

Annex 5 Retail Survey

Summary

Overall, the findings are predictable and optimistic with all respondents confident about the future. The main concerns were (not unexpectedly) the short season, relatively remote location and poor public transport.

Mevagissey businesses tend to employ local people with a large majority complaining about being able to fill jobs with skilled staff. Nearly three quarters of businesses operate with three or less people. But a significant proportion (13%) employed more than 10 people.

40% wanted to see business diversification (small industrial units). A significant minority felt IT services and digital communication speeds were poor.

- Almost half (48%) the businesses have been operating in Mevagissey for over 20 years. A further 16% have been operating here for over 10 years.
- Two thirds of respondents with new businesses (operating for three years or less) cite the quality of their premises as a draw to operate here.
- 40% of operators are self employed with a further 32% employing three or less people. 13% employed over 10 people.
- 80% of respondents complained that they had difficulty recruiting appropriate skilled staff.
- Only 4% believed their current premises would prove to be unsuitable over the next 5 years and all respondents believed they would still be here in 5 years.
- Only 40% wanted to see small industrial units in Mevagissey.
- 72% wanted to see more tourists and visitors and 59% wanted better public transport. One third of respondents thought poor public transport was a barrier to growth. The short working season was cited as the main barrier to growth.
- 20% complained that IT infrastructure was inadequate and 14% that broadband was too slow.

Mevagissey Neighbourhood Plan
**Q1 Please can you give us your
organisation name, address and postcode.
Thank you.**

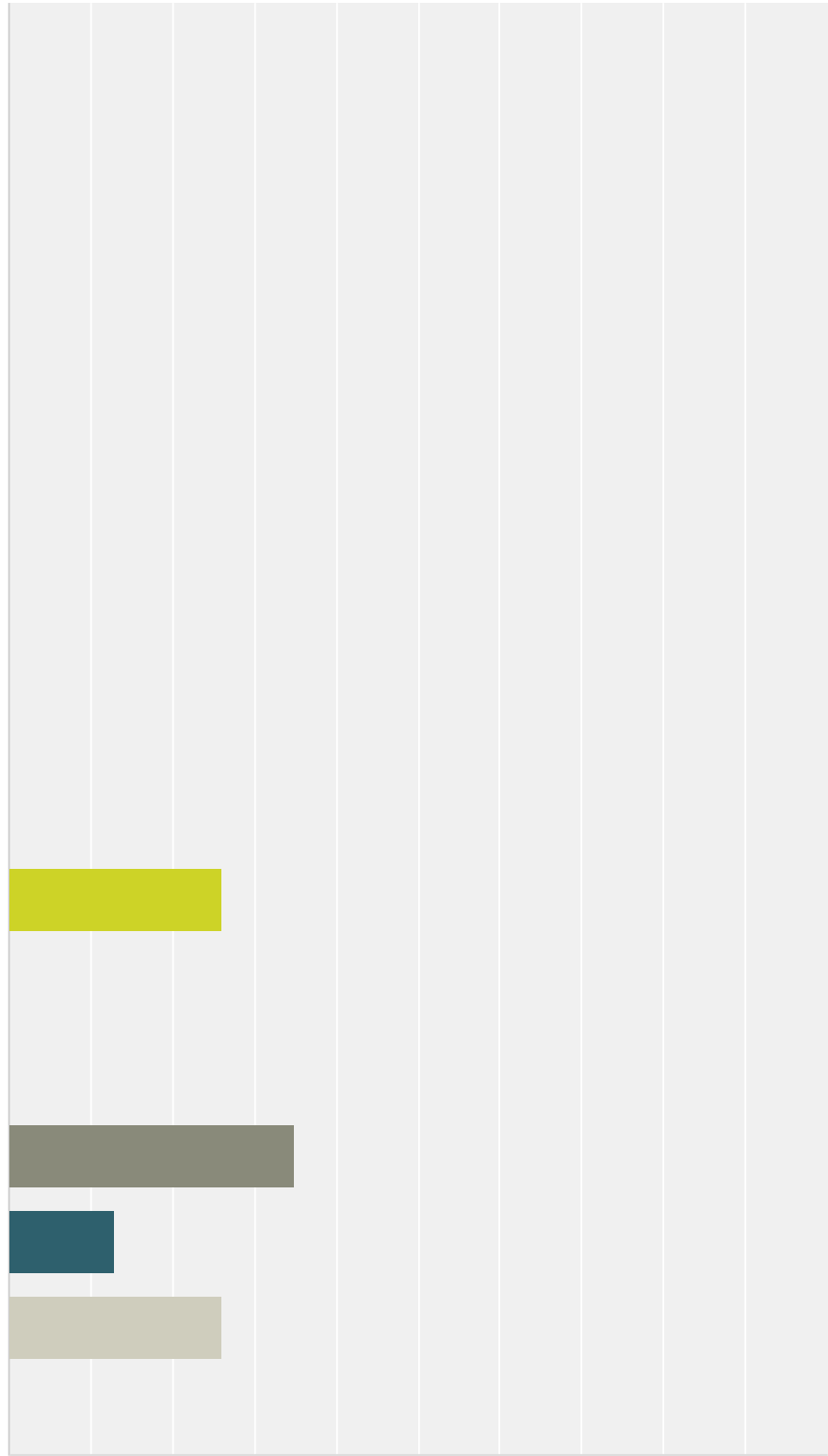
Answered: 25 Skipped: 0

Answer Choices	Responses	
Name:	0.00%	0
Organisation:	100.00%	25
Address:	96.00%	24
Address 2:	0.00%	0
City/Town:	0.00%	0
State/Province:	0.00%	0
Post Code:	100.00%	25
Country:	0.00%	0
Email Address:	0.00%	0
Phone Number:	0.00%	0

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Q2 What sector is your business in?

Answered: 23 Skipped: 2



Agriculture 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Construction

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Financial/Insurance IT Services

Scientific/Technical Wholesale Trade

Arts

Entertainment

Health and
Social Care

Manufacturing

Tourism

Business/Professional Services

Education and
Training

B&B

Hotels and Food

Retail

Transport

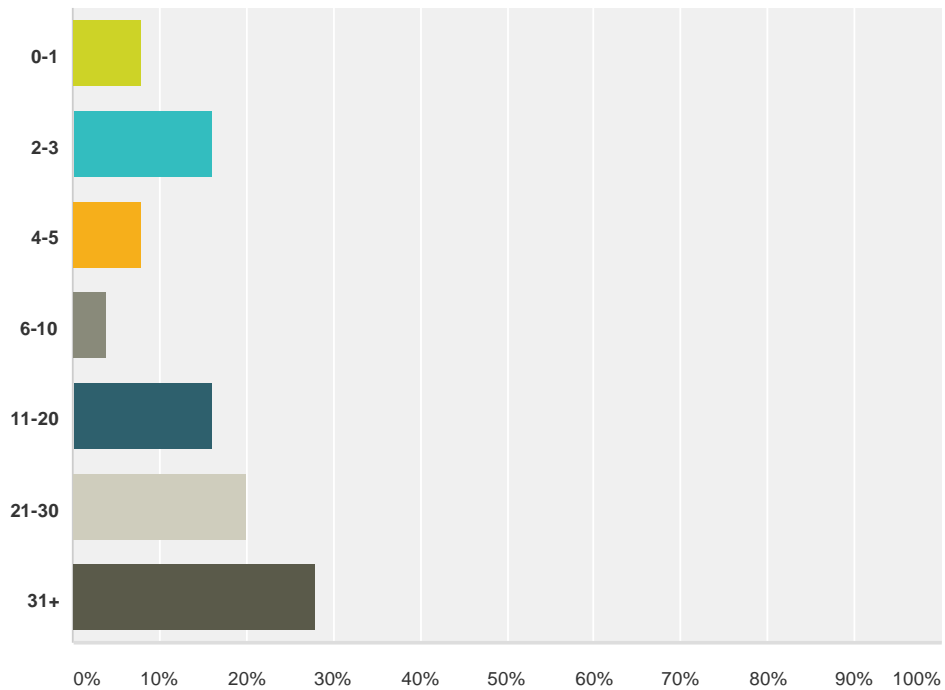
Answer Choices	Responses
Agriculture	0.00% 0
Construction	0.00% 0
Financial/Insurance	0.00% 0
IT Services	0.00% 0
Scientific/Technical	0.00% 0
Wholesale Trade	0.00% 0
Arts	0.00% 0

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Entertainment	0.00%	0
Health and Social Care	0.00%	0
Manufacturing	0.00%	0
Tourism	26.09%	6
Business/Professional Services	0.00%	0
Education and Training	0.00%	0
B&B	34.78%	8
Hotels and Food	13.04%	3
Retail	26.09%	6
Transport	0.00%	0
Total		23

Q3 How many years has your business been operating in Mevagissey?

Answered: 25 Skipped: 0



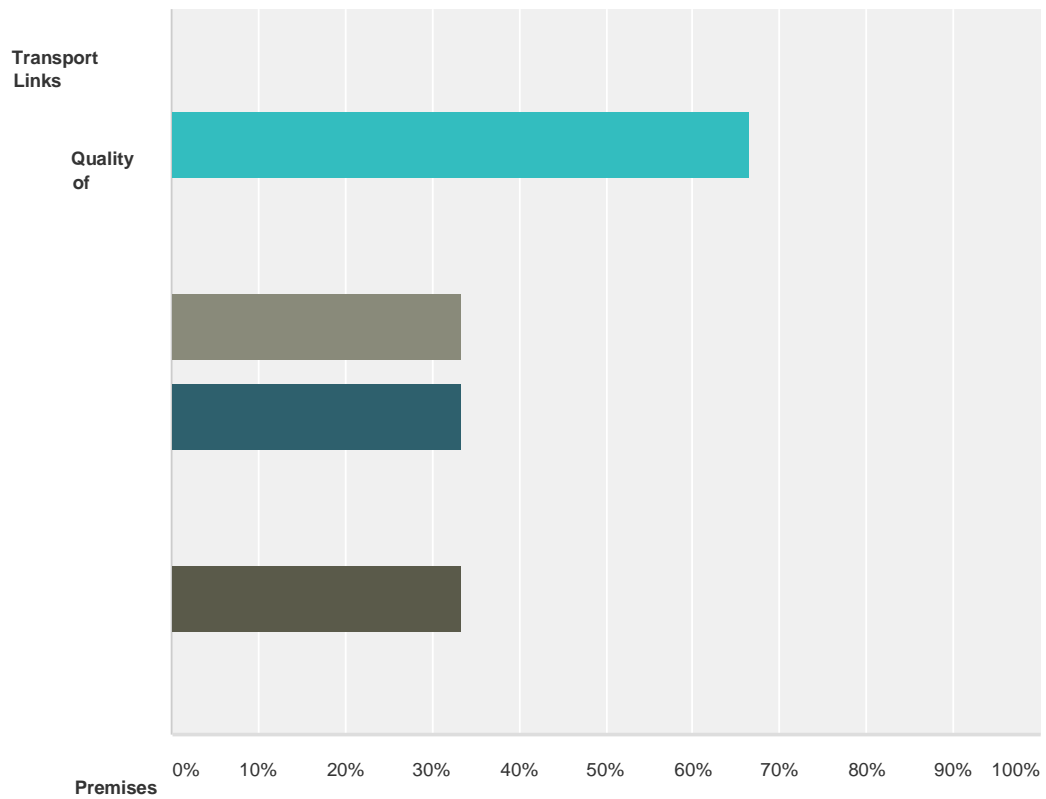
Answer Choices	Responses
0-1	8.00% 2

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2-3	16.00%	4
4-5	8.00%	2
6-10	4.00%	1
11-20	16.00%	4
21-30	20.00%	5
31+	28.00%	7
Total		25

Q4 If operating less then 3 years, why did you locate to Mevagissey?

Answered: 6 Skipped: 19



Proximity to suppliers

Proprietor resides in...

Affordable Premises/Inc...

Quality of employees

Proximity to customers

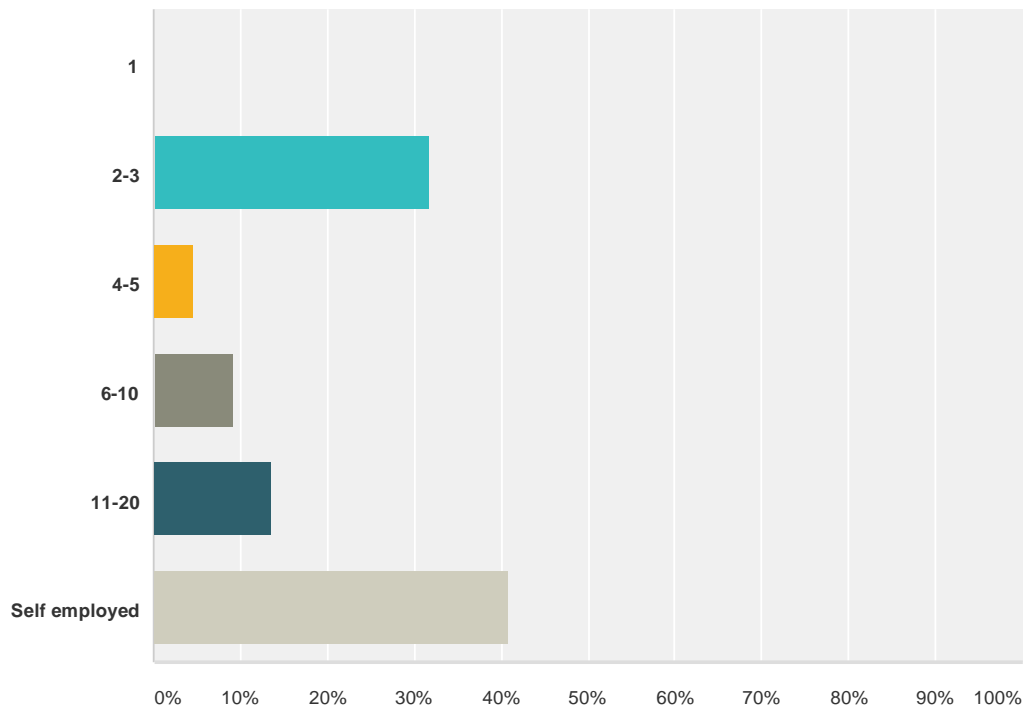
Availability of skills yo...

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Answer Choices	Responses
Transport Links	0.00% 0
Quality of Premises	66.67% 4
Proximity to suppliers	0.00% 0
Proprietor resides in Mevagissey	33.33% 2
Affordable Premises/Incentives offered	33.33% 2
Quality of employees	0.00% 0
Proximity to customers	33.33% 2
Availability of skills you required	0.00% 0
Total Respondents: 6	

Q5 How many staff are employed in your business?

Answered: 22 Skipped: 3



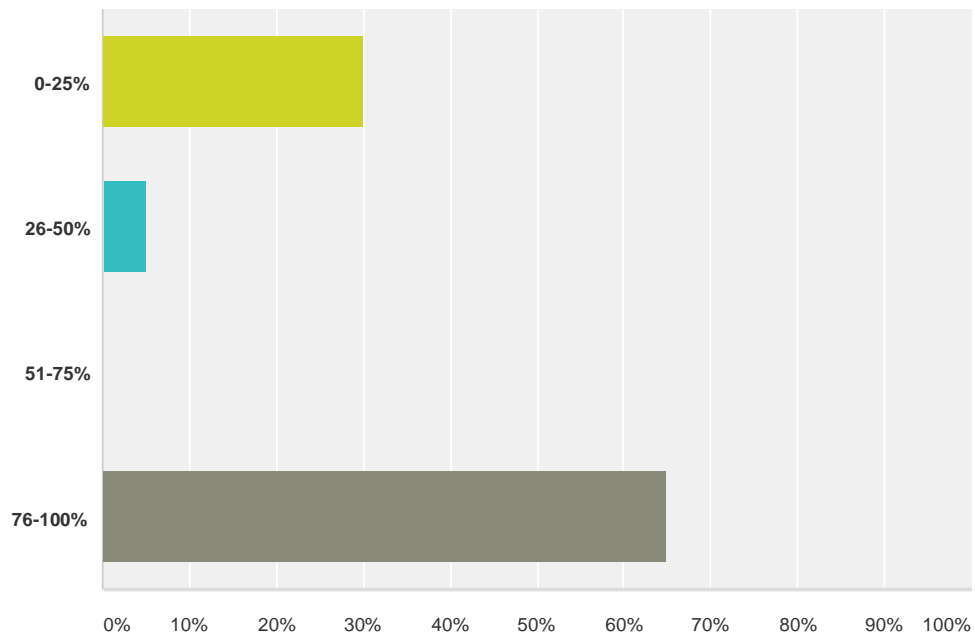
Answer Choices	Responses
1	0.00% 0
2-3	31.82% 7

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4-5	4.55%	1
6-10	9.09%	2
11-20	13.64%	3
Self employed	40.91%	9
Total		22

Q6 What % of the employees live in Mevagissey?

Answered: 20 Skipped: 5

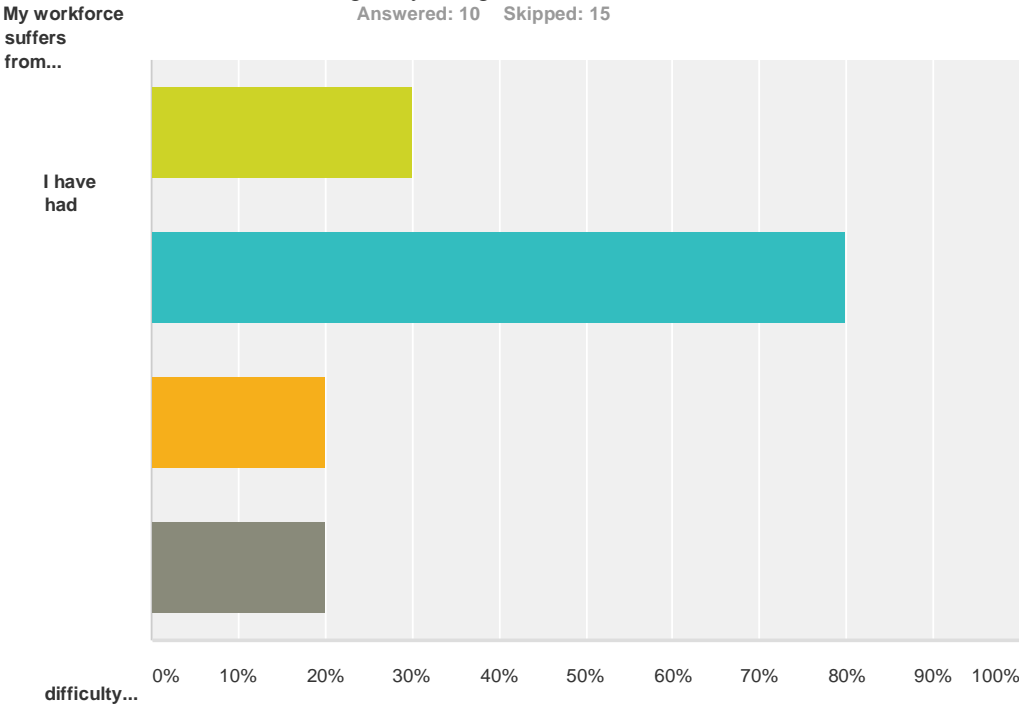


Answer Choices	Responses
0-25%	30.00% 6
26-50%	5.00% 1
51-75%	0.00% 0
76-100%	65.00% 13
Total	20

Q7 Employment and Skills (please tick all that apply)

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Answered: 10 Skipped: 15



I have recruited...

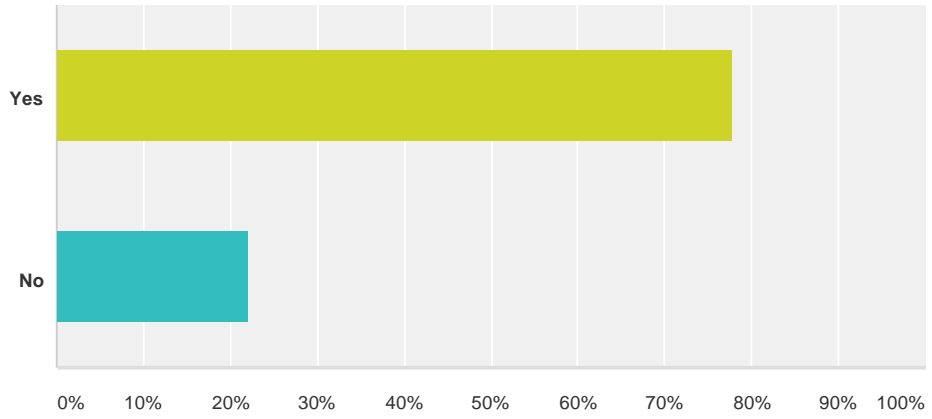
I have an issue retain...

Answer Choices	Responses
My workforce suffers from particular skills gaps	30.00% 3
I have had difficulty recruiting appropriate skilled staff over the last 12 months	80.00% 8
I have recruited apprentices/work placement staff in the last 12 months	20.00% 2
I have an issue retaining staff due to the business location	20.00% 2
Total Respondents: 10	

Q8 Do you offer flexible working hours to staff?

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Answered: 18 Skipped: 7

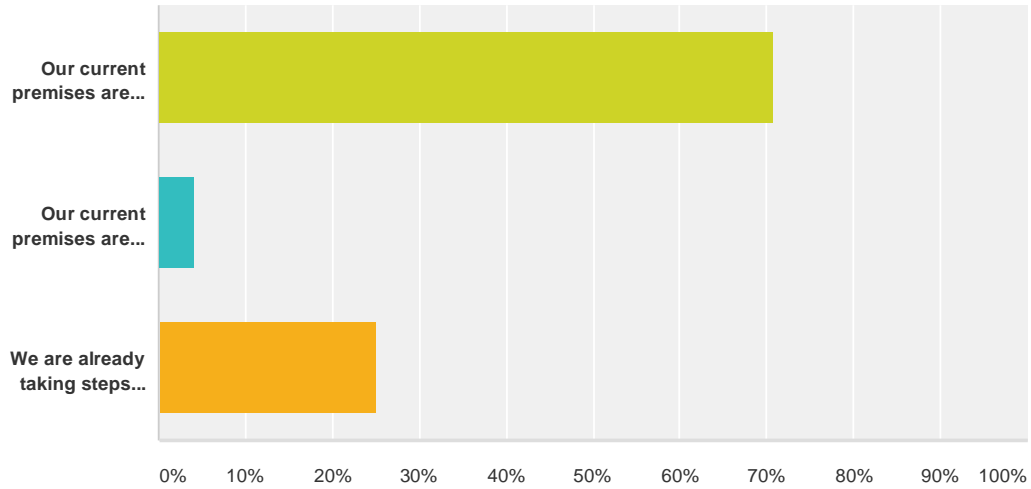


Answer Choices	Responses
Yes	77.78% 14
No	22.22% 4
Total	18

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Q9 Over the next 5 years do you think your workspace will continue to suit your needs?

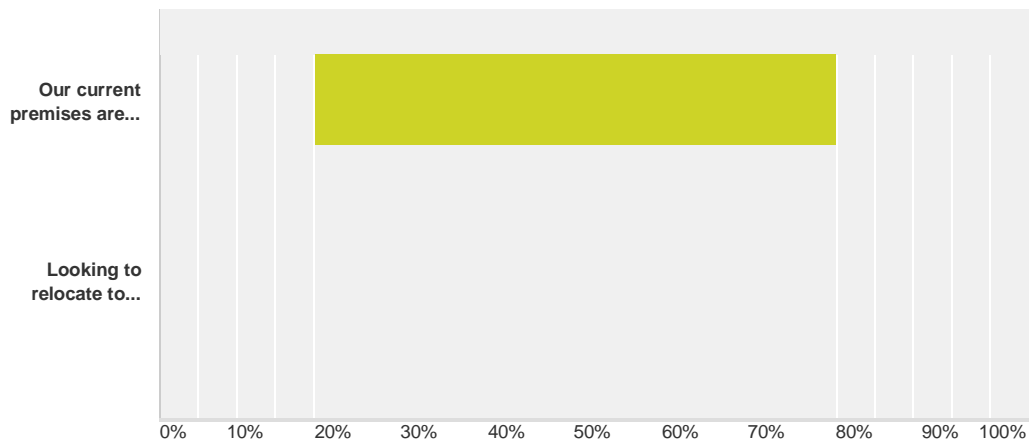
Answered: 24 Skipped: 1



Answer Choices	Responses
Our current premises are likely to remain suitable	70.83% 17
Our current premises are likely to become less suitable	4.17% 1
We are already taking steps to improve or extend our premises	25.00% 6
Total	24

Q10 In the next five years or more do you think you will still be in your current premises?

Answered: 24 Skipped: 1



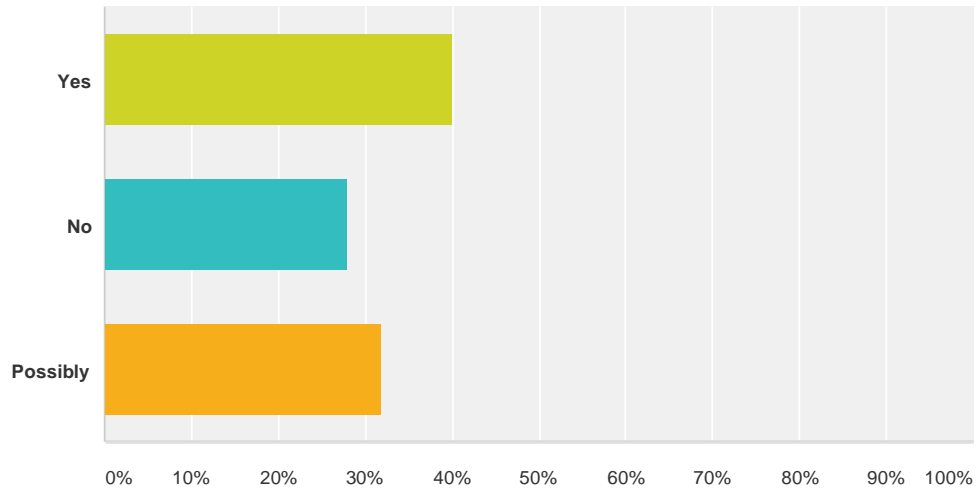
Answer Choices	Responses
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Our current premises are likely to be suitable	100.00%	24
Looking to relocate to somewhere suitable outside the parish	0.00%	0
Total		24

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**Q11 As part of the Neighbourhood Plan
would you like to see small industrial units
in Mevagissey?**

Answered: 25 Skipped: 0

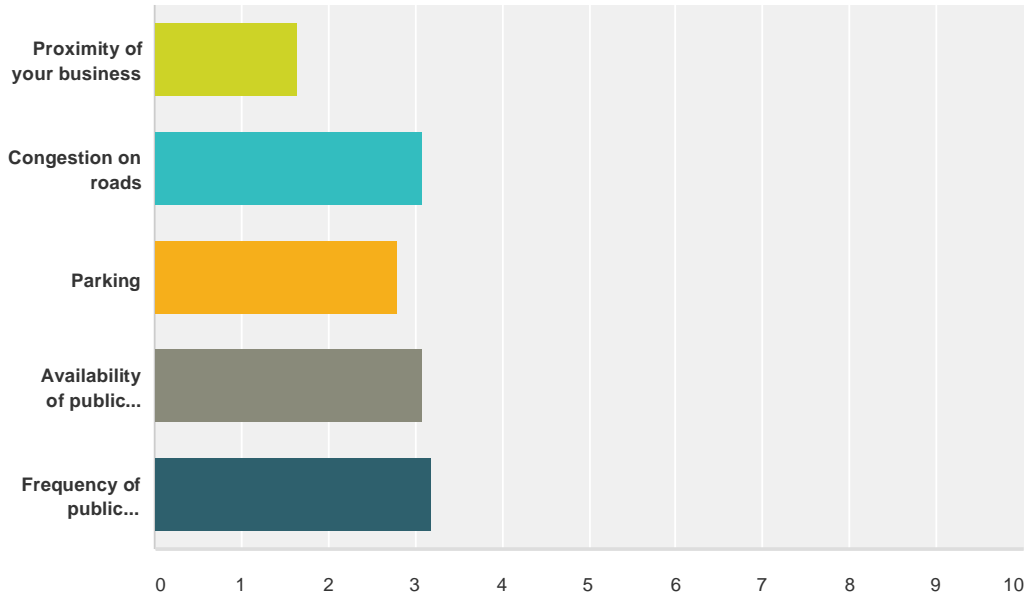


Answer Choices	Responses
Yes	40.00% 10
No	28.00% 7
Possibly	32.00% 8
Total	25

**Q12 Do your customers, suppliers and visitors find it easy to do business with you in Mevagissey? Using the scale below, rank your answer 1 to 5 for each of the following:
1 very satisfied; 2 satisfied; 3 neither satisfied nor dissatisfied; 4 dissatisfied; 5 very dissatisfied**

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Answered: 25 Skipped: 0



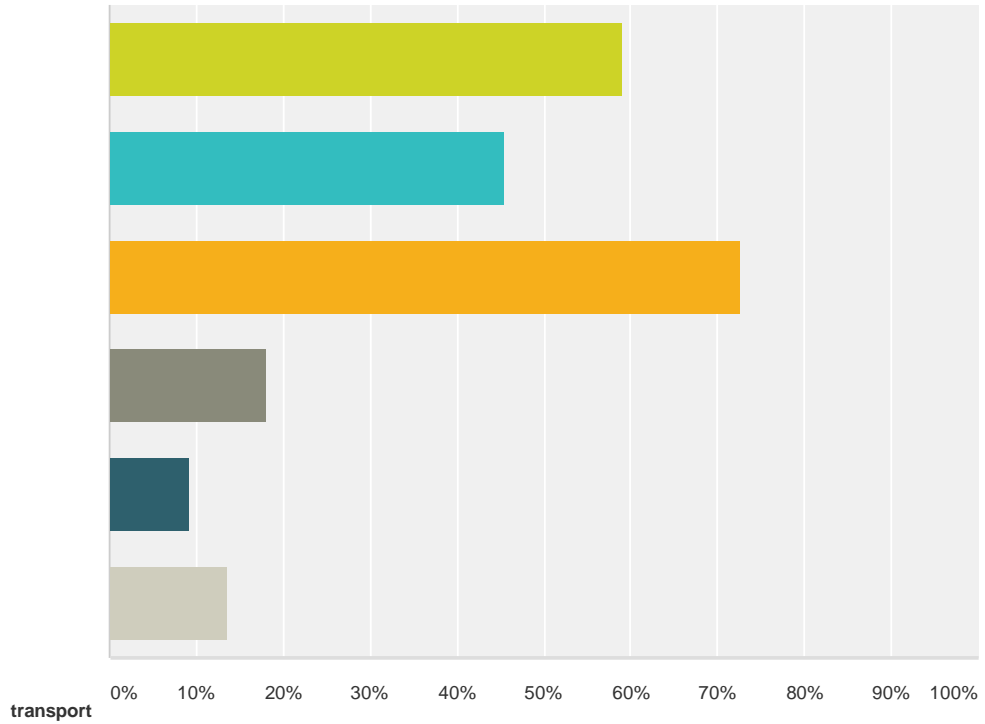
	1 very satisfied	2 satisfied	3 neither satisfied nor dissatisfied	4 dissatisfied	5 very dissatisfied	Total	Weighted Average
Proximity of your business	52.00% 13	32.00% 8	16.00% 4	0.00% 0	0.00% 0	25	1.64
Congestion on roads	8.00% 2	16.00% 4	44.00% 11	24.00% 6	8.00% 2	25	3.08
Parking	16.00% 4	32.00% 8	20.00% 5	20.00% 5	12.00% 3	25	2.80
Availability of public transport	12.00% 3	16.00% 4	36.00% 9	24.00% 6	12.00% 3	25	3.08
Frequency of public transport	4.00% 1	20.00% 5	40.00% 10	24.00% 6	12.00% 3	25	3.20

Q13 Which of the following would most benefit local businesses?

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Answered: 22 Skipped: 3

Better public transport



Buy local campaign

More tourists and visitors

Local business club

Local business directory

Faster broadband

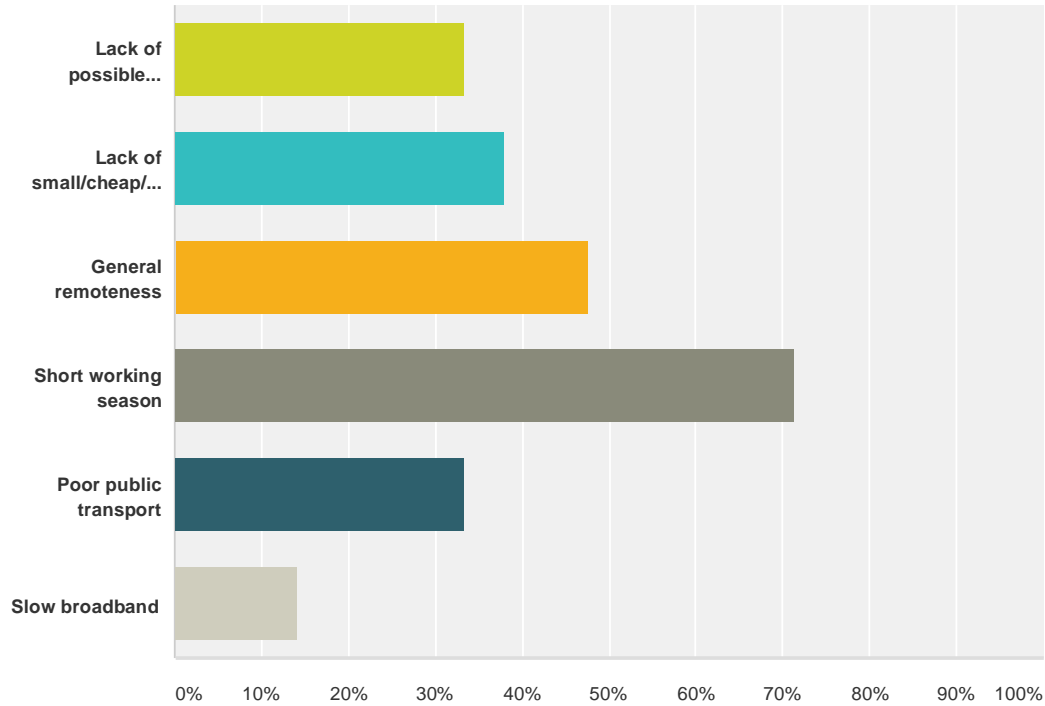
Answer Choices	Responses
Better public transport	59.09% 13
Buy local campaign	45.45% 10
More tourists and visitors	72.73% 16
Local business club	18.18% 4
Local business directory	9.09% 2
Faster broadband	13.64% 3

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Total Respondents: 22

Q14 What barriers or constraints do you think prevent businesses moving to Mevagissey or existing business expanding in the Mevagissey area?

Answered: 21 Skipped: 4

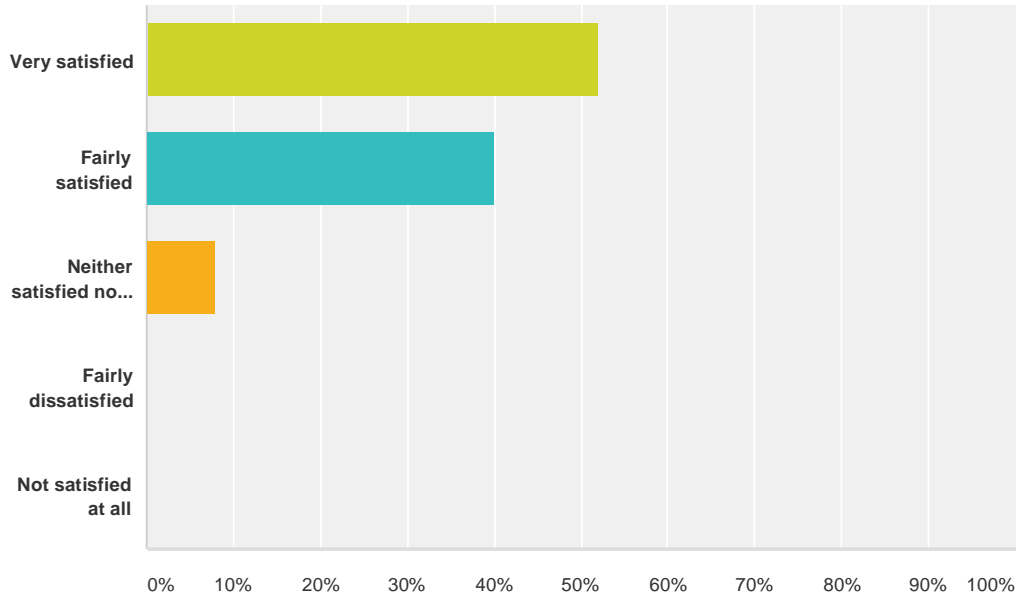


Answer Choices	Responses
Lack of possible commercial premises	33.33% 7
Lack of small/cheap/industrial units	38.10% 8
General remoteness	47.62% 10
Short working season	71.43% 15
Poor public transport	33.33% 7
Slow broadband	14.29% 3
Total Respondents: 21	

Q15 Overall, how satisfied are you with Mevagissey as a place to do business?

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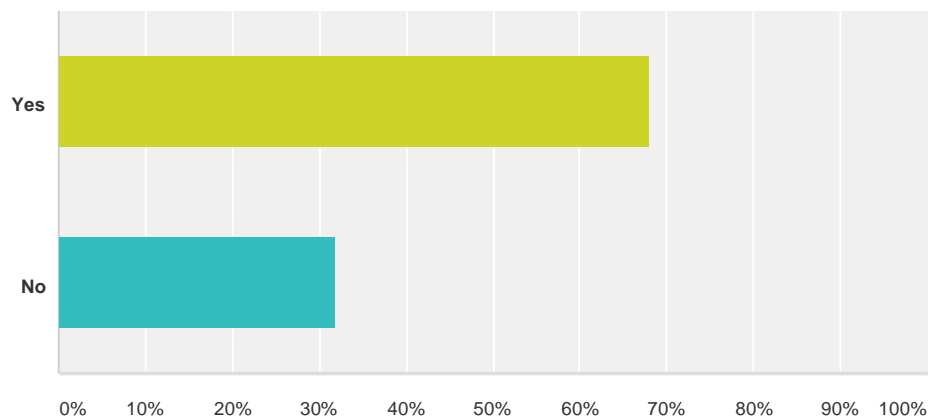
Answered: 25 Skipped: 0



Answer Choices	Responses
Very satisfied	52.00% 13
Fairly satisfied	40.00% 10
Neither satisfied nor dissatisfied	8.00% 2
Fairly dissatisfied	0.00% 0
Not satisfied at all	0.00% 0
Total	25

Q16 Are utilities and essential services adequate to support your business eg mobile phone reception, power supplies etc?

Answered: 25 Skipped: 0

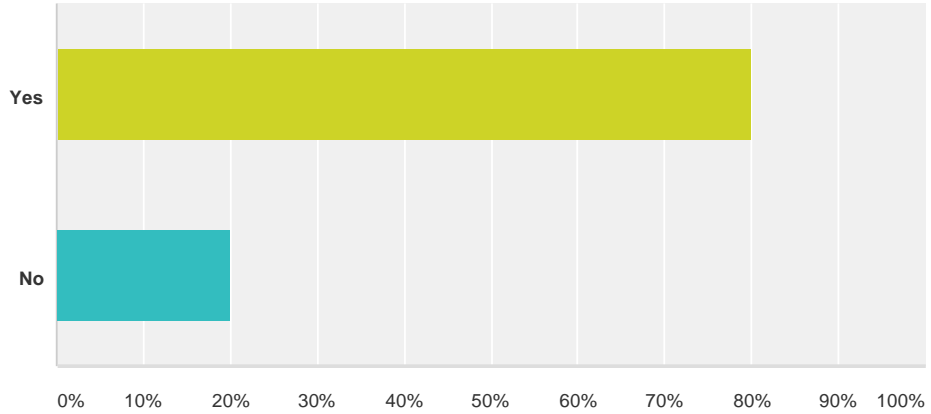


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Answer Choices	Responses
Yes	68.00% 17
No	32.00% 8
Total	25

Q17 Is the IT infrastructure adequate to support your business?

Answered: 25 Skipped: 0



Answer Choices	Responses
Yes	80.00% 20
No	20.00% 5
Total	25

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**Q18 Do you have any Neighbourhood Plan
policy suggestions?**

Answered: 13 Skipped: 12