

Future Dursley NDP - Business Survey Headlines (bases upon 28 responses or 9.8% return for 350 delivered surveys) August 2014

- Mainly lease their premises 64%.
- Strong return from retail sector 29%
- 64% have been operating for 10 years or more.
- 50% are independent or sole traders.
- For 36% respondents, all of their business is based in Cam and Dursley.
- 61% of respondents business comes from walk-in customers, followed by 36% based upon recommendation or word of mouth, 25% from retail shop or outlet.
- 39% employ less than 5, 32% employ between 5 to 20 and 14% employ no staff.
- 50% of businesses have their own car parking and for 43%, the majority, their parking is adequate.
- Business confidence was rated as ok for 46% of businesses with 39% rating their future outlook as good.
- The availability of business premises and of a local skilled workforce were both rated as ok by 50% of respondents.
- Parking for staff was rated as very poor by 29% of businesses and poor for customers and visitors also by 29%.
- 86% think the size of their business premises and 64% of their workforce will stay the same size during the next 3 years or so.
- The top three issues restricting the growth of business were identified respectively as parking for staff and customers 39%; joint in second place at 29% were ) business rates and weak customer demand.
- Over 60% were either quite satisfied or very satisfied with Dursley as a place to do business.
- Business sectors which respondents would like to see attracted into the area include 68% retail, 61% in manufacturing and 39% in leisure tourism and hospitality.
- 21% of businesses offer voluntary opportunities, 21% offer student work placements.
- 46% of businesses were quite satisfied with their existing premises.
- 68% of businesses said that their existing business premises meet current demand and likely future demand. 14% of premises will not (or unlikely to meet future business need).
- The biggest challenges for businesses trading in Cam & Dursley were identified as:
  - Attracting new customers
  - Lack of disposable income amongst some residents
  - Parking and ease of access to the shops
  - Lack of a large local business;
  - Business rates
  - Getting customers through the door
  - People's negative attitude towards Dursley

Suggestions from businesses to improve trading conditions included:

- Better mix of businesses within the town;
- Town needs to attract customers with a higher disposable income;
- More business units on the Littlecombe Estate
- Free long term parking

- Reduced/zero business rates
- More events to draw people in to town e.g. Autumn Festival.