

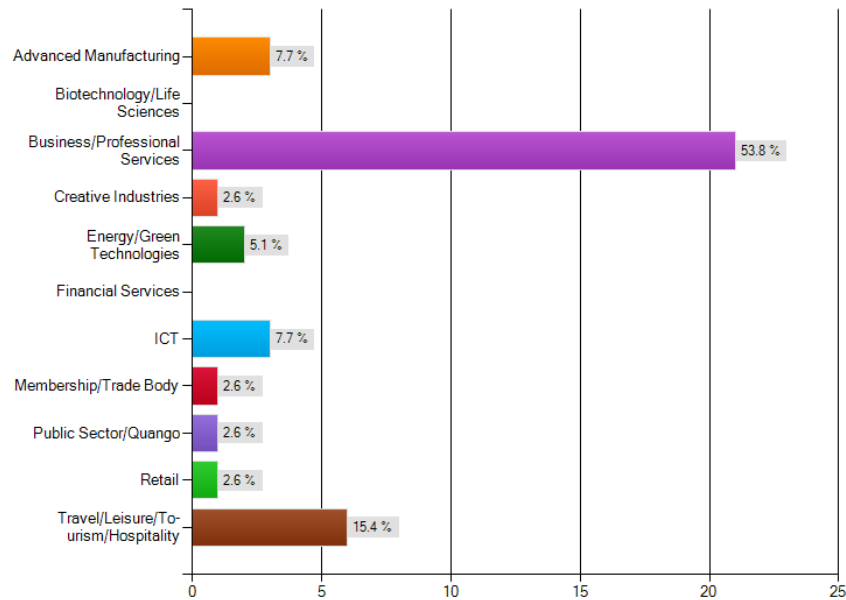
## **Gatwick Diamond Initiative - Business Survey Findings – November 2010**

### **Background:**

The Gatwick Diamond Initiative (GDI) needs to monitor the changing economic environment and respond constructively. This survey was designed to source primary data to identify how Gatwick Diamond competes as a business location, given greater competition between locations and the need to find operational efficiencies as key drivers of globalisation. It also provides quantitative and qualitative evidence of business trends which may assist the GDI in enhancing its competitiveness and shape a more formal 'place marketing' strategy considering economic and educational issues.

## SAMPLE PROFILE

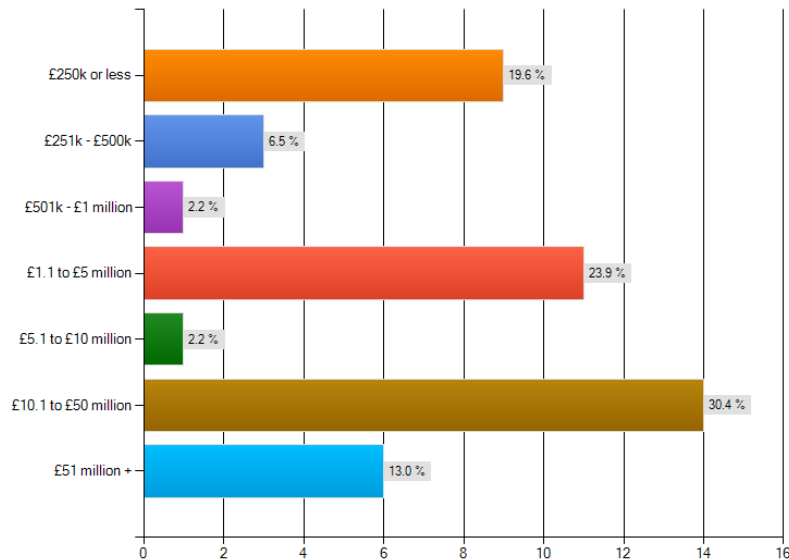
Which industry sector are you in?



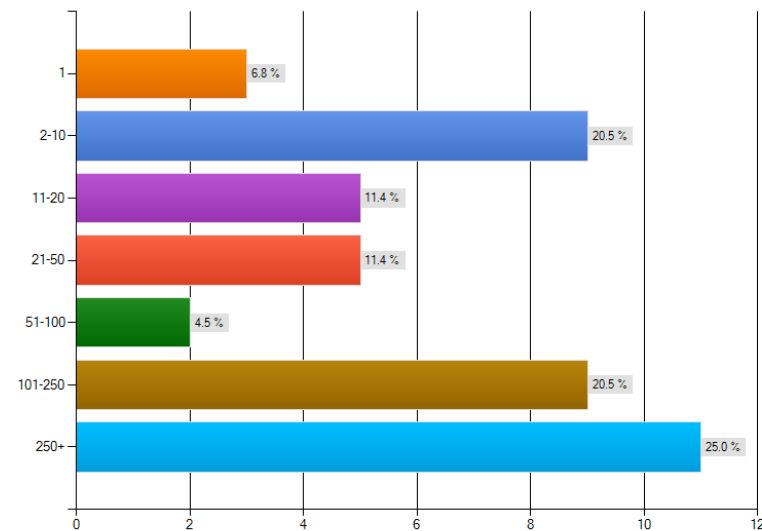
### Other:

- Electrical & Communications Suppliers
- Electricity Infrastructure
- Telecom, security and communications
- Legal Services
- Advanced technology consulting and niche products
- Retail
- Social Housing provider (Not for Profit)
- Design Consultancy
- Removals/Storage
- Education and training
- Property development & investment
- Sales and Marketing

What is your company's estimated turnover per annum

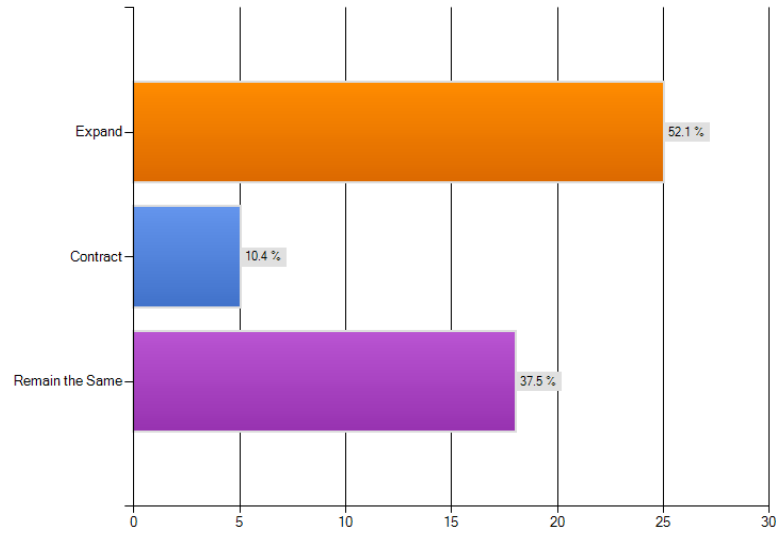


How many people does your company employ?

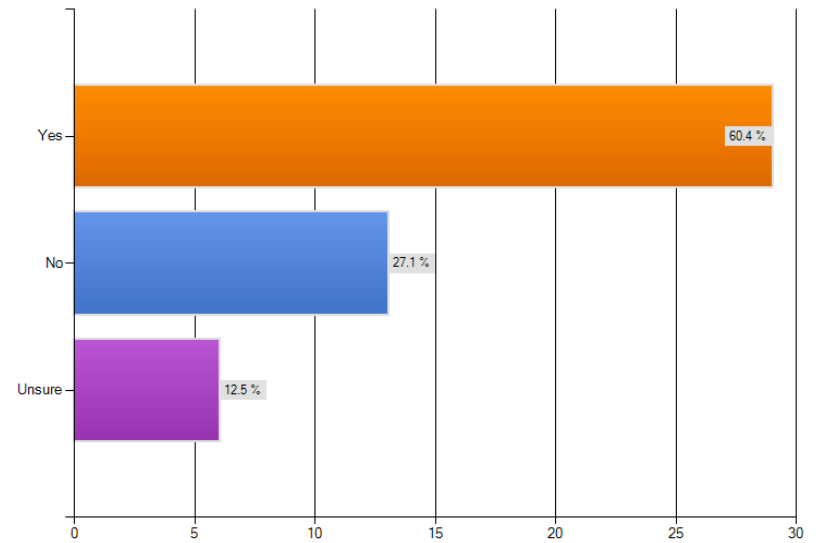


## **BUSINESS CONFIDENCE**

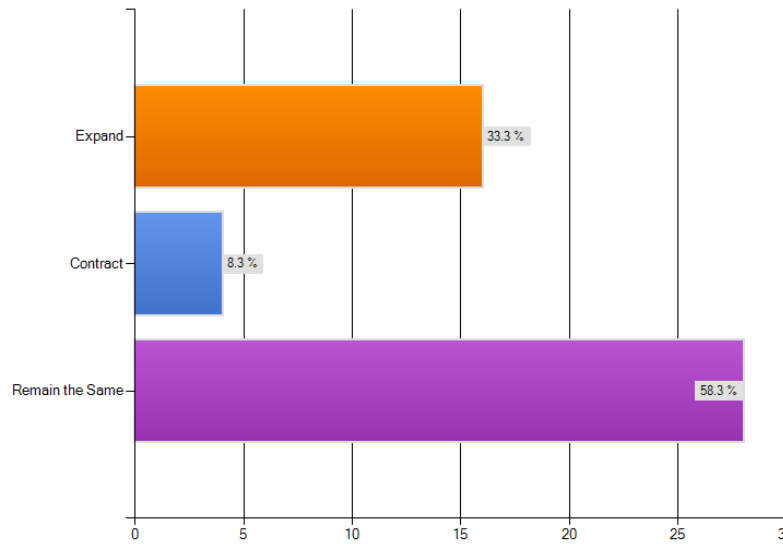
**Is your business turnover likely to expand, contract or remain the same in the next six months?**



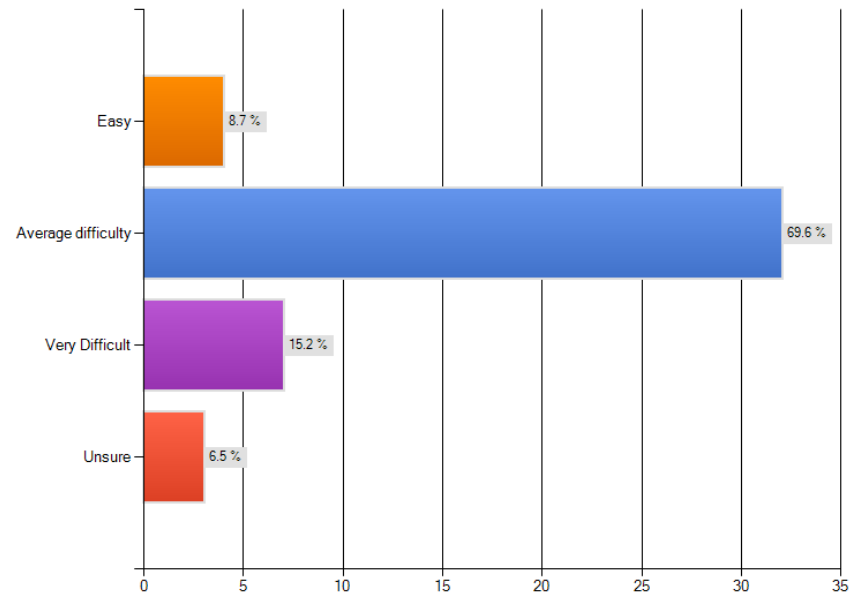
**Do you anticipate the need to further consolidate and reduce business costs within the next six months?**



**Are your staffing levels likely to expand, contract or remain the same in the next six months?**

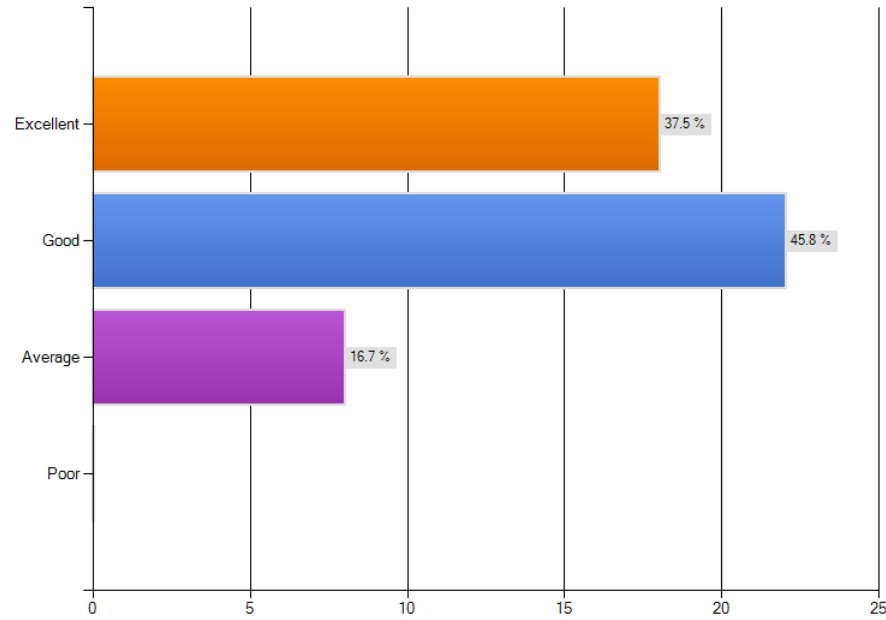


**How easy is it to recruit staff when needed?**

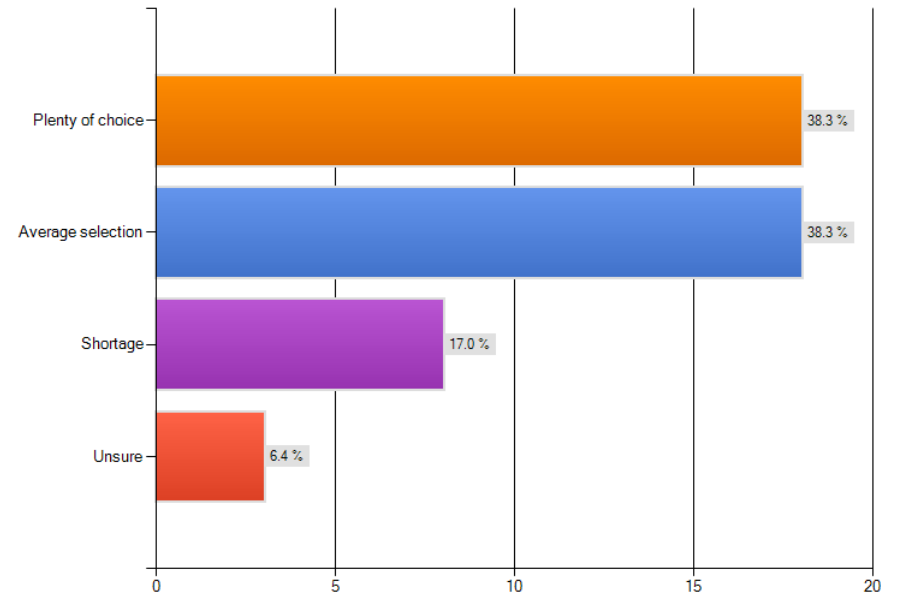


## GATWICK DIAMOND AS A LOCATION FOR BUSINESS

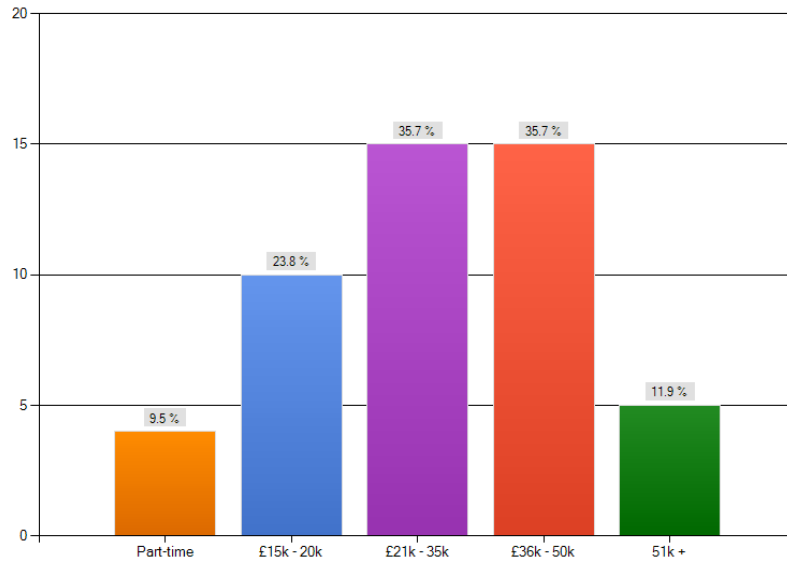
How do you rate the Gatwick Diamond as a location for business?



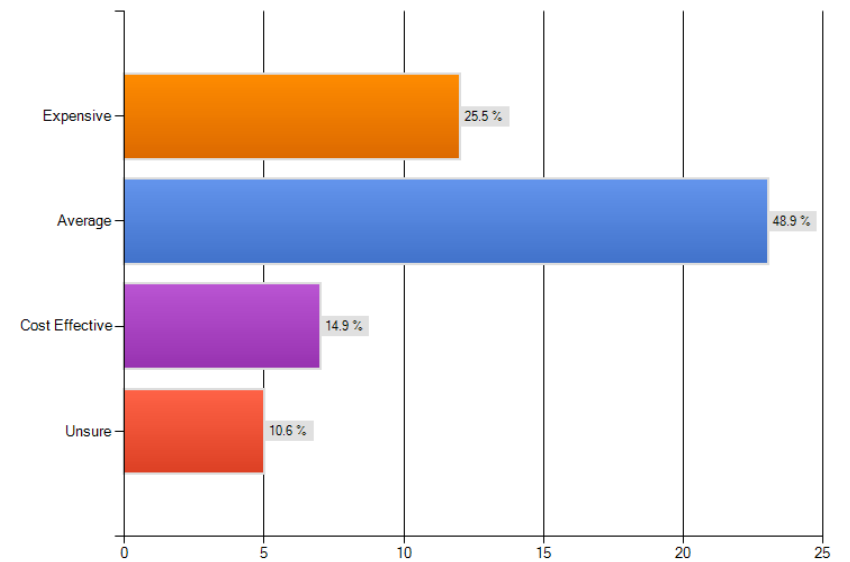
How do you rate the availability of good quality premises (office, retail or factory) within the Gatwick Diamond area?



Please indicate which levels of staff you find most difficult to recruit (by salary bands)

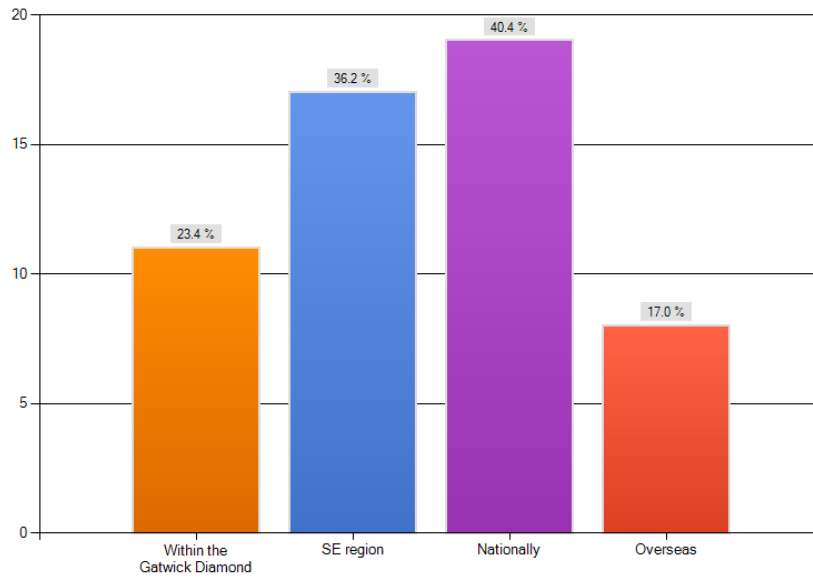


How do you rate the affordability of good quality premises (office, retail or factory) within the Gatwick Diamond?

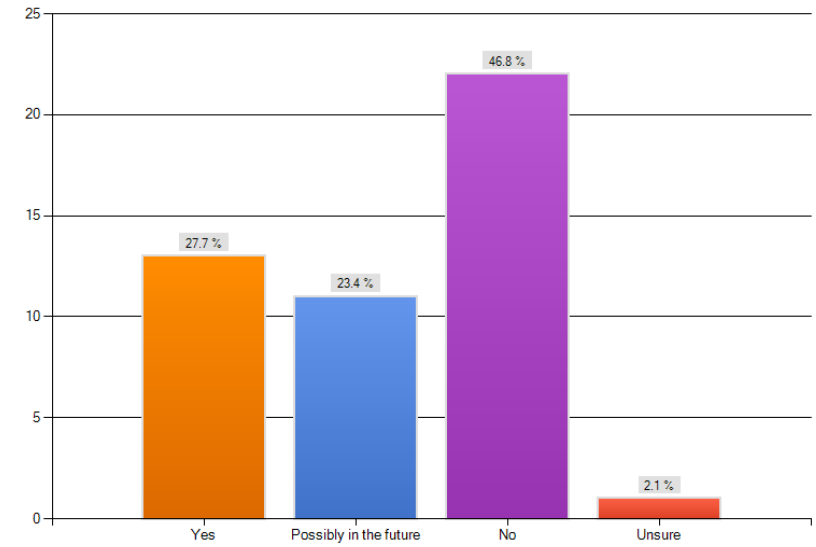


## YOUR CUSTOMER BASE

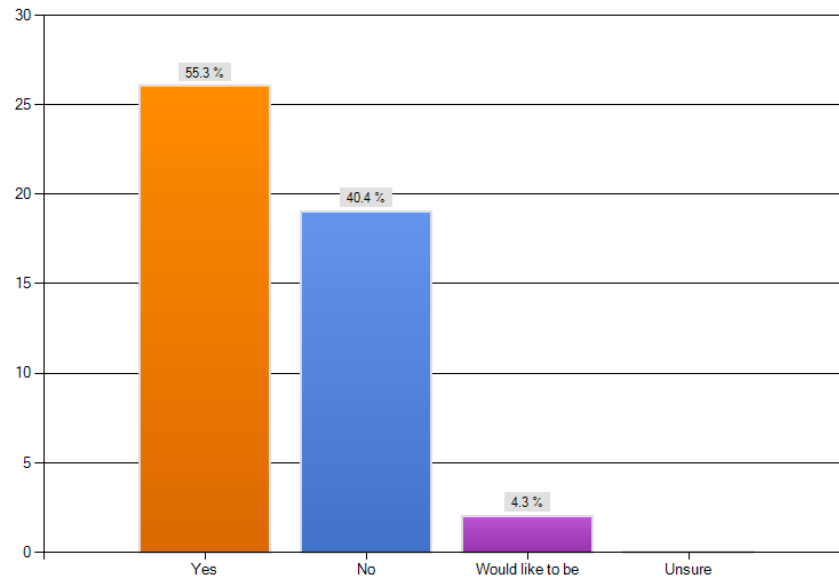
Where are your customers primarily located?



The emerging economies of China, India, Russia and Brazil represent key growth markets. Have you, or do you plan to, investigate new opportunities in these countries?

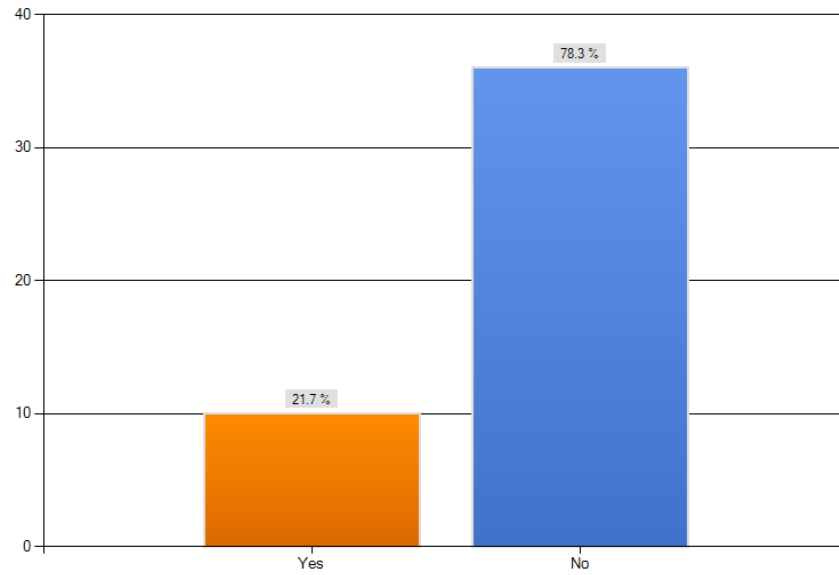


Are you involved in any collaborations or networks to help your business innovate, conduct R&D or trade internationally?

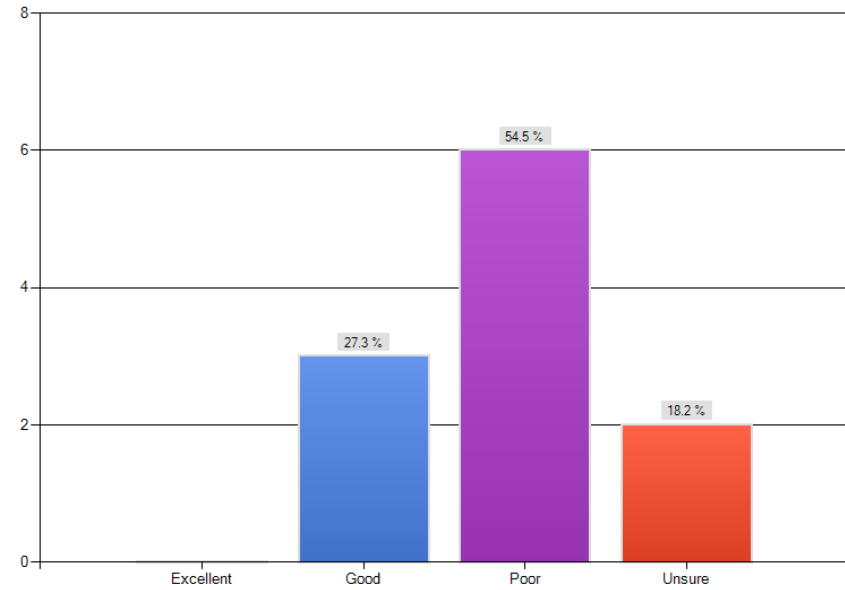


## ACCESS TO FINANCE AND BUSINESS SUPPORT

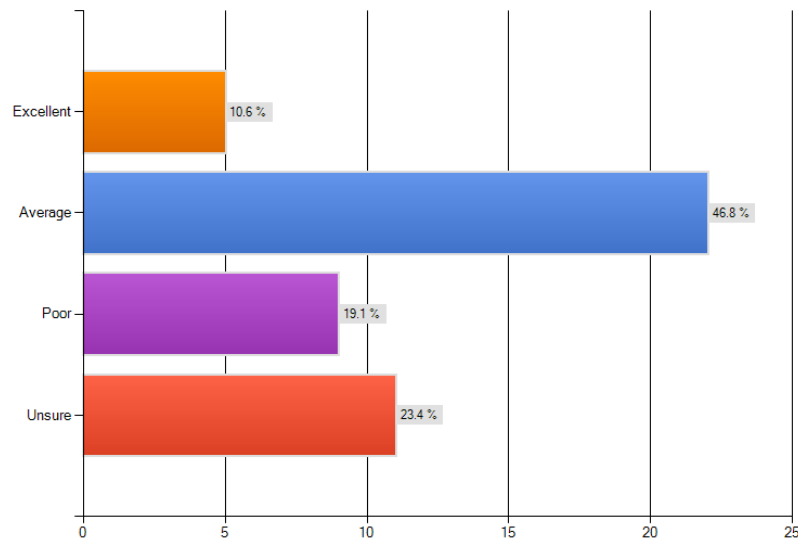
Have you, in the past three months, sought external finance to sustain and/or grow your business?



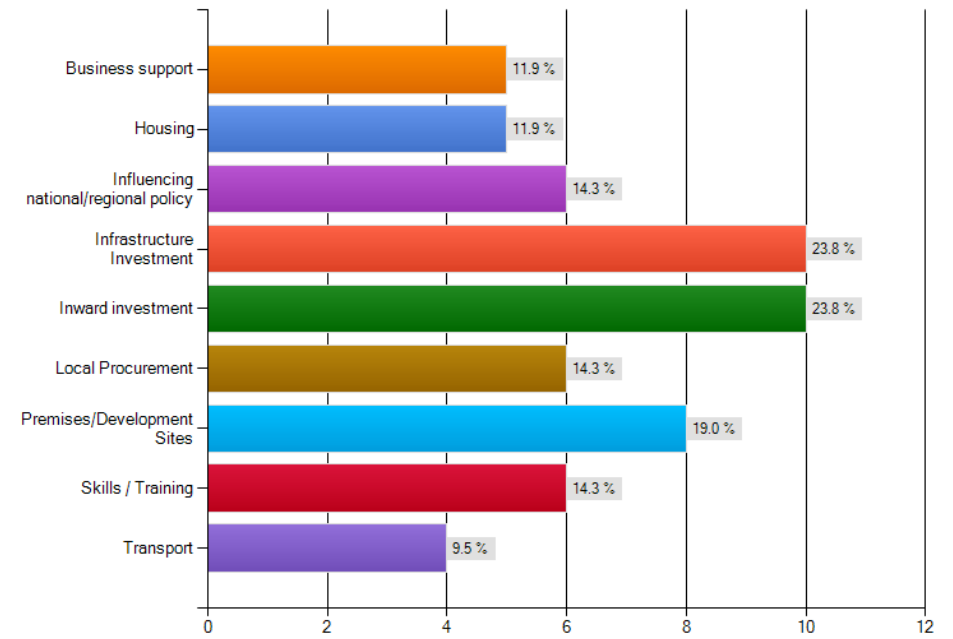
If yes, how do you rate the availability of financing options?



How do you rate the availability of publicly funded business support services within the Gatwick Diamond area?



Finally, if there is one thing that you would like to see the Gatwick Diamond Initiative give particular focus to, what would that be?



## QUALITATIVE COMMENTS:

### How do you rate the Gatwick Diamond as a location for business?

- *Good transport links and links to London.*
- *Centrally located, although Haywards Heath is on the SE edge.*
- *The South East is the heartbeat of the UK.*
- *We are in East Grinstead, which is not a major business centre.*
- *Centre of commerce for Sussex and given the right direction could become the commercial centre for the South East.*
- *Generally communications/transport links are very good but air travel is all now via Heathrow when originally it was all available at Gatwick.*
- *Not as good as central London which would be ideal, also our East Grinstead train line is too slow to London at 1 hour.*
- *Road and rail network is poor across the diamond.*
- *Close to London and M23.*
- *Due to the diversity of businesses that are attracted to the Gatwick Diamond as a result of the airport.*
- *Good transport Links. Large number of businesses based in the area.*
- *Large concentration of businesses, with good communications to rest of UK.*
- *Excellent communications, but expensive part of the country.*
- *Lots of networking, a hands on local authority (CBC), easy access and parking, London feel without the pace being too city driven.*
- *Great international gateway, good rail links to London, large and varied quality workforce,*
- *Excellent mix of lifestyle opportunities and commercial enterprise.*
- *Ideal as close to London without the overheads of a city location.*
- *Gatwick airport, Gatwick Express and easy access to the M23/M25 make the Gatwick Diamond an ideal location for business.*
- *Plenty of space, good transport, skilled manpower.*
- *We have relocated from Horley to Leatherhead primarily to suit the Director's home location. We are a global business and to some extent the location is not a major factor in our success. We wanted to purchase offices - nothing was available that suited our needs in the Gatwick area.*
- *Poor infrastructure (at least in the Surrey bit of the diamond) and declining customer base.*
- *UK Power Networks holds the supply license for the area represented by the Gatwick Diamond which we regard as possibly the most important part of our supply area outside of London, we have several offices and depots in the area and are consequently a major employer in the region.*
- *Great communications but high costs.*
- *Its centrality on networks and the availability of other major businesses and service providers.*
- *Transport links are good, good schools, nice environment.*
- *Location (SE) and transport links.*
- *Salaries are high, staff recruitment is hard, the M25 is a real pain, but it is close to London and good to get further afield.*
- *Only site available 10 years ago.*
- *Airport railway and roads (N/S and E/W).*

### What is the most pressing business concern for you currently?

- *Retaining and securing more customers.*
- *Lack of a long haul route network at Gatwick airport - particularly to the US and developing markets - as this creates opportunities for inward investment and tourism.*
- *The economic situation and impact on our members.*
- *Repaying legacy debt caused from delay in major rail programmes + need Thameslink Rolling Stock investment to go ahead.*
- *Lack of tenders and very strong competition. Larger companies are using smaller contracts as loss leaders.*
- *Cashflow.*
- *Need growth into Europe and beyond as our market is yet untapped there.*
- *Hiring quality staff, ensuring we keep "on the road" to seek out new business.*
- *Lack of occupier confidence.*
- *Cashflow and new business.*
- *Meeting the targets set by our Regulator – Ofgem.*
- *Meeting our order book commitments.*
- *Need for growth in economy.*
- *Increase our turnover and contract base.*
- *Business confidence within the economy. Government spending reviews impacting customers.*
- *Staff retention and recruitment.*
- *Expansion of business as a profession.*
- *Red Tape & the growing amount of new legislation we have to keep up with.*
- *The recession affecting retail trade.*
- *Impact of the comprehensive spending review and the implications for our income streams.*
- *Continued growth in a competitive market place.*
- *Survival.*
- *Awaiting the redevelopment of East Grinstead town centre.*
- *Cashflow - HMRC are now placing the screws on customers that have delayed payments during the recession and this is placing severe pressure on clients cashflows and their ability to pay us.*
- *Increasing efficiency to match continuing pressure on margin.*
- *Lack of finance.*
- *Availability of skilled staff at the price we want to pay.*
- *Finding the correct location for expansion.*
- *Funding expansion cost-effectively*

### **What is the most pressing business concern for you currently? (cont)**

- *Consumer confidence through the next three - four years*
- *Marketing on a tight budget*
- *Further development of hotel accommodation in the budget sector on and around the airport due to the current level of passenger numbers.*
- *The need for continued development of the airport and its infrastructure to attract existing and emerging airlines and routes.*
- *Pressures on margins.*
- *Payment from clients.*
- *Market instability in some of the key areas in which we work causes planning to be particularly difficult. Difficulty in recruiting key specialist staff is an enduring concern.*
- *Businesses cutting back on their spend and the choices they are making.*
- *Attracting new clients to replace large USA corporate who suddenly quit the UK.*
- *Cost of fuel and security threats.*
- *General economic outlook, cash flow, availability of bank funding.*
- *Confidence in the market place.*
- *Managing demand against resources.*

### **If there is one thing that you would like to see the Gatwick Diamond Initiative give particular focus to, what would that be?**

- *Local Procurement*
- *No one thing - do whatever it takes to make the GD a world-class destination!*
- *I'm not sure that there is 'one' thing. It rather depends upon what the Gatwick Diamond's long-term objective is. It should not become a 'brand' but look to work with business, perhaps filling-in where over-staffed, under accountable governmental departments dabbled before the cuts. The problem will always be getting the smaller SME's interested. Most will look toward it as a networking opportunity, but getting participation and interest from companies who tread their own path to success will be difficult unless something special, different is on offer.*
- *Small Business support*
- *Not happy with the phrasing of this question - this gives the perception/implies that the GDI is involved in providing these services which is incorrect*
- *Raise the profile of the area as leading rather than secondary centre for commerce and finance.*
- *Understanding better the support requirements of International business (and I don't mean freight forwarders etc.) it is multi lingual staff, translation services etc.*