



East Drayton village survey

Business Spring 2023

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Executive summary

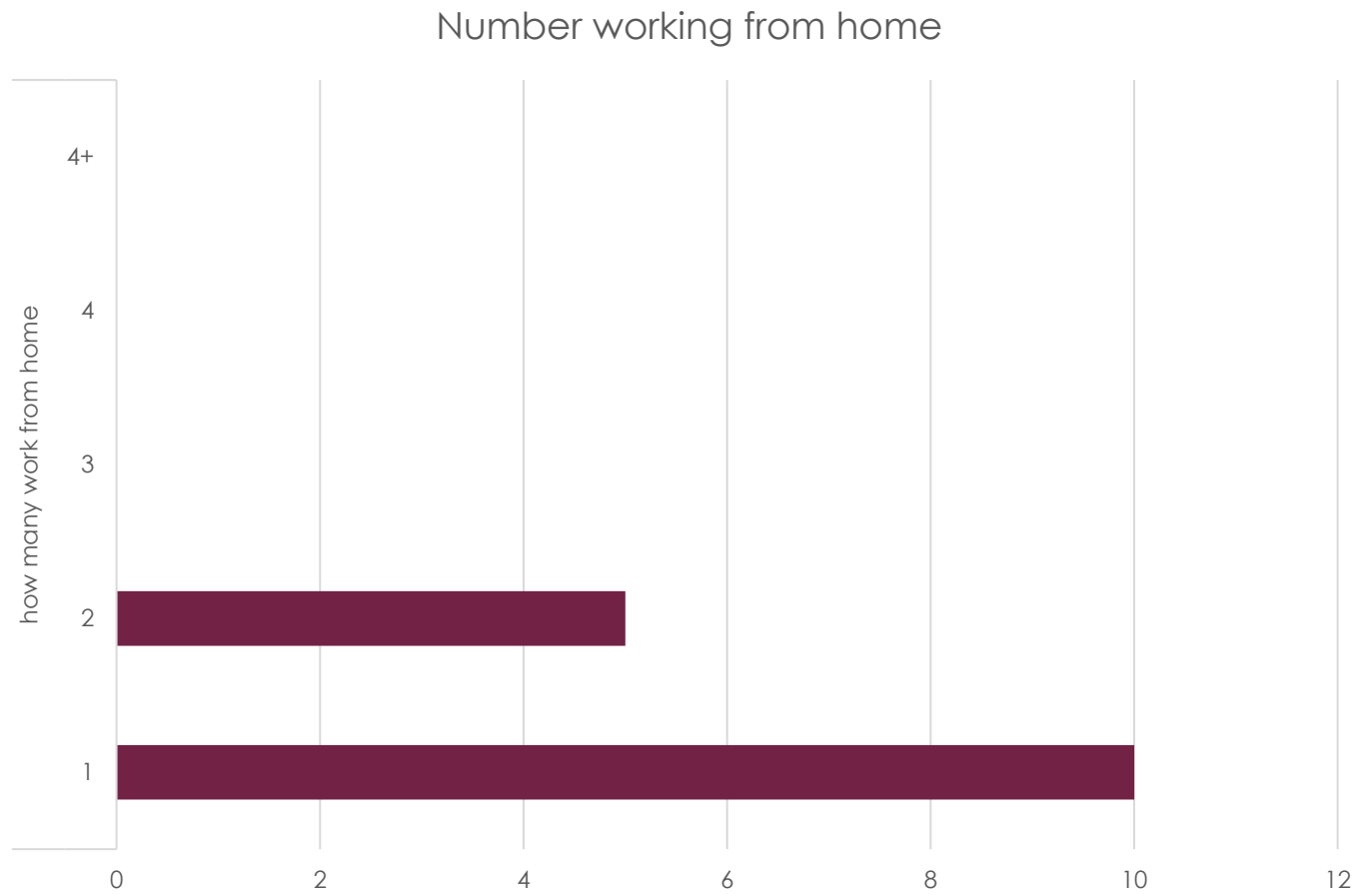
Overall results

- ED is a popular location for working from home all or part of the time
- Those working from home are in a wide variety of occupations, with professional/scientific being the most common
- Most WFH residents have either been working from home for many years, so started during the Covid period
- Constraints to working from home are mainly broadband/wifi connectivity
- Work/life balance was the leading motivation to choosing East Drayton
- For the two business respondents, transport links/quality and broadband were concerns
- Additional land was not required by these respondents
- A café/workspace was a request from both WFH and a business respondent

Survey results

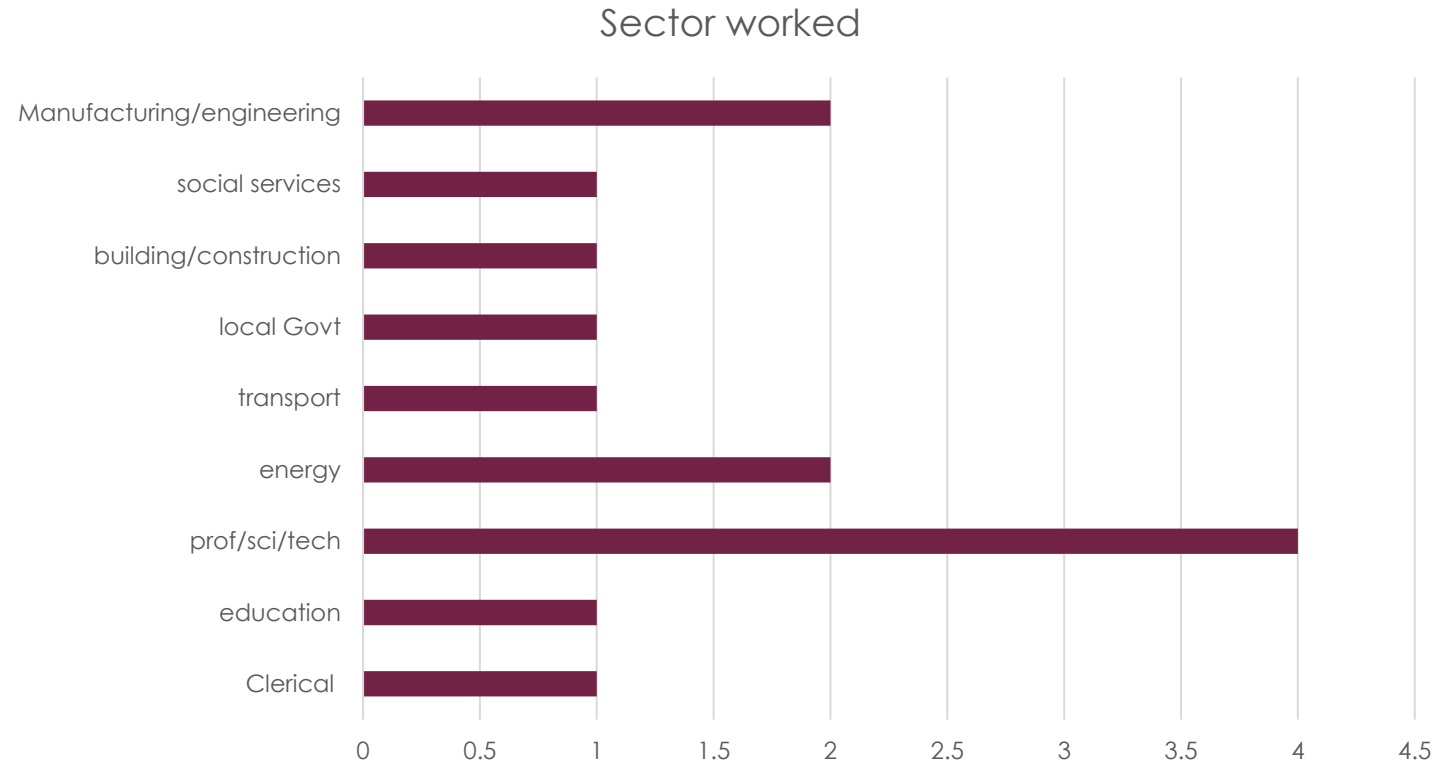
WFH

Number per household working from home



Sectors worked in

- Professional and scientific occupations top the chart, with 4 people
- The village supports people from a wide range of sectors



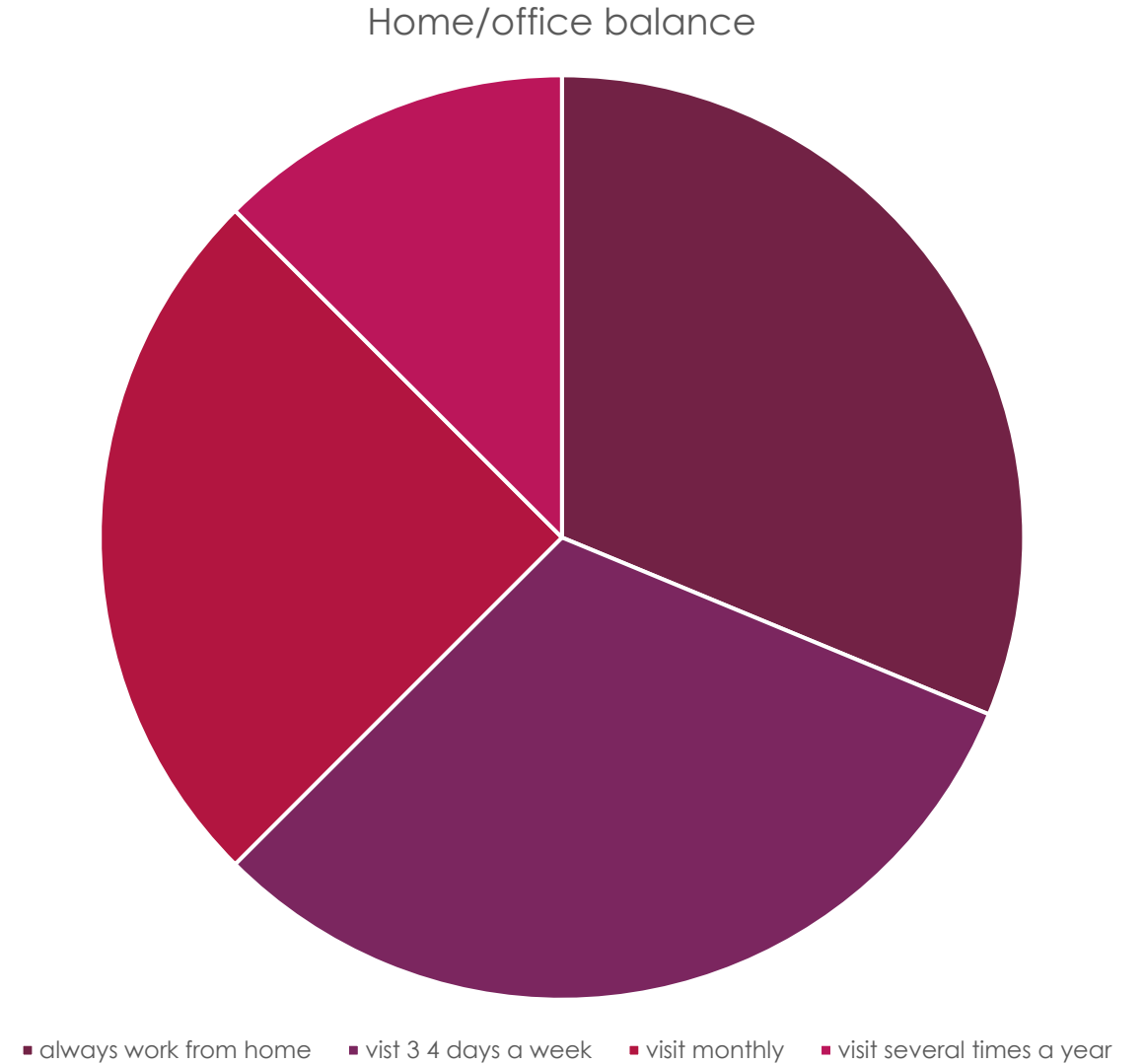
Years worked from home

- Many of the respondents have been working from home for 11-15 years
- For those WFH for 2-4 years, this would coincide with the shift to home working brought on by Covid



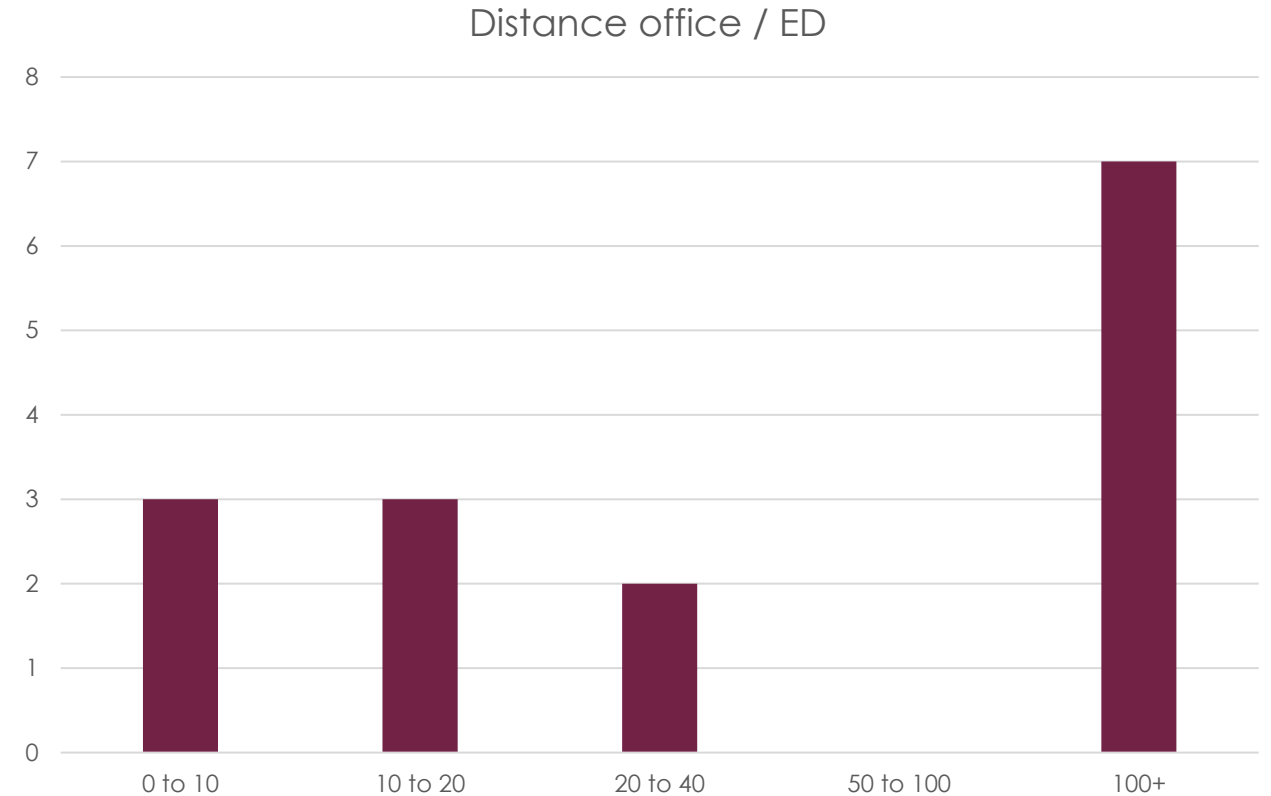
Working arrangements

- Office visiting patterns are split
- The most popular options are always working from home, or visiting the office for part of the week



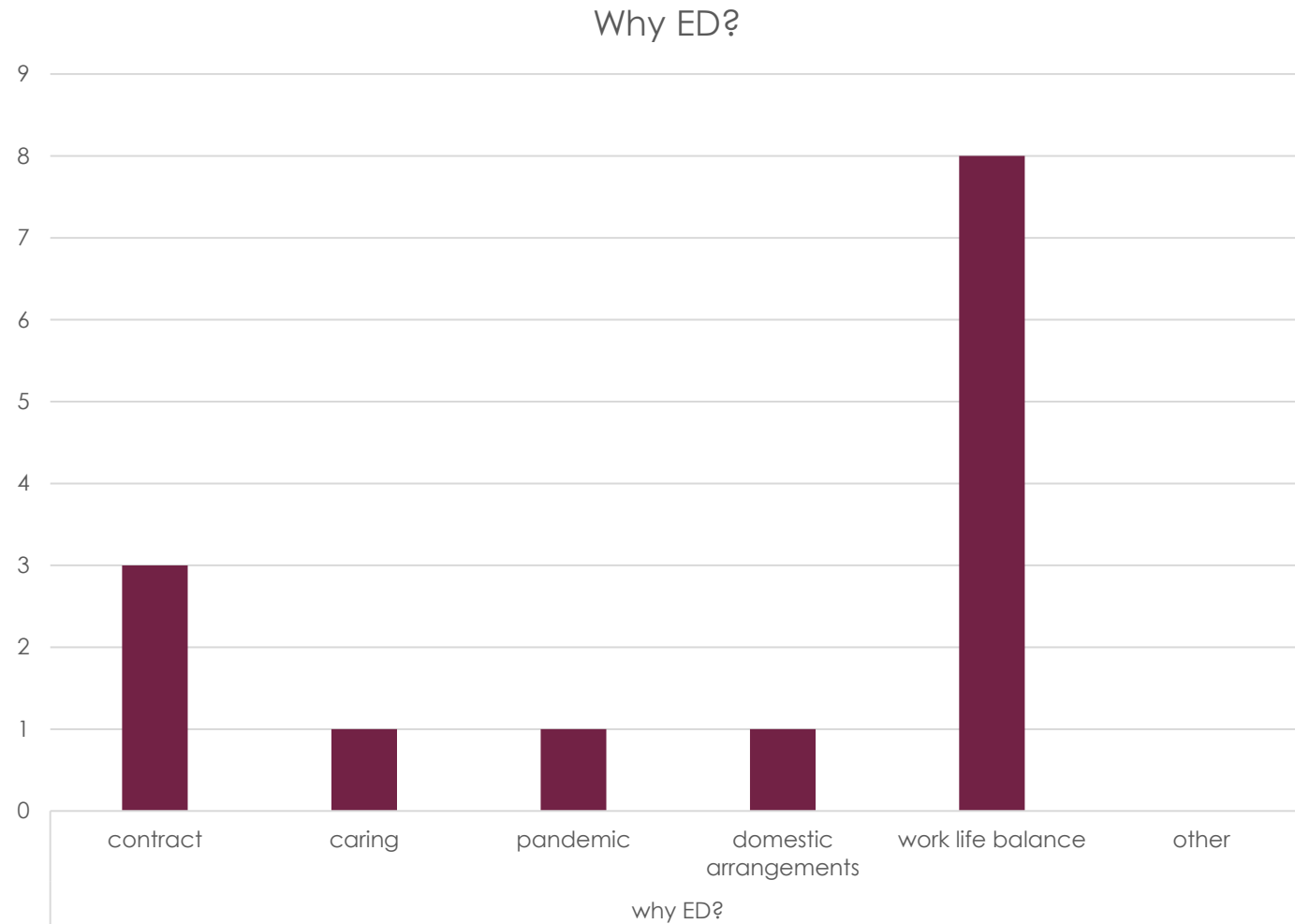
Distance to office

- Office distance is split between local and over 100 for 7 respondents



Why be based in East Drayton?

- The work/life balance that ED can offer is by far the leading reason to choose the village

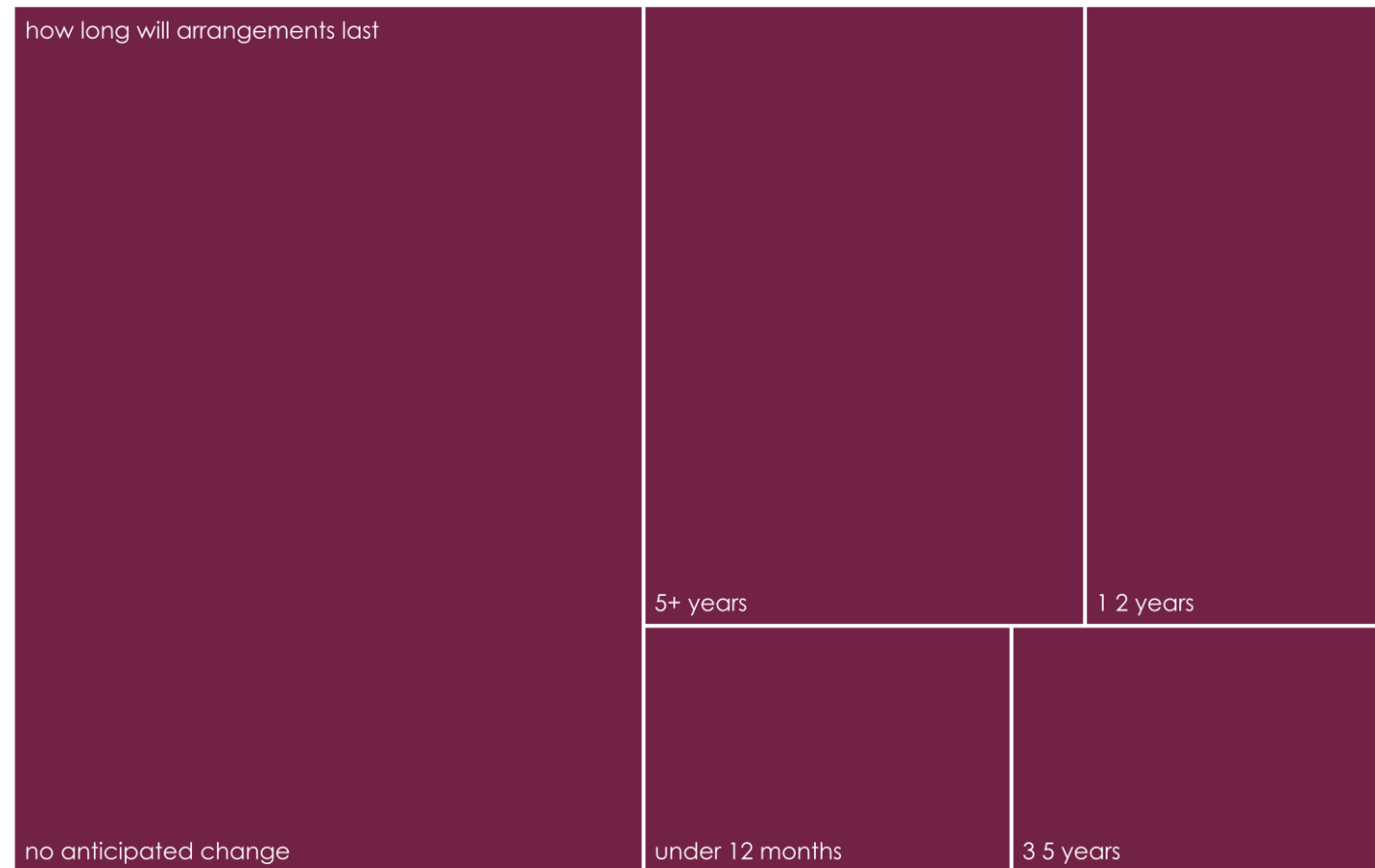


How long will this WFH arrangement last?

- The majority expect their current WFH arrangement to continue indefinitely

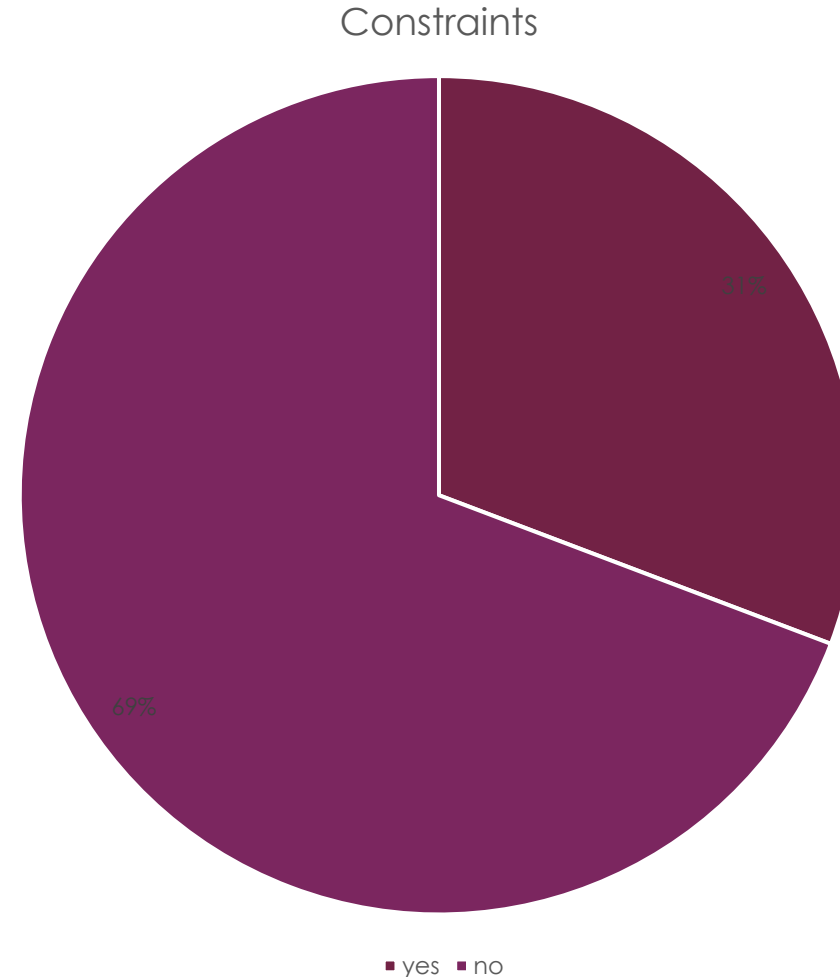
Time limit to current arrangement

■ how long will arrangements last



Do you face any constraints WFH in ED?

- 69% of respondents said they faced no constraints with WFH
- The constraints mentioned were primarily broadband/wifi connectivity
- Other comments were improved public transport, a scanning service, and a café/pub opening earlier to operate as a meeting space



Business

Results from businesses in the village

- We only received two responses from businesses in the village, so not enough to draw any firm conclusions
- The two businesses that replied are in ecommerce fashion and interior design
- One has been operating for over 16 years, the other is a new business
- Their reasons for locating in ED were: closeness to where they live, good transport links, and available/suitable premises
- Telephony reception was mentioned as a constraint, and improvement to the quality of transport links and road conditions
- Limited footfall was also an issue, which perhaps explains why this business was planning to relocate in the next 5-10 years
- In answer to whether more land was needed for business, the answers were 'no' and 'don't know'
- In answer to the question 'what would encourage businesses to locate to ED', one said *"availability, cost, willingness/business suitability to work in rural area"*
- In other comments, one wrote *"minor point, but a shop in the village or on-site would be nice to buy lunch etc. Magazine distributed to local residents with local businesses advertising in it (is there one already?)"*

Let's thrive ED