Mid Sussex
Economic Profile 2018

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DISTRICT COUNCIL

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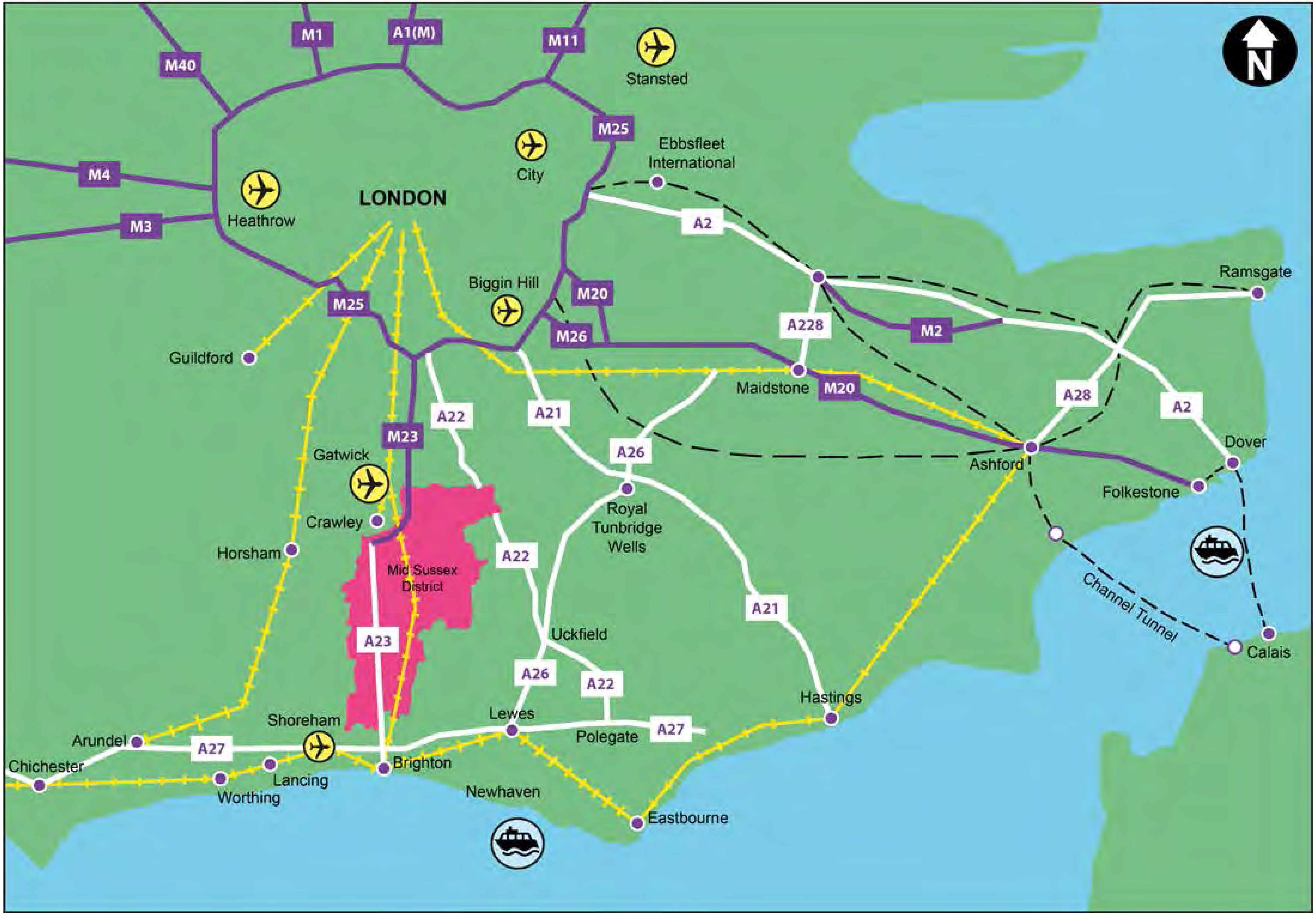
About Mid Sussex

Mid Sussex is an affluent district in West Sussex in the South East of England with a total population of 147,100. It is an ideal location to deliver economic success, given its position between London and the coast and proximity to Gatwick airport. There are excellent transport links by road and rail, good access to the South Coast ferry ports and to Gatwick International Airport. The District is within the Gatwick Diamond, an economic partnership consisting of the local authorities surrounding Gatwick and the Greater Brighton Economic Board, a partnership of local authorities and businesses in Brighton and the surrounding area. Mid Sussex is also part of the Coast to Capital Local Economic Partnership, which is committed to growing the economy of the area and creating jobs. There are high levels of employment and the educational standard of the local population is well above average.

Mid Sussex contains about 605,000 m^2 of commercial office, industrial and warehouse space. This is split relatively evenly between manufacturing, warehousing and commercial office space.

Commercial property centres around the three towns of Haywards Heath, Burgess Hill and East Grinstead but there are also business parks in some of the rural parts of the District.



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A1(M)
M11
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Stansted
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City
Ebbsfleet International
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LONDON
Heathrow
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Biggin Hill
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Ramsgate
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A228
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Guildford
M26
Maidstone
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A22
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A28
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M23
A26
Dover
Gatwick
Ashford
Folkestone
Royal Tunbridge Wells
Crawley
Horsham
A22
Mid Sussex District
Channel Tunnel
A21
A23
Uckfield
Calais
A26
A22
Hastings
Shoreham
Lewes
A27
Arundel
A27
Polegate
Chichester
Brighton
Lancing
Worthing
Newhaven
Eastbourne

The District has three main towns – Burgess Hill, East Grinstead and Haywards Heath, and a number of villages meeting local communities needs. It is a popular place to live with a high standard of living. The District's outstanding natural environment and rich heritage make it highly valued by its residents and a popular tourist destination. Mid Sussex is consistently listed in the 20 best places to live in the country. The District also benefits from low crime levels and a strong sense of community.

The Mid Sussex economy is diverse and is home to a number of innovative and nationally known businesses with a third of businesses in the professional, scientific and technical, and information and communication sectors. There is a range of smaller businesses across sectors such as finance, service industries and light manufacturing. The Mid Sussex area has approximately 7,300 businesses. Over 85% of these employ fewer than 10 people with the majority employing fewer than five employees. The District continues to see a high number of business start-ups each year and it is a resilient economy, with survival rates better than the South East average.

Aim of this Profile

The aim of this profile is to build a picture of the economic landscape of Mid Sussex to help identify the issues for inclusion in the Council's Economic Development Strategy. The information it contains is gathered from a variety of sources and includes both quantitative data and feedback from our contacts with the Mid Sussex business community. The Profile will be regularly updated to assess progress with the implementation of the Economic Development Strategy.
The document is structured in line with the priority themes identified in the strategy - place, premises, people and promotion.

Place

Having assessed the data around our places the following key issues have emerged:

Key findings:

- The main shopping centres in the three towns of Burgess Hill, Haywards Heath and East Grinstead are performing reasonably well as shopping destinations, but are not meeting their full potential. There is also strong competition for comparison goods from Crawley and Brighton.
- There is evidence of consumer demand not being met by shops in the District and shoppers resorting to alternative channels such as online shopping.
- Burgess Hill has additional capacity for convenience floorspace, Haywards Heath for comparison floorspace and East Grinstead for both.
- There are twenty one business parks spread across the District - the largest is the Victoria Business Park in Burgess Hill. There has not been sufficient growth in industrial floorspace to meet demand.
- There are twenty town centre Council car parks operated by pay and display with 1.68 million transactions in 2016/17 however 83% of transactions are for less than 2 hours.
- A lack of car, van and lorry parking for businesses in the District, particularly in the town centres and at the Victoria Business Park in Burgess Hill, is seen as an issue by the business community.
- There are relatively high house prices and affordability issues with a ratio of median house prices to median earnings in 2015 of 11.59.
- Superfast broadband availability in Mid Sussex is at the average level of 86%. However, there are slow broadband speeds and mobile “not spots” in some rural locations.
- There is a lack of conference and hotel accommodation, particularly in the towns which is an issue for the business community.

““Business in the town centre remains strong. But competition from on-line retail and from nearby destinations like Brighton and Crawley is a challenge. Making the district’s town centres more accessible and attractive would really help.”

Grape and Grain
Haywards Heath

Town Centres and Retail Spaces

The main shopping centres in Mid Sussex are in the three towns of Burgess Hill, Haywards Heath and East Grinstead. The Mid Sussex District Council (MSDC) Retail Study (Carter Jonas, May 2016) found that while the three towns are performing reasonably well as shopping destinations, they are not meeting their full potential, with a need to improve their attractiveness to minimise the competition from other towns outside the District. There is also competition from out-of-town shopping facilities and the growth in online shopping. Information from an Experian Study in 2017 placed Haywards Heath in eighth place in their top 50 Retail Centres for multi-channel shopping. This points to a high level of consumer demand not being met by traditional local shops and shoppers resorting to alternative channels such as shopping online.

The MSDC Retail Study identified that the three main town centres face competition from Brighton and Crawley for non-food purchases, especially for fashion shopping. The Study identified the potential for expansion of the food and convenience goods offers in the three main town centres. For Burgess Hill, an under-provision of clothing and fashion shops has been identified. Prime Zone A rents achieved are generally lower than East Grinstead and Haywards Heath. Haywards Heath was seen as performing well as a non-food shopping location in Mid Sussex. Hassocks and Hurstpierpoint are the District's two largest village centres. Both were found to be performing relatively well.

Plans for major new investments in retail schemes are in place, with a £35m Haywards Heath station site redevelopment including a new Waitrose store now complete and the £65m redevelopment of the Martlets Shopping Centre in Burgess Hill, which will provide an extra 70,000 square feet of retail space. Improvements planned in East Grinstead include the redevelopment of the Queens Walk East area.

Mid Sussex Retail Centres

This section of the profile provides information about the three towns as retail centres. Classifications of retail units refer to comparison and convenience shops. The latter refers to outlets which sell consumer goods purchased on a regular basis, including food and groceries and cleaning materials. Comparison goods include durable goods such as clothing, household goods, furniture, DIY and electrical goods. Information comes from the Local Data Company reports 2017.

The council is working with West Sussex County Council to establish footfall data for the 3 town centres and this will be available for the next Profile.

The MSDC Retail Study assessed the vitality and viability of the town and village centres in Mid Sussex and looked at the quantitive need for new retail space over the District Plan period (up to 2031) having taken into account population projections; housing allocations; retail expenditure data and analysis of shopping patterns based on a telephone survey.

Hassocks, Hurstpierpoint and our smaller villages have additional retail capacity for both convenience and comparison good floorspace, although the scale is smaller, reflecting the size and catchment of these centres.

Burgess Hill

Although the new Lidl store will meet need of the demand initially, by 2024, there is additional retail capacity for convenience floorspace and by 2029 this capacity exceeds 1500m^2. The redevelopment of the Martlets addresses the identified comparison capacity in Burgess Hill until 2031.

East Grinstead

The limited supply of new retail floorspace means that there is significant capacity in both convenience floorspace (nearly 3,500m^2 by 2031) and comparison floorspace (over 4,000m^2 by 2031).

Haywards Heath

The new Waitrose has absorbed the future forecast convenience retail capacity by unit 2031 however there is significant capacity for comparison floorspace (over 3,500m^2 by 2031).

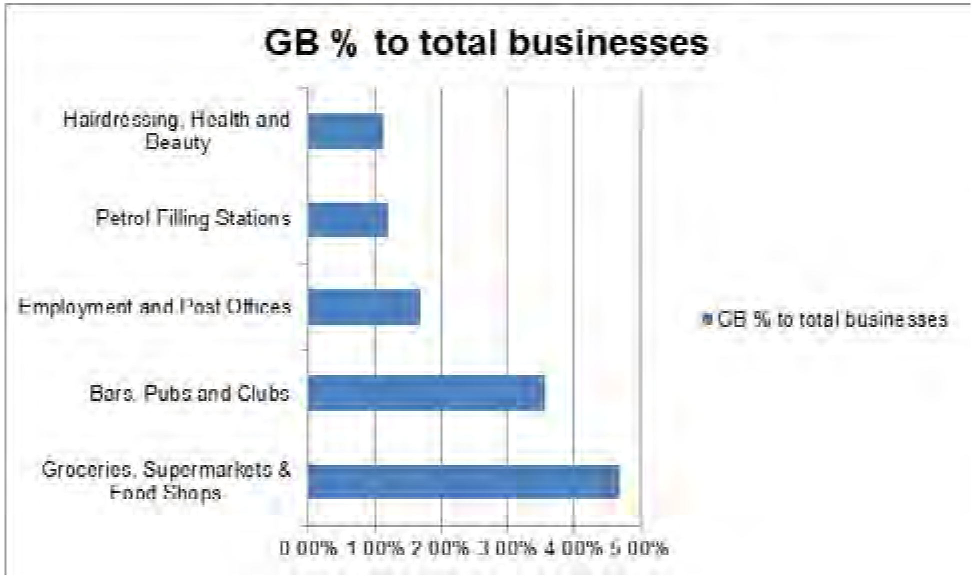
The Council maintains a record of Health Check data of our town centres, including land uses and vacancy rates, and the health of our centres is set out below.

Burgess Hill

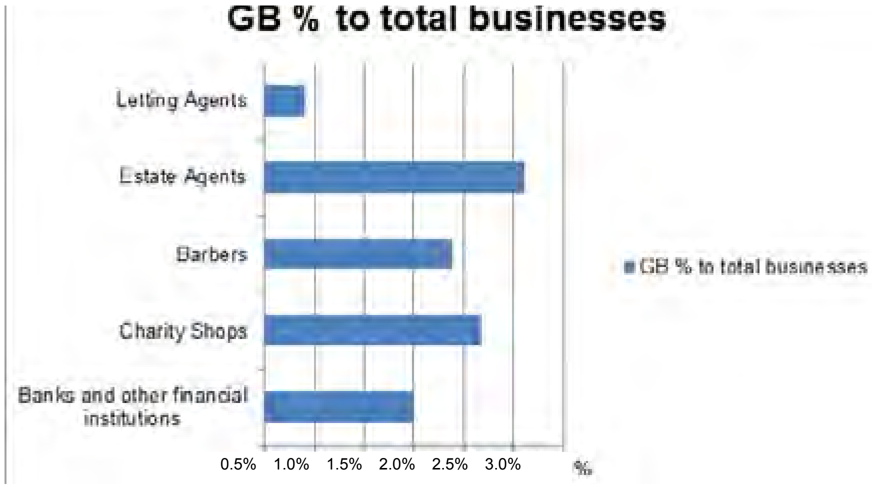
Overall Burgess Hill has 178 retail, service and leisure units, 46 of which are in the Martlets main shopping centre. The Martlets Centre has planning permission for significant levels of redevelopment including the provision of larger floorspace sites suitable for fashion retail. The proposals also include provision for a multiplex cinema and an increased food and beverage offer. This improved retail and leisure offer combined with significant improvements to the public realm will enhance the vitality and viability of Burgess Hill.

Classification of retail and vacant units in Burgess Hill compared to Britain as a whole (June 2017).

Classification	Number	% of total	National (%)
Comparison	52	31	29
Convenience	10	6	13
Service	64	37	27
Leisure	37	22	25
Miscellaneous	7	4	6
Vacant Units	18	10.1	11.0



Set out below are tables which highlight those businesses which are under represented or over represented in Burgess Hill compared to the GB average. The redevelopment of the Martlets is seeking to address this.



Vacancy rates in Burgess Hill overall are higher than in the other two main towns at 10%, but below the national average of 11%. For the Martlets Shopping Centre, the vacancy rate is 13% due in part to the imminent redevelopment. In Burgess Hill 42% of the comparison shops are run by [national chains] as opposed to 58% run by independents. The national average is 35% to 65% respectively. For Burgess Hill overall the quality of the multiple comparison goods offer in 2017 is 3% premium, 60% mass and 38% value.

Looking at retail and service floorspace, the 2014 Retail Study estimated that Burgess Hill has a total retail and service floorspace of 35,416m^2 , broken down as follows:

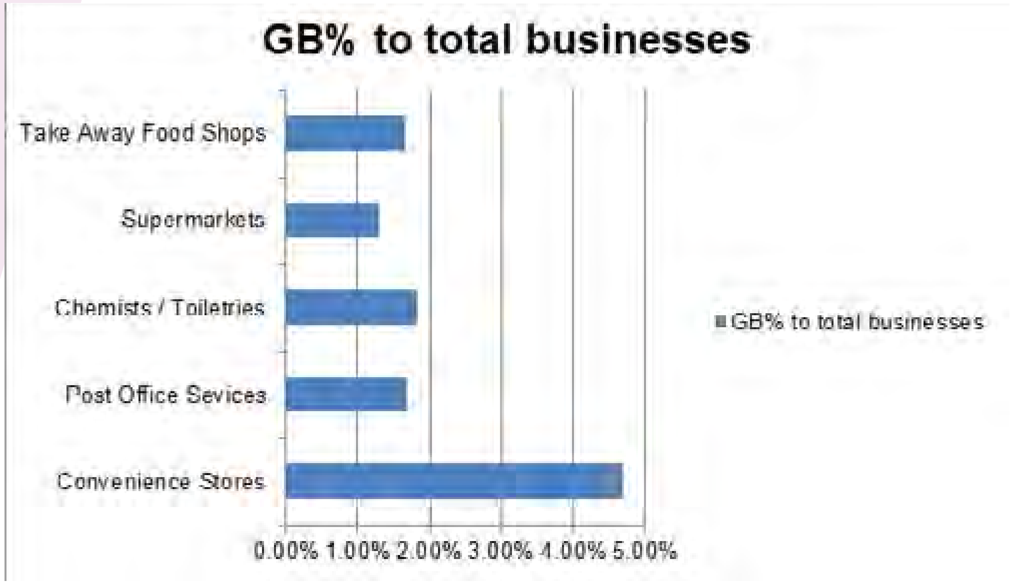
Category	Floorspace m^2	% of total	UK average %
Convenience	5,091	14.36	14.92
Comparison	12,050	33.98	36.25
Total Service	14,177	39.98	38.83
- Retail Service (i.e. health & beauty, travel agents, opticians, etc) - Leisure Servcie (bars & clubs, cinema, and sport halls, etc) - Finance & business (banks, building societies, etc)	3,317 6,949 3,911	9.35 19.60 11.03	7.39 23.20 8.24
Vacant	4,143	11.68	9.28
Total	**35,461**	**100.0%**	**100.0%**

East Grinstead

Overall East Grinstead has 249 retail units 13 of which are at Queens Walk, the main shopping area. The current classification of business premises in East Grinstead compared to Britain as a whole (June 2017) demonstrate that the centre is relatively ‘healthy’.

Classification	Number	% of total	GB (%)
Comparison	85	34.1	29
Convenience	16	6.4	13
Service	75	30.1	27
Leisure	57	22.9	25
Miscellaneous	16	6.4	6
Total	249		
Vacant units		6.9	11.0

Set out below are tables which highlight those businesses which are under represented or over represented in East Grinstead compared to the GB average.



The historic core of the town centre dates back to the 14th and 15th Centuries, is identified as a Conservation Area and gives East Grinstead a distinctive character and feel.

Oversupply by business type (top 5)

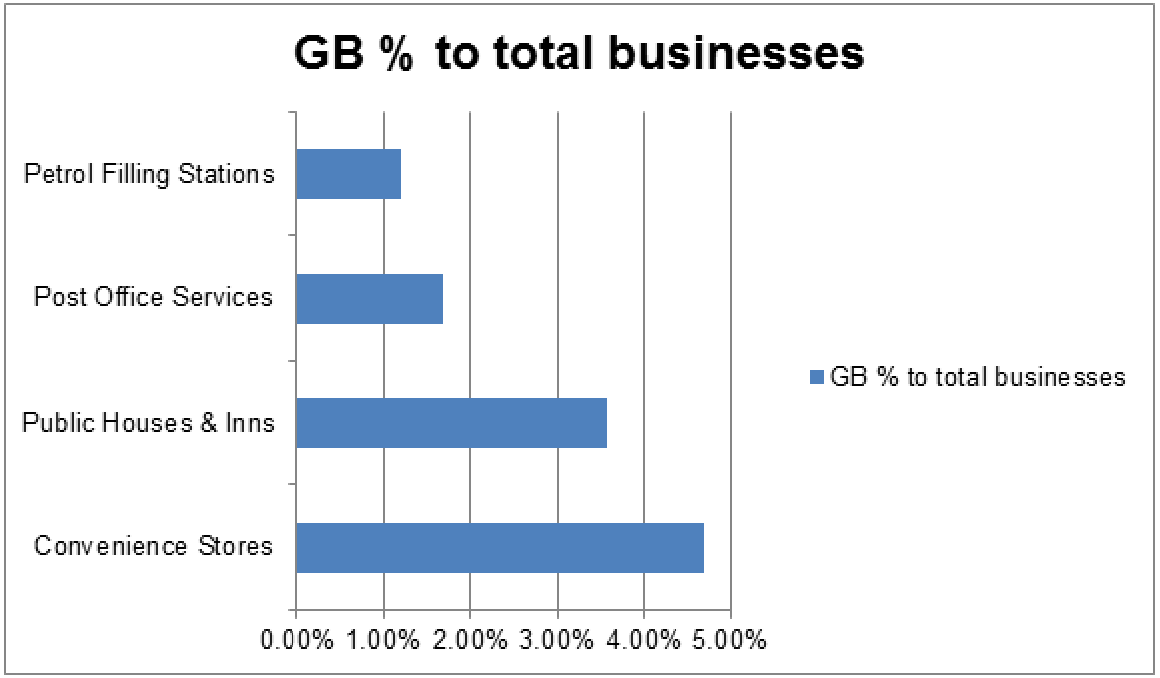
The overall vacancy rate at June 2017 was 7%, which is below the national average of 11%. East Grinstead has a breakdown of 37% multiples and 63% independent retailers, compared to the national average of 35% multiples and 65% independents. The quality of multiple comparison goods offer in East Grinstead is 6% premium, 60% mass and 33% value.

Category	**Floorspace m^2**	**5 of total**	**UK average %**
Convenience	4,394	11.35	14.92
Comparison	14,446	37.31	36.25
Total Service:	17,113	44.19	38.83
- Retail Service (i.e. health & beauty, travel agents, opticians, etc) - Leisure Servcie (bars & clubs, cinema, and sport halls, etc) - Finance & business (banks, building societies, etc)	4,822 7,423 4,868	12.45 19.17 12.57	7.39 23.20 8.24
Vacant	2,769	7.15	9.28
Total	**38,722**	**100.0%**	**100.0%**

Haywards Heath

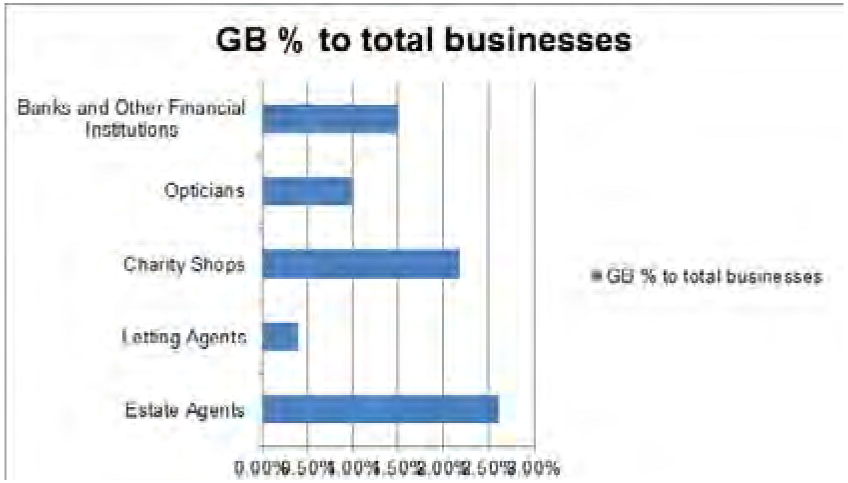
Overall Haywards Heath has 247 retail units, 36 of which are in the main shopping centre known as The Orchards. The current classification of business premises in Haywards Heath compared to Britain as a whole (June 2017) demonstrate that the centre is relatively ‘healthy’.

Classification	Number	%	GB (%)
Comparison	85	33.7	29
Convenience	21	8.3	13
Service	87	34.5	27
Leisure	46	18.3	25
Vacant Units	12	4.9%	11.0



The new Waitrose, station redevelopment and car parking have improved the quality of public realm and arrival experience to this centre by public transport. Along with the recent permissions for planning a new hotel, these developments demonstrate a strong appetite for investment in Haywards Heath.

Oversupply by business type (top 5)



The vacancy rate at 5% is well below the national average of 11%. Overall Haywards Heath has 44.7% multiples 55% independents, against the Great Britain average of 35% to 65%. For the Orchards shopping centre the breakdown is 56% multiple and 44% independent retailers. For Haywards Heath overall the quality of multiple comparison goods offer is premium 9%, mass 66% and value 25%.

Looking at retail and service floorspace, the 2014 Retail Study estimated that Haywards Heath has a total retail and service floorspace of 33,807m^2, broken down as follows:

Category	**Floorspace m^2**	**% of total**	**UK average %**
Convenience	2,824	8.35	14.92
Comparison	16,602	49.11	36.25
Total Service:	11,873	35.11	38.83
- Retail Service (i.e. health & beauty, travel agents, opticians, etc) - Leisure Servcie (bars & clubs, cinema, and sport halls, etc) - Finance & business (banks, building societies, etc)	3,094 5,035 3,744	9.15 14.49 11.07	7.39 23.20 8.28
Vacant	2,508	7.42	9.28
Total	**33,807**	**100.0%**	**100.0%**

Village Retail Centres in Mid Sussex

The Mid Sussex Retail Study 2014 also set out the results of the health checks of Hassocks and Hurstpierpoint (the 2 largest of the village centres). The study concluded that these centres are performing well in their roles as community “hubs”, meeting the more frequent retail, service and leisure needs of their local populations.

Hassocks

The primary shopping area in Hassocks runs along Keymer Road, the main exception to this being the Garden Centre, south of Stonepound Crossroads. Hassocks retail operators are generally independents. There is a good level of car parking, including surface car parks behind the parades and some on-street parking. In addition to a Budgens store, there is also a Sainsbury’s Local convenience store. The village has a good level of service provision, including opticians, a pharmacy and a number of hairdressers and estate agents.

Hassocks Retail Composition 2014

Category / Use Class	Number of units	Percentage
Convenience	5	9.3%
Comparison	20	37.0%
Service	27	50.0%
Miscellaneous	0	0
Vacant	2	3.7%
Total	**54**	**100**

The vacancy rate of 3.7% is considerably lower than the national average of 11%, demonstrating how well Hassocks village centre is performing.

Hurstpierpoint

The main shopping area in the village is in the High Street, with the majority of retail units having independent occupiers and being of a high quality. The comparison offer consists mainly of homeware and interior decoration stores of a high quality. There has been a recent increase in the number of service units in the village including a hairdressers. The 2014 Retail Study commented that Hurstpierpoint continues to suffer congestion problems due to a lack of parking provision and the narrow road and pavement layouts.

Hurstpierpoint Retail Composition 2014

Category / Use Class	Number	Percentage
Convenience	7	11.1%
Comparison	19	30.2%
Service	36	57.1%
Miscellaneous	0	0
Vacant	1	1.6%
Total	**63**	**100**

Again the very low vacancy rate demonstrates the health of this village centre.

Hurstpierpoint High Street is designated as a Conservation Area and it is characterised by a rich streetscape made up of a number of listed and unlisted buildings dating back from the 14th Century and maintaining this distinctive character will be important going forward.

Lindfield

In 2013 a study was commissioned of Lindfield village centre by the Parish to support the preparation of the Lindfield and Lindfield Rural Neighbourhood Plan. This study identified that the centre is very healthy and meets local community needs. The retail units are largely owned and operated by independent retailers and offer an attractive location for comparison retailing.

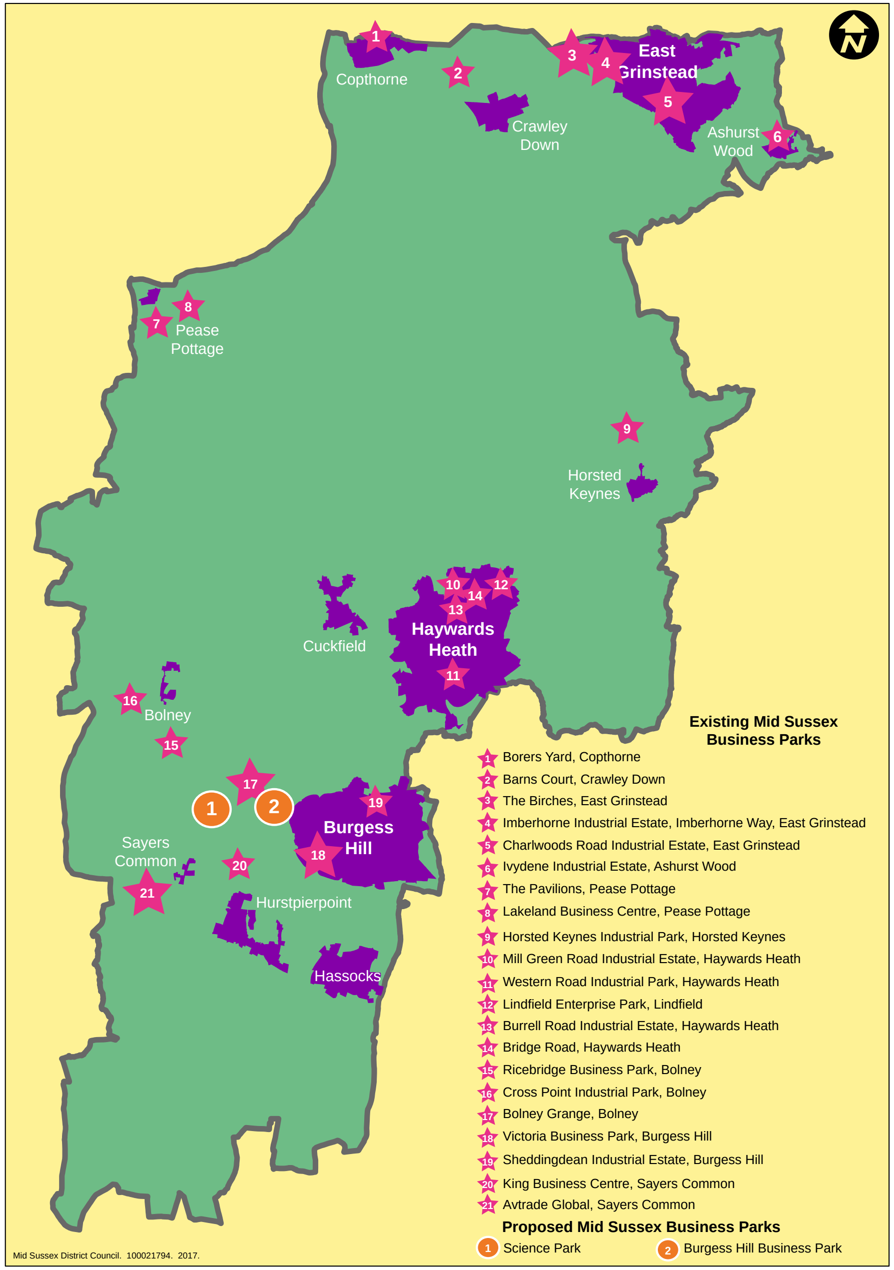
The centre is made up of 48 shops and commercial premises over half of which are in retail use. A good range of bars, cafes and restaurant uses complement the retail offer of the centre.

Only 6% of the units are occupied by financial or professional services which is below the national average.

The entire centre falls within Lindfield Conservation Area and the layout and shopfronts of the centre are a strong characteristic feature which adds to the charm of this village centre.

Business Parks

The District has many successful business parks, the largest being the Victoria Business Park in Burgess Hill. Over the past few years these business parks have not expanded and few industrial units have been built. Successful, growing businesses have difficulty finding larger premises. This has resulted in a shortage of “grow on” space and “start-up” space for small and new businesses.

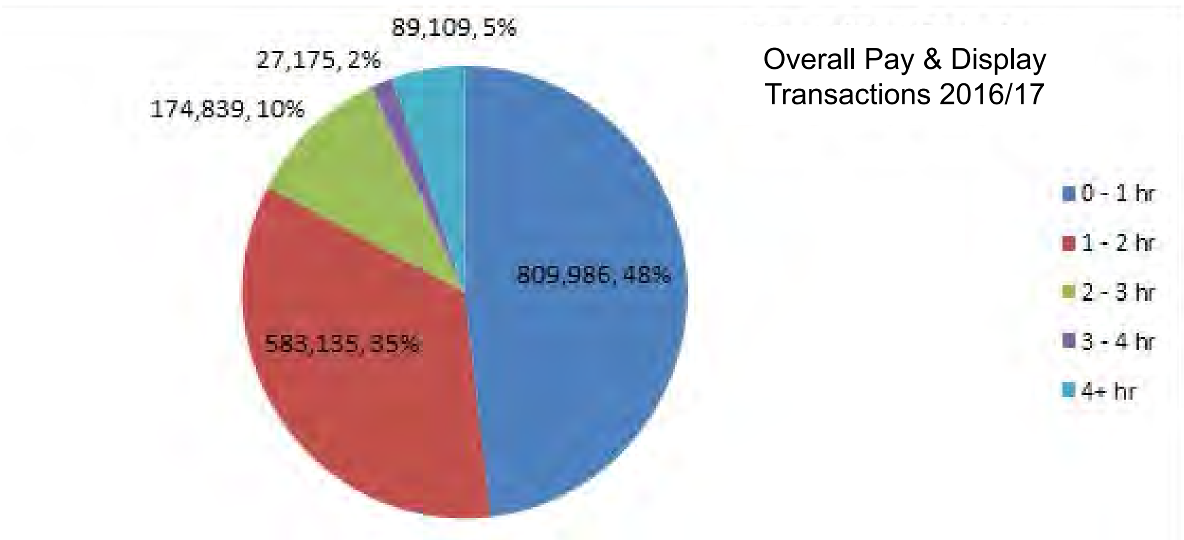


Parking

The Council's contacts with the business community indicate that the lack of car, van and lorry parking in the District could be having a detrimental impact on economic growth. This is particularly the case for companies in the District that employ large numbers of staff. Anecdotally this is also an issue for businesses that are based in the centres and our towns or on the Victoria Business Park in Burgess Hill.

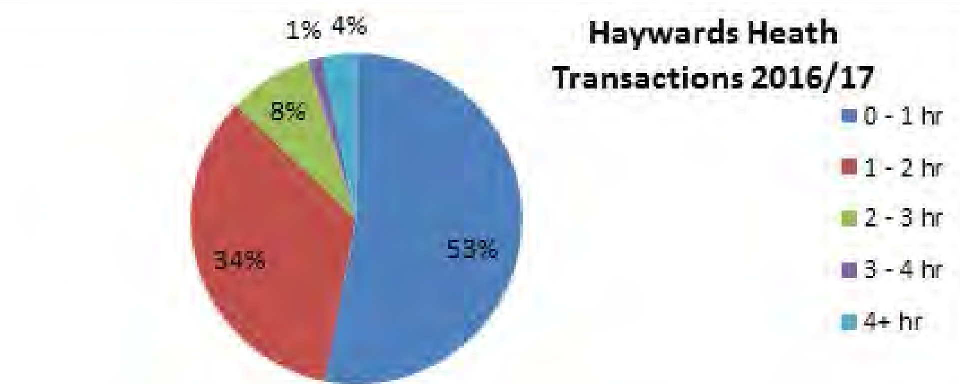
The Council has 20 town centre car parks operated by pay and display and providing a total of 2,071 chargeable spaces. The Council Parking Strategy refers to the role of car parking to support the local economy, local businesses and town centre vitality through the provision of a quality service.

In 2016/17 there were a total of 1,684,244 pay and display transactions in the Council's town centre car parks, which is a 2% increase on the previous year. Of these transactions, 42% were made in Haywards Heath, 31% in East Grinstead and 26% in Burgess Hill. Analysis of their use showed that 83% of the stays were for less than 2 hours.



Haywards Heath

There are eight pay and display car parks in Haywards Heath providing 598 spaces, the majority of which are designated short stay. A total of 709,697 pay and display transactions were made in 2016/17, a growth of 3% on the previous year. 87% of overall transactions were for the 0-1 hour and 1-2 hours stay periods.



East Grinstead

There are seven pay and display car parks in East Grinstead providing 675 spaces, with 4 short stay, 2 long stay and 1 combined long and short stay car park. A total of 529,972 pay and display transactions were made in 2016/17, a 2% increase on the previous year. 76% of transactions were for the 0-1 hour and 1-2 hours stay periods.