



**BEYOND
BUSINESS
AS USUAL**

Lantzville

Home Business Survey Summary

JUNE 2018

Introduction

Currently, there are about 180 people who work from home in Lantzville, out of only about 580 jobs total. Since there are no business licenses, Lantzville has no way of knowing what people are doing, or what can be done to support those who are working from home.

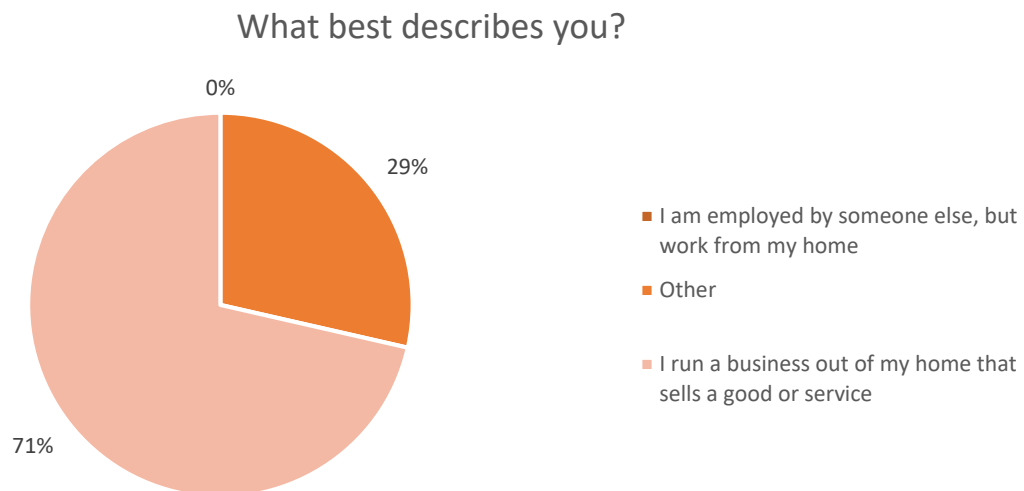
As part of Lantzville’s Economic Development Strategy, the Lantzville Home Based Business Survey asked community members about their experiences working from home in Lantzville (either running a business from their home, or working from home), how they can be supported, and how the District can encourage more home-based businesses in the community.

The survey was advertised in the Lantzville newsletter and on social media, however, uptake was very low (seven responses). The project team knows that this is an area that requires more discussion and work, and have built actions into the strategy to begin to address this gap. The following is a summary of the survey responses received. Detailed responses can be found in the appendix.

About Survey Respondents

5 survey respondents (71%) were from someone who runs a business out of their home and 2 survey respondents (29%) selected other. There were no responses from community members who are employed by someone else, but work from home.

Of the two respondents who selected other, one said they live in a neighbourhood with many home-based businesses and one runs their business both out of their home and local coffee shops, so does not have a fixed address for their business.



What do you like about working from home in Lantzville?

Survey respondents were asked what they like about working from home in Lantzville. Several respondents noted that they appreciate the setting (e.g., peaceful, quiet neighbourhood, small town feel, access to nature in their yard) and lack of commute. Others noted that they liked the flexibility in

their hours, the tax deductions and lower overhead costs. Someone also noted that they appreciate that many of the home-based businesses in their neighbourhood operate in a manner that is not noticeable to others in the neighbourhood (e.g., not intrusive in terms of noise and sight).

What do you not like about working from home in Lantzville?

Survey respondents were also asked what they do not like about working from home in Lantzville. In other words, what challenges do they encounter in working from home? While two respondents noted that there is nothing they do not like about working from home, two respondents also noted that there is a lack of space to meet people and to work outside of the home (e.g., coffee shops, co-working space). Other dislikes included a lack of a downtown/business core in the community and a lack of direct contact with people.

Two respondents had concerns regarding activities and noise near to their homes. For example, one respondent lives and works close to the location of a clear-cut and found the industrial machinery noise intrusive. Another respondent lives near a vehicle repair business and again, finds the noise of tools intrusive, as well as voiced concerns regarding safety and the unsightly premise.

What can the District of Lantzville do to support you (and others) in your home-based work?

Respondents had several suggestions regarding what the District of Lantzville can do to support home-based businesses. These suggestions included:

- Provide local business listings, for example, through updating the Lantzville website to include a list of local businesses
- Use the Lantzville website to encourage residents to keep their home-based businesses in Lantzville
- Avoid red tape for home-based businesses and too much regulation, but use some regulation to ensure a level playing field (e.g., through business licenses and zoning)
- Work with the City of Nanaimo Economic Development Group to provide resources for small businesses
- Mandatory licensing to improve quality of life for the entire community and to ensure safety

What can the District of Lantzville do to encourage more home based businesses?

Respondents had several suggestions regarding how the District of Lantzville can encourage more home based businesses. Suggestions included:

- Listing all local businesses on the Lantzville website
- Building out the village core to encourage new businesses and shared workspace to open, including coffee shops and restaurants so there are places to meet with clients
- Offer courses and other opportunities for home based business
- Encourage and support a business association
- Work on making Lantzville as business friendly as possible
- Let people know that no business licenses are required and there are tax breaks for home business

One respondent also felt that the District of Lantzville should not be encouraging home based business, and this should be left up to the businesses themselves to create their own network and encourage growth.

Appendix: Survey Comments

The following are all of the comments received as part of the Lantzville Home Business Survey:

What best describes you? Other:

- I live in a neighbourhood with many home based businesses.
- I run a web design service based business with no physical products (PST exempt in BC) out of my home and local coffee shops, so it doesn't technically have a fixed address.

What do you like about working from home in Lantzville?

- I Like: Many of the home based businesses in my neighbourhood go about their business in a manner that you wouldn't even know there is a home based business on the premise, which is a small lot, .25 of an acre or less, in a neighbourhood of small lots.
- No commute, love our property which I can escape to during the day.
- Quiet neighborhoods and small town feeling keep me busy because there's not a ton of competition compared to Nanaimo.
- Flexible hours, controlled surroundings
- Beautiful peaceful setting, close (enough) to everything
- Flexibility of hours, no transportation to work, tax deductions
- No commute; lower overhead

What do you not like about working from home in Lantzville? (in other words, what challenges do you encounter?)

- I don't like: The vehicle repair business with 10 vehicles at any given time on the premise, this business has vehicles running and being moved around well past mid-night most days of the week. The noise of the tools is more of an industrial nature, and it shouldn't be up to neighbours to "rat-out" neighbours. Its not my job to talk to the neighbour, it just causes hard feelings. There is also a large number (30 or more) tires stored on the premise, this should be a concern if there was a fire, our fire department should know what's on site which so much fuel in a residential area, to best protect themselves and adjacent homes.
- Not really related but I live and work close to one of the clear cuts...spent every day listening to an industrial machine which lasted about 4 weeks. This type of machine should not be allowed in a residentially zoned area.
- No downtown business core to speak of. Currently I visit the metal drive Starbucks in North Nanaimo because Lantzville is lacking a community coffee shop or co-working space, along with a decent village core.
- Difficult to get the word out
- nothing I don't like
- None
- Lack of direct contact with people; lack of any places to meet with people

What can the District of Lantzville do to support you (and others) in your home-based work?

- Mandatory licencing of home based businesses to improve the quality of life for the entire community, and for the safety of our volunteer fire-fighters. It should be known to them if there are businesses such as a painting business or a vehicle repair business in the area, with so much combustible fuel on site. I live in what should be a residential neighbourhood, but with this vehicle repair business in the neighbourhood I feel like this is an industrial type business that this neighbourhood isn't zoned for.
- Update the home-based business bylaw to allow more opportunities for those who work outside the walls of their homes.
- Update Lantzvill.ca to support the modern web of 2018 so that visitors are better able to find local businesses while traveling and new residents are encouraged to keep their home based business in Lantzville.
- Business listing
- Minimal regulation, but include those necessary to ensure a level playing field (zoning, business licences, etc.)
- Don't create red tape for businesses. Work with the City of Nanaimo Economic Development Group to provide resources for small business.

What can the District of Lantzville do to encourage more home based businesses?

- Why would you want to encourage it, and why should Lantzville taxpayers foot the bill to promote a private enterprise. Let them create their own network to promote themselves on their own dollar. Also I don't know how home based businesses would even know about this survey, it was just a fluke that I noticed it and had to respond due to my safety concerns for the fire department and the neighbourhood.
- See above...along with perhaps listing all local businesses on your website.
- Build out the village core to encourage new businesses and shared workspace to open up, similarly to the Old City Quarter in Nanaimo with lots of outside garden and walkway space.
- Courses, opportunities
- Encourage and support a business association, partner with them on things like a directory, buy local program, etc. Make Lantzville as business friendly as possible.
- Let people know that no business licence is required and there are tax breaks for business use of home
- Encourage more business in the village particularly coffee shops and restaurants. These types of businesses provide places to meet with clients. A list of businesses and their contact information on the District web site.