



# Stanwick Neighbourhood Plan

Business Consultation

Stanwick Neighbourhood Plan Steering Group

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May 2015

# **Stanwick Neighbourhood Plan Business Consultation**

Prepared by Stanwick Neighbourhood Plan Steering Group

## **Consultation with Stanwick Businesses**

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## Introduction

The National Planning Policy Framework states that the Government is committed to sustained economic growth. Policy 20 requires:

“To help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business and support an economy fit for the 21st century.”

The NPPF continues in Policy 28 to outline the expectations for the rural economy and how Neighbourhood Plans promote a strong rural economy.

East Northamptonshire Council issued ‘Economic Development Strategy 2013-2016’ that focuses on what the District Council can do to support local businesses and develop a prosperous and sustainable local economy.

The Stanwick Parish Plan 2013-2018 did not give a significant amount of focus to the businesses located within Stanwick.

To redress this, the Neighbourhood Plan Steering Group has designed, distributed and collated a questionnaire specifically designed for local businesses. The aim of the Business Consultation was to seek and understand the nature and thoughts of businesses within Stanwick.

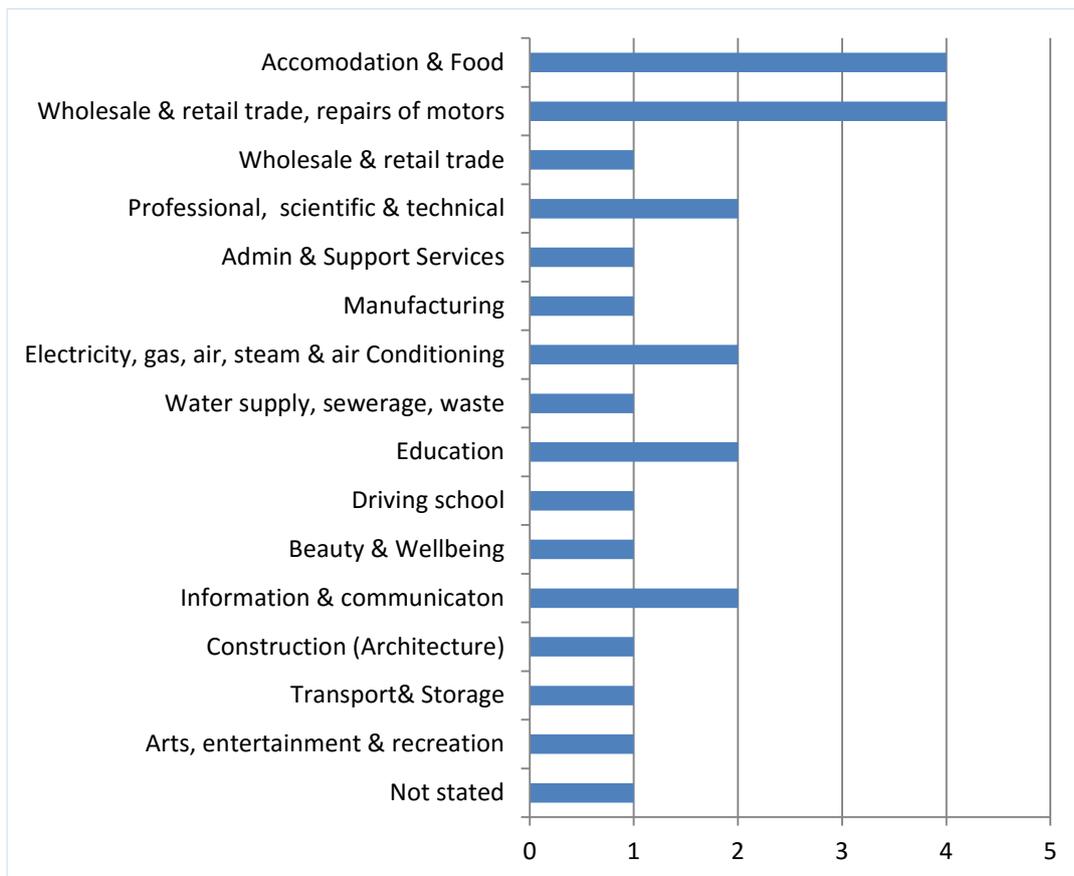
The steering group has sought the views of high street businesses and businesses that operate ‘from home’. It has not been possible to identify a definitive central list of all businesses that operate within the parish of Stanwick. It has been necessary to utilise information from local business rates (obtained from East Northamptonshire Council), local knowledge and trade directories on the internet.

The Business Consultation was open between 2 November 2014 and 28 January 2015. In total 149 questionnaires were sent out to all known businesses based in Stanwick. From these, 29 responses were received. Included in these responses were 10 businesses that are no longer trading, and 1 that is a charitable organisation.

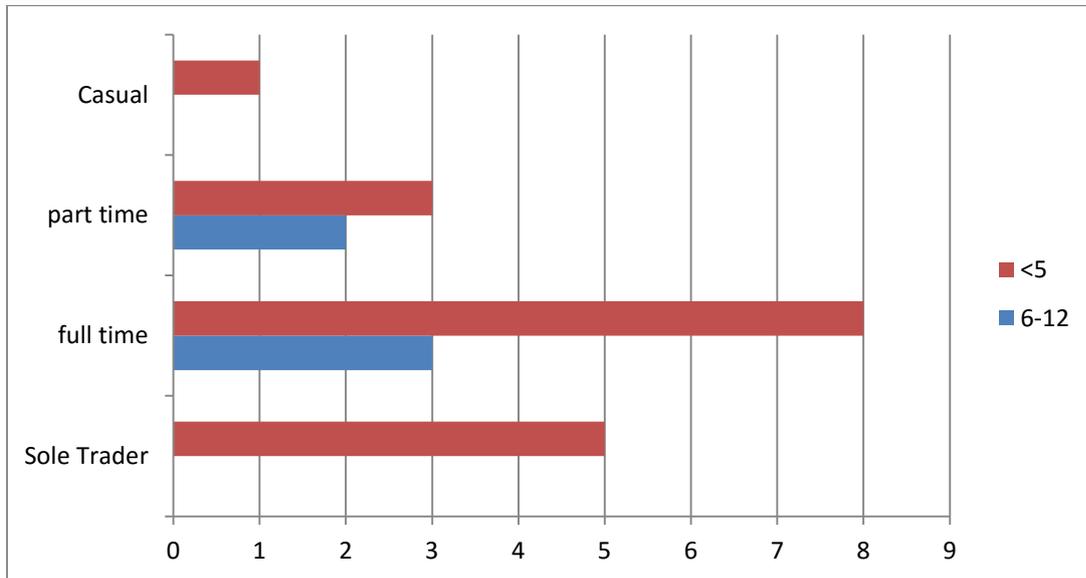
## Results of the Stanwick Business Survey

The responses from the 18 completed returns are shown here, in graphical format, for Questions 1 to 9. Full narrative responses are detailed for Questions 10 and 11.

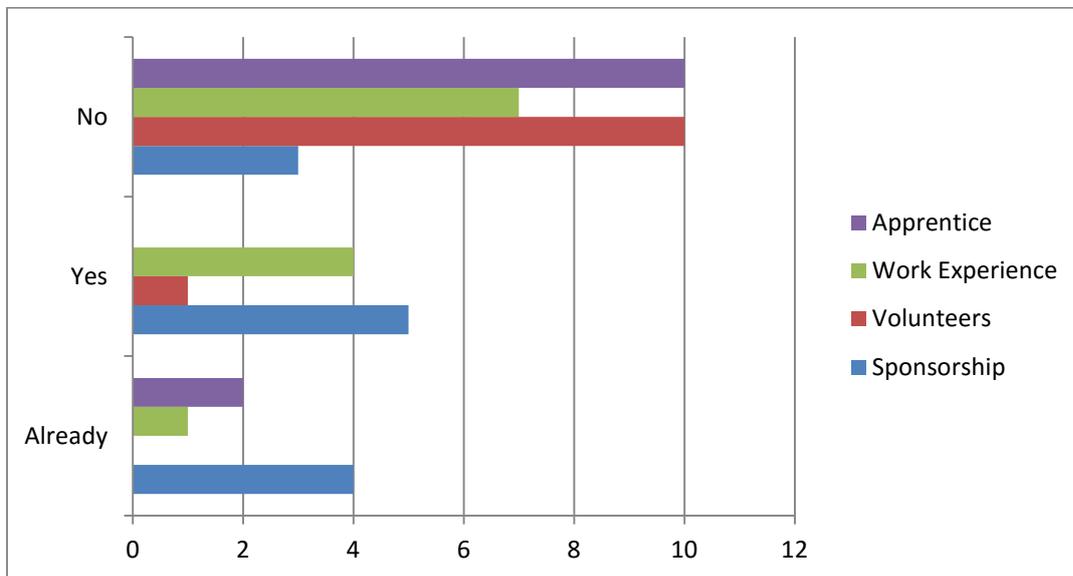
### Q1 Category of Business



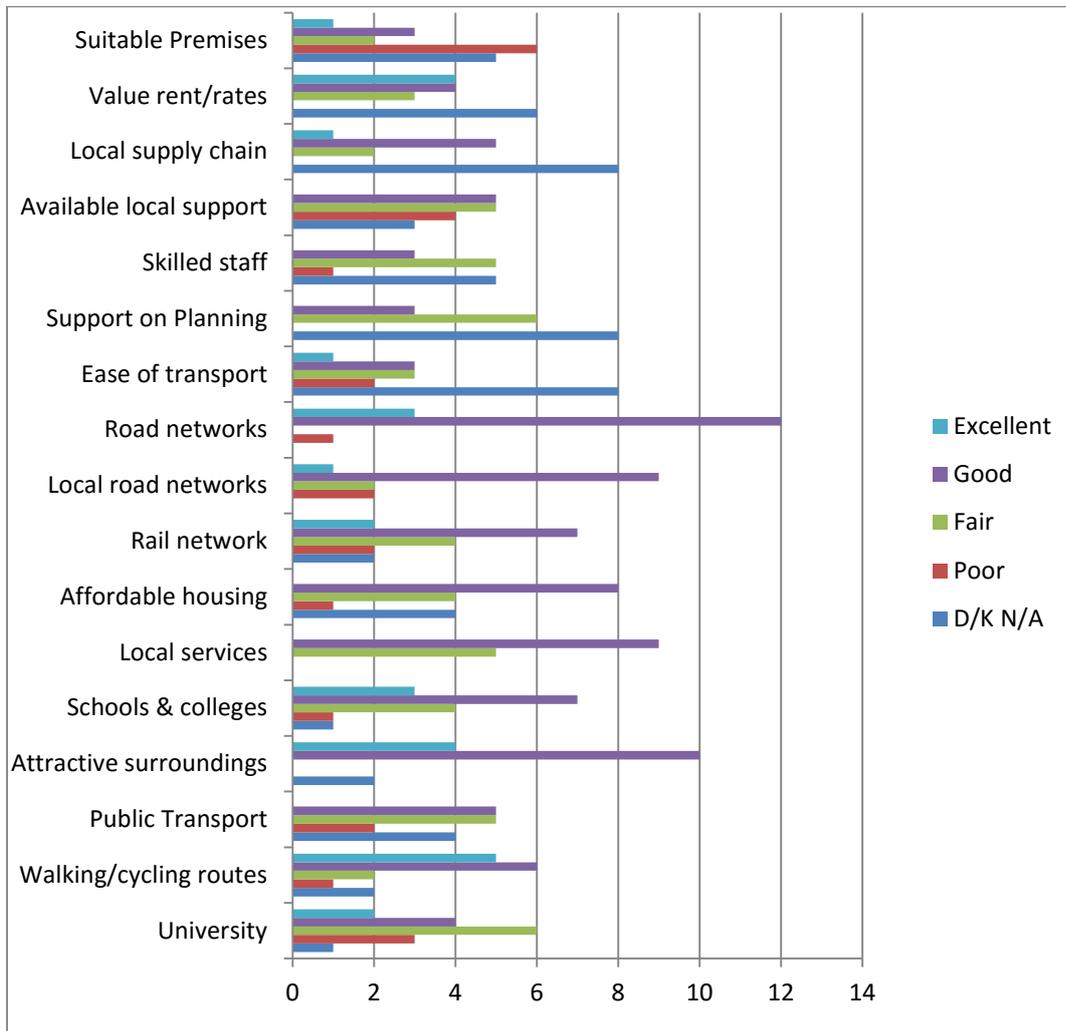
## Q2 Number employed per business



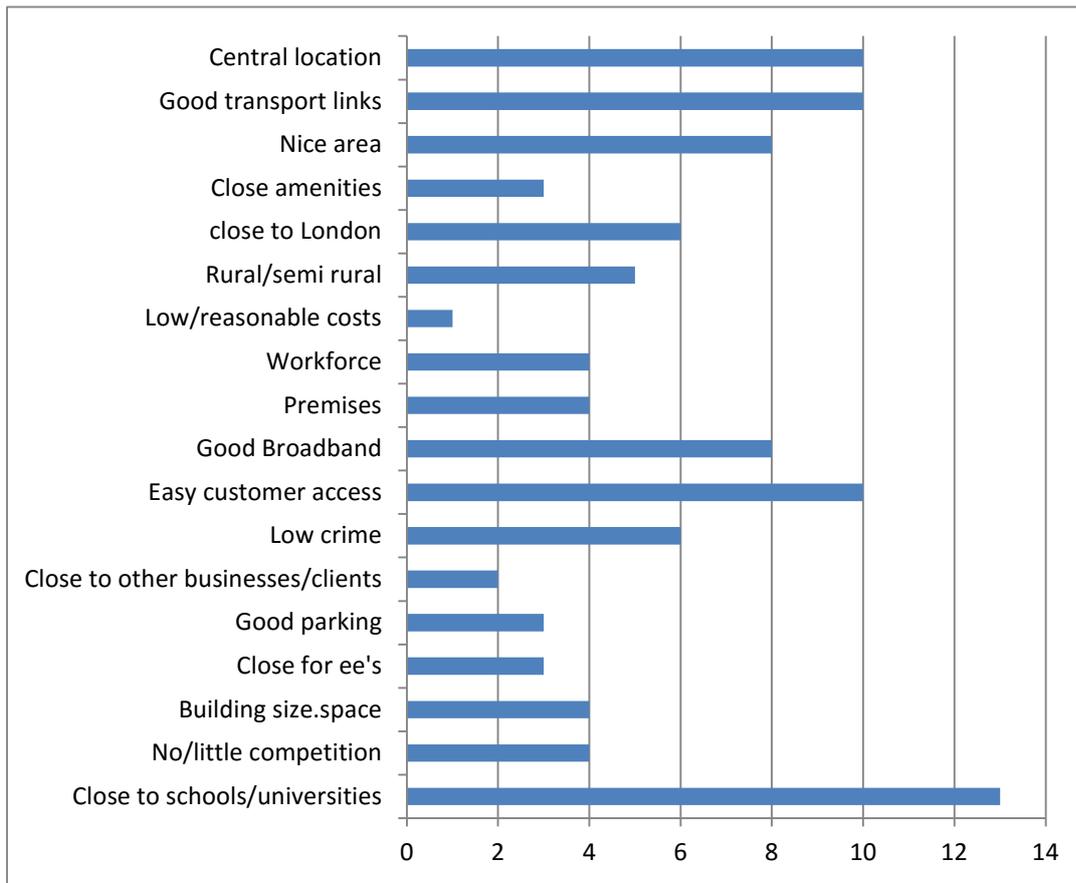
## Q3 Businesses consideration of providing other employment



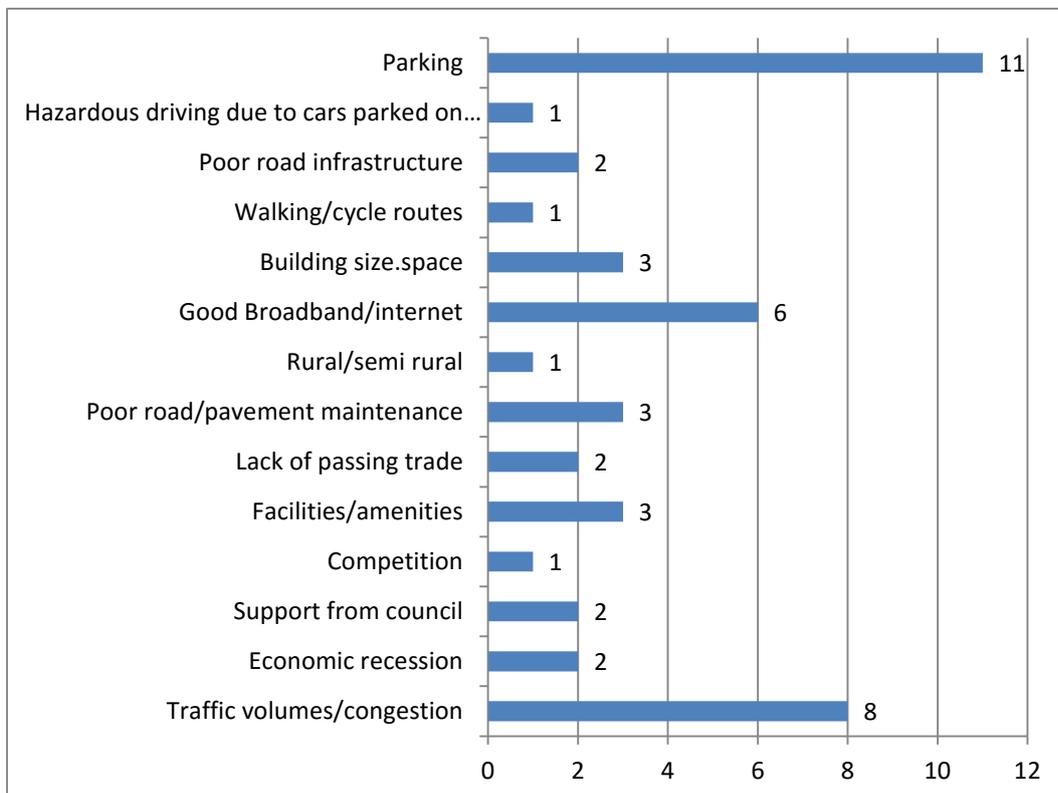
## Q4 How employers rate local aspects from a business perspective



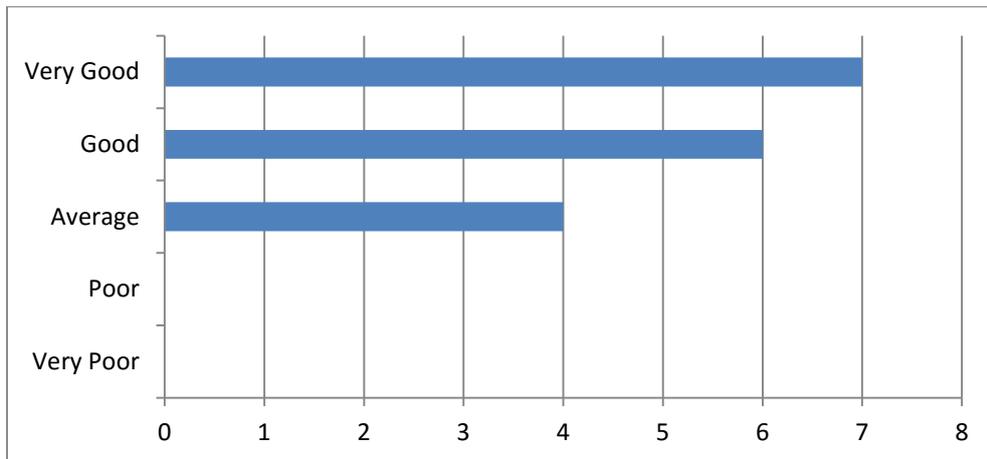
### Q5 The best things about Stanwick as a business location



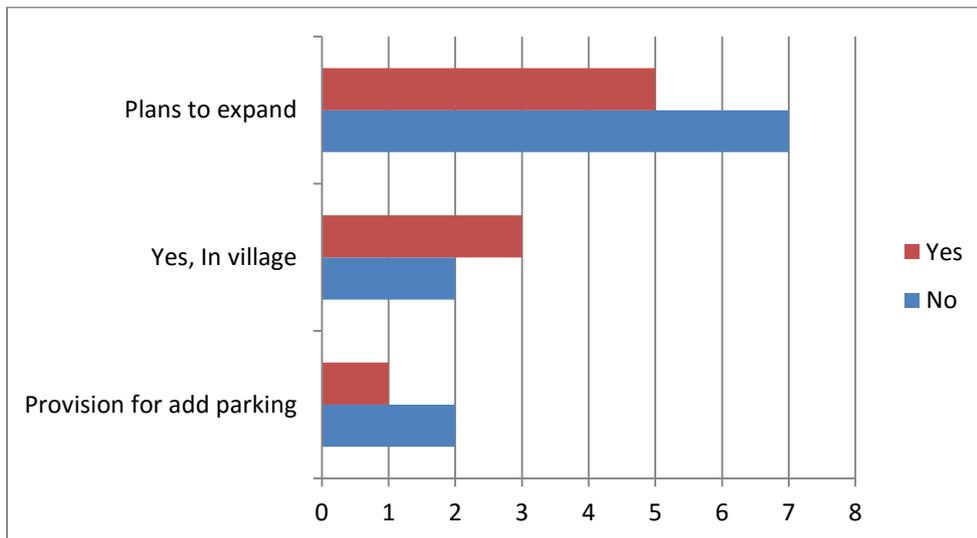
### Q6 The worst things about Stanwick as a business location



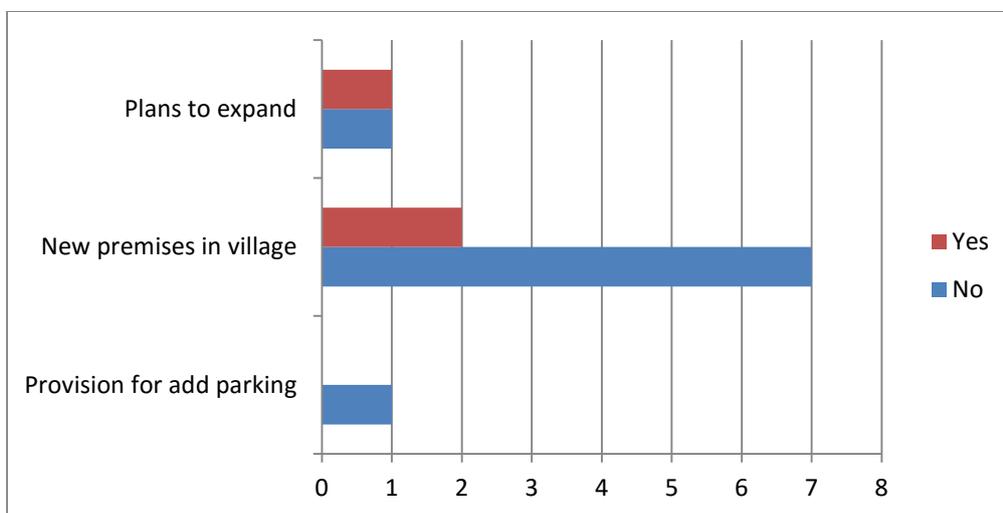
### Q7 How Stanwick is rated as a place to do business



### Q8 Plans that businesses with premises have to expand



### Q9 Plans that businesses working from home have to expand



## **Q10 Actions that Stanwick Parish Council could take to further help Stanwick Businesses**

- 1** Stanwick is a beautiful village, with limited shops. Like all surrounding towns, expansion is not matched by public services (bus routes & number of buses per hour) will schools, doctors etc. cope with the influx of approximately 1,000 houses to be built in Raunds, and planning applications for more in Stanwick. All these houses are built on the perimeter so new tenants can commute to other areas of work etc. Northampton, Milton Keynes etc. I would like Stanwick to remain a village
- 2** Leave things as they are!!
- 3** Local business directory to encourage villagers to use local businesses and also support with advertising for them.  
Happy to have a reference file in the hall - plastic wallets in - sections for businesses to have flier in. Advertise to villagers this service so they can use it if they need a local plumber, gardener etc.  
Disclaimer added into file to state these are a collection of services in village not a recommendation. Option to have one for Stanwick and one for surrounding area.
- 4** Bad parking at village hall, post office, school and nurseries are making it impossible for delivery vehicles to access Church Street and High Street on a daily basis.
- 5** Stop parents who are dropping children off at school parking in the gateway to our premises.
- 6** Office space within village would be useful.
- 7** I think that as a Sole Trader there is little more the PC could do.  
There is however a lack of small business premises for Sole Traders & craftsmen proven by the fact that I have been approached by individuals asking if I know of any premises.  
Restrict parking in Church St. to one side only. Prosecute parents who park on yellow lines.
- 9** Take ownership of the Stanwick Lakes Roundabout with simple, easy to maintain landscaping (e.g. low shrubs and seasonal flowering bulbs) and road signs advertising/ directing to Stanwick businesses.
- 10** Better mobile phone connectivity e.g. see Vodafone "Rural Open Sure Signal Service" [www.vodafone.co.uk](http://www.vodafone.co.uk) (Please!)
- 11** Publish a directory or flyer of all businesses in Stanwick.
- 12** Improve Broadband & mobile phone services  
Reduce congestion on West Street.

## Q11 Other comments

- 1 Stanwick was by-passed years ago, and there are plans to make Stanwick to Thrapston road a dual carriageway. Spencer Parade is a busy road. I believe the Council should approach Hawkes Technical to purchase unused land to the front of their factory, and provide a car park for residents in Spencer Parade to park their cars. Yellow lines to be provided in certain areas, where adjoining roads, in bends etc. to make the roads safer.  
We no longer have a "Lollipop Lady" to monitor children going to and leaving school. A zebra crossing should be provided somewhere as well as speed bumps to slow traffic.
- 2 Leave Stanwick as it is!! I moved here as I like it just as it is.
- 3 Happy to be involved in the Neighbourhood plan meetings - time permitted.  
The hall would benefit from networking if local businesses are involved.
- 4 A layby is needed where the wall is on Spencer Parade to keep through traffic. This road will not cope if the new housing estate and ASDA go ahead.
- 5 Having moved into the area notice that parking on High Street is causing problems and means that the through road is being avoided, so will impact upon trade for local businesses. Maybe use of Public House car park.
- 6 For a sole trader in a niche market with national coverage involved exclusively in the leisure industry, the questionnaire was generally lacking in options.
- 7 Please do not let the village get too big.
- 8 Thank YOU for your support and interest.

## Conclusions drawn from responses

The Business Questionnaire has given ample opportunity for businesses to take part in the process of producing the Neighbourhood Plan and to air their views about the current status and future requirements to improve support and facilities for local businesses. The local businesses need to be encouraged to be more actively involved in local affairs in order to help take improvement further. This may be helped by identifying the number and type of businesses actually present in Stanwick.

In general Stanwick is rated excellent or good as a place in which to run a business. However, there are a number of areas in which things could be improved.

The main messages are:

- Stanwick needs better traffic control.
- Stanwick needs improved parking facilities.
- No further housing development is needed.
- Better communication services (e.g. improved Broadband connectivity and mobile coverage).
- Produce a Business Directory of Stanwick businesses and those in surrounding towns/villages.