

# Findings from budget consultation with local business representatives

## Introduction

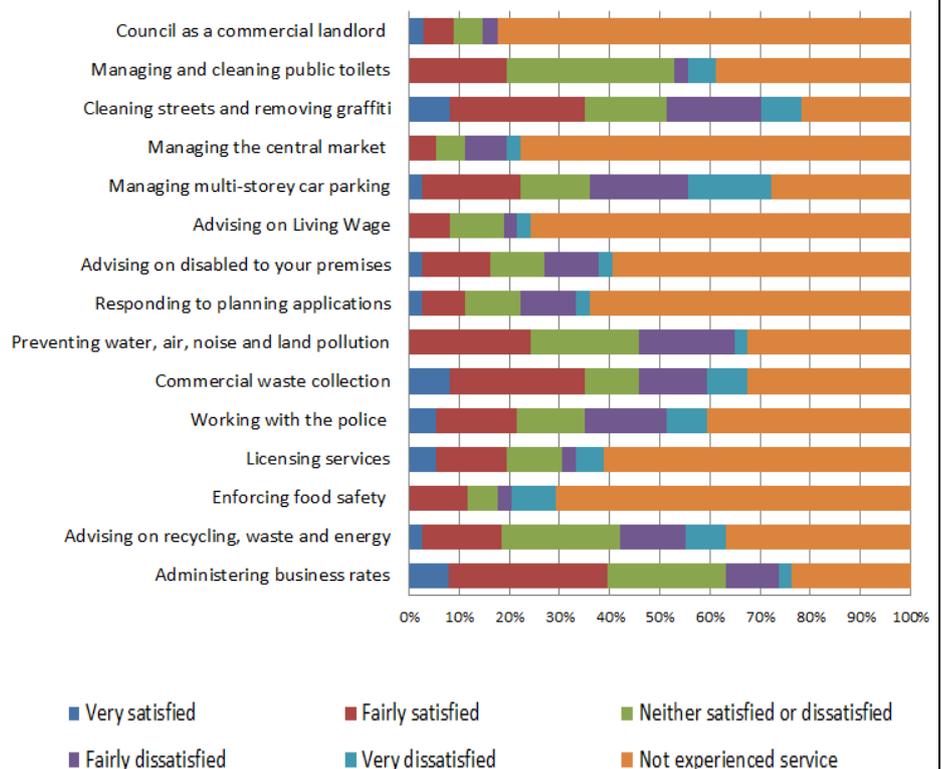
Invitations to participate in this survey were circulated through Cambridge Bid, Chamber of Commerce and other business forums alongside an invitation to local business representatives to attend an event with the Leader of the Council. The aim of the survey is to help get a feel for what local business representatives think about Council services to business and other issues to help inform the Council's budget and priorities. Respondents were therefore self-selecting and do not provide a representative sample of the views of local businesses – just those taking part. A summary of the views of the 39 completing the online questionnaire is shown below.

**Thinking about the Cambridge City Council services you have experienced as a business, please tell us how satisfied or dissatisfied have you been with the following services? If you have not experienced these, please tick the "not experienced" box.**

**Most local business representatives had experienced the administration of business rates, cleaning streets and multi-storey car parking.**

**For those experiencing a service the highest levels of satisfaction expressed were for administration of business rates (53%), council as a commercial landlord (51%) and commercial waste collection (51%).**

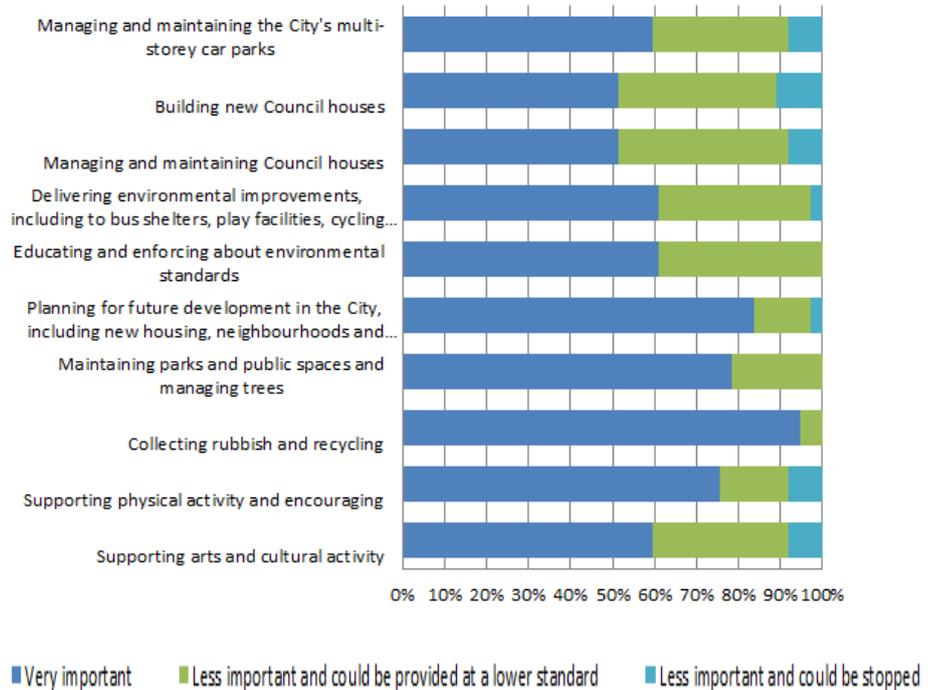
**For those experiencing a service the highest levels of dissatisfaction were expressed about management of the central market (50%), multi-storey car parking (50%) and working with the police to reduce crime and antisocial behaviour (41%).**



**Thinking about some of the other services Cambridge City Council provides to promote a positive business environment, what level of importance would you attach to each, as a business?**

Local business respondents felt that *collecting rubbish and recycling* were the most important council services followed by *planning for future development and maintaining parks and public spaces*.

Local business respondents felt that *building new council houses and managing and maintaining council houses* were less important.

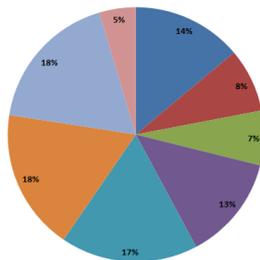


**How strongly do you agree or disagree with the following statements about where Cambridge City Council should find savings?**

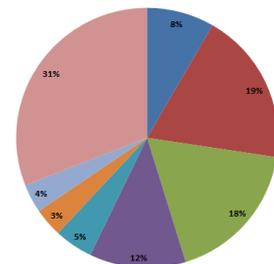
Local business respondents were in most agreement with the statement about the Council *looking to put more services online (18%)* and *looking at alternative ways of delivering services, such as local trusts (18%)*.

Local business respondents disagreed most with the statement about the Council *reducing its capital spending on physical assets (31%)*.

**Agree**



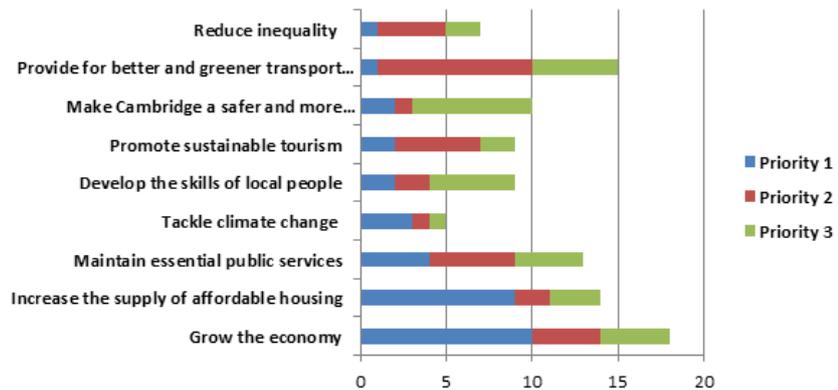
**Disagree**



- Reduce or stop delivery of less important services
- Maintain the range of services the council currently provides, but do some things to a lower standard
- Increase income from the commercial properties where the council is the landlord
- Increase charges, by say 2%, for a range of services the council supplies to the public
- Work with other nearby councils to deliver "shared services"
- Look to put more services online
- Look at alternative ways of delivering services, such as local trusts
- Reduce capital spending on physical assets

The following statements or phrases may describe some of the things that need to be done in Cambridge City by the City Council, its partners or other agencies. Please indicate below the three most important priorities for you that would improve the prospects of your business.

Local business respondents gave their first priority to *growing the economy in the city* closely followed by *increasing the supply of affordable housing to either rent or buy*.



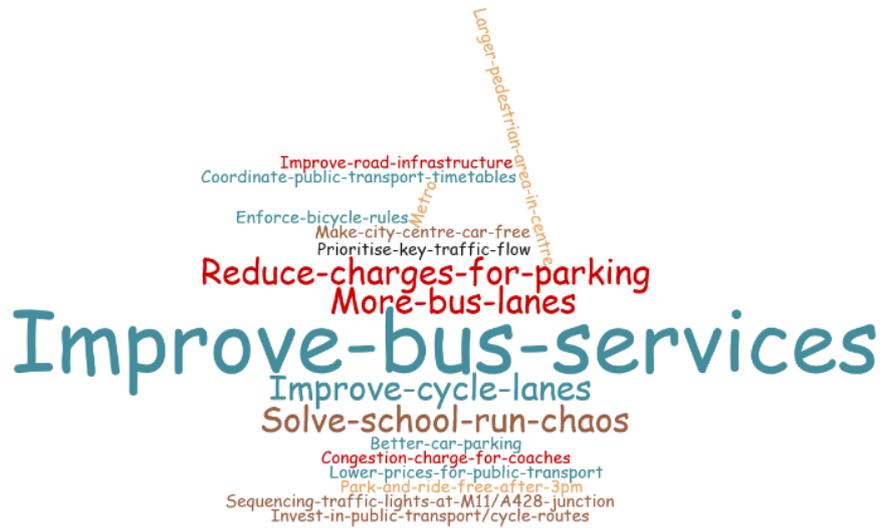
Please tell us what is your most pressing local priority/Council service that you feel needs major improvement.

The Word Cloud opposite shows the words most used by local businesses within their responses to this question. The larger word text had greater use.



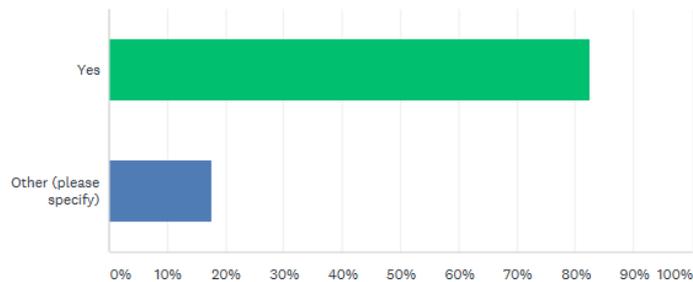
Please tell us, if not referred to in your previous response, what you think is the biggest single change that should be put in place to improve transport in the City and why this would make a difference.

The Word Cloud opposite shows the words most used by local business respondents within their responses to this question. The larger word text had greater use.



Is your business based in Cambridge City?

28 local business representatives said they were based in Cambridge City, whilst the others responding were based in South Cambridgeshire.



Please state the scale of your business

The largest type of business participating, at just over a third of respondents, is Micro Businesses.



