

DRAFT #2

FINDON NEIGHBOURHOOD DEVELOPMENT PLAN

BUSINESS AND TOURISM

September, 2014

1. Business status quo

Findon Parish has a population of approximately 2,000, of whom approximately 965 (2011) are in full-time, part-time or in self-employment.

Note - we do not yet have statistics for those in employment who work **within** the Parish.

Findon is very much a working parish, with in excess of some 100¹ businesses many of which are self-employed people working from home. Businesses include:

- A large garden centre, which also incorporates several ancillary businesses
- Several smaller retail units, including a Post Office/general store, butcher and shoe shop
- Several hospitality-based businesses, including a hotel, three public houses, three restaurants and a tea-room
- Livery stables and other equestrian-related businesses
- Several farms ²
- A crematorium
- Numerous home-based businesses, covering a large variety of occupations and services (see Neighbourhood Plan Survey Results and Topic Group Research database)

2. Tourism status quo

There are several natural and other attractions located either in or close to the Parish, including:

- Nepcote Green (iconic views and of special local amenity value for residents, families, children, young people, dog walkers and the annual Sheep Fair)
- Findon Parish church (11th Century)
- Cissbury Ring (The second largest hill fort in England – maintained by the National Trust)
- The South Downs Way (popular with cyclists and hikers)
- Numerous public footpaths and bridleways (including Monarch's Way –route allegedly taken by Charles 11 on escape to France 1651)

- Several historic pubs and restaurants, as well as an hotel catering for weddings and special events
- The Gallops – race horse training, jumping including a bespoke sand gallop located on the Downs

The Parish attracts visitors for a variety of reasons, including:

- Diners and visitors to the pubs and restaurants
- The crematorium
- Church weddings
- Visitors to the garden centre and other shops
- As a starting point for walkers and cyclists using the public footpaths and bridleways around the Parish
- The annual Sheep Fair held in September on Nepcote Green

The Parish has limited accommodation for those wishing to stay over in the village. There is an hotel, a pub with rooms, a couple of bed & breakfast and three self-catering locations, with an aggregate total of around twenty-five rooms³. There are also two caravan and camping locations.

Note - we do not have data on visitor numbers or local occupancy rates at the accommodation and hospitality locations noted above although the highest recorded for the South Downs as a whole, is 70% in the month of August. (This local gap could be filled with additional research)

There are two bus services through the village - the Worthing- Midhurst route operated by Stagecoach South and the Worthing-Crawley route operated by Compass. The timings of these services are either half-hourly or hourly on week-days and Saturdays and two-hourly on Sundays. The services stop in the early evening.

Issues, challenges

- a) Topic Group members knowledge of local views consider it is important that Findon remains a working village rather than become a dormitory village.
- b) High speed reliable broadband is required by businesses (The results of the Neighbourhood Plan Survey states *“Main issue for existing businesses and stopping growth of new business is the need for improved broadband”*)
- c) Many comments in the Neighbourhood Plan Survey mention parking. However – there is no obvious solution to this given the limited space available in the centre of the village and the wish to preserve the very limited green space that still remains. Parking restrictions have been suggested as a possible way of easing the situation but this could adversely affect hospitality businesses and the village shops and it would change the rural character to a semi urban one.
- d) Further tourism could be encouraged with more signage relating to the natural and other facilities in and around the Parish and by the use of a Findon website. However, this would need to be balanced against the limited parking available.
- e) There are currently two vacant retail sites (Wintons and the Saddlery). Residents strongly support the local shops and wish to see them retained if possible.

Objectives

Generic

1. To maintain and secure the future of the village and Parish which is distinguished by a distinct equestrian and semi-rural character supportive of its centrally located shops, pubs and restaurants.
2. To ensure Findon remains a sustainable working village which is attractive as a location for self-employment, small businesses and people working from home.
3. To ensure Findon Parish and village is welcoming to by ramblers, hikers and cyclists but which seeks to minimise the traffic flow problems and maintain its narrow country lanes.

Specific

1. Reliable and fast Broadband to support new and existing businesses
2. To explore the degree of business support for a Findon business linked website and whether this would be viable as a self-financing initiative

3. Summary

Findon is a working village that distinguishes itself with significantly higher numbers of self-employed people compared to the national average 16.7% (9.8) and almost double the numbers working from home 7.3% (3.5). It has a slightly lower percentage of economically active people 66.2% (69.6) and approximately half the average unemployment rate (those in receipt of Job Seekers Allowance) 1.3% (3.8). At the last survey⁴ there were 25 employed in “Skilled Agricultural and Related Trades” and 14 Managers, Directors and Senior Officials; ... and “Proprietors in Agriculture Related Services”, plus 8 in “Elementary Agricultural Occupations”. Employment in agriculture is higher than the local and national average employing 47 out of 1188 residents (3.96%). This compares with Arun (2.6%), SE (1.55%) & England (1.46%).

Neighbourhood Plan Survey Results shows some concern over the availability of car parking as well as the need to protect the very limited amount of green spaces within the village. The very centre of the village currently has two empty shops but otherwise is very well used by both residents and people from surrounding areas as it houses very popular public houses, the Post Office and restaurants. There is no support for major change or development which may alter the character of the village and Parish although there is support for business and real wealth generation (per capita) economic growth which is sustainable and based primarily on entrepreneurial, small scale, home based self-employment and agriculture.

¹ Neighbourhood Plan- Business and Tourism Topic Group Research (Database).

² Agriculture/Farms

- Gallops Farm - a mixture of arable and cattle, growing barley for beer production and cattle feed, straw for bedding and about 80 cattle. One holiday cottage. One long term rental
- Tolmare Farm - Mixed arable/cattle farm. Some of the farm cottages have been sold and Pure Chocolates operates out of 2 Farm Cottages.
- Rogers Farm - Categorized as “Stables”. Light industrial/storage units are available to let on the farm. Jackswood Garden Store is to be situation at Rogers Farm

- Muntham Farm - home of South Down Gun Club and Activity Centre. A working farm with paddocks, fields and stabling. Some cottage (s) to let. Growing of cereals, leguminous crops and oil seeds and growing of animals.

³ **Tourist accommodation**

- Findon Manor Hotel. 9 en-suite rooms
- Village House Hotel. 6 en-suite rooms
- **B & B Accommodation**
- Marigold Cottage Motel - 4 en-suite rooms
- Findon & Worthing Pit Stop - 1 double Family Room sleeps 4, 1 King Size Sleeps up to 4, 1 Double en-suite
- **Self Catering Accommodation**
- Monkey Puzzle Cottage Gallops Farm - Sleeps 2
- The Haven (Bungalow) Sleeps 4 (Also on Air BnB website)
- Holiday Cottage in Cross Lane - 3 bedroom
- **Caravan & Camping**
- Charmill Cottage - The Caravan and Camping Club 5 Caravans plus tents, Long Furlong
- Camping at Cissbury, Nepcoe Lane - Caravans and Camping

⁴Based on ONS "Findon" 2011 Census data @

<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13694986&c=BN14+0WA&d=14&e=61&g=6473293&i=1001x1003x1032x1004&m=0&r=0&s=1411034870350&enc=1&dsFamilyId=2578>

Findon - People, Business & Employment profile

Ages 16-74 (2011 Census)

	Number in Findon	% Findon	% England
Economically active residents	965	66.2	69.6
Economically inactive residents	492	33.8	30.1
Full time employees	455	31.2	38.6
Part time employees	205	14.1	13.7
Self Employed	244	16.7	9.8
Working > 49 hours/week	177	19	13.3
Working from home	105	7.3	3.5
Employed in Public sector	270	28.9	28.2

Unemployment (Jobseekers claimants DWP 2013)

Out of work (jobseekers claimants (Feb 2013)	15	1.3	3.8
Unemployment to available jobs ratio	0		
Out of work benefits (August 2012)	50	4.3	9.8

Skills (from 2011 Census)

No qualifications	340	19.7	22.5
Level 1 NVQ equivalent (below GCSE)	255	14.7	13.3
Level 2 (GCSE)	265	15.4	15.2
Level 3 (A level)	190	11.1	12.4
Level 4 (degree equivalent)	540	31.3	27.4

Employment (2011 Census)

Health and social work	140	15	
Retail	125	13	
Construction	85	9	
Managerial	155	16.5	12.2
Professional	320	34	30.3

Skilled trades	110	11.8	11.4
Elementary occupations	70	7.5	11.1

Appendix 2

Serviced accommodation average bed occupancy

South Downs Visitor & Tourism Economic Impact Study

Regional %

Southdown %

Annual (%)	48	49
Jun-12	58	60
May-12	53	52
Apr-12	49	52
Mar-12	38	33
Feb-12	37	35
Jan-12	33	36
Dec-11	38	33
Nov-11	41	30
Oct-11	46	41
Sep-11	55	55
Aug-11	61	70