

## Findings from budget consultation with local business representatives (November 2019)

### Introduction

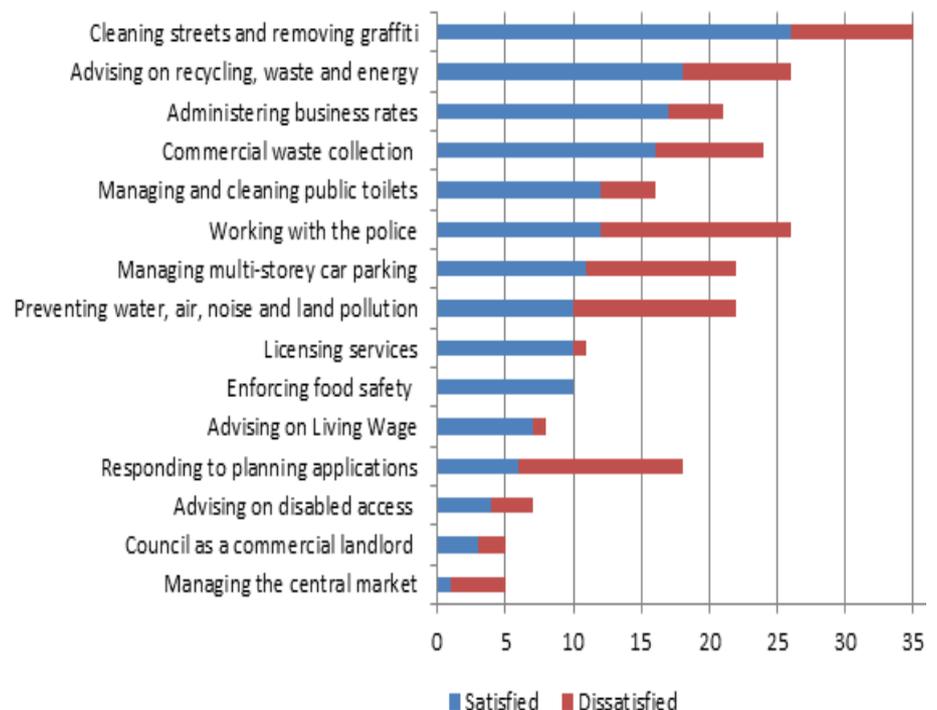
Invitations to participate in this survey were circulated through Cambridge Bid, Chamber of Commerce and other business forums alongside an invitation to local business representatives to attend an event with the Leader of the Council. This event is now scheduled to take place on 17 January 2020. The 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 52 completed online questionnaires is shown below. The consultation closed on 15 November 2019.

**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 council's *street cleaning, admin of business rates and multi-storey car parking***

**For those experiencing a service the highest levels of satisfaction expressed were for *cleaning streets, advising on recycling and administering business rates***

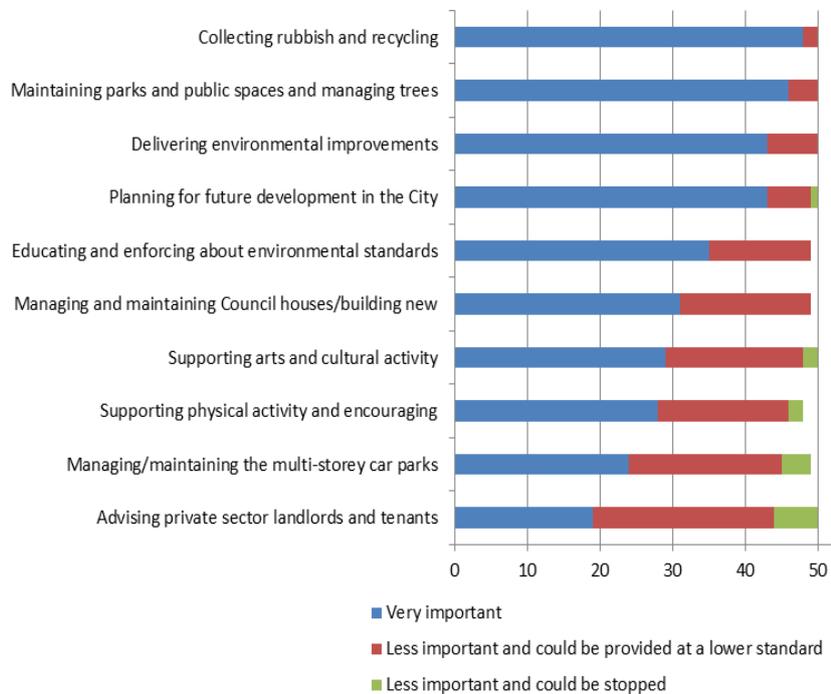
**For those experiencing a service the highest levels of dissatisfaction were expressed about the council's work with *the police to reduce crime and antisocial behaviour, preventing water, air, noise and land pollution and responding to planning applications*. No dissatisfaction was expressed for *enforcing food safety***



**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 *maintaining parks and public spaces*.

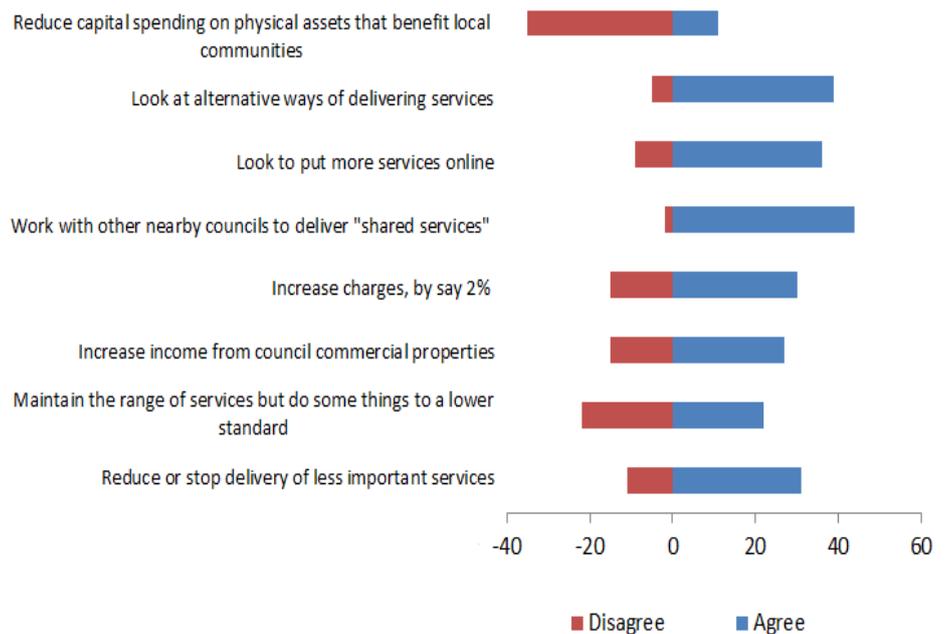
Local business respondents felt that *advising private sector landlords and tenants, and managing and maintaining multi storey car parks* were **less important**.



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

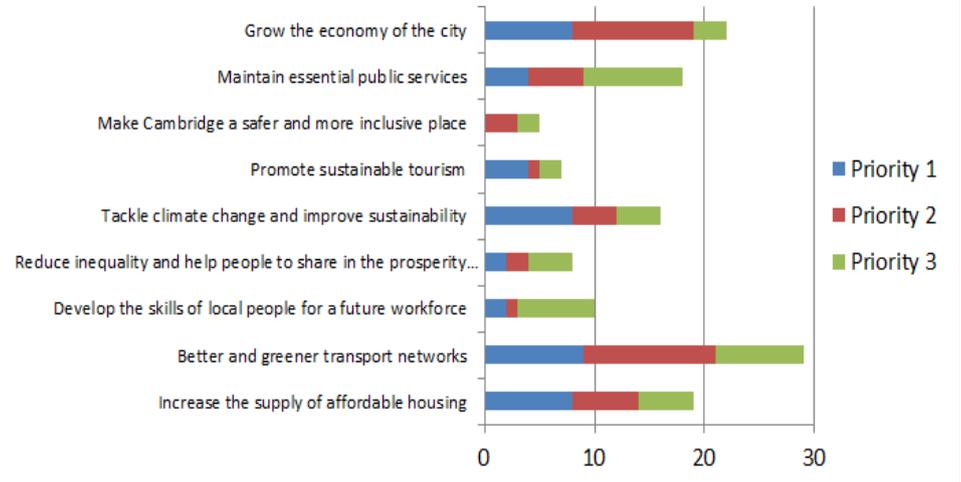
Local business respondents were in **most agreement** with the statement about the Council *“working with nearby councils to delivery “shared” services”*

Local business respondents **disagreed most** with the statement about the Council *“reducing its capital spending on physical assets that benefit local communities”*



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 *better and greener transport networks the City* closely followed by *growing the economy of the City* and *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 what is the most pressing local priority. The larger words 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 what is the biggest single change that should be put in place to improve transport in the City. The larger words had greater use.



Is your business based in Cambridge City?

41 local business representatives said they were based in Cambridge City



Please state the scale of your business

The largest number of representatives responding, at just under a third, were not-for-profit organisations

- Self-employed (sole trader)
- Micro Business (<10 employed)
- Small Business (10 to 50)
- Medium Business (50 to 250)
- Large Business (more than 250)
- Not for profit organisation

