

A NEIGHBOURHOOD DEVELOPMENT PLAN for the CIVIL PARISH of LAMBOURN: Business Survey



Dear Business Owner

The Lambourn Neighbourhood Development Plan, supported by Lambourn Parish Council, needs your input... All you need to do is just answer a few short questions.

Part of the work of the Lambourn Neighbourhood Development Plan is to develop a framework for the economic development in the Lambourn Parish area. Policies in a Neighbourhood Development Plan have legal status, alongside the Local Plan and National planning policy.

This Survey will gather the opinions of those people who run businesses in the area. We anticipate that the Survey will take between ten and fifteen minutes to complete.

It is an opportunity for you to identify what will help you. Obviously, the more responses we receive, the better the information.

The Survey is anonymous (if you provide details these will not be linked to the responses).

This hard copy can be returned via the Parish Council Office, Memorial Hall, Oxford Street, Lambourn, RG17 8XP, but if you would prefer to respond online please click on the link to the Survey Monkey Questionnaire: https://www.surveymonkey.co.uk/r/LambournBusinesses_NDP

The Survey should be returned/submitted by **Monday, 2nd August 2021.**

Your replies will inform an important part of how policies are written to develop businesses and employment within the Parish.

Design codes and “Best Practice Standards” will also emerge from the Neighbourhood Development Plan which will assist you further when making planning applications.

Please do not hesitate to contact the LNDDP on Lambourn.ndp@gmail.com, or via the Parish Council office, if you have any questions.

Many thanks for your support and input.

Sue Cocker, Chairman, Lambourn Neighbourhood Development Plan

A Neighbourhood Development Plan for the Civil Parish of Lambourn: Business Survey

Saturday, August 21, 2021

24

Total Responses

Date Created: Friday, April 09, 2021

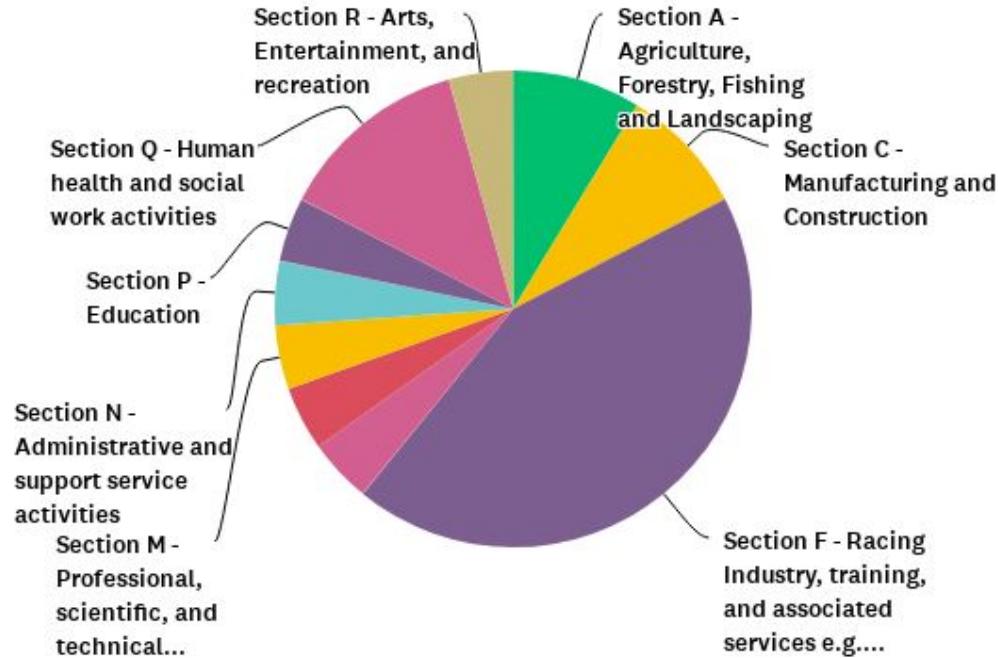
Complete Responses: 24

Q1. Contact information. Optional, but giving your postcode will help the effectiveness of the Survey

Answer choices	Responses	
Business name	91.67%	22
Address	83.33%	20
Address 2	58.33%	14
Town	79.17%	19
Postcode	100%	24
Email address	91.67%	22
Phone number	87.5%	21

Q2: Nature of business / business sector

Answered: 23 Skipped: 1



Q2: Nature of business / business sector

Answered: 23 Skipped: 1

ANSWER CHOICES	RESPONSES	
Section A - Agriculture, Forestry, Fishing and Landscaping	8.70%	2
Section B - Mining, Quarrying and Aggregates	0.00%	0
Section C - Manufacturing and Construction	8.70%	2
Section D - Electricity, gas, steam, and air conditioning supply	0.00%	0
Section E - Water supply, sewerage, waste management and remediation activities	0.00%	0
Section F - Racing Industry, training, and associated services e.g. Farriers, Food Supply Merchants	43.48%	10
Section G - Wholesale and retail trade; repair of motor vehicles and motorcycles	4.35%	1
Section H - Transportation and storage/warehousing and distribution	0.00%	0
Section I - Accommodation and food service activities, catering, and suppliers	4.35%	1
Section J - Information and communication	0.00%	0
Section K - Financial and insurance activities	0.00%	0
Section L - Real estate activities	0.00%	0
Section M - Professional, scientific, and technical activities	4.35%	1
Section N - Administrative and support service activities	4.35%	1
Section O - Public administration and defence; compulsory social security	0.00%	0
Section P - Education	4.35%	1
Section Q - Human health and social work activities	13.04%	3
Section R - Arts, Entertainment, and recreation	4.35%	1
Section S - Other service activities	0.00%	0
Section T - Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use	0.00%	0
Section U - Activities of extraterritorial organisations and bodies	0.00%	0
TOTAL		23

Conclusions Q 1 & 2

There are some gaps (warehousing, retail, for example). It may be easier to engage the “missing” when we have policies and design codes which will specifically affect them. The Residents’ Survey provided evidence about some home-based, small businesses and this should be referenced here.

Q3 What is your role in the company/business?

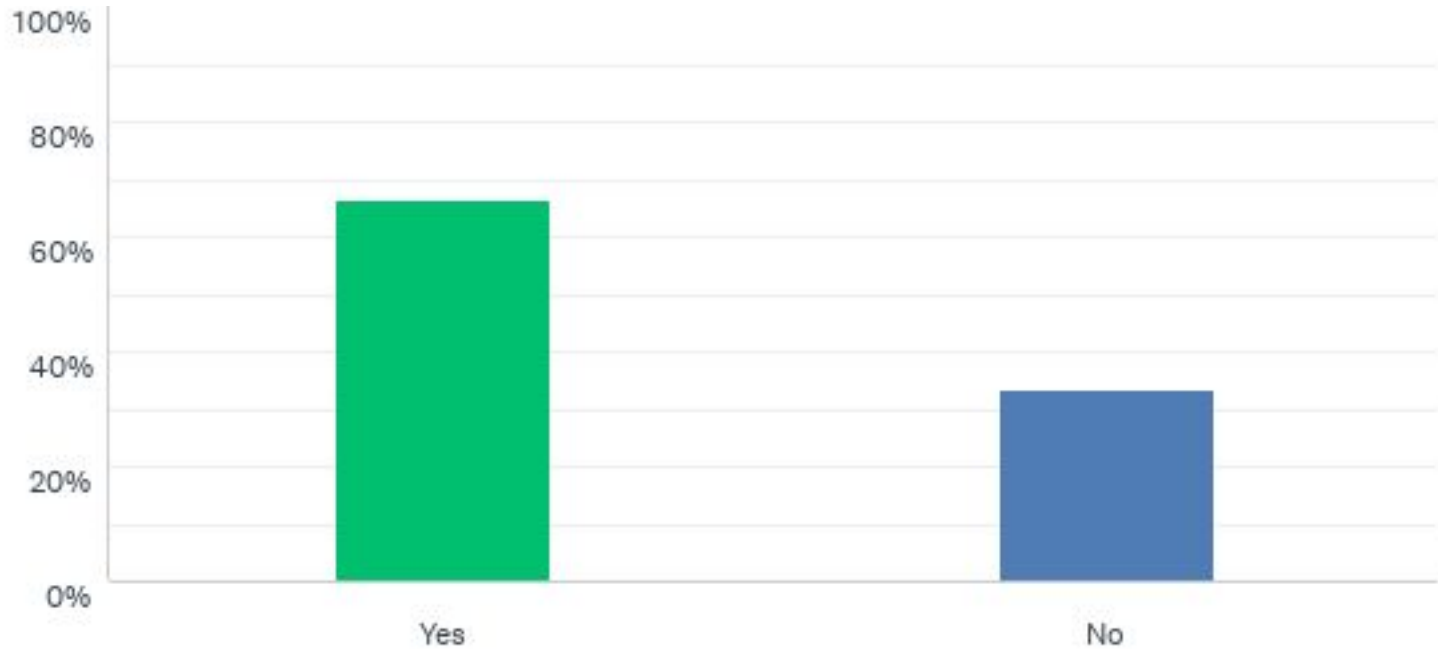
#	RESPONSES	DATE
1	Trainer, Managing Director	8/2/2021 10:32 PM
2	Chief Executive	8/2/2021 11:45 AM
3	Director / Owner	8/2/2021 11:32 AM
4	I am a sole trader.	8/2/2021 10:26 AM
5	Estate Manager	8/2/2021 10:00 AM
6	owner	8/2/2021 8:16 AM
7	Carpenter/joiner	8/2/2021 7:03 AM
8	Director/owner	7/30/2021 4:36 PM
9	Director/Trainer	7/28/2021 5:03 PM
10	Owner	7/23/2021 6:45 PM
11	Sole trader, boss, admin, maker, creative, bookkeeper, bronze caster, metal worker, coffee-maker etc	7/21/2021 11:10 PM
12	Shop Manager	7/21/2021 12:39 PM
13	Managing Director / Owner	7/19/2021 2:05 PM
14	Managing Partner	7/19/2021 10:12 AM
15	Racehorse trainer	7/18/2021 7:05 PM
16	Principal	7/18/2021 3:02 PM
17	Head of Starting Stalls and PA	7/16/2021 11:57 AM
18	Owner	7/16/2021 10:31 AM
19	Office Staff	7/16/2021 9:48 AM
20	Welfare manager	7/16/2021 9:09 AM
21	Owner	7/16/2021 9:04 AM
22	Site Manager	7/16/2021 8:03 AM
23	Owner	7/15/2021 8:56 PM
24	Owner	7/15/2021 5:03 PM

Conclusions Q3

Notable that those completing the Survey held senior positions in the businesses. This was sufficiently important to engage their involvement.

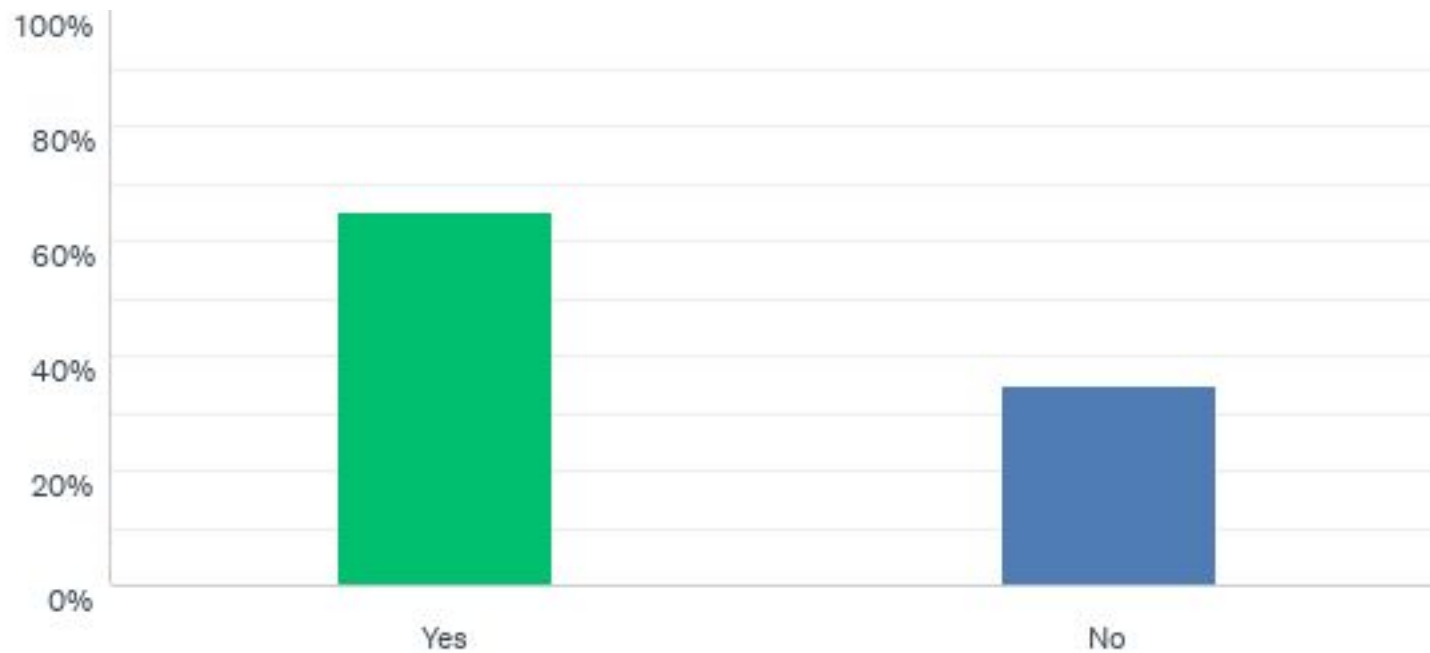
Q4: Do you live in a village within the Lambourn Valley?

Answered: 24 Skipped: 0



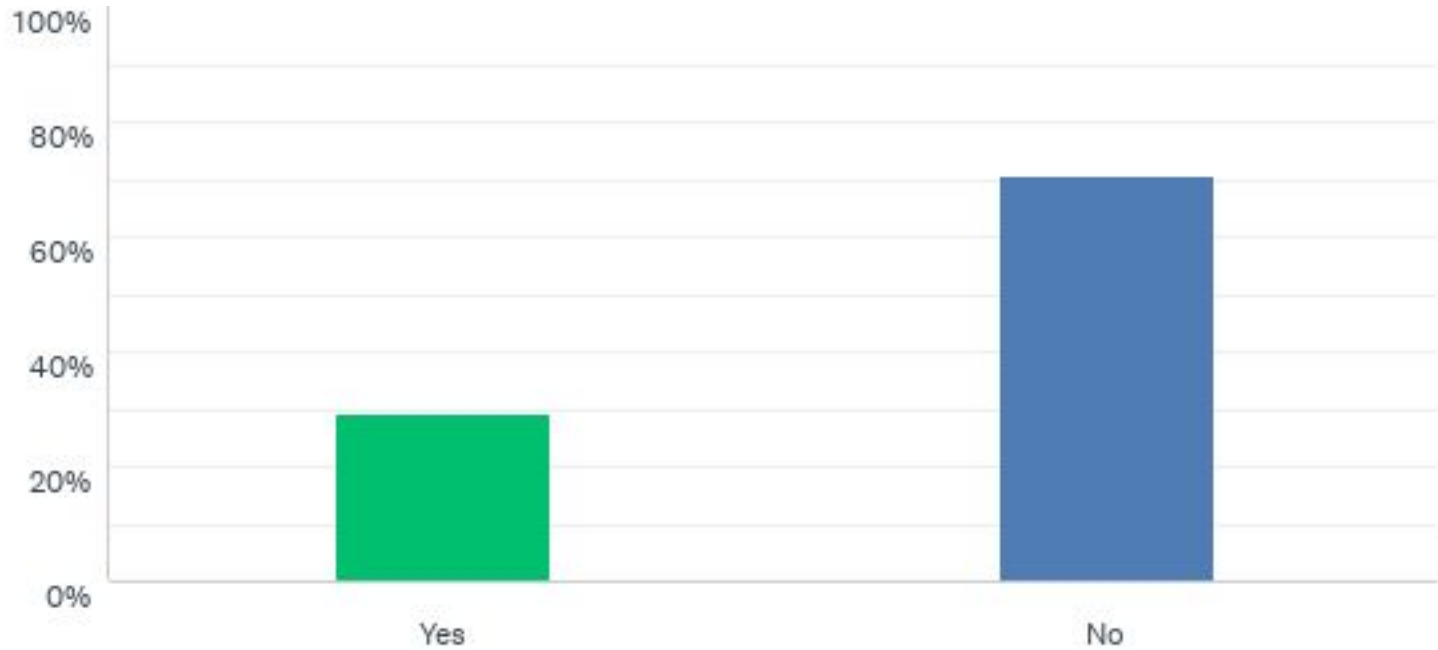
Q5: Are you Self-employed?

Answered: 23 Skipped: 1



Q6: Do you work from home?

Answered: 24 Skipped: 0

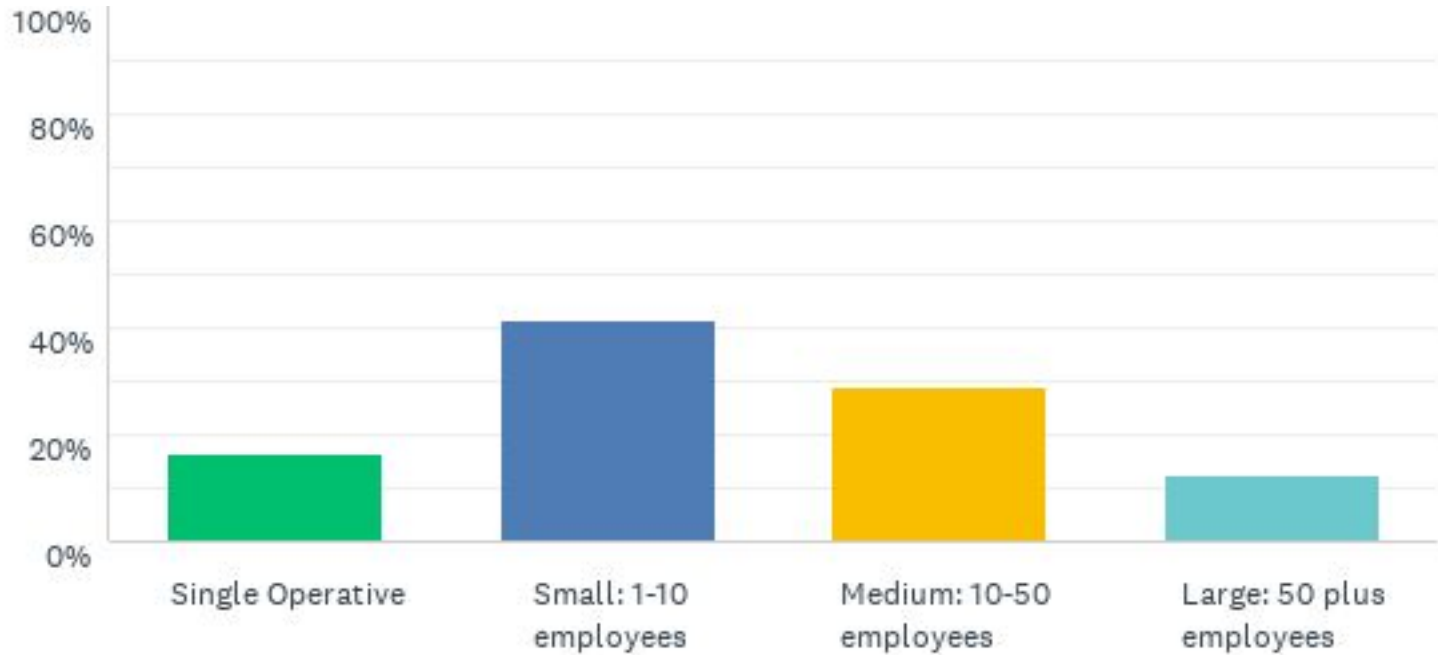


Conclusions Q4, 5 & 6

In WBC's Settlement Hierarchy, Lambourn itself is a Rural Service Centre.
The responses to these questions reinforce this strategic role.

Q7: What size is your business?

Answered: 24 Skipped: 0

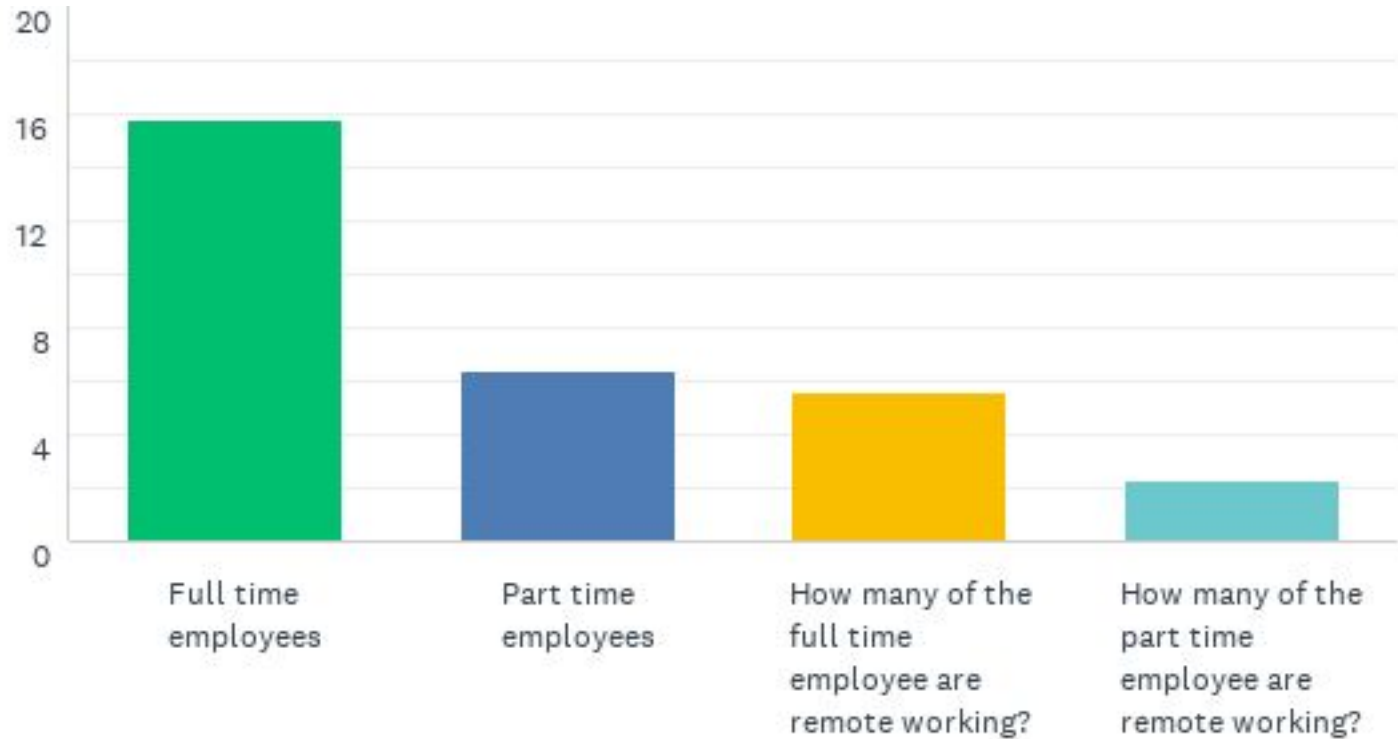


Conclusion Q7

Despite the lack of response from large companies, this response shows a normal distribution curve, suggesting we have a valid sample.

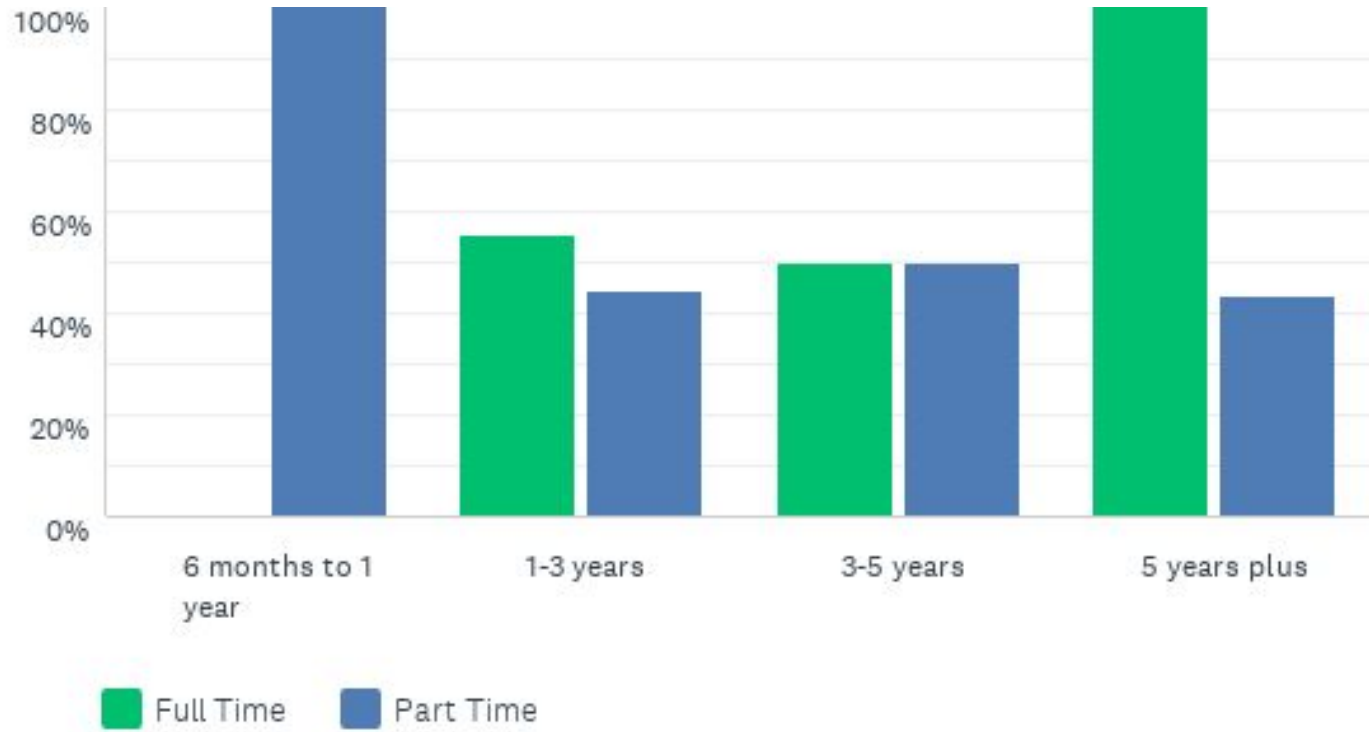
Q8: Number of employees:

Answered: 24 Skipped: 0



Q16: Retention of staff/staff turnover: What is the average length of stay with the company

Answered: 23 Skipped: 1

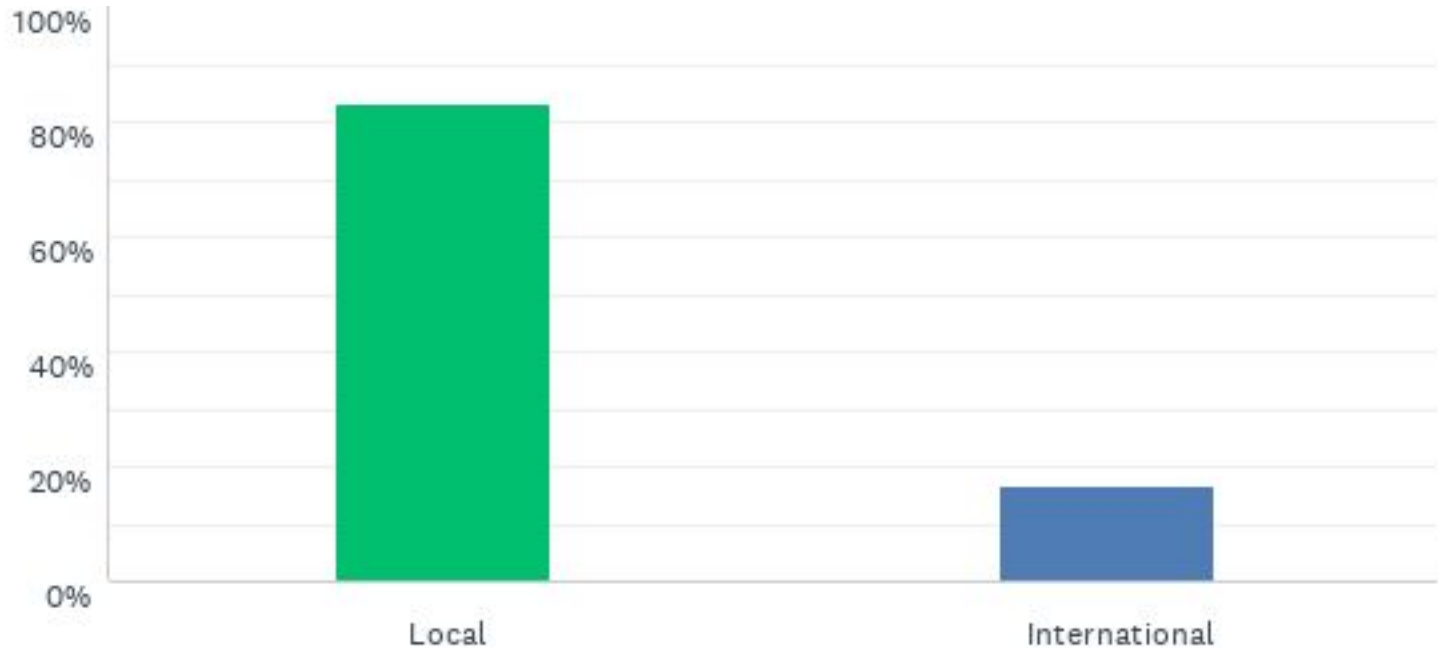


Conclusion Q8 & 16

Taking Q & 16 together, the responses to these questions show that, as might be expected, FT employees tend to stay in their jobs for longer than Ptimers. The core businesses are sustained by their settled FT employees. This has implications for the provision of appropriate housing and other services to nurture the organic growth of stable businesses within the AONB.

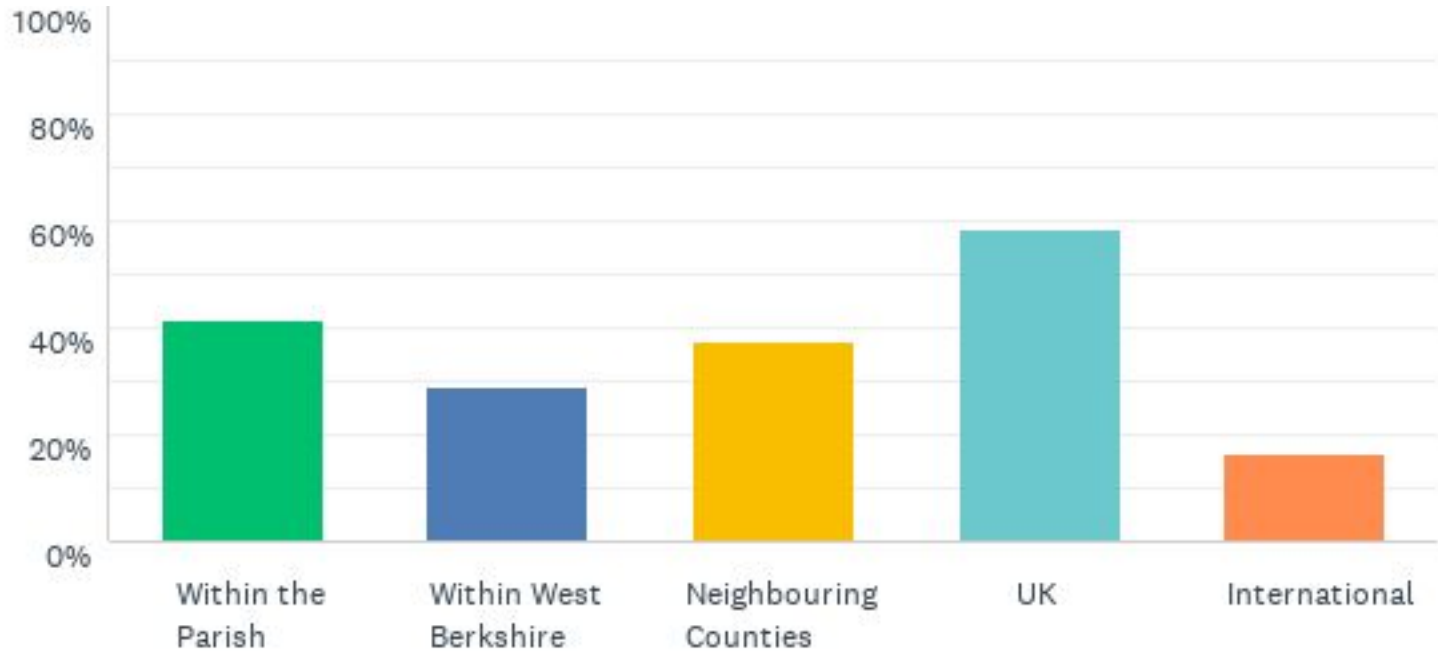
Q9: Are you an international business/company or local?

Answered: 24 Skipped: 0



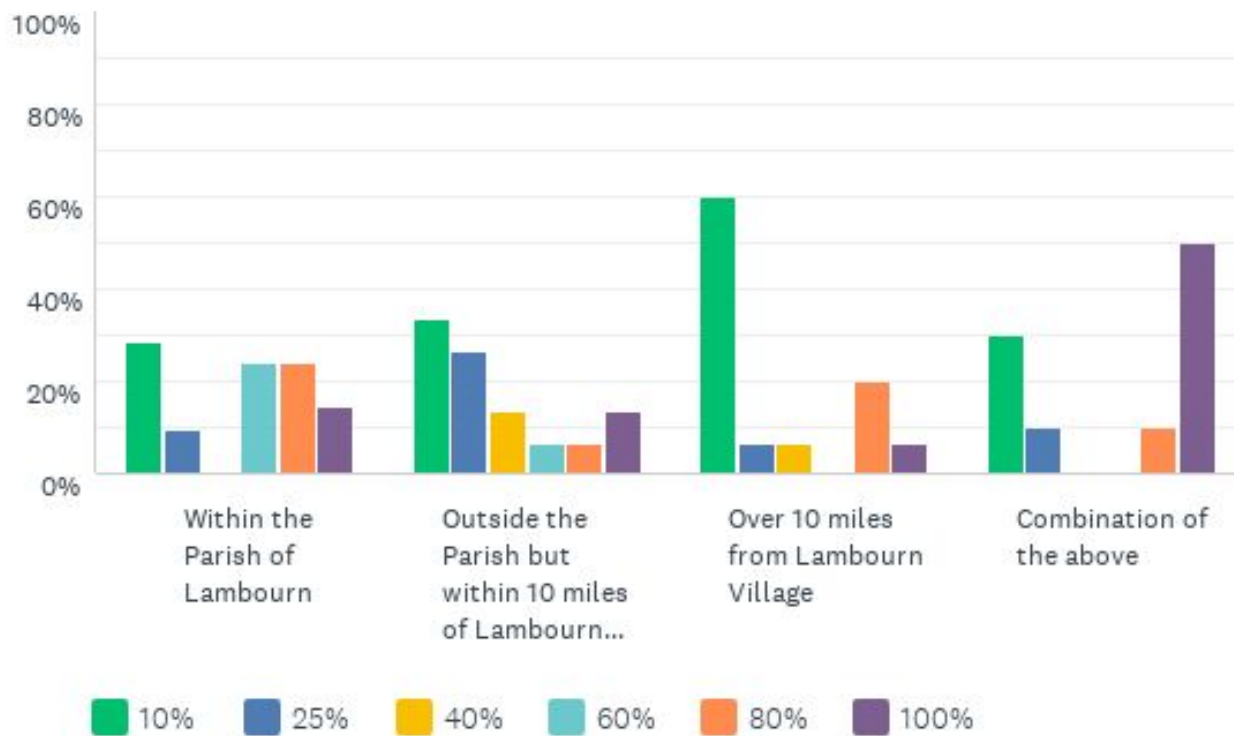
Q21: Most of your customers are based: (please highlight all relevant boxes)

Answered: 24 Skipped: 0



Q12: Catchment area for employees (Approximate percentage)

Answered: 24 Skipped: 0



Conclusion Q9, 21 and 12

The responses to questions 9 and 21 confirm that much of the business is locally-based, but there is a notable amount of national and international work.

The situation of the Parish adjacent to Wiltshire/Swindon and Oxfordshire means that we need to consider what is happening across these borders as well as in West Berkshire, as they will influence development here.

NB Q12: Employees are drawn from outside the Parish/West Berkshire

Q10: Footprint within the area-square footage

A Neighbourhood Development Plan for the Civil Parish of Lambourn

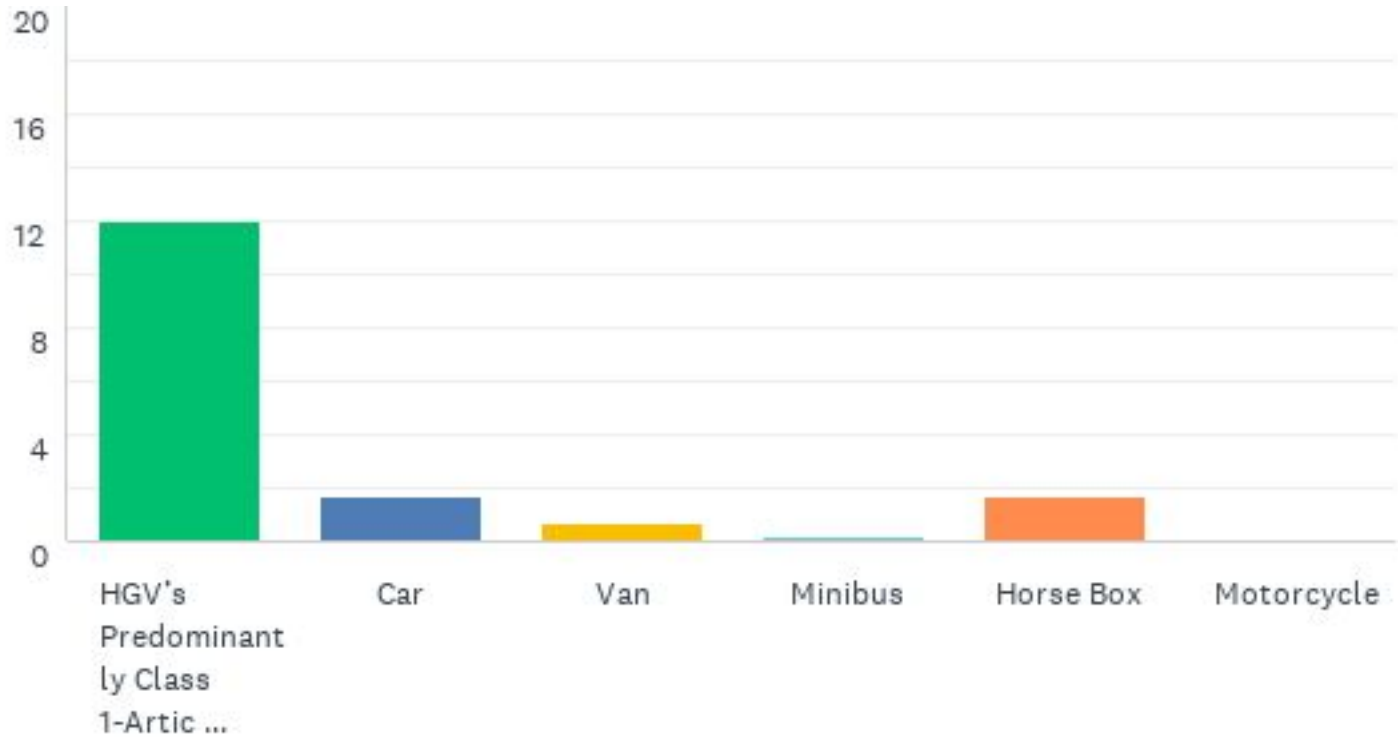
Q10 Footprint within the area-square footage:

Answered: 17 Skipped: 7

#	RESPONSES	DATE
1	600	8/2/2021 11:45 AM
2	across West Berkshire and North Hampshire	8/2/2021 11:32 AM
3	?	8/2/2021 10:26 AM
4	190 acres	8/2/2021 10:00 AM
5	10000	8/2/2021 8:16 AM
6	1200	8/2/2021 7:03 AM
7	200	7/30/2021 4:36 PM
8	approx 15m x 12m	7/21/2021 11:10 PM
9	?	7/21/2021 12:39 PM
10	3000	7/19/2021 2:05 PM
11	Unsure	7/19/2021 10:12 AM
12	?	7/18/2021 3:02 PM
13	2000	7/16/2021 10:31 AM
14	.	7/16/2021 9:48 AM
15	3000	7/16/2021 9:04 AM
16	30000 m square roughly	7/16/2021 8:03 AM
17	1000	7/15/2021 8:56 PM

Q11: Number and type of commercial vehicles

Answered: 21 Skipped: 3

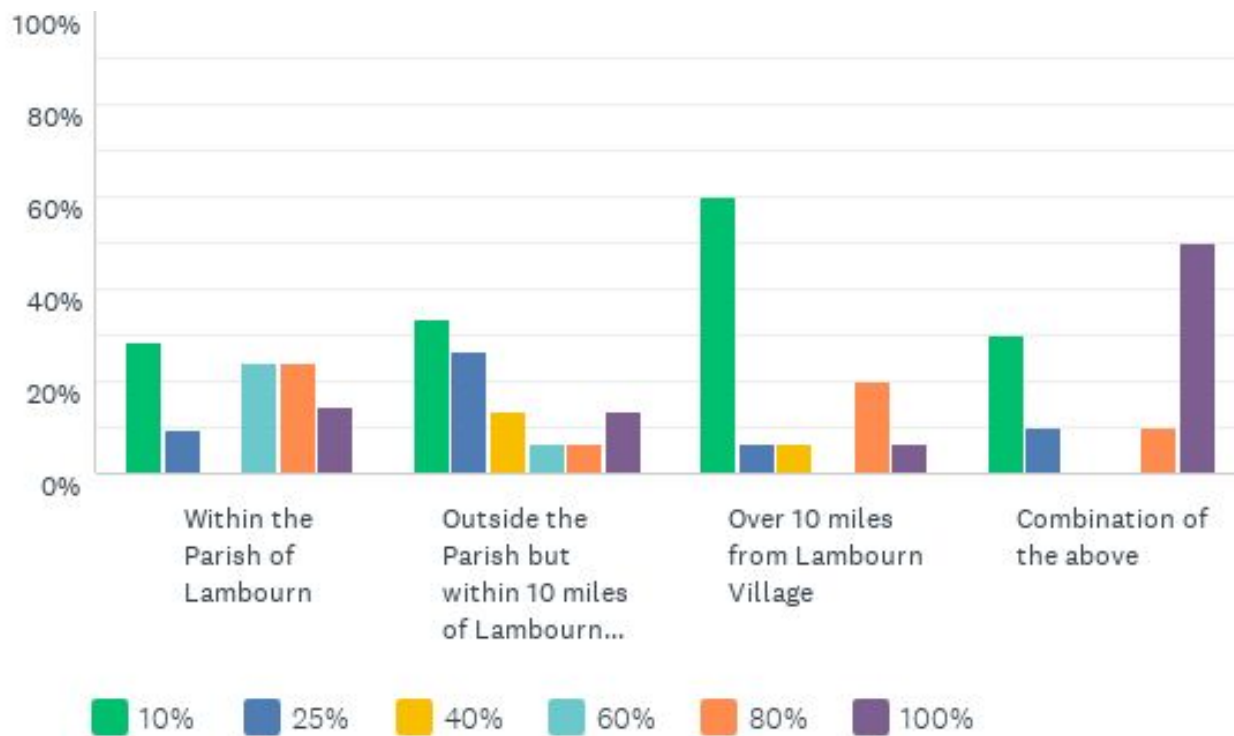


Conclusion Q 11

Whilst many of the businesses in the Parish are small and have relatively few vehicles, our dominant industry uses large vehicles which, combined with the other businesses which use HGVs, mean that there are implications for the local infrastructure.

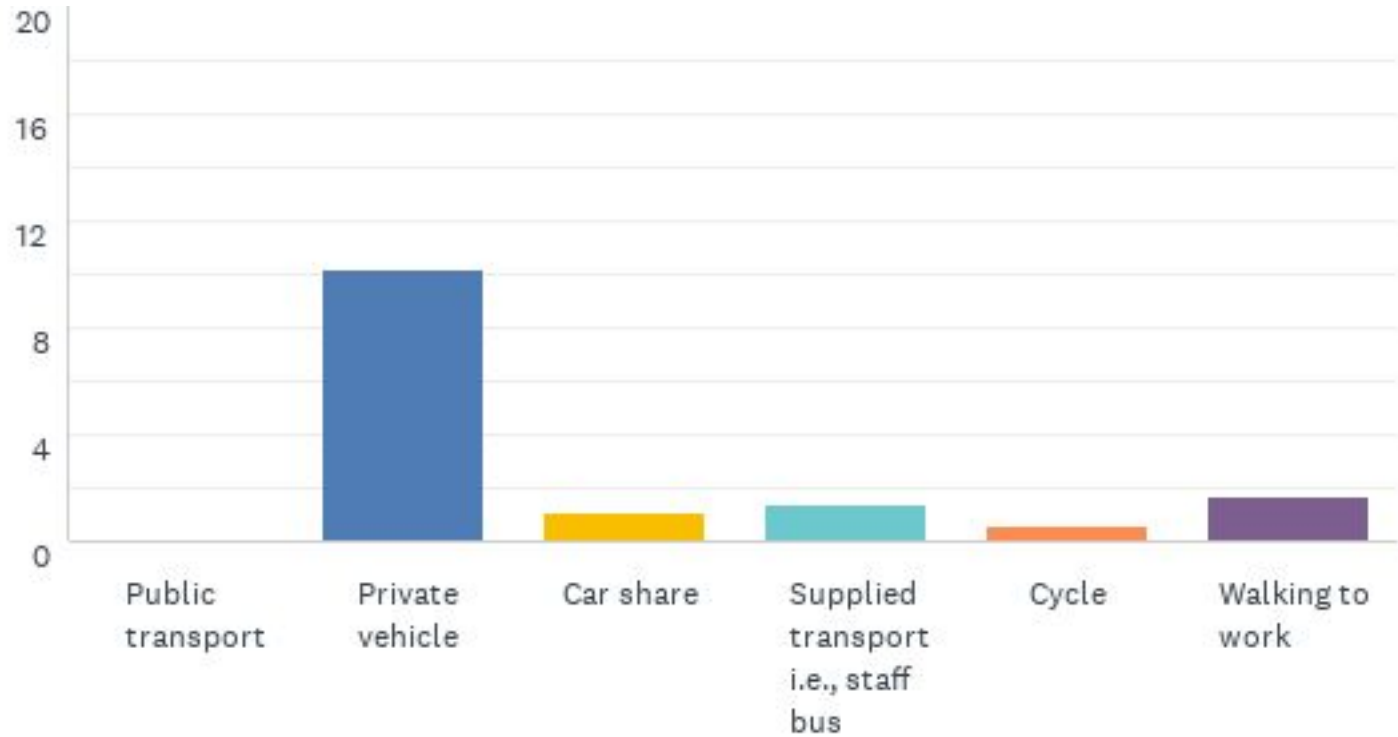
Q12: Catchment area for employees (Approximate percentage)

Answered: 24 Skipped: 0



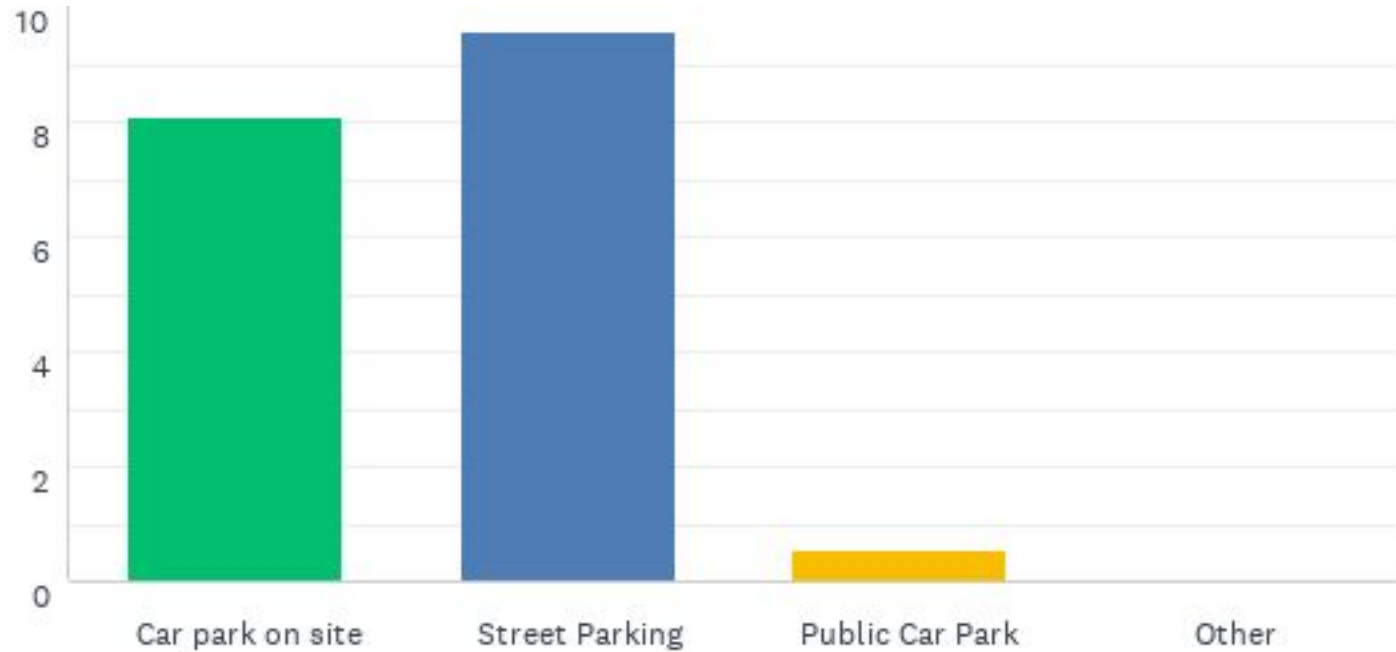
Q13: How do employee's commute: Approximate numbers

Answered: 24 Skipped: 0



Q14: Where do employees park when at work: Approximate numbers?

Answered: 23 Skipped: 1



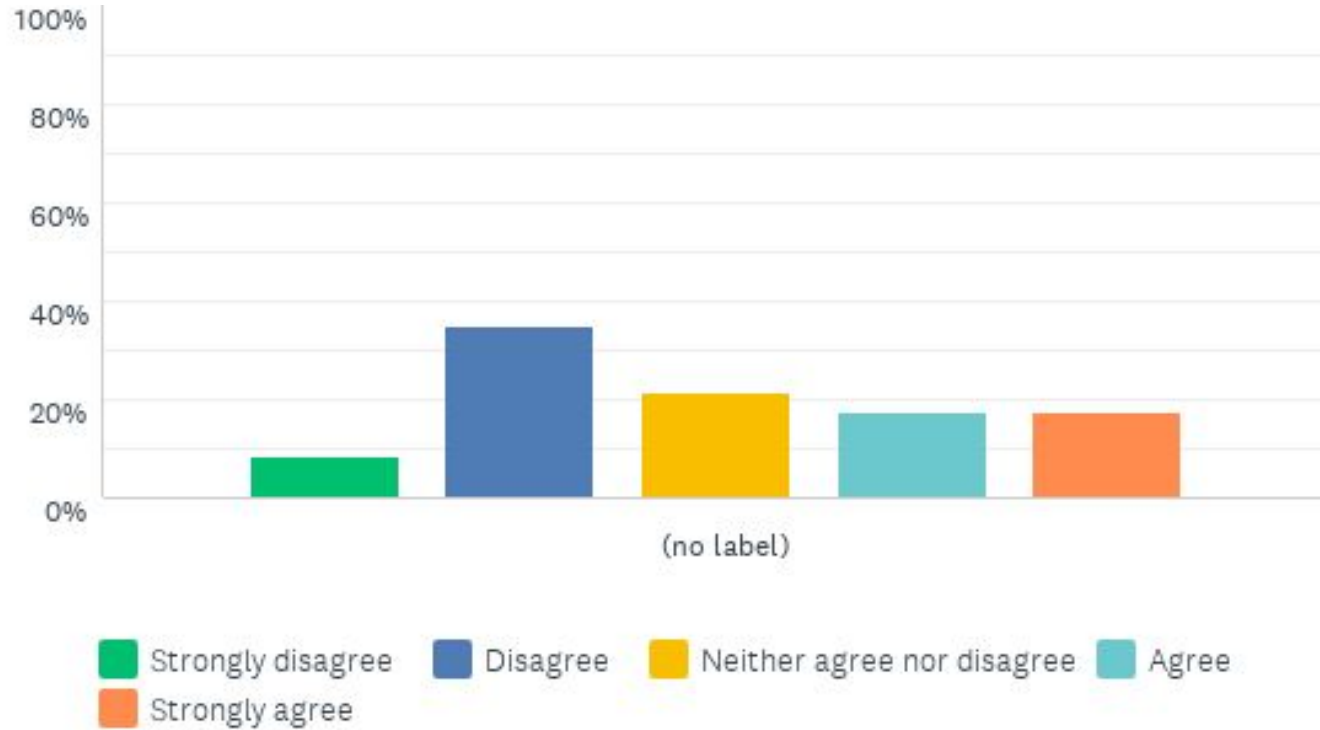
Conclusion Q13 and 14

N.B. NO employees use public transport to get to work. Whilst some are near enough to walk/cycle, these figures highlight the deficiencies in the local public transport network, including links both within and outside West Berkshire.

Not only do most employees use private vehicles to get to work, the majority of them park on the street, exacerbating the parking problems highlighted in the Residents' Survey.

Q15: The company recruits all the staff it needs with the right skills locally:

Answered: 23 Skipped: 1



Q.15: Comments

Racing and associated businesses:

Skilled riders - industry wide shortage

Rural wages lower in comparison to urban based work so losing skilled labour to other industries. Affordable housing for staff (Racing)

Recruiting within the area is competitive, although there is a good pool of people. It can be difficult to encourage people to the area, housing is an issue.(Racing)

We try to find qualified employees locally but it is essential that they live within a 25 mile radius of our base. (Racing)

Saddlery is a skill that takes a long time to train for - hence a skill shortage here. Also getting the right employees with retail experience is also difficult.

National shortage of suitable stable staff

Health and welfare:

Shortage of skilled welfare workers

Majority of our live-in carers are non UK citizens. Brexit and associated implications of new immigration rules has made it increasingly difficult to recruit suitable numbers to meet increasing demand for this service. We are now having to sponsor individual workers under Tier 2 visa program which is time consuming and expensive

Rurality (Healthcare)

Hard to recruit from the local village (Beauty)

Q15: Wordcloud

Q15 The company recruits all the staff it needs with the right skills locally:

skilled recruit shortage difficult

Conclusion Q15

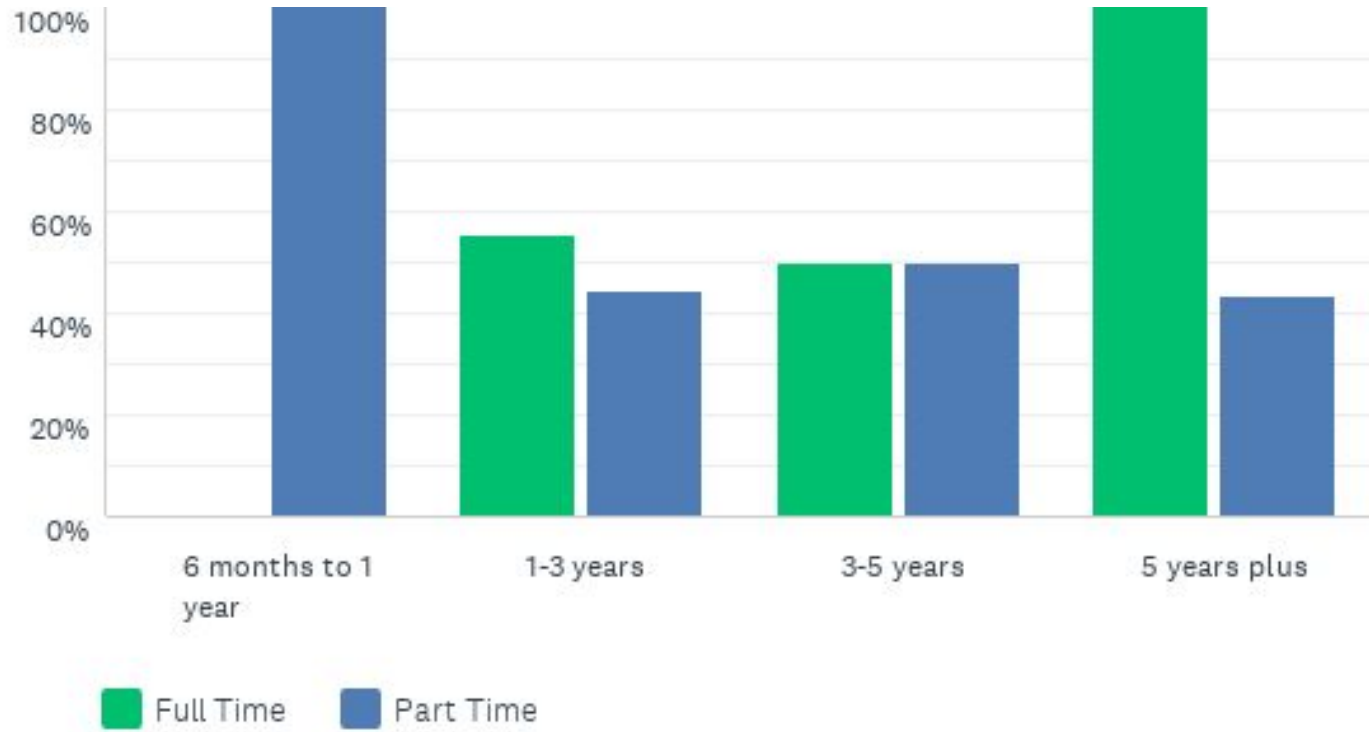
The comments generated by this question help to explain the issues. Whilst most apply to the racing training industry, it is not only racing which has similar problems: a skills shortage and a lack of genuinely affordable housing for lower paid workers.

Are the new visa requirements also a problem for racing?

Focusing on the RTI, what can/does the industry do to provide training facilities for staff (eg apprenticeship; racing school sponsorship; setting up of a racing school in Lambourn). Are there any schemes to encourage local people to join the industry?

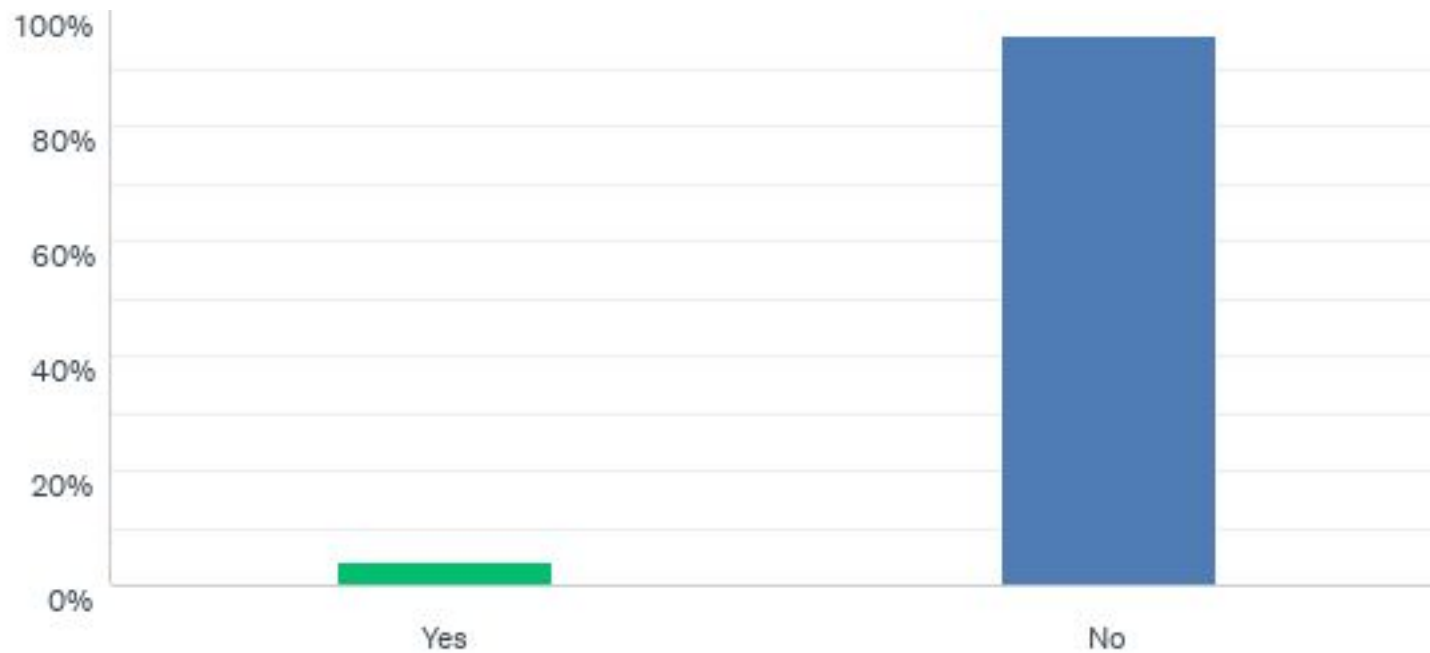
Q16: Retention of staff/staff turnover: What is the average length of stay with the company

Answered: 23 Skipped: 1



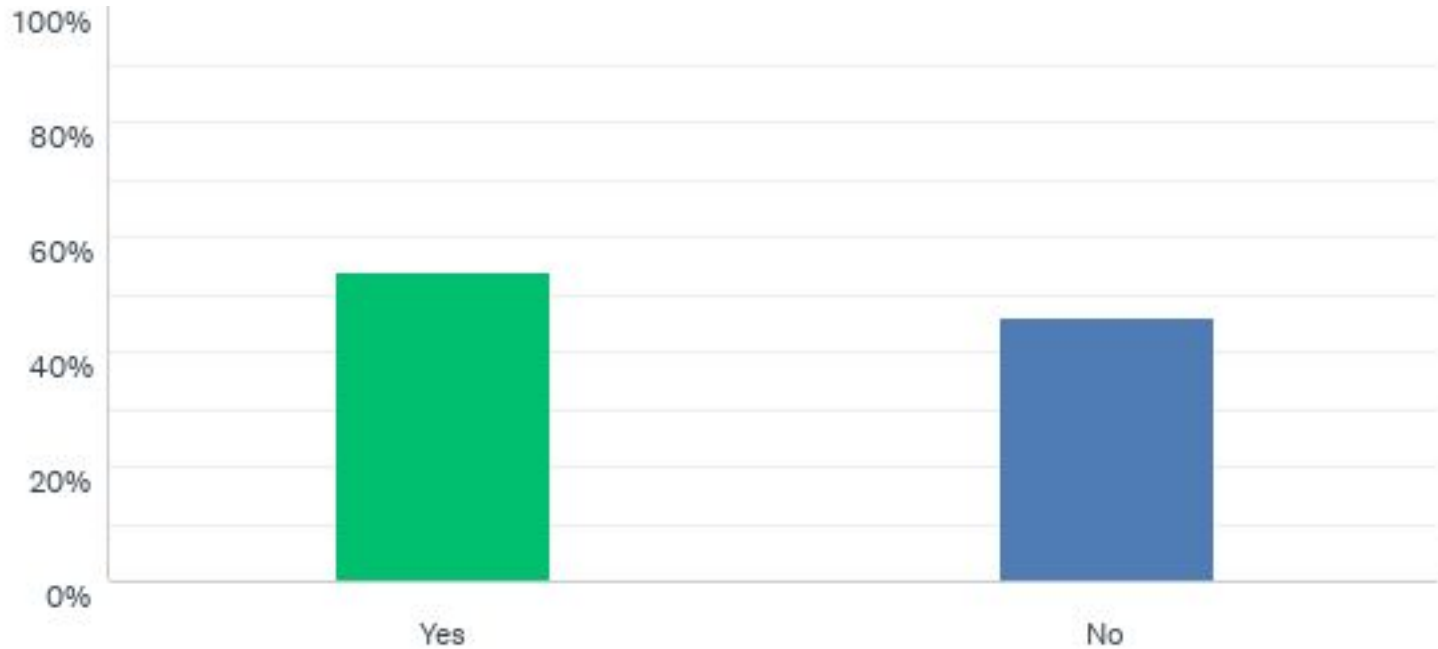
Q17: Are you a franchise?

Answered: 24 Skipped: 0



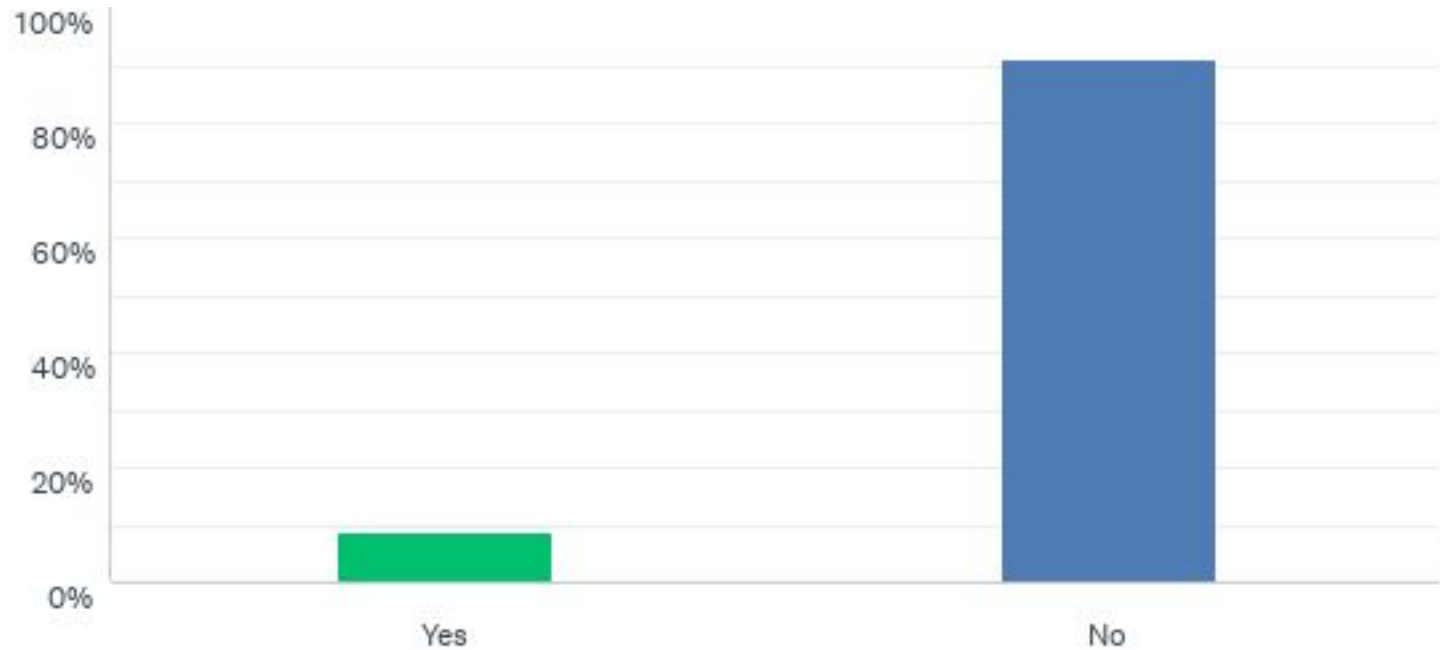
Q18: Do you own the space/Business Unit?

Answered: 24 Skipped: 0



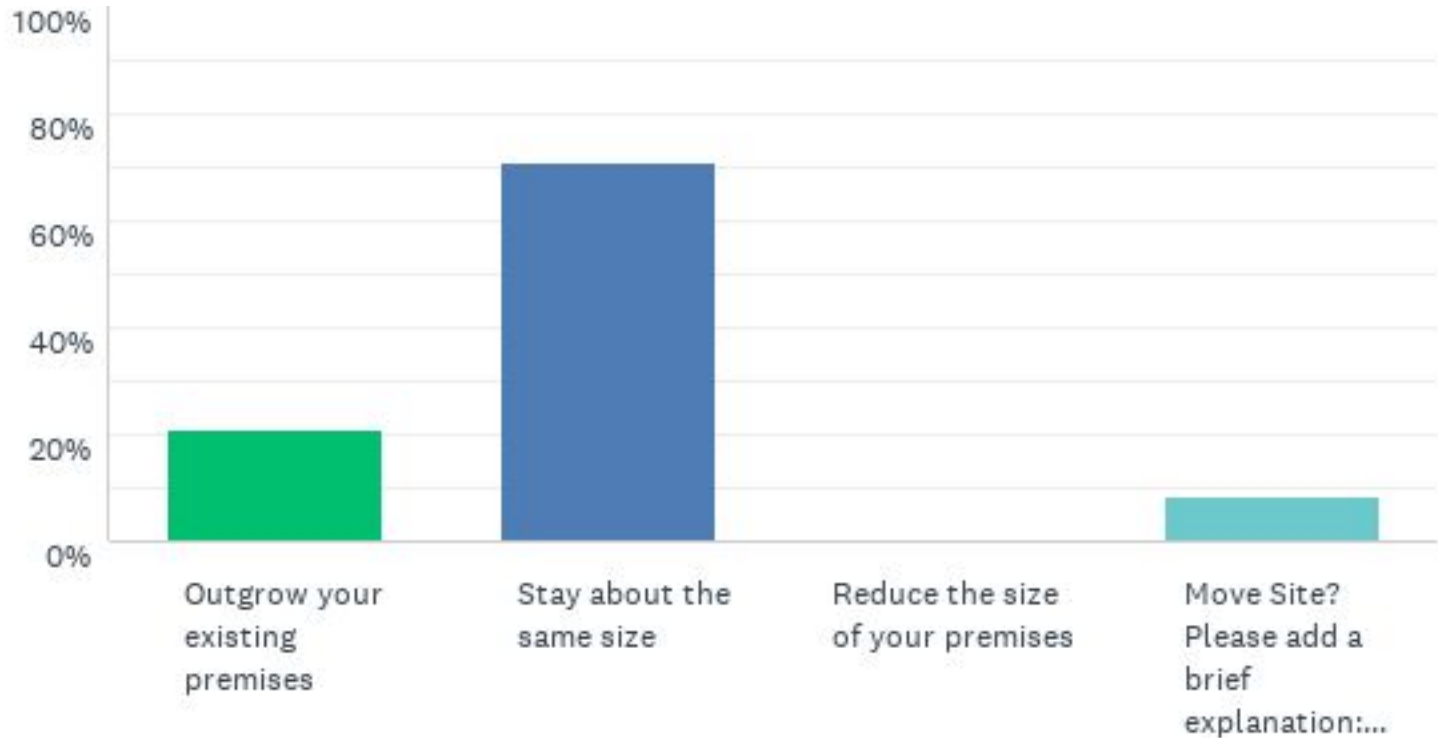
Q19: If you are the landowner do you sublet/rent space to other companies?

Answered: 23 Skipped: 1



Q26: Looking forward over the next five years do you expect to:

Answered: 24 Skipped: 0



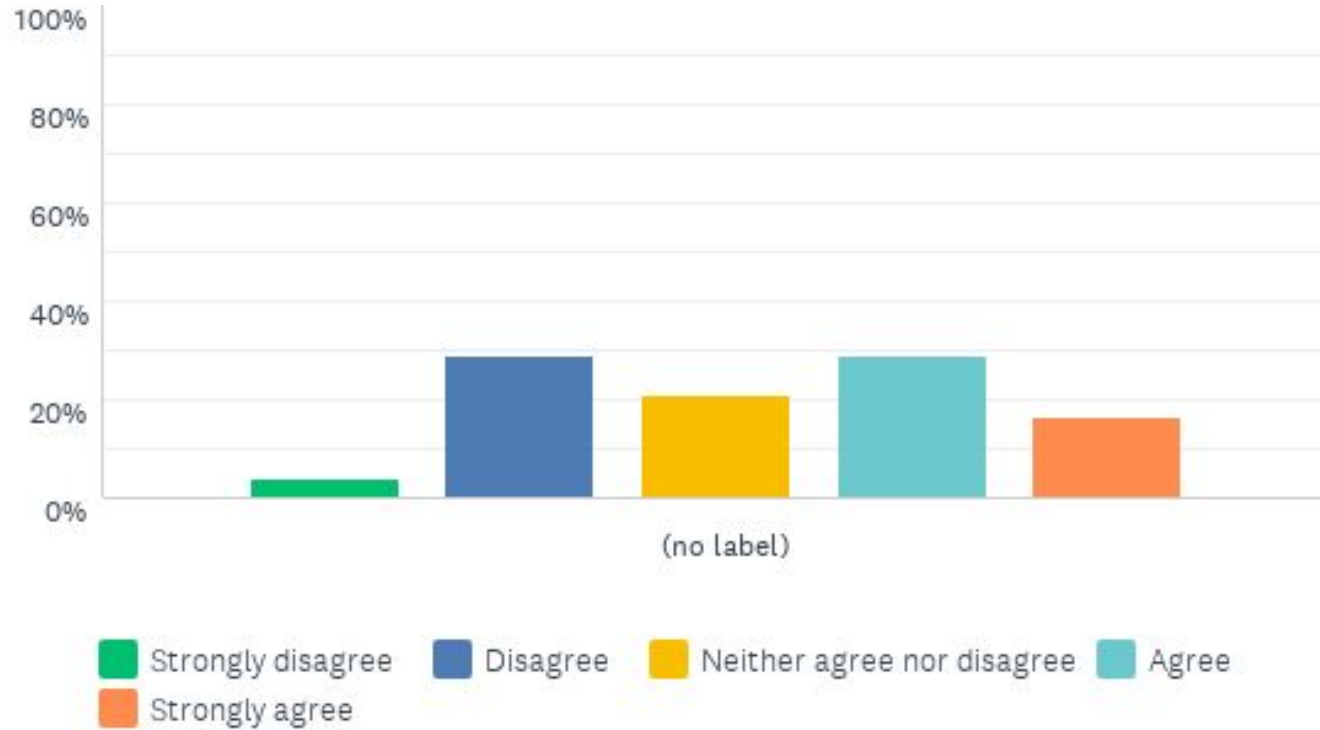
Conclusion Q16, 17, 18 & 19

The responses to these questions suggest there is a core of mature, small, settled local businesses. In planning terms, these need to be nurtured so that they can retain staff and maintain business premises in the Parish. Q18 reveals the commitment of business owners to the area.

See also responses to Q26.

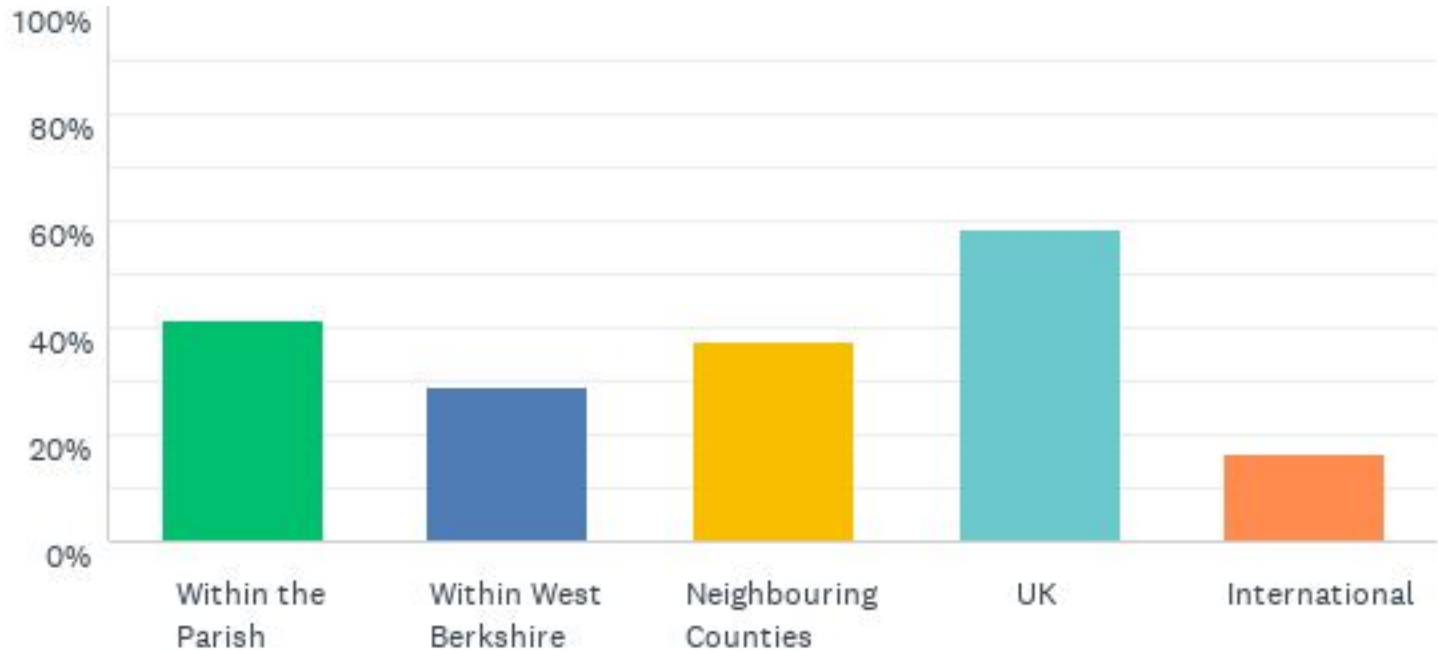
Q20: The business is reliant on other local services/companies, suppliers?

Answered: 24 Skipped: 0



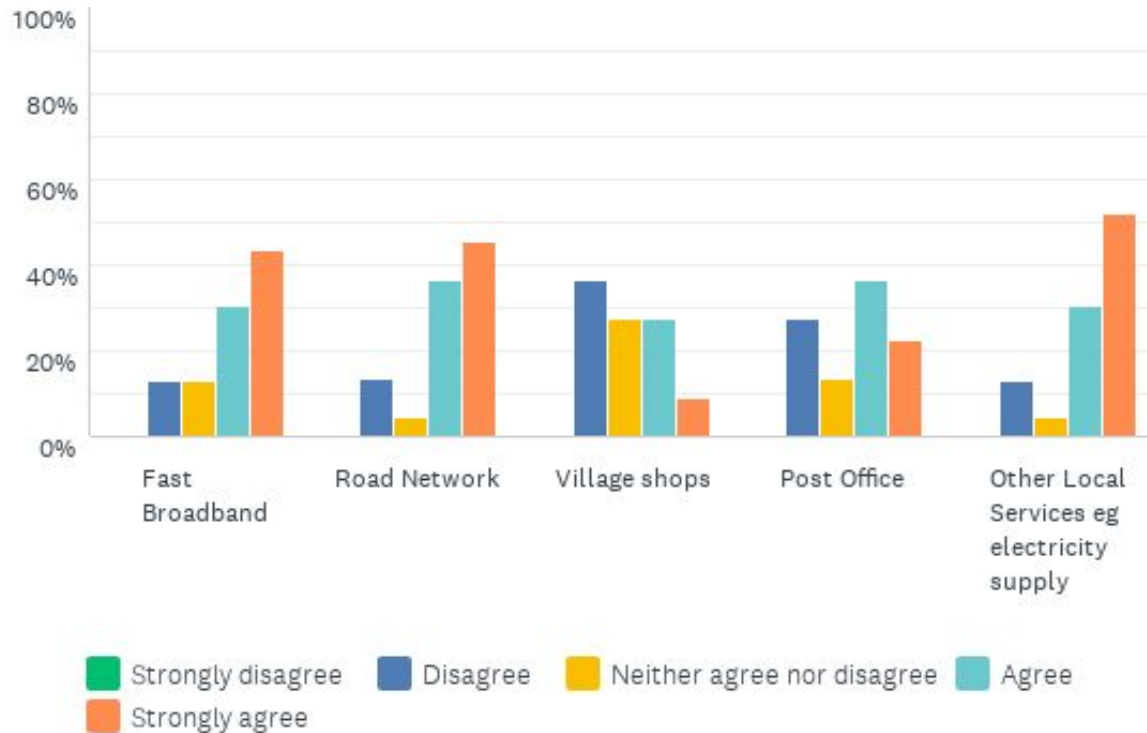
Q21: Most of your customers are based: (please highlight all relevant boxes)

Answered: 24 Skipped: 0



Q22: Is your business reliant on the local infrastructure: (if other please specify)

Answered: 24 Skipped: 0



Q.22 Comments

Racing and associated businesses:

Electric, water, muck removal services, waste collection. The slow broadband speeds are a hinderance to our business

Other racing services

Vehicle maintenance is performed in Swindon and Oxford

Health and Welfare:

We use an NHS system outside of local broadband

Q23: What do you value most about Lambourn/the Parish?

Q23 What do you value most about Lambourn/the Parish?

Answered: 19 Skipped: 5

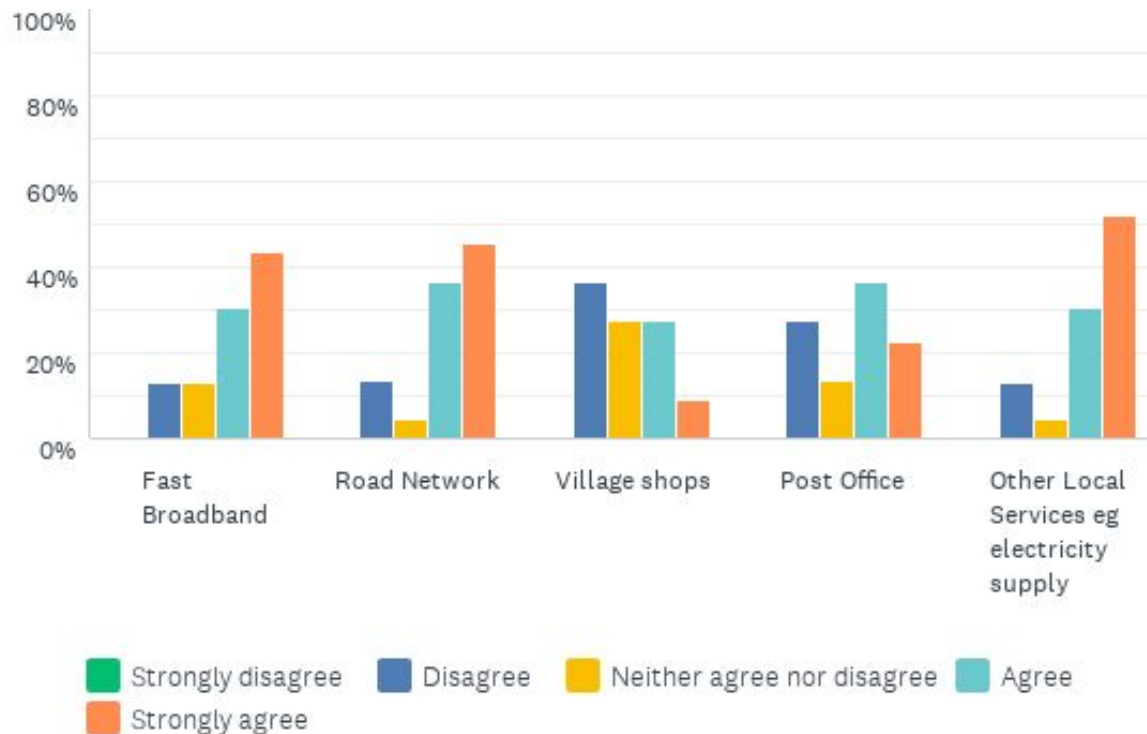
#	RESPONSES	DATE
1	The jockey club gallops	8/2/2021 10:32 PM
2	Proximity to customers	8/2/2021 11:45 AM
3	rural location and strong community	8/2/2021 11:32 AM
4	The racing industry in the locality	8/2/2021 10:00 AM
5	The countryside	8/2/2021 7:03 AM
6	Open, green spaces	7/30/2021 4:36 PM
7	The racing community infrastructure	7/28/2021 5:03 PM
8	Strong sense of a village community, which is prepared to provide support if needed. A wide range of amenities and services which can be tapped into. The fantastic rural setting with fabulous views from most parts of the village, and access to the river and Lynch woods.	7/21/2021 11:10 PM
9	Racing industry	7/21/2021 12:39 PM
10	The friendly community spirit	7/19/2021 2:05 PM
11	Sense of community	7/19/2021 10:12 AM
12	The gallop facilities	7/18/2021 7:05 PM
13	Community support	7/18/2021 3:02 PM
14	Labour pool within horseracing industry	7/16/2021 11:57 AM
15	The local racing business	7/16/2021 10:31 AM
16	The beautiful open countryside we are lucky enough to live and work in	7/16/2021 9:48 AM
17	Community engagement	7/16/2021 9:09 AM
18	Lively community	7/16/2021 9:04 AM
19	Beautiful countryside and a lovely community	7/15/2021 5:03 PM

Conclusion Q20 & 23 + Comments on Q22

The “cluster” of businesses dependent on the RTI is illustrated in the answers to these questions, particularly in Q23. Various types of businesses also rely on others and it would be useful not only to have some details of the RTI supply chain, but also those of other industries within the Parish, e.g. those based in the Lambourn Woodlands PEA.

Q22: Is your business reliant on the local infrastructure: (if other please specify)

Answered: 24 Skipped: 0

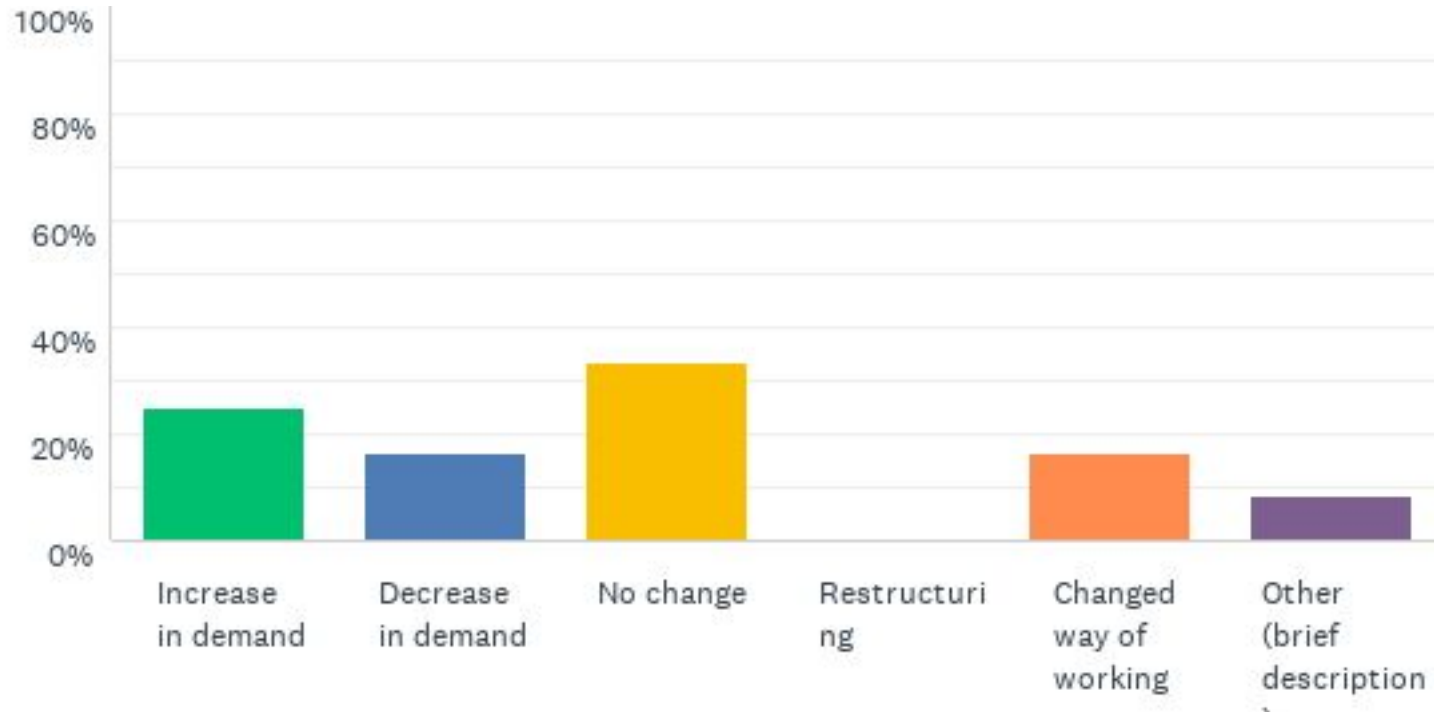


Conclusion Q22

The answers to this question justify the choice of particular key issues. It would be useful to have further examples of the “Other” services, especially in the light of Lambourn’s position as a Rural Service Centre. Broadband speed and the road infrastructure are significant. Notice the importance of the Post Office.

Q24: What has been the effect of COVID-19 pandemic on the business

Answered: 24 Skipped: 0



Q. 24 Comments

In some ways less demand, as many exhibitions were cancelled, in other ways no change as I had commissions in hand (Arts)

Complete change in working practice and huge increase in demand (Health & Welfare)

Conclusion Q24

An interesting spread of responses, reflecting the nature of the businesses. They raised the question of what might have happened if the RTI had shut down completely for an extended period.

Q25: What is restricting /limiting/holding back the business?

Q25 What is restricting or limiting and holding back the business

Answered: 22 Skipped: 2

RESPONSES	DATE
Ease of expansion, difficulty obtaining planning slowed development of business as did SSE slow to install infrastructure required to complete build.	8/2/2023
Nothing	8/2/2023
recruitment of local staff for domiciliary care service and availability of EU workers for our live-in care service	8/2/2023
I can't see my clients face to face as my husband is in a highly vulnerable group.	8/2/2023
relative increase in labour costs	8/2/2023
Lack of space	8/2/2023
Investment in machinery.	8/2/2023
Nothing	7/30/2023
Housing in the area	7/28/2023
Pinging people! Receiving deliveries with no delivery drivers available.	7/23/2023
time!	7/21/2023
Shortage of qualified staff	7/19/2023
Size of premises, budgets, COVID infection control procedures	7/19/2023
Lack of clients	7/18/2023
na	7/18/2023
racecourse fixtures	7/16/2023
We are limited by car parking on site and the limited size of our existing premise.	7/16/2023
Finding suitable staff and affordable accommodation for them.	7/16/2023
Housing / affordable accommodation	7/16/2023
Stock	7/16/2023
Farming is changing due to the UK leaving EU. This is having an effect on what farms grown in the south of England. With Southampton flour milling closing farmers are having to change what type of wheat they are growing. This is having a knock on effect on what we are storing onsite.	7/16/2023
Closed for nearly nine months - loss of income	7/15/2023

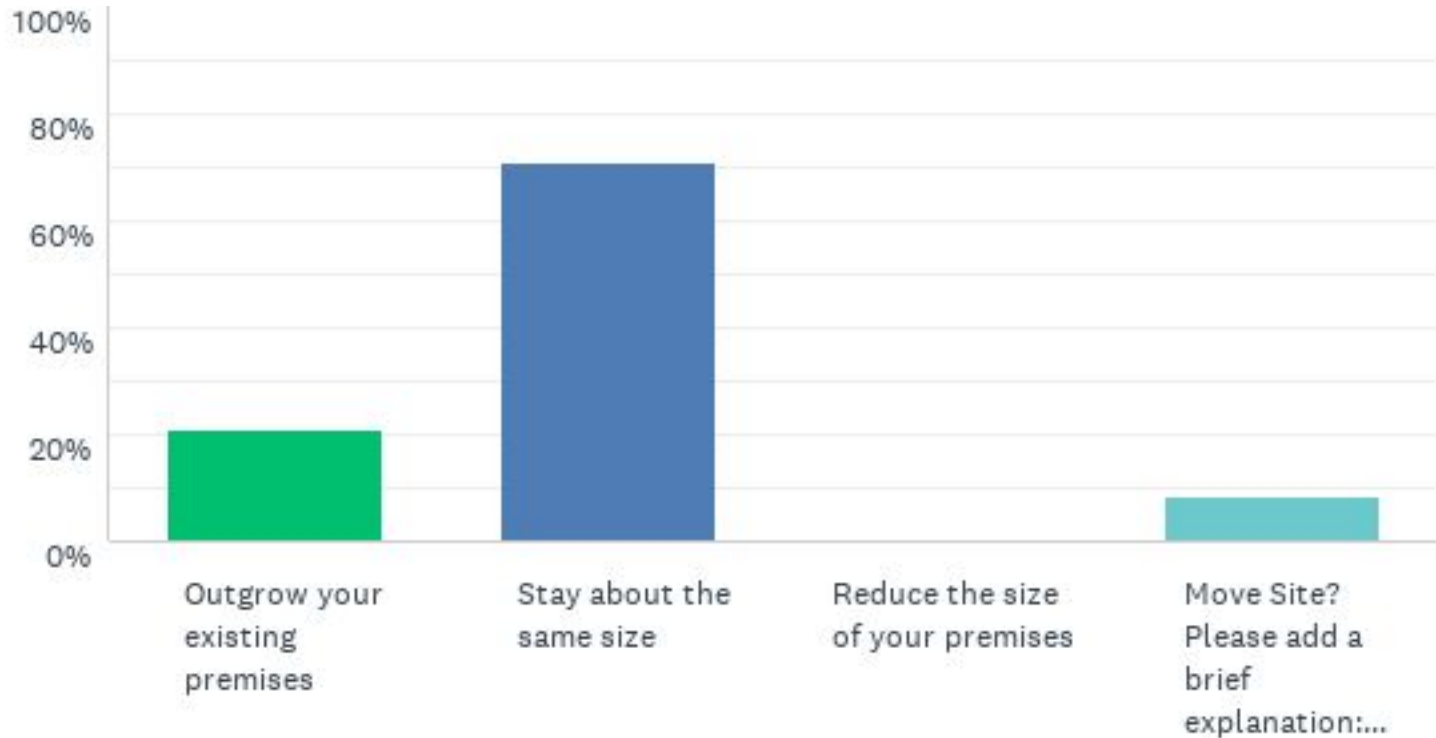
WordCloud

Q25 What is restricting or limiting and holding back the business?

staff

Q26: Looking forward over the next five years do you expect to:

Answered: 24 Skipped: 0



Conclusion Q 25 & 26

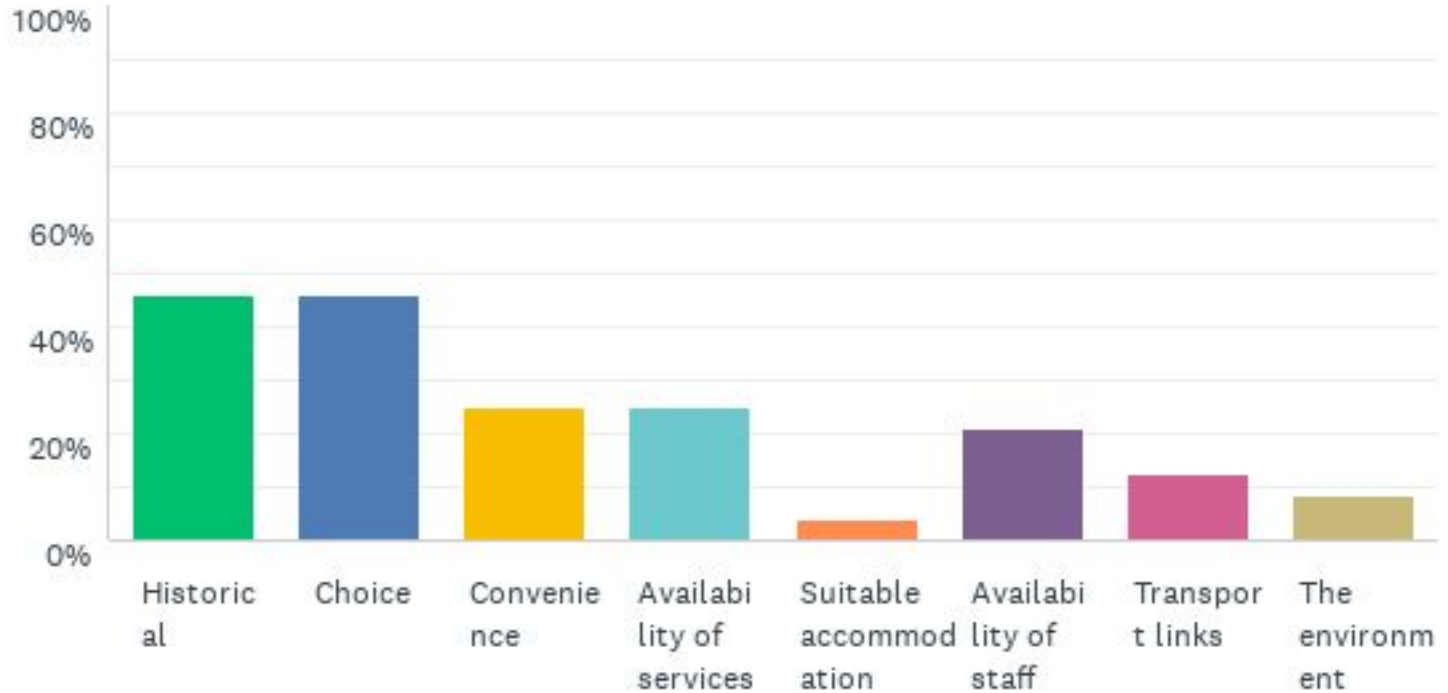
An interesting range of responses to Q25. Leaving aside those related to Covid, the main limitations relate to staffing, lack of housing and problems finding suitable space.

The latter is of concern and is reinforced by responses to Q26 – there is a need for small to medium sites to enable smaller businesses to expand. If one takes those companies who are expecting to expand in the next five years and those who expect to move site, over 20% will be looking for new premises by 2026.

NB Comment on flour milling

Q27: Why is the business located in the parish (select all that apply)?

Answered: 24 Skipped: 0



Conclusion Q27, referencing also 15, 20, 22, 23, 25, 26,28.

The answers to Q27 may help to determine what needs to be done to hold on to/encourage businesses in the Parish.

NB Accomodation and transportation links are *not* reasons why businesses locate in the Parish. Nor is the environment, whilst appreciated, significant in the location of the respondents.

The answers to these questions provide evidence of the importance of the cluster of businesses around the RTI. Policies need to support the RTI but also existing businesses. The pattern of the racing cluster may offer useful insights into how other businesses may form “clusters”and underpin the Parish economy.

Q28: What does the business bring to the locality?

Q28 What does the business bring to the locality?

Answered: 24 Skipped: 0

#	RESPONSES	DA
1	Employment, directly and indirectly through service providers to the business and also contributes to making the communal gallops a viable concern. Significant rates contributions through both the business and staff living on site paying council tax.	8/2
2	Supporting local businesses	8/2
3	well paid secure employment which was evidenced during pandemic and lockdowns	8/2
4	Access to private mental health care	8/2
5	Rural, racing and property knowledge and capital	8/2
6	Services repairs sales	8/2
7	Employment for myself and income for Membury Business Park.	8/2
8	Nothing to the locality but to all individual homeowners	7/2
9	Employment & therefore people to support the local amenities. Visitors (owners) to the area, who stay/eat in the local facilities.	7/2
10	Community Social	7/2
11	Local interest. A place to buy/commission art. A link with creativity ... as well as to people's own creativity. A shop to get last minute presents. A teaching resource and facility.	7/2
12	Horse shoes for the farmers in the area	7/2
13	Employment and a necessary service	7/2
14	GP services	7/2
15	Employment and economy	7/2
16	Education	7/2
17	employment	7/2
18	Centre for rural crafts, local employer, contributor and supplier to the racing industry.	7/2
19	Well established employer, continuing the tradition of horse training within the village	7/2
20	Support to the racing community	7/2
21	employment	7/2
22	Support to local farmers during harvest	7/2
23	Plumbing and Heating Services	7/2
24	Clients, income	7/2

Q28: What does the business bring to the locality?

Q28 What does the business bring to the locality?

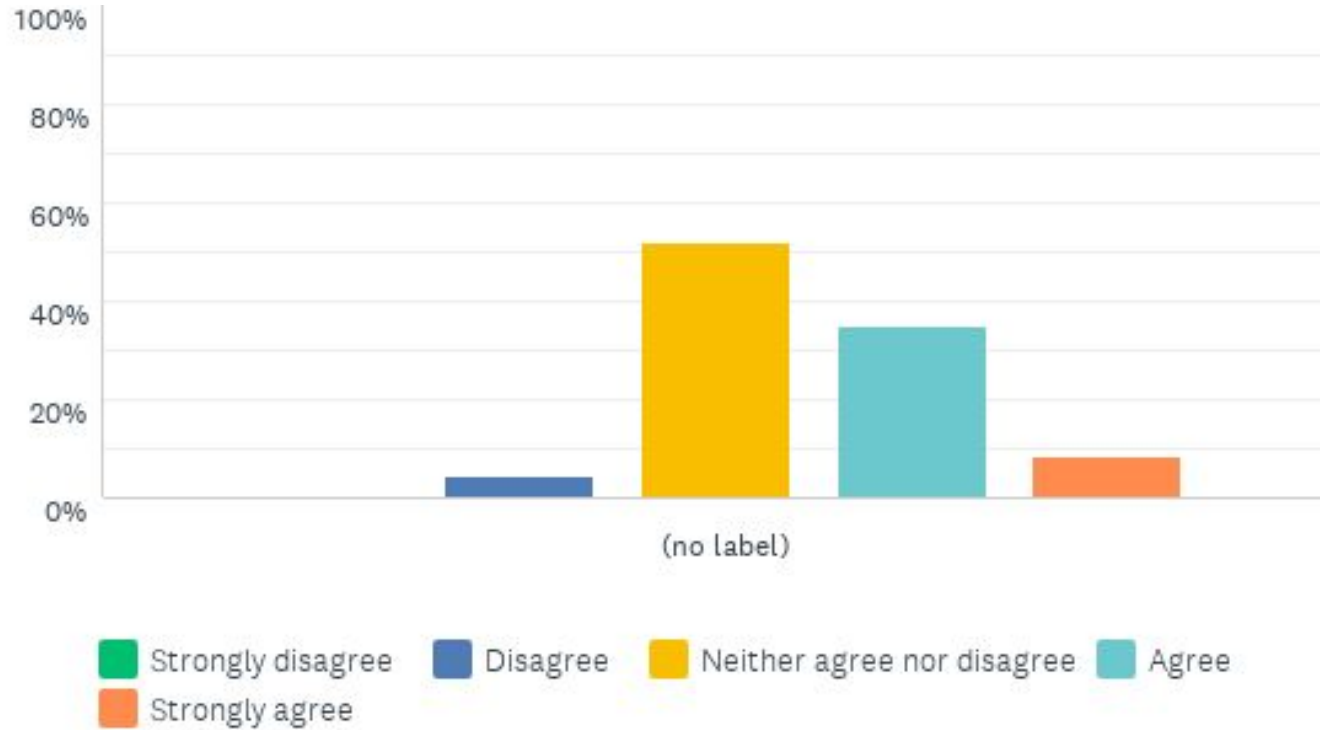
local racing service well **Employment** Supporting local
business

Q29: What business does to enhance/improve environment

1	Converted a run down brown field site to a vibrant training yard with green energy sources (district ground spruce heat pump system for all buildings on site). Recycle materials, stables waste goes for compost production. Planting of native trees and hedgerows.	8/2/2021 10:32 PM
2	Small footprint	8/2/2021 11:45 AM
3	n/a	8/2/2021 11:32 AM
4	Constantly maintaining and improving the land and property portfolio	8/2/2021 10:00 AM
5	Focus on reducing waste and reusing materials where possible.	8/2/2021 7:03 AM
6	Improve properties	7/30/2021 4:36 PM
7	Recycle plastic products used in the business (ie, shavings bags/wraps) to reduce waste Encourage staff to walk/lift share	7/28/2021 5:03 PM
8	Recycle card paper glass	7/23/2021 6:45 PM
9	Seek to enhance the lives of people who visit the studio or use the facilities and resources. Art has a very calming and uplifting affect on people. My public sculptures (10 so far) have contributed to the natural and built environment throughout the country.	7/21/2021 11:10 PM
10	Social Media and clinics	7/21/2021 12:39 PM
11	Tries not to waste fuel & electricity	7/19/2021 2:05 PM
12	Only local maintenance of the car park etc	7/19/2021 10:12 AM
13	Little	7/18/2021 7:05 PM
14	Education	7/18/2021 3:02 PM
15	Policy to lower carbon footprint	7/16/2021 11:57 AM
16	The saddlery is vital to help reducing waste in racing yards by repairing tack and rugs, therefore reducing the need to throw broken kit away. We also try to reuse as much packaging as we can and recycle what we are able to.	7/16/2021 10:31 AM
17	Try to operate the business on a sustainable basis.	7/16/2021 9:48 AM
18	Nothing	7/16/2021 9:04 AM
19	Not enough, it I could afford electric vans I would as all of our work is within a 5 mile radius	7/15/2021 8:56 PM
20	Lots	7/15/2021 5:03 PM

Q30: The company/business actively promotes reducing its Carbon Footprint within its supply chain

Answered: 23 Skipped: 1

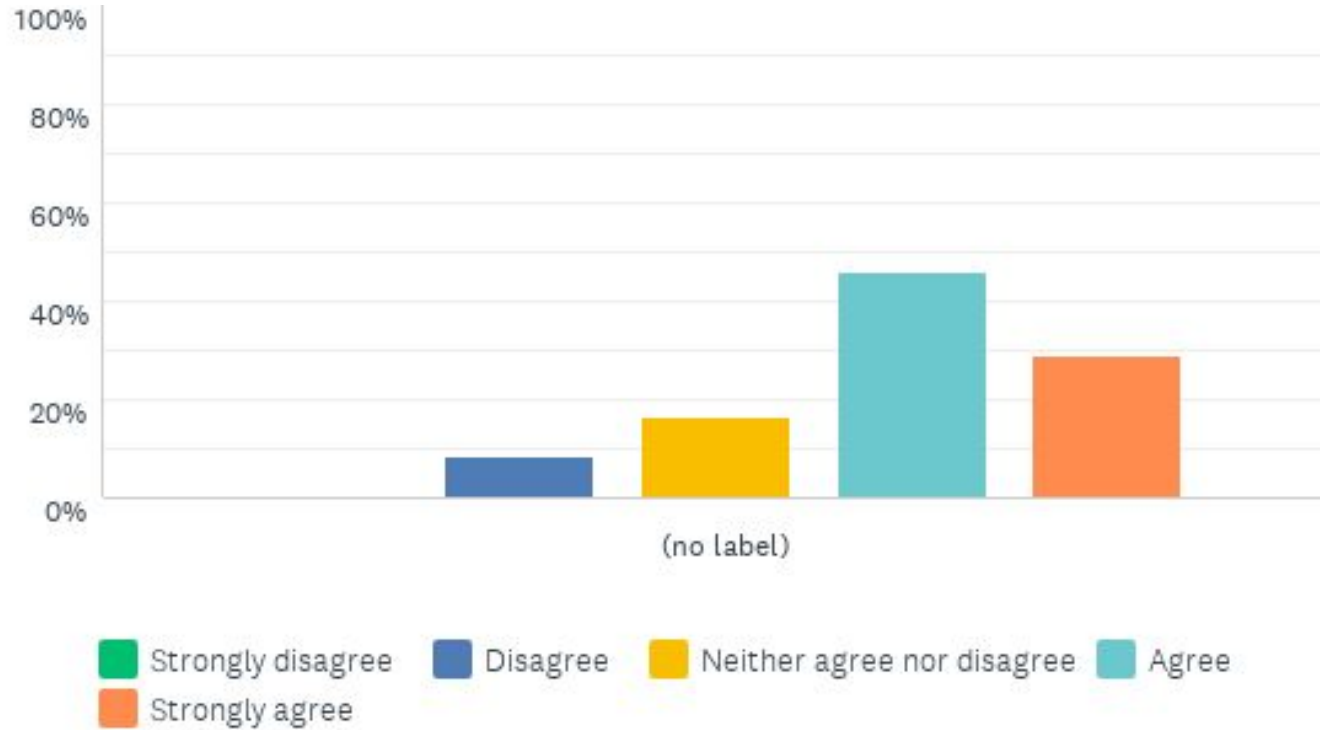


Q29 & 30 Conclusion

These answers demonstrate a respect for the local environment and a willingness to help, but the responses are unfocussed – if the Climate Emergency is to be taken seriously then much more needs to be done to show businesses what they can do.

Q31: The company/business actively engages with the local community.

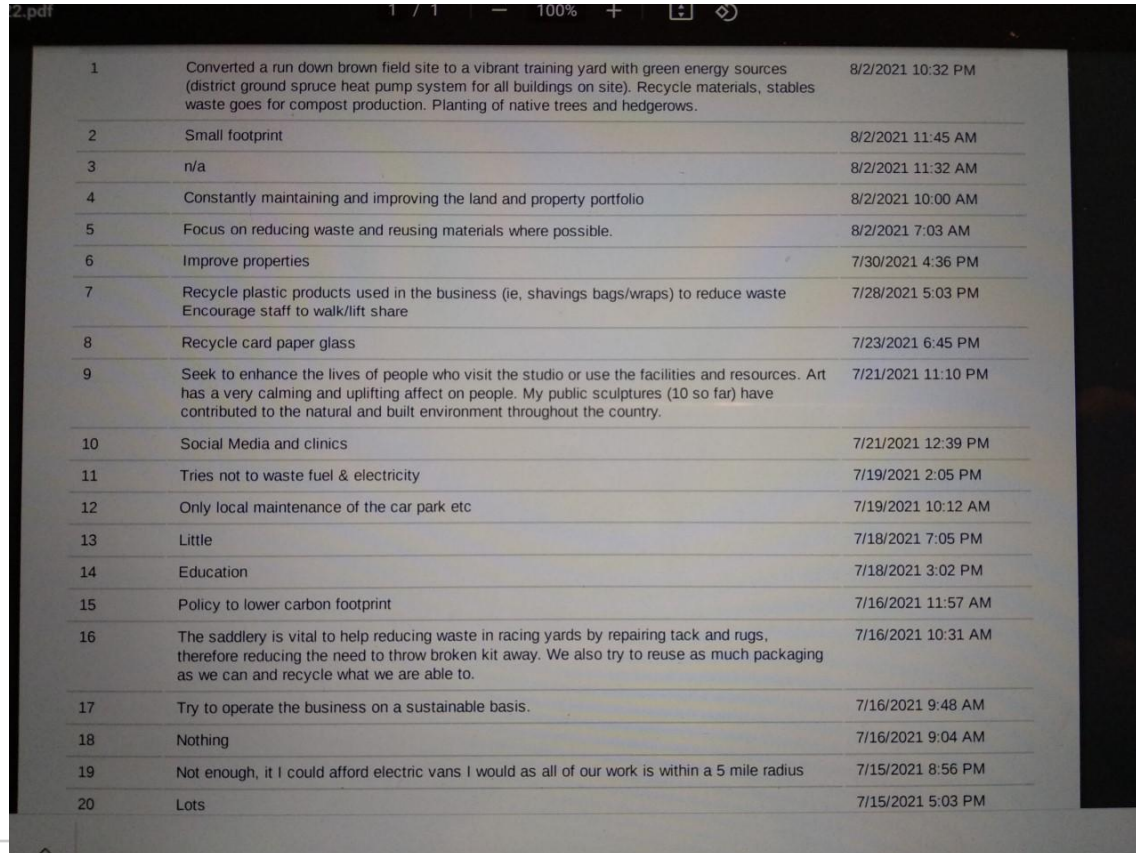
Answered: 24 Skipped: 0



Q31 Conclusion

It seems that some local businesses are so embedded in the local community that they find it difficult to articulate exactly how they engage and what they bring to it. Examples of how they engage would be very useful in encouraging all.

Q32: Additional Comments



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Summary conclusions

Within the LNDP there needs to be room for development to meet local demands, but such development has to be sympathetic to the AONB. How to provide supporting infrastructure needs to be addressed. Having established the “what” we now need, through focused follow-up work, to provide evidence of the “why”.

The RTI has a mature, historical industrial base in the Parish and it underpins many other businesses/services. The cluster of enterprises directly associated with it is significant and the Survey validated this.

Other clusters do exist and need to be investigated further.