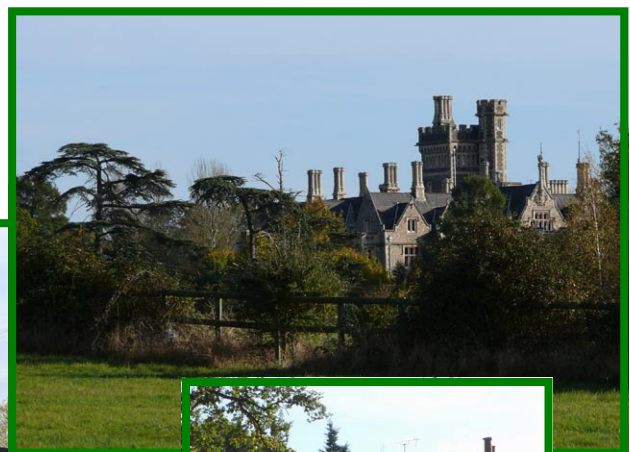


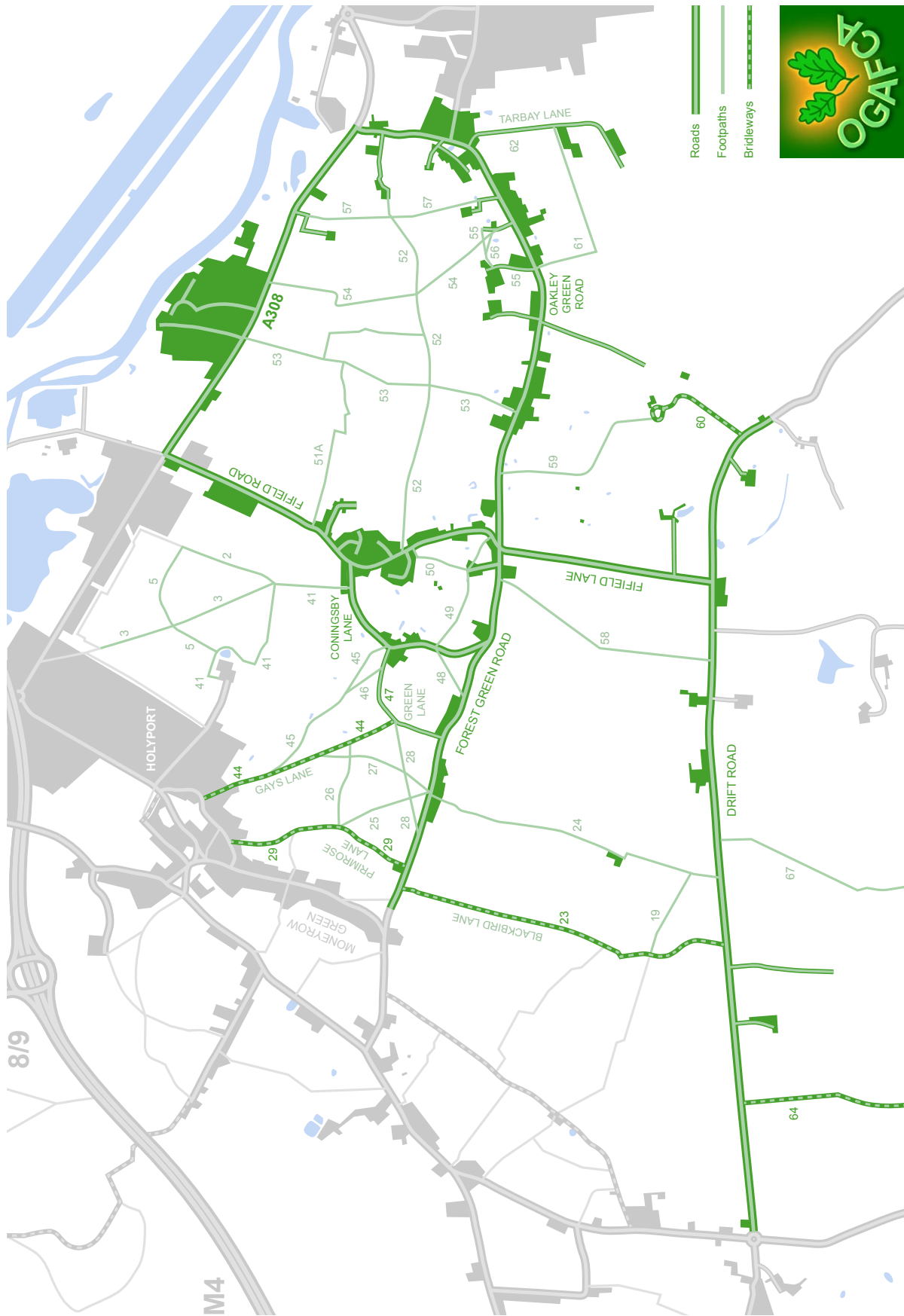


Oakley Green, Fifield and District Local Business Action Plan 2010



“working life in
a rural setting”





Foreword

Local Businesses,

We are delighted to present the Oakley Green, Fifiel and District **Local Business Action Plan**.

How did we get here? Well in early 2008, after confirming that there was sufficient local interest in developing a Community Plan, the effort was launched at the end of March.

Since then, seven work groups made up of local volunteers have met regularly. They initially undertook a lot of research. They then went on to design, deliver, collect and analyse two surveys in order to establish exactly what local residents and businesses wanted to see maintained and what they would like to see improved in our area. Further Public consultation took place to make sure we were on the right track. Contact was made with external stakeholders and service providers to provide an accuracy and reality check. The Community Action Plan, based on the Residents Survey, was published and copies were delivered free to every household in December 2009. And now, we are publishing the Local Business Action Plan and copies will be delivered free to all the local businesses that were contacted.

But this is really just the beginning. For the first time in our area we now have local Action Plans and a blueprint to enhance our futures, based firmly on the wishes expressed by respondents to the surveys. Now we need to execute the Actions identified and monitor our progress in delivery! This will require more hard work and significant understanding, support and cooperation from a lot of organisations, most importantly our three main service providers of The Royal Borough of Windsor and Maidenhead Council, Bray Parish Council and Thames Valley Police.

So the bottom line is that success in implementation and enhancing our daily lives lies with our local residents and businesses. We need more volunteers to come forward and help us deliver. Please note that it is never too late to become involved. If you see something in either of the Plans which particularly interest you or you think you have some experience or skill which may be useful, please do not hesitate to contact one of the work group spokespersons directly or through our website at www.ogafcap.co.uk or via the Registered Office of the newly formed Oakley Green, Fifiel and District Community Association Limited at Broadacre House, Coningsby Lane, Fifiel, Berkshire, SL6 2PF.

There are many people to thank for the efforts so far and many are listed at the back of the Community Action Plan and this the Local Businesses Action Plan. But all of this was made possible by generous financial support by Bray Parish Council, to whom we formally record our thanks here.

The area covered by this Action Plan is substantially the Oakley Green and Fifiel Electoral Ward, excluding Hawthorn Hill and St. Leonard's Hill - as depicted on the map on the opposite page and includes the following roads:

Bishops Farm Close, Blackbird Lane, Coningsby Lane, Dedworth Road (to Fairacres Farm), Down Place, Drift Road (from The Bolt to Braywood Cottage), Ferndale Park, Fifiel Lane, Fifiel Road, Forest Green Road (to Blackbird Lane), Ledger Lane, Manor Grove, Meadow Way, Oakley Green Road, Stewart Close, Tarbay Lane, Water Oakley, Windsor Road (from Fifiel Road turn to Oakley Green Road turn).

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Local Business Survey

VISION

Achieve a good understanding of the needs and wishes of local businesses in order to underpin the Plan's legitimacy

There was just one question in the Residents Survey conducted in the Autumn of 2008 which specifically related to local Business

Q26: If you are involved in a local Business, would you be interested in paying for advertising space? (....in a Community Communication)

Respondents	474	737
Not in local business	362	
No	57	
Yes	55	

This Survey revealed that there were a significant number of businesses operating in our area, so in early January 2009, a new Work Group called Local Business was formed. This was in addition to the other six work groups of Children & Youths, Communications, Community Safety, Environment, Roads & Transport and Social & Recreational which had been formed in early 2008 when the project first started.

Initial research was carried out and more than 70 local Businesses were identified as operating within the Oakley Green, Fifield and District area - ranging from sole traders to organisations employing more than 100 people. Of these, many are owned by locals, whilst others employ local residents and thus form an integral part of the community. The industries range from agricultural/equestrian to catering, manufacturing, leisure and distribution.

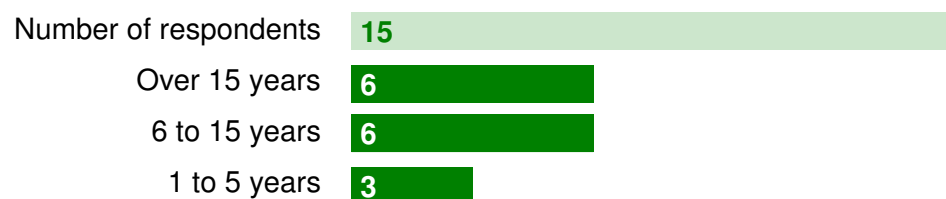
In the summer of 2009, a **Local Business Survey** with 18 questions was compiled and distributed, in order to start communication with this significant and important group. We asked business owners about why they chose to locate in our area and asked them to describe issues and problems they face, as well as their ideas on how these could be resolved or improved.

Some themes emerged which also came out in the Residents Survey – namely issues about public transport, police presence, traffic and poor broadband coverage in some areas.

The full results are published next here in this document and are also available on the Local Business page of the website at www.ogafcap.co.uk

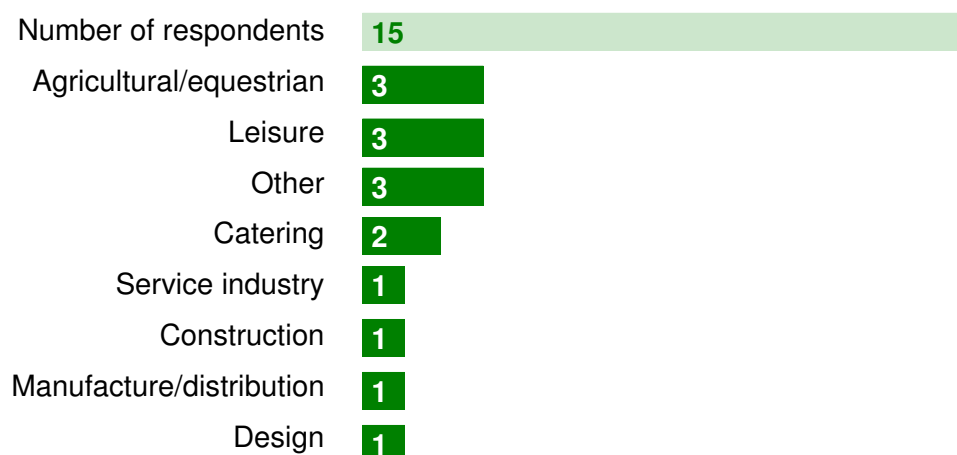


Q1: How long has your business been located in the Oakley Green and Fifield area?



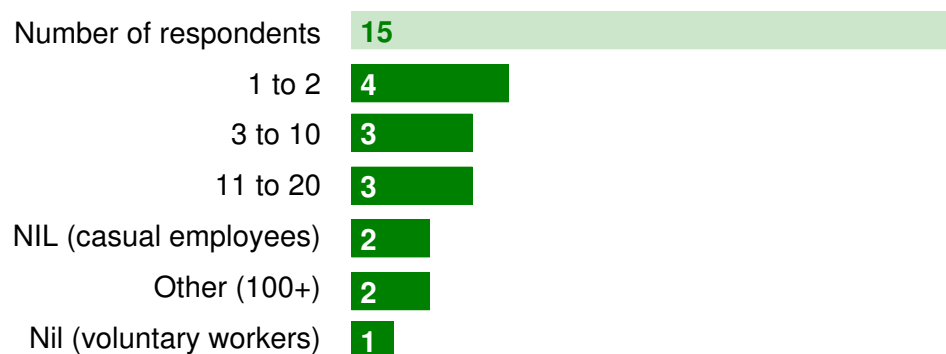
It is apparent that many businesses are well established.

Q2: How would you classify your business?



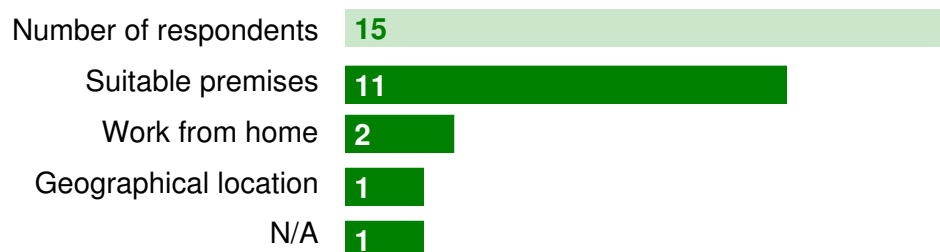
There are a broad range of business types in our area—and some surprises too!

Q 3: How many people (including yourself) work in your business?



In total, several hundred individuals are employed in our area, so it is important to be aware of their needs.

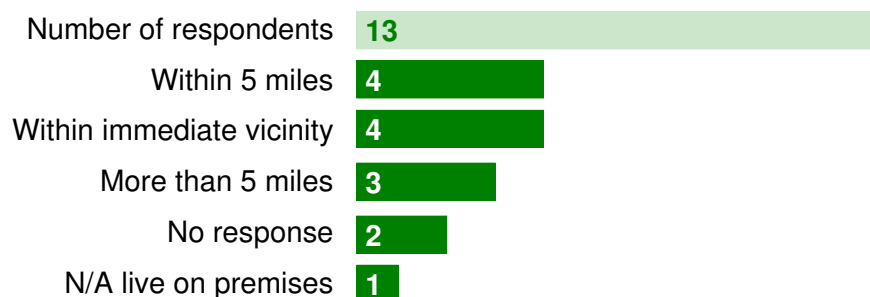
Q4: How did your business come to be situated in this area?



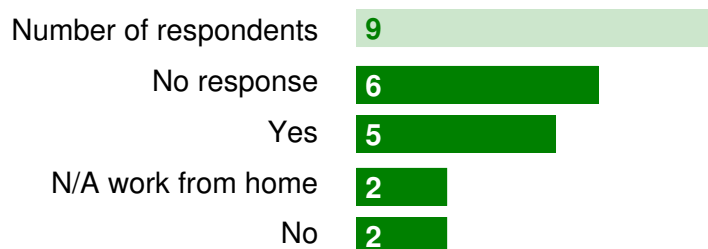
Q5: How do people working at your premises normally come to work?



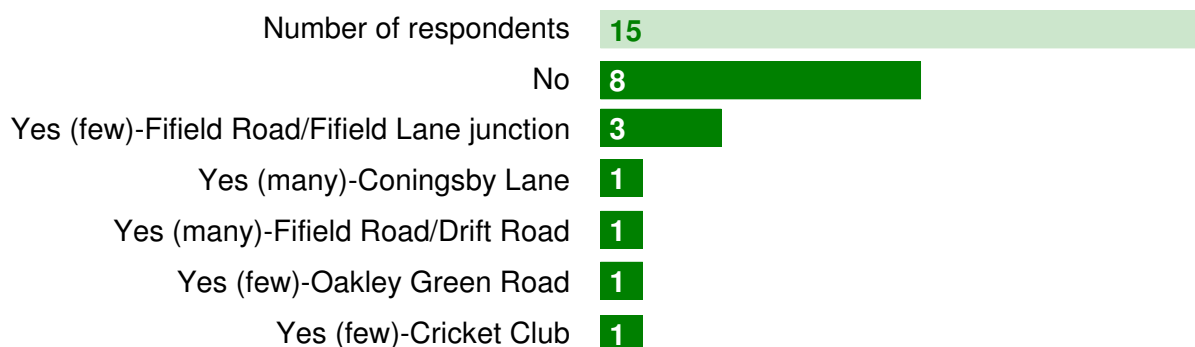
Q6: Where do these people travel from?



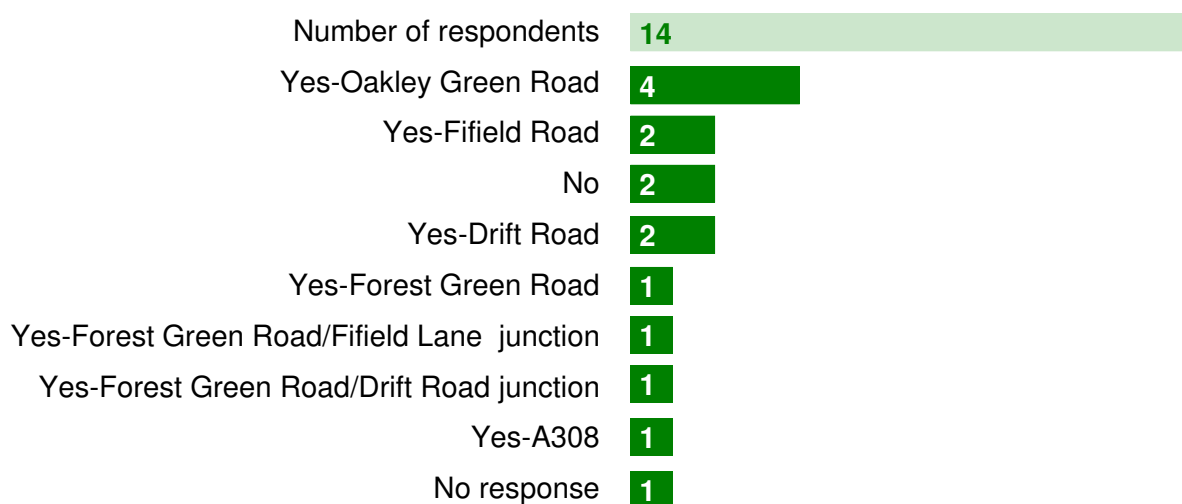
Q7: Would your business benefit from an improved bus service?



Q8: Do you suffer from flooding problems? If so, where?



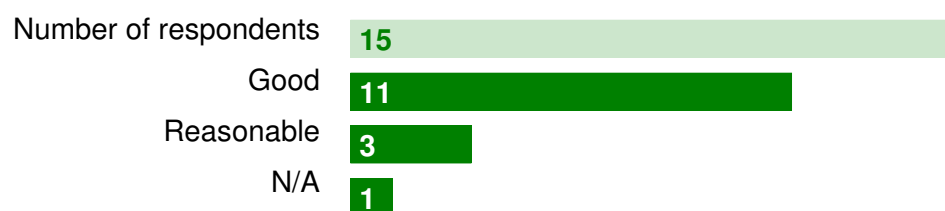
Q9: Do you think speeding traffic is a problem in the area? If so on which roads?



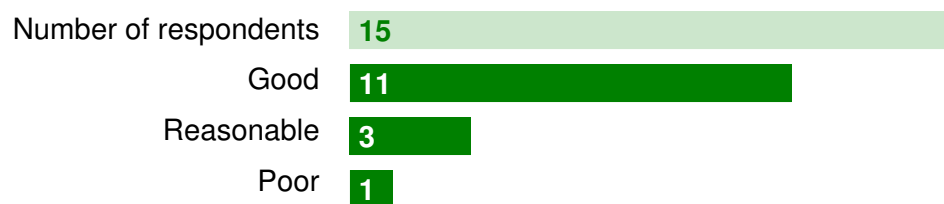
Q10: Would you support speed control measures? If so, what measures?



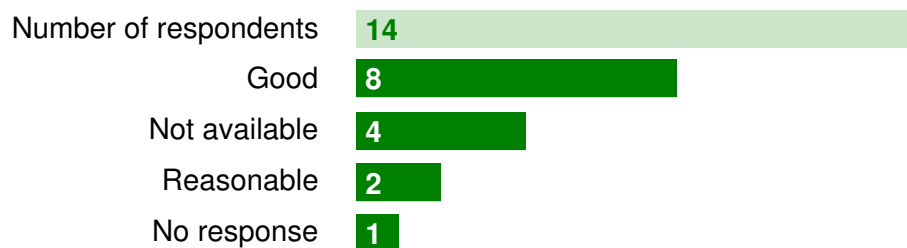
Q11a: How do you rate standards of water services?



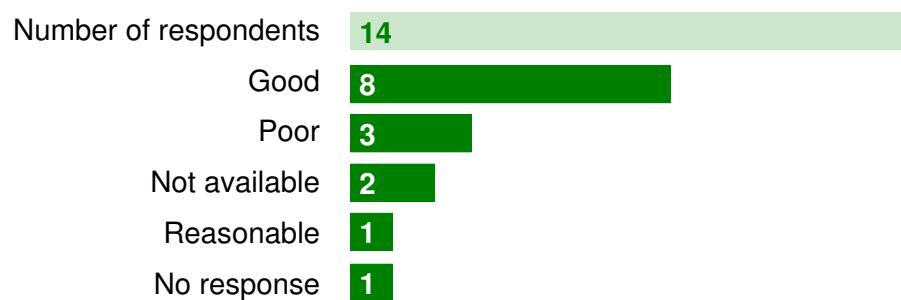
Q11b: How do you rate standards of electricity services?



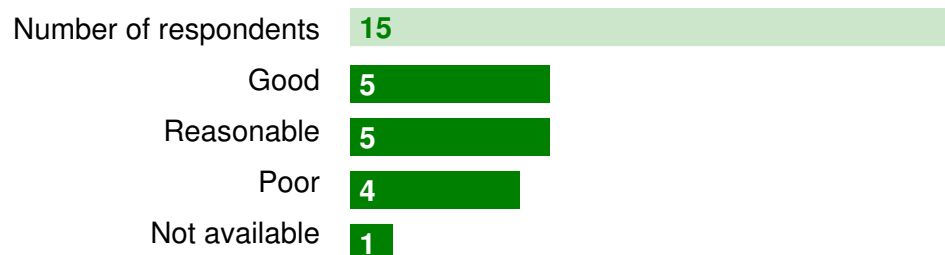
Q11c: How do you rate standards of gas services?



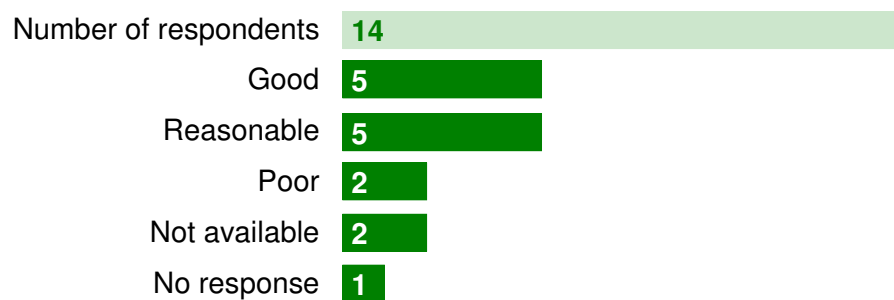
Q11d: How do you rate standards of recycling services?



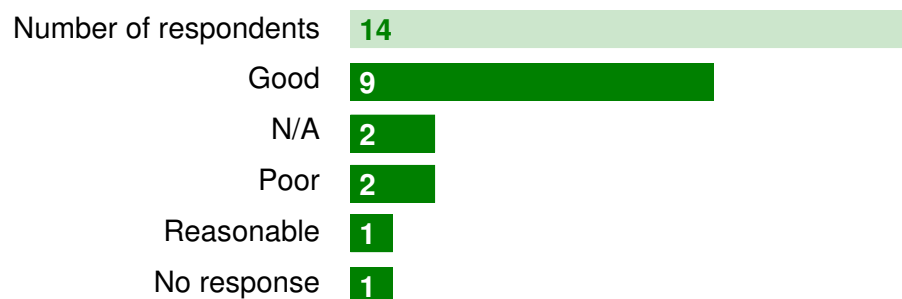
Q11e. How do you rate standards of mobile phone services?



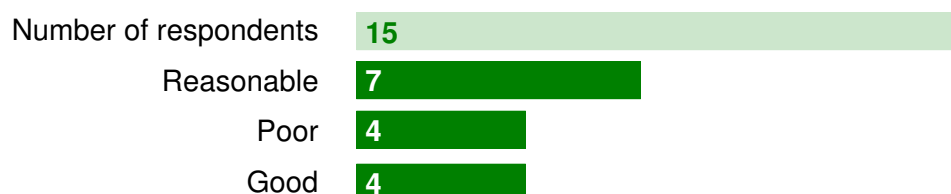
Q11f: How do you rate standards of main drainage services?



Q11g: How do you rate standards of refuse collection?



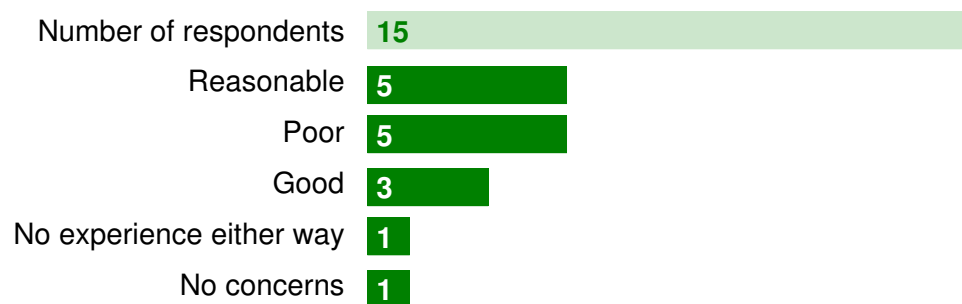
Q11h: How do you rate standards of road surfacing services?



Q12: Do you have an internet connection in your business premises?



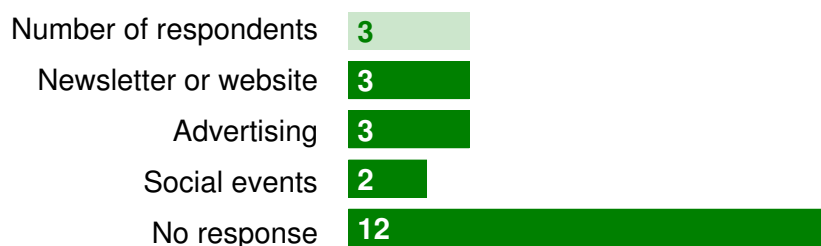
Q13: How do you rate police coverage in the area?



Q14: What crimes particularly affect the area?



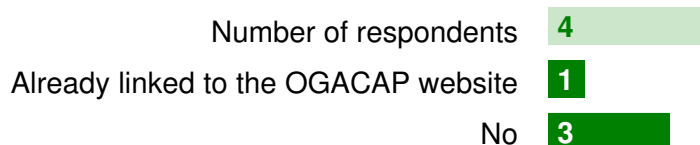
Q15. Would your business be willing to provide support or sponsorship for any of the following in the area?



Q16: What could be done locally to enhance facilities and the business environment for enterprises such as yours?

- Public transport to A308 to enable staff to get to work
- Better street lighting
- Better and later bus service
- Improved telecoms and broadband
- Local business network with regular informal gatherings could be supported by listings in and expanded business section of OGAFCAP website i.e. contact details, description of services provided etc.

Q17: Are there any issues you would like to raise that are relevant to the Oakley Green and Fifield area which are not addressed elsewhere in the questionnaire?



Q18: Are you interested in joining a local business network? If so please let us know your details on the separate page enclosed and we will be in contact.



Based on the responses to the survey, the following three actions are recommended:

ACTION	Act on issues arising from the Local Business Survey	<ul style="list-style-type: none"> • Collate results of the Local Business Survey • Publish results • Draw up action plan based on results
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Responsibility	Funding	Timing
Local Business Work Group	Self financing	September 2010 then ongoing

ACTION	Involve local businesses within our community	<ul style="list-style-type: none"> • Offer advertising in the newsletter and on the website • Investigate sponsorship possibilities
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Responsibility	Funding	Timing
Local Business Work Group	Self financing	September 2010 then ongoing

ACTION	Support the development of a Local Business Network	<ul style="list-style-type: none"> • Form a group of local business people who want to promote their services, and discuss and resolve issues of mutual interest
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Responsibility	Funding	Timing
Local Business Work Group	Self financing	September 2010 then ongoing

What Next?

VISION

To put in place an organisation and processes to deliver the actions identified in the Community Action Plan

A huge amount of time, energy and effort has gone into consulting with local residents and businesses and developing and publishing our Community and Local Business Action Plans. Some Quick Wins have been identified and some have been delivered already. But... most of the time and effort expended will be to no avail if we do not identify who is responsible for making sure the plan is implemented. Looking further into the future, the plan will need to be reviewed and updated as circumstances and needs change over time.

It is therefore essential that organisations and processes are put in place to make sure the plans are delivered, monitored and reviewed at an appropriate time. In order to underpin this, the following actions are recommended.

ACTION

Maintain existing work group structure to focus on the seven areas of interest already identified

- Encourage existing work group members to continue to serve in order to maintain continuity
- Encourage new volunteers to join these groups
- Each work group to prepare regular progress reports
- This includes the Local Business Work Group

Responsibility

Residents and local businesses

Funding

Self funding

Timing

Ongoing from publication of plans

ACTION

Establish a Community Association to oversee implementation of the Community Action Plans

- Involve work groups and representatives from other important local bodies
- Form a properly constituted association with elected officers which is accepted as legitimately representing the community
- (Note: action completed)

Responsibility

Residents and local businesses

Funding

Self funding

Timing

Association formed on March 3, 2010

ACTION

Ensure the Association continues to address the views and aspirations of the community

- Over time, issues and concerns of residents and businesses may change
- Conduct additional resident and local business surveys after an appropriate amount of time

Responsibility

Community Association

Funding

Grants

Timing

Autumn 2014

The following 70 local businesses were invited to take part in the Local Business Survey

Abcot UK Ltd, Free Range Farm, Oakley Green Road, Oakley Green, Windsor, SL4 4GW
A.C Electrical Installations Ltd, Forest Farm, Oakley Green Road, Windsor SL4 4PZ
Anthony Mullan Furniture, Hornbuckle Farm, Drift Road, Maidenhead SL6 3SU
Banham Farm Cattery, Banhams Farm, Forest Green Road, Fifield SL6 2NR
Bishops Lodge Physiotherapy, Bishops Lodge, Oakley Green Road, Oakley Green, SL4 5UL
BP Service Station, Windsor Road, Maidenhead, SL4 5UJ
Brayfield Farm Shop, Brayfield Farm, Windsor Road, Water Oakley, SL4 5UJ
Bray Design Unit 7, Hawes Hill Farm, Drift Road, Windsor, SL4 4QQ
Braywood Montessori School, Braywood Memorial Hall, Fifield Road, Fifield, SL6 2NX
Braywood Tree Surgery, Brayfield Farm, Windsor Road, Water Oakley, SL4 5UJ
Bray Film Studios, Down Place, Windsor Road, Water Oakley, SL4 5UG
Braywood Cricket Club, Turnbull Cricket Ground, Oakley Green Road, Fifield, SL4 4QF
Calder Adele (Florist), Spring Cottage, Bishops Farm Close, Oakley Green, SL4 5UN
Cardinal Clinic, Oakley Green Road, Oakley Green, Windsor, SL4 5UL
Castle Storage Co, Banham Farm, Forest Green Road, Fifield, SL6 2NR
Clevelands Stud Farm, Oakley Green Road, Oakley Green, Windsor, SL4 4QF
Creative Curtains, Scippetts Lodge, Forest Green Road, Holyport, SL6 2NN
D & M Kitchens, Hawse Hill Farm, Drift Road, Windsor, SL4 4QQ
Dolphin Design & Print, Unit 10, Water Oakley Farm, Windsor, SL4 5TG
Fast Lane Consulting & Education Services Ltd, New Lodge, Drift Road, Winkfield, SL4 4RR
Fifield Inn Public House, Fifield Road, Fifield, SL6 2NY
Fifield Polo Club, Fifield House Farm, Oakley Green Road, Oakley Green, SL4 4QF
Fifield Trading Fifield House Farm Oakley Green Road Oakley Green SL4 4QF
Film & TV Horses, Free Range Farm, Oakley Green Road, Fifield
First Choice Cars & Taxis, Unit 7, Water Oakley Farm, Windsor Road, Maidenhead, SL6 7JU
Global Commercials Exports Ltd, Oakley Green Lodge, Oakley Green Road, Oakley Green, SL4 4PZ
Greene Oak Public House, Dedworth Road, Oakley Green, Windsor, SL4 5UW
Helacol Consultants Ltd, Ledger House, Forest Green Road, Fifield, SL6 2NR
Hand Clinic, Oakley Green, Windsor, SL4 4LH
Homefield Goat Farm, Homefield House, Fifield Road, Fifield, SL6 2DY
Indeed Management Consulting Ltd, New Lodge, Drift Road, Winkfield, SL4 4RR
John Train Plants, Oakley Green Road, Oakley Green, Windsor, SL4 4PZ
K D Jones Roofing & Builders Services, 2 Fifield Cottages, Forest Green Road, Fifield, SL6 2NR
Kimbers Farm Livery Centre, Oakley Green Road, Oakley Green, Windsor, SL4 4QF
Kingstone Ornamental Stoneworks, Unit 9, Hawes Hill Farm, Drift Road, Winkfield, SL4 4QQ
Lakeside Farm Livery, Fifield Lane, Windsor, SL4 4QA
Inline/ITC, Ledger Farm, Forest Green Road, Fifield, SL6 2NR

Longlea Nursing Home, Fifield Road, Fifield, SL6 2PG
 Makeebo Associates, New Lodge, Drift Road, Winkfield, SL4 4RR
 Mill Barn Farm, Drift Road, Winkfield, SL4 4RP
 New Lodge Farm, Drift Road, Winkfield, SL4 4QQ
 Nobbs Crook Farm, Drift Road, Winkfield, SL4 4RR
 Mel France Photography, 4 Fifield Way Cottages, Fifield Road, Fifield, SL6 2PB
 Monticello Ltd, New Lodge, Drift Road, Winkfield, SL4 4RR
 Old Beams Kennels & Cattery, Forest Green Road, Holyport, SL6 2NN
 Oakley Court Hotel, Windsor Road, Water Oakley, SL4 5UR
 Peninsula Design & Building, Ripplesmere, Tarbay Lane, Oakley Green, Windsor, SL4 4QG
 Phoenix Gymnastics Club, Windsor Road, Water Oakley, SL4 4UQ
 Photofarm Inc, Pinto Field, Fifield Lane, Fifield, SL4 4QA
 Proxima Technology, New Lodge, Drift Road, Winkfield, SL4 4RQ
 Queens Head Public House, Windsor Road, Water Oakley, SL4 5UJ
 Quintek Systems Ltd, New Lodge, Drift Road, Winkfield, SL4 4RR
 Rainworth B & B, Oakley Green Road, Oakley Green, Windsor
 Resource & Production Control Ltd, New Lodge, Drift Road, Winkfield, SL4 4RR
 Rod Lord, Old Lodge Farm, Coningsby Lane, Fifield, SL6 2PF
 Royal Windsor Horse Rangers, Hedgerows, Forest Green Road, Fifield
 Samantha Chalk (Child Minder), 6 Meadow Way, Fifield, SL6 2PE
 Sherwood Bros & Burton (Maidenhead) Ltd, Gate 3, Water Oakley Farm, Windsor Road, Water Oakley
 Shutters Photography, Pinto Field, Fifield Lane, Fifield, SL4 4QA
 Sun & Stars, Forest Green Road, Holyport, SL6 2NN
 Tarbay Kennels, Tarbay Lane, Oakley Green, Windsor, SL4 4QG
 Taste of Perfection, 4 Fifield Way Cottages, Fifield Road, Fifield, SL6 2PB
 The Body Firm, Oakley Court Hotel, Windsor Road, Water Oakley, SL4 5UR
 The Home Improvement Co, Unit 3/4 Hornbuckle Farm, Drift Road, Maidenhead, SL6 3SU
 The Lodge, Oakley Court Hotel, Oakley Court, Windsor Road, Water Oakley SL4 5UR
 Thornes of Windsor, Oakley Green Farm, Oakley Green Road, Oakley Green, Windsor SL4 4PZ
 Twigs Figs & Foliage Catering, The Bothy, Oakley Green Road, Oakley Green, Windsor SL4 4PZ
 Wayside Stables, Fifield Road, Fifield, SL6 2DY
 Wells C.F, Unit 6, Hawes Hill Farm, Drift Road, Winkfield, SL4 4QQ
 Ye Olde Red Lion Public House, Oakley Green Road, Oakley Green, Windsor, SL4 4PZ

Work Group Volunteers

Children & Youths	Alison Brayshaw, Robin Howard *, Cait Kidd, the Leahy family, Phillipa Wilson.
Communications	Paul Bennett, Colin Billington, Eileen Crotty, Chris Knight, Trudi Knight *, Robin Knock, Rod Lord, Nicola Stone, Michael Wadley.
Community Safety	Paul Bennett, Bill Collier *, Paula Grevett, Philip Mortimer.
Environment	Susie Armitage, Shirley Chamberlain, Susan Fielding, Barbara Frame *, Rita Haynes, Susan Holliday, Rod Lord, Val Lord, Philip Mortimer, Michelle Stevens.
Local Business	Bill Collier, Paula Grevett *, Philip Mortimer.
Research	Anne Taylor, David Taylor.
Roads & Transport	Rod Ball, Barbara Frame, Susan Fielding, Susan Holliday, Michael Seagrief, Louise Shenston *.
Social & Recreational	Grenville Annetts *, Mark Armitage, Irene Bulbeck, David Embery, Doreen Embery, Robin Howard, Louise Shenston.
Other volunteers	Sandra Annetts, Helen Billington, Patricia Cuss, Dick Dean, Helen Howard, Frances Knock, Brian Steer, Gaynor Steer.

* Spokespersons for each work group

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Parish of Bray Map on Residents Survey - by kind permission of John Woodcock

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