APPENDIX F

BUSINESS SURVEY RESULTS

F. BUSINESS SURVEY RESULTS

F.1 Introduction

Atkins was commissioned to undertake an employment study for Staffordshire Moorlands District Council, with regard to the supply and demand of employment land in the District. As part of this study, a business survey was conducted with local businesses.

The main objective of the survey was to provide a statistically significant, empirical basis for assessing future business needs in the District, having particular regard to requirements for employment land and premises. In accordance with ODPM best-practice, the business survey provides an important strand of analysis used to inform our assessment of future employment land and floorspace requirements in Staffordshire Moorlands.

This report sets out the detailed tables and a summary of the findings of the business survey and is presented as an appendix to the main study report.

The report is structured into the following Sections:

- Methodology;
- Survey sample details;
- Summary of business survey results;
- Total expansion requirements: survey-based forecasts; and,
- Full survey results: tables

F.2 Methodology

A survey of indigenous businesses within Staffordshire Moorlands was conducted in order to provide a statistically significant assessment of needs amongst the District's business community. This provides an empirical source of data which can be used to supplement analysis provided by the manipulation of secondary data sources.

The key topics researched included:

- Employment information;
- Type of ownership;
- Size of premises;
- Land and premises requirements;
- Future plans, including expansion and relocation; and,
- Survey Process

The information was collected through a series of 15 minute interviews with 205 businesses located within Staffordshire Moorlands. Interviews were conducted with owners, managers or directors as appropriate.

Survey Sample

The sample frame was taken from the Annual Business Inquiry 2004 whilst the sample itself was drawn from the Experian Business Database. It is important to highlight that the sample included private sector business types only, likely to accommodate B-use class floorspace.

The survey was carried out with 205 businesses, representing over 9 per cent of all B-use class businesses in the District. Six industry sectors and three business size bands were devised. The sectors were:

- B-use manufacturing;
- B-use construction;
- B-use distribution & wholesale;
- B-use transport & communications;
- B-use banking, finance & insurance; and
- B-use other services.

The business size bands were:

- Small (0 -10 employees);
- Medium (11 – 49 employees); and
- Large (50+ employees).

Survey Outputs

The remainder of this report details the main findings from the telephone surveys. The results shown here are not weighted.

The findings have been analysed by industry sector and company size (in terms of the number of employees) where appropriate.

It should be noted that for questions that were not asked to the entire sample population, the number of responses for certain sectors of business sizes may be small. Care should therefore be taken when interpreting such results.

Survey Sample Details

The following tables set out the survey sample population by industry and by size of business. The proportion of businesses surveyed categorized from the other services sector was increased to slightly above the proportion that the sector represents in the Staffordshire Moorlands economy in order to ensure that a significant number of businesses from the sector were surveyed. As a result the proportions of banking, finance & insurance businesses and construction businesses that were surveyed were decreased to just below the District's average. Similarly, the proportion of medium & large businesses surveyed was increased to above the District's average in order to ensure that a significant number of businesses were surveyed. Overall however, the tables below confirm that the representation of each sector and business size in the survey sample was broadly in-line with that of the Staffordshire Moorlands economy.

Table F.1 - Industry sector

	Total businesses		Survey interviews	
Sector	**Number**	**% of total**	**Number**	**% of total**
Banking, finance & insurance	671	30.3	52	25.4
Construction	440	19.8	34	16.6
Distribution & wholesale	328	14.8	32	15.6
Manufacturing	363	16.4	41	20.0
Other services	128	5.8	20	9.8
Transport & communications	287	12.9	26	12.7
TOTAL	2 217	100	205	100

Table F.2 - Business size

	Total businesses		Survey interviews	
Business size	**Number**	**% of total**	**Number**	**% of total**
Small (0-10 employees)	2 020	91.1	155	75.6
Medium (11- 49 employees)	155	7.0	32	15.6
Large (50 + employees)	42	1.9	18	8.8
TOTAL	2 217	100	205	100

F.3 Summary of Business Survey Results

F.3.1 Business

Full time workers make up the vast majority of employees of the businesses surveyed. On average, 89.5 per cent of employees were employed on a full-time basis. Businesses in the other services sector were the most likely to employ part-time staff, with an average of 25.2 per cent of there staff employed on a part-time basis.

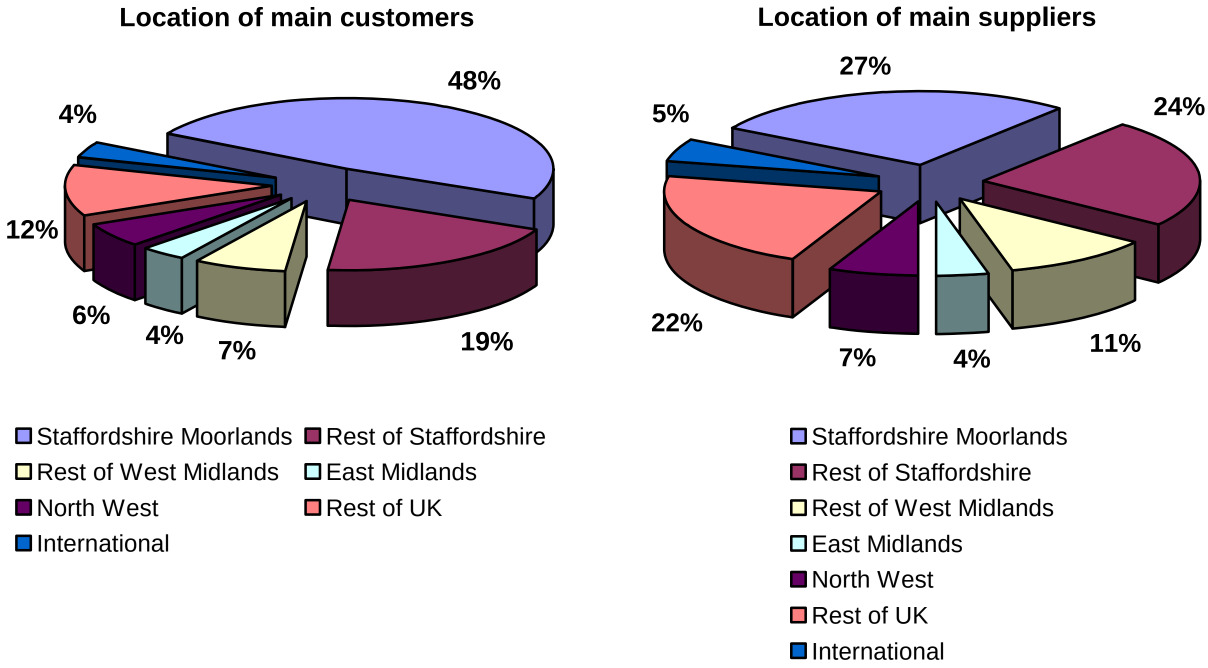
On average 62.4 per cent of surveyed businesses' employees live within the Staffordshire Moorlands District. Employees working in the construction sector, banking, finance & insurance sector and distribution & wholesale sector were most likely to live within the District. Large businesses saw a particularly large proportion of their employees travel in to the District for work, with an average of just 16.7 per cent of their employees living within Staffordshire Moorlands.

The charts in Figure F.1 show the location of the surveyed businesses' main customers and suppliers. They show that businesses' main suppliers tend to be more widely dispersed than their main customers. All of the sectors and business size bands show a trend of having a lower proportion of their suppliers located within Staffordshire Moorlands and Staffordshire overall than the proportion of their customers.

On average, nearly half of all surveyed businesses' main customers are local, based within Staffordshire Moorlands, with a further 19 per cent located within the rest of Staffordshire (67 per cent in Staffordshire overall). The construction and distribution & wholesale sectors have the most localised customer base, with 85.9 per cent and 81.6 per cent respectively of their customers based within Staffordshire. The manufacturing sector has by far the widest customer base, with just 34 per cent located within Staffordshire and 10 per cent located internationally. The smaller businesses tend to be the most locally focussed. Of their main customers 63.8 per cent are located within Staffordshire, whilst for large businesses this figure drops to just 33.6 per cent.

The location of surveyed businesses' main suppliers is far more widely spread. On average, just 27 per cent are based within Staffordshire Moorlands and 51 per cent within Staffordshire overall. However the pattern across the sectors is very similar to that of customer location. The construction sector has the most localised supplier market, with nearly 80 per cent located within Staffordshire. The manufacturing sector and large businesses have the widest spread supplier networks. In particular, nearly 21 per cent of surveyed large businesses' main suppliers are located internationally.

Figure F.1 - Local Links



Nearly 60 per cent of those businesses surveyed have been established in Staffordshire Moorlands for more than 10 years. Just 27.6 per cent have been established within the last 5 years. Nearly 90 per cent of those business established in the last 5 years have been small businesses. The other services sector and the banking, finance & insurance sector have largest number of young businesses with 45.0 per cent and 39.2 per cent respectively of surveyed businesses establishing themselves in the District in the last 5 years. For the transport & communications sector this figure was just 7.7 per cent.

Premises

Freehold is the most common form of tenure, preferred by 46.2 per cent of surveyed businesses, followed by leasehold. Freehold is particularly common for medium (80.0 per cent) and large (75.0 per cent) businesses. Nearly a quarter of surveyed small businesses work from home.

There was a particularly low response when businesses were asked what the size of their current premises was. Therefore a full analysis was not possible and care should be taken when interpreting the results. On average though, businesses occupied approximately 440m^2. This figure varied depending on business size, with small businesses averaging 337m^2.

The vast majority (81.0 per cent) of surveyed businesses said that their current premises were suitable for their business. Medium and large businesses were the most likely to think that their premises were either unsuitable or reasonably suitable. Of the reasons given why their premises were unsuitable, by far the most common reason was that the site/premises was too small.

Expansion Plans

Of surveyed businesses, those in the banking, finance & insurance sector were the most likely to be considering expanding whilst those in the construction and transport & communications sectors were the least likely. Notably small businesses were unlikely to be considering expanding. Nearly 45 per cent said that they definitely didn't have any plans to expand in the next ten years.

Over 57 per cent of those planning to expand thought that they would need additional floorspace. However, only a very small number (12 respondents) were able to give an estimate of the amount of floorspace that they would need. From these respondents, the average additional floorspace requirement was $498m^2$. Nearly 68 per cent of those respondents who are planning to expand do not think that they will be able to accommodate their floorspace needs on their current site.

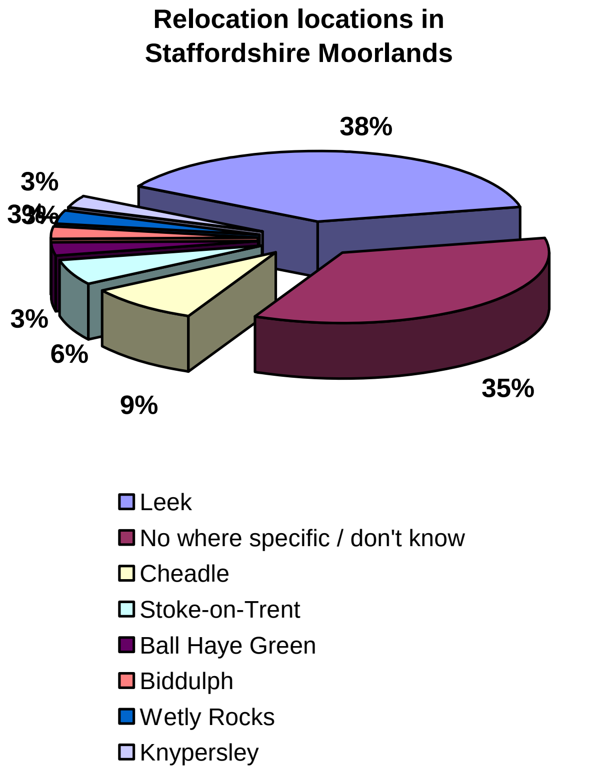
Relocation

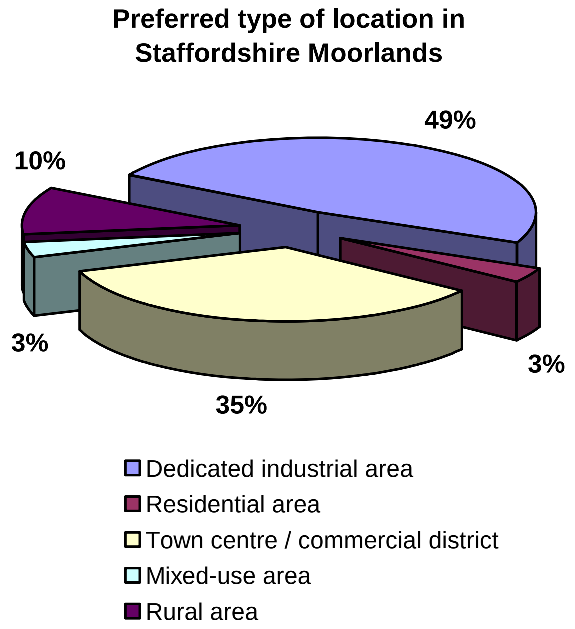
Nearly a quarter of surveyed businesses have considered relocating. The vast majority, 68.0 per cent, have considered relocating within Staffordshire Moorlands with a further 34.0 per cent having considered elsewhere in Staffordshire.

The charts in Figure F.2 show the relocation preferences for respondents who have considered relocating within Staffordshire Moorlands. The most common location is Leek, considered by 38 per cent of respondents whilst the most common type of location is a dedicated industrial area, followed by a town centre/commercial district.

Over a quarter of those who have considered relocating do not think that the type of premises that they are after is available in Staffordshire Moorlands.

Figure F.2 – Relocation preferences





F.4 Total Expansion Requirements: Survey-Based Forecasts

Using data from the Annual Business Inquiry we can provide indicative estimates of the total number of B-use class businesses in Staffordshire Moorlands by size. By applying the sample results to reflect the total number of B-use class businesses, estimates can be provided of the total expansion requirements of indigenous businesses in the District.

Two methods have been used in order to calculate an upper and a lower forecast of future demand. Method (1) is calculated based on only those respondents who responded that they would definitely be expanding and that they would need additional floorspace. Method (2) also includes both those respondents who had definite plans for expansion and those with only tentative plans for expansion, so providing an upper forecast. The figures are then further analysed using data from the questions on floorspace requirements and relocation preferences.

Table F.3 shows the floorspace estimates required to accommodate all expansion plans of indigenous businesses within Staffordshire Moorlands.

Table F.3 - Expansion floorspace requirements in Staffordshire Moorlands (m^2)

Size of business	Small	Medium & Large	TOTAL
Method 1 – Lower level forecast	37 123	11 553	48 676
Method 2 – Upper level forecast	98 740	24 261	123 001

The lower level forecast gives a floorspace requirement of approximately 50,000m^2 in order to meet existing businesses expansion plans. The upper level forecast gives a floorspace requirement of approximately 125,000m^2.

It is important to highlight three key factors when looking at the estimates set out in the table.

- The estimates exclude the B-use class requirements of public sector organisations.
- The estimates refer only to the additional floorspace requirements of indigenous businesses. The potential requirements of inward investors to the District are not included.
- The estimates refer only to additional floorspace requirements and make no allowances for floorspace vacated by contracting businesses.
- The estimates are solely based on business survey responses and are likely to include a high degree of optimism. Therefore these figures only inform our floorspace forecasts and as such should be read with consideration to the full forecast analysis as set out in the appendices.

F.5 Full Business Survey Results: Tables

F.6 A: Business

Question A2: **Approximately how many people do you employ?**

Table F.4– Approximate number of people employed: average

	Average number of employees	Number of respondents
By Sector		
Banking, finance & insurance	12	50
Construction	5	32
Distribution & wholesale	4	30
Manufacturing	58	39
Other services	4	18
Transport & communications	8	24
TOTAL	14	195
By Size		
Small	3	151
Medium	20	30
Large	225	16
TOTAL	14	195

Base: 205 respondents.

NOTE: This table excludes the smallest and largest 2.5% of respondents (in terms of number of employees).

Table F.5– Approximate number of people employed: size band

	None		1 - 10		11 - 25		26 - 49		50 - 100		101 - 250		250+		Response rate	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
By sector																
Banking, finance & insurance	3	5.8	37	71.2	8	15.4	2	3.8	0	0.0	0	0.0	2	3.8	52	100
Construction	4	11.8	25	73.5	2	5.9	2	5.9	0	0.0	0	0.0	1	2.9	34	100
Distribution & wholesale	1	3.1	27	84.4	4	12.5	0	0.0	0	0.0	0	0.0	0	0.0	32	100
Manufacturing	2	4.9	17	41.5	8	19.5	2	4.9	3	7.3	5	12.2	4	9.8	41	100
Other services	0	0.0	18	90.0	1	5.0	0	0.0	1	5.0	0	0.0	0	0.0	20	100
Transport & communications	0	0.0	21	80.8	2	7.7	1	3.8	2	7.7	0	0.0	0	0.0	26	100
TOTAL	10	4.9	145	70.7	25	12.2	7	3.4	6	2.9	5	2.4	7	3.4	205	100
By size																
Small	10	6.5	145	93.5	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	155	100
Medium	0	0.0	0	0.0	25	78.1	7	21.9	0	0.0	0	0.0	0	0.0	32	100
Large	0	0.0	0	0.0	0	0.0	0	0.0	6	33.3	5	27.8	7	38.9	18	100
TOTAL	10	4.9	145	70.7	25	12.2	7	3.4	6	2.9	5	2.4	7	3.4	205	100

Base: 205 respondents

Question A3: **Approximately what percentage of your employees are full/part time?**

Table F.6– Proportion of full/part time employees

	Full time (average %)	Part time (average %)	TOTAL (%)	Response rate No.	Response rate %
By sector					
Banking, finance & insurance	89.6	10.4	100	52	100
Construction	93.6	6.4	100	34	100
Distribution & wholesale	89.7	10.3	100	32	100
Manufacturing	90.8	9.2	100	41	100
Other services	74.8	25.2	100	20	100
Transport & communications	92.9	7.1	100	26	100
TOTAL	89.5	10.5	100	205	100
By size					
Small	91.4	8.6	100	155	100
Medium	82.4	17.6	100	32	100
Large	85.5	14.5	100	18	100
TOTAL	89.5	10.5	100	205	100

Base: 205 respondents.

Question A4: **Approximately what per centage of your employees live in Staffordshire Moorlands District?**

Table F.7 - Average proportion of employees that live in Staffordshire Moorlands District

	Average proportion of employees	Response rate	
	%	No.	%
By Sector			
Banking, finance & insurance	69.2	52	100
Construction	70.6	34	100
Distribution & wholesale	67.7	31	97
Manufacturing	46.3	41	100
Other services	60.0	20	100
Transport & communications	58.3	24	92
TOTAL	62.4	202	99
By Size			
Small	70.1	154	99
Medium	50.0	30	94
Large	16.7	18	100
TOTAL	62.4	202	99

Base: 205 respondents.

Question A5: **What proportion of your main customers are based in the following locations?**

Table F.8 - Location of main customers (%)

	Staffordshire Moorlands	Rest of Staffordshire	Rest of West Midlands	East Midlands	Rest of North West	Rest of UK	International	TOTAL	Response rate No.	%
By Sector										
Banking, finance & insurance	48.1	16.2	6.5	3.8	5.9	15.5	3.9	100	49	94
Construction	61.5	24.4	5.0	3.7	2.5	2.7	0.2	100	33	97
Distribution & wholesale	64.6	17.0	8.1	2.1	1.6	5.7	1.0	100	29	91
Manufacturing	27.5	17.0	10.1	4.6	9.3	21.5	10.0	100	38	93
Other services	44.2	26.4	6.1	6.8	5.9	9.8	0.9	100	18	90
Transport & communications	50.4	21.6	7.3	2.0	7.3	8.9	2.4	100	23	88
TOTAL	48.7	19.5	7.2	3.8	5.5	11.6	3.6	100	190	93
By size										
Small	54.2	19.6	6.3	2.8	4.6	11.2	1.4	100	145	94
Medium	35.5	23.5	8.6	7.1	9.6	10.6	5.0	100	30	94
Large	22.3	11.3	14.0	6.3	6.7	17.7	21.7	100	15	83
TOTAL	48.7	19.5	7.2	3.8	5.5	11.6	3.6	100	190	93

Base: 205 respondents.

Question A6: **What proportion of your main suppliers are based in the following locations?**

Table F.9 – Location of main suppliers (%)

	Staffordshire Moorlands	Rest of Staffordshire	Rest of West Midlands	East Midlands	Rest of North West	Rest of UK	International	TOTAL	Response rate	
									No.	%
By Sector										
Banking, finance & insurance	32.7	21.5	11.6	3.5	3.0	22.4	5.2	100	43	83
Construction	39.4	40.3	12.1	0.8	1.0	6.5	0.0	100	31	91
Distribution & wholesale	27.3	18.8	13.8	3.9	6.6	25.2	4.5	100	28	88
Manufacturing	11.4	12.9	11.1	7.2	16.4	27.5	13.4	100	38	93
Other services	27.9	31.3	3.3	8.3	3.3	25.8	0.0	100	12	60
Transport & communications	32.1	27.4	8.6	0.6	5.2	25.7	0.4	100	21	81
TOTAL	27.9	23.9	11.0	3.9	6.5	21.8	5.0	100	173	84
By size										
Small	30.1	25.0	11.1	4.2	7.0	20.1	2.5	100	127	82
Medium	25.2	25.6	8.1	1.9	4.0	29.2	6.0	100	31	97
Large	15.7	11.7	16.3	5.0	6.7	20.7	24.0	100	15	83
TOTAL	27.9	23.9	11.0	3.9	6.5	21.8	5.0	100	173	84

Base: 205 respondents

Question A7: **How long has your operation been established in Staffordshire Moorlands**

Table F.10 - Length of time established in Staffordshire Moorlands

	Less than 1 year		1-5 years		6-10 years		11-25 years		More than 25 years		TOTAL		Response rate
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	%
By Sector													
Banking, finance & insurance	4	7.8	16	31.4	6	11.8	15	29.4	10	19.6	51	100	98
Construction	3	9.4	5	15.6	5	15.6	12	37.5	7	21.9	32	100	94
Distribution & wholesale	2	6.9	5	17.2	4	13.8	8	27.6	10	34.5	29	100	91
Manufacturing	2	4.9	7	17.1	4	9.8	13	31.7	15	36.6	41	100	100
Other services	4	20.0	5	25.0	4	20.0	3	15.0	4	20.0	20	100	100
Transport & communications	0	0.0	2	7.7	3	11.5	8	30.8	13	50.0	26	100	100
TOTAL	15	7.5	40	20.1	26	13.1	59	29.6	59	29.6	199	100	97
By Size													
Small	15	10.1	33	22.1	23	15.4	44	29.5	34	22.8	149	100	96
Medium	0	0.0	6	18.8	1	3.1	11	34.4	14	43.8	32	100	100
Large	0	0.0	1	5.6	2	11.1	4	22.2	11	61.1	18	100	100
TOTAL	15	7.5	40	20.1	26	13.1	59	29.6	59	29.6	199	100	97

Base: 205 respondents.

F.7 B: Premises

Question B1: **By what tenure do you occupy your premises?**

Table F.11– Tenure of premises

	Freehold		Leasehold		Work from home		Mobile working		Rented		TOTAL		Response rate
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	%
By Sector													
Banking, finance & insurance	17	36.2	16	34.0	14	29.8	0	0.0	0	0.0	47	100	90
Construction	14	41.2	3	8.8	13	38.2	4	11.8	0	0.0	34	100	100
Distribution & wholesale	15	51.7	14	48.3	0	0.0	0	0.0	0	0.0	29	100	91
Manufacturing	24	58.5	14	34.1	3	7.3	0	0.0	0	0.0	41	100	100
Other services	8	40.0	5	25.0	5	25.0	0	0.0	2	10.0	20	100	100
Transport & communications	12	50.0	9	37.5	2	8.3	1	4.2	0	0.0	24	100	92
TOTAL	90	46.2	61	31.3	37	19.0	5	2.6	2	1.0	195	100	95
By Size													
Small	54	36.2	51	34.2	37	24.8	5	3.4	2	1.3	149	100	96
Medium	24	80.0	6	20.0	0	0.0	0	0.0	0	0.0	30	100	94
Large	12	75.0	4	25.0	0	0.0	0	0.0	0	0.0	16	100	89
TOTAL	90	46.2	61	31.3	37	19.0	5	2.6	2	1.0	195	100	95

Base: 205 respondents.

Question B2: **Roughly how much floorspace do your premises occupy?**

Table F.12 - Size of premises: size band

Size band (m^2)	0 – 100		101 – 250		251 – 500		501 – 1,000		1,001 – 2,500		2,501 +		TOTAL		Response rate
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	%
By sector															
Banking, finance & insurance	13	65.0	0	0.0	0	0.0	2	10.0	5	25.0	0	0.0	20	100	38
Construction	3	42.9	1	14.3	2	28.6	0	0.0	1	14.3	0	0.0	7	100	21
Distribution & wholesale	1	9.1	5	45.5	2	18.2	1	9.1	0	0.0	2	18.2	11	100	34
Manufacturing	3	23.1	2	15.4	3	23.1	4	30.8	1	7.7	0	0.0	13	100	32
Other services	5	71.4	0	0.0	0	0.0	0	0.0	0	0.0	2	28.6	7	100	35
Transport & communications	3	60.0	0	0.0	2	40.0	0	0.0	0	0.0	0	0.0	5	100	19
TOTAL	28	44.4	8	12.7	9	14.3	7	11.1	7	11.1	4	6.3	63	100	31
By Size															
Small	26	54.2	8	16.7	7	14.6	0	0.0	4	8.3	3	6.3	48	100	31
Medium	2	14.3	0	0.0	2	14.3	6	42.9	3	21.4	1	7.1	14	100	44
Large	0	0.0	0	0.0	0	0.0	1	100	0	0.0	0	0.0	1	100	6
TOTAL	28	44.4	8	12.7	9	14.3	7	11.1	7	11.1	4	6.3	63	100	31

Base: 205 respondents.

Table F.13 – Size of premises: average

	Average size (m^2)	Number of respondents
By Sector		
Banking, finance & insurance	401	18
Construction	n/a	-
Distribution & wholesale	718	9
Manufacturing	419	11
Other services	n/a	-
Transport & communications	n/a	-
TOTAL	442	57
By Size		
Small	337	44
Medium	781	12
Large	n/a	-
TOTAL	442	57

Base: 63 respondents
NOTE 1: This table excludes the smallest and largest 5% of premises sizes given by respondents.
NOTE 2: Due to a low level of responses some figures have been withheld.

Question B3: **How suitable is your current premises for your business?**

Table F.14 - Suitability of current premises

	Very suitable		Reasonably suitable		Unsuitable		TOTAL		Response rate (%)
	No.	%	No.	%	No.	%	No.	%	
By Sector									
Banking, finance & insurance	43	82.7	6	11.5	3	5.8	52	100	100
Construction	30	88.2	2	5.9	2	5.9	34	100	100
Distribution & wholesale	24	75.0	8	25.0	0	0.0	32	100	100
Manufacturing	30	73.2	9	22.0	2	4.9	41	100	100
Other services	18	90.0	1	5.0	1	5.0	20	100	100
Transport & communications	21	80.8	4	15.4	1	3.8	26	100	100
TOTAL	166	81.0	30	14.6	9	4.4	205	100	100
By Size									
Small	133	85.8	16	10.3	6	3.9	155	100	100
Medium	21	65.6	10	31.3	1	3.1	32	100	100
Large	12	66.7	4	22.2	2	11.1	18	100	100
TOTAL	166	81.0	30	14.6	9	4.4	205	100	100

Base: 205 respondents.

Question B4: **What are the main factors that contribute to your premises being unsuitable for your business needs?**

(This question was only asked to those respondents who stated in Question B3 that their premises were either 'unsuitable' or 'reasonably suitable' for their business.)

Table F.15 - Factors contributing to the unsuitability of premises

	Number of responses	% of total
Site / premises too small	**21**	**53.8**
High business rates	5	12.8
Poor image of site / premises	4	10.3
No specific Reason	4	10.3
Premises too old / in poor condition	2	5.1
Poor site access	2	5.1
Lack of car parking provision	2	5.1
Poor local facilities/amenities	2	5.1
It s my home as well	2	5.1
High security costs	1	2.6
Location (to far away from customers)	1	2.6
Lack of Council Support	1	2.6

Base: 39 respondents.

F.8 Expansion Plans

Question B5: **Are you planning to expand the business in the next 10 years?**

Table F.16– Planning to expand

	Yes – definitely		Yes – maybe		No – maybe not		No – definitely not		Don't know		TOTAL	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
By Sector												
Banking, finance & insurance	12	23.1	12	23.1	8	15.4	17	32.7	3	5.8	52	100
Construction	2	5.9	4	11.8	10	29.4	13	38.2	5	14.7	34	100
Distribution & wholesale	5	15.6	2	6.3	7	21.9	15	46.9	3	9.4	32	100
Manufacturing	5	12.2	8	19.5	10	24.4	11	26.8	7	17.1	41	100
Other services	1	5.0	5	25.0	4	20.0	6	30.0	4	20.0	20	100
Transport & communica tions	0	0.0	5	19.2	4	15.4	13	50.0	4	15.4	26	100
TOTAL	25	12.2	36	17.6	43	21.0	75	36.6	26	12.7	205	100
By Size												
Small	15	9.7	25	16.1	30	19.4	69	44.5	16	10.3	155	100
Medium	8	25.0	6	18.8	9	28.1	6	18.8	3	9.4	32	100
Large	2	11.1	5	27.8	4	22.2	0	0.0	7	38.9	18	100
TOTAL	25	12.2	36	17.6	43	21.0	75	36.6	26	12.7	205	100

Base: 205 respondents.

Question B6: **If yes, in what way do you plan to expand?**

(This question was only asked to respondents who stated in Question B5 that 'yes' they 'definitely' or 'maybe' would expand.)

Table F.17 - Type of expansion

	Size of premises		Number of staff		Plant - productivity		Other branches		Offer more services		Responses rate	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
By sector												
Banking, finance & insurance	12	50.0	17	70.8	11	45.8	5	20.8	0	0.0	24	100
Construction	4	66.7	5	83.3	4	66.7	1	16.7	0	0.0	6	100
Distribution & wholesale	5	71.4	6	85.7	3	42.9	1	14.3	0	0.0	7	100
Manufacturing	10	76.9	11	84.6	11	84.6	3	23.1	0	0.0	13	100
Other services	5	83.3	2	33.3	2	33.3	0	0.0	1	16.7	6	100
Transport & communications	3	60.0	3	60.0	1	20.0	1	20.0	0	0.0	5	100
TOTAL	39	63.9	44	72.1	32	52.5	11	18.0	1	1.6	61	100
By size												
Small	27	67.5	28	70.0	17	42.5	5	12.5	1	2.5	40	100
Medium	7	50.0	11	78.6	10	71.4	3	21.4	0	0.0	14	100
Large	5	71.4	5	71.4	5	71.4	3	42.9	0	0.0	7	100
TOTAL	39	63.9	44	72.1	32	52.5	11	18.0	1	1.6	61	100

Base: 61 respondents.

NOTE: Percentages for each row do not sum to 100% as respondents were able to select more than one type of expansion.

Question B7: **Will this expansion lead to a need for additional floorspace?**

(This question was only asked to respondents who stated in Question B5 that 'yes' they 'definitely' or 'maybe' would expand.)

Table F.18 - Need additional floorspace

	Yes		No		Don't know		TOTAL		Response rate
	No.	%	No.	%	No.	%	No.	%	%
By sector									
Banking, finance & insurance	14	58.3	10	41.7	0	0.0	24	100	100
Construction	4	66.7	1	16.7	1	16.7	6	100	100
Distribution & wholesale	5	71.4	1	14.3	1	14.3	7	100	100
Manufacturing	8	61.5	4	30.8	1	7.7	13	100	100
Other services	3	50.0	0	0.0	3	50.0	6	100	100
Transport & communications	1	20.0	4	80.0	0	0.0	5	100	100
TOTAL	35	57.4	20	32.8	6	9.8	61	100	100
By size									
Small	25	62.5	10	25.0	5	12.5	40	100	100
Medium	6	42.9	8	57.1	0	0.0	14	100	100
Large	4	57.1	2	28.6	1	14.3	7	100	100
TOTAL	35	57.4	20	32.8	6	9.8	61	100	100

Base: 61 respondents.

Question B8: **Roughly how much additional floorspace do you think that you will need?**

(This question was only asked to respondents who stated in Question B7 that 'yes' they would need additional floorspace.)

Table F.19– Average amount of floorspace needed for expansion

	Average floorspace	Total floorspace	Response rate	
	m^2	m^2	No.	%
TOTAL	498	5 981	12	40

Base: 35 respondents

NOTE 1: This table excludes the smallest and largest 5% of floorspace requirements of respondents.

NOTE 2: A full analysis by sector and business size has withheld due to the low number of responses.

Question B9: **Could this additional floorspace be provided on your current site through the following measures?**

(This question was only asked to respondents who stated in Question B7 that 'yes' they would need additional floorspace.)

Table F.20 – Measures for providing additional floorspace

	Number of respondents	% of total
Extension	9	25.7
Refurbishment	4	11.4
Redevelopment	3	8.6
More intensive use of existing space	3	8.6
None of the above	23	65.7
TOTAL	35	100
Response rate	35	100

Base: 35 respondents.

NOTE: A full analysis by sector and business size has withheld due to the low number of responses.

F.9 Relocation

Question B10: **Have you ever considered relocating from your current premises?**

Figure F.3 – Considered relocating

	Yes		No		TOTAL		Response rate
	No.	%	No.	%	No.	%	%
By sector							
Banking, finance & insurance	14	26.9	38	73.1	52	100	100
Construction	5	14.7	29	85.3	34	100	100
Distribution & wholesale	10	31.3	22	68.8	32	100	100
Manufacturing	13	31.7	28	68.3	41	100	100
Other services	2	10.0	18	90.0	20	100	100
Transport & communications	6	23.1	20	76.9	26	100	100
TOTAL	50	24.4	155	75.6	205	100	100
By size							
Small	34	21.9	121	78.1	155	100	100
Medium	11	34.4	21	65.6	32	100	100
Large	5	27.8	13	72.2	18	100	100
TOTAL	50	24.4	155	75.6	205	100	100

Base: 205 respondents.

Question B11: **To which of the following locations have you considered relocating?**

(This question was only asked to respondents who stated in Question B10 that 'yes' they have considered relocating.)

Table F.21 – Considered relocation locations

	Elsewhere in Staffordshire Moorlands		Elsewhere in Staffordshire		Elsewhere in the West Midlands		East Midlands		North West		Elsewhere in the UK		International		TOTAL		Response rate
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	%
By sector																	
Banking, finance & insurance	10	71.4	4	28.6	1	7.1	0	0.0	0	0.0	1	7.1	0	0.0	14	100	100
Construction	4	80.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	20.0	5	100	100
Distribution & wholesale	6	60.0	5	50.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	10	100	100
Manufacturing	9	69.2	2	15.4	0	0.0	0	0.0	0	0.0	1	7.7	1	7.7	13	100	100
Other services	1	50.0	2	100.0	1	50.0	1	50.0	1	50.0	1	50.0	0	0.0	2	100	100
Transport & communications	4	66.7	4	66.7	1	16.7	0	0.0	0	0.0	0	0.0	0	0.0	6	100	100
TOTAL	34	68.0	17	34.0	3	6.0	1	2.0	1	2.0	3	6.0	2	4.0	50	100	100
By size																	
Small	24	70.6	12	35.3	3	8.8	1	2.9	1	2.9	1	2.9	1	2.9	34	100	100
Medium	9	81.8	4	36.4	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	11	100	100
Large	1	20.0	1	20.0	0	0.0	0	0.0	0	0.0	2	40.0	1	20.0	5	100	100
TOTAL	34	68.0	17	34.0	3	6.0	1	2.0	1	2.0	3	6.0	2	4.0	50	100	100

Base: 50 respondents.

NOTE: Percentages do not sum to 100% as respondents were able to specify more than one location.

Question B12: **To where in Staffordshire Moorlands would you prefer to locate?**

(This question was only asked to respondents who stated in Question B11 that they have considered relocating within Staffordshire Moorlands.)

Table F.22 - Considered relocation locations within Staffordshire Moorlands

Location	Number of respondents	% of total
Leek	13	38.2
No where specific / Don t Know	11	32.4
Cheadle	3	8.8
Stoke-on-Trent	2	5.9
Ball Haye Green	1	2.9
Biddulph	1	2.9
Birral	1	2.9
Westly Rocks	1	2.9
Knypersley	1	2.9

Base: 34 respondents.

Question B13: **To what type of location would you prefer to relocate?**

(This question was only asked to respondents who stated in Question B11 that they have considered relocating within Staffordshire Moorlands.)

Table F.23 - Preferred type of location

	Dedicated industrial area		Residential area		Town centre / commercial district		Mixed use are		Rural area		TOTAL		Respon se rate
	No.	%	No.	%	No.	%	No.		%		No.	%	No.
By Sector													
Banking, finance & insurance	3	42.9	0	0.0	3	42.9	0	0.0	1	14.3	7	100	70
Construction	1	25.0	1	25.0	2	50.0	0	0.0	0	0.0	4	100	100
Distribution & wholesale	3	50.0	0	0.0	2	33.3	0	0.0	1	16.7	6	100	100
Manufacturing	4	50.0	0	0.0	3	37.5	1	12.5	0	0.0	8	100	89
Other services	-	-	-	-	-	-	-	-	-	-	-	-	0
Transport & communications	3	75.0	0	0.0	0	0.0	0	0.0	1	25.0	4	100	100
TOTAL	14	48.3	1	3.4	10	34.5	1	3.4	3	10.3	29	100	85
By Size													
Small	7	36.8	1	5.3	7	36.8	1	5.3	3	15.8	19	100	79
Medium	6	66.7	0	0.0	3	33.3	0	0.0	0	0.0	9	100	100
Large	1	100.0	0	0.0	0	0.0	0	0.0	0	0.0	1	100	100
TOTAL	14	48.3	1	3.4	10	34.5	1	3.4	3	10.3	29	100	85

Base: 34 respondents.

Question B14: **Is this type of premises available within Staffordshire Moorlands**

(This question was only asked to respondents who stated in Question B11 that they have considered relocating within Staffordshire Moorlands.)

Table F.24 - Preferred premises available within Staffordshire Moorlands

	Yes		No		Don't know		TOTAL	
	No.	%	No.	%	No.	%	No.	%
By sector								
Banking, finance & insurance	4	40.0	4	40.0	2	20.0	10	100
Construction	2	50.0	1	25.0	1	25.0	4	100
Distribution & wholesale	4	66.7	2	33.3	0	0.0	6	100
Manufacturing	4	44.4	1	11.1	4	44.4	9	100
Other services	0	0.0	0	0.0	1	100.0	1	100
Transport & communications	1	25.0	1	25.0	2	50.0	4	100
TOTAL	15	44.1	9	26.5	10	29.4	34	100
By size								
Small	12	50.0	5	20.8	7	29.2	24	100
Medium	3	33.3	4	44.4	2	22.2	9	100
Large	0	0.0	0	0.0	1	100.0	1	100
TOTAL	15	44.1	9	26.5	10	29.4	34	100

Base: 34 respondents.