

Pembridge Neighbourhood Development Plan Steering Group

Business Objectives

Narrative to be developed from existing NDPs and with reference to Pembridge area data....

List of businesses in Pembridge parish, including filtered listing from business rates schedule

| Name/address | Type of business |
|---|-----------------------------------|
| King's House Restaurant, East St, 9HB | Restaurant |
| Coffee Shop, East Street, HR6 9HA | Catering |
| New Inn, Market Square, HR6 9DZ | Pub/restaurant |
| Red Lion, Market Square, HR6 9DZ | Pub/restaurant |
| Cider Barn Restaurant, Dunkertons Cider Mill, Luntley, HR6 9ED | Restaurant |
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| Old Chapel Gallery, East St, 9HB | Retail |
| Townsend Farm Shop, Townsend Farm, East St, 9HB | Retail |
| Ye Old Steppes Stores, HR6 9 DS | Retail (also catering etc) |
| David Bailey Furniture, Fields End House, Lower Hardwick, HR6 9HF | Retail |
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| Townsend Caravans/Camping, Townsend Farm, East St, 9HB | Accommodation |
| Rowena Cottage, 2 East St, HR6 9ES | Self-catering |
| Cottage at Clearbrook, HR6 9HL | Self-catering |
| Old Wainhouse at Bearwood Farm, Bearwood, HR6 9EE | Self-catering |
| Bearwood House, HR6 9EE | Self-catering |
| Bearwood House Cottage, HR6 9EE | Self-catering (include wi above?) |
| The Stables at Lower Hardwick, HR6 9HF | Self-catering |
| Luntley Court Farm Holiday Lets | Self-catering |
| Broxwood Barn Cottages, HR6 9JR | Self-catering |
| Tibhall Lodges, Broxwood, HR6 9JR | Self-catering |
| 1 Horse Head Yard, Weston House, Weston, HR6 9JE | Self-catering |
| Weston House Farm holiday lets, Weston, HR6 9JE | Self-catering |
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| Pembridge CE School, West St, Pembridge, HR6 9DU | School |
| Pembridge Village Hall, Bearwood Lane | Includes nursery school |
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| CP Aerials, Grosmont House, East St, HR6 9HA | Manufacturing/technology |
| MLS Reception Solutions (aerials) Old Wheelwrights, East St HR6 9HB | Manufacturing/technology |
| Liquitech, Old Post Office, East St, HR6 9HA | Manufacturing/technology |
| Dunkertons Cider Co, Hays Head, Luntley, HR6 9EH | Manufacturing/technology |
| Office at Luntley House, HR6 9EH | ? |
| Hugh Higginson bird tables + builder, Fig Tree Cottage, East St, 9HA | Manufacturing/technology |
| | |
| Workshop, Station Yard, HR6 9HL (listing is unspecific) | Construction & misc |
| The Smithy, Weston, blacksmith/design HR6 9JE (listing is unspecific) | Construction & misc (metalwork) |
| Elliott Luffingham, electrician, Maesyfed, Bearwood Lane, HR6 9EA | Construction & misc (electrical) |
| Russell McGowan, builder, Bridge Street, HR6 9ES? | Construction & misc (builder) |
| Guy Lewis, builder | Construction & misc (builder) |
| BJ Bowen Transport, Orchard Close, Bearwood, HR6 9ED | Construction & misc (haulage) |
| Stan Blatchford | Construction & misc (trees/logs) |

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|---|-----------------------------------|
| Devereaux Baker, plumber Bearwood HR6 9ED | Construction & misc |
| Old Surgery, East Street, HR6 9HA | Construction & misc (site vacant) |
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| Bearwood Training and Livery, Brick House, Bearwood, HR6 9EF | Sport and recreation |
| Stables at Middlebrook Farm, HR6 9HL | Sport and recreation |
| Riding Centre at Weston House, Weston, HR6 9JE | Sport and recreation |
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| | |
| Knockhundred Translations Ltd, Bearwood, HR6 9EF | Professional services |
| Garfield Evans, accountancy, Malt House, West Street, HR6 9Dx | Professional services |
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| Farms | |
| E C Jones, Clearbook, HR6 9HL | |
| W A Thomas, Pitfield HR HR6 9YH | |
| R B Thomas, New Mills Farm, Bridge Street, HR6 9EZ | |
| M E and A H Connop, Broom Farm, HR6 9EH | |
| Norman Partnership, The Leen HR6 9HN | |
| John H Hope, Lower Hardwick Farm HR6 9HF | |
| D T Owens, Luntley Court Farm HR6 9EH | |
| B P Jones, Marston Barn, Marston, HR6 9JA | |
| L Morgan, Northwood Farm, Noke Lane, HR6 9JA | |
| P J Thomas, Weston Court Farm HR6 9JE | |
| Gwyn and Roger Williams, Marston Court, HR6 9JA | |
| G T Hughes, Lower Green Farm HR6 9JE | |
| J K Morgan, Barrow Farm, Bearwood, HR6 9EQ | |
| Brick House, Bearwood, HR6 9EF | |
| Iain Turner, Broxwood, HR6 9JS | |
| F K Bufton, Nunwood, HR6 9JW | |
| R J Phillips, Bromage Farm, Broxwood, HR6 9JL | |
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Restaurant, pub, catering = 5

Retail = 4

Caravan/camp sites, holiday lets = 12

Education = 2

Manufacturing and Technology = 5

Trade skills etc = 6

Sport and recreation = 3

Professional services = 1

Farming = 17

Site vacant = 1

Total sources of employment/self-employment in Pembridge parish = 56

NOTE: The county unemployment figure (hereford.gov.uk) in July, 2014 was 0.7 per cent, lower than the West Midlands region (2.1 per cent) and England as a whole (1.6 per cent). Unfortunately, I cannot find 2014 figures for Pembridge alone. 2011 census figures however show unemployment in the Pembridge, Lyonshall and Titley Ward as being 2.5% compared with 3.3% for the county as a whole

Comparative figures for self-employment are interesting and tend to bear out the above findings. Self-employment within the Leominster rural sub-area shows as a whopping 32.9% of the whole – significantly higher than elsewhere in the area (14.9 for Leominster town, 20.1 for Leominster locality as a whole and 20.2 for

Herefordshire. Clearly Pembridge has a good share of independent entrepreneurial income-earners. It should of course be seen that a very significant accumulation of self-employed people constitutes an employment sector all of its own, even without taking into account that clearly some of these businesses will also be taking on staff.

Selective employment data from the 2011 Census, relating to Pembridge, Lyonshall and Titley Ward

| Employment breakdown sector by sector (percentages exclude retired and unemployed) | | |
|--|-------|--------|
| | Ward | County |
| Number 16-74 in employment | 1,523 | 90,237 |
| Agriculture, forestry | 12.8% | 5.4% |
| Production | 11.5% | 13.7% |
| Construction | 11.5% | 8.7% |
| Distribution/transport/accommodation and food | 28% | 28.5% |
| Information and communication | 1.7% | 2.1% |
| Financial and insurance | 1.2% | 1.7% |
| Real estate | 1.2% | 1.6% |
| Business services | 10.1% | 9.5% |
| Public administration, education and health (includes defence) | 23.6% | 27.5% |
| Other services and household activities | 5% | 4.65 |
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| | | |

Production includes: Mining/quarrying; manufacturing; electricity, gas, steam and air conditioning supply; Water supply; sewerage, waste management and remediation activities)
 Distribution etc. includes: Wholesale & retail trade; repair of motor vehicles; Transport & storage; Accommodation & food services
 Other services etc includes: arts, entertainment and recreation industry; households as employers

| Occupations (percentages exclude retired and unemployed) | | |
|--|-------|--------|
| | Ward | County |
| Managers, directors, senior officials | 14.9% | 11.6% |
| Professional | 13.4% | 14.5% |
| Associate professional/technical | 9.6% | 10.3% |
| Administrative/secretarial | 8.3% | 9.7% |
| Skilled trades | 24% | 16.2% |
| Caring, leisure and other service occupations | 9.1% | 9.9% |
| Sales and customer service | 4.3% | 7.4% |
| Process, plant and machine operatives | 6.2% | 8.5% |
| "Elementary occupations" (?) | 10.2% | 12% |
| | | |

Census figures also give statistics for **"Socio-economic classifications"** but the breakdown isn't particularly helpful except in selected instances. For example, percentage figures for "own account and small employers" show as 23.5% for the ward and 14.5% for the county, again supporting other statistics indicating greater prevalence of self-employed etc within the Pembroge area.

Travel to work statistics are more interesting but are strictly less relevant in terms of business and employment. Suffice to say that 79% of people who travel to work from the ward do so by car or van, compared with 69.2 per cent in the county overall.