



informed solutions

Cuckfield Village Centre Action Plan

Report

Spring 2022



Cuckfield Village Centre 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 centre operators including multiple businesses, independents, service, catering and leisure operators.

We have defined future centre strategies for over 250 locations covering all sizes and types, from villages such as Cottingham and Hedon, to 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.

Cuckfield Village Centre 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.

Cuckfield Village Centre Action Plan

2.0 Retail Review

Centre Overview

Cuckfield is located in the heart of Mid Sussex, presenting the archetypal mix of characteristic homes, located on verdant plots as you approach the village centre which consists of a mix of diverse independent specialists in historic buildings covering the broad spectrum of uses and offers. In the round, Cuckfield appears to be in good health, with very few vacancies and an overall pleasant environment.

Access by car / vehicles appears to be relatively easy. There is a small car park facility with limited free parking (it requires a disc to be obtained from local businesses). There is also on-street parking, with a shorter time limit, although it would appear not to be well policed. Pedestrian access is good, despite the village being on a small hill and at times pavements are narrow. In some ways vehicle access may be too easy, as at times the village centre feels very car dominated.

Cuckfield has a varied commercial offer, circa 30-35 premises in total, with several service providers (hair, beauty and dentistry) evident throughout the centre. There is also a good mix of food, beverage and hospitality, ranging from a large pub, several tea / coffee specialists and the prestigious Ockenden Manor Hotel. A few of the eateries have some external seating which helps to increase the impact and visible activity.

At the time of the review there were only a couple of vacant units. One appeared to be being made ready for occupation, the other (a former saddlery / country store) has a commercial agents to let board outside. The retail offer is more focussed on comparison goods, unusually for a village centre, with a large bathroom specialist and a selection of home, interiors, art, antiques and gift shops. The convenience offer is limited to a local Nisa branded store, probably out of sync with the remaining offer in terms of quality and positioning. Without the service provision the village would be lacking in daily needs offering.

In addition the village offers a museum, church, park and recreation grounds. Not all these are immediately visible or effectively signposted.

The village centre is compact, and is defined by the presence of the businesses as opposed to any specific welcome or directional signage. A pleasant centre for its community, but it is considered one that could be stronger and more impactful, making a bit more noise about itself, to remind residents of all the reasons to use it.

Cuckfield Village Centre Action Plan

2.0 Retail Review cont'd.

Strengths

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

- Many good quality independent businesses, some anchor status
- Very strong services, health and beauty offer
- Diverse mix of businesses, strong 'home' related offer
- Several 'non' retail attractors / footfall generators, museum, church, nursery, Ockenden Manor, park / recreation ground
- Limited time free parking, on street and nearby car park
- A selection of good cafes / coffee shops and daytime eateries
- A few nighttime / evening eateries
- Monthly market (anecdotally we understand popular with residents)
- Good access by car, foot and bike
- Adjacent residential areas
- Few vacant units
- Evident civic pride in public / private spaces
- The village centre feels clean, safe and welcoming
- A great basis for a strong, sustainable and vibrant centre.



Cuckfield Village Centre Action Plan

2.0 Retail Review cont'd.

Weaknesses

Cuckfield Village Centre is not without weaknesses, including:

- Limited convenience goods offer, with Co-op being removed from the village centre, limited daily needs offer
- Lack of visible information and welcome signage
- Limited impact of the offer, shops that look like homes and vice versa
- The parking payment disc display regime is confusing for new visitors
- Dominance of cars on sightlines and visibility
- Poorly integrated non retail anchors. Ockenden Manor isn't visible, sign posted, or made reference to. The park or recreation grounds are also not integrated
- Despite a few external seating areas for catering businesses, the village centre doesn't feel vibrant or active on a Saturday afternoon - footfall very limited
- Limited presence of market and remote trading location of monthly market
- Poor quality street furniture (bins!), out of keeping with private realm
- 'Quiet' external activity of Cuckfield Museum and Queens Hall
- Narrow pavements in many places, limited crossing points



Cuckfield Village Centre Action Plan

2.0 Retail Review cont'd.

Opportunities and improvements needed

Cuckfield Village Centre has many opportunities to improve its appeal to existing customers and to wider visitors. It is a village that is blessed with multiple reasons to visit it. A quintessential Sussex village that is historically strong and well placed to grow, thrive and prosper. It is probably resting a little on its laurels and needs to do a bit more to remind residents and visitors of what it has to offer and the reasons to use it more often. A key opportunity area is under the banner of 'reminding people of the reasons to visit the offer', including:

- Promotion of existing assets, remind customers of what is good and already in place. Increase the perceived and visible level of activity
- Promotion of the whole village centre offer – remotely, virtually and physically and on arrival into the village, clearer information at arrival points, car parks etc.
- Cross promotion of individual assets to share and distribute footfall
- Promotion of the individual and unique businesses. More external impact and visibility, embrace monthly market.

Another aspect to improve is the physical; pavements, public facilities (e.g. Bins / seating), pedestrian priority, car parking process, access for buses, bikes and people.



Cuckfield Village Centre Action Plan

3.0 Operator Survey: See Appendix 1 for questionnaire. Response dataset of 16 respondents; equates to circa 50% of active businesses in village centre

Existing Performance

Business Types

Type	%
Retail shop	50
Retail services (various)	19
Pub / bar / cafe	19
Financial Services	13

Reasons why customers are in Cuckfield?

Reason to Visit	%
Live nearby	75
Shopping	50
Eating / drinking	50
Commute / pass by	25
Arts, culture, heritage	19

Long term satisfaction with Cuckfield?

Satisfaction	%
Satisfied	44
Neutral	25
Dissatisfied	19

Busiest time of day

Time of day
On weekdays it is 11.00 to 15.00 (69%)
On Saturdays it is 11.00 to 15.00 (63%)
On Sundays most are closed (75%)

How often do customers visit the village centre?

Frequency	%
Daily	6
Twice a week	25
Once a week	31
Monthly	31

Strengths & weaknesses?

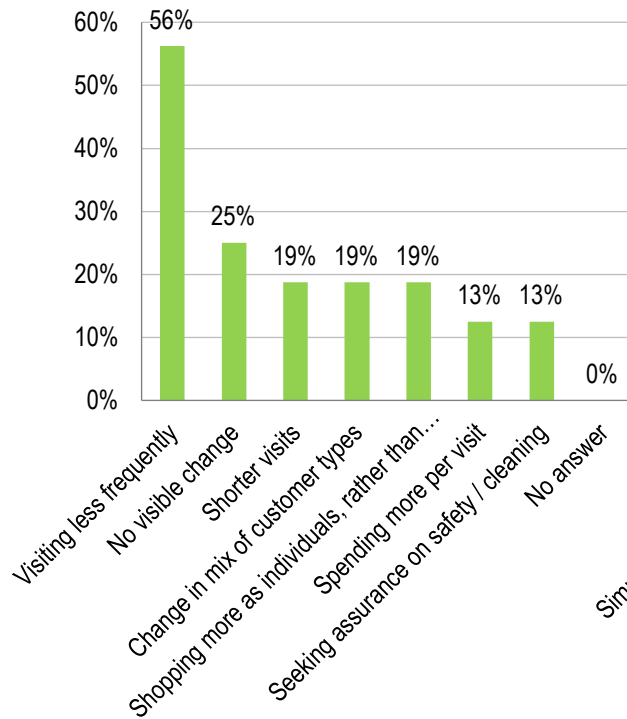
Strengths	Weaknesses
Community (7)	Difficult parking (9)
Independents (7)	Lack of variety (4)
Attractive (5)	Congestion (4)
Easy parking / access (3)	Cleanliness (2)

Cuckfield Village Centre Action Plan

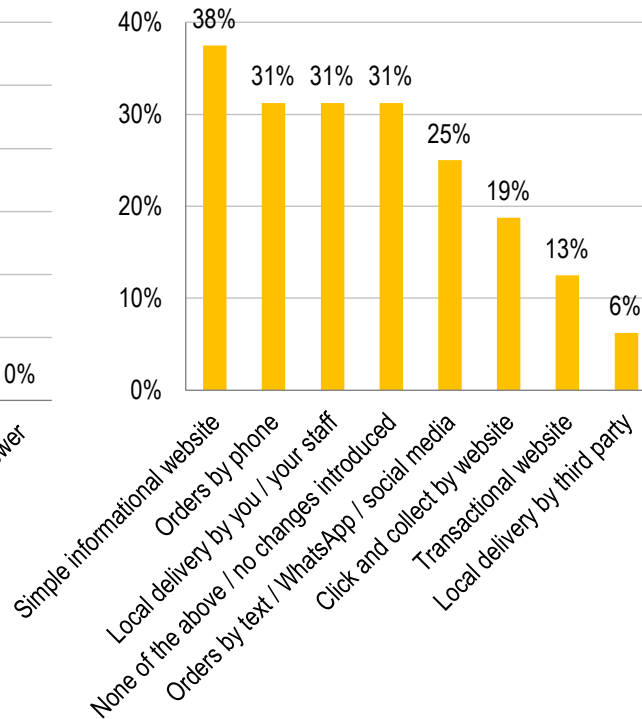
3.0 Operator Survey cont'd.

Covid Responses

How has Customer Behaviour changed post Covid?



What measures have you introduced?



Future trading optimism for Cuckfield?

Outlook Optimism	%
Optimistic	44
Neutral	31
Pessimistic	6

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

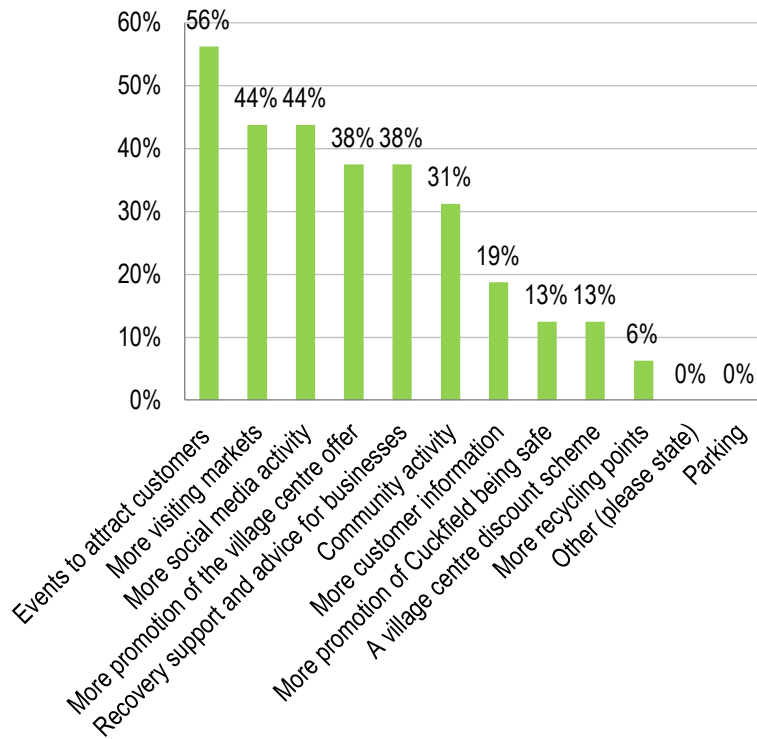
Support Schemes	%
No answer	50
Quarterly Newsletter	31
Free training	19
ShopAppy	25

Cuckfield Village Centre Action Plan

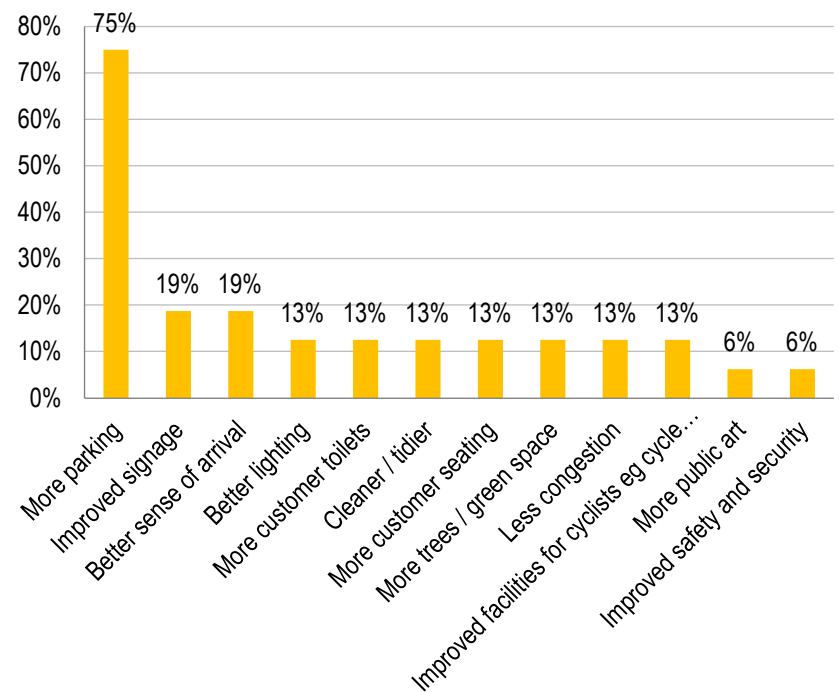
3.0 Operator Survey cont'd.

Opportunities and Improvements Wanted

Priority Recovery Actions Needed



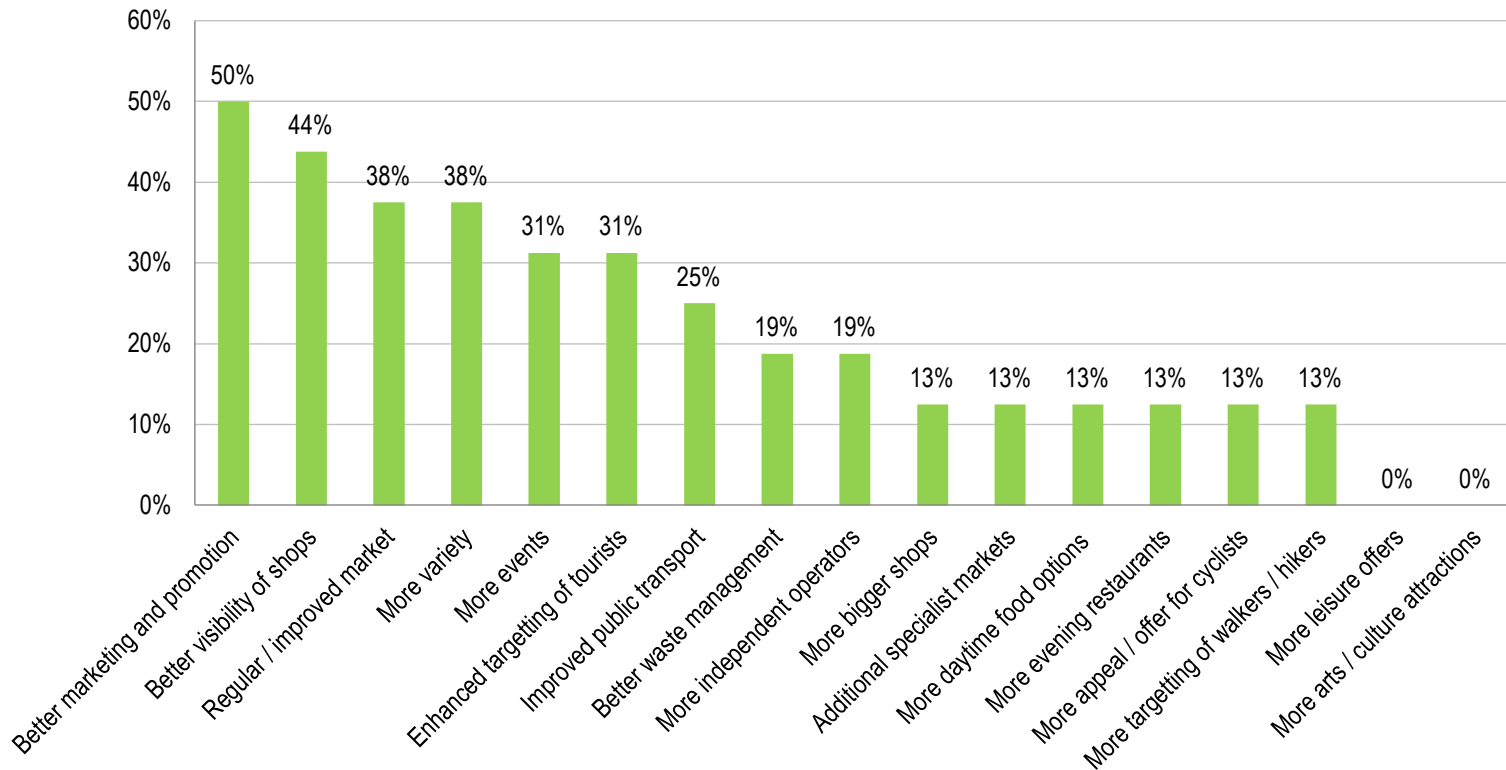
Improvements wanted to experience



Cuckfield Village Centre Action Plan

3.0 Operator Survey cont'd.

Opportunities and Improvements Wanted to Mix and Offer



Cuckfield Village Centre Action Plan

3.0 Operator Survey cont'd.

Improvement Needs Summary

Considering the feedback received from the sample of Cuckfield businesses, we have summarised the identified areas for improvement below:

- Making it easier to park in the village, more about process than spaces
- Address issues of congestion, reduce emphasis on cars, increase priority to pedestrians
- Increase visit frequency from monthly / weekly to multiple times per week
- Improve marketing and promotion for collective offer
- Improve information and signage about the offer and distribution
- Increase the visibility and impact of shops and businesses
- Make more of the market offer and add additional visiting themed markets (different themes and choices)
- More events to attract footfall
- Increase the appeal to visitors and promotion to them
- Help businesses to adapt and grow

Cuckfield Village Centre Action Plan

4.0 Stakeholder Engagement

Strengths and Weaknesses

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

The list was assembled 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 Cuckfield Village Centre recover and thrive.

Completed surveys were returned from 6 people.

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

In addition, a virtual workshop was held on 14 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 centre has many strengths, including:

Strengths	
Compact and defined village centre	Cuckfield Park and recreation facilities, 4 venues for use
Architecture and heritage	Independent businesses
Local community	Service provision
Good eating / café food offer	Events and festivals

Regarding weaknesses, stakeholders highlighted a wide variety of issues, a number of aspects had multiple mentions (* in table below):

Weaknesses	
Parking provision *	Poor promotion
Seasonal lack of parking *	Not making most of what is available, existing assets
Elite perception 'boutique village'	Traffic congestion
Lack of 'everyday' shops	Long walk into centre
Part time / hobbyist shop owners	

Cuckfield Village Centre Action Plan

4.0 Stakeholder Engagement cont'd.

Improvement Opportunities and Priority Recovery Actions Needed

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

Offer and mix improvement areas	
Additional regular markets	More variety
Additional specialist markets	More 'daily needs' products
Improved marketing and promotions, offer and events	More arts, culture and heritage offers
More events	

General improvements wanted to customer experience included:

Customer experience improvement areas	
More parking	Increase pedestrian priority
Less congestion	Improve pavements
Focus on heritage assets	Improve mobile signal
Improved signage	Planned community programme
Improved seating and facilities	More visible activity

In regards to highest priority recovery actions, stakeholders felt the village centre needs the following:

Priority Recovery Actions Needed	
More vibrant / active high street	Provide more reasons to visit
More visible activity	Celebrate successes, charities
Improved promotion	More visiting markets / pop ups
More events, promotion of existing	Increased social media activity
More recycling points	Improve non car access
Develop coordinated events schedule / programme	Active trader association with active traders
More customer information	Increased community activity

Lindfield is singled out as the benchmark location. Individually stakeholders had concerns about the future performance of the village centre, collectively they were more positive.

Stakeholders could do a better job of working together.

The key will be resolving the 'Cuckfield dichotomy' of more visitors and usage whilst reducing congestion and easing parking!

Cuckfield Village Centre Action Plan

5.0 Conclusions

From the research undertaken for this project it is clear that on many levels Cuckfield has lots of positive attributes that indicate it has a strong and sustainable future. Cuckfield is a popular place to live, indeed the desirability of living in Cuckfield puts pressure on the number of 'retail' premises in the village. One of the core strengths of the village centre, its compact and defined area, is also a factor inhibiting its growth and future performance. Given the few vacant units, it will be challenging to add more 'convenience / daily needs products into the village centre.

There are particular aspects and themes for Cuckfield to focus on, including:

Cuckfield needs to focus on its many strengths

The village has many strengths and assets to build on and proactively use:

- Integrate / include existing assets to the core village centre, through shared promotion, signage and customer routing
- Include the park, recreation grounds, church, community venues, museum and Ockenden Manor
- Celebrate the services, wellbeing and health offers, the catering and café offers. Include non permanent offers, markets, events and festivals
- Use the visible heritage and architecture, encourage feature lighting, develop a local Cuckfield Plaque programme. Raise the bar on some of the customer contact points, bins, arrival, signage, information

Cuckfield does have issues to address and improve

- Increase the reasons to visit
- Provide more reasons to visit more frequently, introduce regular weekly visiting pop-up offers, street food, services (Alresford, Hampshire has a visiting tools sharpener). Create a location in the village centre
- Develop a complete events calendar, publish and promote it. Can all stakeholders provide social media support to promote and publicise?
- Identify opportunities to make it easier for residents to use the village centre, pre booked parking spaces, priority walking routes, combined delivery from village to home, secure cycle parks
- Encourage more community activity into the village centre

It is now the time to be proactive and make some noise about Cuckfield

Maintaining a quiet and laid back persona will not help the village to grow and prosper. Its time to decide what is worth shouting about and what needs to get to a point where it can be promoted. Then develop the ongoing promotional and activity plan for the village, make things more visible and evident, be that existing businesses or events. Harness the disparate (but positive and engaged) spirit, kick start any paused or staid activity, launch new initiatives and start to make some noise!

Cuckfield Village Centre Action Plan

6.0 Action Plan

Short Term

Action	Responsibility		
	CPC	Other Stakeholders	Local Businesses
<p>Create a series of information boards at all main arrival points and nodal points</p> <ul style="list-style-type: none"> - Feature 'what's on' this week / month, in the village centre - Promote ongoing events - Include community activity - Include village plan (like Howden example on page 6) highlighting assets, both physical and 'experience' such as views of Downs from seats in Churchyard 			
<p>Assemble the Cuckfield Events Committee. It's role is to coordinate the events calendar, not to deliver events, its not policing but facilitating and curating. It could be revenue generating if it can also provide advice and services to events organisers. It can promote 'gaps' in the calendar for new events / activities</p>			
<p>Support the existing monthly market through additional promotion, directional signage and linked trips</p>			
<p>Test additional markets, both additional regular themed (complementary, not competing) markets; and irregular themed mini event markets. Work with local businesses and / or producers to create local themes, makers, growers, producers, wholesalers, designers and so on</p>			

Cuckfield Village Centre Action Plan

6.0 Action Plan

Short Term cont'd.

Action	Responsibility		
	CPC	Other Stakeholders	Local Businesses
<p>Promote the strong established themes of choice and offer within the village</p> <ul style="list-style-type: none"> - Health and wellbeing in Cuckfield; include Ockenden Manor, park, recreation ground, sports clubs and societies. Encourage the outlying clubs etc. to promote the village centre offers - 'Eatfield'; promote Cuckfield's food / eating offer, again include those places in the village centre and nearby. By creating the critical mass, it will attract more visits to the centre - 'Cuckfield for your Home', another proven theme, this can incorporate both skilled crafts people as well as the retail businesses in the village centre - The aim is to cross fertilise customers and to demonstrate the wider offer of the village as a catalyst to attracting people into the village 			
<p>Use visiting and pop-up businesses to increase the daily needs offer of the village</p> <ul style="list-style-type: none"> - Identify a specific location for additional mobile retail offers (think busker 'mats' in the London Underground). Promote availability of the space; will need to be in centre of village, possibly replacing on-street parking, possibly on temporary basis - Spaces could be given priority to established local / mid Sussex businesses, in time they will need to pay a rental / hire fee. This could go into a dedicated promotional fund. Priority for businesses that add choice and are regularly used 			

Cuckfield Village Centre Action Plan

6.0 Action Plan

Short Term cont'd.

Action	Responsibility		
	CPC	Other Stakeholders	Local Businesses
A potential quick win opportunity is to review and replace a number of low quality street furniture items that are out of keeping with the heritage, architecture and conservation quality area. This includes, bins, some seating, cycle racks, signage and information points.			
In keeping with raising the overall standards of customer experience, introduce minimum standards for external activity of retailers. The exterior of Nisa could be improved to provide a more quality delivery, equally when they are reserving space for deliveries, stock cages and plastic crates are not the right visual impression			
More promotion of the four community venues, particularly those in the village centre. Then at the venues, more promotion of village businesses both for those attending activities at the community venues and also for those planning events or activities. Not only promoting the venue, attracting more footfall, but also giving the users reasons to go into the village and use the local businesses			

Cuckfield Village Centre Action Plan

6.0 Action Plan

Short Term cont'd.

Action	Responsibility		
	CPC	Other Stakeholders	Local Businesses
A number of actions to test, in regard to parking regime improvement. Ensure that all available car parks are clearly waymarked, with walking distance to village centre, ensure the walking routes are well signed, illuminated, safe and in good condition. This will reduce some on-street parking			
In terms of on-street parking, introduce a campaign to highlight on-street parking as shopper / visitor parking. Encourage business owners and employees to park elsewhere. Introduce polite stickers that shop owners can apply to long stay parked vehicles reminding them of the benefits of providing easy to use shopper parking			
In parallel with improved parking space usage, test removal of some spaces, particularly those that block business frontages / create unsightly vistas / views, e.g. outside the side of Toms Food café. This could be a super external seating area, rather than a blocked 4 car parking area			

Cuckfield Village Centre Action Plan

6.0 Action Plan

Short Term cont'd.

Action	Responsibility		
	CPC	Other Stakeholders	Local Businesses
Removal of some parked cars, as a test, at peak periods, or even as part of 'car free' days would significantly reduce the appearance of congestion and pinch points			
Stakeholders identified the opportunity for additional temporary parking at nearby recreation places, all with short walks into the village centre. These should be reviewed and at minimum tested for practicality and take up			
Develop the 'Championing Cuckfield' promotions action group, a dedicated group that looks to promote the village as a collective, as well as the businesses that operate within it. The group would need resources and budget, this might be available as a pump prime facility via the Council - look at the Discover Malmesbury website as a template, which has evolved to become self funding			

Cuckfield Village Centre Action Plan

6.0 Action Plan

Medium / Long Term

Action	Responsibility		
	CPC	Other Stakeholders	Local Businesses
<p>Provide support and training to help businesses to optimise their external impact and visibility</p> <ul style="list-style-type: none"> - This may include future shop front or store improvement grant / loan schemes to create more impactful (heritage and conservation zone compliant) branding and external signage (three dimensional signs have been in existence for centuries) - It will also include training on using shop windows / creating impact - It could include working with local arts college / sixth form college to develop a programme of support 			
<p>Develop the 'Welcome to Cuckfield' pack for new home owners / arrivals into the village. This will detail reasons to use the village centre, events, societies, clubs, community activity and so on</p>			
<p>Develop a short form version for distribution via existing village centre businesses and all attractions and assets, museum, Ockendon Manor, the church etc. This could both be a printed hard copy and also a soft download copy</p>			
<p>Create the rolling annual events calendar; include small events, markets, fairs and community activity, as well as the large scale events. Identify gaps in the calendar and look to fill them</p>			

Cuckfield Village Centre Action Plan

6.0 Action Plan

Medium / Long Term cont'd.

Action	Responsibility		
	CPC	Other Stakeholders	Local Businesses
<p>Work with local property owners and agents to identify optimum priority additional product categories for the village centre and any vacant premises that arise</p> <ul style="list-style-type: none"> - Focus on more daily needs, everyday offers, convenience food offers, or shared convenience foods and catering. Rye or Lewes both have a number of these formats - Expand the already established strong sectors; home, services, wellbeing, catering - Convert meanwhile / visiting / pop-up businesses into permanent 			
Continued promotion and provision of customer information will be key. It is not a short-term fix, but part of the new essential role of all stakeholders			

Appendix I

Operator Survey Questionnaire

Cuckfield 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 Cuckfield 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> <p> <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 </p>																								
3	<p>In your opinion, what are the main reasons for customers to be in Cuckfield Village Centre?</p> <p> <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 </p>																								
4	<p>How often do your customers typically visit Cuckfield Village Centre?</p> <p> <input type="checkbox"/> Daily <input type="checkbox"/> Once a week <input type="checkbox"/> Once a month <input type="checkbox"/> Twice a week <input type="checkbox"/> Once a fortnight <input type="checkbox"/> Less often </p>																								
5	<p>What are your busiest times of day on weekdays, Saturdays and Sundays?</p> <table border="0"> <thead> <tr> <th colspan="2">Weekdays</th> <th colspan="2">Saturdays</th> <th colspan="2">Sundays</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/> Before 9am</td> <td><input type="checkbox"/> 3pm – 6pm</td> <td><input type="checkbox"/> Before 9am</td> <td><input type="checkbox"/> 3pm – 6pm</td> <td><input type="checkbox"/> Before 11am</td> <td><input type="checkbox"/> After 5pm</td> </tr> <tr> <td><input type="checkbox"/> 9am – 11am</td> <td><input type="checkbox"/> After 6pm</td> <td><input type="checkbox"/> 9am – 11am</td> <td><input type="checkbox"/> After 6pm</td> <td><input type="checkbox"/> 11am – 2pm</td> <td><input type="checkbox"/> Do not open on Sundays</td> </tr> <tr> <td><input type="checkbox"/> 11am – 3pm</td> <td></td> <td><input type="checkbox"/> 11am – 3pm</td> <td></td> <td><input type="checkbox"/> 2pm – 5pm</td> <td></td> </tr> </tbody> </table>	Weekdays		Saturdays		Sundays		<input type="checkbox"/> Before 9am	<input type="checkbox"/> 3pm – 6pm	<input type="checkbox"/> Before 9am	<input type="checkbox"/> 3pm – 6pm	<input type="checkbox"/> Before 11am	<input type="checkbox"/> After 5pm	<input type="checkbox"/> 9am – 11am	<input type="checkbox"/> After 6pm	<input type="checkbox"/> 9am – 11am	<input type="checkbox"/> After 6pm	<input type="checkbox"/> 11am – 2pm	<input type="checkbox"/> Do not open on Sundays	<input type="checkbox"/> 11am – 3pm		<input type="checkbox"/> 11am – 3pm		<input type="checkbox"/> 2pm – 5pm	
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<input type="checkbox"/> 11am – 3pm		<input type="checkbox"/> 11am – 3pm		<input type="checkbox"/> 2pm – 5pm																					
6	<p>How have customer behaviour and attitudes changed as a result of Covid? Please indicate <u>all that apply</u></p> <p> <input type="checkbox"/> Visiting less frequently <input type="checkbox"/> Shopping as individuals, rather than couples or groups <input type="checkbox"/> Spending more per visit <input type="checkbox"/> No visible change <input type="checkbox"/> Seeking assurance on safety / cleaning <input type="checkbox"/> Other (please specify) <input type="checkbox"/> Shorter visits <input type="checkbox"/> Change in mix of customer types </p>																								
7	<p>Which of the following measures have you introduced as a result of Covid pressures on trading? Please indicate <u>all that apply</u></p> <p> <input type="checkbox"/> Simple informational website <input type="checkbox"/> Local delivery by third party <input type="checkbox"/> Click and collect by website <input type="checkbox"/> None of the above / no changes introduced <input type="checkbox"/> Transactional website <input type="checkbox"/> Other (please specify) <input type="checkbox"/> Orders by phone <input type="checkbox"/> Orders by text / WhatsApp / social media <input type="checkbox"/> Local delivery by you / your staff </p>																								
8	<p>How satisfied are you with the pre-Covid long term performance of Cuckfield Village Centre (2-5 years?)</p> <p> <input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Neither / nor <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied </p>																								

Please Turn Over

Cuckfield Village Centre Action Plan: Survey of Businesses

9 Please identify which of the following are the highest priority **ongoing recovery** initiatives for Cuckfield 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 Cuckfield being safe | <input type="checkbox"/> More visiting markets | |
| <input type="checkbox"/> More recycling points | <input type="checkbox"/> More social media activity | |
| <input type="checkbox"/> A village centre discount scheme | | |

10 Thinking about the mix and offer of Cuckfield 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 |
| <input type="checkbox"/> Regular / improved market | <input type="checkbox"/> More evening restaurants | <input type="checkbox"/> More targeting of walkers / hikers |
| <input type="checkbox"/> More / bigger shops | <input type="checkbox"/> More independent operators | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> More variety | <input type="checkbox"/> Better marketing and promotion | |
| <input type="checkbox"/> Additional specialist markets | <input type="checkbox"/> Improved public transport | |
| <input type="checkbox"/> More events | <input type="checkbox"/> More arts / culture attractions | |

11 Now thinking specifically about the customer experience, how would you like to see Cuckfield Village Centre improved? **Tick up to three**

- | | | |
|--|---|---|
| <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 |
| <input type="checkbox"/> Improved pavements | <input type="checkbox"/> More customer seating | <input type="checkbox"/> Improved facilities for cyclists
e.g. cycle parking |
| <input type="checkbox"/> Better access to shops | <input type="checkbox"/> More trees / green space | <input type="checkbox"/> Other – please specify below |
| <input type="checkbox"/> More customer toilets | <input type="checkbox"/> Public realm improvements | |
| <input type="checkbox"/> Better sense of arrival | <input type="checkbox"/> More parking | |
| <input type="checkbox"/> More public art | <input type="checkbox"/> Better security / policing | |

12 What would you say are the **three** main strengths and weaknesses of Cuckfield Village Centre?

Strengths

Weaknesses

13 How positive are you about future trading prospects in Cuckfield Village Centre?

- Very optimistic Quite optimistic Neither / nor Quite pessimistic Very pessimistic

14 Would you like further information about Mid Sussex District Council's support for independent retailers?

- Free training via the West Sussex Retail Hub Signing up to ShopAppy.com Receiving Quarterly Business Newsletter

15 And finally, are there any other comments about Cuckfield Village Centre you would like to add or make?

Thank you for your assistance, it is much appreciated. Please return the completed survey to the researcher that gave it to you later today. If this is not possible for any reason, then please email the completed survey to 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, Dunning's Oak Offices, Dunning's Road, East Grinstead, West Sussex, RH19 4AT.

Appendix II

Stakeholder Survey Questionnaire



Cuckfield Village Centre Action Plan: Survey of Stakeholders

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 Cuckfield 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.

Stakeholder Name: _____ Company / Organisation: _____

What is your involvement with Cuckfield Village Centre? _____

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

Strengths

Weaknesses

_____	_____
_____	_____
_____	_____

2 Please identify which of the following are the highest priority **ongoing recovery** initiatives for Cuckfield 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 Cuckfield being safe | <input type="checkbox"/> More visiting markets | |
| <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 Cuckfield 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 |
| <input type="checkbox"/> Regular / improved market | <input type="checkbox"/> More evening restaurants | <input type="checkbox"/> More targeting of walkers / hikers |
| <input type="checkbox"/> More / bigger shops | <input type="checkbox"/> More independent operators | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> More variety | <input type="checkbox"/> Better marketing and promotion | |
| <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 Cuckfield Village Centre improved? **Tick up to three**

- | | | |
|--|---|--|
| <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 |
| <input type="checkbox"/> Improved pavements | <input type="checkbox"/> More customer seating | <input type="checkbox"/> Improved facilities for cyclists e.g. cycle parking |
| <input type="checkbox"/> Better access to shops | <input type="checkbox"/> More trees / green space | <input type="checkbox"/> Other – please specify below |
| <input type="checkbox"/> More customer toilets | <input type="checkbox"/> Public realm improvements | |
| <input type="checkbox"/> Better sense of arrival | <input type="checkbox"/> More parking | |
| <input type="checkbox"/> More public art | <input type="checkbox"/> Better security / policing | |

5 How positive are you about future trading prospects of Cuckfield Village Centre?

- Very optimistic Quite optimistic Neither / nor Quite pessimistic Very pessimistic

Cuckfield Village Centre Action Plan: Survey of Stakeholders

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

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

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 Cuckfield 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"/>
Cuckfield 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 Cuckfield 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"/>
Cuckfield 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 Cuckfield 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.

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informed solutions

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