



Economic Growth Management

Guildford Economic Growth Plan

Guildford Business Survey

Final Report

Prepared for

Guildford Borough Council

By

Economic Growth Management

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1. Purpose of the Survey

The purpose of this business survey has been to capture information from a representative sample of businesses across Guildford borough on the constraints and issues they face associated with the use and demand for business floorspace and how improvements in its availability could assist with future expansion, relocation and investment needs.

The results of the survey are intended to enable Guildford Borough Council to examine options to improve the provision of land and floorspace for business purposes within the area so as to reduce shortages of offices and industrial premises by optimising the use of land available. This would maximise the ability of local businesses to expand or adapt their activities within Guildford.

In parallel, the findings from this survey would be used by the borough council in finalising its employment land assessment and in the updating of the Local Plan.

The business survey set out to contact 200 businesses across the two boroughs in order to gain an insight into:

- current business operations,
- satisfaction with current business accommodation and location
- future plans for expansion, adaptation or relocation
- how these factors translate into demand for business floorspace over a 5 to 10 year period.

The survey was based principally on open questions, and the findings have been totalled in terms of the numbers of business mentioning specific factors in relation to these questions. The survey was commissioned in two phases over a 9 month period. The first phase was carried out around November 2014, but in view of the need to amplify the body of evidence to support the local planning process, a decision was taken to commission a second phase of interviews in the summer of 2015. These included identical questions to the first survey and some additional questions that would be considered useful in gaining further insights into the demand for employment land and premises.

The names of the individual businesses spoken to are listed in Appendix 1 and the Business Survey Questionnaire is shown in Appendix 2.

2. Size, Sector and Location of Businesses Surveyed

2.1 Size and Sector

The survey focused on businesses of over 10 employees, as it was felt that this would enable far greater insights to be captured as to the expansion plans and job creation potential of the SME and large company sectors. These companies would be

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able to articulate their plans much more explicitly and account for a very substantial proportion of floorspace demand, compared with micro-businesses.

Within that grouping of businesses, the aim was also to have a sampling structure that was reasonably representative of the structure of the employment sectors in the local business economy.

The table below sets out the profile of responses achieved by sector and employee size band.

Profile of Responses by Size and Sector	Small (10 to 49)	Medium- sized (50 to 249)	Large (250+)	Total
Sector				
Manufacturing	9	3	6	18
Construction	14	1	0	15
Motor trades	8	2	0	10
Wholesale	14	3	0	17
Transport & storage	8	1	0	9
Information & communication	20	6	3	29
Finance & insurance	12	1	1	14
Property	6	2	0	8
Professional, scientific & technical	34	15	2	51
Business administration & support services	23	1	0	24
Public administration & defence	3	1	1	5
Total	151	36	13	200

Surveys were based on size by employees at site. The 200 companies in the sample accounted for 13,734 jobs, 18% of all Guildford employment.

2.2 Location

The geographical location of businesses included in the survey is shown in the table below through postcode distribution.

Postcode	No of businesses surveyed in postcode area
GU1	103
GU2	50
GU3	24
GU4	17
GU5	3
GU7	1
GU24	1
GU27	1
Total	200

3. Key Reasons for Businesses Locating in Guildford

The table below shows the reasons businesses gave for being based in their current location within Guildford.

The most common reason for businesses being based in Guildford was that the owner or senior lived in the area. Other major reasons given were the proximity to London and the strategic road network, suitability for staff, affluence of the local population and, related to this, good access to customers and related businesses.

Several companies have been attracted by the existence of major industry sector clusters and/or as a result of their early development at Surrey Research Park.

Key Reasons for Businesses Choosing to Locate in Guildford	Total
Owner or senior director lived in area	56
Close to London	33
Access to strategic road network	22
Central for all staff	21
Good access to businesses and customers served	21
Affluent area	17
Proximity to airports	16
Large population	13
Rail network	13
Good positioning of the town	13
Busy town	11
University of Surrey / Surrey Research Park spin-out	11
Like the town and amenities	10
Took over an established business	9
Large number of businesses in the area	8
Sector cluster (e.g. games developers in Guildford)	5
Lots of redevelopment in the area	4
Local authority funding	3
High car ownership	2
Recruiting local staff	2
Cheaper than London	2
Strategic location for South East	2
Good business community	1

4. Factors Which May Drive Businesses out of Guildford

The table below outlines the factors which businesses stated would make them consider leaving the area.

The client base for many businesses is a major reason for being in Guildford and a major drop in number of clients or customers in the area was the factor most mentioned as a potential cause of them leaving the area.

Factors which would make business consider leaving the area	
Reason	No. Businesses
Reduction in business or clientele	25
Lack of suitable business accommodation	22
Cost of running a business here	18
Continued traffic congestion and accessibility issues	17
Recruitment problems	14
Failure to improve public transport	10
Drop in local economy	4
Lack of funding	4
Lease	4
Further reductions in parking / cost of parking	2
House prices	2
Lack of support from council	1
HQ decision based on global / national strategy	1
Continued trend for online retail	1
Increase in regulations for the industry	1
None	91

The other major reasons which would induce businesses to leave the area would be lack of suitable business accommodation, excessive operating costs and continued traffic congestion and accessibility issues.

Other significant factors that could drive businesses out of the area would be recruitment problems and failure to improve public transport. No other factors were mentioned more than five times.

Moreover, a large proportion of businesses - 45% - interviewed could not envisage a situation which would make them consider leaving the area, and some expressly stated that it would not happen. Clearly there are many businesses that are committed to remaining within the area for the long term.

5. Accessibility and Transport Congestion Difficulties Experienced

Businesses were asked to state whether there are any difficulties the company experiences related to accessibility or transport congestion, and what the adverse affects of these are.

Problems Experience with Traffic Congestion and Accessibility Constraints in Guildford Borough	
Difficulties Experienced	No. of Companies Stating
Staff lateness	28
Access via the A3 and A320	22
Town Centre congested	18
Wasted time and cost in traffic	13
Problems of accessing SRP	12
Problems of accessing- Slyfield	12
Delays to deliveries/missed deadlines	10
Lateness of visitors and customers	10
Not a Problem	9
Longer journeys to customers	7
No major impact	7
Based out of town so not affected	6
Loss of customers	5
Embarrassment with overseas visitors	5
Major delays when accidents occur	4
Unpredictability of traffic	4
Recruitment affected	2
Actions taken to address congestion problems	
Adjust staff working hours	20
Generally trying to working round it	6
Use of park and ride	5
Moving company	4
More use of technology	3
Reschedule meetings	1

The biggest adverse impact mentioned was staff lateness, with other prominent difficulties including congestion in the town centre, problems accessing the A3 including entering the town, or access in or out of Surrey Research Park, Slyfield and congestion on the A320.

Various negative impacts on businesses were mentioned, including lateness of deliveries, missed deadlines and lateness of clients visiting company premises. The

time and cost of waiting in traffic and the general impact on productivity was frequently mentioned. Several mentioned the embarrassment faced with overseas visitors having delays arriving and the costs of accommodating them overnight.

However, about 25 of the businesses said they experienced little or no impact, and this was explained by factors such as staff getting the train, the business not dealing in deliveries or there being no need for clients to visit or vice versa or because they were based out of the town. Many businesses also stated that they had sought to adapt to the accessibility problems through a number of measures, such as changing staff working hours, greater use of technology and remote working, use of park and ride, or generally working around the problem.

6. Levels of Satisfaction with Existing Business Property

Businesses were asked to rate their satisfaction with their current business premises and surrounding locations on a score of 1 to 5, where 1= very dissatisfied and 5 = very satisfied. (It should be noted that this question was only asked during the second phase of the survey and did cover all respondents). The findings from this question are presented in two categories for office occupiers and for industrial and warehousing and storage occupiers in the tables below.

The results in the table for office occupiers are from respondents in the information & communication, finance and insurance, property, professional, scientific & technical and business administration & support services sectors. In the case of the office occupiers, there appears to be a high proportion who are mostly satisfied with access to public transport, the location, local facilities and amenities, security, image of the property and location and suitability for purpose. There is a more mixed picture as regards road access, parking facilities and value for money. However, it is notable that relatively small numbers of businesses are very dissatisfied by any of the factors in question.

Level of Satisfaction from Office Occupiers					
	1	2	3	4	5
Road access	8	16	19	18	19
Access to public transport	3	4	9	21	28
Location	1	13	9	40	25
Local facilities (e.g. open space, retail)	3	4	10	23	28
Security	2	3	14	34	24
Parking facilities	5	15	18	18	22
Its image your property projects about your business	2	3	20	28	22
The image your estate projects about your business	2	3	20	28	22
Its suitability for purpose	1	0	10	37	25
Value for money	1	1	25	29	14

1= very dissatisfied and 5 = very satisfied

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The results in the table for industrial and warehouse office occupiers are from respondents in the manufacturing, construction, motor trades, wholesale and transport & storage sectors.

In the case of these occupiers, there appears to be a relatively high level of satisfaction with public transport access, location, local facilities, security, image, suitability for purpose and value for money, but moderately high level of satisfaction with road access.

Level of Satisfaction from Industrial and Warehousing Occupiers					
	1	2	3	4	5
Road access	1	7	7	19	8
Access to public transport	0	1	5	15	14
Location	1	3	7	17	12
Local facilities (e.g. open space, retail)	3	5	6	12	14
Security	1	3	7	17	12
Parking facilities	3	5	6	12	14
Its image your property projects about your business	0	4	7	14	16
The image your estate projects about your business	0	3	6	13	10
Its suitability for purpose	1	1	5	16	12
Value for money	0	2	13	12	14

1= very dissatisfied and 5 = very satisfied

7. Relocation Plans of Local Businesses

7.1 Whether Businesses Are Considering Relocation

Businesses were asked whether they are considering relocation and the table below shows that around 52 (26%) of the 200 businesses are, with a further 15 seeing it as a possibility. This suggests that, altogether, around one third of businesses are actively considering relocating.

If considering relocation	No. of businesses stating
Yes	52
Possibly	15
No	130
Don't Know	3
Total	200

It should be noted that there were a further 15 companies who indicated that whilst relocation was not actively being considered at present, long term expansion plans would necessitate a move. These are not included in the above figures.

7.2 Reasons for Possible Relocation

Those currently considering a move gave their reasons for doing so as follows.

Reasons Given for Possible Relocation	No. of businesses stating
To expand	44
Traffic & accessibility problems	11
Building is not fit for purpose	6
Lease ending	6
Parking issues	5
Current premises are being redeveloped	4
Need to expand and can't find suitable premises	4
To reorganize or consolidate operations	4
Rent levels and/or operating costs	3
Poor footfall in current premises	1
To diversify	1
Offered funding elsewhere	1

Clearly expansion plans are the main reason for relocating – of 67 companies who were considering relocation, 44 are doing so in anticipation of increasing the number of staff and/or expanding the scale of their operations.

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Other reasons mentioned for relocating, or considering it, were due to traffic, accessibility and parking related issues, because of leases ending or their building not being fit for purpose.

It is notable that some businesses are moving because of an expectation of redevelopment proposals for their existing site or building (for example in the Walnut Tree Close area).

7.3 Possible Locations

Those who are seriously considering relocating stated the following as potential alternative locations.

Possible Locations Being Considered					
	Guildford	Elsewhere in Surrey	Elsewhere in the South East	Outside the South East	Not sure
Guildford businesses	47	7	5	2	7

As can be seen from the table above, of the businesses who are considering location, the preference of two thirds would be to remain in Guildford. Of those considering locations elsewhere in Surrey, several mentioned Camberley. Epsom was mentioned once. Farnborough and Frimley were also mentioned several times, with Petersfield also being mentioned.

Further afield, the airport areas, London and Wales were also mentioned as alternatives.

7.4 Preferred Locations within Guildford

Of those who stated a preference to remain in Guildford and who expressed a preference for a first or second choice of location, most indicated that they would like to stay close to where they are already. The town centre would be the most popular choice for office users, followed by a business park close to the centre. A smaller number indicated a preference for an out of town business park, and predominantly for smaller businesses, a similar number favouring rural locations.

With industrial occupiers, Slyfield was the most popular, with many of those already there wishing to remain there, some stating that this would depend on road access being improved. A similar number expressed a preference for a mid-urban industrial estate location.

A notable number of industrial companies would prefer out of town or rural industrial estates.

Preferred Location in Guildford	1st Choice	2nd Choice
Town Centre, close to station	9	2
Business parks close to the town centre	5	1
Surrey Research Park	1	
Out of town business park	3	
Mid urban industrial estate	6	
Slyfield industrial estate	5	2
Out of town industrial estate	3	
Industrial estates in a rural area	4	2
Office in rural area	4	

7.5 Cases of Guildford Businesses Considering Relocations

The following anecdotal evidence has been captured of businesses needing to relocate. Some may look at leaving Guildford if difficulties in finding premises locally cannot be resolved.

- A high-tech manufacturing business aims to employ another 25-30 people if expansion plans are agreed. If the landlord of the building is unable to extend the property, the company will have to look elsewhere.
- An organisation is planning a consolidation of its 3 Surrey-based offices and wants to do so in Guildford, meaning an increased workforce locally of well over 50 additional staff. The business added that it would enable them to make more concrete plans to remain in Guildford if they had an insight into up and coming developments in the town.
- A distribution firm is struggling to secure freehold premises, or premises with a long lease, in order to expand. The firm cites difficulties due to being outbid for premises, and also due to the uncertainty around the development of their estate, making it hard to plan for business growth and expansion locally.
- A scientific firm on Surrey Research Park has to move premises as its building needs a total refit. The business ideally wants to stay on the Park for the links to the University and the fact that the image of the Park suits the business well. Other local business parks have been found to be lacking in as much 'prestige' as SRP and the business comments that it would be good to be kept in the loop with local development plans, given that they are struggling to find new premises from what is currently available.
- A Slyfield-based firm has to leave by October this year as the landlord is selling the land. The business has a preference for staying in Guildford but as suitable accommodation could not be found, the firm is now relocating away

from the area. The company says it is sad to leave Guildford, and suspects it will lose staff and customers in the process.

- A large business on Slyfield says the congestion is forcing one side of the business out of Guildford as so much money is lost in delays and business growth is restricted. The town's overall congestion and the single access road into Slyfield are held responsible. Growth plans demand bigger premises in the next 12-18 months which is proving to be difficult to find. The business comments that the link road does not appear to be progressing fast enough to enable their expansion plans to be accommodated, leaving the business uncertain what to do and is being forced to look at other options.

8. Expansion Plans of Local Businesses

8.1 Numbers of Businesses Planning to Expand

Responses to whether businesses are considering expanding are shown below. Over half of the businesses in the survey were considering some form of expansion to a greater or lesser degree of certainty, with most having firm expectations.

Whether Businesses are Considering Expansion Plans	No. of businesses stating this
No	87
Considering expansion	113
Of which:	
Firmly considering and need more space	82
Considering as a possibility and may need more space	16
Considering, may need more space, but unlikely	5
Expanding staff only within existing space	10

From the above it can be seen that 98 businesses surveyed have firm or possible requirements for additional space and 5 with potential requirements but which are considered unlikely. A further 10 businesses are expecting to expand, but have the capacity to do so within their existing buildings, thus intensifying the use of their space.

8.2 Additional Jobs Created Through Expansion

From the businesses surveyed, 2015 new jobs could be created from expansions over the next 5 to 10 years. 256 of these jobs would come from businesses who would increase staff but not floorspace. The expansions which are expected or just being considered and which would require more floorspace would generate 1,759 jobs over a 5 to 10 year period, of which 1,259 are considered likely, 470 are considered possible but 30 considered possible but unlikely.

Additional Jobs from Businesses Considering Expansion	
	Jobs
Firmly considering and need more space	1,759
Considering as a possibility and may need more space	470
Considering, may need more space, but unlikely	30
Expanding staff only within existing space	256
Total jobs from businesses considering expansion	2,015

8.3 Requirements for Additional Space Due to Expansions

Businesses contemplating relocation or expansion were asked for specific requirements they may have in terms of space, type of use and location. Based on the new jobs that businesses expected to be created through expansions over a 5 to

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10 year period, the amount of additional floorspace (as opposed to total new space) that would be demanded by businesses considering expansions is illustrated in the table below. This includes requirements from, those who would like to expand on site but are not able to do so and/or from those who expect to take on an additional unit. It excludes businesses able expand staff number on current premises.

Requirements for Additional Floorspace from Possible and Likely Expansions							
	B1a General Sqm	B1a Business Park Sqm	B1b Sqm	B1c Sqm	B2 Sqm	B8 General Sqm	B8 Large High Bay Sqm
Likely requirements for additional floorspace	7,728	450	1,200	1,858	11,556	7,700	0
Possible requirements for additional floorspace	1,828	980	0	987	3,780	0	0
Possible though unlikely requirements for additional floorspace	396	0	0	47	0	0	0
Total potential requirements for additional floorspace	9,952	1,430	1,200	2,892	15,336	7,700	0

The relatively low amounts of possible or unlikely potential requirements are due to the fact that the uncertain businesses are mostly relatively small and whose expansion prospects depend on factors that are not clarified, for example contracts in the pipeline that may take place, or which are only based on growth trends of the past 3-5 years. A breakdown of space requirements from expansions by size of business is provided below.

Floorspace Requirements from Expansions by Size of Business (Sqm)							
	B1a General Sqm	B1a Business Park Sqm	B1b Sqm	B1c Sqm	B2 Sqm	B8 General Sqm	B8 Large High Bay Sqm
Large 250+ employees	120	700	1200	1,200	10,800	0	0
Medium sized 50 to 249 employees	2,400	450	0	0	3,600	1,960	0
Small 10 to 49 employees	7,432	280	0	1,692	936	5,740	0
Total	9,952	1,430	1,200	2,892	15,336	7,700	0

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The table below breaks down individual expansion requirements by size of floorspace.

Number of Floorspace Requirements from Expansions by Size							
	B1a General	B1a Business Park	B1b	B1c	B2	B8 General	B8 High Bay
Less than 100 sq m	19			2	2		
100 to 200 sq m	21			2			
201 to 500 sq m	12	2		4	2	3	
501 to 1,000 sq m	3	1				5	
1,001 to 2,000 sq m	19		1	1		2	
2,001 to 3,000 sq m							
3,000 sqm +					3		
Total No. Businesses	74	3	1	9	7	10	0
Total Floorspace (Sqm)	9,952	1,430	1,200	2,892	15,336	7,700	0
NB: Some businesses may require more than one use class							

8.4 Cases of Guildford Businesses Considering Expansion

The following anecdotal evidence has been captured of businesses needing to expand and of the difficulties in finding suitable alternative premises locally.

- A local professional firm recently looked for other office premises to expand into, however decided to stay in their current building and lease an additional floor. In looking for bigger premises in Guildford, the business found that there is either a choice of smart new premises which are out of many firm's budgets, or a property which is affordable requires so much investment and time on refurbishment to bring it up to standard, that it is also out of businesses' investment ability. The firm commented that this ends up curtailing business growth locally.
- A professional services firm also shared their experience of searching for premises in Guildford. The business recently needed to expand and eventually found their current premises in 2014, however stated that it took 2-3 years to do so. It is commented that there is a very limited supply of appropriate stock for this size of organisation. A location near the station was considered, however the redevelopment of the station made it a risky proposition. The business feels it ended up paying a higher rent per square foot than it had planned for, which is thought to be symptomatic of the lack of supply.

8.5 Requirements for Floorspace from Relocations Driven by Expansion

The above tables indicate the incremental amount of floorspace that would be demanded from expansions. However, this is only part of the picture.

With regard to floorspace demand, there are a number of companies who have definite and possible plans to relocate for a number of reasons. Some have leases ending and need to move, others need to create the capacity to expand their operations but cannot do so on existing sites, those that need to consolidate under one roof, some that may need to bring in new operations from elsewhere.

As pointed out above, there are some companies who do not have current plans to relocate, but recognise that if foreseeable expansion requirements are to be met in the long term, a move would be necessary.

Taking account of those businesses that would need to relocate locally for expansion purposes, and those who would need to relocate for other reasons, much larger floorspace areas would be in demand, as complete moves would be involved.

On the basis of specific floorspace requirements or existing and increased jobs cited by respondents, the estimated amounts of floorspace from complete moves that are under consideration are as set out in the table below.

These potential relocations would involve some 5,400 jobs.

Requirements for Floorspace from Anticipated Relocations							
	B1a General Sqm	B1a Business Park Sqm	B1b Sqm	B1c Sqm	B2 Sqm	B8 General Sqm	B8 Large High Bay Sqm
Likely requirements for additional floorspace	8,972	27,780	400	1,363	19,920	23,640	0
Possible requirements for additional floorspace	2,940	3,570	0	1,760	4,972	9,200	0
Possible though unlikely requirements for additional floorspace	492	1,000	0	0	0	350	0
Total potential requirements for additional floorspace	12,404	32,350	400	3,123	24,892	33,190	0

A breakdown of space requirements from expected relocation by size of business is provided below.

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Floorspace Requirements from Anticipated by Size of Business								
	Jobs	B1a General Sqm	B1a Business Park Sqm	B1b Sqm	B1c Sqm	B2 Sqm	B8 General Sqm	B8 Large High Bay Sqm
Large 250+ employees	2,225	450	14,750	0	0	19,200	0	0
Medium sized 50 to 249 employees	1,238	1,410	7,500	0	0	0	15,700	0
Small 10 to 49 employees	1,911	10,544	10,100	400	3,123	5,260	17,490	0
Total	5,374	12,404	32,350	400	3,123	24,460	33,190	0

The table below breaks down individual expansion requirements by size of floorspace.

Floorspace Requirements from Relocations by Size of Individual Unit							
	B1a General Sqm	B1a Business Park Sqm	B1b Sqm	B1c Sqm	B2 Sqm	B8 General Sqm	B8 Large High Bay Sqm
Less than 100 sq m	5			1		1	
100 to 200 sq m	5					1	
201 to 500 sq m	71	1	1	1		2	
501 to 1,000 sq m	2	7			2	0	
1,001 to 2,000 sq m			6		2	7	
2,001 to 3,000 sq m			4			1	
3,000 sqm +			2		3	3	
Total No. Businesses	83	20	1	4	5	15	0
Total Floorspace (Sqm)	12,404	32,350	400	3,123	24,460	33,190	0
NB: Some businesses may require more than one use class							

9. Attitudes Towards Home Working

Companies were asked whether they encourage staff to work from home part of the week. Of 108 companies who answered, responses were as follows.

Yes, encourage it	29
No, don't allow	58
Don't encourage but allow it	21

Those who responded were then asked if they saw a need for urban or rural work hubs. Only 8 of the 200 companies saw this as useful. Of these, one commented that these would be empowering in the longer term.

10. Requirements for Meeting Space

Companies were also asked if there were other measures that could help them maximise use of their existing floorspace, such as having meeting facilities in town centre. Only 9 companies indicated that meeting facilities would be useful. Others commented that there would be merit in encouraging flexible workspace and meeting facilities at rural, urban and transport hubs and key road junctions.

Several also were of the view that Guildford could do with more hotel facilities in the town for overseas visitors and clients. One respondent pointed out that for larger conference facilities, the Radisson and Mandalay are the only options. Another mentioned that there was less a tendency for group meetings these days as meetings increasingly take place virtually.

11. Interest in Business Support

During the interviews, some businesses expressed an interest in obtaining support in various areas as listed below.

Area of Support	Yes
Help on relocation or expansion of your operations, including planning advice	16
Advice on business growth and development	9
The opportunity to discuss site redevelopment issues	5
More regular interaction with the Council	5
Help with parking	3
Getting improvements to train and bus services	2
Support on recruitment and skills development	1
Support in product development and innovation	1

APPENDIX 1:

NAMES OF BUSINESSES SURVEYED

A Buchanan Ltd
A G R Tracs International Ltd
A&DC Ltd
A3 Radio Cars & Taxis
ABP Food Group Ltd
Acal Plc
Accord Architecture
Actica Consulting
Acuity Training
Addison Glass & Windscreens
Alder Veterinary Practice Ltd
Alexander Dennis
Alexander James Recruitment
Allianz UK
Alliots Chartered Accountants
ALS Petrophysics
Amadeus Design
Angle Technology
Anglo Financial Services
AQA
Arctic Life and Pensions
Arkenford
Ash Telecom
Avaya
BAE Systems
Bailey Creative Designs
Baker Tilly
Bannings
Barlow Robbins
Barratt
Barton Electrical Contractors
Basemap Limited
BDO
Bellsure Group
Bentley Brown
Bernard Sims Associates
Bessler Hendrie Chartered Accountants
Bishops move
Blue Arrow
BME Solutions
BOC Part of the Lnde Group)
Bristow Burrell
Britannic Technologies
Business Arch Expertise Ltd

Carlin Insurance Services
Cascade Software
Centrepont House
Challengers
Chambers Waste Management
Chaos Design
Chapters Financial Planning
Charles Russell Speechlys
Chaz Brooks
Cheesman Brothers Ltd
Christie's Carpentry and Construction
Churchods
Clarke Gammon
Clyde & Co
Colgate
Consult Hyperion
Cryolife Europa Ltd
Cubliks
DAG Scaffolding
Darton Commodities
Dataflex / Eseye
Datahealth Consultancy
Destiny Wireless Ltd
Diamond Logistics
Differentis
Digital Barriers
Digital Sign Services Ltd
Doble
Don't Just Sit There, Sell Something!
Drayson Automotive Ltd
Drummonds
Dryad Tree Specialists
Eagle Eye Technology
Earlex Ltd Now Wagner Spraytech Ltd
Eastgate Construction
Electronic Arts
Ericsson
Face brickwork
Fast Lane
FG Barnes
Figment Productions
First 4 Personnel
Flexeye Ltd
Flourish
Fore Sight Sports
Future Biogas
GCL Solicitors

Gidden Place
Glencross Cleaning
Gnosys Global Ltd
Grace Consulting
Grays Truck and Van
Grenke Leasing
GTS - Geotech
Guava Guildford
Guild consulting
Guildford Borough Council Offices
Guildford Borough Council Parking Offices
Guildford Borough Council Parks & Leisure
Guildford Borough Council Vehicle Depot
Guildford Crematorium
Hallmarq Veterinary Imaging Ltd
Hays
Herz Valves
Hickory Construction
Home 2 School Ltd
Hyder Consulting
ID Business Solutions
IDBS
Ideal Health Consultants
Inchcape Toyota and Lexus
Insure Recruitment
ISG LTD
John Dennis Coachbuilders
Laytons Solicitors
Leedsheath
Les Caves de Pyrene
Lewis & Hickey Ltd
Lionhead Studios
Lovetts PLC
Lunches Direct
Manitowoc
MCM Mobile Car Mechanic
Media Molecule
Melliss LLP
Messer and Matthews
Microtechs
Midleton Joinery
MJA Car Sales
Mott MacDonald
MR Solutions Ltd
NBS Technologies
Nordic Construction
OTM Consultant

P&P Glass
Page Personnel
Philips Lighting UK
Pirbright Institute
Pollard
Poujolat
Premier Asset Management
Primo Alloy
Procyon Oil & Gas Ltd
Pull
Punter Southall
QDS Remediation(former Q D S Environmental Ltd)
Radical Systems
Reed
Regus
Reneuron
RHW solicitors LLP
Rider Hunt International Ltd
Risk Assurance Management
Safegulard Coaches
Sanofi
Sashwindowspecialist.Co.Uk
Scott Brownrigg
Seymours
Sherwin & Oliver
Sibert Technology
Solus ARC
Solventis
Southern Electromotive Distribution (SED)
Space Air
Springfield Decorations and Display
Stevens and Bolton
Strata Tiles
Supermassive Games
Surrey Satelllite Technology Ltd
Synergy Construction & Property Consultants llp
Syngenta
Systematic Finance
Talisman Chauffeurs Ltd
TDA Interiors
Techfor Energy
Temple Legal Protection Ltd
The Edge
The Good Time Guide
The Great Big Events Company
The Little Beer Corporation
The Manor Partnership

The Partnership Limited
The Wilky Group
Thomasons
Thomson Ecology
Thomson Environmental Services
Timeplan
Trans Euro Express
Turbulenz
TWM Solicitors
Ubisoft
Unisto Limited
UOP Honeywell
Vail Williams
Vail Williams
Van Compare
Viewsat
Vines
Voyager Insurance
Wadham & Isherwood
Warner Construction
Wilkins Kennedy LTD
Wilson Electrical Distributors Ltd
Windsor Voice Services
WYG
Wyvern Cars Ltd

APPENDIX 2

SURVEY QUESTIONNAIRE

BUSINESS SURVEY QUESTIONNAIRE

Guildford Borough Council is examining options to improve the provision of land and floorspace for business purposes within the area. The aim would be to reduce shortages of offices and industrial premises by optimising the use of land available, in order to maximise the ability of local businesses to expand or adapt their activities within Guildford.

Guildford Economic Growth Plan: Findings from Business Survey

To develop this, we need your help in understanding the constraints and issues faced by local businesses associated with the use and demand for business floorspace and how improvements in its availability could assist with future expansion, relocation and investment needs.

The findings from this survey will be used by the borough council in finalising its employment land assessment and in the updating of the Local Plan.

Your responses will not be attributed and will be treated in strictest confidence

Company Details

Company	
Industry Sector	
Nature Of Activity On Site	
Contact Name	
Position	

1. To what extent are technological and economic changes likely to influence your company's operations choice of location and operating conditions over the next 10 years?

2. What are the key reasons for your company being based in and continuing to operate within Guildford?

3. Are there any changes in circumstances that would drive the company out of the area?

Guildford Economic Growth Plan: Findings from Business Survey

4. What difficulties, if any, does your company experience related to accessibility or transport congestion around Guildford and what adverse effects do these have on your business?

5. How satisfied are you with your existing business property in terms of the following: (Please select your answer on a five point scale, 1= very dissatisfied and 5 = satisfied)

	1	2	3	4	5	Don't know
Road access						
Access to public transport						
Location						
Local facilities (e.g open space, retail)						
Security						
Parking facilities						
Its image your property projects about your business						
The image your estate projects about your business						
Its suitability for purpose						
Value for money						

Guildford Economic Growth Plan: Findings from Business Survey

6. Relocation and expansion

- i) Are you considering relocating from this site/these premises in the next 5-10 years?

Yes		No	
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- ii) If yes, why are you considering relocation from this establishment?

Reasons	
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- iii) If so, which alternative locations are you considering (state areas mentioned in appropriate boxes?)

In Guildford (if yes please specify preferred area)	Elsewhere in Surrey (if yes please specify preferred area)	Elsewhere the South East (if yes please specify preferred area)	Outside the South East

- v) Are you considering expanding on this site?

Yes		No	
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- vi) If you are planning to expand in the Guildford area but not on your existing site, please specify which of the following location options would be your first choice and which would be your second choice.

Location	1 st Choice	2 nd Choice
Town Centre, close to station		
Business parks close to the town centre		
Surrey Research Park		
Out of town business park		
Slyfield industrial estate		
Out of town industrial estate		
Industrial estates in a rural area		
Office in rural area		
Other please specify		

Guildford Economic Growth Plan: Findings from Business Survey

- vii) If you would need to move, adapt or expand, please specify your anticipated requirements for space, type of use and location.

	Space required
A) Development site/Vacant Land	
B) Floorspace	
C) Type of building or site	TICK
(i) Expansion on site	
(ii) Serviced site with permission to building own specification	
(iii) Office building - business park campus	
(iv) Office building - town centre	
(v) Purpose-built modern industrial unit	
(vi) Prestige high tech accommodation	
(vii) R & D Space	
(viii) Older industrial premises restored to high standard	
(ix) Older low-cost industrial premises	
D) Location	
E) Environment	
F) Time-scale	
G) Tenure	

For companies who have indicated expansion plans only:

7. Can you indicate how many additional jobs might be created as a result of your plans for expansion in the area?

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For companies who have indicated relocation or expansion plans only:

8. What is the likelihood of your company relocating or expanding over the next 5 to 10 years?

Very likely	
Likely	
Possible	
Unlikely	

9. Does your company have a policy of encouraging staff to work from home for part of the week?

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Guildford Economic Growth Plan: Findings from Business Survey

If yes, do you see a need for supporting facilities, such as urban and rural work hubs?

10. Are there other measures that could help your company maximise the utilisation of available space, such as more meeting facilities within the town centre?

11. As part of the local regeneration programmes, there are organisations to support businesses within this local area. Would you be interested in any of the following types of support:

	Yes	No	Already In Touch
(i) Help on relocation or expansion of your operations			
(ii) Advice on business growth and development			
(iii) Support on recruitment and skills development			
(iv) Resolving problems in your business location			
(v) Support in product development and innovation			
(vi) The opportunity to discuss site redevelopment issues			

12. Finally, could we please check the following details about your company's activities and contact details?

Address	
Post Code	
Telephone	
Fax	
Industry Sector	
Nature Of Activity on Site	
Contact Name	
Position	
Date	

No. of Employees at this location	
No. of current vacancies	
Site tenure:	
Freeholder	
Leaseholder	
<i>If leaseholder - approximate length of lease</i>	

THANK YOU FOR RESPONDING TO OUR QUESTIONNAIRE

