

Employment & Business in Fowey Survey 2017

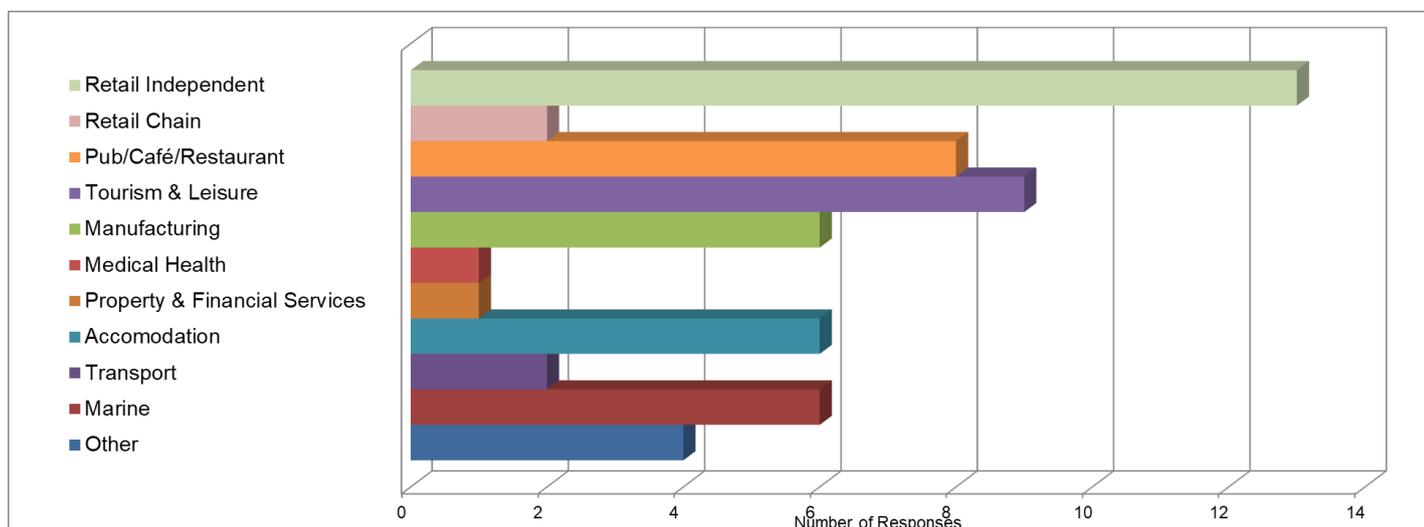
1. Introduction

The survey was conducted during late summer and autumn 2017. Questionnaires (see the Appendix) were circulated to a wide range of organisations that run businesses and/or employ individuals in Fowey.

1.1. Responses by Activity (Q2)

In total 46 responses were received.

The responses are divided by class of activity as follows:



1.2. Employment (Q4)

The number of people employed by the respondents is as follows:

Self Employed	36
Part Time	198
Full Time	140
Total Employees	374

1.3. Respondents Abode (Q3)

The respondents were asked where they lived:

	In Fowey	70%
	1-5 miles	20%
	5-10 miles	8%
	10-20 miles	3%
	> 20 miles	0%

19% of organisations are home based. (Q6)

1.4. Employees Abode (Q5)

The respondent was asked how far away from Fowey their staff lived:

	In Fowey	46%
	1-5 miles	37%
	5-10 miles	12%
	10-20 miles	2%
	> 20 miles	2%

2. Survey Results

2.1. Is Fowey a Good place to be a business? (Q7)

Respondents were asked to score Fowey as a place to operate a business (where 5 is Good and 1 is Poor).

5	41%
4	22%
3	29%
2	5%
1	2%

Several respondents praised Fowey as a good place to live and work but concerns were raised (in order of frequency) by the challenges of seasonality, problems with parking and transport and the replacement of independent stores by chain stores.

2.2. Length of time in Fowey (Q16 & 17)

On average owners have run their business in Fowey for just over 14 years.

Two of the businesses have been in existence for over a hundred years but excluding these the average length the companies have been existence is over 19 years.

2.3. Where does most demand (>50%) for your goods/services come from? (Q8)

	UK	51%
	Cornwall	18%
	In Fowey	16%
	International	9%
	Withing 10 miles	7%

2.4. What are the Barriers to Success or Development of your business? (Q9)

Respondents were asked to tick the different factors that impacting their business:

Mobile Coverage	18%
Cost of Property/renting	17%
Available Workforce	15%
Road Network	12%
Retail Sapce	9%
Broadband	9%
Land	6%
Workshops	5%
Training facilities	3%
Planning Constraints	1%
Other	5%

Of particular concern were the problems of parking for both employees and visitors, transport limitations (e.g. the problems caused by delivery vehicles) and high rates and rent.

2.5. Please put these issues in order of importance to your business? (Q10)

The weighted percentage of respondents that felt the issues were important to their business is as follows:

	Parking	23%
No. & Mix of other Local businesses		15%
	Town Signage	13%
	Mobile Coverage	13%
	Broadband	13%
	Public Transport	12%
	Pedestrianisation	11%

2.6. Business Expansion

35% of respondents said that they were planning to expand their businesses. (Q11)

When asked what type of space they would require to allow them to expand the following responses were received from those that required extra space: (Q12)

Industrial Workshop	31%
Storage	31%
Retail	19%
Office	15%
Other	4%

2.7. What type of business should be encouraged to locate in Fowey (Q14)

Retail	21%
Tourism Leisure	16%
Pub/Café/restaurant	15%
Accommodation	11%
Agricultural/farming/fishing	9%
Manufacturing	6%
Media & IT	6%
Hair & Beauty	5%
Transport	5%
Building & related	4%
Property/Financial	2%
Other	2%

2.8. What would make your business more profitable? (Q13)

Many of the answers to this question relate to the responses to Q9 Barriers to Success.

Seasonality is a major concern to several respondents.

Respondents were supportive of the events that are run in the town and agree that these bring in visitors.

However there was concern that Fowey has gone off the boil, that it is not well marketed and needs far better national coverage to attract visitors to the town at all times of the year.

It was also thought that the town would benefit from more special (themed) events, preferably out of season (e.g. Big Gig or Mussel Fest).

In addition it was thought that the town needs to:

- promote itself more effectively
- improve facilities for visitors
- should consider a free bus service
- and free toilets.

A proper park and ride service was suggested with parking at a new site where revenue could be retained by the town.

It was also thought that the ports capacity could be better utilised.

2.9. Other Comments

“Fowey has so much to offer, a wonderful location, full of character & history, beautifully presented + with pride (things like Fowey in Bloom help)”.

Even though Fowey was described as having a “thriving community with a good mix of young, working and retired” it was thought that the town needs to be taking action to ensure its ongoing prosperity. In particular it must focus on out of season activities and support.

Several reported concerns about the traffic problems of the town. There was a plea for a proper town traffic plan. The Idea of a coinless payment system that could be used for the car park, bus and toilets was floated. One respondent suggested a designated traffic officer.

Concerns were raised about AS Parking’s contract and the company’s overzealous action in enforcing parking restrictions.

Individual requests were received for a fine dining restaurant, a good wine bar (rather than a pub), a bank, more independent retailers rather than chains, no further loss of retail outlets, no more fashion shops or galleries, a tax of vacant retail properties, targeted tax relief on certain types and sizes of organisations, a business park.

It was felt that too much building would dilute the character of the town.

Concern was raised that the town looks scruffy and there was a plea that empty properties should be kept clean by their owners.