

## Survey/Consultation Analysis – Harbour Businesses

### What was the survey/consultation you undertook?

Multipurpose survey that included questions around employment and skills; dementia awareness; information access and Town Team involvement.

### When and where did this survey/consultation take place?

Business in and around Ilfracombe Harbour – October 2013

### Why was there a need for this survey/consultation?

To ascertain whether businesses wanted to be involved in Living Well (dementia), Ilfracombe Works (youth employment) and Town Team areas of the programme. To understand how businesses would prefer to access general information.

### How many people/businesses took part in this?

22 business in and around the harbour area

### Please categorise or list respondents

- 4 pubs
- 4 cafes/restaurants
- 11 Retail outlets
- 1 Charity
- 2 Entertainment/Tourism

### How did you conduct the survey/consultation?

Community Engagement Officers carried out one to one interviews using questionnaire.

Question	Results from Survey	Comments/Quotes
<b>Question 1 – How many people does your business employ?</b>	The average number of employees for businesses at the harbour is 4. Exception is the RNLI having 18 but they are all volunteers	
<b>Question 2 – Dementia Friendly Businesses? Would this be a</b>	<ul style="list-style-type: none"> <li>• 17 out of the 22 businesses asked agreed</li> </ul>	

good idea?	<p>that this would be a good idea</p> <ul style="list-style-type: none"> <li>• 3 said they didn't know</li> <li>• 2 disagreed.</li> </ul>	
<b>Question 3 – Would anyone from your business like to attend a free ½ day Dementia Awareness Course?</b>	<ul style="list-style-type: none"> <li>• 13 out of the 22 said yes</li> <li>• 5 said they didn't know</li> <li>• 3 said no</li> </ul>	2 from the yes group would prefer an online course
<b>Question 4 – How would you like Community Information available to you?</b>	<ul style="list-style-type: none"> <li>• 16 out of the 22 businesses would like information via email.</li> <li>• 6 out of 22 would like leaflets printed</li> <li>• 4 out of 22 would like Facebook to be used</li> <li>• 4 out of 22 would like a central information centre.</li> </ul>	None of the businesses surveyed liked the website or Twitter options
<b>Question 5 – Would you join a One Ilfracombe Community Panel?</b>	<ul style="list-style-type: none"> <li>• 18 out of 22 said yes</li> <li>• 3 out of 22 said no</li> <li>• 1 failed to answer</li> </ul>	1 said they were happy to do this via email
<b>Question 6 – Do you see any skills gaps in your business?</b>	<ul style="list-style-type: none"> <li>• 9 out of 22 said yes</li> <li>• 10 out of 22 said no</li> <li>• 3 failed to answer</li> </ul>	Out of the businesses who said yes, 6 said the gap was Customer service based, 3 said marketing based and 2 said Health and Safety based (2 gave more than one gap)
<b>Question 7 – Would you like to know more about free training courses for any employees who have no more than 1 GCSE?</b>	<ul style="list-style-type: none"> <li>• 12 out of 22 said yes</li> <li>• 9 out of 22 said no</li> <li>• 1 failed to answer</li> </ul>	When asked what courses would be useful, the responses were Customer Service, Health and safety and anything! One business wanted to know what was on offer.
<b>Question 8 – Would you be interested in employing a young person in Ilfracombe?</b>	<ul style="list-style-type: none"> <li>• 14 out of 22 said yes</li> <li>• 4 out of 22 said no</li> <li>• 3 out of 22 said they didn't know</li> <li>• 1 failed to answer</li> </ul>	2 of the businesses who said yes also said only Summer time and 1 said only 16 - 24
<b>Question 9 – What do you feel would help with the above answer?</b>	<p>Various answers from this including</p> <ul style="list-style-type: none"> <li>• Guidance from Petroc</li> <li>• Traineeships</li> <li>• If they are motivated to work</li> </ul>	

**Question 10 – Would you be interested in becoming part of the Town Team?**

- 20 out of 22 said yes
- 2 out of 22 didn't know

Out of the 20 who said yes, 2 commented that they only have limited time and one would prefer to be involved by email.

### Sharing Data

**All respondents agreed to One Ilfracombe sharing this feedback/information with partners agencies**