

## Appendix B

# Consultation on the Draft Barnet Entrepreneurial Strategy

*xx September – 13 November 2014*

## Introduction

We are considering proposals to encourage growth in Barnet so that people from all backgrounds can share in the opportunities that this will create, good businesses can thrive, and the area becomes a more attractive place to live, work and invest in the long term.

The vision is to make Barnet the *best place in London to be a small business*. It contains proposals relating to five theme areas:

- Building solid foundations
- A great place to work, live and invest
- Skilled employees and entrepreneurs
- Access to markets
- Facilitating business growth

Each of these themes is accompanied by a number of strategic objectives and activities that together will deliver our overall vision. You can find out more about the detail of each theme [here](#). Please familiarise yourself with the content of the draft strategy before answering the questions set out in this consultation document.

We want to give everyone – including businesses, individuals, community groups, and public sector organisations - the opportunity to have their say on the proposals before the draft Strategy is finalised.

We have tried to make the survey as easy as possible to complete.

It is divided into a number of short sections that allow you to give your views, opinions and ideas about specific parts of the strategy, and also against the proposals as a whole. Completing the questionnaire should not take you more than a few minutes and it will be instrumental in developing the content of the final Strategy.

### Before completing this survey

- Please read the more detailed information in the consultation document in full before answering the pull-out questionnaire
- You can visit <http://engage.barnet.gov.uk> to learn about the background and detail of the strategy
- You also have the option of completing the questionnaire online at <http://engage.barnet.gov.uk>
- Or you can email us at [luke.ward@barnet.gov.uk](mailto:luke.ward@barnet.gov.uk) for further information.

If you require this questionnaire in a different format or language, or you would like

Thank you for your participation.

**The consultation will run until 5pm on 13 November 2014**

## Confidentiality

To ensure personal information about you is secure, all of your answers will be treated in the strictest confidence, and will be stored securely.

Please be assured all your answers will be stored in accordance with our responsibilities under the Data Protection Act 1998. The responses under the 'About You' section will only be used by the London Borough of Barnet to review what different sections of the community think of our plans'

Unless you are responding on behalf of an organisation, you do not have to give us your name and you will not be personally identified.

**Please complete the questions using block capitals and black or blue ink. It is important that you also read the accompanying information.**

## Instructions

**Please read these instructions carefully before answering the survey**

The questionnaire has been designed to make it as easy as possible for you to fill in. Some questions only require you to put a tick in one OPTION or give your views whilst others ask for more detailed or specific responses. Please read the instructions for answering each question carefully.

Please check that you answered all the questions that apply to you.

Please be assured that all your answers will be treated in the strictest confidence and will be stored securely. All information is stored in accordance with our responsibilities under the Data Protection Act 1998.

## Section 1: Overarching Questions

The draft Strategy is organised into five themes, which are set out in question 3. Each theme reflects the fact that different aspects of the local economy relate to and influence each other. You can find out a bit more about each one in the detailed [draft strategy](#).

1. **To what extent do you agree or disagree that the aim of the Economic Strategy to make Barnet the “best place in London to be a small business” is the right one? (Please tick ✓ one option only)**

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know



**2. Do you have any comments about the overall aim of the Economic Strategy to make Barnet the “best place in London to be a small business”? Please set these out in the box below:**

**3. To what extent do you agree or disagree with the five overarching themes set out on page 6 of the Economic Strategy? (Please tick ✓ one option only)**

<b>Overarching themes</b>	Strongly Agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
Building Solid Foundations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A great place to work, live and invest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skilled employees and entrepreneurs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilitating business growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall I agree with the five overarching themes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**4. If you disagree with any of these themes please say why**

**5. Do you have any other comments that you'd like to add about either the overall vision of the draft Economic Strategy, or any of the five over-arching themes set out in question 3?**

The following questions are intended to allow you to give your views about the detail underlying the themes set out in section 3.

## Section 2: Building Solid Foundations

This theme is about ensuring that when individuals and businesses engage with the Council – whether to pay business rates, apply for a license, or to report a problem – the process is as efficient as possible, and does not create any constraints or unnecessary costs to them. There are two Strategic Objectives associated with this theme: *A streamlined planning system and reduced regulation*, and *Improved customer access*. To find out more about the detail of each strategic objective please see the consultation document [here](#).

**6. Do you have any other comments to add about either the Strategic Objectives set out in the Economic Strategy under the theme “Firm Foundations”? Please explain your answer:**

## Section 3: A Great Place to Work, Live and Invest

The economic success of an area is associated with its attractiveness as a place to work and invest, but also whether it's a good place to live and to visit. There are three Strategic Objectives associated with this theme: *Thriving town centres that people want to live, work and spend time in*, *Excellence in regeneration and growth*, and *Fit for purpose infrastructure and transport networks*. To find out more about the detail of each strategic objective please see the consultation document [here](#).

**7. Do you have any other comments to add about either the Strategic Objectives set out in the Economic Strategy under the theme “A Great place to do Business”? Please explain your answer:**

## Section 4: Skilled Employees and Entrepreneurs

Having a workforce with the right skills, flexibility, and behaviours is an essential input for delivering economic growth. The council and its partners will help the workforce to develop the skills the economy needs to thrive, and will work with businesses so that they can find the right people. There are four Strategic Objectives associated with this theme: *Working with employers to develop a skilled workforce, Supporting residents to develop the skills they need to succeed, Encouraging a culture of entrepreneurship, and Healthier workplaces.* To find out more about the detail of each strategic objective please see the consultation document [here](#).

**8. Do you have any other comments to add about either the Strategic Objectives set out in the Economic Strategy under the theme “Skilled employees and entrepreneurs”? Please explain your answer:**

## Section 5: Access to Markets

Whilst it is the private sector that will generate the lion’s share of growth in Barnet in the years ahead, the Council, along with its partners, is a major buyer of services through our procurement activity. We will use our buying power to develop local growth and jobs wherever possible and appropriate to strengthen the supply chain and to retain the benefits of growth in Barnet. There is one Strategic Objective associated with this theme: *Local and small businesses can access Council contracts.* To find out more about the detail of the strategic objective please see the consultation document [here](#).

**9. Do you have any other comments to add about either the Strategic Objective set out in the Economic Strategy under the theme “Access to Markets”? Please explain your answer:**

## Section 6: Facilitating Business Growth

Sustainable business growth is a fundamental driver for the economy. The specific areas of focus for this objective are on supporting the development of locally-based small businesses. We will also work to bring new investment into the borough, and to ensure that major employers are brought into key development sites like Brent Cross and Colindale. There is one Strategic Objective associated with this theme: *Businesses enabled to grow and thrive*. To find out more about the detail of the strategic objective please see the consultation document [here](#).

**10. Do you have any other comments to add about either the Strategic Objective set out in the Economic Strategy under the theme “Facilitating Business Growth”? Please explain your answer:**

## Section 7: Town Centres

A characteristic of Barnet is that it has a number of town centres, each with its own unique character and identity. Nearly every resident lives within half a mile of at least one of them. We are keen that each town centre maintains its character and function, and that future growth in the borough reflects the strengths and nature of each. Section xx of the draft Economic Strategy contains more detail about our proposals for different town centres in Barnet.

**11. To what extent do you agree or disagree that the proposals in the draft Economic Strategy for Town Centres? (Please tick ✓ one option only)**

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

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**12. Do you have any other comments to add about the proposals for Town Centres set out in the Economic Strategy? Please explain your answer:**

## Section 8: About you

When consulting with our residents and service users Barnet Council needs to understand the views of our different communities.

Please be assured that all your answers will be treated in the strictest confidence and will be stored securely. All information is stored in accordance with our responsibilities under the Data Protection Act 1998.

1. **What is your residential post code? (This will enable us to analyse the results by different areas). Please write your answer below:**

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2. **Are you responding as a: Please tick (✓) one OPTION only**

Barnet resident	<input type="checkbox"/>	Go to Q 5
Business based in Barnet	<input type="checkbox"/>	Go to Q 5
Barnet resident and business based in Barnet	<input type="checkbox"/>	Go to Q 5
Representing a voluntary/community organisation	<input type="checkbox"/>	Go to Q 4
Representing a public sector organisation	<input type="checkbox"/>	Go to Q 4
Other (please specify) .....	<input type="checkbox"/>	Go to Q 5

3. **Please specify the type of stakeholders or residents your community group or voluntary organisation represents:**

4. **Please specify the type or name of the business you are representing:**

## Section 9: Diversity monitoring

Barnet Council is required by law, Equality Act 2010, to pay due regard to equalities in eliminating unlawful discrimination, advancing equality of opportunity and fostering good



relations between people from different groups. One way we do this is to assess the impact of our services and practices on different groups. The information collected here will help the council to ensure that our policies and services are fair and accessible, assess the impact of policies, services and decisions on the protected characteristics covered by the Act and demonstrate compliance with the law.

To assist us in complying with our duty under the Equality Act 2010 we are asking you some personal questions, which we would encourage you to complete. Collecting this information will help us understand the needs of our different communities.

Please be assured that all the answers you provide will be treated in the strictest confidence and will be stored securely. All information will be stored in accordance with our responsibilities under the Data Protection Act 1998.

For the purposes of this survey we are asking about the 7 protected characteristics included in the Equality Act 2010.

**5. Are you male or female? Please tick (✓) one OPTION only**

Male	<input type="checkbox"/>	Go to Q 7	Female	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>	Go to Q 6
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**Females only: Pregnant and on maternity leave**

As part of the Equality Act 2010 the council has a statutory requirement to collect information in relation to 'protected characteristics' which includes information on women who are pregnant and on maternity leave. Answering this question will assist us in meeting our legal obligations. It will also help us understand the different needs of our communities.

**6. Are you pregnant and/or on maternity leave? (Please tick (✓) one option on each row)**

	Yes	No	Prefer not to say
I am pregnant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am currently on maternity leave	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

As part of the Equality Act 2010 the council has a statutory requirement to collect information and pay due regard in relation to 'protected characteristics' which includes gender re assignment. Answering this question will assist us in meeting our legal obligations. It will also help us understand the different needs of our communities.

**7. What is your age group? Please tick (✓) one option only**

Under 18	<input type="checkbox"/>	55-64	<input type="checkbox"/>
18-24	<input type="checkbox"/>	65- 74	<input type="checkbox"/>

25-34	<input type="checkbox"/>	75+	<input type="checkbox"/>
35-44	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>
45-54	<input type="checkbox"/>		

8. **What is your ethnic origin? Please tick (✓) one option only**

<b>White</b>		<b>Asian / Asian British</b>	
British	<input type="checkbox"/>	Indian	<input type="checkbox"/>
Irish	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>
Gypsy or Irish Traveller	<input type="checkbox"/>	Bangladeshi	<input type="checkbox"/>
Any other White background (✓ AND WRITE BELOW)	<input type="checkbox"/>	Chinese	<input type="checkbox"/>
<b>Mixed / Multiple ethnic groups</b>		Any other Asian background (✓ AND WRITE BELOW)	<input type="checkbox"/>
White & Black Caribbean	<input type="checkbox"/>	<b>Black / African / Caribbean / Black British</b>	
White & Black African	<input type="checkbox"/>	African	<input type="checkbox"/>
White & Asian	<input type="checkbox"/>	Caribbean	<input type="checkbox"/>
Any other Mixed / Multiple ethnic background (✓ AND WRITE BELOW)	<input type="checkbox"/>	Any other Black / African / Caribbean background (✓ AND WRITE BELOW)	<input type="checkbox"/>
<b>Other ethnic group</b>			
Arab	<input type="checkbox"/>		
Any other ethnic group(✓ AND WRITE BELOW)	<input type="checkbox"/>		

**Disability**

The Equality Act 2010 defines disability as ‘a physical or mental impairment that has a substantial and long-term adverse effect on his or her ability to carry out normal day-to-day activities’.

In this definition, long- term means more than 12 months and would cover long-term illness such as cancer and HIV or mental health problems.

9. **Do you consider that you have a disability as outlined above? Please tick (✓) one option only**

Yes

No  (Please go to Q10)

If you have answered 'yes', please select the definition(s) from the list below that best describes your disability/disabilities:

<b>Hearing</b> (such as deaf, partially deaf or hard of hearing)	<input type="checkbox"/>	<b>Reduced Physical Capacity</b> (such as inability to lift, carry or otherwise move everyday objects, debilitating pain and lack of strength, breath energy or stamina, asthma, angina or diabetes)	<input type="checkbox"/>
<b>Vision</b> (such as blind or fractional/partial sight. Does not include people whose visual problems can be corrected by glasses/contact lenses)	<input type="checkbox"/>	<b>Severe Disfigurement</b>	<input type="checkbox"/>
		<b>Learning Difficulties</b> (such as dyslexia)	<input type="checkbox"/>
<b>Speech</b> (such as impairments that can cause communication problems)	<input type="checkbox"/>	<b>Mental Illness</b> (substantial and lasting more than a year, such as severe depression or psychoses)	<input type="checkbox"/>
<b>Mobility</b> (such as wheelchair user, artificial lower limb(s), walking aids, rheumatism or arthritis)	<input type="checkbox"/>	<b>Physical Co-ordination</b> (such as manual dexterity, muscular control, cerebral palsy)	<input type="checkbox"/>
<b>Other disability, please specify</b> .....			
<b>Prefer not to say</b> <input type="checkbox"/>			

10. **What is your religion or belief? Please tick (✓) one option only**

Agnostic	<input type="checkbox"/>	Jain	<input type="checkbox"/>
Atheist	<input type="checkbox"/>	Jewish	<input type="checkbox"/>
Baha'i	<input type="checkbox"/>	Muslim	<input type="checkbox"/>
Buddhist	<input type="checkbox"/>	Sikh	<input type="checkbox"/>
Christian	<input type="checkbox"/>	No Religion	<input type="checkbox"/>
Hindu	<input type="checkbox"/>	Other religion/belief (Please specify).....	<input type="checkbox"/>
Humanist	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>

11. **What is your sexual orientation? Please tick (✓) one option only**

Bisexual	<input type="checkbox"/>	Lesbian	<input type="checkbox"/>
Gay	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>
Heterosexual	<input type="checkbox"/>		

**Thank you for taking the time to complete this questionnaire.**

**Please return by 13 November 2014.**