

Long Melford Parish Plan

Business Questionnaire

If you are a resident of Long Melford you will have received the Household Questionnaire. In order to complete the picture of how Long Melford should develop in the future we now need to consider the business community's views. We ask you to complete the following questions on behalf of your business.

All questionnaires and answers will remain anonymous/confidential

Where appropriate tick more than one answer.

If the question is irrelevant or you have no view, please leave blank.

1. What type of premises do you have?

- a) Home based
- b) Shop/retail outlet
- c) Pub/Hotel/Tourist attraction
- d) Factory
- e) Office
- f) Agricultural buildings
- g) Other

2. Which sector of industry is your main business?

- a) agriculture, forestry, fisheries
- b) business services
- c) computer related
- d) construction/building
- e) domestic and garden services
- f) education and childcare
- g) estate agent
- h) financial services
- i) health and social work
- j) hotels, B&B, bars, catering
- k) retail
- l) wholesale
- m) other

3. How many people are employed in your business at present? (include part time workers as full time equivalents)

- a) sole trader
- b) 1 - 5 employees
- c) 6 – 10 employees
- d) 10 – 25 employees
- e) over 25 employees

4. Where do the majority of your employees come from?

- a) Long Melford
- b) Within 5 mile radius of Long Melford
- c) Within 25 mile radius of Long Melford
- d) Further away

5. How many come to work by public transport?

6. Have you had difficulty in recruiting staff? If so why?

- a) lack of suitable skills
- b) transport difficulties
- c) lack of accommodation
- d) other (specify).....

7. Are you planning to do any of the following in the next 2 years?

- a) move to new premises (in Long Melford)
- b) move to new premises (out of Long Melford)
- c) open additional branches/premises
- d) invest in new machinery, equipment or IT
- e) increase staff
- f) decrease staff
- g) reduce environmental impact
- h) improve sales or marketing
- i) start or increase exporting
- j) expand range of products or services
- k) reduce the size of the business
- l) major change to type of business
- m) sell the business, close, hand on or retire

8. Approximately what percentage of your annual business comes from each of the following areas?

- Customers in the village%
- Customers from within 20 miles of Long Melford%
- Customers in the UK%
- Customers in the EU%
- Customers in the rest of the world%
- E-commerce%

9. What barriers are there to getting more customers into Long Melford?

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10. Have you suffered from any crime or vandalism in the past year?

Yes No

If so, what was the nature of the crime?

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Did you report it to the police?

Yes No

11. How important is physical security to your business?

- a) Very important
- b) Important
- c) Not important

12. Are you a member of Long Melford Business Association or similar organisation?

- a) active member
- b) member but not active
- a) not a member

13. Does the Long Melford Street Fair have any effect on your business?

- a) good for business
- b) no effect
- c) bad for business

If c) – why?

14. Do you think that Long Melford is adequately promoted?

As a tourist destination? Yes No

As a shopping/retail centre? Yes No

For its other businesses Yes No

15. What more could be done to promote Long Melford and all its businesses?

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16. What are your views on the appearance of Long Melford?

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17. Would you be willing to put money into improving the appearance and promotion of Long Melford?

Yes No

18. What is the main benefit to your business of being located in Long Melford?

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19. What is the main problem/disadvantage of being located in Long Melford?

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20. Please let us have any other comments or suggestions you would like to make relating to business and Long Melford.

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PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE
IN THE ENCLOSED ENVELOPE TO:

Long Melford Parish Plan
Parish Council Office
Brinkley's, Hall Street, Long Melford
Suffolk CO10 9JF

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