

Report on Stinsford Neighbourhood Plan Business Survey July 2019

During May and June this year we surveyed 52 businesses known to us in the parish. They were identified by the local knowledge of the Parish Council, members of the steering group and Business Park owners.

Initial contact was made through e mail and, where there were no known e mail addresses, by hand delivery of the questionnaire.

An initial response time of a month was allowed. Following this, non- responders were contacted (largely by personal visits) and given a second opportunity to respond.

The number of respondents was 25 but of these 5 have left the questionnaire completely blank (they had looked briefly at the survey but not input any data).

Twenty responses are analysed (a response rate of 38.5%).

What is the Nature of your business? (There can be multiple responses per business)

Agriculture	6	Holiday Accomodation	4
Education	5	Restaurant/cafe	3
Animal Care	3	Water sourcing/processing	2
Visitor Attraction	3	Business letting	2

Single responses:

Construction, Food Production/processing, Manufacturing, Garden Design, Show ground, Self storage

What attracted your business to Stinsford?

Businesses were attracted by the rural location, beautiful setting and in some cases by the available, affordable space and specialist facilities. Location was key, with proximity to town and the main road network highlighted and to train services. A significant number of businesses had pre-existing facilities/ businesses or work from home.

Comments

‘Mixed livestock and arable farm with diversification to improve wildlife’

‘Farm with ultra high health status closed- heard and flock’

‘Small studio school to meet needs of beautiful Dorset rural community and maintain its natural heritage’

How Long has your business been in Stinsford?

The length of time that businesses have been established varied enormously with 3 new businesses arriving in the last year and one that has existed for more than six hundred years.

The majority of respondents have been in business for less than ten years but with three for up to 100 years and two for more than 100 years

What are the advantages for being located in Stinsford?

More than half of respondents 12 (60%) mentioned a rural or beautiful location as an advantage. Proximity to A35 was an advantage to five (26%) businesses and proximity to Dorchester an advantage for four. One business saw being not too close to Dorchester as an advantage. The location was found to be central to client base and rural industries by three businesses.

What are the Disadvantages?

Traffic congestion was highlighted as a disadvantage by five businesses, slow broadband speed by two and lack of public transport by three.

Patchy mobile phone reception was noted by one respondent.

On a positive note, five businesses found no disadvantages of being located in the parish.

Cuckoo Lane was highlighted by 3 businesses as a problem (see quotes later)

Lack of formal, well maintained passing places highlighted 3 times. No speed restrictions

How important is broadband to your business?

Not surprisingly broadband is very or moderately important to most businesses. Some (4) businesses have invested in bespoke/ dedicated lines at some cost.

Very important 75% (15)

Moderately important 10% (2)

Not very important and not important 1 business each

Speed & reliability is reported as good for 5 businesses (25%) and adequate for 3 (11%) of businesses. However, 4 (20%) find it inadequate.

What is the area occupied by your business in Stinsford?

Businesses varied in their internal space from 12sq m to 30,000 sq m. The land based businesses varied from 2.16 hectares to about 300 hectares.

Do you foresee making any changes to your premises in the next 10 years?

No business is planning to relocate or downsize. Half of businesses want to improve their premises and seven want to enlarge. Seven foresee no change to their premises.

Some give a little detail about their plans and the KMC plan is in the public domain.

How many staff work in your business in Stinsford (including yourself)?

Businesses in Stinsford vary considerably in their staff numbers with 8 respondents employing fewer than 5 people and one employing 310. Five businesses have between 12 and 45 staff. Two establishments have a high proportion of part-time workers.

How many staff travel to work by foot or bicycle

Half of business respondents (10) have no staff using cycles or walking. One has 20 and another has 3 cyclists/ pedestrians. Few people seem to cycle/ walk to work in Stinsford which may be a feature of lack cycle routes and busy narrow lanes.

Do you have difficulties recruiting Staff for your business ?

Three respondents reported difficulties all of whom employ more than 10 staff. They attribute the difficulties to lack of affordable housing, appropriate skills and lack of public transport.

Table of Estimated vehicle visits per premises on a typical day.

Please note the numbers don't tally across lines as data was entered variably. I have totalled where poss.

	From within Stinsford	From Dorchester	From further afield	Total
Staff vehicles	1 x15 cars, otherwise mainly none or 1 (10 responses)	1 x 20 cars. Others less than 5 (9 response)	1x 50 cars, 1x 14, others less than 5 (10 responses)	1 of 70 cars, 1 of 18, 1 of 15, 1 of 8 remainder mainly 1-2 (12 responses) Total: 132 vehicles
Customer vehicles	1x 4 cars, 3x none (4 responses)	1x 20, 2 of 2 cars, The rest none (6 responses)	50/45/40/25/20/15/ The rest 1 or 2 (10 responses)	70/45/40/25/20/8/10x2 (9 responses) Total: 158 vehicles
Goods vehicles up to 1 tonne	1 x1, 5x none (6 responses)	2x 1 vehicle /1x2 and 1x5 vehicles (4 responses)	1x 5 vehicles,1x3, 2x2/ 3x1vehicle (7 responses)	25 vehicles (12 responses) Total:27 vehicles
Goods Vehicles over 1 tonne	None	1	3x1 vehicle, 1x2	Total: 11 vehicles

Please indicate the changes you foresee in your numbers of....

	No Change	Decrease	increase
Staff working on site	10 of 18 responses (55.6%)	1 of 18 responses (5.6%)	7 of 18 responses (38.9%)
customers visiting	10 of 17 responses (58.8%)	0% (0)	7 of 17 responses (41.2%)
Goods vehicles entering premises	13 of 17 responses (76.5%)	0% (0)	4 of 17 responses (23%)

Does your business have any problems with traffic or access?

Eight responded 'yes' and ten 'no'. Quotes are included below:

Cuckoo lane becomes very dangerous when the A35 is closed or busy and is often used a rat run, there aren't enough good passing places

'Articulated delivery vehicles and large rigid vehicles due to single track road and inadequate entrance dimensions'.

'Rat run especially when police direct A35 traffic through the lane after RTAs'

'Tourists using cuckoo lane as a cut through during peak hours. Lack of passing places means the road often becomes blocked. Tourists visiting Hardy's cottage leaving cars dangerously parked '

'Nature of rural country lanes as the only access route, with passing places and heavy traffic flow and known short cut to avoid queues on Stinsford roundabout.'

'..... during pick up and drop off times, the number of vehicles accessing the site for short periods of time is problematic.'

'Only when the main road is closed and Cuckoo Lane serves as a diversion for traffic''

'The traffic to and from the car park for Hardy's cottage and Thorncombe woods has increased dramatically often leading to congestion around the visitor centre.'

'Traffic coming through too quickly can be a problem for guests leaving the car park and those walking through the village'

Stated Preferences for keeping in touch with SNP were as follows

E mail updates approx bi-monthly 80% (16 businesses)

No more contact -1business

Post/ deliver -1 business

No reply - 2 businesses

There were four offers to help with plan including web- development, practical help, share vision for school, meeting space and a business manger's opinion.

Do these Aims and objectives reflect how you want to see the future of Stinsford?

All 16 businesses who responded said yes to the quoted vision.