

Swindon Business Survey

For Nathaniel Lichfield & Partners

	Total	Zone 1 - North		Zone 2 - South		Zone 3 - Designer Outlet		
Q01 First of all, what is your type of business? Is it a ... [PR]								
Sole partnership	10.7%	16	14.0%	14	8.0%	2	0.0%	0
Partnership	4.7%	7	6.0%	6	4.0%	1	0.0%	0
Private Limited Company	49.3%	74	47.0%	47	68.0%	17	40.0%	10
Public Limited Company	20.0%	30	18.0%	18	4.0%	1	44.0%	11
Co-operative / social enterprise	5.3%	8	5.0%	5	12.0%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity	2.7%	4	4.0%	4	0.0%	0	0.0%	0
(Don't know)	7.3%	11	6.0%	6	4.0%	1	16.0%	4
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		150		100		25		25

Q02 What type of business is the main business operating from these premises?

Food retail	5.3%	8	7.0%	7	4.0%	1	0.0%	0
Non-food retail	44.7%	67	40.0%	40	20.0%	5	88.0%	22
Coffee shop	1.3%	2	2.0%	2	0.0%	0	0.0%	0
Restaurant	4.7%	7	5.0%	5	4.0%	1	4.0%	1
Fast food restaurant	3.3%	5	3.0%	3	0.0%	0	8.0%	2
Pub / bar	2.0%	3	1.0%	1	8.0%	2	0.0%	0
Bank	1.3%	2	2.0%	2	0.0%	0	0.0%	0
Other financial service (e.g. building society / accountant)	3.3%	5	4.0%	4	4.0%	1	0.0%	0
Estate agent	4.7%	7	6.0%	6	4.0%	1	0.0%	0
Recreation (e.g. sports centre)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Leisure (e.g. cinema)	2.0%	3	3.0%	3	0.0%	0	0.0%	0
Legal service (e.g. solicitor's office)	2.7%	4	4.0%	4	0.0%	0	0.0%	0
Other services (e.g. hairdresser, beauty salon, tanning centre, nail bar)	6.0%	9	6.0%	6	12.0%	3	0.0%	0
Industry	2.0%	3	0.0%	0	12.0%	3	0.0%	0
Transport / logistics	2.0%	3	2.0%	2	4.0%	1	0.0%	0
Council office / advice centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other office use	4.7%	7	4.0%	4	12.0%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospitality (e.g. hotel / B&B / catering)	2.7%	4	2.0%	2	8.0%	2	0.0%	0
Maintenance	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Medical / healthcare (e.g. nursing/ optician / dentist)	3.3%	5	3.0%	3	8.0%	2	0.0%	0
Recruitment	2.7%	4	4.0%	4	0.0%	0	0.0%	0
Base:		150		100		25		25

MeanScore: Excellent = 4, Very good = 3, Good = 2, Reasonable = 1, Poor = -1, Very poor = -2

Q03 How do you rate the quality of your premises?

Excellent	26.0%	39	20.0%	20	28.0%	7	48.0%	12
Very good	22.7%	34	19.0%	19	36.0%	9	24.0%	6
Good	22.7%	34	26.0%	26	12.0%	3	20.0%	5
Reasonable	21.3%	32	25.0%	25	20.0%	5	8.0%	2
Poor	4.0%	6	5.0%	5	4.0%	1	0.0%	0
Very poor	2.0%	3	3.0%	3	0.0%	0	0.0%	0
(Don't know / variable)	1.3%	2	2.0%	2	0.0%	0	0.0%	0
Mean:		2.34		2.07		2.60		3.12
Base:		150		100		25		25

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	Total	Zone 1 - North		Zone 2 - South		Zone 3 - Designer Outlet		
Q04 How long has this business been operating from these premises?								
Less than 1 year	9.3%	14	9.0%	9	0.0%	0	20.0%	5
1 to 5 years	22.7%	34	17.0%	17	32.0%	8	36.0%	9
6 to 10 years	24.0%	36	28.0%	28	8.0%	2	24.0%	6
Over 10 years	28.0%	42	34.0%	34	16.0%	4	16.0%	4
Over 25 years	8.7%	13	8.0%	8	20.0%	5	0.0%	0
Over 50 years	4.0%	6	2.0%	2	16.0%	4	0.0%	0
(Don't know / can't remember)	3.3%	5	2.0%	2	8.0%	2	4.0%	1
Base:		150		100		25		25

Q05 Why is your business located in this area? [MR]

Affordable rent	4.0%	6	5.0%	5	4.0%	1	0.0%	0
Availability of short term leases	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good accessibility	6.0%	9	8.0%	8	0.0%	0	4.0%	1
Availability of free car parking in centre	2.0%	3	2.0%	2	4.0%	1	0.0%	0
Close to other businesses	5.3%	8	5.0%	5	0.0%	0	12.0%	3
Serves local market	6.0%	9	8.0%	8	4.0%	1	0.0%	0
To be within town centre	28.0%	42	42.0%	42	0.0%	0	0.0%	0
High level of pedestrians (footfall) past premises	20.7%	31	24.0%	24	0.0%	0	28.0%	7
Business already set up when I took over	6.7%	10	4.0%	4	20.0%	5	4.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best size / location for the business	15.3%	23	7.0%	7	32.0%	8	32.0%	8
Close to home	2.0%	3	1.0%	1	8.0%	2	0.0%	0
Close to relevant amenities / services	4.7%	7	6.0%	6	4.0%	1	0.0%	0
Franchise / location non-negotiable	7.3%	11	7.0%	7	0.0%	0	16.0%	4
Good security	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Only suitable location available at the time	2.0%	3	3.0%	3	0.0%	0	0.0%	0
Traditional location for this type of business	2.0%	3	1.0%	1	8.0%	2	0.0%	0
We were offered incentives to locate there	0.7%	1	0.0%	0	0.0%	0	4.0%	1
(Don't know)	13.3%	20	12.0%	12	16.0%	4	16.0%	4
Base:		150		100		25		25

Q06 What current plans, if any, do you have to change your business premises?

Re-fit, extend or improve premises	4.7%	7	4.0%	4	0.0%	0	12.0%	3
Relocate within new premises in Swindon Town Centre	5.3%	8	7.0%	7	0.0%	0	4.0%	1
Relocate within new premises in Swindon Borough	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Close or relocate to new premises outside Swindon Borough	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sold the business as going concern, new owners taking over shortly	0.7%	1	1.0%	1	0.0%	0	0.0%	0
(No plans / nothing)	85.3%	128	82.0%	82	100.0%	25	84.0%	21
(Don't know)	2.7%	4	4.0%	4	0.0%	0	0.0%	0
Base:		150		100		25		25

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Q07 Where are you considering relocating to?*Those who said that they are relocating within Swindon Town Centre at Q06:*

Commercial Road	12.5%	1	14.3%	1	0.0%	0	0.0%	0
(Don't know / haven't decided yet)	87.5%	7	85.7%	6	0.0%	0	100.0%	1
Base:		8		7		0		1

Q07A Do you need help finding premises?*Those who said that they are relocating within Swindon Town Centre at Q06:*

Yes	12.5%	1	14.3%	1	0.0%	0	0.0%	0
No	87.5%	7	85.7%	6	0.0%	0	100.0%	1
Base:		8		7		0		1

Q07B What are the reasons you are considering relocating? [MR]*Those who said that they are relocating within Swindon Town Centre at Q06:*

Need larger premises	50.0%	4	42.9%	3	0.0%	0	100.0%	1
Rent / rates are too high	12.5%	1	14.3%	1	0.0%	0	0.0%	0
The revamp of the town centre	37.5%	3	42.9%	3	0.0%	0	0.0%	0
Base:		8		7		0		1

Q08 Where are you considering relocating to?*Those who said that they are relocating within the Swindon Borough at Q06:*

Mannington Roundabout, Swindon	100.0%	1	100.0%	1	0.0%	0	0.0%	0
North or West Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / haven't decided yet)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1		1		0		0

Q08A Do you need help finding premises?*Those who said that they are relocating within the Swindon Borough at Q06:*

Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	100.0%	1	100.0%	1	0.0%	0	0.0%	0
Base:		1		1		0		0

Q08B What are the reasons you are considering relocating? [MR]*Those who said that they are relocating within the Swindon Borough at Q06:*

Brunel Centre wants us to leave	100.0%	1	100.0%	1	0.0%	0	0.0%	0
Base:		1		1		0		0

Q09 What are the reasons you are considering relocating outside of Swindon Borough? [MR]*Those who said that they are relocating outside the Swindon Borough at Q06:*

The brand is being dissolved	100.0%	1	100.0%	1	0.0%	0	0.0%	0
Base:		1		1		0		0

Q10 What current plans, if any, do you have to expand your business? [MR]

Employ more staff	2.7%	4	4.0%	4	0.0%	0	0.0%	0
General growth / improvements	2.0%	3	2.0%	2	4.0%	1	0.0%	0
Increase our services / activities	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Increase turnover / profit	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Larger premises	2.7%	4	2.0%	2	4.0%	1	4.0%	1
Open more franchises / branches	8.0%	12	7.0%	7	8.0%	2	12.0%	3
Use the Internet more	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Other	2.0%	3	2.0%	2	4.0%	1	0.0%	0
(None)	84.7%	127	84.0%	84	88.0%	22	84.0%	21
Base:		150		100		25		25

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Q11 What is the most important issue constraining the operation and performance of your business?								
Rents / overheads	2.7%	4	3.0%	3	4.0%	1	0.0%	0
Business rates	2.7%	4	3.0%	3	4.0%	1	0.0%	0
Level of trade / lack of visitors / customers	16.7%	25	12.0%	12	20.0%	5	32.0%	8
Quality or size of premises	1.3%	2	2.0%	2	0.0%	0	0.0%	0
Staff recruitment / retention	4.7%	7	3.0%	3	8.0%	2	8.0%	2
Availability of business / customer car parking	9.3%	14	12.0%	12	8.0%	2	0.0%	0
Competition from other businesses in the shopping parade	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Competition from other businesses in the wider area	2.0%	3	3.0%	3	0.0%	0	0.0%	0
Lack of business finance	2.0%	3	3.0%	3	0.0%	0	0.0%	0
Security issues (crime / vandalism)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Problems associated with anti-social behaviour	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Advice on how to improve the operation of the business	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor location of premises	4.0%	6	5.0%	5	4.0%	1	0.0%	0
Poor quality of the local environment	2.7%	4	4.0%	4	0.0%	0	0.0%	0
Inability to find time to develop the business	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of good transport links	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Poor accessibility	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Shortage of skilled local labour	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Childcare issues	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of business support	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	12.7%	19	14.0%	14	8.0%	2	12.0%	3
(Don't know / nothing)	36.0%	54	31.0%	31	44.0%	11	48.0%	12
Base:		150		100		25		25

Q12 How do you feel (RESPONSE AT Q11) could best be addressed? [MR]

Those who mentioned an issue constraining the operation / performance of their business at Q11:

Better bus service	2.1%	2	2.9%	2	0.0%	0	0.0%	0
Change location	7.3%	7	8.7%	6	7.1%	1	0.0%	0
Cheaper parking	5.2%	5	4.3%	3	14.3%	2	0.0%	0
Develop the town / surrounding area	8.3%	8	11.6%	8	0.0%	0	0.0%	0
Free parking	4.2%	4	5.8%	4	0.0%	0	0.0%	0
Install new lifts	2.1%	2	2.9%	2	0.0%	0	0.0%	0
Lower rents / rates	8.3%	8	8.7%	6	14.3%	2	0.0%	0
More / better police presence	2.1%	2	1.4%	1	7.1%	1	0.0%	0
More / better signage / advertising	10.4%	10	5.8%	4	14.3%	2	30.8%	4
More / better staff parking	3.1%	3	4.3%	3	0.0%	0	0.0%	0
More activities / events in the area	4.2%	4	4.3%	3	7.1%	1	0.0%	0
More customer parking	9.4%	9	10.1%	7	7.1%	1	7.7%	1
Open more / better shops	7.3%	7	7.2%	5	7.1%	1	7.7%	1
Other	22.9%	22	24.6%	17	21.4%	3	15.4%	2
(Don't know / nothing)	22.9%	22	15.9%	11	28.6%	4	53.8%	7
Base:		96		69		14		13

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Q13 What is the second most important issue constraining the operation and performance of your business?

Those who mentioned an issue constraining the operation / performance of their business at Q11:

Rents / overheads	2.1%	2	2.9%	2	0.0%	0	0.0%	0
Business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Level of trade / lack of visitors / customers	4.2%	4	2.9%	2	7.1%	1	7.7%	1
Quality or size of premises	1.0%	1	1.4%	1	0.0%	0	0.0%	0
Staff recruitment / retention	1.0%	1	1.4%	1	0.0%	0	0.0%	0
Availability of business / customer car parking	2.1%	2	2.9%	2	0.0%	0	0.0%	0
Competition from other businesses in the shopping parade	1.0%	1	1.4%	1	0.0%	0	0.0%	0
Competition from other businesses in the wider area	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of business finance	1.0%	1	1.4%	1	0.0%	0	0.0%	0
Security issues (crime / vandalism)	1.0%	1	1.4%	1	0.0%	0	0.0%	0
Problems associated with anti social behaviour	1.0%	1	1.4%	1	0.0%	0	0.0%	0
Advice on how to improve the operation of the business	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor location of premises	2.1%	2	2.9%	2	0.0%	0	0.0%	0
Poor quality of the local environment	3.1%	3	4.3%	3	0.0%	0	0.0%	0
Inability to find time to develop the business	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of good transport links	2.1%	2	2.9%	2	0.0%	0	0.0%	0
Poor accessibility	2.1%	2	1.4%	1	7.1%	1	0.0%	0
Shortage of skilled local labour	2.1%	2	2.9%	2	0.0%	0	0.0%	0
Childcare issues	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of business support	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.3%	6	2.9%	2	28.6%	4	0.0%	0
Empty shops / units nearby	4.2%	4	4.3%	3	0.0%	0	7.7%	1
(Don't know / nothing)	63.5%	61	60.9%	42	57.1%	8	84.6%	11
Base:		96		69		14		13

Q14 How do you feel (RESPONSE AT Q13) could best be addressed? [MR]

Those who mentioned a second issue constraining the operation / performance of their business at Q13:

Attract more businesses to the area	11.4%	4	11.1%	3	0.0%	0	50.0%	1
Better advertising / marketing	5.7%	2	0.0%	0	16.7%	1	50.0%	1
Cheaper / free parking	8.6%	3	7.4%	2	16.7%	1	0.0%	0
Increase Police / CCTV presence in town	5.7%	2	7.4%	2	0.0%	0	0.0%	0
Lower business rents / rates	5.7%	2	7.4%	2	0.0%	0	0.0%	0
Make the whole town more appealing	8.6%	3	11.1%	3	0.0%	0	0.0%	0
More funding / investment	5.7%	2	7.4%	2	0.0%	0	0.0%	0
Other	34.3%	12	33.3%	9	50.0%	3	0.0%	0
(Don't know / nothing)	17.1%	6	18.5%	5	16.7%	1	0.0%	0
Base:		35		27		6		2

Q15 Do you plan to recruit any staff (including apprentices) over the next 12 months?

Yes	52.0%	78	50.0%	50	60.0%	15	52.0%	13
No	44.7%	67	47.0%	47	36.0%	9	44.0%	11
(Don't know)	3.3%	5	3.0%	3	4.0%	1	4.0%	1
Base:		150		100		25		25

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Q16 What recruitment channels will you use? [MR]								
<i>Those who plan to recruit staff over the next 12 months at Q15:</i>								
Advert in local newspaper	5.1%	4	8.0%	4	0.0%	0	0.0%	0
Advertising boards in The Brunel Centre / website	10.3%	8	10.0%	5	0.0%	0	23.1%	3
Gumtree	3.8%	3	2.0%	1	13.3%	2	0.0%	0
Indeed	10.3%	8	10.0%	5	13.3%	2	7.7%	1
Industry websites	2.6%	2	2.0%	1	6.7%	1	0.0%	0
In-store ads	3.8%	3	6.0%	3	0.0%	0	0.0%	0
Internal / head office	6.4%	5	4.0%	2	6.7%	1	15.4%	2
Jobcentre	19.2%	15	26.0%	13	13.3%	2	0.0%	0
McArthur Glen Website	5.1%	4	0.0%	0	0.0%	0	30.8%	4
Online agencies	19.2%	15	26.0%	13	13.3%	2	0.0%	0
Our own company website	29.5%	23	28.0%	14	13.3%	2	53.8%	7
Posters in our windows	26.9%	21	32.0%	16	26.7%	4	7.7%	1
Recruitment agencies	15.4%	12	14.0%	7	20.0%	3	15.4%	2
Social media	11.5%	9	16.0%	8	6.7%	1	0.0%	0
Word of mouth	16.7%	13	16.0%	8	20.0%	3	15.4%	2
Other	6.4%	5	6.0%	3	13.3%	2	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		78		50		15		13

Q17 Do any of the following aspects of(LOCATION OF BUSINESS) benefit your business? [PR]**Room to expand**

Yes	48.7%	73	48.0%	48	44.0%	11	56.0%	14
No	47.3%	71	48.0%	48	52.0%	13	40.0%	10
(Don't know)	3.3%	5	4.0%	4	4.0%	1	0.0%	0
(Not applicable)	0.7%	1	0.0%	0	0.0%	0	4.0%	1
Base:		150		100		25		25

Good road network

Yes	71.3%	107	62.0%	62	88.0%	22	92.0%	23
No	28.0%	42	38.0%	38	8.0%	2	8.0%	2
(Don't know)	0.7%	1	0.0%	0	4.0%	1	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		150		100		25		25

Availability of car parking

Yes	79.3%	119	74.0%	74	84.0%	21	96.0%	24
No	20.7%	31	26.0%	26	16.0%	4	4.0%	1
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		150		100		25		25

Employees live in area

Yes	76.7%	115	78.0%	78	64.0%	16	84.0%	21
No	22.0%	33	21.0%	21	36.0%	9	12.0%	3
(Don't know)	1.3%	2	1.0%	1	0.0%	0	4.0%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		150		100		25		25

Good bus services

Yes	82.7%	124	80.0%	80	80.0%	20	96.0%	24
No	11.3%	17	14.0%	14	12.0%	3	0.0%	0
(Don't know)	6.0%	9	6.0%	6	8.0%	2	4.0%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		150		100		25		25

Swindon Business Survey

For Nathaniel Lichfield & Partners

	Total		Zone 1 - North		Zone 2 - South		Zone 3 - Designer Outlet	
Easy for employees to get to								
Yes	94.0%	141	92.0%	92	96.0%	24	100.0%	25
No	5.3%	8	7.0%	7	4.0%	1	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Base:		150		100		25		25
Easy for customers to get to								
Yes	92.0%	138	89.0%	89	96.0%	24	100.0%	25
No	7.3%	11	10.0%	10	4.0%	1	0.0%	0
(Don't know)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		150		100		25		25
Local demand for product /service								
Yes	87.3%	131	89.0%	89	88.0%	22	80.0%	20
No	7.3%	11	6.0%	6	4.0%	1	16.0%	4
(Don't know)	4.7%	7	5.0%	5	4.0%	1	4.0%	1
(Not applicable)	0.7%	1	0.0%	0	4.0%	1	0.0%	0
Base:		150		100		25		25
Affordable premises for expansion								
Yes	58.0%	87	57.0%	57	64.0%	16	56.0%	14
No	26.0%	39	26.0%	26	20.0%	5	32.0%	8
(Don't know)	13.3%	20	14.0%	14	12.0%	3	12.0%	3
(Not applicable)	2.7%	4	3.0%	3	4.0%	1	0.0%	0
Base:		150		100		25		25
Presence of other businesses								
Yes	78.0%	117	73.0%	73	88.0%	22	88.0%	22
No	20.7%	31	27.0%	27	12.0%	3	4.0%	1
(Don't know)	1.3%	2	0.0%	0	0.0%	0	8.0%	2
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		150		100		25		25
Affordable rents								
Yes	70.7%	106	72.0%	72	76.0%	19	60.0%	15
No	12.0%	18	13.0%	13	8.0%	2	12.0%	3
(Don't know)	13.3%	20	12.0%	12	4.0%	1	28.0%	7
(Not applicable)	4.0%	6	3.0%	3	12.0%	3	0.0%	0
Base:		150		100		25		25
The variety of shops								
Yes	74.0%	111	68.0%	68	80.0%	20	92.0%	23
No	24.0%	36	30.0%	30	16.0%	4	8.0%	2
(Don't know)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
(Not applicable)	1.3%	2	1.0%	1	4.0%	1	0.0%	0
Base:		150		100		25		25
Other								
Yes	6.7%	10	8.0%	8	8.0%	2	0.0%	0
No	43.3%	65	45.0%	45	68.0%	17	12.0%	3
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	50.0%	75	47.0%	47	24.0%	6	88.0%	22
Base:		150		100		25		25

Swindon Business Survey

For Nathaniel Lichfield & Partners

Total Zone 1 -
North Zone 2 -
South Zone 3 -
Designer
Outlet

MeanScore: 2= Very good, 1= Quite good, 0= Neither good nor poor, -1= Quite poor, -2= Very poor

Q18 How do you rate (LOCATION OF BUSINESS) in respect of the following aspects? [PR]

Rents / rates

Very good	9.3%	14	6.0%	6	20.0%	5	12.0%	3
Quite good	16.0%	24	12.0%	12	28.0%	7	20.0%	5
Neither good nor poor	19.3%	29	25.0%	25	4.0%	1	12.0%	3
Quite poor	7.3%	11	9.0%	9	4.0%	1	4.0%	1
Very poor	8.7%	13	13.0%	13	0.0%	0	0.0%	0
(Don't know)	36.7%	55	33.0%	33	36.0%	9	52.0%	13
(Not applicable)	2.7%	4	2.0%	2	8.0%	2	0.0%	0
Mean:		0.16		-0.17		1.14		0.83
Base:		150		100		25		25

Business rates

Very good	6.0%	9	4.0%	4	8.0%	2	12.0%	3
Quite good	14.0%	21	13.0%	13	16.0%	4	16.0%	4
Neither good nor poor	14.7%	22	18.0%	18	8.0%	2	8.0%	2
Quite poor	8.7%	13	12.0%	12	4.0%	1	0.0%	0
Very poor	12.7%	19	15.0%	15	12.0%	3	4.0%	1
(Don't know)	41.3%	62	35.0%	35	48.0%	12	60.0%	15
(Not applicable)	2.7%	4	3.0%	3	4.0%	1	0.0%	0
Mean:		-0.14		-0.34		0.08		0.80
Base:		150		100		25		25

Availability of business / customer parking

Very good	18.0%	27	16.0%	16	12.0%	3	32.0%	8
Quite good	27.3%	41	24.0%	24	32.0%	8	36.0%	9
Neither good nor poor	30.0%	45	30.0%	30	36.0%	9	24.0%	6
Quite poor	12.7%	19	14.0%	14	16.0%	4	4.0%	1
Very poor	10.7%	16	15.0%	15	4.0%	1	0.0%	0
(Don't know)	1.3%	2	1.0%	1	0.0%	0	4.0%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.30		0.12		0.32		1.00
Base:		150		100		25		25

Traffic circulation

Very good	8.0%	12	7.0%	7	4.0%	1	16.0%	4
Quite good	20.0%	30	18.0%	18	24.0%	6	24.0%	6
Neither good nor poor	26.7%	40	26.0%	26	40.0%	10	16.0%	4
Quite poor	22.7%	34	21.0%	21	20.0%	5	32.0%	8
Very poor	20.0%	30	24.0%	24	12.0%	3	12.0%	3
(Don't know)	2.0%	3	3.0%	3	0.0%	0	0.0%	0
(Not applicable)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Mean:		-0.27		-0.39		-0.12		0.00
Base:		150		100		25		25

Safety during the daytime

Very good	28.7%	43	20.0%	20	32.0%	8	60.0%	15
Quite good	41.3%	62	41.0%	41	52.0%	13	32.0%	8
Neither good nor poor	21.3%	32	28.0%	28	12.0%	3	4.0%	1
Quite poor	7.3%	11	9.0%	9	4.0%	1	4.0%	1
Very poor	0.7%	1	1.0%	1	0.0%	0	0.0%	0
(Don't know)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.91		0.71		1.12		1.48
Base:		150		100		25		25

Swindon Business Survey

For Nathaniel Lichfield & Partners

	Total	Zone 1 - North		Zone 2 - South		Zone 3 - Designer Outlet		
<i>Safety during the evenings and at night</i>								
Very good	17.3%	26	9.0%	9	8.0%	2	60.0%	15
Quite good	23.3%	35	18.0%	18	32.0%	8	36.0%	9
Neither good nor poor	26.7%	40	34.0%	34	20.0%	5	4.0%	1
Quite poor	14.0%	21	17.0%	17	16.0%	4	0.0%	0
Very poor	10.0%	15	14.0%	14	4.0%	1	0.0%	0
(Don't know)	8.7%	13	8.0%	8	20.0%	5	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.26		-0.10		0.30		1.56
Base:		150		100		25		25

Crime and security								
Very good	14.7%	22	5.0%	5	12.0%	3	56.0%	14
Quite good	40.0%	60	39.0%	39	48.0%	12	36.0%	9
Neither good nor poor	25.3%	38	31.0%	31	20.0%	5	8.0%	2
Quite poor	14.7%	22	18.0%	18	16.0%	4	0.0%	0
Very poor	2.7%	4	4.0%	4	0.0%	0	0.0%	0
(Don't know)	2.7%	4	3.0%	3	4.0%	1	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.51		0.24		0.58		1.48
Base:		150		100		25		25

Range of shops and services available								
Very good	13.3%	20	7.0%	7	12.0%	3	40.0%	10
Quite good	34.0%	51	31.0%	31	36.0%	9	44.0%	11
Neither good nor poor	31.3%	47	32.0%	32	44.0%	11	16.0%	4
Quite poor	13.3%	20	18.0%	18	8.0%	2	0.0%	0
Very poor	7.3%	11	11.0%	11	0.0%	0	0.0%	0
(Don't know)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.33		0.05		0.52		1.24
Base:		150		100		25		25

Quality of shops and services available								
Very good	15.3%	23	10.0%	10	16.0%	4	36.0%	9
Quite good	33.3%	50	23.0%	23	56.0%	14	52.0%	13
Neither good nor poor	32.7%	49	39.0%	39	28.0%	7	12.0%	3
Quite poor	12.7%	19	19.0%	19	0.0%	0	0.0%	0
Very poor	4.7%	7	7.0%	7	0.0%	0	0.0%	0
(Don't know)	1.3%	2	2.0%	2	0.0%	0	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.43		0.10		0.88		1.24
Base:		150		100		25		25

Leisure & entertainment facilities								
Very good	8.0%	12	6.0%	6	4.0%	1	20.0%	5
Quite good	26.7%	40	30.0%	30	24.0%	6	16.0%	4
Neither good nor poor	35.3%	53	37.0%	37	24.0%	6	40.0%	10
Quite poor	18.7%	28	15.0%	15	32.0%	8	20.0%	5
Very poor	5.3%	8	8.0%	8	0.0%	0	0.0%	0
(Don't know)	6.0%	9	4.0%	4	16.0%	4	4.0%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.14		0.11		0.00		0.38
Base:		150		100		25		25

Swindon Business Survey

For Nathaniel Lichfield & Partners

	Total	Zone 1 - North		Zone 2 - South		Zone 3 - Designer Outlet		
Street furniture and landscaping								
Very good	12.7%	19	6.0%	6	12.0%	3	40.0%	10
Quite good	20.0%	30	21.0%	21	12.0%	3	24.0%	6
Neither good nor poor	38.7%	58	41.0%	41	40.0%	10	28.0%	7
Quite poor	18.0%	27	18.0%	18	28.0%	7	8.0%	2
Very poor	8.0%	12	11.0%	11	4.0%	1	0.0%	0
(Don't know)	2.0%	3	3.0%	3	0.0%	0	0.0%	0
(Not applicable)	0.7%	1	0.0%	0	4.0%	1	0.0%	0
Mean:	0.12		-0.07		0.00		0.96	
Base:	150		100		25		25	

Liveliness / street life / character								
Very good	10.7%	16	2.0%	2	28.0%	7	28.0%	7
Quite good	20.7%	31	14.0%	14	28.0%	7	40.0%	10
Neither good nor poor	33.3%	50	36.0%	36	36.0%	9	20.0%	5
Quite poor	22.7%	34	30.0%	30	4.0%	1	12.0%	3
Very poor	10.7%	16	15.0%	15	4.0%	1	0.0%	0
(Don't know)	2.0%	3	3.0%	3	0.0%	0	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.02		-0.43		0.72		0.84	
Base:	150		100		25		25	

Level of street cleansing and litter								
Very good	21.3%	32	13.0%	13	28.0%	7	48.0%	12
Quite good	35.3%	53	34.0%	34	44.0%	11	32.0%	8
Neither good nor poor	28.7%	43	33.0%	33	20.0%	5	20.0%	5
Quite poor	9.3%	14	13.0%	13	4.0%	1	0.0%	0
Very poor	4.0%	6	6.0%	6	0.0%	0	0.0%	0
(Don't know)	1.3%	2	1.0%	1	4.0%	1	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.61		0.35		1.00		1.28	
Base:	150		100		25		25	

Town centre management and maintenance								
Very good	15.3%	23	11.0%	11	12.0%	3	36.0%	9
Quite good	38.0%	57	42.0%	42	28.0%	7	32.0%	8
Neither good nor poor	26.0%	39	28.0%	28	28.0%	7	16.0%	4
Quite poor	9.3%	14	11.0%	11	8.0%	2	4.0%	1
Very poor	4.0%	6	5.0%	5	4.0%	1	0.0%	0
(Don't know)	5.3%	8	3.0%	3	12.0%	3	8.0%	2
(Not applicable)	2.0%	3	0.0%	0	8.0%	2	4.0%	1
Mean:	0.55		0.44		0.45		1.14	
Base:	150		100		25		25	

Condition/appearance of older buildings								
Very good	10.7%	16	2.0%	2	12.0%	3	44.0%	11
Quite good	32.0%	48	26.0%	26	52.0%	13	36.0%	9
Neither good nor poor	26.7%	40	32.0%	32	16.0%	4	16.0%	4
Quite poor	22.7%	34	30.0%	30	16.0%	4	0.0%	0
Very poor	6.7%	10	9.0%	9	4.0%	1	0.0%	0
(Don't know)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
(Not applicable)	0.7%	1	0.0%	0	0.0%	0	4.0%	1
Mean:	0.18		-0.18		0.52		1.29	
Base:	150		100		25		25	

Swindon Business Survey

For Nathaniel Lichfield & Partners

	Total	Zone 1 - North		Zone 2 - South		Zone 3 - Designer Outlet		
General shopping environment								
Very good	16.0%	24	8.0%	8	16.0%	4	48.0%	12
Quite good	32.0%	48	26.0%	26	40.0%	10	48.0%	12
Neither good nor poor	31.3%	47	36.0%	36	40.0%	10	4.0%	1
Quite poor	12.0%	18	17.0%	17	4.0%	1	0.0%	0
Very poor	8.7%	13	13.0%	13	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.35		-0.01		0.68		1.44
Base:		150		100		25		25

Interest shown by the Council / local authorities								
Very good	4.7%	7	5.0%	5	0.0%	0	8.0%	2
Quite good	17.3%	26	19.0%	19	16.0%	4	12.0%	3
Neither good nor poor	30.0%	45	35.0%	35	24.0%	6	16.0%	4
Quite poor	14.7%	22	14.0%	14	24.0%	6	8.0%	2
Very poor	10.0%	15	13.0%	13	4.0%	1	4.0%	1
(Don't know)	22.7%	34	14.0%	14	32.0%	8	48.0%	12
(Not applicable)	0.7%	1	0.0%	0	0.0%	0	4.0%	1
Mean:		-0.10		-0.13		-0.24		0.25
Base:		150		100		25		25

Marketing / promotion								
Very good	12.0%	18	8.0%	8	8.0%	2	32.0%	8
Quite good	24.0%	36	23.0%	23	12.0%	3	40.0%	10
Neither good nor poor	31.3%	47	32.0%	32	44.0%	11	16.0%	4
Quite poor	18.7%	28	20.0%	20	20.0%	5	12.0%	3
Very poor	8.0%	12	11.0%	11	4.0%	1	0.0%	0
(Don't know)	5.3%	8	6.0%	6	8.0%	2	0.0%	0
(Not applicable)	0.7%	1	0.0%	0	4.0%	1	0.0%	0
Mean:		0.14		-0.03		0.00		0.92
Base:		150		100		25		25

Interest shown by landlord owners								
Very good	10.7%	16	7.0%	7	8.0%	2	28.0%	7
Quite good	14.7%	22	12.0%	12	16.0%	4	24.0%	6
Neither good nor poor	23.3%	35	23.0%	23	24.0%	6	24.0%	6
Quite poor	16.7%	25	23.0%	23	4.0%	1	4.0%	1
Very poor	9.3%	14	11.0%	11	12.0%	3	0.0%	0
(Don't know)	24.0%	36	24.0%	24	28.0%	7	20.0%	5
(Not applicable)	1.3%	2	0.0%	0	8.0%	2	0.0%	0
Mean:		0.01		-0.25		0.06		0.95
Base:		150		100		25		25

<i>The way businesses work together</i>								
Very good	13.3%	20	4.0%	4	32.0%	8	32.0%	8
Quite good	22.7%	34	21.0%	21	28.0%	7	24.0%	6
Neither good nor poor	34.0%	51	37.0%	37	16.0%	4	40.0%	10
Quite poor	10.7%	16	12.0%	12	12.0%	3	4.0%	1
Very poor	10.7%	16	16.0%	16	0.0%	0	0.0%	0
(Don't know)	8.0%	12	9.0%	9	12.0%	3	0.0%	0
(Not applicable)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Mean:		0.19		-0.17		0.91		0.84
Base:		150		100		25		25

Swindon Business Survey

For Nathaniel Lichfield & Partners

	Total	Zone 1 - North		Zone 2 - South		Zone 3 - Designer Outlet		
<i>The quality of parks and open spaces</i>								
Very good	18.0%	27	13.0%	13	40.0%	10	16.0%	4
Quite good	29.3%	44	29.0%	29	32.0%	8	28.0%	7
Neither good nor poor	30.0%	45	33.0%	33	16.0%	4	32.0%	8
Quite poor	12.0%	18	15.0%	15	4.0%	1	8.0%	2
Very poor	5.3%	8	6.0%	6	0.0%	0	8.0%	2
(Don't know)	4.0%	6	3.0%	3	8.0%	2	4.0%	1
(Not applicable)	1.3%	2	1.0%	1	0.0%	0	4.0%	1
Mean:		0.45		0.29		1.17		0.39
Base:		150		100		25		25

Town centre events								
Very good	10.7%	16	6.0%	6	16.0%	4	24.0%	6
Quite good	29.3%	44	31.0%	31	20.0%	5	32.0%	8
Neither good nor poor	23.3%	35	28.0%	28	20.0%	5	8.0%	2
Quite poor	13.3%	20	15.0%	15	12.0%	3	8.0%	2
Very poor	9.3%	14	12.0%	12	0.0%	0	8.0%	2
(Don't know)	11.3%	17	7.0%	7	24.0%	6	16.0%	4
(Not applicable)	2.7%	4	1.0%	1	8.0%	2	4.0%	1
Mean:		0.22		0.04		0.59		0.70
Base:		150		100		25		25

Q19 In general, do you consider that over the last year (LOCATION OF BUSINESS) has... [PR]

Improved	47.3%	71	38.0%	38	44.0%	11	88.0%	22
Stayed the same	30.0%	45	31.0%	31	48.0%	12	8.0%	2
Declined	20.0%	30	28.0%	28	8.0%	2	0.0%	0
(Don't know / no opinion)	2.7%	4	3.0%	3	0.0%	0	4.0%	1
Base:		150		100		25		25

Q20 Which of the following best describes your business's current trading performance? [PR]

Good	64.7%	97	60.0%	60	64.0%	16	84.0%	21
Satisfactory	30.0%	45	32.0%	32	36.0%	9	16.0%	4
Poor	3.3%	5	5.0%	5	0.0%	0	0.0%	0
(Don't know / no opinion)	1.3%	2	2.0%	2	0.0%	0	0.0%	0
(Refused)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Base:		150		100		25		25

Q21 Over the last 12 months has your trading performance... [PR]

Improved	57.3%	86	53.0%	53	52.0%	13	80.0%	20
Stayed the same	27.3%	41	28.0%	28	48.0%	12	4.0%	1
Declined	10.0%	15	14.0%	14	0.0%	0	4.0%	1
(Don't know / no opinion)	4.7%	7	4.0%	4	0.0%	0	12.0%	3
(Refused)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Base:		150		100		25		25

Q22 Over the next 12 months do you expect your business performance to... [PR]

Improve	72.7%	109	70.0%	70	76.0%	19	80.0%	20
Stay the same	18.0%	27	16.0%	16	24.0%	6	20.0%	5
Decline	4.7%	7	7.0%	7	0.0%	0	0.0%	0
(Don't know / no opinion)	4.0%	6	6.0%	6	0.0%	0	0.0%	0
(Refused)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Base:		150		100		25		25

Swindon Business Survey

For Nathaniel Lichfield & Partners

	Total	Zone 1 - North		Zone 2 - South		Zone 3 - Designer Outlet		
Q23 How would you rate the following set of measures in terms of helping your business, using a scale of 1 -5, where 1 is 'a little' and 5 is 'a lot'? [PR]								
<i>Streetscape improvements (e.g. paving, street furniture, signage)</i>								
1 (a little)	12.0%	18	12.0%	12	8.0%	2	16.0%	4
2	13.3%	20	10.0%	10	24.0%	6	16.0%	4
3	22.0%	33	24.0%	24	24.0%	6	12.0%	3
4	16.0%	24	14.0%	14	16.0%	4	24.0%	6
5 (a lot)	32.7%	49	35.0%	35	28.0%	7	28.0%	7
(Don't know)	4.0%	6	5.0%	5	0.0%	0	4.0%	1
Mean:		3.46		3.53		3.32		3.33
Base:		150		100		25		25
<i>Street cleaning and environmental services</i>								
1 (a little)	12.0%	18	11.0%	11	12.0%	3	16.0%	4
2	8.7%	13	8.0%	8	4.0%	1	16.0%	4
3	20.7%	31	17.0%	17	28.0%	7	28.0%	7
4	30.7%	46	32.0%	32	40.0%	10	16.0%	4
5 (a lot)	24.7%	37	29.0%	29	16.0%	4	16.0%	4
(Don't know)	3.3%	5	3.0%	3	0.0%	0	8.0%	2
Mean:		3.49		3.62		3.44		3.00
Base:		150		100		25		25
<i>Shop front improvements</i>								
1 (a little)	12.7%	19	11.0%	11	12.0%	3	20.0%	5
2	8.7%	13	5.0%	5	20.0%	5	12.0%	3
3	21.3%	32	18.0%	18	24.0%	6	32.0%	8
4	24.7%	37	29.0%	29	24.0%	6	8.0%	2
5 (a lot)	31.3%	47	35.0%	35	20.0%	5	28.0%	7
(Don't know)	1.3%	2	2.0%	2	0.0%	0	0.0%	0
Mean:		3.54		3.73		3.20		3.12
Base:		150		100		25		25
<i>Security measures such as CCTV and policing</i>								
1 (a little)	10.7%	16	9.0%	9	12.0%	3	16.0%	4
2	10.0%	15	9.0%	9	8.0%	2	16.0%	4
3	16.7%	25	11.0%	11	28.0%	7	28.0%	7
4	19.3%	29	20.0%	20	20.0%	5	16.0%	4
5 (a lot)	42.7%	64	50.0%	50	32.0%	8	24.0%	6
(Don't know)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Mean:		3.74		3.94		3.52		3.16
Base:		150		100		25		25
<i>Pedestrianisation</i>								
1 (a little)	23.3%	35	19.0%	19	32.0%	8	32.0%	8
2	12.7%	19	15.0%	15	16.0%	4	0.0%	0
3	18.0%	27	14.0%	14	20.0%	5	32.0%	8
4	16.7%	25	19.0%	19	4.0%	1	20.0%	5
5 (a lot)	26.0%	39	28.0%	28	28.0%	7	16.0%	4
(Don't know)	3.3%	5	5.0%	5	0.0%	0	0.0%	0
Mean:		3.10		3.23		2.80		2.88
Base:		150		100		25		25
<i>Better arrangements for receiving deliveries</i>								
1 (a little)	25.3%	38	23.0%	23	28.0%	7	32.0%	8
2	5.3%	8	6.0%	6	4.0%	1	4.0%	1
3	19.3%	29	21.0%	21	24.0%	6	8.0%	2
4	17.3%	26	17.0%	17	16.0%	4	20.0%	5
5 (a lot)	28.0%	42	29.0%	29	20.0%	5	32.0%	8
(Don't know)	4.7%	7	4.0%	4	8.0%	2	4.0%	1
Mean:		3.18		3.24		2.96		3.17
Base:		150		100		25		25

Swindon Business Survey

For Nathaniel Lichfield & Partners

	Total	Zone 1 - North		Zone 2 - South		Zone 3 - Designer Outlet		
<i>Improved customer parking</i>								
1 (a little)	9.3%	14	5.0%	5	12.0%	3	24.0%	6
2	8.7%	13	11.0%	11	8.0%	2	0.0%	0
3	11.3%	17	10.0%	10	16.0%	4	12.0%	3
4	24.7%	37	26.0%	26	24.0%	6	20.0%	5
5 (a lot)	44.7%	67	46.0%	46	40.0%	10	44.0%	11
(Don't know)	1.3%	2	2.0%	2	0.0%	0	0.0%	0
Mean:		3.88		3.99		3.72		3.60
Base:		150		100		25		25

Events and special promotions								
1 (a little)	10.0%	15	10.0%	10	8.0%	2	12.0%	3
2	5.3%	8	6.0%	6	8.0%	2	0.0%	0
3	24.0%	36	23.0%	23	28.0%	7	24.0%	6
4	29.3%	44	32.0%	32	28.0%	7	20.0%	5
5 (a lot)	28.7%	43	25.0%	25	28.0%	7	44.0%	11
(Don't know)	2.7%	4	4.0%	4	0.0%	0	0.0%	0
Mean:	3.63		3.58		3.60		3.84	
Base:	150		100		25		25	

Better marketing & promotion of the centre in general								
1 (a little)	9.3%	14	8.0%	8	12.0%	3	12.0%	3
2	7.3%	11	5.0%	5	12.0%	3	12.0%	3
3	18.7%	28	20.0%	20	20.0%	5	12.0%	3
4	27.3%	41	30.0%	30	20.0%	5	24.0%	6
5 (a lot)	36.7%	55	36.0%	36	36.0%	9	40.0%	10
(Don't know)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Mean:	3.75		3.82		3.56		3.68	
Base:	150		100		25		25	

An effective town centre forum where businesses can be heard								
1 (a little)	7.3%	11	6.0%	6	8.0%	2	12.0%	3
2	7.3%	11	7.0%	7	4.0%	1	12.0%	3
3	26.0%	39	26.0%	26	24.0%	6	28.0%	7
4	23.3%	35	26.0%	26	20.0%	5	16.0%	4
5 (a lot)	30.7%	46	31.0%	31	28.0%	7	32.0%	8
(Don't know)	5.3%	8	4.0%	4	16.0%	4	0.0%	0
Mean:	3.66		3.72		3.67		3.44	
Base:	150		100		25		25	

Business support/advice								
1 (a little)	12.0%	18	8.0%	8	12.0%	3	28.0%	7
2	11.3%	17	12.0%	12	4.0%	1	16.0%	4
3	27.3%	41	29.0%	29	32.0%	8	16.0%	4
4	19.3%	29	20.0%	20	24.0%	6	12.0%	3
5 (a lot)	26.7%	40	29.0%	29	16.0%	4	28.0%	7
(Don't know)	3.3%	5	2.0%	2	12.0%	3	0.0%	0
Mean:	3.39		3.51		3.32		2.96	
Base:	150		100		25		25	

Assistance in the recruitment & retention of staff								
1 (a little)	26.0%	39	22.0%	22	32.0%	8	36.0%	9
2	14.0%	21	14.0%	14	20.0%	5	8.0%	2
3	22.7%	34	25.0%	25	16.0%	4	20.0%	5
4	20.0%	30	19.0%	19	16.0%	4	28.0%	7
5 (a lot)	14.7%	22	16.0%	16	16.0%	4	8.0%	2
(Don't know)	2.7%	4	4.0%	4	0.0%	0	0.0%	0
Mean:	2.83		2.93		2.64		2.64	
Base:	150		100		25		25	

Swindon Business Survey

For Nathaniel Lichfield & Partners

	Total	Zone 1 - North		Zone 2 - South		Zone 3 - Designer Outlet	
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Q24 What is your opinion of (LOCATION OF BUSINESS) in shopping terms? [PR]

Too up market	3.3%	5	3.0%	3	0.0%	0	8.0%	2
Fine as it is	51.3%	77	33.0%	33	92.0%	23	84.0%	21
Too down market	45.3%	68	64.0%	64	8.0%	2	8.0%	2
Base:		150		100		25		25

Q25 How would you describe (LOCATION OF BUSINESS) current shopping and service mix? [PR]

Not enough large chain stores	25.3%	38	31.0%	31	8.0%	2	20.0%	5
About the right mix between small and large shops	38.7%	58	27.0%	27	60.0%	15	64.0%	16
Not enough small independent shops	36.0%	54	42.0%	42	32.0%	8	16.0%	4
Base:		150		100		25		25

Q26 Would you like business support / approach from Forward Swindon / Swindon Borough Council to help you with the following aspects of your business? [MR/PR]

General business advice	12.0%	18	17.0%	17	4.0%	1	0.0%	0
Support to find new premises	12.0%	18	18.0%	18	0.0%	0	0.0%	0
Recruitment / skills	12.7%	19	12.0%	12	16.0%	4	12.0%	3
Access to funding	14.7%	22	18.0%	18	12.0%	3	4.0%	1
Any other aspect	4.0%	6	5.0%	5	4.0%	1	0.0%	0
(None / nothing)	72.0%	108	68.0%	68	76.0%	19	84.0%	21
Base:		150		100		25		25

Q27 Is there anything else you would like to tell us? [MR]

Improve the shop fronts / signage	2.0%	3	2.0%	2	0.0%	0	4.0%	1
Improvement of traffic flow is needed	3.3%	5	4.0%	4	4.0%	1	0.0%	0
More CCTV cameras should be installed	1.3%	2	2.0%	2	0.0%	0	0.0%	0
More parking is needed	2.7%	4	4.0%	4	0.0%	0	0.0%	0
Need more quality shops in the area	2.0%	3	3.0%	3	0.0%	0	0.0%	0
The Council needs to reduce the cost of parking	2.7%	4	3.0%	3	4.0%	1	0.0%	0
The whole area needs regenerating to attract new business	1.3%	2	2.0%	2	0.0%	0	0.0%	0
Try to get the alcoholics and drug-users off the streets	2.0%	3	2.0%	2	4.0%	1	0.0%	0
We need a good Council team that supports the centre well	1.3%	2	1.0%	1	0.0%	0	4.0%	1
Other	8.0%	12	10.0%	10	0.0%	0	8.0%	2
(No / nothing)	76.7%	115	72.0%	72	88.0%	22	84.0%	21
Base:		150		100		25		25

Q28 Would you be happy for officers at Swindon Borough Council or Forward Swindon to contact you to discuss your responses to this survey?

Yes	78.0%	117	82.0%	82	72.0%	18	68.0%	17
No	21.3%	32	17.0%	17	28.0%	7	32.0%	8
(Don't know)	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Base:		150		100		25		25