



Business Confidence Survey 2013







Research has been managed and executed by Orchard

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1. Which industry sector is your business based?

	Response Percent
Retail Trade	75.0%
Financial and Insurance Services	6.3%
Accommodation and Restaurant	0.0%
Business Support Services	6.3%
Information Media and Telecommunications	0.0%
Estate Agency and Property	0.0%
Arts and Recreation Services	0.0%
Education and Training	0.0%
Construction	0.0%
Transport	0.0%
Dental, Optician and Health Care	6.3%
Hairdressing and Beauty	0.0%
Other (please specify) Hide Responses	6.3%

2. How long have you been operating and/or managing your business in Newbury?

		Response Percent
0-2 Years		25.0%
2-5 Years		12.5%
5-15 Years		12.5%
15+ Years		50.0%

3. How many staff do you currently employ (either casual, part time or full time)?

		Response Percent
Self employed with no staff		6.3%
1-5 staff		50.0%
6-20 staff		18.8%
21+ staff		25.0%





4. What made you decide to base your business in Newbury?

- Nice place to be with plenty of potential customers,
- Home town.
- Near where i live.
- Right opportunity at the right time at the right price.
- Location. availability, staffing move to the area, business opportunity.
- Cannot comment - national retailer.
- Local person with local service.
- Grew up locally and loved the area, already worked for the business at another location so knew the area was viable.
- Client base is well off especially in surrounding areas, as a high end footwear retailer we feel that we can reach a large range of customers.
- Live in Newbury.
- Location, demographics and knowledge of the area.
- Head office expansion of retail outlets.
- Was already here and established here.
- Our business has been in Newbury for over 150 years.
- Near to home.

5. How has your business performed over the LAST 6 months relative to the previous 6 months?

 [Create Chart](#)

Response
Percent

Much weaker		18.8%
Somewhat weaker		18.8%
About the same		25.0%
Somewhat stronger		37.5%
Much stronger		0.0%












6. How do you believe your business will perform in the NEXT year compared with the LAST year?

	Response Percent
Much weaker	0.0%
Somewhat weaker	6.3%
About the same	43.8%
Somewhat stronger	43.8%
Much stronger	6.3%

7. In your business, do you expect an increase, decrease or no change over the next 6 months in the following areas:

	Significant Decrease	Slight Decrease	No Change	Slight Increase	Significant Increase
Profitability	0.0% (0)	40.0% (6)	0.0% (0)	40.0% (6)	20.0% (3)
Operating Costs	0.0% (0)	18.8% (3)	18.8% (3)	56.3% (9)	6.3% (1)
Staffing Levels	0.0% (0)	13.3% (2)	46.7% (7)	33.3% (5)	6.7% (1)
Capital Investment	0.0% (0)	0.0% (0)	86.7% (13)	13.3% (2)	0.0% (0)

8. In your opinion, what are the major constraints on the growth of your business?

		Response Percent
Rising overheads and utility costs		43.8%
Price pressure from customers		31.3%
Price pressure from competitors		31.3%
Declining demand from customers		37.5%
Declining customer base		12.5%
Rising transport costs		25.0%
Licensing and regulations		6.3%
Availability of skilled workers		12.5%
Pressure from online competition		43.8%
Declining footfall		25.0%
Broadband and information technology access		6.3%
Access to training		0.0%

9. What other factors would influence the success of your business in Newbury?

- Other business success.
- I strongly believe that the town needs free parking.
- A growing town and more footfall. Parking is also an issue. It needs to be cheaper and easier to shop in the town.
- Free or very cheap car parking.
- More footfall; major employers giving access to town for their employees, making driving routes easier into the town, not advertising on race days (mainly on the radio) to stay out of town the roads are too busy. Less food shops/charity more retailers.
- Repeated trips by customers to store. There has been a decline in customer transactions. Indicating that customers will only carry out a once or twice weekly visit.
- More people.
- Newbury in my opinion is very up and coming with lots of outside investment, this has had a very positive effect.
- We still feel that Parkway is not the shopping destination that it could be or customers in Newbury, signage in the town centre is not clear and the website is difficult to find let alone navigate.
- More promotion of area, more visibility.
- Car parking, ease of access into and around town, reason to visit and shop the town.
- A growth strategy from the Local Authority.
- Business rates.
- Allowing Newbury based businesses to be able to take part in the food fairs.
- High parking charges/lack of parking. The demise of The Kennet Centre.

10. How would you prioritise the following characteristics and their level of importance for the image of Newbury as a business location?

	Very Important	Somewhat Important	Unimportant	Unsure
Location to centre of Newbury	43.8% (7)	56.3% (9)	0.0% (0)	0.0% (0)
Access to road and rail network	75.0% (12)	18.8% (3)	6.3% (1)	0.0% (0)
Availability of business sites and premises	62.5% (10)	25.0% (4)	12.5% (2)	0.0% (0)
Availability of qualified staff	43.8% (7)	56.3% (9)	0.0% (0)	0.0% (0)
General business and industry opportunities	31.3% (5)	68.8% (11)	0.0% (0)	0.0% (0)
Broadband infrastructure	37.5% (6)	43.8% (7)	18.8% (3)	0.0% (0)
Lifestyle	18.8% (3)	75.0% (12)	6.3% (1)	0.0% (0)
Training (quality and accessibility)	37.5% (6)	43.8% (7)	18.8% (3)	0.0% (0)
Accommodation (cost and availability)	37.5% (6)	50.0% (8)	12.5% (2)	0.0% (0)
Car parking (cost and availability)	81.3% (13)	18.8% (3)	0.0% (0)	0.0% (0)
Safe and secure local environment	50.0% (8)	50.0% (8)	0.0% (0)	0.0% (0)