

22nd August 2019

Steypning Parish Council (SPC) High Street Business Survey (July 2019)

The SPC Premises committee received 43 responses to their survey of 85 High Street businesses thereby achieving a creditable 50% response rate. Unfortunately a few businesses did not realise that there were actually two sides to the survey form but the SPC are very grateful to all those that responded. Further responses may be received in the future.

The preliminary conclusions of the survey are:

1. The installation of a second ATM is very strongly supported by High Street businesses (97%).
2. A central location for the ATM close to the car park/bus shelter is preferred.
3. The closure of all banks in Steypning has negatively impacted businesses and has contributed to a reduced footfall.
4. The Post Office is used by many businesses and is vital to Steypning's future.
5. Parking charges have had a negative impact on usage by residents and visitors alike, as well as on tourism. The charges and time limits have resulted in excessive on-street parking whilst at the same time two car parks remain underutilised.
6. The SPC should do more to advertise Steypning as a major visitor and tourist destination.
7. The SPC should do more to assist the businesses, particularly at the bottom of the High Street, through signage and advertising.
8. The SPC should make clear to local residents that they must support our High Street shops or lose them.
9. More pedestrianised events in the High Street would be welcome.

QUESTIONS ASKED

PRELIMINARY HIGH STREET BUSINESS SURVEY

Business Owner:

Business Name:

Business Address:

Telephone Number:

Email Address:

Question 1: Do you support the installation of a second ATM in the High Street in addition to the existing ATM that is located in the Co-op? (Yes/No)

Question 2: If Yes where do you think that the most appropriate location would be now that we no longer have an active bank?

Question 3: Where does your business currently bank and how would the addition of an additional ATM help your business?

Question 4: Does your business currently make use of the Steyning Post Office?

Question 5: In what way do you think that the Steyning Parish Council could help your business thrive in the future?

Question 6: What are your biggest concerns about running your High Street business in today's changing world?

Question 7: Any other comments

ANSWERS GIVEN

Business 1

Q1 Yes

Q2 Central High Street

Q3 Yes. Return to suppliers and eSales

Q4 Continue to encourage groups of people into the town. Easy parking for coaches maybe would help

Q5 Impact of eSales versus bricks and mortar

Business 2

Q1 Yes

Q2 No answer

Q3 Yes.

Q4 By being more proactive in driving people to Steyning by advertising

Q5 Not enough footfall coming through Steyning

Q6 No answer

Business 3

Q1 Yes

Q2 In the middle of the High Street

Q3 Yes, but charge (Post Office charges)

Q4 Any advertising! Linking events! Any ideas would be appreciated!

Q5 Car parking. Ensuring continued trade!

Q6 No answer

Business 4

Q1 Yes

Q2 Well lit central location. The most secure, well lit High Street. Digger proof (Ref: ATM robbery)

Q3 Yes. Post, paying in cheques and bills.

Q4 No answer

Q5 Where do you want me to start!

Q6 No answer

Business 5

Q1 Yes

Q2 Post Office

Q3 Yes. Sending parcels, banking

Q4 Promoting the town further afield to attract more people to the town

Q5 The lack of a bank to attract people from villages around Steyning

Q6 No answer

Business 6

Q1 Yes

Q2 Chalcrafts Funeral Directors wall

Q3 No. Charged for change! So no! But would if they didn't.

Q4 Advertise bottom end of the High Street

Q5 Too many food establishments, loss of banks, parking charges, need spaces for business owners only

Q6 Maybe rent out empty shops as different businesses to keep Steyning ALIVE!

Business 7

Q1 Yes

Q2 Not a clue

Q3 Yes. Money out.

Q4 No answer

Q5 Empty shops

Q6 No answer

Business 8

Q1 Yes

Q2 Middle of the High Street seems best for all

Q3 Yes. Post and banking

Q4 No answer

Q5 Decreased footfall

Q6 Decreased footfall since parking charges and loss of banks

Business 9

Q1 Yes

Q2 Possibly towards Tanyard Lane end because Post Office and Co-op facilities already

Q3 Yes. Multiple services

Q4 Any free advertising or just raising awareness that we're here always helps

Q5 Remaining competitive - to keep costs and shopping experience attractive, so car parking (charges), loss of banks and other shops always a concern

Q6 Thank you for what you do

Business 10

Q1 Yes

Q2 Near car park

Q3 Yes. Sometimes when we get orders online

Q4 Display of business cards

Q5 Keeping up with technology and appealing to people online

Q6 No answer

Business 11

Q1 Yes

Q2 The bus shelter

Q3 Yes. Postage stamps, posting our website orders, obtaining change

Q4 Continued support for Steyning in Bloom, Steyning High Street Christmas decorations. Support and liason with the Steyning Business Chamber

Q5 Keeping people interested in using the High Street. A variety of shops is essential plus an attractive street scene

Q6 No answer

Business 12

Q1 Yes

Q2 Bus shelter area near High Street car park

Q3 Yes. Paying in cash

Q4 Remove charges for parking. Signage for businesses at north end of High Street. Retain small business rate relief and support retail outlets.

Q5 Keeping a community in the High Street. Country fairs, late night shopping, Italian food fairs and cars

Q6 There is belief and enterprise in the High Street. Please support the businesses - local money and local support. We are working hard to keep your High Street alive.

Business 13

Q1 Yes

Q2 No answer

Q3 No. Don't at the moment but will do

Q4 Map of businesses in the bus shelter

Q5 Losing banks. Parking charges

Q6 No answer

Business 14

Q1 Yes

Q2 As long as it is on the High Street anywhere would be suitable

Q3 Yes. Posting, change and photocopy

Q4 More coaches stopping here. Try and get business rates down for rural/independent. Longer stay car parks. Traders CCTV for the High Street to prevent theft/ unsavory behavior

Q5 Increased business rates or removal of the 30% discount

Q6 Need round robin in place to notify us immediately of shoplifters

Business 15

Q1 Yes

Q2 Yes. Anywhere that can be 24/7

Q3 Yes. We buy stamps

Q4 More variety of shops

Q5 Running cost

Q6 No answer

Business 16

Q1 Yes

Q2 Maybe outside the Post Office so that it can be used 24/7

Q3 Yes. I do lots of mail order so take parcels in there almost every day and they have a nice range of greeting cards

Q4 More accessible parking

Q5 Don't really have any concerns. My business doesn't rely on local people (Online sales)

Q6 No answer

Business 17

Q1 Yes

Q2 Middle of the High Street. Potentially in or near the bus shelter

Q3 Yes. Depositing cash (takings). Change when required

Q4 Promoting business as a local charity for local residents. Inclusion of literature in the Steyning Centre. Christmas card sales

Q5 Retail is rapidly declining as online sales take over. We need to offer something different and be competitive while keeping costs as low as possible. We need to appeal to a younger market.

Q6 Steyning High Street is often ruined by inconsiderate and illegal parking. This needs to be addressed as it gives a bad impression of the town. It would be nice to have more days/weekends in the summer where the High Street is pedestrianized as local businesses would benefit from this.

Business 18

Q1 Yes. At least one more

Q2 Post office or bus shelter building

Q3 Yes. Parcels, change, stamps, stationary. Passport. Highly important local service and run very well by current incumbents. They deserve recognition for that.

Q4 Get rid of parking charges. Move farmers market to Sundays. People with have a reason to come into Steyning on a Sunday. All the market does is draw away the trade of existing businesses on a Saturday. A campaign to get local people to support their local businesses instead of shopping online or at retail parks

Q5 The effects of austerity and Brexit - thank you Tories! The smaller communities lack of banking facilities and the unfair advantages of online retailers to those of us trying to keep the High Streets alive.

Q6 Thank you for reading my comments. I appreciate that times are tough and that you are only a small council.

Business 19

Q1 Yes

Q2 Section part of the bus shelter off, if possible

Q3 No. Only for stamps and cards. Not for business.

Q4 Big notice board in car park of all shops. Longer parking

Q5 Too many outgoings

Q6 no answer

Business 20

Q1 Yes

Q2 Steyning Centre or Sports Centre or Post Office

Q3 No answer

Q4 No answer

Q5 No answer

Q6 No answer

Business 21

Q1 Yes. 100% required

Q2 Either central bus shelter or further down the High Street. We always struggle to get people further down and this would be something to encourage that

Q3 Yes. I post goods both personal and for the shop. Paying in money, again for personal and business

Q4 Better signage as to what is in the High Street and all of it, not just the top end! Some sort of 'Visit our town' sign at the by-pass entrance. Also to keep that area tidy as it is overgrown. Make better use of the fence where the farmers market banner goes.

Q5 Attracting new customers. It would be nice to have more Sunday special events. Different, well promoted events, like HDC do to bring new customers. Better parking for tourist coaches. Make it more obvious that want visitors and that there is plenty to do here for all ages.

Q6 CCTV. Will this ever be re-installed in the High Street? With the increase in theft and vandalism it would be good to have it back up. We have many networking meetings. Maybe once every so often someone from the council could come for a general chat? This would show support and unity between the council and businesses.

Business 22

Q1 Yes. Having one in the Co-op is fine if its working and you don't need money late at night.

Q2 I wonder if the new Chalcrafts would consider it? That's near the car park. Cash machine users do seem to need to stop right alongside the machine and can be hazardous.

Q3 But stamps

Q4 No answer

Q5 No answer

Q6 No answer

Business 23

Q1 Yes

Q2 Not in a store as during non business hours access is still required

Q3 No

Q4 No answer

Q5 No answer

Q6 No answer

Business 24

Q1 Yes

Q2 In another retail outlet

Q3 Yes. Withdrawal of petty cash and paying in cheques

Q4 No answer

Q5 No answer

Q6 No answer

Business 25

Q1 Yes

Q2 Bus Shelter

Q3 Cash withdrawals, odd cheque deposit

Q4 Take on some of the costs/ organization that Steyning & District Business Chamber & Visitor & Tourism Groups have been trying to promote and advertise business in Steyning

Q5 That fundamental decisions are made by a District Council/County Council and the Parish seems to have little influence on this. Car parking for instance.

Q6 I am also the Chair of Steyning and District Business Chamber involved in initial discussions with Barclays who were keen to assist it. It appears there was a general consensus

Business 26

Q1 Yes

Q2 Immaterial

Q3 Yes. All.

Q4 Get Steyning name known

Q5 Getting sufficient customers

Q6 We have a glorious little town here but how often do you see foreigners i.e. Japanese exploring? Steyning is not known, maybe residents do not want it known? If one goes to Cotswolds shops full of customers from other countries

Business 27

Q1 Yes

Q2 Bus shelter

Q3 No

Q4 No answer

Q5 No answer

Q6 No answer

Business 28

Q1 Yes

Q2 Central High Street, near bus stop

Q3 Post, payment in cheques

Q4 Staying pro-active to Chamber business areas. Rates assessments and assessment coordination of area for area. Availability of space, data for prospective new purchasers

Q5 Overheads and keep the High Street attractive and desirable to potential customers/clients. Parking.

Q6 No answer

Business 29

Q1 No

Q2 Not applicable

Q3 No

Q4 Give us planning

Q5 Not applicable

Q6 Not applicable

Business 30

Q1 Yes

Q2 No answer

Q3 No answer

Q4 Community support for Cobblestone Walk. Lots about High Street but never Cobblestone Walk unfortunately. The only time any interest in us was this form

Q5 Too much online and in the year I have been here decline in people

Q6 No answer

Business 31

Q1 Yes please

Q2 No answer

Q3 No, my bank (TSB) does not have an arrangement with them

Q4 Anything would be gratefully received. We have advertised until we are broke. Maybe coach parties!

Q5 Footfall. It has been blighted by car park charges and lack of hours. Customers used to eat and shop. Now they can only do one of those.

Q6 Horsham District Council made a fiasco of the initial parking arrangements

Business 32

Q1 Yes

Q2 Perhaps at the Post Office

Q3 Yes, but only for postal services and the shop plus currency

Q4 I don't think that the Parish Council can help me to be honest. It's up to me to make sure customers know where I am. My business is more word of mouth. I work on an appointment system. I don't rely on passing trade.

Q5 Increased rents mean small businesses struggle and if there are empty shop units no one will use the High Street

Q6 We need a bank

Business 33

Q1 Yes! My business only accepts payment by cash or cheque and so cash is important

Q2 Perhaps inside another shop if one of the retailers is willing and able. It is outside, perhaps somewhere around the High Street loos (but that might not be a viable option?)

Q3 No answer

Q4 No answer

Q5 No answer

Q6 No answer

Business 34

Q1 Yes

Q2 As near to the short stay car park as possible

Q3 No answer

Q4 No answer

Q5 No answer

Q6 No answer

Business 35

Q1 Yes, most definitely

Q2 Cobblestone Walk, free standing within telephone box

Q3 Banking, postal, stationary

Q4 More village events. Getting coach tours to the village

Q5 Footfall – running events and hold networking meetings within our shop but its constant

Q6 I love being in the High Street and by and large I won't change that

Business 36

Q1 Yes

Q2 Post Office area

Q3 Yes, postage

Q4 Would be nice on the Bank Holiday show for a ice cream van and rubbish bins not to be left right outside shop when we were going to open that day! Other than that not much.

Q5 Shops closing and not being filled

Q6 No answer

Business 37

Q1 Yea

Q2 Unknown

Q3 No answer

Q4 No answer

Q5 No answer

Q6 No answer

Business 38

Q1 Yes

Q2 Other end of the High Street to the ATM that we have

Q3 Banking, change, postal services

Q4 Solve all of the below

Q5 Empty shops. Allowing more to go to residential. Falling footfall (Has been declining over the last 3 years). Charity shops increasing (Unfair competition). Rising rates and cost of waste disposal. Shoplifting.

Q6 No answer

Business 39

Q1 Yes

Q2 Well you can't have a free standing one as not safe and most buildings in the High Street are listed buildings. Most likely is the Post Office but needs to have access from 8.00 am to 10.00 pm

Q3 No, purely because they charge for change, as Amberley Post Office chose not to impose a charge on change so therefore we use outside of town. Is a shame.

Q4 Business rates? At this end of the street we only get a council road sweeper once a week but there is a Parish cleaner who comes once a week but stops at the Fire Station. We do pay business rates to the town?

Q5 We have been able to change to the way people shop in the town for the last 45 years. But I am afraid not from the Parish Council, always too little too late.

Q6 I am not sure if it was common But! We told the Chamber of Trade 4 years ago, 4 years!!! That all the banks would close and what was the Plan of Action, alas as always, Nothing. As we told you, we are just a bakery, what do we know?

Business 40

Q1 Yes

Q2 Post office

Q3 Posting vehicle V5 documents, taxing vehicles, purchasing stationary, posting parcels.

Q4 Advertising Boards, as our business is not directly on the high street.

Q5 No Answer

Q6 Unsociable parking on our forecourt causing obstruction out of hours.

Business 41

Q1 Yes

Q2 No Answer

Q3 Yes – Banking and change

Q4 No answer

Q5 No answer

Q6 No answer

Business 42

Q1 Yes

Q2 Somewhere central and somewhere it will be able to be re-filled regularly

Q3 Yes, We get all our cash, cheques and change from there.

Q4 Parking is an issue, too many vehicles park in the high street, some illegally, it makes it difficult to get deliveries sometimes. Stop the business rates going up. Make parking available for all day parking for employees and make it fair, so people can't park all day and keep running back to their car to renew their tickets.

Q5 The internet and empty shops.

Q6 A lot of the buildings in Steyning are listed, making up keep very costly. Landlords taking huge rents should be made to put some of the money back into the high street and made to maintain their properties. New tenants can be hit with massive costs caused by years of neglect.

Business 43

Q1 Yes, a second ATM is vital to the High Street.

Q2 Bus shelter or central and easily accessible location.

Q3 We use the Post Office on a daily basis, pay in cash, get change, use postal facilities. Post office very important for the health of the High Street as it encourages footfall.

Q4 Abolishing car parking charges is the single largest difference that could be made to support the High Street. Current system is complex and discourages people who do not own a disc from making small impulse trips to the town. Discourages visitors that HDC and WSCC say they want to attract because you cannot buy a ticket that covers more than 4 hours. Therefore people who want to stay for a whole day when they walk on the Downs and come back for lunch etc. cannot easily stay. Ideally one or more car parks would have a free period of up to 30 minutes to allow people to safely 'pop' into town. HDC would lose money through ticket purchases and they would be concerned that people may not purchase discs. Therefore the Parish Council could consider subsidising them through an increase in the Precept. I appreciate this would be controversial but at least it would use the current infrastructure and would not land the Parish Council with the job of managing the car parks.

The other way the Parish Council can encourage a vibrant High Street is to continue to support making it a destination. This is the only way High Streets like ours will survive, We need them to look beautiful (litter free; planted with flowers; ideally bedecked with bunting during the summer and with really good, tasteful sets of Christmas lights during December and to have regular events. Events are key to encouraging people to come to the High Street, so please continue to support the Chamber of Trade and Steyning Partnership running events and supporting road closures.

I wonder whether there is any merit investigating whether the High Street (or a portion of it) could be pedestrianized on certain days/at certain times. Say Saturdays and Sundays between 10.00 pm – 4.00 pm. The High Street could then develop a more continental feel with tables and chairs on the pavement, live music etc. Farmers market and other high quality French style markets. We don't want anything cheap and tacky but these could be made weekly rather than monthly.

Offices above shops employ people during the working week and provide a 'captive audience' for lunchtime and after work trade. The Parish Council should actively support landlords looking to change the use of first floor properties from A3 to an office type classification.

Q5 I have never known trade so tough. Footfall in the High Street is down as we've lost all the banks. We have an ill thought out car parking system which discourages trade and we are battling against more people shopping online. Allied to that is also a huge rise in

operating costs over the last couple of years. We are always looking to improve, diversify and change direction. I am more pessimistic about the future of small retailers, especially on the High Street.

Q6 Thank you for taking the time to ascertain our opinions.