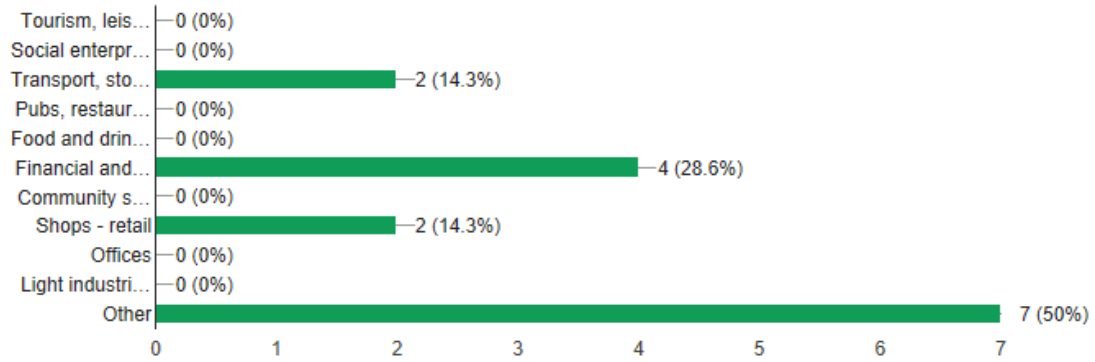
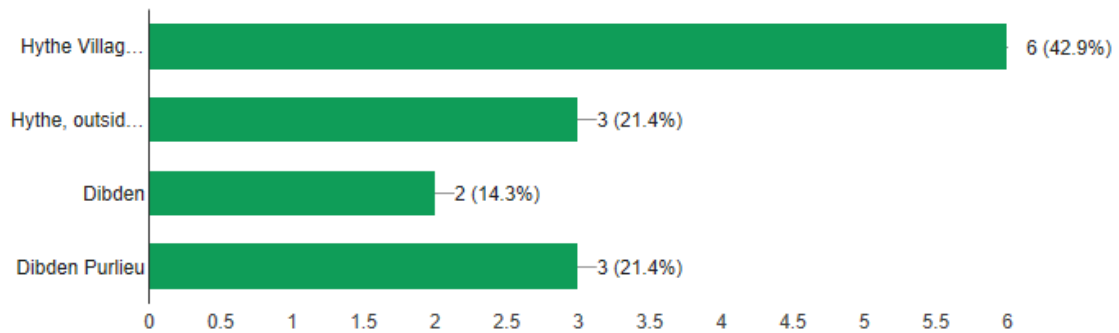


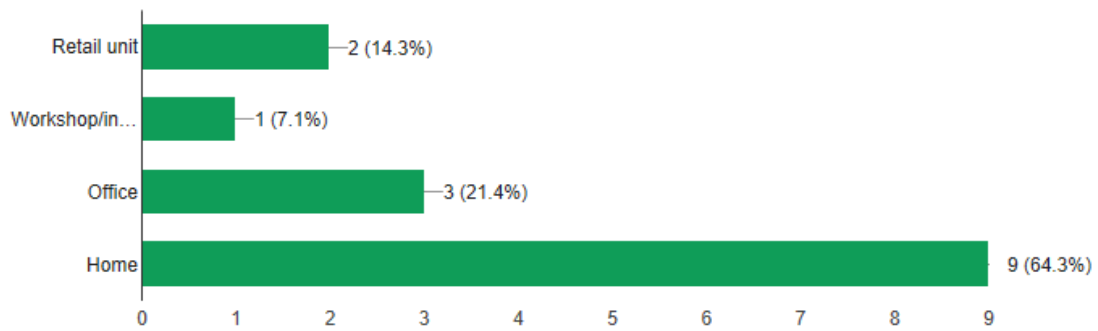
## 2.1 What type of business are you? (14 responses)



## 2.2 Where are you located? (14 responses)

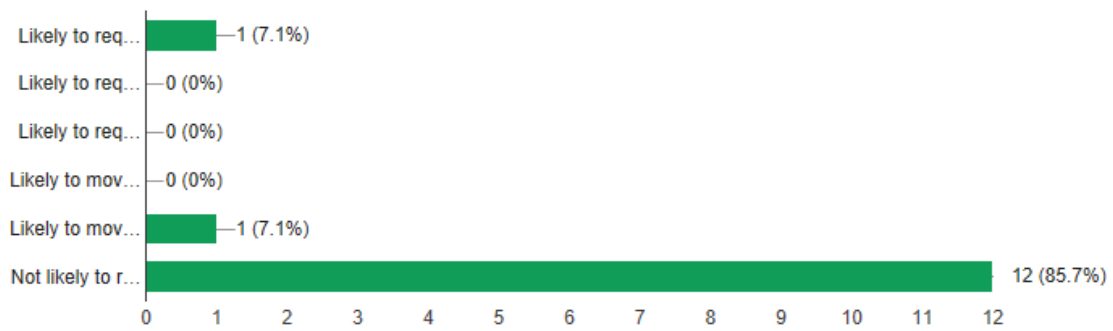


### 2.3 What type of premises are you operating from (14 responses)



### 2.4.1 Are you a business that may require alternative premises within the next 2 years

(14 responses)



## 2.4.2 If you require additional space what do you need (size and type and location)?

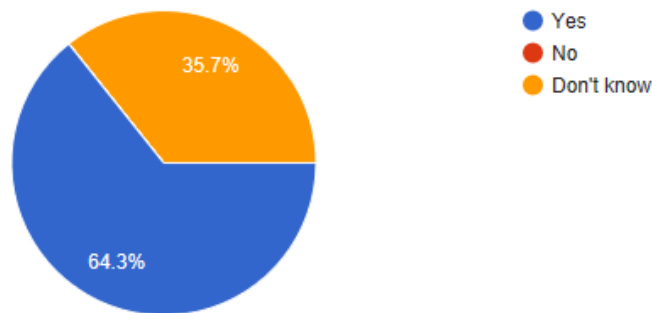
(1 response)

A small office but ideally in a visible location in Hythe centre

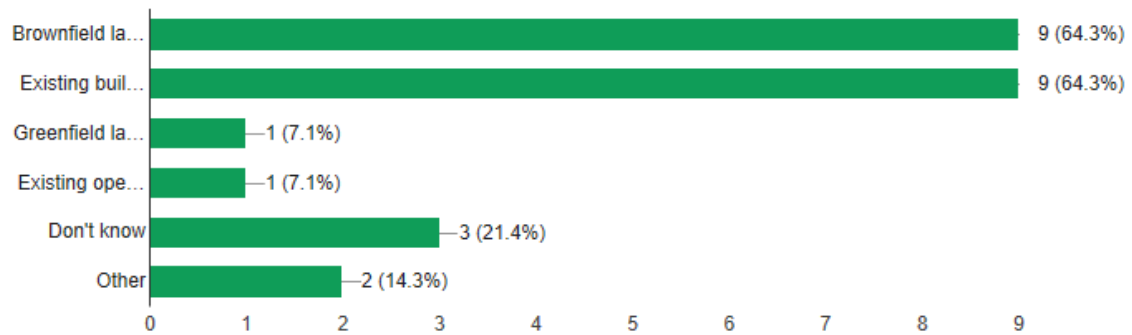
## The Future of business in Hythe and Dibden

### 3.1 Should the neighbourhood Plan allocate more land for employment purpose, if possible?

(14 responses)

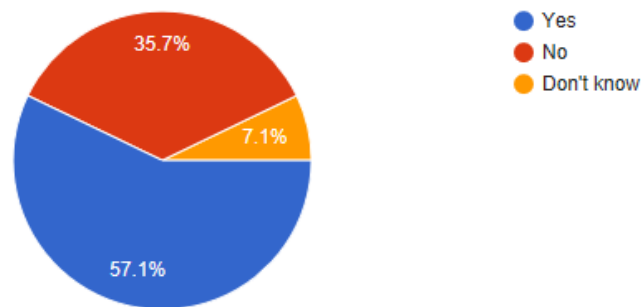


### 3.2 What types of site should be allocated for employment use? (14 responses)



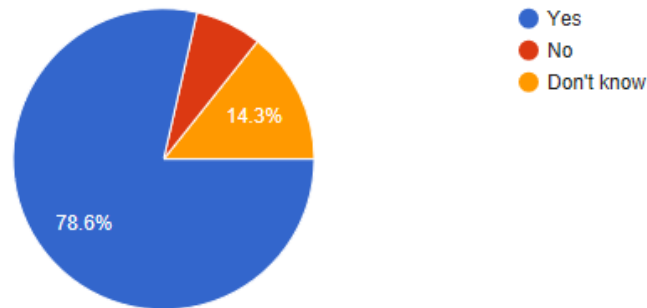
### 3.3 Should existing employment sites be protected from changes of use? (change of use occurs, for example, when offices above shops are converted to residential use)

(14 responses)



### 3.4 Should the Neighbourhood Plan include policies that promote working from home?

(14 responses)



### 3.5 Knowing the constraints within which we work in Hythe and Dibden what would encourage business to locate here?

(14 responses)

Cheaper rates in the village centre(s)

Not all businesses require a shop front. Good communication and ongoing support is needed to promote to the public what's on offer. Shopping online is becoming the norm, so a virtual High Street of shops, services and offers to work alongside the physical to encourage local people to interact with local services. A warm and welcoming sense of community, coupled with a sense of occasion, treating yourself (coffee and cake), or just convenience, make shopping locally attractive. Also, strong support from other local businesses and services can help with those initial wobbles of set-up and help spread the word.

Wealthy area with many retired yet active people large diversity of landscape offers many aspects of employment areas

Better transport links. A railway from Hythe to Southampton and dual carriageway for the A326.

A326 improvements, High Speed Broadband, Save the Ferry

Lower rates

good public transport links

Start up assistance

No

Active encouragement from Parish Council

Difficult to answer generally. Geographically there are limitations with transport and access to larger populated areas. This isn't a problem as such as businesses that need that will go elsewhere. The nich is making the most of the unique aspects, eg water access, proximity to New Forest eg tourism. I would be concerned that increasing population density on the waterside would skew this balance although greater density is the easiest way to generate business growth. Do we want to promote economic growth through greater consumption which is unsustainable?

Reliable Ferry and bus connections. Adequate parking.

Skilled workers

Great internet, adequate parking, good infrastructure

Lack of creative imagination! For tech innovation and exporting idea type business, then the waterside should be an attractive place to work from home. I think too much more industrialisation of the area would badly dent this. Fawley and Marchwood are already massive industrialised eyesores and pollution hubs.

Parking restrictions.

Transport links and skilled workers

Infrastructure

### 3.6 Other than space being available and being allocated what barriers or constraints prevent businesses moving to this area?

(14 responses)

Exorbitant high street rates

Parking and access, support, cost of competing against the internet. By and large I think the area is attractive to business due to population size, affluence and the unique location.

Poor road network especially A326

Transport, A326

Transport

Too many charity shops , hairdressers and estates agents

too high business rates

High rental prices

Gridlock along the bypass.

Unreliable transportation from larger areas

Lack of creative imagination! For tech innovation and exporting idea type business, then the waterside should be an attractive place to work from home. I think too much more industrialisation of the area would badly dent this. Fawley and Marchwood are already massive industrialised eyesores and pollution hubs.

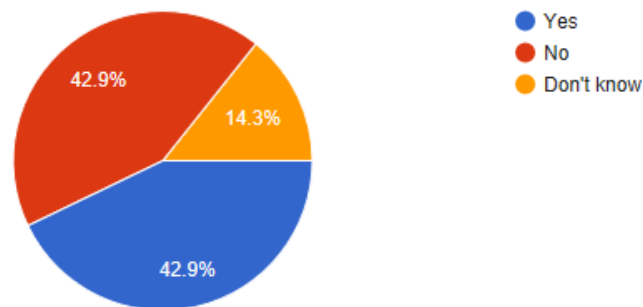
Parking restrictions.

Transport links and skilled workers

Infrastructure

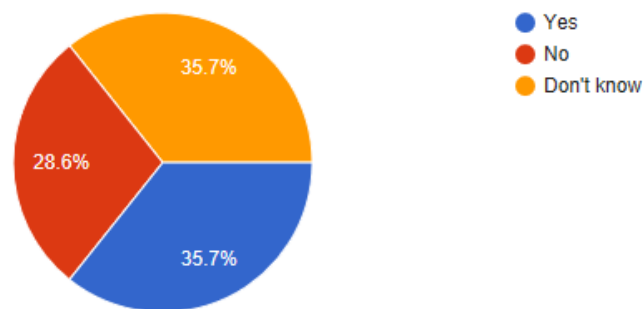
### 3.7 Should the current core retail area in the Village Centre be extended?

(14 responses)



### 3.8.1 Do you believe that there are any vulnerable retail areas in Hythe and Dibden?

(14 responses)



### 3.8.2 If you answered yes to 3.8.1 please give more details below (5 responses)

Charity shops serve a purpose but they're problematic to other businesses due to the unbalanced nature of operating costs. Franchise and chain businesses should be avoided as they destroy the uniqueness of a place - some are inevitable, but shouldn't be allowed within a certain radius of an existing independent and established operator. The core retail area should be extended only if there's a need, not if it's to be filled with shops and services that are damaging to existing local businesses, as that will mean w'll all ultimately lose out. Like Affordable Housing, some affordable shop space for very small businesses, arts and crafts and boutique operations would create a non-typical flavour that should appeal to tourists looking for something unusual and different and the local populace too.

Out of village - Hollybank shops are not really Hythe shops

Capers & DP generally.

how sustainable is the Hollybank shops? hopefully it is good

Proposed Lidl development will threaten smaller shops and potentially the viability of Waitrose in the centre - the centre could become a dead area. The access for deliveries and customers having given up parking is ill conceived.

### 3.9 Thinking about Hythe and Dibden as a location for trade and tourism how do you wish to see Hythe and Dibden promoted?

(14 responses)

Trade fair(s)/Local business events/MoreB2Bnetworking

Use Hythe & Waterside Facebook page (and the like) to promote a different local shop or service weekly (or more frequently). Educate the younger population about the shops and services out there through the medium they use. Many local people under a certain age, for example, are not aware the only butcher on the Waterside is in Dibden Purlieu because they don't interact with local shops beyond Tesco. Have Local Business Days twice a year to shout about using local products and services - these people usually employ local people too so it's all a benefit to the local economy. Be consistent with it and invite engagement. As for tourism, use the talents of local photographers and designers to create a Hythe & Dibden tourism leaflet such as the ones for Longdown and Paultons so tourists equate Hythe and Dibden as a place to visit and an attraction worthy of their time. Think of it like a visitor attraction and it will persuade them it's worth exploring. A matching web site (doesn't need to be anything more than a brochure website) would solidify the brand and support interest.

Yes

Promote tourism within the cruise industry using the ferry. Combined CHEAPER tickets, include pier and busses, mainly beach bus as tour bus of new forest, Lepe and Beaulieu area

Promote the "Gateway" as a two way thing for tourists. Stay here and visit Soton or access the Forest from the other side by promoting Cycling, Busses via Ferry.

Press etc



social media

Promoted across all media platforms and adverts in national magazines

unsure

As a tourist location - water and forest - unique area.

I think that the pretty village on the edge of the New Forest is a good aspect, rather than down an industrialized culdesac squeezed between Marchwood incinerator and Fawley refinery.

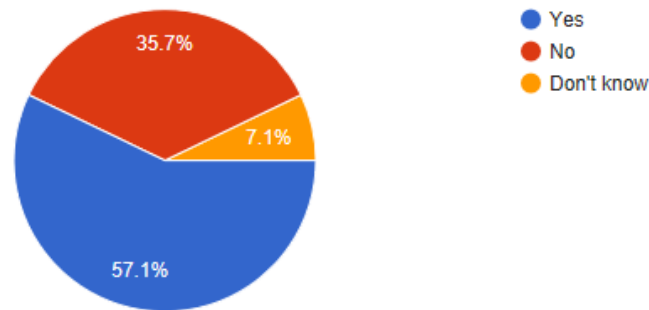
Tourism - a day out for visiting cruise ship passengers - the Ferry is vital. The worse the commute on the A326 gets the stronger the argument for business and trade to serve the Waterside community.

Website

Great rural location but next to the New Forest and just a ferry ride away from bustling Southampton with it's array of exciting new developments combined with a long history and interesting museums

### 3.10 We introduced a street market in 2015. Would you like to see additional markets?

(14 responses)



### Please give more information below (9 responses)

I think the occasional nature brings people out - vary the themes if possible. Maybe one based around local businesses that don't have a High Street presence.

Personally I believe market have an unfair advantage over shops selling the same product. Council rates, rent. I have lived in DP 20+ years and visited the pet stall at market 6 times before a decent pet shop opened and not at all since.

One or Two specialist market a month at weekends, but generally improve the Tuesday one if possible.

They do not help our business

A street festival/music with all eatery gazebos etc bought in to make an all day/evening event

Local food market - farmers market

Il have heard good feedback about the new market, work on keeping that rather than expanding

A return of the CarPark venue for the larger stalls.

Anything and everything - bring more trade to the area

3.11.1 Are you aware of the Brand New Forest scheme and it's benefits to businesses? (Hythe and Dibden is Brand New Forest Village of the Year 2017)  
(14 responses)

