

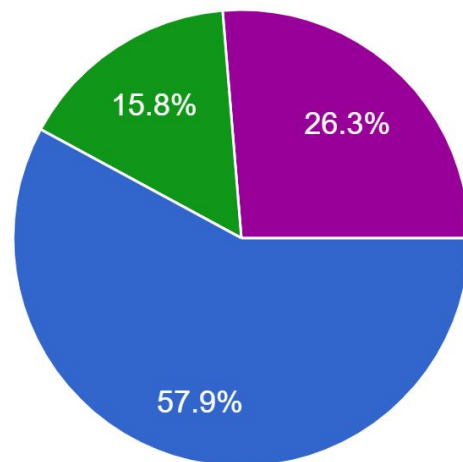
Hurst Green Neighbourhood Plan

2020 Local Business Survey Results



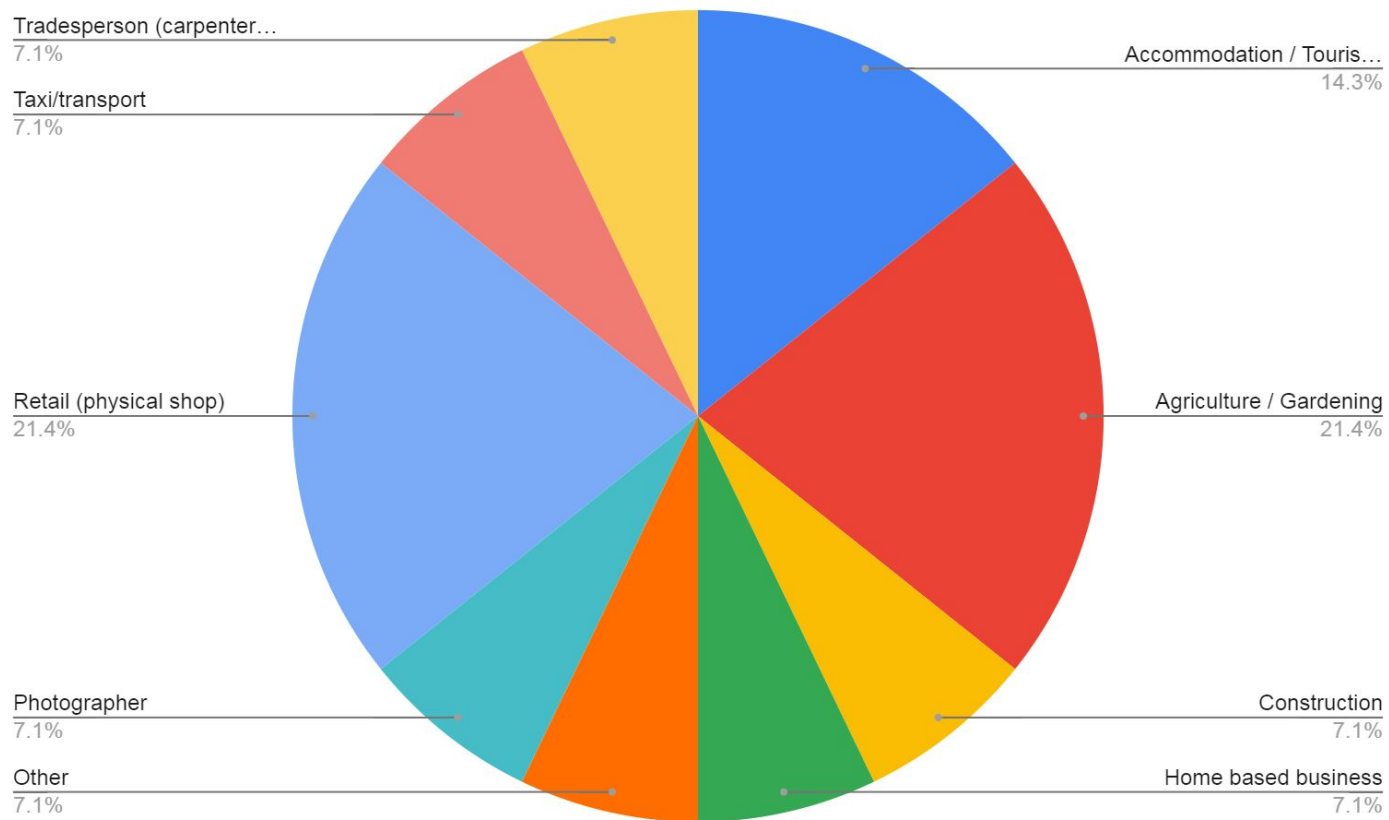
Q1) Which of the following best describes you?

19 responses



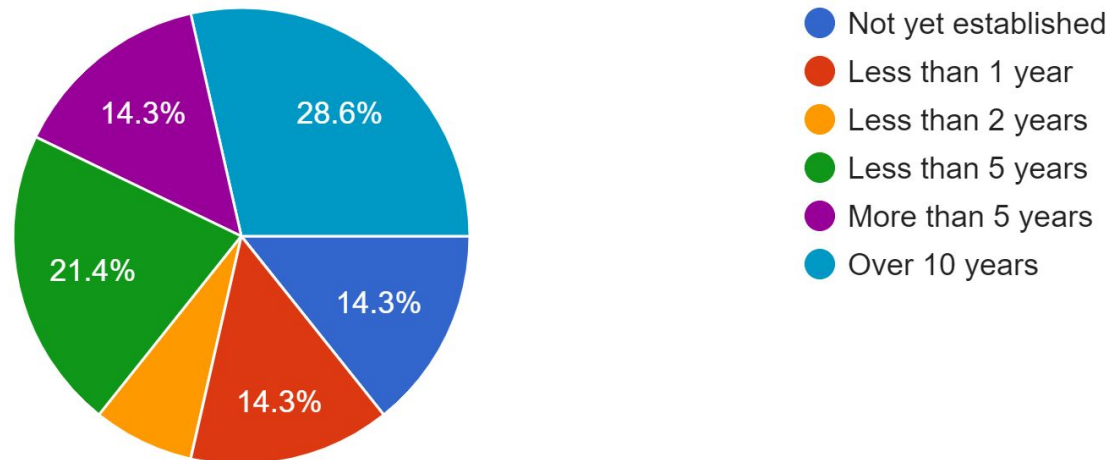
- Business owner / director (of a locally based business)
- Business owner / director / employee (of a non-local business)
- Employee of a locally based business
- Local resident wanting to start a business
- Local resident

Q2) Which of the following best describes the business?



Q3) How long has your business been established?

14 responses



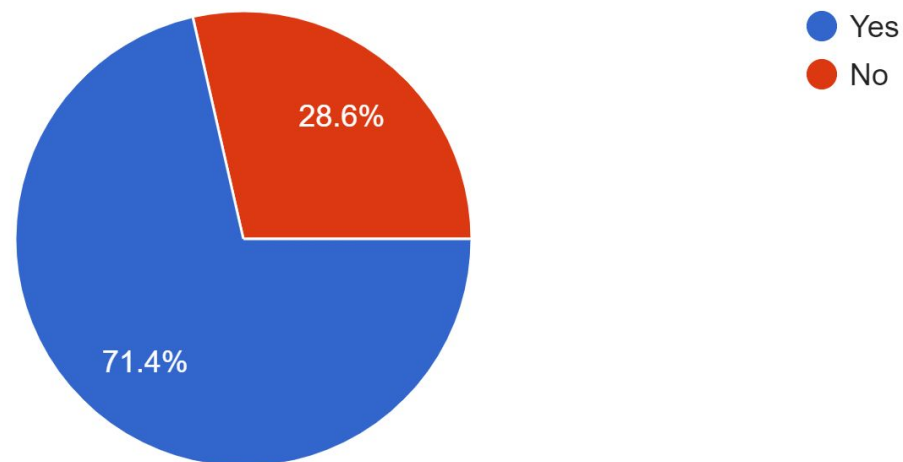
Q4) Who do you principally sell or provide services to?

14 responses



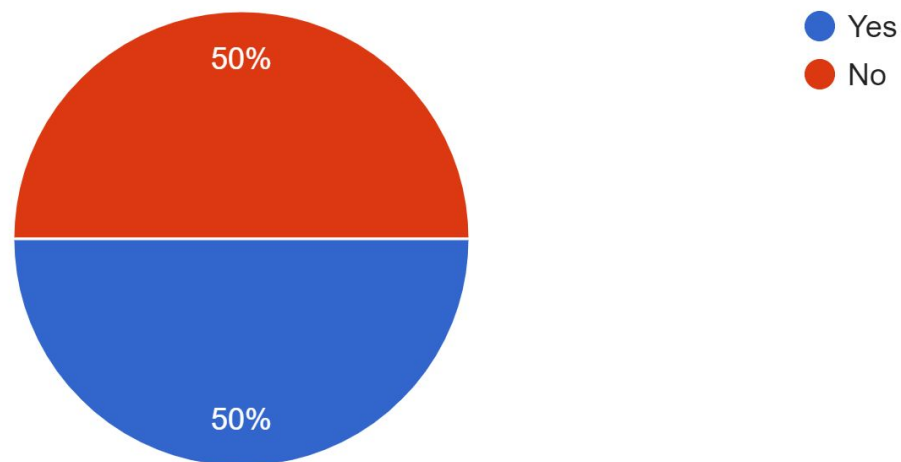
Q5a) Does the business have a physical presence in the Hurst Green area? (i.e. a shop, cafe, office, farm)

14 responses



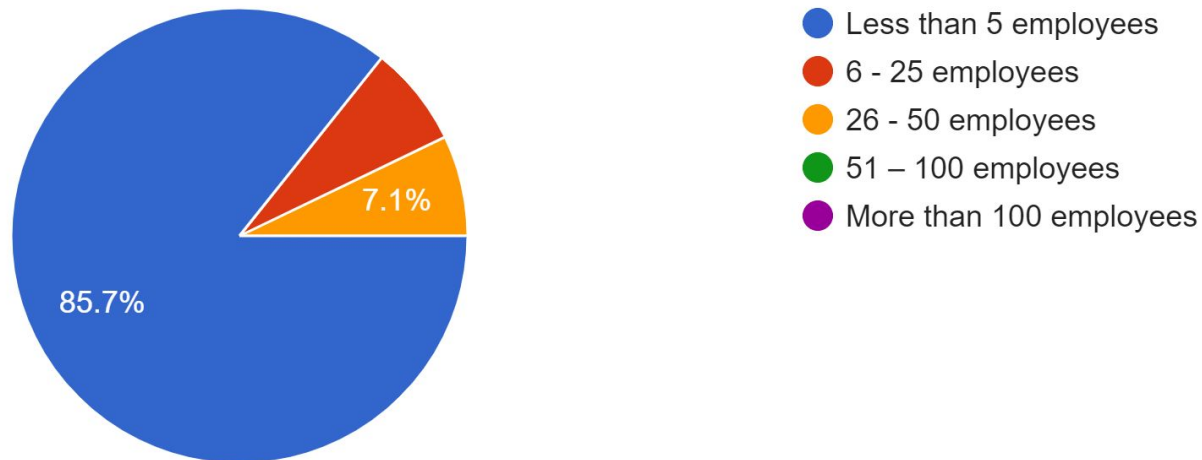
Q5b) Would you describe your business as "a home based business" i.e one that operates principally from your home.

14 responses



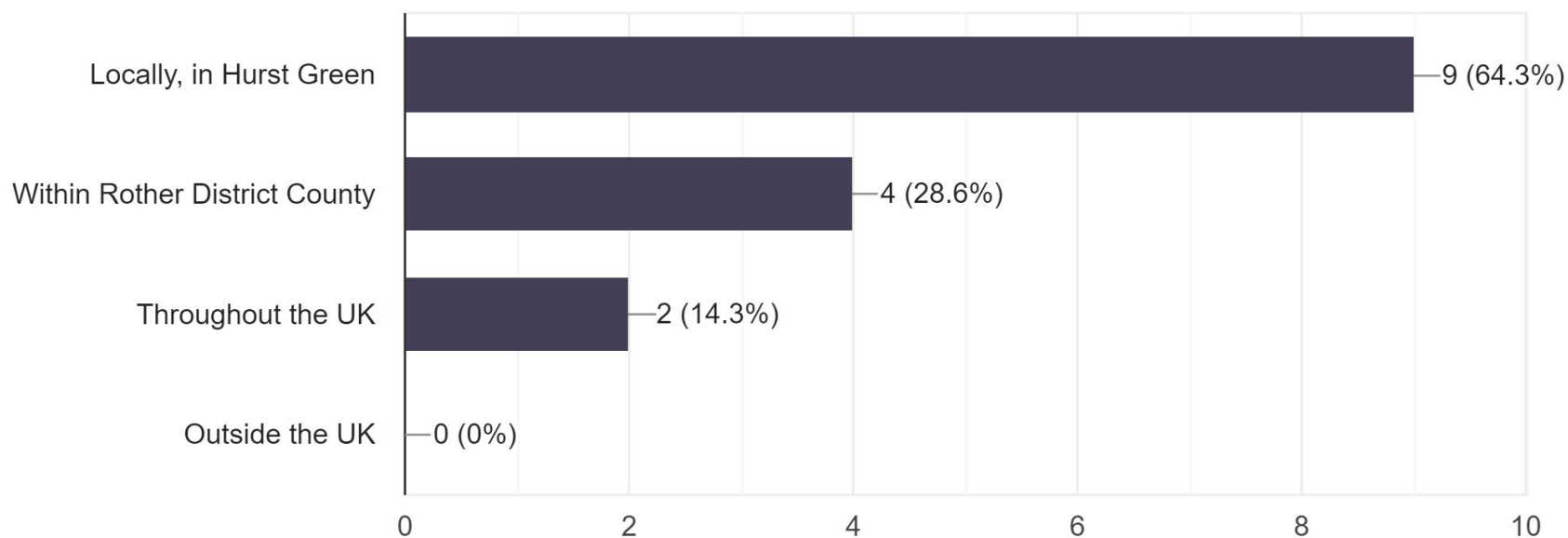
Q6) How many employees do you have / are employed where you work? (please count Directors in this number)

14 responses



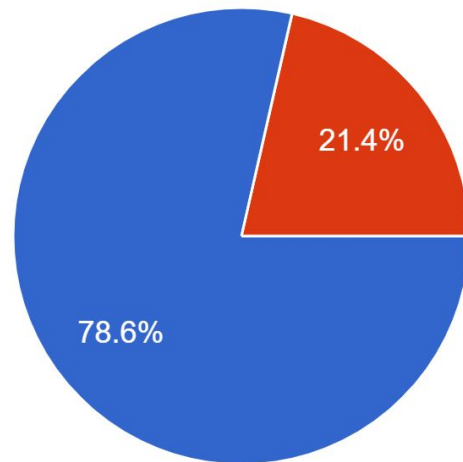
Q7) Where does your business carry out most of its business activity?

14 responses



Q8) Where do the majority of your employees live?

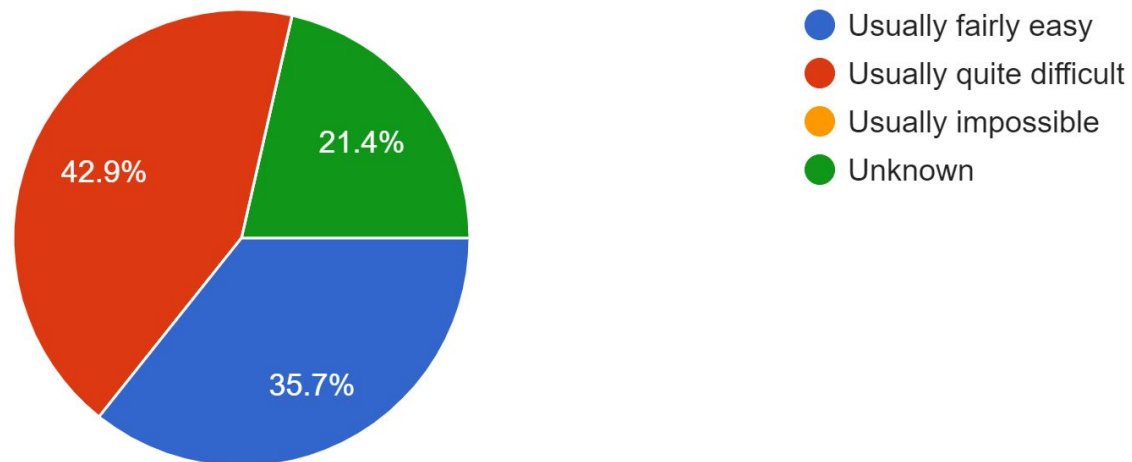
14 responses



- Locally to Hurst Green
- Within 25 minutes commute to Hurst Green
- More than 25 minutes commute to Hurst Green
- Not sure

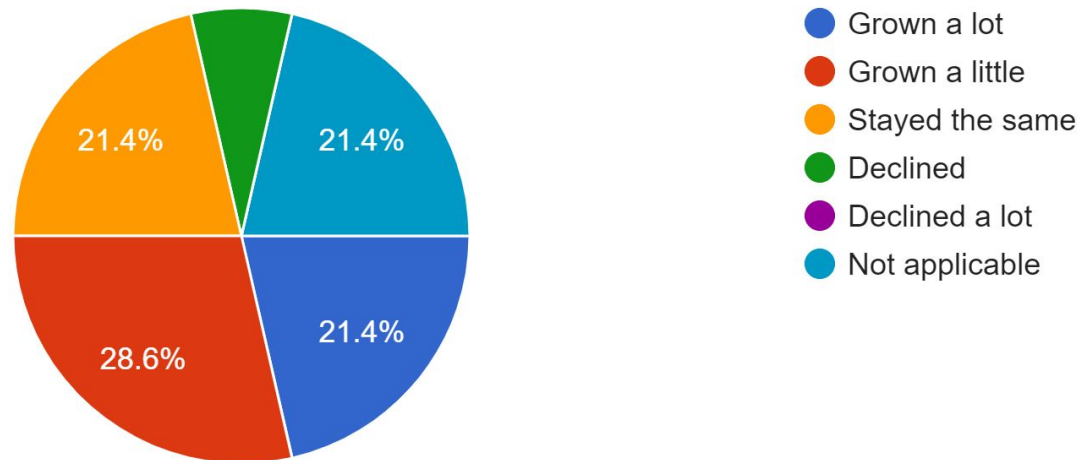
Q9) How easy is it to find sufficiently skilled/trained employees in the local area?

14 responses



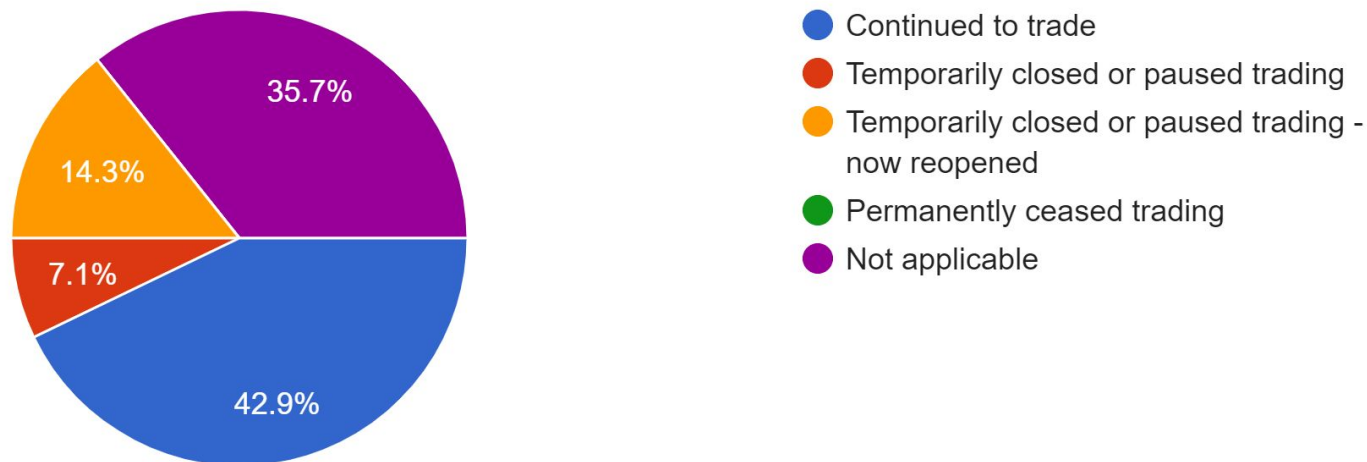
Q10) Prior to the coronavirus pandemic, had you seen your business grow or decline over the last 5 years?

14 responses



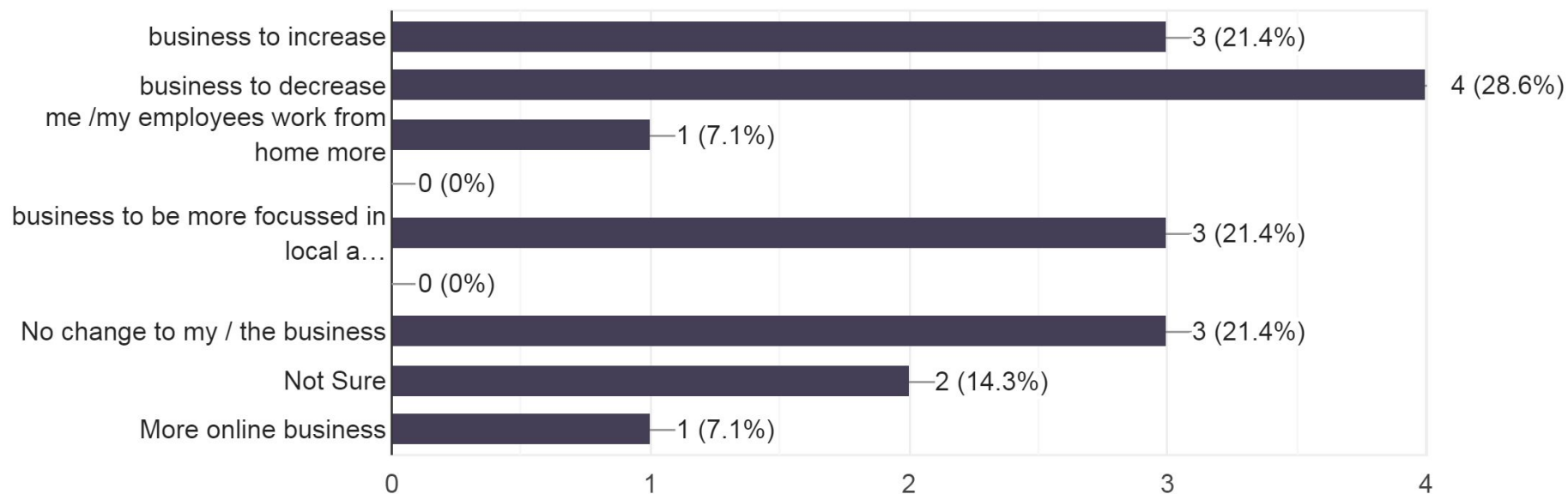
Q11) How was/has your business been impacted by the Coronavirus (COVID-19) outbreak?

14 responses



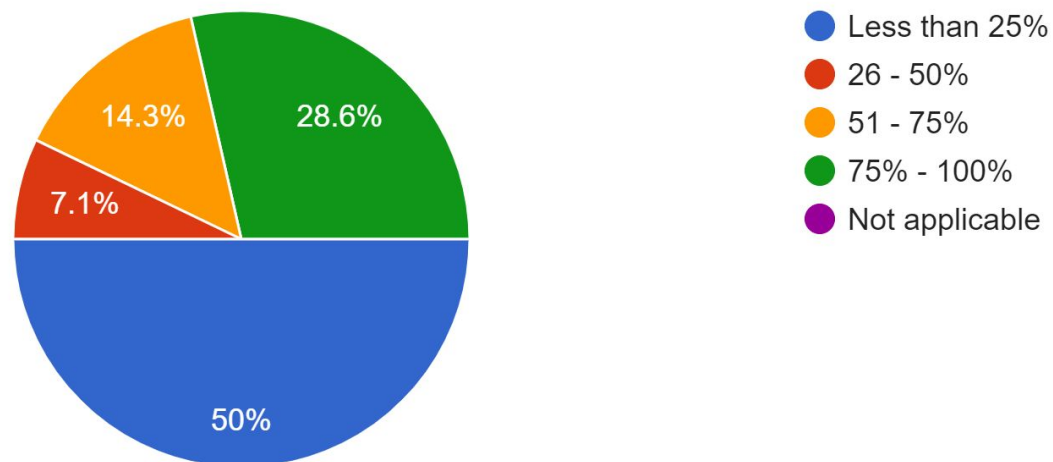
Q12) What changes to your business or long term impacts do you anticipate as a result of the Coronavirus (COVID-19) outbreak? I expect:

14 responses



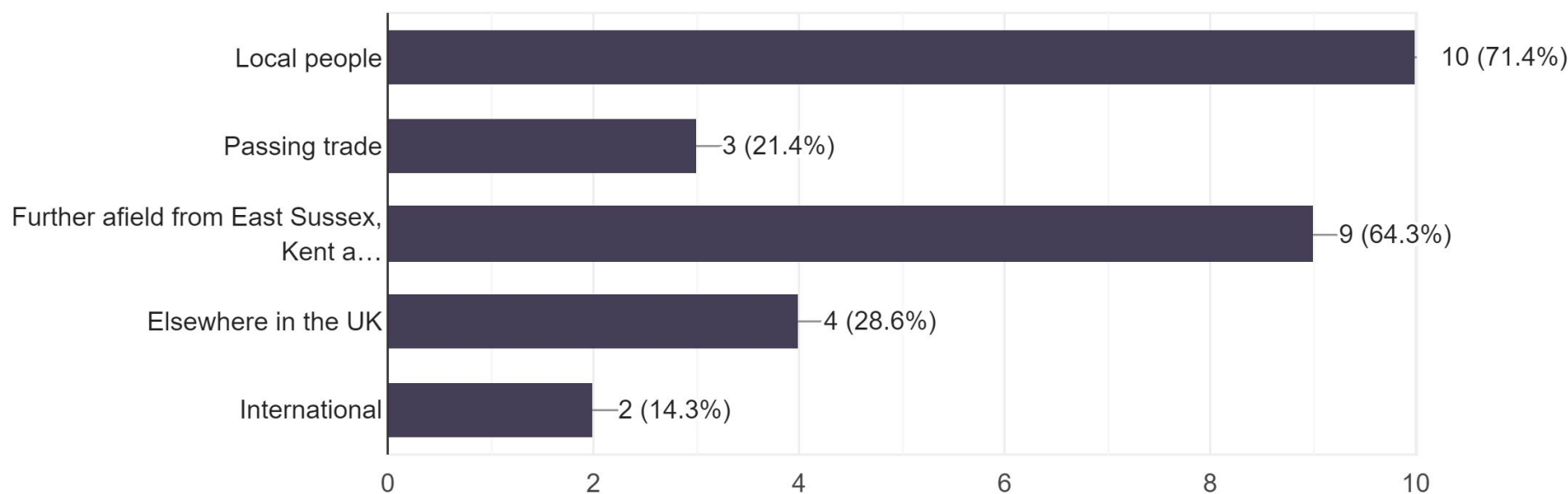
Q13) Approximately what proportion of your customers live within the local area (within 5 miles)

14 responses



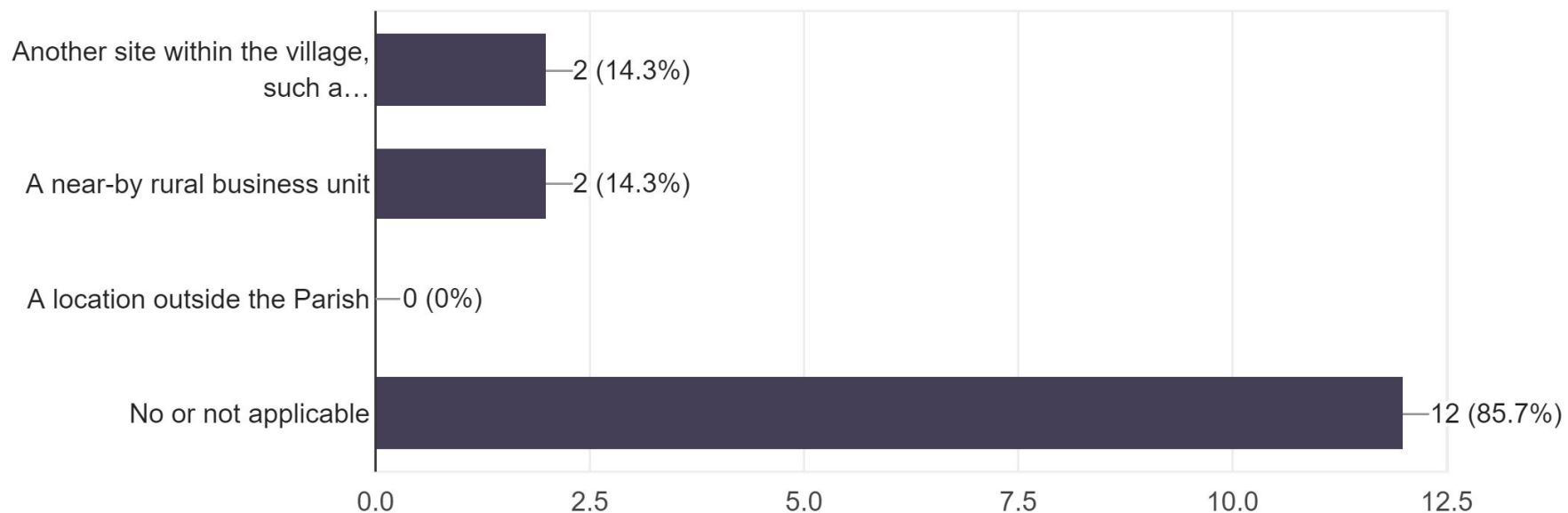
Q14) Where do your customers come from?

14 responses



Q15) Is the size or condition of your premises limiting growth? If yes, would you consider re-locating to?

14 responses



Q16) What other long term challenges are facing your business?

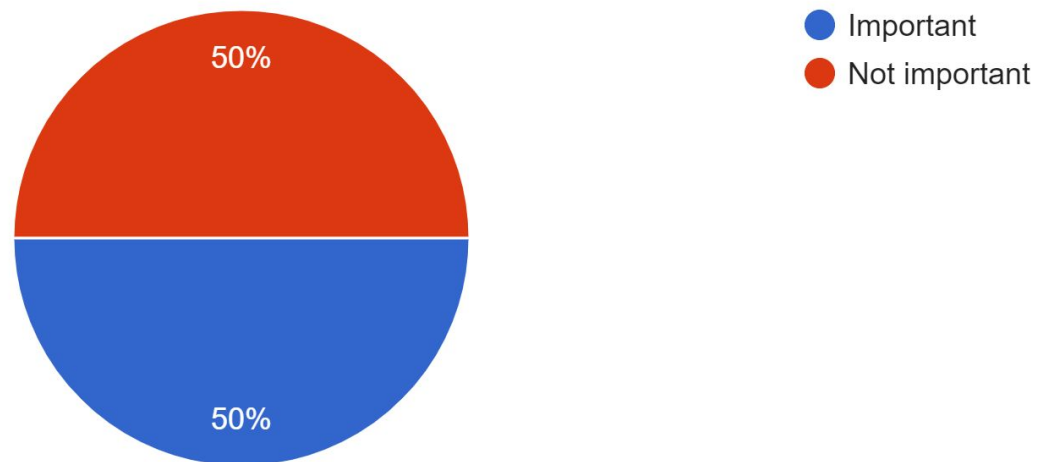
1. Brexit.
2. Other people starting up the same business that I am [in] and undercutting prices.
3. Decrease in customer disposable income, increase in operating costs, Brexit impact on imports.
4. Fast/busy traffic on the A21.
5. Unable to set up business as initially desired due to planning constraints.
6. International travel restrictions.
7. Recession?
8. Computerisation and image manipulation has affected our business badly.
9. Uncertainty due to Covid-19.
10. Cost and availability of building materials.
11. Competition from other gardening businesses.

Q17) What are the barriers to your business specifically in Hurst Green?

1. [the] A21.
2. No parking, no business premises with parking.
3. Parking and accessibility.
4. Unsure if there are barriers other than personal choice. Possible perception.
5. Permissions and planning.
6. Being a sole trader I can only be in one place at one time.
7. No village market or regular venue to pop up at.
8. Unsure how the Council feels, or if it would support my glamping business in Hurst Green as it's in the High Weald AONB. I can't find out what the council's view on this would be. I am also concerned about the noise from the busy roads, and how this might impact my business.
9. None.
10. Lack of pedestrian or bicycle access from Etchingham train station to our premises.
11. Competition from other gardening businesses.

Q18) Is local car parking important to your business?

14 responses



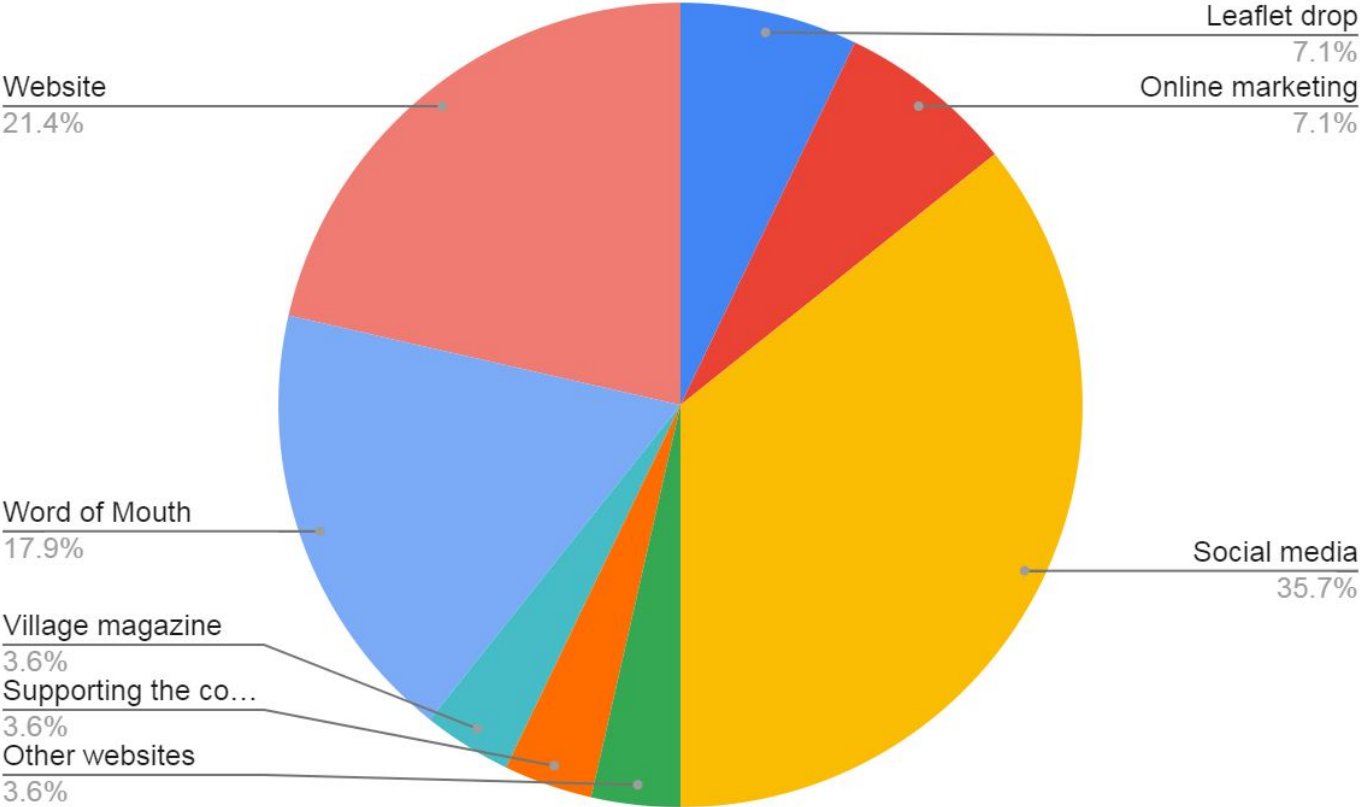
Q19) How important are communication networks, high speed internet facilities, digital services to your business. Are they currently sufficient or is an upgrade needed?

1. Current sufficient (5 responses).
2. Upgrades needed.
3. Critical and [electricity] requires upgrading. [we] require 3 phase power.
4. Very important.
5. Not great in my property, so would like wi fi upgraded
6. Broadband is critical, as is being able to get a mobile phone signal.
7. Our internet is incredibly fast (through BT business -fibre optic)
8. They are ok but upgrade would help.

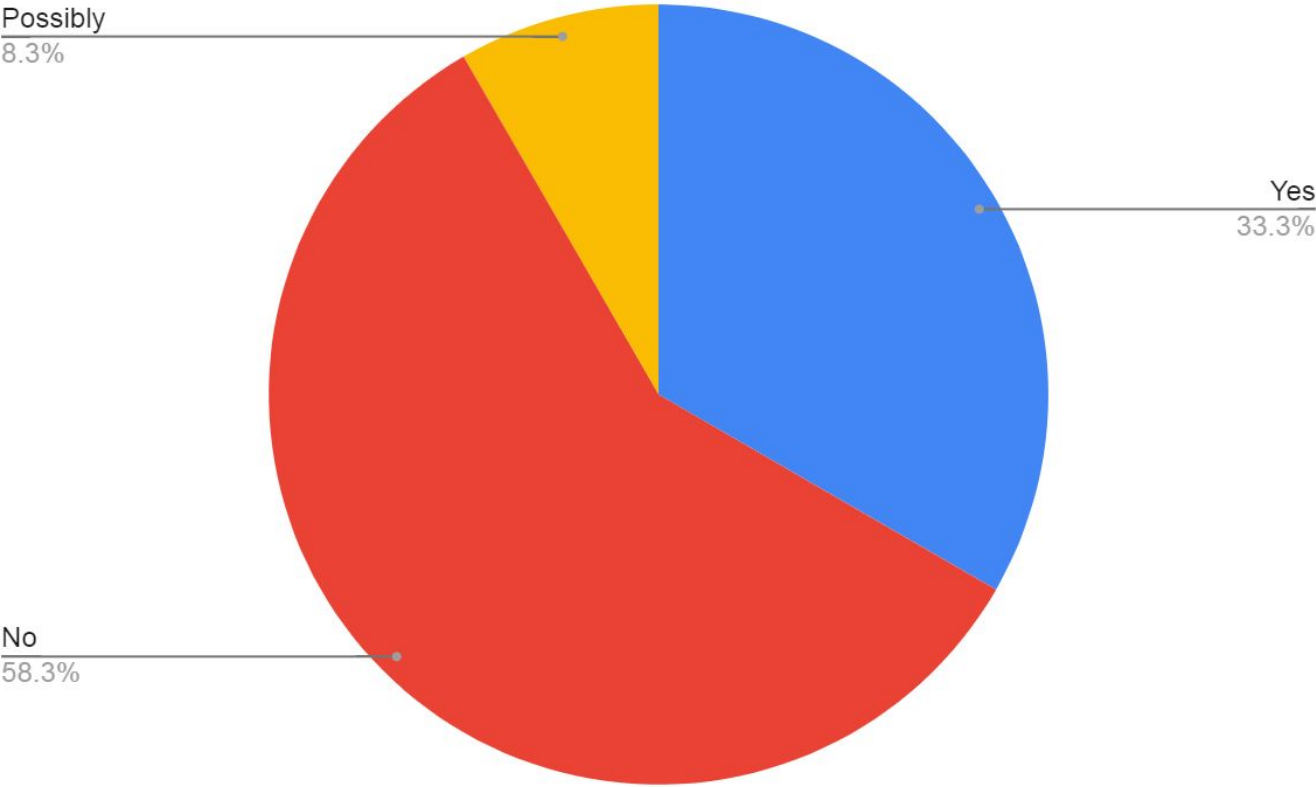
Q20) What opportunities are there for your business in Hurst Green?

1. Challenging.
2. Potentially there could be business.
3. Pedestrian access makes us accessible to the village.
4. Our business will attract local tourism to the village.
5. The Royal George and The Claypot.
6. Sales to residents.
7. Pop up stalls at local cafes.
8. I think a lot, but as mentioned, we are unsure how the Council feels, or if it would support my glamping business in Hurst Green as it's in the High Weald AONB.
9. None.
10. Some but would be good to have a local advertising scheme so we picked up more work in the local area.

Q21) How do you advertise/promote your business?



Q22) Would more visitors to the area increase your turnover?



Q23) What could the community do to help your business?

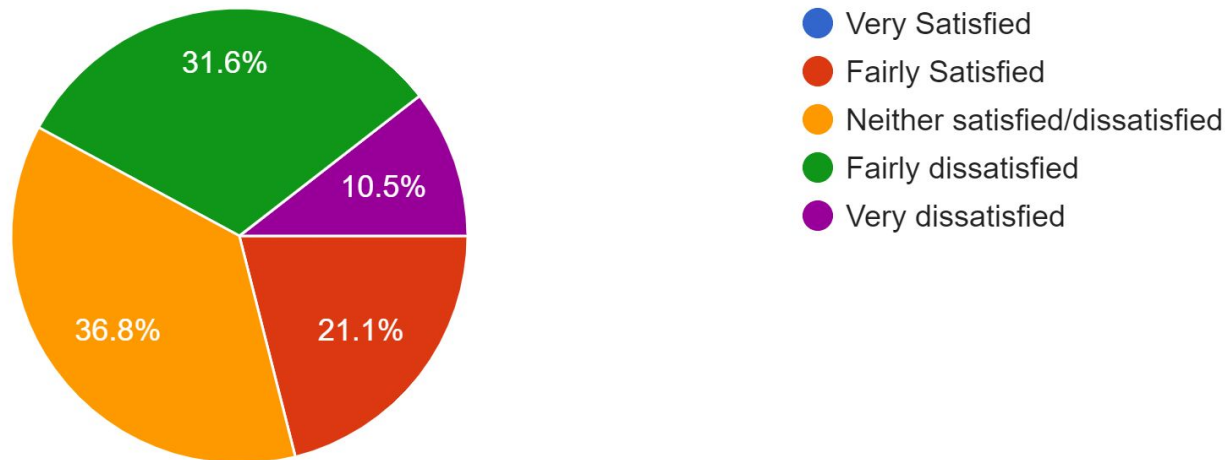
1. Not sure.
2. Support the business.
3. Support it. Consider it part of the community.
4. Use it and promote it.
5. Nothing but be friendly.
6. Book a taxi for meals out, hospital visits or airport transfers.
7. Buy from me!
8. Nothing.
9. Allow us more opportunities to tender for local projects.
10. Like more people to know about my business.

Q24) What measures are you taking to operate sustainable business practices, reduce carbon emissions and minimise your impact on the environment?

1. I am and have been very responsible for any chemical usage on my farm.
2. We recycle and reuse plastic bottles that we use for work.
3. Low carbon footprint building and ethos. Recycle, reuse. Sustainable packaging. Local suppliers, local staff.
4. I use recyclable and biodegradable packaging wherever possible.
5. Lots, that what we pride ourselves on!
6. I would love to run a green/electric car but the range and charge times don't allow this yet.
7. Use paper bags always.
8. We recycle where we can.
9. Vehicle sharing where possible, trying to work and source materials locally.
10. None.

Q25) Please tell us what you think about local services and amenities in your area. How satisfied are you with local services and amenities in Hurst Green?

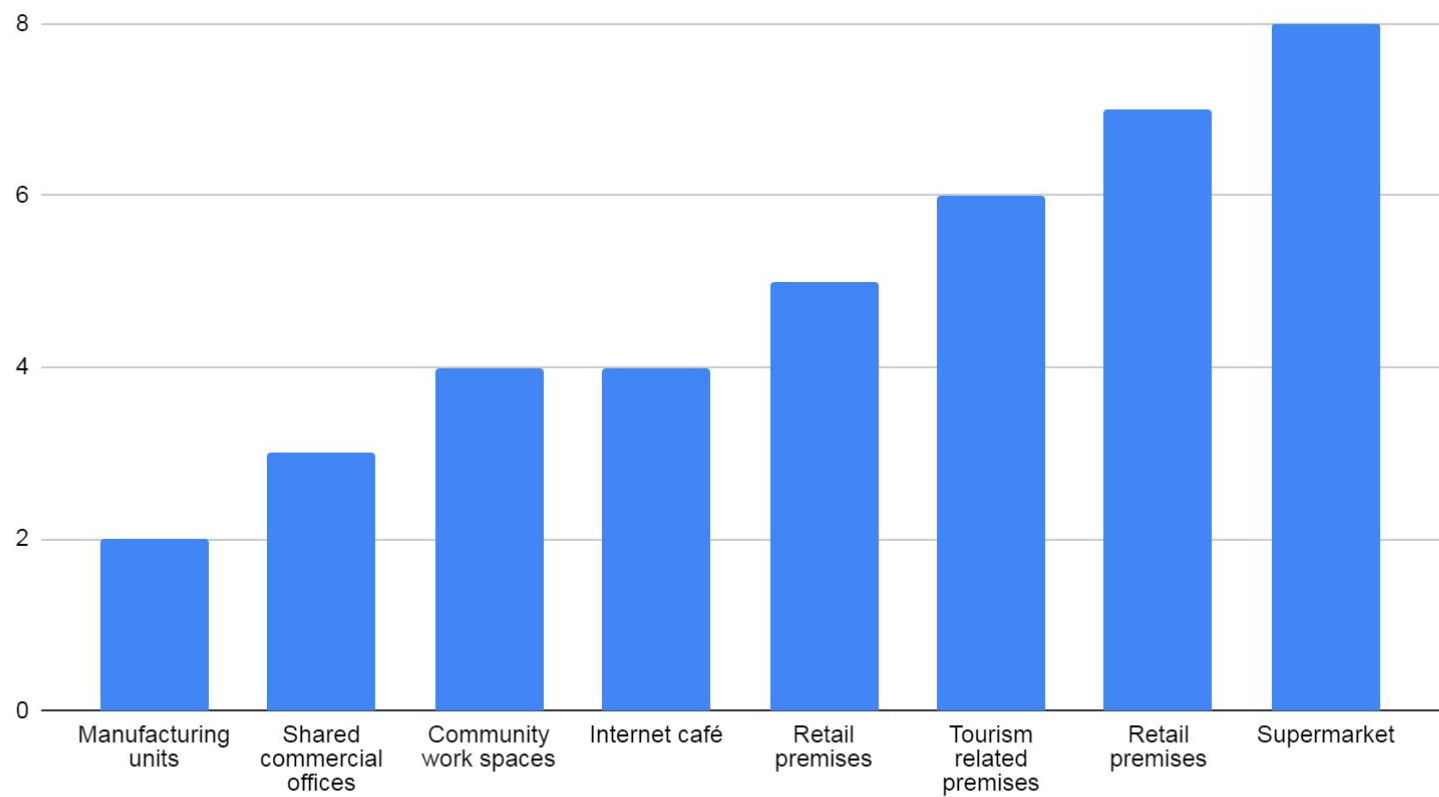
19 responses



Q25a) If you would like to, please expand below on why you gave the answer you did to the question above?

1. Would like the post office and village shop to re-open.
2. Would love to have the community shop and post office back.
3. The local shop [Hurst Green Local] doesn't have enough space/stock.
4. No supermarket (2 responses)
5. We used to use the shop in Etchingam several times a week but it is no longer there.
6. More local shops/cafes would be good.
7. There is nothing here which encourages us to travel further afield.
8. There has been very little for years and now almost nothing.
9. Loss of village services impacts on the community but is inevitable given the rates etc.
10. Bus routes and timetables unsatisfactory.
11. No healthcare facilities.
12. Fairly dissatisfied with the services because the village is divided by the A21.
13. The village suffers greatly from the A21 & really needs a bypass routed along B2244 joining A21 before Sedlescombe. Therefore not building extra roads through the countryside.
14. It is difficult to park when working on houses on London Road.

Q26) Which of the following business premises would you like to see more of in the village?

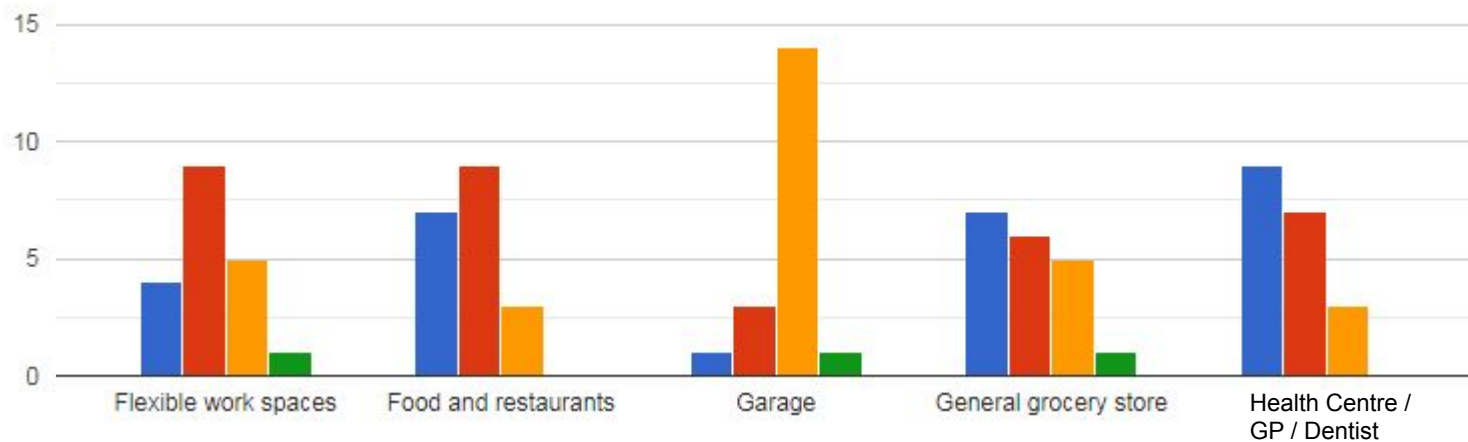
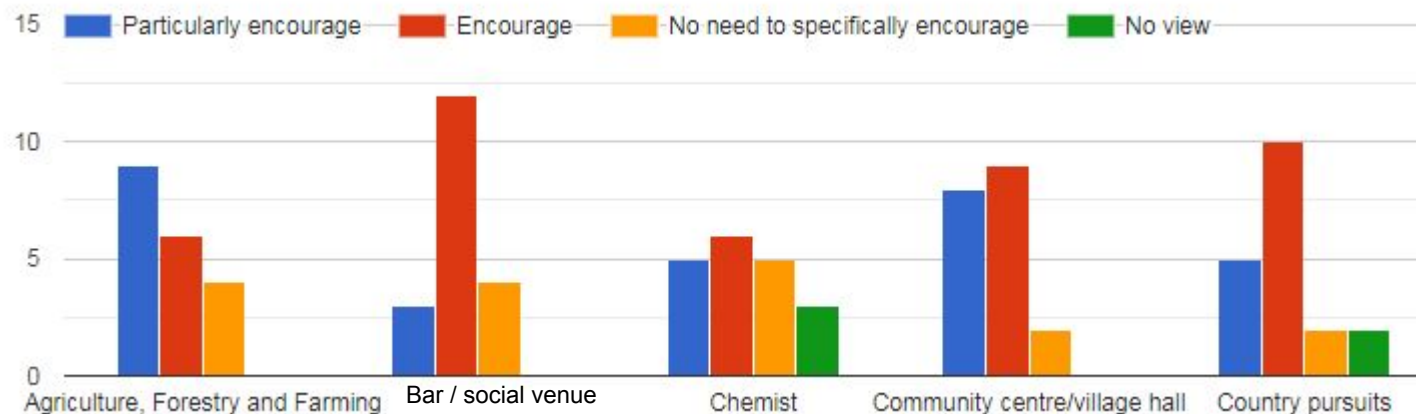


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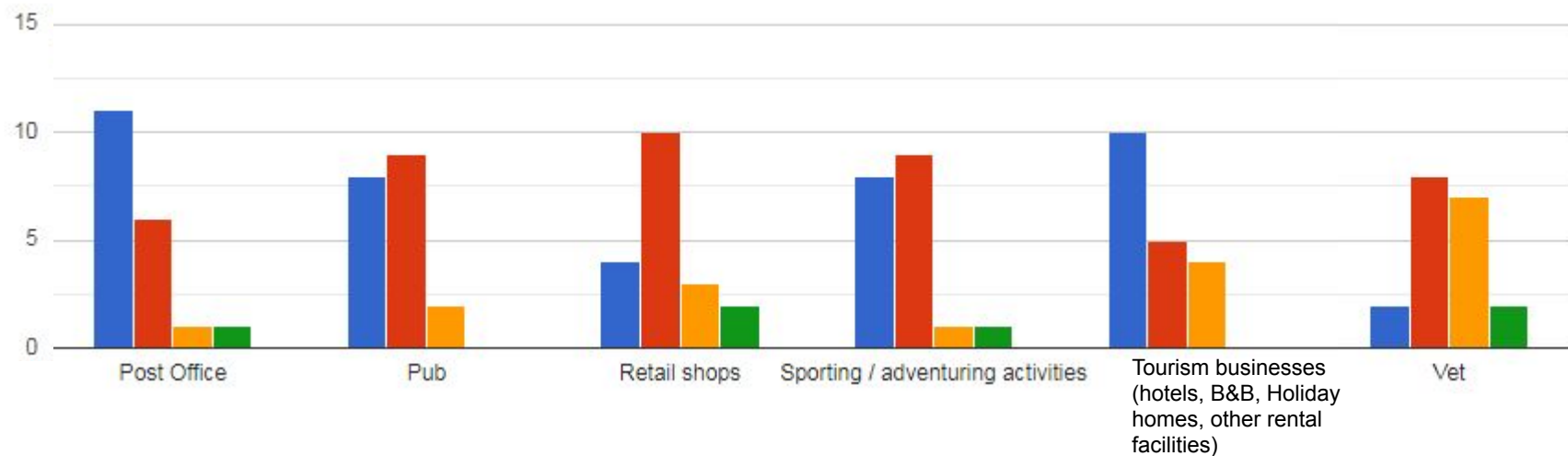
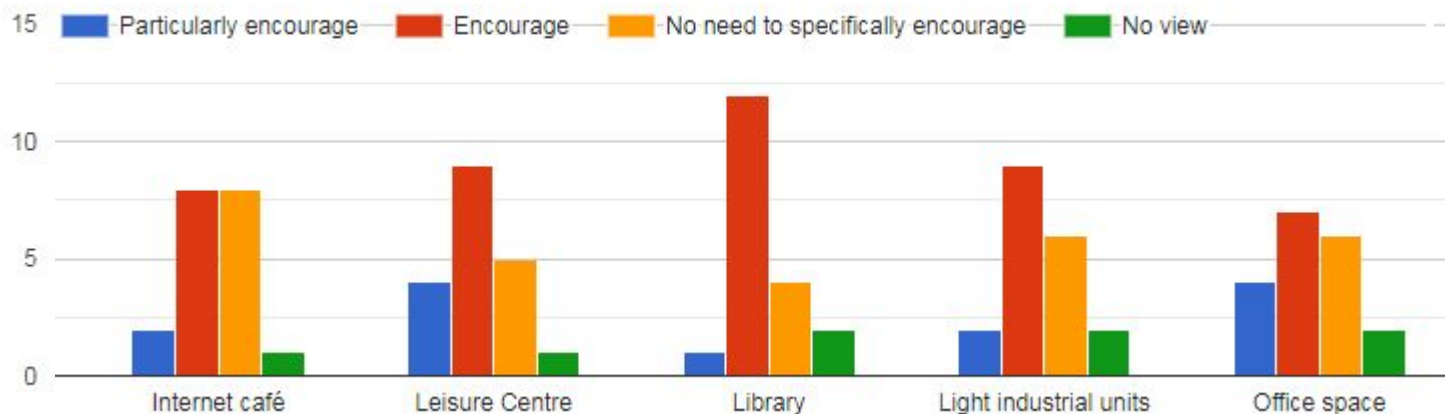
Q27) Are there any local businesses, community services that you would like to see protected by the Neighbourhood plan?

1. Any community service
2. All of the existing
3. Any local pubs, shops etc.
4. Farm shop
5. Community Shop (2 responses)
6. Local shop (2 responses)
7. Eggs to Apples Farm Shop (3 responses)
8. Post Office (4 responses)

Q28) Should the forthcoming Neighbourhood Plan support land use to encourage more of the following business types?



Q28) Should the forthcoming Neighbourhood Plan support land use to encourage more of the following business types?



Q29) How important is it to you that local businesses operate sustainable business practices and seek to implement low-carbon fuel efficient strategies to minimise their impact on the environment?

19 responses

