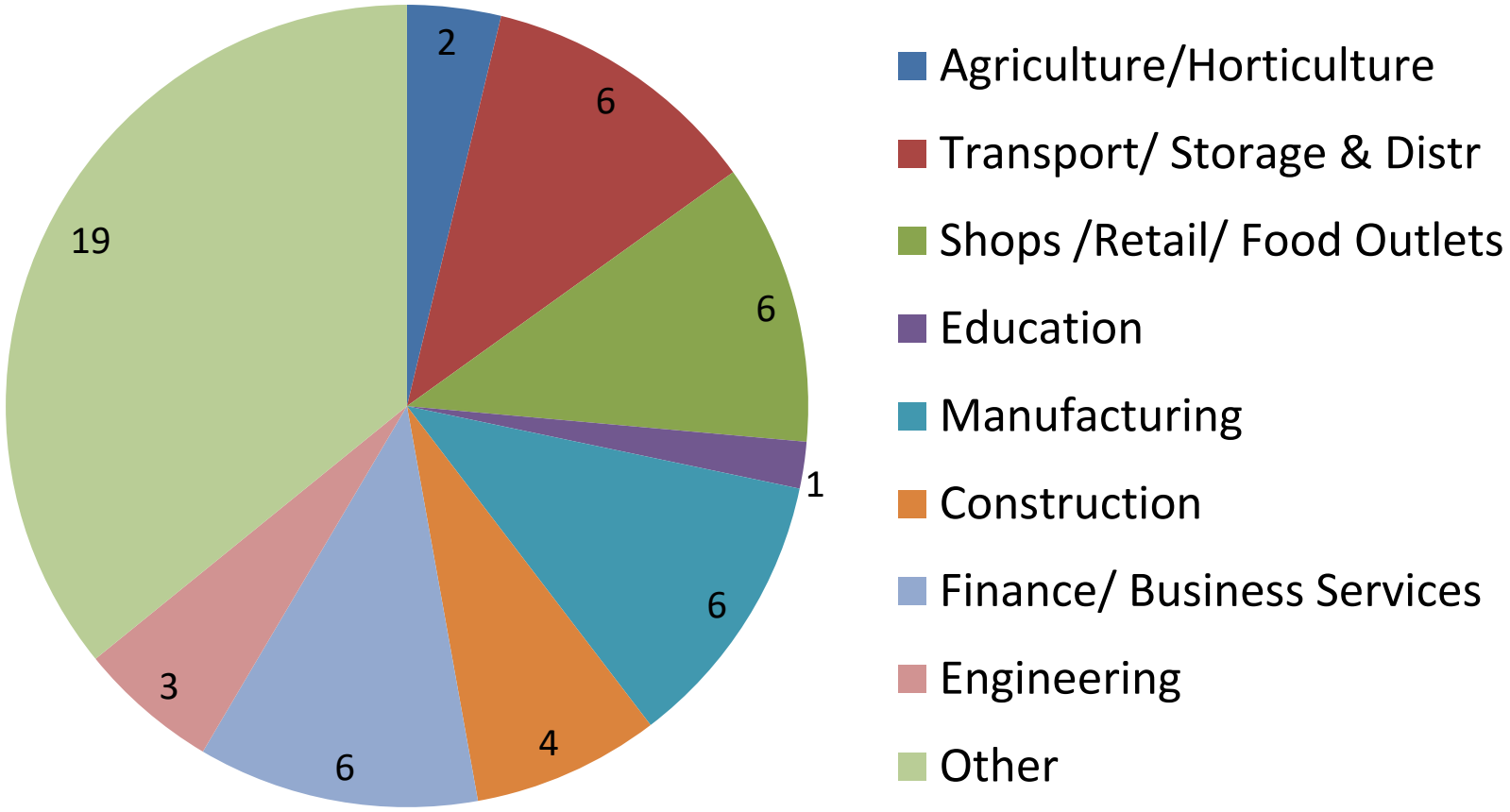
Warndon Parish Business Survey Results



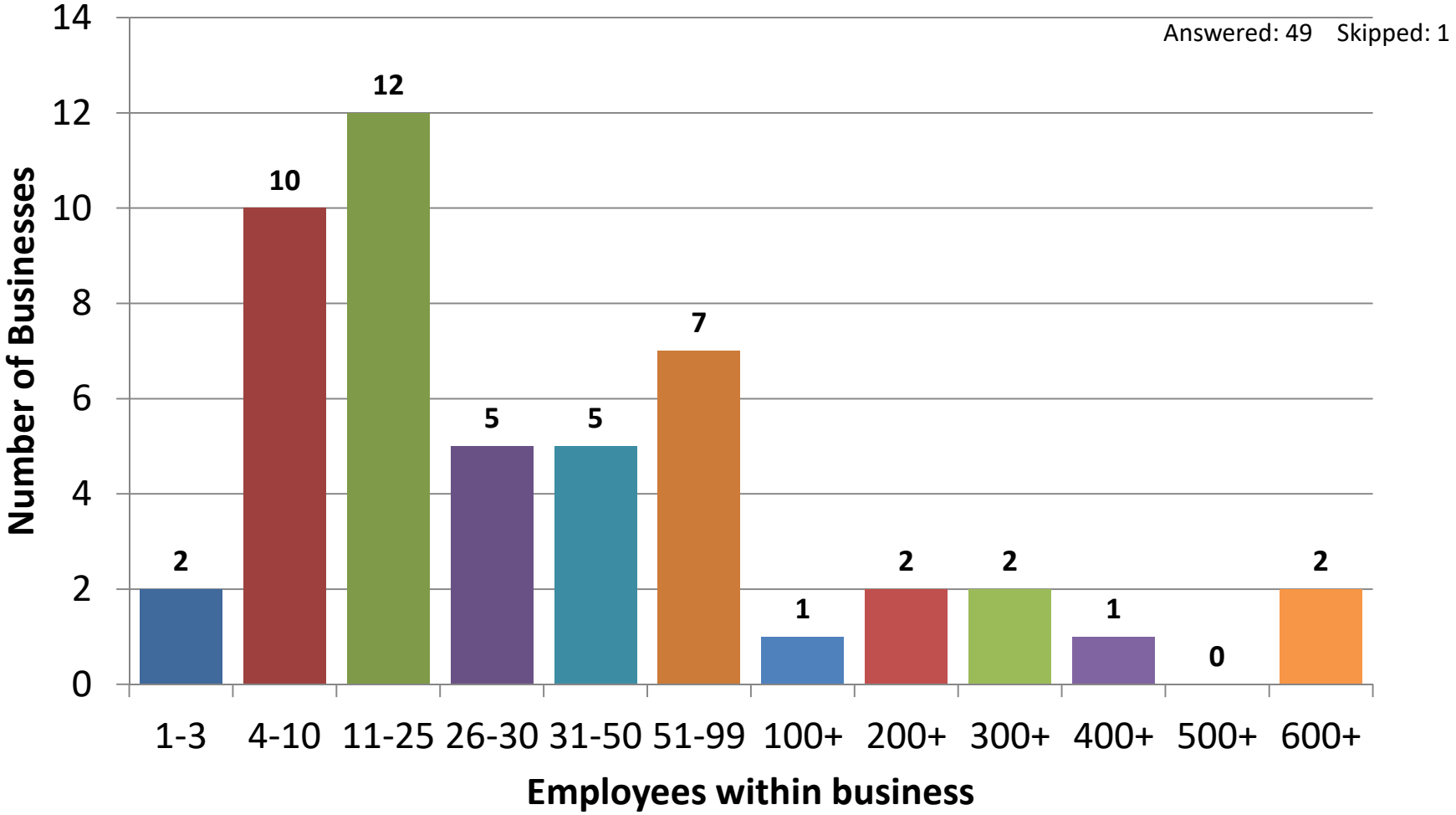
- 125 surveys distributed
- 50 responses received
- 40% response rate

Q1.Type of Business



- Other included 2 healthcare businesses, a charity, housing association, nursery, church, community hall, sign making, estate agent, insurance, pub, packaging, telecomms, IT, courier, motor dealer, utilities and one other.

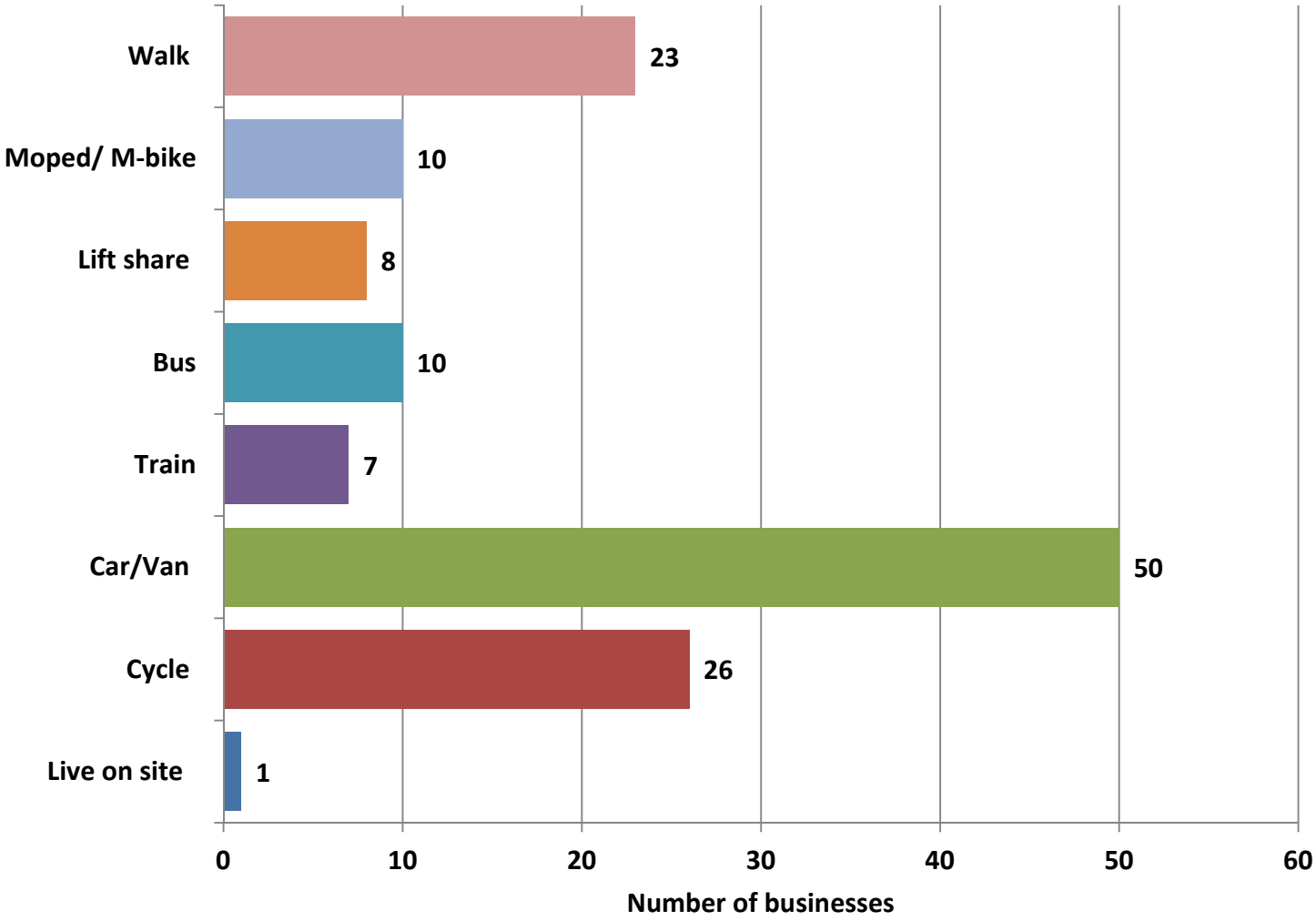
Q2. Number of employees



- 12 micro businesses responded (24%) employing 1 -10 people
- 22 small businesses responded (44%) employing 11- 50 people
- 7 medium businesses responded (14%) employing 51- 99 people
- 8 larger businesses responded (16%) employing 100+ people
- *NB One 600+ states employee numbers for whole company not just the site in Warndon Parish*

Q3. How staff travel to work

Answered: 50 Skipped: 0

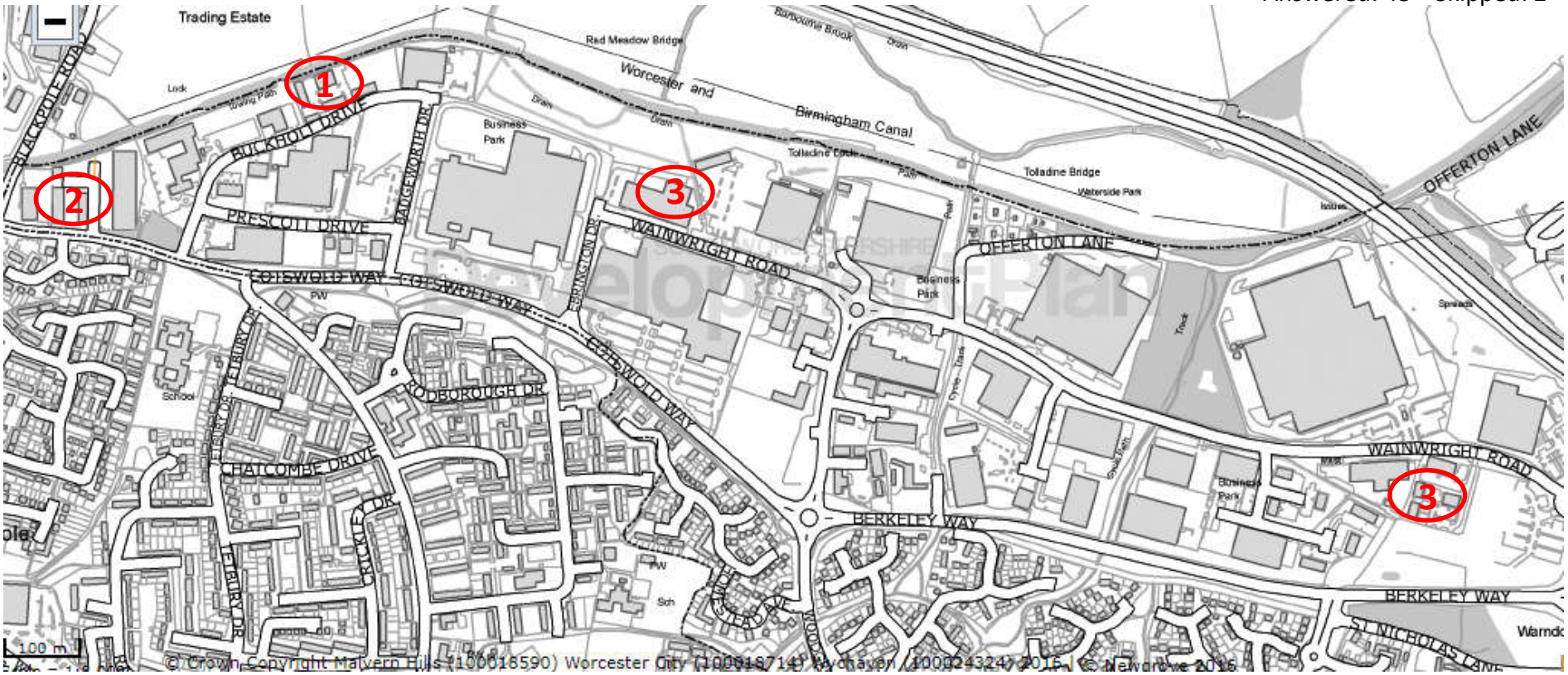


- All 50 businesses had staff that travelled to work by car although the survey did not identify the number of car users
- 26 had staff that cycled and 23 had staff that walked, again numbers not identifiable

Q4. Parking problems

20% of business (10) stated that there was insufficient parking . 9 of these were in the north of the parish and one was anonymous.

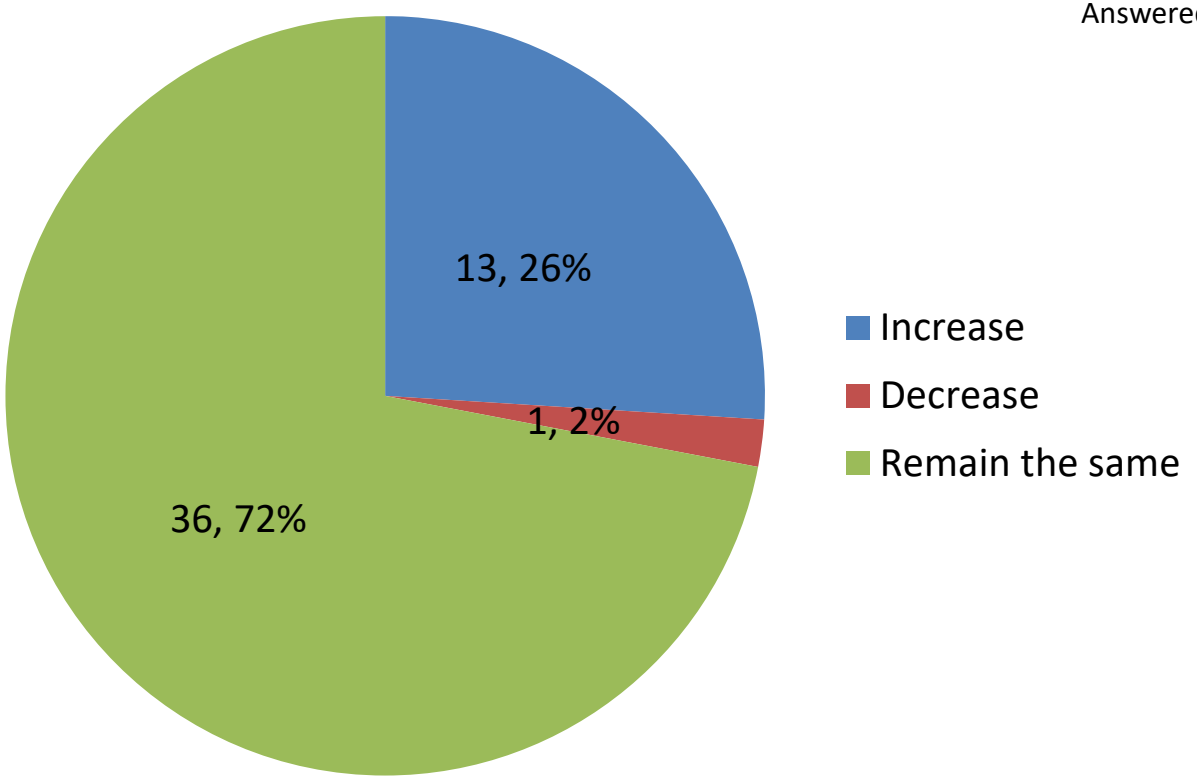
Answered: 48 Skipped: 2



2 at Shipston Close, 1 on Buckholt Drive, 3 in Shire Business Park off Wainwright Road and 3 on Apex Business Park off Wainwright Road.

Q5. Over the next 5 years do you anticipate your workforce within Warndon Parish to significantly change?

Answered: 50 Skipped: 0

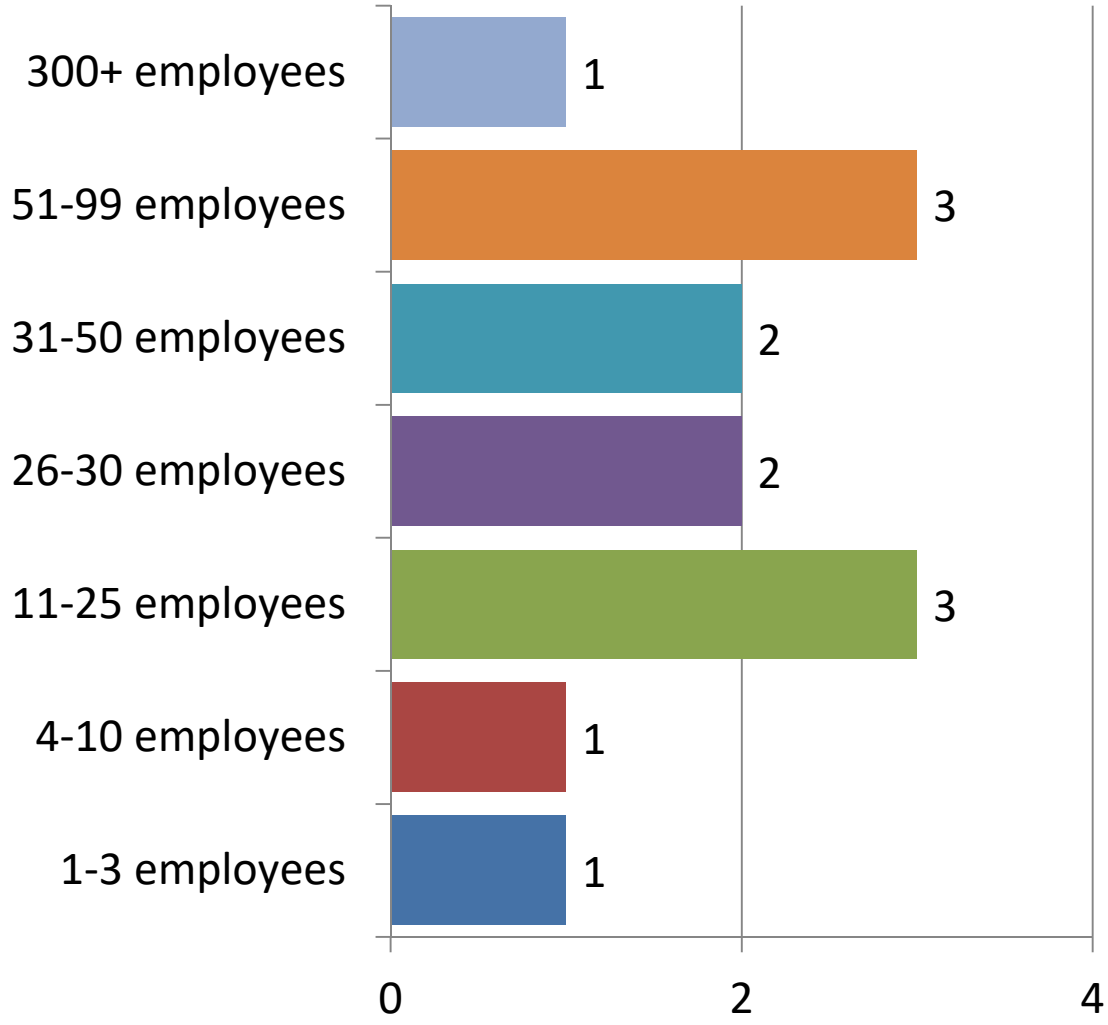


- 26% of business anticipate that their workforce will grow in the next 5 years
- Only 1 business expects to decline
- The majority expect to remain the same.

- 13 businesses that stated they intend to grow in the next 5 years:

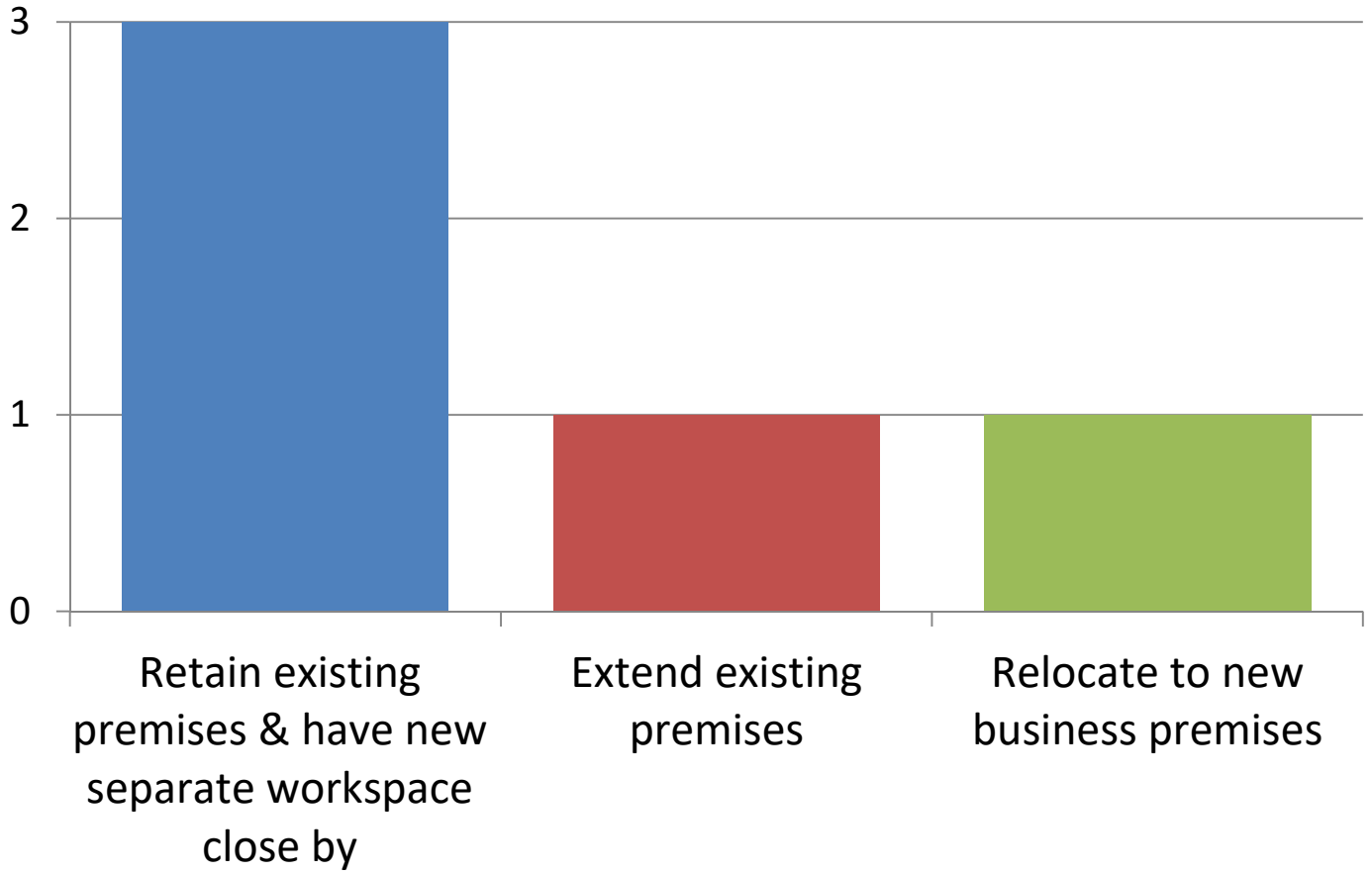
Type of business	
Transport/ Storage & Distribution	3
Finance/ Business Services	3
Utilities	1
Packaging	1
Manufacturing	1
Engineering	1
Construction	1
Communications	1
Church	1

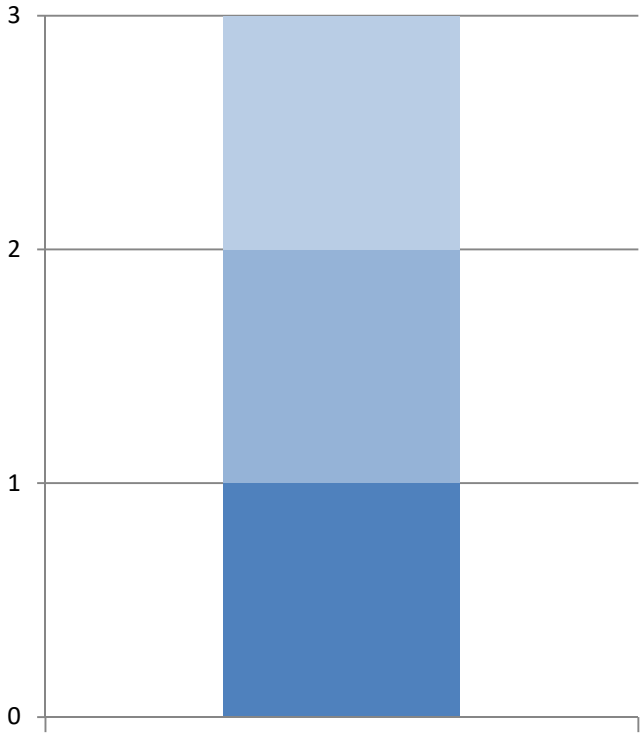
- Across a range of different sizes



Requirements for additional /new workspace

- Indication that Warndon Parish is home to several successful businesses.
- Although 13 businesses state that intend to increase their workforce only 3 confirmed that they required increased workspace with in the parish.
- Overall 5 business indicate that they have requirements for new or additional workspace in the parish.





- A company in the construction sector employing 11-25 staff.
- A nursery employing 26-30 staff; although they do not intend to increase their workforce.
- A company in the finance & business sector employing 300+ staff wish to have a new workspace within 12 months

- A company in manufacturing employing 11-25 staff stated that they wish to extend their existing premises and increase employees.
- An agricultural / horticultural business with 1-3 staff indicated that they wish to relocate to new premises in the parish without increasing their workforce.

Businesses planning to relocate away from the Parish

- 4 businesses indicate that they intend to relocate away from the Parish in the next 5 years.

- 2 businesses employing 11-25 staff:

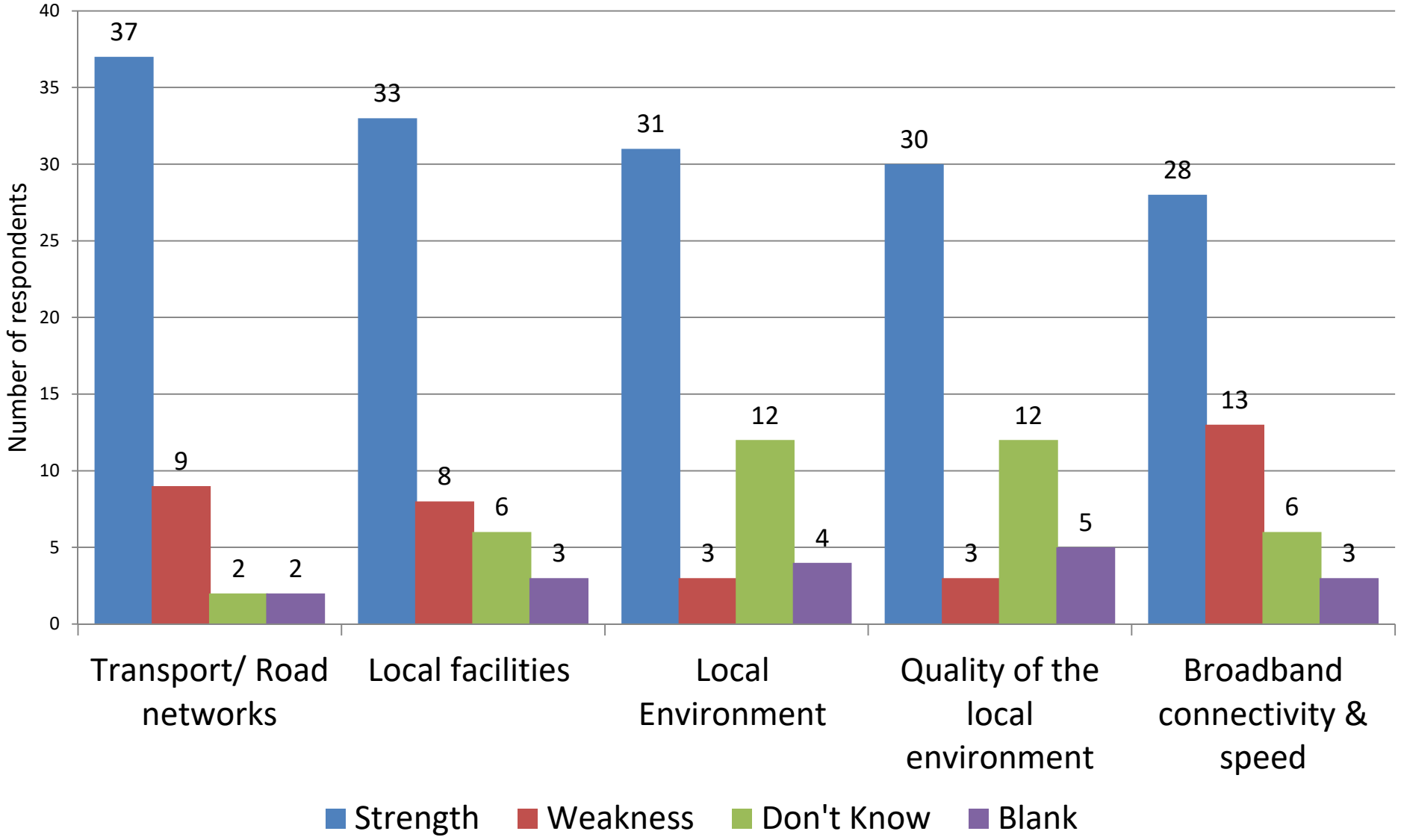
    - 1 in manufacturing, because of traffic problems and lack of skilled labour.

    - 1 in the finance and business sector no explanation given.

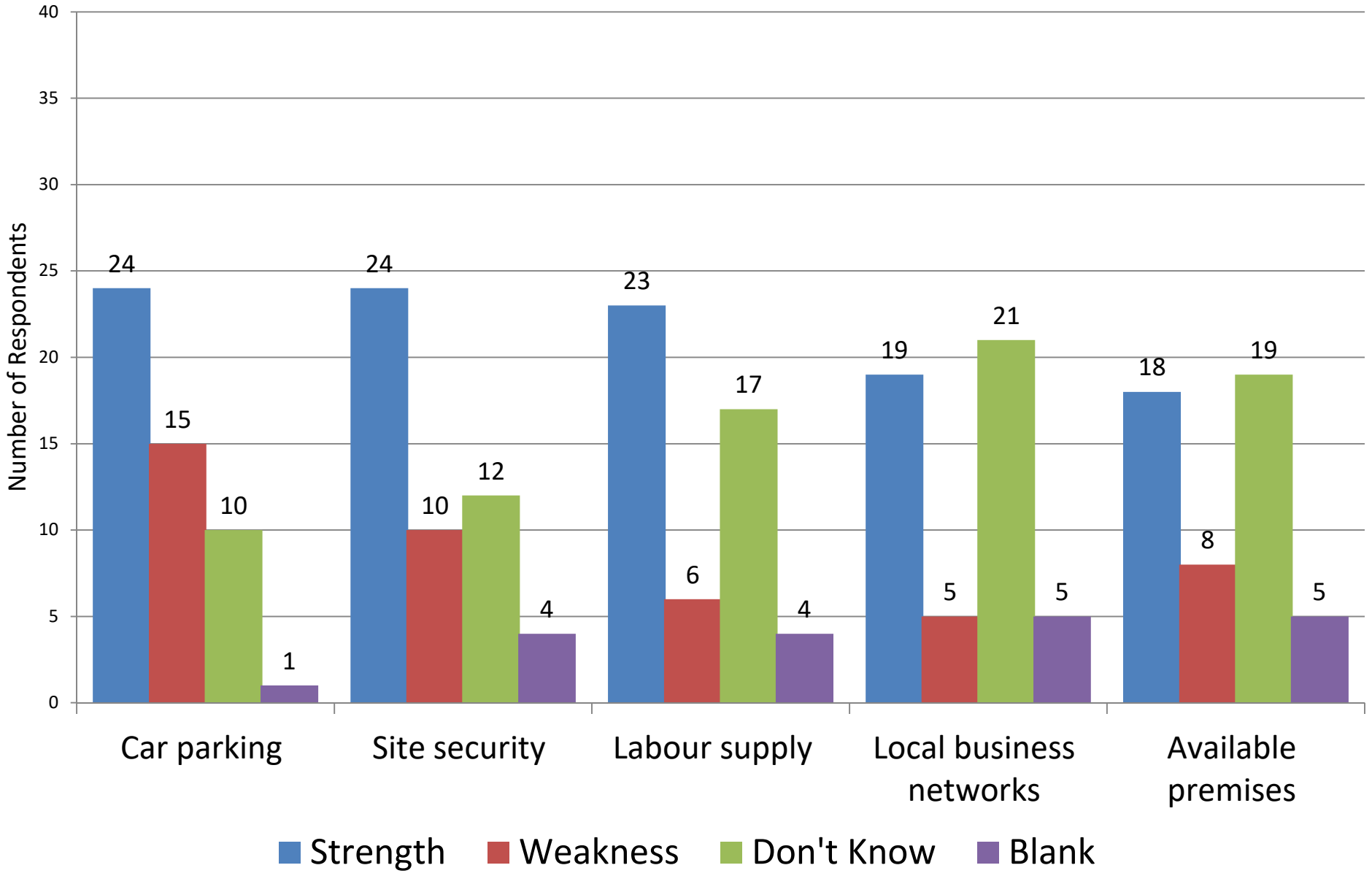
- 1 business employing 26-30 staff in transport and distribution no explanation given.

- 1 business employing 31-50 staff in communications no explanation given.

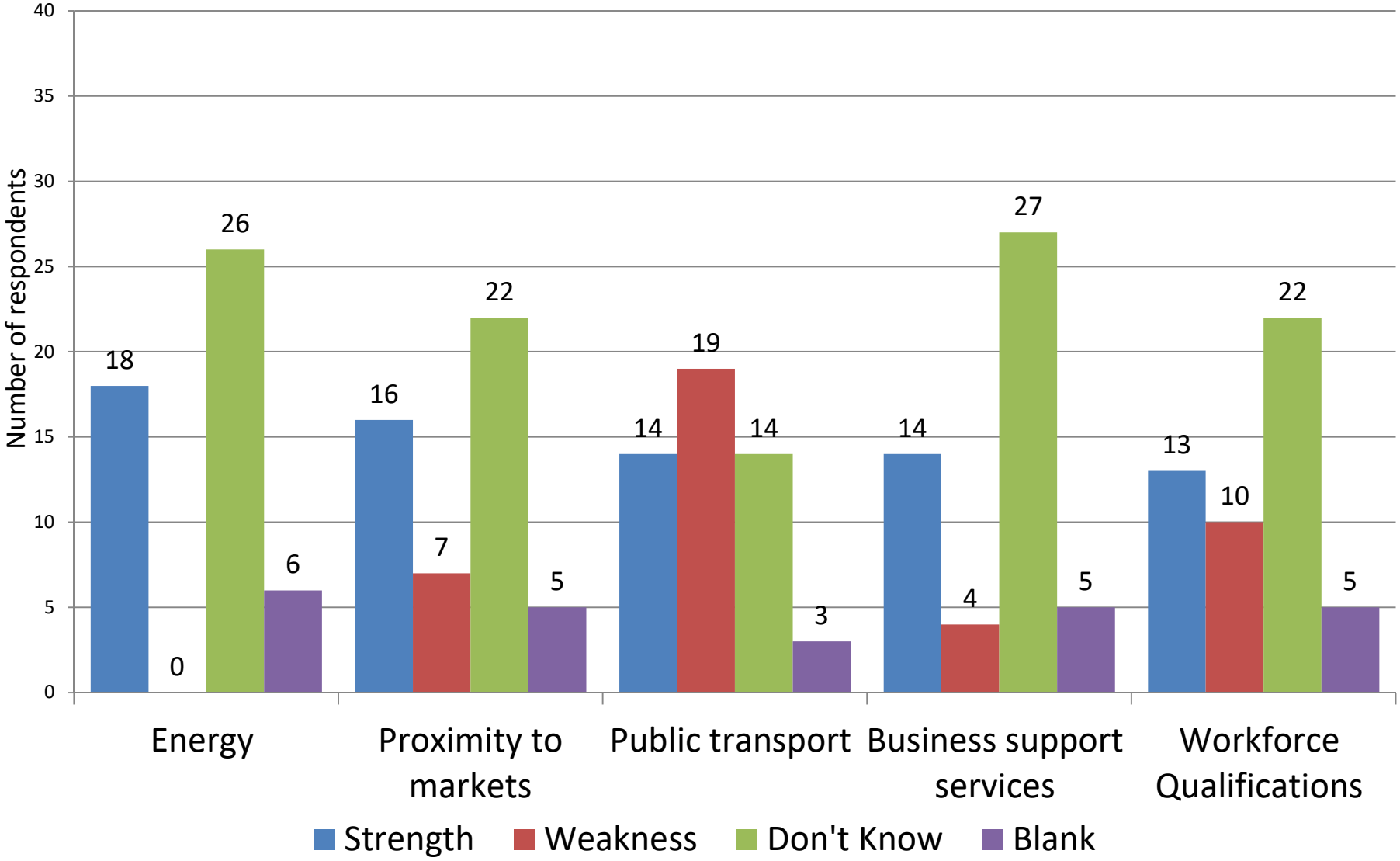
Strengths and weaknesses of the Warndon parish area as a business location – Top 5



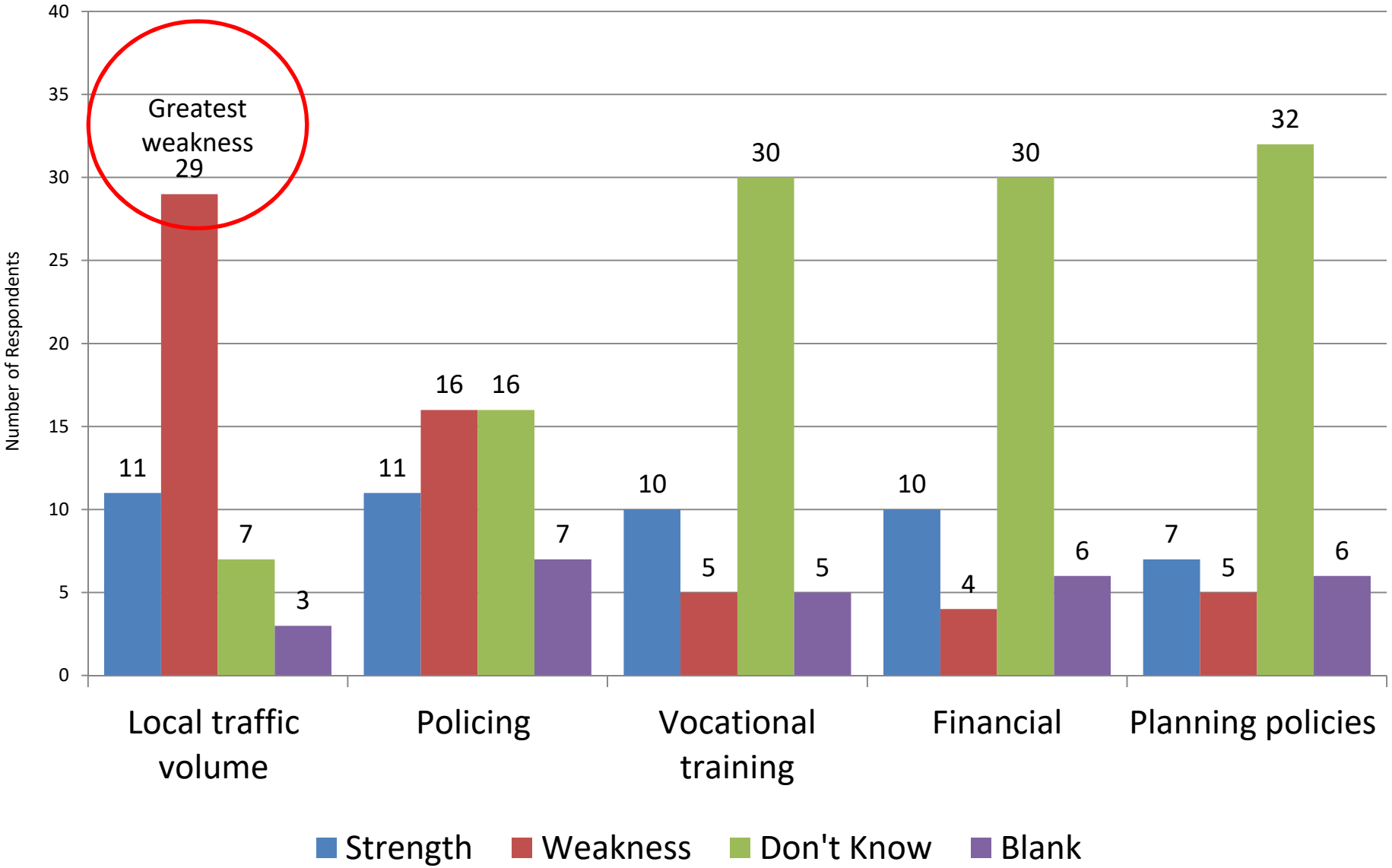
Strengths and weaknesses of the Warndon parish area as a business location continued (6-10)



Strengths and weaknesses of the Warndon parish area as a business location continued (11-15)



Strengths and weaknesses of the Warndon parish area as a business location continued (16-20)



Other improvements that were suggested:

- Most commonly stated concern the existing roadworks at Junction 6 and impact on traffic. (NB this is a temporary issue that will be resolved once roadworks completed)

- Access to better public transport for staff – need buses into Worcester.

- 1 business raised concern over school traffic and impact on parking in and around the Lyppard Centre/ Ankerage Green.

- 1 businesses raised concern over amount of yellow lines limiting on street parking, as well as problem of HGVs using on street spaces.

- 1 business raised concern over the volume of learner drivers in north of parish.

- 1 business asks for a cycle path in the north of the parish.

Other improvements that were suggested:

- 1 business would like to see improved access to the canal whilst another asked that the canal area & wooded paths/area are kept as they are as they are as they are extremely important for wellbeing of employees.
- A further respondent stated that they wish to see the quality of the environment maintained.
- 1 business stated the area is already over-developed.
- 1 business stated that education and training of workforce is not good at present.
- Internet and mobile network considered an issue by 1 business on the new employment site at Nunnery Way.
- 1 respondent stated that Warndon a fantastic place to live and run a business in.

Summary

- Fantastic level of response, reached broad range of businesses, better understanding of their intentions, issues and how they view your Parish.

Key themes that crop up

- Parking issues particularly to the north.
- Busy road network / congestion particularly at junction 6 (associated with temporary roadworks). However, transport links and access to network seen as the area's greatest strength.
- Businesses would like to see better public transport for staff, refer to better bus connections into Worcester.
- Local facilities and the quality of the environment are seen as two of the area's main strengths after access to road network.
- Important that footpaths and cycle paths connect into business development to reduce reliance on cars.

- Evidence that Warndon Parish is a good place to do business. Businesses are performing well with almost three quarters looking to remain the same over the next five years and over a quarter looking to increase their workforce.

- No evidence from local businesses (and residents) to support allocating further land for employment use in the Parish above the additional sites allocated in the SWDP. The five businesses that are looking to grow are likely to be met through the planned employment growth in the parish and or natural change through businesses leaving the area. Both were equally low.

- There are approximately 27 hectares of new employment land identified in the SWDP some of which has already been developed.

    - Land to the south of Warndon Wood (6.95 hectares)

    - Worcester Wood Business Park, Newtown Road (11.37 hectares)

    - Land at Nunnery Way (8.26 hectares)

Opportunities for policy development

- Protecting existing employment land / use - important that the Parish retains businesses as a sustainable place to live and work.

- Strengthening of parking requirements for new employment applications, change of use, extensions etc.

- Requirement for applicants to submit a travel plan for staff to encourage use of public transport and non car uses.

- Identify opportunities for and ensure there are footpath and cycle connections to employment sites to reduce reliance on private car.

- Requirements for electric charging points.

- Any other specific requirements?