


Hoe Neighbourhood Plan Business Survey Report

1. The survey

- 1.1. In February 2021 the Hoe Neighbourhood Forum Culture, Economy & Tourism sub-group prepared a simple survey for the purposes of gathering views from local businesses on any local issues that affected them.
- 1.2. The survey was based on two open-ended questions, with a free comment section to allow maximum scope for businesses to identify issues of specific relevance to their operations.
- 1.3. Basic data about the business including the number of people employed was optional.
- 1.4. The survey was circulated in hard copy and digital formats to maximise opportunities for respondents to reply using a method of their choice.
- 1.5. A period of 2 weeks was allowed for responses to be returned to provide sufficient time for consideration and reply.

Hoe Neighbourhood Plan Consultation Business Survey



The Hoe Neighbourhood Forum was formed to allow residents, businesses and community groups to have a say on local planning matters within the forum area (see map overleaf). Neighbourhood Forums are official statutory bodies and the council planning committee are legally obligated to consider the forum's input when assessing planning applications.

We are now creating the Hoe Neighbourhood Plan to guide development in the local area through to 2034, covering new developments, housing, heritage, culture, tourism, transport, sense of community, green & blue spaces, and the local economy. To ensure we accurately represent your opinions we would welcome your comments on local factors that could help improve your business now and in the future.

Please complete the form below or respond online at: <https://www.surveymonkey.co.uk/n/LSYYCMH>. A Hoe Neighbourhood Forum volunteer may visit your business in person in the next week to collect your response.

1. What would you change in the Hoe area to improve your business?

2. What planning-related actions would improve your business?

3. Any other comments?

Please help us to analyse responses by providing the following (optional) information:

Business name	
Address	
No. of people employed	
Email address	
Tick box if you wish to stay in touch / receive further information as our plan develops	

Your information will only be used for the purpose of analysing the results of this survey and will not be shared.
Please return your completed survey to: HNFBusinessSurvey@gmail.com
or No. 1 Windsor Villas, Lockyer St, Plymouth PL1 2QD

Hoe Neighbourhood Forum Business Survey

The Hoe Neighbourhood Forum was formed to give residents, businesses and community groups a voice in local planning matters within the forum area ([see map link here](#)). Neighbourhood Forums are official statutory bodies and the council planners are legally obligated to consider the forum's input when assessing planning applications.

We are now creating the Hoe Neighbourhood Plan to guide development in the local area through to 2034, covering new developments, housing, heritage, culture, tourism, transport, sense of community, green & blue spaces, and the local economy. To ensure we accurately represent your opinions we would welcome your comments on local factors that could help improve your business now and in the future.

1. What would you change in the Hoe area to improve your business?

2. What planning-related actions would improve your business?

3. Any other comments?

4. Please help us to analyse responses by providing the following (optional) information:

Name

Company

Address

Address 2

City/Town

ZIP/Postal Code

Email Address

Your information will only be used for the purpose of analysing the results of this survey and will not be shared.

5. How many people do you employ in the Hoe Forum area?

6. Would you like to stay in touch / receive further information as our plan develops?

Yes

No

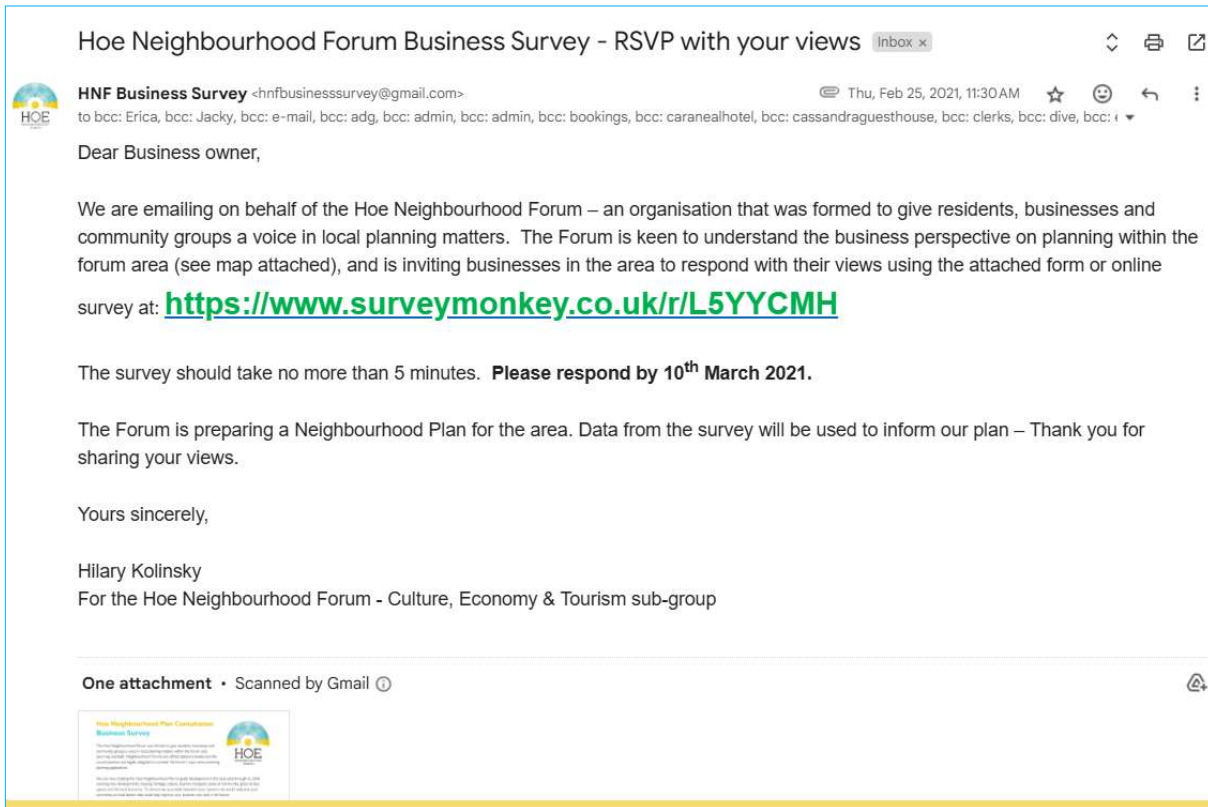
Hard copy version

Survey Monkey version

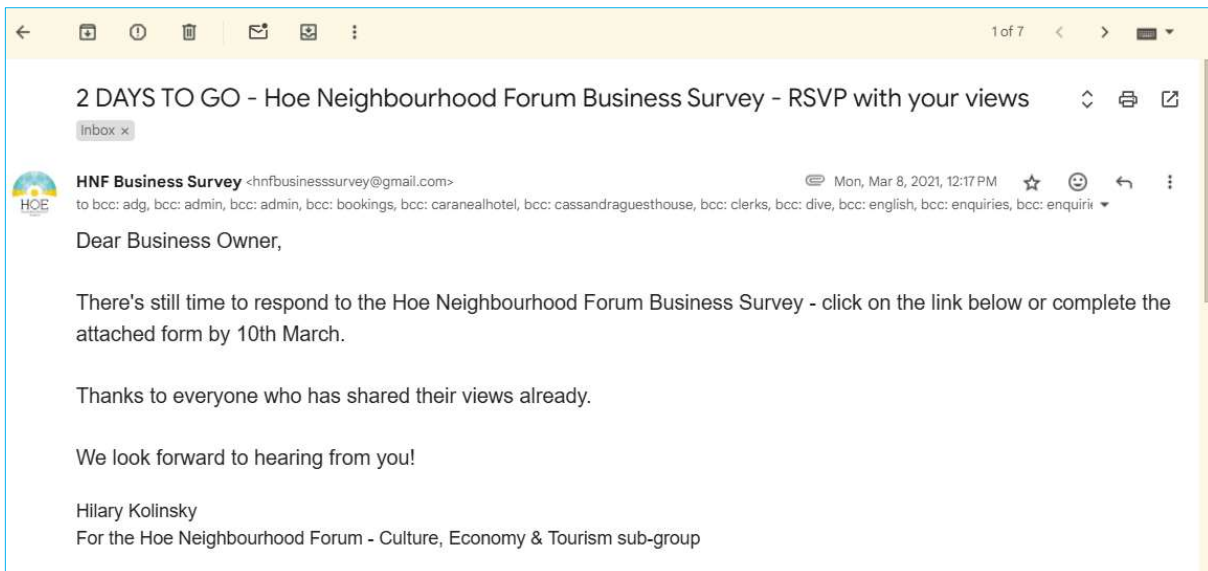
2. Circulation of the survey

- 2.1. Local businesses were identified based on local knowledge, online and Google searches within the forum boundaries. The majority were hospitality businesses including accommodation and food retail.
- 2.2. 71 of these businesses had an online presence / email addresses.
- 2.3. Where businesses did not have an online presence (such as shops at West Hoe and seafront cafes) these received the hard copy survey delivered by hand.

2.4. The emails and hard copy surveys were delivered on 25 February 2021.



2.5. A follow-up reminder was sent by email on 8 March 2021.



3. The responses

- 3.1. Unfortunately the response was disappointing with just 8 responses to the survey received.
- 3.2. This may have been due to ongoing post-covid circumstances and issues affecting businesses, hospitality in particular.
- 3.3. The responses (identifying data redacted) are shown on pages 3 and 4.
- 3.4. The responses were reviewed and business concerns were reflected in draft policies and community aspirations.

The survey responses

Data		Survey questions		
Respo dent no.	How many people employe d	What would you change in the Hoe area to improve your business?	What planning- related actions would improve your business?	Any other comments?
1	None at presen t	Pedestrianise the Hoe Road as the volume of traffic has increased exponentially and will continue in the future....Its unsafe in some areas already.....Why spoil the views and peace when its our biggest asset asset	As above	Look to the future, not just the present, climate change, carbon emissions and green approach
2	2	build car parking area under the Hoe Esplanade(2500 cars) using cut and fill system,entrance in from Citadel end exit onto onto Cliff Rd.On completion and landscaping no one would know it was there,and any activities,eg,Armed Forces Day,Music Festivals etc continue with the added bonus of some *on site*and no local headaches with traffic jams with people leaving the site.It would also benefit sea front businesses like the Dome,Tinside Pool,and other cafes,restaurants,and maybe enable traffic restrictions on the sea front.Some years ago a feasibility study was undertaken privately and it was suggested no cost to the council but to invite major car park companies eg NCP to fund the project by way of being granted along lease.	see question 1	Well positioned permanent signboards around the Hoe area listing the years forthcoming events,giving visitors a reason to return to Plymouth again
3	3	Tighter controls on Hotels/ Guest Houses etc that accept homeless people from the Council. Not to allow student accommodation blocks to Summer let to tourists More parking	A decent sized car park	Blank
4	2	better parking set up ,	stop building on car parks eg west hoe and stop building corporate hotels that doesnt bring money to the area not just spending money,stop anti social behaviour stronger penalties enforced, encourage green building	stop high rise flats for students etc ,bring in sensible electric charging points ,
5	3	I would get rid of the Walrus pub	Tighter restrictions on the Walrus pub disrupting the neighbourhood	No.

Data		Survey questions		
Respo dent no.	How many people employe d	What would you change in the Hoe area to improve your business?	What planning-related actions would improve your business?	Any other comments?
6	Between 1 and 4 last year.	Dedicate a bus route from the station to Hoe and Barbican to coach station - a kind of circular linking service. Have proper promotions by the council of events and speak to the Herald Editor to see if they will carry a daily What's On. Most people only knew about the events surrounding the Nancy Astor statue afterwards.	No more high rise blocks. Providing good safe access to the foreshore.	Blank
7	5	Increase the policing of the park with park rangers or PCSOs. The park becomes a hub at night for feral youths and anti-social behaviour, ie: drink and drug addicts	More lights for evenings - light string between flag poles. Do NOT allow access to the Clock Tower Garden.	To allow public access to the Clock Tower Garden which is Grade 2 Listed will have serious impact, ie: anti social behaviour, litter, barbeques, broken glass, destruction of plants & trees. Grass it over and put 'Welcome to Plymouth' in stone and gravel at the back.
8	4	Even more signage for good visitor orientation. Improvements to the foreshore - better access, safer more attractive access to the water, encourage more activities and events, particularly daytime and early evening. Look at the lighting around the Hoe and foreshore - taking into consideration the environmental impact.	Planning decisions that support and encourage a lively, robust daytime and early evening economy. Empty and unused sites such as the Register Office need to offer something to the community in general as well as a business opportunity. Plymouth does not need more large scale budget accommodation offerings and small local business will suffer if that is encouraged. Keep new developments low rise in line with the conservation area ideals. Let's make the Hoe area a unique space for the local community and visitors.	