



Chapel-en-le-Frith Parish Economic Growth Evaluation

Final Report | 2 April 2015

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Executive Summary

This study aims to assess the measures which can be taken to stimulate further economic growth among businesses in Chapel-en-le-Frith parish. There are two principal challenges to address: the building of suitable premises on land for industrial development, and measures which can enable business growth. The study reaches these conclusions having undertaken a detailed desk study of the area in and around the Parish, and interviews with carefully chosen businesses. The local Parish will need to take into account a business landscape which, whilst thriving, should encourage different sizes of enterprise to grow. There are a series of levers available to encourage more business growth, namely;

- A lightly managed hub site for micro businesses should be built to encourage more home workers to grow their enterprises
- There is a clear role for the East Midland Chamber of Commerce which is not being fulfilled at the current time. It should be more 'present' in the area and act as a voice for business.
- There are a number areas zoned for employment but not developable. This land should be freed up so it can be used for existing businesses to expand and create new jobs. The task of making land available should, where feasible, call on existing statutory powers.
- Housing is important for local area residents, but so is the need for residents to find suitable employment. Both of these calls on land should be carefully balanced.
- Areas of expansion for existing businesses will be needed within the next three years. The lack of land adjacent to sites will result in unnecessary disruption to enterprises which wish to expand but face difficulties in doing so.
- Greater density of industrial occupation may be possible if existing locations owned by businesses with spare capacity are encouraged to re-develop and share their sites.
- A more focused role for UKTI seems viable: less about trade missions and more about opening up new markets.
- Local elected members and council officials have a vital role to play, but they are not visible enough in the local business environment. Their role is not well understood by business owners.
- Access to business development support needs to be more than simple signposting. It is a task needing more of a 'physical face', and would match the offer that the Chamber can provide.
- Gap funding for industrial development may be important for some firms who wish to expand, but do not have the resources to do so. There are clear examples in the interviews with local companies where this has been warmly received in the past, and potential projects in the future which are good matches for funding.
- A 'making the next big step' programme for business people still working from home might encourage more expansion of very small enterprises in the locality.

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Chapel-en-le-Frith Parish Economic Growth Evaluation Project

Introduction and project scope

Initiated in February 2015, the project assesses the local economic and business environment comprising Chapel-en-le-Frith Parish. The Parish and associated district and county authorities seek to ensure this environment is conducive for vibrant commercial activity to keep local people employed, give opportunities for young people, and make balanced use of the landscape for its economic sustainability. All decisions should accord with the Parish's Local Neighbourhood Plan.

The geographic area encompassing the study was agreed with Cllr. Mike Evanson, with the support of Fen Jones (Policy & Research Derbyshire County Council Chief Executive's Office). It comprises these centres of population and postcodes, but recommendations are limited to the Parish;

- Hayfield, Birch Vale (SK22 1, SK22 2)
- Chapel-en-le-Frith, Whaley Bridge, Horwich End, Chinley (SK23 0, SK23 6, SK23 7, SK23 9)
- Buxton (part), Dove Holes (SK17 6, SK17 7, SK17 8)

Although the coverage is wider than the parish boundary it is important to assess an area encompassing travel-to-work origins and destinations. Appendix 1 shows an Ordnance Survey map of the study area. It is also important to recognise that some local economic statistics cover a wider area than the Parish, so some interpretation of the statistical data is necessary. Where necessary reference is made to the High Peak borough, as a share of actively employed people working in the Parish reside elsewhere in the High Peak.

The project progressed in two phases. Firstly, detailed desk research brought together previous studies and economic data. The project uses statistics from local and central government to draw out the scope and scale of commercial activity in the area. Adjacent areas are also assessed to build a pattern of 'stable' and 'transition' sectors along with larger or quickly growing 'hub' companies which make the area 'sticky' for employment. In the second phase interviews were undertaken across a sub-sample of firms to assess skills needs, by age profile and business type. This identified what level of local support will enable opportunities for business growth (infrastructure, skills, local regulation, incentives, grants, etc.).

Parallel with the outcomes of business interviews it is important to appreciate the perspectives offered by local government and third parties (commissioned review studies, neighbourhood plans, regional and National Park planning strategies, neighbouring Local Enterprise Partnership (LEP) strategies, Chamber of Commerce objectives). The work takes into account the need to assess similar rural/semi-rural locations to gather learning, within a context of a public/private sector delivery of business support. Different stakeholders need to be involved, being mindful of local political representatives and key civil servants who are partly responsible for facilitating infrastructure changes and business support.

The key output of this project is to state the profile of business & commercial infrastructure in the Parish. Although accurately costing the range of options is out of scope for this project it will provide the impetus for the client to begin decision-making about infrastructure and business support.

Parish, High Peak, regional and national economic context

Chapel-en-le-Frith Parish Council (hereafter known as 'the Parish') administers the local government arrangements for a vibrant and mixed semi-rural economy. It is part of High Peak Borough Council, sitting centrally on the border of a number of other local government jurisdictions. According to the Derbyshire Observatory¹ this area of High Peak is classed as "rural-50". It is a district with at least 50%, but less than 80% of the population in rural settlements and towns. Buxton is classified as a 'sub-regional centre' and a key employment locality, with Chapel-en-le-Frith categorized as a 'healthy town economy'. Whaley Bridge is classified as a 'strong local economy'. At the highest level Derbyshire County Council's Economic Assessment suggests enhancing the visitor economy, diversifying market towns and producing high quality local products are key objectives. However, this set of observations must be positioned within the specific context to be meaningful for local policy making.

At Borough level the High Peak is in the North West corner of the area administered by Derbyshire County Council, bordering Staffordshire Moorlands District Council and Stockport Metropolitan Borough Council. The parish of Chapel-en-le-Frith spreads partially into the Peak District National Park. A 'lead' provider of business support is the East Midlands Chamber of Commerce, who has well-established relationships with the region's public authorities.

The LEP covering this area is D2N2, but at the Parish level there are close borders (geographically) with Greater Manchester LEP, Stoke and Staffordshire LEP, Cheshire and Warrington LEP, and to a lesser extent the Sheffield City Region LEP. The geographical position of the Parish creates a political and economic environment with many stakeholders having subtly different priorities. This is taken into account in this in the analysis as it impacts the mechanisms open for business support and infrastructure planning.

It may be assumed that the lead stakeholders having the most influence on the actions from this report are High Peak Borough Council, East Midlands Chamber, Derbyshire County Council, and D2N2. However, it should be borne in mind that the economic activity of the parish is created by a sizeable economically active population who travel elsewhere to work. Therefore, judgments about economic growth intervention need to take into account a transient population of working age people residing in the Parish, many of who travel towards the metropolitan area of Manchester. It is this population of skilled, well educated workers who will start new business close to their home. Their capabilities may not be a very accurate match to any one particular LEP's target sectors who cover very large geographical areas across urban and rural landscapes.

High Peak economic competitiveness

According to the Derbyshire local economic assessment the Peak District National Park and North West Derbyshire comprises significant market towns acting as employment and service centres, with large areas of land under agricultural use. Co-location with Manchester results in a relatively skilled employment profile living in the Parish. However, jobs held by those who live and work in the Parish are more likely to be low skilled and low paid.

The UK Competitiveness Index (UKCI) compares regions on an equal basis at national level. The quasi-competitive logic behind the UKCI is that more economically successful localities are able to attract & retain businesses which increase their gross value added (GVA) per person. The assumption taken into this study is the need for the Parish to make its locality more commercially attractive than neighbouring areas.

The source data for the index is a composite from two principal sources (the Office for National Statistics, Eurostat – the EU statistical agency). The most recent report compares locality competitiveness positions between 2010 and 2013 and lists the major ranking improvers and fallers. Table 1 demonstrates that the High Peak has deteriorated by 87 ranking places from 134th in 2010, to 221st position. 278 localities are recorded in the UKCI.

Rank 2013	Locality	Region	UKCI		Rank 2010	UKCI	Change 2010-13
			2013	2010			
251	Hereford, County of	West Midlands	91.5	97.7	167	-6.2	-84
221	High Peak	East Midlands	93.2	100.0	134	-6.8	-87
247	Sutton	London	91.6	98.4	158	-6.8	-89
325	Gedling	East Midlands	85.8	93.2	235	-7.3	-90
191	Highland	Scotland	94.8	103.7	97	-8.9	-94
243	Blaby	East Midlands	91.8	101.0	127	-9.2	-116
334	South Staffordshire	West Midlands	85.3	94.8	208	-9.5	-126
234	Harlow	East of England	92.1	103.2	107	-11.1	-127
222	Rushcliffe	East Midlands	93.2	104.1	94	-10.9	-128

Table 1 The 10 UKCI localities who competitiveness index has had the most significant degradation

This significant drop in performance is disappointing, albeit the reporting of the UKCI makes it complicated to assess why the drop occurs. Neighbouring regions perform variably, and may explain why some employment migration occurs outside the Parish. Table 2 provides the comparison scores for bordering areas accounting for the most inflow of economically active workers from the Parish, showing the relative local positioning of High Peak.

Locality	Region	2010	Rank 2010	2013	Rank 2013	Percentile Rank	Performance Change
Cheshire East	North West	104.5	90	106.0	72	10th	∅(18 places)
Stockport	North West	100.8	109	100.2	120	30th	∅(11 places)
Derbyshire Dales	East Midlands	104.5	92	96.2	168	40th	∅(76 places)
High Peak	East Midlands	100.0	134	93.2	221	50th	∅(87 places)
Sheffield	Yorkshire and Humber	92.2	253	91.3	257	60th	∅(1 place)
Staffordshire Moorlands	West Midlands	93.8	224	88.1	295	70th	∅(51 places)
Tameside	North West	86.8	331	85.7	330	80th	∅(1 place)

Table 2 UKCI 2010-2013 scores for neighbouring regions to High Peak

Neighbouring areas to High Peak, on the whole, perform poorly between 2010 and 2013, with 4 out of 6 localities dropping in the UKCI ranking.

The exception is the relatively good performance of Cheshire East and Stockport, and may explain why the Borough loses skilled residents to this area each day. High Peak may be a 'feeder' location for skilled staff wishing to live in the borough but cannot find suitable employment to work there. Both of Cheshire East and Stockport have become more economically strong compared to the High Peak, which may indicate a more favourable location for businesses to base themselves. Of the comparative set Tameside performs the poorest.

High Peak and Chapel-en-le-Frith working age population, work location and skills level

According to data analysed for the Peak District Partnership² by Joht Resources and Mott MacDonald the broader area around the Parish makes the following high-level economic contributions.

- Annual gross value added (GVA) of £3.8bn (2010) equivalent to 11% of the GVA of the D2N2 LEP area, 14% of Sheffield City Region and 24% of the Stoke and Staffordshire LEP area.
- Strong business survival rates with 58% of new Peak District firms surviving for at least four years, which is above the LEP average.
- A highly skilled resident workforce with above LEP average residents with Level 4 qualifications, at 31% (conversely with lower levels of residents with no qualifications at 14%).
- Average productivity levels per full-time equivalent (FTE) workplace employee in the Peak District above those of some LEP areas and equal to that of D2N2

However, the report suggests the region has a series of issues which prevent the development of a vibrant economic community. Namely;

- Low wage, low skills part time and seasonal jobs within the Peak District with a need for higher value jobs.
- A variable and inconsistent fast broadband coverage, perceived by the report authors as a major barrier to business.
- Structural issue in the job market, such as an over dependency on public sector employment.

Whilst manufacturing historically dominates the area's employer profile job numbers are in decline in recent years, albeit this sector is still a significant employer (18.8% accounted by manufacturing as a percentage of all sectors³). The proportion of employment in financial and business services and public administration and other services have increased.

Data extracted from the Office for National Statistics (ONS) shows 43% (14,483 residents) commute from High Peak borough to neighbouring towns and cities (see Table 3). According to the Derbyshire Economic Assessment the High Peak has higher levels of long distance commuting compared to the national average. This indicates a considerable travel-to-work population depart the borough daily. Just over half of residents (57%) travel to work in the borough, with roughly equal proportions of men and women travelling to work in and out of the borough.

Place of work : 2011 census merged local authority district		All persons	Males	Females	Percent	Cum. Percent
=	High Peak	19,288	8,747	10,541	57%	57%
1	Stockport	3,324	1,519	1,805	10%	67%
2	Manchester	3,314	1,723	1,591	10%	77%
3	Tameside	2,735	1,248	1,487	8%	85%
4	Cheshire East	1,709	811	898	5%	90%
5	Derbyshire Dales	1,105	522	583	3%	93%
6	Sheffield	719	371	348	2%	95%
7	Trafford	575	368	207	2%	97%
8	Salford	445	273	172	1%	98%
9	Oldham	328	212	116	1%	99%
10	Chesterfield	229	112	117	1%	100%

Source: ONS Census 2011 Table WU01UK - Location of usual residence and place of work by sex

Table 3 Prime employment Travel destinations for High Peak residents

Following the same approach for Chapel-en-le-Frith residents⁴ 70% classified as economically active (7338 people) travel out the Parish to work. Of those, 2872 (39%) travel to destinations outside High Peak borough. The table below explains the size of direction for travel of workers leaving the Parish to work.

The data for the parish matches the broader borough closely in terms of the direction of travel. It appears the primary direction of travel is not towards south Derbyshire, Nottinghamshire and Stoke on Trent. This corresponds with data assessing travel patterns for the A6 corridor route, demonstrating significant traffic (rail and car) exiting and entering the High Peak for work go toward Stockport, Manchester, and Cheshire East⁵. This exacerbates the A6 corridor route congestion and requires further investment in this pivotal rail and road infrastructure to support commuting traffic.

Place of work : 2011 census merged local authority district		All persons	Males	Females	Percent	Cum. Percent
1	High Peak	4,466	2,120	2,346	61%	61%
2	Stockport	645	289	356	9%	70%
3	Cheshire East	548	236	312	8%	78%
4	Manchester	493	280	213	7%	84%
5	Sheffield	446	216	230	6%	90%
6	Derbyshire Dales	368	165	203	5%	96%
7	Tameside	120	65	55	2%	97%
8	Trafford	83	48	35	1%	98%
9	Chesterfield	73	40	33	1%	99%
10	North East Derbyshire	50	28	22	1%	100%

Source: ONS Census 2011 Table WU01UK - Location of usual residence and place of work by sex MSAO 008 and 013

Table 4 Prime employment Travel destinations for Chapel-en-le-Frith residents

Taking into account future trends for the working age population, current data for the High Peak (see table below) estimates the Borough's population to grow over the period 2012 to 2037, but the working age population will decline. This situation will exacerbate existing recruitment problems unless local employment opportunities are provided to match the current and future skills profile of residents.

At a higher (regional) level the pattern of employment change across Derbyshire between 1998 and 2008. Unfortunately, although most areas of the county had above average employment growth the High Peak saw a decline of -10.7% in employment over the period⁶.

	2012	2017	2027	2037	2012-37 Change	2012-37 % Change
High Peak	91,100	92,900	96,700	99,500	8,400	9.2%

Source: ONS 2012 based Sub National Population Projections

Table 5 Population forecasts for the High Peak Borough

	2012	2037	Change	% Change
High Peak's working age population projections	58,200	53,700	-4,500	-7.4%

Source: ONS 2012 based Sub National Population Projections

Table 6 Working age population forecasts for the High Peak

This data suggests a number of implications for the business infrastructure in the High Peak.

- Working age adults leave the Parish daily;
- There is a lack of suitable employment opportunities matching skill or sector experience.
- Wage differentials between the High Peak and surrounding area means people trade-off commuting with better salaries.
- The comparative difference in domestic house prices between urban and rural regions may play a part in deciding to live in the High Peak. However, Peak District National park property prices are, on average, higher than non-park locations in the Parish and Borough.
- A lack of infrastructure or support for new & continuing business development, so working age (employed) adults will not start their own business, transition from full-time employment to self-employment, or stay in the local area with growing enterprises.
- The historic basis of manufacturing in the area still provides a solid base of jobs. However, the sector is slowly shrinking. The skills related to this sector are a valuable asset and can form the basis of more diversified and technical forms of manufacturing.
- According to the D2N2 “State of the Economy” report the contribution from the High Peak’s smaller market towns is not fully leveraged. This may be achieved by assisting enterprise development, competitiveness and community cohesion through developing rural micro-businesses; creating sustainable employment in land based industries through diversification; developing market towns as vibrant places for people to live, work and visit and enhancing the digital infrastructure.

Taking these macro conditions into account it is reasonable to suggest that local (Parish) and Borough measures would be appropriate to stem the outflow of workers migrating daily to work elsewhere. The report will now assess how the LEP and other interventions in the economic development of the Parish will support the need to grow more small businesses.

High Peak employment profile by sector and employment type

It is important to appreciate the scope and scale of business sectors in the Parish so decisions about support and infrastructure are properly made. There will have to be some prioritization by policy makers, otherwise local development in the Parish will be patchy, and planning decisions will become inconsistent with the local neighbourhood plan.

Looking at the High Peak in general (see Appendix 3) there is a good mix of businesses operating in this semi-rural locality⁷. Although it is economically lucrative for major employers to locate within an area it also creates a degree of dependency which dominate the employment landscape.

In 2011 there were 32,565 economically active people in the High Peak (in both private and public sectors). Agriculture has a smaller number of employees than might be expected, with just 0.1% of people employed by this sector, albeit these figures exclude farm agriculture. Using “number of enterprises” as a metric makes agriculture a larger sector in terms of employment than it actually is. However, it is the guardian of the countryside creating the landscape context for the visitor economy, and creates the heritage for a vibrant food & drink manufacturing sector. Agriculture therefore gives an economic output in its own right and an input for tourism and food & drink. Looking at other sectors compared with the D2N2 average, education, manufacturing, and the sub-sector encompassing mining, quarrying and utilities, are over-represented.

The role of public sector employment in the local economy also needs to be carefully balanced. On the positive side provision of public sector jobs usually accompanies long-term investment in skills, infrastructure and investment. However, the public sector has shrunk considerably from 2008, especially at local authority level. Although this may increase again in the future the ability to count on an over-representation of public sector jobs should not be assumed.

Examining the relative share of employment between public and private sector (see Table 7) it becomes clear that some re-balancing might be “forced” on the borough. High Peak is third highest as in terms public sector employment when assessed at county level. Both Derbyshire Dales and Chesterfield both have two local government organisations in their districts. Chesterfield has the headquarters of both Chesterfield Borough Council and North East Derbyshire District Council and a large acute hospital within its borough boundary. Derbyshire Dales has the headquarters of Derbyshire Dales District Council and

Derbyshire County Council within its district boundary. The data available for this table is drawn from 2011 statistics, so it may already be the case that a re-balance is occurring.

Local Authority Public / Private Sector Employment Split 2011				
Area	Private No	Private %	Public No	Public %
Newark and Sherwood	39,647	85.9	6,533	14.1
Broxtowe	31,742	84.6	5,790	15.4
South Derbyshire	24,443	82.4	5,221	17.6
Bolsover	23,510	80.4	5,749	19.6
North East Derbyshire	22,538	79.4	5,835	20.6
Amber Valley	39,065	78.4	10,767	21.6
Rushcliffe	28,557	78.4	7,857	21.6
Bassetlaw	36,551	78.2	10,181	21.8
Gedling	23,809	77.8	6,813	22.2
Derby	93,561	77.7	26,775	22.3
Erewash	29,336	77.3	8,623	22.7
Nottingham	202,891	76.8	47,129	23.2
Ashfield	36,254	76.8	10,933	23.2
Mansfield	27,547	75.8	8,802	24.2
High Peak	24,303	74.6	8,260	25.4
Chesterfield	33,258	66.1	17,042	33.9
Derbyshire Dales	24,188	65.9	12,521	34.1
D2N2	694,069	77.2	204,830	22.8

Table 7 Share of public/private sector employment in the East Midlands. Source: Office for National Statistics

When relative differences in employment and self-employment are accounted for it appears that the High Peak has a reasonable culture to incubate businesses. Table 8 suggests it is reasonable to encourage more self-employment in the area, considering the High Peak’s rank at the 40th percentile of all regions for self-employment. In short, there is scope to encourage local self-starters, as this seems to be happening in other authorities with primarily rural economic contexts.

Ranked Local authorities by self-employment rate ¹ in Great Britain, 2011				
Rank	LA area	Percent		
1	Isles of Scilly	33.2		
2	Orkney Islands	28.2		
3	West Somerset	27.8		Top 5 (2%)
4	South Hams	27.3		
5	Powys	27.0		
31	Derbyshire Dales	22.1		
119	Staffordshire Moorlands	17.5		
148	High Peak	16.6		40th percentile
157	Cheshire East	16.4		
213	North East Derbyshire	14.8		
229	Stockport	14.5		
251	South Derbyshire	13.6		
305	Chesterfield	12.0		
307	Tameside	11.9		
376	Blaenau Gwent	9.3		
377	South Tyneside	9.3		
378	Kingston upon Hull, City of	9.0		Bottom 5 (2%)
379	West Dunbartonshire	8.9		
380	Corby	8.7		

¹Self-employment rate is the percentage of people in work who are aged 16 or over that are self-employed

Table 8 Selective ranking by Local authorities of self-employment rates in Great Britain, 2011

The key trends from this analysis so far will be;

- High Peak has a reasonably well educated workforce. Training and development has not been assessed for school leavers, but the overall pattern of educational attainment is favourable.
- The percentage of people employed in the public sector is higher than average which is a short-term, immediate risk at borough level.
- Manufacturing is important, but more advanced manufacturing and gross value adding jobs are required to augment lower skilled, low pay jobs.
- Self-employment is at average levels, suggesting that more support for people to transition from employed roles would yield a larger share of self-employment.
- There are a number of authorities around the area of the Parish and borough which ‘pull’ economically active workers. Commuting distances and durations are higher than the national average.
- Agriculture is important, but not in terms of the total number of people employed. It is an important ‘feeder’ sector into other D2N2 priority clusters, as well as an increasingly efficient sector for gross value added.

Detailed assessment at the firm level in the study’s postcodes

We can assess businesses at a more detailed level. This is important as local conditions in the Parish may be different for business activity at borough level. The process for this analysis is to begin with the base data from limited companies and limited liability partnerships held at Companies House. This can then be assessed for SIC codes, based on choosing firms which have a trading address in the particular post codes of interest.

Although this approach yields a depth of analysis at the firm level it has drawbacks. First, self-employed people are not included in this database unless they trade through a limited company. Data on self-employed people can only be accessed in aggregate from the Office for National Statistics. Second, the data is reliant on business owners completing their annual returns accurately. Third, data is lagged by one year or more. Fourth, care must be taken when analysing the data as some firms such as accountants, when filing returns for many different clients will use their office post code as the registered address for the client’s business. Finally, some large businesses trading in the area are excluded in the analysis as they count their trading address elsewhere, trade in multiple locations, or trade through a parent company registered in another post code (e.g. large supermarkets, national pub companies, Federal Mogul). This approach yields a depth of analysis which is instructive for assessing the pattern of companies in the local area. Table 9 shows the number of businesses across the study area by postcode.

Geographical Area	Postcode	No. of Ltd or LLP Businesses Trading	Percent Share
Birch Vale	SK22 1	24	1.59%
Hayfield	SK22 2	66	4.39%
Chapel-en-le-Frith (east)	SK23 0	113	7.51%
Chinley	SK23 6	46	3.06%
Whaley Bridge, Horwich End	SK23 7	453	30.10%
Chapel-en-le-Frith (west)	SK23 9	82	5.45%
Buxton (west)	SK17 6	454	30.17%
Buxton (east, north)	SK17 7	120	7.97%
Dove Holes	SK17 8	147	9.77%
	Total	1505	

Table 9 Summary of company numbers in each of the study’s postcode. Source: Companies House, FAME Database

The largest concentrations of business are in Whaley Bridge and Buxton (west), and when combined the area in and around Chapel-en-le-Frith. The outlying areas around these market towns have less density of business. It therefore seems reasonable to consider these as sites with the potential to support more business growth, as there is an established infrastructure (roads, public transport, broadband, utilities) to enable more efficient planning and development. They may also have brownfield sites which are more amenable for re-development (existing road infrastructure, industrial scale utilities nearby, already zoned for employment).

A SIC code assessment provides more important insight. Appendix 3 and 4 provide the detailed results by firm numbers in each SIC code and sub-code, with particular firms able to be identified. The following insights are observed;

- The number of businesses described as ‘computer consultancy activities’ and ‘other information processing technology or computer service activities’ is higher than the High Peak. It appears the study area is a focus for those who are skilled in IT, with many of the entries reflecting businesses with both a consulting and IT aspect.
- Property management and property development businesses are over-represented in the study area.
- There is less reliance on the health sector for jobs, but this may be due to not counting public service deliverers (the NHS) who do not submit accounts to Companies House.

- Arts, entertainment and recreation businesses are augmented by a mixture of personal service businesses, making it appear that this sector is more vibrant than it is. There are 24 leasehold tenancy businesses which get caught in this category. When these are stripped out this sector more closely reflects the D2N2 average.
- Manufacturing accounts for about the same number of jobs as D2N2, but less than the High Peak borough average. Detailed analysis of the businesses reveals a mixture of light manufacturing which are primarily business-to-business manufacturing (electrical and mechanical engineering, equipment installation, 3 aerospace businesses). Some heavier manufacturing is evident (castings and forgings, fabrication, machining).
- There are 4 food manufacturing businesses .
- Construction is an important local employer, supporting other trades: carpentry, electrical, etc.
- Retail businesses are fewer in number than the borough average or D2N2, and there are only 10 businesses clearly identified as retail sale via the Internet. Although online trading in many businesses will form part of overall turnover it will be important to investigate if retailers in the area are informed about the advantages of trading online.
- Although education does not account for a large share of businesses this may be due to not counting public service deliverers who do not submit accounts to Companies House.

When businesses are separated into two categories (knowledge-based versus non-knowledge based) an interesting counter-borough trend is highlighted (see Table 10). There is a higher proportion of knowledge-based business in the study area, 6% higher than the wider High Peak, and above average for the East Midlands and UK. One third of this difference can be accounted for the wider definition used to assess the study's post code area. However, it appears that the local area has good vibrancy in terms of knowledge-based businesses, reflecting higher than average skill levels.

	Proportion of Knowledge Based Businesses
Study Postcode Area	23%
High Peak	17.0%
East Midlands	16.8%
UK	20.6%

Table 10 Proportion of knowledge-based business in the study's post code area

In summary, although the High Peak has a mixed economy of businesses the Parish's range of firms is different in some respects. The contribution of knowledge-based businesses reflects the study area's higher than average skill levels. This is encouraging, as those who currently travel outside the borough to work might be encouraged to transition into starting up business in the area with the right level of support.

Derbyshire (D2N2) Local Enterprise Partnership (LEP) and surrounding LEP strategies

The LEP covering the area in and around the parish is D2N2. LEPs are local partnerships connecting local authorities, businesses and major education providers. They play a central role in determining local economic priorities, undertake activities to drive economic growth and the creation of local jobs, and funnel grant aid to specific areas.

The Parish sits at the extreme north-west corner of the D2N2 LEP area. It has a close geographical proximity to four other LEPs (Cheshire and Warrington, Manchester, Stoke and Staffordshire, Sheffield City), so appreciating the common and contrasting objectives is necessary. If priorities of the LEP for the local area are different than the needs of the Parish this might result in businesses starting up in LEP areas with more favourable support.

LEP	Priority Sectors BOLD TEXT =overlap with D2N2 cluster foci)	Considerations for High Peak Borough
Cheshire and Warrington	ADVANCED ENGINEERING LIFE SCIENCES, FOOD and chemicals Financial and professional services ENERGY AND ENVIRONMENT ICT and digital	Some overlap with D2N2, and currently comprises a series of localities which perform well in the UKCI index. Very well developed life sciences presence migrating from Astra Zeneca.
Manchester	TECHNOLOGY, MEDIA , communications. Manchester science corridor, graphene and advanced materials, financial services.	The focus of this LEP is steered towards creating a supportive business environment. Manchester Enterprise zone – a 116 hectare site within lengthy commute distance from High Peak.
Sheffield City	MODERN MANUFACTURING CREATIVE AND DIGITAL INDUSTRIES Healthcare technologies LOW CARBON AND ENVIRONMENTAL GOODS & SERVICES	Focused set of clusters and some overlap with D2N2. The Sheffield City Enterprise zone also offers plenty of incentive to locate and grow in this LEP area.
Stoke and Staffordshire	Building technologies ENVIRONMENTAL TECHNOLOGIES Finance and insurance FOOD AND DRINK HIGH-TECHNOLOGY MANUFACTURING Interiors and lifestyle TOURISM AND LEISURE Transport and storage TRANSPORT TECHNOLOGIES	A poorly performing local economy attracting considerable government support, hence could be an attractive start up location for target sector businesses. Considerable overlap between this LEP and D2N2. Clear links between High Peak and food & drink, high technology manufacturing, tourism and leisure.

D2N2	Transport equipment manufacturing	Links are clear between visitor economy and food & drink manufacturing, embryonic for medical & bioscience, not evident for low carbon goods and services, low for construction
	Transport and logistics	
	Creative industries	
	Medical / bioscience	
	Food & drink manufacturing	
	Construction	
	Visitor economy	
	Low carbon goods and services	

Table 11 Comparison of priority sectors surrounding High Peak's home LEP (D2N2)

The key challenges from the statistical analysis of the D2N2 LEP area are⁸;

- Disappointing performance during the last growth period (1998-2008).
- D2N2's priority growth sectors themselves, will not be able to provide the necessary number of new jobs to support the area's future growth.
- Manufacturing, a historical strength and continuing to employ 115,000, accounting for 13.2% of total employment compared with 8.7% nationally, is one of the largest concentrations in the country.
- Human health and social work, employing nearly 1250,000, is nearly 14.3% of the local economy.
- Despite the inclusion of many large hubs of scientific and technical capability in the region, the professional, scientific and technical sector is only 5% of the D2N2 LEP area. It is 7.5% nationally, and growing.
- Information and communications, accounting for 2.8% of D2N2 is smaller than the 4.2% size of this sector nationally.
- Over-represented sectors in the D2N2 economy, except manufacturing, are education, administration & support, construction, and wholesale & retail.
- Since 2008 the D2N2 region has seen employment contract in manufacturing by 34%, whereas the finance sector has grown by 13.4%.
- From 1998 to 2008 the non-public sub-sectors with the largest growth are labour recruitment / provision of personnel (+120%), social work activities (+48%), human health activities (+22%), legal, accounting and consultancy (+46%), building installation (57%), restaurants (+39%), sporting activities (+53%) and software consultancy and supply (+51%).
- There is a low proportion of employment in knowledge intensive industries and low innovation levels

When the D2N2 LEP is assessed as a whole, it results in 8 growth sectors identified as being of strategic importance to the region (food and drink manufacturing; transport and equipment manufacturing; construction; visitor economy; life sciences, creative industries, transport and logistics, low carbon goods & services). However, this masks the more detailed economic picture at the borough and parish level, as there is a significant "pull" of particular sectors such as aerospace, life science and heavy manufacturing which are predominantly based in the lower geography of the D2N2 area. Further insight can be gained by examining the relevant local patterns (business survival and local clustering of business & skills).

The role of D2N2 will be important if support is to be gained for economic development. The LEP has both financial and political support. However, any development in the local area will need to fit well with the objectives of the D2N2 strategy⁹, which are;

D2N2 priority	Implications for the Parish
Grow and deepen the private sector employment base, especially in the service sectors such as the visitor economy, and in knowledge intensive industries.	The manufacturing base of the local area and the higher than average skill levels of residents suggests this is critical. Visitor economy needs support to beat intense competition, and knowledge intensive businesses need to be helped to transform from small home-based businesses.
Maximize the area's untapped potential, particularly from strategic sectors and low carbon economy.	Plenty of untapped potential in the study area, and skills migrating out the area to work elsewhere. Low carbon economy not feature of this study area at present.
Build supply chain opportunities linked to major employers in D2N2 area	Some spill over effect may be achieved, but the lack of major employers of the scale of Rolls Royce may prevent too much direct activity in this area
Slow the decline of the area's manufacturing base, support high growth businesses in this sector.	This is critical for the Parish, as the share of manufacturing is as high as the D2N2 average. Local high growth manufacturers should be given practical & governmental encouragement.
Make the best use of the labour force	Although higher than average skills are present in the study area this seems to be an untapped resource
Retain more graduates in the D2N2 area	No clear implications
Maximise the area's potential for foreign direct investment	This is likely to be difficult due to two very large enterprise zones nearby which offer very attractive re-location packages not available to the local Parish.
Maximise smaller market towns and rural economy	The Parish needs to be vocal in supporting the development of rural microbusinesses, enhancing the digital infrastructure, and support a mixed & vibrant retail environment.

Table 12 D2N2 priorities with implications for the Parish

In order to begin tackling these priorities the right type of infrastructure and business support needs to be in place at a local level. It should not be underestimated by local policy makers: there are areas adjacent to the study area with significant comparative advantages when it comes to both of these factors. Business infrastructure needs to be as good, or more attractive for businesses to re-locate. Existing businesses need the right infrastructure to grow without the handicap of poor local facilities, unskilled staff and inadequate digital connectivity so they can remain competitive.

D2N2 LEP sub regional assessment

The data relating to enterprise birth in the D2N2 area demonstrates the High Peak borough performing well by comparison with its neighbours. High Peak has the second highest number of business births by comparison. The sustained level of business births between 2009 and 2012 is also encouraging. Compared with larger conurbation of Derby and the overall rate for England the rate of business survival in High Peak is better than the national average.

New Enterprise Births				
	2009	2010	2011	2012
High Peak	275	335	355	370

Table 13 Number of new enterprise births in High Peak. Source: Office for National Statistic

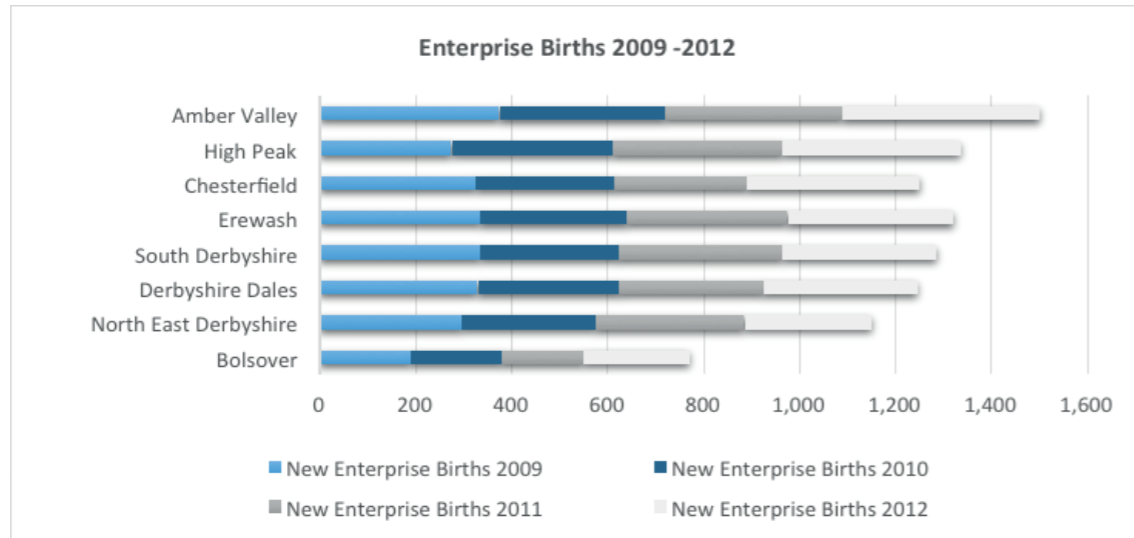


Figure 1 Derbyshire Business Birth Profiles. Source: Office for National Statistics

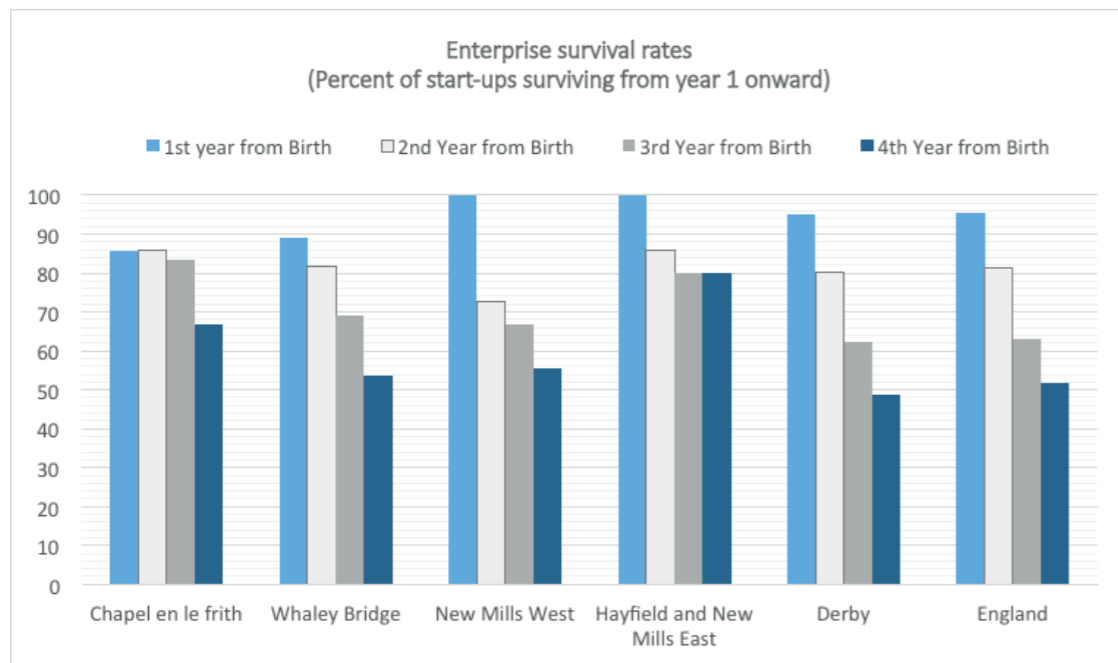


Figure 2 Central Peak Enterprise Survival Rates. Source: Office for National Statistics

The D2N2 region, as a whole, has a three year business survival rate of 62.5%, which is lower than Chapel, but comparable with New Mills and Whaley Bridge. Hayfield and New Mills perform particularly well.

The six priority areas for D2N2 will now be assessed in relation to the High Peak. Those sectors not dealt with in the D2N2 strategy, but are important for the High Peak will be included.

Transport equipment manufacturing (D2N2 LEP Priority Sector)

The southern part of the D2N2 area is synonymous with the transport equipment manufacturing sector, with the presence of employers such as Toyota, Rolls Royce and Bombardier and their significant local supply chains. The spread of this cluster is predominantly in the Derby and South Derbyshire area, albeit there are likely to be some spill-over effect into the Parish & borough.

Transport and logistics (D2N2 Priority Sector)

The area around East Midlands airport, locations to the south of Derby on strategic road routes, and the proposed HS2 station at Toton create a transport infrastructure which attracts companies and jobs. The wide definition used by D2N2 of the transport and logistics sector covers freight movements activities such as land transport, air and water transport, warehousing and courier services and is a significant employer in D2N2 with over 28,000 employees. At Parish level this sector provides a different picture. Due to the constraints of the road network the transport and logistics industry will not be able to flourish. The only important employer in this priority sector is logistics support for the extractive industries.

Life sciences (D2N2 LEP Priority Sector)

According to the D2N2 LEP Growth Strategy the life science sector is recognized nationally as a key growth sector, with technologies and demand driven by an ageing population. A number of LEP areas prioritise the development of the life science, including Cheshire and Warrington. The sector includes four interrelated sub-sectors together providing goods and services relating to human health and medical care.

In the D2N2 area, the sector is slightly over represented in the East Midlands but is under represented in national terms. The sector is particularly important in Nottingham where it is a key driver of innovation.

At a parish and borough level there is some potential to migrate firms into the area from sites such as Alderley Edge, Sheffield, Manchester and Nottingham where businesses start-ups get incubated. Historical strengths in this sector bordering the Parish make it useful to consider as a justifiable priority, hence the D2N2 LEP strategy should be tailored to support the local area.

Food and drink manufacturing (D2N2 LEP Priority Sector)

Manufacturing of food and drink is a long standing productive sector for the D2N2 economy, employing over 16,000 people across the area. Due to the agricultural nature of large part of the Peak District National Park and nearby rural areas there is a fit between the development of this sector and the local area's strengths. Immediate areas adjacent to the High Peak also have important assets in this sector such as Swizells Matlow in New Mills. However, little evidence of employment or firms are present in the study area in terms of non-agricultural food manufacturing. Across the D2N2 area the sector is also relatively productive with output per full-time employee estimated to be 5.5% higher than the sector average in the UK overall, albeit generally the sector provides lower skilled employment with limited progression routes¹⁰.

Construction (D2N2 LEP Priority Sector)

This sector definition used by the D2N2 LEP is quite narrow, focused more on the build and development end of the supply chain. It covers the preparation of land and the construction, alteration and repair of domestic and commercial buildings, and infrastructure. This sector is present in the local area, as well as associated skills such as architectural practices, property development companies, and building trades.

Although not 'technically' construction the mining and extractive industries are an input to this supply chain and are over-represented in the High Peak. They also have an important connective relationship to the local transport and logistics sector. Construction, as a whole, suffered nationally over the past five years following the recession and the economic downturn affecting both house building and commercial development. The sector's future growth prospects in D2N2, as with elsewhere, is cyclical.

The visitor economy (D2N2 LEP Priority Sector)

The visitor economy sector covers tourism, including hotels and restaurants, museums and cultural attractions, as well as activities relating to sports and the arts which attract and service domestic and international visitors. D2N2 assess the sector is extremely competitive at a national level.

The local area has many assets (many focused in the Peak District National Park), as well as a variety of historical buildings and monuments. This sector is under represented when compared to national levels and has been hit by the most recent economic recession.

As this sector is so competitive it will be important to do a proper assessment and have a fully connected strategy involving parish, borough, county, Peak District authorities and other relevant bodies.

Creative industries (D2N2 LEP Priority Sector)

This target sector is still under investigation by the LEP, with interventions and support not yet decided. Creative industries is a wide-ranging sector, taking in video, film and photography, music, publishing, radio and TV, computer games, social media and the software that supports these industries and the telecommunications sector. This sector is also acts as a “feeder” to other priority sectors. At parish level there are a number of businesses reflecting the D2N2 definition. This sector is therefore well matched to the ambition of building more avenues for growth.

Low carbon products and services (D2N2 LEP Priority Sector)

The significance of climate change and the low carbon economy is likely to present commercial opportunities for the D2N2 business base either through the development and provision of low carbon goods and services, or through savings in areas such as energy or waste reduction. The low carbon economy is a varied sector incorporating a cross-cutting series of practices and technologies. Looking at the detailed results of the businesses present in the study area there appear to be few, if any, businesses represented in this sector.

When assessing the low carbon economy we include traditional environmental solutions such as waste management and recycling, together with renewable energy technologies (e.g. wind, tidal, geothermal and biomass). There are also a series of other emerging low carbon activities such as nuclear energy, carbon capture and storage and energy management and the sector also cuts across a number of other areas, notably construction, manufacturing and transport equipment. Currently the D2N2 LEP identify businesses and opportunities for R&D which are primarily based in the south of their area. There is little spill-over into the High Peak or Parish at this time.

High value manufacturing

Chapel-en-le-Frith Parish and the wider High Peak Borough have a productive history of involvement in manufacturing. A vibrant, smaller scale, manufacturing base exists in the Parish with some larger-scale local businesses such as Federal Mogul. Other businesses involved in business-to-business manufacturing, assembly and fabrication are spread around the environs of Chapel-en-le-Frith and Whaley Bridge.

High value manufacturing accounts for 35% of all UK exports in 2010, contributing over £150bn to the national economy. The policy focus on supporting the UK’s advanced manufacturing sector is clearly evident in current government policy, and should feature at local level in the support for business in terms of planning, business support, etc. However, the performance of manufacturing across the LEP area is concerning. According to the LEP Economic Assessment during the period 1998-2008, the D2N2 economy lost one third of its manufacturing employment base – 67,000 jobs. The ongoing reliance on manufacturing for major sources of employment needs D2N2 to slow the loss of manufacturing jobs over the next ten years. This is mirrors the task for the Parish. Key to this will be to support high growth sub sectors, companies involved in advanced manufacturing and continuing to grow the area’s export-intensive industries.

Knowledge based businesses

The conventional definition of this type of business is narrow, and uses three principal Standard Industrial Classification (SIC) codes to group businesses which are knowledge intensive. The standard definition is presented in Table 14.

72 Computer and related activities
72.1 Hardware consultancy; 72.2 Software consultancy; 72.3 Data processing; 72.4 Database activities; 72.5 Maintenance and repair of office, accounting and computer machinery; 72.6 Other computer related activities
73 Research and development
73.1 Research and experimental development in natural sciences and engineering; 73.2 Research and experimental development in social sciences and humanities
74 Other business activities
74.1 Legal, accounting, book-keeping and auditing activities, tax consultancy, market research and public opinion polling, business management and consultancy, holdings; 74.11 Legal activities; 74.12 Accounting, book-keeping and auditing activities, tax consultancy; 74.13 Market research and opinion polling; 74.14 Business management and consultancy activities; 74.2 Architectural and engineering activities and related technology consultancy; 74.3 Technical testing and analysis; 74.4 Advertising; 74.84 Other business activity n.e.c

Table 14 SIC code classifications for knowledge intensive businesses

Taking into account this strict definition the High Peak has levels of knowledge-based firms below the national average and rates of locally based new business formation are modest. At the regional level Employment within the D2N2 area is over represented in architecture and engineering activities and the office administration sub-sectors when compared with nationally. Overall, however, the area is under-represented in financial and professional services. Whilst D2N2 is also under represented when compared with nationally in creative and digital industries, it is over represented in the ICT/digital sector when compared with the East Midlands.

At a wider level, the use of highly skilled knowledge workers is confused by the particular SIC code of their employer. For example, there are manufacturing firms in the Parish (Street Cranes, Fibracon Twin, Doric Crimped) using highly skilled engineering and technical (R&D) staff. Firms such as Peakdale Molecular and Retrogenix employ highly educated, specialist scientists in the biomedical sector. Conventional definitions of knowledge intensive sectors often miss workers in a count of knowledge intensive firms. The definition of knowledge-based businesses in Appendix 4 is therefore augmented to understand how many businesses are involved in this part of the local economy.

Taking into account the variety of firms where knowledge work is critical an under-representation of this classification of work in the Parish and wider borough is evident. If resident skill levels are taken into account it seems reasonable to suggest this could be a key growth sector for the local economy, but it will need enabling support.

Consumer Retail (high street and online)

There are a number of sub-components to this sector present in Parish and wider Borough. Retail comprises food and drink, shopping, as well as online store fronts. The inflow of tourists into the Peak District is an obvious and very important resource. Although the D2N2 strategy has a focus on the visitor economy it is critical that this overall ‘banner’ of leveraging visitor expenditure is clearly articulated for the retail context.

When assessing the retail landscape the report commissioned by High Peak and Staffordshire Moorlands Borough Councils is insightful¹¹. The summary findings from this report are;

High peak central – there is no need for additional non-food retail.

Buxton – there is a lack of quantitative need for new convenience provision, and no need for planning to expand general retail provision

When online retailing is assessed there appears to be little or no planning or strategic analysis undertaken in this sub-sector of retail. On this basis it appears that online retailing, and its associated needs (warehousing space, logistics provision, IT capabilities), are not well understood. Also, the fall-back position of not increasing retail space is to complement the presence of physically present businesses on the high street with a productive online presence. More investigation into the online impact of businesses in the area is therefore merited. A study focused on providing specific support to get businesses online could start with a list of retail businesses present on the Co-Star database and to consult with them about how they use online retail. Those with no, or weak online retailing presence can then be provided packages of support.

Outcomes from local business interviews

It is important to interview a sample of firms in the study area, as this gives a 'voice' for the business community. It grounds the desk study, and provides data which can be compared with other similar projects.

Although questionnaire surveys are viable they have drawbacks. Compared with interviews a survey offers only a narrow or superficial assessment of the range of issues business owners will disclose. Also, the likely return rate for questionnaires will be low (less than 10%) without extensive resource to individually contact respondents to chase for completions. Finally, as this is the first study about business growth patterns some attention needs to be paid to the depth of respondent responses so a variety of angles can be covered when interviewing. This gives insight into the short and longer term issues impacting business people directly.

Respondent sampling and questions

Sampling is purposive – interviewees should provide explanations of the pattern of growth and the challenges involved in owning or working for a small business in the study area.

A series of "starter" questions are used to frame the issues in the semi-structured interviews (see the following table). The interviewees are then asked to explain what other factors impacted the growth of their businesses, so they drove the conversation which lasted about 1 hour per participant.

1. Ideally, what would have been the best 'set-up' during the first two years of your business (office space, business help, local tax incentives, training, recruitment help, less bureaucracy, etc.)?
2. Did you trade from home at any time? If so, how long?
3. What made you move from home trading to elsewhere?
4. Can you recruit locally (within 25 square miles of your trading address)?
5. What percentage of your employees live within 25 square miles of your trading address?
6. Considering the objective of growing/protecting your business, what actions would you want the Local Council to enact now (as opposed to debate)?
7. What level of importance do you place on remaining in this locality? What might stay local, and what will go elsewhere?
8. What is your aspiration for growing the business? Are there any specific targets you have?
9. What was your experience of finding suitable business space? What was the capital and other cost of any move for your business?

Table 15 Starter questions used for qualitative interviews

Respondents were chosen in two phases. First, data about all businesses registered with Companies House (Limited companies, Limited Liability Partnerships, etc) were accessed. The priority sectors for D2N2, knowledge intensive businesses and neighbouring LEPs were sorted and highlighted in the data. Second, companies were selected at different evolutions of small business growth. The model of small business evolution developed by the Business Link and Small Business Service is shown in Appendix 2. Although there are critiques of such stage-gate models they provide a useful mechanism to ask businesses to self-classify their status, which opens up a dialogue about growth aspirations.

The table below demonstrates the mixed respondent profile. Each respondent is a senior member of staff and is able to give significant insight into the operational and strategic matters at the organization. The interview analysis followed well established approaches¹².

Company Name	Company and Sector Description	Location	Business Type (see Appendix 2)
Blake Emergency	Emergency response planning & incident response	Combs	Growth
SK23 Design	Web and print media design, app development	Chapel	Growth
Doric Crimped	Food packaging	Chapel	Corporate Growth
Retrogenix	Biomedical technology	Whaley Bridge	Growth
Country Attire	Online retailer of clothing & accessories	Bredbury	Corporate Growth
Fibracon Twin	Manufacturer of plastic components	Chapel	Corporate Growth
Simbal	Electrical equipment suppliers to the lifting and handling industry	Chapel	Growth
Sage Decor	Supplier of artificial plants, flowers and trees	Chapel	Steady State
Opticonsulting	Specialist scientific/technical consulting	Buxton	Growth
Nomow	Artificial grass sale & installation (with online presence)	Dove Holes	Corporate Growth
Wild Olive	Soap and fragrance manufacture & physical/online retailing	Glossop (mfg), Buxton (retail)	Growth
Street Cranes	Manufacture of cranes and lifting devices, install and servicing	Chapel	Corporate Growth

Table 16 List of company interview respondents

In addition to company interviews there were four meetings with one elected member and three borough officers.

Name	Position
Tim Norton	Councillor, Chapel West
Gerry Dawson	Interim Head, Economic Regeneration
Sarah Porru	Economic Regeneration Officer
Mark James	Planning Policy Officer

Table 17 List of non-company interview respondents

Key themes from the interviews

The interview analysis reveals the following issues, comprising implications for the local authority, LEP and chamber of commerce.

High speed broadband roll-out critical for some firms

Superfast broadband is being rolled out across the Parish, with the large majority of users being able to access this service by 2015. The lead deliverer of this is Derby County Council, through the Digital Derbyshire initiative.

The current speed of connection for most businesses is satisfactory, but the situation is very different for those with more intensive usage. The current state of broadband provision is not acceptable, and prevents businesses from siting an operation in more rural locations of the Parish. Blake Emergency, a high frequency user of broadband for global connectivity to its customer and contractor network, is considering re-locating its office due to poor broadband provision.

Well designed & modern start-up units needed

A key issue in the transition for micro businesses from home working to small office tenancy (employing more staff; expanding their client base) is the ability to find suitable accommodation. Two respondents required small units of 200 sq ft, which are expandable as they grow (a modular format). But suitable facilities (modern appearance, suitable broadband, adequate parking, located reasonably close to public transport, shared meeting space for 12-20 people) are in short supply. Although there are a number of options in the locality, few meet the needs of local businesses.

The pricing of such units is also complicated by the ratio of rates (size of property) and turnover of a start-up or micro business. In most cases it is too expensive for a micro business or start up to occupy a building for their exclusive use as the cost needs to be spread to make it economically viable, considering most premises are 500-1,500 sq. ft. in size. Also, rather than spending money on rates, water, heat and so on it is much more preferable to pay one fully inclusive fee for the cost of a facility which gets spread among a number of micro businesses sharing the same facility.

The issue of networking with other businesses was also raised with those who would co-occupy a multi-enterprise space. The general consensus was positive about shared kitchen and dining facilities (day-to-day co-located networking), but more proactive interaction using events did not to gain much support.

Two further issues emerged from the start-up unit discussion and are somewhat different to the need for space. First, specialist requirements such as laboratory space seem to be too risky to offer by landlords as they dedicate space to a narrow market. Also, such space is cheaply available at competitor locations such as Sheffield Science Gateway. Second, the 'mix' of micro businesses who co-locate at a site needs to be carefully considered. Too many businesses in direct competition may result in a less vibrant atmosphere. The example of the Sharp project in Manchester was cited as an exemplar of the sensitive co-location of business in the same broad industrial area.

Finally, the issue of rent levels were discussed as a mechanism to encourage a home-based business person to move into serviced accommodation. The idea of a 12 month 'rent holiday' costing only £3000 for the entire term of the inducement was met very positively. This small 'nudge' encourages a business person to leave home, begin the process of building turnover to pay for rent and more staff, results in more employment and a bigger order book.

Capped range of expansion capacity

The ability for firms to expand their foot print is critical, especially those involved in manufacturing and wholesaling. There appears to be a ceiling in terms of industrial unit size – there are reasonably few units available for rent above at 20,000 sq. ft. Three businesses report difficulty in expanding their current footprint as they expect to reach this sort of scale in the next two to three years. Each of these businesses is keen to remain in area due to the particular mix of skills in their staff profile.

The expansion story of the online business "Country Attire" is particularly telling. The business grew quickly, having started as a home working operation. After 5 years the business needed significantly larger premises, and moved to an 8,000 sq. ft. warehouse in Whaley Bridge. Although the site was not designed for the needs of an online business it provided enough capacity to temporarily keep up increasing demand. However, the next growth transition – a space requirement of 40,000 sq. ft., was not possible in the High Peak area, with a consequent outward migration of 43 jobs. Industrial units of this size were either not suitable (multiple floors & mezzanines resulting in productivity constraints; poorly fabricated buildings), or the price of land for building was more expensive than nearby (ready built) locations in Stockport. Country Attire left the area after buying a facility in Bredbury, with the business continuing to grow.

Insufficient interaction with council officers and elected representatives

Each business was asked about their interaction with the local authority and its elected representatives. Few businesses appreciated the need to interact with borough, county or parish council representatives. This is despite the range of issues facing local businesses (planning, capacity needs, property search, funding/grants, land acquisition, business connectivity) being of direct interest to economic regeneration. One business was supportive of the economic regeneration team from High Peak, as the business is in the early stages of planning to expand its factory and has used planning & grant application guidance.

Mixed ability to recruit staff

The ability of local businesses to recruit staff shows a mixed picture. There are sub-sets to this issue which will be dealt with separately.

(a) The 'cost' of staff is positive for the local area, as it is cheaper to employ staff in the Parish than in areas closer to Manchester. Although in an economic development sense this is a concern it is this cost advantage which draws companies to the local area.

(b) Specialist skills such as scientific & technical staff, digital marketing experts and web designers are not available at a local or regional level. These jobs represent specialist skills and are often recruited for at national level, which has a positive effect of drawing in well qualified staff to re-locate to the Parish.

(c) The 'pull' of home-grown staff is powerful. A number of companies suggested it was not viable to move outside the area because this would mean losing skilled staff. This 'skill pull' keeps firms in the local area despite facing capacity constraints. However, those employing less skilled staff will move.

(d) There are enough staff to choose from when recruiting for generic roles (administration / warehouse operatives, etc.), except for a tighter labour market in Glossop. The quality of applicants are reasonable.

(e) Firms reliant on experienced shop floor operatives (mainly manufacturing) choose to 'grow their own' due to a tight local labour market for this type of employee.

Zoned for employment versus available to develop

It was increasingly clear as the interviews progressed that, although zoned for employment, many sections of land are not developable due to complex land ownership arrangements. This is acute in the area zoned for employment in the triangle close to the A6 in Chapel-en-le-Frith. The former Longson's transport yard is only a small section of the potential area which could be developed if the relevant land is made available.

Weak interaction with chamber of commerce

The local chamber of commerce for the area (East Midlands Chamber) offers a variety of services, but when asked none of the businesses were members. One business was an ex-member of the chamber, but because of the lack of contact from the chamber and events being held in Chesterfield this business cancelled its membership. The role of the chamber was therefore not well understood, and the relevance of membership, or reasons to interact with this body were not clear to any of the businesses interviewed.

It was interesting to note that no connection was made between UKTI and the chamber, who are the local provider of this service. This is most likely due to the strong branding of the UKTI. Feedback on the performance of UKTI was mixed. Trade missions were not perceived to be useful or cost effective, but access to new markets through knowledgeable local contacts was.

Business link is missing as an "enabler"

There were a limited number of instances when reference was made to the use of Business Link. Although the organization is disbanded its services were of help. The following observations were made;

(a) Business Link was a good conduit between businesses and the commercial arm of local banks. The business link maintained good relationships with local bank staff, and were able to use this to explain to companies how to approach the relevant people and how to build the relationship.

(b) Grants and funding sign posts were helpful from Business Link. However, the welter of paperwork prevented businesses from committing to smaller projects where grant funding was available. Three businesses had benefited from larger grant funding, and welcomed its use.

(c) Indicating a range of good, well tested training providers shortened the time it took to locate good customised courses and learning. Generic training 'pushed' at businesses was not appealing.

Not celebrating the success of local businesses

One respondent was particularly critical of a lack of borough and parish leadership to celebrate the success of local businesses. The respondent was not aware of the various awards and recognition schemes signposted on the High Peak website, and wished to see more proactivity in this respect.

Options to encourage economic growth

The purpose of this section will be to list a series of options which can be considered at Parish and Borough level. Some re-statement of existing schemes will be done so the set of objectives is complete. Linkages will be made to the Enterprise Peak District assessment¹³ where necessary so there is connectivity between this report and other studies.

Current and future space needs for industrial development

The stock of employment space in High Peak is diminishing, having fell by 6.77% between 2000 and 2012 (see Figure 3). The local area is largely dominated by older industrial factory and warehousing premises. Warehousing provision has grown recently to somewhat offset large declines in factory floor space with the prime provision focused in Glossop and Buxton (see Table 18). However, the perception of businesses looking for space is a general lack of suitable facilities. Much of the existing stock is not suitable for occupation without the expense of modernizing a unit or dealing with less than ideal layouts.

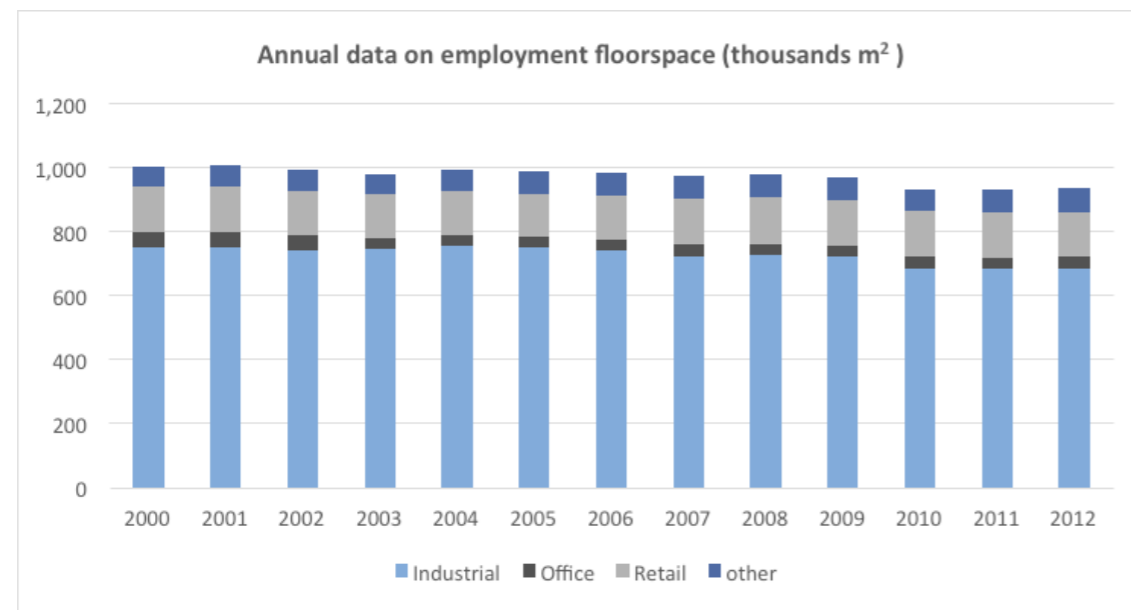


Figure 3 High Peak employee floor space (annual) (source: VOA Experimental Statistics 2012)

Size Band	Offices (m²)	% of Total	Factories (m²)	% of Total	Warehouses (m²)	% of Total	Other (m²)	% of Total	Total (m²)
Under 50m²	10,915	75.1	37	0.25	92	.6	3,402	23.0	14,526
51-100 m²	17,946	58.1	0	0	844	2.7	12,102	39.2	30,892
101-500 m²	6,124	6.6	3908	4.2	15,573	16.8	67,155	73.4	92,760
501-1,000 m²	2,505	3.3	8,260	10.5	24,165	30.7	43,612	55.5	78,641
1,001-5,000 m²	0	0	108,642	43.2	43,567	17.3	99,130	39.4	251,339
Over 5,000 m²	0	0	144,161	37.9	78,944	20.7	157,726	41.4	380,631

Table 18 Breakdown of employment floor space in the High Peak. Source: VOA, 2005¹⁴

The High Peak property market is strongly influenced by its proximity to major conurbations and the comparatively poor access to the strategic road network. As a consequence the commercial property market is relatively localised with limited availability of new premises and demand for office premises is concentrated in the High Peak main settlements. This suggests the need to locate any new stock of premises close to the centres of population (Whaley Bridge, Chapel-en-le-Frith, Buxton) to avoid extra road congestion, provide a networked and suitably clustered group of similar businesses, and to make best use of existing vacant land. The proximity of fibre broadband connectivity will also fit with the needs of heavy users.

	Offices (%)	Factories (%)	Warehouses (%)
Pre - 1940	68	65	54
1940 - 1970	12	13	13
1971 - 1980	-	8	2
1981 - 1990	2	6	7
1991 - 2000	-	6	15

Table 19 Age of employment floor space in the High Peak. Source: VOA 2005¹⁵

Area	Offices (m²)	Manufacturing (m²)	Warehouses (m²)	Workshops / open storage / other (m²)	Total (m²)
Buxton	12,054	46,652	58,947	93,163*	210,616
Chapel-en-le-Frith	2,075	14,313	8,501	68,611	93,500
Glossop	12,407	90,920	63,608	116,619	283,554
Hope Valley (part)	1,139	8,399	4,707	3,590	17,835
New Mills	4,475	46,817	10,126	26,371	87,789
Whaley Bridge	2,318	19,231	13,670	17,529	52,748

Table 20 Centres of employment floor space in High Peak. Note: includes HSE Test Site and Laboratory. Source: VOA, 2005

The lack of appropriate employment floor space in High Peak will encourage business migration to other locations such as Stockport, who over the same period has reduced employment floor space by only 2.7 % (mainly in the industrial segment) whilst increasing a wider portfolio of employment floor space. The proximity of other flexible facilities close to the edges of the study area also give options for NOT choosing the Parish. Examples of such sites at Hathersage Hall Business Centre and Riverside Business Park show the mixed use format for micro and medium sized businesses.

	High Peak outside National Park (ha)
Industrial Space	26
Office/ non industrial; space	9
Total B Space	35

Table 21 estimated employment land requirements 2008 - 2026

A key consideration for 'B' class accommodation is the differential requirement for floor space by business type. Standard employee space densities demonstrate the need for policy makers to be flexible in their zoning of land for the purposes of future business accommodation. It may be case that a number of different facilities are spread across the Parish and associated areas (e.g. Chapel-en-le-Frith or Whaley Bridge - industrial/light commercial, rural hub / office accommodation; Buxton - light commercial, warehousing, rural hub / office accommodation).

Business Segment	Type of business	Floor area per employee
Industry	General Industrial building	342m
	Small business unit	322m
	High Tech /R&D	292m
	Science Park	322m
Warehousing and Distribution	General	502m
	Large scale/High Bay	802m
Office	General office	192m
	Headquarters	222m
	Business Park	162m

Table 22 Sample employee space densities per business segment

Table 23 is quite instructive for policy makers, who must balance the provision of accommodation with the profile of businesses that are likely to develop in the study area. Based on the priorities of D2N2, and the growth pattern of target sectors, it appears likely that some form of "post home worker" accommodation is need, along with the ability for local policy makers to zone land for the provision of a business hub.

The majority (79%) of accommodation is in the size region of 0 - 5000 sq. ft. It therefore places doubt on the ability of High Peak to offer larger premises suited to warehousing and larger factories above 20,000 sq. ft. Feedback from interviewees suggests the quality of smaller scale accommodation is variable to poor. Ratios of rent & other costs to business turnover are also not favourable for micro business or start ups to lease premises on an economically attractive basis.

Size of premises (sq. ft.)	High Peak
0-500	33.83%
501-1,000	17.91%
1,001-2000	16.92%
2,001-5,000	9.95%
5,001-10,000	6.97%
10,001+	14.43%

Table 23 Business premises survey. Source: Survey of Businesses in the Peak district and Rural Action Zone (2005)

In line with a summary of the commercial property market sector ¹⁶ there appears to be a need for

(a) Small, flexible managed workspace to meet the needs of business start-ups and small expanding companies.

(b) Developable land for expansion by larger firms. Total 'B' classification space is scheduled to be 35 hectares by 2026 to meet expected demand. It is critical to assess how much of this zoned land is 'developable', and when this land will become available in relation to business need.

(c) The co-location of suitable business premises in larger housing development projects, so that land zoned for employment is not re-classified and used exclusively for private housing.

Micro and small business development location

The borough and Parish council are already in negotiation to secure a site in Chapel for development, and it will be helpful to consider using some of this site for managed workspace, advice and training in a hub format, with units of 200 sq. ft. and above in a mix which suits the size of a potential building. The design of such a facility has to be carefully assessed. According to a large scale survey of rural hubs in the North East of England¹⁷ there are two options for providing managed space of this kind which are viable for the Chapel area;

(a) A lightly managed hub with business-to-business occupiers, or

(b) A hub with business-to-business occupiers with wide-ranging and intensive support offered on site.

The choice of hub design should take into account the learning achieved from the North East hubs study;

- The key objective for the hub owner is to generate profit, followed by developing new business and growing firms already occupying units. A hub needs to be economically sustainable, albeit with rent packages which are fully inclusive and attractively priced.
- The location should be secure, clean and welcoming for visitors.
- Most hubs offer shared amenity space, but very few provide ICT infrastructure. Half of the rural hubs offer meeting rooms, available for external bookings and resident businesses.
- The average time to re-let a vacant unit was 32 weeks, with only 1 out of 12 hubs being fully occupied.
- Collaboration between hub occupiers is seen as important, and part of the reason why businesses decide to rent space in a hub.
- Business support (training, mentoring, etc.) was not perceived to be important.
- Over half (63%) of hub occupiers worked at home before renting space in the hub.
- The key factors influencing the move to the hub (in order of importance) are rent levels and lease flexibility.

- Networking activity is primarily informal, so shared spaces are vital.
- Just under half of businesses are two years old. 76% are less than 10 years old.
- Hot desk arrangements at a hub could be sold on an as-needed basis with businesses whose physical presence is outside the region but need temporary office space. The same space could be used for occasional home business users who need space at particular times of the year (e.g. during school holidays, at planned periods of higher than average trading, or for temporary projects involving higher than average space needs).
- Virtual offices (just a mailbox) are an easy way for sole traders to begin their association with the hub, and is a first rung on the ladder for engagement with a hub owner.

Taking into account the above factors related to infrastructure the most effective hub location in the Parish appears to be site ES1 (see table below). Small starter units with light on-site management appear to be the best set-up, along with a mix of other businesses such as light industrial manufacturing. An ‘anchor’ tenant will be important to secure the viability of the site, and could be either larger industrial user (20,000 sq. ft.) or a complementary service provider: a hotel unit, storage/warehousing units for local businesses, a child care facility (open to the public, not just hub occupiers), an independent café or restaurant facility aimed at public patronage (i.e. not reliant on servicing hub users only).

Wider industrial space requirements in the Parish

Focusing on Chapel-en-le-Frith neighbourhood plan, a number of local businesses interviewed were keen to expand their premises but there is little land adjacent to their current facilities. A pragmatic approach is needed to free up employment land for development.

Taking into account three of the larger businesses interviewed their requirements would occupy 30,000 sq. ft. of space by 2018. More detailed work is needed to assess building types, shares of land for different use, and how spatially they can be accommodated. Although done at high level in terms of planning policy the focus should be on developable land options.

Multiple sites on the table below (extracted from the neighbourhood plan) will be required to address local industrial demand. The role of council officers and elected officials may be critical to facilitate the freeing up this space. Taking into account site ES1 as the most quickly deployable site for a micro business starter hub it appears at least two more listed sites will be necessary to meet local demand. Ideally, sites should be linked with through roads and a more comprehensive business park infrastructure should take shape.

Site Reference	Site name	Approximate area for potential industrial development
Site ES1	Former Longson’s Transport Site	1.56 hectares
Site ES2	A6 Bowden lane (Greenfield site)	4.42 hectares
Site ES3	Fallow Deer Site	1.6 hectares
Site ES4	Frith Knoll Road	2.4 hectares
Site ES5	Bowden Hey Road	2.3 & 0.2 hectares
Site ES6	Bowden Hey Farm	0.74 hectares
Site ES7	Bowden Hey/Bowden Lane	0.64 ha. – approx. 0.2 of site not developed

Table 24 List of zoned employment land in Chapel en le Frith. Source: Chapel-en-le-Frith Neighbourhood Plan

Summary of options for growing business in the Parish

Taking into account all of the data collected in the study the following recommendations are made for encouraging a more vibrant local economy. This list of recommendations is too disparate to be satisfied by developing only one location. Some decision-making will be made at local level about the importance of the following, as this is a consolidated list of recommendations.

Suitable land and premises for industrial development	
Recommendation	Headline Implications
A hub site for micro businesses, lightly managed with business support when required.	A modern hub with units (smallest 200 sq. ft) for micro businesses, on a business park housing larger businesses with suitable parking provision. An anchor tenant (larger tenant, hotel) to build viability into the hub. Other services such as IT provision do not seem to be necessary, and small business support can be provided ‘on demand’ with no need to offer full-time provision of business support on site. The site also needs high speed broadband, and utilities suitable for industrial use. Hireable meeting space is needed along with communal facilities to enable networking. The most relevant site for this facility appears to be site ES1 (above). Rent holidays in the form of grants payable to the hub owner may be a useful mechanism to convince home workers to re-locate. The length of the holiday could be performance-based, and built around the requirement for a micro business to demonstrate enough turnover growth to unlock grant funding.
Zoned space for development, not simply zoned for employment.	A number of interviewees expressed concern that a limited stock of land was available for development. Although zoned for employment it should be actively freed up for development according to a timetable of need.
Use of a variety of statutory powers and other forms of influence to make land free for development.	Most of the land indicated in the Chapel neighbourhood plan zoned for employment is not available for acquisition at reasonable prices for industrial development. The borough council (elected and civil officers) should be encouraged to facilitate the freeing up of land, and where necessary use the full range of options available to them (including compulsory purchase).
Re-balancing the needs of housing and industry.	There is considerable pressure (from developers, land owners and local voters) to free up land for residential use. However, this must be balanced with the needs of industrial development. Mixed use development (housing and acceptable industrial use) should be built in to local planning to avoid too much land being used as residential housing. A “local voice” should be encouraged from businesses to balance other stakeholder inputs into council decision-making.
Expansion areas for neighbouring businesses so extra buildings can be added without the need for businesses to re-locate.	There are relatively few industrial units available across the borough for rent which also account for expansion. A number of businesses interviewed were forced to move premises to expand, rather than have options to expand the footprint of their site. This ‘expansion footprint’ therefore needs to be preserved from the encroachment of residential or retail development, form part of the layout strategy for a business park, and be considered as part of the pricing structure for accommodation.
Greater business density by re-purposing existing infrastructure for small business starter units, light industrial business units or laboratories at sites which are too large for the incumbent business.	A number of business units, industrial sites (mainly old mills) and other buildings were detailed by interviewees as not suitable for modern business habitation, albeit the premises were marketed as ‘available’ and being used by another business. Many sites are also not marketed for lease but occupied by an incumbent business who are not in a position to develop their site, but would be keen to share the space. It may be more time efficient to contract with the owners of such space, potentially using grant funding, to convert the space into modern, usable facilities. Businesses re-locating to the area with specific needs (for example a scientific business who use laboratory space) could be encouraged to move if grant funding was available to re-develop an existing site to their specification.

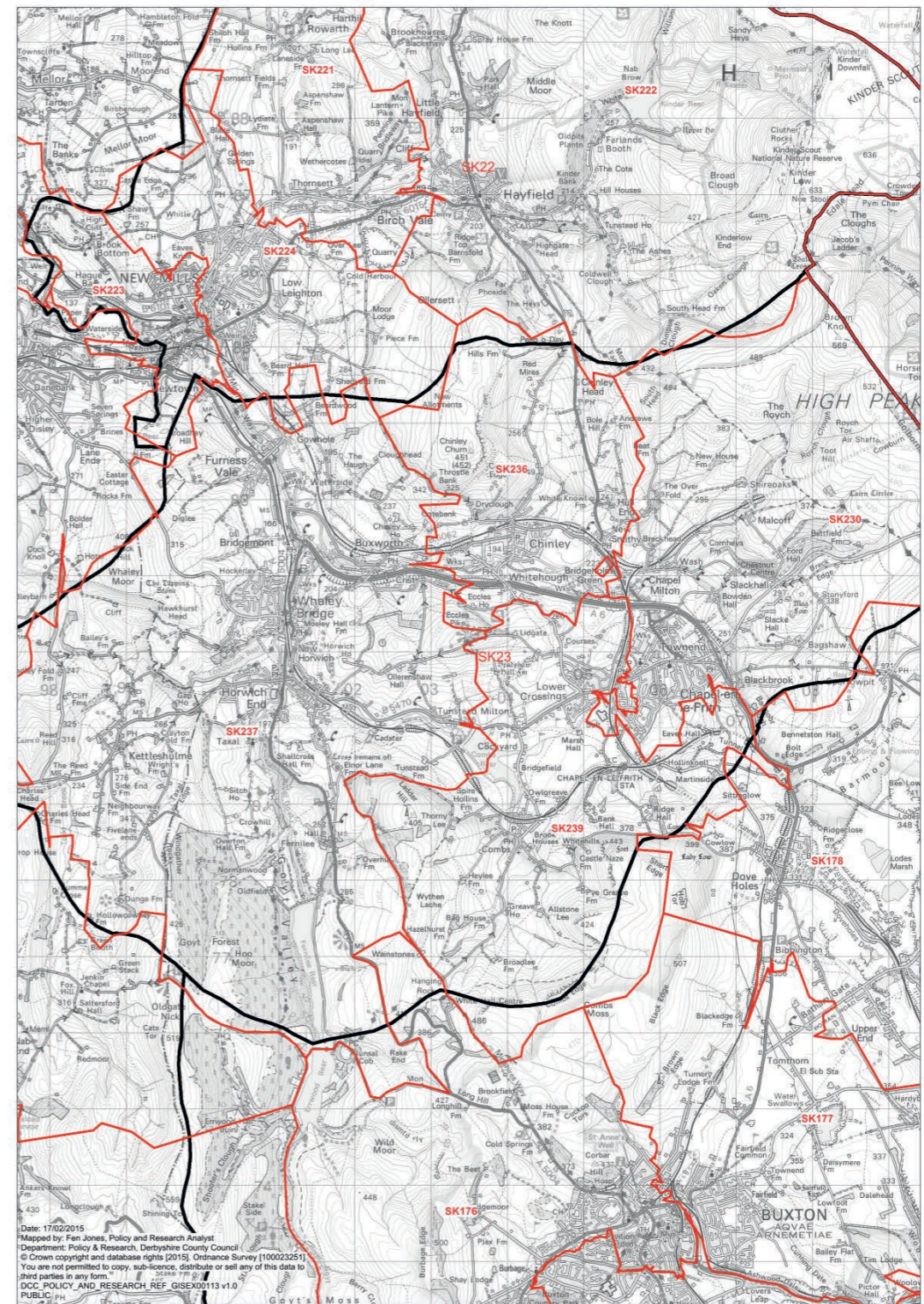
Enabling businesses growth	
Recommendation	Headline Implications
More presence for the Chamber of Commerce.	The Chamber of Commerce is not 'present' in the area, from the perception of interviewees. Its role as part of their business growth is not understood, and the services it offers are not known. It is also not associated with having a local enough presence. If a micro business starter hub is developed in the Parish then this provides an ideal 'outreach' location for events, training, mentoring meetings and other services to be provided. Faster broadband and mobile connectivity at 4G lobbying is a 'classic' case where the chamber can demonstrate a useful brokerage role.
Right focus and offer for UKTI.	UKTI received mixed reviews from interviewees, with the least helpful services offered being trade missions. Specific country-based help and support was much more positively received. Not all firms involved in exporting were using UKTI, so continual awareness-raising about the most effective services is needed.
Proactivity council officers and elected members in the local business environment.	<p>The council (borough, county and parish) were not actively present in the local business environment. Very few firms interviewed had an understanding of the role the Borough council might play in enabling business growth. Companies were only likely to come into contact with the council if they needed planning consent, or grant funding. There seems to be a lack of proactivity on both sides (businesses and the council) in co-creating an appealing industrial landscape in the Parish. The 'glue' for such proactivity between business and the council should be the economic development team, but they seem inadequately resourced. The first output should be a 'developable land map' for the A6 triangle in Chapel which gives a clear timeline of action & funding for developing each site in the neighbourhood plan, detailing how all the objections & complications will be dealt with. An planning framework/strategy is fine, but misses the connection with the active development of land.</p> <p>The role of inward investment support into the local area is not clear to those businesses who wish to re-locate, except for basic signposting on the High Peak website to explain at a high level what grants are available and a basic search engine for commercial premises. Named individuals with specific expertise by sector or locality is required, with a locally informed 'welcome group' of officers and elected officials who facilitate the integration of businesses into the area.</p>
Access to business development support	Business development is not a simple signposting task to basic advice, consultants who are not rigorously assessed in terms of their capability, or simple web pages of content about generic start-up advice. It revolves around proactive conduits between business and relevant stakeholders – banks in the local area, local council officials, detailed advice about how to efficiently access grants, and relevant mentoring. It should be balanced with reactive advice-giving which is relevant and perceived to be high impact by users.

Gap funding for industrial development	<p>Following the same logic as the Enterprise Peak District report there is a role for larger loans and grants as 'gap support'. Two interviewees have taken advantage of this funding (to expand the footprint of an existing building; to offset the costs of moving a business to the local area). Funding of this nature needs proactive selling to those businesses with the highest potential for growth in the local area (regardless of sector if possible), and preliminary work securing funding with creative bids needs to be a priority for the economic regeneration team.</p> <p>Given that microbusinesses are a major part of the economic landscape in the Parish the LEP must be lobbied to ensure that access to finance is efficient. A fair share of funding needs to be lobbied for by High Peak across a range of businesses, some of whom who are very small and perceived as more risky, or firms who are growing quickly and will need access to finance which is perceived to be larger than conventional loan ratios to turnover.</p>
Facilitate access to fast broadband when a business is not close to a BT Openreach fibre pathway	The chamber of commerce or the economic regeneration team could take the lead to develop a non-fibre solution for those businesses not close to a suitable high speed broadband connection. Although the technology involved in such connections may be a temporary fix, it may prevent businesses from leaving the area or incurring the costs of a site move.
"Making the next step from home working" programme	There is a genuine reluctance for home workers to "take the leap" and rent office space. This could be alleviated with some encouragement, support and learning. A periodic seminar/workshop could be offered to home workers in the Parish covers the basics of this transition, with input from a business which has made the change, an accountant to explain the financial logic, and mentors who can signpost further help & support.
'Out of the Box' scientific or food manufacturing business re-location packages	<p>Scientific and food manufacturing businesses will need specific support to re-locate from outside the Parish. A pre-arranged package of support can be offered to ease the transition, with some key elements being;</p> <p>Advice about suitable locations to build laboratory space or food preparation factories;</p> <p>Specific technical advice and help to design, build and accredit laboratory space or food preparation areas so they meet the relevant regulations;</p> <p>Funding support for patent applications for a re-located scientific business, for re-locating machinery for food manufacturers, or help with the costs of getting abuilding approved for use to manufacture food or conduct scientific work;</p> <p>Training on technical matters such as R&D tax credits or applying for technology strategy board funding.</p>
Business and technical support for retail businesses wishing to develop an on-line selling presence	At present the SIC code analysis of Parish businesses reveals very few online businesses. It is relatively easy for firms to develop an online presence using a basic website, and to trade through Ebay or other e-commerce approaches. It is a different matter if businesses wish to design and grow a systematic online presence. It is unclear how the Parish business support enables local businesses to do this. Getting physical businesses to take online more seriously as another sales channel will take the pressure off trading through a purely physical shop front.

Table 25 Options for growing business in the Parish

Chapel-en-le-Frith Parish Economic Growth Evaluation Appendices

Appendix 1 – The scope of the study’s SIC code analysis



Map provided by Policy & Research, Derbyshire County Council

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Appendix 2 – SME classification model

	Definition	Needs	Notes
Pre Starts	Any individual seriously thinking of starting a business	Emotional encouragement to develop ideas; understand the benefits and downsides of setting up; understand what support is available and where and how to access further support.	
Start-ups	Individuals that have made the decision to set up in business are in the process of setting up in business or have just recently set up in business. Businesses up to 24 months old.	Understanding what they need to do, how best to access/make use of business support, and how to minimise the impact and management of rules and regulations.	
Lifestyle	Owner managed businesses with little aspiration to grow above levels that maintain their relative position in the market. People motivated to be in business in order to be their own boss and in control of their lifestyle	Improve the effectiveness of their business operations through understanding and implementing best practice and finding ways to improve their compliance and management of rules and regulations.	This segment provides the lowest opportunity for value uplift in terms of each individual businesses
Growth	Owner managed businesses with the ambition to grow above levels that maintain their relative position in the market	The challenges as they evolve from taking on new employees, developing leadership capabilities and locating additional funding etc. and in addition to the other challenges of managing rules and regulations that other businesses across the owner/manager segment face	
Steady State	Team managed businesses unwilling or unable to grow above levels that maintain their relative position in the market.	They are interested in managed growth rather than fast growth. They are looking at safe ways of progressing such as implementing best practice but can be prone to complacency	
Corporate Growth	Team managed businesses growing or forecasting rapid growth in sales and/or profits above levels that maintain their relative position in the market. May be trailblazing innovators and market leaders with significant growth aspirations.	Growth for these businesses quite often means significant and innovative change. These businesses are looking for help in navigating the system (planning regime) and in accessing new markets.	

Appendix 3 – Local Authority Employment Split by Sector (% share) 2011

Local Authority Employment Split by Sector (% share) 2011 (source: BRES 2011)																		
	1 : Agriculture, forestry & fishing	2 : Mining, quarrying & utilities	3 : Manufacturing	4 : Construction	5 : Motor trades	6 : Wholesale	7 : Retail	8 : Transport & storage (inc postal)	9 : Accommodation & food services	10 : Information & communication	11 : Financial & insurance	12 : Property	13 : Professional, scientific & technical	14 : Business administration & support services	15 : Public administration & defence	16 : Education	17 : Health	18 : Arts, entertainment, recreation & other services
Study Area	0.8	0.3	12.4	9.8	3.1	2.8	6.7	4.3	5.3	7.9	1.6	5.3	16.7	7.2	0.2	1.7	3.1	10.7
High Peak	0.1	1.4	19.1	4.0	2.0	3.4	10.2	4.1	6.6	1.6	0.9	1.5	4.5	3.9	4.1	16.1	12.0	4.4
D2N2	0.1	1.2	13.0	5.5	2.2	4.1	10.9	3.9	5.7	2.8	1.7	1.2	4.9	9.1	5.1	10.2	14.1	4.3

Number of Enterprises by Sector (2013) (source: BRES and FAME Companies House data)																		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Study Area	10	4	149	118	37	34	81	52	64	95	19	64	201	87	3	21	37	129
High Peak	295	No Data	295	365	125	150	320	170	265	200	50	90	545	200	10	60	155	225
% share	8%	No Data	8%	10%	4%	4%	9%	5%	8%	6%	1%	3%	15%	6%	0.3%	2%	4%	6%

Appendix 4 Detailed SIC code data for the study area

SIC codes marked with yellow are defined as knowledge-based businesses for the purposes of this report. They reflect the conventional definition of knowledge-based businesses (SIC codes 71, 71, 73) with the addition of high skill manufacturing, bioscience, media and telecommunications.

Profile of Businesses by SIC Code (2007)			
Primary UK SIC (2007) code	Primary UK SIC (2007) description	Business Count	Percent
Not Recorded	SIC Code not Recorded	318	26.39%
70229	Management consultancy activities (other than financial management)	61	5.06%
74909	Other professional, scientific and technical activities (not including environmental consultancy or quantity surveying) n.e.c.	39	3.24%
62020	Computer consultancy activities	32	2.66%
98000	Residents property management	23	1.91%
62090	Other information technology and computer service activities	17	1.41%
71111	Architectural activities	11	0.91%
47910	Retail sale via mail order houses or via Internet	9	0.75%
71129	Other engineering activities (not including engineering design for industrial process and production or engineering related scientific and technical consulting activities)	8	0.66%
59111	Motion picture production activities	6	0.50%
69102	Solicitors	6	0.50%
71121	Engineering design activities for industrial process and production	5	0.41%
59113	Television programme production activities	4	0.33%
72190	Other research and experimental development on natural sciences and engineering	4	0.33%
90010	Performing arts	4	0.33%
26511	Manufacture of electronic instruments and appliances for measuring, testing, and navigation, except industrial process control equipment	2	0.17%
70210	Public relations and communication activities	3	0.25%
71122	Engineering related scientific and technical consulting activities	3	0.25%
71200	Technical testing and analysis	3	0.25%
73200	Market research and public opinion polling	3	0.25%
27900	Manufacture of other electrical equipment	2	0.17%
47749	Retail sale of medical and orthopaedic goods (other than hearing aids) n.e.c., in specialised stores	2	0.17%
59200	Sound recording and music publishing activities	2	0.17%
70221	Financial management	2	0.17%
74300	Translation and interpretation activities	2	0.17%
74901	Environmental consulting activities	2	0.17%
18201	Reproduction of sound recording	1	0.08%

18203	Reproduction of computer media	1	0.08%
26110	Manufacture of electronic components	1	0.08%
26120	Manufacture of loaded electronic boards	1	0.08%
26200	Manufacture of computers and peripheral equipment	1	0.08%
26512	Manufacture of electronic industrial process control equipment	1	0.08%
26800	Manufacture of magnetic and optical media	1	0.08%
27120	Manufacture of electricity distribution and control apparatus	1	0.08%
58290	Other software publishing	1	0.08%
59112	Video production activities	1	0.08%
61100	Wired telecommunications activities	1	0.08%
61900	Other telecommunications activities	1	0.08%
63110	Data processing, hosting and related activities	1	0.08%
69202	Bookkeeping activities	1	0.08%
72110	Research and experimental development on biotechnology	1	0.08%
73120	Media representation	1	0.08%
78109	Activities of employment placement agencies (other than motion picture, television and other theatrical casting) n.e.c.	1	0.08%
82990	Other business support service activities n.e.c.	62	5.15%
96090	Other personal service activities n.e.c.	45	3.73%
68209	Letting and operating of own or leased real estate (other than Housing Association real estate and conference and exhibition services) n.e.c.	32	2.66%
49410	Freight transport by road	28	2.32%
45200	Maintenance and repair of motor vehicles	20	1.66%
43999	Specialised construction activities (other than scaffold erection) n.e.c.	19	1.58%
32990	Other manufacturing n.e.c.	18	1.49%
62012	Business and domestic software development	17	1.41%
68100	Buying and selling of own real estate	15	1.24%
56302	Public houses and bars	14	1.16%
41100	Development of building projects	13	1.08%
56101	Licensed restaurants	13	1.08%
69201	Accounting, and auditing activities	13	1.08%
43220	Plumbing, heat and air-conditioning installation	12	1.00%
43390	Other building completion and finishing	12	1.00%
43210	Electrical installation	11	0.91%
74100	Specialised design activities	11	0.91%
41202	Construction of domestic buildings	10	0.83%
56290	Other food service activities	10	0.83%
43290	Other construction installation	9	0.75%
22290	Manufacture of other plastic products	8	0.66%
25990	Manufacture of other fabricated metal products n.e.c.	8	0.66%
47990	Other retail sale not in stores, stalls or markets	8	0.66%
73110	Advertising agencies	8	0.66%

86900	Other human health activities	8	0.66%
88990	Other social work activities without accommodation n.e.c.	8	0.66%
93199	Other sports activities (not including activities of racehorse owners) n.e.c.	8	0.66%
33200	Installation of industrial machinery and equipment	7	0.58%
41201	Construction of commercial buildings	7	0.58%
47710	Retail sale of clothing in specialised stores	7	0.58%
68320	Management of real estate on a fee or contract basis	7	0.58%
94990	Activities of other membership organisations n.e.c.	7	0.58%
43320	Joinery installation	6	0.50%
47640	Retail sale of sporting equipment in specialised stores	6	0.50%
47789	Other retail sale of new goods in specialised stores (other than by opticians or commercial art galleries), n.e.c	6	0.50%
49320	Taxi operation	6	0.50%
55900	Other accommodation	6	0.50%
68310	Real estate agencies	6	0.50%
70100	Activities of head offices	6	0.50%
90030	Artistic creation	6	0.50%
93290	Other amusement and recreation activities	6	0.50%
96020	Hairdressing and other beauty treatment	6	0.50%
25620	Machining	5	0.41%
42990	Construction of other civil engineering projects n.e.c.	5	0.41%
43341	Painting	5	0.41%
45112	Sale of used cars and light motor vehicles	5	0.41%
45320	Retail trade of motor vehicle parts and accessories	5	0.41%
46900	Non-specialised wholesale trade	5	0.41%
47190	Other retail sale in non-specialised stores	5	0.41%
49390	Other passenger land transport n.e.c.	5	0.41%
55100	Hotels and similar accommodation	5	0.41%
56210	Event catering activities	5	0.41%
85100	Pre-primary education	5	0.41%
85590	Other education n.e.c.	5	0.41%
85600	Educational support activities	5	0.41%
86220	Specialist medical practice activities	5	0.41%
16290	Manufacture of other products of wood; manufacture of articles of cork, straw and plaiting materials	4	0.33%
28990	Manufacture of other special-purpose machinery n.e.c.	4	0.33%
33140	Repair of electrical equipment	4	0.33%
33160	Repair and maintenance of aircraft and spacecraft	4	0.33%
38320	Recovery of sorted materials	4	0.33%
46180	Agents specialised in the sale of other particular products	4	0.33%
47520	Retail sale of hardware, paints and glass in specialised stores	4	0.33%
52103	Operation of warehousing and storage facilities for land transport activities of division 49	4	0.33%
58110	Book publishing	4	0.33%

58190	Other publishing activities	4	0.33%
64999	Other financial service activities, except insurance and pension funding, (not including security dealing on own account and factoring) n.e.c.	4	0.33%
66220	Activities of insurance agents and brokers	4	0.33%
68201	Renting and operating of Housing Association real estate	4	0.33%
88100	Social work activities without accommodation for the elderly and disabled	4	0.33%
1700	Hunting, trapping and related service activities	3	0.25%
18129	Printing (other than printing of newspapers and printing on labels and tags) n.e.c.	3	0.25%
25110	Manufacture of metal structures and parts of structures	3	0.25%
25500	Forging, pressing, stamping and roll-forming of metal; powder metallurgy	3	0.25%
29100	Manufacture of motor vehicles	3	0.25%
31090	Manufacture of other furniture	3	0.25%
33120	Repair of machinery	3	0.25%
33170	Repair and maintenance of other transport equipment	3	0.25%
45111	Sale of new cars and light motor vehicles	3	0.25%
45400	Sale, maintenance and repair of motorcycles and related parts and accessories	3	0.25%
46140	Agents involved in the sale of machinery, industrial equipment, ships and aircraft	3	0.25%
46499	Wholesale of household goods (other than musical instruments) n.e.c.	3	0.25%
47110	Retail sale in non-specialised stores with food, beverages or tobacco predominating	3	0.25%
47220	Retail sale of meat and meat products in specialised stores	3	0.25%
47290	Other retail sale of food in specialised stores	3	0.25%
47599	Retail sale of furniture, lighting equipment and other household articles (other than musical instruments) n.e.c., in specialised stores	3	0.25%
56102	Unlicensed restaurants and cafes	3	0.25%
56103	Take away food shops and mobile food stands	3	0.25%
62011	Ready-made interactive leisure and entertainment software development	3	0.25%
75000	Veterinary activities	3	0.25%
77210	Renting and leasing of recreational and sports goods	3	0.25%
81300	Landscape service activities	3	0.25%
85320	Technical and vocational secondary education	3	0.25%
90040	Operation of arts facilities	3	0.25%
93110	Operation of sports facilities	3	0.25%
93130	Fitness facilities	3	0.25%
1410	Raising of dairy cattle	2	0.17%
1420	Raising of other cattle and buffaloes	2	0.17%
8110	Quarrying of ornamental and building stone, limestone, gypsum, chalk and slate	2	0.17%
9100	Support activities for petroleum and natural gas extraction	2	0.17%
14190	Manufacture of other wearing apparel and accessories	2	0.17%

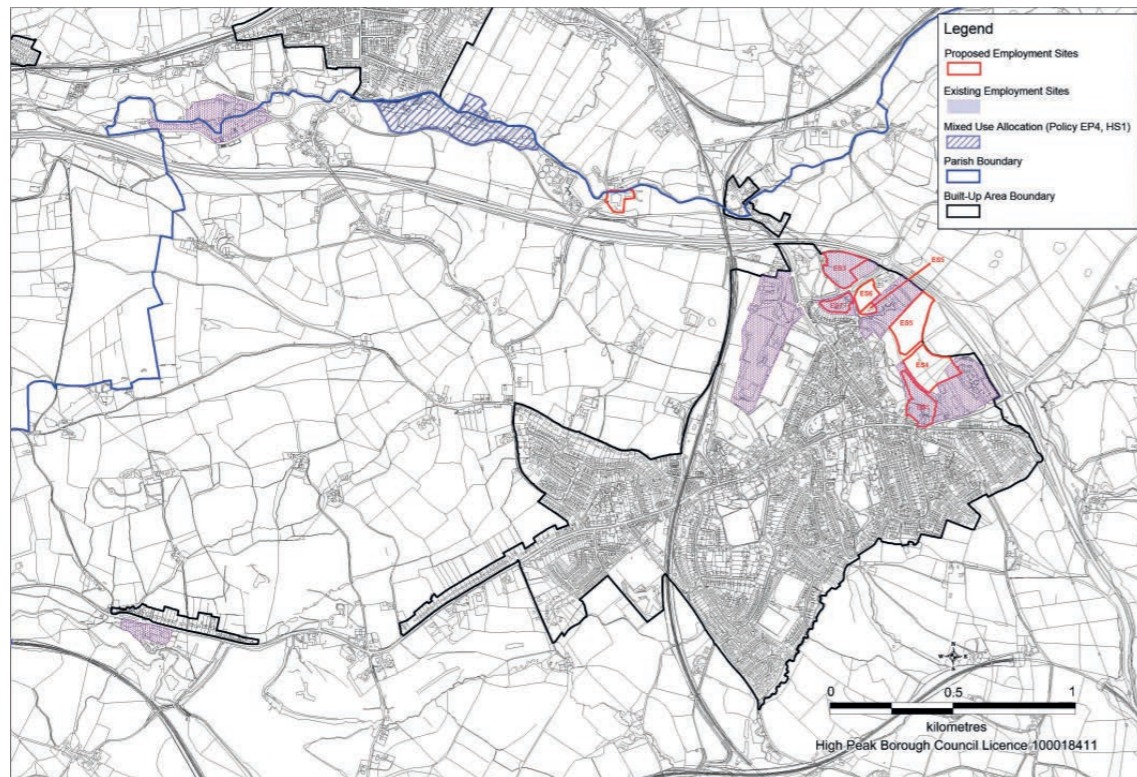
16230	Manufacture of other builders' carpentry and joinery	2	0.17%
17230	Manufacture of paper stationery	2	0.17%
17290	Manufacture of other articles of paper and paperboard	2	0.17%
23700	Cutting, shaping and finishing of stone	2	0.17%
28220	Manufacture of lifting and handling equipment	2	0.17%
28930	Manufacture of machinery for food, beverage and tobacco processing	2	0.17%
30120	Building of pleasure and sporting boats	2	0.17%
31020	Manufacture of kitchen furniture	2	0.17%
32120	Manufacture of jewellery and related articles	2	0.17%
33190	Repair of other equipment	2	0.17%
39000	Remediation activities and other waste management services	2	0.17%
43910	Roofing activities	2	0.17%
43991	Scaffold erection	2	0.17%
46190	Agents involved in the sale of a variety of goods	2	0.17%
46460	Wholesale of pharmaceutical goods	2	0.17%
46470	Wholesale of furniture, carpets and lighting equipment	2	0.17%
46690	Wholesale of other machinery and equipment	2	0.17%
46740	Wholesale of hardware, plumbing and heating equipment and supplies	2	0.17%
47240	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialised stores	2	0.17%
47530	Retail sale of carpets, rugs, wall and floor coverings in specialised stores	2	0.17%
47540	Retail sale of electrical household appliances in specialised stores	2	0.17%
52290	Other transportation support activities	2	0.17%
55209	Other holiday and other short-stay accommodation (not including holiday centres and villages or youth hostels) n.e.c.	2	0.17%
55300	Camping grounds, recreational vehicle parks and trailer parks	2	0.17%
64209	Activities of other holding companies (not including agricultural, production, construction, distribution and financial services holding companies) n.e.c.	2	0.17%
65300	Pension funding	2	0.17%
66190	Other activities auxiliary to financial services, except insurance and pension funding	2	0.17%
69203	Tax consultancy	2	0.17%
74201	Portrait photographic activities	2	0.17%
74902	Quantity surveying activities	2	0.17%
77390	Renting and leasing of other machinery, equipment and tangible goods n.e.c.	2	0.17%
82920	Packaging activities	2	0.17%
84110	General public administration activities	2	0.17%
86101	Hospital activities	2	0.17%
86210	General medical practice activities	2	0.17%
87100	Residential nursing care activities	2	0.17%
87900	Other residential care activities	2	0.17%
88910	Child day-care activities	2	0.17%

90020	Support activities to performing arts	2	0.17%
91030	Operation of historical sites and buildings and similar visitor attractions	2	0.17%
93120	Activities of sport clubs	2	0.17%
94910	Activities of religious organisations	2	0.17%
96030	Funeral and related activities	2	0.17%
1629	Support activities for animal production (other than farm animal boarding and care) n.e.c.	1	0.08%
2100	Silviculture and other forestry activities	1	0.08%
2200	Logging	1	0.08%
10512	Butter and cheese production	1	0.08%
10710	Manufacture of bread; manufacture of fresh pastry goods and cakes	1	0.08%
10890	Manufacture of other food products n.e.c.	1	0.08%
10910	Manufacture of prepared feeds for farm animals	1	0.08%
13100	Preparation and spinning of textile fibres	1	0.08%
13990	Manufacture of other textiles n.e.c.	1	0.08%
14120	Manufacture of workwear	1	0.08%
20412	Manufacture of cleaning and polishing preparations	1	0.08%
20590	Manufacture of other chemical products n.e.c.	1	0.08%
21200	Manufacture of pharmaceutical preparations	1	0.08%
22230	Manufacture of builders' ware of plastic	1	0.08%
23320	Manufacture of bricks, tiles and construction products, in baked clay	1	0.08%
23510	Manufacture of cement	1	0.08%
24510	Casting of iron	1	0.08%
25930	Manufacture of wire products, chain and springs	1	0.08%
28131	Manufacture of pumps	1	0.08%
28140	Manufacture of other taps and valves	1	0.08%
28490	Manufacture of other machine tools	1	0.08%
28921	Manufacture of machinery for mining	1	0.08%
28960	Manufacture of plastics and rubber machinery	1	0.08%
30990	Manufacture of other transport equipment n.e.c.	1	0.08%
32500	Manufacture of medical and dental instruments and supplies	1	0.08%
33110	Repair of fabricated metal products	1	0.08%
33130	Repair of electronic and optical equipment	1	0.08%
36000	Water collection, treatment and supply	1	0.08%
38110	Collection of non-hazardous waste	1	0.08%
42110	Construction of roads and motorways	1	0.08%
43110	Demolition	1	0.08%
43120	Site preparation	1	0.08%
43310	Plastering	1	0.08%
43342	Glazing	1	0.08%
45190	Sale of other motor vehicles	1	0.08%
46130	Agents involved in the sale of timber and building materials	1	0.08%

46210	Wholesale of grain, unmanufactured tobacco, seeds and animal feeds	1	0.08%
46330	Wholesale of dairy products, eggs and edible oils and fats	1	0.08%
46342	Wholesale of wine, beer, spirits and other alcoholic beverages	1	0.08%
46380	Wholesale of other food, including fish, crustaceans and molluscs	1	0.08%
46610	Wholesale of agricultural machinery, equipment and supplies	1	0.08%
46730	Wholesale of wood, construction materials and sanitary equipment	1	0.08%
46760	Wholesale of other intermediate products	1	0.08%
46770	Wholesale of waste and scrap	1	0.08%
47210	Retail sale of fruit and vegetables in specialised stores	1	0.08%
47250	Retail sale of beverages in specialised stores	1	0.08%
47260	Retail sale of tobacco products in specialised stores	1	0.08%
47410	Retail sale of computers, peripheral units and software in specialised stores	1	0.08%
47430	Retail sale of audio and video equipment in specialised stores	1	0.08%
47510	Retail sale of textiles in specialised stores	1	0.08%
47610	Retail sale of books in specialised stores	1	0.08%
47650	Retail sale of games and toys in specialised stores	1	0.08%
47721	Retail sale of footwear in specialised stores	1	0.08%
47730	Dispensing chemist in specialised stores	1	0.08%
47750	Retail sale of cosmetic and toilet articles in specialised stores	1	0.08%
47760	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialised stores	1	0.08%
47770	Retail sale of watches and jewellery in specialised stores	1	0.08%
47791	Retail sale of antiques including antique books, in stores	1	0.08%
47799	Retail sale of second-hand goods (other than antiques and antique books) in stores	1	0.08%
47890	Retail sale via stalls and markets of other goods	1	0.08%
49420	Removal services	1	0.08%
50100	Sea and coastal passenger water transport	1	0.08%
51102	Non-scheduled passenger air transport	1	0.08%
52219	Other service activities incidental to land transportation, n.e.c. (not including operation of rail freight terminals, passenger facilities at railway stations or passenger facilities at bus and coach	1	0.08%
52242	Cargo handling for air transport activities of division 51	1	0.08%
53100	Postal activities under universal service obligation	1	0.08%
53202	Unlicensed Carriers	1	0.08%
56301	Licensed clubs	1	0.08%
60100	Radio broadcasting	1	0.08%
64191	Banks	1	0.08%
64202	Activities of production holding companies	1	0.08%
65110	Life insurance	1	0.08%
65120	Non-life insurance	1	0.08%
66290	Other activities auxiliary to insurance and pension funding	1	0.08%

69109	Activities of patent and copyright agents; other legal activities (other than those of barristers and solicitors) n.e.c.	1	0.08%
74209	Other photographic activities (not including portrait and other specialist photography and film processing) n.e.c.	1	0.08%
77110	Renting and leasing of cars and light motor vehicles	1	0.08%
77330	Renting and leasing of office machinery and equipment (including computers)	1	0.08%
78300	Other human resources provision	1	0.08%
79110	Travel agency activities	1	0.08%
80100	Private security activities	1	0.08%
81210	General cleaning of buildings	1	0.08%
81221	Window cleaning services	1	0.08%
81229	Building and industrial cleaning activities (other than window cleaning, specialised cleaning and furnace and chimney cleaning services) n.e.c.	1	0.08%
81291	Disinfecting and extermination services	1	0.08%
81299	Cleaning services (other than disinfecting and extermination services) n.e.c.	1	0.08%
82110	Combined office administrative service activities	1	0.08%
84250	Fire service activities	1	0.08%
85200	Primary education	1	0.08%
85422	Post-graduate level higher education	1	0.08%
85510	Sports and recreation education	1	0.08%
86230	Dental practice activities	1	0.08%
87200	Residential care activities for learning disabilities, mental health and substance abuse	1	0.08%
94110	Activities of business and employers membership organisations	1	0.08%
95240	Repair of furniture and home furnishings	1	0.08%
95250	Repair of watches, clocks and jewellery	1	0.08%
96010	Washing and (dry-)cleaning of textile and fur products	1	0.08%
96040	Physical well-being activities	1	0.08%
	Total businesses with SIC code recorded	1205	

Appendix 5 Chapel-en-le-Frith Employment Sites



References and notes

- 1 Derbyshire Country Council (2014), Derbyshire Local Economic Assessment, Version 1:1.
- 2 Cox, S (2014), Enterprise Peak District: Peak District Outline Economic Growth Package, Joht Resources and Mott MacDonald, Derbyshire Dales DC.
- 3 Office for National Statistics (2012), Business Register and Employment Survey, Crown Copyright.
- 4 Area made up of the summation of MSOA high Peak 008 plus 013, Office for National Statistics
- 5 Atkins (2014), A6 Corridor Study: Final Draft Summary Report, Stockport Metropolitan Borough Council.
- 6 Derbyshire Country Council (2014), Derbyshire Local Economic Assessment, Version 1:1., p. 29.
- 7 Business register and employment survey (BRES) (2011), Office for National Statistics.
- 8 D2N2 Local Enterprise Partnership (2013), The State of the D2N2 Economy
- 9 D2N2, (2013) Strategy for Growth 2013-2023, D2N2 Local Enterprise Partnership.
- 10 D2N2 Local Enterprise Partnership (2013), The State of the D2N2 Economy
- 11 GVA (2014), Quantitative Retail Study Update, High Peak Borough Council & Staffordshire Moorlands District Council.
- 12 Interviewees permitted notes to be taken, and the notes were subjected to analysis following the grounded theory method.
- 13 Cox, S (2014), Enterprise Peak District: Peak District Outline Economic Growth Package, Joht Resources and Mott MacDonald, Derbyshire Dales DC.
- 14 Similar data showing employment size bands are not currently available for 2012 VOA data so the 2005 data is shown.
- 15 Similar data showing employment site age and geographic distribution are not currently available for 2012 VOA data so the 2005 data is shown.
- 16 Peak Sub-Region employment land review report (2008).
- 17 Cowie, P., Thompson, N., Rowe, F. (2013), Honey pots and hives: Maximizing the potential of rural enterprise hubs, Centre for Rural Economy Research Report, Newcastle University.



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