



Winsford Industrial Estate
Annual Business Survey Report
2008/09



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August 2009

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Introduction

This is the 3rd Winsford Industrial Estate Annual Business Survey conducted since the establishment of the Business Improvement District (BID) on Winsford Industrial Estate in April 2006. All companies across the estate were invited to complete the survey during Summer 2009. 33 respondents completed the survey, representing 23 companies, a slight increase on the number of respondents achieved in 2007/08 survey.

The purpose of the survey is to gather data and statistics about companies on Winsford Industrial Estate which can then be utilised to support the monitoring of the BID and also enable evaluation of the impact of the BID on companies.

Executive Summary

The overall impact of the BID in 2008/09 remained high, with over 82% of respondents reporting that the BID has had a beneficial impact on their business, and 93% of respondents reporting that Winsford Industrial Estate has improved as a place to trade/operate since the establishment of the BID in 2006. The percentage of respondents reporting that; the estate is safer, has less graffiti/vandalism and feel able to influence decision also increased further in 2008/09 when compared with 2007/08 and 2006/07. In addition, the overall level of positive responses to evaluation questions has increased from 71% in 2006/07 to 83% in 2008/09.

The services provided by the Winsford I-5 Group were reported as being excellent or good, with a particularly high rating, excellent, given by 85% of respondents to the performance of the Industrial Estate Manager Mike Kelly.

Crime and security remain areas where companies are reporting continued issues. There has been an increase in the number of respondents reporting physical criminal damage, however in relation to the role of the BID, 100% of respondents reported that they felt less vulnerable to crime since the establishment of the BID in 2006.

Road markings, public transport and signage to the estate received poor rating by a number of companies, and this identifies an area where additional work is still required. However, this is also an area where the BID has struggled to make an impact due to budget allocations at Cheshire County Council (now Cheshire West and Chester) and restrictions on the types of improvement projects that can be permitted. However, movement of traffic on the estate was reported to have improved by respondents in 2008/09.

Finally, in 2008/09 some of the most significant image enhancement projects of recent years were implemented, and the impact of these has been reported by companies. 79% of respondents reported the image of the estate to be good, an increase from 21% in 2006/07.

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1.0 The Winsford 1-5 Business Environment Group

**1.1 Please rate the following services which were delivered in 2008/09 as well as the overall level of business support from the Winsford 1-5 Business Environment Group?
(33 Responses)**

	Excellent	Good	Poor
Winsford 1-5 website www.winsford1-5.co.uk	15 (45.45%)	18 (54.55%)	0 (0.00%)
Industrial Estate Manager (Mike Kelly)	28 (84.85%)	5 (15.15%)	0 (0.00%)
Winsford 1-5 Bulletin	16 (48.48%)	17 (51.52%)	0 (0.00%)
Training Courses	12 (36.36%)	18 (54.55%)	0 (0.00%)
Networking Events and 1-5 Meetings	8 (24.24%)	19 (57.58%)	1 (3.03%)
Search and send Environmental, Health and Safety Legal Update Services	8 (24.24%)	22 (66.67%)	0 (0.00%)
How do you rate the overall performance of the Winsford 1-5 Group	19 (57.58%)	14 (42.42%)	0 (0.00%)

Additional training required by companies included:

- New-look First Aid courses following legislation change. Maybe some employment law.
- Generic courses such as H&S, First Aid & Environment are probably the right areas of focus for Winsford 1-5 Group.
- Higher level H&S from level 2
- First Aid training, Fire fighting training and Health and Safety
- Supervisory, skills based courses?
- PC software programme
- Risk Assessment COSHH regs, REACH regs
- Health & Safety, First Aid, Manual Handling
- H&S and first aid.
- Driving day. I think this would be highly suitable for many companies given the amount of speed racers we seem to have on the industrial estate.
- A telephone techniques day would be a great course for the estate.
- Happy with what is available
- CE Certification, Employment law
- FLT Training

Vacancies companies struggling to fill are:

- Engineering vacancies at craft and project levels have been difficult.
- Salesperson

Additional events/services/projects requested:

- An online notice board for members of the 1-5 group where we can advertise things for sale etc.
- I would like to see a virtual "Market Place" where we could advise on goods for sale or wanted items, with over 4000 employed on the estate, we could further develop the sense of Community rather than just a place we go to work.
- Online notice board for the industrial estate that people can advertise items they want to sell or swap.
- An online classified service
- More Networking events promoting business especially with local organisations, who get 50% of their revenues generated by small local businesses
- Not aware of any at present
- More of the same
- I think it is difficult to say but generally I think what is offered at present is very good
- Give members access to the members database
- Contingency planning for Swine Flu (and access to funding to better protect our employees)
- Possible security guard to warden the roads at night (salaried through the Bid Levy) this would compliment the rapid text service and the police awareness we already have and maybe deter intruders.
- Central estate recycling point, social events in addition to quiz and collective support for Charities
- Tend to get info through requests to Mike Kelly, responses of help from other companies on the estate very good

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- No, I think the service we are getting is excellent. There is plenty of help and advice for smaller companies
- More social events

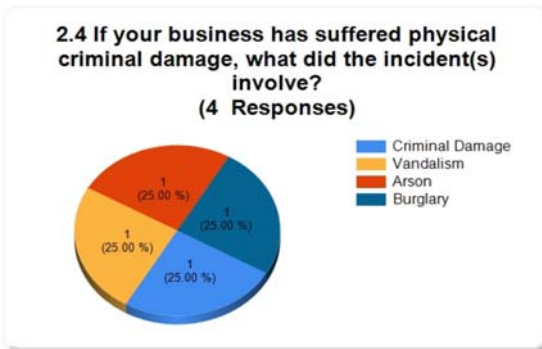
2.0 Security and Crime

(32 Responses)

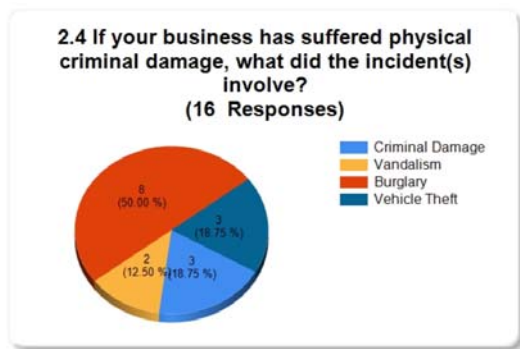
	Yes	No
2.1 Have your business premises suffered any physical criminal damage during the last 3 years?	17 (53.13%)	15 (46.88%)
2.2 Have your business premises suffered any physical criminal damage during the last 6 months?	8 (25.00%)	24 (75.00%)
2.3 Do you feel your business is vulnerable to crime?	16 (50.00%)	16 (50.00%)

Note: The above figures are for all responses. From some companies, a number of responses were made. When the data is adjusted to allow for these multiple responses (through only allowing a single response from each business, taking the 'worst' case scenario response from each company) the figures for 2008/09 fall to:

- Have your business premises suffered any physical criminal damage during the last 6 months?
 - Yes - 23% No – 77%
- Have your business premises suffered any physical criminal damage during the last 3 years?
 - Yes - 46% No – 54%



Graph One - 2008 Response



Graph Two - 2009 Response

(20 Responses)

	More	Less
If yes, do you feel more or less vulnerable to crime since the establishment of the Business Improvement District in April 2006?	0 (0.00%)	20 (100.00%)

Specific crimes reported:

- Theft of skip and pallets.
- Wires were stolen from an onsite generator over night
- Opportunist burglary on hired mobile equipment left overnight on site.
- Fuel theft and damage to vehicles when they have tried to gain access.
- Vehicle dismantled/damaged for parts.

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3.0 Winsford Industrial Estate and the Business Improvement District

3.1 What is your opinion on the following issues?
(19 Responses)

	Good	Acceptable	Poor
The overall image of Winsford Industrial Estate	11 (57.89%)	8 (42.11%)	0 (0.00%)
The condition of the roads	3 (15.79%)	8 (42.11%)	8 (42.11%)
The landscaping and maintenance	6 (31.58%)	13 (68.42%)	0 (0.00%)
Control of traffic movements	2 (10.53%)	12 (63.16%)	5 (26.32%)
The provision of signage ON the estate	12 (63.16%)	7 (36.84%)	0 (0.00%)
The provision of signage TO the estate	3 (15.79%)	12 (63.16%)	4 (21.05%)
The provision of road markings	5 (26.32%)	10 (52.63%)	3 (15.79%)
The provision of public transport to the estate	3 (15.79%)	9 (47.37%)	4 (21.05%)

Above - 2008 Survey Response

3.1 What is your opinion on the following issues?
(33 Responses)

	Good	Acceptable	Poor
The overall image of Winsford Industrial Estate	26 (78.79%)	6 (18.18%)	1 (3.03%)
The condition of the roads	9 (27.27%)	15 (45.45%)	9 (27.27%)
The landscaping and maintenance	17 (51.52%)	15 (45.45%)	1 (3.03%)
Control of traffic movements	12 (36.36%)	18 (54.55%)	3 (9.09%)
The provision of signage ON the estate	25 (75.76%)	8 (24.24%)	0 (0.00%)
The provision of signage TO the estate	13 (39.39%)	14 (42.42%)	5 (15.15%)
The provision of road markings	14 (42.42%)	16 (48.48%)	3 (9.09%)
The provision of public transport to the estate	7 (21.21%)	13 (39.39%)	10 (30.30%)

Above - 2009 Survey Response

3.2 Please provide a 'yes', 'no' or 'no change' response to the following statements by ticking the relevant responses?

	Yes	No	No Change
Winsford Industrial Estate has improved as a place to trade/operate since the establishment of the Business Improvement District in April 2006?	31 (93.94%)	0 (0.00%)	1 (3.03%)
The estate is safer during the day since the establishment of the Business Improvement District in April 2006?	29 (87.88%)	0 (0.00%)	4 (12.12%)
The level of rubbish or litter lying around has reduced since the establishment of the Business Improvement District in April 2006?	27 (81.82%)	0 (0.00%)	6 (18.18%)
The level of vandalism, graffiti or other damage to property has reduced since the establishment of the Business Improvement District in April 2006?	31 (93.94%)	0 (0.00%)	2 (6.06%)
My business is more likely to participate in local groups, clubs or organisations since the establishment of the Business Improvement District in April 2006?	21 (63.64%)	1 (3.03%)	11 (33.33%)
I feel more able to influence decisions affecting the estate since the establishment of the Business Improvement District in April 2006?	26 (78.79%)	0 (0.00%)	7 (21.21%)
I have benefited from being involved the Winsford 1-5 Business Environment Group and/or its services since the establishment of the Business Improvement District in April 2006?	27 (81.82%)	0 (0.00%)	6 (18.18%)

4.0 Future Plans for companies and additional comments












(33 Responses)

	Yes	No
Is your business planning to remain located on the industrial estate in the foreseeable future?	30 (90.91%)	3 (9.09%)

No companies provided details as to why they were moving, despite a question asking for details.

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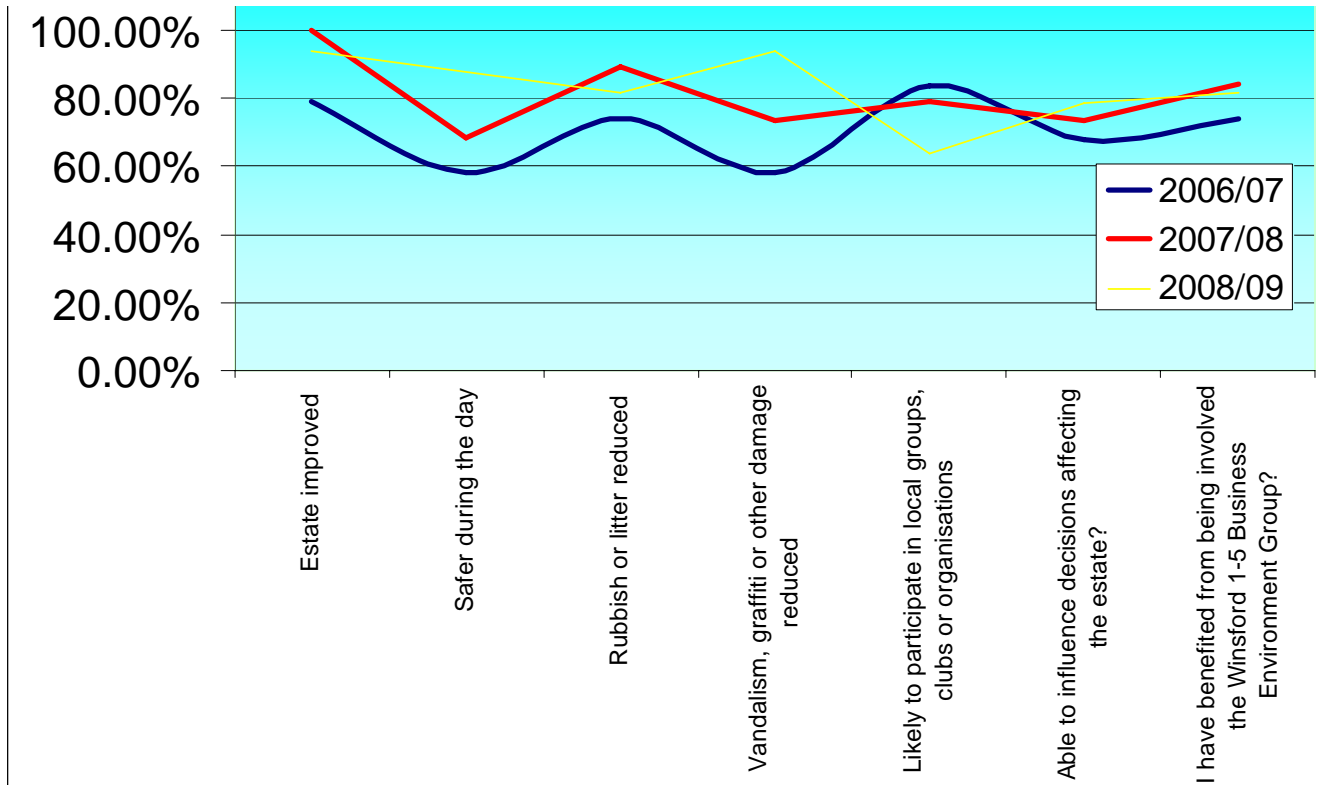
**Do you have any additional comments/feedback on the Winsford 1-5 Business Environment Group and the projects and services it delivers?
(11 Responses)**

	Would like to contribute more to the Group but suffer from the pressures of time and workload. The Estate has continued to improve significantly during the time I have been working on it, since Sept 2005 and is benefiting from significant levels of redevelopment and enhancement.
	NA
	No
	I believe the 1-5 group is a great benefit for the companies on the estate and when I tell our customers / suppliers they think it sounds a very good concept so long may it continue.
	Five weeks into working on site i am extremely impressed with Mike, his team and the services they provide.
	Keep up the good work
	I can't praise enough Mike Kelly for his pro-active approach to estate issues - The results/improvements that the whole estate has seen speak for themselves.
	There is a business community spirit on the estate now which is down to Mike Kelly; his knowledge and contacts.
	Not happy with the fact that the cycle line, means that it is very difficult to get in a right hand lane when leaving the estate at the Norhtwich end(approaching the roundabout). Traffic control on the Estate is very poor.
	I thought the litter pick was an excellent idea as the majority of people cannot stand to see rubbish and litter which has obviously been thrown out of passing vehicles. I can't understand why the council doesn't arrange for a litter pick when the verges are being cut especially as they have the appropriate safety precautions in place. When the Estate is being so well cared for it's a shame that some of the main roads leading to it can look a mess.
	the estate has developed significantly and made a positive impact within the community. The relationship with business and the 1 to 5 group is improving particularly with the drive and enthuisam of Mike Kelly towards making the area a better place to work.

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5.0 Trends and Progress

As part of the survey, companies are asked to provide a 'yes', 'no' or 'no change' response to a range of questions which are being used to evaluate the impact of the BID. The graph below shows the 'yes' answers to the various questions in 2006/07, 2007/08 and now 2008/09.



Over the first three years, the average response to these questions has been as follows:

2006/07 – Average evaluation rating 71%

2007/08 – Average evaluation rating 81%

2008/09 – Average evaluation rating 83%

All the respondents indicated that they felt that the estate had improved since the establishment of the BID except for one, whom reported no change. There were also increases in the number of respondents reporting that they felt safer during the day, whom felt vandalism, graffiti or other damage had reduced and whom felt better able to influence decisions affecting the estate.

2008/09 saw slight falls in the number of respondents who felt:

1. Rubbish or litter had reduced,
2. Were likely to participate in locals group
3. Benefited from the I-5 Business Environment Group.

However, across all the evaluation questions, except the question regarding likelihood to participate in local group, 79% plus of respondents gave positive responses to the evaluation questions.

Additional analysis of responses in 2008/09 when compared to the 2007/08 survey shows:

- All companies rated the I-5 Groups performance as excellent or good. However there was a slight fall in the number reporting the performance of the group to be excellent.
- 100% of respondents consider the estate manager function to excellent or good (85% excellent/15% good)

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- 79% of respondents indicated that the image of the estate was good, an increase from 58% in 2007/08 and 21% in 2006/07.
- 52% of respondents felt landscaping and maintenance was good in 2008/09, with the only one respondent reporting they felt maintenance to be poor. In 2006/07 26% of respondents considered maintenance to be poor.
- There has been an increase to 46% from 28% of companies reporting they had experienced crime in the last three years. There was also an increase in the number of respondents indicating that they had experienced crime in the last 6 months to 23%.
- 50% felt vulnerable to crime in 2008/09, this is an increase from 2006/07 and 2007/08. However of these, all respondents reported they felt less vulnerable to crime since the BID was established.
- Similar to 2006/07 and 2007/08 the following areas were considered poor by a number of respondents:
 - conditions of roads (27% stating poor down from 42% in 07/08)
 - signage to the estate (15% stating poor, down from 21% in 2007/08)
 - provision of public transport (30% stating poor, increasing from 21% in 2007/08)
- Control of traffic movements does however appear to have improved, with only 9% reporting it to be poor in 2008/09 compared to 26% reporting it to be poor in 2007/08.