Economic regeneration strategy: Business survey

Thank you for taking the time to participate in this survey.

We have big ambitions for South Gloucestershire. We want local businesses to succeed and grow. We're developing an economic regeneration strategy to agree how we can best support you. Through this survey and wider conversations with business owners and managers, we want to better understand your business' needs, opportunities, and challenges.

The information you provide will directly inform strategies to support economic growth and create a thriving business environment in which you can achieve the ambitions for your business.

The survey is quick and easy to complete, it should take approximately 10 minutes of your time. Your responses will remain confidential and will only be used to shape policies and initiatives that benefit the local business community.

We greatly appreciate your input and look forward to hearing your perspectives.

Section 1: About you and your organisation

What is your name?

What is the name of the business you are responding on behalf of?

What is your role or responsibility within the organisation?

Which of the following best describes the sector that the business operates in?

- [ ] Accommodation and food service activities
- [ ] Administrative and support service activities
- [ ] Agriculture, forestry and fishing
- [ ] Arts, entertainment and recreation
- [ ] Charity sector
- [ ] Construction
- [ ] Education
- [ ] Electricity and gas
- [ ] Financial and insurance services
- [ ] Human health and social work activities
- [ ] Information and communication
- [ ] Mining and quarrying
- [ ] Manufacturing
- [ ] Professional, scientific and technical activities
- [ ] Public administration and defence
- [ ] Real estate activities
- [ ] Transport and storage
- [ ] Water supply, sewerage, waste management and remediation
- [ ] Wholesale and retail trade

How many employees does the business employ full time?

- [ ] 1-2 employees
- [ ] 3-9 employees
- [ ] 10-49 employees
- [ ] 50-249 employees
- [ ] 250+ employees

What is the postcode of the business address?

How many years has the business been operating in South Gloucestershire?

- [ ] Less than 1 year
- [ ] Between 1 and 3 years
- [ ] Between 3 and 10 years
- [ ] More than 10 years

Which of the following best describes the business' location and presence in South Gloucestershire?

- [ ] Operates from a single address in South Gloucestershire
- [ ] Have more than one site in South Gloucestershire
- [ ] Have its main site in South Gloucestershire, with additional premises elsewhere
- [ ] Have multiple premises across the country/globally

Section 2: Benefits and challenges to operating in South Gloucestershire

What are the main advantages of running a business in South Gloucestershire? (Select your top five)

	1	2	3	4	5
Good transport links	☐	☐	☐	☐	☐
Availability of business premises	☐	☐	☐	☐	☐
Affordable business premises	☐	☐	☐	☐	☐
Quality of local infrastructure (broadband, utilities etc.)	☐	☐	☐	☐	☐
Proximity to industry clusters and suppliers	☐	☐	☐	☐	☐
Access to skilled workforce	☐	☐	☐	☐	☐
Ease of attracting and retaining talent	☐	☐	☐	☐	☐
High quality of life	☐	☐	☐	☐	☐
Supportive business environment	☐	☐	☐	☐	☐
Opportunities for collaboration and networking	☐	☐	☐	☐	☐
Strategic location for growth	☐	☐	☐	☐	☐
Diverse customer base	☐	☐	☐	☐	☐
Positive reputation of South Gloucestershire	☐	☐	☐	☐	☐

Tell us more

What is most challenging about running a business in South Gloucestershire? (Select your top five)

	1	2	3	4	5
Transport connectivity	☐	☐	☐	☐	☐
Infrastructure limitations	☐	☐	☐	☐	☐
Difficulties finding business premises	☐	☐	☐	☐	☐
Challenges recruiting employees	☐	☐	☐	☐	☐
Challenges retaining employees	☐	☐	☐	☐	☐
Lack of local amenities	☐	☐	☐	☐	☐
Availability/cost of housing	☐	☐	☐	☐	☐
Limited business support offer	☐	☐	☐	☐	☐

Tell us more

What are the main constraints to the business' growth?

	1	2	3	4	5
Access to skilled workforce	☐	☐	☐	☐	☐
Access to finance	☐	☐	☐	☐	☐
Difficulty reaching new customers	☐	☐	☐	☐	☐
Limited training and development opportunities	☐	☐	☐	☐	☐
Few networking opportunities	☐	☐	☐	☐	☐
Difficulty adopting new technology	☐	☐	☐	☐	☐
Environmental and sustainability challenges	☐	☐	☐	☐	☐
Challenges with exporting/expanding internationally	☐	☐	☐	☐	☐
Limited capacity to create/implement growth strategy	☐	☐	☐	☐	☐
Rising costs	☐	☐	☐	☐	☐

Tell us more

Section 3: Future prospects

For each of the following statements, please tell us on a scale of 1 to 5, (where 1 is not at all likely and 5 is very likely), whether your business has these plans over the next two years?

	1 (Not at all likely)	2	3	4	5 (Very likely)
Recruit additional staff members	☐	☐	☐	☐	☐
Take on an apprentice/additional apprentices	☐	☐	☐	☐	☐
Relocate to another site in South Gloucestershire	☐	☐	☐	☐	☐
Relocate to another site outside South Gloucestershire	☐	☐	☐	☐	☐
Open an additional site in South Gloucestershire	☐	☐	☐	☐	☐
Open an additional site outside of South Gloucestershire	☐	☐	☐	☐	☐
Invest in research and development	☐	☐	☐	☐	☐
Develop new products or services	☐	☐	☐	☐	☐
Launch in new national/international markets	☐	☐	☐	☐	☐

Are there any emerging trends impacting your industry that South Gloucestershire Council should be aware of as it seeks to support businesses like yours?

If you were talking to the political leadership or Chief Executive of South Gloucestershire Council, what one thing would you ask them to do to better support your business?

What factors do you think will be most important to South Gloucestershire's economic success in the next 10 years?

Finally, do you have any additional comments or suggestions for consideration in the South Gloucestershire Economic Strategy?

About You

This section is really important. It's vital that we understand the experiences of a wide range of respondents in order to ensure that everyone is treated equally. By understanding more about what people from diverse backgrounds tell us, we can ensure we act appropriately to meet needs. All questions are optional and any responses to these questions will remain confidential. Individuals will not be identified and personal details will not be published.

What is your age?

- ☐ Under 18
- ☐ 19 to 29
- ☐ 30 to 39
- ☐ 40 to 49
- ☐ 50 to 59
- ☐ 60 to 69
- ☐ 70 to 79
- ☐ 80 or over
- ☐ Prefer not to say

Are you?

- ☐ Female
- ☐ Male
- ☐ Other
- ☐ Prefer not to say

Please tell us your sexual orientation

- ☐ Straight or Heterosexual
- ☐ Gay or Lesbian
- ☐ Bisexual
- ☐ All other sexual orientations
- ☐ Prefer not to say

Do you consider yourself to be disabled? (**Please tick all that apply**)

- ☐ No
- ☐ Prefer not to say
- ☐ Yes - Physical impairment, such as difficulty using arms or mobility issues which may mean using a wheelchair or crutches
- ☐ Yes - Sensory impairment, such as being blind/having a serious visual impairment or being deaf/have a hearing impairment
- ☐ Yes - Mental health condition, such as depression, anxiety or schizophrenia
- ☐ Yes - Learning disability/difficulty (such as Down's Syndrome, dyslexia, dyspraxia) or cognitive impairment (such as autism spectrum condition)
- ☐ Yes - Long standing illness or health condition, such as cancer, HIV, diabetes, chronic heart disease or epilepsy
- ☐ Yes - Other (please state)

Please tell us your ethnic origin

- [ ] Arab/Arab British 01
- [ ] Asian/Asian British - Bangladeshi 02
- [ ] Asian/Asian British - Chinese 03
- [ ] Asian/Asian British - Indian 04
- [ ] Asian/Asian British - Other 05
- [ ] Asian/Asian British - Pakistani 06
- [ ] Black/African/Caribbean/Black British - African 07
- [ ] Black/African/Caribbean/Black British - Caribbean 08
- [ ] Black/African/Caribbean/Black British - Other 09
- [ ] Gypsy or Irish Traveller 10
- [ ] Mixed/multiple ethnic group - Other 11
- [ ] Mixed/multiple ethnic group - White & Asian 12
- [ ] Mixed/multiple ethnic group - White & Black African 13
- [ ] Mixed/multiple ethnic group - White & Black Caribbean 14
- [ ] White - English / Welsh / Scottish / Northern Irish / British 15
- [ ] White - Other (please state) 16
- [ ] White Irish 17
- [ ] White - Roma 18
- [ ] Other ethnic group 19
- [ ] Prefer not to say 20

If other, please state:

Please return your completed questionnaire to South Gloucestershire Council, Insight and Engagement Team, Economic regeneration strategy, PO Box 1953, Bristol, BS37 0DE

Any personal information that you have supplied will be held by South Gloucestershire Council in accordance with the Data Protection Act 2018 and UK General Data Protection Regulations (UKGDPR) 2021. This information will only be used as part of this exercise and personal information will not be published or passed onto any other organisation. Your personal information collected as part of this survey will be kept for two years to help us improve services before being securely destroyed.Our privacy notice, which explains how we will process your personal information, how long we will retain it and your rights as a data subject, is available at www.southglos.gov.uk/privacy