SECTION ONE
About your organisation

In this section we would like you to tell us the key characteristics of your business/organisation.

1. What is your main business activity?

2. Please enter the full post code of your main business premises in North Somerset: This will help to identify any specific issues from this survey by geographic location

3. Approximately, in which year was your business established?

4. Which of the following best describes your organisation?
   ✔ Tick one option
   - Private/commercial sector
   - Public sector
   - Not for profit
   - Other (please specify)

5. What is your organisation operating as?
   ✔ Tick one option
   - Sole trader / self employed
   - Partnership / Limited liability partnership
   - Private limited company (ltd)
   - Public limited company (plc)
   - Limited by guarantee
   - Charity
   - Co-operative
   - Franchised operation
   - Other (please specify)

6. In which industry does your business mainly operate?
   ✔ Tick any that apply (continued on next page)
   - Agriculture, forestry and fishing
   - Mining, quarrying and utilities
   - Manufacturing
   - Construction
   - Motor trades
   - Wholesale
   - Retail
   - Transport and storage (inc postal)

Continued on next page
6. Accommodation and food services
6. Information and communication
6. Financial and insurance
6. Property
6. Professional, scientific and technical
6. Business administration and support services
6. Public administration and defence
6. Education
6. Human health and social work
6. Arts, entertainment, recreation and other services
6. Other (please specify)

7. Including yourself and any business partners, approximately how many people does your organisation currently employ? Include all paid full time, part time and temporary members of staff in your answer.

   ✓ Tick one option.
   □ Between 1–4
   □ Between 5–9
   □ Between 10–19
   □ Between 20–49
   □ Between 50–99
   □ Between 100–249
   □ 250 people +

8. Including yourself and any partners, how many voluntary or unpaid members of staff does your organisation approximately employ?

   ✓ Tick one option
   □ None
   □ Between 1–4
   □ Between 5–9
   □ Between 10–19

9. Which, if any, of the following skills do you feel need improving among some or all of your current employees?

   ✓ Tick any that apply
   □ Literacy
   □ Numeracy
   □ Basic IT skills
   □ Advanced IT skills
   □ Oral communication skills
   □ Written communication skills
   □ Customer service/handling
   □ Managerial skills
   □ Time management
   □ Team working
   □ Technical, job specific skills
   □ Other (please specify)

10. If your employees require more specific or technical training, please specify.
Which of the following skills and qualities are often difficult to find when recruiting new members of staff? Please distinguish between the different age brackets.

- **Tick any that apply**

<table>
<thead>
<tr>
<th>Skill/Quality</th>
<th>16–24 yrs</th>
<th>25–49 yrs</th>
<th>50 yrs plus</th>
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</thead>
<tbody>
<tr>
<td>Attitude/motivation</td>
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<tr>
<td>Relevant work experience</td>
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<tr>
<td>Literacy skills</td>
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<td>Technical, job specific skills</td>
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<tr>
<td>Other (please specify)</td>
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</tbody>
</table>

If you do not provide training opportunities, which of the following reasons apply?

- **Tick any that apply**

  - Do not employ anyone
  - There are no skills issues that require training
  - Expensive
  - Cannot find appropriate training providers
  - Time restrictions
  - Other (please specify)

If you would like to find out more regarding Government funded training that is available, and how to recruit an apprentice, please contact Weston College Business Enterprise Centre:

- Tel: 01934 411 594
- Website: [www.weston.ac.uk/college/businessenterprise](http://www.weston.ac.uk/college/businessenterprise)
- Address: Business Enterprise Centre, South West Skills Campus, Locking Road, Weston-super-Mare, BS22 8NL

**SECTION THREE**

Your location

In this section we would like you to tell us about the premises you use to undertake your business activity, and whether it meets your requirements.

This next question has two columns in case you operate from more than one property within North Somerset. If you operate from one property, just tick the relevant box in the core business activity column.

From what type of property do you undertake your…

- Home
- Wherever my client/customer is based

<table>
<thead>
<tr>
<th>Core business activity?</th>
<th>Ancillary/other operations?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

Continued on next page
Core business activity? Ancillary/other operations?

- Retail/shop
- Office
- Serviced office/managed workspace
- Light industrial/workshop
- Industrial/factory
- Warehouse/storage/distribution centre
- Industrial/warehouse with trade counter
- Hotel/restaurant
- Other (please specify)

If you ticked home in question 14, what are your reasons for this?

- Most trade and communications can be undertaken online
- Reduces overheads
- Reduces travel costs
- You are a sole trader/self-employed
- Customers/clients do not require face to face meetings
- Face to face meetings can be conducted at client premises
- There are no suitable commercial premises in the local area
- In early stages of business development/growth
- Child care
- Other (please specify)

What is the approximate floor space of the property where you undertake your core business activity?

Tick one

Note: A double garage is approximately 30 sqm (323 sq ft)

- 0–50 sqm (0–538 sq ft)
- 51–100 sqm (549–1,076 sq ft)
- 101–200 sqm (1,087–2,153 sq ft)
- 201–500 sqm (2,164–5,382 sq ft)
- 501–1,000 sqm (5,393–10,764 sq ft)
- 1,001–2,000 sqm (10,775–21,528 sq ft)
- 2,001–5,000 sqm (21,539–53,820 sq ft)
- Above 5,000 sqm (53,820 sq ft)

Is the property where you undertake your core business activity...

- Too large?
- Too small?
- The right size?

How important are the following factors to your business location(s) in North Somerset?

- Please tick one option for each factor

- Appearance of building and/or grounds
- Cleanliness of streets/external landscape
- Ability to expand/increase operations
- External security (e.g. CCTV, street lighting)
- Level of rent/mortgage payments
- Level of business rates charged
- Car parking spaces on site
- Access to public transport
- Access to major road network (motorway and A roads)
- Proximity to local facilities and amenities
- Speed of internet access
- Proximity to markets/customers
- Proximity to suppliers
With the same list of factors, to what extent are you satisfied with each at your business location(s) in North Somerset?

 Tick one option for each factor

*Appearance of building and/or grounds*
*Cleanliness of streets/external landscape*
*Ability to expand/increase operations*
*External security (e.g. CCTV, street lighting)*
*Level of rent/mortgage payments*
*Level of business rates charged*
*Car parking spaces on site*
*Access to public transport*
*Access to major road network (motorway and A roads)*
*Proximity to local facilities and amenities*
*Speed of internet access*
*Proximity to markets/customers*
*Proximity to suppliers*

Over the next 5 years, do you see your business:

 Tick one option

- Staying at its current location?
- Expanding at its current location?
- Expanding into new premises?
- Relocating for another reason? (please specify)

Use the space below to comment on any other issues related to your business location?

SECTION FOUR

Transport and communications

In this section we are seeking your feedback on the local transport infrastructure and internet access.

How important is an effective transportation infrastructure to the delivery of your goods and services?

 Tick one option

- Not important
- Slightly important
- Important
- Very important
- Critical

Does your organisation experience any of the following problems as a direct result of the transport infrastructure in North Somerset? Where you tick yes, please indicate how significant you would say the impact is?

 If you ticked yes:

- Loss of working hours Yes/No
- Increased operating costs Yes/No
- Recruitment difficulties Yes/No
- Delivering a quality service to existing customers Yes/No
- Access to new opportunities/customers Yes/No
- Suppliers accessing you Yes/No

Other problems, (please specify and rate significance)
What do you see as the main priorities for transportation to support the needs of the business community?

- Weston Transport Package
- Re-opening Portishead passenger rail line
- South Bristol Link
- Ashton Vale to Temple Meads Rapid Transit
- Cycle route improvements
- Pedestrian facility improvements
- More subsidised bus services
- Other (please specify)

Does your organisation currently use the internet?

- Yes
- No

If you answered yes to question 25, which of the following describes your organisation’s use of the internet?

- Email (sending and receiving emails)
- Internet browsing (visiting websites, undertaking research)
- Web talk, video conferences, and other forms of real time communication
- Participate in online discussion forums
- Have your own website that you manage and update yourselves
- Social networking (such as Twitter or LinkedIn) for research and/or marketing purposes
- Online purchasing
- Online Customer Relationship Management (CRM) system and/or similar system (e.g. hosted desktop) underpinning the business activity
- Downloading software and other information/tools
- Other (please specify)

How important would faster internet speed be to your organisation?

- Not important
- Slightly important
- Important
- Very important
- Critical

What kind of impact would faster internet speed have on your business?

- Operate more efficiently
- Reduce overheads
- Increase turnover
- Increase trade via internet/website
- Able to deliver new products or services
- Improve customer service
- More flexible working practices (including home working)
- None – existing connection is adequate
- Other (please specify)
SECTION FIVE
Your customers and suppliers

From this section we would like to understand the geographical coverage of trade.

29 Where do your current customers/sales originate from?

Tick the relevant boxes to indicate the broad percentage of your trade. This should roughly add up to 100%. For example, a business may tick 76–100% if the majority of their trade is within the immediate area, and also tick 1–25% if a small proportion is within the local area.

- The immediate area (within 5 miles of your location)
- Local area (within 50 miles of your location)
- Across the region (within 100 miles of your location)
- Across the UK
- Worldwide (international customers)

30 Where do your suppliers originate from?

As above, tick the relevant boxes to indicate the broad percentage, which should roughly add up to 100%.

- The immediate area (within 5 miles of your location)
- Local area (within 50 miles of your location)
- Across the region (within 100 miles of your location)
- Across the UK
- Worldwide (international suppliers)

SECTION SIX
Business performance

In this section we would like to identify factors that may restrict business performance and how organisations are currently performing.

31 To what extent do the following factors currently restrict the performance of your organisation?

Please answer on a scale of 1 to 5 by ticking the relevant boxes, where 1 is ‘not at all’ and 5 is ‘a great deal’.
32 Have you seen any changes at your organisation in the following areas in the last 12 months?

Please tick one option for each factor provided

- Number of employees
- Business turnover
- Number of orders
- Capital investments
- Level of research and development activity

33 What changes do you expect in the next 12 months at your organisation?

Please tick one option for each factor provided

- Number of employees
- Business turnover
- Number of orders
- Capital investments
- Level of research and development activity

34 Over the past 12 months has your organisation sought any support or advice regarding day to day operations or longer term development?

Tick one option

- Yes
- No
- Don't know

35 Which of the following provided you with advice or support?

Tick any that apply

- North Somerset Enterprise Agency
- Business Link
- GWE Business West
- Local chamber of commerce
- North Somerset Council
- Solicitor
- Accountant
- Central Government departments
- Bank
- Trade association
- Visit England Tourist Board
- UK Trade and Investment
- Other businesses
- Universities/colleges
- Business angel
- Friends/family
- Other (please specify)

36 What was the nature of the advice or support that you have sought?

Tick any that apply (continued on next page)

- Funding and grants
- Financial planning
- Marketing and promotion
- ICT/website design
- International trade
- Human resources (HR)/employing staff
- Legal advice

Continued on next page
Health and safety
Strategic planning (business growth)
Other (please specify)

Is there any support/advice you have not been able to find?

Yes      No

If yes to question 37, what is the nature of the advice or support?

What is the best method for business support providers to communicate with you on relevant information and issues to your business?

Tick any that apply
- Telephone
- Email
- Online social networks (e.g. Twitter, LinkedIn)
- Post
- Face to face
- Other (please specify)

Where might you look for information regarding business support or opportunities?

Tick any that apply
- National newspapers
- Local newspapers
- Business press
- Online social networks (for example Twitter, LinkedIn)
- Conferences
- Events
- Trade associations
- Other (please specify)

SECTION EIGHT
Environmental practices

From this section we would like to find out whether businesses are taking measures to reduce their impact on the environment.

Has your organisation adopted any of the following policies or initiatives to reduce its environmental impact?

Tick any that apply
- Carbon/energy/fuel reduction plan
- Use bio fuels, electric vehicles or similar
- Waste management plan
- Accreditation such as ISO 14001 or BREEAM
- A travel plan*
- Have not taken any steps to reduce environmental impact
- Other (please specify)

*What is a travel plan?
A travel plan is a package of practical measures developed by an organisation to encourage more people to travel sustainably, avoiding travelling alone by car wherever possible.
Is there anything in particular that prevents you from adopting any of the above policies or initiatives?

- [ ] Cost
- [ ] Time
- [ ] Lack of incentives
- [ ] Not aware of these policies and initiatives
- [ ] Not important to the organisation
- [ ] No, there is nothing preventing us from adopting these
- [ ] Other (please specify)

Please indicate if you would be happy for us to contact you again regarding your completed survey.

- [ ] Yes – please provide contact details below
- [ ] No

Would you like to be notified when a summary of the findings from this survey are made available?

- [ ] Yes – please provide contact details below
- [ ] No

Your name:

Your organisation’s name:

Contact telephone number:

Contact email address:

Postal address:

The combined results of this survey will enable us to better understand business issues and requirements in North Somerset. While a summary report will be made publicly available, no individual businesses will be identified or specific details disclosed to any third party.

Thank you for taking time to complete this survey. Please return your completed survey in the enclosed pre-paid envelope.

Postal address:

Economic Development Team
North Somerset Council
Somerset House
Oxford Street
Weston-super-Mare
BS23 1TG

Telephone: 01934 426 850
Email: business@n-somerset.gov.uk