

## S5 Local Businesses / Services

This section focused on local businesses and the interaction with the community.

### 5.1 There are local businesses which provide services and employment in our community:

#### How do you find a local business or service?

Most people used the **internet** when searching for businesses, with **Horizon** - the monthly parish magazine - being the second most used. Others included personal recommendations (word of mouth) including via social media, Checkatrade and adverts in shops.



#### How do you advertise a local business?

There were 34 responses recorded from residents who said they ran a local business. Most of them advertised using the Internet.

### 5.2 Views on Local Businesses:

*Views on local businesses were requested by yes or no via a tick box*

**Do you use local businesses?**                      **Yes 92%**                      **No 2%**                      **Did not answer 6%**

This implies that almost all of Landford parish residents use local businesses when they can. This very encouraging, indicating a flourishing village.

**Are there enough businesses in the village?**    **Yes 38%**                      **No 22%**                      **Did not answer 40%**

There was a mixed response to whether there are enough local businesses in the village. Of those residents that responded to this question, two thirds felt there were enough and one third felt there were not enough.

**Are you considering setting up a business?**    **Yes 2%**                      **No 60%**                      **Did not answer 38%**

The final question asked whether the respondents were thinking of setting up a business. This question was not answered by 38% of residents. Of the remaining 62%, less than 2% were interested in setting up a business in the village.

### Summary

General comments about the village businesses on the whole were favourable, with very supportive comments for the Post Office, Glebe Lane farm shop and Nomansland Garage. Several comments felt the village would be improved by businesses such as bakery, coffee shops etc. and a shop in Nomansland. Several people wrote that they felt they were not in a position to comment.

### 5.3 Comments on local businesses

#### What sort of business should be encouraged to come to the village?

This was answered by 174, often mentioning several things such as “farm shops, cafe, doctors’ surgery, chemist, hairdressers, food takeaway, local crafts”.

The most common suggestion was for a bakery (including artisan bakery and a patisserie).

Also commonly suggested was a café/coffee shop, with one mentioning the local shop be a hub to gather for tea/coffee and another a social centre. One mentioned an internet café.

There was a range of suggestions for specific shops, ranging from fish & chips, butchers, farm shop, Nomansland shop, chemist, hardware then miscellaneous shops such as pet and music.

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### **If you do not use local businesses, what is your reason?**

Out of the 30 replies, it appears residents would use local businesses if they suited their needs and requirements for price, convenience and availability and knew where they were. There were a few comments on local businesses being not friendly, they do not respond to inquiries and one suggested they were difficult to find.

### **What sort of business should be discouraged from coming to the village?**

The most common category mentioned was haulage, heavy, large and industrial businesses. General transport and heavy goods on an industrial scale.

A major concern was businesses which bring more traffic into the villages.

Many respondents referred to general pollution such as businesses which are noisy, smelly and polluting, which have an impact on the landscape. Light pollution and vehicles with high emissions were also mentioned. Some referred to general impact on the environment. Fast food outlets were also frequently mentioned.

Camp sites and lodges and businesses which encourage tourists have been mentioned several times. The camp site/lodge comments may be a current issue due to the recent expansion of Green Hill Farm.

### **Summary**

It appears the residents would like small unobtrusive businesses, owned and run by local people which will not impact on the character of the villages.

## **Our Aims**

### **1. Support local businesses appropriate to rural villages**

AIM	ACTION	BY WHOM?	TARGET TIMESCALE
<b>What we can do as individuals</b>			
1	Support local businesses	All	Ongoing
<b>What we plan to do as a parish</b>			
1	Encourage use of Horizon and the Directory	LPCP/Horizon & Directory teams	Ongoing
<b>What we are asking others to do</b>			
1	Businesses to support parish activities and advertise in Horizon and Parish Directory	Businesses	Ongoing
1	Discourage businesses which will impact on the character of the villages	Parish Council/Wiltshire Council /NFNPA	Ongoing