



informed solutions

# Hassocks & Keymer Village Centre Action Plans

## Report

Spring 2022



# Hassocks & Keymer Village Centres 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 centres operators including multiple businesses, independents, service, catering and leisure operators.

We have defined future town centres 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.

# Hassocks & Keymer Village Centres Action Plan

## 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.

# Hassocks & Keymer Village Centres Action Plan

## 2.0 Retail Review

### Centre Overview

Hassocks & Keymer are located in the southern part of Mid Sussex, on the B2116 between Hurstpierpoint and Ditchling, close to the junction with the A273 Brighton Road, surrounded by attractive countryside adjacent to the South Downs National Park,.

The main village centre itself (Hassocks) is relatively compact and forms a simple retail strip on both sides of the road.

The overall experience offered by the village to consumers is very pleasant and appealing. Although the road through the village is a busy one, with circa 7-8,000 vehicles passing through it per day<sup>1</sup>, on the whole it doesn't feel traffic dominated as the building lines are wide apart, and the pavements are quite wide. Having said that, it does feel busy during rush hour, and crossing the road near Sainsbury's can feel a little unsafe.

The offer contains a broad choice of convenience, service, food & beverage and a small selection of specialist comparison goods retailers. The daytime food and beverage offer is strong, the evening offer less so.

The mix is dominated by independent businesses, with the majority taking pride in their external appearance, window display and physical condition of the shopfronts, as well as internal shopfit. Indeed there are many strong businesses in the village, with less than 5 businesses needing to take a serious look at the quality of their external fascias and window displays.

The village also has several appealing community assets near the centre, including Adastra Park, Library, Village Hall, several fine examples of streams, woodland and not least of course, the South Downs. To be fair, these are not promoted especially well within the centre however.

There is much to like about Hassocks. It appears to be trading well, has lots of assets to build on and would seem to have a positive future ahead of it.

Keymer Centre is located half a mile to the east of Hassocks and consists of 7 units, consisting of a mix of food & beverage and service businesses and a convenience store.

<sup>1</sup> Source DoT, 2009 (last count undertaken)

# Hassocks & Keymer Village Centres Action Plan

## 2.0 Retail Review cont'd.

### Strengths

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

- The offer has a good variety and choice of convenience food, food & beverage and service categories
- The centre has an open and airy feel to it because of the wide pavements and distance between the building fronts
- Strong convenience offer (two food stores plus butcher)
- Visiting food vans
- There are only two vacancies – the centre feels vibrant
- Busy railway station and well served by buses
- Variety of parking options available
- Busy and engaged local community – evident civic pride
- Popular and well used community park
- Super location on the edge of the South Downs

In regards to Keymer Centre ...

- It has a good map / plan of the whole Hassocks Village
- It is well connected by buses and has a popular pub (we understand!)
- It's a micro centre, a not too distant extension / part of Hassocks





# Hassocks & Keymer Village Centres Action Plan

## 2.0 Retail Review cont'd.

### Weaknesses

Hassocks Village Centre is not without weaknesses, including

- It can feel very traffic dominant, especially during the rush hours
- Limited choice of pubs, bars and evening oriented restaurants
- Arrival signage is poor in every direction
- The eastern approach to the village is dominated by a car tyre workshop
- A small minority of shop fronts are in a poorly maintained condition
- Similarly a small number of shops have poor external retail standards

In regards Keymer Centre:

- Its very small, with only 4 active retail units and a car sales yard
- Traffic moves quickly through the centre
- There is no welcome or placemaking signage
- There is limited seating available



# Hassocks & Keymer Village Centres Action Plan

## 2.0 Retail Review cont'd.

### Opportunities and improvements needed

Hassocks & Keymer Village Centres have many opportunities, including:

- Stronger arrival statement
- Better signage
- Better retail standards
- Full occupancy
- More visible placemaking branding
- More appealing public realm
- Secure the loyalty of the many new residents coming to the new housing being built in the area
- Make it feel safer for those on foot
- Improve the evening appeal, especially the restaurant choice
- Celebrate the place!



This image is a of locally designed and produced greetings card, available for sale in the village. It's a good example of local placemaking and celebration. More please!

# Hassocks & Keymer Village Centres Action Plan

**3.0 Operator Survey:** See Appendix 1 for questionnaire. Response dataset of 25 respondents in Hassocks. We also collected 5 more in Keymer - these are summarised separately

## Existing Performance

### Business Types

Type	%
Retail shop	52
Services (various)	24
Pub / bar / cafe	12

### Reasons why customers are in Hassocks?

Reason to Visit	%
Live nearby	68
Shopping	64
Work nearby	32
Eating / drinking	24

### Long term satisfaction with Hassocks?

Satisfaction	%
Satisfied	52
Neutral	32
Dissatisfied	4

### 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	%
Daily	32
Once a week	24
Once a month	20

### Strengths & weaknesses?

Strengths	Weaknesses
Community spirit	Parking
Choice & variety	Traffic
Friendly	No banks
Few vacancies	Restaurant offer

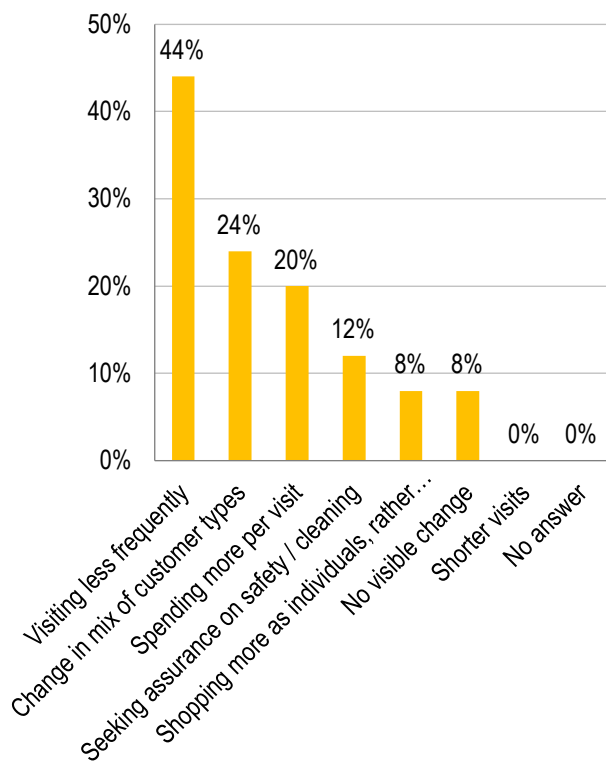


# Hassocks & Keymer Village Centres Action Plan

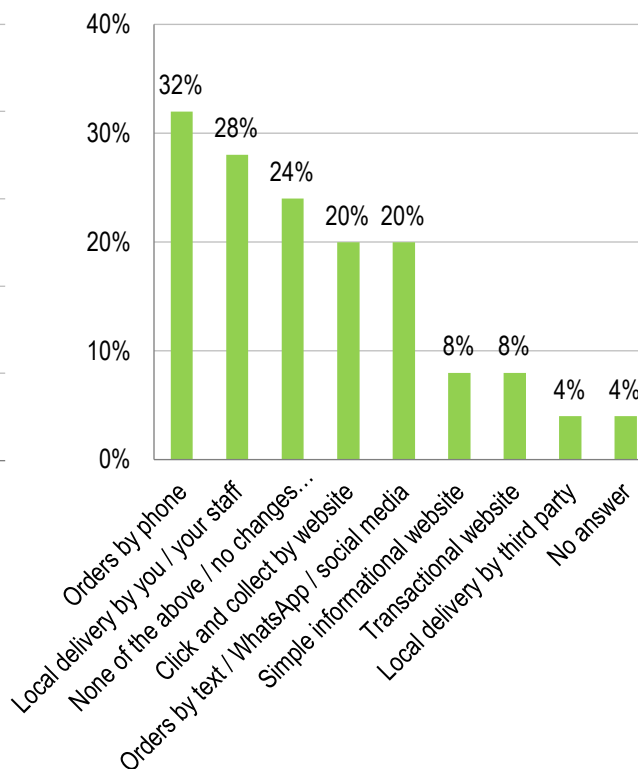
## 3.0 Operator Survey cont'd.

### Covid Responses

#### How has Customer Behaviour changed post Covid?



#### What measures have you introduced?



#### Future trading optimism

Outlook Optimism	%
Optimistic	68
Neutral	16
Pessimistic	4

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

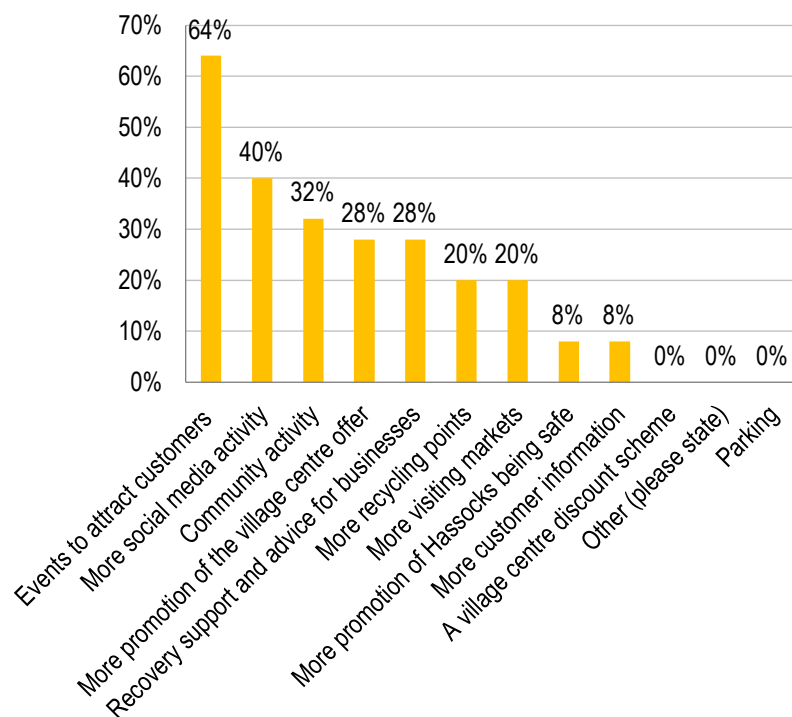
MSDC Support Schemes	%
Quarterly Newsletter	48
No answer	28
Free training	24
ShopAppy	16

# Hassocks & Keymer Village Centres Action Plan

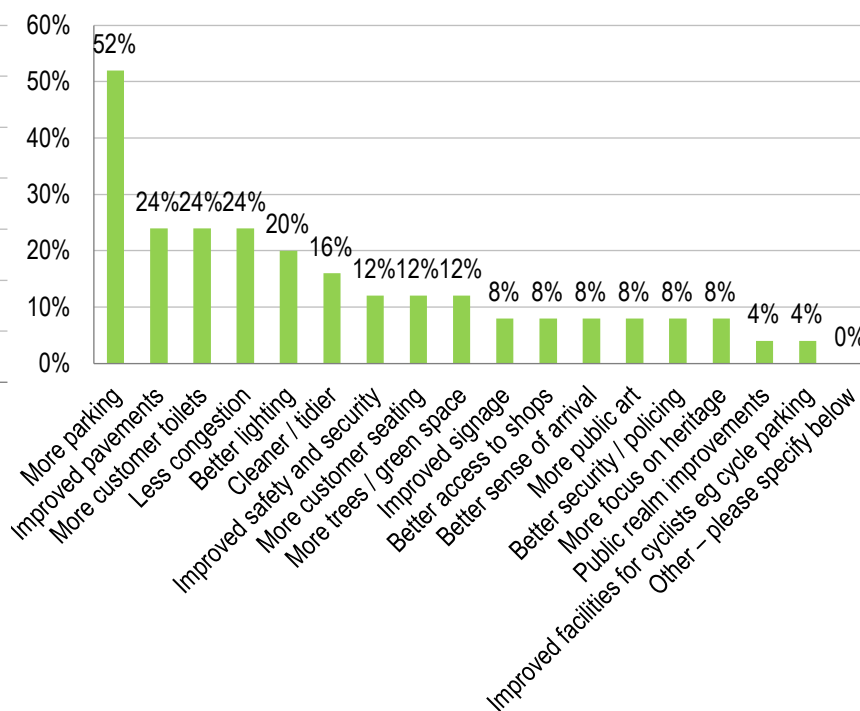
## 3.0 Operator Survey cont'd.

### Opportunities and Improvements Wanted

#### Priority Recovery Actions Needed



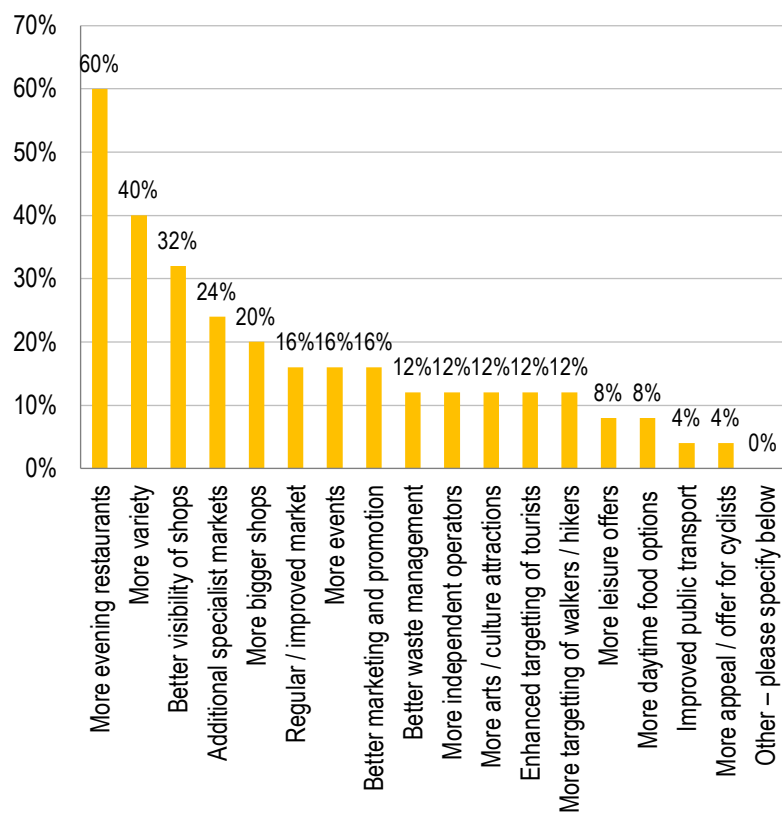
#### Improvements wanted to experience



# Hassocks & Keymer Village Centres Action Plan

## 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 **Hassocks** businesses, we have summarised the identified / requested areas for improvement below:

- More evening food offers
- More effective car parking regime
- More markets & events
- More marketing and promotion, including social media activity
- More choice & variety in the offer
- More quality independents
- Better facilities, including pavements, toilets, lighting and seating
- Recovery support and advice for businesses
- More community activity
- More recycling facilities
- Less congestion
- Cleaner / tidier / better waste management
- More targeting of tourists, walkers and cyclists
- More arts & culture attractions

# Hassocks & Keymer Village Centres Action Plan

## 3.0 Operator Survey cont'd.

### Views of Businesses in Keymer Centre

We also included the commercial businesses in Keymer and achieved a 100% survey return rate, i.e. five businesses. In regards to their responses:

- Overall they provided a very similar response profile to those businesses in Hassocks Village Centre
- Their customers tended to visit slightly less regularly i.e. not daily. And earlier in the day, i.e. before 11.00
- They had very similar wants and improvements
- They especially wanted more parking, better signage, and more targeting of walkers and cyclists
- Speeding through the centre is a particular bug bear and concern

# Hassocks & Keymer Village Centres Action Plan

## 4.0 Stakeholder Engagement

### Strengths and Weaknesses

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

The list was assembled and agreed 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 Hassocks & Keymer Village Centres recover and thrive.

Completed surveys were returned from 4 people.

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

In addition, a virtual workshop was held on 17 March 2022 to further explore local issues, improvement areas needed and potential improvement actions. 7 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 centres have many strengths including:

Strengths	
Strong and engaged community	Surrounding countryside
Friendly and welcoming	Monthly market
Good variety, including great independents	Combined appeal from various events
Few vacancies	Wide pavements
Park	Planters / greenery

In regards weaknesses, stakeholders highlighted a wide variety of issues:

Weaknesses	
Busy road / congested	Weak night time economy
Difficult to park	Not enough crossings
No coordinated events programme	Ineffective signage
No focal point / visitor centre	No traders association
Poor quality public realm	Marketing & promotion



# Hassocks & Keymer Village Centres Action Plan

## 4.0 Stakeholder Engagement cont'd.

### Improvement Opportunities and Priority Recovery Actions Needed

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

Offer and mix improvement areas	
More evening restaurants	More leisure offers
More events	More targeting of tourists, ramblers and cyclists
More independent businesses	Improved regular market

General improvements wanted to customer experience included:

Customer experience improvement areas	
Public realm improvements	Improved toilet provision
More seating	Improved pavements
Less congestion	New crossing outside Sainsburys
New focal point to village, with library in centre and high quality public space outside	Improved signage
	More public art

In regards highest priority recovery actions, stakeholders felt the village centres need the following:

Priority Recovery Actions Needed	
More events to pull people in	New permanent site for market
More promotion of offer being safe	Clean and smarten public realm
Village discount scheme	Make it safer for pedestrians
More visiting markets	Co-ordinated events
More customer information	Welcome pack for new residents
Recovery support and advice for businesses	More accessibility for less mobile / disabled customers

Steining, Hurstpierpoint and Helmsley in North Yorkshire were suggested as benchmark locations.

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

# Hassocks & Keymer Village Centres Action Plan

## 5.0 Conclusions

### Improvement Opportunities and Priority Recovery Actions Needed

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

#### **Hassocks & Keymer have significant place appeal**

It is clear that residents, businesses and stakeholders are very fond of Hassocks & Keymer. Its easy to understand why.

It's a very friendly place with active stakeholders and an engaged local community. It also has a good choice of day to day retail categories and is located on the edge of the South Downs. What is not to like!

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

#### **Hassocks & Keymer does have issues to address and improve**

Issues that need addressing include:

- Insufficient visible footfall / pedestrian activity, e.g. consumers dining at external tables and chairs
- A few poorly maintained shop fronts
- Underwhelming sense of arrival
- Missed opportunities to celebrate the place
- Lack of an active retail association

- Lack of a heart or focal point
- Underwhelming / dated public realm in many places
- Hidden assets, especially the physical ones e.g. park, streams, local woods, sports facilities
- Lack of strong and effective place signage
- Lack of events and activities
- Lack of coordination of existing (and potentially new) events and activities
- Needs more local celebrations and community 'buzz'
- Needs better marketing and promotion, especially online

#### **It is now the time to embrace the positives and shout from the rooftops about how nice Hassocks & Keymer are!**

Pump up the promotional activity. Shout about what is already here, remind local people of the good, inform visitors of what is available. Agree the key messages, get everyone on board and promote the place! There are so many reasons to visit and enjoy them and come back again!

Actions detailed are focussed on Hassocks, however many are equally relevant to Keymer.

# Hassocks & Keymer Village Centres Action Plan

## 6.0 Action Plan

### Short Term

Action	Responsibility		
	HPC	Other Stakeholders	Local Businesses
Start by promoting the wide variety and excellent provision of what is already available on people's doorsteps. Both physically at and in the centre, as well as remotely, physically and online			
Review the existing public realm to identify quick win opportunities to repair and improve them			
Encourage businesses to promote themselves as part of Hassocks & Keymer. Agree and use the same place reference, e.g. @Hassocks&KeymerFriendliestVillageinSussex			
The centre needs more visual appeal – can hanging baskets be provided sponsored and maintained by local businesses? Each business to sponsor baskets, planters etc. outside their premises. Bunting, flags, external free-standing signs			
Encourage the local community to join in with clean up / repair events of the centre, brand it the We ❤ Hassocks Community Update			
Speak to operators of outdoor cinemas to see if events can be delivered this year in the park			

# Hassocks & Keymer Village Centres Action Plan

## 6.0 Action Plan

### Short Term cont'd.

Action	Responsibility		
	HPC	Other Stakeholders	Local Businesses
Curate and promote the visiting food trucks. Take proactive ownership of these key potential assets. Identify a suitable 'home' for them. Promote as 'Let's Eat in Hassocks'			
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			
Bring in more visiting markets; diverse themes, target different customer groups, different times of the day, different offers			
Build on the existing 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 Hassocks & Keymer' website / social media feed. More promotion of the diversity of offer and existing choice, to include non retail, even doctors, education, classes facilities			

# Hassocks & Keymer Village Centres Action Plan

## 6.0 Action Plan

### Short Term cont'd.

Action	Responsibility		
	HPC	Other Stakeholders	Local Businesses
Encourage shops and food businesses to provide more external tables and chairs where space allows			
Target ramblers, cyclists and visitors to and from the Downs with more overt messages about what Hassocks has to offer. Provide physical and virtual information at key 'contact points'			
Develop the 'Top things to do in and around Hassocks & Keymer' guides. Target families, history buffs, serious ramblers, food trails, nature lovers etc. Use the surrounding countryside asset as a reason to visit the village. Ensure that all activities include reasons to visit or planned visits into the village centre			
Encourage businesses to join a Hassocks Trading Association that has primary focus on marketing and promotion. This could start out as a moderated WhatsApp group positively focused on marketing and promotion of the village offer			
The village has a few existing physical anchors (e.g. Adastra Hall and Park, Library, local SSI's etc.) that would benefit from greater integration / impact and visibility – physical signage, info, online promotion etc.			



# Hassocks & Keymer Village Centres Action Plan

## 6.0 Action Plan

### Short Term cont'd.

Action	Responsibility		
	HPC	Other Stakeholders	Local Businesses
Introduce Hassocks & Keymer Business of the Year awards, as voted by consumers. Have a variety of categories, including best window, most improved displays, customer service			
Promote the existing diversity of the offer within the centre; more maps, more signage, treat businesses along the 'high street' as anchors with directional signage to them and the businesses around them			
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			
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			

# Hassocks & Keymer Village Centres Action Plan

## 6.0 Action Plan

### Medium / Long Term

Action	Responsibility		
	HPC	Other Stakeholders	Local Businesses
Review the current place making signs. The centre needs much more impactful 'Welcome to Hassocks Village Centre' signs in the core of the offer. Build on the recognised friendliness of the centre by making it part of a strapline			
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 Hassocks & Keymer 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 map			
Introduce more crossing points, particularly outside Sainsburys			
Improve the frequency of cleaning and maintenance programmes for the village. It has been identified a number of times as a weakness			

# Hassocks & Keymer Village Centres Action Plan

## 6.0 Action Plan

Medium / long Term cont'd.

Action	Responsibility		
	HPC	Other Stakeholders	Local Businesses
Assess opportunities to improve lighting levels in the centre, through additional street lighting or supporting building owners to add external feature lighting. This would improve evening appeal and also attract additional evening / food operators			
Create a distinct home for the monthly market and then use the location for attracting additional themed and visiting markets / clusters of mobile businesses. This space could also become a focal point for community group activity			
Work with highways to assess additional opportunities for 'visual' road narrowing to decrease speeds and reduce traffic volumes, to address concerns over safety, congestion and access. Could this be focused at peak periods?			

# Appendix I

## Operator Survey Questionnaire

# Hassocks 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 Hassocks 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	<p>What type of business do you operate?</p> <table border="0"> <tr> <td><input type="checkbox"/> Retail shop</td> <td><input type="checkbox"/> Retail services – e.g. hairdressers, nail bar, key cutting, pharmacy, tattooist</td> <td><input type="checkbox"/> Business services e.g. printing, IT</td> </tr> <tr> <td><input type="checkbox"/> Café / restaurant</td> <td><input type="checkbox"/> Financial services – e.g. estate agent, bank, employment agency, solicitor / accountant</td> <td><input type="checkbox"/> Other – please state</td> </tr> <tr> <td><input type="checkbox"/> Pub or bar</td> <td></td> <td></td> </tr> <tr> <td><input type="checkbox"/> Leisure venue</td> <td></td> <td></td> </tr> </table>	<input type="checkbox"/> Retail shop	<input type="checkbox"/> Retail services – e.g. hairdressers, nail bar, key cutting, pharmacy, tattooist	<input type="checkbox"/> Business services e.g. printing, IT	<input type="checkbox"/> Café / restaurant	<input type="checkbox"/> Financial services – e.g. estate agent, bank, employment agency, solicitor / accountant	<input type="checkbox"/> Other – please state	<input type="checkbox"/> Pub or bar			<input type="checkbox"/> Leisure venue														
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3	<p>In your opinion, what is the main reasons for customers to be in Hassocks Village Centre?</p> <table border="0"> <tr> <td><input type="checkbox"/> Shopping</td> <td><input type="checkbox"/> Eating / drinking</td> <td><input type="checkbox"/> Study nearby</td> </tr> <tr> <td><input type="checkbox"/> Live nearby</td> <td><input type="checkbox"/> Using the retail / financial services</td> <td><input type="checkbox"/> The market / popup stalls</td> </tr> <tr> <td><input type="checkbox"/> Work nearby</td> <td><input type="checkbox"/> Commuting / passing through</td> <td><input type="checkbox"/> Other – please state</td> </tr> <tr> <td><input type="checkbox"/> Leisure activity / park</td> <td><input type="checkbox"/> Arts / culture / heritage / tourism</td> <td></td> </tr> </table>	<input type="checkbox"/> Shopping	<input type="checkbox"/> Eating / drinking	<input type="checkbox"/> Study nearby	<input type="checkbox"/> Live nearby	<input type="checkbox"/> Using the retail / financial services	<input type="checkbox"/> The market / popup stalls	<input type="checkbox"/> Work nearby	<input type="checkbox"/> Commuting / passing through	<input type="checkbox"/> Other – please state	<input type="checkbox"/> Leisure activity / park	<input type="checkbox"/> Arts / culture / heritage / tourism													
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Please Turn Over



## Hassocks Village Centre Action Plan: Survey of Businesses

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- |   |   |   |
|---|---|---|
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## Keymer 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 Keymer 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	<p>What type of business do you operate?</p> <table border="0"> <tr> <td><input type="checkbox"/> Retail shop</td> <td><input type="checkbox"/> Retail services – e.g. hairdressers, nail bar, key cutting, pharmacy, tattooist</td> <td><input type="checkbox"/> Business services e.g. printing, IT</td> </tr> <tr> <td><input type="checkbox"/> Café / restaurant</td> <td></td> <td><input type="checkbox"/> Other – please state</td> </tr> <tr> <td><input type="checkbox"/> Pub or bar</td> <td><input type="checkbox"/> Financial services – e.g. estate agent, bank, employment agency, solicitor / accountant</td> <td></td> </tr> <tr> <td><input type="checkbox"/> Leisure venue</td> <td></td> <td></td> </tr> </table>	<input type="checkbox"/> Retail shop	<input type="checkbox"/> Retail services – e.g. hairdressers, nail bar, key cutting, pharmacy, tattooist	<input type="checkbox"/> Business services e.g. printing, IT	<input type="checkbox"/> Café / restaurant		<input type="checkbox"/> Other – please state	<input type="checkbox"/> Pub or bar	<input type="checkbox"/> Financial services – e.g. estate agent, bank, employment agency, solicitor / accountant		<input type="checkbox"/> Leisure venue														
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3	<p>In your opinion, what is the main reasons for customers to be in Keymer Village Centre?</p> <table border="0"> <tr> <td><input type="checkbox"/> Shopping</td> <td><input type="checkbox"/> Eating / drinking</td> <td><input type="checkbox"/> Study nearby</td> </tr> <tr> <td><input type="checkbox"/> Live nearby</td> <td><input type="checkbox"/> Using the retail / financial services</td> <td><input type="checkbox"/> The market / popup stalls</td> </tr> <tr> <td><input type="checkbox"/> Work nearby</td> <td><input type="checkbox"/> Commuting / passing through</td> <td><input type="checkbox"/> Other – please state</td> </tr> <tr> <td><input type="checkbox"/> Leisure activity / park</td> <td><input type="checkbox"/> Arts / culture / heritage / tourism</td> <td></td> </tr> </table>	<input type="checkbox"/> Shopping	<input type="checkbox"/> Eating / drinking	<input type="checkbox"/> Study nearby	<input type="checkbox"/> Live nearby	<input type="checkbox"/> Using the retail / financial services	<input type="checkbox"/> The market / popup stalls	<input type="checkbox"/> Work nearby	<input type="checkbox"/> Commuting / passing through	<input type="checkbox"/> Other – please state	<input type="checkbox"/> Leisure activity / park	<input type="checkbox"/> Arts / culture / heritage / tourism													
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Please Turn Over

## Keymer Village Centre Action Plan: Survey of Businesses

- 9 Please identify which of the following are the highest priority **ongoing recovery** initiatives for Keymer Village Centre?  
**Tick all that apply**
- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Events to attract customers            | <input type="checkbox"/> More customer information                  | <input type="checkbox"/> Community activity     |
| <input type="checkbox"/> More promotion of village centre offer | <input type="checkbox"/> Recovery support and advice for businesses | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> More promotion of Keymer being safe    | <input type="checkbox"/> More visiting markets                      |   |
| <input type="checkbox"/> More recycling points                  | <input type="checkbox"/> More social media activity                 |   |
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- 10 Thinking about the mix and offer of Keymer Village Centre, how would you like to see it improve in the mid to long term?  
**Tick up to three**
- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Better visibility of shops    | <input type="checkbox"/> More leisure offers             | <input type="checkbox"/> Enhanced targeting of tourists     |
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**Tick up to three**
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| <input type="checkbox"/> Better lighting         | <input type="checkbox"/> Improved safety and security | <input type="checkbox"/> Less congestion                  |
| <input type="checkbox"/> Improved signage        | <input type="checkbox"/> Cleaner / tidier             | <input type="checkbox"/> More focus on heritage           |
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- |                  |                   |
|------------------|-------------------|
| <b>Strengths</b> | <b>Weaknesses</b> |
| _____            | _____             |
| _____            | _____             |
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# Appendix II

## Stakeholder Survey Questionnaire



HM Government



European Union

European Regional  
Development Fund



## Hassocks / Keymer Village Centre Action Plan: Survey of Stakeholders

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Stakeholder Name: \_\_\_\_\_ Company / Organisation: \_\_\_\_\_

What is your involvement with Hassocks / Keymer Village Centre? \_\_\_\_\_

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

### Strengths

### Weaknesses

_____	_____
_____	_____
_____	_____

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

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Events to attract customers                                   | <input type="checkbox"/> More customer information                  | <input type="checkbox"/> Community activity     |
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| <input type="checkbox"/> More recycling points   | <input type="checkbox"/> More social media activity                 |   |
| <input type="checkbox"/> A village centre discount scheme                              |   |   |

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

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Better visibility of shops    | <input type="checkbox"/> More leisure offers             | <input type="checkbox"/> Enhanced targeting of tourists     |
| <input type="checkbox"/> Better waste management       | <input type="checkbox"/> More daytime food options       | <input type="checkbox"/> More appeal / offer for cyclists   |
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| <input type="checkbox"/> Additional specialist markets | <input type="checkbox"/> Improved public transport       |   |
| <input type="checkbox"/> More events                   | <input type="checkbox"/> More arts / culture attractions |   |

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

- |  |   |   |
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Please Turn Over



## Hassocks / Keymer Village Centre Action Plan: Survey of Stakeholders

5 How positive are you about future trading prospects of Hassocks / Keymer Village Centre?

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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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 Hassocks / Keymer Village Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stakeholders in the village centre work well together for the benefit of the centre as a whole	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hassocks / Keymer Village Centre has lots of reasons for consumers to visit it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would go out in Hassocks / Keymer Village Centre more often in the evening, if there were more bars/restaurants open	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hassocks / Keymer Village Centre is easy to visit and access by foot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9 And finally, are there any other comments about Hassocks / Keymer 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](mailto: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

# The Retail Group

## Informed Solutions

Dunnings Oak Offices  
Dunnings Road  
East Grinstead  
West Sussex, RH19 4AT

**Tel.** 0844 209 8480  
**Web.** [www.theretailgroup.co.uk](http://www.theretailgroup.co.uk)  
**Email.** [info@theretailgroup.co.uk](mailto:info@theretailgroup.co.uk)