

## **APPENDIX 1**

### **SOCIO-ECONOMIC CONTEXT**

## 1 SOCIO ECONOMIC CONTEXT

### Introduction

1.01 This section of the report provides the socio-economic context for Shotley Peninsula. We have used a range of indicators to provide information on the following aspects:

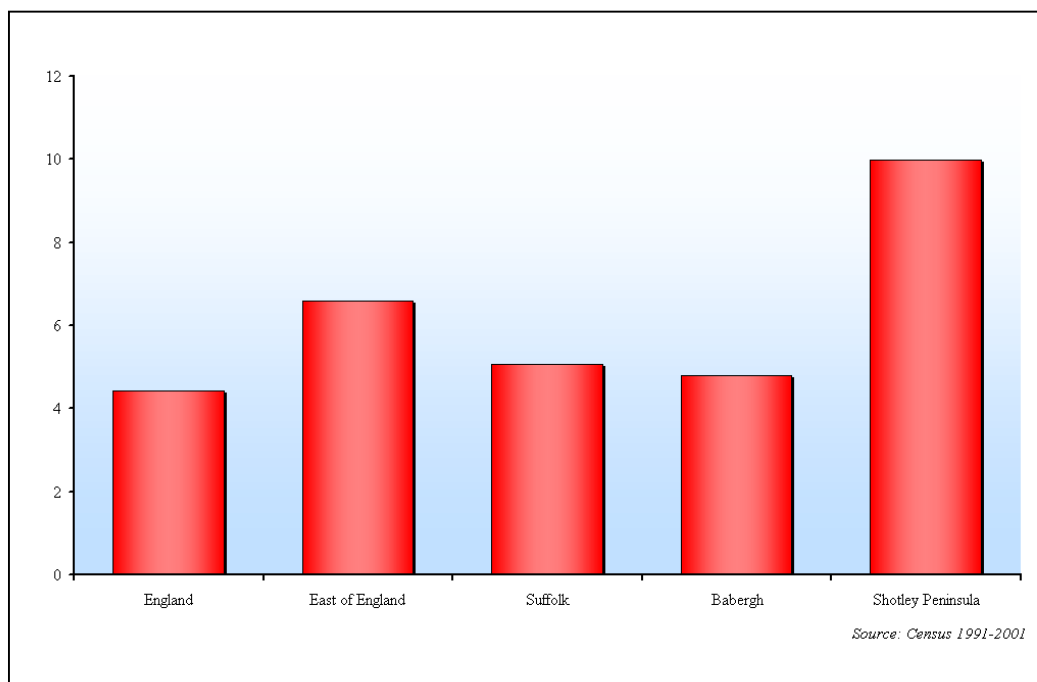
- Demographic;
- Workforce;
- Business and the Economy; and
- Deprivation.

1.02 In order to provide local area data for Shotley Peninsula we have aggregated data for the wards of Alton, Holbrook and Berners<sup>1</sup>. We have also benchmarked this data with district, county, regional and national averages in order to set Shotley Peninsula's performance in the wider context.

### Demographic

1.03 The population of the Shotley Peninsula areas was 10,310 according to the 2001 Census and accounted for 12.4% of the Babergh District population. Figure A1.1 below shows the population change since 1991. Shotley Peninsula has seen an increase of almost 10% in population compared to approximately 5% for Babergh and 4.5% for England.

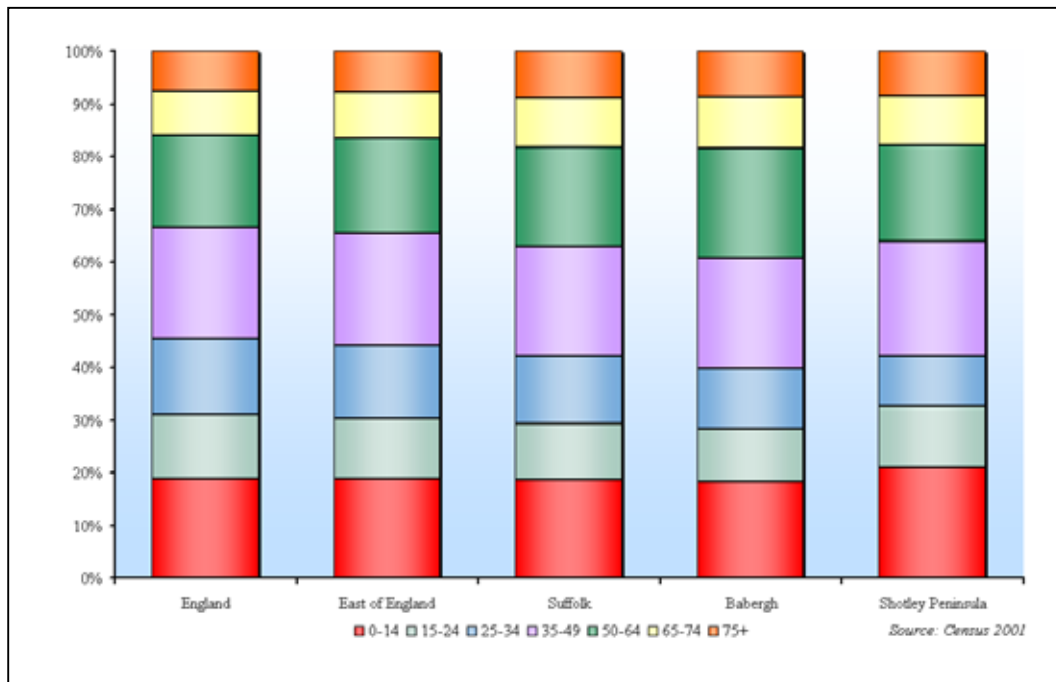
**Figure A1.1: Population Change 1991-2001**



<sup>1</sup> These wards are 2003 CAS wards, for data prior to the 2001 census we have used the wards of Shotley, Holbrook, Berners, Alton and Branham

1.04 The age structure of the population in Shotley Peninsula is not dissimilar to the national profile, albeit with a slightly younger proportion of younger people (aged 0-14). Figure A1.2 below indicates that approximately 61.2% of the population are of working age (6,310) compared to 63.5% for Babergh and 65.2% for England.

**Figure A1.2: Age Structure of the Population, 2001**

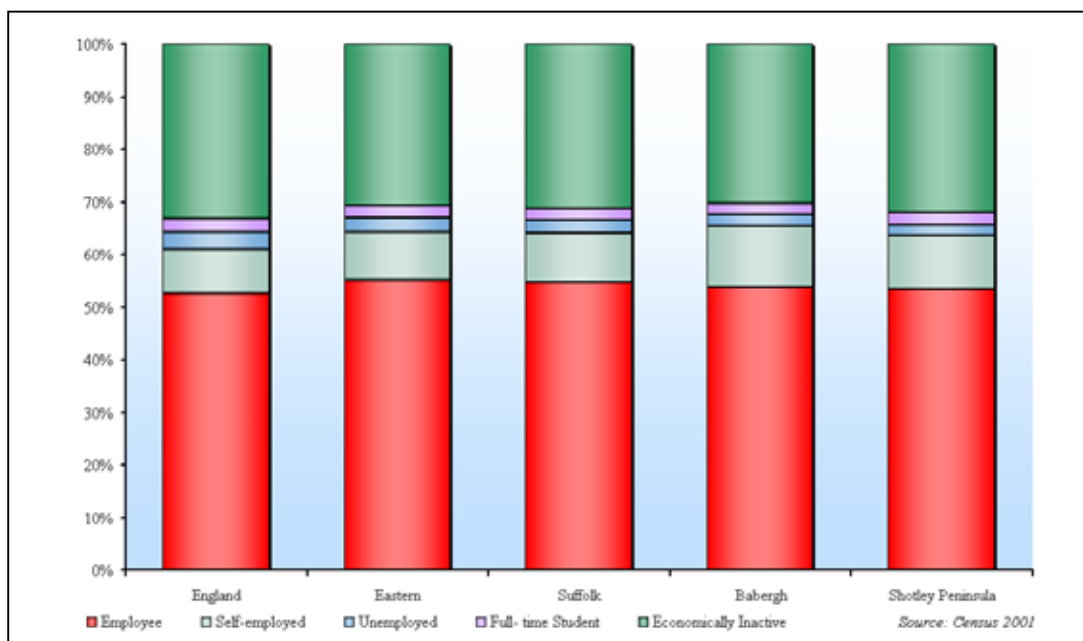


**Workforce**

1.05 The working age population of Shotley Peninsula is approximately 6,310. The indicators below illustrate levels of economic activity, inactivity and unemployment amongst this age group.

1.06 Figure A1.3 and table A1.1 below illustrates economic activity levels in Shotley Peninsula are above national figures but below all other benchmark areas. The proportion of working age population who are economically inactive is 31.9% which is marginally above the Babergh figure of 30.3%. The proportion of self-employed is marginally higher than county, regional and national figures but lower than the Babergh.

**Figure A1.3: Economic Activity and Inactivity**



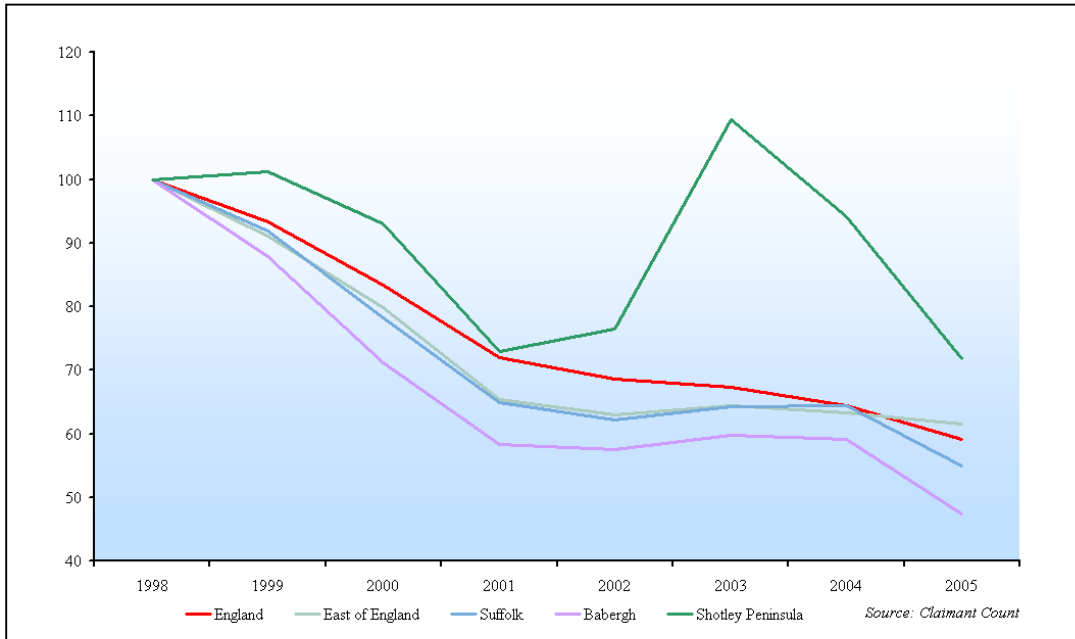
**Table A1.1: Economic Activity and Inactivity**

	ALL PEOPLE (1674)	Economically Active					Economically Inactive	
		Total	Employee (%)	Self-employed (%)	Unemployed (%)	Full-time Student (%)	number	%
England	35,532,091	23,756,707	52.6	8.3	3.3	2.6	11,775,384	33.1
Eastern	3,884,104	2,689,756	55.1	9.2	2.6	2.3	1,194,348	30.7
Suffolk	476,073	327,477	54.7	9.3	2.7	2.1	148,596	31.2
Babergh	59,886	41,730	53.8	11.7	2.2	2.0	18,156	30.3
Shotley Peninsula	7,043	4,793	53.3	10.4	1.9	2.5	2,250	31.9

*Source: Census 2001*

1.07 According to the 2001 Census the proportion of the working age population who were unemployed in Shotley Peninsula was encouragingly low at 1.9% compared to 3.3% for England and 2.2% for Babergh. However, despite these relatively low levels figure x below demonstrates that unemployment in Shotley Peninsula has not decreased to the same extent as in the benchmark areas. Since 1998 there has been a 28% reduction in unemployment compared to 53% in Babergh and 41% nationally. In 2003 there was a peak in unemployment levels in the Shotley Peninsula presumably as a result of the closure or relocation of a major employer in the area.

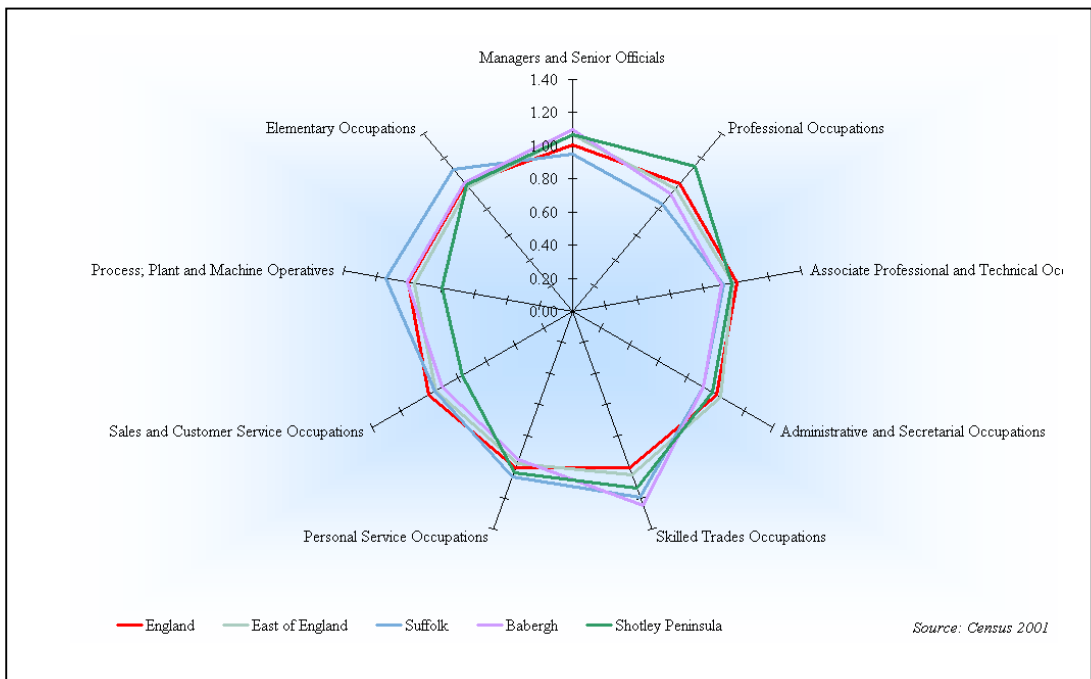
**Figure A1.4 Unemployment Change 1998-2005 (1998 = 100)**



1.08

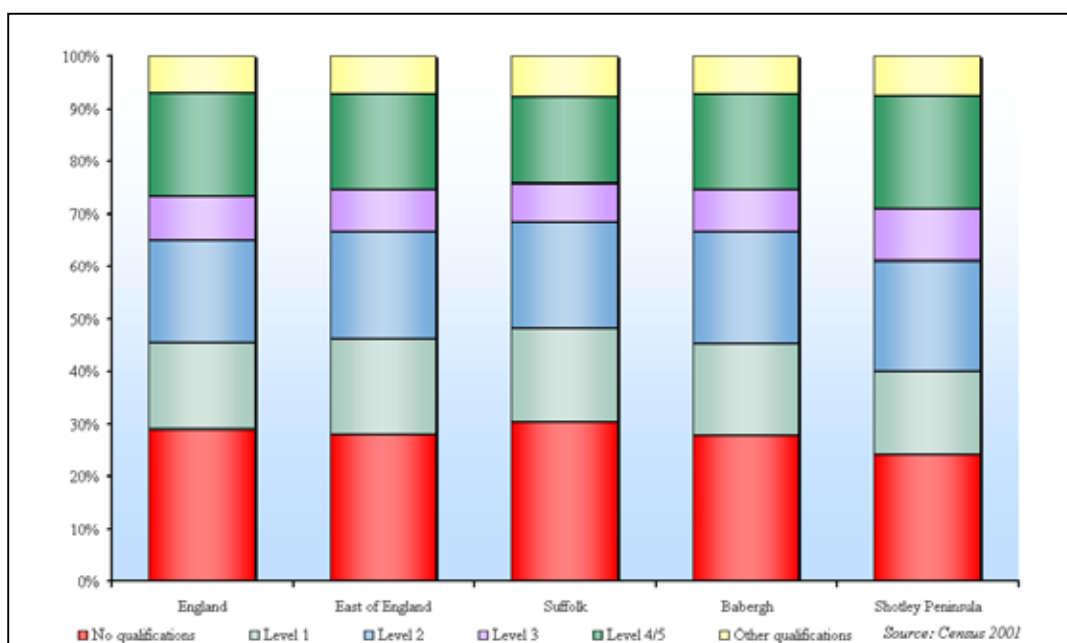
The occupational structure and skills levels of the current workforce are a useful indication of an areas ability to match labour requirements from current or potential occupiers. Figure A1.5 below demonstrates that the Shotley Peninsula has a predominance of professional occupations with a relative specialism compared to benchmark areas. In contrast, it is marginally under-represented in the occupations of sales and customer services and process, plant and machine operatives.

**Figure A1.5: Occupational Structure (LQs)**



1.09 The occupational structure of Shotley Peninsula has shown a relatively high proportion of traditionally higher paid and skilled jobs such as professional occupations. Qualification levels in Shotley Peninsula reflect this trend with a comparatively low proportion (24%) of the population with no qualifications compared to 29% at the national level. In addition, the proportion of the population with higher level qualifications (level 4/5) is 22% in Shotley – higher than all benchmark areas.

**Figure A1.6: Qualification Levels (NVQs or equivalent)**



1.10 In terms of education achievement amongst school pupils Shotley Peninsula performs well compared to the Local Education Authority (LEA) as a whole (Suffolk) and England. Table A1.2 below illustrates GCSE results from 2004 for the schools that fall within Shotley Peninsula and clearly demonstrates that all schools have an above average proportion of pupils obtaining 5 or more GCSEs grades A\* to C and grades A\* to G. Ipswich High School in particular has high levels of achievement.

**Table A1.2: Proportion of Pupils Achieving GCSEs**

	<b>5 or more A*-C</b>	<b>5 or more A*-G</b>
LEA (Suffolk)	57.3%	91.3%
England	53.7%	88.8%
Ipswich High School	100%	100%
Holbrook High School	64%	98%
East Bergholt High School	68%	98%

*Source: Department for Education and Skills, 2004*

1.11 In terms of post 16 education Ipswich High School is the only school in Shotley Peninsula that caters for this age group and statistics indicate an above average performance. The average point score per pupil at A-Level/AS-Level/equivalent is 354.7 at Ipswich High School compared to 264.9 for the LEA and 269.2 for England.

1.12 Travel to Work data provides information on distance travelled to work and mode of transport and is thus a useful indication of the existence of local employment opportunities. Table A1.3 below demonstrates that the majority (28.4%) of people in Shotley Peninsula travel between 10 and 20 km to work. This is on average further than all other benchmark areas. The majority of people in Babergh for example travel less than 2km. There is also an above average proportion of people travelling 60km and over with 6.8% compared to 2.7% nationally.

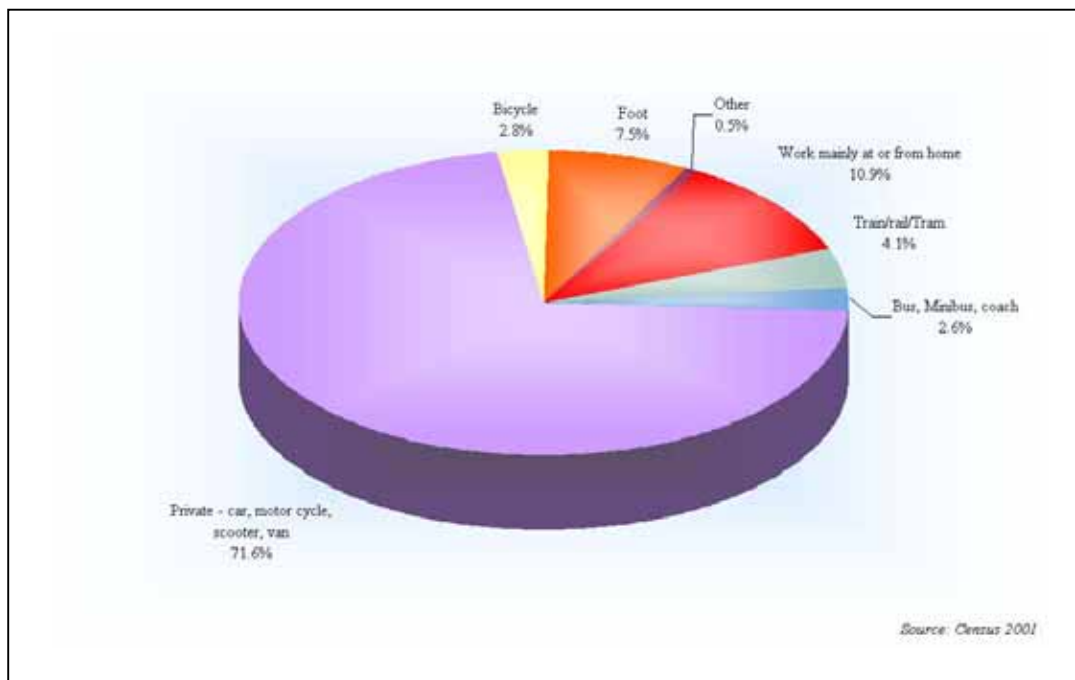
**Table A1.3: Distance Travelled to Work**

	England	East of England	Suffolk	Babergh	Shotley Peninsula
Less than 2km	20.0	20.1	24.2	20.1	14.4
2km to less than 5km	20.1	17.0	17.9	12.4	6.3
5km to less than 10km	18.2	13.7	12.4	13.3	20.5
10km to less than 20 km	15.2	14.7	14.8	18.7	28.4
20km to less than 40km	7.7	12.0	9.3	9.6	5.2
40km to less than 60km	2.2	4.2	2.0	2.0	1.9
60km and over	2.7	3.5	4.1	6.0	6.8
Working at or from home	9.2	9.4	10.1	12.1	10.9
Other	4.7	5.4	5.3	5.8	5.5

*Source: 2001 Census*

1.13 Given that Shotley Peninsula is a largely rural area it is perhaps not surprising that the large majority of people travelling to work do so by private means using a car, van or motorcycle. Figure A1.7 below demonstrates the modal split of travel to work and clearly indicates that public transport accounts for just 7% of the total, sustainable transport methods (e.g. bicycle or on foot) account for 10.3% and private transport accounts for 71.6%.

**Figure A1.7: Mode of Transport to Work**



**Business and the Economy**

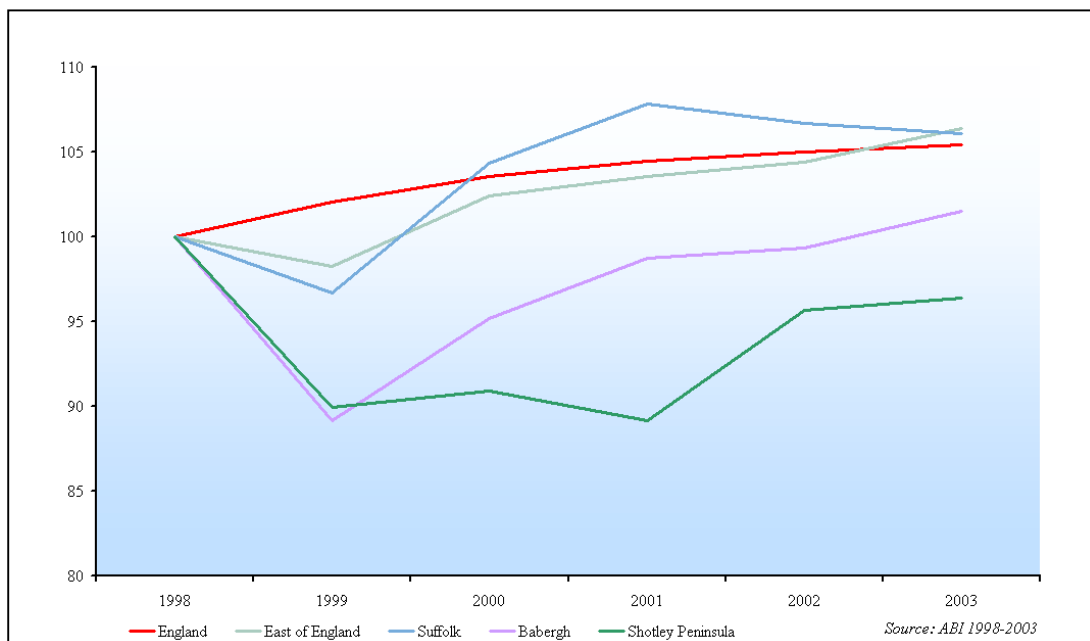
1.14 Whilst it is not possible to obtain ward level information in relation to average earnings due to the confidentiality of data we are able to ascertain averages at the district level from the New Earnings Survey (2003). Table A1.4 below demonstrates that Babergh district has low average weekly gross earnings compared to all other benchmark areas.

**Table A1.4: Average Gross Weekly Earnings, 2003**

	<b>Average Gross Weekly Earnings</b>
England	£483.39
East of England	£475.9
Suffolk	£423.15
Babergh	£419.04

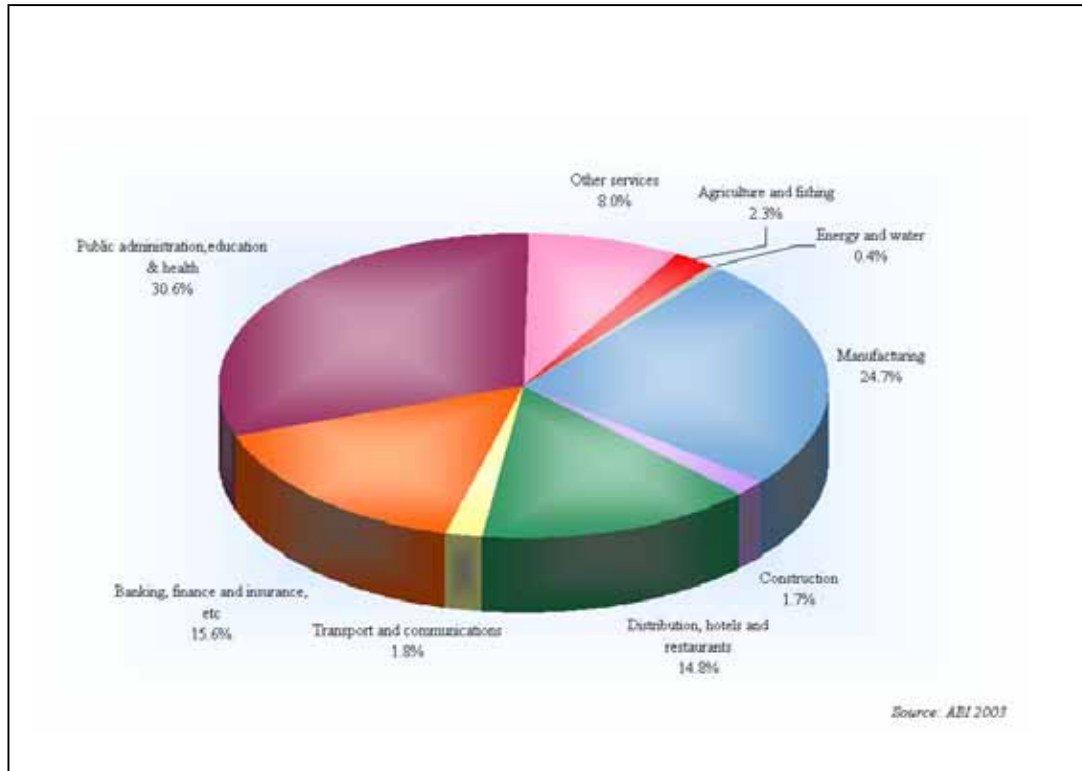
1.15 According to the 2003 Annual Business Inquiry (ABI) there were 2,240 employees in Shotley Peninsula. Figure A1.8 below indicates the total employment change between 1998 and 2003 and shows a slight decrease in employment numbers of -3.4% compared to increases experienced in all benchmark areas.

**Figure A1.8: Total Employment Change (1998-2003)**



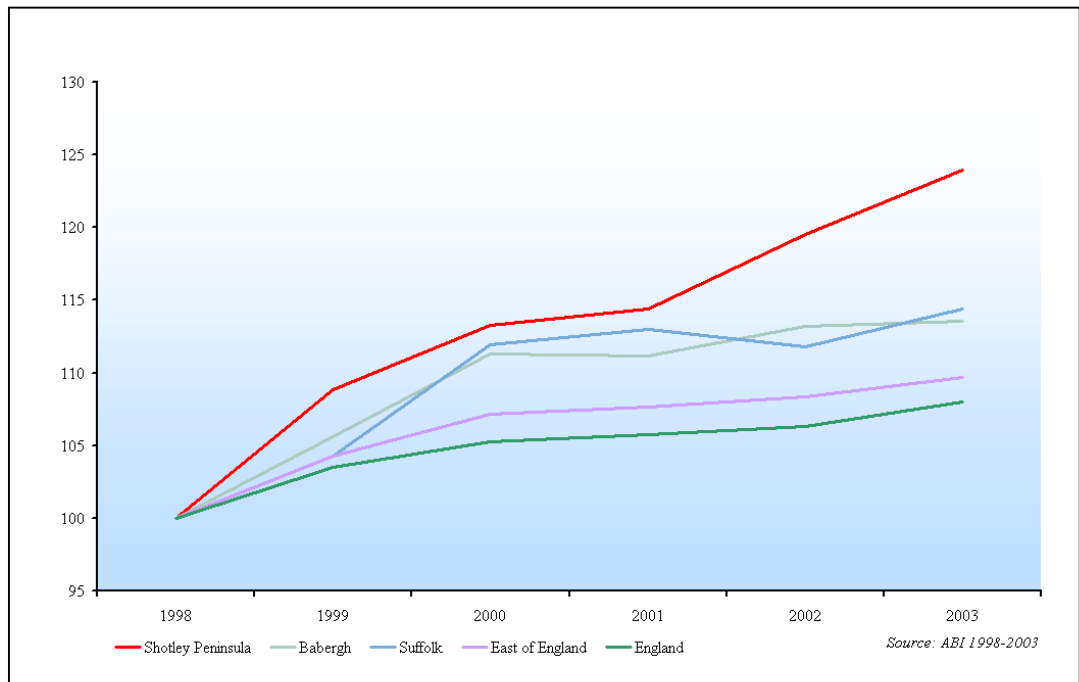
1.16 The employment profile is dominated by the public administration, education and health sector (30.6%) and the manufacturing sector (24.7%). Banking, finance and insurance accounts for 15.6% and has more than doubled since 1998. The manufacturing sector has seen a decline in employment numbers since 1998 as has the distribution, hotels and restaurants sector.

Figure A1.9: Employment by Sector, 2003



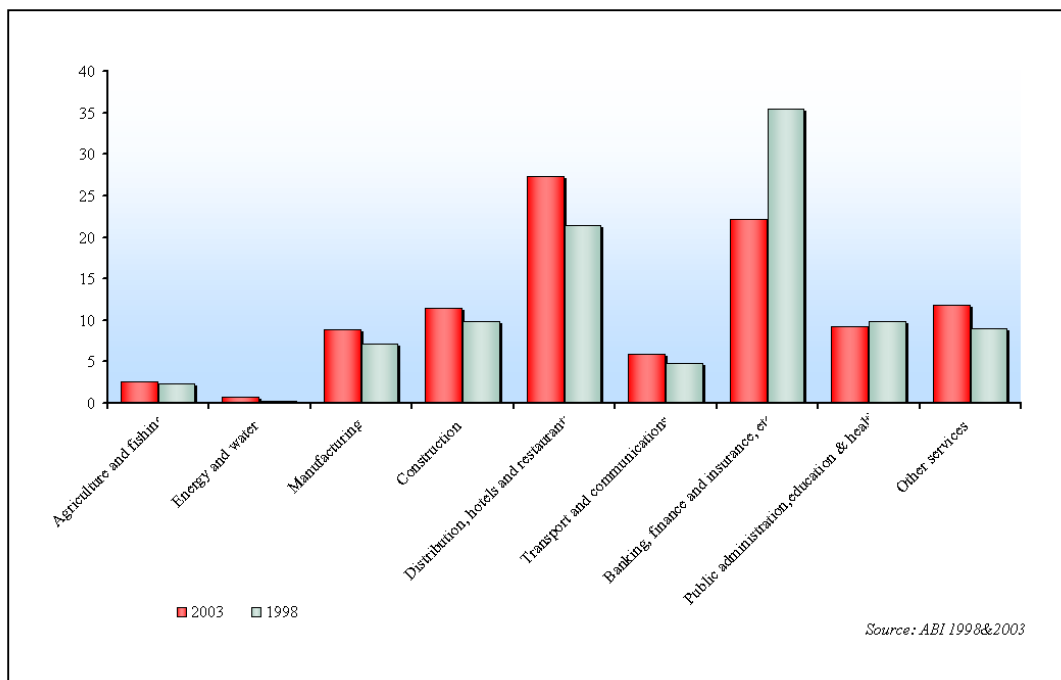
1.17 In terms of the number of businesses in Shotley Peninsula there were approximately 340 in 2003 which is an increase of 24% since 1998. Figure A1.10 below demonstrates that this increase is greater than experienced in the benchmark areas. Both Babergh and Suffolk have seen an overall increase of 14% whilst the East of England and England have seen increases of 10% and 8% respectively.

**Figure A1.10: Total Business Change, 1998-2003 (1998=100)**



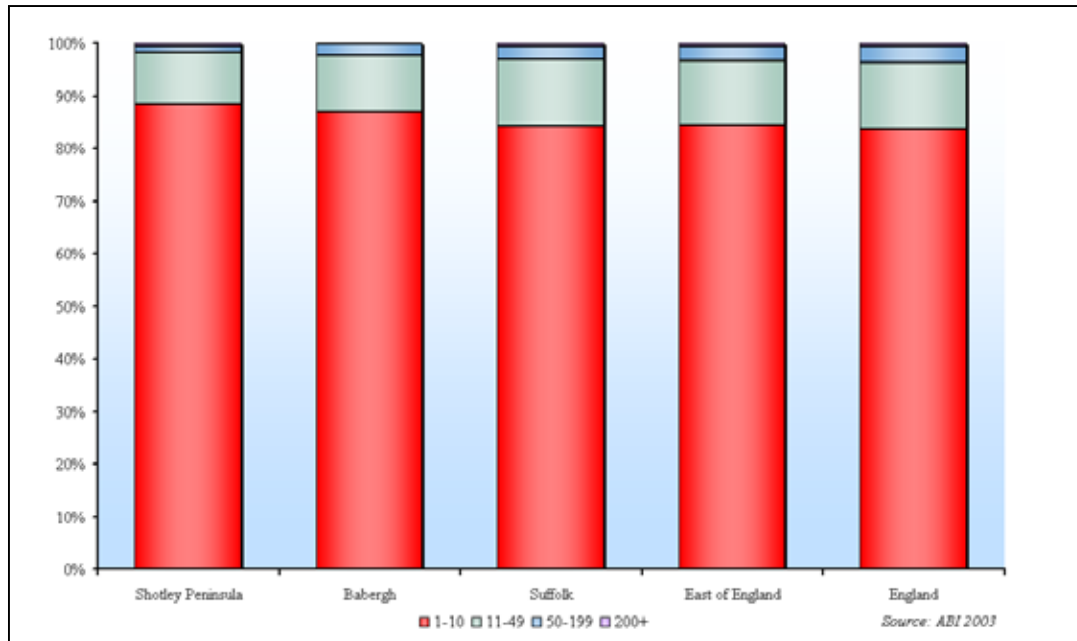
1.18 The majority of businesses are within the banking, finance and insurance sector accounting for 35.4% of the total. The distribution, hotels and restaurants sector also accounts for a considerable proportion with 21.4%. Figure A1.11 below illustrates the sectoral change in business proportions between 1998 and 2003. Most notably, businesses within the banking, finance and insurance sector have increased by just over 98% whilst the distribution, hotels and restaurants sector has seen a decrease of just under 3%.

**Figure A1.11: Business Change by Sector, 1998 and 2003**



1.19 The large majority of businesses within Shotley Peninsula are micro firms (88%). Figure A1.12 below demonstrates that this is slightly above average compared to the benchmark areas. A further 10% of businesses are small firms (11-49) employees and only 1% of businesses employ 200 or more people.

**Figure A1.12: Size Structure of Businesses**



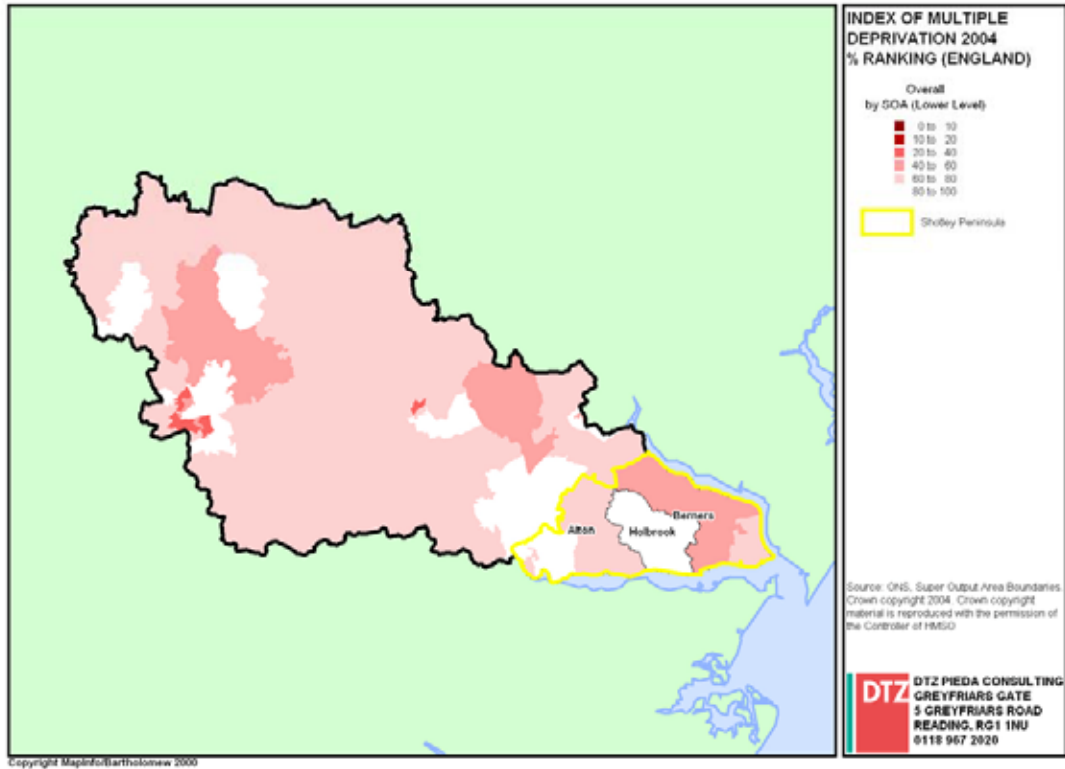
### Deprivation

1.20 The Index of Multiple Deprivation (IMD) provides an analysis of relative deprivation across all of the country's 32,484 Super Output Areas (SOAs). A score for the overall level of relative deprivation is calculated for each of these areas based on the aggregation of scored for the following domains:

- Income;
- Employment;
- Health and Disability;
- Education, skills and training;
- Barriers to housing and services;
- Living and then Environment; and
- Crime.

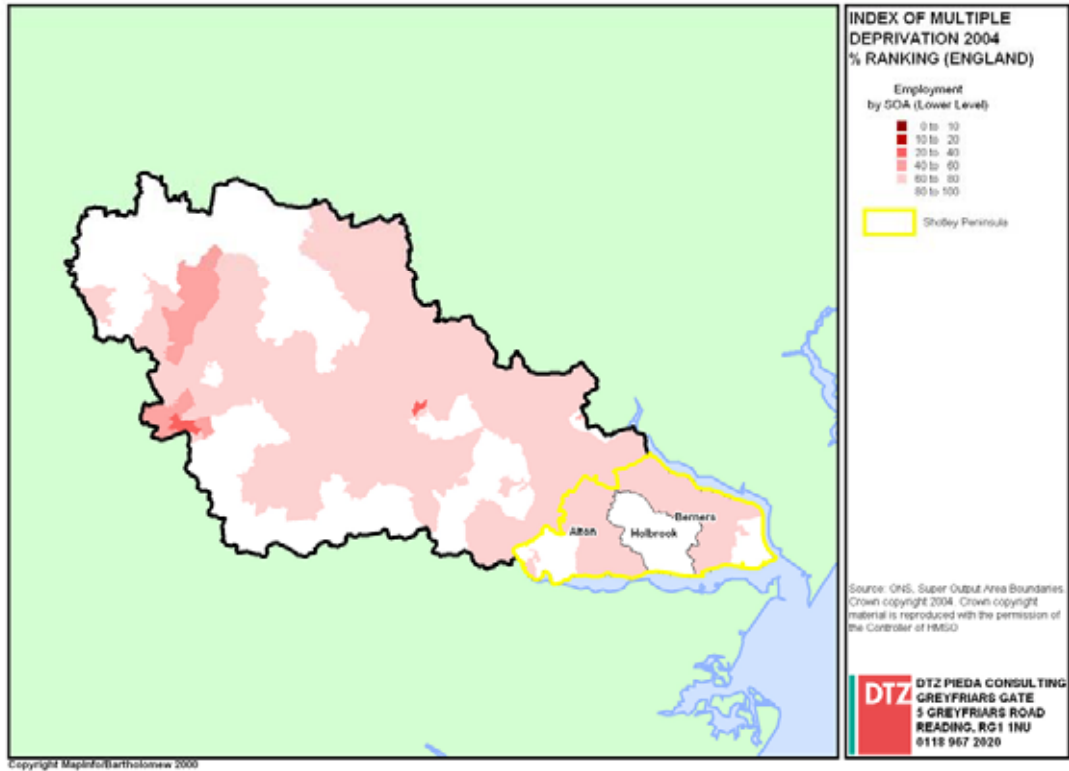
1.21 Each SOA in the country is ranked from those suffering from the highest and lowest relative levels of deprivation. Map A1.1 below highlights the extent of relative deprivation in the Babergh District and the study area. Evidently overall levels of deprivation are relatively low with none of the SOAs falling within the worst 20% of the country. In the Shotley Peninsula Berners ward has higher overall deprivation levels than the other wards, Holbrook on the other hand has very low levels of deprivation. shows

Map A1.1: Overall Deprivation



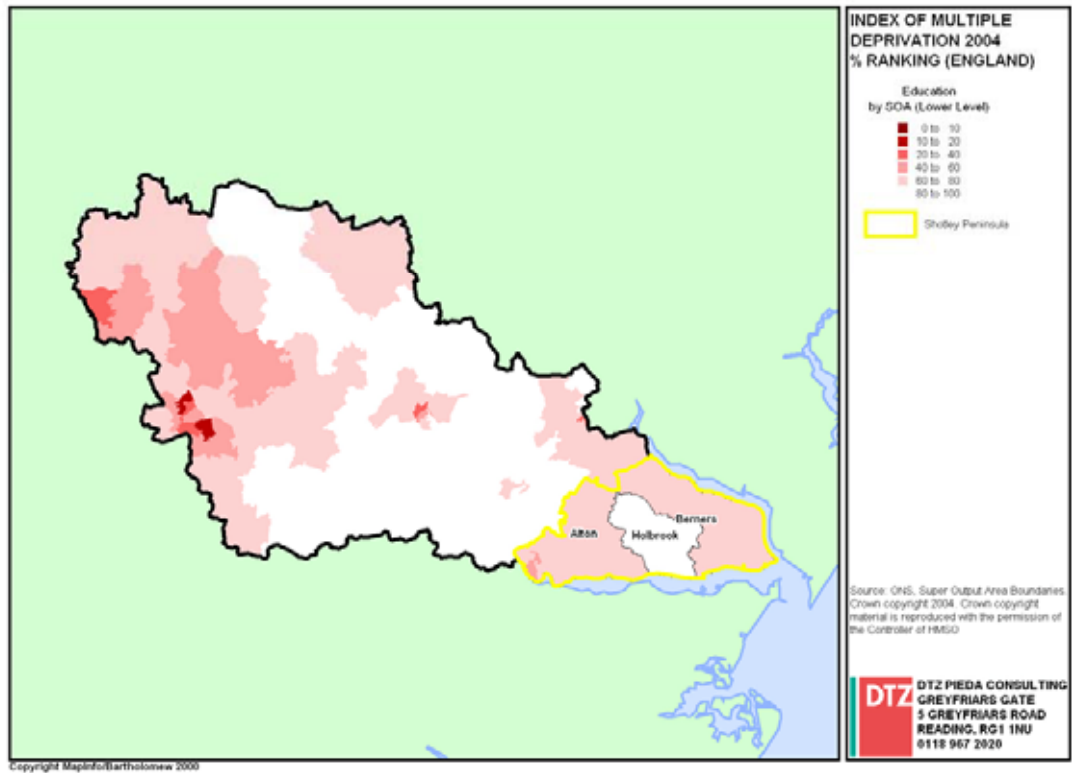
- 1.22 In addition to overall IMD we have also looked at the employment domain and the education, skills and training domain. The employment deprivation rankings are derived from the involuntary exclusion of the working age population from work and include those of out of work due to illness and disability. Map A1.2 below indicates again low levels of deprivation, particularly in the Holbrook ward.

Map A1.2: Employment Deprivation



- 1.23 The education, skills and training domain takes account of lack of educational attainment amongst children and young people and the lack of qualifications in terms of skills among the working age population. Map A1.3 below indicates that with exception of Holbrook ward, SOAs within the Shotley Peninsula fall within the worst 60 to 80% in the country.

Map A1.3: Education, Skills and Training Deprivation



## **APPENDIX 2**

### **SHOTLEY BUSINESS SURVEY ANALYSIS**

## **2 SHOTLEY BUSINESS SURVEY ANALYSIS**

### **Introduction**

2.01 This report provides an analysis of the responses to the Shotley Business Survey. There are 26 questions in total, focusing on the following five areas:

- **Company information** – questions 1 to 5 concentrate on company details such as business activity, business catchment, length of time the company has been established and based on the peninsula, and location of suppliers.
- **Staff** – questions 6 to 10 provide information on the number of staff employed by the company, their age groups, occupation and qualification levels.
- **Recruitment and Skills Issues** – questions 11 to 17 focus on recruitment and skills issues faced by companies located on the peninsula. Companies were asked about hard to fill vacancies, whether they assess skills/skills development requirements, whether staff have the skills needed to carry out their job, details of training carried out during the year and barriers to training.
- **Company premises** – questions 18 to 20 concentrate on finding out about company premises on the Shotley Peninsula and focus on the typology of premises, size and ownership of the property together with current rental charges.
- **Company perceptions and future aspirations** – questions 21 to 25 seek to find out company perceptions of the Shotley Peninsula as a business location, and particularly their opinion of whether there are adequate business premises for companies. In addition, questions concentrate on company plans for the future that is whether they plan to expand or move premises and what they require to achieve their plans for the future. Finally, question 26 gives businesses the opportunity to add any further comments they may have.

2.02 A total of 100 firms were contacted as part of the telephone business survey and 40 (40 %) of these took part in the questionnaire. In some cases, respondents were not able to or did not wish to answer all of the questions. We have therefore included a ‘base’ figure for each of the questions, which refers to the number of respondents answering the question.

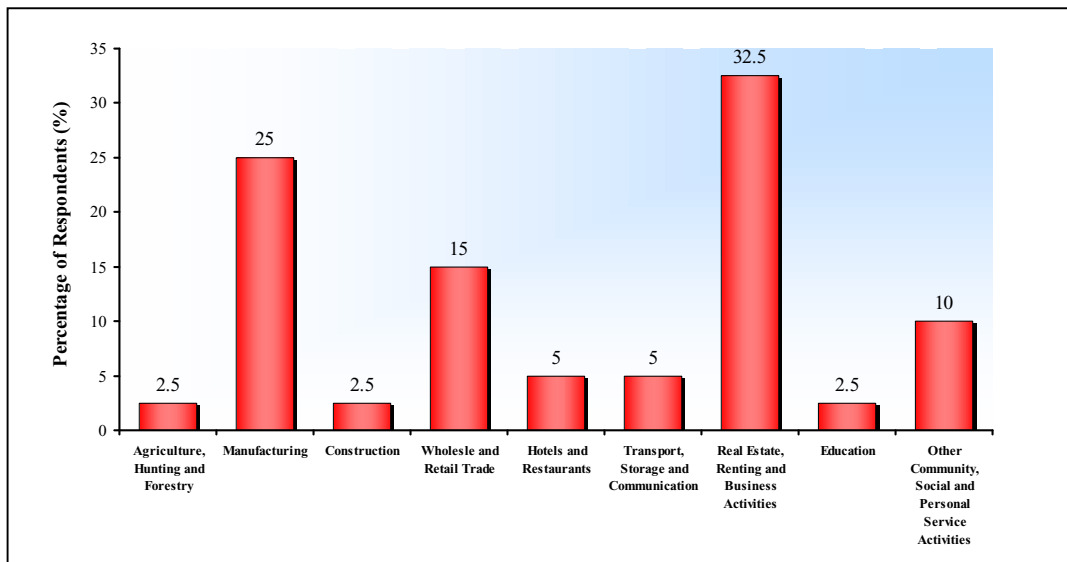
## Company Information

Q1. What is your company's main activity?

Base = 40

2.03 The business activities described by respondents were coded at the end of the interview process, based on the 2003 Standard Industrial Classification (SIC) codes. Figure A2.1 below illustrates the key responses by geographical area. This shows that there is a tendency towards 'business activities' on the Shotley Peninsula, followed by 'manufacturing' and 'wholesale and retail trade'. Interestingly, other community, social and personal activities also accounts for a significant proportion of respondents (10%), reflecting the fact that there are a number of companies involved in sporting activities on the peninsula.

Figure A2.1: Company Activity



Q2. How long has your company been:

- a) established
- b) based at this location

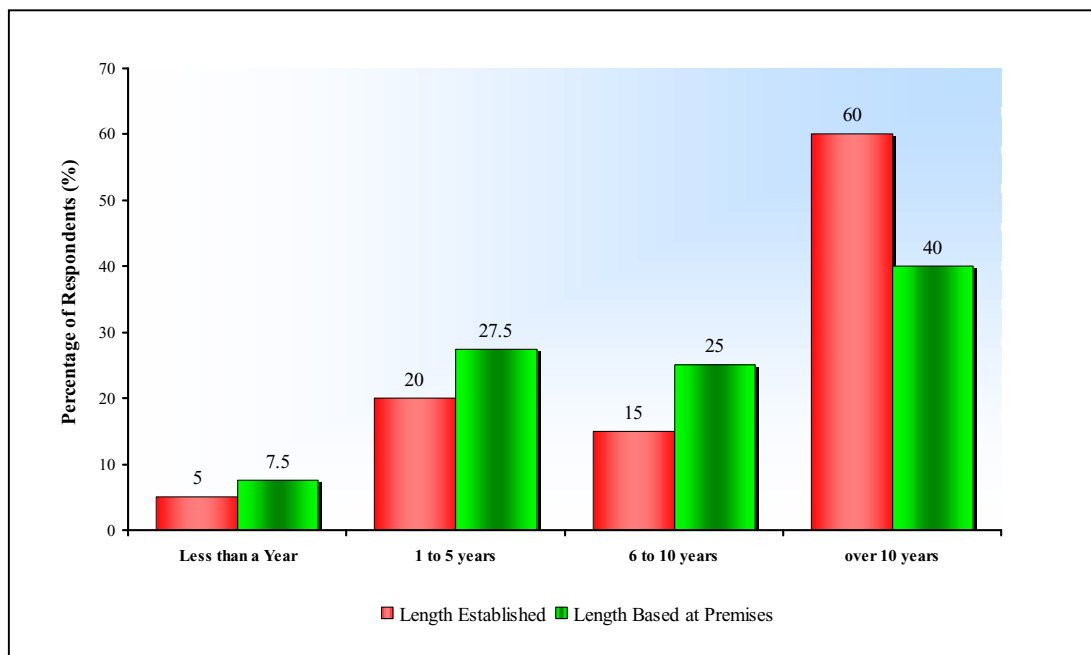
Base = 40

2.04 A number of different responses to this question were provided and in order to analyse the results, they have been grouped into four categories which are as follows:

- less than a year;
- 1 to 5 years;
- 6 to 10 years; AND
- over 10 years.

2.05 The results are illustrated in figure A2.2 below. The chart shows that the majority of companies (60%) have been established for more than 10 years whilst only 40% have been located at their premises for this length of time.

**Figure A2.2: Length Company Established and Based at Location**



Q3. What is the main reason for your company being based at this location?

**Base = 40**

2.06 Respondents could choose from the following seven responses to this question:

- founders live here;
- have supply chains located here;
- good customer base;
- availability of labour;
- found ideal premises here;
- local business support services are very helpful; and
- other.

2.07 The majority of companies (40%) are located on the Shotley Peninsula because their founders live there. An equal proportion of respondents (40%) provided ‘other’ reasons for their current location, which included the fact that the area is a nice place to work and its location (e.g. close to marina). A high proportion of companies are located on the peninsula because they found ideal premises here (17.5%) and only 2.5% cited a good customer base as the main reason. Three of the answers above ‘have supply chains located here’, ‘availability of labour’ and ‘local business support services are very helpful’ received no responses.

Q4. What is the catchment/geographical area that your business serves (use the answer which most closely fits the company catchment)?

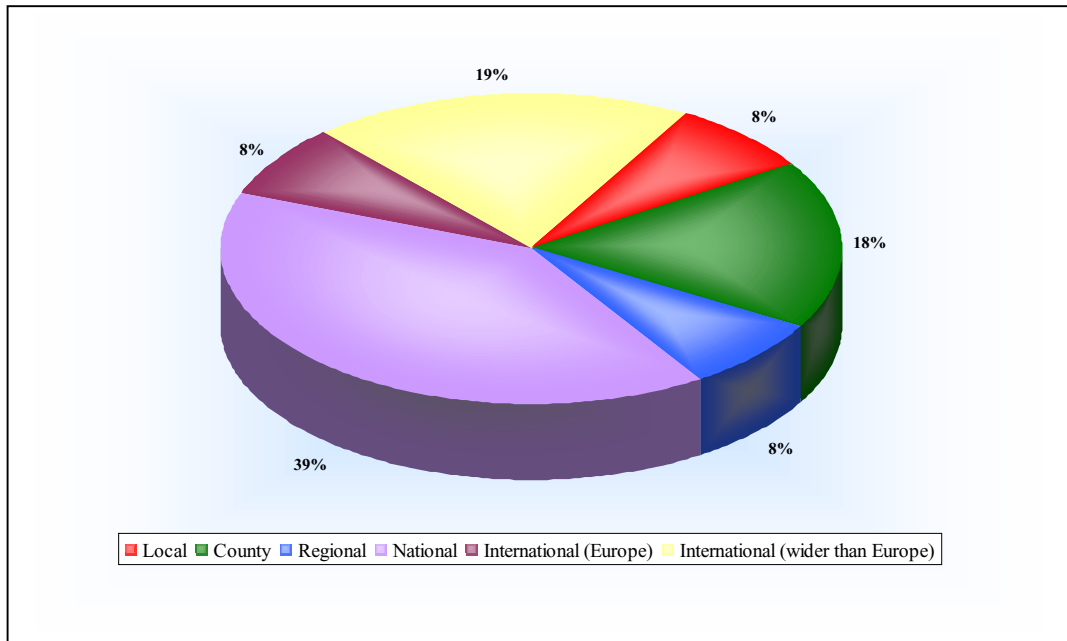
**Base = 40**

2.08 Respondents could choose from the following six responses to this question:

- Local – primarily Shotley peninsula;
- County – primarily Suffolk or Essex (or both);
- Regional – primarily East of England;
- National – primarily Great Britain;
- International – Europe; and
- International – wider than Europe.

2.09 The responses to this question are illustrated in Figure A2.3 below. The chart shows that a significant proportion of local businesses serve national markets (40%), as well as International (wider than Europe) markets (20%) or county wide markets (17.5%). A relatively small proportion of businesses serve solely local or regional markets.

Figure A2.3: Company Catchment



Q5. Where are most of your suppliers located?

Base = 40

2.10 Again, respondents could choose from the following six answers to this question:

- Local – primarily Shotley Peninsula;
- County – primarily Suffolk or Essex (or both);
- Regional – primarily East of England;
- National – primarily Great Britain;
- International – Europe; and
- International – wider than Europe.

2.11 The results indicate that nearly half of all companies use national suppliers (47.5%) and a relatively high proportion of companies (20%) use suppliers located within Suffolk or Essex, however relatively few companies (7.5%) source suppliers locally (within the Shotley Peninsula). In addition, 10% of companies source their supplies regionally and 10% from Europe with just 5% sourcing their supplies in locations outside of Europe.

**Staff**

Q6. How many full time (or equivalent) staff does your company employ:  
 a) at these premises  
 b) in total (if you have premises elsewhere)

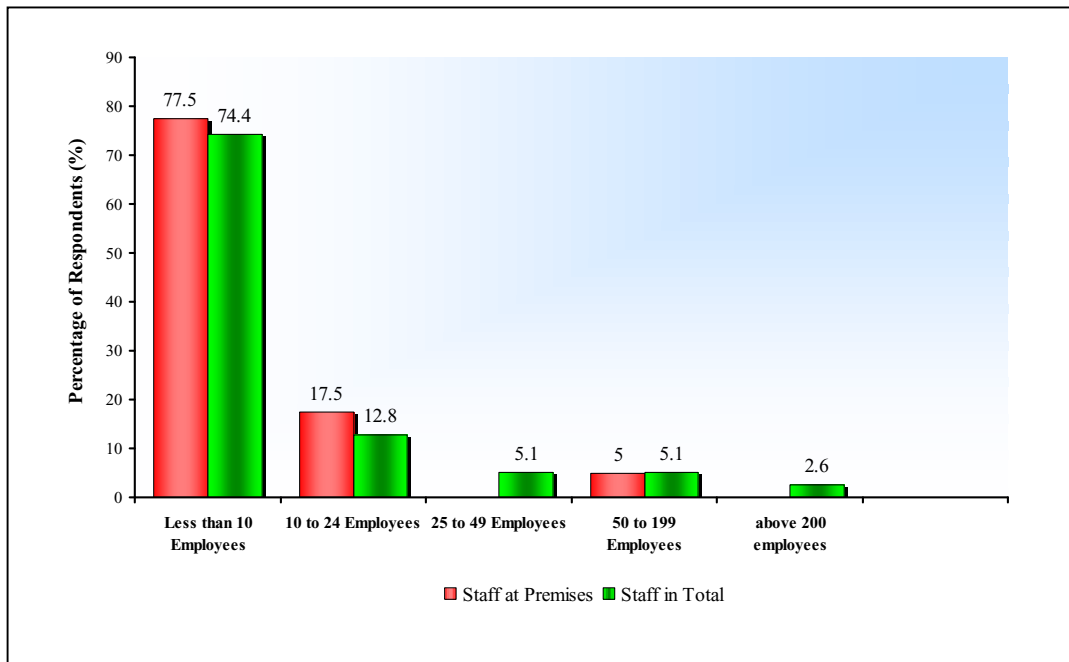
**Base = 40 (6a) and 39 (6b)**

2.12 In order to analyse the results to this question, the responses have been grouped under five headings which are as follows:

- less than 10 employees;
- 10 to 24 employees;
- 25 to 49 employees;
- 50 to 199 employees; and
- above 200 employees.

2.13 The results are illustrated in Figure A2.4 below and indicate that the majority of companies (74.4%) located on the Shotley peninsula are small, employing less than 10 people in total and only 2.6% of respondents worked for companies employing more than 200 people in total. The figures provided for number of employees at their premises and in total are very similar which indicate that the majority of companies are small and have only one company premises.

**Figure A2.4: Number of Staff at Premises and in Total**



Q7. Please estimate the number of staff which lives:

- a) within the Shotley Peninsula
- b) within Essex
- c) within Suffolk
- d) elsewhere
- e) don't know

**Base = 40 (477 staff)**

2.14 The results to this question indicate that over half of staff (59.5%) are recruited locally, that is from the Shotley peninsula area. A high proportion of staff live at other locations in Suffolk (31.6%) and only 8.4% live in Essex. A very minor proportion (0.4%) live elsewhere.

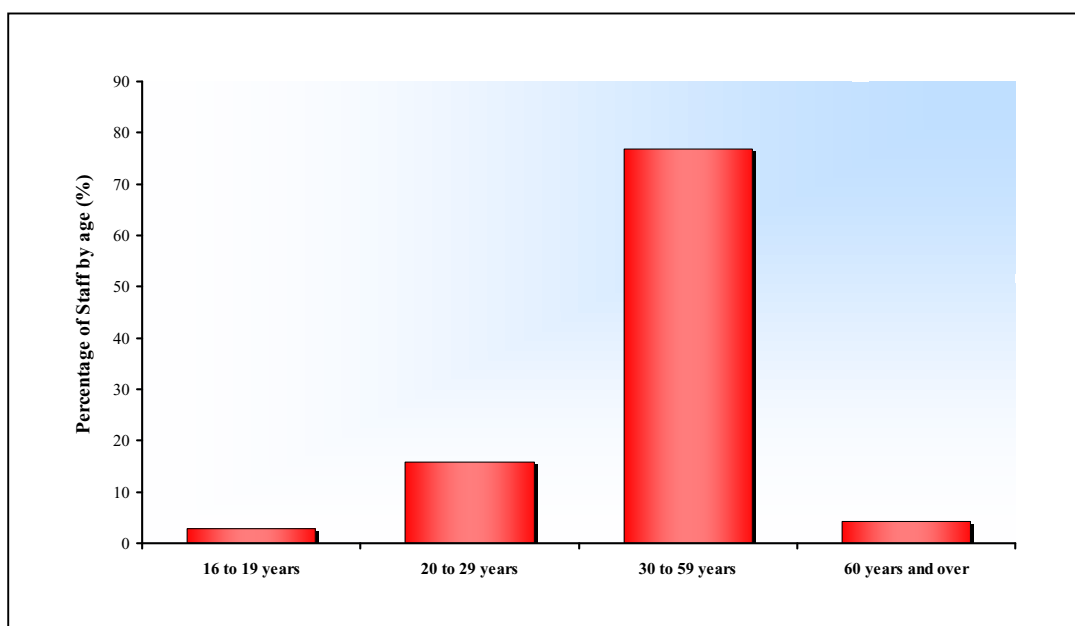
Q8. Please estimate the number of staff at the following age levels:

- a) 16-19 years
- b) 20-29 years
- c) 30-59 years
- d) 60 years and over
- e) don't Know

**Base = 40 (477 staff)**

2.15 The results are illustrated in Figure A2.5 below and suggest that there is a slightly older workforce located on the Shotley peninsula, with over three quarters of staff (76.9%) aged between 30 and 59 years, and only 15.9% aged between 20 to 29 years. Just 4.2% of staff are aged over 60 years.

**Figure A2.5 Age of Staff at Premises**



Q9. Please provide an indication of the number of staff by occupation type.

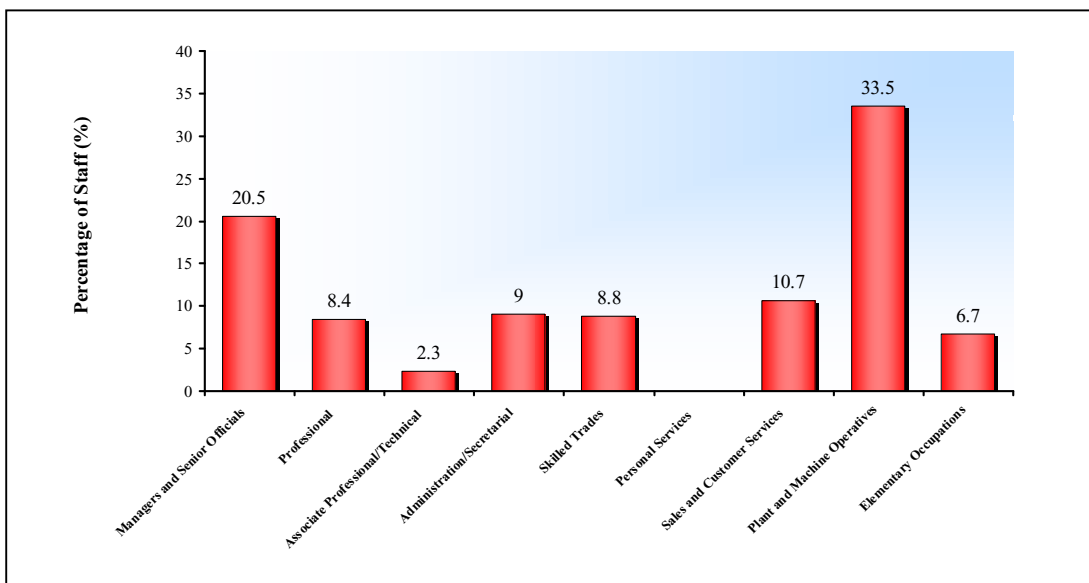
Base = 40 (477 staff)

2.16 Respondents could choose from the following occupations:

- managers and senior officials;
- professional;
- associate professional/technical;
- administrative/secretarial;
- skilled trades;
- personal services;
- sales and customer services;
- plant and machine operatives;
- elementary occupations; and
- don't know.

2.17 The results are illustrated in Figure A2.6 below and indicate that there are a high proportion of plant and machine operatives (33.5%) and managers/senior officials (20.5%) employed at companies based on the Shotley Peninsula. The results show that none of the staff employed at companies involved in the questionnaire are working within personal service occupations.

**Figure A2.6: Occupation of Staff**

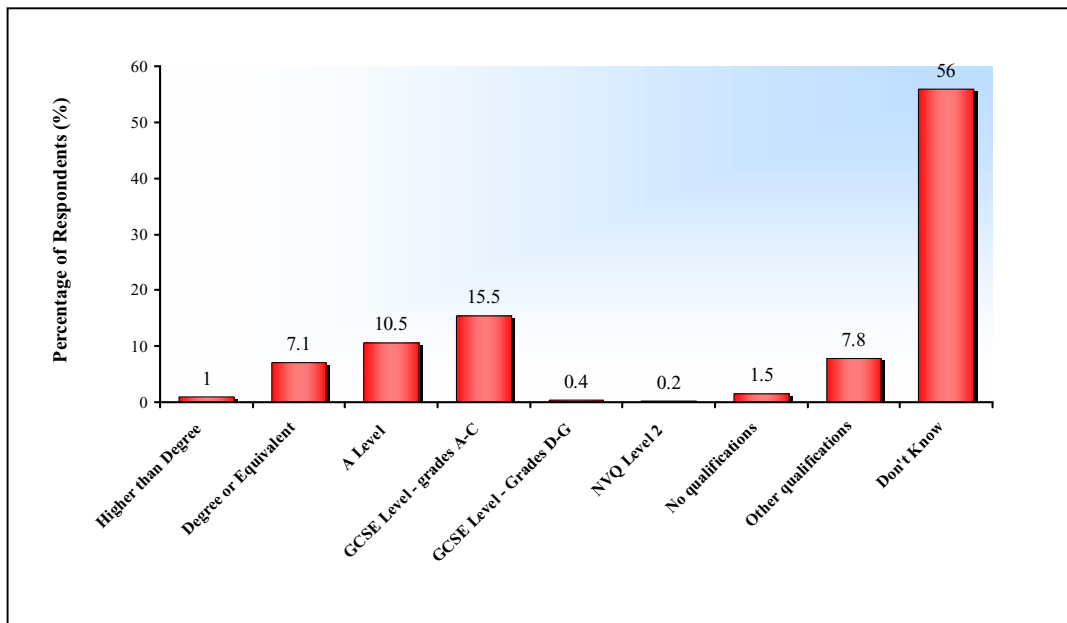


Q10. Please could you provide an indication of the number of staff which you employ which have the following skills/qualification levels

**Base = 40 (477 staff)**

2.18 The results are illustrated in Figure A2.7 below and indicate that only 42.6% of all staff were identified as having any qualifications. However, a number of respondents were unsure or refused to provide details of the qualification of their staff (equating to 56% of all staff). In terms of the type of qualifications held by local people, the most commonly noted were GCSE's at Grades A-C (15.5%) and A Levels (10.5%). In addition, 7.1% of all staff were known to hold a degree or equivalent.

**Figure A2.7: Qualification levels of Staff**



### Recruitment and Skills Issues

Q11a. Do you suffer from hard to fill vacancies?

Q11b. If yes, please provide an indication of potential reasons for this from the following list:

- skills difficult to recruit
- difficulties in meeting pay expectations of staff
- isolation of company affects ability to attract staff prepared to travel

**Base = 28 (11a) and 13 (11b)**

2.19 Nearly half of all respondents (46.4%) answered that they do suffer from hard to fill vacancies with the remaining respondents (53.6%) answering that they don't.

2.20 In terms of the reasons for hard to fill vacancies, the majority of respondents (61.5%) cited ‘skills difficult to recruit’ as the key reason for this, with the following skills identified as being hard to recruit:

- civil engineering;
- marine brokers;
- telecom engineers;
- general engineering and marine engineering;
- sales staff; and
- mechanics.

2.21 ‘Other’ reasons were provided by 23.1% of respondents and respondents identified a number of additional reasons why they find it difficult to recruit staff. These included competition from the dock, difficulties finding someone of the right calibre, and difficulties in finding people with boat making skills that wish to live on the Shotley peninsula.

Q12. Does your company assess your workforce skills and skills development requirements?

**Base = 40**

2.22 The majority of respondents (65%) indicated that workforce skills and skills development requirements are assessed, with the remaining respondents (35%) indicating that they are not.

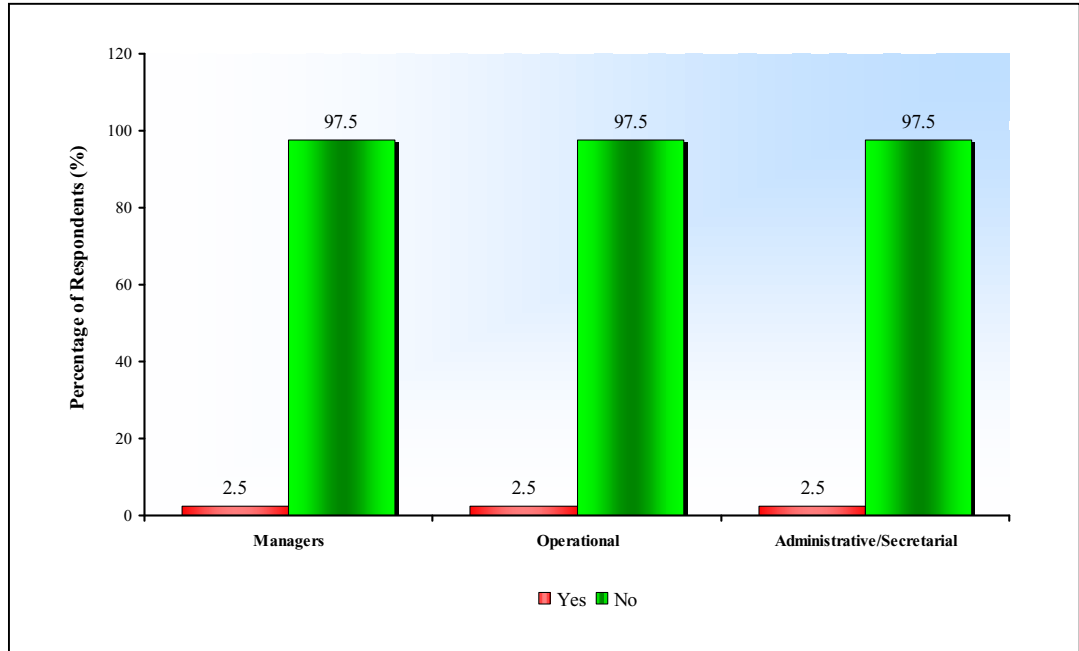
Q13. Do you think that your staff have the level of skills and expertise to perform their allocated jobs and tasks at the following levels:

- a) managers
- b) operational
- c) administrative/secretarial

**Base = 40**

2.23 The results to this question are illustrated in Figure A2.8 below. This shows that the overwhelming majority of respondents (97.5%) feel that their staff have the right level of skills and expertise to perform their allocated jobs and tasks at all levels.

**Figure A2.8: Do staff have the skills and expertise to perform their allocated jobs and tasks?**



Q14. Please provide an indication of the number of staff which have the following skills deficits:

- a) literacy skills
- b) numeracy skills
- c) customer service skills
- d) key skills (e.g. communication, problem solving)
- e) ICT skills
- f) management skills
- g) technical skills
- h) other

**Base = 1**

2.24

This question was only asked to those companies where they answered no to Question 13 above, that is where they have indicated that staff do not have the skills and expertise to perform their job and tasks. As only one company identified that their staff do not have the skills necessary to do their job, only one company answered this question. The respondent identified that there are skills deficits for staff in ICT, management and health & safety.

Q15a. How many of your staff have you supported through training in the last year?

**Base = 40**

- 2.25 The results show that the majority of firms (67.5%) have trained at least one member of staff in the last year, with 32.5% providing no training. However, the results also show that only 31% of all staff had received training in the past year, with 69% of staff receiving no training.

Q15b. Which of the following training providers did you use:

- private training firm
- college
- university
- on the job
- other

**Base = 27 (38 total responses)**

- 2.26 A range of training providers were used to train staff, with some companies identifying more than one training provider they have used in the past. The results show that private training providers have been used for nearly a third (31.6%) of all training and on the job training for the same proportion (31.6%). ‘Other’ training providers accounted for 21.1% of all training and included Business Link and the Learning and Skills Council. A college was also cited a number of times, accounting for 15.8% of the total responses. None of the respondents had used a university in the last year.

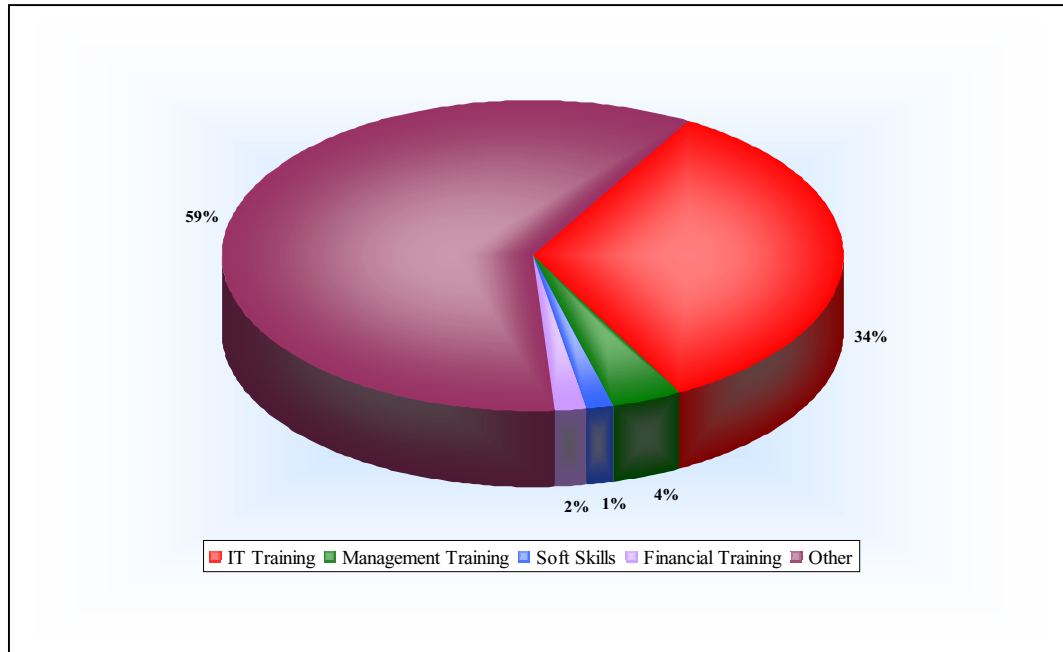
Q15c. Please provide details of the number of staff trained in the following areas:

- IT training
- management training
- soft skills
- financial training
- other

**Base = 26 (227 courses)**

- 2.27 Figure A2.9 below illustrates the overall responses to this question. This shows that ‘other’ training accounted for the highest proportion of training overall (59%) and a number of alternative responses were provided including health and safety training and industry specific courses (welding, construction, publishing and mechanical engineering). A number of staff also undertook IT training, accounting for 33.9% of total provision. The other answers received fewer responses with management training accounting for 3.5%, soft skills 3% and financial training accounting for 1.8%.

**Figure A2.9: Details of Staff Training**



Q15d. Was training accredited?  
**Base = 26**

2.28 The vast majority of respondents answered that training was accredited (69.2%), with only 30.8% responding that training was not accredited.

Q16. What do you consider to be the main barriers to training your staff? Please choose from one of the following:

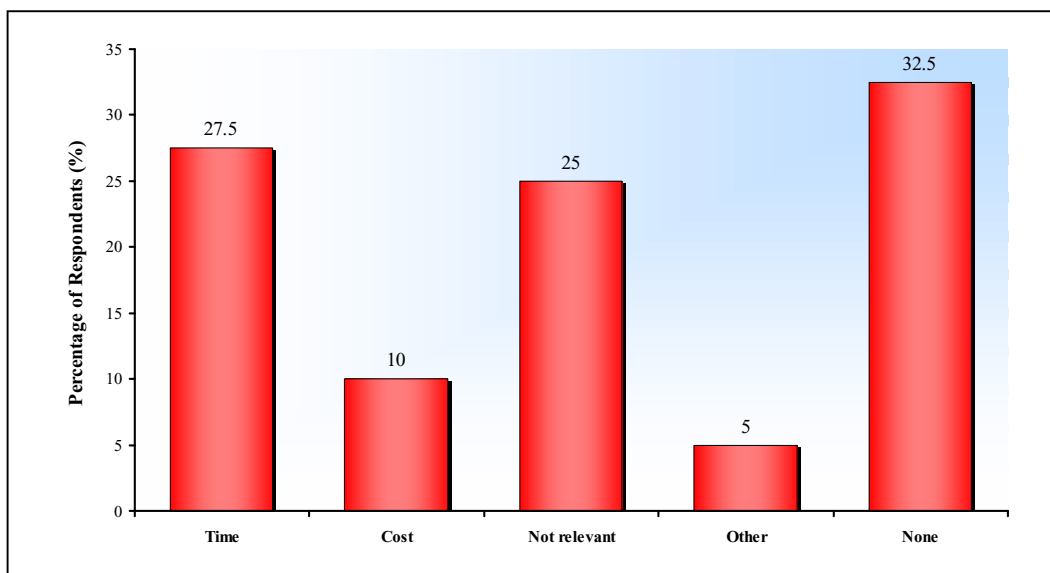
- a) time
- b) cost
- c) accessibility
- d) accessible or affordable childcare
- e) don't think it is relevant
- f) fear of staff being poached
- g) other
- h) none

**Base = 40**

2.29 The results for this question are illustrated in Figure A2.10 below. Whilst the majority of respondents (32.5%) identified that there are no barriers to undertaking training, the most popular reason for lack of training appears to be time with 27.5% of respondents citing this as a reason. A quarter of firms, however did not think that training is relevant and this was

considered to be the main barrier to training staff. The cost of training was only identified as a barrier by 10% of respondents. Three of the reasons received no responses and these include accessibility to training, accessible or affordable childcare and fear of staff being poached.

**Figure A2.10: Barriers to Training**



Q17a. Is course provision amongst training providers adequate and responsive to your needs?

Q17b. If no, please provide further details.

**Base = 22 and 7**

2.30 Out of those respondents who answered this question, the highest proportion (68.2%) thought that training provision is adequate and responsive to their training needs with the remaining 31.8% answering that training is inadequate or unresponsive.

2.31 Respondents were asked for further details on why they thought that training was not meeting their needs and a number of different responses were received with the key ones identified below:

- no local marine engineering courses are available;
- professional skills training, for example customer care is not suitable to company needs;
- are of work is too specialised to have specific training;
- unable to source specialised sales training; and
- tends to be too expensive and does not give credits for experience in the field.

## Premises

Q18. What type of building are you located at?

Base = 40

2.32 Respondents could choose from the following answers to this question:

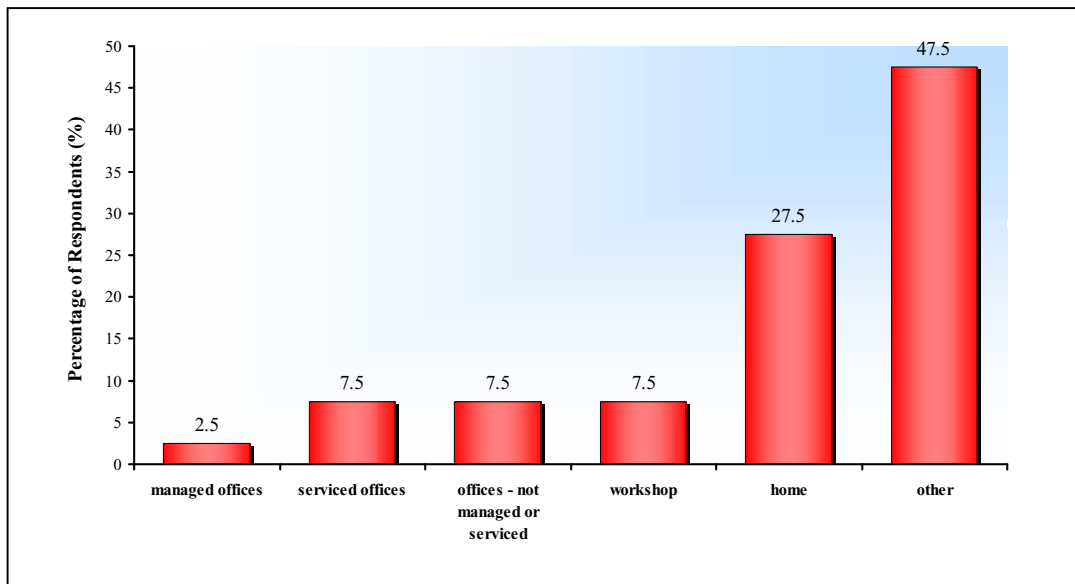
- managed offices;
- serviced offices;
- offices – not managed or serviced;
- incubation/innovation space;
- studio;
- workshop;
- warehouse;
- yard;
- home; and
- other.

2.33 Figure A2.11 below illustrates the responses to this question and this shows that a high proportion of respondents (27.5%) work from home. A number of respondents (47.5%) indicated that they work in other types of buildings and they provided further detail on this with the key ones identified below:

- converted buildings;
- retail unit;
- public house;
- a combination of office, boatyard and berths; and
- a combination of other types of space within the list.

2.34 Four of the answers received no responses and these include, incubation/innovation space, a studio, warehouse and yard.

**Figure A2.11: Type of Company Premises**



Q19. What is the approximate size of your business premises at this address excluding yards or car parking (ft<sup>2</sup>)

**Base = 37**

2.35 In order to analyse the responses to this question, they have been grouped under the following three headings:

- under 1,000 ft<sup>2</sup>;
- 1,000 to 5,000 ft<sup>2</sup>; and
- above 5,000 ft<sup>2</sup>.

2.36 Over half of companies (51.4%) occupy space, which is below 1,000 ft<sup>2</sup> in size reflecting the large number of smaller companies located on the peninsula. Slightly fewer companies (43.2%) are located at space which is between 1,000 and 5,000 ft<sup>2</sup> and only 5.4% occupy space above 5,000 ft<sup>2</sup>.

Q20a. Are your business premises:

- owned
- leased for one year or more
- leased monthly/quarterly
- leased – other length of time
- other

**Base = 40**

- 2.37 Over half of respondents answered that their business premises are owned (57.5%) and 35% lease their premises for one year or more. Another 5% reported that their premises are leased for another length of time and 2.5% indicated that they have made ‘other’ ownership agreements.

Q20b. If leased what rents do you presently pay:

- £ per ft<sup>2</sup>
- yearly

**Base = 1 and 9**

- 2.38 A low proportion of businesses answered this question. Only one company provided details of rental levels per ft<sup>2</sup> and this equalled £13. Of those who provided details of rental levels per year, nearly half (44.4%) reported levels under £10,000, a third (33.3%) pay rents of between £10,000 to £20,000 and the remaining 22.2% pay rents above £20,000 per year.

Q20c. If you pay a service charge, how much?

**Base = 5**

- 2.39 Only five respondents indicated that they do pay a service charge and this ranged between £60 to £1,440 per year.

### **Perceptions and Future Aspirations**

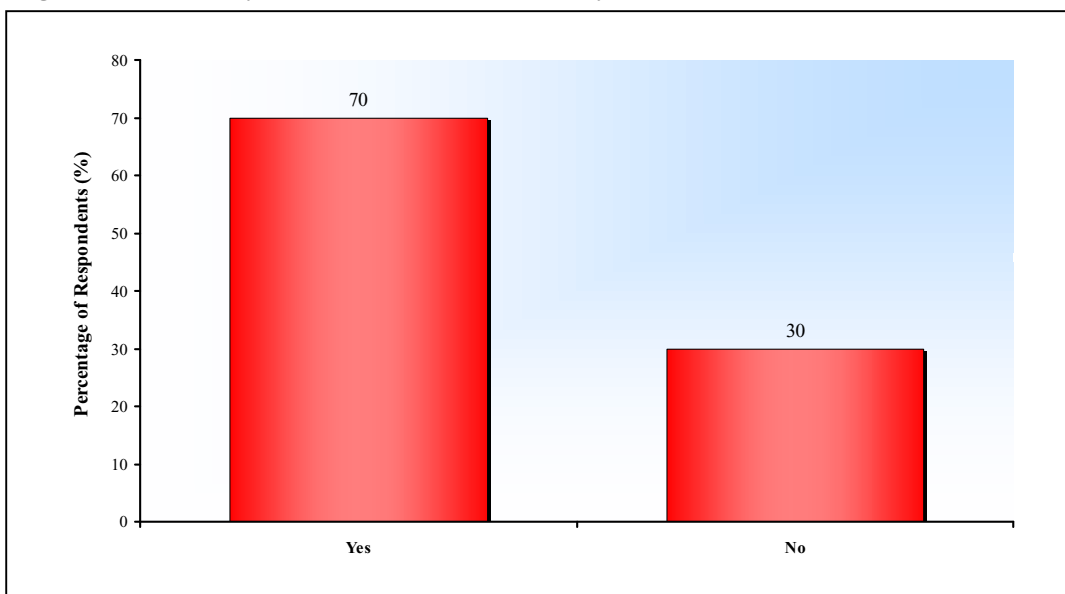
Q21a. Are you satisfied with the Shotley Peninsula as a business location?

Q21b. If not, why not?

**Base = 40 and 12**

- 2.40 Figure 1.10 below indicates that over two thirds of respondents (70%) are satisfied with the Shotley Peninsula as a business location, with the remainder (30%) indicating that they are dissatisfied.

**Figure A2.12: Are you satisfied with the Shotley Peninsula as a business location?**



2.41 Those companies who answered that they were dissatisfied with the Shotley Peninsula, were asked their reason for this and they could choose from the following five responses:

- there are insufficient business support services;
- there are inadequate premises;
- poor transport infrastructure;
- insufficient skilled labour; and
- other.

2.42 One of the main reasons cited was the poor transport infrastructure (33.3%) and insufficient business support services was given as a reason by 8.3% of companies. 'Other' reasons were given by 58.3% of respondents and some of these are listed below:

- no broadband;
- rail not reliable;
- rates too high;
- poor customer base; and
- council does not provide recycling.

Q22a. Do you think that Babergh District has sufficient accommodation for businesses like yours?

Q22b. If not, what do you think is lacking?

**Base = 25 and 8**

2.43 The majority of companies (68%) were satisfied with accommodation within the district, with 32% providing the opposite answer. These respondents were asked to provide details of what they felt was lacking and the list below provides some of the key responses received:

- lack of good quality premises in a good location;
- lack of affordable accommodation;
- lack of modern buildings suitable for the boat industry;
- lack of industrial units; and
- lack of small starter units.

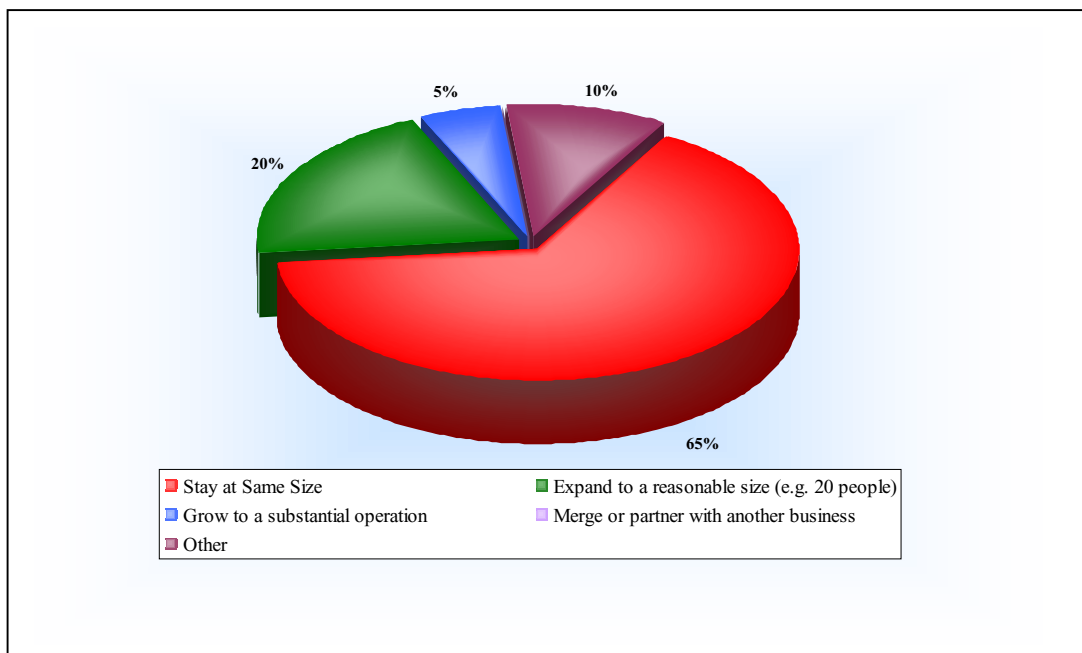
Q23a. Which of the following applies to your company? It is the companies intention to:

- stay at the same size
- expand to a reasonable size where it can be comfortably managed by its founder, say 20 people
- grow to a substantial operation
- merge or partner with another business
- other

**Base = 40**

2.44 The responses to this question are illustrated in Figure A2.13 below. The chart shows that whilst most respondents expect their company to stay at the same size (65%), a number of these (20%) expect to expand to a reasonable size (employing around 20 employees). Only 5% of respondents expect their company to expand to a significant operation. Some respondents provided other details of plans (10%), and these include the following: company would utilise freelance staff to ensure growth, and respondent is close to retirement so would expect to wind down business soon. None of the respondents expect to merge or partner with another business.

Figure A2.13: Company growth aspirations



Q24. What do you consider to be the main barriers to achieving your aspirations?

Base = 40

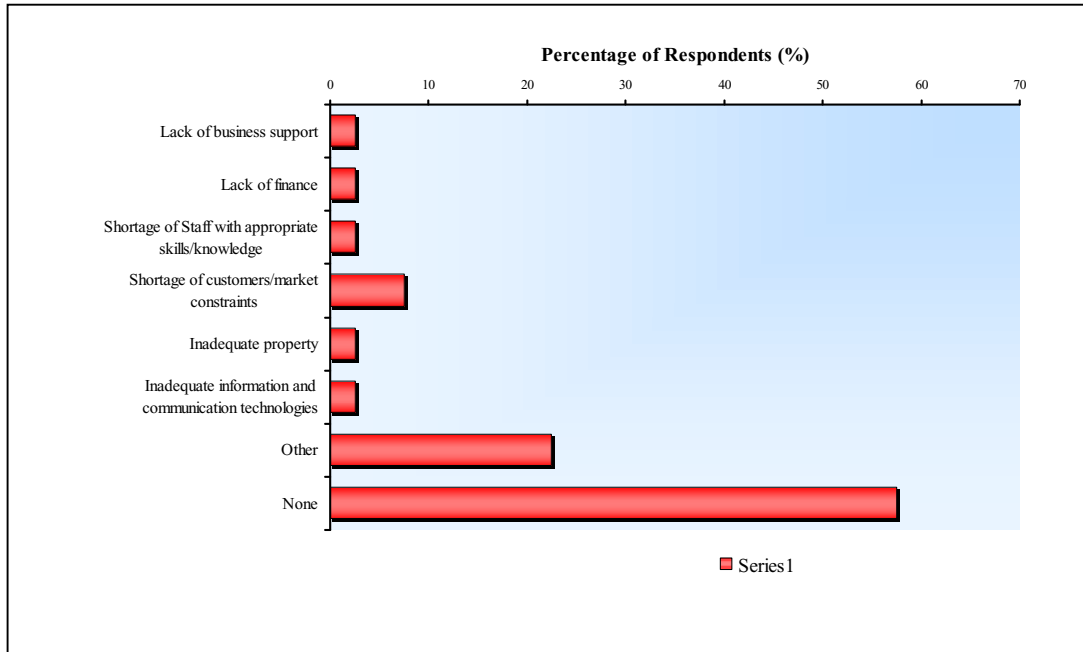
2.45 Respondents could choose from the following eleven responses to this question:

- lack of business support;
- lack of finance;
- recruitment difficulties;
- shortage of staff with appropriate skills/knowledge;
- shortage of customers/market constraints;
- inadequate property;
- difficulties with suppliers;
- inadequate information and communication technologies;
- inadequate transport infrastructure (including roads/public transport);
- other; and
- none.

2.46 Figure A2.14 below shows the results for this question. This indicates that over half of companies (57.5%) consider that there are no barriers to achieving their future aspirations. Two of the answers i.e. recruitment difficulties and difficulties with suppliers received no responses and the remaining answers received relatively few responses (except 'other').

2.47 Those respondents which did provide other responses were asked for further details and other barriers included ‘planning and environmental difficulties’, ‘old age’ and the ‘high cost of accommodation locally’.

**Figure A2.14: Barriers to achieving aspirations**



Q25a. Do you expect to move premises within the next 3 years?

Q25b. If you plan to move what will be your main reason for doing so?

**Base = 39 and 3**

2.48 Nearly all respondents who answered this question (92.3%) do not expect to move premises within the next three years, with only 7.7% answering that they do expect to move.

2.49 The key reasons for moving premises include a need to locate in larger premises and to downsize to cheaper or more affordable premises.

Q25c. What size premises would you need?

**Base = 3**

2.50 Of those companies needing to move premises within the next three years, they would require space of between 1,000 and 7,000 ft<sup>2</sup>.

Q25d. Where would you anticipate moving to?

Q25e. If outside of the borough, could you explain your main reason for doing so?

**Base = 3**

2.51 Of those respondents expecting to move within the next three years, they are likely to move either within the borough itself or within Suffolk. The main reason for moving out of the borough is to find more affordable premises.

Q26. Finally, do you have any other comments to make that you feel would benefit our work?

**Base = 15**

2.52 At the end of the questionnaire respondents were asked if they would like to make any other comments which they felt would benefit our work and a selection of relevant comments is provided below:

- extension of the hard standing to assist people getting to shore would be beneficial to local businesses;
- there is a need for improvements to the transport infrastructure and particularly the frequency of public transport within the area;
- there is a need for more marina facilities in the area;
- Shotley is an understated area, but the local like it that way; and
- do not feel that business support and training is valuable to businesses.

## **Companies Interviewed**

T A Millard (East Anglia) Ltd  
Volspec Ltd  
Woodpecker  
NLM Newsagents  
The Compasses Inn  
The Garden Arms P.H  
SCOTT'S Consultancy  
Penn Packaging Ltd  
Oyster Brokerage  
Microcustom Ltd  
Oyster Marine Ltd  
Survey Solutions  
Julian Fookes  
Blue Baker Yacht Ltd  
RJ & HW Wrinch Ltd  
Q Dos Networks Ltd  
Personal Papers  
SCH Supplies Ltd  
Gily Thompson  
Great Circle Rigging Ltd  
Transform Kitchens (East Anglia) Ltd  
Alton Water Sports Centre  
Alton Cycle Hire  
Corner Garage Shotley  
Destinations Europe (Travel & Tours) Ltd  
Alton Green Cars  
HIM East Anglia Ltd  
Harry King & Sons  
John Salmon  
Marina Developments Ltd  
Accountability  
Ipswich Insulations Ltd  
ICI Imagedata  
Christopher Brown FFA  
Greengage Computer Products  
AB Incubators  
Ha'penny Press  
Ifftner Solutions  
Flaxmanwilkie  
Mantra International

**APPENDIX 3**  
**FOCUS GROUP NOTES**

## DEVELOPING A STRATEGY FOR SHOTLEY PENINSULAR

### STAKEHOLDER WORKSHOP

Tuesday 8 March 2005, Woolverston Royal Yachting Club

#### Notes from Focus Groups

#### Workforce Development

Rationale, Objectives, Linkages

<p><b>Rationale</b></p> <p>Problems/opportunities to be addressed</p>	<ul style="list-style-type: none"> <li>• Limited accessibility to key employment centres put Shotley residents at a disadvantage</li> <li>• Need for better linkages between training/learning and employment. Better understanding of cross-cutting skill requirements.</li> <li>• Demographic issues (ageing population) requiring skill replenishment</li> <li>• Skill gaps in marine/engineering sector</li> <li>• Skills gaps on peninsular could be linked to affordable housing issues</li> <li>• For young people there is a dearth of informal/social education opportunities (evidence includes high levels of youth disaffection, anti-social behaviour, alcohol and substance misuse) – key areas are Chelmondiston, Shotley and Holbrook</li> <li>• Although IMD scores show Shotley to not suffer particularly in this regard, there are more dispersed incidences of low skill/employability (cross reference IMD at SOA level)</li> </ul>
<p><b>Objectives</b></p> <p>Objectives, outcomes</p>	<p>Key aim is to create improved routes to work and enterprise for Shotley residents, particularly for the young. Key objective areas should include:</p> <ul style="list-style-type: none"> <li>• Physical access – supporting measures to improve transport infrastructure and linkages on the peninsula</li> <li>• Community investment – e.g. youth development, confidence building (strengthening social fabric and capacity of the workforce)</li> <li>• Improved routes and pathways to employment – e.g. creating better linkages between initiatives.</li> <li>• Increasing local training opportunities and facilities</li> </ul>
<p><b>Linkages</b></p>	<ul style="list-style-type: none"> <li>• RES, RSS, LSC Workforce Strategy, EEDA workforce strategy(?)</li> <li>• EEDA Investing in Communities programme</li> <li>• Suffolk-wide learning partnership</li> <li>• RAVE (Rural Activities and Volunteering Experience)</li> <li>• Rural Renaissance</li> <li>• Babergh East LSP</li> <li>• Extended Schools initiative</li> <li>• Business support network</li> <li>• Training programmes of local employers</li> <li>• Village appraisals</li> </ul>

## Options, funding, delivery

Options	<p><b>Physical access</b></p> <ul style="list-style-type: none"><li>● Bus service expansion – ‘Buzz about’ initiative coming to end<ul style="list-style-type: none"><li>- Option to continue and/or expand capacity of this.</li><li>- Could potentially be run as social enterprise</li><li>- Need to evaluate effectiveness of service to date</li></ul></li><li>● Water bus service<ul style="list-style-type: none"><li>- Foot ferry</li><li>- Expand upstream to Ipswich?</li><li>- Need for full integration with other modes of transport</li></ul></li></ul> <p><b>Community Investment</b></p> <ul style="list-style-type: none"><li>● Building on existing provision important</li><li>● Social enterprise – possibility of roll-out of Suffolk-wide initiative</li><li>● Incorporating existing volunteer work and community development</li><li>● Creating local learning network</li></ul> <p><b>Local facilities</b></p> <ul style="list-style-type: none"><li>● Better utilisation of existing facilities (e.g. schools, community centres etc)</li><li>● Development of new integrated service centre (e.g. health, youth, adult education and learning, library, employability etc....)</li><li>● Hub and spoke approach versus dispersal</li><li>● Key locational priorities:<ul style="list-style-type: none"><li>- Shotley</li><li>- Chelmondiston</li><li>- Holbrook</li></ul></li></ul> <p><b>Improving routes and pathways to employment</b></p> <ul style="list-style-type: none"><li>● Establishment of network/partnership of local training providers and major employers</li><li>● Possibly best to link into wider Suffolk provision</li><li>● Sector strategies (linked to Haven Gateway priorities e.g. marine, tourism)</li><li>● Need to focus on:<ul style="list-style-type: none"><li>- skills required by local businesses</li><li>- skill requirements for wider area</li></ul></li><li>● Also – role of local enterprise/social enterprise development</li></ul> <p><b>Local training</b></p> <ul style="list-style-type: none"><li>● Emphasis must be on:<ul style="list-style-type: none"><li>- understanding what is already being provided</li><li>- its strengths and weaknesses/limitations</li><li>- improving coordination/synergy (removing duplication)</li><li>- identifying gaps and opportunities for new provision</li><li>- building on successful existing initiatives</li></ul></li></ul>
---------	---

<b>Funding requirements and sources</b>	<ul style="list-style-type: none"> <li>• External funding availability will be limited due to Shotley being low priority</li> <li>• Emphasis will need to be on existing investment and spending flows (i.e. an 'AIF' approach)</li> <li>• Should however seek funding from the following sources: <ul style="list-style-type: none"> <li>- better utilisation/take-up of training provided at county/sub-region by LSC, colleges etc.</li> <li>- S106 (e.g. Ganges)</li> <li>- IiC</li> <li>- local authorities, PCTs (e.g. for supporting development of new integrated service facilities)</li> <li>- LSC</li> </ul> </li> </ul>
<b>Delivery/way forward</b>	<ul style="list-style-type: none"> <li>• Key priority must be to establish a local learning partnership/network</li> <li>• This should be connected to (and possibly led by) Babergh East LSP</li> <li>• Would involve key funders, training providers, voluntary and community organisations</li> <li>• Should also seek to link into employ networks (e.g. pan suffolk)</li> <li>• Its role should be to devise a coordinated training plan/AIF to take to key funders.</li> </ul>

## Foot Ferry

Rationale, Objectives, Key issues, Linkages

<b>Rationale</b>  Problems/opportunities to be addressed	<ul style="list-style-type: none"> <li>• The current ferry service is limited to a summer season service and 12 passengers.</li> <li>• Infrastructure links between the peninsulas are poor and the ferry has the potential to provide a public transport service to the community</li> <li>• Tourism numbers have been increasing annually and the current ferry often does not have the capacity to cope with the numbers</li> </ul>
<b>Objectives</b>  Objectives, outcomes	<p>An extended ferry service and larger vessel are dependent on demand arising from potential developments coming to fruition in two to three years time. <b>3 key short-term objectives</b> have therefore been identified:</p> <ul style="list-style-type: none"> <li>• <b>Marketing</b> – up-scale the marketing of the current ferry service to ensure its continue sustainability and to maximise and diversify the number of users. Evolve the marketing strategy over the longer-term to target commuters</li> <li>• <b>Landguard landing</b> – make improvements to the landing facility in terms of the approach, parking, signage and through ticketing in order to ensure that appropriate facilities are in place and ready for the future development of the ferry landing facility in conjunction with the expansion of the Port</li> <li>• <b>Management</b> – put into action an appropriate management body for the foot ferry service to drive forward short-term objectives, over-see landing facility improvements at Felixstowe and ensure preparation for the longer-term objectives is underway</li> </ul> <p><b>Long-term objective:</b></p> <ul style="list-style-type: none"> <li>• Provide a reliable all year round ferry service, which serves tourists, locals and commuters and purchase a bigger vessel with passenger capacity of between 60 and 100.</li> </ul>

<p><b>Key Issues</b> Potential constraints</p>	<ul style="list-style-type: none"> <li>● Adjoining infrastructure links need improving in order to maximise the scope of service the ferry can provide and ensure a fully integrated transport initiative</li> <li>● Landing facilities, particularly at Felixstowe need improving in order to cope with a bigger vessel</li> <li>● The type of vessel needs careful consideration particularly in terms of size and number of propellers to ensure that it is suitable for the landing facilities</li> <li>● The operation of an extended service will need to be considered carefully in terms of crew numbers, teams and training issues</li> <li>● Vessel maintenance will require the use of a support boat</li> <li>● The number of commuters using the service is likely to be built up gradually, therefore need to ensure service is feasible in the meantime and that subsidies are available if required</li> </ul>
<p><b>Linkages</b></p>	<ul style="list-style-type: none"> <li>● HGP Business Plan</li> <li>● EEDA</li> <li>● RSS – HG growth point</li> <li>● ECC SustAccess proposal</li> <li>● SCC Public transport</li> <li>● Harwich Haven Authority</li> <li>● Hutchison Port</li> <li>● Felixstowe, Shotley and Harwich parish councils</li> <li>● Potential linkages with workforce development strategy and Pin Mill tourism market</li> </ul>

Options, funding, delivery

<p>Options</p>	<p>Due to extent of previous work assessing the feasibility of this project one key option was identified:</p> <ul style="list-style-type: none"> <li>● Ensure continued viability of current service whilst preparing for longer term objective of extending ferry service to run all year round and purchase of larger vessel</li> </ul>
<p>Funding requirements and sources</p>	<p><b>Capital</b></p> <ul style="list-style-type: none"> <li>- Vessel – approx £200k+inflation, possible source S106 from HMS Ganges development and EEDA match funding</li> <li>- Landguard landing facilities - £400k (50% from Hutchison Port as part of S106, 50% from EEDA)</li> <li>- Harwich Landing facility - £40k (INTERREG and ECC)</li> <li>- King Edward VII Drive - £1m (Shotley Marina?)</li> <li>- Landing facilities for bigger boat – e.g. dredging required for turning boat – costs?</li> <li>- Marketing – costs?</li> </ul> <p><b>Revenue</b></p> <p>Currently get subsidy from ECC and SCC amounting to £20k per annum The remainder of funding comes from passenger fares</p> <p>Costs:</p> <ul style="list-style-type: none"> <li>- Minimum of 5 crew FT - £150k p/a</li> <li>- Running costs - £38.4k (based on 300 days p/a)</li> <li>- Maintenance - £10-20k p/a</li> <li>- Legal Surveys - £3k p/a</li> <li>- Insurance - £4k p/a</li> </ul>

	<ul style="list-style-type: none"> <li>- Safety/upkeep - £3/4k p/a</li> <li>- Support Vessel – hire costs?</li> <li>- Management body/CPL costs?</li> </ul>
Delivery/way forward	<ul style="list-style-type: none"> <li>• Management body – Trust/CLG with legal status that will own the boat and lease to an operator.</li> <li>• Key members of the management body should be: <ul style="list-style-type: none"> <li>- Harwich Haven Authority</li> <li>- ECC</li> <li>- SCC</li> <li>- Public transport providers?</li> <li>- Babergh, Suffolk Coastal and Tendring</li> <li>- Ferry Operator</li> <li>- Community representation</li> <li>- HGP (EEDA)</li> <li>- Town/Parish Councils</li> </ul> </li> <li>• The key role of the management body should be: <ul style="list-style-type: none"> <li>- Co-ordinate and provide overview for the service as a whole</li> <li>- Secure funding for capital costs and ensure subsidies are in place for revenue costs if required</li> <li>- Support the existing service</li> <li>- Develop marketing aspects</li> <li>- Address operational issues</li> <li>- Oversee management of the landing improvements at Felixstowe</li> <li>- Ensure adjoining public transport links are suitable and in place</li> <li>- Consider the type of boat and the implications for the landing facilities</li> </ul> </li> </ul>

**Pin Mill**

Rationale, Objectives, Key issues, Linkages

<b>Rationale</b>	<ul style="list-style-type: none"> <li>• Future sustainability of existing businesses are a key issue</li> <li>• Planning and environmental issues as regards houseboat owners and derelict wrecks largely resolved</li> <li>• Need for greater provision for visitors</li> <li>• Regeneration of Pin Mill is the key motivator</li> </ul>
------------------	--

<p><b>Key Issues</b></p>	<p>Key Issues which need to be Resolved</p> <ul style="list-style-type: none"> <li>• Landing on hard difficult</li> <li>• Losing customers</li> <li>• Tourists arriving from hard – difficult for them to enter Pin Mill</li> <li>• Money lost from Pin Mill</li> <li>• Reputation as sailing venue</li> <li>• Dangerous</li> <li>• Sailors getting to shore clean</li> <li>• Barge blocks/scrubbing posts</li> <li>• Appeal to different yachting market from the marina market</li> </ul> <p>Access</p> <ul style="list-style-type: none"> <li>• Safety issue/pedestrians</li> <li>• Footpath</li> <li>• Suffolk cycle route – promotion</li> <li>• Alternative vehicular route</li> <li>• Car parking: <ul style="list-style-type: none"> <li>• Limited benefit of new car parking on picnic site as will lose on street car parking</li> <li>• Cordells Lane – (local landowners)</li> <li>• Boatyards – lay up boat – park for summer</li> <li>• need to consider short term solution ‘v’ long term solution</li> <li>• Issue over management of car parking</li> </ul> </li> </ul> <p>Interpretation</p> <ul style="list-style-type: none"> <li>• Need information/leaflets/ continuity/ consistency</li> <li>• New sign on toilet blocks</li> <li>• Complaint over too many signs</li> <li>• No promotion</li> </ul> <p>Public transport</p> <ul style="list-style-type: none"> <li>• Issue with employing young people/skilled people</li> <li>• Timing – work issue</li> <li>• Improved cycle access</li> <li>• Management</li> </ul> <ul style="list-style-type: none"> <li>• Pin Mill Hard Committee – local residents</li> </ul>
--------------------------	--

	<ul style="list-style-type: none"> <li>- donations</li> <li>• Members worried about liability</li> <li>• Ipswich – landowners <ul style="list-style-type: none"> <li>- Abdicate responsibility</li> <li>- Prepared to grant groundlease – peppercorn rent</li> <li>- Insurance !! Who will take responsibility</li> </ul> </li> <li>• CLEUD– use of hard for traditional purposes</li> <li>• ABP – delegate powers <ul style="list-style-type: none"> <li>- Proportion of income from moorings – 25%</li> <li>- Shotley Peninsula – area for leisure/not residential (access)</li> </ul> </li> </ul>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Easy to visit</li> <li>• Fun to visit</li> <li>• Nice place to live and work</li> <li>• Improve accessibility and parking</li> <li>• Regenerate Pin Mill</li> <li>• Ensure sustainability of Pin Mill</li> <li>• Growth</li> <li>• Improve area for residents/visitors</li> <li>• Provide structure for management/funding</li> </ul>

<p><b>Options –</b></p>	<p><b>The Hard</b> – economic opportunity, focus on:</p> <ul style="list-style-type: none"> <li>• Extending/lifting up</li> <li>• Barge blocks</li> <li>• Scrubbing post</li> <li>• Some dredging (ABP)</li> <li>• Surfacing</li> <li>• Engineering feasibility ABP                      circ £70,000</li> </ul> <p>Short term</p> <ul style="list-style-type: none"> <li>• Car parking</li> <li>• Pushchair friendly access</li> <li>• Collimore Close – shared use with residents</li> <li>• Picnic site – redevelopment of picnic area 16 spaces      £40,000</li> <li>• Signage</li> </ul> <p>Long term</p> <ul style="list-style-type: none"> <li>• Review effects of above</li> </ul> <p>Interpretation – improvements – Historic Preservation Soc (Orford)</p> <p>Waste for yachtsmen</p> <p>Redundant buildings –</p> <ul style="list-style-type: none"> <li>• Webb’s chandlery – had 4 people to look at it <ul style="list-style-type: none"> <li>- change of use major planning issues to do with traffic generation.</li> </ul> </li> <li>• storage shed of pub <ul style="list-style-type: none"> <li>- could be used by trust</li> <li>- education uses</li> <li>- hardmaster</li> <li>- highways issues</li> <li>- need to speak to owner</li> </ul> </li> </ul>
<p><b>Delivery Structure</b></p>	<p>Ownership of hard – To be transferred to trust</p> <ul style="list-style-type: none"> <li>• BDC</li> <li>• ABP</li> <li>• SCC??</li> </ul>

	<ul style="list-style-type: none"> <li>• Pin Mill Sailing Club</li> <li>• Business Rep</li> <li>• Chelmondiston Parish Council</li> </ul>
<p><b>Funding Requirements and Sources</b></p>	<p><b>Costs</b></p> <ul style="list-style-type: none"> <li>• Hardmaster – <ul style="list-style-type: none"> <li>- Do they need one red tape/ unenforceable</li> <li>- Public hard should they charge for it</li> <li>- Task force want some form of hardmaster</li> </ul> </li> <li>• Annual maintenance</li> <li>• Annual sinking fund</li> <li>• Insurance</li> <li>• Office/hut</li> </ul> <p><b>Income</b></p> <ul style="list-style-type: none"> <li>• % mooring income ABP - £2,500</li> <li>• bargeblocks/scrubbing posts</li> <li>• dinghy parking income</li> <li>• businesses might be able to contribute</li> </ul>
<p><b>Next Steps</b></p>	<p><b>Action Plan</b></p> <ol style="list-style-type: none"> <li>1. Hard – business plan <ul style="list-style-type: none"> <li>- Bid to funders – mid summer</li> </ul> </li> <li>2. Car park</li> <li>3. Signposting – interpretation/ Babergh DC</li> <li>4. Other projects – longer term</li> </ol>

## Brantham Industrial Area

### Rationale, Objectives, Linkages

<p><b>Rationale</b></p> <p>Problems/opportunities to be addressed</p>	<ul style="list-style-type: none"> <li>• Ageing industrial estate</li> <li>• Need for efficiency with a surplus of buildings on the site</li> <li>• Wardle Storeys and ICI businesses are becoming less competitive</li> <li>• Both businesses have local labour forces that need to be retained</li> <li>• Need income from development to fund the rationalisation</li> <li>• To enable new development within the Industrial Area</li> <li>• Potential for public intervention in terms of new employment opportunities</li> <li>• Mixed-use scheme</li> <li>• Access is a key constraint that may impinge on the scale and type of development</li> <li>• Railway line splits the site into two, with development on the southern part of Wardle Storeys site restricted</li> <li>• The level of contamination is difficult to gauge at the present time without comprehensive ground investigations</li> <li>• Existing buildings on the site are functionally obsolescent for modern business requirements and would need to be demolished</li> <li>• Flood risk may not be a problem with railway line and research indicating no issues in regards to 100 year and 200 year flooding</li> </ul>
<p><b>Objectives</b></p> <p>Objectives, outcomes</p>	<ul style="list-style-type: none"> <li>• Retention of Wardle Storeys and ICI Imagedata and other local businesses within the Industrial Area as viable and competitive businesses;</li> <li>• Creation of a balanced mixed use area with employment, residential and community uses that are in keeping with the size and character of Brantham village;</li> <li>• Enhancement of local business opportunities where attractive and viable;</li> <li>• Improvement to the environmental quality of the Industrial Area, including new areas of public open space.</li> </ul>
<p><b>Linkages</b></p>	<ul style="list-style-type: none"> <li>• Agreed proposed amendment to the Local Plan Policy EM02e for the Industrial Area</li> <li>• Haven Gateway Partnership</li> <li>• EEDA's Economic Strategy</li> </ul>

## Options, funding, delivery

Options	<p><b>Mix of Land Uses</b></p> <ul style="list-style-type: none"> <li>• It was agreed that more work was required before the nature and scale of land uses could be determined.</li> <li>• There was general agreement that housing would feature within the site, although there was some debate about the viability of new employment uses.</li> </ul> <p><b>Existing Buildings</b></p> <ul style="list-style-type: none"> <li>• The area of surplus land was discussed along with the future aspirations of the two businesses in terms of rationalising their processes on site.</li> <li>• There is limited opportunity to utilise the existing buildings on the site for new employment uses as the majority of these buildings are functionally obsolescent and do not provide modern space.</li> </ul> <p><b>Physical Access</b></p> <ul style="list-style-type: none"> <li>• Discussed historic transport on the site with over 2,000 employees;</li> <li>• Highlighted issue of access onto the A137 and potential Highways objections to intensification of access with significant new development;</li> <li>• Discussed need to separate commercial and residential traffic with Wardle Storeys identifying a potential new access into WS and ICI site.</li> <li>• Considered radical options of a new access point into Brooklands Road.</li> <li>• Discussed whether the northern part of Wardle Storey site, north of Factory Lane (car park at present) could have vehicular access into Temple Pattle. This was dependent on who owned the land at the end of the estate, which may act as a ransom strip.</li> </ul> <p><b>Car Parking</b></p> <ul style="list-style-type: none"> <li>• There may be opportunities to create areas of new car parking within the reduced footprint of WS, although there are no definitive plans at present.</li> </ul> <p><b>Greenfield Vs Brownfield</b></p> <ul style="list-style-type: none"> <li>• It was agreed that the development should be focused on existing brownfield sites within the Industrial Area.</li> <li>• However, there may be an argument to take some of the Greenfield land to the north of ICI Imagedata's existing site, if a significant landscape buffer was required between the industrial and residential uses. This would be "swap" of land in effect.</li> </ul> <p><b>Public Access</b></p> <ul style="list-style-type: none"> <li>• No public vehicular access would be allowed to the southern part of the site.</li> <li>• Public access to the southern part of the site may be possible.</li> </ul>
Funding requirements and sources	<ul style="list-style-type: none"> <li>• An opportunity was identified for potential public sector funding to enable the development of new commercial/industrial space for local businesses, similar in nature to the existing two managed workspace schemes at Sudbury and Hadleigh.</li> <li>• The site is unlikely to be a high priority for strategic funding from EEDA, although opportunities should be explored with the Haven Gateway Partnership once plans have been advanced.</li> </ul>
Delivery/way forward	<ul style="list-style-type: none"> <li>• The key priority is to formulate the Development Brief as soon as possible</li> </ul>

	<p>following the receipt of the Inspector's Report for Babergh District Local Plan. The Inspector's Report is due late 2005.</p> <ul style="list-style-type: none"><li>• The formulation of the Development Brief should be a collaborated process between Babergh District Council and key stakeholders, including the key principal owner occupiers Wardle Storeys and ICI Imagedata.</li><li>• The two principal businesses need to liase with other landowners/businesses within the Industrial Area to keep them informed of the on-going planning work.</li><li>• A feasibility study needs to be undertaken to ascertain the quantum and nature of new development required to finance the rationalisation of the two principal businesses.</li><li>• Continuous dialogue with County Highways is required throughout the process to ensure that the Development Brief is acceptable on accessibility grounds.</li></ul>
--	---

**APPENDIX 4**  
**LIST OF CONSULTEES**

## LIST OF CONSULTEES

4.01 The following individuals have been consulted as part of the process of developing a Local Strategy for the Shotley Peninsula. The method of consultation is indicated within the right hand columns.

Name	Organisation	Focus Group	Phone	Face to Face (not focus group)
<b>Brantham Industrial Area</b>				
Neil Greig	Babergh District Council (Planning)	✓	✓	✓
Paul Wood	Suffolk Development Agency	✓		
Alan Newman	Suffolk County Council (Transport)		✓	
Mel Flemming	Suffolk County Council (Econ Dev)	✓		
Matt Clarke	Boyer Planning	✓		
Marcus Browne	Wardle Storeys	✓		✓
Brian Thompson	EWS on behalf of ICI Imagedata	✓		
Rob Fawkner	ICI Imagedata			✓
John Bews	EWS on behalf of ICI Imagedata	✓		
Tony Ward	Brantham Parish Council	✓		
Tim Mutum	Babergh District Council (Community)		✓	
Penny Arnold	Babergh District Council (Leisure)		✓	
Ian Tippett	Babergh District Council (Housing)		✓	
Graham Thomas	Tendring District Council (Planning)		✓	
Sally Looker	Tendring District Council (Econ Dev)		✓	
<b>Workforce Development &amp; Young People</b>				
Tim Mutum	Babergh District Council		✓	✓
Richard Morton	Haven Gateway Partnership	✓	✓	
Penny Arnold	Babergh District Council		✓	
Isabel Warren	Connexions	✓		
Teresa Logan	Suffolk Learning & Skills Council		✓	
Maggie Cross	Suffolk Learning & Skills Council		✓	
Neil Williams	Suffolk Council for Voluntary Youth Services			

Julia Catterwell	CDRP	✓		
Jacki Buckle	Suffolk CC Community Education Services		✓	
Helen Muddock	Suffolk CC Community Education Services	✓		
Jocelyn Davis	Suffolk CC Community Education Services	✓	✓	
Mark Barnasuik	Suffolk CC Community Education Services		✓	
Martin Peel	Suffolk IAG		✓	
<b>Pin Mill</b>				
Ryan Jones	Babergh District Council	✓	✓	✓
Cllr Bryn Hurren	Babergh District Council	✓	✓	✓
Geoff King	H King & Son Boatyard	✓		
Dilly Ridge	Pin Mill Sailing Club	✓		
Anthony Ward	Local Businessman	✓		
Paul Chippendale	Ipswich BC	✓	✓	
Captain John Wooley	ABP Ipswich		✓	
Jonathan Webb	F Webb Barge Repairs	✓		
Louise Cullen	Pin Mill Studio	✓		
Cllr Peter Jones	Babergh DC	✓		
Phil O'Donaghue	National Trust		✓	
Cathy Crouch	Chelmondiston Parish Council	✓		
<b>Foot Ferry Service</b>				
Stephen Bracewell	Harwich Haven Authority		✓	✓
John Davies	Suffolk Coastal District Council	✓	✓	✓
Barry Woodgett	Suffolk County Council	✓	✓	
Laura Chalkley/ Richard Bailey	Essex County Council	✓	✓	
David Wood	Babergh District Council	✓	✓	
Alan Sage	Current Ferry Operator	✓	✓	
<b>General Contacts</b>				
Cllr Penny Clarke	Babergh District Council		✓	
Neil Henry	Babergh District Council	✓	✓	✓
Liz Evans	Brantham Parish Council	✓		
Patrick Mann	Chelmondiston Parish Council	✓		