

# NEIGHBOURHOOD NEWS

Number 15 – August 2017

## TNP Business Survey Results

As part of the Ticehurst Neighbourhood Plan Rother District Council required evidence of business requirements. Hence a business survey was put together by part of the Steering Group which tried to understand the following;

1. Business expansion plans.
2. Improvements business would like to see in the parish.
3. Why Ticehurst Parish is good for business.
4. Types of business, location of employees and customers.

There were 125 businesses on the TNP list and 53 returned a completed survey. The 3 pages of this article are a summary; a full version of the Business Survey Report is available on the website [www.ticehursttnp.org](http://www.ticehursttnp.org) on the evidence page.



### Business Expansion Plans

There is an optimistic view of the future as 88% had expansion plans when weighted by the number of employees. 7% of these business were looking to expand by relocating within the Parish (see pie chart on last page).

### Improvements Businesses would like to see in the Parish

You can see a prioritised list of the improvements in operating conditions that Businesses would like to see. There are sample comments for each category for clarification (see next page). Note: the full version of the report has a longer list.

### Why Ticehurst Parish is good for business

A similar exercise was done on the positives of being a business in Ticehurst Parish and presented in a similar fashion to above. The local community was the top reason.

In addition to this the survey asked the question *“How important is it to your business to be located nearby to other businesses in the parish”*. Comments were polarised between important (46%) and not important (35%) whilst the remainder (9%) sourced or supplied locally to an extent. The businesses that said this was important;

- Had another business as part of their supply chain.
- Were dependant on local goods and services.
- Supplied services and goods to local businesses as a major part of their business.

Businesses that were in close proximity to others tended to work together. The most significant examples were in the Ticehurst village centre and Gibbs Reed business units. These examples showed that the businesses benefited from being close and using each other services to complement each other.

The majority of businesses would prefer to use a local business service if they could, and this was built into their mind-set.

The Ticehurst Village Centre benefitted from the footfall generated by;

- Being supported by the local community and close to existing residential areas.
- A healthy mix of retail, commercial and ancillary services in one centre that complement and support each other.

### Types of business, location of employees and customers.

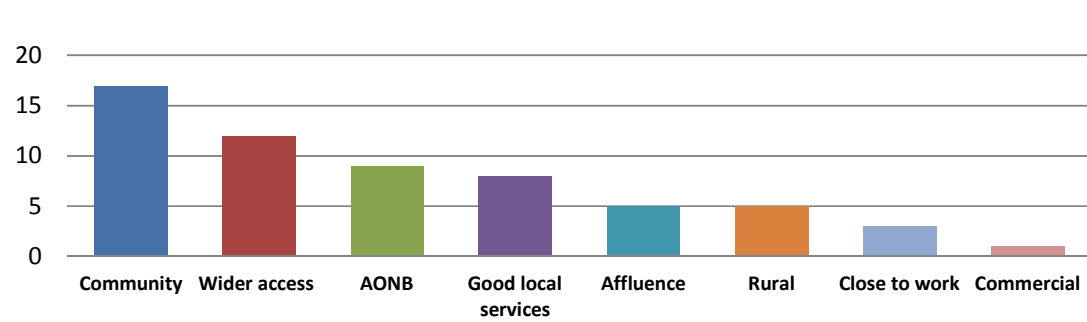
There are a huge variety of businesses in the parish from the small to the large. At the TNP we think most people would be surprised if they learnt of them all. The four top types of business representing 77% of the surveyed employees are;

- Healthcare
- Building Trades
- Hotel/Catering
- Services to the public (education)

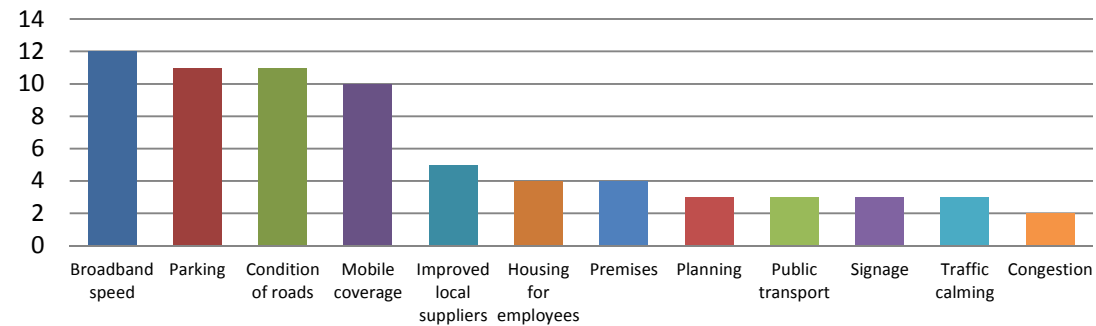
On the last page are pie charts of all the business types as well as location of staff and customers.

**Development on OUR terms!**

## Positive reasons to be a business in Ticehurst Parish



## Improvements to operating conditions

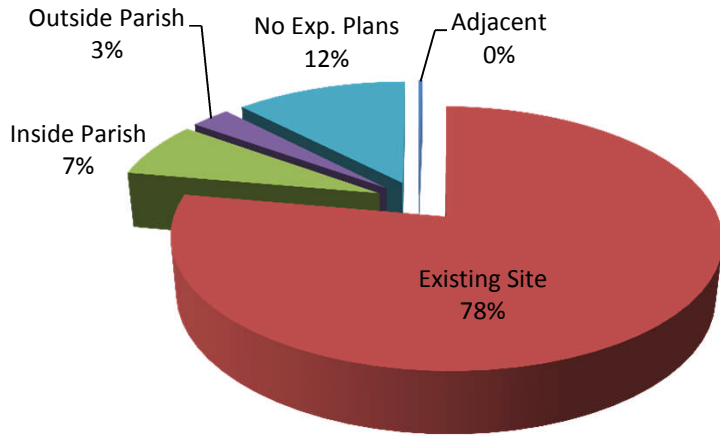


Reason	Comments from businesses
<b>Community</b>	<i>"We are all local people so we all know pretty much everyone and are respected by the local community." "It's a lovely village to work in, the people and businesses are friendly &amp; helpful &amp; I hope to have many more years trading here."</i>
<b>Wider access</b>	<i>"Main road access is good via A21" "Rail link nearby." "Easy access to London"</i>
<b>AONB</b>	<i>"It is a beautiful part of the countryside. It is a privilege to be situated in such a scenic spot and we hope to do our bit in maintaining the appearance and history/heritage of this AONB for generations to follow and all to enjoy."</i>
<b>Good local services</b>	<i>"For a small parish there are good shops and services." "Local people like to use local businesses and therefore business is self generating."</i>
<b>Affluence</b>	<i>"The spending power of the catchment (15 Miles ) is good." "A significant proportion of the population of this beautiful area want to spend locally and have the means to do so."</i>
<b>Rural</b>	<i>"Customers perceive it as rural."</i>
<b>Close to work</b>	<i>"Convenient for managing family life and work."</i>
<b>Commercial</b>	<i>"Cheaper rent/salaries than London."</i>

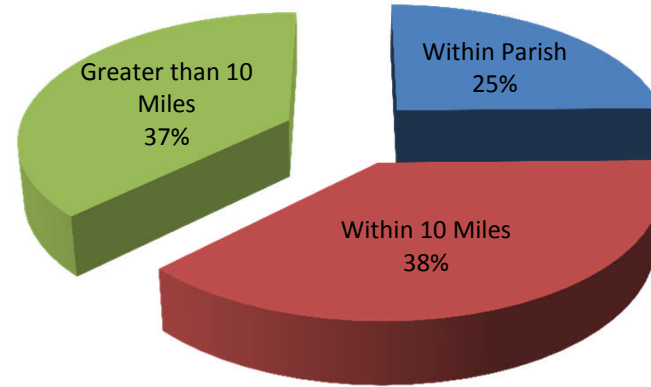
Reason	Comment from businesses
<b>Broadband speed</b>	<i>"Better broadband speeds." "Fibre optic broadband."</i>
<b>Parking</b>	<i>"More signed parking for those visiting the village of Ticehurst." "Parking control." "Parking restrictions."</i>
<b>Condition of roads</b>	<i>"More attention to road surfaces - lots of potholes round here." "Poor road surfaces - 2 burst tyres from potholes." "Apart from road conditions all is good."</i>
<b>Mobile coverage</b>	<i>"Improved mobile phone signal."</i>
<b>Improved local suppliers</b>	<i>"Most suppliers are not local, would source locally if competitive." "More co-operation between competing businesses."</i>
<b>Housing for employees</b>	<i>"Difficulty of recruiting staff due to lack of affordable housing." "Horticulture wages will not meet housing needs."</i>
<b>Premises</b>	<i>"For our particular business extra and additional premises."</i>
<b>Planning</b>	<i>"Support from Rother D.C. planning Dept."</i>
<b>Public transport</b>	<i>"Increased/improved public transport provision."</i>
<b>Signage</b>	<i>"A signage schedule for seasonal business/events (directions and limited promotion)"</i>
<b>Traffic calming</b>	<i>"Speed restrictions of 20mph through the centre of the village."</i>
<b>Congestion</b>	<i>"Sort out traffic flow problems in Ticehurst."</i>

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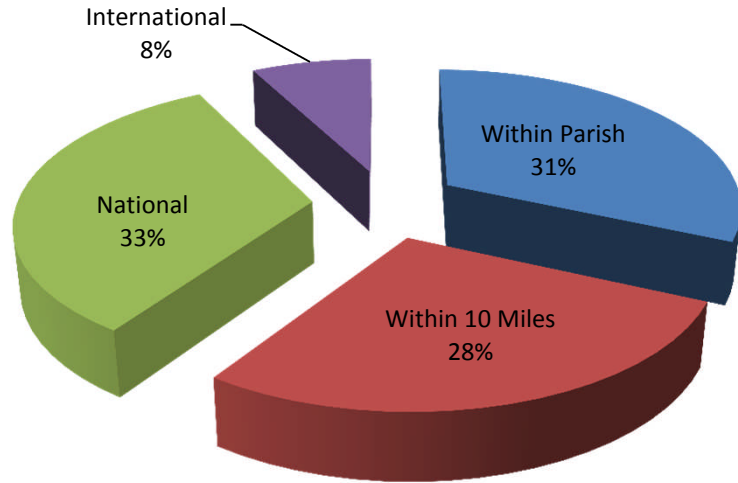
Expansion plans weighted by employee no.



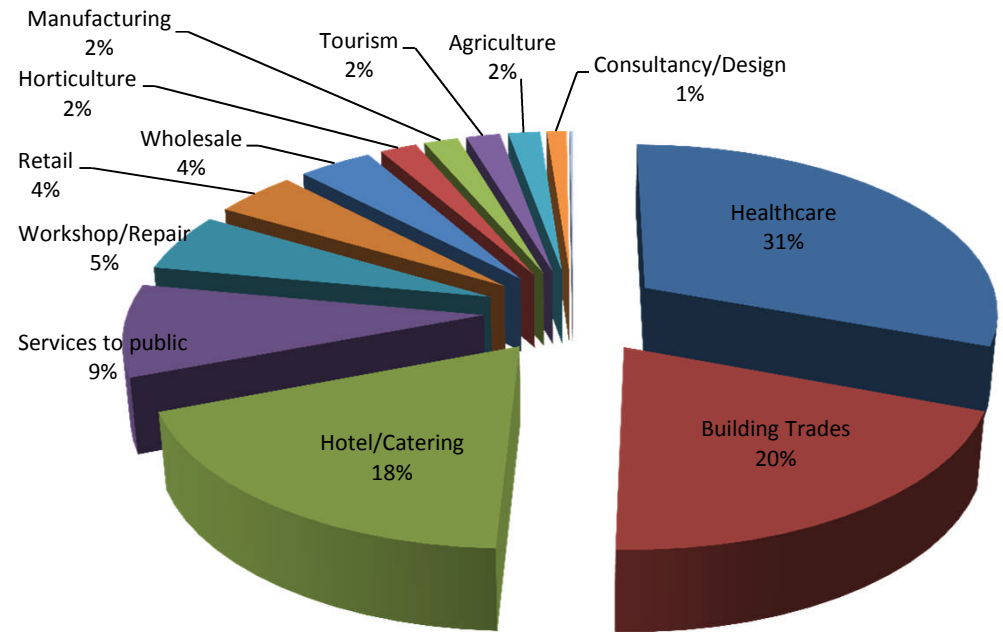
Distance of surveyed staff from Parish



Location of customers for Parish businesses



Location of customers for Parish businesses



Employment by business type