

# St Ive & Pensilva Neighbourhood Plan Business Survey

## 2024/2025 Report of Findings

### 1. Local Business Survey Summary

To inform the Neighbourhood Development Plan, a survey was carried out with local businesses operating within St Ive and Pensilva Parish. The results offer insights into the nature of local enterprise, challenges faced, and the priorities businesses would like the Plan to address.

The majority of businesses surveyed were long-established, with 60% operating in the parish for over 10 years. Most are small-scale, employing five or fewer staff, and span a wide range of sectors, including building trades, professional services, personal services, retail, food, and farming. Several respondents identified as self-employed or sole traders, with additional representation from unique sectors such as machinery hire, self-storage, and a community-run gym.

Businesses value the area's rural setting, community spirit, low crime rates, and proximity to customers. The ability to work from home, avoid commuting, and enjoy a quiet, scenic environment are also seen as benefits. However, concerns were raised over several local constraints, particularly poor broadband and mobile coverage, limited marketing of the area for tourism, and the lack of local vocational training—especially for trades.

A key finding is that 80% of businesses said **improved digital connectivity** would help them operate more effectively, while many also expressed the need for better access to storage, industrial space, and workshop facilities. Those working from home highlighted the need for better broadband and local service availability.

Transport links, digital communications, and access to skilled workers were ranked the top three factors influencing business success. Only 7% felt second or holiday homes were important to their business, while 87% disagreed.

Sustainability is a growing consideration for the local economy. While only a small number currently use electric vehicles (EVs), 60% of businesses stated that renewable energy will be important for their future. However, only 20% currently offer EV charging points for staff or visitors.

When asked to rate the area as a place to do business, nearly all respondents gave moderate to high scores, though many suggested there is untapped potential if issues like connectivity, visibility, and workspace were addressed.

These findings reinforce the need for the NDP to:

- Support the expansion of digital infrastructure,
- Encourage new and flexible workspaces (including live/work units),
- Promote local employment and skills training, and
- Enhance visibility and support for rural enterprises and social businesses.

## 2. Business Demographics

1. Please give your company or trading name				
Answer Choices			Response Percent	Response Total
1	<div></div>		100.00%	15
	<div></div>	<div></div>		
	<div></div>	<div></div>		
	<div></div>	<div></div>		
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	<div></div>	<div></div>		
	<div></div>	<div></div>		
	<div></div>	<div></div>		
	<div></div>	<div></div>		
	<div></div>	<div></div>		
			answered	15
			skipped	2

2. What kind of business owner are you?				
Answer Choices			Response Percent	Response Total
1	Business owner with staff	<div></div>	73.33%	11
2	Self-employed eg. Consultant, freelancer	<div></div>	26.67%	4
			answered	15
			skipped	2

### 3. Which sector best describes your business?

Answer Choices			Response Percent	Response Total
1	Farming/Horticulture	<div></div>	6.67%	1
2	Building Trade	<div></div>	26.67%	4
3	Arts & Crafts		0.00%	0
4	Retail	<div></div>	6.67%	1
5	Tourism	<div></div>	6.67%	1
6	Manufacturing		0.00%	0
7	Professional Services	<div></div>	20.00%	3
8	Personal Services	<div></div>	6.67%	1
9	IT		0.00%	0
10	Food/Catering	<div></div>	6.67%	1
11	Other (please specify):	<div></div>	20.00%	3
			answered	15
			skipped	2

Other (please specify): (3)

1	17/12/2024 6:56 PM ID: 260738836	Storage
2	19/12/2024 12:50 PM ID: 260869794	Community gym
3	19/12/2024 3:38 PM ID: 260875525	Machinery Hire

### 4. How long has your business been operating in St Ive & Pensilva parish ?

Answer Choices			Response Percent	Response Total
1	Less than 1 year	<div></div>	6.67%	1
2	1-5 years	<div></div>	6.67%	1
3	6-10 years	<div></div>	26.67%	4
4	More than 10 years	<div></div>	60.00%	9
			answered	15
			skipped	2

### 5. How many employees does your business have?

Answer Choices			Response Percent	Response Total
1	Self-employed (no employees)	<div></div>	26.67%	4

### 5. How many employees does your business have?

2	1 – 5	<div></div>	66.67%	10
3	6 – 20		0.00%	0
4	21 – 50	<div></div>	6.67%	1
5	More than 50		0.00%	0
			answered	15
			skipped	2

## 3. Business Environment

### 6. What do you like most about running a business, working from home or being self-employed in St Ive & Pensilva parish?

Answer Choices			Response Percent	Response Total
1	Open-Ended Question		100.00%	15
1	13/12/2024 6:56 PM ID: 260543035	All staff are recruited from the local area which is great for the environment and customers. Running the local independent shop for over 30 years has shown the important aspects of serving the community, knowing customers social and essential needs. It underlines the rapport between staff and our local customers whilst serving and providing a safe environment. Hopefully This leads to happy Staff and customers and a happy owner		
2	17/12/2024 5:54 PM ID: 260735965	It has good transport links. Crime is low and everyone looks out for each other		
3	17/12/2024 6:56 PM ID: 260738836	Good access, low crime, convenient location for clients		
4	18/12/2024 8:09 PM ID: 260823002	Interaction with community.		
5	19/12/2024 12:50 PM ID: 260869794	Our "business" is actually a charity. I volunteer here because I want to help people to be fit and healthy. What I like best about the work is the friendly, community spirit that we have created at the gym.		
6	19/12/2024 3:38 PM ID: 260875525	Quiet location		
7	23/12/2024 11:24 AM ID: 261030790	Being self employed		
8	27/12/2024 1:44 PM ID: 261134440	No need to go out, I can provide products to our neighbors quickly and conveniently.		
9	03/01/2025 1:58 PM ID: 261335743	Rural location		
10	05/01/2025 1:03 PM ID: 261394034	Being your own boss		
11	07/01/2025 3:15 PM ID: 261524561	We can work from home office.		
12	08/01/2025 12:13 PM ID: 261587231	Being located in a stunning area with fantastic countryside and moorland areas.		
13	14/01/2025 10:08 AM ID: 262009588	For me running a company gives a great sense of purpose and achievement. Having happy repeat customers especially within the local towns and villages via word of mouth makes you feel partner the community. The local parish is pretty large and is home to a wide age group of people who must benefit from having local companies who they can place faces to the names.		
14	24/01/2025 5:20 PM ID: 262943978	Peace and quiet		
15	24/02/2025 1:45 PM	The Local Environment, rural, No daily travel, Being around for family		

## 6. What do you like most about running a business, working from home or being self-employed in St Ive & Pensilva parish?

ID: 265383098

answered	15
skipped	2

## 7. What do you particularly dislike about running a business, working from home or being self-employed in St Ive & Pensilva parish?

Answer Choices			Response Percent	Response Total
1	Open-Ended Question		100.00%	14
1	13/12/2024 6:56 PM ID: 260543035	The Parish does not have, in my opinion, any detrimental effect on business. Generally, however business especially small or independent endeavours have a tough time with exorbitant energy costs and staffing present and future costs. Corporates have the advantage over small businesses because they "downsize" without guilt, empathy and compassion.		
2	17/12/2024 5:54 PM ID: 260735965	If there is a crime police aren't interested		
3	17/12/2024 6:56 PM ID: 260738836	Nothing		
4	18/12/2024 8:09 PM ID: 260823002	None		
5	19/12/2024 12:50 PM ID: 260869794	No major dislikes at present. In the past we had serious problems with some of the Parish Councillors who appeared to be determined to close us down, possibly along with the rest of Millennium House, where we are based.		
6	23/12/2024 11:24 AM ID: 261030790	Neither		
7	27/12/2024 1:44 PM ID: 261134440	It is a remote area, few people pass by. It affects business.		
8	03/01/2025 1:58 PM ID: 261335743	Poor internet Lack of social cohesion		
9	05/01/2025 1:03 PM ID: 261394034	The time that the business takes which people don't realise		
10	07/01/2025 3:15 PM ID: 261524561	Lack of postal services		
11	08/01/2025 12:13 PM ID: 261587231	The lack of "marketing" of our local area for tourism. Most guests stumble upon my site via my marketing being a long term customer or visiting family friends. We get very few (comparatively) organic tourists visiting the east Cornwall area due to thinking it's a good area to visit due to the moorland, historic sites etc. unfortunately it feels like we are way off competing with sites in the West and more "traditional" tourist areas of Cornwall, despite all of our amazing sites!		
12	14/01/2025 10:08 AM ID: 262009588	The dislike is more about location and disconnection from higher education sources like college for trades. There are plenty of outlets for admin and other business but roofing trades need to travel to north Plymouth or St Austell. This is unfeasible from here as the journey take 2.5 hrs by fastest route to the college placing 5 hrs travel time on a 6 hr training day with high travel costs. It has been the deciding factor for me not to take on apprentices. I have attempted twice only to have journey costs and time/restrictive college location make the student drop out. Having decided on one student to lose two days a month to make the journey to and from for them at a cost of £700 lost income plus fuel each month. We need a more local college or training centre.		
13	24/01/2025 5:20 PM ID: 262943978	Weather		
14	24/02/2025 1:45 PM ID: 265383098	Bad Broadband. (Wildanet have not got to us).		
			answered	14

8. Please rank which of the following local factors have been important to your business up to today? (Select all that apply by clicking on the drop down boxes and giving them a score from 1 to 10. The list will automatically re-arrange according to the scores you put in).

Item	Total Score <sup>1</sup>	Overall Rank
Transport links	124	1
Proximity to customers	106	2
Access to digital communications	104	3
Access to skilled workforce	94	4
Access to local business support services	88	5
Access to affordable housing for staff	86	6
Not having to commute to work further afield	77	7
Local community support	73	8
Natural and historic environment and character of the area	68	9
Local tourism	60	10
<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.	answered	16
	skipped	1

9. Thinking about your answers to the previous questions, on a scale of 1-5 (1 being very poor, 5 being excellent), how would you rate St Ive & Pensilva parish as a place to run a business?

Answer Choices			Response Percent	Response Total
1	1		0.00%	0
2	2		0.00%	0
3	3	<div></div>	53.33%	8
4	4	<div></div>	40.00%	6
5	5	<div></div>	6.67%	1
			answered	15
			skipped	2

## 4. Infrastructure and Resources

10. If you run a business from business premises, do you have adequate workspace for your current business needs?

Answer Choices			Response Percent	Response Total
1	YES	<div></div>	66.67%	10
2	NO	<div></div>	26.67%	4
3	UNSURE	<div></div>	6.67%	1
			answered	15
			skipped	2

**11. If you answered 'No' to the previous question, what type of additional space would be most beneficial?  
(Select all that apply)**

Answer Choices			Response Percent	Response Total
1	Office space	<div></div>	20.00%	1
2	Retail space		0.00%	0
3	Storage space	<div></div>	60.00%	3
4	Workshop/industrial space	<div></div>	40.00%	2
5	Parking space		0.00%	0
6	Other (please specify):	<div></div>	20.00%	1
			answered	5
			skipped	12
Other (please specify): (1)				
1	24/02/2025 1:45 PM ID: 265383098	Interested in small Industrial unit in possible future.		




**12. If you run a business from HOME, or are intending to in the future, what would make it easier to do so?  
Please select all that apply**

Answer Choices			Response Percent	Response Total
1	More space for a home office/workshop?	<div></div>	30.00%	3
2	Increased parking space		0.00%	0
3	Better availability of local services	<div></div>	40.00%	4
4	Improved broadband and / or mobile phone signal	<div></div>	70.00%	7
5	Other (please specify):	<div></div>	10.00%	1
			answered	10
			skipped	7
Other (please specify): (1)				
1	08/01/2025 12:13 PM ID: 261587231	Improved transport links		



**13. Do you think renewable energy provision is important for the future of your business premises?**

Answer Choices			Response Percent	Response Total
1	YES	<div></div>	60.00%	9
2	NO	<div></div>	33.33%	5
3	UNSURE	<div></div>	6.67%	1
			answered	15




#### 14. Does your business currently use Electric Vehicles, or do you plan to in the next 5 years?

Answer Choices			Response Percent	Response Total
1	My business already uses electric vehicles.		26.67%	4
2	My business doesn't use electric vehicles presently, but I plan to introduce them in the next 5 years.		20.00%	3
3	My business does not use electric vehicles and I do not plan to introduce them.		53.33%	8
			answered	15
			skipped	2



#### 15. Does your business provide an EV charging point for the use of employees and visitors?

Answer Choices			Response Percent	Response Total
1	Yes		20.00%	3
2	No		80.00%	12
			answered	15
			skipped	2

#### 16. Do you think second homes and holiday homes are important to the success of your business?

Answer Choices			Response Percent	Response Total
1	YES		6.67%	1
2	NO		86.67%	13
3	UNSURE		6.67%	1
			answered	15
			skipped	2

#### 17. Are transport and traffic issues causing problems to your business?

Answer Choices			Response Percent	Response Total
1	YES		20.00%	3
2	NO		80.00%	12
			answered	15
			skipped	2



If your answer is 'YES' please briefly say what the problems are... (3)



### 17. Are transport and traffic issues causing problems to your business?

1	05/01/2025 1:03 PM ID: 261394034	Lack of storage space and roads for larger vehicles
2	08/01/2025 12:13 PM ID: 261587231	I regularly have issues with the roads into my site due to badly maintained road drainage systems, potholes and the general state of the road surface. This causes many complaints from customers which is completely understandable as damage has been caused to customer and delivery vehicles.
3	14/01/2025 10:08 AM ID: 262009588	Unreliable bus availability, last bus times are way too early for staff to be able to commute home after a day.



### 18. Does public transport support your business needs?

Answer Choices			Response Percent	Response Total
1	YES		6.67%	1
2	NO		93.33%	14
			answered	15
			skipped	2

If your answer is 'NO' please briefly say why... (9)

1	13/12/2024 6:56 PM ID: 260543035	local use only
2	17/12/2024 5:54 PM ID: 260735965	Not applicable
3	17/12/2024 6:56 PM ID: 260738836	Not applicable
4	18/12/2024 8:09 PM ID: 260823002	Dont require it.
5	27/12/2024 1:44 PM ID: 261134440	The bus runs very rarely and takes a long time.
6	05/01/2025 1:03 PM ID: 261394034	Does not run at time suitable to our working hours
7	08/01/2025 12:13 PM ID: 261587231	The bus link is not easily or safely accessible to guests, which puts them off staying on site or means they must have a car to get around the area. Those who do not drive or prefer to use public transport often call to enquire about bus links from my site and I have to tell them it is not close or safe to walk from the site to the nearest stop. This often means they do not book to stay.
8	14/01/2025 10:08 AM ID: 262009588	I did have stand that depended on bus travel but incompatible working hrs vs bus route times was an issue.
9	24/02/2025 1:45 PM ID: 265383098	Customers in various locations. Time is money so waiting for and taking a long time to get places is not an option.

### 19. Is Internet connectivity and/or mobile signal an issue for your business?

Answer Choices			Response Percent	Response Total
1	YES		60.00%	9
2	NO		40.00%	6
3	UNSURE		0.00%	0

### 19. Is Internet connectivity and/or mobile signal an issue for your business?

answered	15
skipped	2

### 20. Would you be interested in having access to "gigafast" broadband (1 Gbps or faster)?

Answer Choices			Response Percent	Response Total
1	YES	<div></div>	73.33%	11
2	NO	<div></div>	20.00%	3
3	UNSURE	<div></div>	6.67%	1
			answered	15
			skipped	2

## 5. Future Plans and Development

### 21. Do you expect your business to grow in the next 5 years?

Answer Choices			Response Percent	Response Total
1	YES	<div></div>	53.33%	8
2	NO	<div></div>	26.67%	4
3	UNSURE	<div></div>	20.00%	3
			answered	15
			skipped	2

### 22. If you expect growth, will you need to hire more employees?

Answer Choices			Response Percent	Response Total
1	YES	<div></div>	53.85%	7
2	NO	<div></div>	30.77%	4
3	UNSURE	<div></div>	15.38%	2
			answered	13
			skipped	4

23. Please rank how important the following factors could be for your business's future success? (Select all that apply by clicking on the drop down boxes and giving them a score from 1 to 9. The list will automatically re-arrange according to the scores you put in).

Item	Total Score <sup>1</sup>	Overall Rank
Improved transport infrastructure	89	1
Better access to skilled local workforce	85	2
Better digital connectivity	75	3
More customers living locally	67	4
Better access to affordable housing for staff	65	5
More business support services	62	6
Local community support	56	7
Protection of natural and historic environment	44	8
Growth in local tourism	42	9
<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.	answered	13
	skipped	4

24. Thinking more broadly and not specifically about your business, do you think the Neighbourhood Plan should encourage the establishment of the following? Please select all that apply



Answer Choices			Response Percent	Response Total
1	Business workshops	<div></div>	69.23%	9
2	Farm diversification such as artisan food, rural crafts, camping and caravanning sites?	<div></div>	53.85%	7
3	Living accommodation incorporating work units [live-work or craft homes]	<div></div>	38.46%	5
4	More holiday accommodation	<div></div>	30.77%	4
5	Traffic improvements such as traffic calming, off road parking, road widening	<div></div>	46.15%	6
6	A community energy programme	<div></div>	38.46%	5
7	Other (please specify):	<div></div>	23.08%	3
			answered	13
			skipped	4
Other (please specify): (3)				
	1	19/12/2024 12:50 PM ID: 260869794	Sustainability measures. Green energy provision. Improvement of existing housing stock e.g. insulation retrofit, heat pumps.	
	2	08/01/2025 12:13 PM ID: 261587231	More National marketing of the local area to showcase the amazing part of Cornwall we live in.	
	3	14/01/2025 10:08 AM ID: 262009588	Any proposal that helps provide work, hopefully full time and not just seasonal for younger residents. At present many people leaving education have to look towards moving away for work prospects especially if they are more academic.	

6. Sustainability and Community

25. Does your business currently implement any sustainability practices (such as renewable energy, brownwater recycling, waste recycling etc)?

Answer Choices	Response	Response
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## 25. Does your business currently implement any sustainability practices (such as renewable energy, brownwater recycling, waste recycling etc)?

			Percent	Total
1	YES		73.33%	11
2	NO		26.67%	4
			answered	15
			skipped	2

If your answer is 'YES', please briefly say what sustainability practices are involved... (10)

1	13/12/2024 6:56 PM ID: 260543035	waste recycling solar panels
2	18/12/2024 8:09 PM ID: 260823002	Recycling
3	19/12/2024 12:50 PM ID: 260869794	The gym is in Millennium House which has a large solar array and an EV charging point. But this all belongs to the Parish Council, not to our business.
4	19/12/2024 3:38 PM ID: 260875525	Recycling of all types of waste
5	27/12/2024 1:44 PM ID: 261134440	Encouraging people to bring back the food containers for reuse via a discount/deposit scheme.
6	03/01/2025 1:58 PM ID: 261335743	Whole business has been designed using Permaculture principles. We are increasing biodiversity, produce no waste, re-invest profit into building resilience in the local area, educate people on green issues and choices....etc....
7	05/01/2025 1:03 PM ID: 261394034	Renewable energy
8	08/01/2025 12:13 PM ID: 261587231	I filter all recycling as best as possible (only myself to do it) to separate it from general waste. I am currently working on offering electric car charging. I have been gathering solar quotes but at this time the initial cost is too high to implement. I am also testing "pay as you use" electric for campers to try and reduce the amount of electricity used by guests and keep costs down for the business due to the soaring energy prices
9	14/01/2025 10:08 AM ID: 262009588	Use of EV where possible , recycling of reusable waste products produced from work projects mostly given for free to end users to avoid landfill etc.
10	24/02/2025 1:45 PM ID: 265383098	Recycling paper. Minimal Printing.

## 26. Do you intend to introduce or implement more sustainability practices in future?

Answer Choices			Response Percent	Response Total
1	Yes		40.00%	6
2	No		60.00%	9
			answered	15
			skipped	2

If your answer is 'YES' please briefly say what sustainability practices you intend to introduce... (5)

1	19/12/2024 12:50 PM ID: 260869794	We will always do what we can to make our business more sustainable. Scope for that is very limited however as we do not own any of the infrastructure ourselves. (We rent from the Parish Council, which also provides our electricity and heating.
2	03/01/2025 1:58 PM ID: 261335743	More of the same but even better!

26. Do you intend to introduce or implement more sustainability practices in future?

3	08/01/2025 12:13 PM ID: 261587231	Hopefully solar will be the initial renewable energy supply.
4	14/01/2025 10:08 AM ID: 262009588	If any where available I'd consider them.
5	24/02/2025 1:45 PM ID: 265383098	Renewable energy

27. Are there any other issues or opportunities related to running a business in St Ive & Pensilva parish that you'd like to mention? (Open-ended)

Answer Choices			Response Percent	Response Total
1	Open-Ended Question		100.00%	3
1	19/12/2024 12:50 PM ID: 260869794	As mentioned earlier, it has not always been easy to work with the Parish Council. It is worrying for us that the future of our business is always dependant on the whims of the latest set of Parish Councillors. A structure providing greater certainty would be very welcome.		
2	08/01/2025 12:13 PM ID: 261587231	It is a stunning area to work in and run a business, I feel extremely fortunate to do so. It is however very testing at the moment (for my industry) due to two very bad years, due to three main events, cost of living crisis, foreign travel becoming extremely accessible/cheap and the terrible summer weather we have had. This has led to two very bad years of business. The lack of knowledge people have of our area has always been a big issue for my business, as most only stay due to the previously mentioned reasons or as a transit stop down west or back home. We are not selling the area enough and then not providing the adequate transport links to back it up.		
3	14/01/2025 10:08 AM ID: 262009588	I'm at a position where I'd love to expand and employ more or employ more so I could take a step back but unfortunately educational training for my trade is really an impossibility to fund and unable to find local folks who are willing to take on the travel to centres.		
			answered	3
			skipped	14