THE RETAIL GROUP

informed solutions

Hurstpierpoint Village Centre Action Plan

Report

Spring 2022

HM Government

European Union
European Regional Development Fund

MID SUSSEX DISTRICT COUNCIL

Hurstpierpoint Village Centre Action Plan

1.1 Introduction & Project Overview

Introduction to The Retail Group

The Retail Group is a specialist management consultancy that provides informed solutions about consumers' future needs for a wide range of retail and property clients. The philosophy of our business is "to improve our clients' business through our understanding of shoppers, their shopping habits, businesses and the skills of retailing".

For retail property clients and local authorities, we offer objective and carefully researched retail strategies based on detailed awareness and analysis of national and local retail markets. We ensure that proposed developments target and satisfy the future needs and aspirations of all local consumers.

Our clients appreciate the down-to-earth approach to researching individual centres and our ability to clearly state the reasons for trading in a particular location. Our retail strategies encompass all town centre operators including multiple businesses, independents, service, catering and leisure operators.

We have defined future town centre strategies for over 250 locations covering all sizes and types, from market towns like Morpeth and Frome, to sub-regional towns like Ashford and Livingston, to regional destinations such as Birmingham and Bluewater. Our consumer oriented methodology and approach also enables us to work on iconic locations like Wembley, Greenwich Peninsula and Spitalfields.

Since the Covid Pandemic started we have helped over 50 centres as well as over 500 independent businesses plan to recover and thrive.

Locations we have worked in and near Mid Sussex include Crawley, Redhill, Horsham, Brighton, Tonbridge and East Grinstead.

1.2 Introduction & Project Overview

Project Overview

Mid Sussex District Council (MSDC) clearly set out the objectives and criteria for the Action Plans in the project brief / ITT. The objectives are aligned with the strands and parameters of the HMG Welcome Back Fund, which is funding the development of the individual action plans. While the Action Plans have been commissioned by MSDC utilising Welcome Back Funding they have been prepared for and with the Parish Councils to provide them with research input and suggested future improvement actions for each of the centres.

The requirements of the brief are summarised as:

The action plans will need to identify the challenges for each location, specified with input from the Parish Councils, Ward Councillors and key stakeholders such as businesses. Consideration will need to be given to the individual character and nature of each village centre with action plans required to identify viable, deliverable and realistic short, medium and long term actions, that will provide direction and help to future proof these important village centres.

The outputs will include individual action plans for the five identified villages (noting that two 'villages' will each consist of two small centres), these include Lindfield, Cuckfield, Hurstpierpoint, Hassocks & Keymer, and Crawley Down & Copthorne.

For each village centre, the action plan is based on a variety of research streams, including **extensive stakeholder engagement** (through individual surveys and collective workshops), a **comprehensive local business engagement** survey, an **objective review of the village centre** and its appeal, an overview of **current 'place' trends, review of existing information** including the retail health checks completed by Nexus Planning as part of the Retail Study update and detailed analysis.

Each action plan is bespoke to the needs of each village, its residents, customers and existing businesses.

The next steps will be for the Parish Council to review and work together with stakeholders as relevant to help deliver and implement activity in each of the villages. The Action Plans at the end of the report provide columns to be populated as part of this process.

2.0 Retail Review

Centre Overview

Hurstpierpoint is located in the southern part of Mid Sussex, surrounded by attractive countryside adjacent to the South Downs National Park.

Much of the village centre dates from the 18th and 19th centuries, and most buildings have significant visual attractiveness and appeal.

The village 'centre' is actually made up of 3 smaller clusters of commercial activity, with a short run of non-active buildings linking them (mainly residential properties).

The main cluster in the middle contains a good mix of convenience, service and food & beverage uses, including a small Co-op convenience store as well as a popular and well used Post Office. There are a number of very good independent businesses trading in this area, including an outstanding shoe shop, children's giftshop, a bakers and 2 specialist wine shops. There is on street short term parking available, although the frequent vans using the spaces for deliveries to the shops do unfortunately hide the shops. There is a main car park available on Trinity Road with a variety of parking durations possible, however this is not particularly well signed from the core village centre.

There is a cluster of shop units to the west of the core village centre near the junction of Hassocks Road and Brighton Road, including a popular fish and chip shop, florist, gift shop and restaurant. And on the eastern side of the main centre there is a further cluster of units dominated by evening uses, including an independent theatre / cinema, pub and several restaurants and take away offers.

Traffic volumes through the village feel high because of the narrow streetscape and also because of a couple of pinch points where traffic is unable to pass each other concurrently. The streetscape also means that the pavements are narrow in many places, with pedestrians having to step onto the road to enable people with prams or wheelchairs to pass. A further downside of the heavy traffic is that much of the centre offer feels grubby and in need of a deep clean.

There is lots to like about Hurstpierpoint. It could however be even better with the right cleaning regime and targeted improvements to the customer visit experience.

Hurstpierpoint Village Centre Action Plan

2.0 Retail Review cont'd.

Strengths

Hurstpierpoint Village Centre has many 'strengths' including the following:

- The village centre has many beautiful and well kept historic buildings
- There is very clear and effective speed calming on the entrance to the village
- There are several very good independent businesses in the village centre, including an excellent shoe shop, 2 gift shops, card shop, florist and several food and beverage outlets
- The centre has a good mix of shops
- The very busy village notice board suggests an active and engaged local community
- There is free short term parking in the core of the shopping area
- There is also a large dedicated car park off Trinity Road, along with the Village Centre facility and library
- There is a theatre / cinema in the village centre

Hurstpierpoint Village Centre Action Plan

2.0 Retail Review cont'd.

Weaknesses

Hurstpierpoint Village Centre is not without weaknesses, including:

- The village centre feels traffic dominated
- Several shopfronts have weeds growing out of the front of them
- The Co-op store looks very poorly maintained from the front and side flank
- There are lots of very visible bins in the core of the offer
- Several of the residential properties in the core town centre have poorly maintained walls (both building and front garden)
- The offer is disaggregated into 3 smaller clusters (main village centre, by Brighton Road junction and by the Village Cinema). There is no signage integrating the three areas, or reinforcing of legibility that they are all part of the same village centre
- A number of shops have projecting signage in poor condition
- Signage to the Trinity Road Car Park is ineffective and very easily missed
- When vans are parked in the short term parking on the main through road in the village, the shops are hidden / easily missed

Hurstpierpoint Village Centre Action Plan

2.0 Retail Review cont'd.

Opportunities and improvements needed

Hurstpierpoint Village Centre has many opportunities, including:

- Stronger anchors
- Clearer branding and place-making signage
- Better sense of arrival
- Cleaner public realm
- Cleaner private realm
- Better maintained private realm
- Better integration of the 3 retail / village centre clusters
- Co-ordinated events programme
- Target walkers and cyclists more clearly
- Manage the parking better

Hurstpierpoint Village Centre Action Plan

3.0 Operator Survey: See Appendix 1 for questionnaire. Response dataset of 22 respondents

Existing Performance

Business Types

Type	%
Retail shop	59
Services (various)	27
Pub / bar / cafe	5

Reasons why customers are in Hurstpierpoint?

Reason to Visit	%
Live nearby	86
Work nearby	55
Shopping	50
Eating / drinking	41

Long term satisfaction with Hurstpierpoint?

Satisfaction	%
Satisfied	23
Neutral	41
Dissatisfied	23

Busiest time of day

Time of day
On weekdays it is 11.00 to 15.00
On Saturdays it is 11.00 to 15.00
On Sundays most are closed

How often do customers visit the village centre?

Frequency	%
Once a week	32
Daily	27
Once a month	18

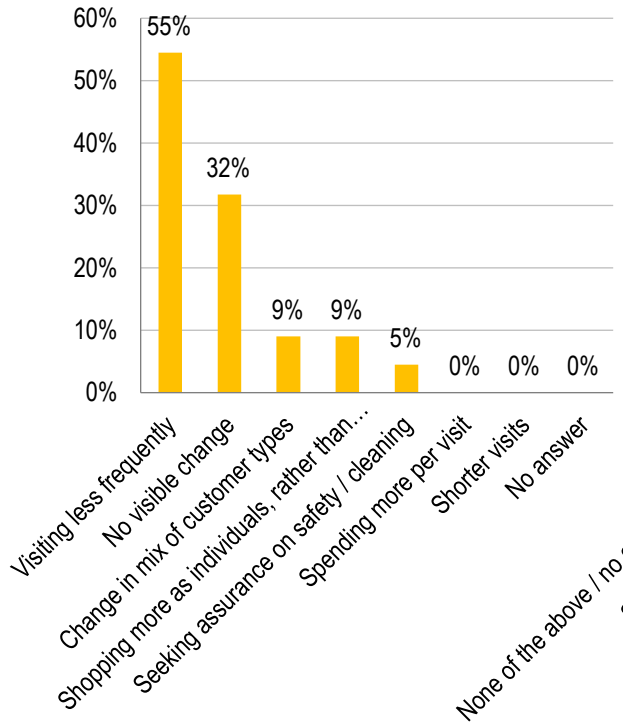
Strengths & weaknesses?

Strengths	Weaknesses
Community spirit	Congestion
Friendly	Parking
Attractive	Dangerous road / pinch points
Variety of shops	Empty shops

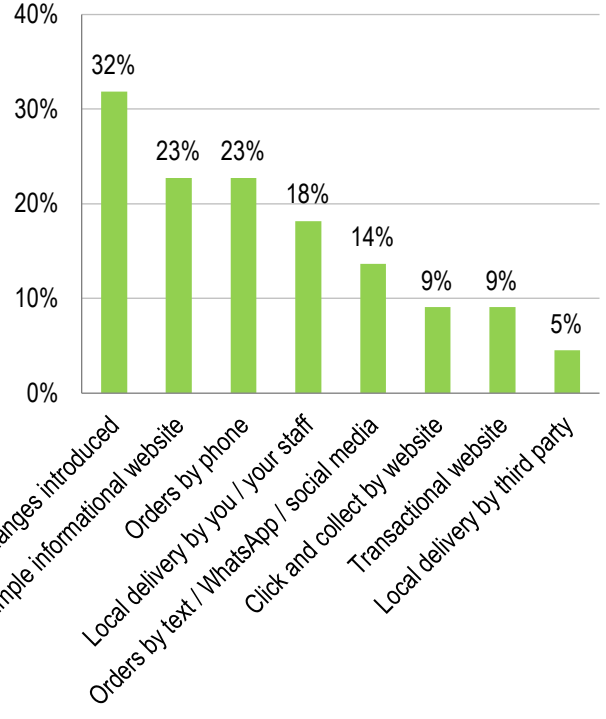
3.0 Operator Survey cont'd.

Covid Responses

How has Customer Behaviour changed post Covid?



What measures have you introduced?



Future trading optimism for Hurstpierpoint?

Outlook Optimism	%
Optimistic	64
Neutral	14
Pessimistic	19

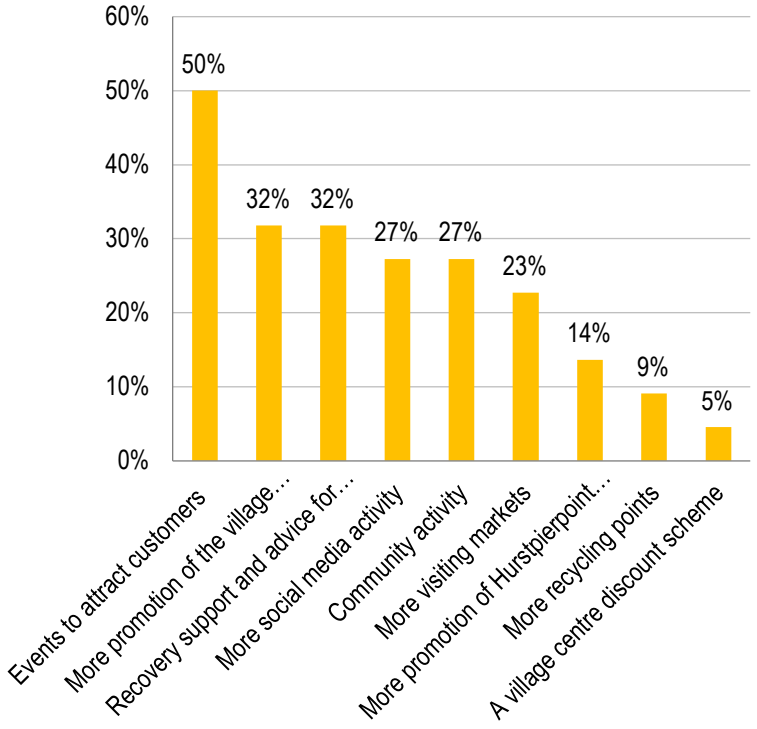
Which of the following MSDC Support Schemes for retailers would you like more info on?

MSDC Support Schemes	%
No answer	41
Quarterly Newsletter	36
Free training	23
ShopAppy	14

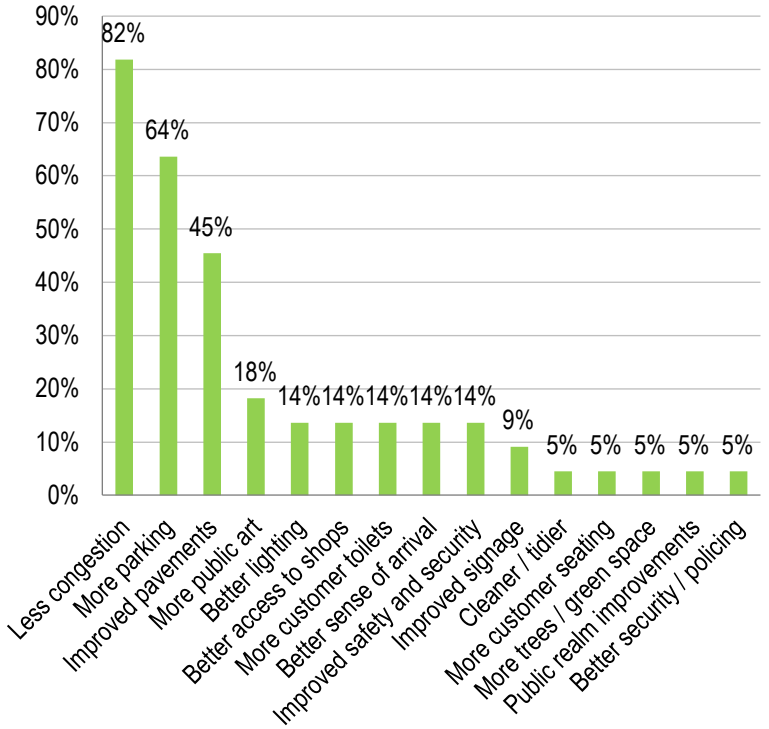
3.0 Operator Survey cont'd.

Opportunities and Improvements Wanted

Priority Recovery Actions Needed

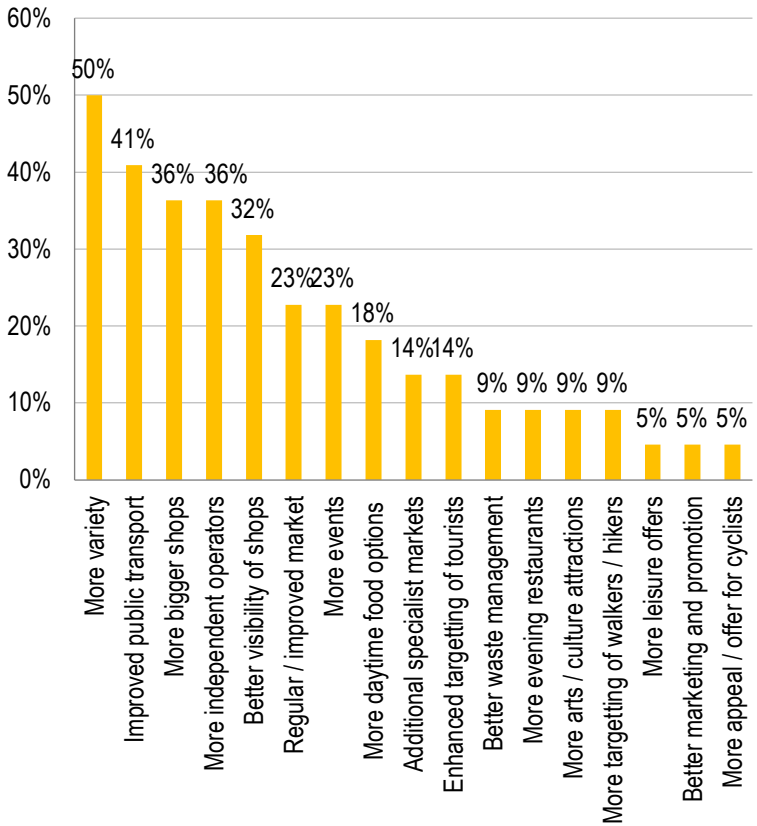


Improvements wanted to experience



3.0 Operator Survey cont'd.

Opportunities and Improvements Wanted to Mix and Offer



Improvement Needs Summary

Considering the feedback received from the sample of **Hurstpierpoint** businesses, we have summarised the identified areas for improvement below:

- More effective car parking regime
- Traffic calming / reduction
- More choice & variety in the offer
- More markets & events
- More quality independents
- More food options
- Better visit experience
- More targeting of walkers and cyclists

4.0 Stakeholder Engagement

Strengths and Weaknesses

To capture the input of key local stakeholders in Hurstpierpoint, a bespoke survey was developed for the project. See Appendix 2 for questionnaire.

The list of stakeholders was assembled with the Parish Clerk and contained a mixture of ward and parish councillors, as well as representatives from other bodies, businesses and organisations that have a keen interest in helping Hurstpierpoint Village Centre recover and thrive.

Completed surveys were returned from 9 people.

Stakeholders were contacted and asked to complete and return surveys three times in total.

In addition, a virtual workshop was held on 7 March 2022 to further explore local issues, improvement areas needed and potential improvement actions. 9 people took part in this workshop.

Opposite and overleaf is a summary of the combined results / feedback from the stakeholder survey and the stakeholder workshop.

According to stakeholders, the village centre has many strengths including:

Strengths	
Strong community	Good variety, incl. great independents
Friendly and welcoming	Theatre / cinema
Historic buildings	Surrounding countryside
Free parking	Gift shops / tea rooms
Simple layout	Fish and chip shop

In regards to weaknesses, stakeholders highlighted a wide variety of issues, although only two aspects had multiple mentions (*):

Weaknesses	
Busy road / congested *	Main car park is hidden
Difficult to park *	Needs investment
Dirty in places	Minor ASB / nuisance
Co-op frontage	Lack of cash machines
Workers fill car parking spaces	Narrow pavements

Hurstpierpoint Village Centre Action Plan

4.0 Stakeholder Engagement cont'd.

Improvement Opportunities and Priority Recovery Actions Needed

In regards to the mix and offer, stakeholders wanted to see the following improved:

Offer and mix improvement areas	
More markets & events	More for cyclists & walkers
More choice / variety	Better visibility of shops
More independents	More arts & culture
Better marketing & promotion	Improved public transport

General improvements wanted to customer experience included:

Customer experience improvement areas	
Improved pavements	More variety
Better parking regime	More events
Better sense of arrival	Better lighting
More public art	Public realm improvements
Better cleaning of public realm	Better signage

In regards to highest priority recovery actions, stakeholders felt the village centre needs the following:

Priority Recovery Actions Needed	
More markets and events	Village centre discount scheme
Better signage to car parks	More promotion of offer as safe
More visiting markets	More community activity
More recycling points	Village needs a hardware store
Stronger and better promotion	Flower pots / hanging baskets
New retailer association	More rubbish bins
Better parking management / less congestion	Retailers to be more proactive & engaged, esp. with marketing

Steyning, Henfield, Cuckfield and Lindfield were suggested as benchmark locations.

There was also general consensus that stakeholders work well and effectively in the village centre, there are lots of reasons to visit the village centre, parking is easy and the village centre is easy to get to by foot.

5.0 Conclusions

Improvement Opportunities and Priority Recovery Actions Needed

From the research undertaken for this project it is clear that on many levels Hurstpierpoint has lots of positive attributes that indicate it has a strong and sustainable future. In particular:

Hurstpierpoint has significant appeal as a place

It is clear that residents, businesses and stakeholders are very fond of Hurstpierpoint. Its easy to understand this, given the simple layout of the centre, the many wonderful historic buildings, good choice of day to day retail categories and the lovely countryside that surrounds it. It also appears to be a friendly and happy place, with a strong reputation.

These are all fundamental and key strengths which provide a rich bedrock of appeal and goodwill to build on and capitalise on going forward.

Hurstpierpoint does have issues to address and improve

Currently the volume of traffic, combined with the management of parking, weakens the pedestrian experience.

Issues that need addressing include:

- Vans blocking sightlines of shop windows
- Lack of visible footfall / pedestrian activity, e.g. consumers dining at external tables and chairs
- Poorly maintained shop fronts
- Dirty shopfronts and buildings
- Lack of clear signage about car parking
- Poor cleaning of public realm
- Lack of arrival / welcome signage
- Lack of co-ordinated events and activities
- Better management of the parking regime – encourage residents to use the Trinity Road car park for short stay visits
- Encourage businesses and property owners to have more pride in the place
- Needs more local celebrations and community 'buzz'

It is now the time to sort out some 'basics', add some additional reasons to use and visit, and then tell everyone about how good Hurstpierpoint is!

Sort out the practical physical aspects, let the good things stand out, make it easier, safer and more welcoming to use and visit. Then increase the short term specific promotional activity, as well as the ongoing promotional and activity plan for the village centre. Hurstpierpoint has so many good reasons to visit it.

Its time to shout it from the rooftops!

Hurstpierpoint Village Centre Action Plan

6.0 Action Plan

Short Term

Action	Responsibility		
	HPC	Other Stakeholders	Local Businesses
Encourage businesses to clean their shop fronts, This can be prompted by improved cleaning and maintenance of the pavements etc. Along with improved cleaning, a review of placement of waste receptacles is merited			
Review the existing parking arrangements, with a view to increasing short term parking i.e. 15-20 mins max			
Encourage property owners in the heart of the centre to clean their building fronts			
Engage with Co-op to encourage them to improve their shop front			
Encourage businesses to paint the fronts of their shops			
Encourage businesses to receive deliveries at the beginning or end of the trading day, or at least to avoid the peak consumer shopping periods – lunchtimes, Saturdays etc.			

Hurstpierpoint Village Centre Action Plan

6.0 Action Plan

Short Term cont'd.

Action	Responsibility		
	HPC	Other Stakeholders	Local Businesses
Review the existing cleaning arrangements for the public realm			
Encourage businesses to promote themselves as part of Hurstpierpoint. Agree and use the same place reference, e.g. @Hurstpierpoint Historic High Street			
The centre needs more visual appeal. Stakeholders have asked for hanging baskets to be provided. Consider a sponsored approach to the baskets and the ongoing maintenance. Each business to sponsor baskets, planters etc. outside their premises. Create a programme of improvements such as 'Dressed up Hurst' with input / sponsorship by businesses, to include street furniture, e.g. planters / greening, baskets, bunting and lighting			
Encourage the local community to join in with clean up events			
Harness the resident community support by developing a residents volunteers' group to help maintain and improve the centre on an ongoing basis			
Launch a window display contest, work with local college / school pupils, e.g. 'designed by Amy, year 11' etc. This will achieve a number of goals, e.g. integrate community, secure local visits and improve impact for businesses			

Hurstpierpoint Village Centre Action Plan

6.0 Action Plan

Short Term cont'd.

Action	Responsibility		
	HPC	Other Stakeholders	Local Businesses
Bring in more visiting markets, diverse themes, target different customer groups, different times of the day, different offers. Identify a consistent location, introduce different visit and usage cycles			
Build on the many strong and proven events, encourage local community groups to hold more celebrations / events / fetes. Develop an events calendar, identify gaps and ask local groups / businesses to develop ideas to fill the gaps. Promote the events calendar!			
Develop consumer friendly 'What's on in Hurstpierpoint' website / social media feed. More promotion of the diversity of offer and existing choice, to include non retail, even doctors, education, classes facilities			
Encourage businesses to join a Hurst First Trading Association that has primary focus on marketing and promotion			
The village has a number of accepted 'anchors' including the theatre / cinema club and some businesses or themes / categories of business. These need to be more visibly promoted / emphasised to increase collective impact			

Hurstpierpoint Village Centre Action Plan

6.0 Action Plan

Short Term cont'd.

Action	Responsibility		
	HPC	Other Stakeholders	Local Businesses
Identify appropriate locations to encourage shops and food businesses to provide more external tables and chairs where space allows			
Target ramblers, cyclists and visitors to the Downs with more overt messages about what Hurst has to offer. Provide physical and virtual information at key 'contact points'			
Develop the 'Top ten walks around Hurstpierpoint' guides. Target families, history buffs, serious ramblers, food trails etc. Use the surrounding countryside asset as a reason to visit the village centre. Integration is key			
Crowdfund sponsorship for 'Hurstpierpoint in Bloom'. Encourage local residents to sign up to help maintain and water the displays			
Work with established businesses to add classes and educational 'experiences' relevant to their product area: cooking shows, cake making, baking, art, repairs, cycle maintenance and so on. Establish a mix of classes aimed at different age groups and community groups			

Hurstpierpoint Village Centre Action Plan

6.0 Action Plan

Short Term cont'd.

Action	Responsibility		
	HPC	Other Stakeholders	Local Businesses
Introduce Hurstpierpoint Business of the Year awards, as voted by consumers. Have a variety of categories, including best window, most improved displays, customer service			
Develop and launch a moderated WhatsApp group positively focused on marketing and promotion of the village offer			
Given the limited way that businesses have adapted, further business support and practical advice may be needed, despite the limited response to additional support provision to date			

Hurstpierpoint Village Centre Action Plan

6.0 Action Plan

Medium / Long Term

Action	Responsibility		
	HPC	Other Stakeholders	Local Businesses
Review the existing physical signs to car parking, introduce clear directional signage, combine 'welcome' signage with information signage at car parks. Ensure there are as many positive messages as there are charging, penalty or fines messages, ideally more of the former			
Review the current place making signs. The centre needs much more impactful 'Welcome to Hurstpierpoint' signs in the core of the offer			
Review the existing traffic management model to identify solutions for the pinch points			
Introduce more crossing points, as a method of slowing traffic / deterring some traffic			
Identify opportunities to increase priority to pedestrians, reducing parked cars in front of shop windows / create more vehicle free zones or areas			

Hurstpierpoint Village Centre Action Plan

6.0 Action Plan

Medium / Long Term cont'd.

Action	Responsibility		
	HPC	Other Stakeholders	Local Businesses
Work with businesses to improve shop fronts, fascias and external impact. Target funding for shop front grant / loan scheme to facilitate improvements. Build on accepted architectural / heritage improvements			
Develop the 'Welcome to Hurstpierpoint Pack' for all new homes and new residents. Create a 'Welcome Back' version for existing residents / visitors to remind them of the offer, include a new Heart of Hurst map			
Develop a target list of priority additional uses, share it with property owners, landlords, local and regional agents. Include within it '10 reasons to trade in Hurstpierpoint'. Be pro-active in securing the right businesses for the village			

Appendix I
Operator Survey Questionnaire

HM Government

European Union
European Regional Development Fund

MID SUSSEX DISTRICT COUNCIL

THE RETAIL GROUP

Hurstpierpoint Village Centre Action Plan: Survey of Businesses

The Retail Group, a specialist independent consultancy, has been commissioned to prepare individual future action plans for the larger village centres in Mid Sussex. Working with the Parish Councils, and on behalf of Mid Sussex District Council, we are keen that your input is included into the development of the Hurstpierpoint Village Centre Action Plan. Please could you take a few minutes to complete this survey and return it to us. Your responses and individual views will be completely confidential.

1 Business name

2 What type of business do you operate?

- ☐ Retail shop
- ☐ Café / restaurant
- ☐ Pub or bar
- ☐ Leisure venue
- ☐ Retail services – e.g. hairdressers, nail bar, key cutting, pharmacy, tattooist
- ☐ Financial services – e.g. estate agent, bank, employment agency, solicitor / accountant
- ☐ Business services e.g. printing, IT
- ☐ Other – please state

3 In your opinion, what is the main reasons for customers to be in Hurstpierpoint Village Centre?

- ☐ Shopping
- ☐ Live nearby
- ☐ Work nearby
- ☐ Leisure activity / park
- ☐ Eating / drinking
- ☐ Using the retail / financial services
- ☐ Commuting / passing through
- ☐ Arts / culture / heritage / tourism
- ☐ Study nearby
- ☐ The market / popup stalls
- ☐ Other – please state

4 How often do your customers typically visit Hurstpierpoint Village Centre?

- ☐ Daily
- ☐ Twice a week
- ☐ Once a week
- ☐ Once a fortnight
- ☐ Once a month
- ☐ Less often

5 What are your busiest times of day on weekdays, Saturdays and Sundays?

Weekdays		Saturdays		Sundays	
☐ Before 9am	☐ 3pm – 6pm	☐ Before 9am	☐ 3pm – 6pm	☐ Before 11am	☐ After 5pm
☐ 9am – 11am	☐ After 6pm	☐ 9am – 11am	☐ After 6pm	☐ 11am – 2pm	☐ Do not open on Sundays
☐ 11am – 3pm		☐ 11am – 3pm		☐ 2pm – 5pm	

6 How have customer behaviour and attitudes changed as a result of Covid? ***Please indicate <u>all that apply</u>***

- ☐ Visiting less frequently
- ☐ Spending more per visit
- ☐ Seeking assurance on safety / cleaning
- ☐ Shorter visits
- ☐ Change in mix of customer types
- ☐ Shopping as individuals, rather than couples or groups
- ☐ No visible change
- ☐ Other (please specify)

7 Which of the following measures have you introduced as a result of Covid pressures on trading?
Please indicate <u>all that apply</u>

- ☐ Simple informational website
- ☐ Click and collect by website
- ☐ Transactional website
- ☐ Orders by phone
- ☐ Orders by text / WhatsApp / social media
- ☐ Local delivery by you / your staff
- ☐ Local delivery by third party
- ☐ None of the above / no changes introduced
- ☐ Other (please specify)

8 How satisfied are you with the pre-Covid long term performance of Hurstpierpoint Village Centre (2-5 years?)

☐ Very satisfied ☐ Satisfied ☐ Neither / nor ☐ Dissatisfied ☐ Very dissatisfied

Please Turn Over

HM Government

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European Regional Development Fund

MID SUSSEX DISTRICT COUNCIL

THE RETAIL GROUP

Hurstpierpoint Village Centre Action Plan: Survey of Businesses

9 Please identify which of the following are the highest priority **ongoing recovery** initiatives for Hurstpierpoint Village Centre? ***Tick all that apply***

- ☐ Events to attract customers
- ☐ More promotion of village centre offer
- ☐ More promotion of Hurstpierpoint being safe
- ☐ More recycling points
- ☐ A village centre discount scheme
- ☐ More customer information
- ☐ Recovery support and advice for businesses
- ☐ More visiting markets
- ☐ More social media activity
- ☐ Community activity
- ☐ Other (please specify)

10 Thinking about the mix and offer of Hurstpierpoint Village Centre, how would you like to see it improve in the mid to long term? ***Tick up to three***

- ☐ Better visibility of shops
- ☐ Better waste management
- ☐ Regular / improved market
- ☐ More / bigger shops
- ☐ More variety
- ☐ Additional specialist markets
- ☐ More events
- ☐ More leisure offers
- ☐ More daytime food options
- ☐ More evening restaurants
- ☐ More independent operators
- ☐ Better marketing and promotion
- ☐ Improved public transport
- ☐ More arts / culture attractions
- ☐ Enhanced targeting of tourists
- ☐ More appeal / offer for cyclists
- ☐ More targeting of walkers / hikers
- ☐ Other (please specify)

11 Now thinking specifically about the customer experience, how would you like to see Hurstpierpoint Village Centre improved? ***Tick up to three***

- ☐ Better lighting
- ☐ Improved signage
- ☐ Improved pavements
- ☐ Better access to shops
- ☐ More customer toilets
- ☐ Better sense of arrival
- ☐ More public art
- ☐ Improved safety and security
- ☐ Cleaner / tidier
- ☐ More customer seating
- ☐ More trees / green space
- ☐ Public realm improvements
- ☐ More parking
- ☐ Better security / policing
- ☐ Less congestion
- ☐ More focus on heritage
- ☐ Improved facilities for cyclists e.g. cycle parking
- ☐ Other – please specify below

12 What would you say are the **three** main strengths and weaknesses of Hurstpierpoint Village Centre?

Strengths

_____

_____

Weaknesses

_____

_____

13 How positive are you about future trading prospects in Hurstpierpoint Village Centre?

☐ Very optimistic ☐ Quite optimistic ☐ Neither / nor ☐ Quite pessimistic ☐ Very pessimistic

14 Would you like further information about Mid Sussex District Council's support for independent retailers?

☐ Free training via the West Sussex Retail Hub ☐ Signing up to ShopAppy.com ☐ Receiving Quarterly Business Newsletter

15 And finally, are there any other comments about Hurstpierpoint Village Centre you would like to add or make?

_____

_____

Thank you for your assistance, it is much appreciated. Please return the completed survey to the researcher that gave it to you later today. If this is not possible for any reason, then please email the completed survey to paul.frater@theretailgroup.co.uk.

If you would prefer to print, fill in and scan the form back to us, then text or WhatsApp to 07753 824042.

Finally, if you would prefer to post the completed survey back to us, please send to Paul Frater, The Retail Group, Dunnings Oak Offices, Dunnings Road, East Grinstead, West Sussex, RH19 4AT.

Appendix II
Stakeholder Survey Questionnaire

HM Government

European Union
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MID SUSSEX DISTRICT COUNCIL

THE RETAIL GROUP

Hurstpierpoint Village Centre Action Plan: Survey of Stakeholders

The Retail Group, a specialist independent consultancy, has been commissioned to prepare individual future action plans for the larger village centres in Mid Sussex. Working with the Parish Councils, and on behalf of Mid Sussex District Council, we are keen that your input is included into the development of the Hurstpierpoint Village Centre Action Plan. Please could you take a few minutes to complete this survey and return it to us. Your responses and individual views will be completely confidential.

Stakeholder Name: _____ Company / Organisation: _____

What is your involvement with Hurstpierpoint Village Centre?_____

1 What would you say are the **three** main strengths and weaknesses of Hurstpierpoint Village Centre?

Strengths	**Weaknesses**
_____	_____
_____	_____
_____	_____

2 Please identify which of the following are the highest priority **ongoing recovery** initiatives for Hurstpierpoint Village Centre. ***Tick all that apply***

- ☐ Events to attract customers
- ☐ More promotion of village centre offer
- ☐ More promotion of Hurstpierpoint being safe
- ☐ More recycling points
- ☐ A village centre discount scheme
- ☐ More customer information
- ☐ Recovery support and advice for businesses
- ☐ More visiting markets
- ☐ More social media activity
- ☐ Community activity
- ☐ Other (please specify)

3 Thinking about the mix and offer of Hurstpierpoint Village Centre, how would you like to see it improve in the mid to long term? ***Tick up to three***

- ☐ Better visibility of shops
- ☐ Better waste management
- ☐ Regular / improved market
- ☐ More / bigger shops
- ☐ More variety
- ☐ Additional specialist markets
- ☐ More events
- ☐ More leisure offers
- ☐ More daytime food options
- ☐ More evening restaurants
- ☐ More independent operators
- ☐ Better marketing and promotion
- ☐ Improved public transport
- ☐ More arts / culture attractions
- ☐ Enhanced targeting of tourists
- ☐ More appeal / offer for cyclists
- ☐ More targeting of walkers / hikers
- ☐ Other (please specify)

4 Now thinking specifically about the customer experience, how would you like to see Hurstpierpoint Village Centre improved? ***Tick up to three***

- ☐ Better lighting
- ☐ Improved signage
- ☐ Improved pavements
- ☐ Better access to shops
- ☐ More customer toilets
- ☐ Better sense of arrival
- ☐ More public art
- ☐ Improved safety and security
- ☐ Cleaner / tidier
- ☐ More customer seating
- ☐ More trees / green space
- ☐ Public realm improvements
- ☐ More parking
- ☐ Better security / policing
- ☐ Less congestion
- ☐ More focus on heritage
- ☐ Improved facilities for cyclists e.g. cycle parking
- ☐ Other – please specify below

5 How positive are you about future trading prospects of Hurstpierpoint Village Centre?

☐ Very optimistic ☐ Quite optimistic ☐ Neither / nor ☐ Quite pessimistic ☐ Very pessimistic

Please Turn Over

Hurstpierpoint Village Centre Action Plan: Survey of Stakeholders

6 What are your growth / improvement aspirations for Hurstpierpoint Village Centre? What kind of place would you like it to be in five years?

_____

_____

7 Are there any benchmark villages or locations that Hurstpierpoint Village Centre could learn from? Why?

_____

_____

8 To what extent do you agree or disagree with the following statements, on a scale of strongly agree through to strongly disagree? ***Tick the boxes that apply***

	Strongly agree	Agree	Neither / nor	Disagree	Strongly disagree	Don't know
It is very easy to find a place to park in Hurstpierpoint Village Centre	☐	☐	☐	☐	☐	☐
Stakeholders in the village centre work well together for the benefit of the centre as a whole	☐	☐	☐	☐	☐	☐
Hurstpierpoint Village Centre has lots of reasons for consumers to visit it	☐	☐	☐	☐	☐	☐
I would go out in Hurstpierpoint Village Centre more often in the evening, if there were more bars/restaurants open	☐	☐	☐	☐	☐	☐
Hurstpierpoint Village Centre is easy to visit and access by foot	☐	☐	☐	☐	☐	☐

9 And finally, are there any other comments about Hurstpierpoint Village Centre you would like to add or make?

_____

_____

Thank you for your assistance, it is much appreciated.

Please return the completed survey by email to paul.frater@theretailgroup.co.uk.

If you would prefer to print, fill in and scan the form back to us, then text or WhatsApp to 07753 824042.

Finally, if you would prefer to post the completed survey back to us, please send to Paul Frater, The Retail Group, Dunnings Oak Offices, Dunnings Road, East Grinstead, West Sussex, RH19 4AT.

informed solutions

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