

Aire Valley Leeds Business Survey 2006 - Executive Summary

The survey was conducted by telephone between September and November 2006.

The response rate was 40%. Comparative figures from the 2005 survey are in brackets.

Businesses in the Area

- There is a reasonable mix of young and established businesses in Aire Valley Leeds. 31% (29%) of current firms have been sited in the Aire Valley area for ten years or more, and 24% (15%) resident for two years or less.

Location

- Overall, **87%** (91%) of businesses felt that Aire Valley Leeds was a **very good or above average location**.
- The most commonly cited advantages of being in the Aire Valley Leeds area were **good transport links** and access to the motorway **57%** (75%).
- The main drawback was heavy traffic.

Business Confidence

- Overall, **90%** (89%) of businesses were **very or fairly confident about their performance** over the next twelve months. 94% (80%) of firms were most confident about increasing investment and least confident about taking on new staff 50% (49%).
- **78%** (76%) believe that they will **increase profits** in the next year, and 85% (82%) are planning to increase sales.

Business Growth

- Looking at what would hinder growth, 'general economic downturn' was mentioned by 18% (17%) of respondents overall.

Recruitment

- **35%** (22%) of respondents thought they would **encounter recruitment problems** in the next twelve months. 39% (28%) had already experienced problems in the previous twelve months. The main reason was lack of skills 40% (43%).

- **66%** (56%) of businesses will be **recruiting additional staff** next year.
- The most popular methods of recruitment are through newspapers 37% (34%), Job Centres 35% (35%) and word of mouth 35% (25%).

Childcare

- **29%** (5%) of businesses had **access to childcare** facilities.

Travel and Environment

- Overall, **53%** (53%) of businesses considered **public transport** in the area to be adequate.
- 84% (77%) had heard of Metro Connect, and 22% (34%) had used it.

Crime

- **41%** of businesses (35%) had been a **victim of crime** in the previous twelve months.
- 20% (22%) of all respondents felt that crime would increase over the next 12 months. 65% (61%) felt that it would stay the same and 15% (15%) thought that **crime would decrease**.

Awareness

- **94%** (93%) of businesses responding to the survey said that they were **aware of the Aire Valley Leeds team**.

Copies of the complete survey are available on request or may be downloaded from the Aire Valley Leeds web site: www.airevalleyleeds.com or by calling the Aire Valley team on tel: 0113 214 1965.