are not doing anything to encourage footfall. Increasing parking fees hasn't helped.”

“Awareness of our trading name via our Fascia & window”

“As a manufacturer of dental appliances, being located within a dental surgery has its advantages.”

“This area changed due to large employers closing/leaving population got older. Young unable to afford to rent/buy”

“It allows the customer see the different brands we deal”

“Addition to network of locations, generating awareness and also benefit to existing customers”

“Proximity to other agencies to work with as partners”

“The business rates [in Petworth] are subsidised for small businesses - key for us at a difficult trading time since Brexit.”

“With you making selsey car park chargeable, offering pensioners free bus travel to chichester and the raise of internet shopping I will be closing down.”

“level of development activity”

59.6% of respondent businesses (90) are not located close to other organisations in the same sector. Of this number **45.7%** (69) said it would not be beneficial to their business if they were and only **13.9%** (21) felt being close to other same-sector organisations would be of benefit to their business.

A quarter of respondents (35) are already close to other organisations in the same sector, **18.5%** (25) find it beneficial to their business and **6.6%** (10) do not find it beneficial.

Would it be beneficial to your business to be located close to other organisations in the same sector?		
Businesses already located to other organisations in the same sector	Yes, we are currently located close to other organisations in the same sector and find it beneficial	18.5% (25)
	No, we are currently located close to other organisations in the same sector and do not find it beneficial	6.6% (10)
Businesses not located close to other organisations in the same sector	Yes, it would be beneficial	13.9% (21)
	No, it would not be beneficial	45.7% (69)
Unsure		15.2% (23)

38.8% of respondents (59) plan to **move their premises or acquire new premises** within the next 5 years. The following 6 questions were only answered by those who said they planned to move or acquire new premises.

Respondent businesses said these premises were likely to be:

- Within Chichester District (**58.6%** or 34)
- Unsure (**22.4%** or 13)
- In a different local authority area within the UK (**17.2%** or 10)
- Overseas (**1.7%** or 1)

Respondents who said they were unsure were asked to explain why. There were **11 comments** which have been categorised in the table below. The number to the left of each comment represents the number of respondents who mentioned these issues.



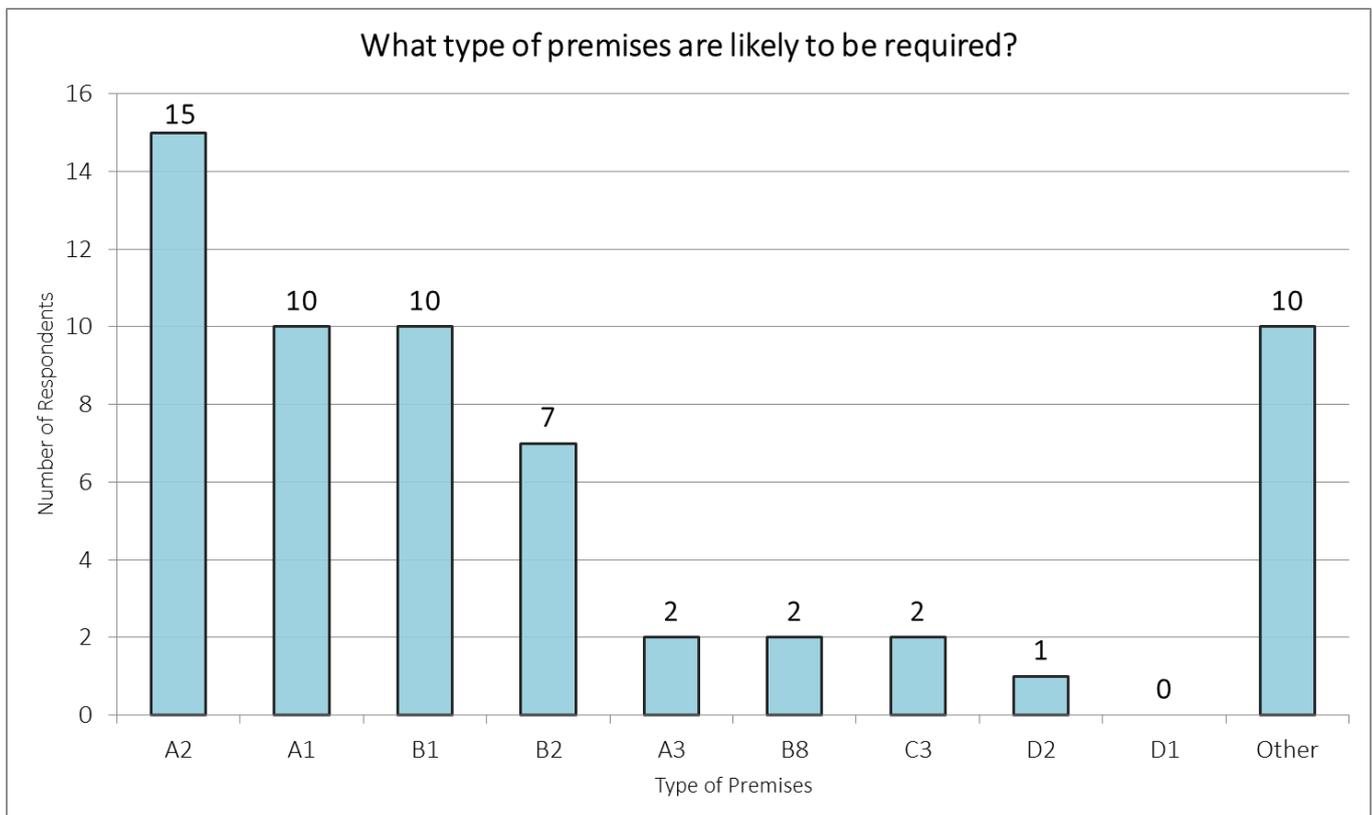
The table below shows the reasons that businesses said they were considering areas **outside Chichester District** to move or acquire additional premises:

What are the reasons for considering areas outside Chichester District?	Count [10]
A27 / traffic congestion	4
Lack of support from CDC	3
Chichester is too expensive	2
More variety of shops elsewhere	2
Cheaper / free parking elsewhere	1
Lack of suitable premises	1
Lack of target customers	1
Less problems from parish council	1
Secure long lease is needed	1
To expand the chain over a larger area	1

Businesses who said they are considering moving their premises or acquiring new premises **within Chichester District** were asked where these were likely to be. The table below details these areas and the number of businesses that mentioned them in their response. A total of **23 comments** were received.

Area within Chichester District	Count
Chichester City Centre	8
Unsure	4
Surrounding villages outside Chichester City	2
North of Chichester District	2
Town centre location within PO18	1
Depends on availability	1
Shopwhyke Industrial Centre	1
Close to transport links	1
Depends on costs as we are a small business	1

Businesses were then asked **what type of premises** is likely to be required. The top 3 types of premises were A2 Office e.g. financial/professional services (**25.4%** or 15), A1 Retail/shop (**16.9%** or 10) and B1 Other office, light industry, R&D, high tech (**16.9%**). The chart below shows the demand among respondents for each premises type. Please see the list below which corresponds to the premises type code (e.g. A1, B8) shown on the chart.



- A1 Retail/shop
- A2 Office e.g. financial/professional services
- A3 Premises for sale of food and/or drink
- B1 Other office, light industry, R&D, high tech
- B2 General industrial
- B8 Warehouse and distribution
- C3 Small business at home
- D1 Clinics, museums, galleries
- D2 Leisure, sports and entertainment

10 respondents ticked 'Other' and were asked to specify the type of premises they were looking for. **10 comments** were received and are quoted in full below:

“Many of the above. I want to create a rural residential, entertainment and business hub”

“Co-working space. A desk space basically.”

“Large glasshouses, packing & staff facilities”

“I would ideally like a small holding that I could combine business & domestic req. under one mortgage”

“Would need to be A1/B1 joint use”

“Horticultural Glasshouses”

“To replicate at other farms/small holdings on the periphery of our catchment area.”

“Food factory”

“Extension of domestic kitchen or even into outbuilding on site”

“Land with access for visitors to the Alpacas.”

Respondents were asked **what size would likely be required for their new premises**. The majority of respondents (**3 in 5** or 20) said they require 0 to 999 sq. ft and none of the respondents require 5,000 to 9,999 sq. ft. The table below shows the results of this question.

What size premises is likely to be required?	Percent	Count
0 to 999 sq. ft	60.6%	20
1,000 to 2,999 sq. ft	18.2%	6
Over 20,000 sq. ft	12.1%	4
3,000 to 4,999 sq. ft	6.1%	2
10,000 to 20,000 sq. ft	3%	1
5,000 to 9,999 sq. ft	0%	0

A follow up question about **minimum required eaves height** was asked of businesses who said they are likely to require ‘B2 General industrial’ or ‘B8 Warehouse and distribution’ premises. **8 responses** were received for this question.

Half (4) said 6 metres, a quarter (2) said 10 metres, 12.5% (1) said 7 metres and a further 12.5% said higher than 12 metres.

Business Growth

62% of respondent businesses (93) said they have **plans to expand** their business over the next 5 years. The remaining **38%** (57) had no plans to expand in this time.

Respondent businesses were asked to give more **details about their business growth** plans and were invited to free type their responses. **75 comments** were received and have been categorised in the table below.

Please give more details about your business growth plans	Count [75]
Additional staff	21
Increase range of products / services	14
Larger client portfolio	11
Bigger / better premises	9
Increase profitability / turnover	8
Open additional premises	5
Increase web sales	4
Branch out into new location	4
Organic growth	4
Consult with advisors	3
Wholesale my product	2
Invest in training	2
Depends on the outcome of Brexit	2
Expanding into new markets	2
Focus on marketing	2
Supporting my staff	1
Importing overseas	1

There were several quotes which did not fit into the categories above and have been quoted in full below:

“Would like to have a phased development to include social housing, commerce and open green space.”

“Canal extension from Donnington to A286 is possibility in the next 5 to 10 years.”

“Growth would include more opportunities for post processing and storage of catch and lobster/crab pots/ increasing the market; creating more opportunities to supply direct to the public; welfare and care information for unwell and retired fishermen.”

“Infrastructure and cropping development”

“We will recreate the same business to accommodate the increase in demand for our services in a more friendly position”

Businesses that are planning to grow were asked about **barriers to their growth plans**. The top 5 barriers were availability of suitable space (**35.5%** or 33), lack of funding (**33.3%** or 31), premises costs too high (**32.3%** or 30), cost of labour (**30.1%** or 28) and the inability to find suitable staff (**29%** or 27). All responses are detailed in the table below.

What are the barriers to your growth plans? (Tick as many as apply)		
Barrier to growth	Percent	Count
Availability of suitable space	35.5%	33
Lack of funding	33.3%	31
Premises costs too high	32.3%	30
Cost of labour	30.1%	28
Cannot find suitable staff	29%	27
Planning constraints	28%	26
Road and rail communications are difficult	26.9%	25
Cost of upgrade excessive	24.7%	23
Increasing / reducing the size of the workforce	21.5%	20
Affordability of housing	18.3%	17
Telecommunications / internet speed poor	12.9%	12
Premises too small or too large for equipment	12.9%	12
Workforce is not close enough	11.8%	11
Premises too old	8.6%	8
Poor quality premises (unable to convert / adapt)	8.6%	8
Premises unsuitable for modern IT systems	4.3%	4
No barriers	4.3%	4
End of current lease, cannot / do not wish to renew	3.2%	3
Cannot find suitable suppliers	3.2%	3
Other	3.2%	3
Need to be closer to customers / suppliers	2.2%	2

3 respondents ticked 'Other' and were asked to specify the barriers they faced. **3 comments** were received and are quoted in full below:

"The company has minimal capital to implement fast growth and can only sustain current turnover level"

"BREXIT"

"Lack of premises to purchase"

Respondent businesses were asked whether they felt that their business would be affected by **Brexit**; the response was fairly mixed with higher than normal levels of uncertainty. **38.6%** (59) said it would be affected, **34%** (52) were unsure and **27.5%** (42) said it would not be affected.

Respondents were asked to explain their answer and **107 comments** were received. They have been categorised in the table below.

Do you think your business will be affected by Brexit? [Please explain your answer]	Count [107]
Increase in import / export costs and exchange rates	31
Depends on the economic impact of Brexit	21
Lack of access to EU labour	16
Decline in disposable income	14
I don't think Brexit will have a direct effect on my business	12
We use UK / non-EU suppliers so it will not have a significant negative impact	9
If our suppliers / manufacturers are affected, we will be affected	8
All sectors (and the country) will be affected in some way	7
Less overseas tourists / customers	6
Business investment is currently difficult due to uncertainty of Brexit's outcomes	5
Job losses / cancelled projects	4
It will open up other markets and give back control of regulations	3
Potentially stronger than competition abroad after Brexit	3
Foreign investment will diminish after Brexit / companies may relocate to Europe	2
Training budgets may be affected	1
Tourists may stay in Britain more after Brexit	1
Brexit has helped our exports	1
Transport and distribution will be negatively affected	1

Supporting Your Business

Businesses were asked for their **understanding of the term ‘Business Support’** and were invited to free type their answers. **109 comments** were received and have been categorised in the table below.

What is your understanding of what the term ‘Business Support’ includes?	Count [109]
Unsure	33
Mentoring / advice / guidance	29
Grants / funding	25
Was unaware of this service	13
Signposting to other organisations or advisors (for training, education, funding etc.)	10
Business Support from CDC has been beneficial to me	8
Support with premises	7
Networking opportunities	6
Training and workshops	6
Had no support from CDC	5
Support with starting your business	5
Business Support from CDC feels inaccessible	4
Affordable rents and rates	4
Was offered support from CDC but not relevant or at a suitable time for me	3
Recruitment help	2
Don’t need business support	2
Marketing support	2
Help with business planning	2
Better marketing of Chichester as a centre of excellence for digital media	1
Infrastructure needs improvement	1
Collaborating with business associations to identify and respond to business needs	1

There were several comments which did not fit into the categories above; they are quoted in full below:

“We would hope that it means supporting local business overcome constraints particularly those the Council and other government entities may have control / influence over”

“We were awarded a grant for our website. Since re designing our website we have gained more business and visits which has been great. It gives us access to a wider audience and is an invaluable sales tool.”

“We are currently exploring the options available to businesses”

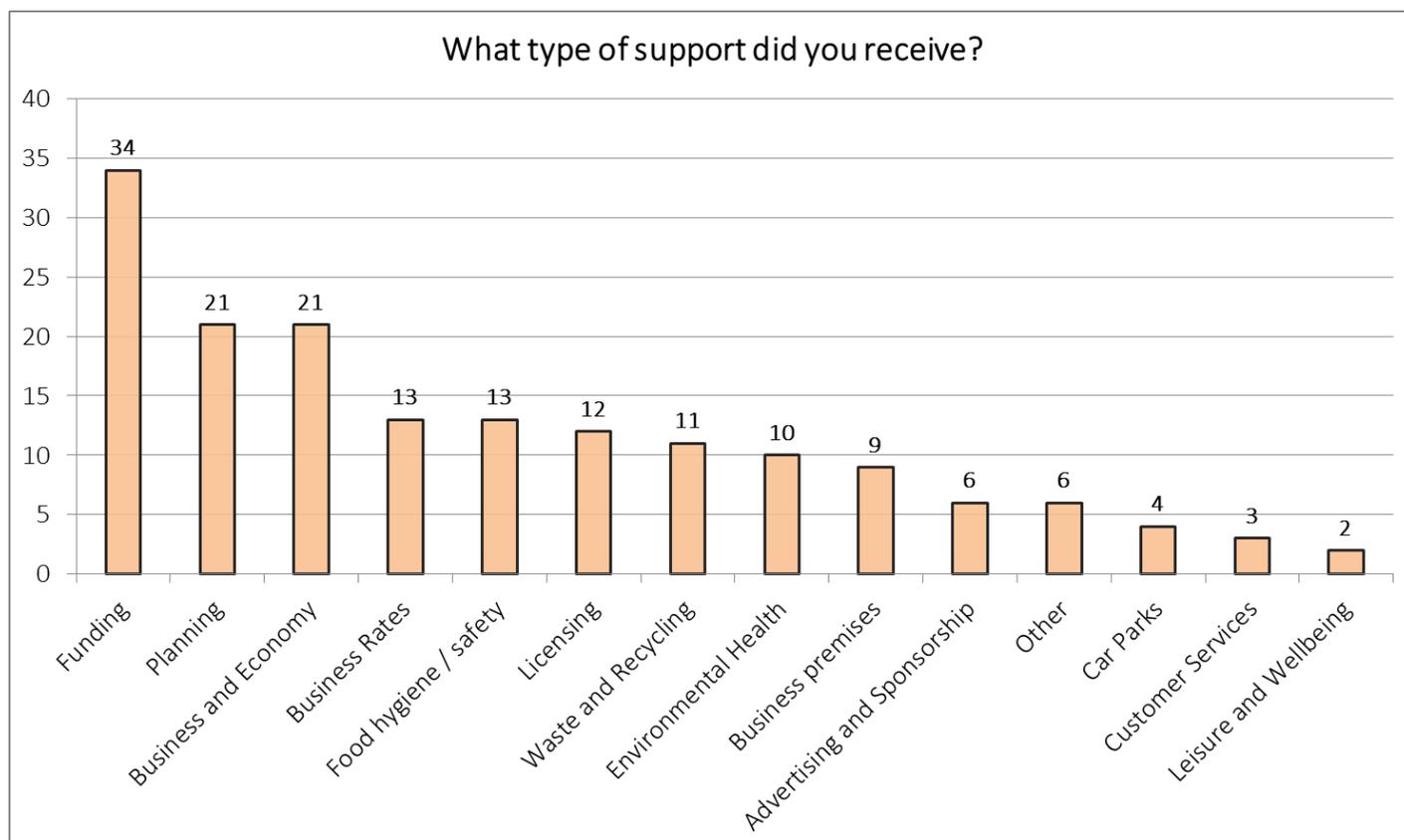
“Some very business orientated personnel at CDC with the impossible task of trying to make anti business planning officers and councillors understand what business needs and the importance of business”

“Completing lots of questionnaires”

“Nowadays seems to be reserved for selected categories of business only - disadvantages those not on main High St or Industrial Estate.”

“all services to support the growth and development of my business and the team within it.”

44.4% of respondents (68) said they had **approached Chichester District Council for support**. The most frequent type of support received was funding (**54%** or 34). The chart below details the number of respondents who received each type of support.



6 respondents ticked ‘Other’ and provided comments to explain; they are quoted in full below:

“I received no support. In fact I would say that CDC obstructed me.”

“Section 106 funding”

“Asked for support, none was available for rates other than what I have received via the Govt”

“website design”

“Help with applications for funding”

“website set up years ago”

Respondent businesses were asked what they would find **attractive if they were deciding to locate into Chichester District**. The top 3 responses were good quality premises (**48.8%** or 63), availability of good quality space (**48.8%**), and road and rail accessibility (**46.5%** or 60). The table below details the percentages for all responses.

If you were deciding to locate into Chichester District, what would you find attractive? (Tick as many as apply)	Percent	Count
Good quality premises	48.8%	63
Availability of good quality space	48.8%	63
Road and rail accessibility	46.5%	60
Business rates incentives	45%	58
Costs of premises	44.2%	57
Good internet speeds	43.4%	56
Close to customers / suppliers	41.9%	54
Ability to hire suitable staff locally	41.1%	53

17 respondents ticked 'Other' and **16 provided comments** explaining their answer; these have been categorised in the table below.

If you were deciding to locate into Chichester District, what would you find attractive? [Other]	Count [16]
Grants / financial incentives	2
Listed options don't exist in Chichester	2
None of the above	2
I wouldn't relocate to Chichester	2
Pro-active Planning department	1
Train links to Bosham	1
I live locally	1
Light Levels and Horticultural infrastructure	1
Local clientele	1
Centre of excellence for fresh food	1
Good tourist area	1
Quality of the environment	1

44% of business respondents (51) said they stay **informed about support for businesses** through Chichester District Council's eBiz newsletter, **38.8%** (45) said business associations, and **12.1%** (14) said the University of Chichester or Chichester College.

27.6% (32) said 'Other' and 28 provided additional comments which have been categorised in the list below.

<u>My own contacts / word of mouth:</u>	7 mentions
<u>I don't receive information:</u>	6 mentions
<u>Networking groups:</u>	5 mentions
<u>Sector-specific / business magazines:</u>	4 mentions
<u>Current news:</u>	3 mentions
Chichester BID:	2 mentions
<u>Internet search when needed:</u>	2 mentions
None of the above	1 mention
West Sussex County Council	1 mention
West Sussex Growers' Association	1 mention
I am a business coach	1 mention
Governing bodies	1 mention
Meetings with CDC	1 mention
<u>Taking part in retail mentoring program</u>	1 mention

Those who ticked 'Business Associations' were asked to specify which one(s); **32 responses** were received. They are shown in the table below:

How do you stay informed about support for businesses? [Which business association?]	Count [32]
Chichester Chamber Of Commerce & Industry	17
Chichester BID	5
Petworth Business Association	3
West Sussex Growers' Association	3
Federation of Small Businesses	2

There were also single mentions of the following: trade press, CDC social media channels, local driving instructor association, my own networks, Courier Exchange, networking events, British Marine, Superyacht Forum, Institute of Directors, The Collective Chichester, Business Expos, Love Where You Live Chichester and Selsey Business Partnership.

Businesses were asked how Chichester District Council could be a **more business-friendly council**. **97 businesses** responded and their comments have been categorised in the table below.

Comment	Count
Appropriate rents and rates for business size	17
Proactive communication / promotion of CDC's services	14
Joining up Planning and business support	14
Create an environment where businesses can flourish (Including mentions of traffic issues – A27 etc. and infrastructure)	13
CDC is already business-friendly	12
Supporting small businesses more	8
More local, free networking events	7
Make parking easier for businesses and customers	6
More funding and grants options	6
More training courses / workshops	5
Understanding the needs of businesses in Chichester	4
Signpost to other business support services	4
Continuous advice and guidance being available	4
More real change – less theoretical studies	2
Officers need to be more commercially minded	2
Engage a wider range of sectors (not just retail)	2
More temporary working space (rent by hour or day)	2
Making business support more connected (BID, Chamber, CDC etc.)	2
Help with recruitment	2
Stop spending money on 'starter units'	1
Signage so customers can locate businesses	1
CDC website is difficult to navigate	1

There were several comments which did not fit into the categories above; they are quoted in full below:

"Maybe invite Small local business to open day at specific venue along with appropriate suppliers, merchants and other business to sale there goods. Send information and opportunities out to the small business via mail or email."

"I cannot immediately think of anything. I don't look to the Council to support my business but have been blighted by the lack of assistance from the Council over the closure of the Court."

"We have never been approached by them so I cannot comment"

"Sort out the main political parties in the UK!"

“I think definitely looking at how services that have been contracted out are being run. The restrictions on leisure now that the council has contracted out services to SLM Ltd have ensured that small business that need access to (what used to be) public facilities mean that I have had to go to Arundel rather than launch my business in Chichester. The fact that the Sports Development Team cannot support anything that SLM Ltd are unsure about mean that opportunities for alternative leisure opportunities are restricted. When the news today highlights the highest ever obesity rate in children leaving primary school, surely we should be working together for the benefit of the community?”

“Protect businesses from residents, planners and councillors that are anti business, none of whom seem to recognise that it is businesses that create employment and wealth in the district. As someone commented at a meeting I went to recently ' we have full employment in this area despite the best efforts of the local people who are either retired or work in London and would rather if those of us running a business just gave up and went away'.”

“Too late now that you've destroyed the high street over the years with lack of funds in maintaining it”

Further Comments

Businesses were asked if they had any additional comments and **27** were received. They have been categorised and are detailed in the table below.

Comment	Count
Road and infrastructure need improvement	6
Keep up the good work	5
More support for micro / small businesses is needed	3
Economic Development team need more freedom / power	2
If there are no suitable, affordable premises in Chichester businesses will move elsewhere	2
CDC supports big businesses over small	1
More networking opportunities are needed	1
Grants should be more flexible	1
Large units should be split to accommodate more small businesses	1
Rents / rates are too expensive	1
CDC's business support services/initiatives should be more widely advertised (e.g. more in eBiz)	1
Recruitment through government initiatives is not currently effective	1
Seminars were helpful	1

Several comments did not fit into these categories and are quoted in full below:

“Much of the value of fishing is in the processing, preparation and selling of the fish, rather in the catch itself. A useful way forward for the Selsey fishery is the provision of facilities that enable post fishing activities to work more effectively, alongside the provision of support and facilities for the core industry itself. Suggestions include: Fuel sales provision; new winches; boat and gear repair and maintenance facilities; fishing catch processing facility; bait and catch storage; Pot storage. Achieving these aims would be helped by having someone to work with the Selsey fishermen to develop their projects and plans.”

“I have ongoing problems with repairs to my building, and 2 landlords that won't help. Would like a survey but can't afford the high price.”

“I wouldn't bother wasting tax payers money on this. You have helped by contributing to the high street destruction by charging for the car park, giving the shop front grant to the co-op (a chain store!!) and not the local shops. You have been down this route before.”

Conclusions

- The **majority of businesses** were those located in Chichester City, those who employ 0-9 members of staff and those who have been operating for more than 10 years
- Arts, Entertainment & Recreation and Wholesale & Retail Trade were the two **largest sectors** among respondents. There were no responses from the Construction or Transportation & Storage sectors
- The top 3 **reasons businesses chose to be in Chichester** District were:
 1. Close to where they live: 58.8% or 90 individuals
 2. Availability of desired business space: 22.9% or 35
 3. Easy access for customers: 18.3% or 28
- Top 3 potential **business threats** according to respondents:
 1. Increasing costs: 48 mentions
 2. Competition: 31 mentions
 3. Poor infrastructure: 25 mentions
- Top 3 **hurdles in the day to day running** of the business:
 1. Recruitment and skills: 40.7% or 59
 2. Business rates: 29% or 42
 3. Business premises: 23.4% or 34
- Top 3 ways **being located in Chichester District has helped** respondent businesses:
 1. Large number of target customers/client base: 20 mentions
 2. Proximity to local feature which business is reliant on: 18 mentions
 3. Strong pull for people to visit: 17 mentions
- Over half of respondents did not feel that it would be beneficial to be located close to **other organisations in the same sector**
- Around 2 in 5 businesses **plan to move or acquire new premises**. Of these 58.6% are likely to open new premises within Chichester District. Those considering areas outside the district said traffic congestion (4 mentions) and a lack of support from the Council (3 mentions) were the main reasons
- A2 Office was the most frequently required **type of premises** and 0 to 999sq.ft was the most common **size required**. None of the respondents said they require D1 Clinics, museums, galleries or premises sized between 5,000 and 9,999sq.ft
- More than 3 in 5 businesses said they have **plans to expand**. The most common ways they plan to do this is through additional staff (21 mentions), increasing their range of services (14) and growing their client portfolio (11)
- Top 3 **barriers to growth** according to respondents:
 1. Availability of suitable space: 35.5% or 33
 2. Lack of funding: 33.3% or 31
 3. Premises costs too high: 32.3% or 30
- When asked whether they felt **Brexit** would affect their business there was a mixed response with high levels of uncertainty (34%). Almost 2 in 5 felt they would be affected and 27.5% felt they would not

- Top 3 ways businesses said that **Brexit** will affect them:
 1. Increase in import / export costs and exchange rates: 31 mentions
 2. Depends on the economic impact of Brexit: 21 mentions
 3. Lack of access to EU labour: 16 mentions
- Around a third of comments about respondents' **understanding of Business Support** said they were unsure what it involved. The next most common answers were about mentoring, advice and guidance (29 mentions) and grants and funding (25 mentions)
- Most businesses said they had not **approached CDC for support** but of the 44.4% who had, funding (54% or 34) was the most common type of support
- Top 3 things businesses would find **attractive if relocating to Chichester**:
 1. Good quality premises: 48.8% or 63
 2. Availability of good quality space: 48.8%
 3. Road and rail accessibility: 46.5% or 60
- Respondents most often stay **informed about support** for business through the Council's eBiz newsletter (44% or 51)
- Top 3 ways Chichester District Council could be a more business-friendly council according to respondents:
 1. Appropriate rents and rates for business size: 17 mentions
 2. Proactive communication and promotion of CDC's services: 14 mentions
 3. Joining up Planning and Business Support: 14 mentions

Overall, respondents feel that availability of good quality space is important to the success of their business growth. Increasing costs, generally and specifically in relation to business premises, was also a common concern with Brexit as an additional point of financial uncertainty for respondents. Many respondents felt that there is a need for a higher degree of communication between the Economic Development team and the Planning department.

Appendix A – Social Media Reach

Social media campaign results:

- 18 total posts
- 242 total clicks (195 on Twitter, 34 on Facebook and 13 on LinkedIn)
- 65,029 total reach (58,056 on Twitter and 6,973 on Facebook)
- 19 retweets / shares
- 17 total likes

Appendix B – Consultation Promotion

- Contacting partner organisations (Chichester BID, Chichester Chamber of Commerce etc.) to support promotion of the consultation
- CDC Officers from several departments distributed promotional postcards to businesses they visited in person
- CDC Officers who interact with businesses over the phone or via email also encouraged businesses to respond to the consultation
- Members distributed leaflets and promoted the survey in their areas
- The Economic Development Team sent emails to businesses asking them to respond (business directory, approx. 800 recipients; enabling grant applicants, approx. 150; small business directory, 52; Let's Talk Panel, 67)
- Postcards were sent out along with licensing, business rates and health protection information as well as with bills to businesses in the post
- Officers conducted face to face interviews with businesses at several events (Business Expo event, First Friday Business meeting etc.)
- Letters were sent to the 11 major large businesses in Chichester District inviting them to respond
- The consultation was also promoted on social media – see Appendix A for a full breakdown
- A press release was sent out promoting the consultation
- Digital banners were shown on the front page of the council website and on the advertisement banner at the top of every page
- The survey was also promoted via our Customer Care screens in the reception area of East Pallant House

Appendix C – Most Effective Promotional Methods

Respondents were asked at the end of the survey where they heard about the consultation. The table below shows the results:

Where did you hear about this survey?	Percent
Email from a Chichester District Council officer	71.2%
Social media (Facebook, Twitter, LinkedIn)	11.1%
Other	5.2%
Word of mouth	3.3%
eBiz newsletter	2.6%
Visited by an officer from Chichester District Council	2.6%
Chichester District Council website	2%
A business association	1.3%
Parish newsletter / magazine	0.7%

8 respondents ticked 'Other' and 7 of these provided comments to explain where they heard about the survey:

An event or meeting: **2** mentions

Letter from Chichester District Council: **2** mentions

From an officer of Chichester District Council: **2** mentions

At the Basepoint Centre: **1** mention

2 respondents ticked business association and specified which: West Sussex Growers Association and The Collective, Chichester.