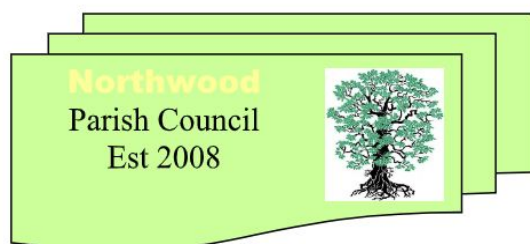


THE NORTHWOOD BUSINESS SURVEY 2018



1. SUMMARY

A survey form was developed by Intobiz Ltd in consultation with the Isle of Wight Council and Northwood Parish Council. The 2018 Northwood Business Survey had the purpose of identifying economic trends and emerging issues affecting small businesses in the Northwood Parish area. The survey was sent electronically to a sample of small business owners in the Parish, some businesses were visited and others contacted by telephone between 15th June and 23rd July 2018.

Survey participants were a broad mixture of businesses, initially identified by the rates list from the Isle of Wight Council, then added to via local knowledge and networking. The use of email solicitation was the primary method for acquiring responses, which were collected through a web-based survey platform based on Google forms. The survey was distributed in partnership with Northwood Parish Council and the Isle of Wight Council. The 2018 Small Business Survey received 40 unique responses.

Small businesses are the cornerstone of the Isle of Wight economy, serving as a hub for innovation, job creation and consumer choice by providing a favourable business climate where the Island's economy can flourish and expand. Northwood Parish Council and the Isle of Wight Council can help these small businesses create jobs in our communities, bolster our economic growth and prosperity, and strengthen the Islands financial position.

..

The survey asked small business owners in Northwood, mostly with less than 100 employees, about how they are faring in the current economic environment. The survey results showed signs of resilience and growth in small businesses across the area and revealed a bright outlook for future expansion and employment. 52.5% of small business owners reported potential plans to grow their businesses in the coming year, with 90% of the cohort planning to make investment in the business with money being spent on capital equipment including IT, marketing and training. Businesses have also indicated money will be spent on business innovation. 32.5% hope to hire additional employees over the next 12 months.

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28.9% of the cohort indicated that they would be interested in offering work placements & training opportunities if support was in place to implement. This would offer young people in the area the chance to complete work placements with a local small business. This could create links with local schools, colleges & training providers and may in the future encourage the small business to go for growth and employ more people having seen the impact that an extra person in the business can have.

The question of Brexit impact showed that 31.9% of the businesses surveyed thought it could have a negative impact, with 30 % not sure what may happen.

RECOMMENDATIONS

- **Encourage owners and landlords of units to improve the signage and numbering of units on the estate- easier to navigate and identify units.**
- **Create a new network for business support and mentoring locally.**
- **Northwood business expo day- businesses open for visits.**
- **Island wide portal for finding business information – including support for transition with Brexit.**
- **Isle of Wight council to collect business emails on rates list and gain permission for these to be used as a route to dissipate relevant new information to businesses e.g. new route to funding / training.**
- **Connect businesses to training providers and local universities to encourage work experience & work placements.**
- **Skills / information sharing among local businesses – via creation of Northwood Business Association?**
- **Sharing of information on routes to new / alternative finance – best practice?**

2. METHODOLOGY

The original list provided by the Isle of Wight Council (IWC) for this work contained 174 entries, which included non-occupied spaces such as bus shelters, phone masts and many multi entries where a business occupies more than one unit. It was agreed with the council that some of the charitable and community buildings listed were not appropriate for inclusion in the project. The data provided gave no contact details for any of the businesses.

IWC provided a survey template to act as guidance for the type of questions to be asked to elicit information about the health, wealth and growth prospects of small businesses in the area. The survey questions were extensively modified following consultation with the project partners. Following testing with 5 local businesses, the survey was approved for use.

Several methods for delivering the survey to clients were considered and an electronic survey that could be completed online was chosen as the most effective way of collecting, collating & storing the data collected. The same survey form could also be used for face to face or telephone interviews. Google Forms was selected for the online survey as this could be used at no cost in comparison to a £400 fee for Mail Chimp if it were to be used for the full cohort. We utilised Mail Chimp as a follow up tool. We sent the survey to smaller numbers as a last chance to participate to give a different look to the email. This gave us the ability to track when an email had been opened & viewed.

An incentive to complete the survey was offered with a £120 worth of local Island produce to be won through a prize draw. This was used as a carrot when chatting to people on the phone and at face to face visits. The picture of the hamper was on the first page of the survey and used on the last chance Mail Chimp. It was also printed on the A4 information sheet handed out.(appendix 1)



The data was initially developed by walking and driving around the area on 2 consecutive days to try to gain information about the unit addresses. This proved challenging as many units remain anonymous with no business details or even unit number visible.

On Somerton Estate the issue is that in several different areas, units are given the same number. Site boards are out of date and signage missing. This was an issue raised by several businesses visited.

The collection of business information could be seen to be flawed as there are many home-based small businesses across the IOW. These may not appear on any council rates list as home working is a popular method of starting and running a small business, as it reduces costs and is convenient. It is not a requirement to register for business rates unless a significant proportion of the home or outbuildings are only used for business use. Because of this home based businesses remain hidden within the community. This has been addressed to some extent by use of social media and the local knowledge of the Parish Council. Their input enabled us to add a further 24 business contacts to our data.

(Please see information later in the report*)

It is difficult to estimate how many businesses operate in this way. Home businesses still have to be registered with HMRC or listed at Companies House. A calculation could be made to look at the number of businesses registered in the area vs number of businesses paying rates. Small business rate relief is also available to many businesses operating in the area. There is no indication if they are listed in the council data or if only those paying rates are listed.

An online search resulted in contact details being obtained for 51 businesses and a further 7 websites with contact sheets were also located.

3. DATA COLLECTION BREAKDOWN

The following data was collected between 15/06/2018 and 23/07/2018.

3.1 TOTAL BUSINESSES ON DATABASE 144

Data collection was attempted via visits / emails / phone calls / social media & Mail Chimp from **118 Businesses**

No. Businesses Unable to Complete	% of Businesses	Reasoning
16	13.56%	Declined/not eligible.*
10	8.47%	No contact data.
12	10.17%	Owned/managed by Mainland companies.
Total Unable to Complete	% of Businesses Unable to Complete	
38	32.2%	

*An association or group; they were either part of another business, had ceased to trade or moved out of the area.

16 Businesses contacted by phone or visited in person declined to take part in the survey or were not seen as eligible as they were an association or group,- were part of another business or had ceased to trade or moved out of area. **(13.56%)**

10 Businesses were not able to be contacted due to lack of data being available; No phone number or email. **(8.47%)**

12 Businesses were branches of businesses owned & managed by Mainland companies; No replies were received from this group. **(10.17%)**

3.2 INITIAL SURVEY RETURN

Total Businesses Contacted	Total Number of Responses	% Response Rate
118	41	34.75%

There were many issues around the new GRDP legislation that took some time to resolve. Advice was taken from several sources and eventually the partners were happy that a compliant route was identified to enable the work to be conducted. A letter of introduction from Isle Of Wight Council was sent out at the end of May to introduce the project and the arrival of the survey from IntoBiz Ltd. (appendix 3) This letter was also attached to every email that was sent to businesses throughout the project. The main data collection phase started on 15th June 2018. The original survey can be found in the appendix. This document has been extracted from

Google forms and converted to a word format to for inclusion in this document.
(appendix 2)

Survey Method	Number Sent	Survey Return	% of Business Response From Method
Electronically Issued	46	5	10.87%
Email	24	5	20.83%
Follow Up Contact			
Email	41	7	17.07%
Phone Call	35	2	5.71%
% Response From Total Businesses(118)		% Response From Businesses Able to Complete(80)	
16.10%		23.75%	

3.3 FURTHER DATA COLLECTION

Throughout this time work continued to develop to refine the data in order to contact as many businesses as possible.

This included using contact forms on websites and messenger pages on Facebook business pages. This enabled us to make contact with 11 more businesses.

Unfortunately, many of the bigger businesses did not respond to the survey.

The steps taken to broaden the chance of home based businesses being able to access the survey included promotion through local Facebook groups & messenger sites. We also posted on local business networking sites and encouraged businesses who had engaged with us to persuade others to participate.

Unscheduled personal visits were made to businesses at different times of day / day of week to try to make direct contact with businesses. This was on the premise that some of the industrial units were used as a business base for a mobile operation. This had some direct results with two survey forms being completed via ipad on site. Through this approach attempts were made to get further information about neighbouring units that were very anonymous with no number or business details visible. It is thought many of these units are privately owned for storage purposes.

When visiting a business we offered the opportunity to complete the survey on site. This could be done immediately or:

- At a future booked face to face appointment.
- Through an arranged phone call.

- Via an email which would be sent subsequently.

The majority chose the email option. When no-one was at the business, the information was posted through the letter box (if available) and return visits were made.

After **visiting 30 businesses directly** around the industrial estates on 19th and 26th June the following was achieved.

Survey Method	Number of Visits	Survey Return	% of Business Response From Method
Direct Visit	30	3	10%
Follow Up Contact	Number Contacted		
Email	31	1	3.23%
1st Phone Call	31	4	5.71%
2nd Phone Call	30	2	6.67%
2nd Visit	24	1	4.17%
Email (Via NPCI)	35	5	14.29%
2nd Email	24	1	4.17%
Final Email	35	2	5.71%
Requested Visits	2	2	100%
Requested Email	1	1	100%

Unless the initial email had a personal connection, business needed at least 4 contacts (via email visit phone call & follow up) to enable a positive reaction to complete the survey.

Unfortunately it is not possible to monitor how many surveys have been opened but not completed on Google Forms.

3.4 DATA COLLECTION ANALYSIS

The total number of businesses contacted was 118 from the 144 on the developed database from this we received 41 completed questionnaires giving a 21.8% response rate.

Surveys that you distribute internally (i.e. to employees) generally have a much higher response rate than those distributed to external audiences (i.e. customers).

Internal surveys will generally receive a **30-40%** response rate (or more) on average, compared to an average **10-15%** response rate for external surveys.⁽¹⁾

⁽¹⁾ - <https://www.surveygizmo.com/resources/blog/survey-response-rates/> - 27 Jul 2015

From research on the web a 10-15% return is considered average for this type of survey. By these statistics this piece of work with over a 30% response rate could be seen to have excelled expectation. BUT this was achieved through a number of contacts via phone email and personal visits. To complete a larger survey this time spent might not be sustainable.

The simplest method of contact was sending out the survey via email, if no response was received the email was repeated 4-5 days later. If we look at the return rate from this sample of 75 businesses, we received a 28% response rate still above average giving information from over a quarter of the list.

The additional work to gain a further 5% was intense and I believe unsustainable long term.

Some comments made by businesses reflected that they did not wish to divulge any kind of financial information to the council via the survey - This element could have dissuaded individuals from responding to the request to complete the survey.

In future, partnership working with other local business associations or support agencies such as The Isle of Wight Chamber of Commerce, Federation of Small Businesses and the Local Economic Partnership may encourage members to embrace the survey work the council is undertaking. Perhaps flagging the importance of the work to their clients may encourage future participation.

It could also be of value to talk to all the Accountants and business bankers across the island to show how the councils are trying to gain information through surveys to develop ideas for future strategy and development to meet the needs of island businesses.

All of these established networks may be able to endorse the work to their clients and encourage participation.

The survey took less than 10 minutes to complete. No feedback comments were received on the time it took from respondents.

4. RESULTS

The survey provided results from 40 small businesses. This saw a wide range in both service and manufacturing

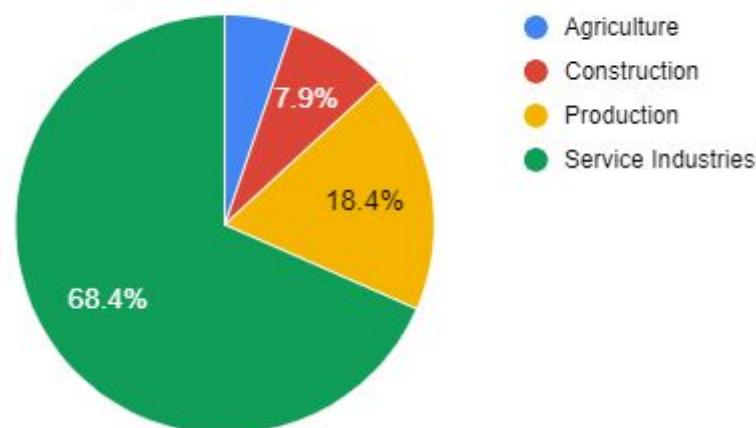
- 5 related to the automobile industry.
- 4 based in the marine sector.
- 2 in tourism.
- 3 in construction.
- 5 manufacturing goods.

There were 3 community / charitable businesses and one local shop and one public house.

Transport, cleaning, plumbing & heating and repair workshops also replied - 1 property business who provide accommodation for small businesses and 2 catering outlets. The majority of businesses were involved in Manufacturing goods.

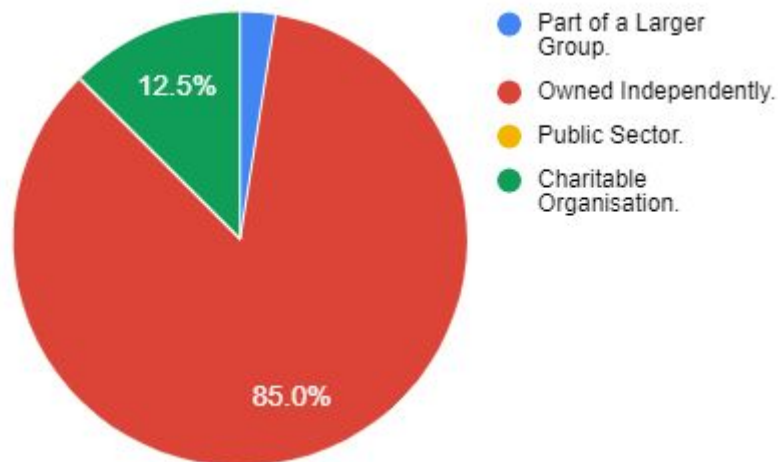
Q.1 What is the main activity of your business? (38 Responses)

% of Responses vs. Sector



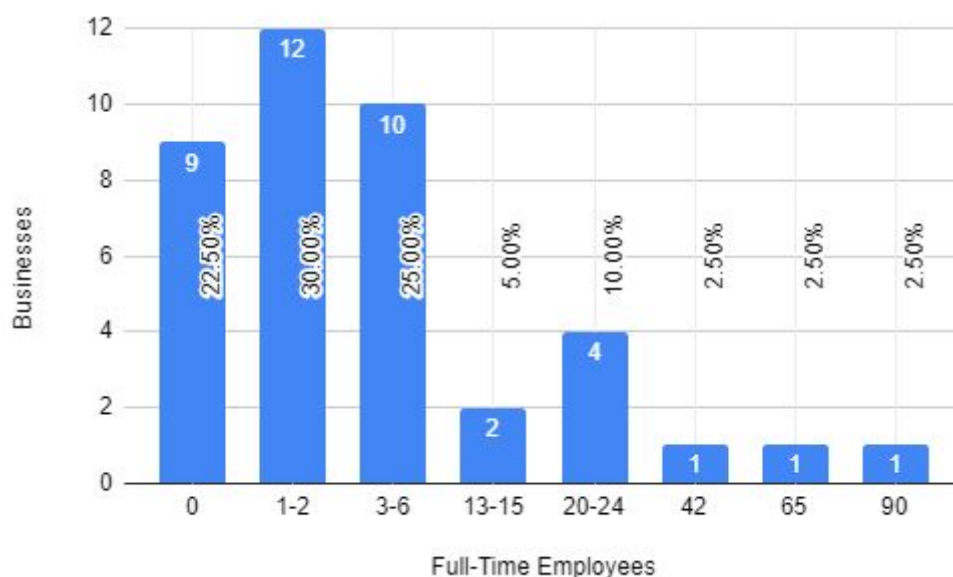
Main Activity	No.	Sector
Farm	1	Agriculture
Food & Hospitality	3	Agriculture
Building/Construction	3	Construction
Manufacturing	4	Production
Marine Engineering & Boat Building Incl. Race Boat Management	3	Production
Plumbing & Heating & domestic goods repair	3	Service industry
Beauty Salon	1	Service Industries
Office Units	1	Service Industries
Car Sales & Repairs - Auto	4	Service Industries
Wholesalers	3	Service Industries
Cleaners	1	Service Industries
Funeral Directors	1	Service Industries
Tourism	2	Service Industries
Charity – Community & CIC	3	Service Industries
Retail	2	Service Industries
Education	1	Service Industries
Transport & Companion Services	2	Service Industries

Q.2 Who owns the business? (40 Responses)



The majority of businesses completing the survey are owned independently (85%) With 1 being part of a national franchise. 5 participants were charitable organisations.

Q.3 How many full-time employees work in the business? (40 Responses)

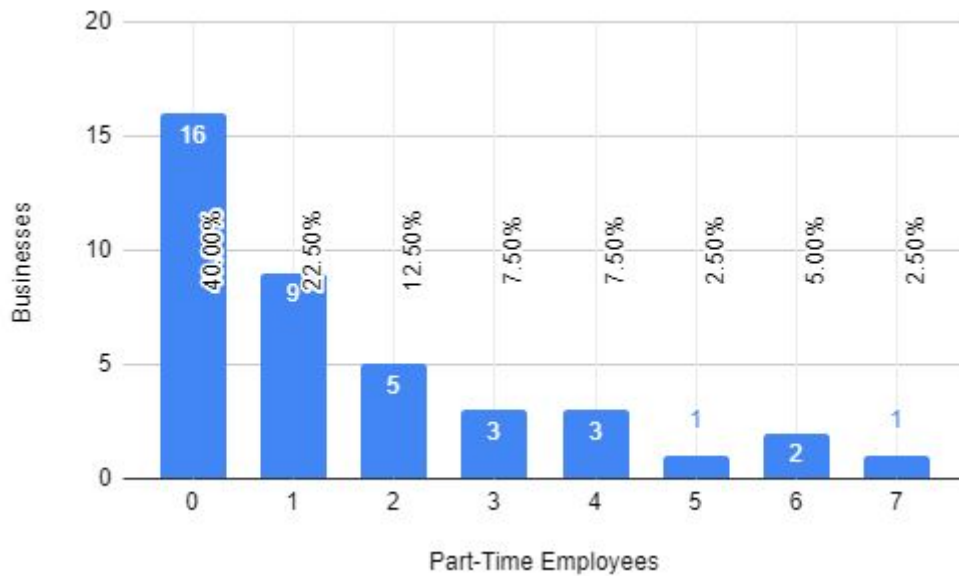


The majority of the businesses (72.5%) employed less than 5 people

Employ <5 = 72.5%
 Employ 5-10 = 5%
 Employ 11-15 = 15%
 Employ 26-50 = 2.5%
 Employ 51-100 = 5%

From this survey the majority of employment was within the Marine industry.

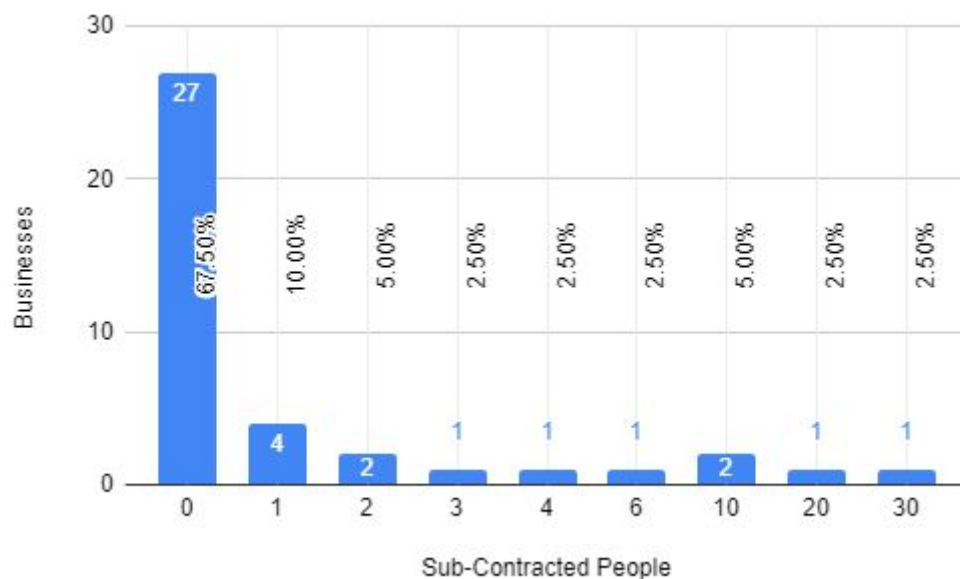
Q.3A How many part-time employees work in the business? (36 Responses)



24 businesses have part time employees (60%).

6 businesses only employ people part time with some of the posts being seasonal (Tourism).

Q.4 How many sub-contracted people work in the business? (40 Responses)



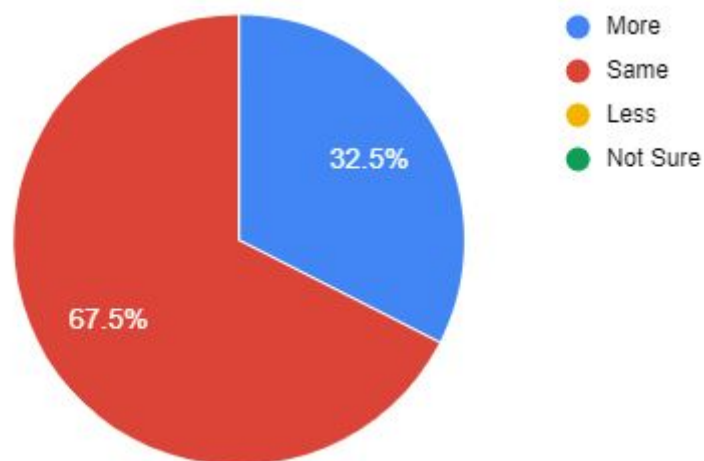
The majority of subcontracted work is within:

The Marine Industry - 34 jobs - 37.36%

Construction - 25 jobs - 27.47%

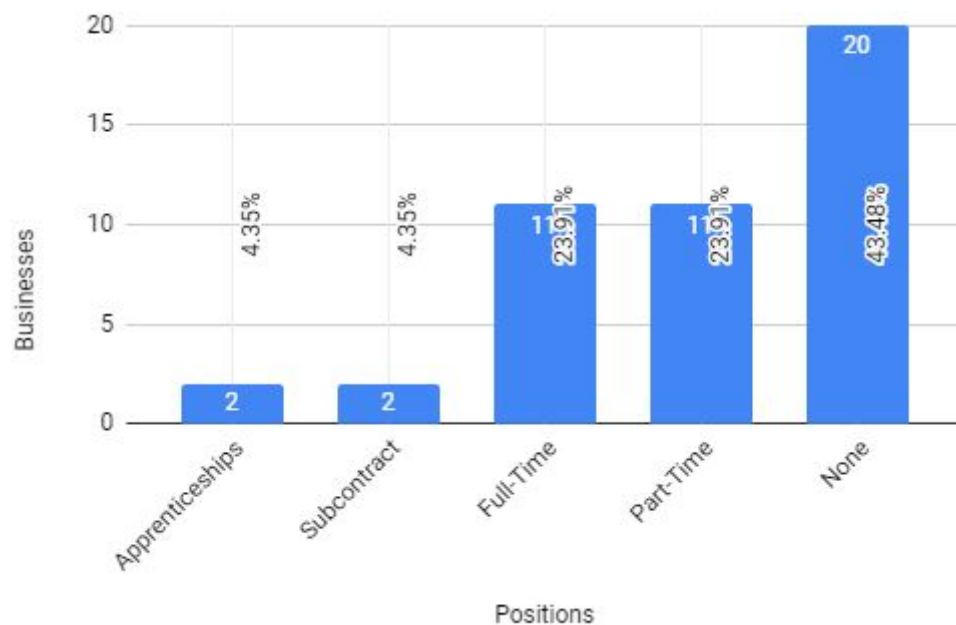
Transport - 15-25 jobs - 16.48%-27.47%

Q.5 Do you expect to employ more, the same, or fewer employees overall in 2018 compared with 2017? (40 Responses)



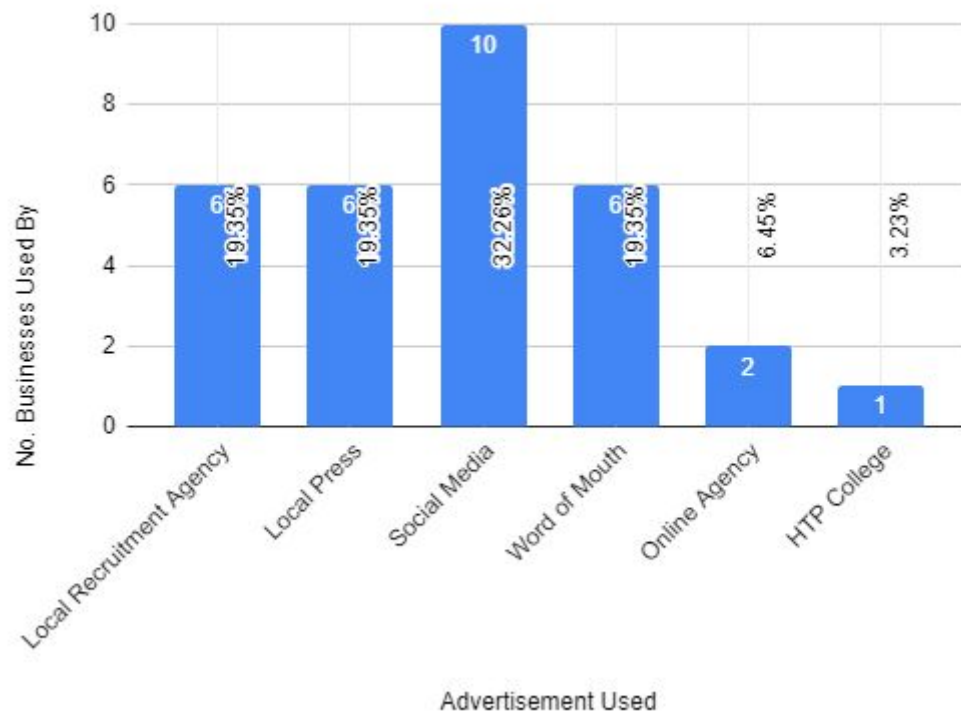
32.5% of the businesses surveyed have indicated that they will hope to employ more people in the next year.

Q.6 Have you attempted to recruit any of the following positions in the last 6 months? (40 Responses)



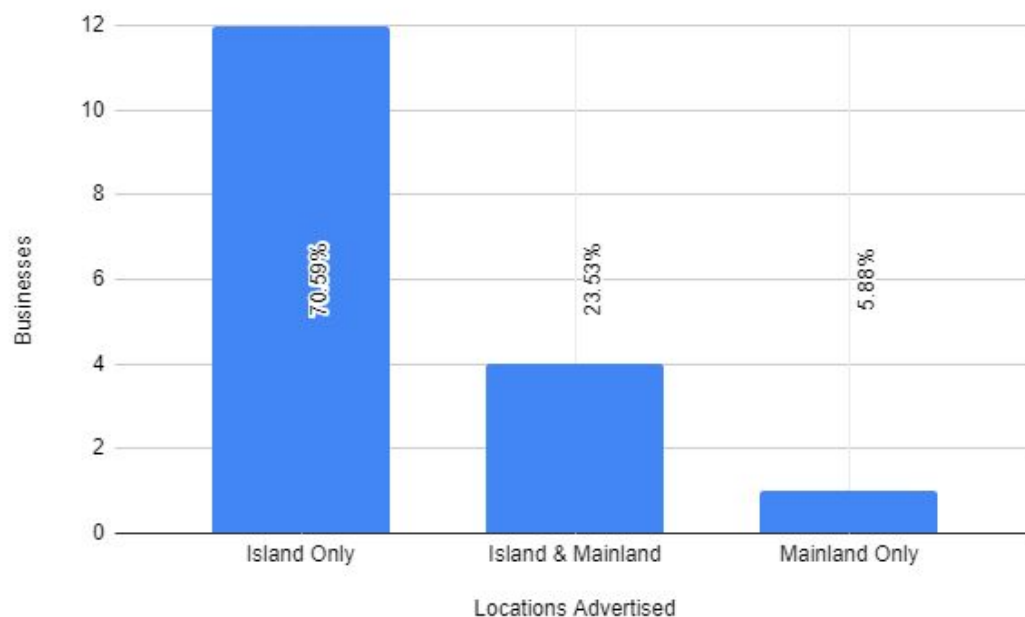
Businesses have been in a position of looking for new staff in the last 6 months with 26 jobs being advertised as available in the last 6 months.

Q.6A If yes, where did you advertise? (38 Responses)



The recruitment techniques used by the businesses are showing a move to new technology using social media and online portals. As ever word of mouth has proved to be used and looking in house to promote.

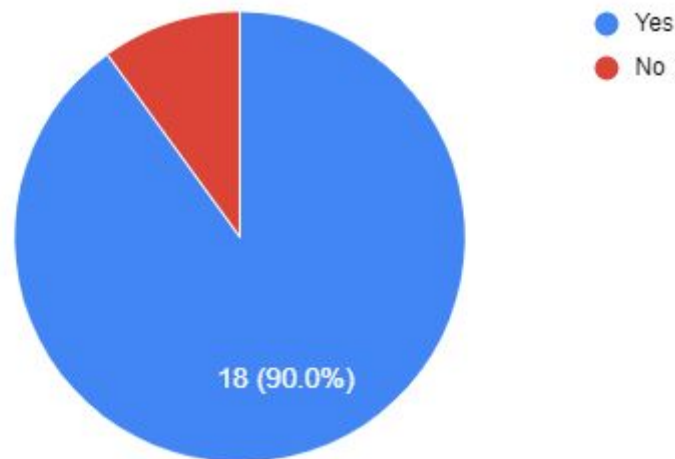
Q.6B Which locations did you advertise in? (Please select all that apply) (40 Responses)



Many businesses will look to the local area to recruit unless looking for very specialist skills that they are unable to find on the island. Some businesses also like to recruit new blood into their industry and will place mainland adverts to enable a broader reach to candidates.

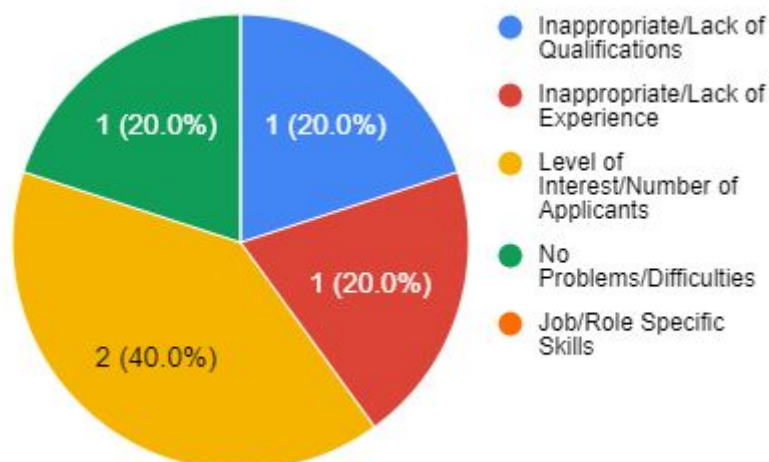
It was noted that no business indicated a link into higher or university pools of graduates. One business recruited via a local training provider.

Q.7 Were you successful in fulfilling your vacancy? (40 Responses)



In most cases, those businesses looking to recruit were able to recruit to the position they required to fill.

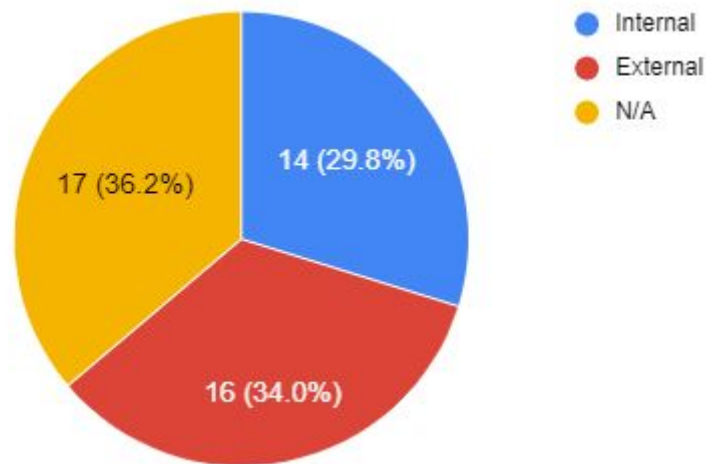
Q.7A If not, what were the difficulties you experienced? (Please select all that apply) (39 Responses)



Businesses noted that when they do look for new staff they can struggle to get a level of interest or number of candidates to make applications. In the marine industry it was noted that when advertising locally candidates tended to lack the level of qualification and experience required for the job.

Businesses in the marine sector indicated that they receive a number of applications on spec through their website. These are mainly from graduating cadets in the Maritime Cadets Schools. In the past they have run 2 apprentice programmes recruiting local young people with varying success. They are unsure if they will do this in the future.

Q.8 If you offer training/continuing professional development to your employees, who provides this for you? (Please select all that apply) (40 Responses)



75% of the businesses surveyed make provision to train staff either through 'in house' or external training provision.

Q.9 If you use external training, who provides this for you? (21 Responses)

Many of the businesses used local providers including:

- IOW College
- Smart Training
- Chamber of Commerce
- Community Action Isle of Wight

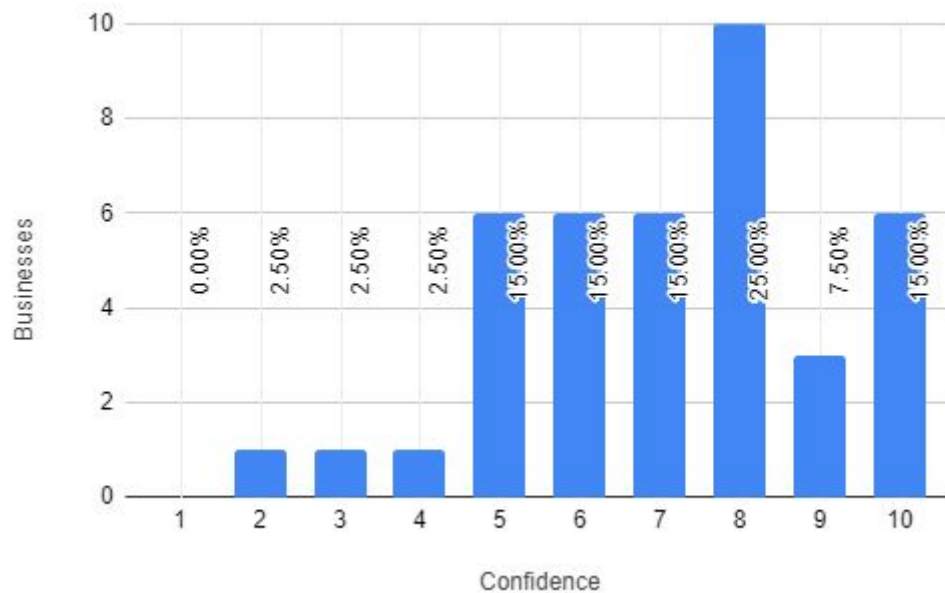
Where more specialist provision is required the training may be designated by industry standards, e.g.

- Various maritime colleges
- Neebosh, BSI
- Specialists in the field of driver / supervisor qualifications
- Training in relation to new products from Manufacturers - Automobile industry

Some businesses are using new technology to support training, mainly through internet online providers.

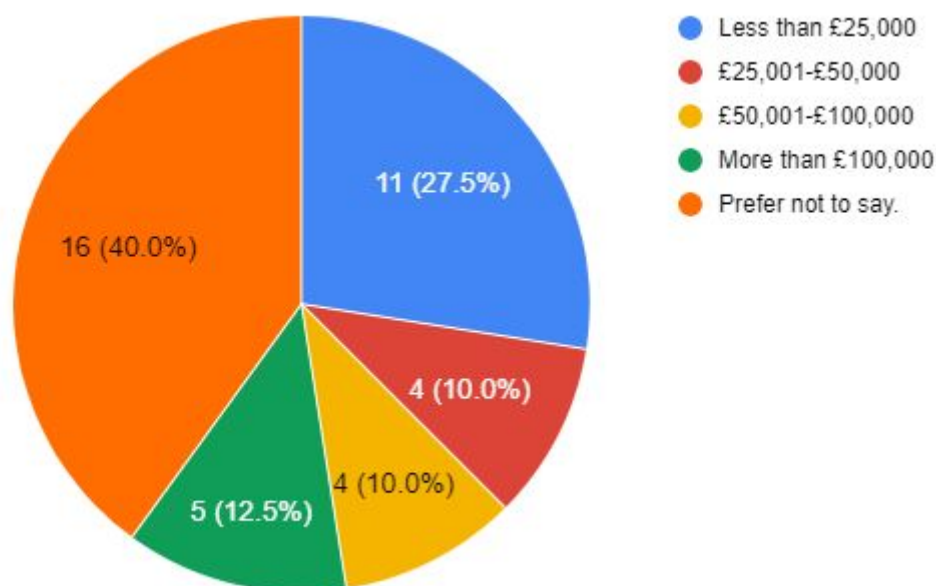
In case of franchises, the training will be provided as part of the package.

Q.10 On a scale of 1-10 how confident are you about your market sector prospects compared with 12 months ago? (40 Responses)



77.5% of Businesses surveyed have indicated that they have more confidence in their market sector compared with a year ago. Most businesses remain confident but some small manufactures have indicated a lack of confidence moving forward.

Q.11 What was your pre-tax profit for your business in the last financial year? (40 Responses)

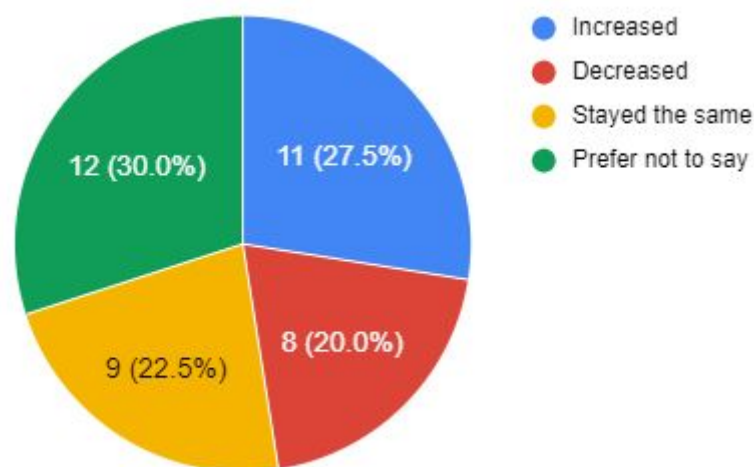


The survey was rejected by several small businesses because of this range of questions around profit. This was surprising to us as they had the opportunity to mark up a 'prefer not to say' option.

40% of the cohort declined to give information on this question.

Over a quarter of the businesses we gained information from fall into the 'one man/woman' band being independently self-employed. This of cohort tends to fall into a profit of less than 25k. Due to the inability of one person to work enough hours to develop a larger income.

Q.12 Did your profit increase or decrease in the last tax year? (40 Reponses)



27.5% of businesses saw an increase in Profit

22.5% of businesses saw no increase in profit

20% of businesses saw a reduction in profit

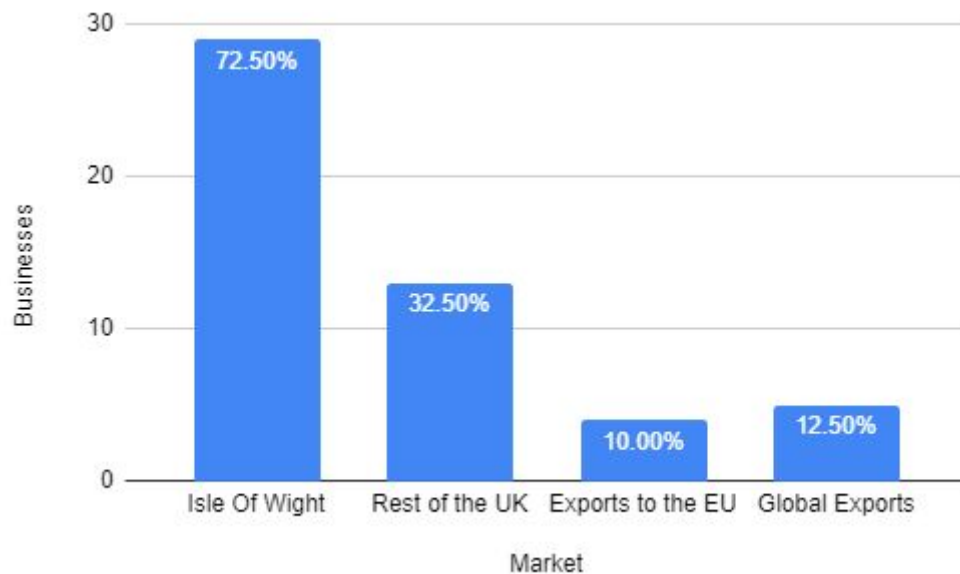
Q.13 What is your anticipated pre-tax profit for the next financial year? (Please leave blank if you prefer not to say) (5 Reponses)

We had a very low response rate to this question with only 5 responses:

1. Not actually sure
2. A loss
3. £35000
4. 25-50
5. Less than £5000

This does not give any clear picture of what the future looks like for the cohort. Potentially this may be because people do not have this knowledge as they may not actively be doing financial forecasts that would provide this information to them - A cash flow forecast can be a good route map and indicator of business health.

Q.14 Which is your most important market for sales? (40 Responses)

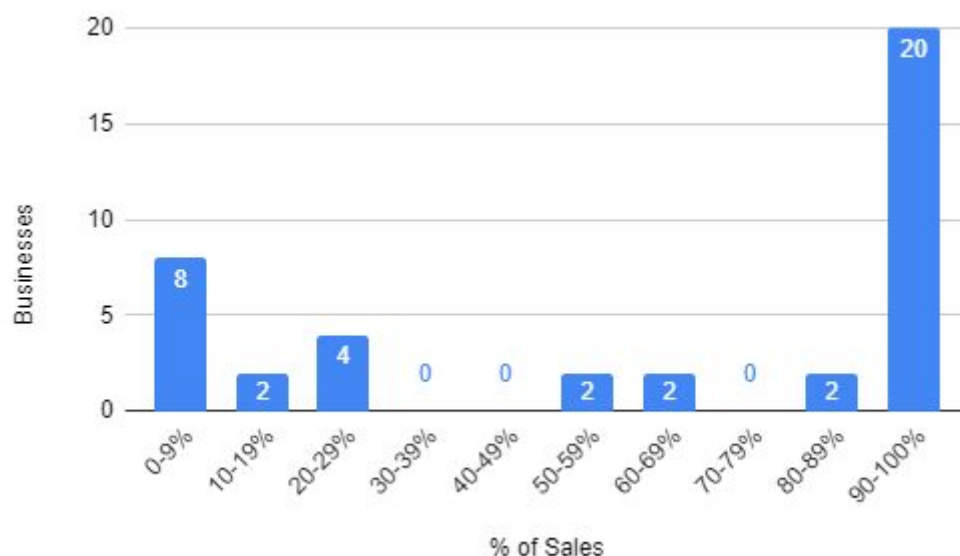


Of the businesses surveyed 72.5% of the businesses saw the Isle of Wight being their most important marketplace for sales.

Unsurprisingly, tourism takes a wider view and see the possibility of selling to both a local market and Uk/global opportunities.

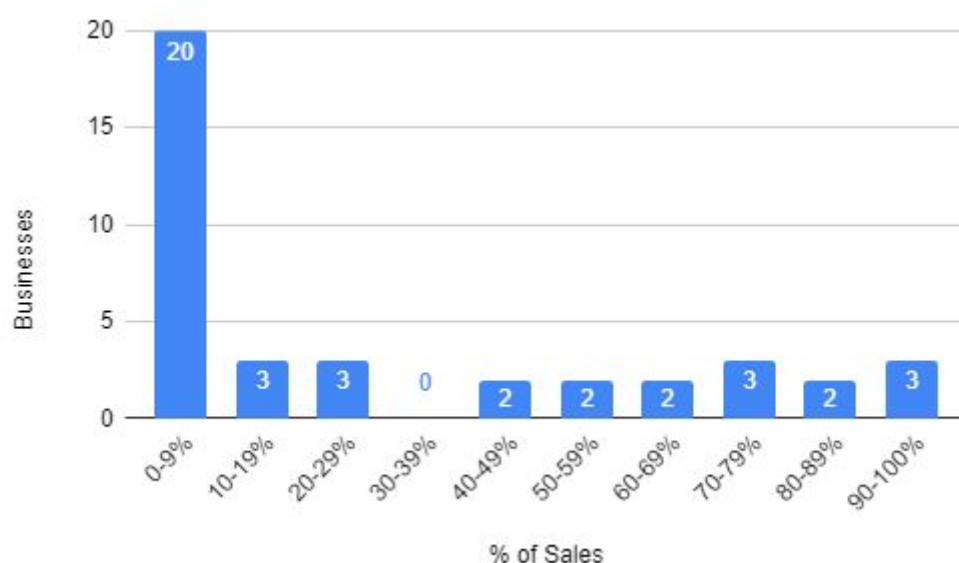
The marine industry and some component manufacturing companies highlight the UK and global sales being of most importance.

Q.14A What percentage of your sales comes from the Isle of Wight? (40 Responses)

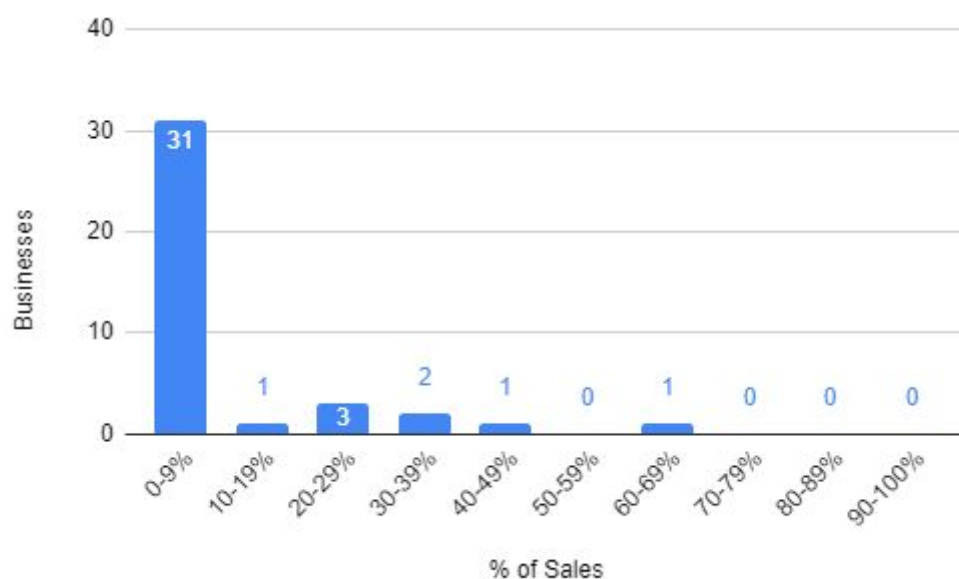


22 businesses have indicated that almost all of their sales come directly from selling locally on the Isle of Wight (55%).

Q.14B What percentage of your sales comes from the rest of the UK? (40 Responses)



Q.14C What percentage of your sales comes from exports from the EU? (40 Responses)



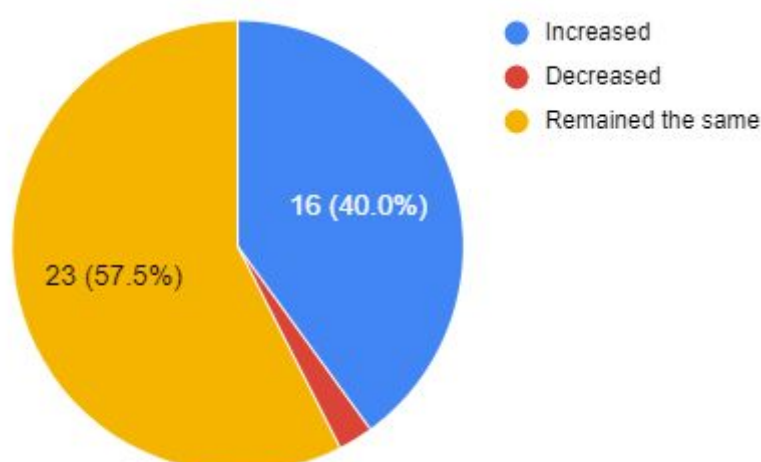
Many of the small businesses show that the EU marketplace is a strong selling opportunity for them with 51.3% exporting goods to Europe on a regular basis. The majority of these businesses are in the manufacturing industry sector.

Q.14D What percentage of your sales comes from global exports? (39 Responses)

Sales % from Global Exports	Businesses	% of Total Businesses
0-9%	33	86.84%
10-19%	2	5.26%
20-29%	0	0.00%
30-39%	1	2.63%
40-49%	0	0.00%
50-59%	2	5.26%
60-69%	0	0.00%
70-79%	0	0.00%
80-89%	0	0.00%
90-100%	0	0.00%

Global exports from the businesses are 53.8% again the majority of these businesses are in the manufacturing industry sector.

Q.15 Have you increased or decreased the prices at which you sell over the part 12 months? (40 Responses)



The majority of businesses had sold at the same rate for the last 12 months – it is difficult from the way in which the question was asked to find reasoning for this - 40% of businesses have had to increase the rates at which they charge for their products and services. The reasoning behind 40% of businesses increasing their prices over the last 12 months can be found in the comments below.

Q.15A If your sales prices have changed over the past 12 months, please state. (15 Responses)

We received 15 comments around reasoning of price increases that had been made in the last 12 months.

The majority of comments can be seen to relate to the increase in costs of operating a business with:

46.67% identified the rising costs of raw materials that made product / service more expensive to provide.

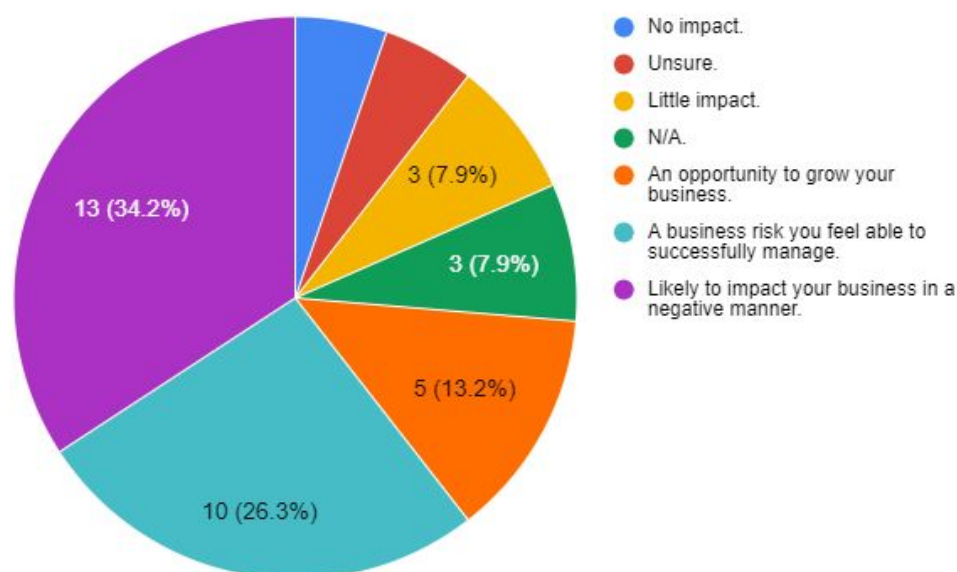
13.33% identified commercial pressure & to be in line with rest of market and increase profit margin.

33.33% identified increased overheads eg Utilities and Business Rates, credit card charges, GDPR, licensing, indemnity.

6.67% needed to be in line with VAT (could have possibly reached threshold and now be needing to charge VAT?).

Q.16 Do you see Brexit will have? No impact – Unsure – Little impact – N/A- An opportunity to grow your business – A business risk you feel able to successfully manage – Likely to impact your business in a negative manner

(38 Responses)



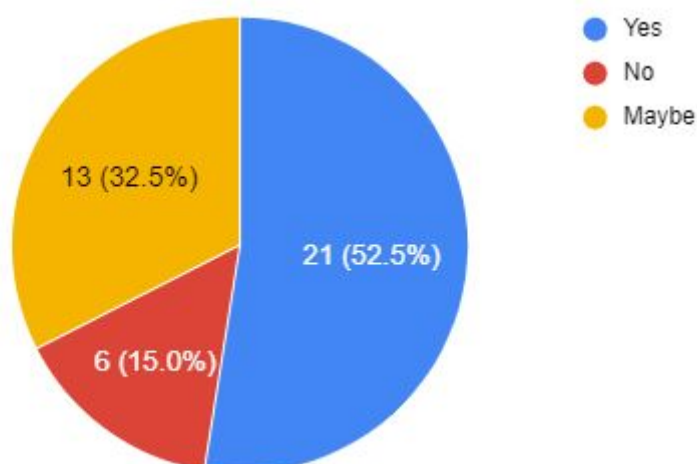
31.9% of the Northwood based businesses have a belief that Brexit may be likely to impact on their business in a negative manner.

26.3% See Brexit as a risk they believe they can successfully manage.

13.2% of businesses see Brexit as a good opportunity to be able to grow their business.

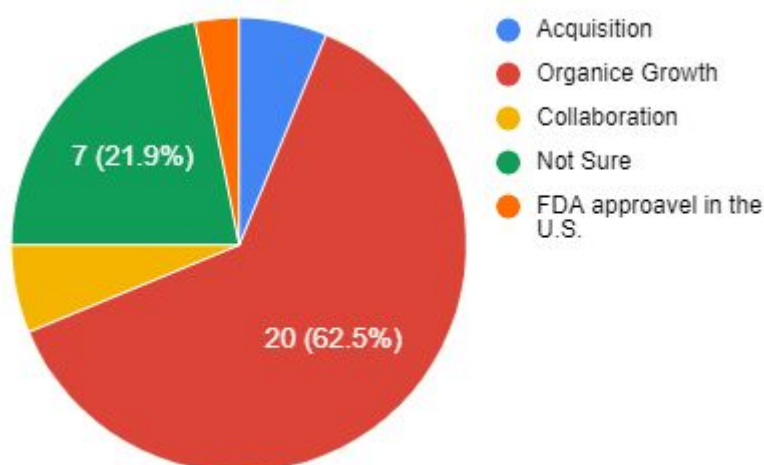
This leaves almost 30% of the businesses not able to yet predict what may happen or believing that it will have little impact on how they operate.

Q.17 Do you plan to grow your business in the next 12 months? (40 Responses)



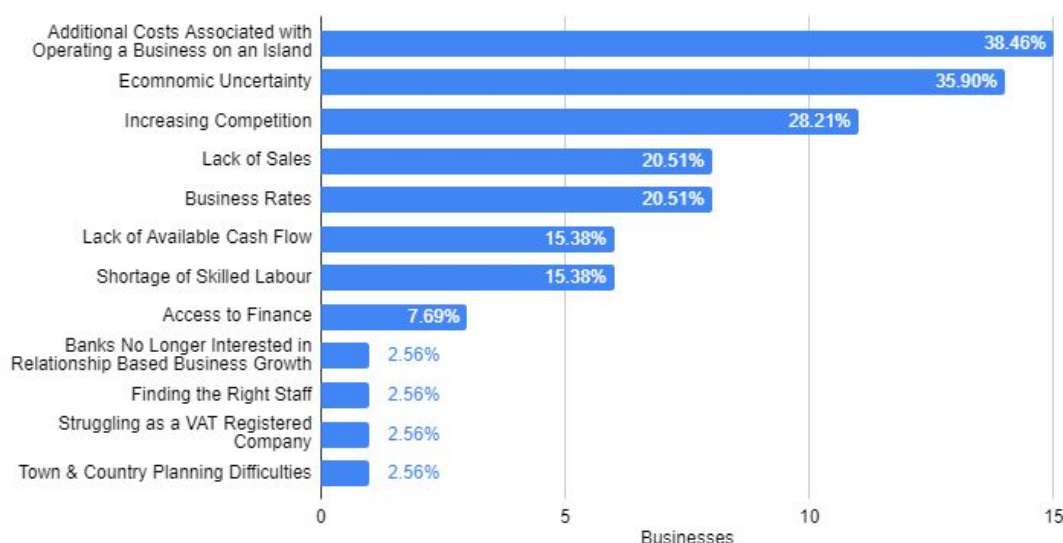
52.5% of the cohort have expressed that they have a plan to grow their business in the next 12 months with 32.5% considering growth as a possible option.

Q.17A If yes, do you want to grow your business through... (choose one answer)? (40 Responses)



62.5% of businesses who have indicated a wish to grow in the next 12 months will do so organically. There may be some opportunity to support businesses in understanding & developing strategies to do this effectively at minimum risk.

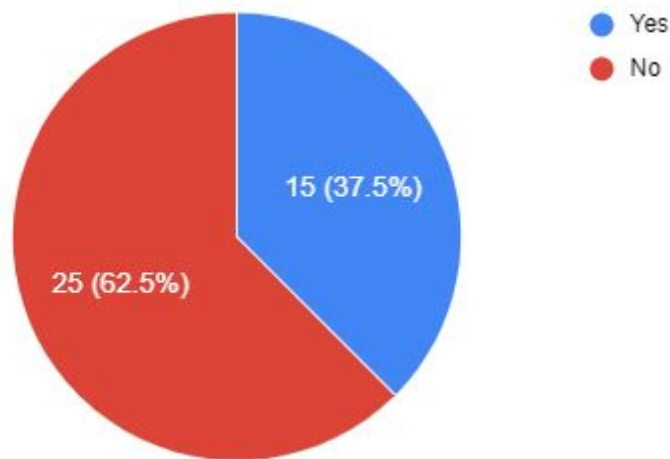
Q.18 If you are looking to grow the business, what are likely to be main constraints you expect to encounter over the next 12 months? (Please select all that apply) (39 Responses)



28.2% Increasing competition
 35.9% Economic uncertainty
 20.5% Lack of sales
 15.4% Lack of available cash flow
 15.4% Shortage of skilled labour
 0% Availability of suitable business premises
 20.5% Business rates
 7.7% Access to finance
 2.6% Town and Country planning difficulties
 38.5% Additional costs associated with operating a business on an island
 20.5% N/A
 Other: Please see comments below:-.

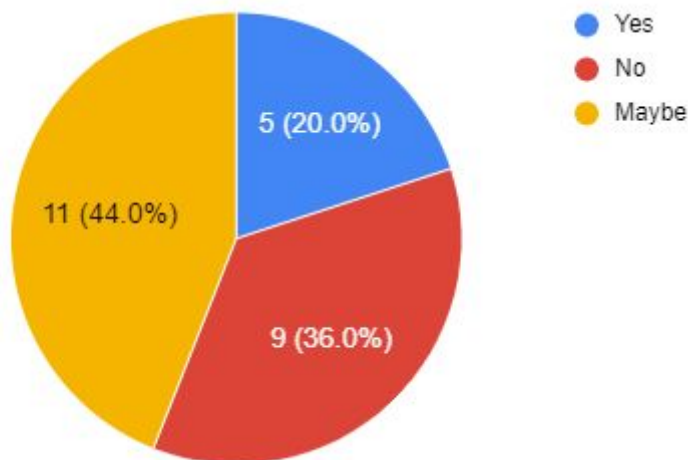
- Banks no longer interested in relationship based business growth.
- Struggling as a VAT registered company against those who are not, it therefore makes the market unfair. My suggestion is to make all businesses VAT registered no matter how big or small.
- Finding the right staff.

Q.19 Does your business offer opportunities for training and work placements? (40 Responses)



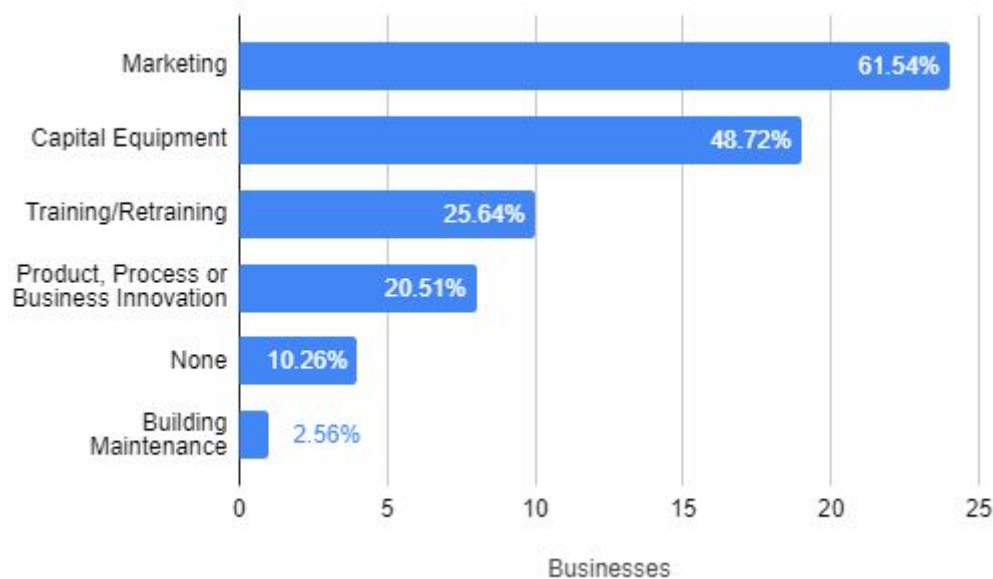
Just over a third (37.5%) of the businesses surveyed offer opportunities for training & work placements in their companies.

Q.19A If no, would this be something you would consider with support in place? (38 Responses)



There may be an opportunity to encourage more businesses to offer placements and work experience with 20.0% indicating they would welcome some support to implement this we also have 44.0% saying they would maybe consider this option.

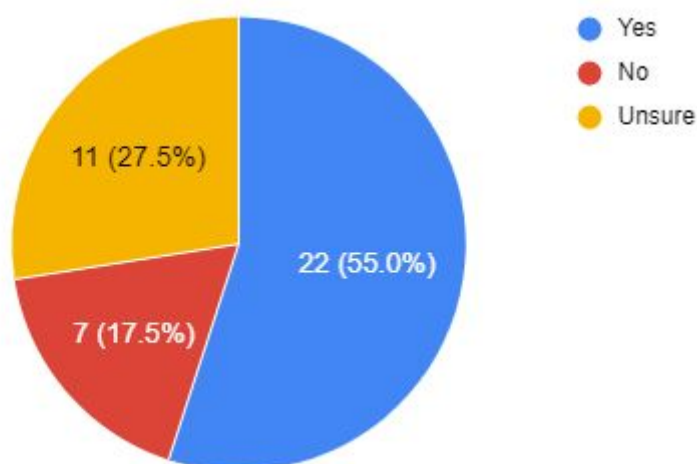
Q.20 Do you have any of the following planned expenditure in the next 12 months? (Please select all that apply) (40 Responses)



The main proportion of investment in the next 12 months is identified as money to be spent on marketing (61.54%) this is followed by capital equipment including IT (48.72%).

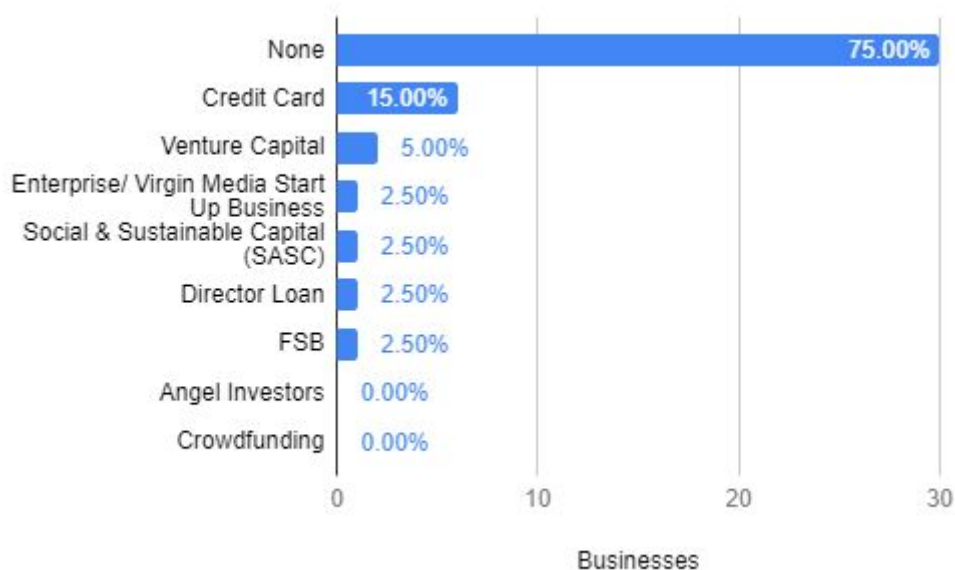
Businesses will also invest in improving business process and innovation (20.51%) Proposed funding for Training/retraining will be 25.64%, otherwise one business has identified a significant investment in replacing a roof.

Q.21 Thinking of the current lending environment do you think your business will be successful in obtaining a bank loan? (40 Responses)



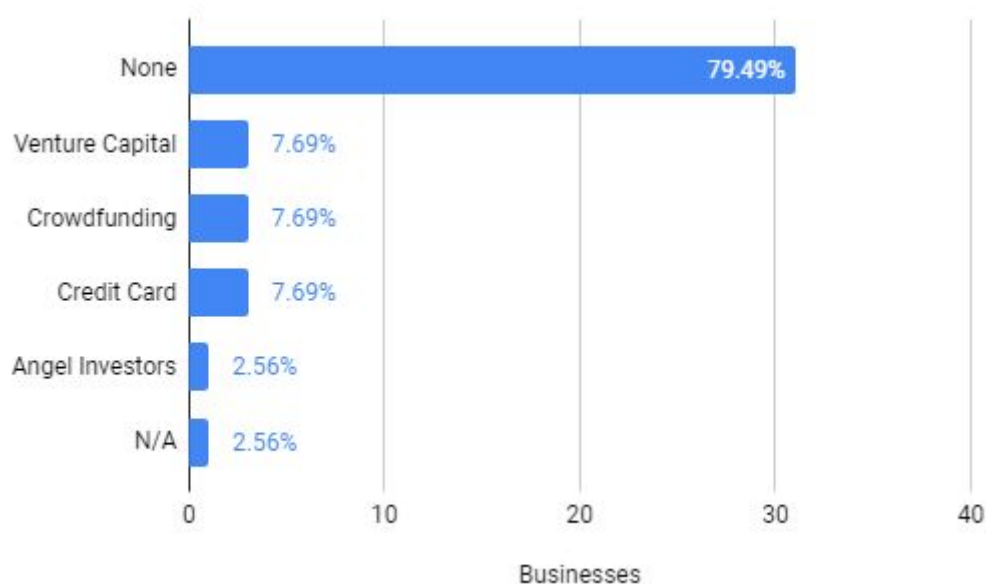
55% of businesses indicate that they believe they would be capable of obtaining a bank loan in the current economic environment. 27.5% are not sure, indicating perhaps a lack of information & knowledge about lending at this time 17.5% state they would be unable to obtain business growth funding from the bank.

Q.22 Have you used any of the following alternative financial sources to support your business? (Please select all that apply) (40 Responses)



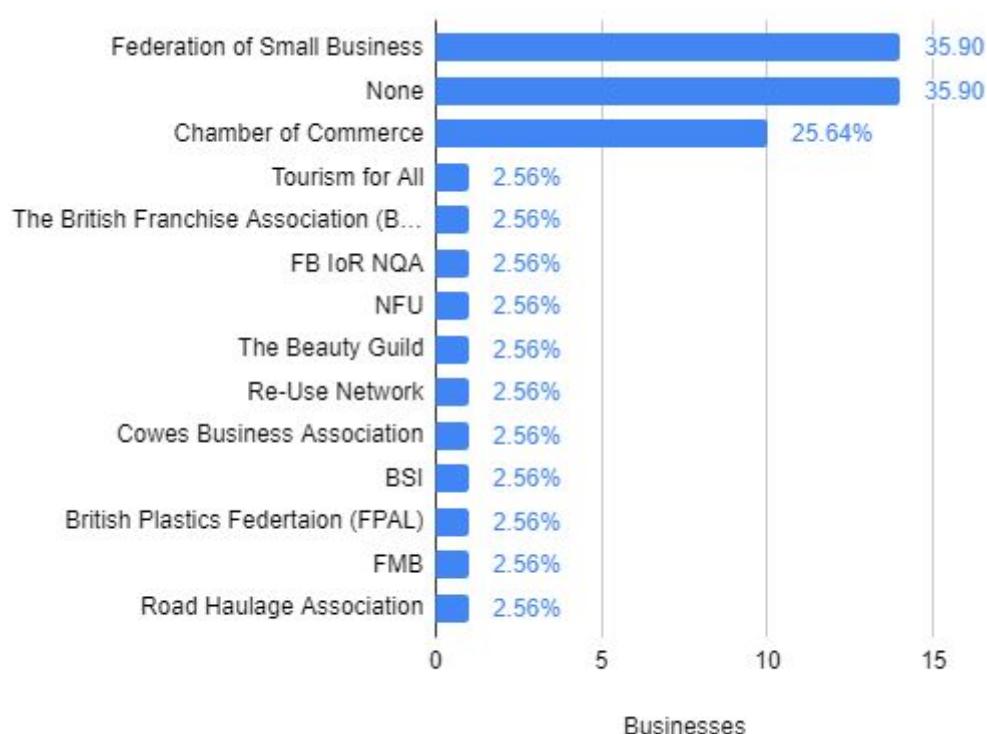
75% of businesses surveyed had not used any alternative funding that can be available to businesses. No business had looked to fund itself through using Angel investment or crowd funding. Larger businesses had taken up venture capital and smaller businesses had used finance on a credit card. Other sources of money gave a Virgin/ Government Start up loan, a Rural grant through the Solent Local Economic Partnership and a family loan. Charities identified Social and Sustainable capital as the option they had taken. Circulating information to local businesses may increase knowledge of the alternative access to funding available.

Q.23 Would you like to use any of these alternative financial sources in the future? (Please select all that apply) (40 Responses)



Businesses have indicated a wish to look at different ways of financing their business. It may be an opportunity to see how investigating these sources could be supported?

Q.24 Do you belong to any professional or business organisations? (Please select all that apply) (39 Responses)



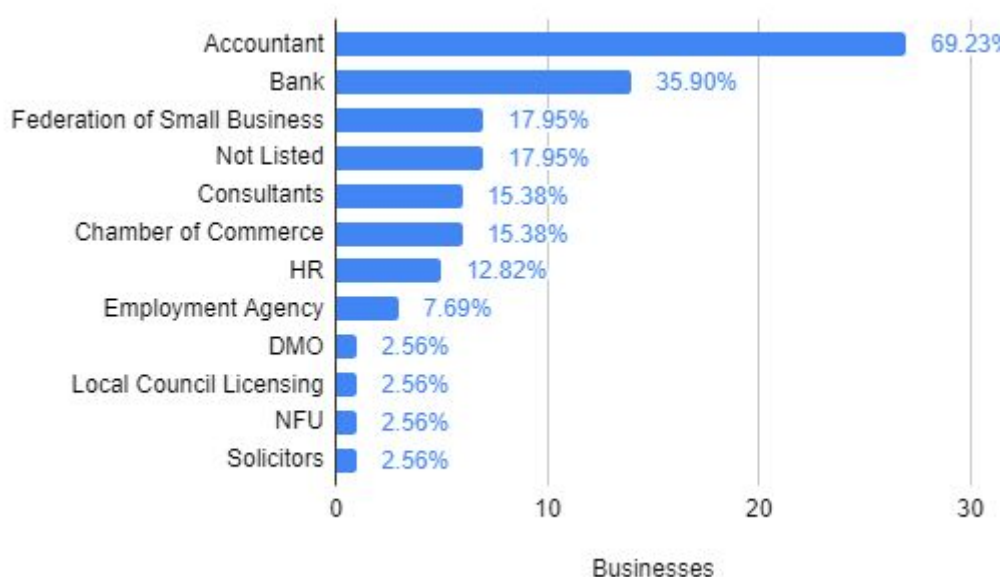
15 businesses have no membership of any organisation.

Chamber of Commerce - 10 members
 Federation of Small Business - 15 members
 None
 Other:
 NFU - 1 member
 Road Haulage association - 1 member
 British Franchise association - 1 member
 FMB - 2 members
 British Plastics federation - 1 member
 IOR - 1 member
 NQA - 1 member
 Beauty Guild - 1 member
 Cowes Business association - 1 member
 Re-use Network - 1 Member
 BSI - 1 member
 Tourism for all - 1 Member

one comment = I want to say that once I did but they serve no useful purpose.

Many of the cohort see value in being members of professional organisations or support agencies - many businesses are members of both Chamber of Commerce & FSB (25%)

Q.25 Have you used any external business support in the last 12 months?
(Please select all that apply) (39 Responses)



The graph above shows the usage of external business support used by the cohort in the last 12 months - Accountants being top of the list used by 69.2%.

Q.26 What support, if any, would you most welcome from the Isle of Wight Council, your Local Parish Council, or any other business support? (36 Responses) (Responses in full in Appendix 4)

Comments were made around :

- Environmental issues
- State of Roads – approaches to Business parks & signage
- Compliance & best practice
- Financial support
- Training & finding staff
- Rate Reductions
- Business Support & Advice where help is available
- Parking
- Promotion of area & local businesses

5. ANALYSIS OF METHOD

5.1 RECOMMENDATIONS

Creating a new support network locally may improve the communication between local businesses and may encourage the larger businesses to become involved in the development of the Northwood Business Zone.

The Business parks / industrial areas are in mixed ownership and some way of bringing landlords / owners together to improve the area could be explored

Local networking may develop business contacts & trade improve business referrals and perhaps encourage mentoring and sharing of best practice

Developing a pride in the area and perhaps encouraging a showcase event 'Northwood Business expo' where businesses could hold an open day would let locals explore the amazing things that are happening in the area. This type of event could encourage young people from the island to visit businesses to look at local employment opportunities, and allow business owners locally to know who is doing what alongside them.

With 17.9% of businesses unsure of how they will move forward supporting businesses with information and mentoring may enable them to move forward business growth projects in some way I understand there are plans in place through Regeneration team of the Isle of Wight Council to look to develop a business support hub in Northwood via Coastal Community funding. There has been a long delay in this process due to Brexit. At present there is no place a business can go for independent free or low cost business support and advice. The LEP provide some support via Navigators to find support and finance, but this may not be known in the wider business community

Working closely with the College & training providers, Chamber of Commerce & FSB to identify opportunities in the local area perhaps taking a 'roadshow' into Northwood to promote and develop relationships - making the process easy to access and easy to use - Working with schools to educate staff/ parents & students to the amazing things that are happening on their doorstep (back to Expo idea) Networking/ connecting business owners who already offer placements and apprenticeships with those who have shown an interest so they can discuss the process hear about the benefits from those who are already offering these opportunities - If the parish council thinks about developing a local business association this could also be used as a promotional route.

Looking at how local businesses could share skills - work with local training providers - schools & college to identify the type & calibre of skills they need / will need is important - looking to the wider Solent area and national maritime colleges creating links with the universities to look at graduate recruitment and student work placements

The Brexit discussion is very difficult as there is still so little firm information about the way forward - especially across single market and the movement of people. Having conversations at a regional level with other councils to see the approach being taken elsewhere may give some light on the level of support being considered / offered. Looking nationally to CBI and other bodies to keep track of what is happening at a national level and locally working closely with other business support agencies with national profile eg Chamber & FSB. Supporting local businesses through transition may help smaller businesses continue to trade successfully through this period of change.

In Hindsight finding out if finance had been obtained may have been a more informative route - If a business has not gone through the process of trying to obtain a loan recently may be surprised at the difficulties they may experience in raising business finance at this time - Banks are tending to only lend with guarantors and are offering less than the business has applied for - Ensuring that businesses are aware of government supported lending routes and any grants available locally could again be something promoted through a new association.

Wessex Community Bank the local credit union do not lend to people who are self-employed and show no offer of lending to businesses so this wouldn't be a route to finance. Perhaps being able to spread information about alternative sources such as Angels, Crowd funding and Funding circles may be something that local business support could do.

Perhaps how a group approach to transport or skills sharing could be looked at to see if costs could be reduced by partnership working (no questions were asked about moving goods into a wider marketplace across the Solent / global)

We have just identified a new online IT training provision available free to encourage both small business owners and employees to increase their knowledge & skills - this can be found at ideas.org.uk it is being supported by HRH Duke of YORK. We will mail this out to everyone who completed the survey when this projects completes

5.2 DEVELOPING A DATABASE

- Looking to see how the data released from the council could be offered with more information present would be useful. This would reduce the amount of time taken to 're-find' the information required? GRDP could be looked into to see how this could be accommodated. In this digital age perhaps the council rated department could also hold a relevant e.mail address for the payee.
- Asking for businesses on the rates list to 'Opt in' for relevant information to be sent electronically would provide permissions under GRDP. So improve contact possibilities.

- Discovering if Businesses who gain small business rate relief are still held in the data.

In future, partnership working with other local business associations or support agencies such as The Isle of Wight Chamber of Commerce, Federation of Small Businesses and the Local Economic Partnership may encourage members to embrace the survey work the council is undertaking. Perhaps flagging the importance of the work to their clients may encourage future participation. The survey could be added to a newsletter or e-newsletter of the partners? This could widen participation as members may see that it has been endorsed?

It could also be of value to talk to all the Accountants and business bankers across the island to show how the councils are trying to gain information through surveys to develop ideas for future strategy and development to meet the needs of island businesses.

All of these established networks may be able to show the value of the work to their clients and encourage participation.

Perhaps tagging the project onto a national event such as Small Business Saturday Always the first Saturday in December (1/12/2018) could show council support for an important event that may encourage more businesses to complete survey forms. Or by using local business events such as IOW Radio or Chamber of Commerce Business Awards again to create awareness of future work and what the councils & local council is trying to do.

5.3 IMPROVING THE QUESTIONNAIRE (and getting a high response rate)

- If recipients don't know why they're being asked to share feedback, response rates will suffer. Respondents want to know how their feedback will be used—and especially how it will impact their experience. We did try to state the goals and explain why recipients' feedback would be valued – perhaps this could be wording could be improved and the offer made to share results to the participating businesses?
- The main reason from drop out that I identified from discussion with individuals who decided not to complete the form was the inclusion of financial information in the survey. This was difficult to understand as there was the option to 'Opt out' of this section.
- The body commissioning the work need to decide what the relevance of financial analysis is for the outcome of the information - perhaps market sector and sales areas, as we live on an Island could be more important than information than the amount of profits being created in relation to the way in which a business trades.

We tried to tell recipients how long it would take to complete the survey but this could be improved in the future i.e. How many questions they'll be asked or how long a survey will take. In the re-development of the survey we have recommended no more than 20 questions, or about 5 minutes to complete. The new design for the questionnaire reflects this. We recommend that an incentive is still added to encourage participation added (in the original survey this was the prize hamper of local produce) In the future perhaps ferry travel or a restaurant voucher could be used.

Google forms the platform the questionnaire is delivered through can be used on Mobile phones – giving great access for ease of completion.

6. SURVEY QUESTIONS & DESIGN

- We have redesigned the survey to only ask for the necessary information. We have, one by one, eliminated any non-essential questions. While this minimalistic approach may seem to undermine the mission for info, the exercise will help we hope to avoid high abandon rates and ultimately get more from the survey in the future.
- We have tried to keep the survey questions simple and made them direct, to the point, and leave no room for interpretation. We have limited to 20 and believe the form could be completed in less than 4 minutes.

The first 10 questions in the survey remained the same but were refined and reworded in some instances to improve the flow of information being sought. We have changed the requirement for all questions to be answered – just those marked with a red * will need to be completed for the survey to be completed.

We have removed all the questions in relation to the financial position and future forecasts for the businesses – this was found to be a block in the original questionnaire, even though an ‘opt out’ option was provided.

We have shortened the ‘market for sales’ question just asking where the businesses most important market is removing the % requirement.

The remaining questions have been shortened and the flow improved with less questions being a requirement rather than a choice.

The survey has 20 questions and an area for other comments. This format has been tested and can be completed in less than 5 minutes. Information on the number of questions and time framework has been placed in the introduction to the questionnaire to allow the completer a view of what they are about to embark on.

If the format is to be used in the future it should be reviewed by the Council and other partnership organisations at the time to ensure it meets the needs of the purpose of the exercise.

This survey format will still give a wealth of information to look how future support could be provided to encourage the good health and growth of local business.

New Suggested Survey design can be found in the appendix - This document has been extracted from Google forms and converted to a word format to for inclusion in this document. (appendix 5)

Intobiz Ltd is an independent island based business that specialises in Start up and initial business growth mentoring – in the last 30 years it has helped over 6000 individuals look at the journey into self-employment Its achievements have been

recognised with a Queen's award for Enterprise support (2013) and an MBE for its founder Hammie Tappenden (2017).

A. APPENDIX

A.1 APPENDIX 1 - A4 INFORMATION SHEET HANDED TO BUSINESSES ON FACE TO FACE VISITS.

Welcome to the Northwood Business Survey 2018

This research is being jointly funded by the Isle of Wight Council and Northwood Parish Council, both organisations being interested in the current 'health' of local businesses, how you operate and your prospects for growth. The results will be analysed to determine what barriers are preventing business growth and how both councils can support growth plans.

I would be very grateful for your co-operation in completing the survey and can assure you that the information you provide will be kept secure in line with data protection legislation.

To thank you for taking the time to answer this survey, you will be automatically entered into a prize draw to WIN a hamper of Isle of Wight goodies!

Yours gratefully,

Hammie Tappenden
INTO Biz Ltd

INTO Biz Ltd are committed to protecting and respecting your privacy.
For the purpose of this business survey we may collect and process the following data about you:

Email address - This will only be used to contact you if you win the Prize Hamper and to send you a copy of the report if requested. Our full privacy statement can be found on our website - www.intobiz.co.uk

The data collected by the survey will be collated and shared anonymously in a report with IOW & Northwood Parish Council - a copy of the report can be provided on request. The data and your contact details will be deleted from our files at the end of this project on or before 31-12-2018.

You will be automatically entered into a prize draw to WIN this hamper of Isle of Wight goodies!



A.2 APPENDIX 2 - ORIGINAL SURVEY SENT OUT VIA EMAIL

Welcome to the Northwood Business Survey 2018

This research is being jointly funded by the Isle of Wight Council and Northwood Parish Council, both organisations being interested in the current 'health' of local businesses, how you operate and your prospects for growth. The results will be analysed to determine what barriers are preventing business growth and how both councils can support growth plans. I would be very grateful for your co-operation in completing the survey and can assure you that the information you provide will be kept secure in line with data protection legislation. To thank you for taking the time to answer this survey, you will be automatically entered into a prize draw to WIN a hamper of Isle of Wight goodies!

Yours gratefully,
Hammie Tappenden
INTO Biz Ltd

INTO Biz Ltd are committed to protecting and respecting your privacy.
For the purpose of this business survey we may collect and process the following data about you:

Email address - This will only be used to contact you if you win the Prize Hamper.
Our full privacy statement can be found on our website - www.intobiz.co.uk

The data collected by the survey will be collated and shared anonymously in a report with IOW & Northwood Parish Council. The data and your contact details will be deleted from our files at the end of this project on or before 31-12-2018.

*** Required**

Email address *

You will be automatically entered into a prize draw to WIN this hamper of Isle of Wight goodies!

Business Operations

1. What is the main activity of your business? *

2. Who owns the business? *

Mark only one oval.

Part of a larger group

Owned independently

Public sector

Charitable organisation

Other:

3. How many full-time employees work in the business? *

3a. How many part-time employees work in the business? *

4. How many sub-contracted people work in the business? *

5. Do you expect to employ more, the same or fewer employees overall in 2018 compared with 2017? *

Mark only one oval.

More

Same

Less

Not sure

6. Have you attempted to recruit any of the following positions in the last 6 months?

(Please select all that apply) *

Check all that apply.

Part-time

Full-time

Subcontract

Apprenticeships

None

Other:

6a. If yes, where did you advertise? (Please select all that apply) *

Check all that apply.

Local recruitment agency

Local press

Social Media

N/A

Other:

6b. Which locations did you advertise in? (Please select all that apply) *

Check all that apply.

Island Only

Island and Mainland

Mainland Only

N/A

Other:

7. Were you successful in fulfilling your vacancy? *

Mark only one oval.

Yes

No

7a. If not, what were the difficulties you experienced? (Please select all that apply) *

Check all that apply.

Inappropriate/lack of qualifications

Inappropriate/lack of experience

Level of interest/number of applicants

Job/role specific skills

N/A

Other:

8. If you offer training/continuing professional development to your employees who provides this for you? (Please select all that apply) *

Check all that apply.

Internal

External

N/A

Other:

9. If you use external training, who provides this for you?

10. On a scale of 1-10 how confident are you about your market sector prospects compared with 12 months ago? *

Mark only one oval.

1 2 3 4 5 6 7 8 9 10

Very

Poor

Excellent

11. What was your pre-tax profit for your business in the last financial year? *

Mark only one oval.

Less than £25,000

£25,001 - £50,000

£50,001 - £100,000

More than £100,000

Prefer not to say

12. Did your profit increase or decrease in the last tax year? *

Mark only one oval.

Increased

Decreased

Stayed the same

Prefer not to say

13. What is your anticipated pre-tax profit for the next financial year? (Please leave blank if you would prefer not to say)

14. Which is your most important market for sales? *

Check all that apply.

Isle of Wight

Rest of the UK

Exports to the EU
Global Exports

14a. What percentage of your sales comes from the Isle of Wight? *

14b. What percentage of your sales comes from the rest of the UK? *

14c. What percentage of your sales comes from exports from the EU? *

14d. What percentage of your sales comes from global exports? *

15. Have you increased or decreased the prices at which you sell over the past 12 months? *

Mark only one oval.

Increased

Decreased

Remained the same

15a. If your sale prices have changed over the past 12 months please state reasons:

16. Do you see Brexit as:

Mark only one oval.

An opportunity to grow your business

A business risk you feel able to successfully manage

Likely to impact your business in a negative manner

Other:

Business Growth

17. Do you plan to grow your business in the next 12 months? *

Mark only one oval.

Yes

No

Maybe

17a. If yes, do you want to grow your business through (choose one answer): *

Mark only one oval.

Acquisition

Organic growth

Collaboration

Not Sure

N/A

Other:

18. If you are looking to grow the business what are likely to be main constraints you expect to encounter over next 12 months? (Please select all that apply). *

Check all that apply.

Increasing competition
Economic uncertainty
Lack of sales
Lack of available cash flow
Shortage of skilled labour
Availability of suitable business premises
Business rates
Access to finance
Town and Country planning difficulties
Additional costs associated with operating a business on an island
N/A
Other:

19. Does your business offer opportunities for training and work placements? *

Mark only one oval.

Yes
No

19a. If no, would this be something you would consider with support in place? *

Mark only one oval.

Yes
No
Maybe
N/A

20. Do you have any of the following planned expenditure in the next 12 months? (Please select all that apply) *

Check all that apply.

Capital equipment including IT
Product, process or business innovation
Marketing
Training/retraining
Other:

21. Thinking of the current lending environment do you think your business will be successful in obtaining a bank loan? *

Mark only one oval.

Yes
No
Not sure

22. Have you used any of the following alternative financial sources to support your business? (Please select all that apply) *

Check all that apply.

Angel Investors

Venture Capital
Crowdfunding
Credit Card
None
Other:

23. Would you like to use any of these alternative financial sources in the future? (Please select all that apply) *

Check all that apply.

Angel Investors
Venture Capital
Crowdfunding
Credit Card
None
Other:

24. Do you belong to any professional or business organisations? (Please select all that apply) *

Check all that apply.

Chamber of Commerce
Federation of Small Business
None
Other:

25. Have you used any external business support in the last 12 months? (Please select all that apply) *

Check all that apply.

Accountant
Bank
Consultants
Employment agency
HR
Chamber of Commerce
Federation of Small Business
None of the above
Other:

26. What support, if any, would you most welcome from the Isle of Wight Council, your Local Parish Council, or any other business support agency? *

A.3 APPENDIX 3 - IOW INTRODUCTORY LETTER



Directorate of Regeneration
Director Chris Ashman

From
Ashley Curzon
County Hall, High St, Newport,
Isle of Wight PO30 1UD

Tel (01983) 821000
Email Ashley.curzon@iow.gov.uk
DX 56361 Newport (Isle of Wight)
Web www.iwight.com

8 May 2018

TO WHOM IT MAY CONCERN

Dear Sir / Madam,

Northwood Business Survey

I would like to introduce Hammie Tappenden from Intobiz Ltd who has been commissioned by the Isle of Wight Council to conduct a survey of businesses in the Northwood area.

The work is being jointly funded by the Isle of Wight Council and Northwood Parish Council, both organisations being interested in the current 'health' of local businesses, how you operate and your prospects for growth. The results will be analysed to determine what barriers are preventing business growth and how both councils can support growth plans.

I would be very grateful for your co-operation in completing the survey and can assure you that the information you provide will be kept secure in line with data protection legislation.

Yours faithfully,

Ashley Curzon
Head of Economic Development

www.iwight.com

A.4 APPENDIX 4 - FULL RESPONSES TO QUESTION 26

Q.26 What support, if any, would you most welcome from the Isle of Wight Council, your Local Parish Council, or any other business support? (36

Responses)

1.I have contacted Northwood Parish Council (via email to clerk) regarding support / interest in Plastic free initiatives but was disappointed not to receive any response.

2.The Council could do more to support best practice and industry standards, by not doing so, they effectively promote those who do not comply with regulations and support bad practice and the black market.

3.Reduce the paper chain - far too much unnecessary form filling, reporting and registrations

4.The greatest problem and time consuming/wasting issue we have is Business Rates department. They make so many mistakes, try to squeeze for money from the easy targets (landlords and small businesses) to boost council coffers and increase their own "success against measurable financial targets", create waste of small business owners time justifying entitlement to SBRR, punish and penalise with Summons which are based on the 'couldn't care less' approach of some squirmy spy who makes incorrect assumptions based only on a quick walk by, treat business owners as if they are all liars. Scrap Business Rates. And most certainly take off the punishing ban on Empty Property Relief when clearly private individuals are investing money to refurbish and improve the state of property which has been neglected or deteriorated on High Streets across the Island. Private money improving the Island's visual impact and encouraging business growth more than the Council can/does - this should be supported, not demonised through unfair and ill judged imposition of local rules on central government policy

Locally I think you could be selling Northwood more to national businesses, in collaboration with the Council. It is clear the location is good and some national demand has seen bigger businesses arrive. I don't know if Place Road/Prospect Road is privately owned but the approach and condition of the roads is a real bad first impression for visitors to businesses in the business parks there. Also, the signage to the Prospect Road, off Place Road, is non existent. Plus, you are going to need to consider having a car park area somewhere because there are more and more people working in this zone and space on the road is running out. I have parking for my own premises for the businesses that rent offices within it but other businesses around us don't allow staff parking on their premises, so the roads get overburdened and some try to steal space in our private car park! At the moment Northwood is a place we apologise for and say Cowes instead - it is a place to go through, a nowhere place. IT COULD BE A SOMEWHERE PLACE as it is ideally placed between Newport and Cowes and just enough out of both towns to not be a nuisance if more business were to be located here.

5. Financial support to assist the continuation of the charity

6. Anything to help staff recruitment
7. To invest in our towns.
8. Waste removal
9. Help with training and People finding
10. A greater interest in the day to day running and problems we surmount in this independent charity and our associated community projects - currently Cowes Men's Shed. Signposting to suitable sources for possible future funding.
11. Support in lowering the Business rates as we pay a lot and get little in return.
12. Spend Some Money
13. Real, enabling access to finance for small business sector growth. Banks, with individuals (not call centres) serious about understanding and building lasting relationships with their customers!
14. Any help that could be offered to a SME - rates?
15. Reduction in business rates is crippling small businesses nationally I think
16. All support is good be it big or little
17. Invest in island people and businesses rather than external contractors (floating bridge is the classic example)
18. The buses from Cowes to Newport during the festival via Northwood were less frequent and more expensive than normal. Many people were not impressed and certainly think twice about coming to the festival again!
19. More advertising and signage around the business site, so people know who we are and where we are
20. More communication over tasks / speed of task completion
21. Reduction in business rates
22. Support with training
23. Not to send round bailiffs because of their own incompetence (IWC)
24. Some assistance with copyright would be good.

25. Lower rates

26. Forward planning and Consultation in respect of major infrastructure projects to mitigate negative impact. Support from local councillor when it is deemed necessary

27. To reduce impact during major infrastructure projects involving road closure and road diversions

28. Parking permit for easier access to customers.

29. Advice on small businesses

30. Promotion of reputable local businesses, including local advertising

31. Happy with how things are

32. Advice on where help is available from

33. Ferry costs

34. More interest in our attempt to establish a major attraction for the Island and instead of interference or obstructions, a more helpful approach in improving our offering .

35. Keep barriers to growth / sustainability to a minimum.

36. Any help is always welcome.

A.5 APPENDIX 5 - NEW SURVEY DESIGN - 20 QUESTIONS

This research is being funded by the Isle of Wight Council and [INSERT ORGANISATION]. Both organisations are interested in the current health of your business, how you operate and your prospects for growth. The results will be analysed to determine what the barriers are to business growth and how both organisations can provide future support.

I would be very grateful for your cooperation in completing this short survey, which should only take 5 minutes of your time, and can assure you that the information you provide will be kept secure in line with data protection legislation.

To thank you for taking the time to answer this survey, you will be automatically entered into a prize draw to WIN a [INSERT INTENSIVE PRIZE]

Yours gratefully,

Hammie Tappenden
Into Biz Ltd

Into Biz Ltd are committed to protecting and respecting your privacy.
For the purpose of this business survey we may collect and process the following data about you:

Email address - This will only be used to contact you if you win the [INSERT INTENSIVE PRIZE]. Our full privacy statement can be found on our website - www.intobiz.co.uk

The data collected by the survey will be collated and shared anonymously in a report with Isle of Wight Council & [INSERT ORGANISATION]. The data and your contact details will be deleted from our files at the end of this project on or before [INSERT DATE]

Picture of Prize HERE.

* = Required

E.mail*

Business Operations

1. What is the main activity of your business?*
2. Who owns the business? *
 - Part of a larger group
 - Owned independently
 - Public sector
 - Charitable organisation
 - Other...
3. How many full-time employees work in the business?
4. How many part-time employees work in the business?
5. How many sub-contracted people work in the business?
6. Have you attempted to recruit any of the following positions in the last 6 months?
(Please select all that apply)
 - Part-time
 - Full-time
 - Subcontract
 - Apprenticeships
 - None
 - Other...
- 6a. If yes, where did you advertise? (Please select all that apply)
 - Local recruitment agency
 - Local press
 - Mainland recruitment agency
 - Mainland press
 - Social Media
 - Other...
7. Were you successful in fulfilling your vacancy?
 - Yes
 - No
- 7a. If not, what were the difficulties you experienced? (Please select all that apply)
 - Inappropriate/lack of qualifications
 - Inappropriate/lack of experience
 - Level of interest/number of applicants
 - Job/role specific skills
 - Other...

8. Do you offer training/continuing professional development to your employees?
(Please select all that apply)*

- Internal
- External
- None
- Other...

9. If you use external training, who provides this for you?

Business Health

10. On a scale of 1-10 how confident are you about your market sector prospects compared with 12 months ago?*

Very poor

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Excellent

11. Which is your most important market for sales? *

- Isle of Wight
- Rest of the UK
- Exports to the EU
- Global Exports

12. Have you increased or decreased the prices at which you sell over the past 12 months?*

- Increased
- Decreased
- Remained the same

12a. If your sale prices have changed over the past 12 months please state reasons:

Business Growth

13. Do you plan to grow your business in the next 12 months?*

- Yes
- No
- Maybe

13a. If yes, do you want to grow your business through (choose one answer)...

- Acquisition
- Organic growth
- Collaboration
- Not Sure
- Other...

14. If you are looking to grow the business what are likely to be main constraints you expect to encounter over next 12 months? (Please select all that apply).

- Increasing competition
- Economic uncertainty
- Lack of sales
- Lack of available cash flow
- Shortage of skilled labour
- Availability of suitable business premises
- Business rates
- Access to finance
- Town and Country planning difficulties
- Additional costs associated with operating a business on an island
- Other...

15. Does your business offer opportunities for training and work placements?*

- Yes
- No

15a. If no, would this be something you would consider with support in place?*

- Yes
- No
- Maybe

16. Do you have any of the following planned expenditure in the next 12 months?
(Please select all that apply)

- Capital equipment including IT
- Product, process or business innovation
- Marketing
- Training/retraining
- Other...

17. In the current lending environment have you tried to obtain business finance in the last 12 months? *

- Yes
- No

17a. If yes, were you successful?

- Yes
- No
- Other...

18. Have you used any of the following alternative financial sources to support your business? (Please select all that apply)*

- Angel Investors
- Venture Capital
- Crowdfunding
- Credit Card
- None
- Other...

19. Would you like to use any of these alternative financial sources in the future? (Please select all that apply)*

- Angel Investors
- Venture Capital
- Crowdfunding
- Credit Card
- Maybe
- None

20. Do you belong to any professional or business organisations? (Please select all that apply)*

- Chamber of Commerce
- Federation of Small Business
- None
- Other...

20a. Have you used any external business support in the last 12 months? (Please select all that apply)*

- Accountant
- Bank
- Consultants
- Employment agency
- HR
- Chamber of Commerce
- Federation of Small Business
- None of the above
- Other...

What support, if any, would you most welcome from the Isle of Wight Council, [INSERT ORGANISATION], or any other business support agency?