

# Southampton City Council Business Survey 2006 Results

The following is an analysis of the results of the Business Survey that was conducted by How2 MRC Ltd on behalf of Southampton City Council in February-March 2006.

The Survey analysis is divided into business profile, operations, workforce, premises and business services.

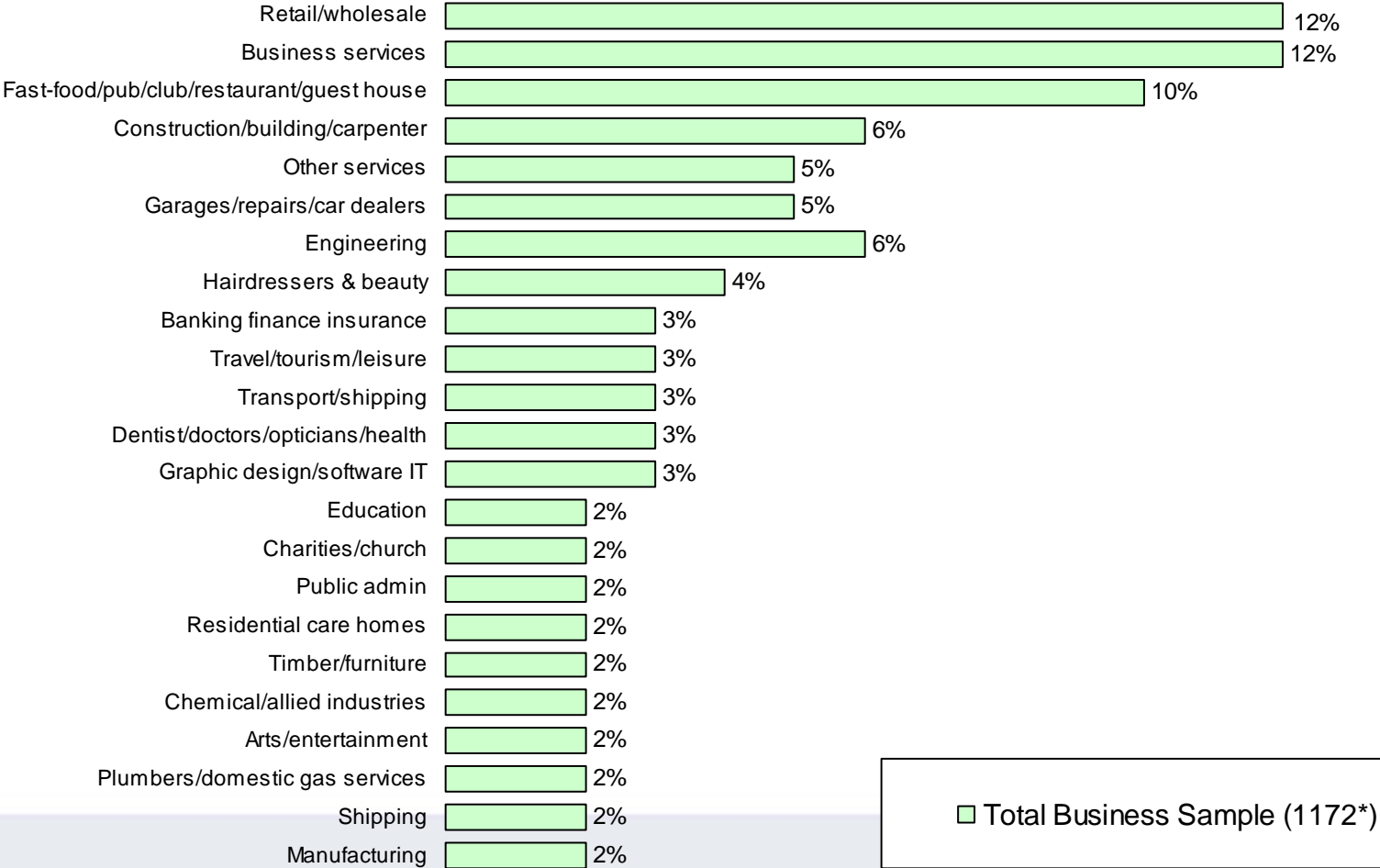
This presentation includes a graphical analysis of the questions that businesses were asked via postal, on-line and telephone questionnaires.

# General information

- 1172 business took part in the survey
- top 3 business sector within Southampton are:  
retail/wholesale/distribution, business services and tourism/leisure
- around 7% are new start-up businesses
- 63% of businesses started their activity in the city
- majority (92%) are micro or small businesses that have below 50 employees
- more than half of businesses expect their turnover to increase over the next 3 years
- a fifth of all businesses are likely to relocate in the next 3 years

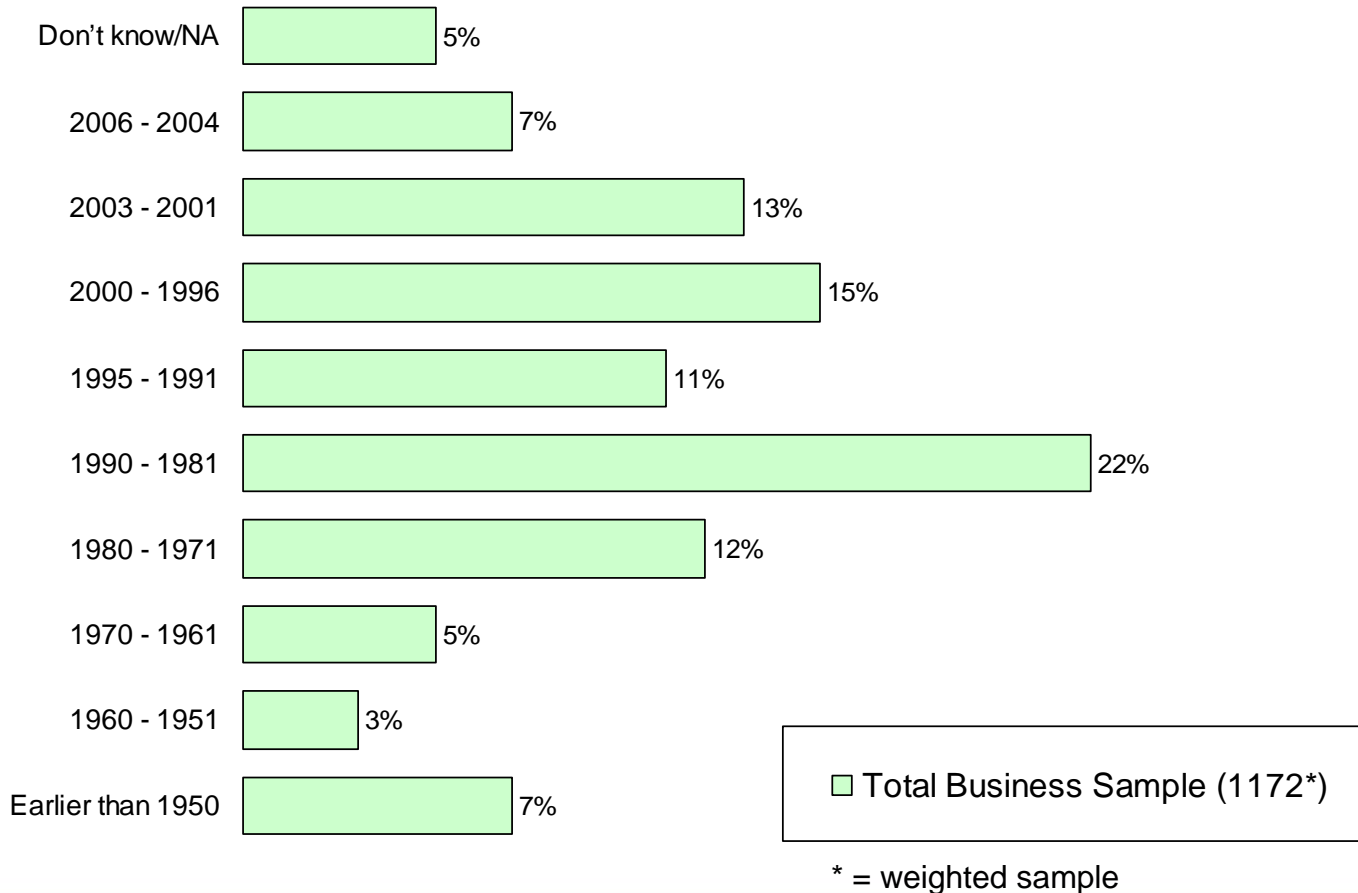
# **BUSINESS PROFILE**

# Q1 What is the main activity of your company? (mentions of 2% or more)



\* = weighted sample

## Q2 What year was the business set up in Southampton?



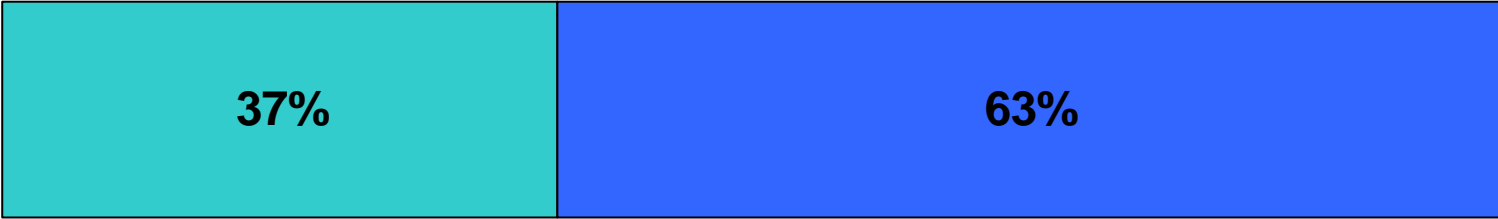
# Q3 Was this the expansion of an existing business or a new start up?

■ Existing business

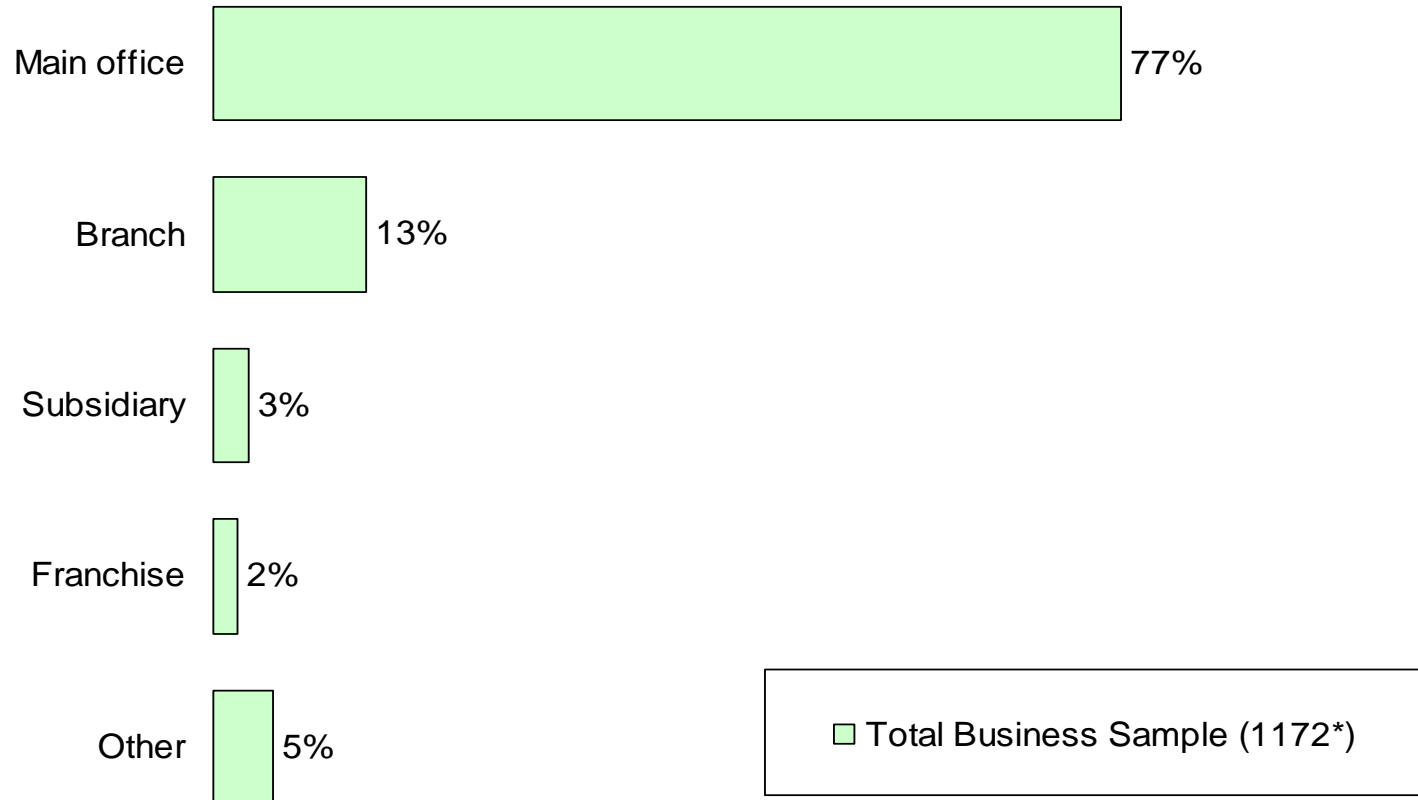
■ New start up

**Total business sample (1172\*)**

\* = weighted sample

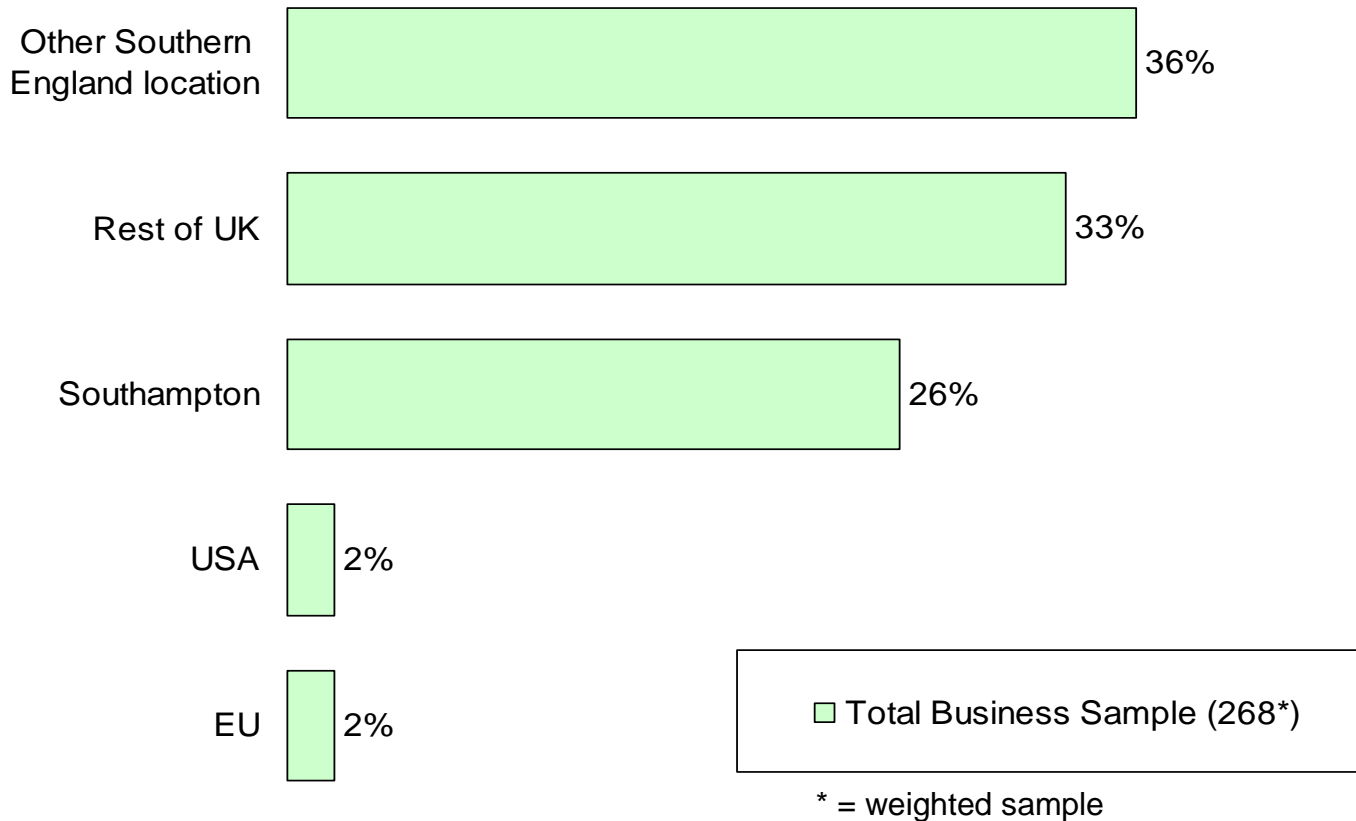


# Q4 Is the business based in Southampton the main office, a subsidiary, a branch, franchise or other?



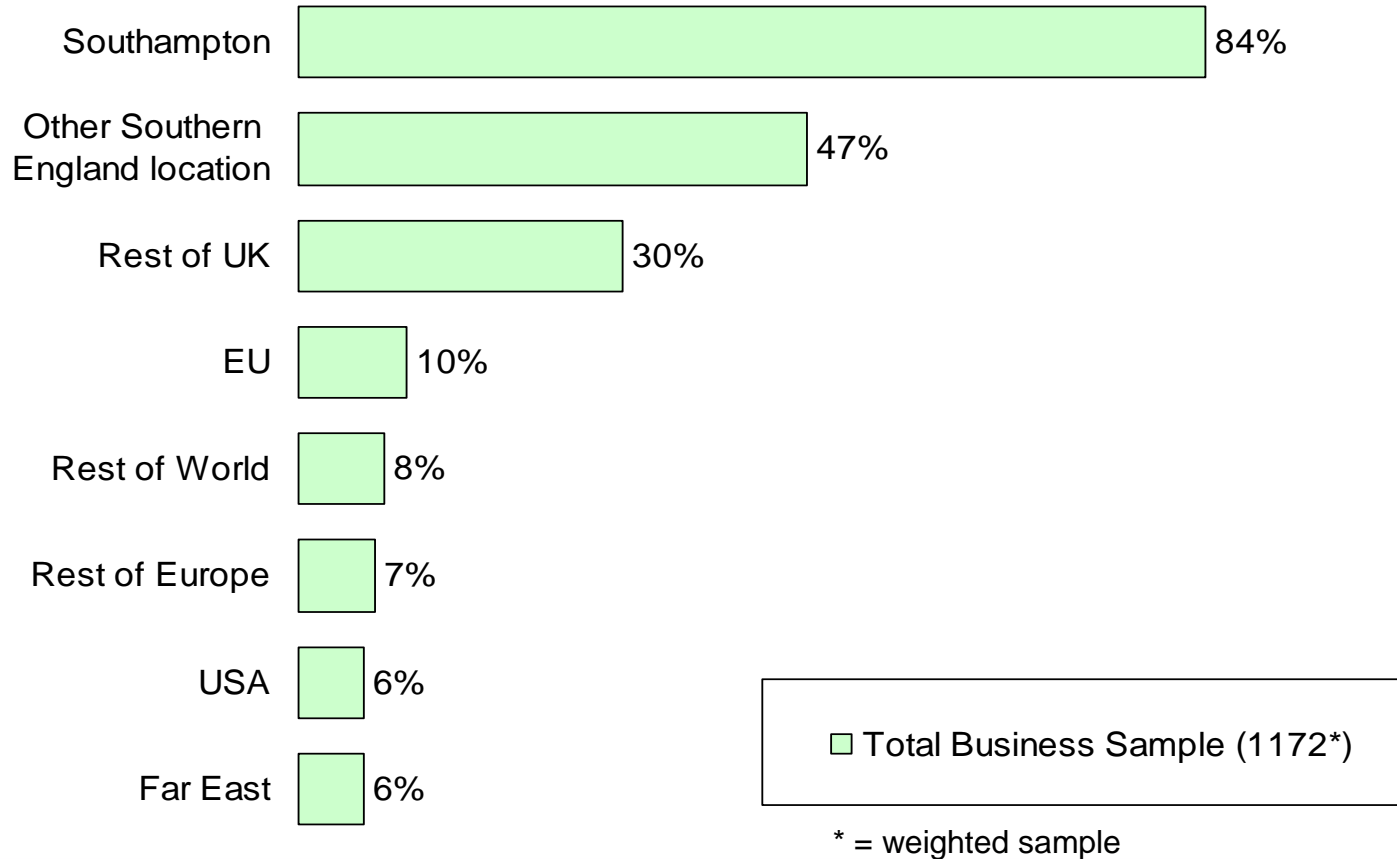
\* = weighted sample

# Q5 Where is the head office/headquarters' located? Base: if subsidiary/branch/franchise or other

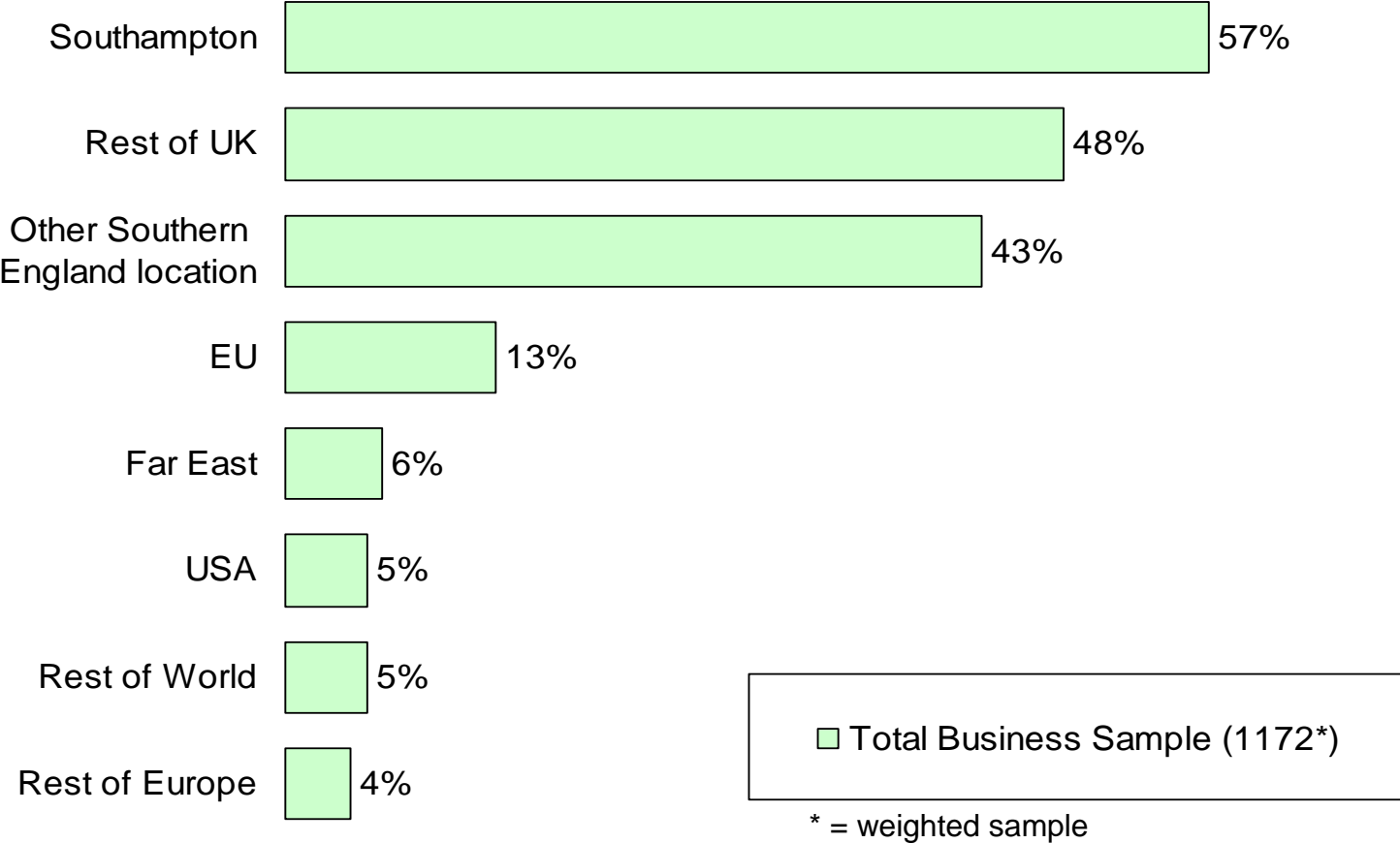


# **BUSINESS OPERATION**

## Q6a Where would you say your markets (or clients) are located?

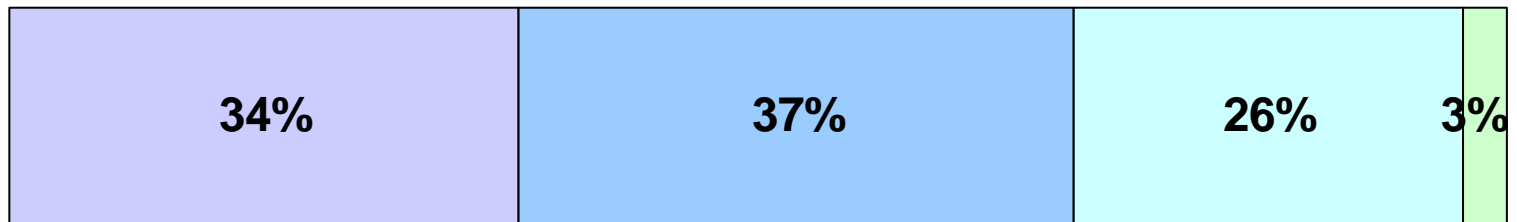


# Q6b Where are your suppliers located?



# Q7 Over the last 12 months would you say the turnover of your business based in Southampton has increased, decreased or stayed the same?

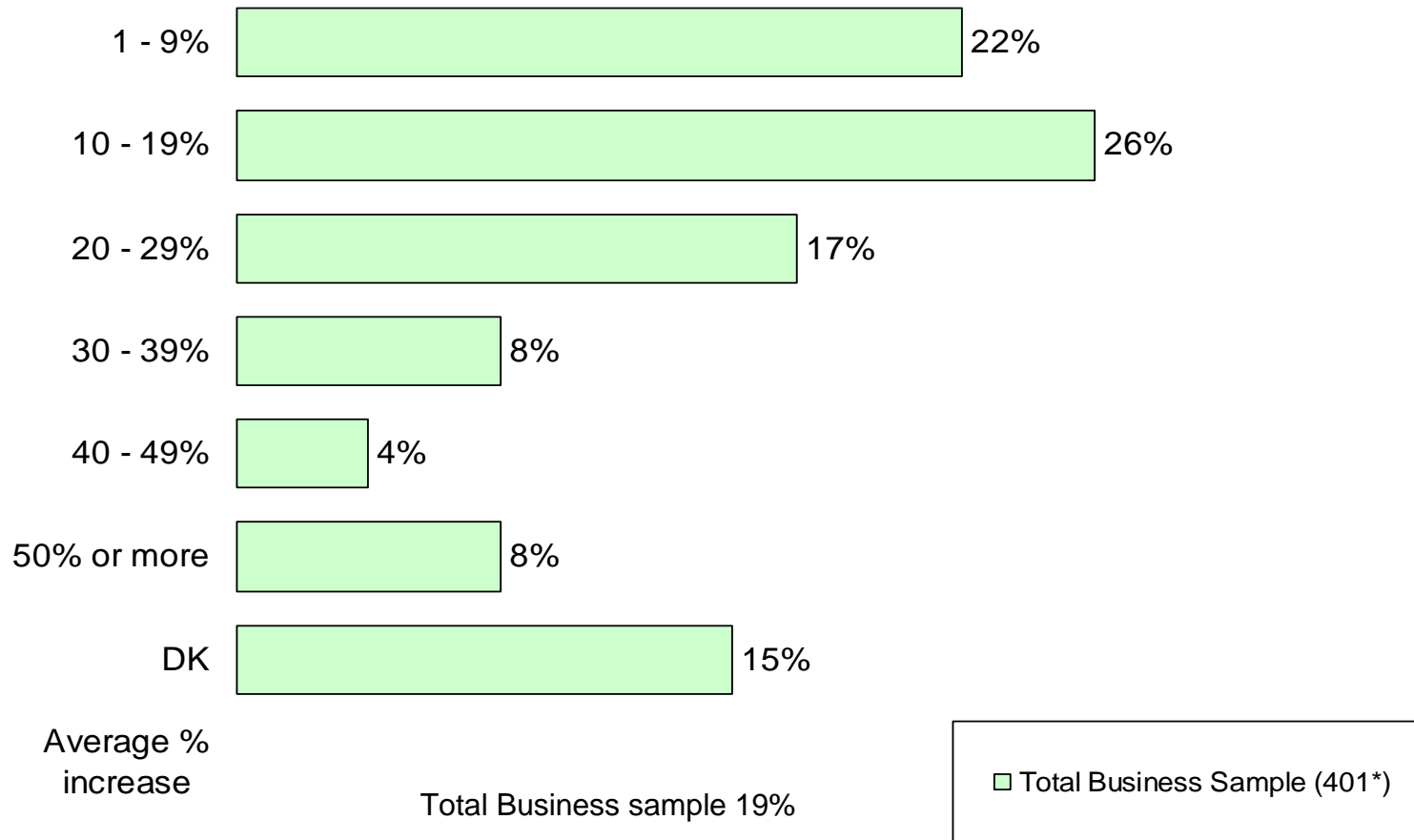
■ Increased    ■ Stayed same    ■ Decreased    ■ DK



**Total business sample (1172\*)**

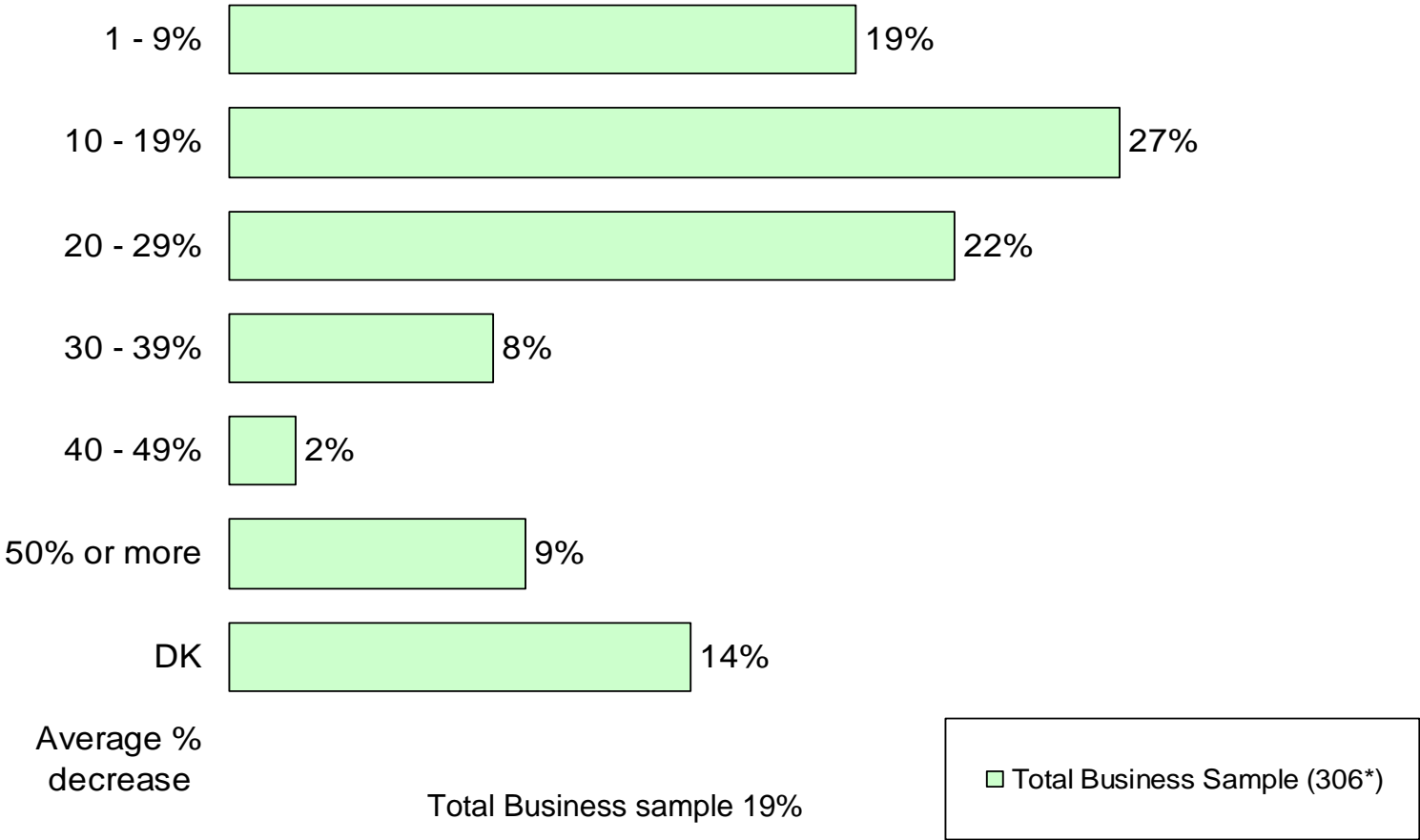
\* = weighted sample

## Q7b By what % has it increased?



\* = weighted sample

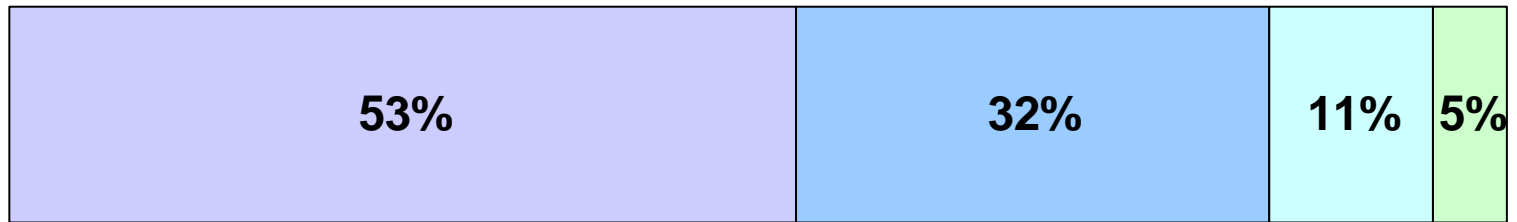
# Q7c By what % has it decreased?



\* = weighted sample

# Q8 Over the next 3 years, taking into account inflation, do you expect your turnover to increase, decrease or stay the same?

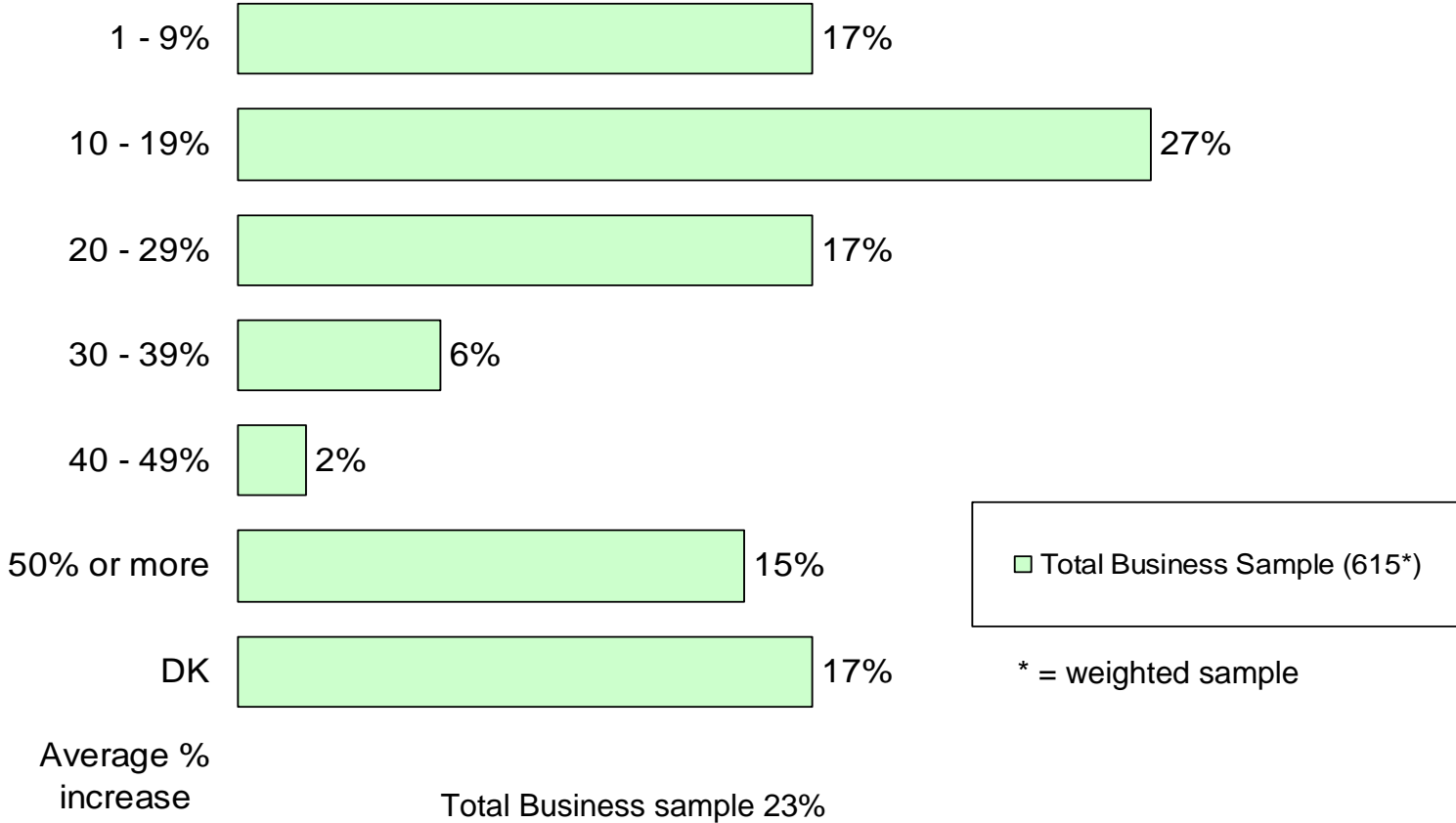
■ Increase    ■ Stay same    ■ Decrease    ■ DK



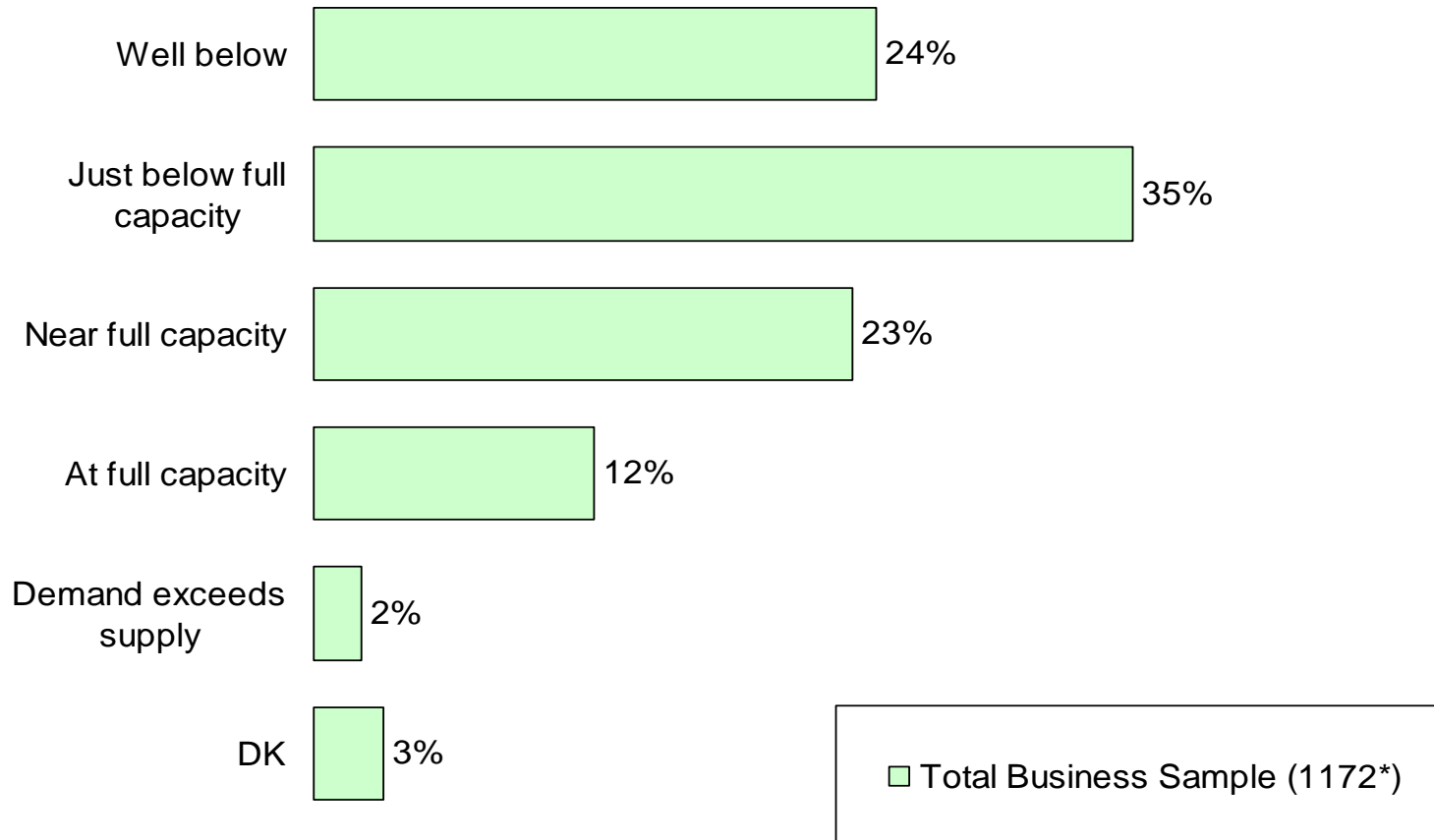
**Total business sample (1172\*)**

\* = weighted sample

# Q8b By what % expect it to increase? Base=all saying increase



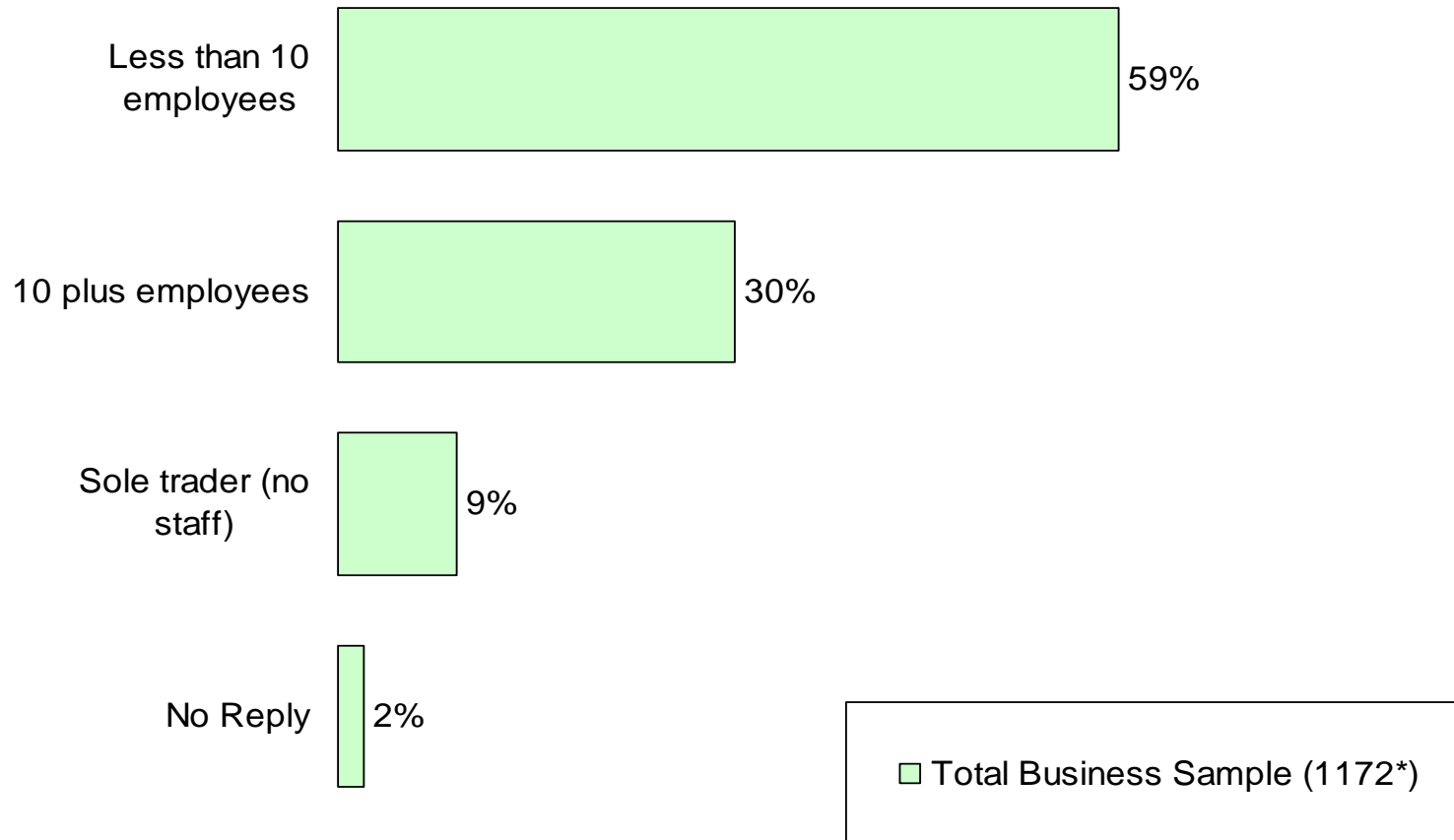
# Q9 As a whole over the last year would you say your business based in Southampton has been operating at ....level of capacity?



\* = weighted sample

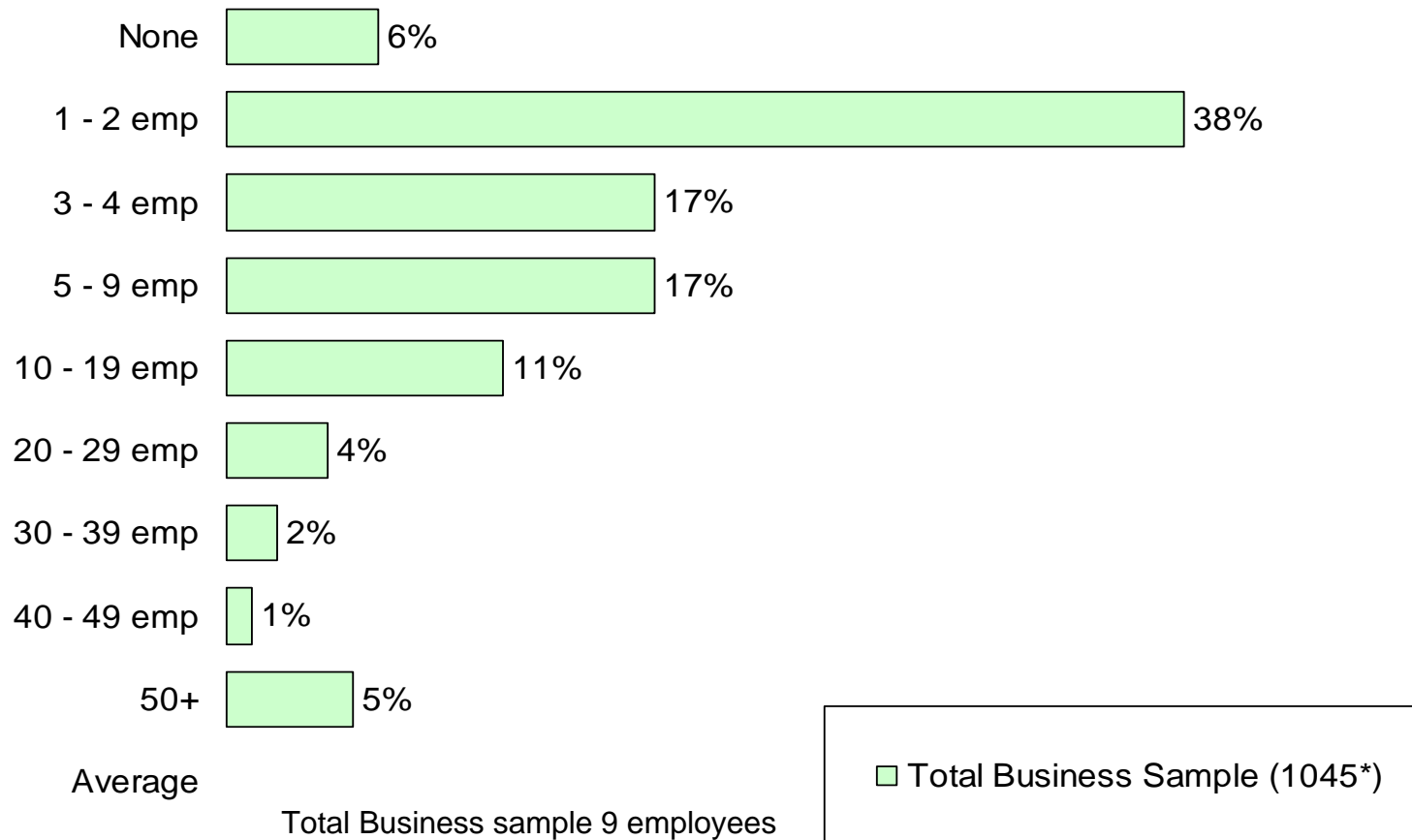
# **BUSINESS WORKFORCE**

# Q10 Do you have more or less than 10 employees in you Southampton based business?



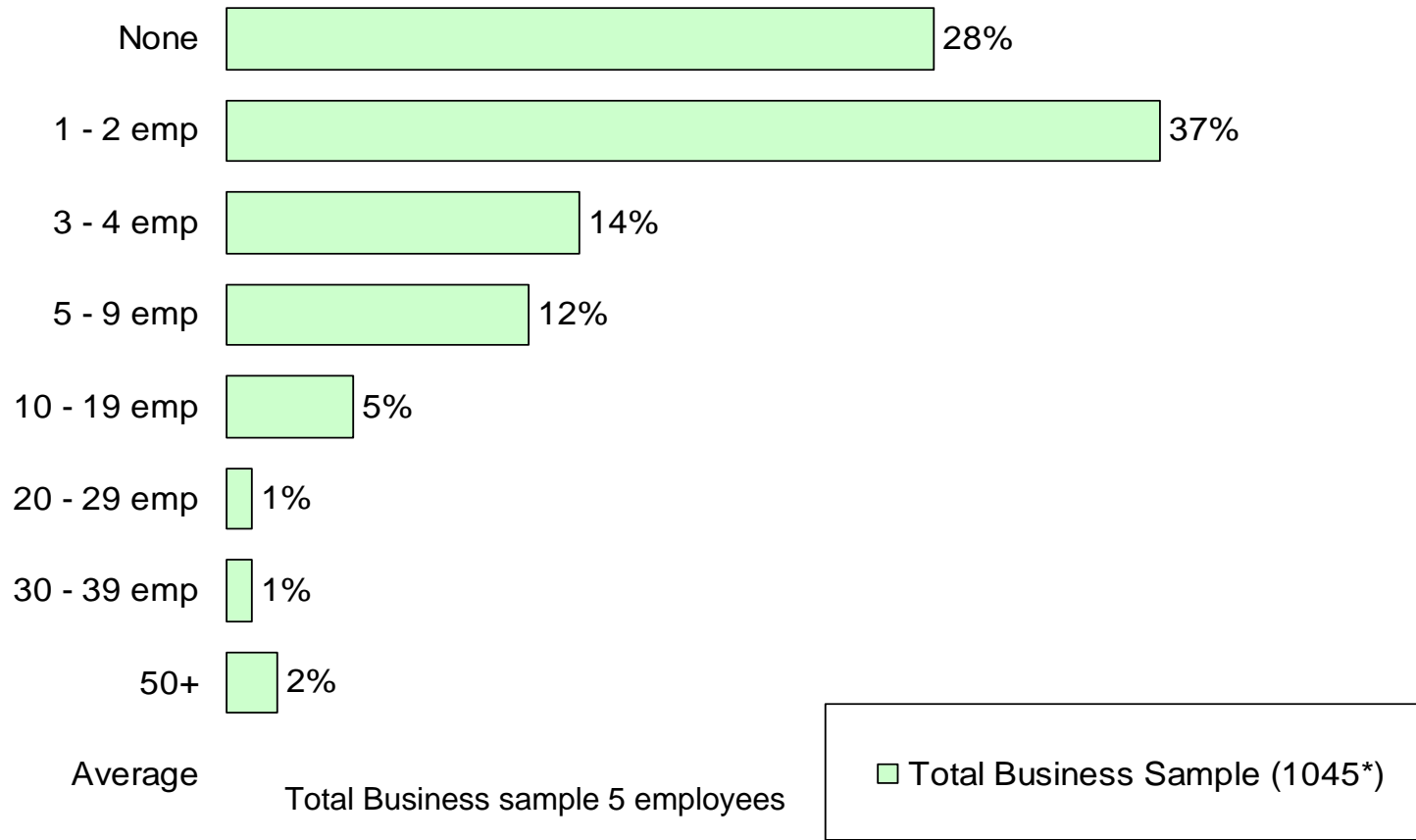
\* = weighted sample

# Q10 How many employees do you have working full time for your Southampton based business? base=excluding sole traders/not answered



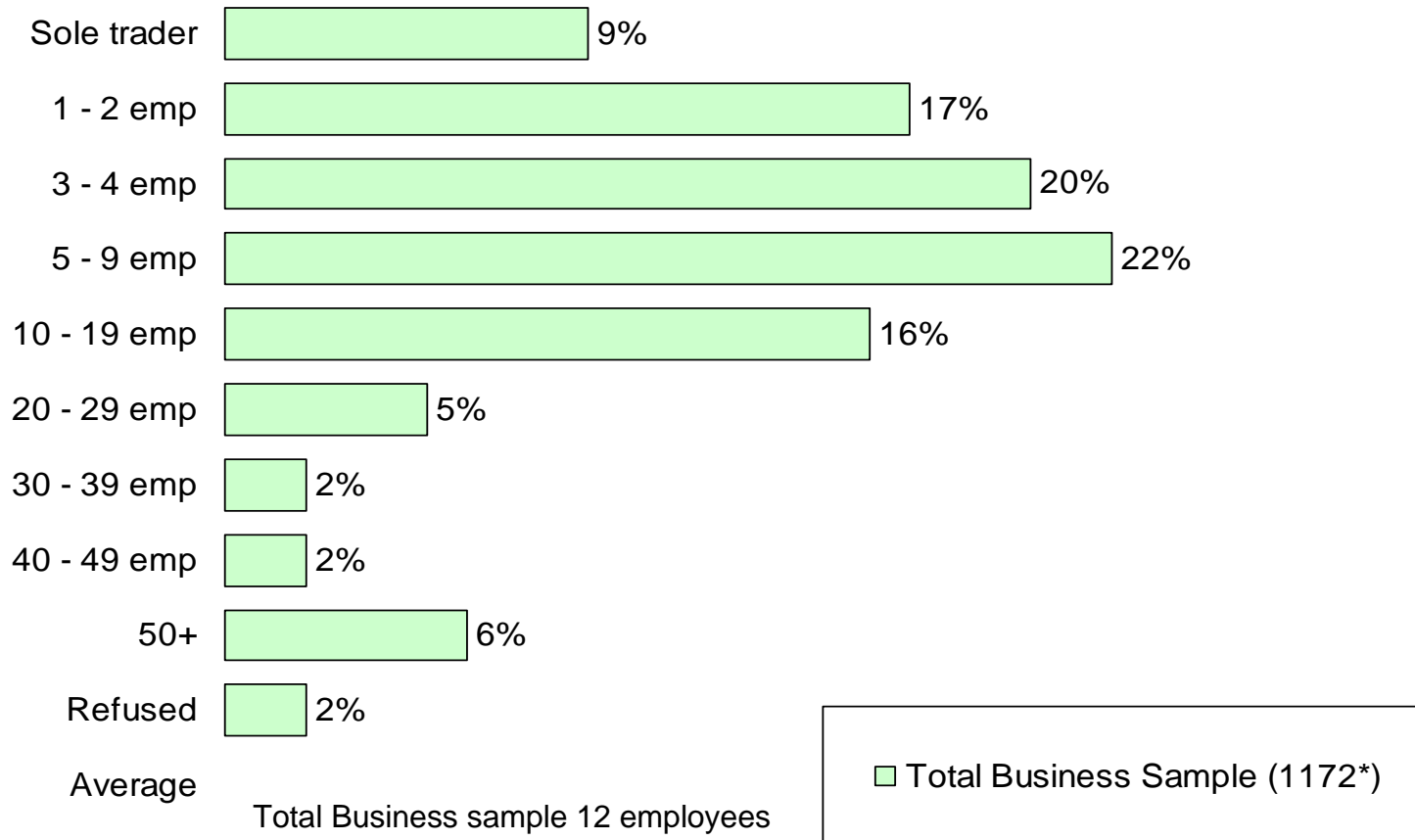
\* = weighted sample

# Q10 How many employees do you have working part time for your Southampton based business?



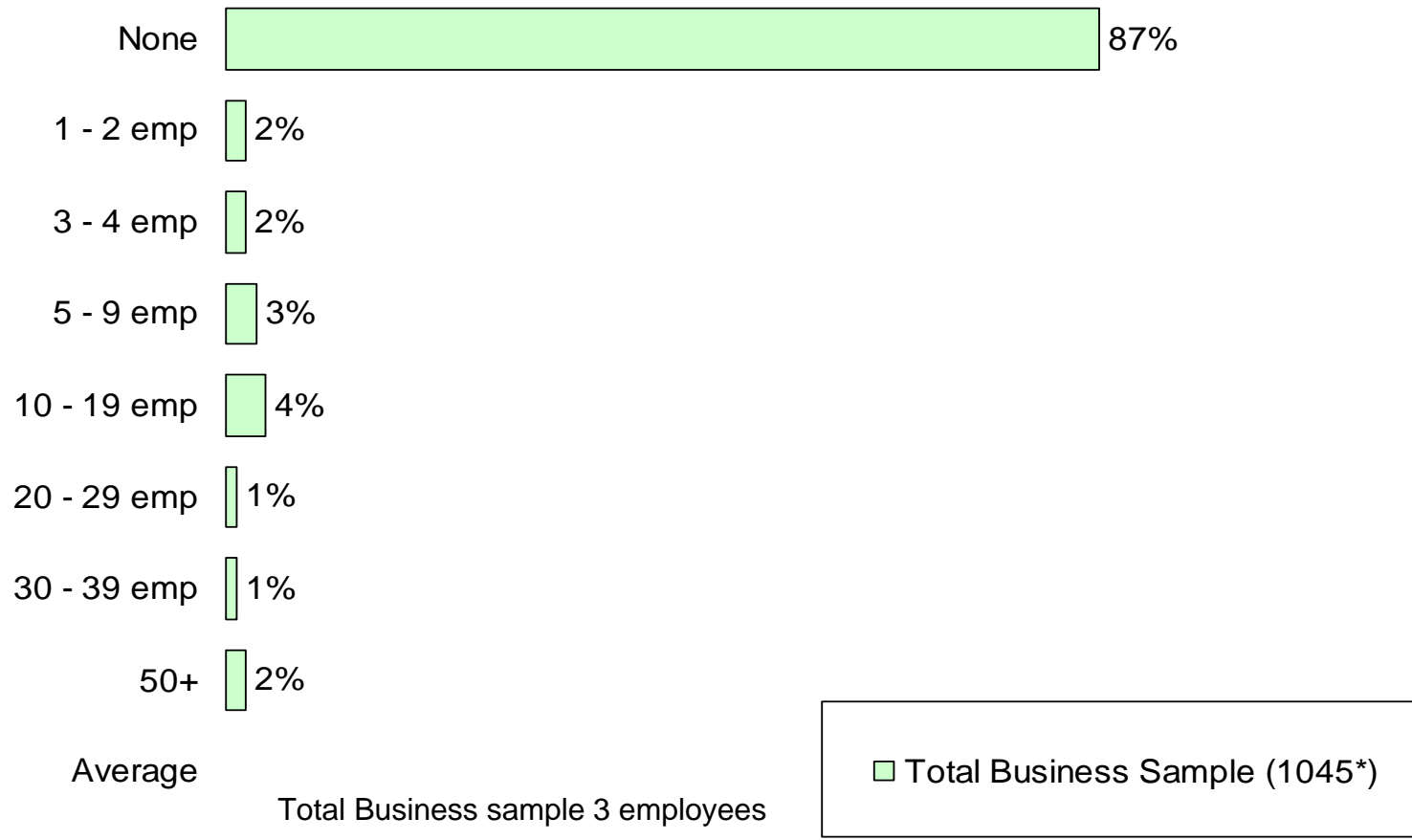
\* = weighted sample

## Q10b Total number of employees working full or part time for your Southampton based business



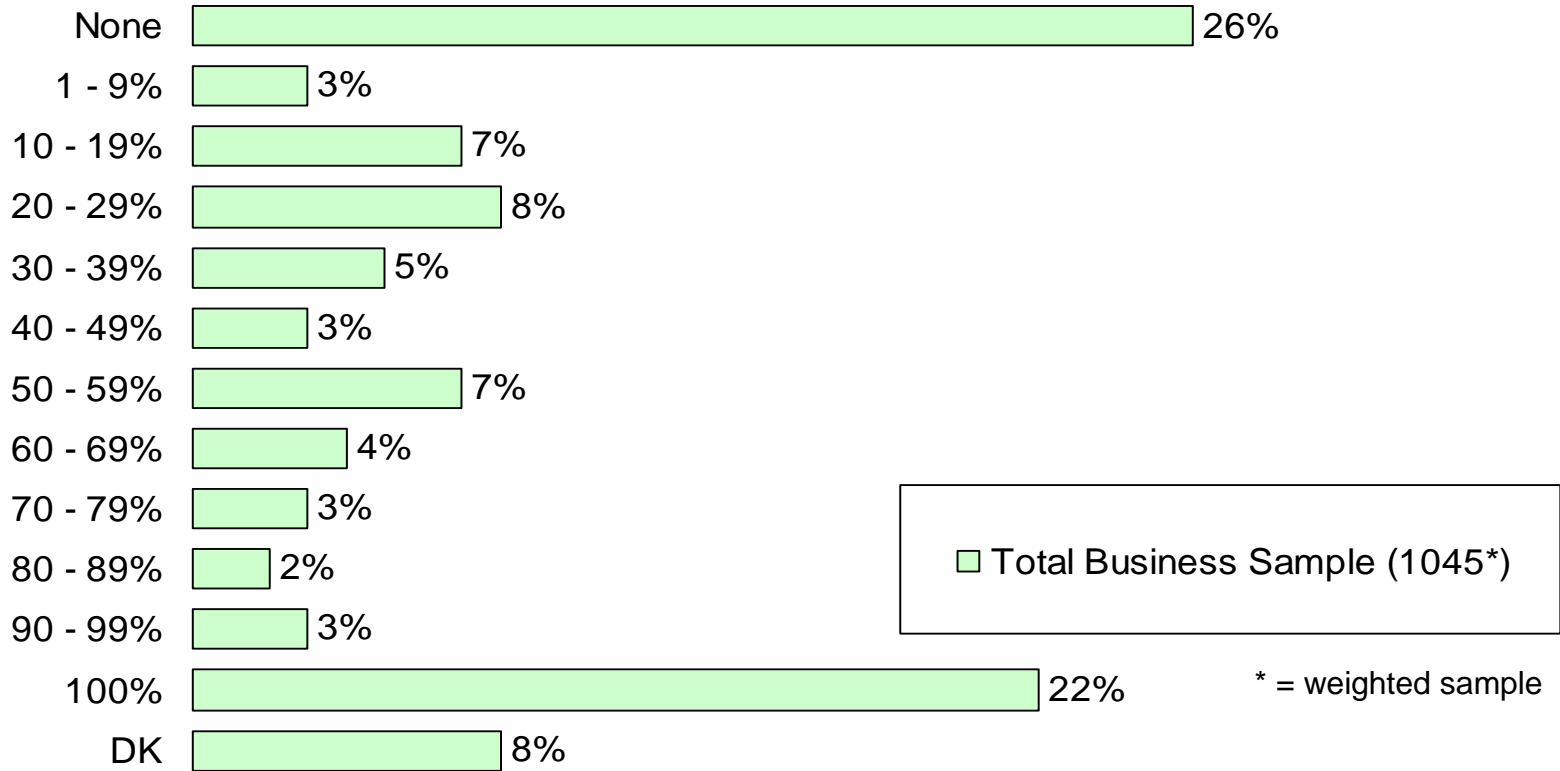
\* = weighted sample

# Q10c How many employees do you have working shift work for your Southampton based business?



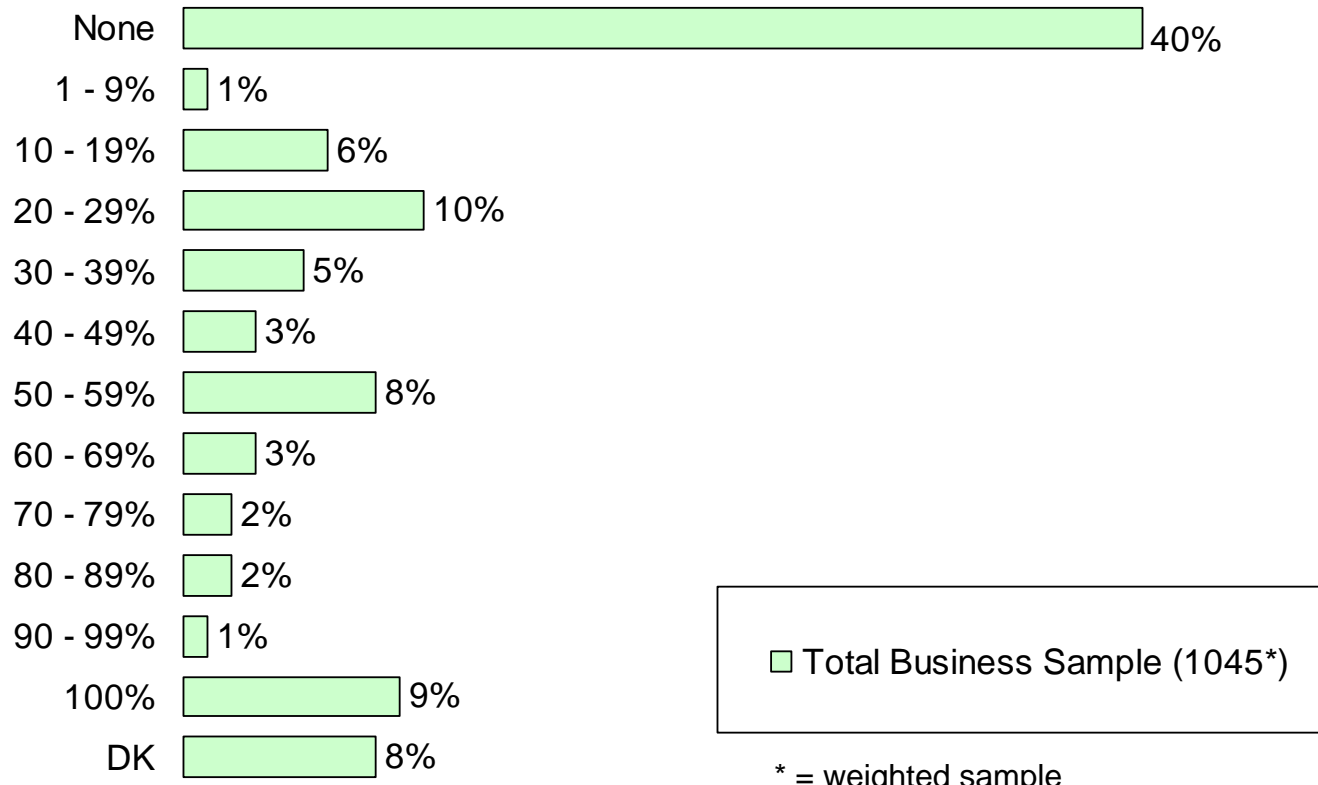
\* = weighted sample

# Q11 What percentage of your employees have to travel to work less than 3 miles?



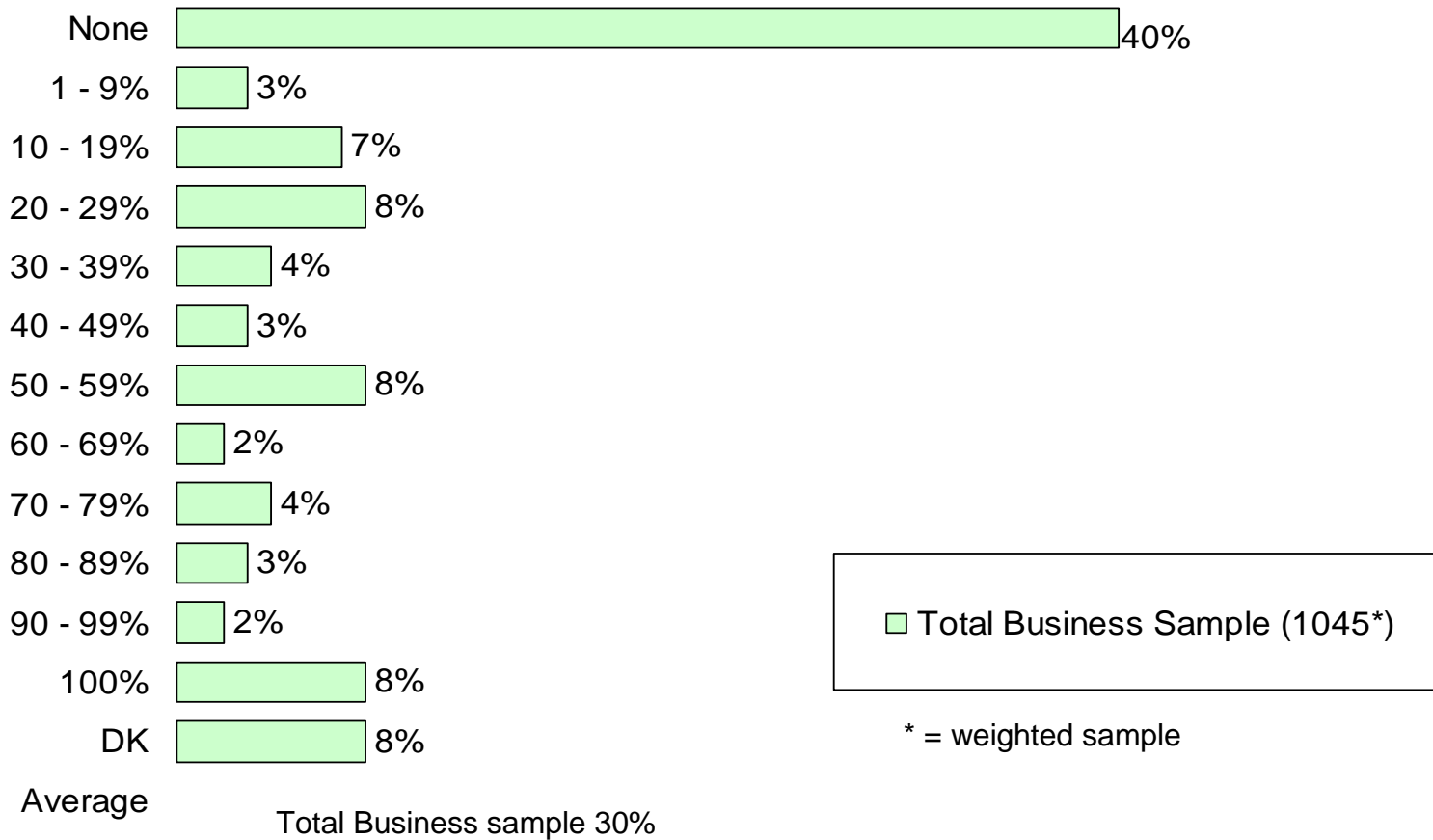
Average Total Business sample 45%

# Q11 What percentage of your employees have to travel to work, 3 -5 miles?



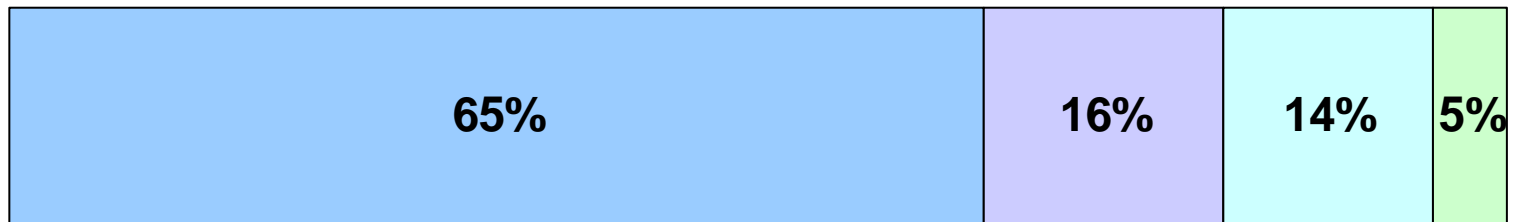
Average Total Business sample 29%

# Q11 What percentage of your employees have to travel to work more than 5 miles?



# Q12 Over the last 12 months has the number of employees in your Southampton based business increased, decreased or stayed the same?

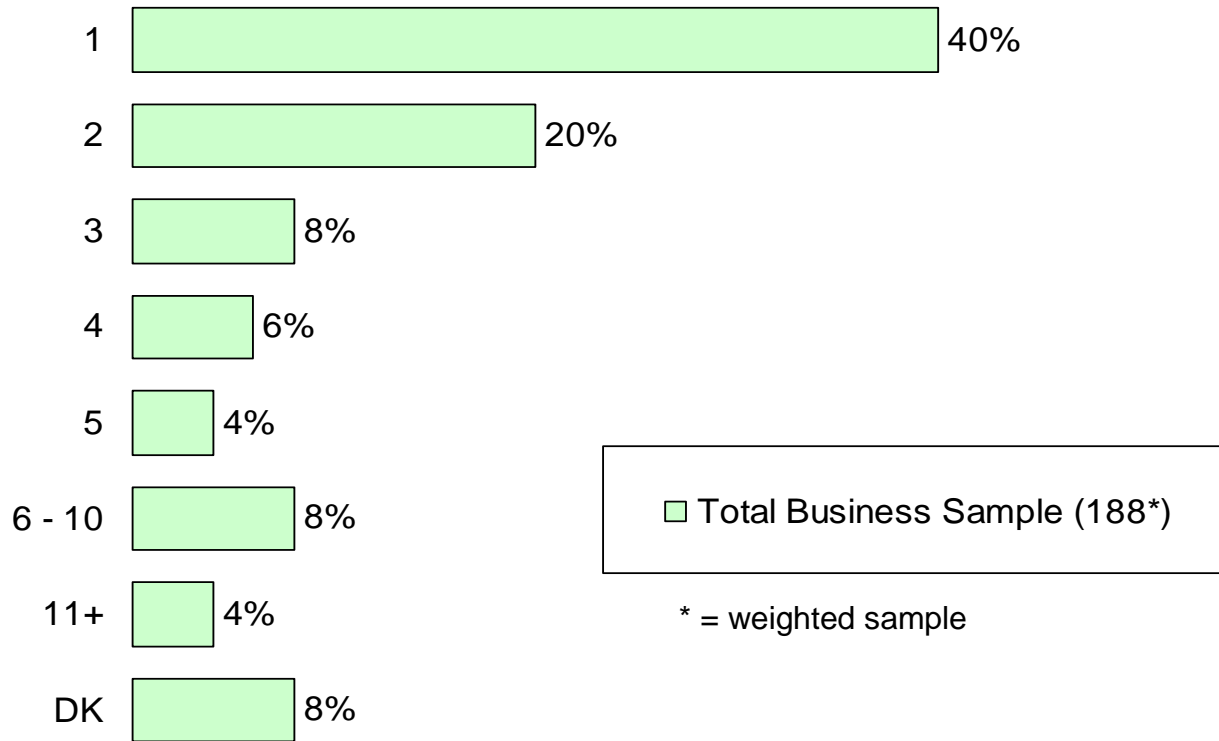
■ Stayed same    ■ Increase    ■ Decreased    ■ DK



**Total business sample (1172\*)**

\* = weighted sample

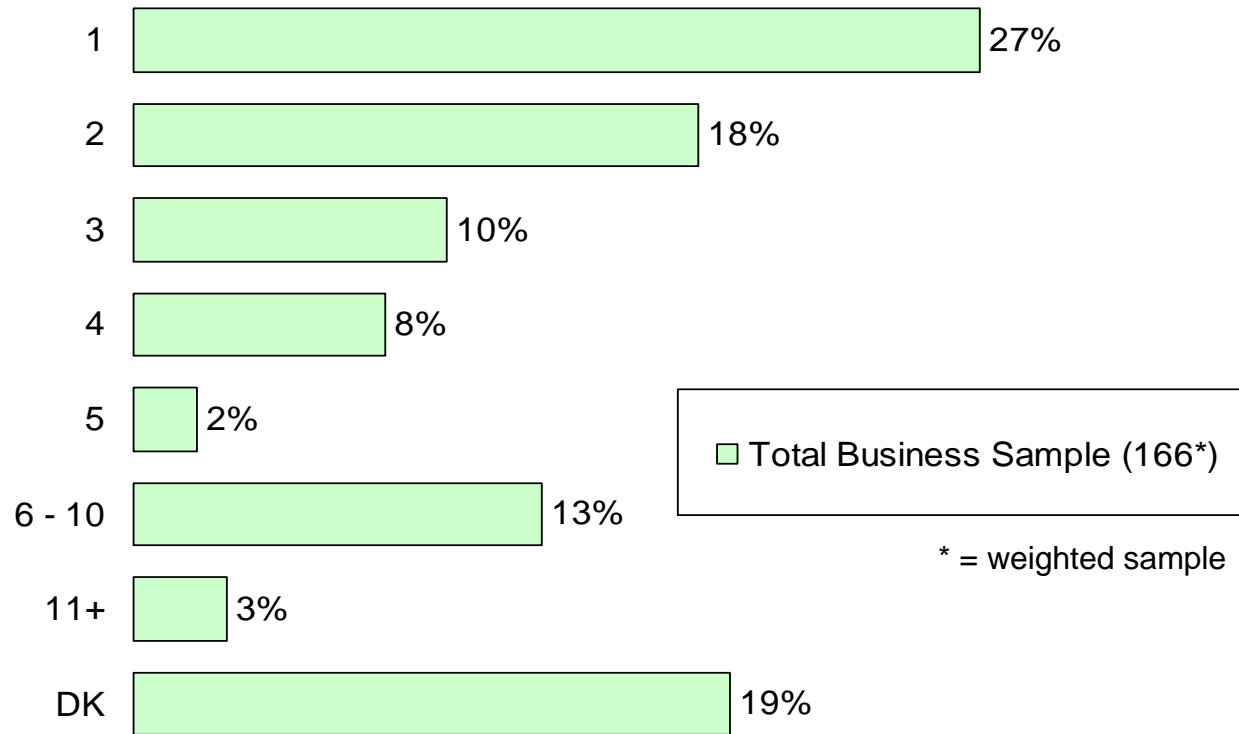
## Q12b By what number of employees has it increased?



Average no. increase

Total Business sample 3 employees

## Q12c By what number of employees has it decreased?



Average decrease

Total Business sample 3 employees

# Q13 Over the next 3 years, do you expect your number of employees to increase, decrease or stay the same?

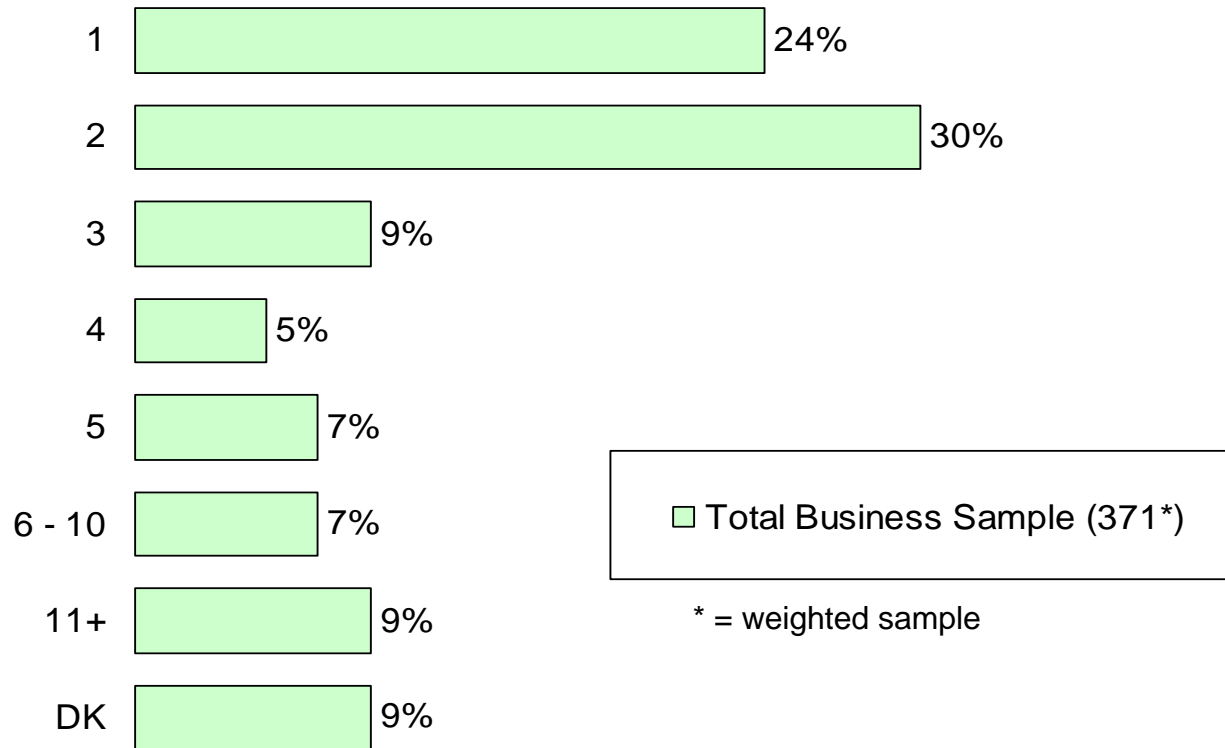
■ Stayed same    ■ Increase    ■ Decreased    ■ DK



**Total business sample (1172\*)**

\* = weighted sample

## Q13b By what number of employees has it increased?



Average no. increase

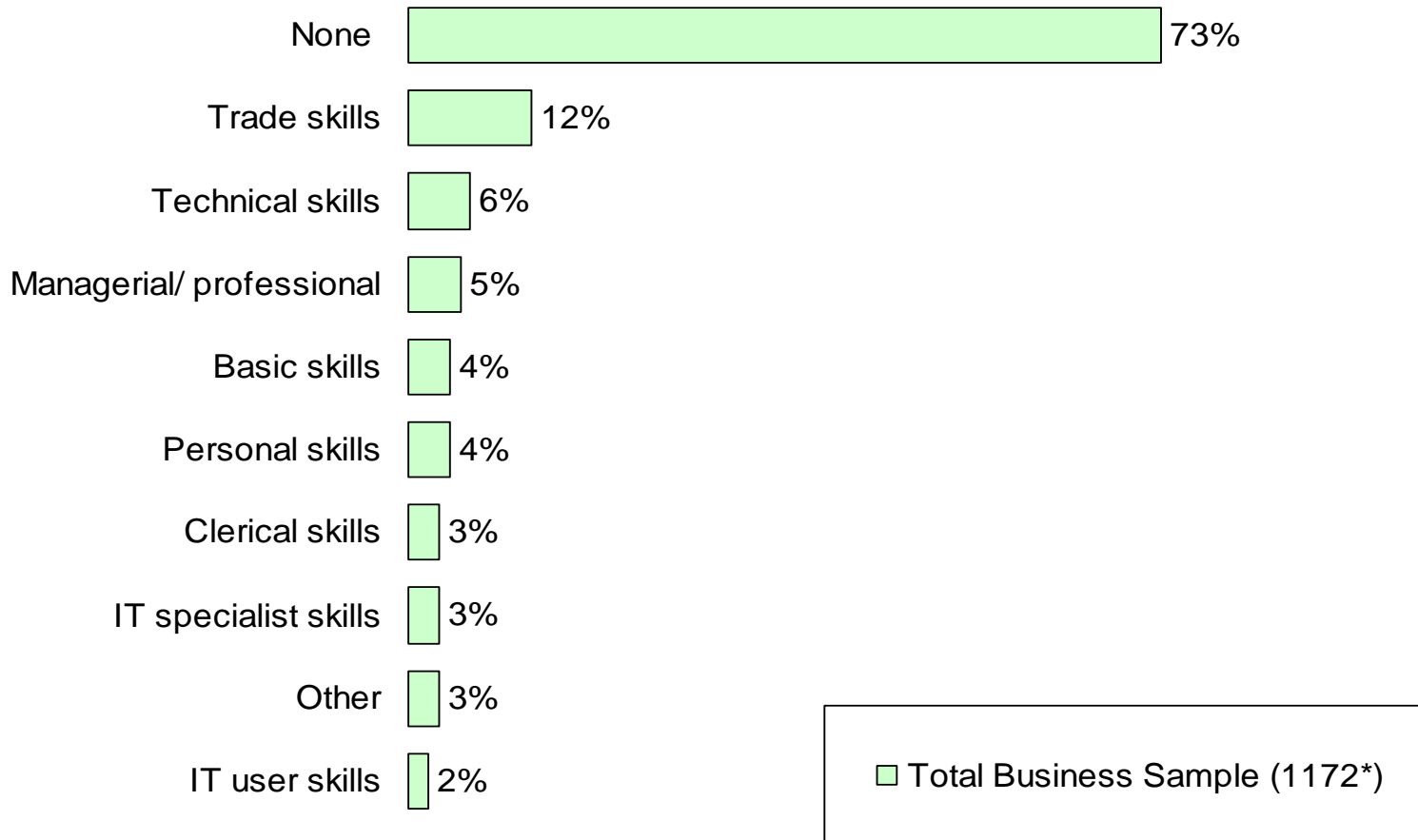
Total Business sample 4 employees

## Q14 Over the last 12 months has the business had any problems recruiting any particular levels or types of staff?

	Total Business Sample (1172*)
No comment	76%
Other	4%
Qualified/ Skilled Tradesmen - Electrician, Gas	2%
Office - Admin/ Support/ Secretarial	2%
Managers/ Account Directors	2%
Quality staff at all levels	2%
Catering - Chefs/ Bar Staff	1%
Sales Reps	1%
Beauty/ Hairdressers	1%
Brokers/ Accountants/ Solicitors	1%
Retail staff/ assistants	1%
Drivers/ HGV2	1%
Manufacturing staff/ skilled machinists/ Factory workers	1%
Labourers/ Warehouse (unskilled)	1%
Trainees/ School leavers/ YTS	1%
Engineers	1%
Care Workers	1%
Volunteers	1%

\* = weighted sample

## Q15 Over the last 12 months has the business experienced any of the following skills shortages?



\* = weighted sample

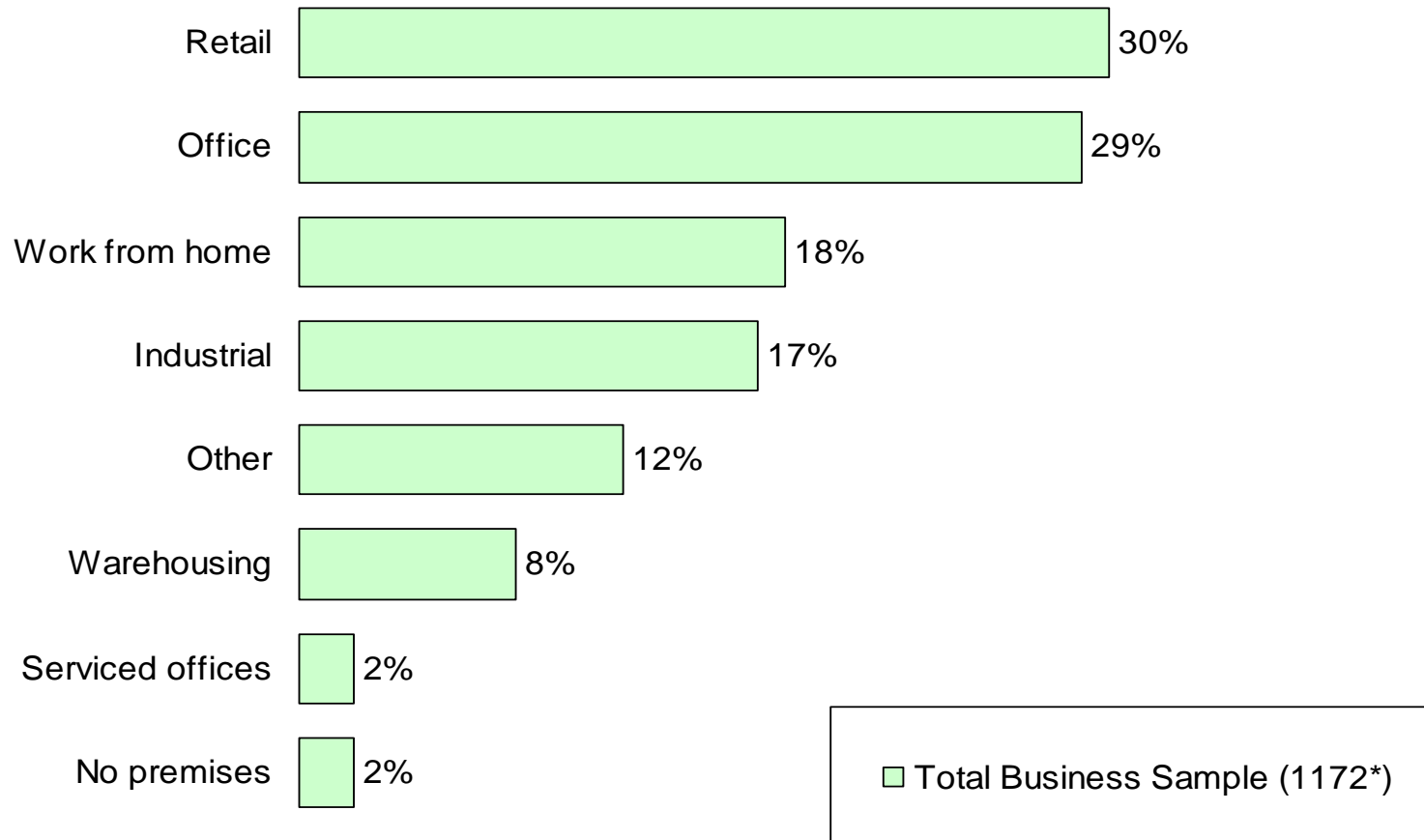
## Q16 How have you tried to meet these skills shortages?

	Total Business Sample (315*)
Training – in-house	34%
No comment	20%
Advertising	6%
Other (single mentions)	5%
Yes	5%
Apprentice schemes	4%
Recruitment	3%
Increased salary package/benefits	3%
Local agencies	3%
Recruited further afield	3%
Job centre	3%
Overtime/extra responsibilities	3%
Outsourcing of training	3%
Attend cours/evening classes	2%
Contractors/temporary staff	2%
Discussions	1%
NVQ2/NVQ3	1%
Word of mouth	1%
Considered foreign staff	1%
Job share/part-time/volunteers	1%
Used agencies/recruiters	1%

\* = weighted sample

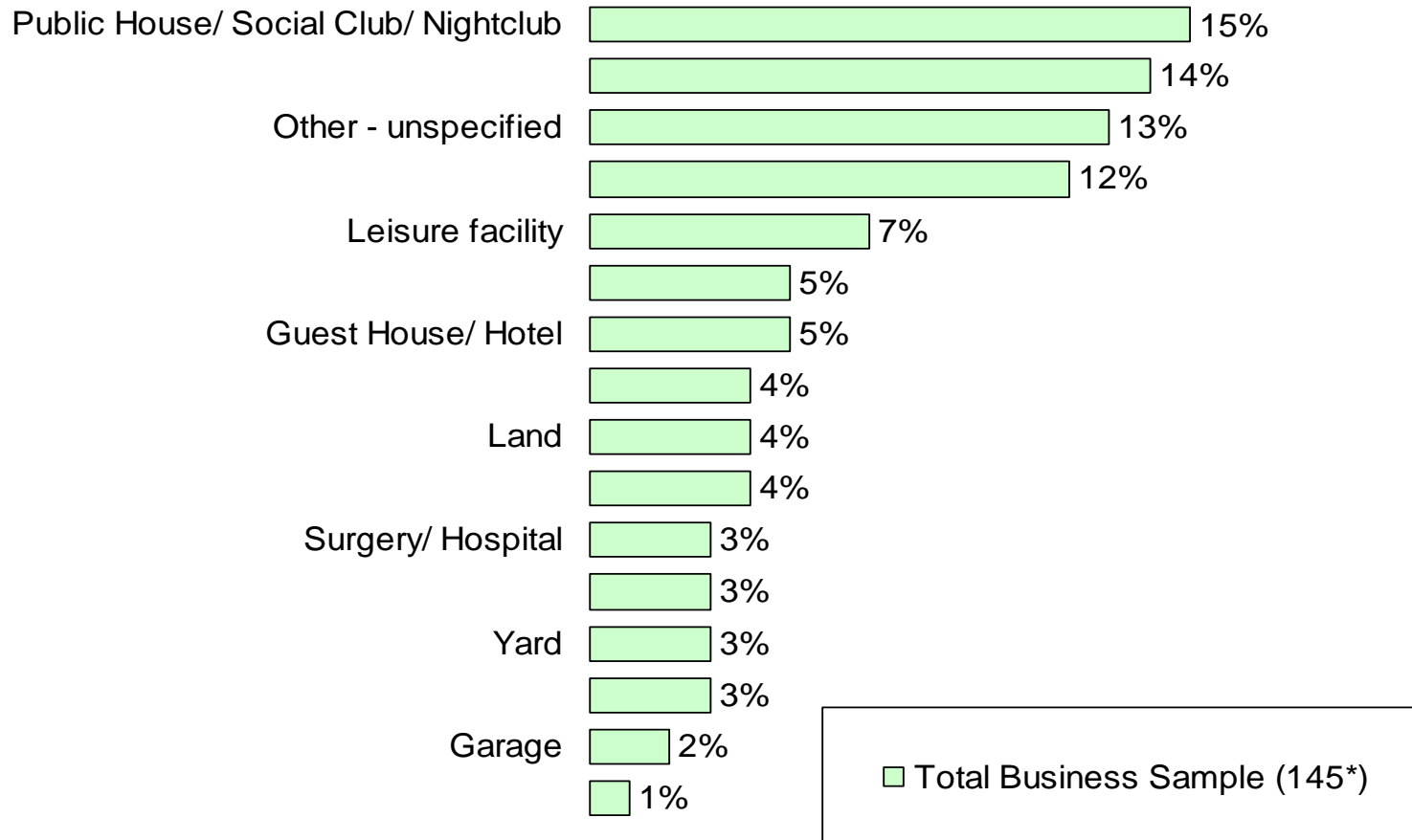
# **BUSINESS PREMISES**

# Q17 Thinking of your business based in Southampton what type of premises do you have in Southampton?



\* = weighted sample

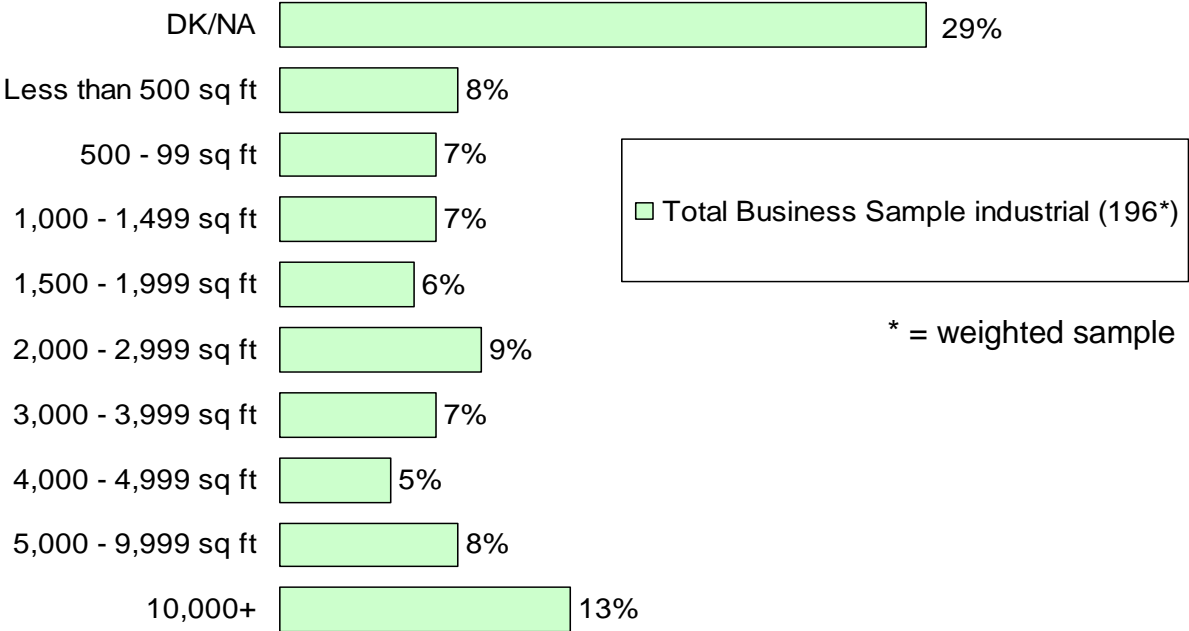
## Q17 Other types of business premises based in Southampton



\* = weighted sample

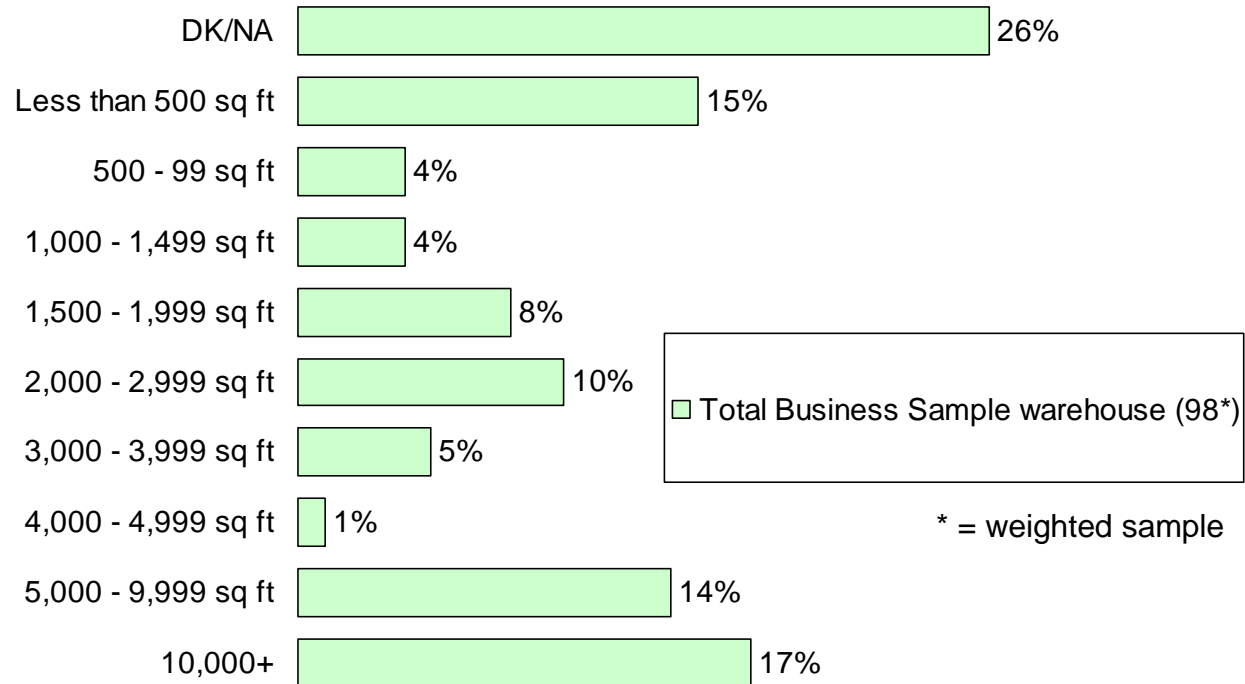
# Q17a Size of premises-in square feet

## Industrial



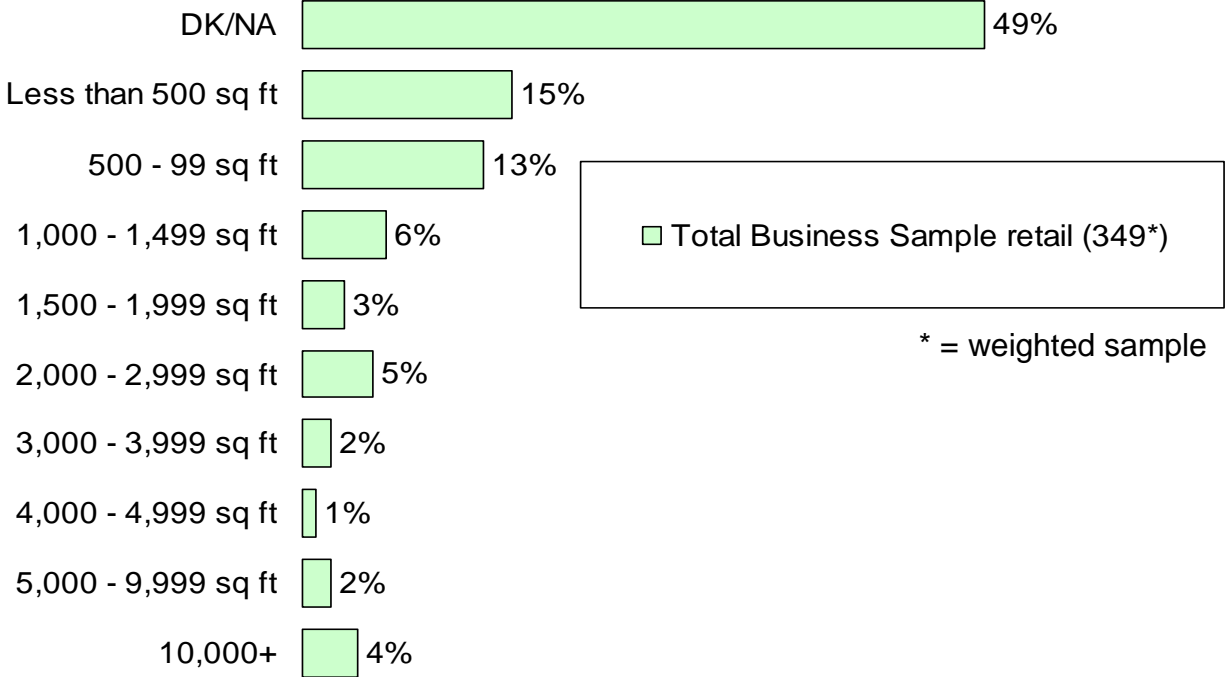
# Q17a Size of premises-in square feet

## Warehouse



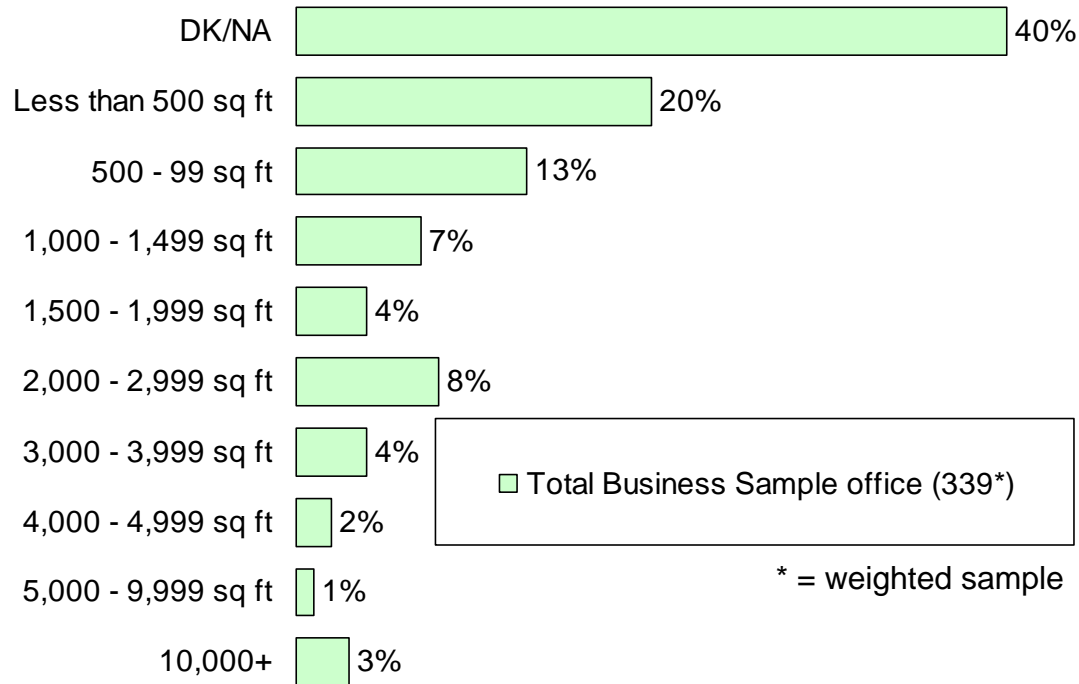
# Q17a Size of premises-in square feet

## Retail



# Q17a Size of premises-in square feet

## Office

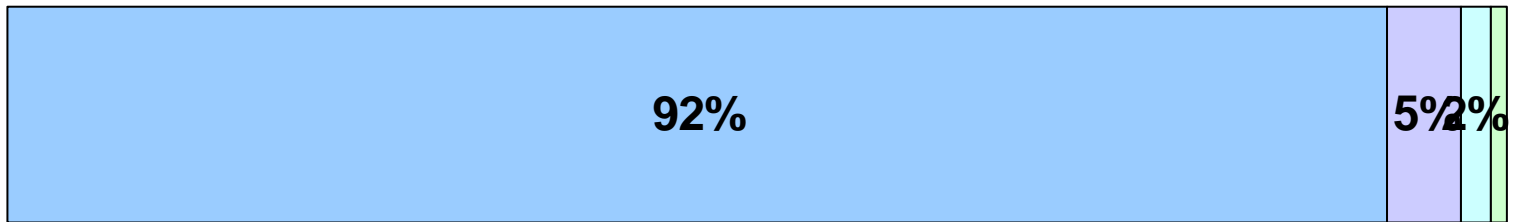


# Q18 Over the last 12 months would you say the floor space of the business based in Southampton has increased, decreased or stayed the same?

■ Stayed same    ■ Increase    ■ Decreased    ■ DK

**Total business sample (944\*)**

\* = weighted sample

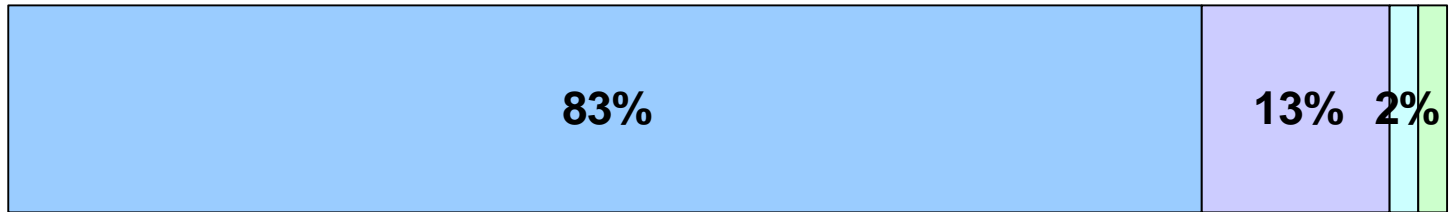


# Q19 Over the next 3 years, do you expect your floor space requirements to increase, decrease or stay the same? Base=all with premises

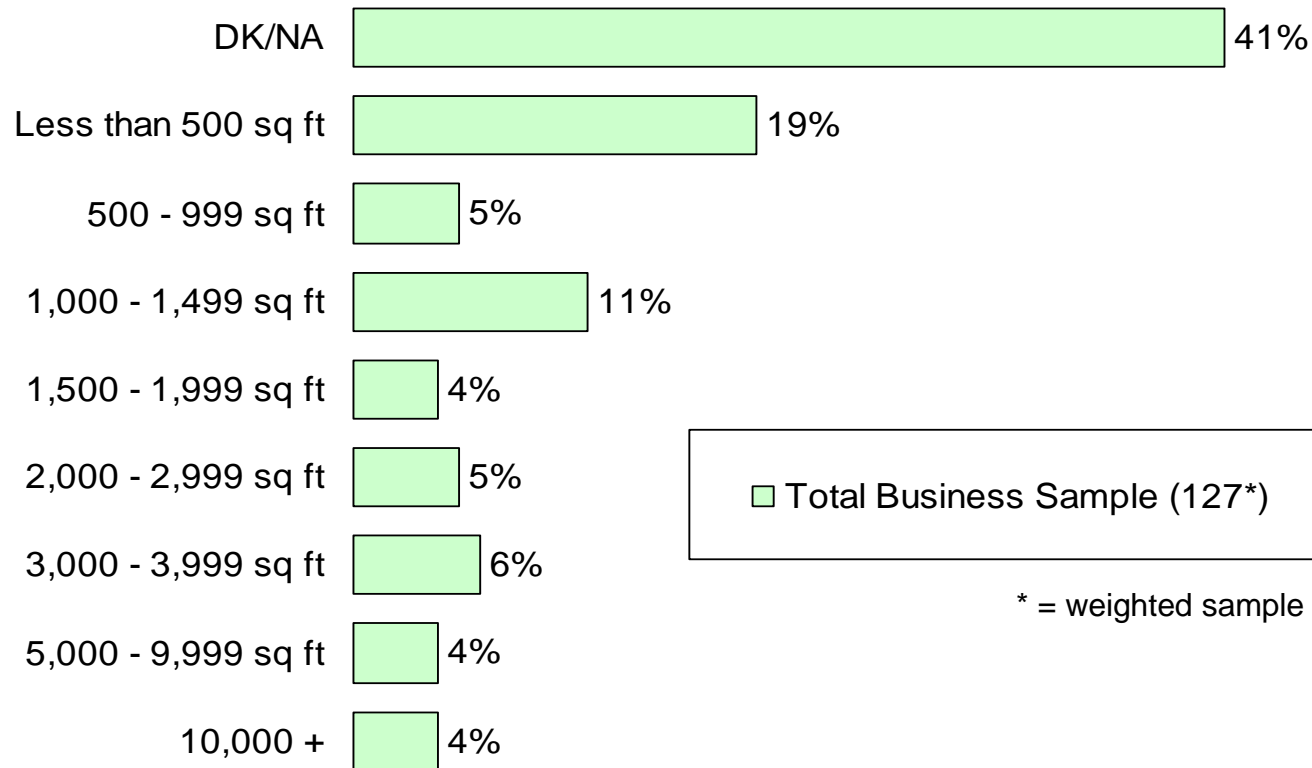
■ Stay same    ■ Increase    ■ Decrease    ■ DK

**Total business sample (955\*)**

\* = weighted sample



## Q19b By how much-in square feet will it increase base= all saying an increase

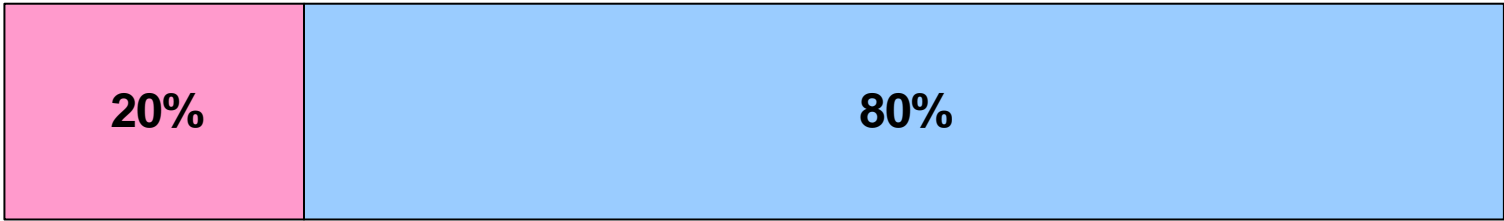


\* = weighted sample

# Q20 Over the next 3 years are you looking to relocate your business or any part of your business?

Yes

No



Total business sample (955\*)

\* = weighted sample

## Q21 What type of premises will you be looking for and where? Base=all looking to relocate (mentions 2% or more)

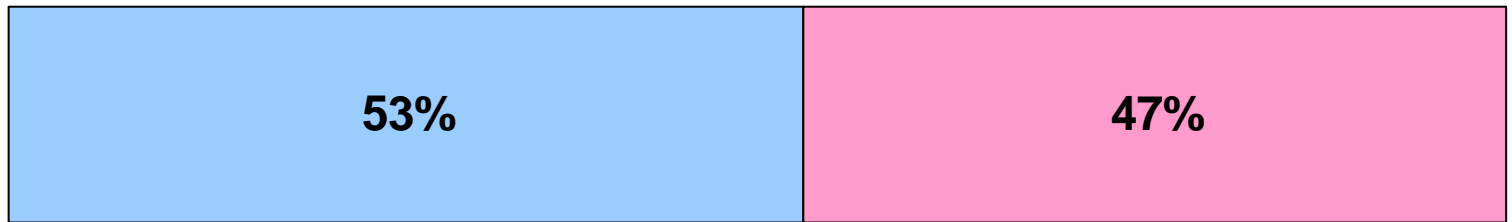
	Total Business Sample (191*)
Offices Southampton-near M27	14%
Combined office and warehouse-various locs	12%
Industrial/light industrial-Southampton/Central	7%
Modern/new – City Centre	5%
Freehold – Southampton	4%
Similar property still in Southampton	4%
Premises further a field	4%
Larger industrial – Southampton	3%
Pub/restaurant – Southampton	3%
Retail – City Centre	3%
Retail – Shirley/Eastleigh/Woolston/Bitterne	3%
Cheaper premises	2%
Offices – unsure where	2%
Smaller premises – Eastleigh	2%
Offices with parking on outskirts	2%
School/preschool	2%
Retail –Southampton	2%
Retail – out of town/outskirts	2%
Retail-non specific	2%
Larger offices within Southampton	2%
Other –single mentions	21%
DK	2%

# **BUSINESS SERVICES**

# Q23 With regards to your business have you had any contact with Southampton City Council in the last 12 months?

■ No

■ Yes



**Total business sample (1172\*)**

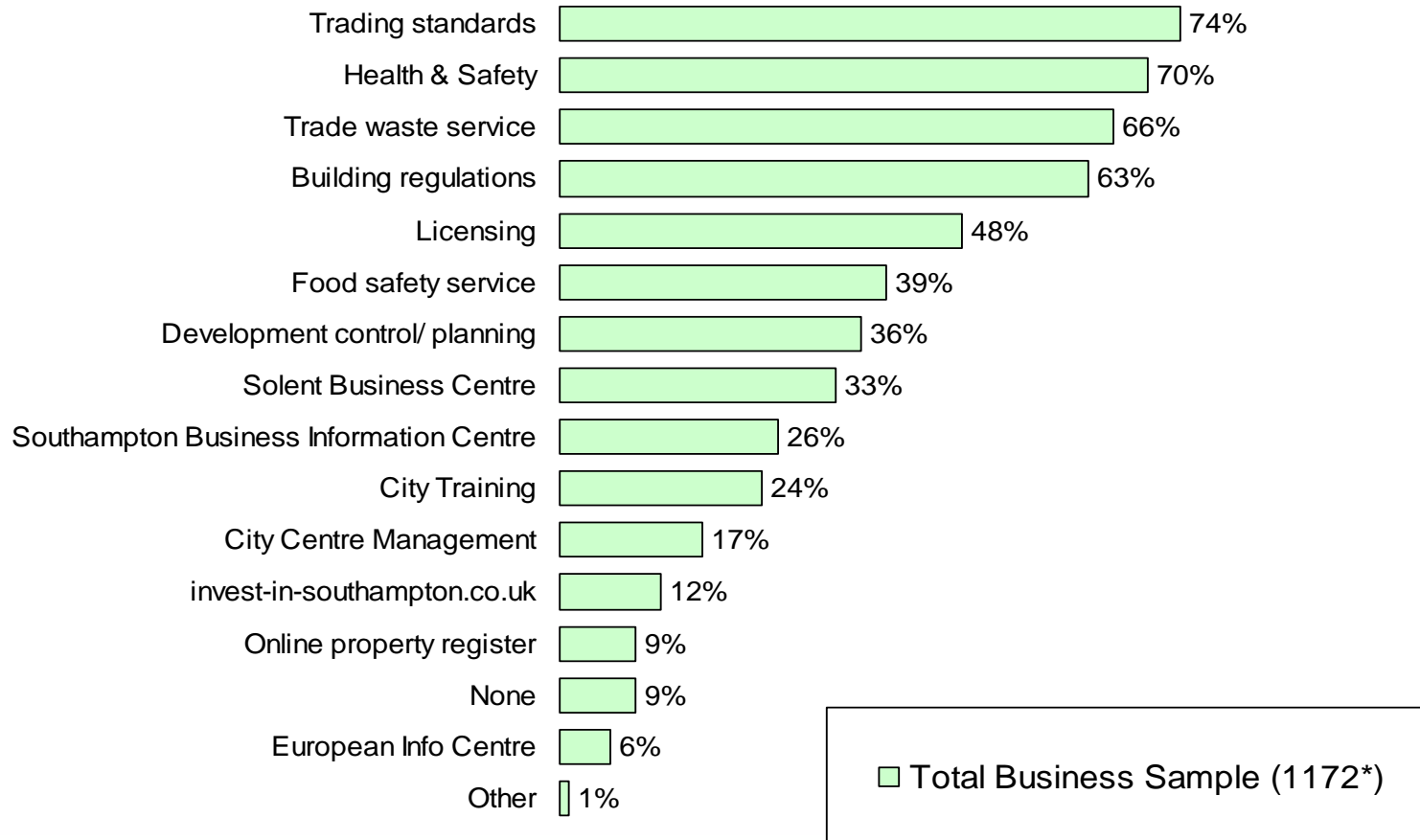
\* = weighted sample

## Q24 Which department(s) did you contact and what did the contact relate to? (mentions 2% or more) base= all making contact

	Total Business Sample (545*)
Business rates-wage enquiries/rebates/ reductions/tax relief	14%
Planning-applications/appeals/advise	12%
Refuse/waste disposal unit-collection waste	12%
Licensing Dept – enquires for licences	8%
Trading Standards-inspections	5%
Unknown dept – misc enquires	4%
Building Services – planning/inspections/ building consents	4%
H&SE – routine inspection	3%
Housing Services Partnership-services	3%
Environmental Health-fly tipping/damp/noise	3%
Highway Dept – improvements/permits skips	3%
Social Services – service provision	3%
None	2%
Property Services Dept-employment/quotes	2%
Transport/Traffic – parking issues	2%
Multiple depts – misc enquires/supplier/contrtr	2%
Highway Dept – sales/planning/contracts	2%
Parking Dept – permit applications	2%

\* = weighted sample

## Q25 Which of the business services that Southampton City Council offers to businesses were you aware of before this survey?



\* = weighted sample

**Q26 Thinking about your business based in Southampton are there any particular external factors specific to Southampton and your particular location that you feel make a significant impact on your business. (mentions 2% or more)**

	Total Business Sample (1172*)
No comment	48%
Crime – fear of/high levels/anti social behaviour	15%
Traffic congestion – poor road system design	15%
Car parking – expensive/limited	14%
Vandalism – graffiti/neglected area	4%
Recruitment difficulties	3%
Roadworks/poor road maintenance/poor pavements	3%
Other (single mentions)	3%
Good transport system/road network	2%
More Police activity needed/more on beat	2%
Litter/refuse on pavements/poor maintenance of environment	2%

\* = weighted sample

## Q27 What could Southampton City Council do to improve the service it provides to local businesses? (mentions 2% or more)

	Total Business Sample (1172*)
No comment	54%
Provide better/more affordable parking/provide permits/make deliveries easier	9%
Reduce business rates/taxes/rents	6%
Better/more visible policing/more presence of wardens	4%
Combat litter/reduce waste collection charges/better recycling services	4%
Reduce traffic congestion/reduce number of traffic lights	3%
Better communications/within departments	2%
Crime reduction initiatives	2%
Better advice/listen to business needs/work together	2%
Better roadwork planning/quality of repairs	2%
Other (single mentions)	2%
Support small scale retail/business	2%

\* = weighted sample

# Further steps

Further analysis have been undertaken that compares businesses located in the Priority Neighbourhood Areas with businesses across the city. The results of this analysis will assist the preparation of the bid for the Local Enterprise Growth Initiative (LEGI) funds.

[To view the report click this link](#)

[To find out more about the Priority Neighbourhood Areas click this link](#)