

Community Facilities, Business and
Transport Working Group

Upper Clatford Parish Council

Neighbourhood Development Plan - Evidence Base

UC4 – Small Scale Employment and
Development (v2)

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.

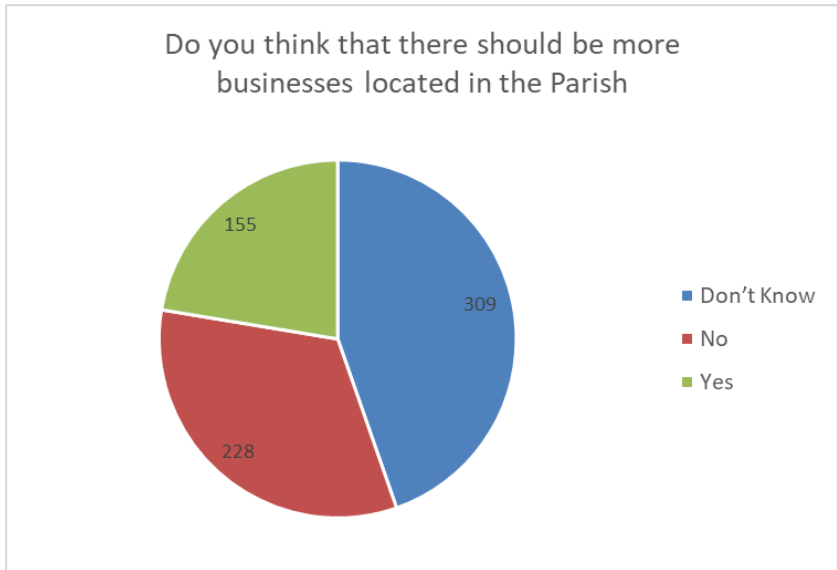
Parishioners Responses

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.



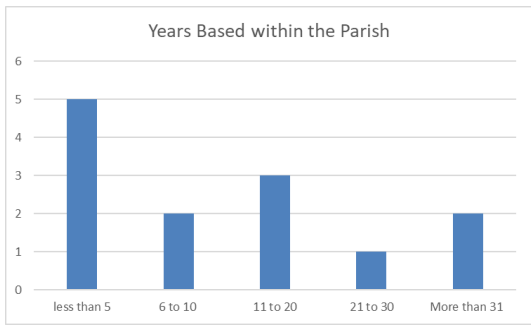
Parishioners were also asked if the Parish Council should try and attract more businesses to the parish and the response is summarised to the left.

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.

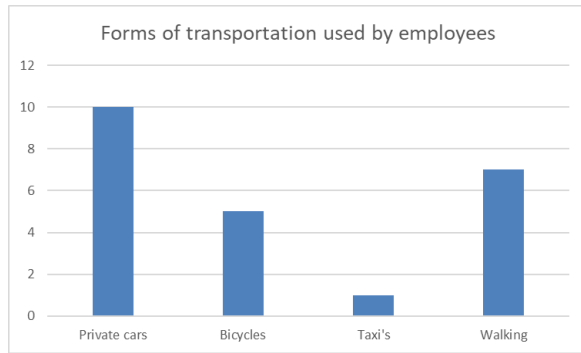
Most have only been in operation for less that 5 years but 6 have been in operation for more than 11 years.

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

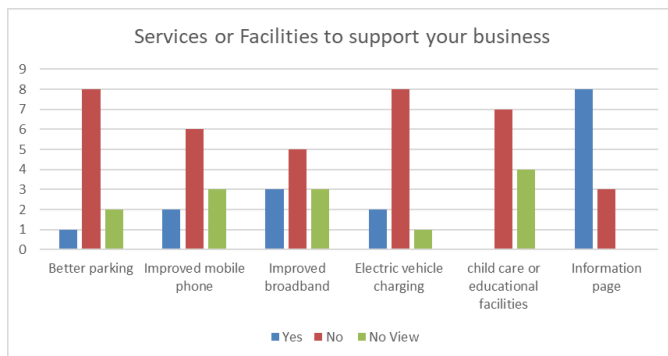
When asked why they had located in the Parish, 3 said that either Transport or Affordability were the main reasons. Just over half (7) said affordability was the main driver and 5 said they were home based. One said proximity to their customer base was the reason.

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.wessex-cocommercial.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

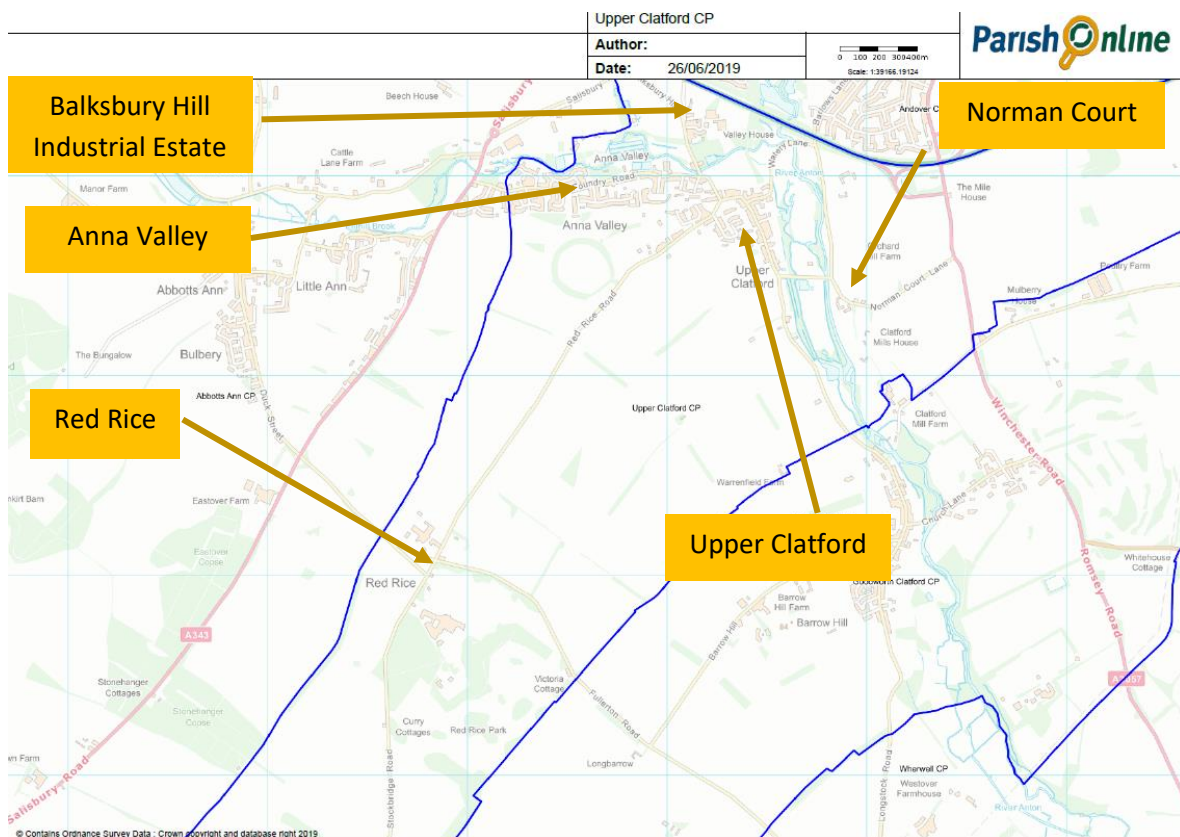
UC 4.3 Business Locations

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