

MARKET TOWNS WORKSHEETS

ECONOMIC WORKSHEETS

This section contains the following worksheets:

(CQ are obligatory Core Questions and SQ are optional Supplementary Questions to add to the information gained in the CQ)

WORKSHEET NO:	ECONOMIC TOPIC	CORE Q	SUPP Q	MOTIVATION
WORKSHEET EC1	EMPLOYMENT EMP	CQ 1 - 10 Tot 10	SQ 11 – 12 Tot 2	These questions help find out the basic data required to understand the local employment situation. This assessment and particularly the baseline data collected will be important for many of the other assessments of aspects of the economy contained in Worksheets EC2 to EC6.
WORKSHEET EC2	RETAIL AND TOWN CENTRE SERVICES RTS	CQ 1 - 9 Tot 9	SQ 10 – 13 Tot 4	These questions are aimed at finding out the basic data required to evaluate the retail and town centre services available.
WORKSHEET EC3	TRAINING AND EDUCATION TED	CQ 1 - 4 Tot 4	SQ 5 – 7 Tot 3	These questions are aimed at finding out the basic data needed to evaluate the quality of training and education available in the local area and what the specific needs are.
WORKSHEET EC4	COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS CIP	CQ 1 - 6 Tot 6	SQ 7 – 7 Tot 1	These questions are aimed at finding out the basic data required to evaluate the commercial property needs in the local area. Housing is dealt with separately in Social & Community Worksheet SC2.
WORKSHEET EC5	TOURISM AND VISITOR SERVICES TVS	CQ 1 - 6 Tot 6	SQ 7 – 13 Tot 7	These questions are aimed at finding out the basic data required to evaluate the level of tourism activity in the area and an assessment of visitor services and facilities. The provision of sports and leisure facilities is covered in Worksheet SC5
WORKSHEET EC6	BUSINESS SUPPORT BUS	CQ 1 - 10 Tot 10	SQ 11 – 12 Tot 2	These questions are aimed at finding out the basic data required to evaluate the level of support available to local businesses in the town and surrounding rural areas.

WORKSHEET EC4 COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS

These questions are aimed at finding out the basic data required to evaluate the commercial property needs in the local area. Housing is dealt with separately in Social & Community Worksheet SC2.

HELPFUL NOTES ON COMPLETING ECONOMIC QUESTIONS ON COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS - CIP

EC4 - CIP

Possible Data Sources (PDS)

Contact details for all national and regional organisations mentioned in these worksheets can be found in the Directory of Contacts.

Review of Provision for Special Needs Local Education Authority Industrial and Commercial Site Registers District/Unitary Council/ Enterprise Agencies Employers Surveys Small Business Service/Business Links/Enterprise Agencies	Inward Investment Regional Development Agency Economic Development Strategy District/Unitary/County Council/Regional Development Agency Industrial and Office Yields and Rents Valuation Office Register of Business Enquiries Small Business Service/ Business Links/Enterprise Agencies
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THE FORM

SWOT = Strengths, Weaknesses, *Opportunities, *Threats

*Tick whether the issue is considered to be a local strength or weakness. Each strength or weakness should have an associated possible opportunity and possible threat, with reasons. Try to find opportunities presented by weaknesses and threats presented by strengths, as well as vice versa.

COMMENT

Try to identify if the question's topic is a **significant issue locally**. Remember "HOWWWW" (HOw, Why, What, Where, When, Who).

CORE QUESTIONS

EC4 CIP CQ 1	ANSWER (FIGURES)	SWOT	COMMENT - HOW/WWW
<p>How much new commercial and industrial floorspace has been built or let in the last three years?</p> <p>Identify how much and where new development has taken place</p> <p><small>This information may be available from the District Council or local property agents.</small></p>		<p>STRENGTH</p> <p>WEAKNESS</p> <p>OPPORTUNITY:</p> <p>THREAT :</p>	<p>Identify business confidence in the local area.</p>

EC4 CIP CQ 2	ANSWER (FIGURES)	SWOT	COMMENT - HOW/WWW
<p>How much good quality office or industrial floorspace is vacant or on the market?</p> <p>Identify how much and where vacant commercial property is</p> <p><small>This information will be available from local property agents, the District Council and from surveys of local employers.</small></p>	<p>On 06.04.05 the Bucks. CC web site listed 56 available premises. Four were retail(A1/A3, 640-1150 sq.ft) with 2 in the High St. 26 were offices (B1/A2; 275 to 121000 sq.ft). 10 were office/ind (B1/B2; 440-45000 sq.ft). 11 were warehouse/other (720 to 13800 sq.ft). There were 5 other items split among 4 designations</p>	<p>STRENGTH: There is a range of available premises.</p> <p>WEAKNESS</p> <p>OPPORTUNITY: Some of the less high tech premises might be offer opportunities for start up businesses.</p> <p>THREAT : That too much employment land will be lost to housing.</p>	<p>Identify any over-provision of office and industrial units.</p>

EC4 CIP CQ 3	ANSWER (FIGURES)	SWOT	COMMENT - HOW/WWW
<p>Are there sufficient premises at affordable rents for new small businesses?</p> <p>Look at number of smaller premises and find out rent levels.</p> <p><small>This information should be available from the District Council and local property agents.</small></p>		<p>STRENGTH</p> <p>WEAKNESS</p> <p>OPPORTUNITY:</p> <p>THREAT :</p>	<p>Identify how easy it is for small businesses to find affordable premises</p>

EC4 CIP CQ 4	ANSWER (FIGURES)	SWOT	COMMENT - HOW/WWW
<p>Has there been an increase or decrease in the rents of industrial and commercial property in recent years?</p> <p>Compare historical data on commercial rents.</p> <p><small>The data may be available from the District Council Valuation Office or from local property agents.</small></p>		<p>STRENGTH</p> <p>WEAKNESS</p> <p>OPPORTUNITY:</p> <p>THREAT :</p>	<p>Note increased rents and yields denote greater demand for floorspace.</p>

EC4 CIP CQ 5	ANSWER (FIGURES)	SWOT	COMMENT - HOW/WWW
<p>Have vacancy levels for commercial properties increased or decreased in recent years?</p> <p>Compare historical trends of vacancy levels in different age and size of premises.</p> <p><small>This information can be sourced from the District Council and from local property agents</small></p>		<p>STRENGTH</p> <p>WEAKNESS</p> <p>OPPORTUNITY:</p> <p>THREAT :</p>	<p>Identify demand for, and gaps in, the provision of different types of commercial and industrial property by size and age.</p>

EC4 CIP CQ 6	ANSWER (FIGURES)	SWOT	COMMENT - HOW/WWW
<p>Are there any planned expansions of existing commercial and industrial firms?</p> <p>Identify number of firms with commitments to expand and where they are located</p> <p><small>The information may be obtained by talking to local employers, Business Link and the Regional Development Agency.</small></p>		<p>STRENGTH</p> <p>WEAKNESS</p> <p>OPPORTUNITY:</p> <p>THREAT :</p>	<p>Identify confidence in the local economy.</p>

SUPPLEMENTARY QUESTION

EC4 CIP SQ 7	ANSWER (FIGURES)	SWOT	COMMENT - HOWWWW
<p>Are there economic development and funding initiatives in place to assist incoming firms and the expansion of local firms?</p> <p>Identify initiatives and their target audiences.</p> <p><small>This information can be sourced from the District Council, Small Business Service and the Regional Development Agency.</small></p>		<p>STRENGTH</p> <p>WEAKNESS</p> <p>OPPORTUNITY:</p> <p>THREAT :</p>	<p>Identify if help is provided to attract investment to the area.</p>