

## Results of Darley Dale business questionnaire 2015

Responses were returned from 12 of the 95 business questionnaires sent out. ( plus one other declaring the business was no longer operating). Refer to questions 1 to 10 on the form sent out.

1. The businesses had been operating in Darley Dale ranging between 4 and 67 years, with an average of 22 years.
2. Ranging from one self-employed to 110 employees, 42% of businesses employ fewer than 5 persons.
3. The “positives” of running a business in Darley Dale included “good central location”, “pleasant countryside”, “loyal customer base”, “lovely position and area”.
4. The “negatives” focussed on lack of sufficient parking in 33% of the replies. Other negatives included “poor mobile reception”, “no bank”, “loss of nearest post office”, “A6 traffic jams”, “no university”, “not having wider range of supporting shops”, “no public transport further out”.
5. Of the score rating out of 10 as a place to do business, the average score was over 8.
6. Responses to what would help your business most included , “signage to business”, “reduce business rates”, “reduce paperwork”, “improve traffic flow”, “improve public transport”, “create more parking”, “interest free equipment loans”, “glass walkway in front of shops”, “remove central bollards in chesterfield road”, “free mention on website”.
7. Asked how the parish council could help, responses were limited to “don’t know”, no response to the question, “keep business rates low”, improve parking”, “provide designated parking spaces”.
8. The final question inviting other observations had three responses which didn’t repeat other answers, “pleasant place with large customer catchment”, “pleasant place to work”, “great area, low crime, good socio-economic “.

It seems that businesses were generally pleased to be based in Darley Dale, working in a pleasant environment. Whilst insufficient car parking was highlighted unsurprisingly frequently, there appears to be some realism as to what the parish council may be able to accomplish; note that “glass walkway”, “reduce business rates”, “reduce paperwork”, “interest free loans”, “signage” were not responses to the question of how the parish council could help.

However, there are a number of ideas here which should be investigated by the parish, and others which might be forwarded to the appropriate authorities.