

Southbourne Neighbourhood Development Plan

Economic and Business Focus Group

Meeting: 26 April 2013

Minutes

Present: Graham Hicks (GH), Geoff Talbot (GT) (coordinator)

Apologies: Gail Ward (GW), Chris Bulbeck, Bill Ferguson

1. Minutes of the last Focus Group (FG) meeting of 27 March were approved. (copy attached). A draft agenda had been circulated (copy attached). GT indicated that he would meet with Bill Ferguson (BF) to provide previous papers and update him on progress and future work. It is understood that Gail Ward should have returned to UK by the beginning of May. **Action:** GT to contact BF and GW to update.
2. Matters not covered under Agenda items.
 - The Steering Group (SG) agreed at its last meeting to record the location and address of members of the Southbourne Neighbourhood Development Plan (SNDP) groups and to provide a Register of Interests. GT provided respective sheets to be completed by members of this Focus Group. These will be circulated to those members not present. **Action:** GT to circulate to those members who need to complete.
 - It is understood that a decision on the request by Chidham and Hambrook for a revision to the Parish boundary will be made by Chichester District Council (CDC) at the Council meeting of 23 July 2013. GT had raised the matter as it would have a bearing on statistics for the SNDP area; until such time GT would continue to use the existing Parish boundary area which is used also by the Office of National Statistics (ONS). Similarly adjustments would need to be made if Westbourne decided to join the SNDP group. GH had attended a meeting in Westbourne the previous evening (25/04) and felt that this would not take place. **Action:** Group members to continue to monitor.
3. Information collection. There are several strands to the collection of information/data – the first being the physical recording of business activity:
 - a) GT had previously circulated a list of activities in the SNDP area and this had been, and continues to be, updated. Copies were provided to the meeting (further copies attached) and should be updated by members using local knowledge. This list would be used as the basis of talking to local business. (dealt with later)
 - b) CDC/Office for National Statistics (ONS). GT had submitted a request, via Bruce Finch, as agreed by SG for information. A response had been received from CDC on 10/04 – some of this had been supplied on a ward area basis. This information together with statistics obtained by GT from ONS are being analysed on a Parish basis (as explained in Item 2 above) in order to draw some conclusions which the SNDP should consider. It is clear, as would be expected, that there is an inter-relationship between the statistics relevant to different focus groups i.e. housing – future population figures/economically active; transport – journey to

work/future travel demands, and the Economy and Business Group. Comparisons are being made between the statistics arising from the 2001 and 2011 Census. Copies of a tabulation of “Key Statistics” (compiled from various ONS tables) was circulated by GT. GT briefly summarised the findings in terms of percentages growth the resident population of the SNDP area had risen by 4.4%; the working population (by age) by 3.7%; those economically active by 10.6%; those economically active and in employment by 10.5%. In 2011 population of working age accounted for nearly 70% of the resident population with those in employment representing 93% of those defined as economically active. The total number of people in employment was 2,841 and of these 554 were self employed (19.5%). Referring to ONS travel census data GT indicated that the percentage of those in employment in 2011 but working mainly from home was 11.4% - this compared to a District wide figure 13.5%.; similarly those walking to work accounted for 5.7% compared to the District figure of 11.6% and those using a bicycle 3.9% compared to 4.3%. The conclusion is, therefore, that some 79% of those working need either public or private transport (less than 71% for the District; of these 69% use a car/van (includes over 5% as passengers) – 63% for the District. Further considering Travel Distance data and comparing the Parish with the District: people travelling less than 2kms 13.3% against 23.3%; 2-5kms 9.1% against 11.1%; 5-10kms 22.8% against 12.2%; 10-20kms 23.3% against 15.2%; comparison after this is not dissimilar. GT suggested that a conclusion is that many of the residents of the Parish were having to travel further to work than the District average thus the influence of transport provision is important. This situation is unlikely to change as the suggested future allocation of employment land by CDC Local Plan in the SNDP is 2 hectares and SNDP area is considered well located for the employment areas of Chichester and Hampshire. **Action:** GT to continue examination of data and circulate current and future analysis.

c) Contacting local business activities. i) Using the list compiled by GT allocation was made as to who would undertake visiting the activities identified to ask a number of questions; these questions would seek to establish the length of time established in SNDP area; the number employed; the suitability of existing premises; likelihood of need for new/expanded facilities and possible location of such facilities. GH would cover those activities located along Main Road from Hermitage to the dentist in Southbourne; GT would cover the marina areas and John Southgate had volunteered to cover Clovelly Road. **Action:** Other members of this group to be allocated remaining areas on the list. Copy of minutes to John Southgate for information.

ii) GT has compiled, using the Emsworth and Chichester Arts Trail information, a list of local artists and craftsman located in the SNDP area (copy attached). GT will attempt to interview some of the exhibitors during the open weekends to discover working/exhibition requirements. The list would be updated from information gained.

d) Consultation questions. There is a need to consider the number and content of questions on economy and business to be included in the consultation questionnaire to be circulated to SNDP residents. Given the number of Focus Groups it is suggested that no more than four questions should be included. Advice on formulation and analysis is likely to be provided by Action in Rural

Sussex. The questions should arise from any conclusions drawn so far in respect of the existing and possible future factors within the area. **Action:** Members to consider questions for submission.

4. Drafting the “State of the Parish” section and policy framework. There is urgent need to commence the drafting of the “State of the Parish” section which sets the scene for the background to the SNDP. A starting point for this section would be use of both the CDC draft Local Plan and CDC Settlement Capacity Profile documents for the Southbourne Policy area, supplemented by the data emerging from the group’s work. GT circulated a paper outlining the policy framework associated with this theme and this could help to inform later elements of the SNDP (copy attached). **Action:** Members to consider headings for the “State of the Parish” section and to comment on the policy framework document.
5. Future provision and interaction with other focus groups. It was felt that there was a growing interaction between certain Focus Groups e.g. Housing and Transport with the Economy and Business FG, as more detailed work is undertaken. The Employment Land Review documents suggest land allocation in conjunction with housing allocation whilst transport aspects will be influenced by the future resident population requirements to travel to work. **Action:** Monitor work and output of other Focus Groups.
6. Date of next meeting. The next SG is to be held on 13 June. In order to allow for minutes/papers to be circulated to that meeting the date for the next Focus Group meeting should be no later than 03 June. **Action:** GT to arrange suitable date.