

# Local Infrastructure Needs Survey

Being close to London and both Heathrow and Gatwick Airports, the Borough of Guildford has a vibrant and mixed economy in which 25% of its working population is employed in rural wards. To inform its new Rural Economic Strategy Guildford Borough Council has commissioned this survey of local owners/managers to establish what are the key issues affecting the growth and sustainability of their businesses. It is important to note that the focus of this survey is not only on agricultural or land-based companies – many high-tech companies have set up in, or moved to, redundant farm buildings because of the improved quality of life and location. Perhaps you are considering relocating your business from a town environment to somewhere more rural? Of particular interest in this survey are issues around business costs, infrastructure, skills and future investment – these last two points being potentially susceptible to the evolving Brexit negotiations as the UK prepares to leave the EU.

**Your views at this crucially important time for the UK economy are therefore particularly important** in terms of local strategic policy, especially with the Brexit uncertainty about some elements of current and future EU support of rural communities.

Thank you in anticipation of your help completing this survey – if you would like more information about the draft Rural Economic Strategy please contact:

Chris Stanton, Rural Economy Officer on 01483 444331 or email [chris.stanton@guildford.gov.uk](mailto:chris.stanton@guildford.gov.uk)

Please tick for Data Protection Statement and Privacy Information

Guildford Borough Council adheres to the requirements of the UK Data Protection Act 1998 and is registered on the public register of data controllers which is looked after by the Information Commissioner. Under the Data Protection Act the information which you have provided in this questionnaire will be used only for the purposes of this survey. All responses by individuals will be kept confidential, but by mutual agreement views from organisations may be published in full. More information on Guildford's data protection policies can be found at

<https://www.guildford.gov.uk/dataprotection>



## Business Overview:

**Q1** How long has the business been trading?

- Less than one year
- Between 1 and 3 years
- Between 4 and 5 years
- More than 5 years

**Q2** Are your business premises

- Purpose built business, industrial, retail units or on a trading estate
- High street or town/village centre location
- A former agricultural building/conversion in a rural location
- Other

Please state

**Q3** Please tick the main advantages and disadvantages of your current business location:

	Main Advantages	Main Disadvantages
Transport infrastructure (roads, rail, air etc)	<input type="checkbox"/>	<input type="checkbox"/>
Access to markets	<input type="checkbox"/>	<input type="checkbox"/>
Communication infrastructure (fixed broadband, mobile technology, Wi-Fi)	<input type="checkbox"/>	<input type="checkbox"/>
Skilled Workforce	<input type="checkbox"/>	<input type="checkbox"/>
Quality of premises	<input type="checkbox"/>	<input type="checkbox"/>
Quality of local environment	<input type="checkbox"/>	<input type="checkbox"/>
Size of premises	<input type="checkbox"/>	<input type="checkbox"/>

## Business Overview:

**Q4** How satisfied are you with your existing business property in terms of the following:

	Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied
Road access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geographical Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q5** Thinking about your current location, within the next year would you consider:

- Moving to a larger premises in the local area (Guildford, Waverley, Woking)
- Moving to smaller premises in the local area (Guildford, Waverley, Woking)
- Relocating out of the local area
- Relocating outside of Surrey
- Remain where you are currently

**Q6** Please state how important the following issues are to the current operation of your business?

	Very important	Important	Neither	Unimportant	Very unimportant
High Speed Broadband	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available Skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transport Infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Internet/Broadband Access:

**Q7** What level of internet access do you currently have?

- Dial-up
- Standard Broadband (ADSL, Fibre or Cable)
- Super fast Broadband (above 15mbps)
- Via Satellite Subsidy scheme (rural areas)
- Via Mobile phone technology (rural areas)
- Do not have any internet access

**Q8** Overall, how satisfied are you with your current internet provision?

- Very Satisfied
- Satisfied
- Neither
- Dissatisfied
- Very Dissatisfied

**Q9** Are you aware of the Surrey Super fast programme delivered by the County Council and BT to improve access to superfast broadband?

- Yes
- No

**Q10** Did you see/take part in the recent public consultation on broadband access as part of the Surrey Superfast Open Market review?

- Yes
- No

## Internet/Broadband Access:

**Q11** Please indicate how the internet is used in your business (you may tick more than one):

- |   |  |
|---|--|
| <input type="checkbox"/> Retail (buying and/or selling)     | <input type="checkbox"/> Market Research           |
| <input type="checkbox"/> Wholesale (buying and/or selling)  | <input type="checkbox"/> To make business contacts |
| <input type="checkbox"/> Advertising your products/services | <input type="checkbox"/> I do not use the internet |

**Q12** Is the speed of the connection adequate for:

	Yes, all the time	Yes, most of the time	Occasionally for some functions	No
Your current business needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your future business needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q13** How important is the internet/broadband in the day to day running of your business?

- Vital - the business cannot/will not survive without internet access
- Significant - losing access will be problematic
- Moderate - has a place in the business but we could mostly operate without it
- Not important - plays no role in the running/success of the business

**Q14** What would help your online experience/enable you to maximise use of the internet in your business?

- |   |  |
|---|--|
| <input type="checkbox"/> More training on using the internet                          | <input type="checkbox"/> More reliable internet connection |
| <input type="checkbox"/> Greater knowledge of services available through the internet | <input type="checkbox"/> Faster broadband speeds           |
|   | <input type="checkbox"/> Reduced costs                     |

**Q15** Additional Comments

## Transport Infrastructure:

*Trunk road network covers major motorway and most major A roads*

*Local road network covers all other roads and the services associated with them including traffic management, maintenance and parking*

*Local public transport network covers local buses, taxis, underground as well as their stations*

*Rail network covers passenger and freight train routes, timetables and train stations*

*Air network covers passenger and freight flights and connections to other countries as well as airports and their amenities*

**Q16** Overall, how would you rate the:

	Very Good	Fairly Good	Neither	Fairly Poor	Very Poor	Dont Know
Trunk road network in the area (motorway and major A roads)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local road network in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local public transport network in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rail network in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air network in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q17** Thinking about the statements below, which of the following networks would you say are most important to business operation:

	trunk roads	local roads	local public transport	rail	air
How your customers access your goods or services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How you access the goods and services you need for the day-to-day operation of your business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How you receive deliveries of goods and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How you distribute any goods or services you sell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How you and your staff travel to work or on business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How you and your staff attend meetings or visit sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Your perceptions:

**Q18** We would like to know about your plans for the business for the next two years and beyond. In the next 2 years or so do you plan to:

	6 months	12 months	24 months+
Maintain your current position	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expand the scale of activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduce the scale of activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't know/uncertain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q19** Below is a list of factors that may constrain the growth of a business. Please indicate the importance of each factor in constraining the growth of your business:

	Very important	Important	Neither	Unimportant	Very unimportant
Lack of space on current site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of suitable premises in the locality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Problems recruiting skilled staff locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ageing workforce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate change or unseasonal weather patterns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flood prevention and management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rural crime prevention and policing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning and development constraints	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business rates and local taxation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business regulation and "red tape"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other please specify below	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q20** Please use the box below if you would like to make any additional comments about any issues above:

## Your perceptions:

**Q21** Below is a series of statements relating to business growth, to what extent do you agree with them:

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
Better access to new IT technology will help my business grow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working in collaboration with other local business (eg to adopt new technology) will help my business to grow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better access to private capital will help my business to grow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better access to skills/training programmes will help my business to grow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Closer relationships with business support agencies will help my business to grow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other please specify please state	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Your perceptions:

How may your business be affected by Brexit?

**Brexit - The 23 June 2016 EU Referendum decision that the UK should exit from membership of the European Union**

**Q22** Thinking about the issues below, please indicate the importance of each to the growth of your business:

	Very important	Important	Neither	Unimportant	Very Unimportant
Access to the EU Single Market for free movement of goods/services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to the EU Single Market for free movement of workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to the EU Single Market for free movement of capital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tariff-free EU Customs Union	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working Time Directive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"High value" immigration (skilled workers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loss of EU grant or subsidy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exports to non-EU countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Imports from non-EU countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Thank you for completing this survey**

**Please press submit**

