

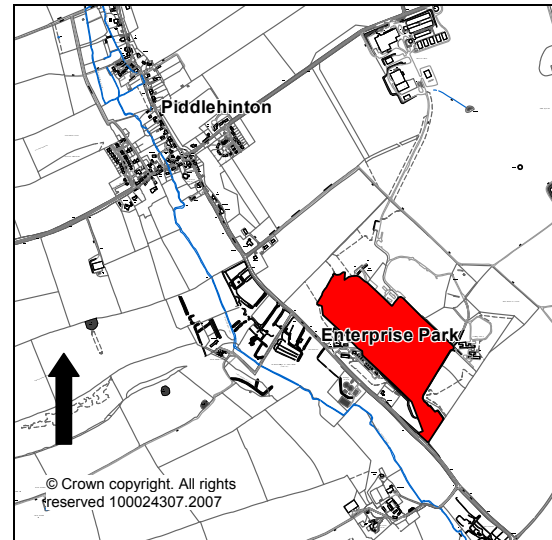
CHAPTER 4: Rural Business Survey

Piddlehinton Enterprise Park

Background to the site

Piddlehinton Enterprise Park is located in the east of the district, approximately 9km drive from Dorchester and adjacent to the village of Piddlehinton (Figure 69). Piddlehinton, the nearest village, contains a pub but no other facilities. The nearest shop is in Piddletrenthide to the north of Piddlehinton. Villages located within 5km of the site include Piddlehinton, Piddletrenthide, Charlton Down, Puddletown and Cheselbourne, which could provide a large potential workforce for the site. There is a bus service to the site, however the first bus doesn't arrive at the site until just after 9am⁴⁵.

Figure 69: Piddlehinton Enterprise Park



Results of the survey

The response rate from Piddlehinton was 23% (5 responses), which was a little disappointing. A return rate of approximately 30% is the norm. The low response rate may be due in part to consultation overload as a survey for the Employment Land Review had been carried out two months previously. The poor response rates from the surveys means that the information should not be treated as representative of the whole site, however the details provided by the people who did return the survey does provide a useful insight into the characteristics of the workforce.

The businesses described themselves as being either of a light industrial nature, or office based business or professional service. The annual turnover of businesses on the site ranged from less than £63,000 to over £25,000,000. None of the businesses occupied a site less than 150m² and one occupied over 1500m² of floor space. Three of the businesses had been at the Piddlehinton site for over five years, and the other two from between one and three years. Three of the businesses had moved to this location from other sites at Poole, Weymouth and Dorchester. All five respondents cited lower costs as the reason for moving to the site. One business stated that their employees lived locally and this has motivated their relocation. Local clientele, the pleasant environment, good transport connections and to improve their business image were not given as factors behind the move for any of the businesses.

⁴⁵ Bus timetables from Traveline South West <http://www.travelinesw.com>

The nearest village to the site is Piddlehinton, which has a pub. Two of the respondents stated that they, or their employees use the pub in the village. One of those businesses surveyed uses the services of other businesses in the area. The nearest shop is in Piddletrenthide, north of Piddlehinton. None of the businesses or their employees uses this shop. Three of the businesses had a local client base, two of these estimated that 100% of their clients were local, and one estimated that 90% of their customers were. The other two businesses had a more national client base, with one estimating that 40% of his business was carried out with clients outside of the UK.

Between the five businesses, 22 individuals were listed as travelling to the site to work each day. Two of these individuals work part time, the rest work full time. Figure 70 shows how far people travel to work at Piddlehinton Enterprise Park. The businesses do not employ any persons living within 5km of the site. Villages located within this distance include Piddlehinton, Piddletrenthide, Charlton Down, Puddletown and Cheselbourne. Most people travel over 21km to work, from locations such as Weymouth and Bridport (See Figure 71). In answer to a separate question, all of the respondents confirmed that none of their workforce lived in the local area. All the employees listed travel to the site by car, all driving apart from one.

Figure 70: Distance to home for employees at Piddlehinton Enterprise Park

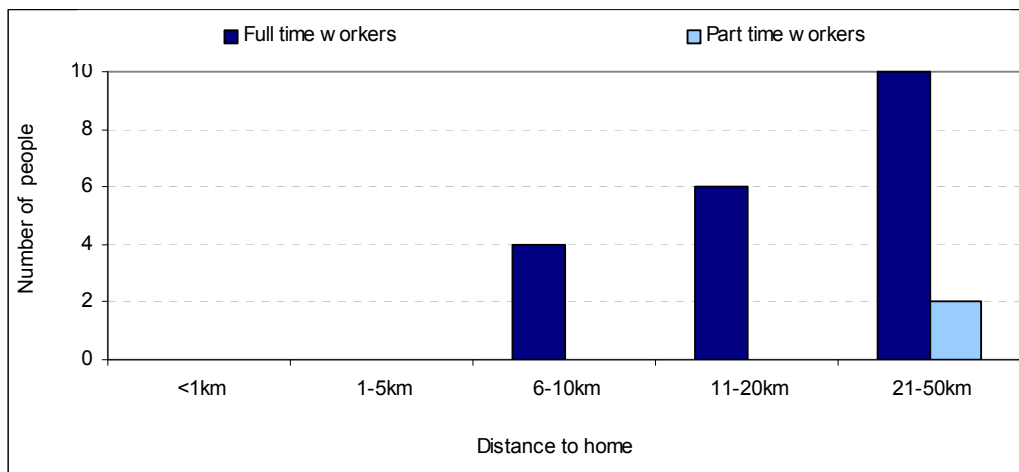
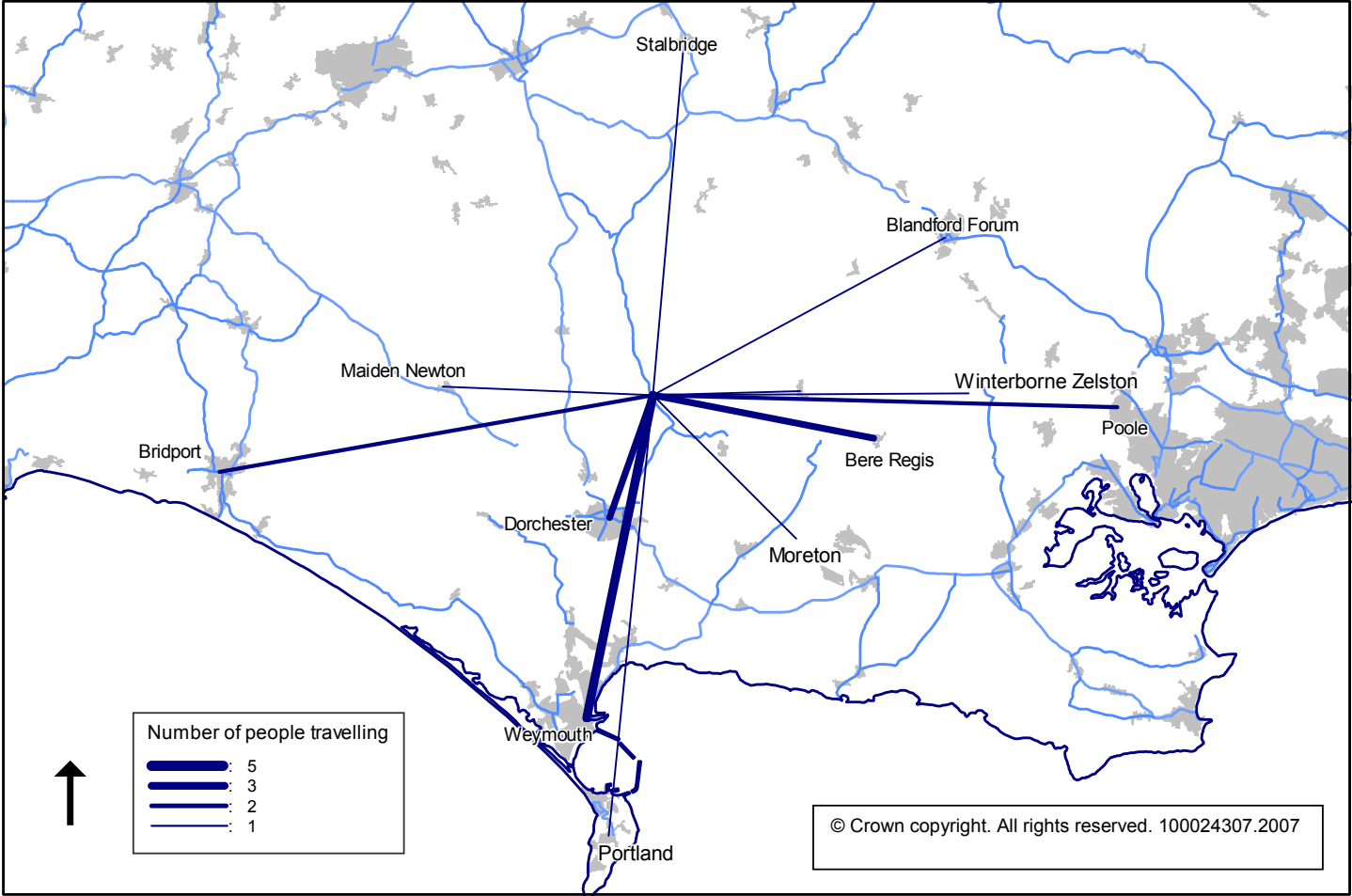


Figure 71: Origin of people working at Piddlehinton Enterprise Park

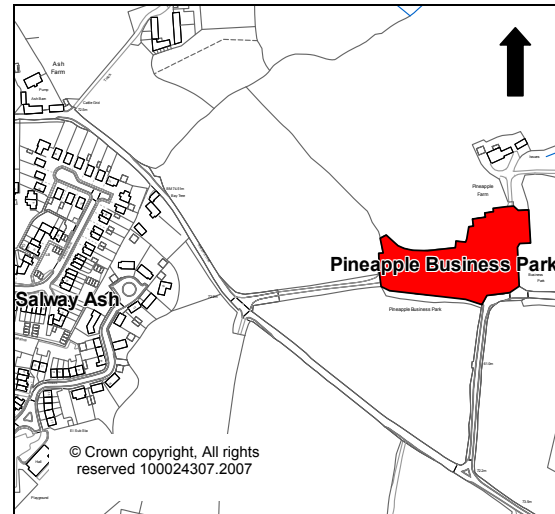


Pineapple Business Park

Background to the site

Pineapple Business Park is located approximately 7km north of Bridport, adjacent to the village of Salway Ash (Figure 72). The nearest village, Salway Ash, has no facilities. The nearest shop, post office and pub are in Bridport, approximately 7km away. There are a number of large settlements within 5km of the site. These include Netherbury, Bridport, Symondsburry and the southern part of Beaminster. There is no public transport to the site⁴⁶.

Figure 72: Pineapple Business Park



Results of the survey

The response rate from Pineapple Business Park cannot be calculated as it is unknown how many businesses the survey was administered to. There were eight returned questionnaires from this site, which is likely to account for most, if not all of the businesses, as the site is quite small. Four of the businesses described themselves as office based business and professional services, one as light industry and the remaining three as 'other', comprising a garden and home maintenance company, a film production company and electrical contractors.

The annual turnover of the businesses is generally less than those at Piddlehinton Enterprise Park. The turnovers range from below £63,000 to £250,000-£999,999. Two of the businesses rented units of less than 50m² and the largest space rented was 750-999m². Five of the businesses had been at the site for between two and five years. Two had been at the site for less than two years, and one had been at the site for over five years. Half of the businesses had been located at another site previously, moving from Bridport, Gloucestershire, Middlesex and 'home'. For six of the businesses a major reason for moving to the site was because the managers lived locally or had moved to the area. Moving to a pleasant area and because an additional site was required for expansion were other important factors influencing the choice of location. Having local employees, lower costs, good transport connections and business image were not listed as reasons for moving to Pineapple Business Park.

⁴⁶ Bus timetables from Traveline South West <http://www.travelinesw.com>

The nearest village to the site is Salway Ash, but this has no facilities. The nearest shop, post office and pub are in Bridport, approximately 7km away. This was interpreted to mean local by the respondents. Three of the respondents said that they or their employees used the local shop, with a further two businesses each stating that they used the local post office, pub and other local businesses. None of businesses used public transport, but then the site is not accessible by public transport. The nearest village, Salway Ash, does have a bus service but the first bus does not arrive until after 9am. Two of the businesses stated that their client base was 100% based in West Dorset, and two other businesses have clients in West Dorset. Three businesses had the majority of their clients nationally within the UK, and one business 100% of their customers were located outside of the UK.

Between the eight businesses, 30 people were listed as travelling to the site each day, of which nine work part time. Figure 47 shows the distance that people travel to work at the site. Most people travel between six and ten kilometres to work, mainly from Bridport and Mosterton (See Figure 74). One person commutes from Salway Ash, and a further eight people commute from between one and five kilometres away. All employees (including the one located in Salway Ash) drive to the site.

Figure 73: Distance to home for employees at Pineapple Business Park

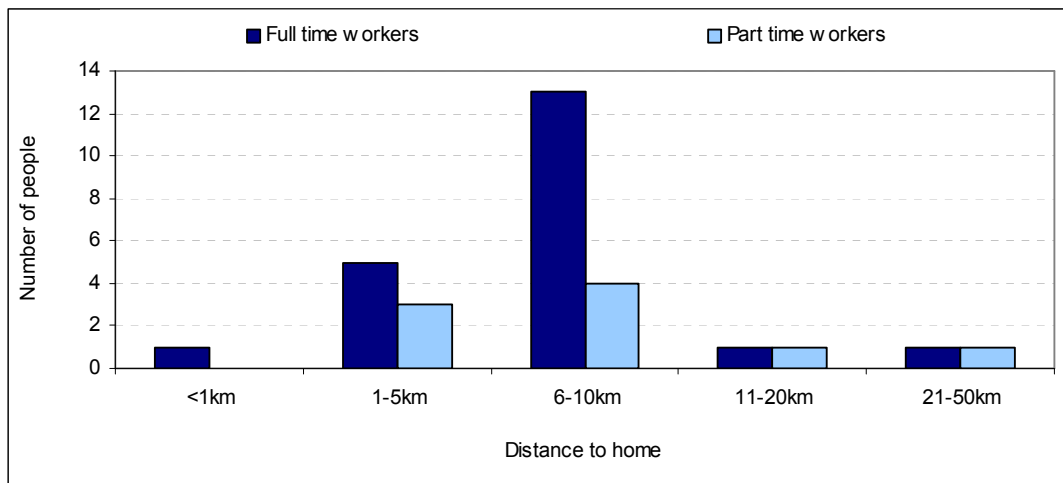


Figure 74: Origin of people working at Pineapple Enterprise Park

