

MARKET TOWNS WORKSHEETS

ECONOMIC WORKSHEETS

WORKSHEET NO:	ECONOMIC TOPIC	CORE Q	SUPP Q	MOTIVATION
WORKSHEET EC6	BUSINESS SUPPORT BUS	CQ 1 - 7 Tot 7	SQ 8 - 12 Tot 5	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.

CORE QUESTIONS

EC6 BUS CQ 1	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>Do the banks, financial institutions and other business support services offer a full range of business advice and support?</p> <p>Compare the range of services offered by local branches with complete portfolio of services</p>	<p>Most major banks located in the High Street. All offer business accounts, advisory service, small business start-up information.</p> <p>Time to do this! Francis input...</p>	S	All major banks available in the High Street	<p>Identify shortfalls in the provision of financial support and advice to local businesses.</p> <p>No dedicated Business Link or similar free advisory service located in Chesham. Nearest location is High Wycombe.</p>
		W	No bank in the town open on a Saturday (some building societies open Saturday am only)	
		O	??	
		T	Banks close due to too much competition and insufficient local customer base	

EC6 BUS CQ 2	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>Does the town have a town centre manager, town centre forum or similar partnership organisation?</p> <p>The number of such roles/organisations and their remit</p>	<p>No Town Centre Manager. Chesham used to have a Town Centre Manager funded through the Chesham Partnership – but this ceased in November 2001. The Partnership was unable to seek further private sector funding to continue the work of a Town Manager.</p> <p>Chesham Town Council have a Policy & Projects Officer – part of role is to assist on town centre revitalisation, regeneration and economic issues</p>	S	A named person at CTC with links into businesses in the town.	<p>Identify the existence of these roles and any overlap between their services/remit.</p>
		W	No dedicated Town Centre Manager. Policy & Projects Officer unable to dedicate all time to town centre issues.	
		O	To set up a Town Centre Manager or Partnership again	
		T	Unable to reignite interest in a Partnership/ Town Centre Manager. Needs a big project to get interest going	

EC6 BUS CQ 3	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>Is there a presence of the following organisations in the town: Small Business Service, Business Links, Chambers of Trade or Commerce, Learning and Skills Council, Enterprise Agency?</p> <p>Assess the sources of advice available for businesses established in the area and the level and breadth of advice they offer</p>	<p>Chamber of Trade & Commerce present – very active, member led group. Organise the Business4Business exhibition held every year and Late Night Christmas Shopping.</p> <p>Learning & Skills Council and Business Link not present in the town but keen to involve Chesham more in their activities and advisory services eg. sponsor at B4B.</p> <p>Time to do this! Francis input...</p>	S	Active Chamber of Trade & Commerce	<p>Identify the coverage of business advice services for local businesses and any opportunities to expand support for local businesses.</p> <p>No dedicated Business Link or similar free advisory service located in Chesham. Nearest location is High Wycombe.</p>
W	No Business Link/ LSC office located in Chesham.	O	For a Business Advisory Service to have an access point/office in the town	
T				

EC6 BUS CQ 4	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>What business support or initiatives have proved successful?</p> <p>Draw out findings from monitoring of public sector funding initiatives</p>	<p>Town Centre Consortium – instigation of special projects particularly environmental enhancements of the town.</p>	S	<p>Town Centre Consortium receive £2,000 annually from CDC as a revit group.</p>	<p>Identify examples of good practice.</p>
	<p>Town Centre Working Group – link between all statutory bodies (CDC, BCC, Police etc) involved in Town Centre issues.</p>	W	<p>Members of the Consortium often have limited time to give to projects/</p>	
	<p>Town Centre Consortium – have successfully bid for a number of years to Chiltern District Council revit fund for money to pay for large pyramid flower planters. 2003/04 received £4,000 for planters and additional seating for the High Street</p>	O	<p>Café quarter in market square and glass canopy around the clock tower mentioned in previous TC managers report</p>	
		T	<p>CDC have now said that they wish their Revit Fund to be used for capital projects only – not ongoing projects/ running costs.</p>	

EC6 BUS CQ 5	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>Are there regular events which have the potential to draw the business community together, e.g. trade fairs?</p> <p>Number, type and regularity of events</p> <p><small>The information may be available from the Small Business Service or by talking to the Chamber of Commerce.</small></p>	<p>Business 4 Business Exhibition held annually every May in The Elgiva Theatre in Chesham.</p> <p>Held annually in May. Exhibition for local, regional and national businesses</p> <p>Chesham Luncheon club held monthly at Conservative club – on average there are 50 attendees</p>	S	Annual event for local, regional and national businesses to network with one another. Also promotes involvement with the Chamber of Trade who organise the event.	<p>Identify whether there is a need to develop/fund industry events.</p>
		W		
		O	Could become a big draw for the town if promoted correctly	
		T	event becomes stale and organisers	

EC6 BUS CQ 6	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>What is the current and likely future demand for broadband (>2 MBs) communication services? In particular:</p> <ul style="list-style-type: none"> • how many local businesses currently use broadband communications for external access in their private/corporate communications networks or for Internet access? What proportion is this of all businesses? • how many local businesses currently have a demand for broadband communications which cannot be satisfied by existing facilities and services? • how many public sector office/site locations currently have broadband communication facilities for external access? What proportion is this of all public sector office locations? How many offices/sites plan to be using broadband communications facilities in the future (by end of 2003) - procured through a regional/central arrangement? • how many private homes have Internet access? How many private homes currently use broadband communications facilities? What proportions are these of all homes? Is their unsatisfied demand for broadband facilities for private homes? How is the demand for domestic access to broadband likely to change? • how many businesses use e-mail over the Internet? • how many businesses have a website address? • how many businesses make purchases or sales over the Internet? <p>how many businesses collaborate over the Internet with partner firms (cluster or supply chain relationships)?</p>	<p>From general knowledge I can only imagine demand for Broadband to increase as use of IT and the Internet/E-mail becomes ever more popular the preferred way to communicate.</p> <p>A lot of stores in the High Street now find that their main competitor is not just larger towns and out of town shopping centres but also individuals turning to Internet shopping</p> <p>Time to find out exact stats for all these questions! Francis input...</p>	S		<p>Assess the current demand for and usage of broadband communications (e.g. ISDN, ADSL, cable or wireless connections for data traffic).</p>
		W		
		O	for small specialist shops to be able to offer and sell their products online.	
		T	small specialist shops and individual high street stores competing with increasing Internet shopping sales	

EC6 BUS CQ 7	ANSWER (FIGURES)	SWOT	COMMENT - HOWWWW
<p>What is the current and likely future status of the supply of broadband technology (>2 MBs) communication services?</p> <p>In particular:</p> <ul style="list-style-type: none"> • is there a competitive telecoms supply? Do local cable companies offer telecommunications and data communications services, including Internet access? Is there an alternative to BT provision of fixed links? How is the situation likely to change by the end of 2003? • where is the nearest ISDN capable exchange? Is it within 3 miles? • is there reasonable mobile phone coverage? How many mobile services cover the area? • are there plans to extend ISDN and ADSL coverage in the next three years? • are there plans for any other coverage in the next three years? • what are the plans for BT to provide LLU (Local Loop Unbundling) facilities in local exchanges? Are they within 3 miles? • are there any local or regional plans to expand service provision of broadband facilities and services? 	<p>Time to find out this! Francis input....</p>		<p>Assess the plans for expansion of access to broadband services.</p>

SUPPLEMENTARY QUESTIONS

Q 8

EC6 BUS SQ 8	ANSWER (FIGURES)	SWOT		COMMENT - HOWWWW
Is there a Business Directory or website for the town, or any arrangement for networking local suppliers?	Chamber of Trade & Commerce establishing an interactive High Street and Business Directory on the website. Town guide has business directory included in it with CCTC members highlighted Networking local suppliers – not sure if this is in place?	S	New business directory website for the town to be launched in 2005	Identify how easily information on business support services can be obtained.
		W	access and availability	
		O	working jointly with paper based town guide to provide multichannel access	
		T		

EC6 BUS SQ 9	ANSWER (FIGURES)	SWOT		COMMENT - HOWWWW
Are there adequate business meeting and conference facilities locally? Locate number and type of facilities	Conference facilities with overnight accommodation at Chartridge Conference Centre (hinterland of Chesham). Meeting facilities at Town Hall: Community Hall - seating capacity of 120; Lowndes Room - seating capacity of 60; Meeting Room – seating capacity of 6; Council Chamber – seating capacity of 140.	S	Town Hall in central location – competitive room hire rates.	Identify if there is an adequate number and range of meeting and conference venues.
		W	No hotel in the town.	
		O	Hotel development in the town.	
		T		

EC6 BUS SQ 10	ANSWER (FIGURES)	SWOT	COMMENT - HOW/WWW
<p>What results have there been from any existing town centre management work?</p> <p>Evaluate results of annual monitoring and funding review</p>	<p>Town Centre Manager left in November 2001 – only paperwork available is their departure report (attached).</p>		<p>Identify examples of good practice or ways in which activities could be extended.</p>

EC6 BUS SQ 11	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>How well used are the agencies such as Small Business Service, Business Links, Chambers of Trade or Commerce, Learning and Skills Council, Enterprise Agency?</p> <p>Evaluate the number of enquiries in relation to the total number of businesses</p>	<p>Chesham chamber of trade and commerce has 118 member companies representing about 1100 employee people in the area (as at Dec 2004) major recruitment drive underway to encourage more participation</p> <p>Total businesses in HP5 believed to be around 800 so less than 15% are members</p>	<p>S</p>	<p>Committed organizing committee</p>	<p>Assess the level of use of the business advice services available</p>
		<p>W</p>	<p>lack of new blood on committee</p>	
		<p>O</p>	<p>new ideas and benefits to draw more business in and work together and use local suppliers where possible</p>	
		<p>T</p>		

Q 12

EC6 BUS SQ 12	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>Is there a published strategy relating to the use of information technology?</p> <p>Assess how many public Internet access points there are, e.g. within a telecottage, electronic village hall, telecentre, library or school. What proportion of households have Internet access at home, work or school including other educational establishments?</p>	<p>Not that I am aware of</p> <p>Alcom computing = 3 access points (free use, 50p for coffee and charge for printing/disc use) Webtech = 3 access points (60p ½ hour £1 an hour, free coffee) Youth Club/ Cyber Café = 6 access points, free to Youth Club users Library = 16 access points £1 per half hour, 10p per A4 print</p>	S		<p>Asses the level of support the Town gives to I.T.</p>
		W	No dedicated Internet café in the town	
		O	to promote the various public Internet access points in the town more.	
		T		