

Business Needs Survey Report

- 1. The Burghclere Neighbourhood Development Plan proposal for 15 houses at the southern end of the village is considering the inclusion of a Flexible Shared Workspace to included office, hot desk, meeting and therapy spaces for small business owners, freelancers, homeworkers and community groups.***
- 2. With over 60 businesses registered in the parish alone, and many more in the surrounding areas, we believe there is potential to create a great workspace in the local area. This survey was conducted to get feedback to see if our proposal would have the support needed to take the project forward.***
- 3. We prepared a short survey in conjunction with the Rural Business Hub, a shared workspace in Hurstbourne Tarrant, and shared it on social media platforms including the local Nextdoor.com website to get as fair a representation as possible for feedback on the proposal.***
- 4. The survey was conducted over a two week period from 17 -31st October and we received 40 responses. The results are as follows:***

Employment Status: 40 responses

| | |
|-----------------------|-----|
| Self Employed | 60% |
| Employed Full-Time | 23% |
| Retired | 13% |
| Employed Part-Time | 2% |
| Run a Club or Society | 0% |
| Student | 0% |

Line of Work: 34 responses

| | | |
|-------------------------|------------------------|--|
| Business consultant x 3 | Carpentry | Asset Finance Broker |
| Soft tissue Therapy x2 | Courier business owner | Bio Weapon Dispersal Mechanism Design |
| Construction x2 | Architecture | Design |

| | | |
|---------------------------------|---|---|
| Accountancy x2 | Solicitor | Manufacturing Consultancy |
| Creative marketing x2 | Seamstress | Sales |
| Financial services x2 | Will writer | Company Director |
| IT Project Manager | Letting Agent | Electrical Contractor |
| Garden design | Teaching baby massage classes for parents | Local Government officer |
| Graphic Design & photography | Heating services | Pre and postnatal well- being practitioner |

Normal work place: 34 responses. Some people work in more than one location

| | |
|------------------------------|-----|
| Home Office | 64% |
| Own Business Premises | 14% |
| Employers Premises Part-Time | 11% |
| Garden Room | 11% |
| Coffee Shop | 5% |
| Employers Premises Full-Time | 5% |
| Shared Business Premises | 5% |
| Spare Room | 5% |
| Kitchen Table | 2% |

Current distance to travel to work: 34 responses

| | |
|------------------------------------|-----|
| I Don't Travel to Work | 41% |
| More than 3 miles but less than 10 | 17% |
| More than 10 but less than 20 | 15% |
| More than 20 | 15% |
| Less than 1 mile | 12% |
| More than 1 mile but less than 3 | 0% |

Current mode of transport to get to work: 20 responses

| | |
|------------------|-----|
| Car | 70% |
| Walk | 15% |
| Public Transport | 10% |
| Bike | 5% |
| Lift Share | 0% |
| Taxi | 0% |

Respondents who have used, or currently use, a shared workspace: 40 responses

| | |
|-----|-----|
| Yes | 22% |
|-----|-----|

No 77%

What shared workspace facilities respondents currently use or would consider using: 40 responses

| | |
|--------------------------------------|-----|
| Meeting Room for 1-4 people | 40% |
| Hot Desk | 32% |
| Occasional Office | 32% |
| Meeting Room for 5-12 people | 27% |
| Dedicated Office | 20% |
| Regular Desk | 17% |
| Storage for laptop, files, work gear | 15% |
| Work or Craft Room | 15% |
| Therapy or Treatment Room | 12% |
| Video Conference Pod | 12% |

Other facilities or support services respondents would like to see or use – other than kitchen and toilet facilities: 32 responses

Fast Wifi x3

Lockable locker x3

Printing facility/photocopier/scanner/printer x2

Fast internet x2

Good mobile connections, broadband/ fibre x2

Quiet space x2

Reception services x2

Natural light

link to local accountants and marketing expert

ability to make conference calls

Background music

Nappy Changing area in the toilets

Parking

Flexible meeting room space

Games room and a bar!!

Electric car charging point

Easy booking arrangements

Adjustable lighting

How often respondents would use a shared workspace: 40 responses

| | |
|-----------------------|-----|
| Once or twice a month | 23% |
| 1 day per week | 20% |
| A few times a year | 20% |
| 2-3 days per week | 15% |
| 3-4 days per week | 8% |
| Rarely | 5% |
| Never | 7% |
| Full time | 2% |

How respondents would prefer to travel to a shared workspace: 40 responses

| | |
|------------------|-------|
| Car | 52.5% |
| Walk | 27.5% |
| Bike | 12.5% |
| Other | 7.5% |
| Public Transport | 0% |

Would a Flexible Shared Workspace in the area influence respondent's house buying or renting decisions if it were an option to work closer to home?: 40 responses¹

| | |
|-----|-----|
| Yes | 20% |
| No | 80% |

Of the 8 that replied "Yes"- here are their reasons:

"We spend most of our lives working so to have a lovely place to do it within walking distance would help us and the environment".

"Flexibility"

"I would be less tired after travelling all day"

"Opens up options for enterprise, especially in 'retiring' years, or child rearing years"

"Always prefer not to drive"

"Prefer a short commute. Prefer to work in local community"

"Because the current area is expensive for living in & would aid me staying in this location"

"Cutting down on commute time, attractive for other businesses who could be potential clients"

Respondent's gender: 40 responses

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|----------------|-----|
| Male | 55% |
| Female | 43% |
| Rather not say | 2% |

Age Range of Respondents: 40 responses

| | |
|------------|-----|
| 55 – 64 | 35% |
| 45 – 54 | 30% |
| 35 – 44 | 15% |
| 25 – 34 | 7% |
| 65 or over | 7% |
| 16 – 24 | 5% |

Area respondents currently live in: 40 responses

| | |
|------------------------|-------------|
| Burghclere x10 | East Ilsley |
| Newtown x5 | Wantage |
| Newbury x4 | Shalbourne |
| Thatcham x4 | Andover |
| Hurstbourne Tarrent x3 | Didcot |
| Woolton Hill x2 | |
| Highclere x2 | |
| Penwood | |
| Bucklebury | |

The areas respondents indicated they would like further information on: 34 responses

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|------------------------|-----|
| Meeting Facilities | 47% |
| Networking | 41% |
| Shared Workspaces | 38% |
| Craft or Work Room | 20% |
| Workshops and Training | 20% |

| | |
|---------------------------|-----|
| Therapy or Treatment Room | 14% |
| Business Development | 11% |
| Business Start ups | 5% |

Additional Comments provided by 3 respondents.

"This possibility sounds great"

"Important that any new build is part of the Neighbourhood Plan proposal and not linked to the Falcon Development proposals"

"Shared work spaces are OK BUT ONLY IF they are provided as part of the AGREED BURCHLERE NEIGHBOURHOOD PLAN and not forced into a location that the majority of the villagers are opposed to. The Neighbourhood Plan proposes housing development with a business hub on the edge of the village by the A34 Junction with access to the M4. This would not only be convenient to householders and businesses and their visitors but would prevent business traffic going through the village. The development of business hubs and their use must recognise the will of the village."

Summary

The results of the Shared Workspace Survey have revealed that 88% of those that responded anticipate using such a facility ranging from full time usage to a few times each year. The majority of interest is in a meeting room facility (47%) but also in a therapy or treatment room and using a shared workspace for craft workshops, training and hot desk working. 77% of the respondents are from Burghclere and the surrounding districts which leads us to conclude that there is local support, and from those living further afield, for a shared workspace facility to be included in the Neighbourhood Plan scheme.