

Chacewater Parish



Local Neighbourhood Development Plan

Business Questionnaire Analysis Report 2018



CHACEWATER PARISH NEIGHBOURHOOD DEVELOPMENT PLAN

BUSINESS QUESTIONNAIRE ANALYSIS REPORT

INTRODUCTION

1. Awareness of exactly what local businesses or enterprise schemes bring to any community is most important in terms of their needs (e.g. Schools, Medical care, Shops and other facilities) and influence in terms of economy and jobs; in this regard Chacewater Parish is no exception. A potentially significant driver for change and prosperity to our area, the NDP Steering Group was disappointed by the lack of any meaningful response from the Business Community through its Autumn 2017 Survey Questionnaire. So, we decided to embark upon a more direct approach to find out exactly what this vital sector brings to the Parish.

AIM

2. The aim of this short report is therefore to detail how we went about this task, our findings and what they meant, not only now but also in relation to the future shape and needs of the Parish.

HOW WE WENT ABOUT IT?

3. Trying to find out the size, scale and range of businesses proved quite a challenge and so a considerable amount of time and effort was initially spent collating and then charting all sorts of Community Facilities, Commercial and Industrial Enterprises. The outcome of this work can be seen in diagrammatical and listed format at **Annex A** and saw members of the NDP team scroll through Yellow Pages, scrutinise the Internet, talking with local people and literally walk our patch to discover what really makes the Parish “tick” from an employment and jobs perspective.

4. We then produced a simple yet focused 3-page Business Questionnaire (**Annex B**) that several members of the NDP Team then used to conduct a series of one-to-one interviews, either in person or over the phone with the manager or owner of the business, facility or enterprise – most were done in person. In all, we completed 51 responses through this method of approach from a total of close to 60 businesses in the area, which constituted an 85% return.

ANALYSIS/FINDINGS

5. The analysis in the spreadsheet at **Annex C** captured the broad findings, from which the following detailed analysis was gleaned:

Demographic Statistics	
Total full-time staff	333
Total part time staff	106
How many businesses need more space within next 5 years	28
How many businesses need more staff within next 5 years very likely	19
How many businesses need more staff within next 5 years fairly likely	14
How many businesses require Better Broadband	27
How many businesses require Mobile Reception	41
How many businesses use/require local Post Office and Village facilities	20 (12 miss the Blackwater PO)

- Of those businesses surveyed, more than 439 people were employed in full or part time roles and a majority of staff came from the local area or just outside a 2-mile radius of the Parish.
- Most businesses in the area could be described as service providers. Chacewater has a major haulage company and a suite of 5 main car dealerships inside or adjacent to the Parish boundary, e.g. Land Rover, Vauxhall, Citroen, Hyundai, Renault, Seat and Dacia.
- There is a relatively small amount of retail activity and guest accommodation.
- Chacewater Parish has a number of high standard education and training facilities for children, young people and adults with provision for all ability levels.
- There is also a sizeable care home for the elderly very close to the settlement boundary at Scorrier and a social housing scheme within the main settlement (Brookside) that affords community support for those in need.

- Most sizeable businesses are well established in the area, however, the recent influx of car dealerships and the “prepared” industrial land at Hallenbeagle may attract more enterprise in the future. This might well come from outside the immediate region but some local companies could also take advantage due to the planned improvements to the A30.
- A number of small to medium sized businesses have emerged in recent years and are thriving, despite the general economic downturn.
- Many of these same sized businesses advised that, if an appropriate and affordable local unit/facility became available, then they would expand, but a number informed us of problems resulting from limited power network.
- Nearly 60% of those interviewed had seen a moderate growth in their fortunes in recent times and would therefore be seeking to expand over the next 5 years, the consequence being they are likely to need extra staff.
- Pockets of relatively small scale industrial ‘unit type’ activity can be found at the old Railway Station, Killiwherries, Kea Downs and Wheal Busy industrial estates.
- Many quoted a shortage of suitable skills within the local labour force as a limiting factor to expansion, but some (particularly car servicing and maintenance) actively link with Cornwall College to generate their own apprenticeship schemes in order to overcome this issue.
- Businesses along the old A30 (Scorrier through Blackwater and up to Chiverton Cross) raised concern over the lack of public transport for their employees and so have had to devise imaginative ways of getting staff to/from their place of work.
- The customer base for most businesses varied according to the product/output being delivered and really does stretch from local tea shop enterprises, garden or farming equipment supplies to internationally renowned service providers.
- Improved technology and on-line ordering featured highly in our responses. Consequently, there is concern about the poor broadband and mobile reception in significant parts of the Parish, notably the ability of the Health Centre to access records and contact doctors on call.
- Homeworking is definitely a growing theme in the area and so adequate provision needs to be made for new ways of working (NWoW).
- Many businesses identified convenience, proximity to services and quality of life in this rural area as reasons for setting up their business.
- There is a substantial base for tourist accommodation across the Parish, due to its central location and convenience, which brings economic benefit to the region.

RECOMMENDATIONS AND TAKEAWAYS

In overall terms, the NDP Strategy Team believe there to be a **useful balance** between Businesses, Facilities and the Amenities provided by the Parish itself, but a **lack of investment** from some **outside agencies** (e.g. Western Power, broadband providers and mobile network coverage) are **limiting the potential for growth**, capability and capacity in this area. The survey also identified the **need for small business outlets to expand** their existing premises over the next 5 years.

More broadly, our consultation identified that the **community supports local businesses** and would therefore **not want to see any loss** of businesses, unless it could be demonstrated that the use of premises is no longer viable; this generally aligns with Policies 4¹ and 5² of the Cornwall Local Plan.

The community wishes to **support sustainable living, working and travel** within the Parish. The Business consultation identified that a very high proportion of employees travel to work from just over 2 miles away and come into the area from Truro, Camborne, Pool, Illogan and Redruth (CPIR) area or other communities close by, so there would be benefit from expanding the local transport infrastructure.

Most businesses advised that their staff were settled in their current abode and so travelled into the Chacewater area purely because they provide the **requisite skills sets required of their employer**. Therefore, the availability of housing (affordable or otherwise) was not necessarily an issue.

Lastly, **tourism and agriculture** feature strongly as part of the rural landscape and community, and so make a significant contribution to the local economy.

¹ Policy 4 – Shopping Services and Community Facilities.

² Policy 5 – Business and Tourism.

SUMMARY

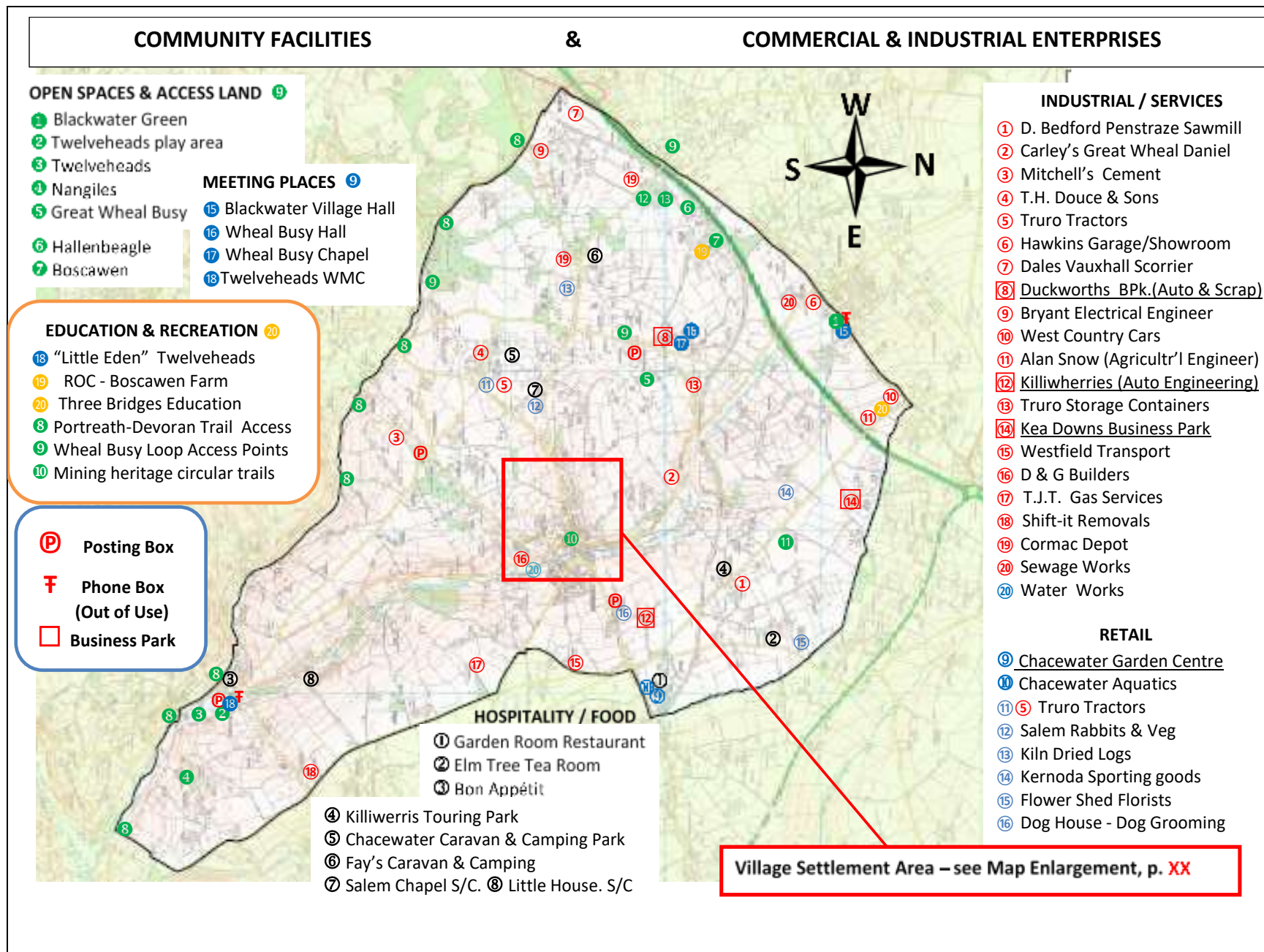
The direct form of engagement with the business and provider community proved essential for gathering information needed to underpin the policies contained within the Master NDP document and added to our evidence base. Importantly, as a group we benefited hugely from this engagement as it provided a useful understanding of the range of local businesses, their contribution to the economy and employment within the Parish and their future development plans.

Prepared by the Chacewater Parish NDP Strategy Team

June 2018

Annexes:

- A. Commercial Facilities & Commercial/Industrial Enterprises.
- B. Chacewater Neighbourhood Development Plan (NDP) Business Questionnaire.
- C. Chacewater Parish Business Questionnaire Analysis Spreadsheet.



LOCAL NEIGHBOURHOOD COMMUNITY FACILITIES & AMENITIES

OPEN SPACES

- ① Blackwater Green
- ② Twelveheads play area
Recreation Ground * ①
Millennium Green * ②
St Paul's Old Churchyard * ③

ACCESS LAND, Mining Heritage & Recreational Trails

- ③ Twelveheads
- ④ Nangiles
- ⑤ Great Wheal Busy
- ⑥ Hallenbeagle
- ⑦ Boscawen
- Public Rights of Way – Footpaths, Bridleways & Byways. (Map p._XX_)
- ⑧ Portreath-Devoran Trail Access Points
- ⑨ Wheal Busy Loop Access Points
- ⑩ Mining heritage circular trails

Traveller's sites

- ⑪ Paddock
- ⑫ High Winds
- ⑬ Boscawen/Hallenbeagle

Recreation, Sports & Leisure

- ⑭ Cornwall Central Allotments
- Chacewater Bowling Club Green * ④
- Children's Play Area * ⑤
- Skateboard Area * ⑥

MEETING PLACES

- ⑮ Blackwater Institute/Village Hall
Chacewater Village Hall * ⑦
Women's Institute Hall * ⑧
Masonic Hall * ⑨
- ⑯ Wheal Busy Hall
- ⑰ Wheal Busy Chapel
- ⑱ Twelveheads WMC
St Paul's Church * ⑩
- Chacewater Bowling Club * ⑪

EDUCATION & HEALTH

- Chacewater Health Centre * ⑫
- Chacewater Primary School * ⑬
- Stepping Stones Pre-school * ⑭
- ⑱ "Little Eden" Twelveheads
- ⑲ ROC - Boscawen Farm
- ⑳ Three Bridges Education Institute (Spectrum)

AMENITIES

- Car Parks * ⑰
- Public Toilet * PC
- Public Telephone box * T
- Decommissioned Phone Box F
- Post Office Service * PO
- Post Boxes: - Twelveheads
Creegbrowse
Wheal Busy
Dunstan Place
CW Car Park * ⑰
- Defibrillator(s) * D

[* See Chacewater Village settlement map]

LOCAL NEIGHBOURHOOD COMMERCIAL & INDUSTRIAL ENTERPRISES

HOSPITALITY / FOOD

- ① Garden Room Restaurant & Coffee Shop
- ② Elm Tree Tea Room
- ③ Bon Appétit
 - King's Head Hotel * ①
 - The Old Market * ②
 - Chacewater Bakery * ③
 - Our Plaice Fish & Chip Diner * ④
- ④ Killiwerris Touring Park
- ⑤ Chacewater Caravan & Camping Park
- ⑥ Fay's Caravan & Camping
- ⑦ Salem Chapel B&B
- ⑧ Rising Sun B&B

RETAIL

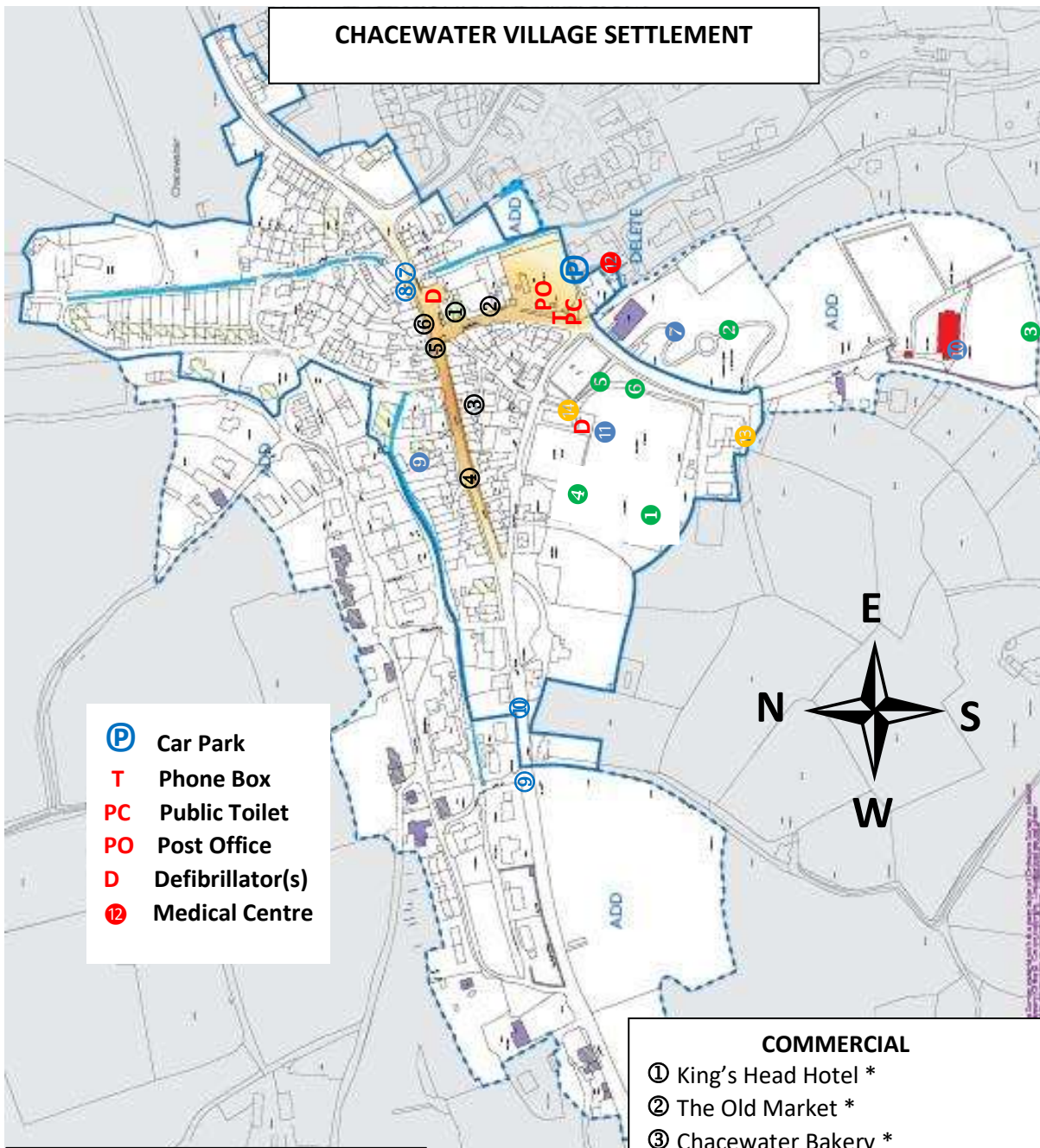
- ⑨ Chacewater Garden Centre
- ⑩ Chacewater Aquatics
 - The Old Market * ②
 - Chacewater Bakery * ③
 - Chacewater General Store * ⑤
 - Family Choice Store * ⑥
- ⑪ ⑤ Truro Tractors
- ⑫ Salem Rabbits & Veg
- ⑬ Kiln Dried Logs
- ⑭ Kernoda Sporting goods
- ⑮ Flower Shed Florists
- ⑯ Dog House - Dog Grooming
 - JayGrady Sports Physio * ⑩
 - Diamond Hair Style * ⑦
 - Legg Driving Instruction * ⑨

INDUSTRIAL / SERVICES

- ① Dave Bedford Penstraze Sawmill
- ② Carley's Great Wheal Daniel
- ③ Mitchell's Cement
- ④ T.H. Douce & Sons
- ⑤ Truro Tractors
- ⑥ Hawkins Garage
- ⑦ Dales Vauxhall Scorrier
- ⑧ Duckworths (Auto & Scrap)
 - Medlin Motor Services
 - ARM BMW & Motorsports
 - ScoobyBits, W.B.Cars
- ⑨ Kernow Horseboxes
- ⑩ West Country Cars
- ⑪ Alan Snow (Agricultural Engineer)
- ⑫ Killiwherries (Auto Engineering)
 - APS Motorcycles, MAL VW,
 - Trim, VW, Dans Motors,
 - Styling, Sprayshop
- ⑬ Truro Storage Containers
- ⑭ Kea Downs Business Park
 - Intercountry Logistics (Pallex)
 - MotoMotion
- ⑮ Westfield Transport
- ⑯ D & G Builders
 - D. S. Jose Heating Engineers * ⑧
- ⑰ T.J.T. Gas Services
- ⑱ Shift-it Removals
- ⑲ Cormac Depot – Scorrier
- ⑲ Cormac Depot – Hallenbeagle
- ⑳ Water Treatment
- ⑳ Sewage Works

[* See Chacewater Village settlement map]

CHACEWATER VILLAGE SETTLEMENT



- P** Car Park
- T** Phone Box
- PC** Public Toilet
- PO** Post Office
- D** Defibrillator(s)
- 12** Medical Centre

AMENITIES

- ① Recreation Ground
- ② Millennium Green
- ③ St Paul's Old Churchyard
- ④ Chacewater Bowling Club Green
- ⑤ Children's Play Area
- ⑥ Skateboard Area
- ⑦ Chacewater Village Hall
- ⑧ Women's Institute Hall
- ⑨ Masonic Hall
- ⑩ St Paul's Church

COMMERCIAL

- ① King's Head Hotel *
- ② The Old Market *
- ③ Chacewater Bakery *
- ④ Our Plaice Fish & Chip Diner *
- ⑤ Chacewater General Store *
- ⑥ Family Choice Store *
- ⑦ Diamond Hair Style *
- ⑧ D. S. Jose Heating Engineers *
- ⑨ Legg Driving Instruction *
- ⑩ Jay Grady Sports Physio

- ⑪ Chacewater Bowling Club
- ⑫ Chacewater Health Centre
- ⑬ Chacewater Primary School
- ⑭ Stepping Stones Pre-school



CHACEWATER NEIGHBOURHOOD DEVELOPMENT PLAN (NDP) BUSINESS QUESTIONNAIRE



Business Name: _____ **and Type:** _____

Question	Feedback
How many people are employed?	Full Time? Part Time?
Where do you recruit from?	Local / Regional / National / International?
Do you anticipate the need for new staff in the next 5 years? <ul style="list-style-type: none"> Fairly Likely: Not Very Likely: Not at All Likely: Very Likely: 	
Where do people travel from? <ul style="list-style-type: none"> Local walking? Local within 2 miles? Outside a 2-mile radius? Further afield – what distance? 	
What modes of transport are used? <ul style="list-style-type: none"> Staff? Customers? 	
Do you require additional space in the next 5 years?	Yes / No Type?

Type(s) of business development site required? <ul style="list-style-type: none"> • Unused Agricultural buildings? • Brownfield? • Change of Use of Existing Houses? • New Retail of Business Park? • Other? 		
What would support your business development: <ul style="list-style-type: none"> • Better Broadband • Improved Mobile Reception • Improve Transport Links • Housing for Self or Employees • Other Housing • Parking • Local Skills Directory • CCTV Hub 	High Impact / Not Much Impact / No Impact? <div> <div>Yes/No</div> <div>Yes/No</div> <div>Yes/No</div> </div> <div> <div>Yes/No</div> <div>Yes/No</div> <div>Yes/No</div> </div> <div> <div>Yes/No</div> <div>Yes/No</div> <div>Yes/No</div> </div> <div> <div>Yes/No</div> <div>Yes/No</div> <div>Yes/No</div> </div> <div> <div>Yes/No</div> <div>Yes/No</div> <div>Yes/No</div> </div> <div> <div>Yes/No</div> <div>Yes/No</div> <div>Yes/No</div> </div> <div> <div>Yes/No</div> <div>Yes/No</div> <div>Yes/No</div> </div>	
Business Premises: <ul style="list-style-type: none"> • Do You Own your Premises? • Lease Your Premises? • Rent Your Premises? • Other? 		
What influenced you to choose Chacewater Parish as your base? <ul style="list-style-type: none"> • Because I live nearby? • Good Transport? • Good Parking? • Village friendly centre? • Post Office and other Facilities? • Heritage and Landscape? • Availability of Staff? • Cost of Purchase? • Cost Rent? • Availability of Premises? 		