

REPORT ON STEYNING DISTRICT COMMUNITY BUSINESS ACTION PLAN

OVERVIEW

Over 2012/13, the Steyning & District Community Partnership worked with Simpson Consulting on the economic development of Steyning as part of a WSCC initiative to support the Economic Development of Rural West Sussex. This consultation looked at:

- how to sustain the current retail offering that gives the High Street its vibrancy
- how to promote a wider mix of non-retail businesses – including developing a strategy to make these businesses interact more with each other
- whether there was potential for new businesses to re-locate to Steyning
- how to use local stakeholders to develop a strong creative and cultural offer and to provide young people with leisure opportunities, on-the-job learning skills and long-term employment which are vitally important to the future economic sustainability of rural communities like Steyning.

The Steyning and District Community Partnership was also working with other stakeholders such as the Parish Council, Community Planning Group and, the Steyning District Business Chamber, to develop both community and council lead action plans to support local businesses, create new business opportunities as well as building new tourism opportunities and infrastructure. The aim was to sustain a diverse economy for the next 20 years and to sustain and improve long-term employment for local people.

In addition the consultants did a 'Mystery Shopper' survey. It concluded that:

- overall the Town is clean and tidy but could make more of an impact. In general, shops were well presented and staff friendly and welcoming. Knowledge levels about Tourist attractions seemed to vary, but people tried to help
- there is something of a 'disconnect' between the Town and the Downs – it was possible to be in Steyning and not realise the Downs were there
- there was a good variety of accommodation and quite a range of prices
- more flowers would be welcome (Steyning in Bloom have much improved the planting in the High Street since the report).
- the disc parking system could be improved.

A review of Signage was also undertaken. This highlighted the opportunities to improve signs from the by-pass, enhancing the roundabout and as you approach the Town. Suggestions included:

- stepped gates
- planters
- information boards etc.

Within the town the location of the car parks could be better marked:

- including distances to attractions
- lack of signs to the Leisure Centre (a new sign has been erected)
- improving that to the Memorial Field
- making clear signs to the downs and the river.

Improvements were also suggested as to signage to the Castle at Bramber and the river at Upper Beeding.

LOCAL BUSINESSES

The consultation process highlighted 592 companies registered in the community which also included a few from Bramber, Upper Beeding, Chanctonbury and Wiston. 38% of businesses were 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 was 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 were still relatively strong.

With little land available in Steyning to develop new business opportunities, Steyning is working in an informal 'cluster' with Bramber & Upper Beeding to look at revitalising existing business parks in their parishes, through private investment initiatives, to help drive and build the local economy.

The business action plan will include:

- Setting up a Communications/PR group function to create a Communications Plan which will take advantage of all opportunities to promote and publicise the advantages of being in business/business wins in the Steyning area and to influence bodies such as Coast2Coast Capital, WSCC, HDC etc.
- Working with the Business Chamber to do a research/demand survey of existing businesses, how to locate start-ups, investigate the re-vitalisation of local industrial estates to create attractive business park environments and what future development may be needed to meet future demands
- Working with the Parish Council to ensure that the Neighbourhood and Town Plans take into account the needs of the business community
- Working with the Business Chamber, Horsham District Council and local landlords - stressing the importance of a vibrant high street to the local economy – to minimise the length of time shops remain empty and investigate with them flexible leases, 'pop-up' shops and other temporary uses as well as working to maximise the variety of the retail offer and achieve a balance between the needs of the local community and an attractive destination for visitors.
- Looking at providing support to local shops to improve shop fronts/displays
- Working with the Business Chamber and other partners to strengthen the business community by using existing supply chain strengths to support other firms along the value

chain, finding out what local businesses want in terms of business support and local facilities, brainstorming the Gatwick Diamond business opportunities and ways of providing business support and investment where needed

- Working with the Business Chamber to provide high quality business support for both existing and new/fledgling businesses by first finding out wants/needs by setting up a Microbiz event, creating other events with inspirational speakers, business clinics to solve common problems and 'swop' expertise as well as considering how niche sectoral strengths can be exploited and to consider potential strengths of youth; investigating joint learning with other country towns
- Creating a 'use it or lose it' campaign for local businesses/residents and a 'buy local' campaign to make larger businesses aware of local supply chain opportunities, finding out what goods & services are available locally and arrange 'meet the buyer' type events, investigating supply chain support from services such as MAS/UKTI and CRS/pro-bono/sponsorship/mentoring opportunities
- Monitoring broadband speeds and obtaining high speed broadband to benefit the community at large and encouraging local businesses, new start-ups and other businesses to re-locate to Steyning and its surrounding villages
- Encouraging greater tourism economy by using the proximity of the South Downs National Park and building Steyning's status as a 'gateway town', improving the approaches to Steyning and improving the 'streetscape' by increased planting, capitalising on local visitors from Brighton, Worthing and Horsham, considering creating food/wine/sleeping 'destinations' as beacons to differentiate Steyning from other country towns
- Supporting the retail, leisure and accommodation offer through working with stakeholders and external agencies to offer economic advice, advertising and event opportunities and promotional material to encourage longer visits to the area.
- Encouraging young people to learn about entrepreneurship by getting local businesses to consider 'apprenticeships', work experience programmes, mentoring, shadowing and sponsorship, starting programmes of youth enterprise education in schools and linking with other local programmes with HEI and FE – community/business projects for business students
- Getting local businesses to subscribe to more 'on-the-job' opportunities for young people to learn and as a result develop local business

The Steyning & District Partnership hope that all stakeholders, particularly the Business Chamber and the parish council, will work together to make the actions, outlined in this plan, a reality.

Introduction

Following successful pilot projects in Billingshurst and Arundel, Simpson Consulting were commissioned by West Sussex County Council to provide support to four market towns in the county, Henfield, Midhurst, Pulborough and Steyning, working with the Community Partnerships and other stakeholders such as Parish Councils, Chambers of Commerce and local businesses. The work was intended to complement and support existing plans and initiatives.

In each case, developing the local economy, in light of the increasing threats to the viability of market towns, had been identified as a major priority. Recent research had highlighted the strength of the business base in the rural economy and the fact that over 50% of its businesses and a third of its manufacturing base are in the three predominantly rural districts out of the seven districts in West Sussex. At ward level, 42 out of 145 wards in the county are rural and between them cover 75% of the land mass. They contain 30% of the businesses. Whilst the performance of the retail sector is an important indicator of the health of a local economy, and retail support initiatives have done much to revitalise high streets in market towns, the wider, less visible, business base also needed to be understood and supported.

This report contains the results of the analysis of the business base in Steyning.

Summary of key points

Methodology

The most recent Companies House data was obtained to provide the basis of the analysis. Companies House data had the advantages of being a complete record of limited companies and limited partnerships who were legally required to register and were analysable by 4 digit SIC code. Being postcode based it could be tied closely to the required geography. It also provided useful contact data which could be used to form the basis of a contact database and a means of engaging with the local business population. All the data was in the public domain and was not subject to data protection legislation.

However, like all datasets it had limitations; it did not capture the self-employed and small businesses without limited status. This, however, was less of an issue than it was since the turnover threshold at which it became tax advantageous to have limited status was much lower than it used to be so a much greater proportion of the national business base was captured by Companies House. However, some sectors, for example retail, would seem to be slower to adopt limited status, possibly because of the perceived difficulty of compliance. Further informal research would be required to capture the non-limited businesses and the self-employed.

There were 592 businesses in Steyning, using the postcode BN44 3 on the Companies House database. (This included a small number in nearby Bramber, Upper Beeding, Chanctonbury and Wiston.) This did not include all sole traders and partnerships which did not have to be registered at Companies House. The numbers analysed by broad sector were as follows:

SIC 2003 Section	No.	%
A. Agriculture, Hunting & Forestry	34	6
B. Fishing	1	0
C. Mining & Quarrying	0	0
D. Manufacturing (including printing & publishing)	29	5
E. Electricity, Gas and Water	1	0
F. Construction	43	7
G: Wholesale and Retail	63	11
H. Hotels & Restaurants	36	6
I. Transport and Comms	17	3
J. Financial intermediation	7	1
K: Real estate & Business Activities	218	38
L. Public admin & defence	5	1
M Education	14	2
N. Health and Social work	22	4
O. Other Community & Personal	85	15
Total classified businesses	575	99%
<i>Not classified</i>	<i>17</i>	
Total	592	

Source: Companies House January 2012

Sub sectoral analysis

The largest sub-sector was **K: real estate and business activities** with 218 businesses or just under 37% of the entire business population. Obviously, this shows there was a strong service sector in Steyning, but this strength is partly explained by the diversity of firms which were counted under this rather broad sectoral heading. For example, there were 29 firms connected with real estate, 38 computer-related businesses and a further 30 legal, accountancy and consultancy companies. In full, the breakdown is as follows:

<i>SIC 2003 Sub-sector</i>	SIC 2003 code	No.
<i>Real estate total</i>		29
Development and selling of real estate	7011	9
Buying and selling of own real estate	7012	2
Letting of own property	7020	9
Real estate agencies	7031	5
Management of real estate on a fee or contract basis	7032	4
<i>Renting total</i>		1
Renting of other machinery and equipment nec	7134	1
<i>Computer and related total</i>		38
Hardware consultancy	7210	1
Software publishing	7221	2
Other software consultancy and supply	7222	16
Data base activities	7240	1
Maintenance and repair of office, accounting and computing machinery	7250	1
Other computer related activities	7260	17
<i>R&D total</i>		4
Research and experimental development on natural sciences and engineering	7310	4
<i>Other business activities total</i>		145

Legal activities	7411	3
Accounting, book-keeping and auditing activities; tax consultancy	7412	3
Business and management consultancy activities	7414	24
Holding companies including head Offices	7415	1
Architectural and engineering activities and related technical consultancy	7420	13
Technical testing and analysis	7430	4
Advertising	7440	1
Labour recruitment and provision of personnel	7450	5
Other cleaning services	7470	5
Photographic activities	7481	3
Packaging activities	7482	1
Other business activities not elsewhere classified	7487	82

There were 38 firms (6.5% of the business population) in the IT sector, and a further 47 accounting/legal/management or technical services and consultancy firms (8% of the total business population) showing there was a clear strength in the knowledge economy locally – although clients could be anywhere.

There were also 85 firms with unspecified business activities. However, it was possible to deduce what some of these businesses were doing and some could be reclassified. For example there was a chimney sweep, broadcaster, automotive engineer, stockbroker, property investor, accountant, mortgage broker, translator, publican, geologist, gardener, pilot, artist, literary agent, farmer and several consultants. There were also quite a few unspecified 'Directors' of firms as well.

The number of firms in this sub-sector was very similar to Henfield, which has 205 firms equating to 31% of the business stock. However, the breakdown of firms in Henfield was slightly different, there were 41 real estate etc. firms, 8 rental companies, 29 IT related businesses and 127 engaged in 'other' activities.

As a further comparator, there were 154 firms (30% of the total stock) in this sub-sector in Midhurst, and 144 firms or 25.5% of the business population in Pulborough.

The second largest sub-sector is **O. Other Community & Personal**, where there were 85 firms or 14% of the total business population. These businesses include 3 religious organisations, 1 political

organisation and 3 other membership organisations. There were 4 film/TV/radio businesses and 8 artists/creators. There were 5 arts/museum venues and 7 sports venues/activities. There were 3 dry cleaners and 12 hairdressers/beauticians as well as 8 residential management associations. There were also 20 unspecified service companies. It was very clear that a lot of businesses were providing services very locally.

Again, as a comparator, there were 58 firms in this sub-sector in Henfield, accounting for 9% of the business stock. Midhurst had 66 firms, or 13% of the business population, Pulborough had 60 businesses, or 10.5% of the business population.

G: Wholesale and Retail was a reasonable presence with 63 businesses or 10% of all businesses. This included 39 retail businesses and 7 repairers. However, not all shops traded as limited companies so this list was unlikely to be exhaustive. In Henfield, there were 116 wholesalers/retailers, which was roughly 17.5% of the business stock. The same percentage was also found in Midhurst, whilst in Pulborough the figure rose to 22%.

43 businesses (7% of all businesses) were in **F. Construction**. Comparable figures for Henfield, Midhurst, and Pulborough were 9.5%, 8.5% and 11.5% respectively.

H. Hotels & Restaurants had a total of 36 firms, or 6% of all firms. There were 10 accommodation businesses and 26 restaurants/bars or catering firms. As a percentage, this was more than Henfield (5.5%) and Pulborough (4.5%) but less than Midhurst (9%). In absolute terms, Midhurst had more hospitality businesses (46), Henfield had virtually the same number (37), and Pulborough had less (26).

A. Agriculture, Hunting & Forestry was still a significant presence and accounted for 34 businesses or just under 6% of all businesses. This was less than Pulborough (41 firms, which is 7.5% of all businesses), but more than Midhurst and Henfield (12 firms or 2% of all stock and 32 firms or 5% respectively).

There were 29 **D: Manufacturing** businesses accounting for around 5% of the total business population (including 7 printing and publishing businesses). However, the sector was very diverse and comprised 15 sub-sectors with no other obvious specialisms.

Manufacturing analysis	SIC 2003	No
Manufacture of other plastic products	2524	1
Manufacture of ceramic household and ornamental articles	2621	1
Manufacture of metal structures and parts of structures	2811	1
Treatment and coating of metals	2851	1
General mechanical engineering	2852	1

Manufacturing analysis	SIC 2003	No
Manufacture of tools	2862	1
Manufacture of other fabricated metal products not elsewhere classified	2875	1
Manufacture of other agricultural and forestry machinery	2932	1
Manufacture of other special purpose machinery not elsewhere classified	2956	1
Manufacture of other electrical equipment not elsewhere classified	3162	1
Manufacture of electronic valves and tubes and other electronic components	3210	1
Manufacture of television and radio receivers, sound or video recording or reproducing apparatus and associated goods	3230	2
Building and repairing of ships	3511	1
Manufacture of aircraft and spacecraft	3530	1
Manufacture of other furniture	3614	1
Manufacture of musical instruments	3630	1
Other manufacturing not elsewhere classified	3663	2
Recycling of non-metal waste and scrap	3720	1

Source: Companies House January 2012

This was different to Henfield, which had 54 firms (8%) and a grouping around wood based industries. Midhurst also had some grouping of firms in the wood subsectors, although it also had just 5% manufacturing firms (26 firms). Pulborough had 31 firms (5.5%) and possible groupings in food production and electrics/electronics.

Interim conclusions

Steyning has a reasonably significant business population of 592 in relation to its size (i.e. a population of 3394 aged between 16 and 64 (men) and 59 (women) in 2010¹). The broad sectoral distribution is not markedly different from other rural areas, although sub sectoral analysis reveals some strengths and possible specialisms, particularly in professional and personal services:

- Professional services e.g. accountancy, business and management consulting, legal services

- Technical services such as architecture and testing
- IT
- Local services supporting the community
- Print and publishing
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Land based industries are still relatively strong in the area.

There are less retail/wholesale businesses in Steyning than in the other towns surveyed, although there are a reasonable number of hospitality firms.

2003 SIC Section	Sub category/ies	3 digit SIC codes	No.s	Notes
A. Agriculture, Hunting & Forestry	Growing of crops market gardening and horticulture	01.1	6	
	Farming of animals	01.2	6	
	Growing of crops combined with farming of animals	01.3	3	
	agricultural and animal husbandry, landscape gardening	01.4	18	
	Forestry/logging	02.0	1	
	Total Group A			34
B. Fishing	Total Group B	0.50	1	
C. Mining & Quarrying			0	
	Total Group C		0	
D Manufacturing	Carpentry and manufacture of other wood products	20.3 & 20.5	2	
	Publishing	22.1	3	
	Printing and related services	22.2	4	
	Manufacture of other plastics	25.2	1	
	Manufacture of ceramics	26.2	1	

2003 SIC Section	Sub category/ies	3 digit SIC codes	No.s	Notes
	Manufacture of metal structures	28.1	1	
	Treatment and coating of metals/general mech eng	28.5	2	
	Manufacture of tools	28.6	1	
	Manufacture of other fabricated metal products	28.7	1	
	Manufacture of agricultural machinery	29.3	1	
	Manufacture of other special purpose machinery	29.5	1	
	Manufacture of other electrical machinery	31.6	1	
	Manufacture of electronic valves	32.1	1	
	Manufacture of TV & radio equipment	32.3	2	
	Build/repair of ships	35.1	1	
	Manufacture of spacecraft/aircraft	35.3	1	
	Manufacture of other furniture	36.1	1	
	Manufacture of musical instruments	36.3	1	
	Other manufacturing nec	36.6	2	
	Recycling	37.2	1	
	Total Section D		29	
E Electricity, Gas and Water supply	Production of electricity	40.1	1	
	Total section E		1	
Section F.	Demolition and wrecking	45.1	1	

2003 SIC Section	Sub category/ies	3 digit SIC codes	No.s	Notes
Construction	General construction, civil engineering, roof coverings, roads, other construction work	45.2	25	
	Plumbing, building installation	45.3	11	
	Plastering, painting, window installation	45.4	6	
	Total Section F		43	
Section G: Wholesale and Retail trade, repair of motor vehicles and personal & household goods	Maintenance and repair of motor vehicles	50.2	4	
	Sale of motor vehicle parts and accessories	50.3	3	
	Retail sale of automotive fuel	50.5	1	
	Wholesale on a fee or contract basis	51.1	6	
	Wholesale of live animals	51.2	1	
	Wholesale of household goods	51.4	4	
	Other wholesale	51.9	1	
	Retail sale in non specialist stores	52.1	1	
	Retail of food beverages and tobaccos	52.2	12	
	Retail sale of pharmaceutical & medical	52.3	1	
	Other retail sale of goods in specialised stores	52.4	22	
	Retail sale not in stores	52.6	4	
	Repair of personal and household goods	52.7	3	
	Total Section G		63	

2003 SIC Section	Sub category/ies	3 digit SIC codes	No.s	Notes	
Section H Hotels and Restaurants	Hotels	55.1	5		
	Campsites and other lodgings	55.2	5		
	Restaurants	55.3	15		
	Bars	55.4	8		
	Canteens and catering	55.5	3		
	Total Section H			36	
Section I: Transport, Storage and Communications	Taxi and freight by road	60.2	8		
	Non-scheduled air transport	62.2	1		
	Cargo	63.1	1		
	Other supporting air transport	63.2	2		
	Travel agencies, tour operators, tourist assistance NEC	63.3	1		
	National post	64.1	2		
	Telecoms	64.2	2		
	Total Section I			16	
	Other financial intermediation e.g. leasing, credit etc.	65.2	3		
	Insurance and pension funding	66.0	3		
	Activities auxiliary to insurance and pension funding	67.2	1		
	Total Section J			7	
Section K: Real estate, renting & Business Activities	Real estate activities with own property	70.1	10		
	Letting of own property	70.2	9		

2003 SIC Section	Sub category/ies	3 digit SIC codes	No.s	Notes
70 = real estate activities 71 = renting activities	Real estate activities on a fee or contract basis, estate agents and facilities management	70.3	10	
	Renting of other machinery and equipment	71.3	1	
72 = computer and related activities	Hardware consultancy	72.1	1	
	Software consultancy and supply	72.2	18	
	Database activities	72.4	1	
	Maintenance & repair of computer & office machinery	72.5	1	
	Other computer related activities	72.6	17	
74 = other business activities	R&D	73.1	5	
	Legal, accounting, book keeping, tax, market research, business and management consultancy, holdings	74.1	30	
	Architectural & engineering and related consultancy	74.2	14	
	Technical testing and analysis	74.3	5	
	Advertising	74.4	1	
	Labour recruitment and provision of personnel	74.5	5	
	Industrial cleaning	74.7	5	
	Miscellaneous business activities NEC	74.8	85	
	Total Section K		218	
Section L: Public Administration & defence, social security	Public admin and defence, compulsory social security	75.1	5	
	Total Section L		5	

2003 SIC Section	Sub category/ies	3 digit SIC codes	No.s	Notes
Section M: Education	Primary education	80.1	5	
	Secondary education	80.2	1	
	Higher education	80.3	1	
	Adult and other education	80.4	7	
	Total Section M		14	
Section N Health and Social work	Human health activities	85.1	19	
	Veterinary activities	85.2	1	
	Social work activities	85.3	2	
	Total Section N		22	
Section O Other Community, Social & personal service activities	Activities of other membership organisations	91.3	7	
	Motion picture and video activities	92.1	2	
	Radio and TV activities	92.2	2	
	Other entertainment activities	92.3	11	
	Library archives, museums and other cultural activities	92.5	2	
	Sporting activities	92.6	7	
	Other recreational activities NEC	92.7	5	
	Other service activities	93.0	40	
	Residents property management	98.0	9	
	Total Section O		85	
Not classified	not classified		17	
		Total	515	

THE 'VISITOR' EXPERIENCE

As part of the consulting process Simpson Consulting undertook a 'blind' visitor survey and made the following observations about the signage and the general impressions from the perspective of a visitor:

The Approaches

The major benefit/issue with Steyning is the existence of the by-pass, which makes North-South journeys straightforward, but which also means that it is very easy to miss out on the town altogether.

Approaching Steyning from the A27, there is a brown sign which is informative. Bramber and Upper Beeding are signed. The Steyning town signpost can be seen and is attractive. The approach could be made even more appealing by enhancing the roundabout. Ideas include:

- Reproduction of part of Bramber Castle eg Gatehouse, possibly with Southdown sheep!
- Something to do with a famous resident – Sally Gunnell, Sir Laurence Olivier, Penfolds of Australian wine fame. There are some obvious symbols or even name boards
- Something to do with the river and the Downs
- Depiction of old trades of Steyning – agriculture, brewing, sheep-keeping, fell-making (part of tanning process)
- Small scale reproductions of some of the ancient buildings (domestic or public) in Steyning
- Reproduction of Ethelwulf's tomb or other notable architectural/ecclesiastical monuments/windows etc

Schoolchildren, residents and/or local artists could be asked to come up with designs.

All along the by-pass, there are many footpath signs – so it is clear that there must be plenty of walks available, but these are easily missed when driving.

Approaching from the Storrington end, there is a lack of anything interesting to divert attention to Steyning - there is a sign to Steyning/Bramber/Upper Beeding. The Steyning sign is too far down the Horsham Road and should be re-located to the top of the Horsham Road.

Another idea would be to put up something on either side of the A283 as you approach, just to flag up that you are approaching a town with things happening in it. Ideas include:

- White stepped 'gates'
- Large colourful planters
- Information boards –perhaps with moving text
- Something decorative, perhaps showcasing Steyning's architecture

In Steyning

General Appearance

The overall impression of the town is one which is very attractive, clean and tidy, with numerous quaint and interesting old buildings with well-kept and well-tended frontages. The secret is really to persuade people out of their cars and ideally away from the High St as well as enjoying wandering

along it, as there is more to discover. Floral displays were not noticeable (much improved since the report was commissioned), but their absence did not detract from the visitor experience, although no doubt if there were repetitious plantings/baskets etc. they would be another positive (now in place).

Car parking

Approaching from either end of the town, car parks are clearly signed, and of course there is one in the middle of the High St. The disc system is unfamiliar to most visitors who may find it quite off-putting. Although the instructions are clear, it is not clear if there is a charge or how much it is. It is also not clear how far away the shops are which sell the discs. When the weather is bad, the last thing a visitor wants to do is trail about in the wet looking for the means to park the car.

Car parking spaces in the High St car park were found to be quite tight – which can cause queues back out onto the High St as people negotiate getting in or out of a space! The Newmans/Health Centre car park is large and is close to the shops via a twitten, although as a first time visitor the exit to this short-cut to the High Street is not clear and the perception could be that the car park is ‘remote’. The exit from the car park should be clearly defined in some way.

The Fletchers Croft car park is free to use, although the same comments about its location apply and the exit via College Lane needs to be more clearly signposted. It does have 2 good signs in the car park about where you are, and there is good signage to the High St, toilets and Downs and the 2 horseshoe Nature Trail walks. It would be nice to know what the Steyning Centre is!

There are no signs to the car parking at the Memorial Field, and this site is invisible to the casual visitor.

Signs from the car parks should show the distances to the High Street.

There are plenty of toilets, near car parks, which is where you would expect them to be.

Signs in general

Car drivers only register the large signs – the black/gold fingerposts are virtually invisible. This is particularly true driving along the High St as there is always something going on (parked cars, deliveries, pedestrians) and so drivers’ full attention is required on the road ahead.

As a pedestrian, the finger posts are in sensible places (ie: at junctions), although possibly someone with poor eyesight might struggle to distinguish between the colours(?). An improvement would be to include distances (either km or miles or even approximate time to walk). Although most things are clustered and don’t take long to walk to, the Leisure Centre, for example is quite a hike away, although actually there are not any signs to it from the High St.

Finding local attractions

Churches

Not all of these were found from the signs available. The Catholic church is clear because it is on the main road into Steyning but may not be apparent otherwise. St Andrews is sign-posted.

Tourist information/Museum/Library

These are well signposted. The sign at the T junction as drivers come up from the Health Centre with St Andrews on your right says 'Museum' but the directional arrow has fallen off so it is not clear where it is.

Once people know where the TI is, then it provides a good service, but in an ideal world it would be more central and hence more visible.

Grammar School

This is well signed from both ends of Steyning, although finding and then being able to access the reception might be slightly more difficult for car drivers unless they happen to be parked in Fletchers Croft.

Leisure Centre/Health Centre

The Leisure Centre is not signed from the centre of town, or from the Brighton end of the by-pass (?) but it is very clearly signed (it is the only specific thing signed) from the Storrington end of the by-pass – which gives the impression that the road exists primarily to serve the Leisure Centre rather than being an interesting way into Steyning in its own right.

The Health Centre is easy to find and well signed.

Shops

The impression of Steyning is that it is a 'proper' High St with a mixture of shops and services which is appropriate to a thriving community rather than just being a visitor attraction. There is a bank, post office, supermarket, butcher, fish shop, greengrocer, deli, pubs, bakers, hardware shop etc., as well as some coffee shops and 'browsing' shops. Whilst there may not be any 'destination' shops, Steyning is not doing badly with an award winning produce shop, and various shops to linger a while in. Gaps in the High St could include more female fashion, antique shops and something for younger people (eg: fashion/sports).

Historic Steyning

No signs were seen saying this specifically, but it is abundantly clear, that once on foot, Steyning is a very attractive place with numerous interesting old buildings, many of which are domestic dwellings as well as public buildings. The environment is physically attractive and easy to navigate.

Sporting Clubs

There is a sign to the Memorial Field from the High St, but the last bit of the journey (the turn at the police building) is not signed so it is perfectly possible to drive past and never find it. Neither the cricket club nor the football club are signed as being along this road either, at least not from the Brighton end.

Outdoor Pursuits

There are a few signs to 'The Downs' dotted about but it is not clear that people need a car to utilise them. Directions tend to peter out, it is easy to become lost in a housing estate or end up back at the Steyning/Bramber/Upper Beeding roundabout. No access to the river was found, or anything which tells a visitor they are in the SDNP.

By luck, in the car, some wooden fingerposts were found saying 'Downs Link' with a symbol on which the visitor may not recognise, but it is not clear if these are walks.

However, the TI has good information on walks etc., as does the Internet, so a visitor who was prepared would probably not have any problems.

APPENDIX:

Sources of business support for businesses in Steyning

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 CofC – 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

telephone: 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.civystreet.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@civystreet.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 Business Chamber

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?PageId=700>.

Tel: 07983 443556

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

Central Sussex College www.centalsussex.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@centralsussex.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: T: +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 www.nfuonline.com

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.bnisussex.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.westsussexsbp.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