

ECONOMIC WORKSHEETS

This section contains the following worksheets:

**WORKSHEET EC1 –
EMPLOYMENT**

**WORKSHEET EC2 –
RETAIL AND TOWN CENTRE SERVICES**

**WORKSHEET EC3 –
TRAINING AND EDUCATION**

**WORKSHEET EC4 –
COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS**

**WORKSHEET EC5 -
TOURISM AND VISITOR SERVICES –**

**WORKSHEET EC6 –
BUSINESS SUPPORT**

These should be answered along with the worksheets in the environment, social and transport sections. Advice on answering the worksheets is provided in the Healthcheck Handbook.

Contact details for all national and regional organisations mentioned in these worksheets can be found in the Directory of Contacts.

WORKSHEET EC1- EMPLOYMENT

These questions help find out the basic data required to understand the local employment situation. This assessment and particularly the baseline data collected will be important for many of the other assessments of aspects of the economy contained in Worksheets EC2 to EC6.

The main sources of information which help answer the questions are the Census of Population, Annual Employment Survey and the unemployment data produced by the Office for National Statistics and DfEE. Apart from published data, a survey of local employers may also be useful.

CORE QUESTIONS

<p>EC1.1</p>	<p>Are local unemployment rates high? (Compare local rates with regional and national averages for male and female and youth unemployment). The information should be in the Annual Employment Survey or NOMIS.</p> <p>Identify if unemployment is a significant issue locally.</p>	<p>EG unemployment rates are very low- under 1%. In January 2002 the rate for EG was 0.79%. This compares to rates for Mid Sussex of 1%, West Sussex 1.8%, SE 2.6% and GB 3.3%.</p> <p>Like the rate for Mid Sussex as a whole, unemployment in EG has been consistently below County, regional and national rates.</p> <p>Unemployment is not a significant issue locally- in fact more likely to be specific skills / labour shortage that is an issue.</p>								
<p>EC1.2</p>	<p>Has unemployment fallen or risen in recent years? (Compare to regional and national averages). The information should be in the Annual Employment Survey or NOMIS.</p> <p>Identify if there are any specific trends in unemployment in the local area.</p>	<p>Past EG unemployment rates- April 1995 3.4%; April 1996 3.3%; April 1998 1.5%; April 2001 0.5%. Therefore generally falling, in line with District, regional and national trends.</p> <p>Not aware of any specific trends in local area.</p>								
<p>EC1.3</p>	<p>What are the labour market participation rates? (Work out the ratio of employed people as a percentage of the total working age population and the number of working women compared to working men. Compare with regional and national averages). The information can be found in the Census of Population.</p> <p>This will help identify if there is hidden unemployment locally.</p>	<p>Percent economically active (1991 Census)</p> <table data-bbox="996 954 1691 1077"> <tr> <td>EG-</td> <td>Total 68% Male 80% Female 58%</td> </tr> <tr> <td>Mid Sussex</td> <td>Total 65% Male 77% Female 53%</td> </tr> <tr> <td>South East</td> <td>Total 63% Male 76% Female 51%</td> </tr> <tr> <td>GB</td> <td>Total 61% Male 73% Female 50%</td> </tr> </table> <p>The EG activity rate is higher than in the District, region and GB as a whole-again reinforces absence of unemployment as an issue</p>	EG-	Total 68% Male 80% Female 58%	Mid Sussex	Total 65% Male 77% Female 53%	South East	Total 63% Male 76% Female 51%	GB	Total 61% Male 73% Female 50%
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<p>EC1.4</p>	<p>What are average household earnings? (Compare average earnings per household with the regional and national average). The information can be found in the New Earnings Survey, published by the Office for National Statistics, or from surveys by the local authority.</p> <p>Identify relative levels of prosperity and the number of households below the average income level as a percentage of total households.</p>	<p>Gross weekly earnings – persons not households (2002)</p> <p>GB 386 South East 412 The figure for Mid Sussex is less and that for EG considerably higher according to the New Earnings Survey. However, it says that these figures are not totally reliable and also should not be revealed to a third party!</p> <p>Second section- no data found.</p>
<p>EC1.5</p>	<p>What proportion of the unemployed have been unemployed for over 6 months or one year and what sectors of the population are most represented by age/gender? (Compare to regional and national averages). The information can be obtained through NOMIS.</p> <p>Identify if there are any recent trends in long term unemployment.</p>	<p>Number of unemployed in EG very low- see above. Of these, the rate of unemployed over 6 months (29%) is higher than Mid Sussex (21%) similar to the SE (28%) and lower than GB (33%). For unemployment over 12 months the EG rate (9%) is higher than for Mid Sussex (7%), but lower than the region (12%) and GB (16%). Long term unemployment appears to affect females more than males, although the actual figures are very low indeed and do not represent a major issue. There appear to be no important trends in long term unemployment in EG</p>
<p>EC1.6</p>	<p>What proportion of residents in employment commute elsewhere to work? (Compare with averages for other market towns). The information should be in the Census of Population or more recent local surveys.</p> <p>Identify if the town is a dormitory town or has a significant employment role</p>	<p>In EG, 37% of those in employment work in the town. This is higher than in Haywards heath- 33% and Burgess Hill- 30%. 18% work in London, 15% in the rest of the south east; and 10% at Crawley Gatwick. Of those working in EG, 47% live in the town- compared to 42% in HH and 43% in BH</p> <p>Therefore in Mid Sussex terms it has less of a dormitory role than the others, although the figures are fairly close.</p>
<p>EC1.7</p>	<p>Is the local economy particularly dependent on specific industry sectors? (Compare employment rates in specific industrial sectors with regional and national averages). The information can be found in the Census of Population or the Annual Employment Survey.</p> <p>Identify strengths and weaknesses in the local economy.</p>	<p>NO- a reasonably wide spread of sectors. 26% in "other services"; 20% in distribution and catering; 18% in banking and finance; and 13% in manufacturing. This is similar to the pattern in Mid Sussex as a whole (20% in banking and finance). But there is a higher proportion in banking and finance than in the SE (15%) and GB (12%). Manufacturing is lower than in the SE (15%) and in GB (18%). The relative diversity of EG is a strength.</p>

<p>EC1.8</p>	<p>Is the local economy dependent on a small number of large employers? (Identify local employers who employ over 100 people and proportion of local workforce employed by them). The information can be found in either a local survey of businesses or the Labour Force Survey.</p> <p>Identify reliance of the local economy on a few large employers</p>	<p>No. See 1.7 above.. Caravan Club; Deutsch Ltd; Reed Business Information Ltd; Rentokil Ltd; Sussex Pharmaceuticals; VG Scientific and VG Semicon are believed to employ 100+</p> <p>There are 20 firms in East Grinstead employing more than 100 people. Source Dun & Bradstreet Business Register Sussex 2002</p> <p>No such reliance</p>
<p>EC1.9</p>	<p>Is the number of jobs available locally increasing or decreasing? (Identify specific business closures in the last three years). The information maybe found in the Annual Employment Survey or from surveys of local businesses.</p> <p>Identify how strong the local economy is.</p>	<p>No data</p>
<p>EC1.10</p>	<p>What are the rates of business start ups and failures? (Compare to regional and national average and over a five year time period to identify trends). The information can be found in the Customs and Excise VAT Registration. The local Business Link or Small Business Service may already have collated this information.</p> <p>Identify how dynamic the local economy is.</p>	<p>No data found</p>

SUPPLEMENTARY QUESTIONS

<p>EC1.11</p>	<p>What opportunities are there for new employment from the expansion of existing local firms? (Find out how many local firms are planning to expand). The information can be obtained either from surveying local firms or enquiries to the Small Business Service.</p> <p>Assess business confidence and the scope for growth in jobs.</p>	<p>Some vacant sites and premises available of all types and uses. Some limited local plan allocations. Local Plan currently being updated with further review due to start shortly to go up to 2016. Draft Structure Plan identifies REG as a strategic location for future housing development. If accepted this would need to be accompanied by complementary employment growth.</p> <p>This will be for local employers to address</p>
<p>EC1.12</p>	<p>What economic development/inward investment grants are available? (Identify types of funding, the eligibility criteria for funding, and the sources and amounts available). This information can be obtained from the local Small Business Service, District Council economic development department and the Regional Development Agency.</p> <p>Identify the forms of assistance available to existing and new local businesses.</p>	<p>Very few as far as aware. Area not eligible for most grants from government or regions. May be some finance available for small or start up businesses.</p>

**WORKSHEET EC2
RETAIL AND TOWN CENTRE SERVICES**

These questions are aimed at finding out the basic data required to evaluate the retail and town centre services available. There may not be reliable information on size of shops or their turnover. Guidance on how to undertake a shopping survey is given in Data Sources and Survey Methods.

CORE QUESTIONS

<p>EC2.1</p>	<p>How much of the local shopping provision is in the town centre, out-of-town centre or in the villages? (Compare number and total floorspace in the various locations). The information may be available from the district council if they have undertaken a retail study, GOAD Experian town centre surveys or your own surveys.</p> <p>Identify in particular out of town supermarkets and other shops.</p>	<p>Great majority of retail space is in town center or on edge of town center. The Local Plan defines a town center shopping policy area and almost all the town's provision is within that. The main exceptions are Sainsburys and Homebase- edge of center- and a small number of local shopping parades.</p> <p>There is no significant out of town shopping- planning policy will prevent this.</p> <p>There is limited provision in surrounding villages, many of whom will look to EG for lower level shopping needs.</p>
<p>EC2.2</p>	<p>What type of shops and services are there in the town centre? (The number of each shop/services e.g. bank, chemist; butchers; antique; clothes; shoes; baker; grocer; supermarket; hardware and general stores (add to the list as appropriate), available in both the town and the surrounding villages, and their percentage of the total shops). The information can be obtained from GOAD Experian town centre surveys, any District Council retail study or your own surveys.</p> <p>Identify particular shops and services which attract visitors and shoppers from outside the town and any obvious gaps or shortages in provision.</p>	<p>Total floorspace in EG is 44,462 sq m of which 16% is convenience, 51% comparison, 19% services and 14% vacant (1998 Goad Experian). See Hillier Parker study 1999.</p> <p>Breakdown of shop types from 1999 shopfront survey (MSDC) frontage only, not floorspace.</p> <p>Number of shops surveyed A1 151 A2 37 A3 28 <u>Total 216</u></p> <p>Total shopping frontage 1625.9 m . Of this- A1 66.3%. A2 13.9% A3 11.1% B1a 1% Vacant A1 6.6% Vacant A2 1.3% This seems a reasonably balanced provision of these various uses. No signs of over reliance on one sector or type of frontage, although there are concentrations in some areas. e.g A3 uses in High Street, and this has increased further since then. The main shopping frontage is London Road, protected by local plan policies.</p> <p>Independent comparison and specialist retailers are an attraction, especially in the High Street. .Surveys have identified a demand for "higher quality" shops, more entertainment / eating places, Marks and Spencer, bhs etc. Town has good representation by service sector- banks etc</p>

<p>EC2.3</p>	<p>Has retail floorspace in the town centre been lost in the last five years? (Compare historical data on comparison and convenience retail and commercial floorspace in the town centre and compare with any out-of-town developments). The information may be available from the District Council in the form of Retail Capacity Studies and Retail Impact Assessments of specific developments.</p> <p>Identify whether the town centre has become a less attractive location for retail development.</p>	<p>No. There has been no net movement to out of town or other locations. There has been a take up of vacant units since the 1999 studies. Vacant units not seen as an issue in 1999.</p> <p>There is concern at numbers shopping elsewhere- Crawley and T Wells for example. Town center enhancements designed to improve attractiveness of centre for shopping.</p>
	<p>Is there a provision market, livestock market, farm shops or farmers' market? (The number of shops and the regularity of markets). Information on shops and markets can be obtained from the National Farmers Union, the National Association of Farmers' Markets or from local survey.</p> <p>Identify the number and frequency of markets and the number of outlets for local produce.</p>	<p>There is a farmers market (20 stalls approx) on the first Thursday each month; and a smaller farmers market (9 stalls approx) in Queens Walk on the third Friday each month.</p> <p>Local produce outlets ?? Chamber of Commerce aware?</p>
<p>EC2.5</p>	<p>Is there a general market? (Identify the frequency of markets and numbers of traders/stalls and any historic data). Information can be obtained from the market operator, often the District Council or from the National Association of British Market Authorities.</p> <p>Identify if the market is a thriving concern.</p>	<p>There is a very small general market (4 stalls?) in Railway Approach on Saturdays.</p> <p>The market has declined considerably in recent years.</p>
<p>EC2.6</p>	<p>How many shops are vacant in the town centre and how many have been vacant for more than two years? (Compare with historic trends and with the regional and national vacancy rates). Information can be obtained from GOAD Experian town centre surveys, District Council's Retail Capacity Study or through local survey.</p> <p>If there are significant vacancies, find out why the vacant shops are not being reopened.</p>	<p>More research needed. Not a high vacancy rate now or in the past- see above</p>

<p>EC2.7</p>	<p>How many new shops in the centre have opened in the last three years, or have had major refits? (Identify new and improved shopping provision). Information can be obtained from GOAD Experian town centre surveys, District Council's Retail Capacity Study or through local survey.</p> <p>Assess retailer confidence in the town centre.</p>	<p>More research needed.</p> <p>Retailer confidence?</p>
<p>EC2.8</p>	<p>Are rents for retail premises stable or increasing? (Compare rents over time and with competing centres, if appropriate). Information can be obtained from the Valuation Office, the District Council and through local property agents.</p> <p>Assess rent levels for the main shops and whether the increase reflects buoyant demand.</p>	<p>In 1999 the Hillier Parker study identified rising rental values since 1994- an increase of 19% in 4 years. Rental values (prime zone A) in 1998 were higher in EG than in Burgess Hill and Haywards Heath, and only slightly below Horsham. They were well below Crawley and T Wells but these are higher order shopping centers.</p> <p>If 1992 is 100, retail rental values in EG have increased to 113 in 1996 and 119 in 1998.</p> <p>More recent figures are required.</p>
<p>EC2.9</p>	<p>Are local retailers confident about future trading? (Identify where local shop keepers plan to expand or move to new premises or are concerned about particular constraints on future business). Information can be obtained from a survey of local shops and services.</p> <p>Assess local confidence about the town's role as a shopping destination.</p>	<p>For local traders to answer.</p>

SUPPLEMENTARY QUESTIONS

<p>EC2.10</p>	<p>Is the town centre promoted as a shopping destination in any brochures or other publicity material? Information can be obtained from the Chamber of Commerce, District Council or by asking local shopkeepers.</p> <p>Identify whether the town is being actively promoted.</p>	<p>There have been local shopping promotion leaflets in the past when there was a town center manger. More recent leaflets promote EG as a whole but include shopping- esp the independent specialist shops as a feature.</p> <p>The completion of the town centre enhancement scheme will afford new opportunities for promotion.</p>
<p>EC2.11</p>	<p>Is there commercial demand for additional retail floorspace? (Registered interest, by retailers and their anticipated floorspace requirements). The data may be available from Property Intelligence plc and from local property agents.</p> <p>Identify any demand for expanding retail provision.</p>	<p>In 1998 Hillier Parker identified 14 retailers with requirements in EG. These were mostly for small units. Six were for service providers inc restaurants / pubs; six were for comparison goods retailers and two from convenience. This may have changed since- more research from local agents needed.</p>
<p>EC2.12</p>	<p>Is the local provision and/or livestock market vulnerable to closure? (Compare historic data on number of stalls, turnover levels, throughput, employment data to assess vulnerability to closure). Information can be obtained from the National Farmers Union, the District Council and market owners and operators.</p> <p>Identifying any potential threat to the market and what those threats are.</p>	<p>No livestock market. Farmers market steady but smaller than at beginning. New options are being investigated.</p>

**WORKSHEET EC3
TRAINING AND EDUCATION**

These questions are aimed at finding out the basic data needed to evaluate the quality of training and education available in the local area and what the specific needs are.

Most of the information required for the assessment of education and training needs should be available from published sources. However, a survey of local employers may help in identifying vocational training needs.

CORE QUESTIONS

<p>EC3.1</p>	<p>Do the vocational training courses on offer reflect the needs of local residents and employers? (Compare training areas with local employment opportunities). Information can be obtained from the Learning and Skills Council, local schools and colleges, the Chamber of Commerce and surveys and residents.</p> <p>Identify if there are significant vocational or non-vocational training gaps which could be filled locally.</p>	<p>East Grinstead has an excellent Adult Learning Centre managed by Crawley College. Some – ICT, Health and Beauty – vocational activities take place in East Grinstead but most of the F.E. organized programme takes place in Crawley. This does cause access problems that the College has tried to address through discussion with East Grinstead business partners. To make significant progress there does need to be construction/ built environment opportunities in East Grinstead.</p> <p>Plumpton College in East Sussex does provide a wide range of land based vocational courses. There are transport restrictions for individuals relying on public transport. Independent training providers (data still to be collected)</p> <p>Like all other parts of West Sussex, Level 3 activities are abundant. Shortages exist for Level 2 post 16 programmes and vocational activities</p>
<p>EC3.2</p>	<p>Are school leavers well qualified? (Number of pupils at aged 16 with five GCSEs at A-C level and number of pupils aged 19 with one or more A Level. Compare with regional and national average). The information may be available from schools, colleges or from the Local Education Authority.</p> <p>Identify the levels of educational achievements being achieved locally.</p>	<p>School leavers are generally well qualified with 68% of 16 year olds holding a level 2 qualification rising to XX% of 19 year olds. Post 16 academic education is strong within the two secondary schools with an A level pass rate of 95%+. Pass and staying on rates are higher than county and national figures.</p> <p>Both secondary schools have been described recently by OfSTED as providing above average standards of education and good value for money.</p>
<p>EC3.3</p>	<p>Is there access to good quality schools in the area? (Look at school league tables and compare with other towns if appropriate). Information can be obtained from the Local Education Authority.</p> <p>Identify if there are issues surrounding the quality of local education</p>	<p>Standards are high in Primary schools with good levels of literacy and numeracy on transfer to secondary school. Levels of achievement are higher than county or national norms. The school roll is declining and this does create organizational difficulties.</p> <p>Recruiting and retaining staff is an issue for secondary and primary schools. Local housing costs are high and many teachers commute in from lower cost areas. Teachers like the area but find it difficult to move from rented to purchased accommodation.</p>

<p>EC3.4</p>	<p>Are there sufficient pre-school places in nurseries and playgroups? (Compare number of available places with the number of pre-school children in the area and take into account any planned changes in the levels of service provision). The information needed can be obtained from the Local Education Authority.</p> <p>Identify any gaps in the provision for pre-school children in towns and surrounding villages</p>	
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SUPPLEMENTARY QUESTIONS

<p>EC3.5</p>	<p>How many internet learning and access points are there within the town and/or villages? (Number of internet points available in the towns and the surrounding villages per head of population). This information should be available from the Library and/or education authority or from survey.</p> <p>Identify whether these are sufficient to meet local needs</p>	<p>There are currently 26 pc's available to the public 8 soon to be 12 in the Library, 18 in the Adult learning Centre</p>
<p>EC3.6</p>	<p>Is there adequate provision of non-vocational courses locally? (Find out the types of courses available in the area). The information may be available from adult education centres and from surveys of residents.</p> <p>Identify how easy it is to access a wide range of courses.</p>	<p>There is an excellent range of non-vocational programmes. Following the establishment of an Adult Learning Centre, use of the two secondary schools has dropped markedly and so there is considerable space available for community groups.</p> <p>The Learning Centre is located in the middle of town with good parking available nearby.</p>
<p>EC3.7</p>	<p>Is there a high number of school exclusions? (Identify levels and compare with other towns, if appropriate). Information can be obtained from the Local Education Authority if individual schools.</p> <p>Identify if there is a problem in local schools.</p>	<p>Exclusions levels in the East Grinstead schools is low when compared to national and county averages. Cooperation between schools, youth service, police, health service and Education Officers is good. Recruitment difficulties (linked partly to the high cost of living) has prevented Social Services from playing a full part in local partnerships.</p> <p>Increased vocational pathways would encourage many of the young people at risk of disaffection.</p>

**WORKSHEET EC4
COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS**

These questions are aimed at finding out the basic data required to evaluate the commercial property needs in the local area. Housing is dealt with separately in Worksheet S2.

CORE QUESTIONS

<p>EC4.1</p>	<p>How much new commercial or industrial floorspace has been built or let in the last three years? (Identify how much and where new development has taken place). This information may be available from the District Council or local property agents.</p> <p>Identify business confidence in the local area.</p>	<p>More research needed on actual building rates. Lettings by commercial agents.</p> <p>A matter for local businesses.</p>
<p>EC4.2</p>	<p>How much good quality office or industrial floorspace is vacant or on the market? (Identify how much and where vacant commercial property is). This information will be available from local property agents, the District Council and from surveys of local employers.</p> <p>Identify any over-provision of office and industrial units.</p>	<p>In October 2002 a total of 7375 sq m of office space and 4260 sq m of industrial floorspace was known to be on the market. This includes various sizes of units, from very small up to 1700 sq m. Much of this is modern reasonable quality floorspace. On the other hand some brand new units have been built for a named user e.g. VG Semicon at the Birches.</p> <p>The market does appear to be relatively depressed with a number of units on the market for long periods and pressure for their conversion or redevelopment to other uses. There is a suggestion that there may be overprovision of offices in particular</p>
<p>EC4.3</p>	<p>Are there sufficient premises at affordable rents for new small businesses? (Look at number of smaller premises and find out rent levels). This information should be available from the District Council and local property agents.</p> <p>Identify how easy it is for small businesses to find affordable premises.</p>	<p>An estate agent indicated that finding tenants for small offices is a big problem, suggesting that there are either not enough small business for the premises, or that the premises are not affordable.</p>
<p>EC4.4</p>	<p>Has there been an increase or decrease in the rents of industrial and commercial property in recent years? (Compare historical data on commercial rents). The data may be available from the District Council Valuation Office or from local property agents. Note increased rents and yields denote greater demand for floorspace.</p>	<p>Not known.</p>

<p>EC4.5</p>	<p>Have vacancy levels for commercial properties increased or decreased in recent years? (Compare historical trends of vacancy levels in different age and size of premises). This information can be sourced from the District Council and from local property agents.</p> <p>Identify demand for, and gaps in, the provision of different types of commercial and industrial property by size and age.</p>	<p>I would suggest that vacancy levels have risen or at best stayed static.</p> <p>Suggests a lack of provision and / or demand for good quality units, a depressed property market, constraints acting on EG from commercial viewpoint e.g accessibility to road network, congestion, competition from elsewhere.</p>
<p>EC4.6</p>	<p>Are there any planned expansions of existing commercial and industrial firms? (Identify number of firms with commitments to expand and where they are located). The information may be obtained by talking to local employers, Business Link and the Regional Development Agency.</p> <p>Identify confidence in the local economy</p>	<p>Major economic change is likely to depend on the development of Gatwick airport and the South Downs National Park.</p>

SUPPLEMENTARY QUESTION

<p>EC4.7</p>	<p>Are there economic development and funding initiatives in place to assist incoming firms and the expansion of local firms? (Identify initiatives and their target audiences). This information can be sourced from the District Council, Small Business Service and the Regional Development Agency.</p> <p>Identify if help is provided to attract investment to the area.</p>	<p>However the Regional Economic Strategy for the South East 2002-2012 (SEEDA) does not have East Grinstead under any of its priorities for supported economic development. This means that firms may choose to locate elsewhere where support could be gained</p>
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**WORKSHEET EC5
TOURISM AND VISITOR SERVICES**

These questions are aimed at finding out the basic data required to evaluate the level of tourism activity in the area and an assessment of visitor services and facilities. The provision of sports and leisure facilities is covered in Worksheet S5.

If there is not sufficient information available to answer the questions, an audit of tourist and visitor facilities could be undertaken. The Regional Tourist Board or local tourism officer will be a useful source of help and guidance to help facilitate the local community in collecting and analysing the data. In addition, there may be some merit in undertaking an attitude survey of visitors and assessing the benefits of tourism to the local community. Members of the community can be involved in undertaking attitude surveys to find out what people like best or dislike most about the area, what made them come here, what they think needs improving etc. Guidance on the types of questions would be best sought from the Regional Tourist Board or local authority tourism officer.

Techniques for visitor attitude surveys and gauging the community benefits of tourism are given in Data Sources and Survey Methods.

CORE QUESTIONS

<p>EC5.1</p>	<p>What are the main tourist or visitor attractions including festivals and events in the town or nearby? (List the range of attractions tailored to tourists). This information should be available from local knowledge or visitor surveys.</p> <p>Identify what is on offer to tourists.</p>	<p>Bluebell Railway, Standen (National Trust) Sackville College, Deers Leap Park Mountain Bike Park Lingfield Park Racecourse, Ashdown Forest, Chequer Mead Theatre and Arts Centre.</p>
<p>EC5.2</p>	<p>How important is tourism related employment to the local economy? (Compare employment rates in tourism related services, such as hotels and catering, with the regional and national averages). This information can be found in the Annual Employment Survey and in local employment surveys carried out by the District or County Council.</p> <p>Identify how reliant the local economy is on tourists and day visitors</p>	<p>Tourism providers all report great difficulty recruiting staff especially in the Hotel & Restaurants sector. There are large numbers of overseas employees filling many jobs at present.</p> <p>Besides a thriving B&B segment of the market, the town also boasts a large number of restaurants and bars as well as nighttime entertainment venues all attracting visitors from outside the town.</p>

<p>EC5.3</p>	<p>What is the range of tourist accommodation available in the area e.g. number of hotel beds by grade, bed and breakfast, youth hostels, caravan and, camping site pitches? (Number of facilities of different types in both the towns and the surrounding villages). This information can be sourced from the District Council, local Tourist Board or from local surveys.</p> <p>Identify the location of the facilities and any potential gaps in provision.</p>	<p>There are a total of 1689 bed spaces in the area's hotels. 81 beds in the town's B&B sector with a further 239 beds in the surrounding area. The town also has 4 self catering facilities and there are 3 campsites within the same area.</p> <p>There is no provision of hostel type accommodation and the demand for accommodation in pubs far exceeds supply. Despite the opening of a Travel Inn at Felbridge, there is still a gap in the market for this type of accommodation. Self Catering accommodation is also in short supply and needs to be increased</p>
<p>EC5.4</p>	<p>How many visitors come to the town or area and how long do they stay? (Identify number of visitors and their length of stay). This information can be found from Visitor Surveys, undertaken by the District Council or Tourist Board.</p> <p>Identify the number of visitors to the area and whether they stay for long periods of time.</p>	<p>We would welcome these figures from Mid Sussex District Council. However we should also consider that East Grinstead is surrounded by 4 further District Councils and any statistics held by them may well include figures that impact on East Grinstead.</p> <p>See above:</p>
<p>EC5.5</p>	<p>How seasonal is the visitor activity? (Compare visitor numbers and employment rates at different times of the year). The information may be in Visitor Surveys conducted by the District Council or Tourist Board.</p> <p>Identify how vulnerable the local economy is to seasonal variations.</p>	<p>May to September is the peak period at about 60% with the remaining months making up the balance, the figures spread evenly month by month.</p> <p>During June through to August there are no available bed spaces on most week ends</p>
<p>EC5.6</p>	<p>Is there a Tourist Information Centre in the town and how well used is it? (The number of enquiries by various forms including phone calls, 'hits' to the Internet, if any, and the number of visitors to the Tourist Information Centre). This information can be sourced through the Tourist Information Centre itself.</p> <p>Identify if there are adequate information facilities for tourists visiting the area and how well used those facilities are.</p>	<p>Enquiries to the Tourist Information desk run to about 9000 per year. These are all person-to-person enquiries. Walk ins, where visitors help themselves, are not recorded. The impact of Tourist Information on the Internet remains a mystery until the privately owned Egnat site releases any such statistics.</p> <p>Tourist Information is available for 58 hours per week, the only days when this service is not available are Sunday and Bank Holidays. See above for use of facilities.</p>

SUPPLEMENTARY QUESTIONS

<p>EC5.7</p>	<p>How much do visitors spend in the town or surrounding area? (Extract information on average visitor spending from visitor surveys). This information can be obtained from Visitors Surveys, undertaken by Local Tourist Board.</p> <p>Identify how important tourism spending is to the local economy.</p>	<p>We would welcome this information via our colleagues at Mid Sussex District Council. However they have stated that they will be commissioning a Visitor Survey in the near future.</p>
<p>EC5.8</p>	<p>Is visitor activity concentrated in the town itself or does it take place in the surrounding countryside? (Identify where main tourist destinations are and the number of visitors). This information can be obtained from Visitors Surveys, undertaken by Local Tourist Board.</p> <p>Identify the pattern of visitors.</p>	<p>30% in the town the balance being in the surrounding area. The Largest number of visitors going to the Bluebell Railway and the Nation Trust at Standen.</p>
<p>EC5.9</p>	<p>Does the number, range and quality of visitor facilities e.g. accommodation, quality of restaurants match expectations and needs? (Use results of visitor surveys). This information can be sourced either from the Tourist Board, the District Council, tourism officer or by undertaking a new survey.</p> <p>Identify need to improve or expand facilities.</p>	<p>Accommodation gets swamped at many weekends during the summer. Although the town has a diverse selection of restaurants, traditional fare is poorly catered for. At present there is also a need for Tea/Coffee shop venues. Moves to rectify this are currently under way with planning applications received for such a venue.</p>
<p>EC5.10</p>	<p>Is there a visitors' guide or town trail? (Number of town guides available and how up to date they are, and their coverage). This information can be sourced either from the Local Tourist Board or the Tourist Information Centre of the local Library.</p> <p>Identify the types of guides currently available and the potential to increase/alter the selection to better promote the town.</p>	<p>There is a dedicated visitor guide 'Discovering East Grinstead' published at 12 monthly intervals. Also available are a Town Guide with further in depth information and a Town Trail interpreting the town's architectural heritage published in both English and French. A comprehensive Accommodation Guide is also available which is updated on a monthly basis.</p> <p>The present material would appear to be adequate.</p>

<p>EC5.11</p>	<p>Does the town enter the 'Britain in Bloom' competition or the surrounding villages 'Best Kept Village'? The information may be available from the District Council or the Local Tourist Board.</p> <p>Identify any attempts that have been made to improve the profile of the town through nationwide competitions.</p>	<p>This has happened in the past, however there is not a suitable category for a town the size of East Grinstead. The town now has a very popular East Grinstead in Bloom annual competition, which has proved to be a great success. Not only householders and businesses are involved, but also local schoolchildren.</p> <p>There are several annual sporting fixtures using the excellent sports facilities in and around the town.</p>
<p>EC5.12</p>	<p>Are there any specialist tourism enterprises, such as language schools, conference centres? (Number of facilities available and their percentage of the total tourism/visitor facilities in the town). The information may be available from the Local Tourist Board or the Yellow Pages.</p> <p>Identify any additional draws to the town from facilities not usually associated with tourists.</p>	<p>Conferencing, seminars and exhibitions are well served locally with Chequer Mead Theatre and Arts Centre being a prime example. There are adult student centers and training centers such as the Church of Scientology at Saint Hill and the nearby premises of the Latter Day Saints.</p> <p>Two unique medical facilities, the Queen Victoria Hospital and Advance (The Hyperbaric Oxygen Trust attract world wide interest and visits by both patients & medical personnel</p>
<p>EC5.13</p>	<p>Is there adequate signing to visitor attractions and the town centre? (Look at signage to/from tourist attractions from key points such as car parks, train station and between attractions). Information can be collected by undertaking an on the ground survey.</p> <p>Identify opportunities, including improving links between the town centre and other attractions.</p>	<p>Work is needed here, although the Town Enhancements currently under way may well address this problem.</p> <p>A bus links the Bluebell to Standen & Sackville College on weekends in August, an expansion of this service would be welcomed.</p>

WORKSHEET EC6 BUSINESS SUPPORT

These questions are aimed at finding out the basic data required to evaluate the level of support available to local businesses in the town and surrounding rural areas.

Organisations which might hold useful information include the economic development department of the District Council, the regional development agency, town centre manager or forum, business volunteer mentoring association, Small Business Service, Chamber of Trade and Commerce or business associations.

If there is not sufficient information available to answer the questions, an audit of facilities could be undertaken to find out about the work of business community support agencies in the area.

CORE QUESTIONS

EC6.1	Do the banks, financial institutions and other business support services offer a full range of business advice and support? (Compare the range of services offered by local branches with complete portfolio of services). The information may be available from the local Business Directory, if there is one. Identify shortfalls in the provision of financial support and advice to local businesses	The Enterprise Centre offers free or subsidised help and advice to business in West Sussex
EC6.2	Does the town have a town centre manager, town centre forum or similar organisation? (The number of such roles/organisations and their remit). This information can be sourced from the District Council or local knowledge. Identify the existence of these roles and any overlap between their services/remit.	There was a town centre manager in the town from 1994-96, whose work was overseen by a steering group comprising local interest groups, the District , Town and County Councils, Sussex Enterprise etc No other initiative has replaced it. There is an Urban Transport Forum dealing with transport issues.

<p>EC6.3</p>	<p>Is there a presence of the following organisations in the town: Small Business Service, Business Links, Chambers of Trade or Commerce, Learning and Skills Council, TEC, Enterprise Agency? (Assess the sources of advice available for businesses established in the area. Also assess the level and breadth of advice they offer). The information may be available from the Yellow Pages, the Business Directory, and the Regional Development Agency.</p> <p>Identify the coverage of business advice services for local businesses and any opportunities to expand support for local businesses.</p>	<p>The Small Business Service is operated in Sussex by Sussex Business Link, itself an offshoot of Sussex Enterprise. These will provide services for town businesses as required. The Enterprise Centre is the enterprise agency for the county, and again will provide a wide range of services for start ups, trading businesses and self employed. Services extend to social enterprises, charities and voluntary sector organizations.</p> <p>There is a Chamber of Commerce for EG.</p> <p>CADIA also has members in the town.</p> <p>The LSC will provide services in the area. There is an Education Business Partnership that covers the EG area.</p> <p>David Cowan Ass (Architects & Designers) are a firm who use room in library for training etc; 9-10 Old Stone Link, Ship St.</p> <p>There is good or potentially good business advice services available to local businesses.</p>
<p>EC6.4</p>	<p>What business support or initiatives have proved successful? (Draw out findings from monitoring of public sector funding initiatives). The information may be available from the District Council, the Small Business Service or the Regional Development Agency.</p> <p>Identify examples of good practice.</p>	
<p>EC6.5</p>	<p>Are there regular events which have the potential to draw the business community together, e.g. trade fairs? (Number, type and regularity of events). The information may be available from the Small Business Service or by talking to the Chamber of Commerce.</p> <p>Identify whether there is a need to develop/fund industry events.</p>	

<p>EC6.6</p>	<p>What is the current and likely future demand for broadband (>2Mbs) communication services?</p> <p>Assess the current demand for and usage of broadband communications (e.g. ISDN, ADSL, cable or wireless connections for data traffic). In particular:</p> <ul style="list-style-type: none"> <input type="checkbox"/> how many local businesses currently use broadband communications for external access in their private/corporate communications networks or for Internet access? What proportion is this of all businesses? <input type="checkbox"/> how many local businesses currently have a demand for broadband communications which cannot be satisfied by existing facilities and services? <input type="checkbox"/> how many public sector office/site locations currently have broadband communication facilities for external access? What proportion is this of all public sector office locations? How many offices/sites plan to be using broadband communications facilities in the future (by end of 2003) - procured through a regional/central arrangement? <input type="checkbox"/> how many private homes have Internet access? How many private homes currently use broadband communications facilities? What proportions are these of all homes? Is their unsatisfied demand for broadband facilities for private homes? How is the demand for domestic access to broadband likely to change? <input type="checkbox"/> how many businesses use e-mail over the Internet? <input type="checkbox"/> how many businesses have a website address? <input type="checkbox"/> how many businesses make purchases or sales over the Internet? <input type="checkbox"/> how many businesses collaborate over the Internet with partner firms (cluster or supply chain relationships)? 	<p>Very difficult to assess. In the country in general the interest is high, but the demand is slightly lower because of the need for newer computer equipment, and the perceived level of technological understanding necessary.</p> <p>Demand for broadband services will probably increase as the public understand more about what it is, and BT are actively promoting it to their customers.</p>
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<p>EC6.7</p>	<p>What is the current and likely future status of the supply of broadband technology (>2 Mbs) communication services?</p> <p>Assess the plans for expansion of access to broadband services. In particular:</p> <ul style="list-style-type: none"> ❑ is there a competitive telecoms supply? Do local cable companies offer telecommunications and data communications services, including Internet access? Is there an alternative to BT provision of fixed links? How is the situation likely to change by the end of 2003? ❑ where is the nearest ISDN capable exchange? Is it within 3 miles? ❑ is there reasonable mobile phone coverage? How many mobile services cover the area? ❑ are there plans to extend ISDN and ADSL coverage in the next three years? ❑ are there plans for any other coverage in the next three years? ❑ what are the plans for BT to provide LLU (Local Loop Unbundling) facilities in local exchanges? Are they within 3 miles? ❑ are there any local or regional plans to expand service provision of broadband facilities and services? 	<p>Broadband facilities (ISDN, ADSL etc.) are available in parts of the town served through the East Grinstead Exchange. Full extent of coverage is difficult to assess as it varies from house to house.</p> <p>Expansion/upgrading of current facilities depends on the demand for the services. Currently, residents in areas not covered are invited to register on the BT website and once a certain number have done this, their local exchange will be upgraded. This has happened in Steyning, for example.</p> <p>Only very general national plans of BT to continue to expand the broadband market.</p>
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SUPPLEMENTARY QUESTIONS

<p>EC6.7</p>	<p>Is there a Business Directory or website for the town, or any arrangement for networking local suppliers? This information can be obtained by contacting the local Chamber of Commerce or talking to local business people.</p> <p>Identify how easily information on business support services can be obtained.</p>	<p>Town website run by EG Town Council - http://www.eastgrinstead.gov.uk Also website www.egnet.co.uk Mid Sussex District Council produces a Mid Sussex Business Directory.</p> <p>Business Directory free on request. Clear business support info on MSDC website.</p>
<p>EC6.8</p>	<p>Are there adequate business meeting and conference facilities locally? (Locate number and type of facilities). Information can be obtained by doing a quick local survey, using the yellow pages or talking to the Chamber of Commerce or local businesses.)</p> <p>Identify if there is an adequate number and range of meeting and conference venues.</p>	<p>Again, a room at the library. Officially there is Wickenden Manor in Sharpthorne. Also Chequer Mead, major hotels such as the Ramada Jarvis Hotel, and Woodbury House Hotel. Several in the large houses in surrounding villages.</p> <p>There seems to be a good range if you include the town's hinterland.</p>
<p>EC6.9</p>	<p>What results have there been from any existing town centre management work? (Evaluate results of annual monitoring and funding review). The information may be available from the Town Centre Manager. This may be the District Council, one of the local business advice centres, or a consortium of local businesses.</p> <p>Identify examples of good practice or ways in which activities could be extended.</p>	<p>No town centre management work done.</p> <p>Pedestrianisation and town centre enhancement could be future activities.</p>
<p>EC6.10</p>	<p>How well used are the agencies such as Small Business Service, Business Links, Chambers of Trade or Commerce, Learning and Skills Council, TEC, Enterprise Agency? (Evaluate the number of enquiries in relation to the total number of businesses). This information can be sourced from the Register of Business Enquiries, the Business Directory and any District Council Business Surveys.</p> <p>Assess the level of use of the business advice services available.</p>	<p>From October 2001 to September 2002- a total of 60 East Grinstead businesses made use of the Enterprise Centre's services. Of these, 19 were existing businesses and 41 were start ups. This is a relatively high number and compares well with other towns of similar size in the Central Sussex area.</p>

EC6.11	Is a published strategy relating to the use of information technology? Assess how many public internet access points are there, e.g. within a telecottage, electronic village hall, telecentre, library or school. What proportion of households have internet access at home, work or school including other educational establishments?	No 8 (soon 12) at library
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