

Community Facilities, Business and
Transport Working Group

Upper Clatford Parish Council

Neighbourhood Development Plan - Evidence Base

Small Scale Employment and
Development

UC4 – Small Scale Employment and Development

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UC 4.1 Community Feedback on Business and Employment

There are two sources of information on the status and view of business in the community, the Questionnaire to Parishioners and a separate smaller questionnaire to identified businesses.

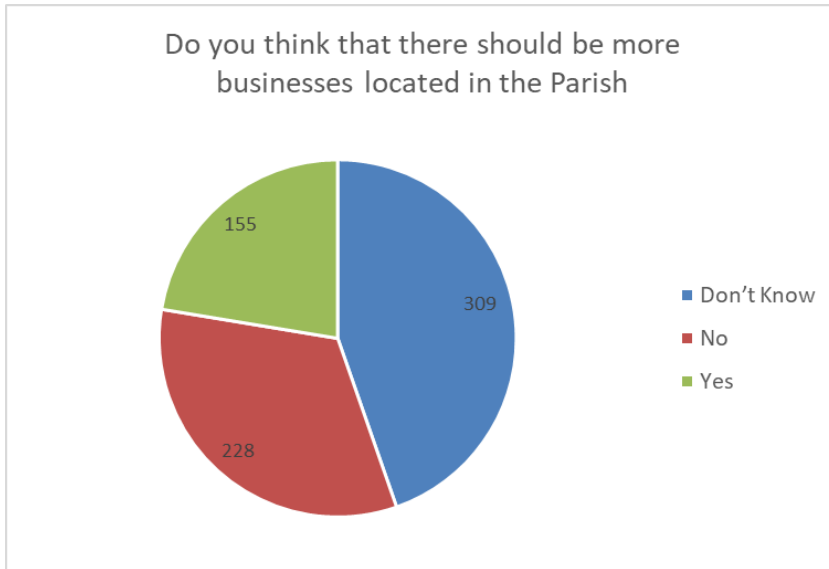
Parishioners Responses

In Q26, respondents were asked if they had a business and if they did, what it was. Forty six respondents confirmed that they had businesses located in the Parish. In terms of how the Parish Council could provide better support, the responses were as follows:

| Support group | Request |
|---------------|--|
| coms | Better Broadband |
| coms | Better mobile phone coverage and better internet connection. |
| coms | brown signage. As primarily a specialist meat retailer we find that providing perishable goods such as milk bread and vegetables is not at all profitable and can be only considered as a loss leader. |
| coms | none other than Parish Magazine |
| coms | None other than the Parish Magazine |
| coms | Permissive attitude towards businesses, PC could reach out to try and engage and encourage them to support village activities. |
| finance | Small incentive grants if available. |
| finance | They already have kindly supported Joe's business |
| www | A business page on the village website to promote local businesses |
| www | A website for local businesses, I have only just started out do all new to me. |
| www | Business page on village website to promote local business |
| www | Free advertising - billboards. |
| www | Information on the village website |
| none | Can't think of anything presently. |
| none | I do not believe there is, thank you. |
| none | I work as a freelancer, I don't think there is any support that would be relevant |
| none | I would need to know what kind/s of support is available. |
| none | No |
| none | NO BECAUSE ITS A SMALL HAIRDRESSING SALON BASED AT HOME-PART TIME |
| none | no comment |
| none | No thank you. |
| none | No, home office |
| none | None required at present |
| none | None. |
| none | None. Health & Safety Consultancy service requiring home office for administrative purposes. All works or services provided or undertaken on client sites. |
| none | Not really! |

Table 1: Responses from business community

In addition to those already operating in the village, 1 respondent planned to start a business and 21 other thought that they might at some time in the future.



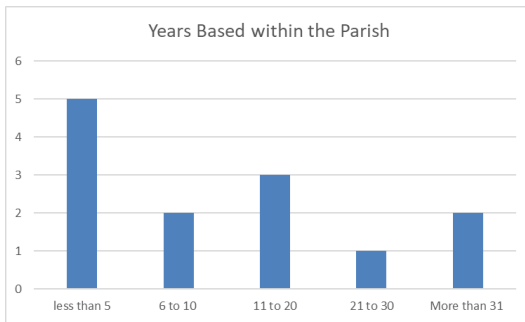
Parishioners were also asked if the Parish Council should try and attract more businesses to the parish and the response is summarised to the left.

More felt no more businesses should be located in the parish than those that wanted more, but the majority had no view or did not know.

Graph 1- Appetite for more business in Parish

The Business Survey

A separate Business Survey was sent out to 16 identified businesses of which 13 provided responses as follows:



The business community in Upper Clatford seems to be quite stable.

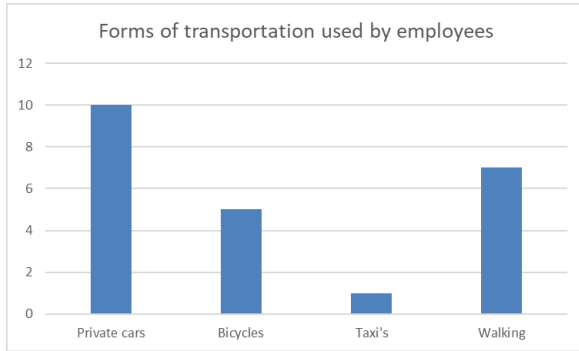
Most have only been in operation for less that 5 years but 6 have been in operation for more than 11 years.

Nine respondents said that they had no plans to move and their current premises were suitable. Only one indicated they might move out of the Parish.

Graph 2 - Years that existing businesses have been in Parish

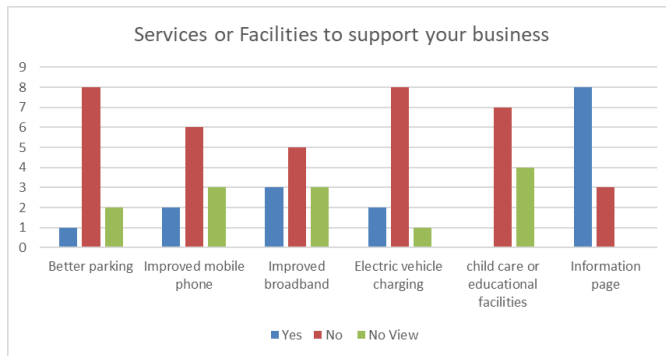
When asked why they had located in the Parish, 3 said that either Transport or Affordability were the main reasons. Just over half (7) said affordability was the main driver and 5 said they were home based. One said proximity to their customer base was the reason.

Farleigh School is by far the largest employer in the parish, with over 150 full or part time employees. Otherwise, with a few exceptions, these businesses are small and 6 have no other employees; two have 2-3 employees and one has 4-10. Four respondents had more than 10 employees.



Graph 3 - Transport used by employees

One of the sustainability indicators for the villages might be how many of the employees reside in the Parish. Seven respondents said less than 25% resided in the village and four said that more than 75% did live in the Parish. Two said that they had had problems recruiting specialist staff over the last few years.



Graph 4 - Support for businesses

When asked how the Parish might be able to help them meet their business objectives, most respondents requested a web page on the Parish Web site.

A few requested better Broadband services, mobile coverage or electric vehicle charging points.

UC 4.2 Parish Business list

Listed below is a summary description of the businesses that have been identified across the Parish.

| Business Name | Nature of business | Type of business | Web address |
|---|--|-----------------------|---|
| Ant Structures | Scaffolding | Commercial services | http://www.antstructures.co.uk/Welcome.html |
| JPD Property Services Ltd and Our Andover CIC | Building Services | Commercial services | |
| Malcolm Edwards Wealth Management | Financial Services | Commercial services | https://www.malcolmedwardswm.co.uk/ |
| Prime Purchase Ltd | Property acquisition | Commercial services | https://www.prime-purchase.com/get-in-touch/ |
| Simple Office Solutions & Era Screens | Office fitting | Commercial services | https://upper-clatford.cyles-uk.co.uk/company/simple-office-solutions-ltd-14606629.html |
| Southern Counties Sewing Services | Sewing Machine servicing and repairs | Commercial services | https://www.southerncountiessewing.co.uk/ |
| Spencer Architecture | Architectural and Property Development | Commercial services | http://www.spencerarchitecture.co.uk/ |
| Steve Murphy Services | Carpentry and Joinery | Commercial services | http://www.stevemurphy-services.co.uk/ |
| Wessex Eco Products | Mail order | Commercial services | http://www.wessexeco.commercial.co.uk/ |
| Farleigh School | School | Education | https://www.farleighschool.com/ |
| Littleworld Day Nurseries Limited | Nursery/pre-school | Education | https://littleworldnurseries.com/ |
| Bury Hill Farm | Small Holding | Farming | |
| Home Farm, Red Rice | Farm | Farming | |
| Norman Court Farm | Farm/commercial property rental/Events | Farming | https://www.normancourtbar.com/ |
| Saxley Farm | Farming - The Read John Partnership | Farming | |
| Sun Salads | Farm/commercial | Farming | http://www.sunsalads.co.uk/ |
| Warrenfield Farm | Organic smallholder | Farming | |
| AJS Motorcycles | Motorcycles and scooters | Light industrial | https://www.ajsmotorcycles.co.uk/ |
| Andover Rubber Stamp | Personalised items and signwriting | Light industrial | https://www.andoverstampandsigns.co.uk/ |
| Era Park | Office furniture manufacturer | Light industrial | https://erascreens.com/ |
| MT Graphics | Sign and vehicle graphics | Light industrial | http://www.mtgraphics.co.uk/ |
| Multi-media Replication | Light industrial | Light industrial | http://www.replication.com/ |
| LMB Make Up Artistry | Make up artist | Personal services | https://www.lmbmakeupartistry.com/ |
| Greenfields shop | Farm shop | Retail | https://www.greenfieldsonline.co.uk/ |
| Andover & District Dog Training Society | Dog training - run at village hall | Sports and recreation | http://www.andoverdogtraining.org/ |
| Andover Lawn Tennis | Members Club | Sports and recreation | https://www.altc.net/ |
| Art Group x 2 | Adult art classes | Sports and recreation | |
| Crook & Shears | Public house | Sports and recreation | https://www.crookandshears.co.uk/ |
| Eden Therapy Centre | Alternative therapies and classes | Sports and recreation | http://www.edentherapycentre.co.uk/ |
| Hypnotherapy | Hypnotherapy | Sports and recreation | https://www.carolinemoodiehypnotherapist.co.uk/ |

Table 2 - List of businesses in Parish

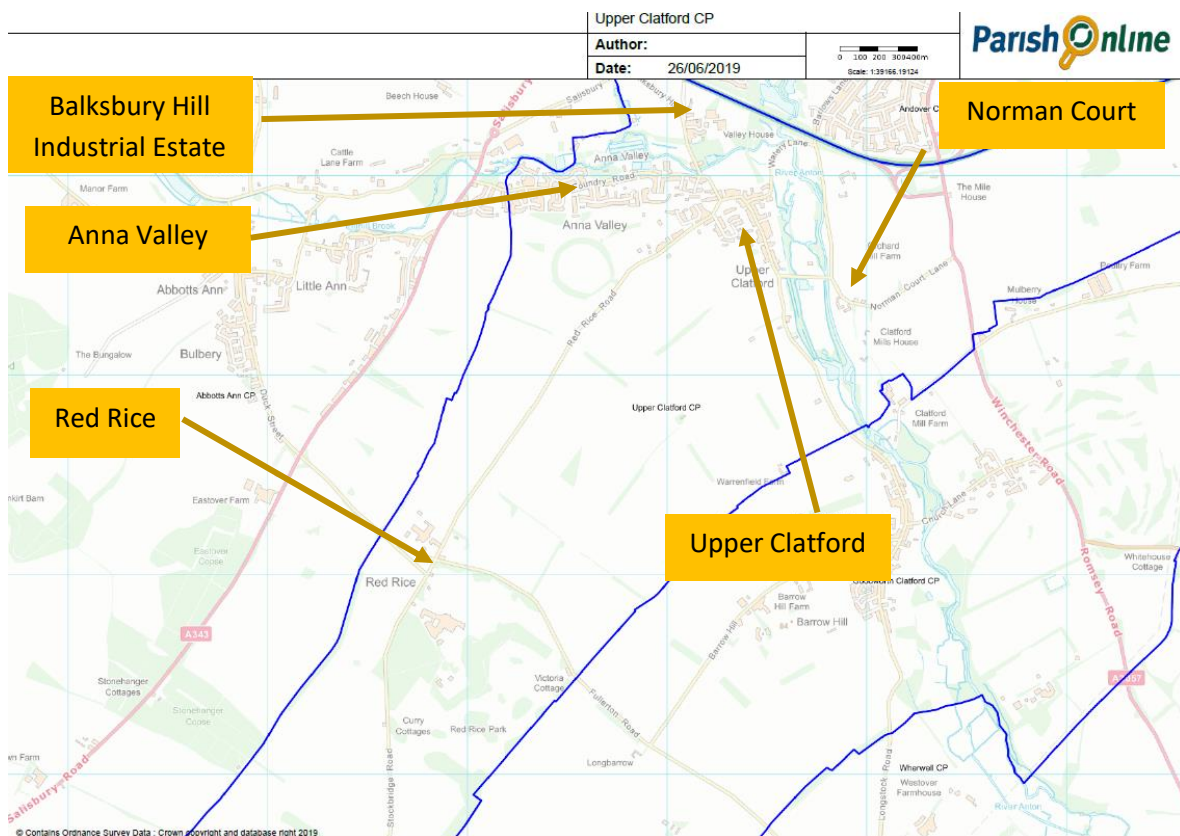
UC 4.3 Business Locations

In the map below, the locations of most commercial operations in the Parish are identified and the table below, lists the businesses by location (where known).

| Business Name | Business Location |
|---|--------------------------|
| Andover & District Dog Training Society | Andover |
| Art Group x 2 | Andover |
| Ant Structures | Anna Valley |
| Sun Salads | Anna Valley |
| Greenfields shop | Anna Valley |
| AJS Motorcycles | Balksbury |
| Andover Rubber Stamp | Balksbury |
| Multi-media Replication | Balksbury |
| Eden Therapy Centre | Balksbury |
| Littleworld Day Nurseries Limited | Balksbury |
| Andover Lawn Tennis | Balksbury |
| Prime Purchase Ltd | Era |
| Simple Office Solutions & Era Screens | Era |
| MT Graphics | Era |
| Era Park | Era |
| JPD Property Services Ltd and Our Andover CIC | Home |
| Malcolm Edwards Wealth Management | Home |
| Southern Counties Sewing Services | Home |
| Steve Murphy Services | Home |
| Wessex Eco Products | Home |
| LMB Make Up Artistry | Home |
| Hypnotherapy | Noman Court |
| Norman Court Farm | Norman Court |
| Farleigh School | Red Rice |
| Home Farm, Red Rice | Red Rice |

| Business Name | Business Location |
|----------------------|-------------------|
| Saxley Farm | Red Rice |
| Bury Hill Farm | Red Rice Hill |
| Spencer Architecture | Upper Clatford |
| Warrenfield Farm | Upper Clatford |
| Crook & Shears | Upper Clatford |

Table 3 – Upper Clatford business location



Map 1 - Map showing main business centres in Parish