



Business Survey

Please answer all questions as fully as you can by ticking the appropriate boxes or writing in your answer as applicable. **Where precise information is not known please estimate to the best of your ability.**

Please return the questionnaires as soon as possible in the pre-paid envelope provided.

Be assured that all information that you give is strictly confidential.

SECTION 1: Key Details

Q1 Please write in your business turnover (£) in the last financial year

Q2 Is your business part of a group or does it have a parent company? (tick one box only)

Yes 1 No 2

If yes, please write in the name of the parent company and where it is located

Name: _____

Location: _____

SECTION 2: Employment

Please answer the following questions about the site workforce

Q3 Please write in the number of employees that work at the site:

Q4 Please write in how many members of the workforce are in each employment category, including yourself (enter number in box)

	<i>Full time</i>	<i>Part time</i>
Male	<input type="text"/>	<input type="text"/>
Female	<input type="text"/>	<input type="text"/>

Q5 Please specify the number of employees that fall within the listed occupational groups, including yourself (enter a number in the box)

Managerial ¹ *Un-skilled* ² *Skilled* ³

SECTION 3 : Customers and Suppliers

Q6 Which areas are your sites top three customers located in (Please tick all that apply)

<i>Halton (Runcorn side)</i>	<input type="checkbox"/> ¹	<i>Ellesmere Port / Wirral</i>	<input type="checkbox"/> ⁷
<i>Halton (Widnes side)</i>	<input type="checkbox"/> ²	<i>Other areas of North West England</i>	<input type="checkbox"/> ⁸
<i>Warrington</i>	<input type="checkbox"/> ³	<i>Other areas North</i>	⁹
<i>Other areas of Cheshire</i>	<input type="checkbox"/> ⁴	<i>Other areas South</i>	¹⁰



St Helens / Knowsley..... 5 Outside UK 11
 Liverpool /Sefton 6

Q7 Which areas are your sites top three suppliers located in (Please tick all that apply)

Halton (Runcorn side)..... <input type="checkbox"/> 1	Ellesmere Port / Wirral <input type="checkbox"/> 7
Halton (Widnes side)..... <input type="checkbox"/> 2	Other areas of North West England <input type="checkbox"/> 8
Warrington..... <input type="checkbox"/> 3	Other areas North..... <input type="checkbox"/> 9
Other areas of Cheshire..... <input type="checkbox"/> 4	Other areas South..... <input type="checkbox"/> 10
St Helens / Knowsley..... <input type="checkbox"/> 5	Outside UK <input type="checkbox"/> 11
Liverpool /Sefton <input type="checkbox"/> 6	

Q8 Please specify how frequently your company makes business journeys that involve crossing the Silver Jubilee Bridge? (Please tick one box only)

5 times per day or more <input type="checkbox"/> 1	Once per week <input type="checkbox"/> 5
2- 5 times <input type="checkbox"/> 2	Less often..... <input type="checkbox"/> 6
One a day..... <input type="checkbox"/> 3	None..... <input type="checkbox"/> 7
two to three times per week..... <input type="checkbox"/> 4	

Q9 Would your company make more trips across the Silver Jubilee Bridge if congestion was not a problem? (Please tick one box only)

Yes (Continue)..... 1 No (Go to Q11)..... 2

Q10 Please estimate how many more trips (one way) you would make per week (Write in)

SECTION 4: Business Prospects

Q11 Under current transport conditions, how would you rate YOUR BUSINESS SECTOR'S prospects over the next few years? (tick one box only for each time period)

-5 = DECLINE and +5 = GROWTH

	-5	-4	-3	-2	-1	0	+1	+2	+3	+4	+5
1 -2 years		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
3-5 years		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>

Q12 What are the reasons for the anticipated growth/decline in YOUR BUSINESS SECTOR'S prospects in the next 1-2 years? (Write in)



Q13 What are the reasons for the anticipated growth/decline in **YOUR BUSINESS SECTOR'S** prospects in the next 3-5 years? (Write in)

Q14 Under current transport conditions, how would you rate **YOUR COMPANY'S** prospects over the next few years? (tick one box only for each time period)

-5 = DECLINE and +5 = GROWTH

	-5	-4	-3	-2	-1	0	+1	+2	+3	+4	+5
1 -2 years		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>
3-5 years		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>

Q15 What are the reasons for the anticipated growth/decline in **YOUR COMPANY'S** business prospects in the next 1-2 years? (Write in)

Q16 What are the reasons for the anticipated growth/decline in **YOUR COMPANY'S** business prospects in the next 3-5 years? (Write in)

SECTION 5: Business Location

Q17 What are the **STRENGTHS** of your current location?

Q18 What are the **WEAKNESSES** of your current location?

Q19 What changes would make the greatest improvement to the location of your business?

Q20 Do you expect your business to stay in this location? (Please tick one box only)

Yes -in the short term (Continue) 1 Yes in the long tem (Continue) 2 No (Go to Q22) 3

Q21 If you intend to remain in this location, do you intend to: (Please tick one box only)

Expand the business 1 Remain the same 3
 Contract in terms investment and jobs..... 2 Do not know 4

Go to Question 23



Q22 Please specify to what extent the problems on the Silver Jubilee Bridge have been in influencing your decision to relocate?
 (1 = Sole reason for relocating, 5 = Has not influenced decision) (Tick one box only)
 1..... 2..... 3..... 4..... 5.....

SECTION 6: Movement of goods

Q23 How important is the movement of goods to and from your site via the road network?
 (tick one box)
 Very important..... 1 Fairly unimportant..... 4
 Fairly important 2 Very unimportant..... 5
 Neither important nor unimportant..... 3

Q24 Please estimate the cost of transporting goods in the last full financial year?
 (write in actual cost OR percentage of turnover)

Q25 Please estimate how much time is lost to your firm as a result of delays on the Silver Jubilee Bridge, in an average week (tick one box only)
 2 hours or less 1 20-50 hours 4
 More than 2 hours but less than 10 hours. 2 More than 50 hours 5
 10 hours or more, but less than 20 hours.. 3 Do not Know..... 6

SECTION 7: Staff

Q26 Please write in the percentage of your staff who use the following modes of transport to travel to work:
 Car / van /motorcycle 1 Bicycle 4
 Public Transport (e.g. bus, train, taxi) 2 Walk 5
 Company transport (e.g. minibus) 3

Q27 Please estimate the percentage of your staff who are affected by delays on the Silver Jubilee Bridge? (Of more than approximately 5 minutes)

SECTION 8: Tolling Scenario

Please consider the following scenario

Staff and business users have to pay £1.30 to cross the River Mersey (at all points). This is an equivalent to the charge currently made for crossing via the tunnels.

Q28 What effect would you expect this to have on your business? (Please tick one box only)
 Large effect No effect
 1 2 3 4 5



Q29 In your opinion what is an acceptable toll level (each way)? (Please tick one box only)

- | | | | |
|--------------------|---------------------------------------|--|----------------------------|
| Less than £1 | 1 | £3-£3.99 | <input type="checkbox"/> 5 |
| £1-£1.49..... | 2 | £4 and over..... | <input type="checkbox"/> 6 |
| £1.50-£1.99..... | 3 | Would take an alternative route (please specify) | <input type="checkbox"/> 7 |
| £2-£2.99..... | <input checked="" type="checkbox"/> 4 | | |

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE.

Now please return the questionnaire to MVA Limited in the freepost envelope provided by 8th October 2004