



Evidence: Economic Profile part 1, Datchet businesses and shops

Background

The evidence presented here is intended as a starting point for further investigation.

The Locality Worksheet 5 recommends that Neighbourhood Plans consider the following:

City, town and local centres. Amount of retail floorspace, vacancy rates, nature of retail provision, night-time economy (e.g. pubs, restaurants, performance venues), catchment area, rental values, trends (growth or decline), proximity to other centres.

Surveys. Useful economic surveys might cover local businesses, vacancy rates and floorspace availability, available sites, land values.

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Businesses operating in Datchet

This list is intended solely to be indicative of the number and type of businesses in the village in April 2017. It is not a comprehensive list, nor does it claim 100% accuracy. There are more than 120 businesses operating out of commercial premises in Datchet.

	Car sales, repairs, petrol	Estate agent, Property Mgt	Business services	Financial and legal services	Health, dentist, chemist	Hair & beauty	Food & drink, Café, restaurant, pub, catering,	Grocery, off-licence, newsagent	Home decor	Leisure	Bridal fashion, fashion, jewellery	Accommodation	Misc	Vacant
Slough Road, shops & retail outlets														
Datchet Green Filling Station and Spar shop	●							●						
SMC Garage, car sales, servicing and repairs. Two outlets	●●													
Club Buildings: MBA Clinics, beauty treatments. Two shops.						●●								
Italian Wine Bar (formerly Piccola Venezia)							●							
The Money Mentor Club				●										
Eliza Food and Wine								●						
Castle Dry Cleaners													●	
Yuvish bridal fashion											●			
Money Club, shopping club													●	
Slough Road, offices														
Above SMC – Guardian Estates		●												
Above SMC – Tim O’Brien Accountancy			●											
Above SMC - Office to let														●
Above SMC – Office to let														●
Club Buildings: 121plus.com, web design			●											
Offices at Sopwith House – vacant														●

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Queen's Road & Buccleuch Road														
Isabel Gill Curtains and Interiors									●					
Datchet Golf Club										●				
The Green														
Spices Indian Restaurant							●							
Christin's Hair Salon/The Beauty Room						●●								
Teresa Marks Curtains, (upstairs)									●					
Crumbs sandwich shop and cafe							●							
Village Dental Practice					●									
Horler's (Stephen Uren) Estate Agency		●												
Costa Coffee							●							
Gallery – Matt Keeble Photography													●	
The Manor Hotel												●		
Isabel Gill home decor									●					
Women's Institute Hall													●	
Enzo's hairdresser's						●								
Age Concern Charity Shop													●	
Tooth Booth Dentist					●									
Royal Stag public house							●							
The Bridge Ecumenical Centre and Café							●						●	
Oakwood Estates		●												
Julian Bettney artist, picture framer													●	
Datchet Village Pharmacy					●									

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The Green - offices														
Chappell House: Emplex Employment Lawyers			●											
Chappell House: Fitz Solicitors				●										
Chappell House: Montgomery Property Group		●												
Chappell House: Bauer Property Management		●												
High Street														
Datchet Food and Wine, grocery, off licence, takeaway							●	●						
Vacant (Formerly Perfectly Groomed)														●
Supernova Bridal Shop											●			
Lily's Nails						●								
Mimi's Cakes (Shop to become vacant shortly, tbc)							●							
Vacant (Formerly Roma Hairdresser's)														●
Jewellery Box											●			
Keena Rakkado Optician					●									
Candy Box newsagency								●						
Daisy Love bridal											●			
Hearts and Flowers florist													●	
Koala House												●		
High Street Offices														
MBC (offices above shops)			●											
Azule (offices above shops)				●										
LeftoverCurrency.com/Land of coins Ltd				●										

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Windsor Road														
Kris Cruisers										●				
Eton Road/Pococks Lane														
Yellow Foot, team building activities, plus meeting venue													●	
Eton House residential care home													●	
Datchet Osteopathic Clinic					●									
Eton End School (private)													●	
Montagu Road														
Tognola Engineering, Porsche specialist	●													
Horton Road														
Perform Worldwide courier services													●	
ComXo (telephone switchboard support services)													●	
Village Hall													●	
Youth Club													●	
Scout hut													●	
Tesco Express								●						
Drunken Fish							●							
Ocean Blue							●							
Zaman Indian restaurant							●							
Moore's Court Residential Care Home													●	
White House Care Home													●	
Liquid Leisure water park										●				
Datchet Water Sailing Club (entrance outside boundary)										●				
Hand Car Wash	●													
J&P Tyres and Car Repairs	●													

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Manor House Lane														
Datchet Railway Station													●	
Nibbles, coffee shop and caterers							●							
Coral betting shop													●	
Masterclass, business coaching and mentoring			●											
Just Great Wine Ltd, wine wholesaler and importer							●							
Brew'd (business to business marketing)			●											
Recept Consulting (Also houses the following 5 companies)			●											
-Recept Asset Management Ltd				●										
-Anulade Creations Limited (bespoke art)													●	
-Solaris Developments Limited (photovoltaic projects)													●	
-Repton Bridge Limited (buying and selling real estate)		●												
-Solaris Real Limited (letting and operating real estate)		●												

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Portland Business Centre (by train station) (Managing Agents, Ian M Smith & Associates)														
Vacant														●
Vacant														●
IDC (I) Prototyping and model making			●											
IDC (II) Product design and development			●											
Comtech Xicom Technology													●	
Seventh Heaven													●	
Riva Property Services		●												
Octopus Rentals		●												
Octopus Multi-Systems		●												
Chiquita Bacana Product Agency (swimwear)											●			
Loho (League of her own) Shoes											●			
Big Foot Shoes											●			
ImediaT Office Equipment			●											
StarC Signal Telecom & Rail Construction, starcltd.co.uk													●	
V-Call													?	
R A McLeod & Co Chartered Accountants			●											
Target Site Services (I) Elec & Mechanical Engineers													●	
Target Fire Systems (II)													●	
Unit to let														●
IDC (III)			●											
Target Site Services (III) Elec & Mechanical Engineers													●	

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London Road														
Datchet Montessori Group													●	
Datchet Cricket Club										●				
Riding Court														
A European Waterways/Go Barging (holidays)										●				
A Ben & Jerry's ice cream							●							
B&C. Iris Software			●											
D. Nano Tech Aviation Ltd (aircraft parts)													●	
E. Naturisimo organic cosmetics (Organic 100 Ltd)						●								
A UK SGP Ltd – UK Screed and Grout													●	
B Vacant														●
C Syon Lodge (joinery)													●	
C South. Hadzhi Bros Multiliving Ltd													●	
D South. Carpol Ltd, car and van repairs	●													
D North. Melluish and Davis, antique repair and restoration													●	
E&G. SES Film & TV (entertainment services)													●	
F. R G Barker Farms													●	
H. Windsor Boot Camp, The Fit Body Formula					●									
J. Cucina Concept									●					
K Infinity Drinks Ltd (drinks wholesaler)								●						

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Riding Court (companies giving their address as Riding Court but not listed on board at entrance)														
G. Fit Body Formula (for out-of-shape mums)					●									
J. Techlogic UK (recycling waste electronic equipment)													●	
J. ASB Railway Networks (ASBRNI)													●	
J. Zalomco Computers (recycling)													●	
Cemex													●	
Ditton Park														
Computer Associates Technologies													●	
CA Montessori Children's Day Nursery													●	
Activision Blizzard Ltd (interactive entertainment)													●	
White Rabbit Events													●	
One Advanced/Advanced Computer Software													●	
1st Datchet Sea Scout Group									●					



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Self-employed Datchet

According to the 2011 census, about 16%, one in six, of Datchet's economically active residents aged 16-74 are self-employed; three quarters of those are self-employed without employees.

A large number of companies registered at, or operating from, private addresses in the village are listed on websites such as yell.com and endole.co.uk. The following is not a comprehensive list, it is intended to indicate the level of business activity in the village in April 2017.

A number of these small businesses promote themselves on Datchet Eye, a village Facebook page with more than 3000 members. Types of businesses include, for example, carpenters, electricians, plumbers, landscape gardeners, photographers, interior designers, cleaners, personal trainers, etc.

RBWM runs a 'Grow our own' scheme offering training and support to business start-ups. See www.growourown.co.uk

Australian Wine Agencies

21 Southlea Road, Datchet, Slough, Berkshire, SL3 9BY

HCI Contracts,

5a Southlea Road, Datchet, Slough, Berkshire, SL3 9BY

JC Immigration Specialists

11a Horton Road, Datchet, Slough, Berkshire, SL3 9HW

Elements Eight Rum Company Limited

66 London Road, Datchet, Slough, Berkshire, SL3 9LQ

Functional First Ltd

72 London Road, Datchet, Slough, SL3 9LQ

Simplicity37 Ltd

72 London Road London Road, Datchet, SL3 9LQ

Business Backup Limited

92 London Road, Datchet, Slough, Berkshire, SL3 9LQ

The Bloomsbury Club UK Limited

66 London Road, Datchet, Slough, SL3 9LQ

Allma Financial Ltd

92 London Road, Datchet, Windsor, SL39LQ, SL3 9LQ

Amafhh Solutions Ltd

4 Agars Place, Agars Place Datchet, Slough, SL3 9AH

Sinah Trading Ltd

9 Agars Place, Datchet, Slough, SL3 9AH

Chelsea News SW10 Ltd

8 Agars Place, Datchet, Berkshire, SL3 9AH

Public Health Matters Limited

14 Agars Place, Datchet, Slough, SL3 9AH

Paas Developments Limited

9 Agars Place, Datchet, Slough, SL3 9AH

Runface Ltd

5 Agars Place, Datchet, Slough, SL3 9AH



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Deighton Rowe Limited

24 Eton Rd, Datchet, Berks, SL3 9AY

Arrogant Behaviour Limited

24 Eton Road, Datchet, Berks, SL3 9AY

Woodleigh Project Management Ltd

Woodleigh, 32 Eton Road, Datchet, Berkshire, SL3 9AY

Viv Orchard Event Management Ltd

Littlecroft Eton Road, Datchet, Slough, Berkshire, SL3 9AY

Catriona Hassall Limited

16 Eton Road, Datchet, Slough, SL3 9AY

Collinear Limited

50 Eton Road, Datchet, Slough, SL3 9AY

2 66 Upton Park Limited

32 Eton Road, Datchet, Berkshire, SL3 9AY

Eton Environmental Group Ltd

Tarkwa House 135 Slough Road, Datchet, Slough, SL3 9AE

Pindi Shopfitters Limited

149 Slough Road, Datchet, Slough, SL3 9AE

Meade Developments And Investments Limited

145 Slough Road, Datchet, Slough, SL3 9AE

Faith In Fitness Ltd

141a Slough Road, Datchet, Slough, SL3 9AE

Hambro Builders Ltd

Hambro Cottage 139a Slough Road, Datchet, SL3 9AE

Minion It Consulting Limited

11 Gables Close, Datchet, Slough, SL3 9BB

Klass Konsult Ltd

11 Gables Close, Datchet, SL3 9BB

Vise Media Group Ltd

9 Eton Road, Datchet, Slough, Berkshire, SL3 9AX

TDS Commercial Lettings Limited

254a Horton Road, Datchet, Slough, SL3 9HN

B S Building Contractors Ltd

240 Horton Road, Datchet, SL3 9HN

Icey Rolls Ltd

262 Horton Road, Datchet, Slough, SL3 9HN

KMR Services Limited

6 Linchfield Road, Datchet, Slough, SL3 9LZ

GT & JE Limited

38 Linchfield Road, Datchet, SL3 9LZ

M Humphrey Limited

34 Linchfield Road, Datchet, Slough, Berkshire, SL3 9LZ

Meliora Regulatory Limited

30 Linchfield Road, Datchet, Slough, Berkshire, SL3 9LZ

Blue Motif Limited

36 Linchfield Road, Datchet, Slough, Berkshire, SL3 9LZ

Second Option Ltd

18 Linchfield Road, Datchet, Slough, SL3 9LZ

Property Operations Limited

6 Linchfield Road, Linchfield Road, Slough, SL3 9LZ

Second Horse Ltd

18 Linchfield Road, Datchet, SL3 9LZ

Never Ending Beauty Ltd

18 Linchfield Road, Datchet, Berkshire, SL3 9LZ

Wire-Tech London Ltd

18 Linchfield Road, Datchet, SL3 9LZ

Nature of retail provision in Datchet

Datchet's shops and businesses offer a wide selection of services (see list of businesses in the village). There are particular concentrations of businesses operating in the bridal, business services and property industries. Perhaps surprisingly, given the village's proximity to Windsor, there are very few companies specialising in tourist-related services. With most of its population at work during the day, the village has a fairly buoyant night-time economy.

Weddings

Over the past 20 years, traditional high-street shops such as the butcher's and greengrocer's have been replaced by wedding shops and the village gained a modest reputation as a 'wedding village'. At its peak, there were four clothes shops (two offering bridal attire including one specialising in larger sizes, another offering traditional Indian clothing, and a men's suit hire shop). There was also a hat hire shop and a cake shop. More recently, the menswear and hat hire shops have closed and the cake shop has moved to larger premises. A wedding jewellery shop has now opened on the High Street. The Manor Hotel is licensed for civil ceremonies.

Business services

More than a dozen companies offer services such as accountancy, web design, legal advice (employment law), branding, business coaching and mentoring, B2B marketing, asset management, prototyping and product design, office equipment and computer software.

Property

At least 10 local businesses specialise in property management and sales. These include a commercial estate agent, two estate agencies, two commercial property management companies, two specialists in buying and selling/letting and operating real estate, a property services company and a property rental company.

Tourism

Although close to the popular tourist centre of Windsor*, Datchet has only one hotel, The Manor Hotel (offering 54 bedrooms, serviced

apartments and a cottage). Another hotel, Datchet Mead, has recently been demolished and a B&B on Slough Road has been returned to residential use. There were four properties listed on Air BnB in April 2017. In terms of tourist attractions, Liquid Leisure waterpark attracts visitors from outside the area. The City Sightseeing Windsor open-top bus service stops in Datchet. Windsor Duck Tours' excursions in an amphibious vehicle, drive through Datchet on their route.

*An estimated 743,000 staying trips were spent in the Borough in 2015 of which around 543,000 were made by domestic visitors (73%) and 200,000 by overseas visitors (27%). (Source: Economic Impact of Tourism 2015, Tourism South East)

Night-time economy

The village has a number of food and drink outlets which are open in the evenings; these include two Indian restaurants, an Italian wine bar, a pub, a hotel with bar and restaurant, two fish and chip shops, and a corner shop which sells fast food. Alcohol is available off licence at the smaller grocery shops, at the petrol station shop, at one of the fish and chips shops, and at Tesco Express.

For late-night food shopping, Tesco Express (with 24-hour ATM) is open most evenings until 11pm. The petrol station/shop is open until 9pm. Eliza Food & Wine and Datchet Food & Wine are also open late.

The village has several venues available for hire (including Datchet Village Hall, Datchet WI Hall, St Mary's Church Rooms, Baptist Church Hall). In the evenings, these are used for a variety of purposes, including exercise classes, music and dancing clubs, and amateur dramatics, as well as private parties.

There is live music occasionally at The Royal Stag and the Italian wine bar.



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Parking near retail outlets

Parking is often raised as an issue by residents and businesses on Datchet Eye, the village Facebook page. There are car parks at the railway station and on Horton Road. Some shops have their own parking facilities eg Tesco, Ocean Blue, The Royal Stag, Money Club House, and the shops at Sopwith Court/Connexions House. There are a few parking spaces on the High Street, and near the library, and a couple of spaces near Costa Coffee but generally there is limited parking elsewhere in the High Street, around the Village Greens, or outside the shops on Horton Road. One restaurant, Spices, has an arrangement with Money Club House, for its customers to park there in the evenings.

Vacancy rates

In early 2017, there were three shops available to rent in the High Street, as well as office space on Slough Road, and units on the Portland Business Centre and Riding Court. It has been said that the cost of retail space in Datchet is relatively high. At least one local business (a hairdresser) closed recently following a rent increase.

Representative costs per square foot of commercial space in Datchet

Office space

In February 2017, 3500-7350 sq ft of office space above shops on Slough Road, Datchet, was available to rent at **£19.50** per sq ft per annum. In Horton Road, 1350 sq ft of office space was available at **£22.22** per sq ft per annum.

Lock-up shop

In February 2017, a shop at 4 High Street, formerly Perfectly Groomed, 633 sq ft, was available at **£22.90** per sq ft per annum.

Commercial units

A number of units were advertised at Riding Court Farm including one of 1600 sq ft at **£10** per sq ft per annum, and another of 3600 sq ft at **£11.66** per sq ft per annum. At Portland Business Centre, a B1 Office/Light Industrial Unit. 1,184 sq ft was advertised recently at £25,000 per annum, equivalent to approximately **£21** per sq ft, plus annual service charge c£880

For comparison...

In Slough High Street which has a much higher footfall than Datchet's High Street, a retail unit for D2 use, restaurant, takeaway, etc, 1800 sq ft, was available for **£17.21** per sq ft.

At Kittiwake House, also in Slough High Street, there were two shop units of similar size, around 665 sq ft, available at **£18** and **£22** per sq ft per annum.

In Windsor, shops/retail premises were advertised with local estate agents at **£30-£40** per sq ft per annum. A small shop on Windsor High Street near the Guildhall, 741 sq ft plus basement of 281 sq ft, was available at £49,000 per annum, approx. **£48** per sq ft.

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Rateable values

At the time of writing (Spring 2017), rateable values were being reassessed. The rise in rateable values may potentially have a significant effect on local businesses. The government announced in the 2016 budget that from April 2017 businesses with a rateable value of less than £12,000 would pay no business rates; they would be eligible for 100% relief. A rise in local business rates in 2017/2018 has now taken a number of local businesses above this £12,000 threshold. Rather than being eligible for 100% relief in 2017/18, some shops are now facing considerable increases in business rates, even taking into account small business rate relief and transitional relief. It is understood that some proprietors are currently contesting their rates revaluation. The Village Centre group (a Datchet Parish Council working group which aims to look after the interests of small businesses) was planning to hold a meeting with local business owners about the impact of any rate changes although there has been no further information about this.

RBWM rateable values: <https://system8.rbwm.gov.uk/publicaccesslive/selfservice/services/businessrates/rateablesearch.htm>

The table below shows the old and proposed new rateable values and gross charges for a random selection of local businesses.

Retail outlet	Old rateable Value £	New RV, 2017	Old Gross Charge £	New GC 2017
Drunken Fish	7500	9400	3630	3887
Ocean Blue	10000	11250	4840	5183
Chappel House	28250	54000	14040	16391
Enzo	6600	8700	3194	3421
The Old Post Office/Isabel Gill	6200	8100	3000	3213
The Pharmacy	11250	14750	5445	5831
WI Hall	3700	3700	1790	1724
Royal Stag	45000	56300	22365	25724
Studio Gallery	6900	9000	3339	3576
Datchet Green Filling Station	11250	12000	5445	5592
The Bridge	7700	10000	3726	3991
Oakwood Estates	10000	13000	4840	5183
Datchet Hall	6400	6400	4097	2982
Candy Box	4150	5200	2008	2151
Manor Hotel	137000	364300	68089	100776
Daisy Love	10250	12750	4961	5313
Hearts and Flowers	12500	15750	6050	6479
Supernova	9000	11250	4356	4665