

Northstowe Employment Zone

Post Consultation Report

NOVEMBER 2022



the future fox 

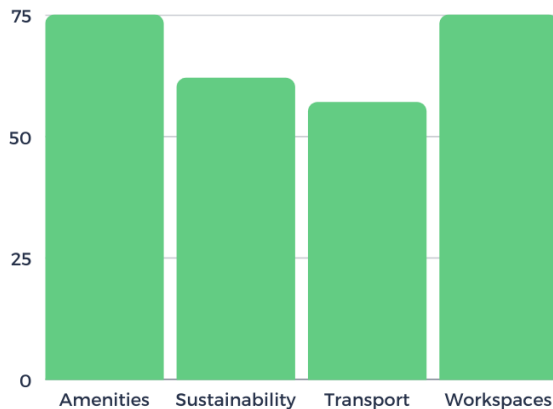
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HEADLINES:

- Achieved a total of 104 respondents against our KPI of 38, an increase of 173%
- Although many of our respondents preferred to remain anonymous, we were able to gather 37 email addresses.
- The majority of our respondents take sustainability very seriously, with an average score of 4.25 out of 5, our highest rating by sentiment of any question.

RESPONDENTS PER SUBTOPIC

Workspaces and Amenities were the most popular subtopics, with 75 unique respondents each. Although there was no significant majority, transport proved the least popular at 57 unique respondents.



104

UNIQUE RESPONDENTS

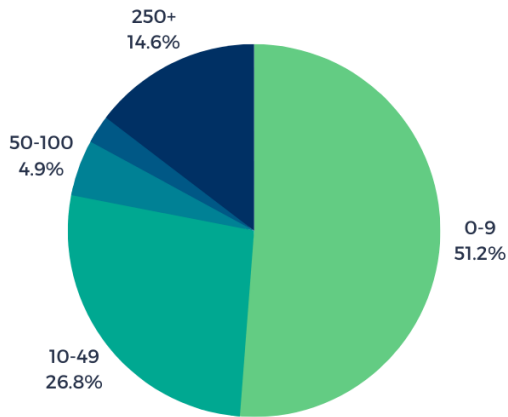
1408

TOTAL ANSWERS

61%

COMPLETION RATE

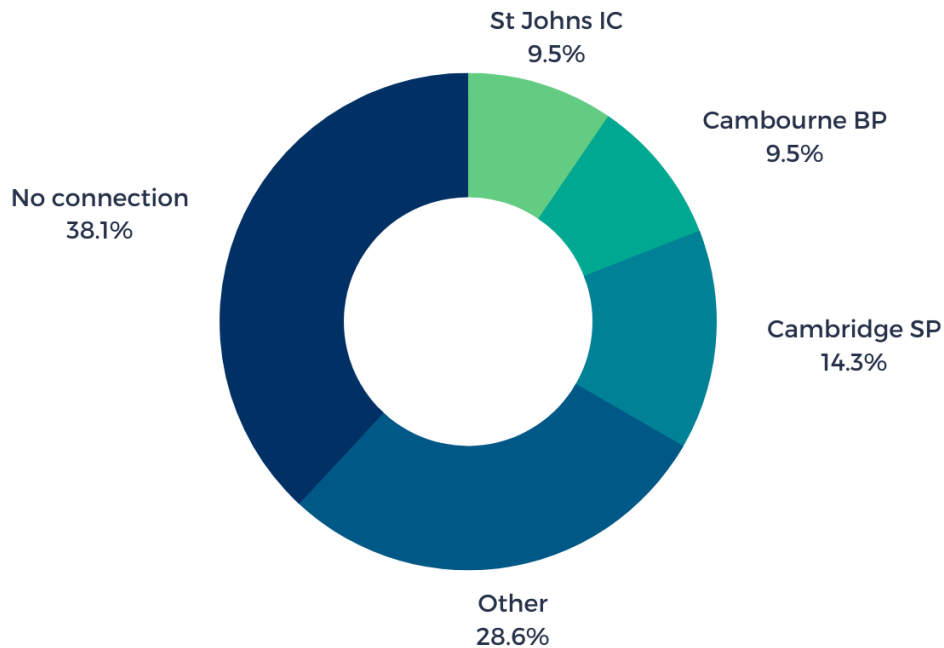
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NUMBER OF EMPLOYEES

The majority of companies who responded had less than 49 employees, although most preferred not to say:

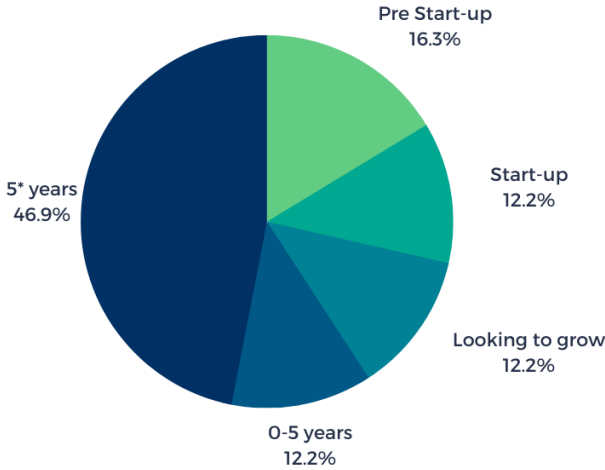
- 30.8% had 49 or fewer employees
- 1.9% had 50-100
- 6.8% had over 100



CONNECTION TO CAMBRIDGE

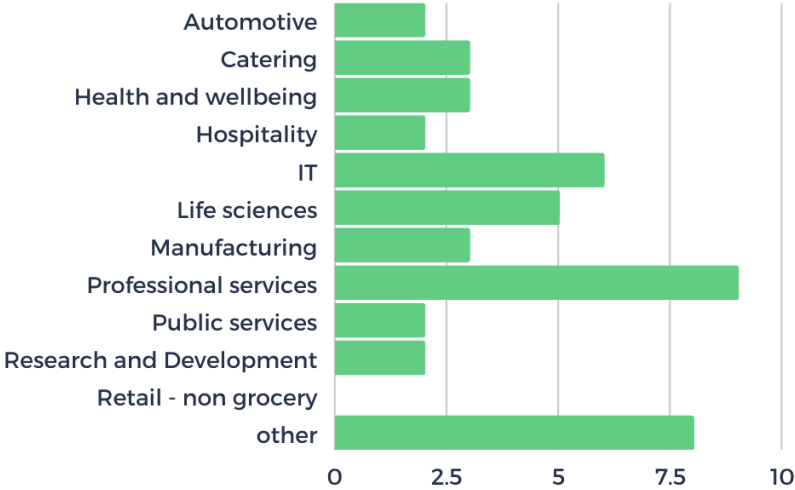
Removing the respondents who preferred not to say, the majority of respondents had no existing links to the local area.

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YEARS IN BUSINESS

The majority of companies who responded were well established, having been in business for over 5 years.



SECTOR

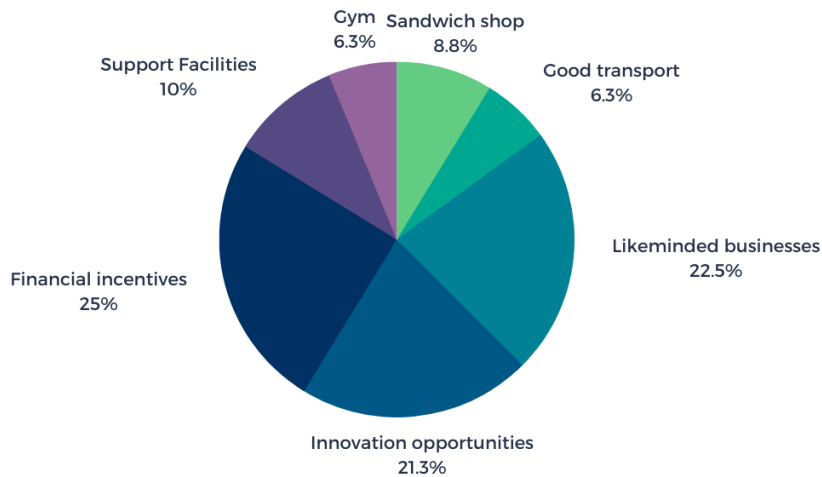
We saw a broad spectrum of business types represented in the survey, with the most common sectors being professional services, Life sciences and IT.

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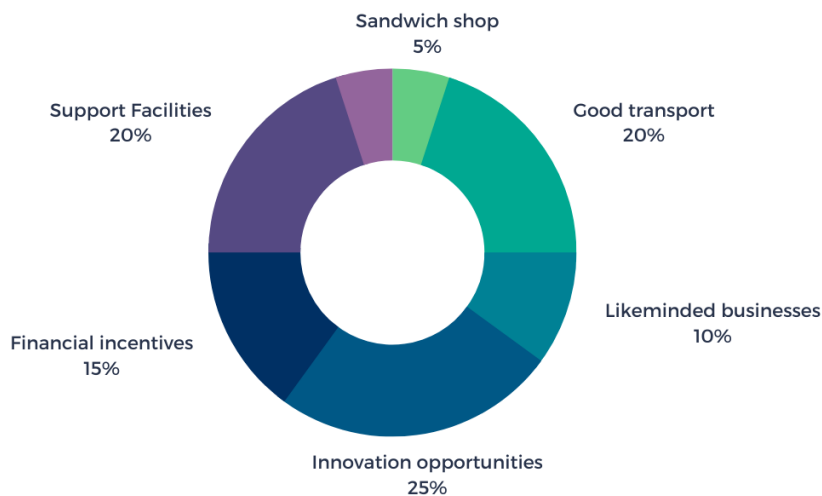
WHAT ARE YOU LOOKING FOR IN AN EMPLOYMENT ZONE?

The two most important factors for small businesses, with 49 employees and under, were financial incentives, innovation opportunities and proximity to like-minded businesses. Larger businesses, those with 50+ employees, opted for Good transport and support facilities and deemed innovation opportunities the most important factor. Overall Innovation opportunities was the most important factor.

0-49 EMPLOYEES



50+ EMPLOYEES

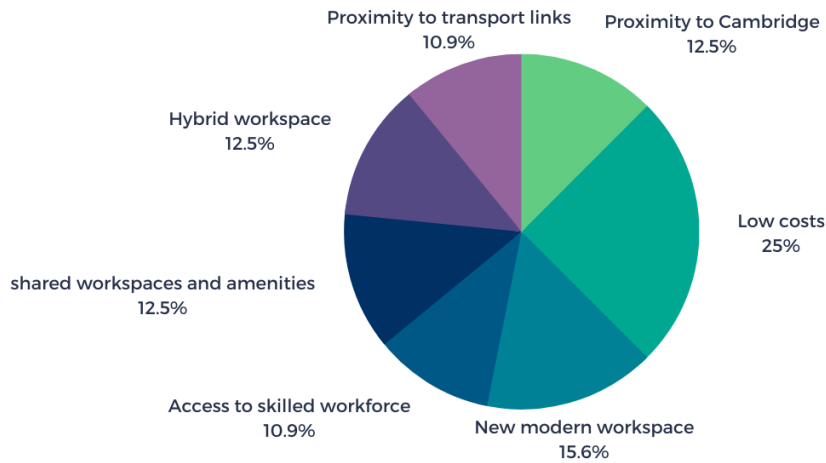


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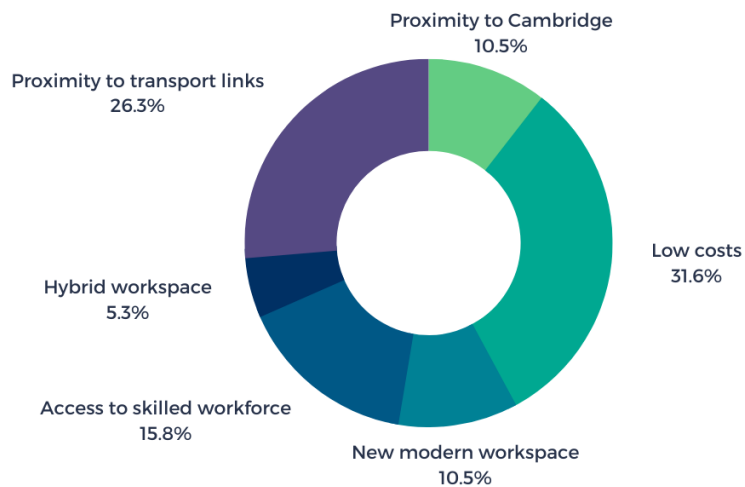
WHAT WOULD BE A DRIVER FOR YOU TO CONSIDER RELOCATING YOUR BUSINESS TO NORTHSTOWE?

'Low costs' was the most popular answer for small and larger companies. Smaller companies showed interest in most of the other choices, with a slight preference for 'New modern workspace'. As well as low costs, larger companies showed an overwhelming tendency towards transport links.

0-49 EMPLOYEES



50+ EMPLOYEES

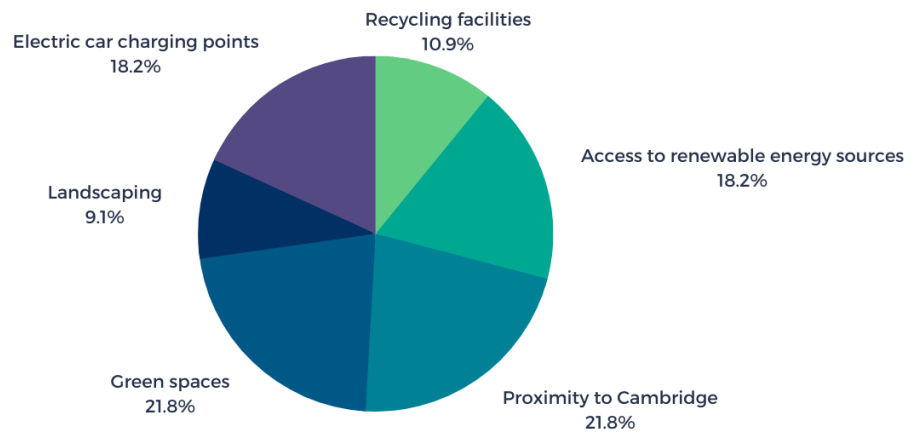


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WHICH OF THE OPTIONS BELOW ARE MOST IMPORTANT TO YOUR BUSINESS?

Sustainability was clearly a key focus for both large and small companies, as 'Access to renewable energy sources' and 'Green spaces' were two of the most popular choices. Although 'Proximity to Cambridge and 'Electric car charging points' also received a strong percentage of votes.

0-49 EMPLOYEES



50+ EMPLOYEES

