



Horsham
District
Council

serving our towns and villages



Promoting a better quality of life

Scrutiny & Overview Committee

Report of the Supporting Local
Businesses Working Group

Report of the Supporting Local Businesses Working Group

1. Introduction

Ashington Parish Council raised this as an issue after concerns that there are empty retail units in the village, rents and business rates are considered expensive and this was making it financially impossible for small and local businesses to succeed. The local economic climate is suffering as a result and the empty units were considered to be making the village unsightly.

The Parish Council suggested that a review be undertaken to explore the problems and identify whether any incentives were already in place or could be offered to attract small businesses into the village community.

The Scrutiny and Overview Committee then agreed that this area was valid for review and that the review could take into consideration all villages across the District and the Supporting Local Businesses Working Group was established.

2. Membership

Councillors: Tricia Youtan (Chairman) John Chidlow, George Cockman, Roy Cornell, Christine Costin, David Holmes, Gordon Lindsay, Jim Sanson

3. Objectives of the Review

At the first meeting of the Working Group the scope and terms of reference were agreed. Over the course of the review the Working Group identified the situation in terms of empty retail units, explored what initiatives were currently underway and what the Council already did to support small and local businesses. The Group then considered whether any incentives could be provided and what could be done to improve the situation across the District.

Ashington Parish Council was invited to contribute to the review and attended all the Group's meetings. The Parish Council was asked to provide information in order for the Members to understand the problems which the village faced. The Group also invited a selection of other parish councils to be involved in order to take a sample of the situation across the District and for Members to gain a better understanding of the key problems and areas of success.

Officers from Economic Development, Procurement, CenSus Revenues and Planning were also key in understanding what the Council currently did in terms of boosting the local economy.

Scope

To examine the situation in the market towns and villages in the District in terms of empty retail units, small local businesses and post offices and how they could be supported in the difficult financial climate.

Terms of Reference

1. To review the current situation in terms of empty retail units in the District
2. To explore what the Council could do better to support the current small local business
3. To consider whether any incentives could be provided to attract new business

4. Summary of the Research Undertaken

At the first meeting of the Working Group Members agreed that the review would focus on a sample of the District and selected two villages and two market towns across the District to include Ashington, Billingshurst, Pulborough and Rudgwick.

Steyping was also selected as a village which is already considered to be prosperous and an example of good practice, in order for the Group to understand how it has succeeded. Representatives from each of these parish councils and community partnerships were invited to be involved with this review.

Several officers of the Council's Economic Development department were asked to undertake a business support mapping exercise (Appendix 1). This provided information of the known business support activities which are currently provided in selected villages and market towns.

The Working Group noted some areas of successful business support activities which are currently well established in the District, for example Microbiz, Billibiz and the Food and Drink Festival. The Working Group felt it was important to identify and highlight these areas of good practice.

The Working Group then considered the information provided from each of the selected villages and market towns.

Ashington Parish Council

Representative: Councillor Roy Brennan, Ashington Parish Council

The most significant area of concern for Ashington Parish Council is the empty retail unit in the village, Post Horses in London Road. This unit has

been empty since 2007 and is in a very poor state of disrepair, the Working Group noted that the landlord is charging high rates of rent and although there have been potential buyers, the asking price for the unit is considered high. The property has been subject to a planning application to convert it to residential property, however the parish council objected to the application and it was subsequently been refused.

In order to improve the local economy Ashington is keen to support and encourage local produce shops into the village, which the Working Group felt the Council could provide guidance and support for.

A comprehensive report was produced by the parish council (Appendix 2).

Billingshurst Parish Council and Community Partnership

**Representatives: Councillor Alan Grant and Parish Clerk Beverley Bell,
Billingshurst Parish Council**

Ken Johnson, Billingshurst Community Partnership

Tony Burke, Billifest

Ken Johnson, who led the economy group of the Billingshurst Community Partnership explained that currently a project is underway in Billingshurst to identify all the small businesses in the village. There are approximately 600 registered businesses in the village and a questionnaire had been sent to these businesses in order to establish a database of information and a better understanding of the local businesses.

The main area of concern for Billingshurst is home based businesses. These are on the increase and the parish council is keen to identify their needs and requirements in order to assist their development to ensure that they remain in the local area.

Ensuring that there are enough larger premises for expansion and sufficient resources available in the District, to accommodate their needs will encourage them to remain in the village and avoid them being forced to move out of the District, which would inevitably have an impact on the local economy of Billingshurst.

Pulborough Parish Council

Representatives: Councillor Elaine Kipp, Pulborough Parish Council

David Hurst, Pulborough Community Partnership

After discussions with the local traders, business rates were identified as the key concern for small start up businesses. In addition to this, refuse collection rates are also considered very high for new businesses, both factors make it increasingly difficult for small start up businesses.

Pulborough Parish Council suggested that if exemptions or reductions could be offered for the first 12 months of business this could assist small businesses when they were starting up.

Pulborough is considered unique in the fact that it does not have a village centre or a “heart” and if this could be taken into consideration with future planning and development and it was felt by the parish council that this could improve the situation.

The parish councillor agreed that there might be some scope in asking local traders to consider adjusting their hours of business to extend their opening hours in the evening and to reconsider half-day closing on Saturdays which might improve the local economy. The Chairman also suggested that an agreement might be worthwhile with the local surgery whereby prescriptions could be collected by the Post Office and local store. This would then attract more trade.

Pulborough Parish Council produced a report for the Working Group (Appendix 3).

Rudgwick Parish Council

Representatives: Councillor Paul Thompson, Chairman, Rudgwick Parish Council

The Working Group was provided with a comprehensive report containing information on the demographics, parish needs and their fulfilment, known businesses and their needs, empty retail units and incentives to attract new businesses.

The businesses in Rudgwick are considered to be reasonably stable. However there are areas in which the Parish Council feel support could be provided in order to improve the local economy for example, improving the mobile phone networks in the area and setting up a business network and directory in order for businesses to see what is available to them locally. The Working Group supported this and it was agreed that the Council could assist with a business network and directory.

A copy of Rudgwick's report is appended (Appendix 4).

Steyning Parish Council

Representatives: Councillors David Barling, Tim Lloyd and Roger Toms, Steyning Parish Council

The Working Group had selected Steyning as it was considered to be a prosperous village with a buoyant economy. The Working Group invited the representatives in order to gain an understanding of why it was successful.

The high street is vibrant and there are very few empty retail units in the village. The Parish Council strongly encourages visitors into the village from the outskirts i.e. through signage. Further tourism opportunities are being considered in order to improve footfall by attracting people into the town.

Steyning Parish Council, the Chamber of Trade, the Steyning and District Community Partnership and other stakeholders, are working together to develop a long-term strategy to encourage new businesses and to increase local employment opportunities.

The Parish Council is also working closely with surrounding villages such as Bramber, Upper Beeding and Henfield in order to develop a 20 year plan to keep retail levels high and encourage tourists to visit.

A number of small chalets are also in use for small start up businesses in order for them to trial their businesses out, which provides them with a good indicator of the potential success.

The biggest area of concern for Steyning is the increasing number of charity shops. Some of the small businesses are concerned that charity shops are unfair competition because of business rate exemptions. Discretionary rate relief is not available to the national charities but discretionary relief could be granted where there is an identified benefit to the local community for local charities. An increase in charity shops would be considered a bad message for the village implying that the local economic climate is not doing well.

An area in which the Council could support the economy in Steyning is by ensuring that parking charges are not imposed in the village. Parking is currently free and convenient and by imposing charges could have an extremely detrimental effect on its economy. Although there are no plans to impose such charges, their comments would be sent to the Cabinet Member for the Local Economy and similarly for all villages in the District. The Working Group supported this.

Steyning Parish Council also provided a full report (Appendix 5).

Empty Retail Units

The Working Group had requested a list of all the vacant commercial premises in Ashington, Billingshurst, Pulborough, and Rudgwick. Some of which had been vacant for some considerable time. The Working Group agreed that this should be addressed and a recommendation would be made to reflect this. It was suggested that all the owners of the empty units be contacted and enquires made as to why the premises are unoccupied and whether the Council could offer any support.

Business Rates

Business rates are a key concern arising from discussions with the parish councils. The Working Group invited the Census Revenues Officer to a meeting to understand how business rates are determined by Central Government.

Members noted that there are mandatory and discretionary reliefs. Small Business Rate Relief is available where a ratepayer occupied a property with a rateable value that does not exceed £17,999. Unoccupied Property Relief is available; the Business Rate is not be payable in the first three months that a property is empty, and this is extended to six months for certain industrial properties.

Details about Business Rates, how they are calculated and eligibility for relief are set out in a Council leaflet, "The Business Rate 2012/13: Your Questions Answered"; which is available for all businesses to view along with additional details on the Census Partnership website via the following link:

<http://revsandbens.centralsussex.gov.uk/290.htm>

The Rateable Value element of the Business Rate is determined by the Valuation Office (an agency of HM Revenue and Customs). The Rateable Value is reviewed every five years.

Business rates are applied uniformly across the district; there is no distinction between rural and urban areas. Rate relief, however, is available for some businesses in very rural areas if they fulfil certain criteria.

Procurement

The Joint Procurement Manager was invited to provide information on how the Council worked with local suppliers and businesses.

14.5% of the Councils expenditure in 2011/12 is with businesses from within the Horsham District and 47% of expenditure is with businesses from West Sussex.

The Procurement Team is bound to comply with EU regulations when selecting suppliers and to have fair and transparent processes for all tenders under the EU threshold. The Procurement officers are currently working on some of the selection criteria in order to make the processes easier for small and local businesses to apply.

The area considered most difficult for the Procurement Team is that local businesses are mainly interested in smaller value contracts i.e. under £50,000. The Procurement Team is not generally involved in these contracts as they are department led.

Only contracts over £50,000 are advertised and go through the tendering process, and therefore small or local businesses may not know about these lower value opportunities; however the officers are looking to see whether this could be improved.

The Working Group noted that the Council used 1194 different suppliers and 23.7% of these were local suppliers.

The Working Group felt that more should be done to encourage local businesses to bid for the smaller contracts as well.

Companies which are selected for the bigger contracts should also be encouraged to use the local supply chain, and although Members noted that this is already encouraged, it is not enforceable.

There is no longer a preferred suppliers list however there is a West Sussex Business Portal where local suppliers can register their interest. The Council advertises opportunities over £50,000 on the Portal and automatic email alerts can be set up to notify companies registered. Attempts are being made to split larger contracts for ease of tendering e.g. cleaning contracts.

The Council's Contract Standing Orders stated that it is a requirement to advertise contracts over £50,000. The EU regulations stipulate how contracts over the EU threshold are to be advertised. Contracts within £50,000 to £170,000 are offered by the Council's own processes and the Council is trying to make this more simple. Contracts over £173,934 threshold are required to follow a more complex process set out in EU regulations.

Planning Implications for small businesses

The Working Group also wanted to consider planning implications for small businesses and business premises in the District and the Development Team Leader (South) was invited to provide Members with some information. A suggestion was made that the Council could offer free planning advice to small businesses.

Policy DC 36 of the General Development Control Policies 2007 details the criteria relating to the change of use within defined town and village centres.

When proposals are made for change of use from A1 (shops) to other A-class uses at ground floor level, these are permitted provided that the proposal does not result in more than 2 out of 10 units within the Primary Retail Frontages or 4 out of 10 units within the Secondary Retail Frontages being in non-retail use. Proposals should not result in more than 2 permitted non-retail uses operating adjacent to each other in the primary area or 3 within the secondary area. Proposals should not result in the loss of local amenity in terms of noise, litter, smell, parking and traffic creation and trading hours.

Applications for an A3, A4 or A5 use have to be accompanied by a statement giving details of the means of control of fumes, storage, disposal of refuse and the means of insulation.

The Group also noted that applications for a change of A-class use to residential use are not be permitted unless the retail unit is no longer viable, following the marketing of the unit at a reasonable price for 18 months for Primary Frontage units and 12 months for Secondary Frontage units.

The Council considers that proposals for a change of use from retail to residential at ground floor level should be strictly controlled.

The Economic Development & Leisure Department would be consulted on planning applications.

It was also noted with some interest that a retail unit can be occupied for only a brief period with little furniture and then left again for long periods of time. The result of this is beneficial to the landlord if there is no desire to either sell or have it occupied.

Comments from Cabinet Member for the Local Economy

The Cabinet Member for the Local Economy attended a meeting of the Working Group and noted many of the key issues which had arisen over the course of the review, namely procurement, and what could be done for contracts under £50,000, business rates, and whether central government could be pressed for a sliding scale, the possibility of applying a limit on business waste collection rates, charities and the possibility of limiting the number of charity shops in each village – this could be addressed through strategic planning, and free and accessible parking in the villages.

The Cabinet Member agreed to address these issues and a number of recommendations would be made by the Working Group.

6. Chairman's Conclusions

This Working Group has been very well attended and all parties present at the various meetings have made some particular points, which they considered to be of importance in their areas.

A Member of the Working Group suggested that it was an ongoing problem in keeping villages alive and viable as times were changing and that it could be considered a difficult task for businesses to trade both now and in the future.

Another Member of the Group felt that the importance of bus routes was not to be underestimated.

It was also suggested that unoccupied retail units be either occupied by pop-up shops or window displays whilst empty, rather than leaving the units completely vacant.

Also the Members felt that encouraging business opportunities for young people was key.

It was interesting to note that at the penultimate meeting the representative from Ashington Parish Council, whose concerns had initiated this Working Group, felt that his village was not in a particularly vulnerable position having listened to representatives from the other villages and was hopeful that the

soon to be built new garage in the village would bring fresh advantages to local retail. This garage had undertaken to sell local produce.

The main areas of practical help from the Council is to ensure that all villages have easy access to the various benefits that are available and that efforts could be made for smarter promotion of its information. It was also established that the procurement process could be improved to increase opportunities for small businesses. It is difficult for the Council to have an impact on business rates as these are set by Central Government but any possibility of help is to be investigated within the confines of the existing legislation.

It transpired over the course of this Working Group that tremendous efforts are being made to improve, and in the case of Steyning maintain, good business practice by the hard working people concerned in keeping our villages alive.

However it is only fair to note that the villages are all individual and have varying problems that have detrimental effects. This Working Group has therefore attempted to identify those areas that are common and which they feel can benefit from aid from the Council, whilst trying to pay attention to those areas particular to each village and could also benefit from help and advice.

My thanks go to the various officers who have produced the information required and taken valuable time to so do. Finally my thanks to all those attendees for their interest, input and the valuable information they have provided.

Lastly but by no means least my thanks go to the Scrutiny and Committee Support Officer for her patience and help throughout the duration of this Working Group.

7. Recommendations to the Scrutiny and Overview Committee

1. That the Head of Economic Development and Leisure contact the owners of the vacant commercial units in Ashington, Billingshurst, Pulborough and Rudgwick, enquiring about whether the Council could offer them any assistance
2. Advise Rudgwick Parish Council in setting up a business directory for each business to use, so that they are aware of what is available locally
3. Improve the procurement process to increase opportunities for small businesses to bid for Horsham District Council contracts (under £50,000) and support where possible (i.e. procurement workshops)
4. Investigate the possibility of sliding scales for business rates, making them more accommodating for smaller and start up businesses
5. Review the parking situation in the villages and whether this has a detrimental effect on the small/local businesses by discouraging potential shoppers

6. Consider whether there could be a reduction in waste collection costs for smaller businesses
7. Enhance the promotion of information in parish magazines/the Council's website etc. and general promotion for the advice/help available for small and start up businesses and consider email information.
8. Consider free Horsham District Council Planning advice for small businesses
9. Consider the negative impact that increasing parking charges would have on the villages
10. That the Cabinet Member for the Local Economy considers existing market town walkabouts include a template of these recommendations. That with the approval of all market towns, notification of these visits is shared with the intention of improving co-operation within these market towns

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Councillor Tricia Youtan
Chairman of the Supporting Local Businesses Working Group
October 2012

OVERVIEW

Business Support Category	Activity
Business Events	Horsham Microbiz (www.horshammicrobiz.co.uk), Horsham District Food & Drink Festival (www.horshamlocalproduce.co.uk), Pulborough Business Show, Southwater Business Show, Gatwick Diamond Meet the Buyer, BilliBiz the Show, The Big Nibble (www.thebignibble.co.uk), Henfield Business Show.
Media	The Resident (www.the-resident.co.uk) Business Pages, Small Market Towns Features & Village Focus. The West Sussex County Times, (www.wscountytimes.co.uk) & Business Matters. West Sussex Gazette. The Argus. AAH (All About Horsham). Parish Magazines. Local magazines – i.e. 'Horsham Publications'. Horsham District News.
Horsham District Council	Economic Development: Business Development, Town Centres Management, Horsham District Business Directory, Events Team, Property Team, Business Rates, Planning, Business Events (as above), Think Horsham and HDC websites (as below), Environmental Health, Refuse, Strategic Planning & Property.
West Sussex County Council	Economic Strategy (strategic Priorities focus on employment, skills development and businesses). Currently in draft stage.
Economic Monitoring	WSCC Local Economic Profiles, HDC Economic Profile, HDC Economic Performance Indicators including Unemployment and Town Centre performance, Market Town Performance Monitoring.
Networking Groups	ABC Ashington Business Consortium, Billingshurst Business Lunch, BNI, Business Builder Club, Business Intros, First Friday, Horsham Business Club, Phoenix Networking, Sussex Women in Business, The Women's Business Clubs, Village Networking.
Business Support Organisations	Federation of Small Businesses (FSB), Sussex Enterprise, Action in Rural Sussex (AiRS), Business Link, Cadia, Gatwick Diamond Initiative, Trader Organisations, InfoTrace, West Sussex Sustainable Business Partnership, Horsham Unlimited, Billingshurst Chamber of Commerce.
Educational	Central Sussex College (Horsham Training Centre), Chichester College - Brinsbury Centre of excellence for Food and Drink, Northbrook College.
Websites	HDC, WSCC, Think Horsham, Microbiz, Horsham Local Produce, The Big Nibble etc.
Commercial Agents	List on HDC website - http://www.horsham.gov.uk/business/1309.aspx
Flexible Office Provision	Regus, Citibase, City Business Centre etc.
Partnerships	Action in Rural Sussex (AiRS), West Sussex Rural Partnership, Local Enterprise Partnership (LEP) (Coast to Capital), Rural Towns Forum, EDA.
Parish Councils	32 Parish Councils throughout the Horsham District.
Community Partnerships	Billingshurst, Henfield, Horsham, Pulborough, Southwater, Steyning, Storrington.
Other	Banks? (Business Loans / Small Business Advisors)

ASHINGTON

Business Support Category	Activity
Business Events	Ashington Festival - www.ashingtonfestival.co.uk
Media	
Economic Monitoring	N/A
Networking Groups	ABC Ashington Business Consortium - www.abc-networking.co.uk A network of Ashington Businesses - Free Membership. Tend to support each other. Not aware of much support apart from what they provide each other. Lorraine Hannah
Business Groups	Above
Websites	www.ashingtonvillage.co.uk / (not directed at businesses)
Parish Councils	Awaiting call-back (Karen Dare)
Community Partnerships	N/A
Flexible Office Provision	N/A
Recent, Current or Forthcoming Projects	

BILLINGSHURST

Business Support Category	Activity
Business Events	<p>BilliBiz The Show - www.billibiztheshow.co.uk A professional event where you can develop business to business connections, increase your profile, expand your knowledge through our informative FREE seminars and attend for FREE as a visitor. Next event - 25 October 2012 @ The Billingshurst Community & Conference Centre. BilliFest - Annual Christmas event with live music and street entertainment.</p>
Media	<p>The Resident (www.the-resident.co.uk) Business Pages, Small Market Towns Features & Village Focus. The West Sussex County Times (www.wscountytimes.co.uk) Business Matters. Parish Magazine.</p>
Economic Monitoring	<p>Market Town Economic Monitoring of JSA Claimants, Business Sales, Retail Mix and Unit Occupancy.</p>
Networking Groups	<p>Billingshurst Business Lunch Club - rogermoore@hsc.uk.net. Village Networking (1st and 3rd Monday, monthly at 5.45 for 6pm until 7.30pm, at The Six Bells Pub, High Street). Contact Rachael Burgess on 01903 867747.</p>
Business Groups	<p>Billingshurst Chamber of Commerce & Industry - www.billingshurstchamber.co.uk / info@billingshurstchamber.co.uk / 07984 959281.</p>
Websites	<p>www.billibiztheshow.co.uk / www.billingshurst.gov.uk / www.billingshurst-community.org.uk</p>
Parish Councils	<p>Billingshurst Parish Council - www.billingshurst.gov.uk / council@billingshurst.gov.uk / 01403 782555. Parish represented on the BilliFest organising Committee and Council has provided £2k of support to the Festival itself for the last few years.</p>
Community Partnerships	<p>Billingshurst Community Partnership - www.billingshurst-community.org.uk / hurst.community@btinternet.com / 07836 518659.</p>
Flexible Office Provision	<p>Billingshurst Community & Conference Centre - www.billingshurstcentre.com / reception@billingshurst.gov.uk / 01403 787690. Facilities suitable for training, meetings, conferences, plays, concerts, musical performances, parties for all ages and recreational groups. The Foyer has a pleasant waiting area, a servery for tea & coffee and attentive Reception staff.</p>

<p>Recent, Current or Forthcoming Projects</p>	<p>Market Towns Research Project (with Simpson Consulting, funded by WSCC) - Business Sector Analysis, Developing a USP for Billingshurst 'The Creative Community'. Women's Wisdom Project (funded by SEEDA) - 'Enterprising Billingshurst' - business interviews / support & signposting service, set-up of Community Shop, supporting local artists and makers. Economic Priority Identification Meetings & Walkabouts (WSCC Officers & Councillors, HD Officers & Councillors, Parish Councillors & Community Partnership).</p>
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HENFIELD

Business Support Category	Activity
<p>Business Events</p>	<p>Henfield Business Show - Date set for the first Henfield Business Show as Saturday 2nd February 2013, to be held at the Henfield Hall. HDC to support - first meeting 11 June.</p>
<p>Media</p>	<p>The Resident (www.the-resident.co.uk) Business Pages, Small Market Towns Features & Village Focus. The West Sussex County Times (www.wscountytimes.co.uk) Business Matters. Parish Magazine. BN5 Magazine (www.bn5magazine.co.uk).</p>
<p>Economic Monitoring</p>	<p>Market Town Economic Monitoring of JSA Claimants, Business Sales, Retail Mix and Unit Occupancy / Voids.</p>
<p>Networking Groups</p>	<p>Village Networking (2nd and 4th Wednesdays, monthly at 5.45pm – 7.30pm, in a meeting room upstairs at the George Hotel in the High Street). Contact Jo - www.villagenetworking.biz / jo@villagenetworking.biz / 07743 696649.</p>
<p>Business Groups</p>	<p>Henfield Enterprise - www.henfieldenterprise.com / info@mikebeardall.com / 01273 495619.</p>
<p>Websites</p>	<p>www.henfield.gov.uk / www.henfieldcp.org / www.henfieldenterprise.com / www.villagenetworking.biz / www.henfieldvillage.co.uk</p>
<p>Parish Councils</p>	<p>Henfield Parish Council - www.henfieldcp.org / office@henfield.gov.uk / 01273 492507. Work closely with HCP on retail scheme and Business Show. Some financial contribution.</p>
<p>Community Partnerships</p>	<p>Henfield Community Partnership - www.henfieldcp.org / enquiries@henfieldcp.org / 01273 492636.</p>
<p>Flexible Office Provision</p>	<p>Henfield Hall - www.henfieldhall.co.uk / info@henfieldhall.co.uk / 01273 493365 Social Centre of the village, flexible spaces & catering facilities for 20-200 guests, ample parking and close to Henfield High Street.</p>

<p>Recent, Current or Forthcoming Projects</p>	<p>Market Towns Research Project (with Simpson Consulting, funded by WSCC) - Business Sector Analysis. Community Website (Henfield Hub) - WSCC funded (It will connect residents and visitors to all the information they need, including businesses, services, club and societies. Information and articles for the website will be developed during the summer and we expect it to be launched in September). Employment Project (to establish the range of employment problems facing employees, people wanting to be self-employed or starting up new businesses and those looking for work or wanting to change jobs). Tourism Leaflet. Economic Priority Identification Meetings & Walkabouts (WSCC Officers & Councillors, HD Officers & Councillors, Parish Councillors & Community Partnership).</p>
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PULBOROUGH

Business Support Category	Activity
Business Events	Pulborough Business Show - www.pulboroughbusinessshow.co.uk
Media	The Resident (www.the-resident.co.uk) Business Pages, Small Market Towns Features & Village Focus. The West Sussex County Times (www.wscountytimes.co.uk) Business Matters. Parish Magazine.
Economic Monitoring	Market Town Economic Monitoring of JSA Claimants, Business Sales, Retail Mix and Unit Occupancy.
Networking Groups	Chichester College, Brinsbury Campus - Networking Events (specific to food and drink based businesses).
Business Groups	Pulborough Business Partnership (newly formed group). Is this the former Pulborough Traders Group
Websites	www.pulboroughparishcouncil.gov.uk / www.pulborough.org
Parish Councils	Pulborough Parish Council - www.pulboroughparishcouncil.gov.uk / clerk@pulboroughparishcouncil.gov.uk / 01798 873532.
Community Partnerships	Pulborough Community Partnership - www.pulborough.org / keith.whiddon@pulborough.org / 07971 661615.
Flexible Office Provision	

<p>Recent, Current or Forthcoming Projects</p>	<p>Market Towns Research Project (with Simpson Consulting, funded by WSCC) - Business Sector Analysis, Creating a Vision & Strategy for Pulborough. Economic Priority Identification Meetings & Walkabouts (WSCC Officers & Councillors, HD Officers & Councillors, Parish Councillors & Community Partnership. Community Action Plan.</p>
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SOUTHWATER

Business Support Category	Activity
<p>Business Events</p>	<p>The Southwater Business Show - www.southwaterbusinessshow.co.uk A professional event where you can develop business to business connections, increase your profile, expand your knowledge through our informative FREE seminars and attend for FREE as a visitor. Next event - 25 October 2012 @ The Billingshurst Community & Conference Centre. Annual Christmas event with live music and street entertainment.</p>
<p>Media</p>	<p>The Resident (www.the-resident.co.uk) Business Pages, Small Market Towns Features & Village Focus. The West Sussex County Times (www.wscountytimes.co.uk) Business Matters. Parish Magazine.</p>
<p>Economic Monitoring</p>	<p>Market Town Economic Monitoring of JSA Claimants, Business Sales, Retail Mix and Unit Occupancy.</p>
<p>Networking Groups</p>	<p>Village Networking (1st and 3rd Wednesdays, monthly at 5.45 for 6pm - 7.30pm at The Lintott Pub, Lintott Square, Southwater RH13 9LA). Contact Jo - www.villagenetworking.biz / jo@villagenetworking.biz / 07743 696649.</p>
<p>Business Groups</p>	<p>Association of Traders (To act as a voice for Southwater based businesses and be a contact point for discussion and consultation. To develop a cohesive marketing approach to promote the whole range of Southwater businesses and organise associated activities to encourage use of local businesses)</p>

Websites	www.southwater-pc.gov.uk
Parish Councils	Southwater Parish Council - www.southwater-pc.gov.uk / parish@southwater.net / 01403 733201.
Community Partnerships	Southwater Action Team
Flexible Office Provision	Beeson House - Large Council Chamber - Seated 80 (suitable for meetings of all types, small community and private functions), Small Council Chamber - Seated 20 (suitable for meetings of all types, Upper Youth Area (suitable for informal meetings of 20 people), equipped with a breakfast bar (tea/coffee making facilities), sofas etc. Lower Youth Area (suitable for small parties of 20 people). This area does not have a kitchen, nor catering facilities. It would be an ideal venue for small children's parties (0-5 years), meetings, arts and craft groups. Southwater Leisure Centre - 01403 733208.
Recent, Current or Forthcoming Projects	Economic Priority Identification Meetings & Walkabouts (WSCC Officers & Councillors, HD Officers & Councillors, Parish Councillors & Community Partnership).

STEYNING

Business Support Category	Activity
Business Events	The Steyning Festival (June) - www.steyningfestival.co.uk (helps to support businesses and the local economy).
Media	The Resident (www.the-resident.co.uk) Business Pages, Small Market Towns Features & Village Focus. The West Sussex County Times (www.wscountytimes.co.uk) Business Matters. Parish Magazine . Your Steyning (www.yoursteyning.co.uk).
Economic Monitoring	Market Town Economic Monitoring of JSA Claimants, Business Sales, Retail Mix and Unit Occupancy.
Networking Groups	Visitor & Tourism Group (Community Partnership).
Business Groups	Steyning Chamber of Trade
Websites	www.steyningsouthdowns.co.uk / www.steyningpc.gov.uk / www.thesteyningcentre.co.uk
Parish Councils	Steyning Parish Council - www.steyningpc.gov.uk / spcclerk@btconnect.com / 01903 812042.

Community Partnerships	Steyping Community Partnership - www.steyningsouthdowns.co.uk
Flexible Office Provision	The Steyping Centre - www.thesteypingcentre.co.uk / steypingcentre@btconnect.com / 01903 812042.
Recent, Current or Forthcoming Projects	Market Towns Research Project (with Simpson Consulting, funded by WSCC) - Business Sector Analysis, Town Signage Review, Sources of Business Support, Mystery Shopping Exercise. Economic Priority Identification Meetings & Walkabouts (WSCC Officers & Councillors, HD Officers & Councillors, Parish Councillors & Community Partnership.

STORRINGTON & SULLINGTON

Business Support Category	Activity
Business Events	
Media	The Resident (www.the-resident.co.uk) Business Pages, Small Market Towns Features & Village Focus. The West Sussex County Times (www.wscountytimes.co.uk) Business Matters. Parish Magazine .
Economic Monitoring	Market Town Performance Monitoring of JSA Claimants, Business Sales, Retail Mix and Unit Occupancy.
Networking Groups	Village Networking (2nd and 4th Thursday of every month at 5.45 for 6pm till 7.30pm, at Storrington Squash Club. Rachael Burgess on 01903 867747.
Business Groups	Storrington Business Breakfast Club (last Wed of the month, The Moon Bar & Restaurant). Contact Richard Messenger: storringtonbbc@gmail.com / 01903 744773.
Websites	www.storrington-pc.gov.uk / www.storrington.org.uk / www.storringtonvillagehall.co.uk /
Parish Councils	Storrington & Sullington Parish Council - www.storrington-pc.gov.uk
Community Partnerships	Storrington & Sullington Community Partnership - www.storrington.org.uk

Flexible Office Provision	Storrington Village Hall (59 West Street) - www.storringtonvillagehall.co.uk / enquiries@storringtonvillagehall.co.uk / 01903 744592.
Recent, Current or Forthcoming Projects	Market Towns Research Project (with Simpson Consulting, funded by WSCC). Clean Up Storrington Project - businesses cleaning their shop fronts and streets. Storrington in Bloom (led by Jo Cragg of the Village Florist). Economic Priority Identification Meetings & Walkabouts (WSCC Officers & Councillors, HD Officers & Councillors, Parish Councillors & Community Partnership).

APPENDICES:

1. Horsham District Council – Support for the Horsham District Market Towns Local Economies

2. Sources of Business Support Document

OVER-ARCHING ECONOMIC RESPONSIBILITIES

Horsham District Council's responsibilities are to:

- Support, maintain & help develop the economic wellbeing of the District Market Towns
- Support and help develop the District Market Towns as 'Hubs' of local service provision for the Towns & Hinterlands
- Work in support of the Market Town Community Partnerships, Parish Councils and their action plans
- Support the work of the Horsham District Community Partnership and in particular, the Goal Groups, associated initiatives and partners
- Encourage communications and cohesive working between Community Partnerships, Parish Councils and trade associations
- Ensure market town economic priorities are communicated via the West Sussex Rural Partnership channels to the LEP

ECONOMIC PRIORITIES FOR ENGAGEMENT

Horsham District Council's priorities are to:

- Assist and provide leadership for the District Market Towns, where locally requested
- Enable accessibility & convenience of the Districts Market Towns
- Encourage essential retail mix to meet local needs and services
- Encourage a full & well maintained street scene & shopping environment
- Support actions to improve the local environmental & protect climate change
- Recognise key differences of each location and quantify by economic profiling in order to monitor and inform actions to promote economic wellbeing
- Exploit opportunities provided by the South Downs National Park & cooperate on their economic initiatives
- Support LDF planning policies and economic planning guidance
- Share economic best practice around the District, using Horsham & other models

CURRENT KEY ECONOMIC FOCUS AREAS FOR MARKET TOWNS

General:

- | | |
|---|--|
| <ul style="list-style-type: none"> - Economic Monitoring - Organisational Mapping - The Big Society / Localism - Skills Training / Employment - Horsham District Inward Investment Website | <ul style="list-style-type: none"> - Branding Project – Explore the Market Towns revitalisation - Broadband – work closely with WSCC and support plans for rural areas - Town Centre Economic Sessions / Walkabouts - Brinsbury Food & Drink Centre of Excellence & Associated Initiatives |
|---|--|

Billingshurst:

- | | |
|---|--|
| <ul style="list-style-type: none"> - Enterprising Billingshurst - Partnership Shop - BilliFest | <ul style="list-style-type: none"> - WSCC Market Towns Research Project - BilliBiz The Show - Town Centre Study & SPD |
|---|--|

Storrington:

- | | |
|---|--|
| <ul style="list-style-type: none"> - Waitrose development & town centre / area impact - 'Storrington Spring Clean' initiative - WSCC Market Towns Research Project | <ul style="list-style-type: none"> - Storrington Business Breakfast Club - Business Networking |
|---|--|

Pulborough:

- | | |
|---|--|
| <ul style="list-style-type: none"> - Lower Street Regeneration - Pulborough Business Show - WSCC Market Towns Research Project | <ul style="list-style-type: none"> - Broadband Campaigning - Pulborough Business Partnership |
|---|--|

Henfield:

- | | |
|--|--|
| <ul style="list-style-type: none"> - Revitalising the Economy Project - WSCC Market Towns Research Project | <ul style="list-style-type: none"> - Community Website - Faster Broadband Campaign |
|--|--|

Southwater:

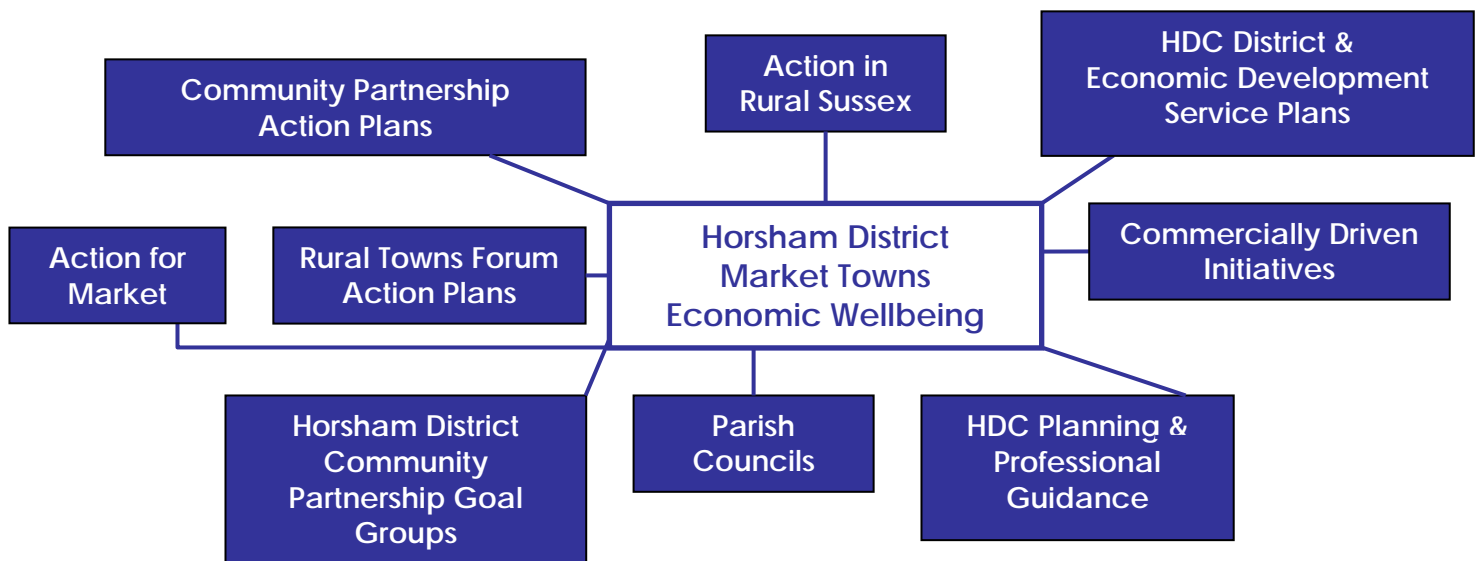
- | | |
|---|---|
| <ul style="list-style-type: none"> - Economic Monitoring - Business Enterprise Meetings | <ul style="list-style-type: none"> - Diamond Jubilee Event - Christmas Events |
|---|---|

Steyning:

- | | |
|---|--|
| <ul style="list-style-type: none"> - Steyning & District Map - Explore Steyning Leaflet | <ul style="list-style-type: none"> - WSCC Market Towns Research Project - Business Networking Events |
|---|--|

ORGANISATIONAL MAPPING

For the Economic Wellbeing of the Horsham District Market Towns



CLUSTERING

The HDC Cabinet has clustering high on the immediate agenda, with the Strategic Planning and Performance Department preparing a report setting out proposals for taking this forward. West Sussex County Council are introducing a number of Community Action Pilots across West Sussex (including one in Horsham District based at Southwater), which will address the challenges of the Big Society and focus on clusters. The Horsham District Community Partnership (HDCP) has recently agreed that it will be guided by the District Council on the direction of community engagement in response to the Localism Bill and recognises that engagement needs to be addressed by each of its four Goal Groups in the delivery of the HDCP Action Plan.

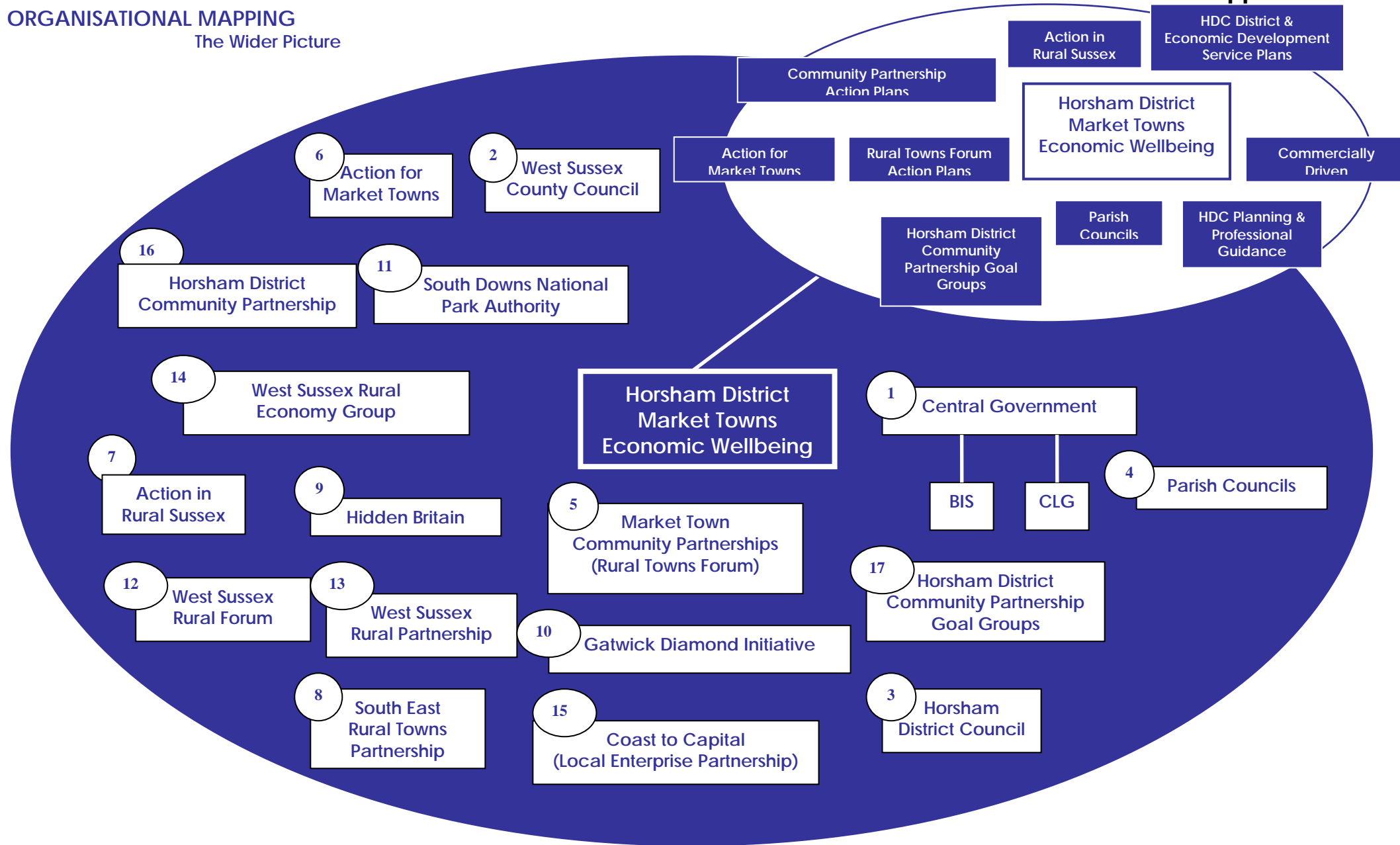
FUNDING

Horsham District Council has agreed to provide grant funding of £500 for financial year 2012/13 to each of the seven Community Partnerships of Billingshurst, Henfield, Horsham, Pulborough, Southwater, Steyning and Storrington for their continued contribution to the local economy and the wellbeing of their communities. In receiving the funding, the Community Partnerships agree to work with Horsham District Council Officers and Councillors to champion good relations between Community Partnerships and Parish Councils and other parts of the local community, for the greater good of the local economy and the wellbeing of local people.

A separate agreement has been devised, to be shared with and signed by each of the Community Partnerships.

ORGANISATIONAL MAPPING
The Wider Picture

Appendix 1



ASSOCIATED KEY PARTNERS, ORGANISATIONS & AGENCIES

1. Central Government - www.direct.gov.uk

BIS (Department for Business Innovation & Skills) – www.bis.gov.uk

The Department for Business, Innovation and Skills (BIS) is building a dynamic and competitive UK economy by: creating the conditions for business success; promoting innovation, enterprise and science and giving everyone the skills and opportunities to succeed. To achieve this it will foster world-class universities and promote an open global economy.

CLG (Department for Communities & Local Government) – www.clg.gov.uk

"Localism, localism, localism". The Government is overseeing a fundamental shift of power away from Westminster to councils, communities and homes across the nation. A radical localist vision is turning Whitehall on its head by decentralising central government and giving power to the people. At the Department for Communities and Local Government we are helping to end big government and create a free, fair and responsible Big Society by decentralising power as far as possible, meeting people's housing aspirations, putting communities in charge of planning, increasing accountability, letting people see how their money is being spent. The Department sets policy on supporting local government; communities and neighbourhoods; regeneration; housing; planning, building and the environment; and fire. The Department is ending the era of top-down government by giving new powers to councils, communities, neighbours and individuals.

2. West Sussex County Council – www.westsussex.gov.uk

Responsible for; Appointing members to Sussex Police Authority, Archives, Countryside Services, Education, Fire Brigade, Highways and Transport, Libraries, Probation, Registrar of Births, Deaths and Marriages, Social Services, Strategic Planning, Trading Standards, Waste Disposal.

3. Horsham District Council – www.horsham.gov.uk

Responsible for: Allotments (some), Building Regulations, Burial Grounds (some), Council Tax Collection, Country Parks, Elections, Environmental Health, Health and Safety, Housing advice and benefits, Leisure and Recreation, Local Licensing, Local Planning, Museums, Off-Street Car Parks, Waste Collection and household recycling.

4. Parish Councils

Responsible for: Allotments (some), Burial Grounds (some), Bus Shelters, Footpaths, Hedges, Maintenance of Some Local Buildings (i.e. village halls), Sports Facilities and Other Open Spaces, Street Lighting. There are 159 Town and Parish councils in West Sussex.

Billingshurst – www.billingshurst.gov.uk

Southwater – www.southwater-pc.gov.uk

Pulborough – www.pulboroughparishcouncil.gov.uk

Henfield – www.henfield.gov.uk

Storrington – www.storrington.org.uk/parish_council

Steyning – www.thesteyningcentre.co.uk

5. Market Towns Community Partnerships (Rural Towns Forum) – www.market-towns.info

An informal network of coordinators from the seven market town community partnerships in the Horsham District with representatives of Horsham District Council, Action in Rural Sussex and other parties interested in the success of the market towns, sharing information and advice, and providing mutual support. The Forum actively promotes the social, economic and environmental wellbeing of the market towns in Horsham District, complementing the work of Parish Councils, other public services and community groups. They seek to identify relevant indicators to monitor the vitality and viability of the market towns.

Billingshurst – www.billingshurst-community.org.uk

Southwater – www.southwater-pc.gov.uk

Pulborough – www.pulborough.org

Henfield – www.henfieldcp.org

Storrington – www.storrington.org.uk

Steyning – www.steyningsouthdowns.co.uk

Horsham

6. Action for Market Towns – www.towns.org.uk

Action for Market Towns (AMT) is a National membership group that provides small towns, local authorities and others with: Information and advice, Examples of best practice and National representation. Action for Market Towns is a not-for-profit company and a registered charity.

7. Action in Rural Sussex - www.ruralsussex.org.uk

Action in rural Sussex was established in 1931 as Sussex Rural Community Council and has worked with rural communities since then. Our vision for Sussex is that it is a place where an inclusive, active, community life is valued equally alongside economic success and environmental protection, and where all three are pursued together.

8. South East Rural Towns Partnership (SERTP) – www.setowns.org.uk

The South East Rural Towns Partnership has been in existence since 2000, building on experience gained from managing Rural Towns: Rural Life, initially via an SRB programme providing grants to towns and developing a network of support for town partnerships.

In April 2004 SEEDA launched a new programme of £7 million to support small rural towns across the Region. The new programme has been developed together with the regional South East Rural Towns Partnership. Local authorities are key members of the South East Rural Towns Partnership and have also played a significant role. The new programme recognises the vital role that small towns play and this has been reflected in the Regional Economic Strategy which argued for region-wide support.

9. Hidden Britain – www.hidden-britain.co.uk

A tourism scheme for places that are too special to remain hidden - yet too precious to spoil. 'Hidden Britain' is a charity-run initiative to encourage tourism, to uncover lesser known areas of the countryside, and to provide a different and more meaningful experience for the visitor

10. Gatwick Diamond Initiative – www.gatwickdiamond.co.uk

A business-led private/public sector partnership aiming to take the economic performance of the sub-region from good to excellent. The Initiative is led by two business champions - Paul Gresham of KPMG and David Butcher of FD Outsourcing, who are both determined that the business voice will be heard. Focussing on key strategic issues, local authorities, government agencies and leading business representatives are addressing the needs of the area as a strategic entity to ensure it is a world-class place to live, work and do business.

11. South Downs National Park Authority – www.southdowns.gov.uk

The organisation responsible for promoting the purposes of the National Park and the interests of the people who live and work within it. As a National Park, the SDNPA has statutory purposes and socio-economic responsibilities as specified in the Environment Act of 1995.

- a. To conserve and enhance the natural beauty, wildlife and cultural heritage of the area.
- b. To promote opportunities for the understanding and enjoyment of the special qualities of the Park by the public.

Working in partnership with other Local Authorities and other organisations, it is also the duty of the Authority to seek to foster the economic and social well-being of the local communities within the National Park.

12. West Sussex Rural Forum – www.ruralsussex.org.uk

The West Sussex Rural Forum is focused on providing a forum in which important issues affecting rural areas of the county may be discussed by individuals and organisations that have an interest or involvement. These meetings aim to bring together representatives from various backgrounds and geographical areas to review particular topics, this information can then be utilised to inform decision-making in the county. Attendance of the meetings is open to all.

13. West Sussex Rural Partnership – www.ruralsussex.org.uk

The aim of the partnership is to bring together the key organisations that develop strategy and policy in West Sussex to ensure the best use of resources across the County to deliver projects and services in rural areas and to monitor the delivery of the Local Area Agreement (LAA) in rural areas.

The Rural Partnership in its present format and membership has been operating for just under 2 years. It meets 4 times a year and has reporting mechanisms to the West Sussex Public Service Board and to regional and national rural forums and boards reporting to both DEFRA and the Rural Minister.

14. West Sussex Rural Economy Group (newly formed)

Set up as an arm to feed up to and down from the West Sussex Rural Partnership on rural economic matters.

15. Local Enterprise Partnership – Coast to Capital – www.coast2capital.org.uk

The Coast to Capital mission is to provide joint public and private sector leadership to drive sustainable private sector-led growth and job creation across an area reaching from Brighton & Hove to Croydon and including the Gatwick Diamond and West Sussex. This will be done by boosting enterprise and embedding an even stronger enterprise culture. We will also increase international trade by helping current international traders to trade more and inspiring more businesses to trade internationally. In so doing every person and places' potential will be realised.

16. Horsham District Community Partnership – www.hdcp.uk.net

The Horsham District Community Partnership aims to bring together all the organisations and groups that are involved in making decisions that affect the future wellbeing of the people of the Horsham District. Many of the issues facing local communities today can only be tackled if everyone works together and it is important that there is an effective way to enable this. The Sustainable Community Strategy ('All Our Futures') is the tool to ensure delivery of what local people have said they need.

17. Horsham District Community Partnership Goal Groups

- **A better place to live:**

Affordable housing: <http://www.hdcp.uk.net/actionplans/Housing%202010-11.Q1%20Covalent.pdf>

Transport: <http://www.hdcp.uk.net/actionplans/Transport%20Action%20Plan.pdf>

Climate Change: http://www.hdcp.uk.net/latest_news/pdfs/Climate%20Change.pdf

- **Opportunity for all**

[http://www.hdcp.uk.net/actionplans/Opp%20for%20All%20Q1%20Covalent%20\(2\).pdf](http://www.hdcp.uk.net/actionplans/Opp%20for%20All%20Q1%20Covalent%20(2).pdf)

- **Better health for all**

<http://www.hdcp.uk.net/actionplans/Better%20Health%20for%20All%20Action%20Plan.pdf>

- **Staying and feeling safe**

Sussex Police Data: <http://maps.police.uk/view/?q=Horsham+District&url=sussex/northdowns%2>

Appendix 2. SOURCES OF BUSINESS SUPPORT

National/Regional Sources

Business Link <http://www.businesslink.gov.uk/bdotg/action/home>

Business Links used to be a national service delivering business support directly as well as by the Internet. Although the direct delivery service has stopped, this website is one of the most comprehensive sources of information, videos, guidance, and real life examples of all aspects of being in business that is available on the internet. It is designed to be used by all sorts of businesses and contains high quality, accurate and useful information. It is free to use. Events are run locally.

Business in You <http://businessinyou.bis.gov.uk/>

This is an initiative launched by central government in partnership with the private sector. It is a comprehensive online portal signposting to sources of help on finance, management, HR, marketing, mentoring, IPR etc. It provides a directory of events, searchable by location. It does not appear to have contact details.

UKBusiness Advisors <http://ukba.co.uk/index.php>

This is a privately run chargeable business advice service offering support across all areas of business from 80 experienced business advisors who have been in business. There are some online resources as well.

Tel 0333 4448542

Email: practical-advice@ukba.co.uk

Institute of Directors www.iod.com

This is a national membership based organisation. It has both large and small business members. It is also organised regionally. It provides information online as well as phone and face to face business support and advice to members. It also runs training and other events.

Debbie Baston

Phone: 0140 3 262739

Email: admin.sussex@iod.net

Federation of Small Businesses <http://www.fsb.org.uk/>

This is a national membership-based organisation, and its key function is as a lobbying and campaigning group on behalf of businesses. It does also carry some business support information on the website, but it is more limited than the Business Link content. The FSB is organised regionally, with networking meetings and events on business and wider issues. Surrey & West Sussex region has over 10,000 members and is the second largest region within the FSB:

Ray Abrahams, Unit 20, Lintot Square, Fairbank Road, Southwater, Horsham, RH13 9LA

Phone: 01403 734257

Email: ray.abrahams@westsussex.gov.uk

British Chambers of Commerce <http://www.britishchambers.org.uk/>

Phone: 020 7654 5800

Email: info@britishchambers.org.uk

This is another national membership based organisation, but its key function is as a policy-maker. It does also carry some business support information on the website, but it is more limited than the Business Link content. The BCC is organised regionally – Sussex Enterprise is the local C of C – and at this level there is more direct business support service delivery as well as networking and other events.

Sussex Enterprise <http://www.sussexenterprise.co.uk/>

Phone: 0 1444 259259

United Kingdom Trade & Investment www.ukti.gov.uk

UKTI is run by the Government as a national source of information and advice on all aspects of international trade and inward investment, with regional contacts. Although primarily an online resource, there is some direct consultancy help available for firms wishing to export, as well as networking events, trade missions and sector specific advice.

Unit 10, Fulcrum 2 Solent Way, Whiteley, Fareham, PO15 7FN

Tel: 08452 789 600

Email: info@uktisoutheast.com

Designing Demand <http://www.designcouncil.org.uk/designingdemand>

This programme is run by the Design Council and offers a mentoring service for manufacturing SMEs. Management teams are led through a practical-based process that helps them to understand how design, used well, can be a strategic and effective tool to boost performance, open new markets, cut costs and reduce risk. Costs can be subsidised at up to 50% and a project typically lasts 6 – 12 months.

Tel 020 7420 5200

Email: ann.crawley@designcouncil.org.uk

Forum for Private Business <http://www.fpb.org/>

This is a membership organisation offering online information and direct business advice via the telephone, as well as lobbying on business issues. It covers a range of topics including finance, HR, legal and marketing.

Phone: 0845 1301722

The Prince's Initiative for Mature Enterprise <http://www.primebusinessclub.com>

PRIME has been set up by HRH Prince Charles to help people over 50 to get into self-employment or business. It is a charity and hosts events, currently about how to prepare to set up in business. It also provides online information and facilitates mentoring, and has offered loans in the past although this facility is currently closed.

Tel: 0845 862 2023 Email: info@prime.org.uk

The Princes Trust <http://www.princes-trust.org.uk/>

This is a charity which helps young people into business or self-employment. It provides grants, courses, and networking events. It also provides business and personal development support via mentors, online materials, role models, competitions etc. There are regional offices:

London and the South East Regional Office, 18 Park Square East, London NW1 4LH

Tel: 0207 543 1400

Email: webinfo@princes-trust.org.uk

Shell LiveWire <http://www.shell-livewire.org/>

This website is an online community for young (16-30) entrepreneurs. It offers online materials on business issues, an online discussion forum, awards, as well as mentoring.

Shell LiveWIRE, Design Works, William Street, Felling, Gateshead, England, NE10 0JP

Tel: 0191 423 6229

Email: enquiries@shell-livewire.org

Be The Boss <https://www.civvystreet.org/betheboss/Default.aspx>

This is run by the British Legion to help ex-service personnel set up in business. People can apply for start-up funding of up to £7,500, and for funding to grow an existing business (trading 12-24 months) of up to £30,000. Along with the grant, successful bidders will receive mentoring support and ongoing support, via online briefings on business issues.

Phone: 0800 678 5787

Email: betheboss@civvystreet.org

Fredericks Foundation <http://www.fredericksfoundation.org/>

Provides business support and advice, and microloans, to disadvantaged people, who have been turned down by other sources of finance, to help them set up or expand a business. For start-up businesses it is a maximum of £10,000, though the average loan is less than £5,000. For established businesses with a financial track record the maximum loan is £20,000. The local contact is in Lightwater:

Tel: 01276 472722

Email: mail@fredericksfoundation.net

Mentorsme <http://www.mentorsme.co.uk/>

This website is a gateway to connect firms which require mentors with a suitable mentor. It operates nationally and matches people by geographic area and life stage of the business. It appears that most mentors will be charged for, although some may be free. Access to more information is solely via the website.

Confederation of British Industry www.cbi.org.uk

This is another national membership based organisation. It has small business members but is best known for its lobbying and policy influencing role for larger firms. It publishes research and runs events, but does not provide direct business support. It is also organised regionally.

Nigel Bourne - Director SE Region, Tubs Hill House, London Road, Sevenoaks, Kent, TN13 1BX

Phone: 01732 454040

e:beryl.powell@cbi.org.uk

National Enterprise Network <http://www.nationalenterprisenetwork.org>

Formerly the National Federation of Enterprise Agencies, this organisation mainly supports organisations which provide business support services. However, it does have a few delivery programmes which are closer to the needs of firms such as a programme of seminars with Barclays Bank and a programme to train mentors.

Telephone: 01234 831623

Email: enquiries@nationalenterprisenetwork.org

Local Business Support Organisations

Steyning Chamber of Trade

Mrs Julie Belton, Chair, Beltons Public Accountants Ltd, 72 High Street, Steyning, BN44 3RD

Phone: 07407 033066

Email: steyningcot@btinternet.com

Horsham District Council <http://www.horsham.gov.uk/business/5077.aspx> or www.thinkhorsham.co.uk

HDC has a good business portal – a series of links to other business-related websites. It also hosts Microbiz (a business show), a month long Food & Drink Festival, supports events in Horsham and encourages markets in Horsham as a way for businesses to start trading. HDC conducts

research into business and is particularly knowledgeable about Home Based Businesses. They will always try to help with a query and can signpost onto other sources.

Contact Chris Baister, Business Development Manager

Phone: 01403 215542

Email business.development@horsham.gov.uk.

Gatwick Diamond Business Association <http://www.gatwickdiamondbusiness.org.uk/>

Known as CADIA, this is another strategic/lobbying organisation which exist to promote the interests of the Gatwick Diamond area (which includes Steyning). It provides networking and a business directory and promotes inter-member trading.

Jeremy Taylor, Chief Executive

Tel: 01293 440088

Email: jeremy@gatwickdiamondbusiness.org.uk.

Coast to Capital <http://www.coast2capital.org.uk/>

This is the Local Economic Partnership (LEP) comprising a variety of organisations. It is primarily a strategic body, which seeks to support economic development especially via enterprise growth and internationalisation. It has access to funds via the Regional Growth Fund (£16m). Access is via the website.

Don't forget that many accountants and banks offer business support advice, networks and events.

HMRC can also be a source of information: www.hmrc.gov.uk

Universities can also help:

University of Chichester www.chi.ac.uk

It offers consultancy help across a variety of disciplines, events, start up help and meeting space at the Dome Business Centre in Bognor Regis. It can place students from a variety of courses into firms to work on projects. They can also place students on Knowledge Transfer Partnerships (KTPs) which last from 6months to 3 years, with grants available for up to 60% of the costs.

Tel: 01243 816000

Email: website@chi.ac.uk

University of Brighton www.brighton.ac.uk

This has a more established business support offering including Profitnet (a scheme to help entrepreneurs via intensive peer to peer networking as well as access to University facilities) as well as more general collaborative consultancy, KTPs, events, student placements, access to specialist facilities, workforce development, bespoke short courses etc. The University has a strong track record in innovation management amongst other disciplines. A variety of contacts are given at <http://www.brighton.ac.uk/business/getintouch/index.php?PagelId=700>.

Tel: 07983 443556

Email: n.rodgers@brighton.ac.uk.

Central Sussex College www.centernalsussex.ac.uk

This FE College advertises jobs for employers and also has information about Apprenticeships. The Training Centre at Horsham offers short courses for employers as well as students. It also offers meeting space/conference facilities.

Tel: 0845 155 0043 (press 4)

email employers@centernalsussex.ac.uk

Sector specific sources and those with a particular focus

Apprenticeships

Apprenticeships www.apprenticeships.org

This is the national site, it contains all an employer needs to know about the apprenticeship scheme. There is another one for Sussex <http://www.apprenticeships-in-sussex.com/>

Tel: 0800 150600 or access via the website

Growth Firms

Business Coaching for Growth <http://www.businessgrowth.uk.com/>

This is a new national scheme aimed at SMEs wishing to grow by at least 20%. It is funded by the government and delivered by a public/private partnership of experienced consultants.

Beneficiaries will have to pay to use the service, but it is subsidised. Each service delivery will be bespoke, but may cover innovation, access to finance, general management and leadership issues, networking and mentoring

Phone: 08444 632995

Email: enquiries@businessgrowth.com

Creative Industries

Wired Sussex <http://www.wiredsussex.com/>

This is a Brighton-based membership organisation for companies and freelancers operating in the digital, media and technology sector in Sussex. It helps firms by running training and education events, networking, promoting workspaces, members directory, funding some projects and lobbying.

Tel: 01273 692888

Email: info@wiredsussex.com.

Europe

European Information Service Centre www.eiscltd.eu

This website provides some links to sources of information about Europe to help with searching for grants or for partners and about doing business internationally.

Tel: +44 (0)23 8020 6162

Email: info@eiscltd.eu

Land-based industries

Sussex Rural Business Centre <http://www.plumpton.ac.uk/business.aspx>

Based at Plumpton Agricultural College, this team works with land-based industries. It co-ordinates apprenticeships, provides direct training including landskills, management and other vocational short courses.

Don Cranfield, Head of Business Training

01273 892031

don.cranfield@plumpton.ac.uk

Country, Land and Business Association <http://www.cla.org.uk>

This is a membership based organisation for landowners. It is national, but arranged regionally. It lobbies government but also runs events (workshops, seminars) on business issues in country areas, and offers professional advice (eg tax, accountancy, legal) to its members as well as having a rural business adviser.

Tel: 01264 722000

Email: info.southeast@cla.org.uk

West Sussex Growers Association <http://www.wsga.co.uk/>

This is a membership based organisation, part of the NFU. It is primarily a lobbying organisation but it does also offer networking events (open days, promotional visits etc). Currently they are developing a strategy for SMEs in the industry.

Amanda Harman - Executive Officer NFU, Hardham Business Park, Mill Lane, Hardham, Pulborough, West Sussex, RH20 1LA

Phone: 01798 874382

Email: amanda.harman@wsga.org.uk

NFU

This is a national membership organisation for land-based industries, organised locally. It is primarily a lobbying, policy and information-providing organisation but it does do some work on skills and training such as the Agri-Skills Strategy.

William White, Unit 8, Ground Floor, Rotherbrook Court, Bedford Road, Petersfield, GU32 3QG

Phone: 01730 711950

Email: south.east@nfuonline.com

Manufacturing

Manufacturing Advisory Service www.mymas.org

MAS provides online information, events and a very diverse and experienced face to face consultancy service for manufacturers, particularly SMEs. It is an excellent resource. It is a national service, but arranged regionally. Some services are free; some are available at subsidised rates.

Tel: 0845 6589600

Email: experts@mymas.org

Networking

Village Networking <http://www.villagenetworking.biz/>

This group has sessions in Henfield, Billingshurst, Storrington, Lindfield, Rustington and Southwater, costing £2. The focus is on referrals and support between members.

Tel: 07743 696649

Email: jo@villagenetworking.biz

Business Network International <http://www.bnissussex.co.uk/>

This is an international membership group which is all about referrals – the concept is that everyone refers everyone else's business. They also provide training in presentation skills, networking, referrals etc.

Tel: 01403 750145 or use the website

First Friday Network <http://www.firstfriday-network.co.uk/>

This is a free group arranged in towns, meeting monthly. It is arranged by business people for businesses.

Steve Wilson

T: 01243 787100

E: steve@firstfriday-network.co.uk

Social and Sustainable Enterprise

West Sussex Social Enterprise Network <http://www.wssen.org.uk/page/index/>

This group, funded by WSCC, provides help and training to social enterprises. Some of it is free. The website is a portal, with links to a variety of other organisations.

Social Enterprise Training And Support <http://www.setas.co.uk/>

This is a national 'one stop shop' for training for social enterprises

Action in Rural Sussex <http://www.ruralsussex.org.uk/>

This organisation provides support to social enterprises and rural shops.

Phone: 01273 473422

Email: info@ruralsussex.org.uk

West Sussex Sustainable Business Partnership <http://www.westsussexbp.org.uk>

This organisation provides training and networking events for social enterprises and firms interested in environmental issues.

Tel: 01444 477501

Women in Business

Sussex Women in Business <http://www.wib-sussex.co.uk/>

This is a not-for-profit, non-political, voluntary network for women in business. Membership costs £50 year. They run events and have a directory of local female-owned businesses.

Alice Chambers

Tel: 01403 273614

Email - alice@essenceoffashion.co.uk

Women in Rural Enterprise <http://www.wireuk.org/>

Based at Harpur Adams College in Shropshire, this membership organisation (£50/year) helps women by organising networking, training (particularly start-ups) and using their website to help women promote their businesses. They provide bespoke business advice (£50 for a consultation and plan, upwards).

Tel: 01952 815338 Email: info@wireuk.org

The Women's Business Clubs

Set up in 2005, this membership organisation (from £50pa) sets up networking/promotional events to inspire and support female entrepreneurs or those thinking of starting up. There are online success stories on the website, plus online training events and an 'Ask the Expert' facility.

Tel: 01903 201100

Email: info@womensbusinessclubs.com

Waste

WRAP www.wrap.org.uk

This is an organisation which exists primarily to lobby and help make policy on waste reduction issues. However, it does have some direct business support initiatives such as a benchmarking tool for measuring resource efficiency, a resource management plan tool for events and water efficiency tools for use by SMEs.

Tel: 0808 100 2040 or contact via the website.

Web

Web Fuelled Business <http://www.webfuelledbusiness.com/>

One day intensive boot camp on using the web for SME owners to grow their markets and cut costs. It is organised by central Government (BIS) and free of charge, and presented by Doug Richards from Dragon's Den. The first round of events has closed, but a firm can register for the 2nd round. Contact via the website



Ashington Parish Council

Clerk to the Parish Council: Mrs. K. Dare, Honeysuckle House, London Road, Ashington, Pulborough, West Sussex, RH20 3JR, Telephone 01903 892991

Email: clerk@ashingtonpc.org.uk www.ashingtonpc.org.uk

By: Karen Dare, Clerk, Ashington Parish Council

Background

Ashington is situated in the Horsham District within West Sussex. The parish is approximately 10 miles from Horsham, 4 miles from Storrington and 9 miles from Pulborough. According to the 2001 Census, the population of the parish was 2351 of which 1183 were male and 1164 were female. There are 962 households and the predominant tenure in Ashington is owner occupation (85%), followed by renting from a private landlord (8%) and renting the property from a housing association (7%) - Census 2001.

The Parish has various amenities including a mobile library service, a primary school, 2 churches, 1 community centre, 1 pub, local businesses including a pharmacy, post office, Indian restaurant, hairdressers and general store. Access to doctors are in the neighbouring parishes of Storrington/Southwater. There are also 2 bus routes through the parish to Horsham, Worthing and Storrington, all of which have a limited service.

Ashington has been recognised nationally, winning West Sussex Village of the Year in 2001, 2003 and 2005. Also winner of the categories "Community Life" and "Business" for Southern and South East England in 2001 and National "Calor Village of the Year" in 2003. In 2005 Ashington was the first winner in West Sussex of the Calor / Defra sponsored "Building Community Life Competition". Ashington was invited to enter the Calor Village of the Year 10th Anniversary Award Competition celebrating ten years of the Village of the Year competition along with other winners over the period 1997 to 2006 and was judged as the South of England Village of the Year – Best of Best.

History

Archaeological evidence proved that there was activity in Ashington about 900 BC Late Bronze Age. To the South of the village runs the "Green Sand Way" which is a Roman road. Just over ½ a mile to the north of the Roman Road is a Roman villa site. Ashington is also mentioned in Domesday under the name Essingetune where it proudly boasts two house-holders and six labourers. Most of Ashington's history revolves around agriculture.

In 1801 the population was 173 with 28 houses. Some twenty years later, this had grown to 41 houses. In 1802 a toll road was put across the

common and a regular stagecoach service from London to Worthing and back, stopped at Ashington. This finally faded out in about 1848 when the Southern railway opened and it was easier to get to and from London and Worthing by train. The main enclosure act in 1816 meant houses could be built up to the road's edge, which had formerly been part of the common. By 1939 an Ashington bypass was spoken of but it was not until 1995 that the bypass was completed. A new school (opened in 2002), a new community centre (opened in 2003) and approximately 400 new houses have been built in the village in the last 15 years.

Ashington has two churches, St. Peter and St. Paul and the Ashington Methodist Church. The former is of flint and stone construction possibly dating from the 15th century. It was greatly enlarged in 1871 when the episcopal parish was extended to cover the eastern side of the village, which, up to that time had been known as North Washington. The church has two bells one of which is considered to be one of the oldest bells in Sussex dating from the 13th century. The first Ashington Methodist Church of iron construction was built in 1888. The second church was built around it in 1894. The Methodist Church closed for services in 2011 and is now a private children's nursery.

Parish Plan

The most recent Parish Plan was published in 2010 following a long period of consultation with residents, organisations and businesses in the village. Previously a Parish Plan was prepared in 2006 and Village Appraisals were undertaken in 1999 and 2000. In addition to Parish Plans the Parish Council has undertaken:

- Affordable Housing Survey completed in Nov 2007 and August 2012
- Older Persons Housing Survey completed in November 2009
- Transport and Access Survey 2006

Parish Website

The Parish Council has its own website which contains the Parish Plan, Housing Needs Survey and all other information relating to Council business. The website averages 450 visits per month. It can be seen at www.ashingtonpc.org.uk

A local resident produces and manages an Ashington Village website (www.ashingtonvillage.co.uk) which holds information about the village in general. This is a commercial website.

Parish Publications

Ashington Parish Council produces quarterly Newsletters detailing Council business as well as other information about the village. This is distributed to every home in the Parish. The Ashington Village website produces a weekly Newsletter of events/information and this is emailed to over 600 separate email addresses. Ashington Parish Council has an electronic information board at the local Post office and displays news on a regular basis. The Council has 6 noticeboards and freely displays news/events/information from residents and local businesses.

Existing Parish Businesses

There are a number of established businesses in the village, the vast majority occupying premises along the main village road (London Road). There is no main 'centre' to the village and businesses are widely distributed along London Road:

General Store & Post Office – The Co-op and Post Office are very well used by all in the village. Includes a 'cashpoint'.

Chemist – came to the village in 2009, has good links with local Doctors surgeries, well used for prescriptions

Hairdresser – two businesses plus other 'mobile' hairdressers.

Estate Agent – Cubitt & West are well established in the village

Pubs/Food outlets – one pub, one fish&chip shop and one Indian restaurant. All are well used

Car sales/servicing – 3 garages (Ashington Autos offering sales of Ford cars plus repairs/servicing/MOT of all car types, Bluebird garage offers repairs/servicing/MOT of all car types, Bridge Garage offers sales of Alfa Romeo cars plus repairs/servicing/MOT of all types of cars).

Garden Centres – one 'architectural plants' business but two others located 1-2 miles from the village.

Others (known) – ECM electronics, Cherubs Beauty Salon, Nail & Tan, Morways flooring, Chanctonbury Caravan Storage

Businesses without premises

There are a great number of businesses operating from residential addresses (homes). These include cakes & cupcakes, personalised bunting, jewellery making, greetings cards, accountancy services, computer services, personal trainers and many more.

New businesses

In 2012 planning permission was given by HDC (DC/11/2648) for a petrol station, country goods store and fuel distribution yard on land at the north of the village. It is expected that the country goods store will sell some forecourt goods, farm shop type goods as well as country pursuit type goods. The Parish Council specifically asked HDC to allow the sale of farm shop type goods as it was felt that this would be a beneficial addition to the village and would not be competition for the Co-op.

A recent planning application has been submitted to HDC for an Equine Hospital on B2133 Billingshurst Road, just north of the village.

Empty Retail units

There is one empty retail unit – Post Horses, London Road. The unit has been empty since 2007 and is in a very poor state of disrepair. A number of potential buyers have viewed the property but the asking price is high, considering the state of the building. The property has been subject to a planning application to convert it to a residential property (DC/12/0880), the Parish Council objected and the application was refused by HDC. A second application to convert to a residential property was submitted in August 2012 (DC/12/1527).

Ashington Business Consortium

Ashington Business Consortium (ABC) started in 2006 after their founders, Chris Coward, Christine Gandy and Lorraine Hannah reached the conclusion that the very best business is local business and that the most effective form of advertising is a personal recommendation. Since then they have gained members including a heating engineer, a landscape gardener, a pest controller, a veterinary practice, a property consultant, a lawyer, an accountant and more. They are all local businesses, used and trusted by the local community, and because they are local residents can rest assured that they will receive prompt & professional service at a sensible price. Website www.ashingtonbusiness.co.uk

This business network allows some businesses to outsource trade to others, improve efficiency by sharing services and share best practice.

Business needs

Ashington does suffer from poor mobile phone communications. Many of the networks have 'dead spots' within the parish.

Broadband speeds are slow. We are awaiting the 21CN Upgrade at our telephone exchange. This would enable a business in Ashington to compete on a level playing field with businesses in towns and Cities. At present the lack of progress by BT on this means services can be a factor of 100 times slower or ten times more expensive depending on the desired bandwidth. Kajoma offer high speed wireless in Ashington and are listed officially, but coverage is so poor we know of no residents actually able to benefit. Residents have tried without success to get a connection from Kajoma and they could not even offer it to a customer on top of a hill nearby.

Passing trade is non-existent as the village is bypassed by the A24
There are very limited opportunities to sell local products within the village itself – a monthly farmers market and occasional 'Fayres' provide the only opportunity. It is hoped that the Farm Shop at the new Petrol Station will stock local produce

Public transport to the village is infrequent.

Support for local Small Business

Better mobile phone coverage

Faster broadband

More opportunities to sell products locally.

PULBOROUGH

The parish of Pulborough encompasses not only the village of Pulborough but the hamlet of Nutbourne. Nutbourne is mainly a farming community with a pub and two vineyards.

Pulborough village is located in the southern part of Horsham District overlooking the Wild Brooks which is part of the Arun Valley floodplain. RSPB Pulborough is located on the eastern part of the Wild Brooks. Pulborough has a population of approximately 5,000 living in roughly 2000 houses/flats (2001 census) of which a large majority commute to work. There are also a large percentage of retired people.

There is a main line rail link to London Victoria and the south coast plus some bus routes to the adjoining villages.

There are some 80 businesses occupying premises in the retail and industrial areas of the village. This does not include businesses working from residential premises. A one-off limited survey indicated there could be some form of business in 80% of houses.

North of the village is Broomers Hill Park, Codmore Hill which is a business park comprising of 14 units, one of which is vacant.

Brinsbury Campus, Chichester College is situated further north on the A29.

Lower Street

This has been the principle retail high street since possibly the late 19th Century as seen by the large array of old traditional shops. e.g. The Royal Mail Sorting Office dates from 1906 when it was the post office. The Village Hall, library, Memorial Garden and Car Park are located just off Lower St.. There are also the following shops/businesses:-

Butcher	2 Dentists
Greengrocers	Solicitors
Wine merchants	Funeral directors
General stores/post office,	4 Estate agents
Soft furnishing	Bank
Barbers	Vet
Hairdresser	Office supplies/business centre
Fishing tackle supplies	Travel Agents (Internet)
Pet supplies	Royal Mail Sorting Office
Health food shop	
Electrical retailer	
Baby Boutique (new/second hand clothes & equipment	
Dry cleaners/shoe repairs	
Charity shop	
Tea Shop	
3 empty retail units	
Large pub	

Another pub farther east at Mare Hill

Swan Corner /Station Area

We have a further selection of shops

Collectable/gift/café	Restaurant
Hairdressers	4 Takeaway shops
Garden machinery business	Bank
Electrical retailer	Estate agent
Car repair business	Dentist

Small industrial park consisting of:-

- 2 Bathroom businesses
- Car repair business
- Electrical wholesalers
- 2 Motor accessories
- Builders' supplies
- Catering/event business

The northern part of the village on the A29 has

Medical Centre	Butcher
Chemist	2 supermarkets
Mary How Trust – health screening	
4 garages/car dealers	
Restaurant	
Hotel	
Hairdressers	

Toat Café with a hand car washing business

Up until approximately seven years ago the Lower St. and Station Road part of Pulborough were busy. Then a Tesco Supermarket was built as part of a larger development. The doctors and the chemist were relocated from the Lower St area into a new Medical Centre next to Tesco taking a large percentage of the footfall with them.

The problem was compounded when Sainsbury's decided to expand their existing supermarket to compete with Tesco. New housing developments tend to be to the north of the village. We have also had a large housing development to the west of the village as well, not far from the station.

A local map has been produced showing all of the local businesses/retail units with the aim of highlighting to the residents and visitors what was available in the village. A Shoppers Guide leaflet has also been produced and distributed in the local shops.

Another problem with Lower Street is that the pavements are narrow and it is hazardous walking along with passing large lorries thundering through.

Please see the attached basic map giving an idea of the structure of Pulborough..

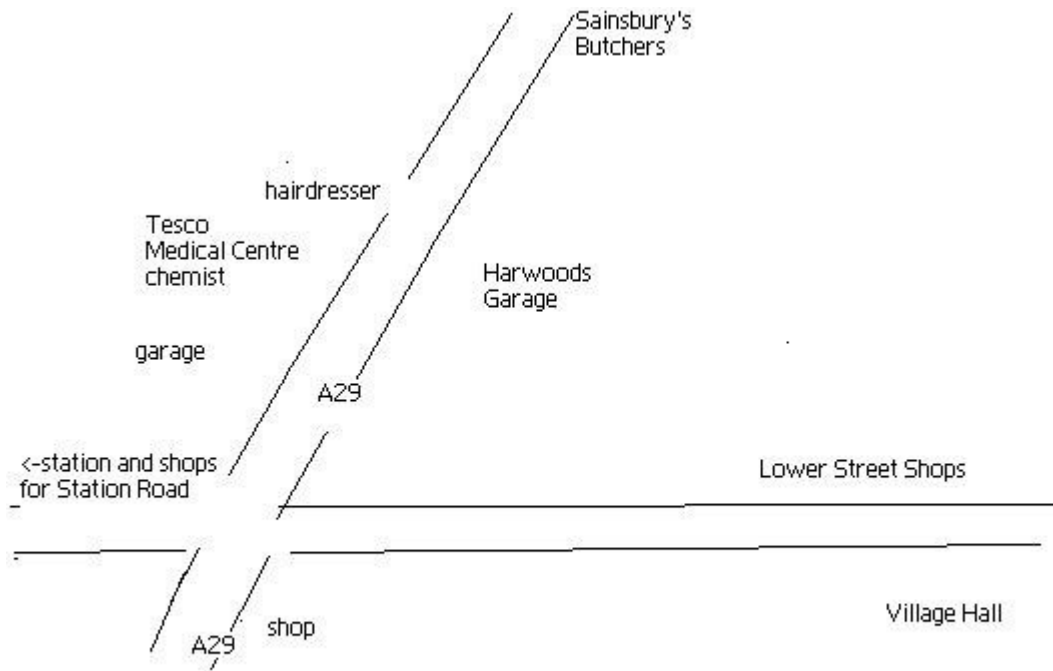
Traders' comments

- Would like a reduction in Business Rates and charge for refuse collection
e.g. Business Rate - £2800 per annum bin collection - £700 per annum
- To encourage new retail business – suggest the first year no charge for business rates and refuse collection. This would help with the initial costs of building a business e.g. new stock and advertising to attract customers
- Cap rent. The rents are high and some landlords do not look after their tenants. The property is not always adequately maintained
- Would like to see a chemist in Lower Street and would like to see a balance of shops.
- Would like bollards removed which were put up to stop parking in Lower St. The problem is it prevents stock being delivered.
- Traders are having to compete with other businesses on the Internet
Other businesses could be selling the same merchandise but it is cheaper elsewhere due to the location in the country where overheads are lower. The south of England is renowned for being more expensive especially the West Sussex Region. Some customers are tapping into the trader's knowledge by looking at their products, asking their advice, and then buy on the internet as it is cheaper.

Larger companies, for example Curry's, Tesco, Sainsbury's, can buy in bulk which reduces their costs and they can sell cheaper. They can also afford to run big discount promotions.

- Some of the traders have tried advertising on the internet, having a website, Facebook page, mail shots and advertising in local publications but it still only brings in a limited amount of business. Some businesses have also tried advertising on Spirit FM.

Appendix 3



**SCRUTINY & OVERVIEW COMMITTEE
SUPPORTING LOCAL BUSINESSES WORKING GROUP
WEDNESDAY 25TH JULY 2012**

REPORT FROM RUDGWICK

Presented by Paul Thompson, Chairman, Rudgwick Parish Council

Background

The Parish of Rudgwick lies in the heart of the Low Weald bounded by the Surrey/Sussex border running along the ridge of rising ground which gave a site for its church and the parish its name - "Regwick" (1210) - "the farm on the ridge". The parish consists of six distinct hamlets, namely The Haven, Tismans Common, Bucks Green, Rudgwick, Cox Green and part of Rowhook.

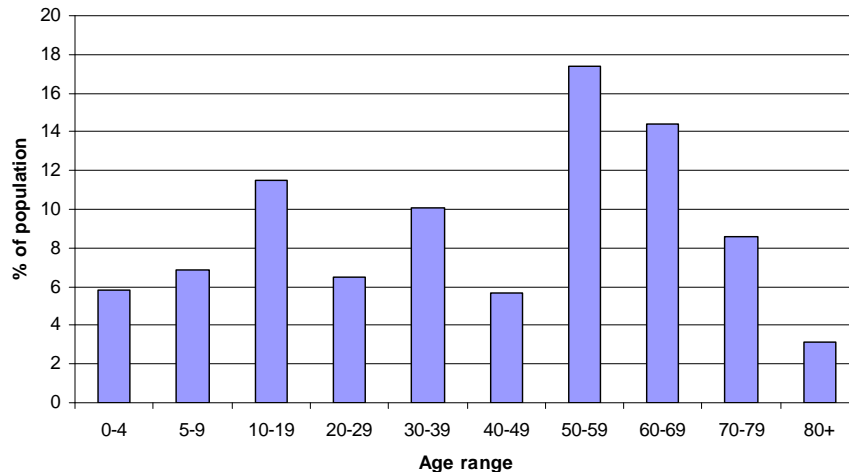
Rudgwick's population continues to grow. Only 760 were present in the first census in 1801, 1148 in 1901, rising to 1527 in 1951 and now estimated at more than double that with 3090 in 2006. It is currently of the order of 3150.

The parish comprises significant areas of farm land with some light industry as well as an underlying number of small businesses (in excess of 100). Rudgwick is not and does not plan to be a major shopping centre, its shops are for the convenience of the locals.

A relatively recent Sports and Social Club has been actively used by the parish and have been useful in developing a community spirit.

The Rudgwick Youth Centre supported by the Church and the Parish Council is fulfilling a valuable role.

Rudgwick Demographics



Parish Plan

The Rudgwick Parish Plan was published in the September of 2006. It followed 18 months of consultation with residents and businesses through Parish based events, forums and a questionnaire to every house and known business in the Parish. The Parish Plan provides a useful foundation for understanding the needs of the Parish and is used extensively in producing the comments below along with updated knowledge since it was first published.

Parish Website

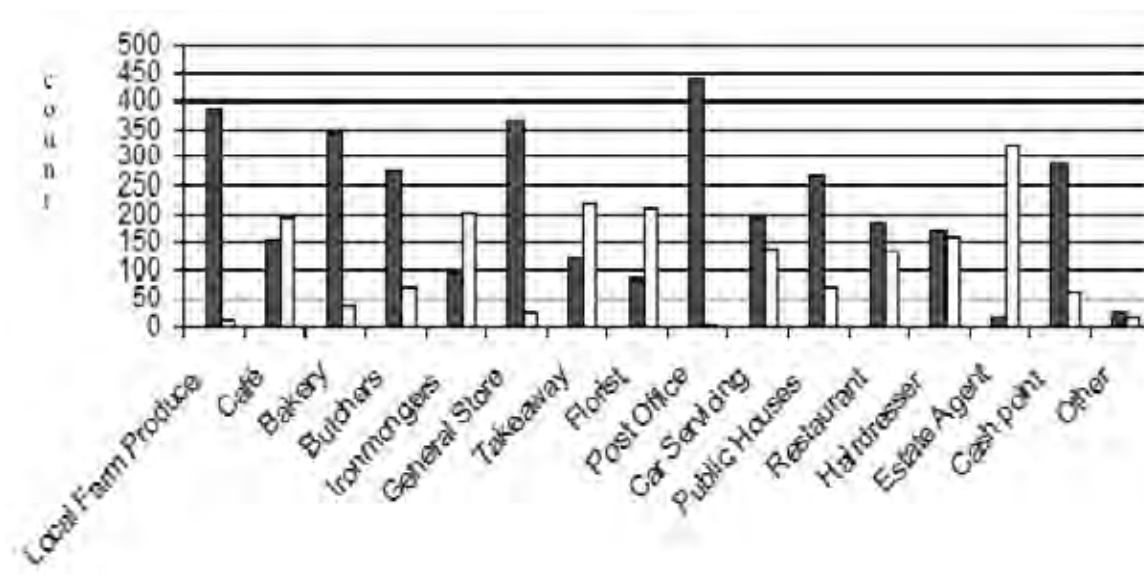
The parish website contains the Parish Plan and the Design Statement along with other material relating to the Council and its activities, it can be seen at www.rudgwick-pc.org.uk

Since its introduction we have had 73,700 hits on the site. The reader is recommended to look at this site for further data.

Parish Magazine

This month the 200th issue of a free copy of the Rudgwick Magazine will be distributed to approximately 1250 homes in the parish. This is supported by advertising and donations and is heavily used by the Parish Council to communicate with parishioners. It is highly regarded by the inhabitants as a useful facility.

Parish Needs and their Fulfillment



Black bars are an indication of the most beneficial and the white bars the least.

General Store: The Coop was recently refurbished and appears to be a valuable convenience store for many in the Parish. Car parking is limited.

Post Office: We succeeded in keeping our Post Office and it is a valuable and well used facility. There is a significant level of business mail from local small businesses.

Chemist: Now present in the shop element of Martletts Court. This supplements the dispensary at the 'medical centre' by providing a range of products that are not available from such a dispensary.

Hairdresser: Now present in the shop element of Martletts Court.

Café: Partly fulfilled with our 'Book Exchange'.

Cash Point: Installed by the Coop this year.

Public Houses/ Restaurants: We have four Pubs in the Parish but they indicate that they are finding it hard to run the business. They all provide restaurant facilities.

Local Farm Produce: 'Secretts of Rudgwick' has now closed as it could not manage with the reduced custom which was no doubt due to the economic downturn. The premises are currently not used.

Bakery, Butchers: no specific facilities but limited range available at the Coop. These may not be sustainable on a stand alone basis.

Car Servicing: No specific facilities except for mobile approaches. Of the order of 6 miles to travel to get petrol.

Summary, most requirements have been met and appear to be stable. *The local farm produce area is the one left in most demand.*

Known Businesses and their needs

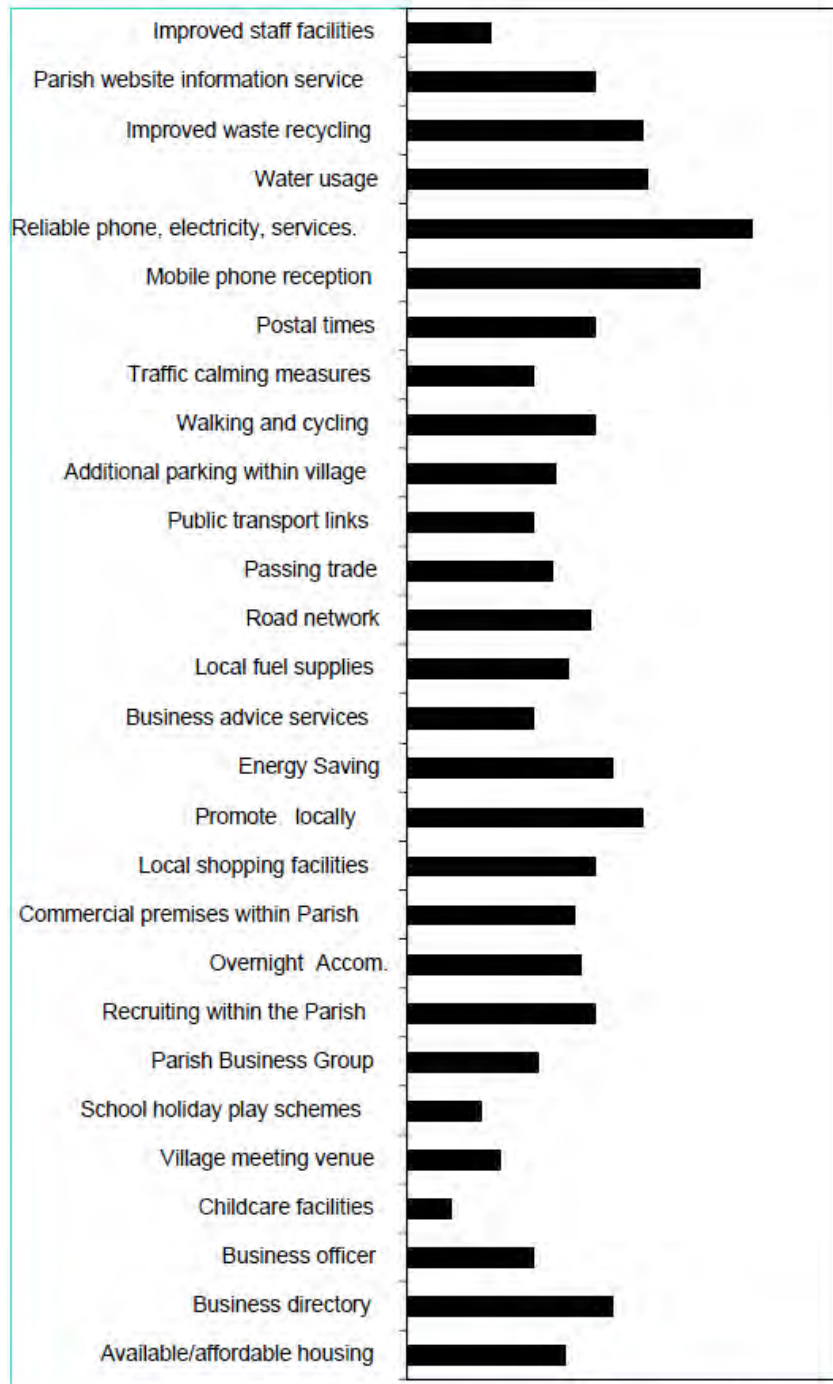
The 106 known businesses in the Parish were asked what they considered to be the most/least important factors that affect their businesses. The graphic below represents this survey with the longest bar indicating most important and the shortest, least important.

Local businesses see mobile phone communications as a negative side to the Parish as many of the networks have "dead spots" within the locality. Also the availability of local fuel (petrol) supplies is a problem.

Many of the businesses consider the location for transport links as the major advantage to the Parish as the road links are good in all directions yet being able to maintain a business.

One other request from several businesses was to set up a business network allowing certain businesses to out source trade to others should the need arise. Many people and businesses alike are unaware of others existence locally.

Help to set up a business network and directory as well as assistance to maintain it is an outstanding action from the Parish Plan and consequently any assistance from Horsham District Council Business Enterprise would be most welcome.



Empty Retail Units

We have two main empty units currently. The above mentioned retail shop that was 'Secretts of Rudgwick' and a Garage on the A281 at Bucks green that is only partially used and in the past was a fully functioning garage with sales, repairs and petrol sales.

The demise of the Rudgwick Brickworks which is currently up for auction not only loses about 40 jobs in the area, it also gives rise to concern on its future use. It can be classified as an empty unit and could well lend itself to a small retail / business unit (such as Smithbrook Kilns). *This is an area where the Parish Council feels that dialogue with HDC would be very useful at this time.*

Future Retail /Business Units

The Windacres Farm Development will provide some additional units in the future that should meet the needs of the Parish for several years into the future whilst maintaining a balance with the outstanding rural aspects of the parish.

Support during the difficult financial climate

When asked if households would support a farm shop selling fresh foods located within the Parish, over 96% of the 442 people who answered said "yes they would" An almost equal amount of respondents would support farm gate sales of things such as eggs, meat and honey.

When asked if a regular monthly or weekly market would be supported, 342 respondents said "Yes" with 44 "No" and 70 "Don't know"

The local farm produce area is the one left in most demand.

Incentives to attract new Business

As indicated the demise of the Rudgwick Brickworks gives an opportunity to implement facilities for new business in the Parish. . It can be classified as an empty unit and could well lend itself to a small retail / business unit (such as Smithbrook Kilns). *This is an area where the Parish Council feels that dialogue with HDC would be very useful at this time.*

Better support for current small local business

Local businesses see mobile phone communications as a negative side to the Parish as many of the networks have "dead spots" within the locality. Also the availability of local fuel (petrol) supplies is a problem.

Help to set up a business network and directory as well as assistance to maintain it is an outstanding action from the Parish Plan and consequently any assistance from Horsham District Council Business Enterprise would be most welcome.

Our concern is to ensure that any business is sustainable and does not suffer from an early demise.

SCRUTINY & OVERVIEW COMMITTEE

SUPPORTING LOCAL BUSINESSES WORKING GROUP

STEYNING REPORT

Background

Steyning has a population of 5,812 in 2,615 homes at the last census in 2001 and is one of the 'gateway towns' to the South Downs national Park with over 125 listed buildings. Steyning is a little 'gem' of a country town, with good access from the A24 and A27 and, is fortunate that the A283 by-pass means the High Street carries mainly local traffic `making it the 'hub' of the local community – it is also used by residents of Bramber and Upper Beeding - full of interesting 'destination' shops as well as 'everyday needs' shops and, coffee houses, pubs and restaurants. Steyning has always attracted a cross-section of tourists from cyclists to walkers to people who just want to visit and stroll through the streets and twittens drinking in the atmosphere of this historic town.

Steyning has been part of the WSCC initiative in conjunction with Simpson Consulting to look at the Economic Development in Rural West Sussex, which looked at sustaining the vibrant high street, promoting a wider mix of businesses – also developing a strategy to make these businesses interact with each other more – developing a closer relationship with the COT, developing a strong creative and cultural offer as well as providing young people with leisure opportunities, skills and employment which are vitally important to the future economic sustainability of rural communities like Steyning. The Steyning and District partnership is working with other stakeholders such as the Parish Council, Community Planning Group, Tourism Group, Steyning Grammar School and COT to develop an action plan to support and encourage local businesses in the community, develop opportunities for new businesses to come into the area, sustain the vibrancy of the high street and its retail offering, as well as building new tourism opportunities and infrastructure. The aim is to sustain a diverse economy for the next 20 years and to sustain and improve long-term employment for local people.

LOCAL BUSINESSES

The consultation process highlighted 592 companies registered in the community which also includes a few from Bramber, Upper Beeding, Chanctonbury and Wiston. 38% of businesses are in Real Estate & Business Activities, 11% in wholesale/retail, 7% in construction, 6% in Agriculture, Hunting & Forestry, 5% in manufacturing and the remainder in other community/personal businesses, IT, education, health & social work etc.

This broad sectoral distribution is not markedly different from other rural areas, but sub sectoral analysis revealed some strengths and possible specialisms, particularly in professional and personal services. Land based industries are still relatively strong.

Steyning is working with Bramber and Upper Beeding in an informal 'cluster' to look at common issues such as 'Devolved Works', retaining essential local bus services and taking over the Youth Provision Services due for funding cut-backs in 2014. With little land available in Steyning to develop new business opportunities, Steyning will work with its 'cluster' partners to look at revitalising existing business parks in their parishes, through private investment initiatives, to help drive and build the local economy.

HOUSING AND AN AGEING POPULATION

Steyning PC has done its own Housing Survey with AIRS which showed 81% owned their own houses (UK average 70%), Housing Association & Council Rented 10% (UK average 19%) and private rentals at 8.7% (UK average 10%). There is a need and support for, affordable housing in Steyning with 2.5% of the residents falling below the most common income level for those in housing need equating to approximately 65 affordable housing units. The challenge is to find potential development land in and around Steyning.

Because of an ageing population nationally, Steyning PC asked AIRS to survey older people in Steyning for their housing needs. Steyning has a higher than average older population of over 65 at 23% than the UK at 16% and in the next 20 years that could rise to nearly 30%, so, the PC is looking at how those properties could be released in the medium term for multiple occupancy, but with the closure of Steyning's only assisted care facility – to be replaced with old peoples flats – this will present more of a challenge. With the potential strain on frontline services due to an ageing population nationally - 71% of those over 55 live alone (27% of whom have long term illnesses) - Steyning PC is working with the community through the Community Planning Group and Partnership to develop community support projects to fill the 'gaps'.

TOWN & NEIGHBOURHOOD PLANS

This support from WSCC/HDC/AIRS on the economic development, housing and old people's surveys/consultations has proved invaluable in providing substantiated data to 'focus' Steyning Parish Council's Town and Neighbourhood Plans which will sustain the infrastructure of the community in the next 15-20 years. It has also 'kick-started' closer relationships with the Partnership and COT as well as leading stakeholders in 'working together as a community for the community'.

COMMUNICATION

One of the key factors in bringing the community together is communication and Steyning has developed its website to become a communication 'hub' enabling residents to keep updated on news and current events. The Council is committed to public consultation on all important issues and recently held a public meeting on the skateboard facility which was attended by over 450 local residents.

RETAIL OFFER & HIGH STREET

Steyning has a good retail offer and a mix of 'destination' shops as well as those that meet 'everyday' needs. Part of the Economic Development consultation was a 'mystery shopper survey' which highlighted the fact that Steyning had a vibrant High Street. There are currently 4 empty premises and Steyning is working with HDC to see what can be done to encourage landlords to let the shops at affordable rents. The Council has some concerns to limit the numbers of 'charity' shops as these lessen the quality feel of the High Street and because they do not pay council tax, VAT and work with volunteers, provide 'unfair' competition in maintaining high rents.

BROADBAND

From the Economic Development consultation Steyning's broadband speed, although not as fast as some businesses would like, was found to be in line with national standards and considered adequate to sustain the business community in the short to medium term.

NEW BUSINESSES

Steyning does not have any available 'brown field' development space readily available but Steyning PC is working with the Partnership and the other 'cluster' parishes to develop a plan that could see outward investment to improve the local business parks – most of these were built in the 70-80s and need updating – to provide modern light industrial units as well as serviced office accommodation and hi-tec facilities. There is also a possibility of incentivising local manufacturers to 're-locate' and use these sites for redevelopment into multiple office accommodation to encourage new businesses into the town and increase the local employment opportunities.

LOCAL & LONG-TERM EMPLOYMENT

The biggest employer in the town is Steyning Grammar school and there are 2 other sizeable companies established in the town. Most of the retail units are owner-managed and employ few staff. There are hundreds of other small businesses located in the town either in office accommodation or working from home. A few of these offer local employment, but to sustain the community in the future, more local employment is needed. Steyning PC, COT, Partnership and other stakeholders are working together to develop a strategy to (a) encourage new businesses (b) work

with the local businesses to provide work experience and apprenticeships to local school leavers (c) provide low cost accommodation for home-working businesses to grow and hopefully employ local people (d) encourage local businesses to employ local people.

In conclusion, Steyning along with other rural towns, has 'funding' challenges ahead to sustain the current level of business support, infrastructure and opportunities and, employment levels for the next 20 years. It will be necessary to work with other parishes and community stakeholders if Steyning as a rural community is not only able to provide young people with work opportunities and, sustain existing employment levels, but encourage new businesses to re-locate into the town.