

# SDNPA Business Support Survey 2020

## Survey Report

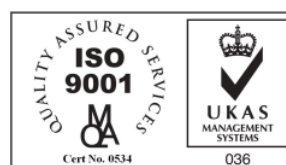
### Results of a telephone survey

Final Report

June 2020

Prepared by: **Marketing Means (UK) Ltd.**

For:



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## Appendix 1: Survey Sample and Questionnaire Development

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## Summary of Survey Findings

This report sets out the results of a survey conducted for the South Downs National Park Authority (SDNPA) by independent research agency Marketing Means, who interviewed 409 members of staff responsible for organisational and business development at organisations based in or near the South Downs National Park (SDNP). The survey sample drew from four sectors only: Advanced manufacturing and engineering, Land-based, Knowledge-intensive economy, and the Visitor economy.

Reviewing the results presented in this report allows us to highlight several key themes among the findings, as set out below.

### Impact and relevance of the SDNPA, and appetite for support

This study investigated how relevant the SDNP, and in turn the SDNPA itself, is to the work of the type of organisations interviewed for this study. Awareness of the National Park itself was close to 100%, but that of the SDNPA lower at 75%.

Only just over 40% felt that the SDNP was important to their organisation, mainly through bringing visitors and trade, while others saw it as just a nice place to be based. Those finding it less important (especially in the Advanced manufacturing and Knowledge sectors) often felt that the National Park wasn't relevant to their work, that they could be based anywhere.

The perceived impact of the SDNPA on organisations was limited, with nearly half having felt no impact at all, though there was a predominantly positive impact felt in all but the Land-based sector. The positive impact of the SDNPA was often attributed to relatively generic benefits of being in a National Park rather than to anything that the SDNPA does, the most direct link being encouraging tourism. However, those who felt a mixed or negative impact did link this to the SDNPA's work through the planning process. This is an important topic as planning was also seen as a barrier to growth by a significant minority, especially in the Land-based sector.

The support most likely to be requested from SDNPA was relevant up-to-date information, support with publicity, and, for some, business networking. There was also a good level of interest across the sample in receiving newsletters and other updates from the SDNPA, and most would be interested in registering for a business community co-ordinated by the SDNPA, as well as in more general support and advice.

Making more information available to local organisations seems critical, as one of the main barriers to looking for help from SDNPA was their not knowing what's on offer, even among those who were interested in receiving support. Many of those not interested in such support felt that the SDNPA wouldn't have enough specific knowledge or experience to help them. This will be a difficult perception to overcome. Some of these organisations also noted that they didn't need any extra help and/or had enough help from other sources already.

### Demand for support in regard to environmental sustainability

SDNPA have identified the need for businesses to maintain and enhance their current environmentally sustainable business practices to ensure they positively contribute to meeting the challenge of climate change and meeting the Government's latest greenhouse gas (GHG) emissions targets as set out in the Climate Change Act 2008 (2050 Target Amendment) Order 2019. The survey results show that many organisations have already taken various actions in this regard, but that (a) this is less the case among smaller companies and (b) relatively few have any form of green accreditations.

The main barriers to improving environmental sustainability were concerns over the cost of addressing this, lack of time, and lack of knowledge/understanding of the benefits. The first barriers in particular are not easy for an organisation like SDNPA to overcome, and any programme would need to address issues of cost and time required. Nevertheless there was a significant level of latent interest in SDNPA support on this issue (61% were interested) which could be worth pursuing.

*(continued on next page)*



**Previous experience of business support**

Only one in five organisations had previously received business support, but the survey results showed that these tended to be those most receptive for any new support. They were significantly more likely than others to request SDNPA support with regard to environmental sustainability, although also more likely to see lack of funds and lack of time as barriers to improvement in that regard. They were also more likely to be interested in newsletters and information from the SDNPA.

Their previous support was found to include a range of providers – private and public sector – and most likely related to funding, though also including training, mentorship, workshops, and publicity/marketing. This group clearly regularly look for and are likely to appreciate, external support, quite possibly given limited resources in their organisation.

**Larger businesses have a greater need for help and support**

Small businesses, with between 10 – 49 employees, were found to be more likely than others to experience problems related to that greater headcount, e.g. lack of public transport to allow staff to commute, lack of local staff, lack of skilled staff, high business rates, and lack of parking.

Small businesses were also significantly more likely to look for SDNPA support through workshops and training, to look for general advice and support from SDNPA, and to request SDNPA support on environmental sustainability

Small businesses were also more likely to have taken action regarding environmental sustainability (e.g. minimising waste, reducing energy usage) though this will partly be due to their greater consumption making some degree of reduction easier to achieve. These businesses were more likely to have a sustainable procurement policy and to offer staff training on sustainability, but also to see lack of time and lack of understanding of the benefits as barriers to improving their sustainability.

**Visitor economy is the sector most open to SDNPA help**

Organisations in the visitor economy gave several indications that they would be particularly receptive to support offered by the SDNPA. This sector included the highest proportion who felt that the SDNPA had a positive impact on their organisation, due mainly to the way in which the National Park attracts visitors and trade for this sector.

This group were also much more likely than other sectors to request support with publicity, advertising and marketing, to support the idea of business networking within the South Downs, to request help in improving environmental sustainability, and to request general advice and support from the SDNPA.

# 1. Introduction

## 1.1 Background and objectives

The South Downs National Park Authority (SDNPA) is the public body, funded by government, responsible for maintaining the special landscape status of the South Downs National Park, and is the local planning authority for any development in the boundaries of the Park. 8,135<sup>1</sup> businesses are based in the National Park, providing employment for more than 55,000 people and contributing to both the local and regional economy. The SDNPA aims to enable, add value and facilitate the success of local businesses and build the resilience of its communities to ensure all thrive from their relationship to the South Downs National Park. SDNPA also hope to encourage greater focus on environmental sustainability and social responsibility in terms of the approaches adopted from those businesses who operate close to and within the National Park.

In December 2019, the SDNPA commissioned Marketing Means to conduct the 2020 Business Support Survey to help the Authority to better understand; the management, attitudes and aspirations of businesses based within the South Downs National Park. The SDNPA aims to use the findings of the survey to help develop an engagement strategy and business network to maintain and enhance businesses delivering on the National Park Purposes and Duty through their business activity.

The survey targeted income-generating organisations to help the SDNPA gain a better understanding of their direction of travel, and their future ambitions and their perceived barriers to success. The SDNPA requested that 400 interviews were completed across a range of organisations, with the survey results intended to provide valuable evidence to inform the SDNPA's development of its engagement strategy.

Rather than provide a broad brush view of the opinions of all types of businesses in the National Park, the SDNPA specified that this survey should focus on four sectors only:

- **advanced manufacturing and engineering** (i.e. the use of innovative technology to improve manufacturing and engineering products or processes, with the relevant technology being described as "advanced", "innovative", or "cutting edge")
- **knowledge- intensive economy** (covering Creative, IT, digital industries professional, scientific and technical)
- **land-based** (covering Agriculture, farming, forestry, horticulture, fishing)
- **visitor economy** (covering , hospitality, holiday accommodation, tourist attractions and activities/ experiences)

## 1.2 Author and publication

Marketing Means' director Chris Bowden produced this report in May 2020. Any press release or publication of the findings of this survey requires the approval of the author/ Marketing Means. Approval would only be refused if it were felt that the intended use would be inaccurate and/or a misrepresentation of the survey findings.

## 1.3 Presentation of percentage results in this report

**'Valid' responses** - Unless otherwise stated, the results are given as a percentage of the total overall valid responses.

**Rounding** - The percentage figures quoted in most of the charts and tables in the report have been rounded either up or down to the nearest whole number % value. In some cases, these rounded values do

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<sup>1</sup> ONS Business Counts include VAT and/or PAYE registered businesses but not very small businesses operating below this threshold.

not total exactly 100% for single-choice questions due to that rounding of the figures in each discrete category.

**Significance testing and “Statistically significant differences”** - All of the % results quoted in this report, and calculated for the different sub-groups of respondents as set out in detail in the accompanying cross-tabulations, have been subjected to significance testing, based on two-sided tests with significance level .05 (i.e. 95% confidence level).

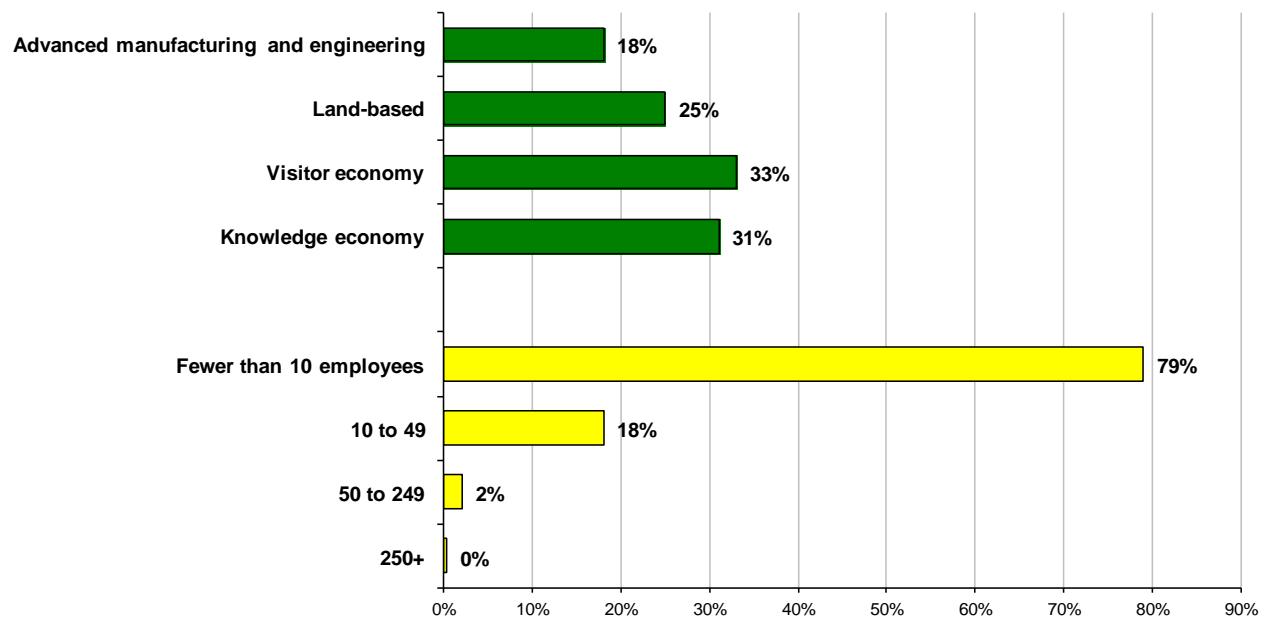
In this report, when we refer to “*significant differences*” between sub-groups, we mean that the statistical test used has indicated that the figures are sufficiently different, i.e. by more than the 95% Confidence Interval, to be considered statistically significant. The 95% Confidence Interval is not quoted in each case because it varies greatly based on the % result in question and on the number of people answering that question.

## 2. Characteristics of Organisations Interviewed

This section briefly sets out the characteristics of the 409 organisations who took part in this survey.

- The distribution of participating organisations by their primary activity was led by Visitor Economy and Knowledge Economy, each accounting for close to one-third of all respondents.
- The great majority of organisations (79%) had fewer than 10 employees, while most others (18%) employed between 10 and 49.

**Chart 1. Q1. What sector, or sectors, does your organisation operate within?/ Q5. How many FTE employees do you have?**



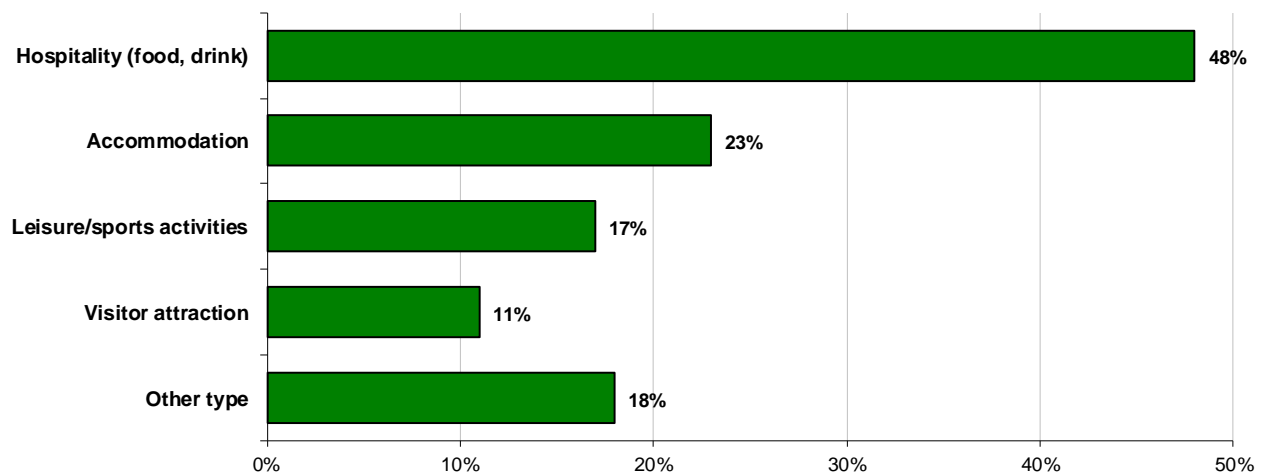
Source: Marketing Means 2020

Base: All respondents (409)



- Organisations operating in the Visitor Economy reported providing a range of different services when asked to clarify their activity.
- Nearly half (48%) were involved in **Hospitality**, providing food/drink/ dining services.
  - Half of these (50%) described themselves as pubs, while just over a quarter (27%) were cafes and just under a quarter (23%) were restaurants.
- **Accommodation** was next most likely, provided by nearly a quarter (23%). The most likely types of accommodation provided were self-catering and B&Bs/guesthouses.

**Chart 2. Q1a. Which of these services does your organisation mainly provide?**

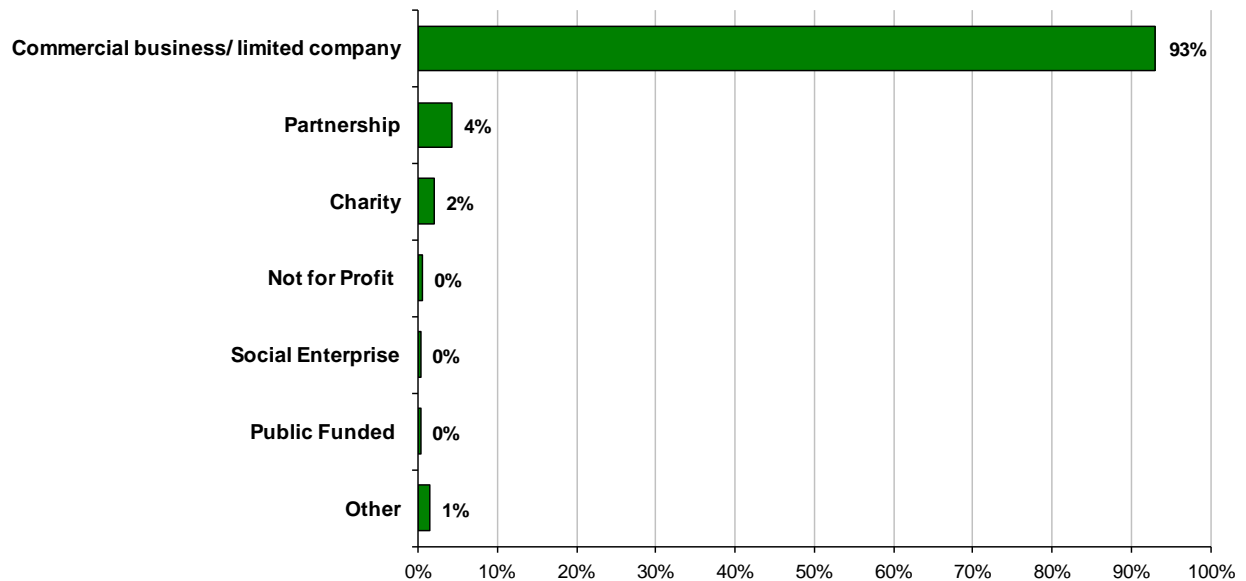


Source: Marketing Means 2020

Base: All in the visitor economy (133)

- More than nine out of 10 respondents (93%) operated as a commercial business or limited company, with 4% as a partnership, and 2% charities.
  - Most of the partnerships (12 out of 17) were Land-based organisations, and partnerships alone accounted for 13% of all Land-based organisations.
  - All eight of the charities were in the Visitor Economy, accounting for 7% of all organisations in that sector.

**Chart 3. Q2. Is your organisation a ...?**

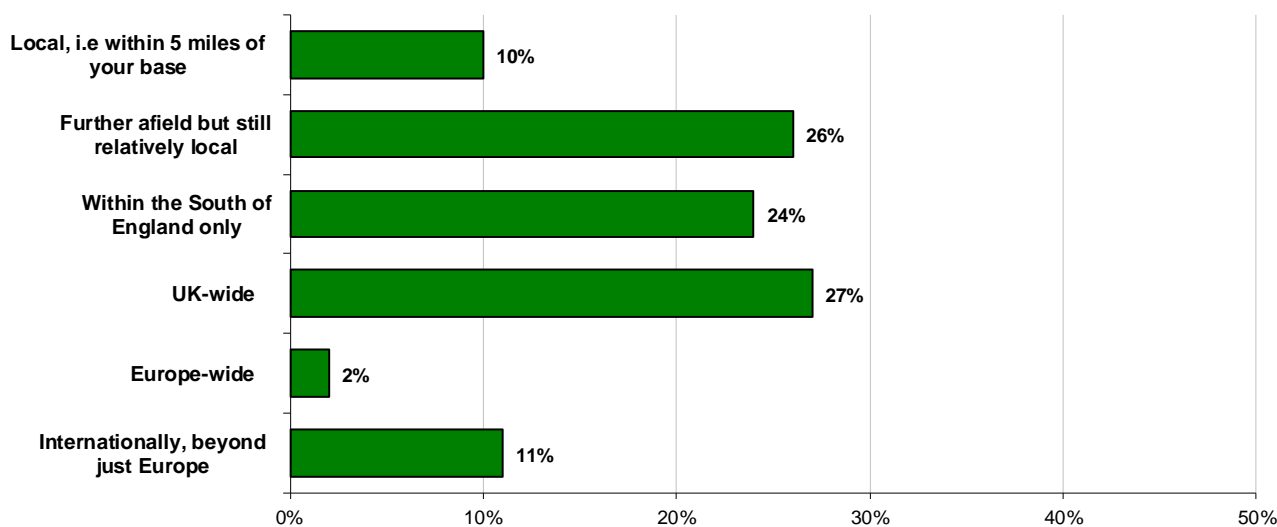


Source: Marketing Means 2020

Base: All respondents (409)

- When asked across what area most of their customers were based, and able to select only one of the answer options, the most likely responses divided fairly evenly between those serving a 'relatively local' area but extending more than 5 miles from their base, those serving the South of England, and those serving customers UK-wide.

**Chart 4. Q4. Across what area are most of your customers based?**



Source: Marketing Means 2020

Base: All respondents who expressed a view (408)

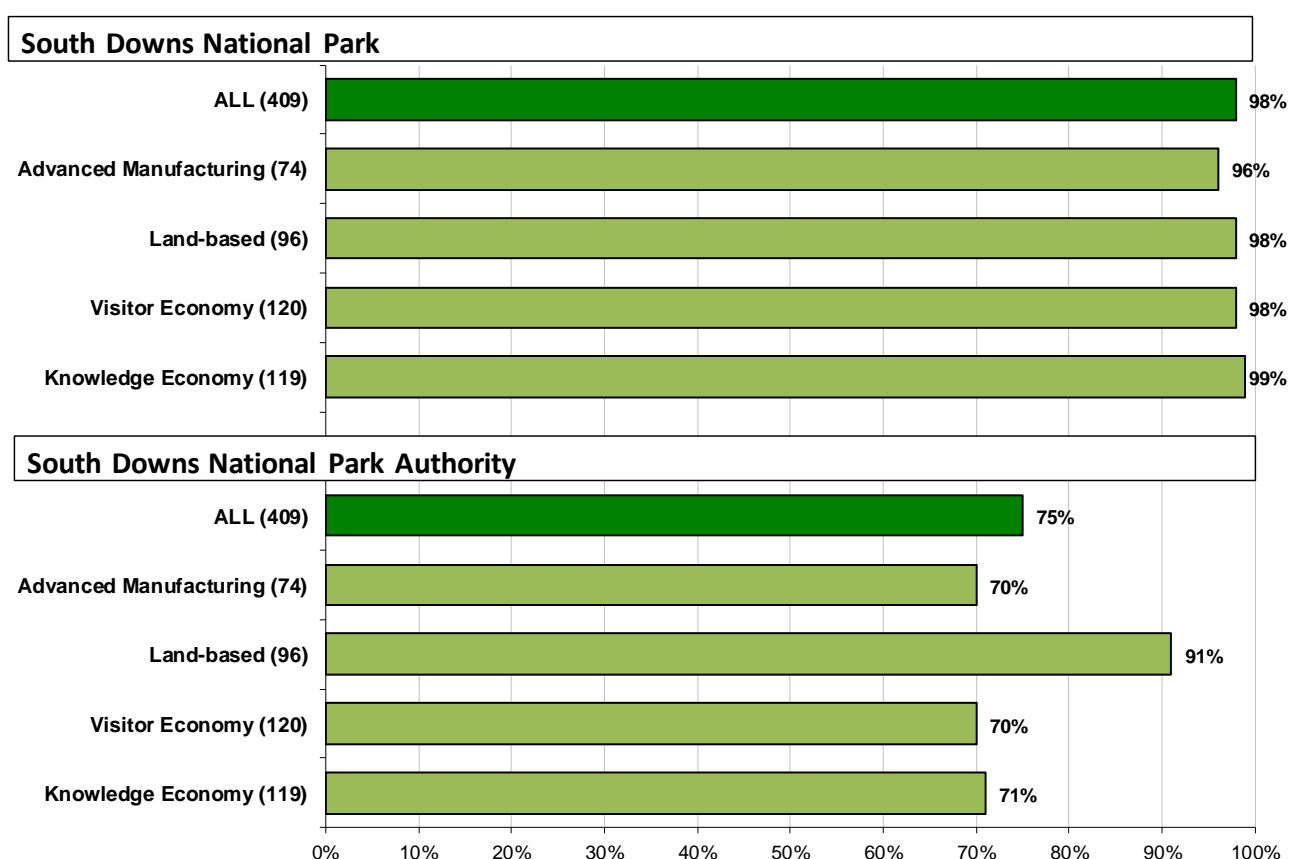
- Only 10% served a very local customer base, while 13% mainly served international customers, the majority not limited to Europe.
- The results differed significantly between sectors:
  - Advanced Manufacturing/Engineering had the broadest markets, with the most likely area being UK-wide (32%) followed by internationally, beyond only Europe (24%).
  - Land-based organisations were the least likely of all to mainly serve international customers (only 3%). This group were more likely to have customers beyond 5 miles but mainly in the county or South Downs area (33%).
  - Visitor Economy organisations were the most likely of any group to serve the local area within 5 miles of their base (22%) but nearly a third (32%) reported drawing most customers from further afield but still within the local county or the South Downs. Only 6% felt that most of their customers were outside the UK.
  - Very few Knowledge Economy organisations had most customers within 5 miles (3%), and were more likely to have most customers either within the county or South Downs (22%), South of England (29%) or UK-wide (29%), while a significant proportion (17%) had most customers outside the UK.
- There were no significant differences in customer distribution between organisations based in the SDNP and those based elsewhere.

### 3. Awareness and Importance of the South Downs National Park and SDNPA

#### 3.1 Awareness of the South Downs National Park and SDNPA

- Almost all respondents (98%) had heard of the South Downs National Park before their interview.
  - Even among organisations based outside the South Downs National Park, 96% were aware of its existence, as were 100% of those based inside the National Park.
- Exactly three-quarters of respondents (75%) had heard of the South Downs National Park Authority before their interview.
  - Awareness of the SDNPA was significantly higher among businesses based inside the South Down National Park (81%, compared with 69% among those based outside).
  - Organisations in the Land-based sector were significantly more likely than those in other sectors to be aware of the SDNPA (91% vs 70-71% in the other sectors).

**Chart 5. Q7. Prior to this interview, had you heard of the South Downs National Park?/ Q9a. Prior to this interview, had you heard of the South Downs National Park Authority?**



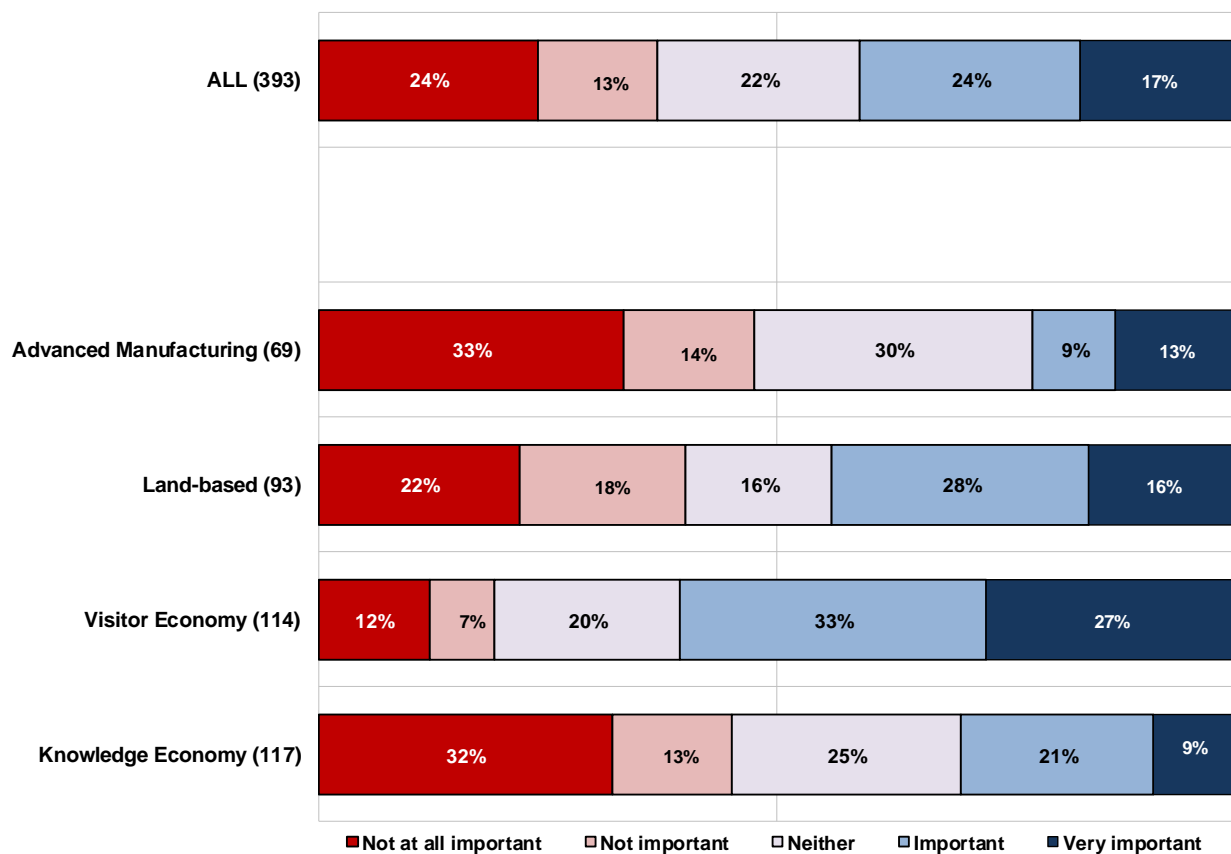
Source: Marketing Means 2020

Base: All respondents who expressed a view

### 3.2 Importance of the South Downs National Park and SDNPA

- Among all of those aware of the South Downs National Park, there were very mixed views of its importance to their organisation. While 41% found it important (17% Very important), almost as many considered it Not important or Not at all important (37%, with 22% rating it as Not at all important).
  - Organisations in the Visitor economy were significantly more likely than others to rate the National Park as Important to their business, with 60% rating it in this way, 27% going so far as to rate it Very important.
  - The views of those in the Land-based economy were very similar to those of the sample as a whole. In Advanced manufacturing & engineering and the Knowledge economy, however, the proportions rating the SDNP as Not or Not at all important (47% and 45% respectively) outweighed those rating it as Important (22% and 30% respectively).

**Chart 6. Q8. How important is the South Downs National Park to your organisation?**

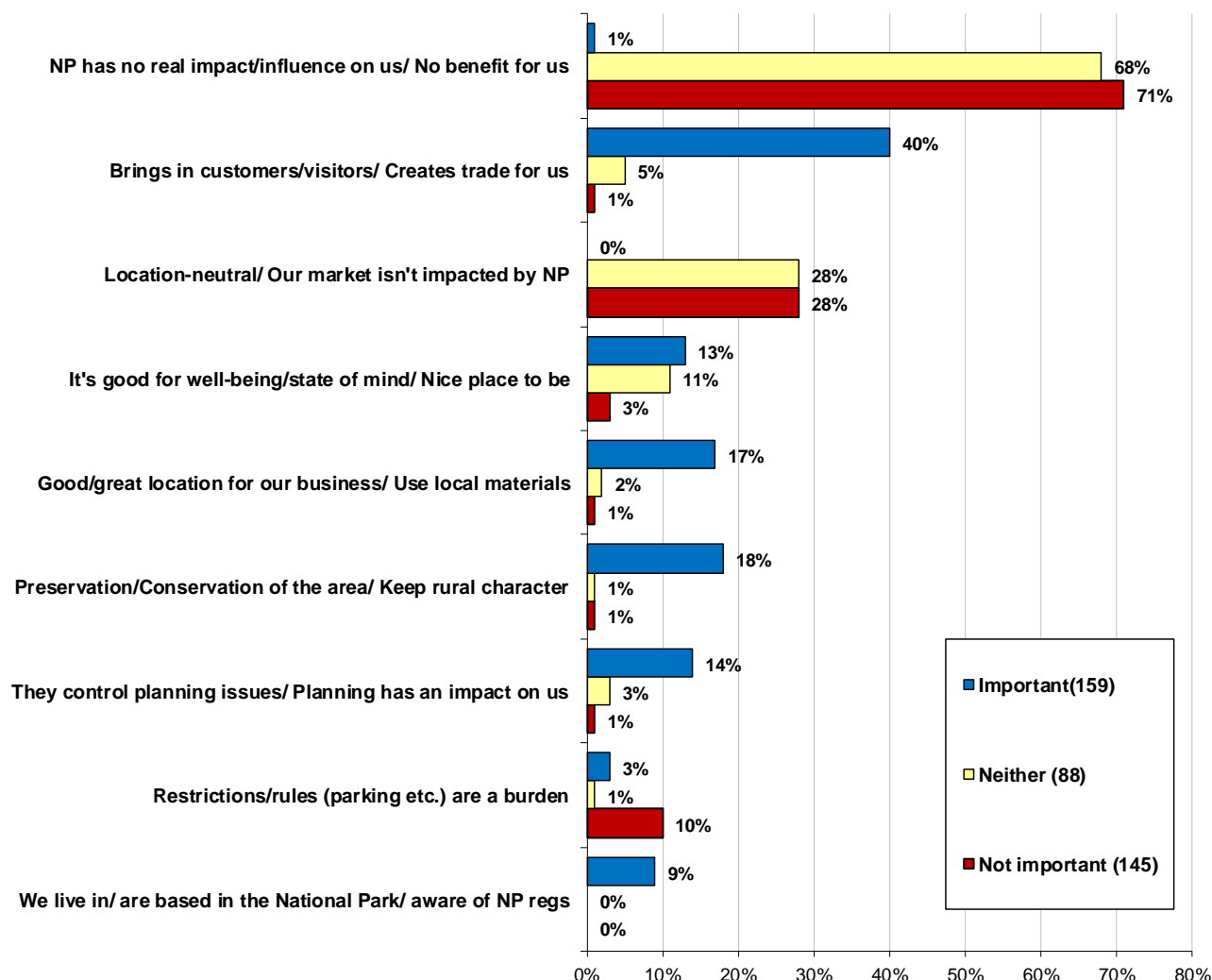


Source: Marketing Means 2020

Base: All respondents who expressed an opinion (number noted next to each category)

- When asked why they rated the South Downs National Park as important to their organisation or not, several leading reasons were evident among the answers given. Chart 7 summarises these and breaks down the answers given by those rating the National Park as Important, Not important or Neither.

Chart 7. Q8a. Why do you say that? [How important is the SDNP to your organisation?]



Source: Marketing Means 2020

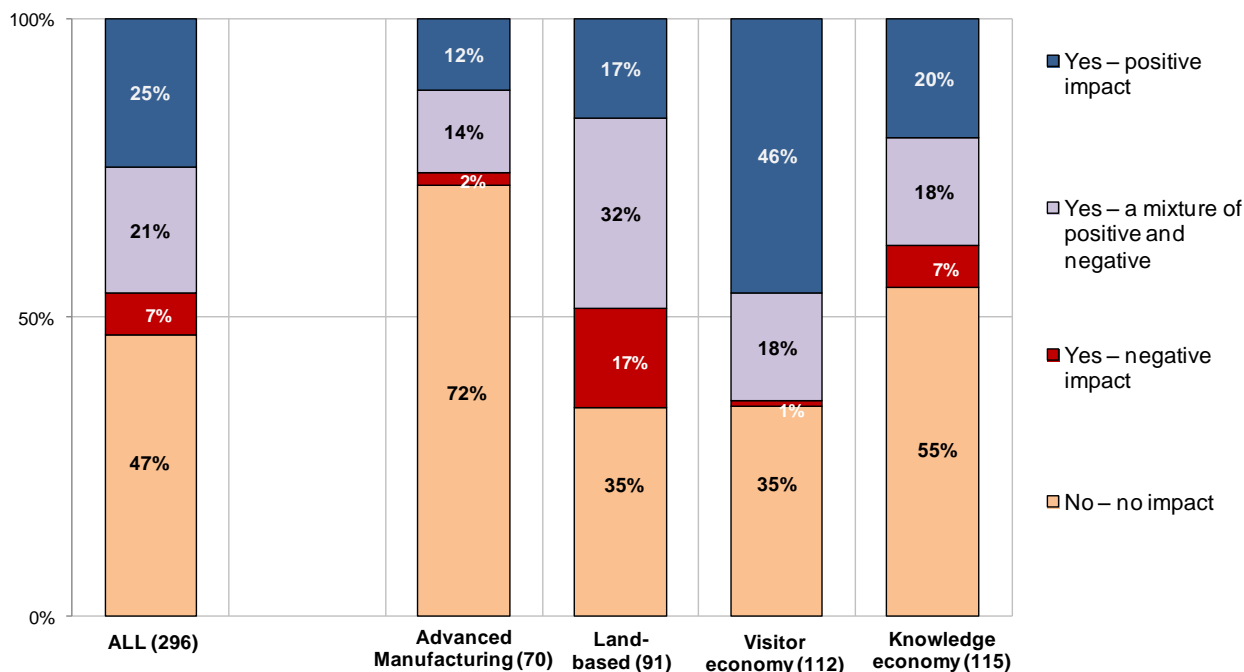
Base: All respondents who expressed a view (392)

- Among those who rated the National Park as Important, the most likely reason was that this **brings in customers/ visitors and creates trade**. This was given by 40% of those rating the National Park as Important.
  - *"Because it's an attraction that brings people to the area, and hopefully future business will depend a little on it."*
  - *"A lot of walkers and visitors to the Downs are our customer base."*
  - *"I get people staying here to visit attractions across the South Downs and go walking etc, but I also get a lot of working people taking time off and just come for the B&B."*
- Other reasons given by between 10% and 20% were **preservation and conservation of the area and character** (18%), **the location being good for business** (17%), **the National Park's influence on planning issues** (14%) and **the National Park simply being a good place to work and be based** (13%).

- Among those who rated the National Park as Not important, by far the most likely reason was that the **National Park has no real impact or influence on their work and brings no benefit** (given by 71%).
  - *“Not relevant to what we are doing in any shape or form. Personally it is great to have on the doorstep but not relevant to the business, we could be based anywhere.”*
  - *“Because being the park doesn't affect any of our farm produce, it's not labelled as being from the park. It's branded as UK produce.”*
  - *“Within the business, there is no work we do for the South Downs National Park. Apart from recreation there is no reason I would go there.”*
  - *“We do not rely on the NP at all, we just happen to rent an office here. Our customers are international.”*
  - *“I don't think it impacts very much on my business.”*
- A further 28% felt that their business was **location-neutral**. 10% **considered the restrictions and rules in place within the South Downs National Park to be a burden**.
- Those who rated the National Park as neither Important nor Not important were also most likely to say this was due to the **National Park having no real impact or influence on their work** (68%) and that their business was **location-neutral** (28%).
  - *“Only in respect of providing services to clients in the area otherwise not important. Personally, it is good to visit locations.”*
  - *“The benefits to my business from the National Park are limited, if any.”*
  - *“It's important personally but I don't think it makes any difference to the business”.*

- Respondents aware of the SDNPA were asked a slightly different follow-up question; whether they felt the SDNPA had any impact on their organisation.
- Overall, nearly half (47%) of those aware of the SDNPA felt it had no impact on their organisation. One in four (25%) felt it had a positive impact and 21% neither positive nor negative. Only 7% felt it had a negative impact.
  - These proportions varied significantly between different sectors of operation. Those in the Visitor economy were significantly more likely than others to feel that the SDNPA had had a positive impact, with nearly half (46%) stating this. Only 1% felt that its impact had been negative, though 35% felt there had been no impact.
  - Most of those (55%) in the Knowledge economy felt that the SDNPA had had no impact on them, but others were more likely to feel that its impact had been positive rather than negative (20% vs 7% respectively).
  - While those in Advanced manufacturing were significantly more likely to feel that the SDNPA had had no impact on them (72% stating this), those who felt it had had some impact were again far more likely to rate this as positive rather than negative (12% vs 2% respectively).
  - Land-based organisations were as likely as those in the Visitor economy to have felt some impact of the SDNPA (65%), but were as likely to state that this had been positive as negative (each given by 17%). Far more, however, (32%) felt that the impact had been a mixture of both.
  - Organisations located in the National Park itself were significantly more likely than those outside to feel that the SDNPA had had a positive impact (30% of those in the SDNP vs 17% of those outside) and to feel that the impact had been mixed (27% of those in the SDNP vs 14% of those outside). Conversely, organisations in the SDNP were much less likely than those elsewhere to feel that the SDNPA had had no impact (34% vs 62% respectively).

**Chart 8. Q9b. Does the South Downs National Park Authority have any impact on your organisation?**



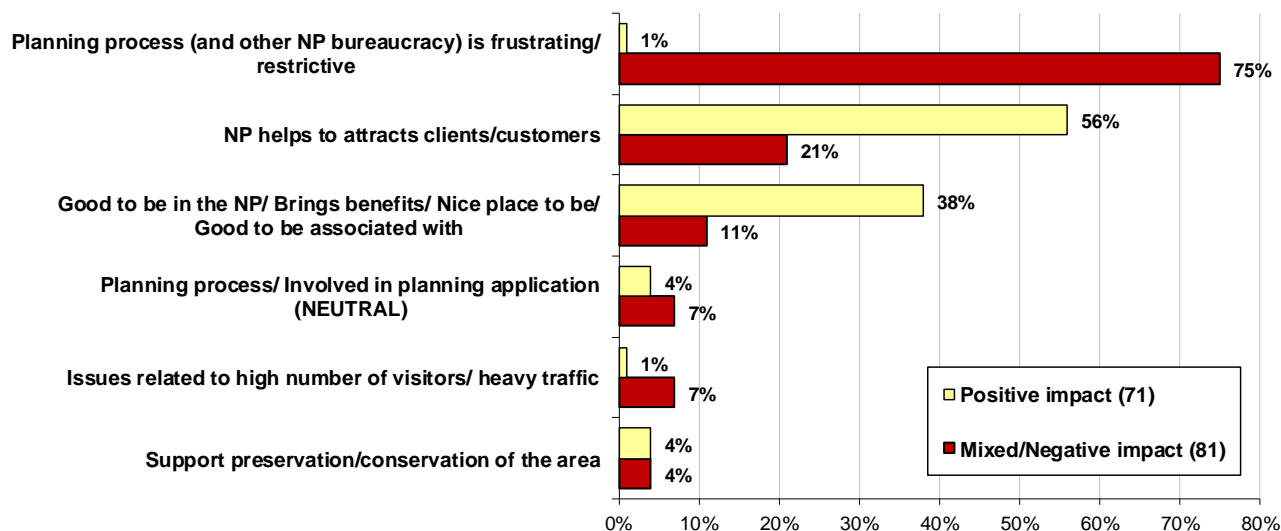
Source: Marketing Means 2020

Base: All aware of SDNPA and who expressed an opinion



- Those who felt that the SDNPA had had some impact on their organisation were asked to state why. The results as summarised in Chart 8 below, split between those for whom the SDNPA had had a positive impact and those who felt that the impact had been mixed or negative (combined to give a large enough base for comparison).

**Chart 9. Q9c. Why do you say that? What kind of impact does it have?**



Source: Marketing Means 2020

Base: All respondents who felt the SDNPA had some impact on their business and expressed a view (152)

- Among those who felt that the SDNPA's impact had been positive, most answers seemed to relate more to the National Park designation and environment, rather than to any specific work done by the Authority.
  - Most (56%) commented that the **National Park helped them to attract clients/customers**.
    - *"It's a tourist attraction and our business depends on their custom."*
    - *"I believe it encourages people to visit this area - any increase in tourism will have a knock on effect to the town and businesses."*
    - *"The fact that the property is in a National Park and people like to visit these areas and come to see the landscape."*
  - Well over a third (38%) said that their **location in or close to the National Park was good for the organisation and brought benefits through association**.
    - *"It is beautiful and gives a good impression to our clients who are looking for beautiful things."*
    - *"On the positive side there is the inherent beauty of the National Park."*
    - *"Helps when clients come to visit it is a nice place to be and this reflects well on the business."*
- Among those who felt that the impact of the SDNPA had been mixed or negative, the type of reason given most frequently (by 75%) was related to the **planning process, feeling that this was frustrating or restrictive for their organisation**.
  - *"Planning is the big negative apart from this it is all positive"*

- *“Planning issues - as I need to operate some non farming enterprise and the planning within the National Park makes that very difficult to do this.”*
- *“Negative because of planning policy. It takes a lot of time and effort to get applications through.”*
- The only other reason given for negative views by more than a handful (though by only 7%) was the **impact of the high number of visitors and heavy traffic due to the popularity of the area.**
  - *“From a leisure point of view it attracts visitors, but also creates events that impinge on our farming activity.”*

## 4. Business Support and Business Planning

### 4.1 Previous experience of business support

- When asked, “Have you had any business support in the past from an external organisation, or are you currently receiving any business support?”, one in five respondents (20%) confirmed that they had.
  - There were no significant differences by sector or size.
  - Organisations based within the National Park were significantly more likely to have experience of business support (24% , vs 15% of those outside the National Park).
- Among the 80 organisations who had experience of support, the leading providers of support and types of support received are listed in Table 1 below:

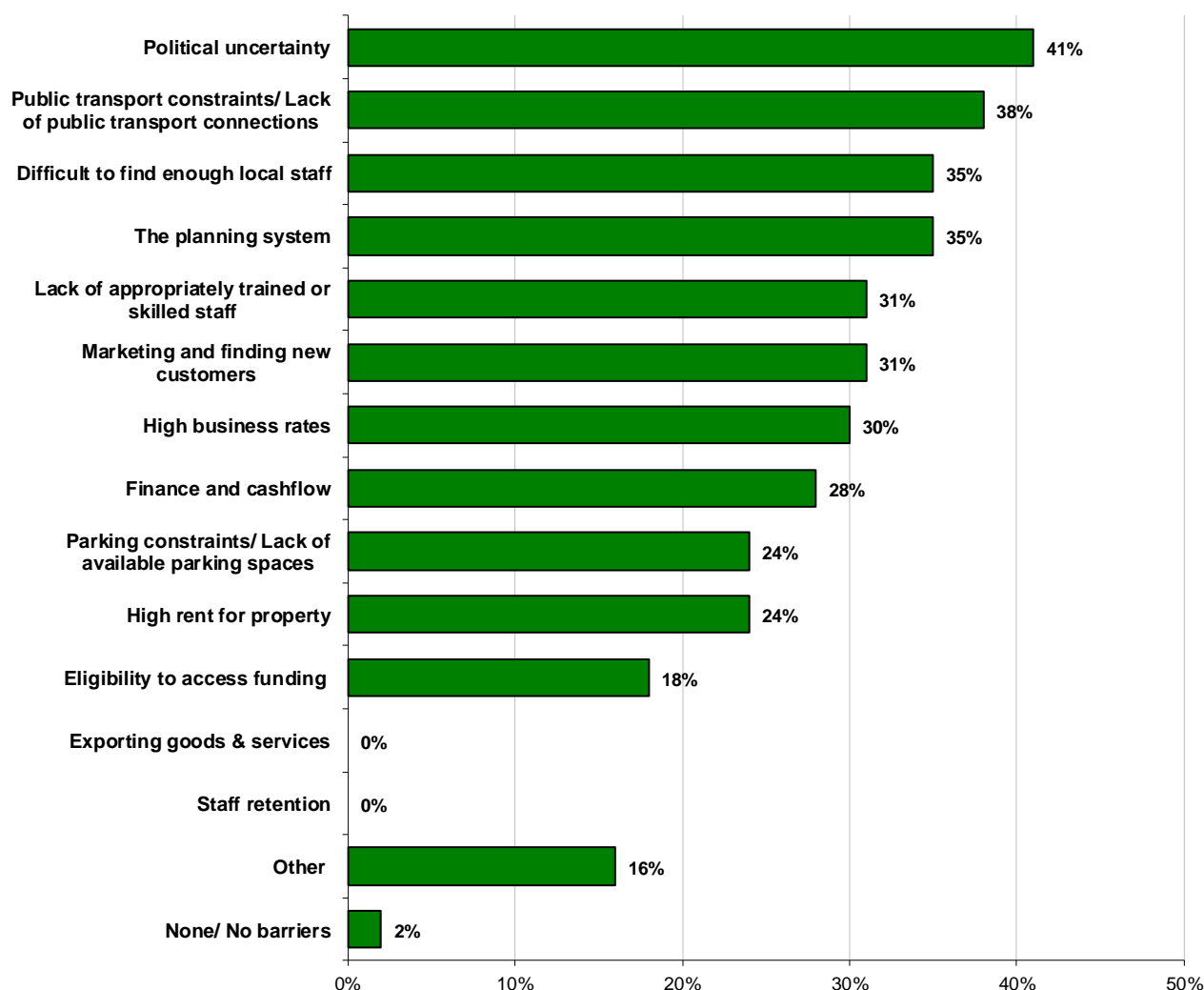
| Provider of Business Support (Q10a)              | Type of Business Support Received (Q10b)     |
|--|--|
| 26% Private company/agency/ Independent advisors | 42% Funding                                  |
| 14% Local District Council                       | 26% Training                                 |
| 10% Chamber of Commerce                          | 23% Mentorship                               |
| 10% EU/ LEADER                                   | 17% Workshop session(s)                      |
| 9% Business Link/ LEP/ RDA/ Local Growth Hub     | 16% Publicity/ Advertising/ Marketing        |
| 9% FSB   | 9% Specialist technical/professional support |
| 6% Rural payments/ Farm subsidies/ RDPE          |  |
| 6% Trade association                             |  |

- When those same organisations were asked what type of business support they were aware of that they would like to access in the future, half (51%) replied that there was nothing in particular that they were aware of. The most likely specific type of request was for **help with accessing funding/ grants** (15%), while 9% would like **support with marketing/business development**, and 6% would like **help in dealing with the impact of Brexit and to replace EU funding and subsidies**.

## 4.2 Barriers to Growth

- When asked what they felt were the main barriers their organisation currently faced in maintaining and developing their work, respondents gave a broad range of answers. More than a third (36%) of those who answered the question named five or more barriers.

**Chart 10. Q11. Which of these would you say are the main barriers currently faced by your organisation in maintaining and developing the work that you do?**



Source: Marketing Means 2020

Base: All respondents who were able to answer the question (382)

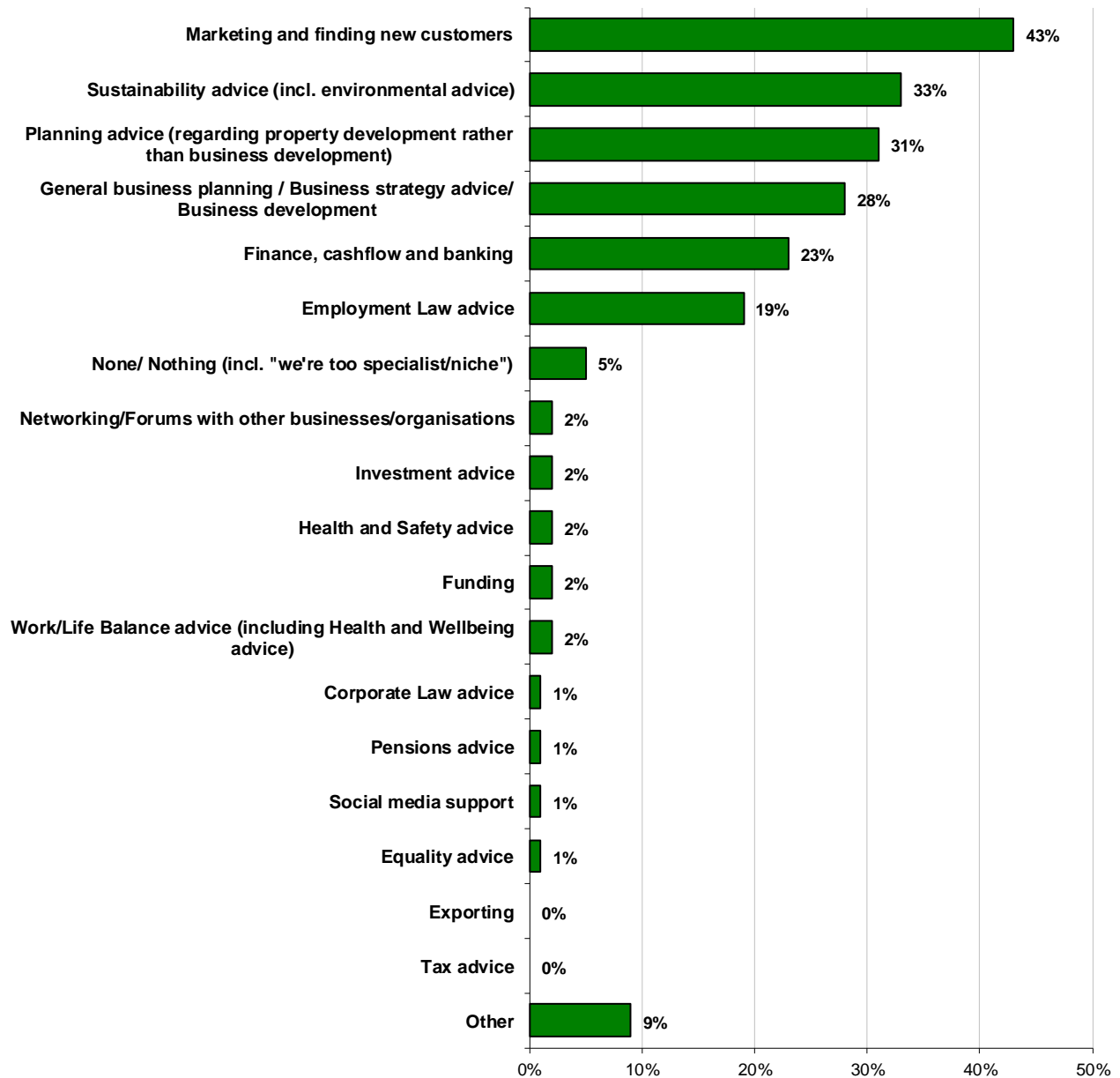
- The barrier most frequently mentioned was **political uncertainty** (by 41%).
  - This was significantly less likely to be mentioned by those in the Visitor economy (29%), but the most likely reason given by those in Advanced manufacturing (52%).
- Public transport constraints/ Lack of public transport connections** were mentioned by only slightly fewer (38%).
  - This was significantly more likely to be mentioned by larger businesses, with 10+ employees (by 54%, vs 34% of smaller businesses).
- More than a third (35%) commented that it was **difficult to find enough local staff**.
  - Again, this was significantly more likely to be mentioned by larger businesses, with 10+ employees (by 50%, vs 31% of smaller businesses).

- More than a third (35%) commented that the **planning system** was a barrier.
  - The planning system was significantly more likely to be named as a barrier by those in land-based organisations, among which it was the most frequent to be named (by 66% vs no more than 30% of other sectors).
- Just under a third (31%) mentioned **lack of appropriately trained or skilled staff** as a barrier.
  - Lack of trained or skilled staff was most likely to be mentioned by those in the advanced manufacturing sector (by 44%), and was also significantly more likely to be mentioned by larger companies (48% vs 27% of others).
- **High business rates** were mentioned as a barrier by 30%.
  - This was especially likely to be mentioned by larger companies with 10+ employees (by 41% vs 27% of smaller companies).
- **Parking constraints/ lack of spaces** were mentioned as a barrier by just under a quarter overall (24%)..
  - This was especially likely to be mentioned by larger companies with 10+ employees (by 34% vs 21% of smaller companies).

#### 4.3 Areas of support and advice requested

- When asked which of several areas of support and advice they currently did not have access to but would help support the work that they do, 43% of respondents gave no answer at all, as shown in Chart 11 overleaf.
- Among those who did provide an answer, the most commonly requested type of advice/ support was **marketing and finding new customers**, mentioned by 43%. This had also been mentioned as a barrier by 31%.
- **Advice on the environment and sustainability** was next most likely to be requested, by just over a third (35%).
- **Planning advice** relating to property or land was requested by one in three of those who requested advice.
  - This was more likely to be mentioned by those in the land-based sector (47%, vs no more than 33% in other sectors).
- **General business planning / Business strategy advice/ Business development** and advice on **Finance, cashflow and banking** were mentioned by similar proportions, 29% and 25%.
- The only other advice topic requested by as many as one in ten respondents was **employment law advice**, requested by 20%.
  - This was significantly less likely to be requested by those in the land-based sector (only 6% doing so, vs 20% or more in the other sectors).

**Chart 11. Q12. Which of these areas of support and advice do you currently not have access to that would help support the work that you do?**



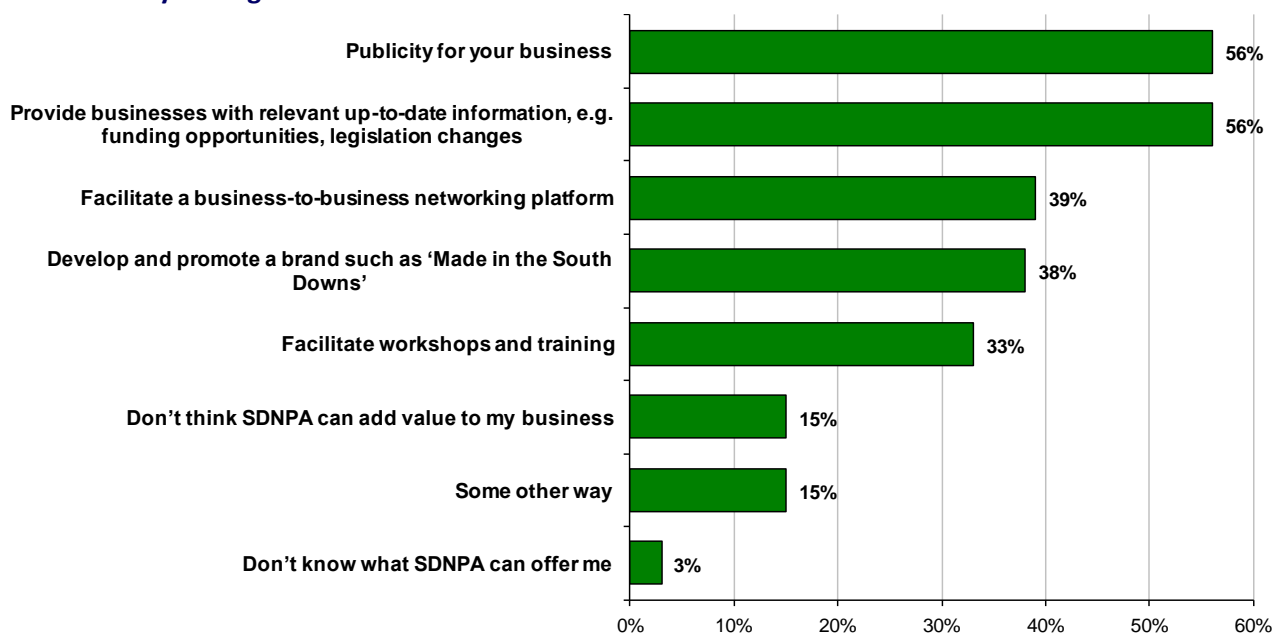
Source: Marketing Means 2020

Base: All respondents who were able to answer the question (247)

#### 4.4 How SDNPA could add value and support publicity

- The two most likely ways in which respondents thought the SDNPA might be able to add value to their organisation were to **provide businesses with relevant up-to-date information**, and **providing publicity for the business**, each given by well over half of all respondents (56%).
  - Providing publicity was significantly more likely to be requested by businesses in the Visitor economy (by 80%, vs 41-50% of business in other sectors). It was also significantly more likely to be requested by those based within the National Park (by 61% vs 50% of those elsewhere).
- Nearly 40% of respondents suggested that the SDNPA should facilitate some type of **business-to-business networking platform**.
  - This was significantly more likely to be mentioned by those in the Visitor economy (44%) and the Knowledge economy (50%).
- Only slightly fewer (38%) felt that SDNPA should **develop and promote a brand such as ‘Made in the South Downs’**.
  - This was significantly less likely to be mentioned by those in the Knowledge economy (26%) than those in the Land-based sector (43%) and Visitor economy (46%).
- One in three (33%) felt that the SDNPA should **facilitate workshops and training**.
  - This was significantly more likely to be requested by those who had accessed business support previously (by 48%, vs 29% of those who had not).

**Chart 12. Q15. In which of these ways do you think the South Downs National Park Authority could add value to your organisation or business?**

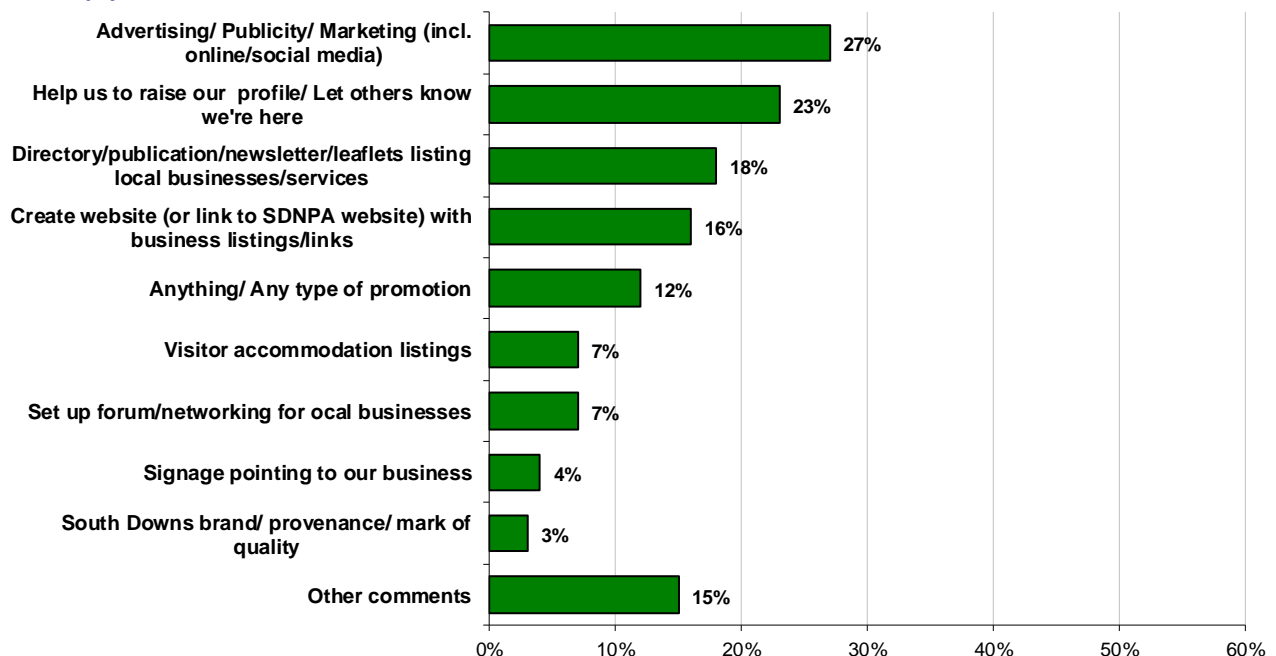


Source: Marketing Means 2020

Base: All respondents (409)

- Those who felt that the SDNPA could support their organisation through publicity were asked to indicate what type of publicity that might need help with. No particular type of publicity drew widespread support, but several were mentioned by a significant minority of respondents.

**Chart 13. Q15b. What type of publicity for your business could the South Downs National Park Authority help you with?**



Source: Marketing Means 2020

Base: All who felt the SDNPA could add value via publicity support, and gave a valid answer (207)

- Just over a quarter (27%) requested general help with **Advertising/ publicity/ marketing**.
  - *"Some of the things I do would probably benefit from being advertised."*
  - *"Advertising more in the local press and social media."*
  - *"Advertising what cottages are in the area and what facilities they provide."*
  - *"Advertising further afield to attract more customers to this area."*
- Only slightly fewer (23%) requested **help to raise their organisation's profile** – to let others know that they were there.
  - *"A challenge is for local businesses to know we are here and what we can do for them."*
  - *"Magazine to raise profile of where we are what we offer. For a small business marketing is a big expense otherwise."*
  - *"Good to raise profile of what we have as we are close to a main access point of a station near the NP. Could highlight here as a meeting place for walkers and hikers and cyclists to gather to head off or leave the rolling hills of the NP."*
- Just under one in five (18%) suggested that the SDNPA could **produce or coordinate a directory/publication/newsletter that listed local businesses**.
  - *"If they put literature out describing the attractions close to or in the SDNP that would help."*



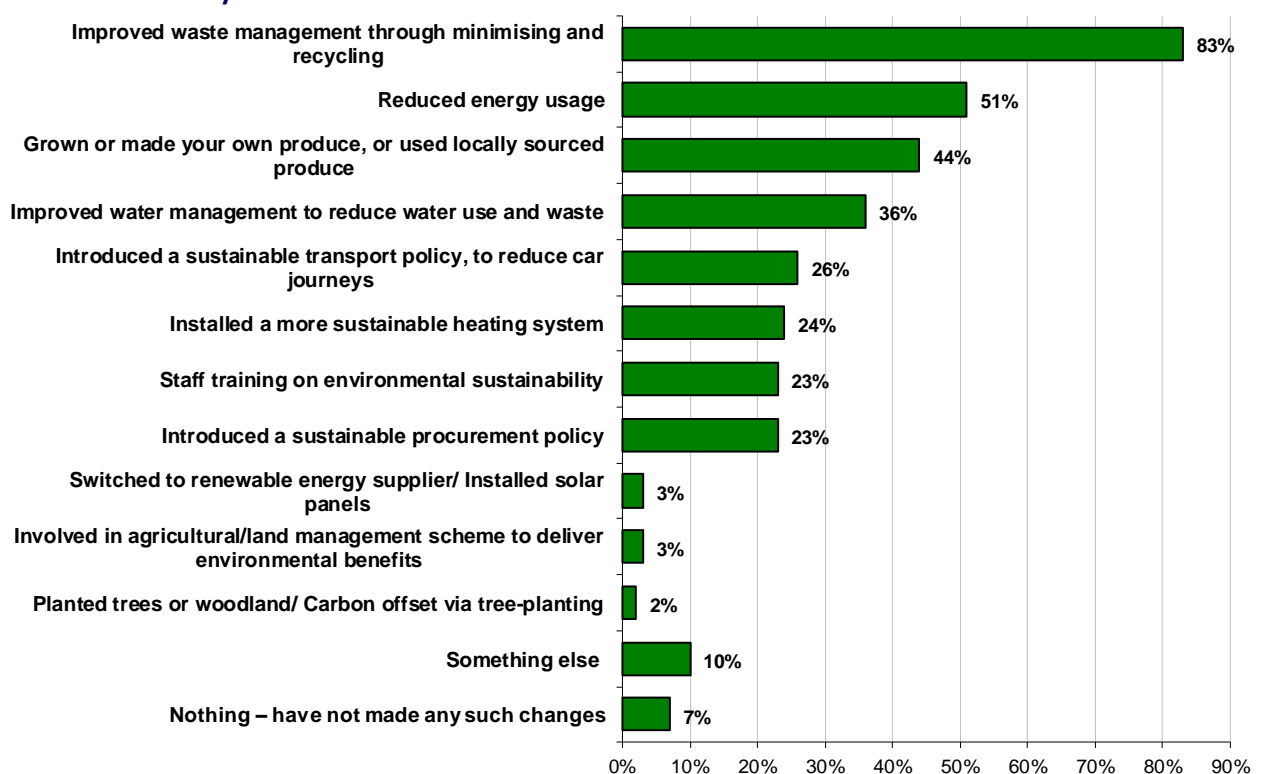
- *“SDNP is one of the few NPs in the country and they should be promoting the businesses local in the area. Anything that comes out of there promotes them. Better presence on documentation and website.”*
- Only slightly fewer (16%) suggested **creating a website or links to the SDNPA website with business listings**.
  - This was significantly more likely to be requested by those who had accessed business support previously (by 31% of that group, vs 13% of those who had not accessed support).
    - *“Anything would be good, maybe if they could link local businesses from their website.”*
    - *“A general website of companies that offer facilities and a designated area for weddings.”*
    - *“By providing links on their website to my website, giving information about my website and where I am located. Using social media to publicise the location of businesses located in the Park and detailing their activities.”*

## 5. Environmental Sustainability

### 5.1 Steps taken toward environmental sustainability

- All respondents were asked what their organisation had done to make itself more environmentally sustainable.
- Only 7% had made no changes or not taken any action in this regard.
  - All of these were organisations that had also not previously accessed any business support. Nine out of 10 of them also stated that they had no formal plan in place to become more environmentally sustainable.
- By far the most likely action to have been taken, by 83%, was **improved waste management through minimisation and recycling**.
  - This was significantly more likely for larger organisations with 10+ employees (93% of this group, vs 80% of smaller organisations ).
- The only other action that had been taken by the majority of organisations (51%) was **reduced energy usage**.
  - Again, this was significantly more likely for larger organisations with 10+ employees (73%, vs 45% of smaller organisations ).
- Just under half (44%) **grew or made their own produce or used locally sourced produce**.
  - This was much more likely among those in the Land-based sector (at 63%) and Visitor economy (at 65%), than in the other two sectors (20-23%).

**Chart 14. Q18. What, if anything, has your organisation or business done to make itself more environmentally sustainable?**

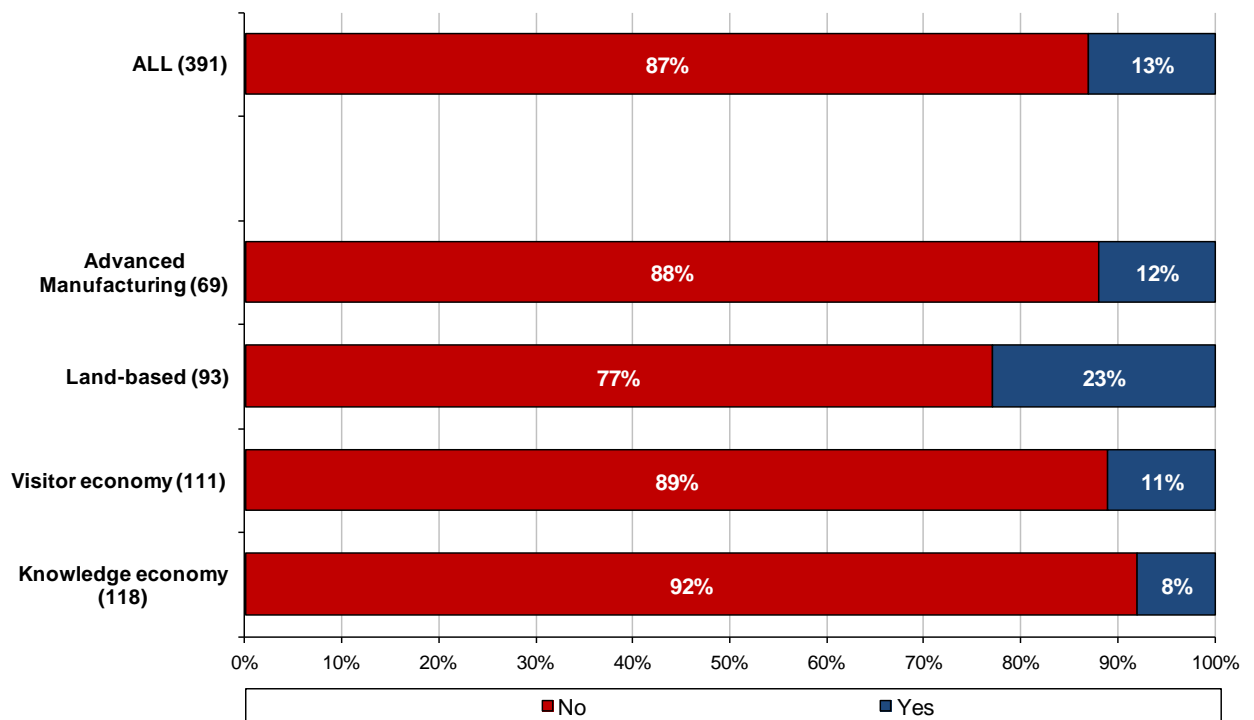


Source: Marketing Means 2020

Base: All respondents (409)

- Just over a third (36%) had **improved water management to reduce water use and waste**.
  - This was significantly more likely among those in the Visitor economy (48%) but less likely in the Knowledge economy (23%).
- Two other measures were significantly more likely to have been taken by larger rather than small organisations; a **sustainable procurement policy** (by 23% overall, but by 36% of larger organisations with 10+ employees and only 19% of smaller) and **staff training on environmental sustainability** (by 23% overall, but 39% of larger organisations and only 19% of smaller).
- All organisations were also asked whether they were part of any green accreditation scheme. Of those who could answer, only 13% stated that their organisation was involved in such a scheme.
  - This was significantly more likely among organisations in the Land-based sector (23%), as well as among larger organisations (21% among those with 10+ employees, vs 11% of others).

**Chart 15. Q19. Is your organisation part of any green accreditation scheme?**



Source: Marketing Means 2020

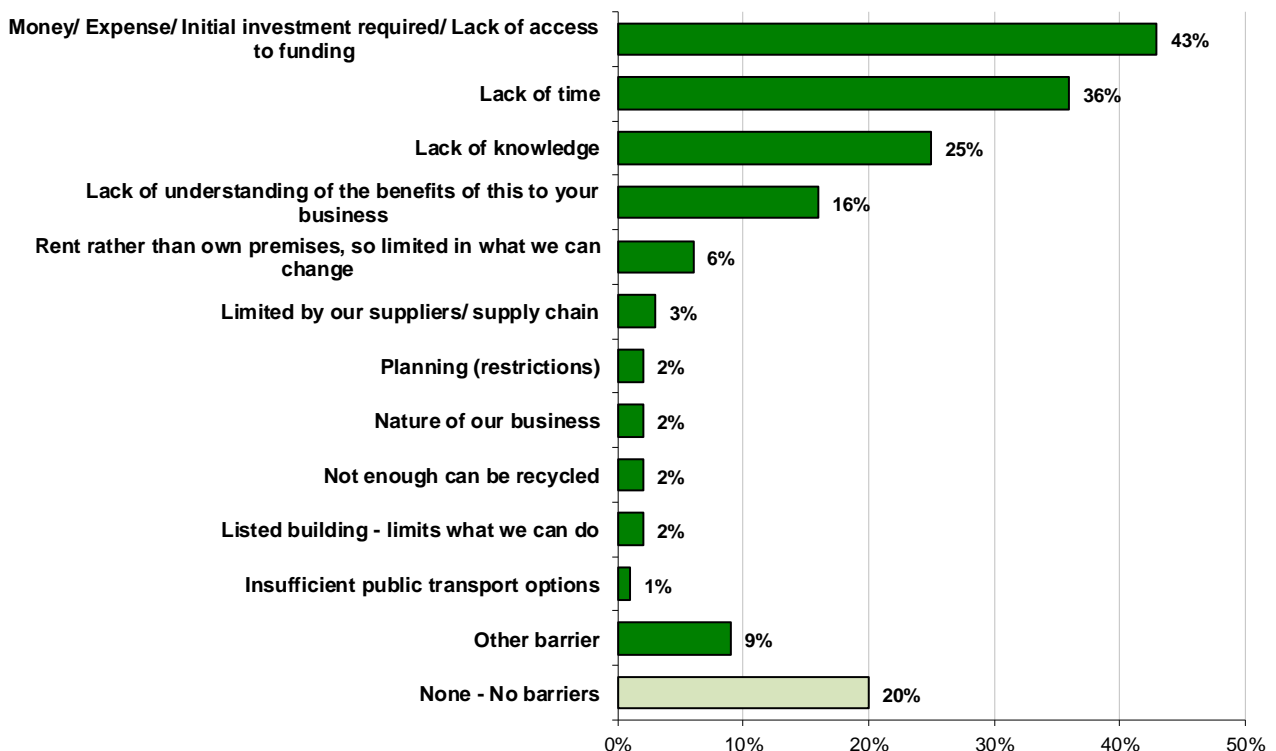
Base: All respondents who expressed an opinion

- When asked what green accreditation scheme their organisation was part of, respondents gave a wide range of answers, the most popular being HLS/ELS Countryside Stewardship (named by 18%, all from the Land-based sector), ISO14001 (12%), LEAF (10%) and Farm-Assured (8%).

## 5.2 Barriers to developing environmental sustainability

- When asked what the barriers would be to their organisation developing its environmental sustainability, respondents gave a small number of main reasons, as shown in Chart 16 below, with none named by more than half of the respondents.
- One in five respondents (20%) felt that there would be **no barriers** to this.
  - This was significantly higher among those based outside the SDNP (25%) than those within (16%).
- The main barrier to be cited was **finance**, mentioned by 43%, whether the initial investment, lack of access to funding or ongoing expense.
  - This was significantly lower, at 31%, among those in the Knowledge economy, a likely reflection of the smaller range of environmental factors that they would have to address.
  - Organisations that had previously accessed business support were significantly more likely to see finance as a barrier here (mentioned by 59%, compared with 36% of others).
- More than a third (36%) cited **lack of time** as a barrier.
  - This was significantly more likely to be mentioned by those in the Advanced manufacturing sector (by 49%), among whom it was the most likely potential barrier to be mentioned.
  - Lack of time was also the most likely barrier to be mentioned by larger organisations with 10+ employees (by 55%, but by only 31% of smaller organisations).
- A quarter of respondents (25%) mentioned **lack of knowledge** while 16% felt that there was a **lack of understanding of the benefits to their business**.
  - Lack of understanding of the benefits was significantly more likely to be mentioned by larger organisations with 10+ employees (by 27%, but by only 13% of smaller organisations).

**Chart 16. Q20. What are the barriers to developing your organisation's environmental sustainability?**



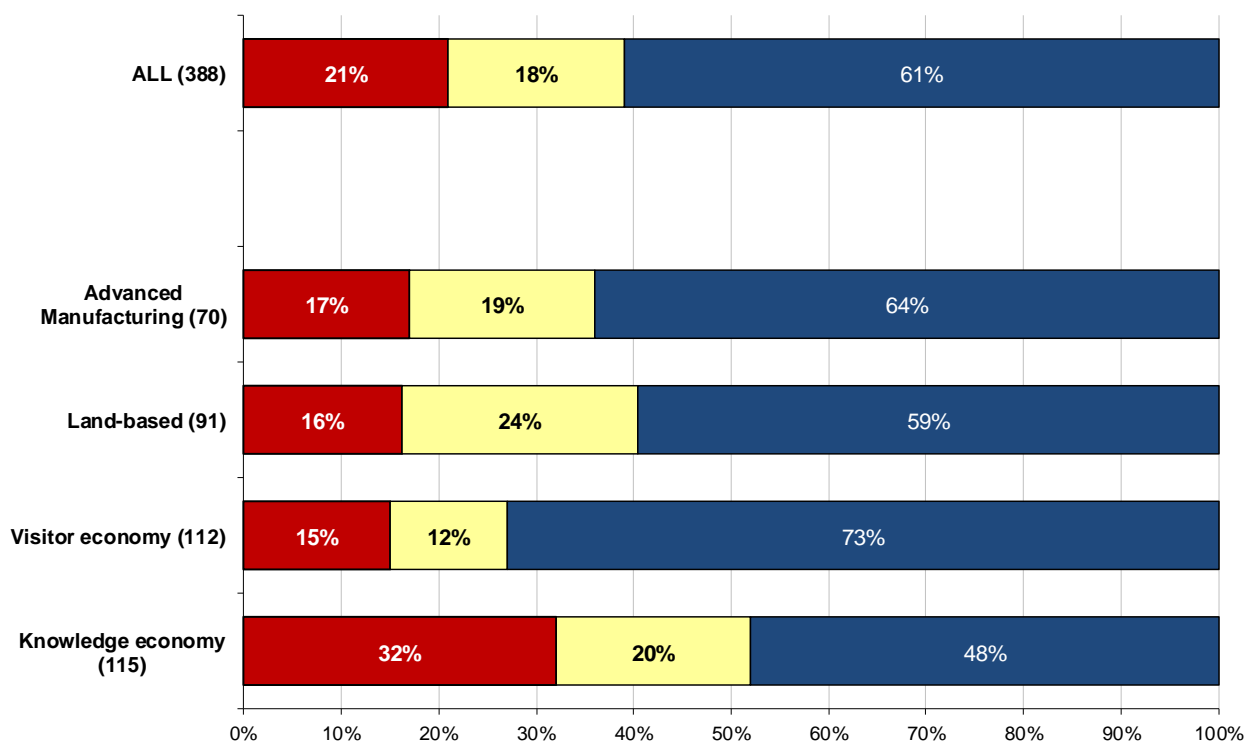
Source: Marketing Means 2020

Base: All respondents (409)

### 5.3 Support from SDNPA in developing environmental sustainability

- All respondents were asked whether they would be interested in receiving support from the SDNPA to enhance their organisation's environmental sustainability. As shown in Chart 17 below, a clear majority of respondents (61%) agreed that their organisation would be interested, though one in five (21%) said that they would not.
  - Only among those in the Knowledge economy were fewer than half interested in receiving support (only 48% in that sector but 59%-73% in the other sectors).
  - Larger organisations with 10+ employees were significantly more likely than smaller organisations to be interested in receiving such support (by 76% vs 57% respectively).
  - Organisations that had previously accessed business support were also significantly more likely to be interested in this support (72%, vs 58% of those who had not accessed any business support).

**Chart 17. Q21. If it was available, would you be interested in receiving support from the South Downs National Park Authority, to enhance your organisation's environmental sustainability?**



Source: Marketing Means 2020

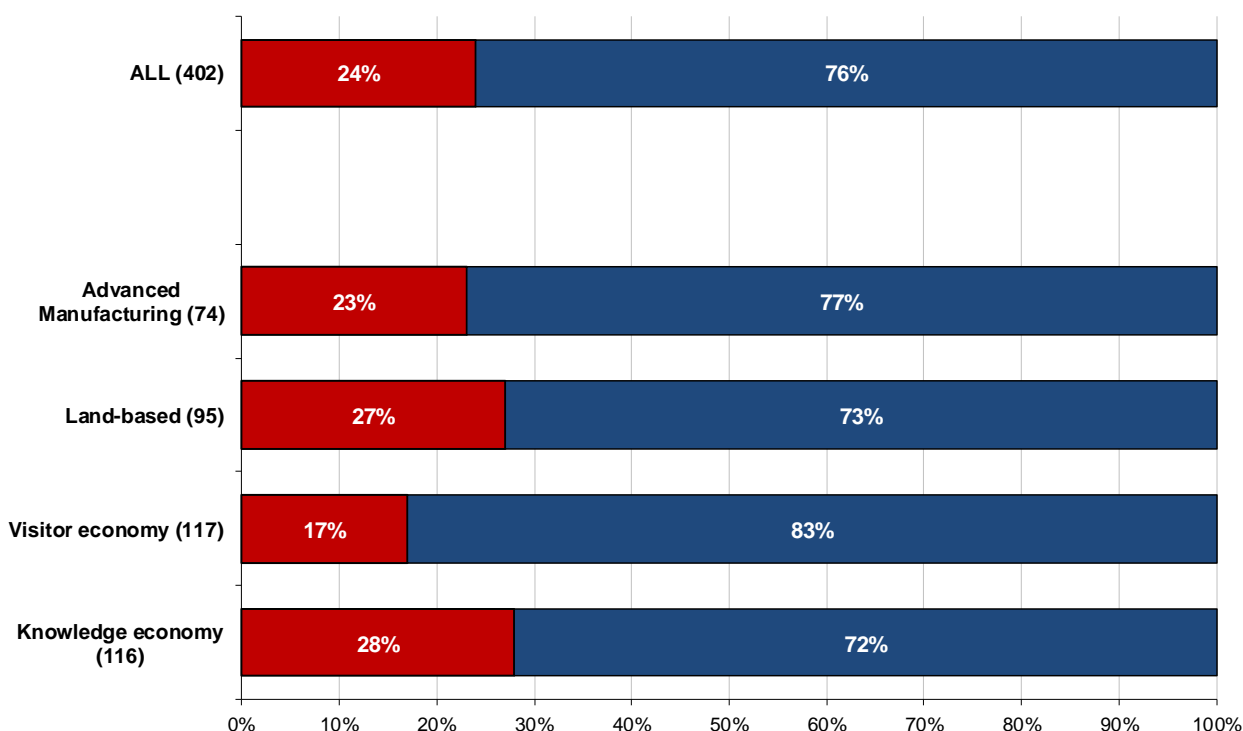
Base: All respondents who expressed an opinion

## 6. Interest in Support from the South Downs National Park Authority

### 6.1 Interest in different types of support

- All respondents were asked whether or not they would be interested in receiving three different types of contact from the SDNPA. A large majority of respondents showed interest in each one mentioned.
- More than three-quarters (76%) said that they would be interested in **receiving newsletters and information on business support events or services provided by the SDNPA**.
  - There were no significant differences by sector, but organisations that had previously accessed business support were significantly more likely to be interested in receiving this type of contact from the SDNPA (87%, vs 74% of those who had not accessed any business support).

**Chart 18. Q24a1. Would you be interested in either of the following types of contact from the South Downs National Park Authority? *Receiving newsletters and information on business support events or services provided by the South Downs National Park Authority***

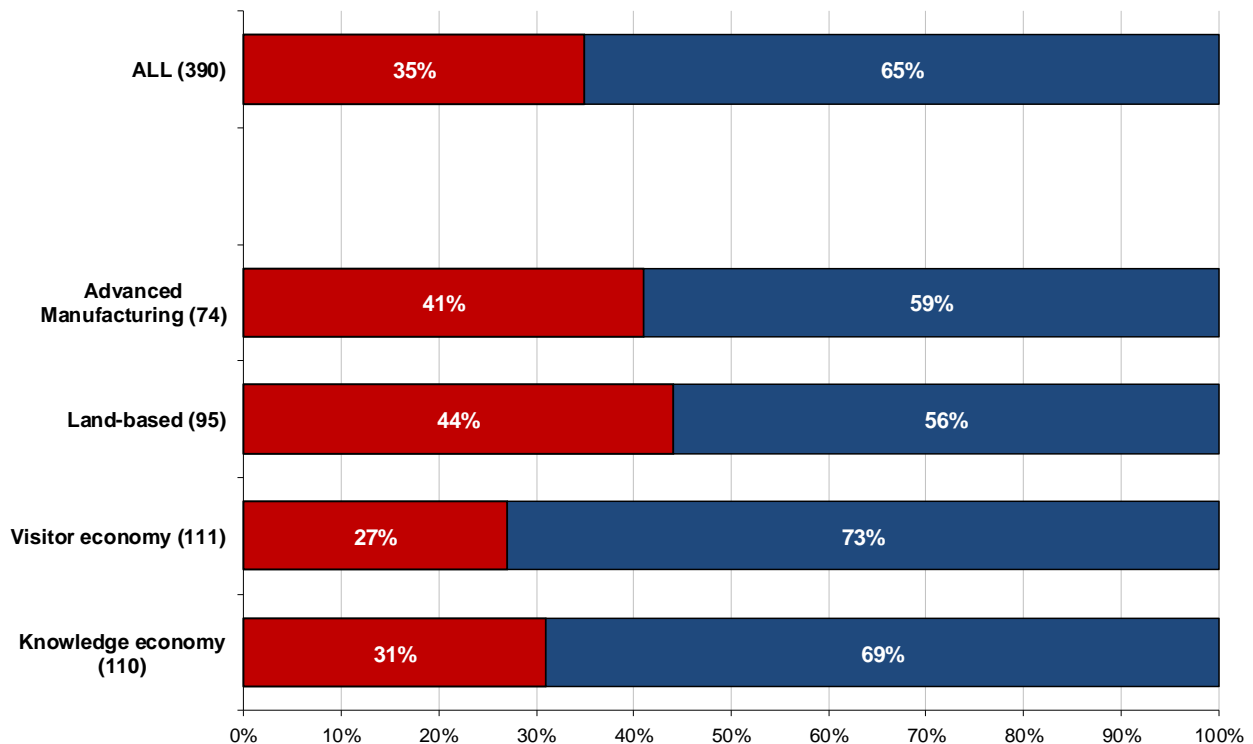


Source: Marketing Means 2020

Base: All respondents who expressed an opinion

- Nearly two-thirds (65%) would be interested in **registering as a member of the SDNPA's business community, to hear about networking activities and events**.
  - As Chart 19 below shows, the levels of interest among those in the Visitor economy and Knowledge economy were slightly higher than those in the other sectors, but these differences were not quite statistically significant.

**Chart 19. Q24a2. Would you be interested in either of the following types of contact from the South Downs National Park Authority? *Registering as a member of the South Downs National Park Authority's business community, to hear about networking activities and events***

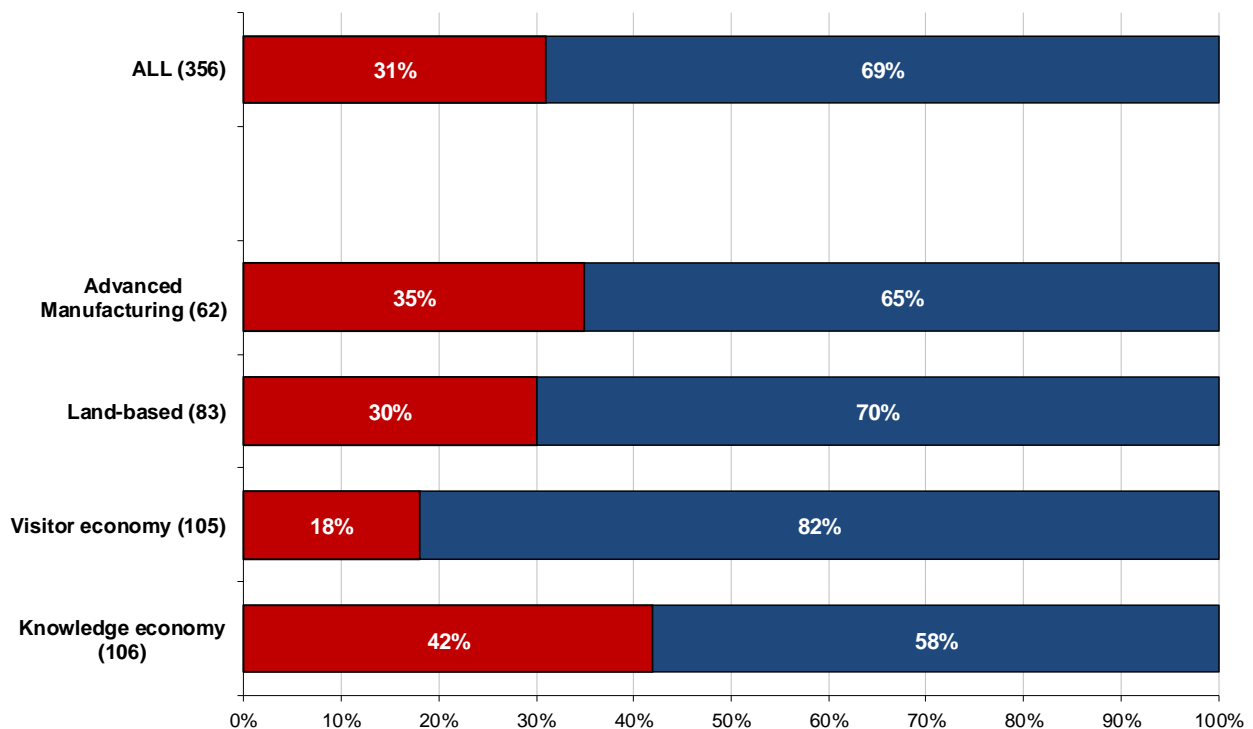


Source: Marketing Means 2020

Base: All respondents who expressed an opinion

- Well over two-thirds (69%) would be interested more generally in **receiving advice, support and guidance from the South Downs National Park Authority**.
  - Those in the Visitor economy would be most interested in this type of help from the SDNPA, with 82% expressing interest, significantly higher than the (still high) levels of interest from those in the Advanced manufacturing and Knowledge economy sectors.
  - Larger organisations with 10+ employees were significantly more likely than smaller organisations to be interested in this help from the SDNPA (79% vs 67% respectively).

**Chart 20. Q24b. If available, do you think you would be interested in receiving advice, support and guidance from the South Downs National Park Authority?**



Source: Marketing Means 2020

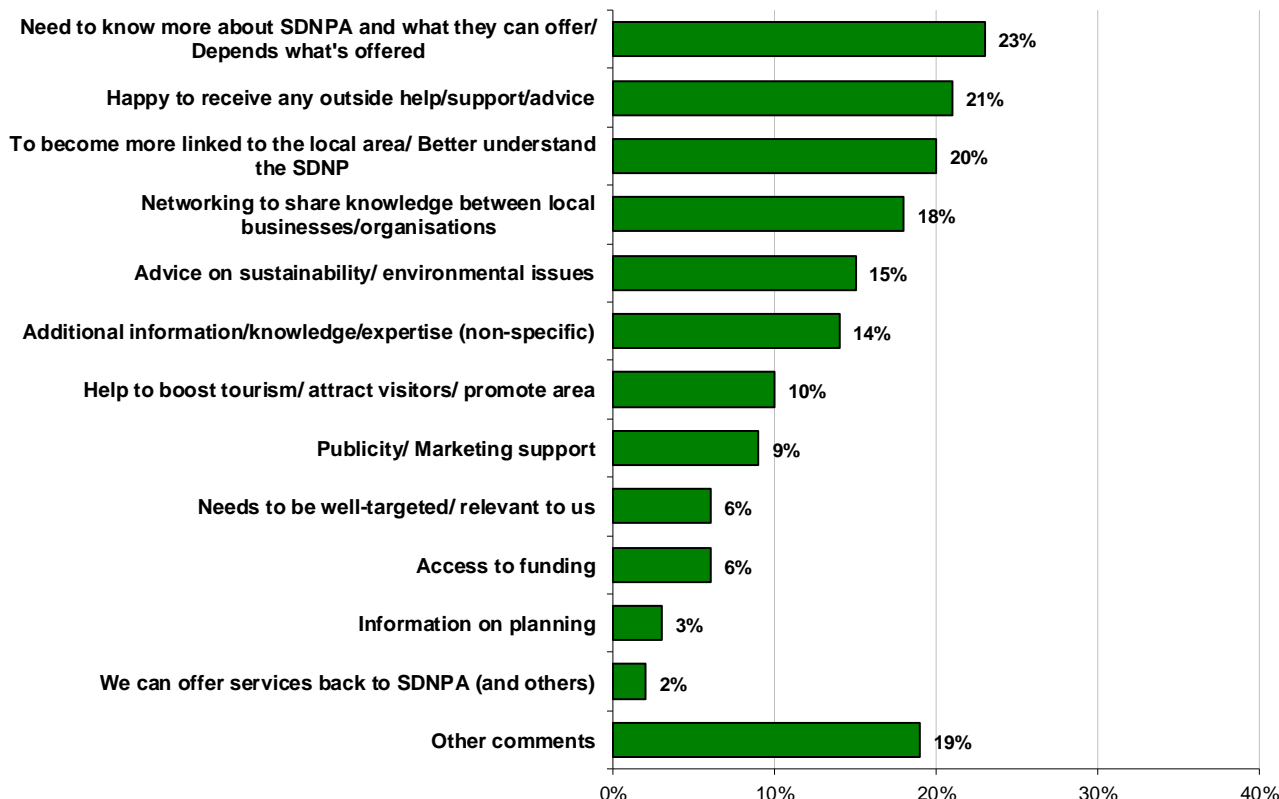
Base: All respondents who expressed an opinion



## 6.2 Reasons for interest in support/advice/guidance from SDNPA

- Those who expressed interest in receiving advice, guidance or support from the SDNPA were asked to explain why, and what value they thought that the SDNPA could offer them.

**Chart 21. Q24c. Why do you say that? What value do you think the South Downs National Park Authority would offer to your business or organisation?**



Source: Marketing Means 2020

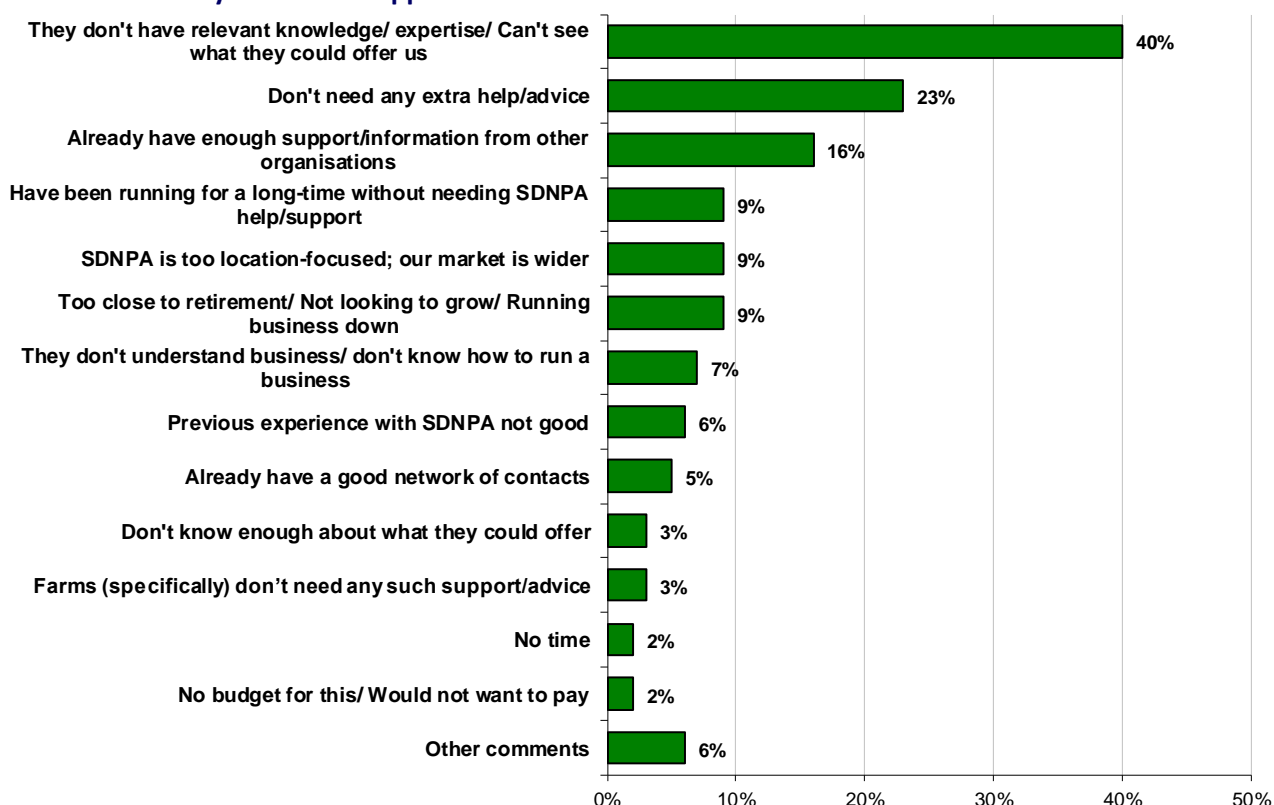
Base: All interested in support/guidance/advice from SDNPA, and gave a valid answer (234)

- Several different answers were given by at least 10% of respondents, but the answers given most often were not particularly specific, led by the 23% who requested **more information on what SDNPA could actually offer**, while 14% simply hoped for **additional information, knowledge or expertise** without specifying a particular topic. One in five (20%) simply stated that they would like to **become more linked to the local area and better understand the National Park itself**.
  - *"I would need to know more and like to be able to see what is on offer."*
  - *"It would be interesting to know what benefits can be offered."*
  - *"Transparency from them and also information for me to then pass onto my guests as to what is going on in The South Downs."*
  - *"If the SDNP authority engaged with business, then both would have a better understanding of the issues and activities that occur within the park and how it can be shaped and improved."*
  - *"Wider understanding of the park as a whole."*

- Just over one in five (21%) would be happy to receive **any type of outside help/support/ advice**.
  - *“Always happy to look at stuff. Everything is easier by email as I am often on my own.”*
  - *“Anything is better than nothing - at present there is nothing- no advice.”*
- Almost as many (18%) suggested **networking coordinated by the SDNPA to share knowledge between local organisations**.
  - Those in the Knowledge economy were the most likely to request this (28%), while those in the Land-based sector were significantly less likely (7%).
    - *“Networking - nice to meet other small local businesses, business planning.”*
    - *“More networking. More local support. Helping us to find better, cheaper and more environmentally sustainable accommodation.”*
    - *“Networking with other businesses in the South Downs, publicity and bringing tourists into the area.”*
- Linking back to the theme of the previous section, 15% hoped that SDNPA could offer **advice on sustainability and environmental issues**.
  - Again, those in the Knowledge economy were the most likely to request this (28%), while those in the Land-based sector (7%) and Visitor economy (9%) were significantly less likely.
    - *“To improve our sustainability knowledge”*
    - *“Sustainability and green issues. Elsewhere it would depend on what could be on offer.”*
    - *“We would be very pleased to receive any sort of support, particularly on environmental issues. Our office is rented and not that environmentally friendly.”*
- One in 10 (10%) hoped for help from the SDNPA with **boosting tourism and attracting visitors**.
  - Unsurprisingly, this was significantly more likely to be mentioned by those in the Visitor economy (21%).
    - *“Information between our business and The National Park regarding accommodation and tourism.”*
    - *“Is the NP duplicating what the Tourist Boards are doing? They could well do this better than how it is done at the moment.”*
    - *“Hopefully by coming up with attracting visitors to my business”*

- Among those who would not look for any business support from the SDNPA, the reason given most frequently (by 40%) was feeling that the **SDNPA would not have relevant knowledge or expertise to be able to offer any useful support**. Others made comments related to this theme, with 9% feeling that the **SDNPA would be too location-focused** to help them with their market, 7% feeling that the **SDNPA would not know enough about running a business** to be able to help, and 6% reporting some previous bad experience with the SDNPA.
  - *“They know nothing about what we do.”*
  - *“I don't think the right people would be there to tell us what we would need to know.”*
  - *“Very few of the people within the organisation have any experience of running businesses and have spent most of their working lives within the public sector. Given that, it's hard to see how they would be able to give relevant, timely advice.”*
  - *“We are not focused in relation to our location, we are focused on the UK.”*
  - *“Our business is nothing to do with the location.”*
  - *“A lot of these people do not have a clue about running a business - they are not practical.”*

**Chart 22. Q24d. Why do you say that? Why wouldn't you consider the South Downs National Park Authority's business support services?**



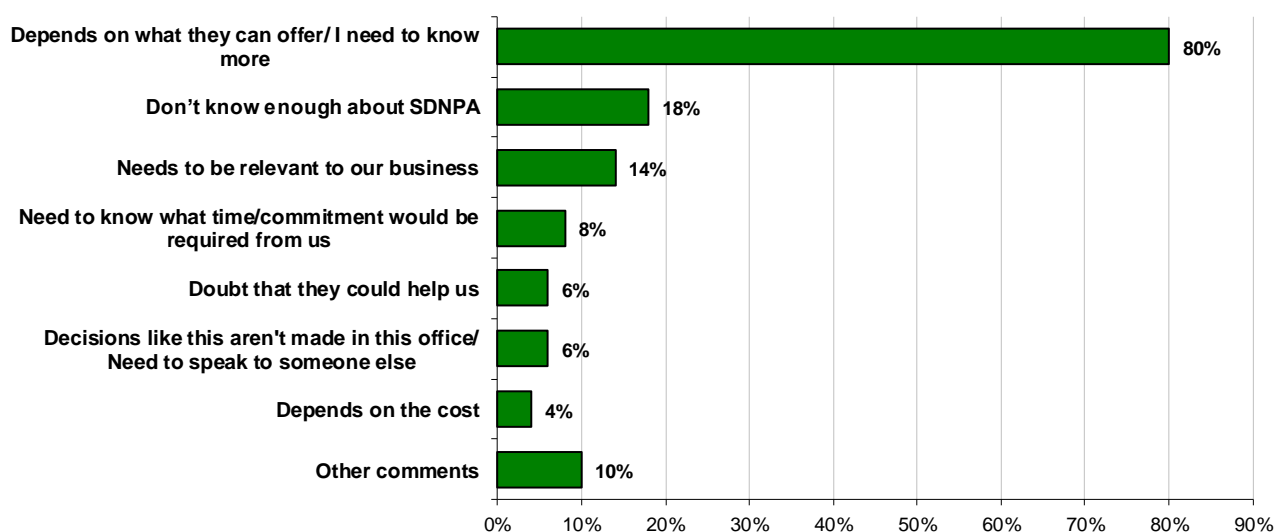
Source: Marketing Means 2020

Base: All not interested in support/guidance/advice from SDNPA, and gave a valid answer (107)

- Nearly a quarter (23%) felt that they **didn't need any extra help or advice**, while 16% noted that they **already received any support and advice they needed from other organisations**. A further 9% commented that they'd been **running for a long time already without needing SDNPA support**, while 5% stated that their **network of contacts was good enough already**.
  - *“We have been in business a long time and we kind of know what we are doing.”*

- “We are an independent business and I would find it difficult for someone to come in and tell me how to run it .”
- “It is just another quango- we have enough quangos already. We have enough support through our industry and do not need another organisation involved.”
- “I am a chartered accountant and have support from the Institute of Chartered Accountants - I do not need SDNPA business services.”
- “We could get that from other commercial business networks.”
- A small minority (9%) replied that they were **too close to retirement and not looking to continue their business.**
  - I'm nearing retirement age and don't see any value in growth
  - There is nothing at my time of life I feel I need from an outside organisation.
- Those who could not definitively say whether or not they would be interested in receiving support from the SDNPA were also asked to say why and asked what more they might need to know.

**Chart 23. Q24e. Why do you say that? What more might you need to know about the South Downs National Park Authority's business support services?**



Source: Marketing Means 2020

Base: All not sure whether interested in support/guidance/advice from SDNPA, and gave a valid answer (51)

- The vast majority (80%) said that it **would depend on what type of advice/support the SDNPA could offer, and they would need to know more about this.** More specifically, 14% replied that any **support available would need to be relevant to their business.**
- Nearly one in five (18%) commented that they don't know enough about the SDNPA itself.
- A smaller proportion (8%) needed to know **what time commitment would be needed from their organisation.**

### 6.3 Willingness to participate further

- Just over-three-quarters of all respondents (76%) stated that they would be happy to be re-contacted to be invited to participate in future research for the SDNPA.
  - This was highest at 83% among those in the Visitor economy, but there was no significant difference between those inside or outside the South Downs National Park.
- More than three-quarters of respondents (82%) were also willing for their answers to the survey to be passed back to the SDNPA linked to their organisation or business name.

## Appendix 1: Survey Sample and Questionnaire Development

### (i) Survey Samples

- Marketing Means purchased a list of businesses and organisations based in and around the South Downs National Park<sup>2</sup> from commercial list supplier Data HQ. From the outset, it was agreed that the fieldwork team would be given approximate quota targets by business size (number of employees) and business sector. This was done in order for the interviewed sample to represent an appropriate range of different businesses, and to try to ensure that enough businesses were interviewed in different sub-groups to allow reasonably statistically robust comparisons to be made between them.
  - The records within the sample ordered, 3,985 organisations, were therefore flagged with business size (number of employees) and industry sector. The latter reflected the SDNPA's wish to focus on only four key industry sectors, by using a mapping of Standard Industrial Classification from Data HQ's database onto the four sector groupings as defined by the SDNPA project team.
  - The 3,985 selected were all of the businesses that met the criteria within Data HQ's database, so no further targeted selection was possible. All selected were Head Offices or single site businesses, i.e. to focus on businesses where decisions were made on site, within or close to the SDNPA. In practice, response from several businesses suggested that at least some of their business planning decisions were made elsewhere.
  - A further nine businesses' contact details were provided directly by SDNPA due to having had previous dealings with the SDNPA, despite not appearing in Data HQ's database. These were added to the overall sample, giving a final total of 3,994 businesses contacted.
  - The SDNPA requested a particular focus on two of the key sectors, the land-based and visitor economy sectors, and these were therefore set higher targets than the other sectors in fieldwork.
- Marketing Means completed 398 telephone interviews between 24<sup>th</sup> January and 14<sup>th</sup> March 2020.
  - Where potential respondents stated that they would only be able to take part by completing the questionnaire online, interviewers recorded their contact email address. Marketing Means' research team emailed a unique web-link (incorporating a password) to an online version of the survey questionnaire to all who requested it. Out of 265 businesses who requested this online version, 11 took part, giving a final total of **409 completed questionnaires from businesses**.
  - The structure of the initial and achieved samples by groupings of business size and sector is shown in Table 1 on the next page.

### (ii) Questionnaire Development and Fieldwork

- The questionnaire to be used in the survey was designed initially by the SDNPA project team and discussed in detail at the survey inception meeting with Marketing Means in January 2020.
- Marketing Means reviewed the questionnaire to ensure that all best suited the telephone survey approach that would be adopted, and to ensure that the average interview lengths would be as expected.

<sup>2</sup> To ensure that the sample also included organisations based close enough to the South Downs National Park for it to have some influence on their operations, the SDNPA project manager approved the inclusion of businesses up to 5km outside the National Park boundary. These were divided into "Non-urban" and "Urban" depending on their location. The former were given greater priority as being more likely to interact with the National Park than were those based in urban settings. In practice the interview target was reached without having to include any businesses from Urban location in the 5km zone.

- Once the initial version of the questionnaire was agreed between SDNPA and Marketing Means, the content was signed off and Marketing Means programmed the telephone version ready for use by its team of telephone interviewers.
- Marketing Means conducted a pilot phase on 24th and 27th January 2020 to test the telephone questionnaire in the live setting, completing nine interviews. The final suggested changes to the questionnaire, including some deletions to reduce the average interview length, were agreed with the SDNPA project team in time for the main stage to commence on 3<sup>rd</sup> February 2020, following a briefing of the interviewer team by an SDNPA officer.
- We provide the questionnaire used for fieldwork at Appendix 2 of this report.
- All telephone fieldwork was completed by 12<sup>th</sup> March 2020.
- Marketing Means conducted the telephone interviewing predominantly between 9:30pm and 5pm, making up to seven calls to each number at different times and on different dates until a definite outcome was reached for each one (interviewed, refused, unavailable for interview during the fieldwork period, wrong number etc.).
- The final numbers of interviews completed are as shown below, against the key breakdowns used for quota control.

**Table 1: Businesses interviewed – by geography, sector and size**

| <b>(i) Location</b>                               | <b>Sample</b>               | <b>Achieved</b>             |
|---|-----------------------------|-----------------------------|
| Within SDNP                                       | 1,616<br>40%                | <b>210</b><br><b>51%</b>    |
| Within 5km, Non-urban                             | 2,378<br>60%                | <b>199</b><br><b>49%</b>    |
| <b>(ii) Number of employees</b>                   | <b>Sample</b>               | <b>Achieved</b>             |
| 1 to 9  | 3,046<br>76%                | <b>324</b><br><b>79%</b>    |
| 10 to 49  | 738<br>18%                  | <b>73</b><br><b>18%</b>     |
| 50 to 249   | 91<br>2%                    | <b>10</b><br><b>2%</b>      |
| 250+  | 12<br>0.3%                  | <b>1</b><br><b>0.2%</b>     |
| Not stated  | 107<br>3%                   | <b>1</b><br><b>0.2%</b>     |
|   |                             |                             |
| <b>(iii) Sector</b>                               | <b>Sample</b>               | <b>Achieved<sup>3</sup></b> |
| Land-based  | 565<br>14%                  | <b>96</b><br><b>23%</b>     |
| Visitor economy                                   | 1,346<br>34%                | <b>120</b><br><b>29%</b>    |
| Knowledge- intensive economy                      | 1,320<br>33%                | <b>119</b><br><b>29%</b>    |
| Advanced manufacturing & engineering <sup>4</sup> | 763<br>19%                  | <b>74</b><br><b>18%</b>     |
|   |                             |                             |
| <b>TOTAL</b>                                      | <b>3,994</b><br><b>100%</b> | <b>409</b><br><b>100%</b>   |

<sup>3</sup> The sector recorded in the questionnaire relied on the respondent to self-define for their organisation based on the description of each sector included in the questionnaire. In practice 25 respondents gave more than one sector, in which case the sector defined in the Data HQ database was used for the purpose of allocating each business to one category only (as used in Table 1) for statistical comparisons.

<sup>4</sup> The definition of “Advanced manufacturing & engineering” does not clearly onto the SIC system of coding business activity, so both manufacturing and engineering companies were included in the initial database, with an emphasis on sub-sectors more likely to use technology and electronic systems in the their manufacturing and engineering processes. In the interviews with businesses, their classification within the survey results relied on whether they self-defined as meeting the description of advanced manufacturing & engineering given at Q1.



## Appendix 2: Survey Questionnaire

These first few questions are designed for us to better understand the type of organisations and businesses currently based in the South Downs National Park.

### I. What sector(s) does your organisation operate within?

- **LET THEM TELL YOU WHAT THEIR ORGANISATION OR BUSINESS DOES FIRST, AND SEE WHICH OF THE CATEGORIES BELOW WOULD APPLY.**
- **READ OUT SPECIFIC OPTIONS IF IT HELPS TO MAKE SURE THEY'RE BEING CODED CORRECTLY.**
- **BE CERTAIN TO READ OUT THE “Advanced manufacturing/engineering” EXPLANATION TO ANY MANUFACTURERS/ENGINEERING BUSINESSES TO SEE IF THAT REALLY APPLIES.**
- **TICK ALL THAT APPLY**
  - Advanced manufacturing and engineering – advanced manufacturing is the use of innovative technology to improve products or processes, with the relevant technology being described as "advanced", "innovative", or "cutting edge"
  - Agriculture, farming, forestry, horticulture, fishing (i.e. land-based activities)
  - The Visitor Economy - for example, hospitality, holiday accommodation, tourist attractions and activities/ experiences.
  - Knowledge Economy - for example, Creative, IT, digital industries professional, scientific and technical.
  - Other sector – **CLOSE INTERVIEW**

### **IF THEY ANSWER “VISITOR ECONOMY” IN Q1 THEN ASK Q1A**

#### Ia. Which of these services does your organisation mainly provide?

##### **READ OUT LIST, AND SELECT ONE ANSWER ONLY**

- Accommodation
- Visitor attraction
- Leisure/sports activities
- Hospitality (food, drink)
- Other type of hospitality, tourism and visitor services

**ASK ONE OF Q1b TO Q1f AS APPROPRIATE FROM ANSWER TO Q1a****Ib. What type of accommodation do you provide?****DON'T READ OUT LIST, OTHER THAN TO CLARIFY THEIR ANSWER**

- B&B/ Guesthouse
- Hotel
- Self-Catering
- Caravan and camping site
- Glamping
- Youth Hostel/ Bunkhouse
- Other, please specify \_\_\_\_\_

**Ic. What type of visitor attraction is your organisation or business?****DON'T READ OUT LIST, OTHER THAN TO CLARIFY THEIR ANSWER**

- Historic house
- Museum
- Nature reserve
- Vineyard or Winery
- Garden
- Farm attraction
- Zoological
- Pottery
- Art Gallery
- Country Park
- Other, please specify \_\_\_\_\_

**Id. What activities do you provide?****DON'T READ OUT LIST, OTHER THAN TO CLARIFY THEIR ANSWER**

- Cycling
- Walking
- Shooting
- Fishing
- Equine
- Water sports
- Food and Drink
- Other, please specify \_\_\_\_\_

**Ie. What type(s) of ‘hospitality’ service do you provide?**

**DON'T READ OUT LIST, OTHER THAN TO CLARIFY THEIR ANSWER**

- Café
- Restaurant
- Pub
- Farm shop
- Other, please specify \_\_\_\_\_

**If. What type of other hospitality, tourism and visitor services do you provide? TYPE IN**

**ASK ALL**

**2. Is your organisation a ...?: [READ OUT OPTIONS AND TICK ALL THAT APPLY]**

- Commercial business/ limited company
- Social Enterprise
- Charity
- Not for Profit
- Public Funded
- Other [please specify \_\_\_\_\_]

**3. What is the postcode of your main office or base of your operations? [NOT NECESSARILY THE REGISTERED BUSINESS ADDRESS BUT THE OPERATING ADDRESS WHERE WORK IS ACTUALLY DONE]**

- Enter full postcode \_\_\_\_\_

**4. Across what area are most of your customers based?****READ OUT AND CODE ONE ONLY.**

- Local, that is within 5 miles of your base
- Further afield but still relatively local, just the local county or the South Downs area
- Just within the South of England
- UK-wide
- Europe-wide
- Internationally beyond just Europe
- [DO NOT READ OUT] Don't know/ Refused

**5. How many FTE employees do you have? [FTE=full-time equivalent]**

- Fewer than 10 employees
- Between 10 and 49 employees
- Between 50 and 249 employees
- Over 250 employees
- Don't know/ Refused

**7. Prior to this interview, had you heard of the South Downs National Park?**

- Yes
- No

**IF Yes to Q7, ASK Q8:****8. How important is the South Downs National Park to you and your organisation?**

- Very Important
- Important
- Neither important nor unimportant
- Not important
- Not at all important
- Don't know/ Can't say

**IF ANYTHING OTHER THAN 'Don't know' AT Q8, ASK:****8a. Why do you say that?**

**ASK ALL**

**9a. Prior to this interview, had you heard of the South Downs National Park Authority?**

- Yes
- No

**IF Yes TO Q9a, ASK Q9b:**

**9b. [ : Does being based in or near to the South Downs National Park have any impact on your organisation?**

**IF YES, ASK “Is that a positive or negative impact, or a mixture of both?”**

- No – no impact
- Yes – positive impact
- Yes – negative impact
- Yes – mixture of positive and negative
- Don’t know/ Refused

**IF ‘Yes’ TO Q9b (positive, mixture, or negative), ASK:**

**9c. Why do you say that? What kind of impact does it have?**

**CAPTURE POSITIVE AND/OR NEGATIVE ASPECTS AS APPROPRIATE**

---

*Section 2: Challenges, barriers and potential solutions*

---

This next section of questions helps us better understand the challenges you face in operating and developing your organisation or business in or close to the National Park.

**10. Have you had any business support in the past from an external organisation, or are you currently receiving any business support?**

**IF ASKED WHAT WE MEAN BY “BUSINESS SUPPORT”, EXPLAIN:-** It is help and advice from an external intervention above and beyond that which is provided through your existing accountant or solicitor, and aimed at meeting your organisation’s objectives.

- Yes
- No
- Don’t know
- Refused

**IF Yes TO Q10, ASK Q10a TO Q10c:**

**I0a. Which organisation(s) have you received business support from?**

**IF THEY NEED A PROMPT:** This could be from publicly funded organisations such as the UK Government or Local Enterprise Partnerships (LEPs) or a charity such as the Plunkett Foundation)

**I0b. What type of business support was that?**

- Training
- Workshop session(s)
- Funding
- Mentorship
- Publicity/ Advertising/ Marketing
- Other (please specify) \_\_\_\_\_

**I0c. What other types of business support are you aware of that you would like to access in the future?**

**ASK ALL**

**I1. Which of these would you say are the main barriers currently faced by your organisation in maintaining and developing the work that you do?**

**READ OUT AND SELECT ALL THAT APPLY**

- Marketing and finding new customers
- Finance and cashflow
- Eligibility to access funding
- The planning system
- Political uncertainty
- Lack of appropriately trained or skilled staff
- Difficult to find enough local staff
- Staff retention
- High rent for property
- High business rates
- Parking constraints/ Lack of available parking spaces
- Public transport constraints/ Lack of public transport connections
- Other, please specify \_\_\_\_\_

**12. Which of these areas of support and advice do you currently not have access to that would help support the work that you do?**

**READ OUT AND SELECT ALL THAT APPLY.**

**BE CLEAR THAT WE'RE ASKING WHICH THEY DON'T HAVE ACCESS TO BUT WOULD HELP THEM, NOT JUST WHICH WOULD HELP THEM WHETHER OR NOT THEY HAVE ACCESS TO THEM.**

- Marketing and finding new customers
- Finance, cashflow and banking
- Pensions advice
- Investment advice
- Health and Safety advice
- Employment Law advice
- Corporate Law advice
- Tax advice
- Equality advice
- Sustainability advice
- Work/Life Balance advice (including Health and Wellbeing advice)
- General business planning / business strategy advice
- Planning advice (regarding property development rather than business development)
- Other (please specify) \_\_\_\_\_

**15. In which of these ways do you think do you think SDNPA could add value to your organisation or business?**

**READ OUT AND SELECT ALL THAT APPLY**

- Provide businesses with relevant up-to-date information, e.g. funding opportunities, legislation changes.
- Publicity for your business (Please specify \_\_\_\_\_)
- Facilitate a business-to-business networking platform
- Develop and promote a brand such as 'Made in the South Downs'
- Facilitate workshops and training
- Some other way, please specify \_\_\_\_\_
- Don't think SDNPA can add value to my business
- [DON'T READ OUT] Don't know what SDNPA can offer me

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### Section 3: Environmental sustainability

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**ASK ALL:**

**I8. What, if anything, has your organisation or business done to make itself more environmentally sustainable?**

**READ OUT AND SELECT ALL THAT APPLY.**

**BE CLEAR THAT WE'RE ONLY CHECKING WHAT THEY'VE DONE TO MAKE THEIR BUSINESS MORE SUSTAINABLE.**

- Reduced energy usage
- Improved waste management through minimising and recycling
- Improved water management to reduce water use and waste
- Installed a more sustainable heating system
- Grown or made your own produce, or used locally sourced produce
- Introduced a sustainable procurement policy
- Staff training on environmental sustainability
- Introduced a sustainable transport policy, to reduce car journeys
- Something, please specify \_\_\_\_\_
- Nothing – have not made any such changes

**20. What are the barriers to developing your organisation's environmental sustainability? READ OUT AND SELECT ALL THAT APPLY**

- Money/ Expense/ Initial investment required/ Lack of access to funding
- Lack of knowledge
- Lack of understanding of the benefits of this to your business
- Lack of time
- Other barrier – please specify \_\_\_\_\_

**I8a. Just to check, does your organisation or business have any formal plan in place to become more environmentally sustainable?**

- Yes
- No
- Don't know



**21. If it was available, would you be interested in receiving support from the South Downs National Park Authority, to enhance your organisation's environmental sustainability?**

- Yes
- No
- Don't know
- Depends what the support would be

**19. Is your organisation part of any green accreditation scheme?**

- Yes - please specify \_\_\_\_\_
- No
- Don't know
- Refused

---

*Section 4: Contacting you*

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**24a. Would you be interested in either of the following types of contact from SDNPA? TICK ONE BOX ON EACH ROW.**

|   | Yes                      | No                       | Don't know/<br>Refused   |
|---|--------------------------|--------------------------|--------------------------|
| Receiving newsletters and information on business support events or service provided by SDNPA                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Registering as a member of South Downs NPA business community, to hear about networking activities and events | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**24b. If available, do you think you would be interested in receiving advice, support and guidance from SDNPA?**

- Yes
- No
- Don't know

**IF Yes TO 24b:**

**24c. Why do you say that? What value do you think SDNPA would offer to your business?**

**IF No TO 24b:**

**24d. Why do you say that? Why wouldn't you consider SDNPA's business support services?**

**IF Don't know TO 24b:**

**24e. Why do you say that? What more might you need to know about the South Downs National Park Authority's business support services?**

**25. SDNPA may be conducting some further research on this topic or related topics in the future. Would you be happy for someone from the Authority or their appointed research contractor to re-contact you and invite you to participate in future research?**

- Yes
- No

**26. Would you be willing for the answers you've given today to be passed back to SDNPA together with your organisation or business name? CODE ONE ONLY**

- Yes – happy for answers to be linked to organisation
- No - prefer to remain anonymous

**IF Yes TO Q25**

**27. Please could you tell me your name and position in the organisation, as well as a telephone number or email address to enable SDNPA to contact you in the future?**

- Name:
- Position:
- Email:
- Tel number:

Many thanks for taking the time to respond to this survey.  
Your response is much appreciated.

That's all of the questions that I have. Thank you for your time today.

Just to confirm, my name is (...) and I've been calling today from Marketing Means, an independent research agency, on behalf of the South Downs National Park Authority

If you'd like to check that this survey is a genuine piece of research, I can give you either our own number or the Market Research Society's phone number. Do you need either of those numbers?

**IF YES:**

**Marketing Means = 0800 849 8014**

**Market Research Society number = 0800 975 9596**

## Appendix 3: Comments Made in Response to Open-ended Questions

In this section we list the verbatim comments given by respondents in response to open-ended questions. Each comment is linked to the primary sector of the business or organisation that the respondent worked for.

### Q1c. What type of visitor attraction is your organisation or business? – ‘Other’ answers

|                 |  |
|-----------------|--|
| Visitor economy | Activities Centre                                  |
| Visitor economy | Outdoor centre resort                              |
| Visitor economy | Theatre  |
| Visitor economy | World Championship Motor cross - Motor sport event |

### Q1d. What activities do you provide? – ‘Other’ answers

|                 |   |
|-----------------|---|
| Land-based      | Trail hunting                                       |
| Visitor economy | All forms of gym and leisure activities bar a pool. |
| Visitor economy | Archery   |
| Visitor economy | Archery, Indoor climbing.                           |
| Visitor economy | Boat Yard - Maintain and supply moorings.           |
| Visitor economy | Golf  |
| Visitor economy | Golf  |
| Visitor economy | Golf  |
| Visitor economy | Golf  |
| Visitor economy | Golf  |
| Visitor economy | Golf  |
| Visitor economy | Golf  |
| Visitor economy | Motor Sports  |
| Visitor economy | Ski ing.  |
| Visitor economy | Skittle Alley                                       |
| Visitor economy | swimming  |

### Q1e. What type(s) of ‘hospitality’ service do you provide? – ‘Other’ answers

|                        |  |
|------------------------|--|
| Advanced Manufacturing | Wine tastings, tours and booked meals              |
| Land-based             | Events and weddings                                |
| Visitor economy        | Event Catering                                     |
| Visitor economy        | Event Catering                                     |
| Visitor economy        | Fish & Chips                                       |
| Visitor economy        | Function rooms.                                    |
| Visitor economy        | Functions  |
| Visitor economy        | Hotel and conference                               |
| Visitor economy        | Mobile Barista Bar                                 |
| Visitor economy        | Outside caterer, outside events                    |
| Visitor economy        | Produce food and drink                             |
| Visitor economy        | Retail outlet                                      |
| Visitor economy        | Wedding Venue                                      |
| Visitor economy        | Weddings and events and conferences                |
| Visitor economy        | Weddings and Private dinner parties.               |
| Visitor economy        | Wholesale to smaller local businesses in the area. |

|                 |          |
|-----------------|----------|
| Visitor economy | Wine bar |
|-----------------|----------|

**Q1f. What type of ‘other’ hospitality, tourism and visitor services do you provide?**

|                        |  |
|------------------------|--|
| Advanced Manufacturing | Wine tastings and tours  |
| Land-based             | Camp sites and holiday lets  |
| Land-based             | Run events, tours and wine tastings. Educational courses WSET (Wine and Spirit Education Trust) accredited school. |
| Land-based             | Wine tourism, accommodation, restaurants and tours   |
| Visitor economy        | Archaeological Site - used for education and tourism   |
| Visitor economy        | Art gallery  |
| Visitor economy        | Baking/cookery school - primarily on bread making  |
| Visitor economy        | Camping and caravanning  |
| Visitor economy        | Catering Staff   |
| Visitor economy        | Entertainment  |
| Visitor economy        | Entertainment in local pubs and restaurants and festivals. SE & W Sussex.  |
| Visitor economy        | Event Organiser Garden Shows   |
| Visitor economy        | Events   |
| Visitor economy        | Food production  |
| Visitor economy        | Gallery specialising in photography  |
| Visitor economy        | Host a lot of Weddings.  |
| Visitor economy        | Making celebration cakes for delivery throughout the South East  |
| Visitor economy        | Marquees/Glamping  |
| Visitor economy        | Organises Conferences and events   |
| Visitor economy        | Outdoor catering   |
| Visitor economy        | Theatre performances and art displays.   |
| Visitor economy        | Travel and activity holidays for schoolchildren.   |
| Visitor economy        | Wedding Venue  |
| Visitor economy        | Wedding venue. Touring van site.   |

**Q2. Is your organisation a ...? – ‘Other’ answers**

|                        |                        |
|------------------------|------------------------|
| Advanced Manufacturing | Partnership            |
| Advanced Manufacturing | Sole trader            |
| Advanced Manufacturing | Trading as company     |
| Knowledge economy      | Commercial sole trader |
| Knowledge economy      | Cooperative            |
| Knowledge economy      | Sole practitioner      |
| Knowledge economy      | Sole Proprietor        |
| Knowledge economy      | Sole proprietor        |
| Knowledge economy      | Sole trader            |
| Knowledge economy      | Sole Trader            |
| Knowledge economy      | Sole Trader            |
| Knowledge economy      | Sole Trader            |
| Knowledge economy      | sole trader            |
| Knowledge economy      | Sole Trader            |
| Land-based             | family business        |
| Land-based             | Family business        |
| Land-based             | Family Trust           |

|                 |   |
|-----------------|---|
| Land-based      | Farming   |
| Land-based      | Farming is a partnership and the tourism is a ltd company |
| Land-based      | Partnership   |
| Land-based      | Partnership   |
| Land-based      | Partnership   |
| Land-based      | Partnership   |
| Land-based      | Partnership   |
| Land-based      | Partnership   |
| Land-based      | Partnership   |
| Land-based      | Partnership   |
| Land-based      | Partnership   |
| Land-based      | sole trader   |
| Land-based      | sole trader   |
| Land-based      | Sole trader   |
| Land-based      | SOLE TRADER   |
| Land-based      | sole trader   |
| Land-based      | Sole Trader   |
| Visitor economy | CIC company   |
| Visitor economy | Independent   |
| Visitor economy | Independent partnership                                   |
| Visitor economy | My own business.  |
| Visitor economy | Partnership   |
| Visitor economy | Partnership   |
| Visitor economy | Private partnership                                       |
| Visitor economy | small business  |
| Visitor economy | Sole Trader   |
| Visitor economy | Sole Trader   |
| Visitor economy | Sole trader   |
| Visitor economy | Sole trader   |
| Visitor economy | Sole trader with contractors.                             |
| Visitor economy | Sole Trader/Self Employed                                 |
| Visitor economy | Studio potter.  |

**Q8a. Why do you say that? [Q8 - How important is the South Downs National Park to you and your organisation?]**

|                        |                |   |
|------------------------|----------------|---|
| Advanced Manufacturing | Very important | It is ideal planting area for vines and near for travelling and walkers who come because of the South Downs   |
| Advanced Manufacturing | Very important | Privately it is very important because I live here, but for the business it is not important at all.  |
| Advanced Manufacturing | Very important | It's important country wide to have national parks and it matters to my organisation  |
| Advanced Manufacturing | Very important | no comment  |
| Advanced Manufacturing | Very important | The environment we work with, it's the way we engage with our business. It sits hand in hand with how we run our business, it reminds you to run your business in an environmental and ethical way. |
| Advanced Manufacturing | Very important | They were a good customer. We'd like to have them back.   |

|                        |                |  |
|------------------------|----------------|--|
| Advanced Manufacturing | Very important | We supply bicycle wheels to off-road cyclists using the South Downs Way and other trails..   |
| Advanced Manufacturing | Very important | Because I want it to stay as it is. I am happy with our buildings and want it to stay the same- we don't want any development.   |
| Advanced Manufacturing | Very important | An inspirational environment   |
| Knowledge economy      | Very important | Building in this country has got out of control, we need to keep places of beauty. It's important to my business as I can take students to the areas to paint.   |
| Knowledge economy      | Very important | We are an architectural business and we use them as a planning authority.  |
| Knowledge economy      | Very important | We mention it on our web site. It is one of the plus points of working here when we attract employees. Part of our "brand".  |
| Knowledge economy      | Very important | Without it a lot of our work wouldn't be required as we deal with planning constraints in the National park.   |
| Knowledge economy      | Very important | Because we work for them we are their local printer  |
| Knowledge economy      | Very important | Much of our more local work (maybe up to 20% of our total workload) is within the SDNPA Planning context. We also work directly for SDNPA on a retained basis.   |
| Knowledge economy      | Very important | I live and work in the National Park.  |
| Knowledge economy      | Very important | It's a great place good for peoples mental health  |
| Knowledge economy      | Very important | It brings people from all over the world to our small historic village and increases the footfall of new leads   |
| Knowledge economy      | Very important | As architects I have to operate within their local plan  |
| Land-based             | Very important | It's a known entity and brings people to the area and fits in our ethos.   |
| Land-based             | Very important | To be in the National Park is good for tourism and keeping the rural character.  |
| Land-based             | Very important | Everything we do is affected by being in the national park.  |
| Land-based             | Very important | Preservation of the land and wildlife. That is integral to the vineyard as well. We are working with agriculture and so it is important that the land is protected.  |
| Land-based             | Very important | Needs to preserve the South Downs.   |
| Land-based             | Very important | We get a lot of our natural ingredients from the National Park area.   |
| Land-based             | Very important | Because of what the Park should provide, tranquillity, care for flora and fauna and the people who have open access. I'm current in conflict with another business who hold game birds, that come on to my Vineyard and eat my grapes. |
| Land-based             | Very important | To keep it rural   |
| Land-based             | Very important | I cannot do anything without their permission planning wise.   |
| Land-based             | Very important | Because most of the people that stay with us want to walk in the Park  |
| Land-based             | Very important | Big landmark. It's part of our heritage and history.   |
| Land-based             | Very important | It is the region where I make my wine.   |
| Land-based             | Very important | I get a little bit of work from them and a lot of my work is influenced by the South Downs National Park   |
| Land-based             | Very important | It's a great piece of country, it's where we are identified as coming from. It's good for our back story being directly linked to the National Park.   |

|                 |                |  |
|-----------------|----------------|--|
| Land-based      | Very important | Because as a governing body they have taken over all the planning issues and anything you has passed by them instead of the local council.                       |
| Visitor economy | Very important | My business does a great deal of business with businesses around this area and actually with the National Park   |
| Visitor economy | Very important | They have a much wider reach that we could have as far as publicity. Being in the South Downs does definitely helps with business                                |
| Visitor economy | Very important | It's what brings a lot of people into Hampshire. It's a tourist attraction.  |
| Visitor economy | Very important | It is very important as it is responsible for planning   |
| Visitor economy | Very important | It is a beautiful area and it attracts people to the area, a lot of customers are wealthy.   |
| Visitor economy | Very important | We can see it from our office. We sponsor a music festival, The South Downs International Summer Music Festival. We pick our Elder flowers from the south downs. |
| Visitor economy | Very important | Massively so. Their input to this area is paramount to all businesses. Their introductions to this kind of this kind of leisure business is huge.                |
| Visitor economy | Very important | Our golf course is on it.  |
| Visitor economy | Very important | We do a lot of weddings and beautiful surroundings are important.  |
| Visitor economy | Very important | It is a selling point for us, due to our location.   |
| Visitor economy | Very important | We promote that we are on the South Downs.   |
| Visitor economy | Very important | We are in the leisure industry and for tourists the National Park is one of the main reason as to why they come, which in turn brings customers to me.           |
| Visitor economy | Very important | Because we are part of the South Downs Tourist network so we work with them for our business   |
| Visitor economy | Very important | Because we are on the South Downs Way  |
| Visitor economy | Very important | Its where we get 60% of our trade  |
| Visitor economy | Very important | It's a magnet for tourism.   |
| Visitor economy | Very important | We rely on walkers visiting the South Downs and at the same time visiting our pub.   |
| Visitor economy | Very important | We are at the Devils Dyke and 50 % of the people come here because of the walk.  |
| Visitor economy | Very important | It attracts the visitors to the area.  |
| Visitor economy | Very important | It is someone that we partner with for our business.   |
| Visitor economy | Very important | We have a lot of people who do the South Downs Way and it is very important for us to live with all that on our door step.                                       |
| Visitor economy | Very important | Because it delivers a lot of tourists to the area needing accommodation.   |
| Visitor economy | Very important | Majority of customers are from those using the South Downs Way . We are around 1/2 mile off it.  |
| Visitor economy | Very important | A lot of walkers and visitors to the Downs are our customer base.  |

|                        |                |   |
|------------------------|----------------|---|
| Visitor economy        | Very important | People come here when they are doing things on the South Downs.   |
| Visitor economy        | Very important | They are our planning authority   |
| Visitor economy        | Very important | It's put us on the map.   |
| Visitor economy        | Very important | We are on the bottom of South Downs. I get a lot of walkers and cyclists and we do weddings and a lot of people come here for this.   |
| Visitor economy        | Very important | We are in it and a lot of our summer trade comes from people enjoying the park.   |
| Visitor economy        | Very important | We see lots of cyclists and hikers/ramblers stay and visit us. People walking the South Downs Way using the pub as a stopover. It is good for business.   |
| Visitor economy        | Very important | Because of planning   |
| Advanced Manufacturing | Important      | Not sure what it might do for my business. But from a personal point of view it is important. Retaining historic sites and looking after the way the place looks.   |
| Advanced Manufacturing | Important      | My premises have recently moved to the boundaries of the Park.  |
| Advanced Manufacturing | Important      | Brings people into the area. People want to move here. The National Park makes it more attractive.  |
| Advanced Manufacturing | Important      | Because as a regulatory authority it is good to keep things within certain restrictions. Helps to protect rural life  |
| Advanced Manufacturing | Important      | I have some vineyards in the SDNP.  |
| Advanced Manufacturing | Important      | It's nice to know it's there, but it doesn't affect our business.   |
| Knowledge economy      | Important      | Ideologically really, the ideas I'm trying to put across in my books has some small bearing.  |
| Knowledge economy      | Important      | My work uses the wool from the sheep and alpacas that are on The Downs  |
| Knowledge economy      | Important      | Because they sell my books on the district.   |
| Knowledge economy      | Important      | They deal with all the planning.  |
| Knowledge economy      | Important      | Somehow I have to get passed them to do business and planning restrictions are not helpful. It is always very difficult to get hold of anybody on the telephone.  |
| Knowledge economy      | Important      | We open spaces and great for taking photographs   |
| Knowledge economy      | Important      | Not important to us per se but very important to our clients in planning and development.   |
| Knowledge economy      | Important      | It is of interest as it makes the quality of the area better. It is also important to my clients who are affected by planning. It makes living in the area more amenable and beneficial but the need for some controlled development can be a challenge. Difficult to have a conversation on the benefits and downsides. EHDC taking the SDNPA policies and interpreting them in a certain way, difficult to align both the NP authorities and local councils more rigid views. Need to diversify community rural based business. |



|                   |           |  |
|-------------------|-----------|--|
| Knowledge economy | Important | SDNPA comes to me as well as others on aspects to do with historic buildings such as what sort of plaster or cornices to use and the like. Always planting schemes for wildlife habitats and erosion.                  |
| Knowledge economy | Important | It's on my doorstep so it is important how it is run.  |
| Knowledge economy | Important | Hoping it is going to protect the environment and landscape.   |
| Knowledge economy | Important | We choose to have the studio here because it is in an area of beauty.  |
| Knowledge economy | Important | Being architects we deal with the SDNPA all the time as regards planning etc.  |
| Knowledge economy | Important | We have a general care to our surroundings and environment.  |
| Knowledge economy | Important | For example, if I am recruiting, proximity to the Park may be a factor.  |
| Knowledge economy | Important | Probably not affect the business we do but a high proportion of the work we do is carried out in the NP.   |
| Knowledge economy | Important | The NP has a strong slant on wildlife protection.  |
| Knowledge economy | Important | Has the potential to co-ordinate and support the local environment and economy over several counties.  |
| Knowledge economy | Important | We are architects and designers and energy efficient studies. If I have a property in the NP I have to go through extra layers of planning and consultation.   |
| Knowledge economy | Important | In general a lot of green spaces are being taken away, and anything that protects that heritage is important. e.g. if I have a property to rent in or near the Park it can make the properties more attractive to let. |
| Knowledge economy | Important | It is part of our brand and identity and important to the mood of the office and the experience of our customers when they visit, including international visitors.  |
| Knowledge economy | Important | It is important to protect the area and ensure planning and services are under control.  |
| Knowledge economy | Important | I work with artists who only work with materials found in the South Down National Parks - but not predominately, but I would like to pursue this avenue.   |
| Knowledge economy | Important | Recreational !   |
| Knowledge economy | Important | Having a pleasing environment makes it that better to visit. Arts trails also very complementary as a visitor experience.  |
| Land-based        | Important | Because it stops unnecessary development.  |
| Land-based        | Important | For the preservation and conservation of trees which is my passion.  |
| Land-based        | Important | Because the park can promote good diversification.   |
| Land-based        | Important | It keeps the area in a rural setting, with more questions asked about planning- this is more helpful to us.  |
| Land-based        | Important | Because our guests can walk from our business to the National Park   |
| Land-based        | Important | We provide accommodation in the middle of the National Park.   |
| Land-based        | Important | They control various things like planning and footpaths etc.   |
| Land-based        | Important | Important for accommodation business, but less for farming.  |
| Land-based        | Important | The NP has not made that much different but it is important to keep the area and attract visitors. Planning is an extra layer but an advantage in that it is its own planning authority and limiting the urban spread. |

|                 |           |   |
|-----------------|-----------|---|
| Land-based      | Important | They have the ability to destroy the area where I have lived my entire life by stifling business expansion and making property unaffordable for local people.   |
| Land-based      | Important | Because I am in the National Park I have to abide by their rules.   |
| Land-based      | Important | We have to get involved in a lot of planning applications and come up against the SDNPA very often. We erect agricultural buildings.  |
| Land-based      | Important | For the protection of the landscape and wildlife in the National Park.  |
| Land-based      | Important | Because a lot of the farmers are using the facilities with the National Park, and supply local businesses   |
| Land-based      | Important | Care for the environment, and preservation orders and the need to keep trees in good order.   |
| Land-based      | Important | It brings in business for us.   |
| Land-based      | Important | Because it impacts on the business  |
| Land-based      | Important | Farming, some positive and negative but because of Brexit more likely to move toward tourism and that is where the NP will be more important.   |
| Land-based      | Important | We deal with planning issues from time to time.   |
| Land-based      | Important | We like the location, we use micro flora in the area to brew  |
| Land-based      | Important | Attracting people to the area.  |
| Land-based      | Important | It stops the creep of endless development   |
| Land-based      | Important | Landscape management. Maintain character and wildlife of NP in perpetuity.  |
| Land-based      | Important | It is one of our selling points. We use products from in and around the South Downs   |
| Land-based      | Important | It has a big influence on the profitability of my business.   |
| Land-based      | Important | We live in the middle of it.  |
| Visitor economy | Important | Although not my main customer base, I do have a couple of walkers or cyclists who stay with me  |
| Visitor economy | Important | It attracts customers to the area. Cycling, walking etc.  |
| Visitor economy | Important | I get people staying here to visit attractions across the South Downs and go walking etc, but I also get a lot of working people taking time off and just come for the B&B.   |
| Visitor economy | Important | We are just inside it so it is a benefit to us.   |
| Visitor economy | Important | Because people who visit and walk on it are potential customers   |
| Visitor economy | Important | A lot of our customers do come from the area, and we also want to promote the area through our business, and educate people about our changing landscape.   |
| Visitor economy | Important | People looking for holiday accommodation being in the South Downs helps. As a golf course immaterial. As a farmer relevant only with environmental schemes and cluster groups (looking at environmental schemes on a landscape scale and may help access to funding). |
| Visitor economy | Important | We are not dependent on the NP but it is an attraction that brings in the visitors.   |
| Visitor economy | Important | Because it's an attraction that brings people to the area, and hopefully future business will depend a little on it   |
| Visitor economy | Important | Particularly because of our spring show at Firle where there are a lot of walk in customers.  |
| Visitor economy | Important | It is a visitor attraction so good for business   |

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| Visitor economy | Important | We have to cooperate with each other  |
| Visitor economy | Important | It has a lot of venues that I work at.  |
| Visitor economy | Important | We get a lot of walkers and bikers who have used the park   |
| Visitor economy | Important | It's reported worldwide how beautiful our track is due to its location. It's an iconic British landmark.  |
| Visitor economy | Important | We rely on the beauty of the area, it is a preserved area and development is controlled.  |
| Visitor economy | Important | Pretty much all the activities are within the centre but we would like to extend these to do mountain biking across the South Downs. Also an attractive place for customers.  |
| Visitor economy | Important | The good it does and trying to protect the surrounding areas. We are near the downs so it's quite scenic etc.   |
| Visitor economy | Important | Attracting visitors to the area. We draw visitors from across the south of England but we draw the majority from across the National Park and any activities they undertake will have an effect and we would want to cooperate. |
| Visitor economy | Important | It is a nice area and people look after it so it attracts more people.  |
| Visitor economy | Important | My clients don't just visit the Park, they also visit the other parts of the area.  |
| Visitor economy | Important | Preservation of the local area.   |
| Visitor economy | Important | We are on the edge of the South Downs so gain customers from the activities in the area.  |
| Visitor economy | Important | We are on the borders of the NP and encourages people to the area.  |
| Visitor economy | Important | Arundel is a gateway town to the National Park  |
| Visitor economy | Important | We are a tourist business and people visiting other places come- but whether or not it is because of the National park, I do not know.  |
| Visitor economy | Important | We get a lot of walkers and cyclists.   |
| Visitor economy | Important | It does generate a little business with more visitors but it is not like the Lake District as yet.  |
| Visitor economy | Important | We like to give people information on what is happening in the area, what they can see and what to visit.   |
| Visitor economy | Important | The area is protected   |
| Visitor economy | Important | Because we are on the edge of the National Park we benefit from the links to it.  |
| Visitor economy | Important | We rely quite a lot on visitor attraction.  |
| Visitor economy | Important | It helps being in this area. The area is pretty and we are down the road from Marwell Zoo.  |
| Visitor economy | Important | Fairly important - we are just outside the SD area.   |
| Visitor economy | Important | Attracting the visitors and letting them know there are other places to visit. Near to the old railway, south downs link.. Guildford to Shoreham.   |

|                        |                                   |   |
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| Visitor economy        | Important                         | People identify with SDNP and the fact we are in the park and source a lot of our produce from the park   |
| Visitor economy        | Important                         | Brings people in.   |
| Visitor economy        | Important                         | Preserving our surrounding and the environment and it is a visitors attraction which helps our business.  |
| Advanced Manufacturing | Neither important nor unimportant | I would not know how that would impact the job that we do.  |
| Advanced Manufacturing | Neither important nor unimportant | Does not affect the business other than planning issues for our customers needing joinery   |
| Advanced Manufacturing | Neither important nor unimportant | it is not related to our business   |
| Advanced Manufacturing | Neither important nor unimportant | I do not have anything to do with it other than driving through. I do not really use the facilities   |
| Advanced Manufacturing | Neither important nor unimportant | Not linked to our business  |
| Advanced Manufacturing | Neither important nor unimportant | I don't know what they can do for me as a business  |
| Advanced Manufacturing | Neither important nor unimportant | We are located here, enjoy the area but our clients come from all around the UK.  |
| Advanced Manufacturing | Neither important nor unimportant | We do not use it as such- we are in it but we do not use it.  |
| Advanced Manufacturing | Neither important nor unimportant | Because most of my business is in London and I haven't made anything of the south downs as yet.   |
| Advanced Manufacturing | Neither important nor unimportant | In theory the Park should be a customer of ours as they monitor the environment, but they are not.  |
| Advanced Manufacturing | Neither important nor unimportant | It is important to the people within the company but not important to the way the company runs.   |
| Advanced Manufacturing | Neither important nor unimportant | From a personal perspective very important but from a commercial perspective, not sure how important it is.   |
| Advanced Manufacturing | Neither important nor unimportant | In terms of location very important. In terms of business not very important.   |
| Advanced Manufacturing | Neither important nor unimportant | The area doesn't really come into play from a business point of view on a day to day basis.   |
| Advanced Manufacturing | Neither important nor unimportant | We are not directly impacted by it- we are in the middle of an industrial estate. We are careful about noise and emissions but apart from that we do not really realise we are in such an area. |

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| Advanced Manufacturing | Neither important nor unimportant | We appreciate it being here but it does not make much difference in terms of the day to day running of our business.                |
| Advanced Manufacturing | Neither important nor unimportant | Because we don't have any specific dealings with the park. It makes no difference to our customer base.                             |
| Advanced Manufacturing | Neither important nor unimportant | Doesn't make any difference to my business.   |
| Advanced Manufacturing | Neither important nor unimportant | Whilst we like working in the location. As a business, it doesn't help or hinder us.  |
| Advanced Manufacturing | Neither important nor unimportant | It is not particularly relevant as the NP is more into planning and environment and we are a commercial business building trailers. |
| Advanced Manufacturing | Neither important nor unimportant | I feel like what we do isn't really relevant to the Park authority.   |
| Knowledge economy      | Neither important nor unimportant | It is not really relevant to my photography business.   |
| Knowledge economy      | Neither important nor unimportant | Sometimes it's completely irrelevant and other times i.e. planning it is very relevant to my business.                              |
| Knowledge economy      | Neither important nor unimportant | Because we have not interacted before through business.   |
| Knowledge economy      | Neither important nor unimportant | I cannot think of any impact it has on what we do.  |
| Knowledge economy      | Neither important nor unimportant | Not particularly relevant.  |
| Knowledge economy      | Neither important nor unimportant | It doesn't have any impact on my business   |
| Knowledge economy      | Neither important nor unimportant | My location bears no relevance to my business activities.   |
| Knowledge economy      | Neither important nor unimportant | It does not have much impact on what we do.   |
| Knowledge economy      | Neither important nor unimportant | As a law firm not a lot of direct influence but can affect our conveyancing work.   |
| Knowledge economy      | Neither important nor unimportant | We support the South Downs National Park but we get nothing back no communication .   |
| Knowledge economy      | Neither important nor unimportant | Because of the nature of our work.  |

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| Knowledge economy | Neither important nor unimportant | Not really have much engagement with the park at all. Solicitors with 7 offices throughout Sussex   |
| Knowledge economy | Neither important nor unimportant | Our business is done on line, it doesn't matter where it is.  |
| Knowledge economy | Neither important nor unimportant | It does not directly relate to our business activity.   |
| Knowledge economy | Neither important nor unimportant | Our clients come from all over- they are not looking for something local they are looking for something particular.   |
| Knowledge economy | Neither important nor unimportant | My business operated entirely independently of anything to do with the National Park.   |
| Knowledge economy | Neither important nor unimportant | SDNPA not a client of ours and our customers are based UK wide. No link between what we do and the environment around.  |
| Knowledge economy | Neither important nor unimportant | We have not got an obvious link to the national park itself.  |
| Knowledge economy | Neither important nor unimportant | I don't think it particularly affects what we do, except for a property in the national park. It doesn't affect our business strategy.                        |
| Knowledge economy | Neither important nor unimportant | Although we are in the park, we are not a tourist based company. Although we appreciate we are in an area of outstanding beauty and need to keep it this way. |
| Knowledge economy | Neither important nor unimportant | It has no bearing or reflection on our business.  |
| Knowledge economy | Neither important nor unimportant | We have not got much dealing with the SDNP themselves   |
| Knowledge economy | Neither important nor unimportant | From a business point of view, we don't serve it any way. From a personal point of view, I consider it extremely important.                                   |
| Knowledge economy | Neither important nor unimportant | Because it doesn't have an impact on us from a business perspective at the moment.  |
| Knowledge economy | Neither important nor unimportant | It's not something we need to affiliated with as far as our business is concerned   |
| Knowledge economy | Neither important nor unimportant | It's important personally but I don't think it makes any difference to the business.  |
| Knowledge economy | Neither important nor unimportant | Not important to the business but important to the well-being of the business and for some location shoot opportunities.                                      |
| Knowledge economy | Neither important nor unimportant | We don't do much by way of development these days. Doesn't have any great influence on our business activity.   |

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| Knowledge economy | Neither important nor unimportant | My business is not affected by my location.  |
| Land-based        | Neither important nor unimportant | It's not really important, but then some of the things they do does affect our business (e.g. where timber can be felled).   |
| Land-based        | Neither important nor unimportant | Because being the park doesn't affect any of our farm produce, it's not labelled as being from the park. Branded as UK produce. But if we diversify into tourism, then yes being the park is more important. |
| Land-based        | Neither important nor unimportant | Because I was here before the National Park was set up and don't feel it has made any difference to my business.   |
| Land-based        | Neither important nor unimportant | It doesn't have an impact on us.   |
| Land-based        | Neither important nor unimportant | It doesn't really impact on the work they do   |
| Land-based        | Neither important nor unimportant | The benefits to my business from the National Park are limited, if any.  |
| Land-based        | Neither important nor unimportant | We just do what we do and we don't get any payment or have any interaction with them.  |
| Land-based        | Neither important nor unimportant | We do a small volume of work for the park authority.   |
| Land-based        | Neither important nor unimportant | It hasn't really affected us   |
| Land-based        | Neither important nor unimportant | Doesn't have any bearing on my business.   |
| Land-based        | Neither important nor unimportant | We aren't dependent on the National Park for our business  |
| Land-based        | Neither important nor unimportant | It does not have much impact on our business   |
| Land-based        | Neither important nor unimportant | Due to what we do versus what the National Park is doing , however the business owners do have farm states in the Park.  |
| Land-based        | Neither important nor unimportant | Sometimes it is important for certain activities (e.g. TPO applications)   |
| Land-based        | Neither important nor unimportant | Because it doesn't affect our business decisions where we are located.   |
| Visitor economy   | Neither important nor unimportant | Occasionally it is important (e.g. if they organise festivals), or gigs at the Heritage Centre. Network for dances or folk singing is considerably greater.  |

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| Visitor economy | Neither important nor unimportant | There are tourist attractions around here that our customers come from but it would not be the National Park.  |
| Visitor economy | Neither important nor unimportant | We would like it to be important. We do mention it on our website and get the occasional inquiry for information. But we just do not have any snappy profile or information as to what it is and how to access walks and cycle-ways etc. We feel the NP could market themselves much more. I come from the Lake District and that is clear what it is about. |
| Visitor economy | Neither important nor unimportant | We can survive with it or without it- it doesn't make much difference. We are in the middle of a town.   |
| Visitor economy | Neither important nor unimportant | The location doesn't really affect our business  |
| Visitor economy | Neither important nor unimportant | I think they are more inclined to hinder a business rather than help them especially in hospitality.   |
| Visitor economy | Neither important nor unimportant | So much of our business is outside of the region. We are based here but that is the extent of it. We have some local pre-trip activities bit those are not dependent on being a NP.  |
| Visitor economy | Neither important nor unimportant | Only in respect of providing services to clients in the area otherwise not important. Personally, it is good to visit locations.   |
| Visitor economy | Neither important nor unimportant | There is no correlation between our business activities and park.  |
| Visitor economy | Neither important nor unimportant | It doesn't really affect our business  |
| Visitor economy | Neither important nor unimportant | Not enough camp sites in this National Park  |
| Visitor economy | Neither important nor unimportant | I am not sure how many people come to us from further afield.  |
| Visitor economy | Neither important nor unimportant | I do not feel the location of our business is really relevant to the Park.   |
| Visitor economy | Neither important nor unimportant | From a business perspective, it's irrelevant, it could be anywhere as training needs to happen.  |
| Visitor economy | Neither important nor unimportant | I am sure it could be important if I knew what sort of contribution could be made to a relationship.   |
| Visitor economy | Neither important nor unimportant | I am in the NP but not on a major walking route. Nearest is 2 miles away or so and so visitors will have to drive.   |
| Visitor economy | Neither important nor unimportant | So far the Park hasn't had a massive impact in drawing tourists to our area of business.   |



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| Visitor economy        | Neither important nor unimportant | just OUTSIDE BUT CLOSE TO np AND HAVE NO CAR PARK. THERE ARE OTHER PUBS CLOSER THAT WOULD CATER FOR VISITOR TRADE.   |
| Visitor economy        | Neither important nor unimportant | Not a huge amount of business of it.   |
| Visitor economy        | Neither important nor unimportant | The only reason anyone comes to see us is because they are in the area- so some of them may be here because of the National Park but I have no idea how many.  |
| Visitor economy        | Neither important nor unimportant | We are where we are the geographic placement doesn't make a lot of difference  |
| Visitor economy        | Neither important nor unimportant | It is there and people come as a tourist area but it does not really impact us as we are close to populated areas of Winchester, Portsmouth etc and near the cricket.  |
| Visitor economy        | Neither important nor unimportant | Our business doesn't have a particular partnership with the South Downs National Park  |
| Advanced Manufacturing | Not important                     | I value it but for us it is relatively unimportant. The reason people are attracted to us is not for our location but our expertise. The NP is important to me for my work environment. The South Downs Way is a route our riders might use, but then they would also use elsewhere as we supply nationwide. |
| Advanced Manufacturing | Not important                     | It does not make any difference.   |
| Advanced Manufacturing | Not important                     | It doesn't help or hinder our business as we manufacture and sell worldwide. We do not have any important connections.   |
| Advanced Manufacturing | Not important                     | Because as business we don't rely on it.   |
| Advanced Manufacturing | Not important                     | I'm aware and in favour of it, but it hasn't offered me anything specific in relation to the business.   |
| Advanced Manufacturing | Not important                     | We don't rely on the local tourism for our business.   |
| Advanced Manufacturing | Not important                     | I don't think it makes any difference to us as an organisation.  |
| Advanced Manufacturing | Not important                     | It has no bearing on our ability to get contracts.   |
| Advanced Manufacturing | Not important                     | Because our business doesn't rely on local activity.   |
| Advanced Manufacturing | Not important                     | Because we don't deal with the general public tourism does not affect our business   |
| Knowledge economy      | Not important                     | We haven't had any jobs in the area, hasn't affected anything we've done   |
| Knowledge economy      | Not important                     | It doesn't have any impact on what we do.  |
| Knowledge economy      | Not important                     | I haven't come across it before.   |
| Knowledge economy      | Not important                     | A hindrance rather than a help.  |
| Knowledge economy      | Not important                     | It is not part of our business. We could be based anywhere.  |

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| Knowledge economy | Not important | We can be located anywhere. Location not influenced by the SDNP   |
| Knowledge economy | Not important | As many of my clients are building property outside the Park area.  |
| Knowledge economy | Not important | I am not aware that it provides any business opportunities.   |
| Knowledge economy | Not important | There is nothing locally for the business as our customers are far reaching. Nothing we are dependent on the local economy.   |
| Knowledge economy | Not important | The park doesn't really affect the services we offer.   |
| Knowledge economy | Not important | I'm not sure it has ever cropped up in any conversation ever.   |
| Knowledge economy | Not important | We have rarely had anything to do with the SDNPA is a planning application, at that part related to the NP was a nightmare because they did not seem to have the right resources in place. They seem to need to catch up with the infrastructure of becoming a NP Also incredibly bureaucratic. |
| Knowledge economy | Not important | Because it's not relevant and doesn't link to what we do  |
| Knowledge economy | Not important | I don't rely on the South Downs for my income, but I am willing to do anything to help to preserve it as a National Park  |
| Knowledge economy | Not important | Business doesn't rely on the local economy  |
| Land-based        | Not important | My business does rely on the National Park at all.  |
| Land-based        | Not important | We have been farming here perfectly well, and now they have more rules and regulations, it's pretty pointless. The land has always been here, and now they want more people trying to tell you what to do. More bureaucracy.  |
| Land-based        | Not important | Does not have any bearing on my organisation. We look after trees mainly for private households.  |
| Land-based        | Not important | I don't depend on for business  |
| Land-based        | Not important | It is just a name (the National Park), somewhere to park your car and face the possibility of it being broken into.   |
| Land-based        | Not important | The organisation makes no difference to our business  |
| Land-based        | Not important | I cannot honestly see what impact it has on us. There is no commercial advantage.   |
| Land-based        | Not important | We operate in such a wide area for the business, up as far as Leicester.  |
| Land-based        | Not important | It doesn't make much difference to us whether we are in it or not.  |
| Land-based        | Not important | We are not a tourist attraction- we are just a local farm shop.   |
| Land-based        | Not important | It doesn't affect me in the slightest, so has no influence on me whatsoever.  |
| Land-based        | Not important | Location doesn't really affect my business  |
| Land-based        | Not important | It doesn't really change anything we do, it hasn't made any difference to our business.   |
| Land-based        | Not important | When people come to the area to the South Downs they are not coming to buy plants directly  |
| Land-based        | Not important | It doesn't affect my sales.   |
| Land-based        | Not important | Since it has been a National Park I have found it annoying.   |
| Land-based        | Not important | Because it just causes me aggravation   |
| Visitor economy   | Not important | I have had no contact at all. It has made no difference to becoming a National Park.  |

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| Visitor economy        | Not important        | Because we are Right on the edge on the National Park, so it doesn't make much of a difference to trade.   |
| Visitor economy        | Not important        | Mainly because it doesn't affect us that much. It doesn't impact on our business.  |
| Visitor economy        | Not important        | Most of our business is local and we are in the centre of town Billingshurst. If any it is people coming off the train waiting for a taxi.                 |
| Visitor economy        | Not important        | We do not do events that are specific to the national park.  |
| Visitor economy        | Not important        | I don't see where we overlap.  |
| Visitor economy        | Not important        | At the moment not important as we don't go anywhere near it, however future wise we are looking at what we can do with our biking activities.              |
| Visitor economy        | Not important        | It is an AONB, not altered things a lot, not do a lot and if anything made trading harder due to extra restrictions.                                       |
| Advanced Manufacturing | Not at all important | As far as the business is concerned, not important. However, it does potentially create customers.   |
| Advanced Manufacturing | Not at all important | We don't have any reason to say otherwise. No effect on our business.  |
| Advanced Manufacturing | Not at all important | There is not enough feedback from clients of ours to establish the importance ,if any, of The SDNPA to our business.                                       |
| Advanced Manufacturing | Not at all important | Because it is nothing to do with our business it is irrelevant   |
| Advanced Manufacturing | Not at all important | Within the business, there is no work we do for the South Downs National Park, apart from recreation there is no reason I would go there.                  |
| Advanced Manufacturing | Not at all important | I don't think I have seen any effect on our business either in terms of restrictions or opportunities.   |
| Advanced Manufacturing | Not at all important | Does not affect me and nobody will come to me because of the NP  |
| Advanced Manufacturing | Not at all important | It doesn't affect us- we are just a very small business.   |
| Advanced Manufacturing | Not at all important | Business doesn't rely on the local economy specifically.   |
| Advanced Manufacturing | Not at all important | It's not important as far as my business.  |
| Advanced Manufacturing | Not at all important | No relevance to our business activities.   |
| Advanced Manufacturing | Not at all important | Our business is beyond the NP and our work as bespoke cabinet makers is not affected, but personally it is of great value to live in the middle of the NP. |
| Advanced Manufacturing | Not at all important | It has no effect on our business   |
| Advanced Manufacturing | Not at all important | It doesn't have any bearing on my business at all.   |
| Advanced Manufacturing | Not at all important | It's of no relevance to my business.   |
| Advanced Manufacturing | Not at all important | Our business is international  |
| Advanced Manufacturing | Not at all important | Our geographical location reduces the importance.  |
| Advanced Manufacturing | Not at all important | Not interact with SDNPA but potential for temporary events, off grid power etc   |

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| Advanced Manufacturing | Not at all important | Business doesn't rely on being in the south downs for customers   |
| Advanced Manufacturing | Not at all important | We sell internationally. The product and customers are not affected or dependant on the NP.   |
| Advanced Manufacturing | Not at all important | Because nothing to do with mining is carried on within the National Park.   |
| Advanced Manufacturing | Not at all important | Does not influence the business in any way other than being good for our employees.   |
| Advanced Manufacturing | Not at all important | Because we are a local manufacturing company and we have local customers  |
| Knowledge economy      | Not at all important | In terms of work wise, there isn't any benefit at all.  |
| Knowledge economy      | Not at all important | My business is not in South Downs National Park and is unrelated to it.   |
| Knowledge economy      | Not at all important | It does not make any difference to my business at all.  |
| Knowledge economy      | Not at all important | I deal with clients within the national park as I would any wear else   |
| Knowledge economy      | Not at all important | We run events all over the country, we never use what is around us in a commercial manner   |
| Knowledge economy      | Not at all important | We do not rely on the NP at all, we just happen to rent an office here. Our customers are international.  |
| Knowledge economy      | Not at all important | We are not focused on the area we are focused on the UK   |
| Knowledge economy      | Not at all important | It has no bearing at all on what we do.   |
| Knowledge economy      | Not at all important | We do not interact with the park in any shape or form.  |
| Knowledge economy      | Not at all important | We contact all our clients through Skype and emailing, for example.   |
| Knowledge economy      | Not at all important | Business customers nationwide and we could be based anywhere, but personally good place to live. We are directly on the route on the new A27 extension. |
| Knowledge economy      | Not at all important | Because I work on my own, and the business could be located anywhere.   |
| Knowledge economy      | Not at all important | We supply nationally and could be based anywhere.   |
| Knowledge economy      | Not at all important | If we never had a developer who built in or near the South Downs it would affect us.  |
| Knowledge economy      | Not at all important | It does not impact on our business at all for what we do.   |
| Knowledge economy      | Not at all important | Because all my business is outside the National Park.   |
| Knowledge economy      | Not at all important | Because our business is mainly based in London  |
| Knowledge economy      | Not at all important | They have zero impact on our business as far as we are aware. We are nationwide.  |
| Knowledge economy      | Not at all important | We just happen to located where we are but no relevance to the business.  |
| Knowledge economy      | Not at all important | Our sector is not connected to South Downs national park.   |

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| Knowledge economy | Not at all important | Irrelevant. We can work wherever we want it is not location dependent. We work in computers.   |
| Knowledge economy | Not at all important | Of no relevance to us as a professional office   |
| Knowledge economy | Not at all important | Not relevant to what we are doing in any shape or form. Personally it is great to have on the doorstep but not relevant to the business, we could be based anywhere. |
| Knowledge economy | Not at all important | Our customers are based out of the area. We have no links to the NP.   |
| Knowledge economy | Not at all important | It doesn't affect my business, I wouldn't use it in advertising and it wouldn't come up in conversation.   |
| Knowledge economy | Not at all important | Not related to business at all.  |
| Knowledge economy | Not at all important | Has absolutely no affect on our business at all  |
| Knowledge economy | Not at all important | We are an accountancy firm.  |
| Knowledge economy | Not at all important | Being near to the park has no advantages for the business.   |
| Knowledge economy | Not at all important | Our customers are international. I just happen to live and work in the SDNP  |
| Knowledge economy | Not at all important | All our customers are UK or international and we just happen to be based in the area.  |
| Knowledge economy | Not at all important | Location has no impact on our business   |
| Knowledge economy | Not at all important | I don't think it impacts very much on my business.   |
| Knowledge economy | Not at all important | I suppose we don't see how it could be important as we do not operate locally and are not a tourist or environmental organisation.                                   |
| Knowledge economy | Not at all important | Business doesn't come from the National Park particularly  |
| Knowledge economy | Not at all important | Has no relevance to our business.  |
| Knowledge economy | Not at all important | We were originally based in London and the majority of our clients are outside the area.   |
| Knowledge economy | Not at all important | I am a PR agency and work with brands that the NP has no relevance.  |
| Land-based        | Not at all important | Doesn't affect my business whatsoever.   |
| Land-based        | Not at all important | I don't feel any value in the National Park and it has caused me a lot of planning problems.   |
| Land-based        | Not at all important | Nothing but a pain   |
| Land-based        | Not at all important | I would like them to disappear as they impose too many restrictions when we wanted to build more buildings, so our grandsons could deal with cattle.                 |
| Land-based        | Not at all important | No value to our business   |
| Land-based        | Not at all important | We are farmers so not relevant to our business   |
| Land-based        | Not at all important | We don't need it or use it.  |

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| Land-based      | Not at all important | First I knew of the South Downs Way otherwise just recently only been aware through planning issues.  |
| Land-based      | Not at all important | Not make any difference to me either way.   |
| Land-based      | Not at all important | It doesn't affect my business whatsoever.   |
| Land-based      | Not at all important | When farming land not matter whether in the NP or not.  |
| Land-based      | Not at all important | Because of restrictions on what I can on property planning etc.   |
| Land-based      | Not at all important | We are right on the edge of the NP and have had little to do with them so have to say not at all important at this stage.   |
| Land-based      | Not at all important | Not important for my business as such, but its existence is massively restrictive.  |
| Land-based      | Not at all important | I do not think being in the NP gives us any benefit.  |
| Land-based      | Not at all important | The installation of National Park has caused me a lot of harassment on the farm.  |
| Land-based      | Not at all important | No commercial effect. What we do is not stimulated or affected by the NP  |
| Land-based      | Not at all important | Because I don't do any work with The National Park.   |
| Land-based      | Not at all important | We have been established over 100 years and breeding horses way before the National Park.   |
| Land-based      | Not at all important | Neither positive or negative. Wanted to get some planning permission on some land but little chance of that. Otherwise no effect on us.   |
| Visitor economy | Not at all important | We're not in the National and are directly affected by its tourism  |
| Visitor economy | Not at all important | Not impact our business as nationwide, esp. London  |
| Visitor economy | Not at all important | No real link.   |
| Visitor economy | Not at all important | Doesn't assist me in any way. All it has done is to put another layer of planning bureaucracy. Since the SDNP was formed this is the first contact I have had.  |
| Visitor economy | Not at all important | Not important to me when dealing out of the area like on ships and book people internationally. We have booked local function places, hotels or corporate events, the NP is pleasant place to live or visit but wrong on the restriction to further housing. There is a lot of spare ground and lack of affordable housing. Entertainment spaces for fairs and circuses. Otherwise a lot of wasted space. |
| Visitor economy | Not at all important | It makes little difference to our business  |
| Visitor economy | Not at all important | It is not relevant to anything we do as a business.   |

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| Visitor economy | Not at all important | Most people in the locality see the SDNPA there for its own interest and not anybody else. Preventing business to get on and expand, rejecting planning applications with no discussions, it's almost as if they decide everything and no one else matters without any consideration. You never get an explanation, just a blanket no. Because it's a government body, it thinks it can do what it wants, when in this day and age we are expected to be more consultative. They leave you with a feeling that they own your property. |
| Visitor economy | Not at all important | People walking on the National Park do not tend to be our customers  |
| Visitor economy | Not at all important | Mu business activity has nothing to do with the area.  |
| Visitor economy | Not at all important | Because people visit the National Park don't necessarily come to visit us.   |
| Visitor economy | Not at all important | Because we have never had any feedback or help from them with anything.  |
| Visitor economy | Not at all important | It is not really linked to what we do -it might have links to some of our customers interests but that's about it.   |
| Visitor economy | Not at all important | It doesn't bring in any additional trade to where we are (Wickam).   |

**Q9c. Why do you say that? What kind of impact does it have? [9b. Does being based in or near to the South Downs National Park have any impact on your organisation?]**

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| Advanced Manufacturing | Yes – positive impact | We can say that we are based near the Park, that in itself will be of benefit to our business. Visitors to the Park will hopefully be more aware of my business when visiting the area in the future.  |
| Advanced Manufacturing | Yes – positive impact | Makes a nice place to work, and tourism keeps the local pub going  |
| Advanced Manufacturing | Yes – positive impact | It's a lovely place to work, as I said before the importance of the environmental and ethical reminder by working here.  |
| Advanced Manufacturing | Yes – positive impact | It helps to sell our product   |
| Advanced Manufacturing | Yes – positive impact | Has impact on planning and building regulations as being in the National Park has different regulations  |
| Advanced Manufacturing | Yes – positive impact | Customers enjoy cycling in the NP.   |
| Knowledge economy      | Yes – positive impact | Well being of staff, nicer place of work   |
| Knowledge economy      | Yes – positive impact | Through sustainability and energy use.   |
| Knowledge economy      | Yes – positive impact | The well-being and retention of staff.   |
| Knowledge economy      | Yes – positive impact | The area is well connected to London, easy access for freight deliveries from the main ports.  |
| Knowledge economy      | Yes – positive impact | People I speak to have heard of Lewes and the South Downs. It is a very different topic of conversation with clients to being in a city. Clients and colleagues (actors) are happy to visit for work that is outside London but close enough to. |
| Knowledge economy      | Yes – positive impact | Not much more at the moment than a feel good factor.   |



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| Knowledge economy | Yes – positive impact | It's a beautiful place to work which influences the people who live here, who are more creative with their hands, which is my business.  |
| Knowledge economy | Yes – positive impact | It is positive from the point of view of my working location.  |
| Knowledge economy | Yes – positive impact | It increases visitors to the area thus increasing the footfall of new leads for our business   |
| Knowledge economy | Yes – positive impact | I think that just being a National Park has drawn attention to the area.   |
| Knowledge economy | Yes – positive impact | I believe it encourages people to visit this area - any increase in tourism will have a knock on effect to the town and businesses.  |
| Knowledge economy | Yes – positive impact | Helps when clients come to visit it is a nice place to be and this reflects well on the business.  |
| Knowledge economy | Yes – positive impact | First, it has enlivened Midhurst to have the Park authority there. Although, this has placed a squeeze on office accommodation in the area.  |
| Knowledge economy | Yes – positive impact | Encourages planning for things to be traditional, Negative, but not derogatory, to have to jump through a few more hoops - more red tape. Good for tourism and countryside maintenance management. |
| Knowledge economy | Yes – positive impact | Cannot say.  |
| Knowledge economy | Yes – positive impact | As before. Area of outstanding beauty.   |
| Land-based        | Yes – positive impact | We have had approaches from a lot of local people so we are in a less competitive area here from where we were before.   |
| Land-based        | Yes – positive impact | We are working closely with the NP for developing the building complex. We need to work with the local community and the NP both closely and positively to reach a good outcome.                   |
| Land-based        | Yes – positive impact | There is a commercial element in terms of income and advice that we may give our clients relating to environmental policies set out by the NP.   |
| Land-based        | Yes – positive impact | The planning authority have been very useful to us, and bringing people to the area, people from outside the area like to visit the National Park  |
| Land-based        | Yes – positive impact | Some visitors like the idea of being close to the South Downs National Park.   |
| Land-based        | Yes – positive impact | Quite a large majority of our suppliers are based within the National Park.  |
| Land-based        | Yes – positive impact | People like to work and live in the national park.   |
| Land-based        | Yes – positive impact | People like to know where things come from and buy local, authentic artisan products.  |
| Land-based        | Yes – positive impact | Keeping trees in good order and very conservation conscious.   |
| Land-based        | Yes – positive impact | If it wasn't for being in the SDNPA. I wouldn't have as much work.   |
| Land-based        | Yes – positive impact | I get trees from it for my logs and there are other farmers to network with.   |
| Land-based        | Yes – positive impact | Guests can access the park from our site and for urban guests this is quite a draw   |
| Land-based        | Yes – positive impact | Because provenance is so important to wine growing.  |
| Land-based        | Yes – positive impact | 70% of our customers are attractedd by the National Park   |
| Visitor economy   | Yes – positive impact | We provide B&B for a lot of walkers.   |



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| Visitor economy | Yes – positive impact | We pick up some tourist business.   |
| Visitor economy | Yes – positive impact | We have always been popular in this area with walkers. It is a destination place as it is very historic. The SDNP may have an additional impact in drawing more people to the area. |
| Visitor economy | Yes – positive impact | We get people who want to walk and we are close to the South Downs Way.   |
| Visitor economy | Yes – positive impact | We bring tourists into the park with our accommodation so we actually help them   |
| Visitor economy | Yes – positive impact | We attract people to the town because the headquarters is actually in Midhurst where I am located   |
| Visitor economy | Yes – positive impact | Visitors to the area.   |
| Visitor economy | Yes – positive impact | They are in charge of five stately homes of which we are one. They have been extremely helpful in helping us as we have restored it   |
| Visitor economy | Yes – positive impact | The walkers visit the National Park and also then our pub/restaurant  |
| Visitor economy | Yes – positive impact | The park includes many lovely venues that attract clients with money to spend on things like my services.   |
| Visitor economy | Yes – positive impact | The fact that the property is in a National Park and people like to visit these areas and come to see the landscape.  |
| Visitor economy | Yes – positive impact | People like to go to places that are a beautiful part of the country which helps us as we are in the leisure industry.  |
| Visitor economy | Yes – positive impact | People identify with the National Park and therefore it is good for business  |
| Visitor economy | Yes – positive impact | Not a negative impact, therefore I put positive   |
| Visitor economy | Yes – positive impact | National Park Authority have been quite involved in our business holding events and conferences here  |
| Visitor economy | Yes – positive impact | My business is in the middle of nowhere and I am literally one minute off The South Downs trail.  |
| Visitor economy | Yes – positive impact | Maybe draws more people to the area although the South Downs Way has been well establish before its creation of the NP.   |
| Visitor economy | Yes – positive impact | Just a good feeling to be near it.  |
| Visitor economy | Yes – positive impact | It's probably a status thing because we are near the National Park, it helps with attracted tourists to the area.   |
| Visitor economy | Yes – positive impact | It's drive tourism and occupancy.   |
| Visitor economy | Yes – positive impact | It's brings more people. It's another string to the tourism bow.  |
| Visitor economy | Yes – positive impact | It's becoming a place to visit so there is a knock on effect to my business   |
| Visitor economy | Yes – positive impact | It's a tourist attraction and our business depends on their custom  |
| Visitor economy | Yes – positive impact | It's a destination and therefore good for business.   |
| Visitor economy | Yes – positive impact | It raises the letting of rooms  |
| Visitor economy | Yes – positive impact | It is beautiful and gives a good impression to our clients who are looking for beautiful things.  |

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| Visitor economy        | Yes – positive impact                    | It is a selling point for us being in the Park, it is a beautiful area.   |
| Visitor economy        | Yes – positive impact                    | It helps as It's a nice prestigious name to be associated with.   |
| Visitor economy        | Yes – positive impact                    | Impact is minimal right now, but helpful in attracting people to the area. Vastly an untapped resource at the moment.   |
| Visitor economy        | Yes – positive impact                    | I think they have provided support to us as we were setting up  |
| Visitor economy        | Yes – positive impact                    | Encourages visitors and the area is protected and that is important to the clients we have at our events as they are outdoor people.  |
| Visitor economy        | Yes – positive impact                    | Can only be positive from people exploring a lovely area.   |
| Visitor economy        | Yes – positive impact                    | Brings people into the area or keep people around.  |
| Visitor economy        | Yes – positive impact                    | Brings in trade.  |
| Visitor economy        | Yes – positive impact                    | Attracts visitors for walking and the local attractions.  |
| Visitor economy        | Yes – positive impact                    | Attracts people to the area which is great for business.  |
| Visitor economy        | Yes – positive impact                    | Again, it's bringing tourists into the South Downs, which equals customers.   |
| Advanced Manufacturing | Yes – a mixture of positive and negative | There are a few restrictions due to being in the area, but they don't affect me that much.  |
| Advanced Manufacturing | Yes – a mixture of positive and negative | The development of vineyards in the SDNP.   |
| Advanced Manufacturing | Yes – a mixture of positive and negative | Planning and restrictions to planning, they tend to add more cost to get permission and slow down the whole process.  |
| Advanced Manufacturing | Yes – a mixture of positive and negative | Nice environment but we would like to extend our building and know that planning restrictions will limit our options and add expense  |
| Advanced Manufacturing | Yes – a mixture of positive and negative | It's hard to get because of trains and roads, but it's such a good environment to work it   |
| Advanced Manufacturing | Yes – a mixture of positive and negative | It has very little or no impact on our business.  |
| Advanced Manufacturing | Yes – a mixture of positive and negative | It had an impact when we were applying for planning information.  |
| Knowledge economy      | Yes – a mixture of positive and negative | We do a lot of planning work for clients. There are special issues doing so in the NP, trickier to get consent. But positively we have customers involved in tourism and they are positively affected by attracting visitors to the NP. |
| Knowledge economy      | Yes – a mixture of positive and negative | The National Park introduces planning constraints that our clients need to overcome, as a result need to employ our services. Also it constricts what our clients can do which is a deterrent to our business.                          |

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| Knowledge economy | Yes – a mixture of positive and negative | Some of my clients find that the legislation and requirements in planning are too stringent   |
| Knowledge economy | Yes – a mixture of positive and negative | Positive in the work it provides us with our own needs to help with planning applications, but difficulty in expanding our business due to current planning determination for our own business.   |
| Knowledge economy | Yes – a mixture of positive and negative | Positive because you get a nicer area to work and play and have clearer policies that we can interpret for the better, but negative in that it can be very restrictive as to planning even if for the better to diversify rural businesses and thus have less scope and be more creative.   |
| Knowledge economy | Yes – a mixture of positive and negative | Positive   We appreciate the fact that we're in a National Park and an area of outstanding natural beauty. The park protects that which is great. Positive   Tourism is important to some of our clients and the park encourages that. Negative   Added layers of bureaucracy. Negative   Those layers and processes mean it can feel as if the SDNPA is hampering local businesses by basing decisions that affect us on massively out of date information. For example, the just-published local plan was consulted on over four years ago. Back then, the high street was at almost full occupancy - so the retail strategy is based on that assumption. Times have changed and the problem now is empty shops. That would call for a different strategy but the local plan determines how the SDNPA will make decisions over the next ten years. Negative   Lack of clarity over where CDC's role and the SDNPA's role intersect. |
| Knowledge economy | Yes – a mixture of positive and negative | Need planning permission, and if not cannot build houses.   |
| Knowledge economy | Yes – a mixture of positive and negative | It is negative in that it makes me do more work. But positive in that I can earn more money.  |
| Knowledge economy | Yes – a mixture of positive and negative | It is more restrictive in terms of finding commercial office space. Also the infrastructure -travel- is not as good as other parts of the country.  |
| Knowledge economy | Yes – a mixture of positive and negative | It encourages people to visit the district.   |
| Knowledge economy | Yes – a mixture of positive and negative | Difficult to say - but maybe some of my tenants choose to rent my properties because they are near the Park. But I don't know for sure.   |
| Knowledge economy | Yes – a mixture of positive and negative | Different client mix  |
| Knowledge economy | Yes – a mixture of positive and negative | Complicates the planning process and has moved from positively supporting thoughtful development within the park to one that resists development and innovation. This will over time have a detrimental impact on the build environment and economy within the park. Requirements for the protection and enhancement of the natural environment are greatly welcomed - could go further!  |

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| Knowledge economy | Yes – a mixture of positive and negative | As per our earlier answer much of our work is within the SDNPA Planning context and we have something of a specialism in it. Generally this has been in our favour but we still find frustrations dealing with some of the more drawn out processes and it has cost us money in the amount of extra time it can take and we can't always pass this on to clients. We feel the system might benefit from some feedback mechanism from those such as ourselves who are hugely supportive of its aims and willing to assist in discussions on potential improvements. |
| Knowledge economy | Yes – a mixture of positive and negative | All of our projects require planning approval therefore we are in constant contact with them.  |
| Land-based        | Yes – a mixture of positive and negative | We do some contract work on the NP land.   |
| Land-based        | Yes – a mixture of positive and negative | We are offering accommodation in the National Park so they are relevant to us as a business.   |
| Land-based        | Yes – a mixture of positive and negative | Very restrictive planning regulations.   |
| Land-based        | Yes – a mixture of positive and negative | The negative is to do with planning, both buildings and attitude to the A27. The Arundel by-pass is sorely needed and without such improvements create a significant transport barrier to be able to move forward with thriving business. Congestion restricts customers getting around and displaces heavy traffic through unsuitable areas.  |
| Land-based        | Yes – a mixture of positive and negative | Positives - The Association. The negatives for instance, If something you are trying to build in sight, there are certain considerations.  |
| Land-based        | Yes – a mixture of positive and negative | Positively it is a really nice place to be - Negative is location can sometimes be a problem for us.   |
| Land-based        | Yes – a mixture of positive and negative | Positive side is promoting the area, but the balance has to be achieved. Negative is that the farm land prices are going up and making it not viable for farming.  |
| Land-based        | Yes – a mixture of positive and negative | Positive from the protection it offers in the surrounding areas, but negative as far as planning   |
| Land-based        | Yes – a mixture of positive and negative | Positive because of the park, negative because of the planning permissions.  |
| Land-based        | Yes – a mixture of positive and negative | Planning policies are restrictive and some are encouraging.  |
| Land-based        | Yes – a mixture of positive and negative | Planning issues have to go through the National Park.  |
| Land-based        | Yes – a mixture of positive and negative | Planning interferes with what I am dealing with. It takes such a long time.  |
| Land-based        | Yes – a mixture of positive and negative | Planning could be a problem  |

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| Land-based      | Yes – a mixture of positive and negative | On a positive note good marketing. On the negative side it stifles business expansion. Significant increase in red tape. Forcing employees to commute in to the SDNP due to lack of housing.  |
| Land-based      | Yes – a mixture of positive and negative | More fastidious about planning but we work closely on countryside conservation and development.   |
| Land-based      | Yes – a mixture of positive and negative | Make our job harder as planning more restrictive than before.   |
| Land-based      | Yes – a mixture of positive and negative | Lot of very narrow lanes in the area. We are inundated with walkers and cyclists. We run a stable with about 50 horses and they are ridden out. Many of the visitors do not seem to understand that sudden movement or bikes that are quiet coming up behind frighten the horses. Off road motor cycles take advantage and very much a conflict with what we do. Many care but significant minority do not. With the NP we are attractive to this activity. |
| Land-based      | Yes – a mixture of positive and negative | Lot more people about as we are on the South Downs Way  |
| Land-based      | Yes – a mixture of positive and negative | It limits things in terms of planning or activities that other farmers can do but which are not appropriate in the park.  |
| Land-based      | Yes – a mixture of positive and negative | It impacts on any planning legislation on farm buildings.   |
| Land-based      | Yes – a mixture of positive and negative | If I am working for someone within the boundaries I have to abide to their regulations and guidance   |
| Land-based      | Yes – a mixture of positive and negative | I would love to say I love being part of the National Park, but I'm in conflict, as the current court hearing relating to the shoot nearby that don't have planning permission, is having a direct impact on my business.   |
| Land-based      | Yes – a mixture of positive and negative | Hopefully tourism will contribute to the business in the future. The Downs have big impact on what we want to do.   |
| Land-based      | Yes – a mixture of positive and negative | From a farming point of view, planning is more difficult. From a leisure point of view it attracts visitors, but also creates events that impinge on our farming activity.  |
| Land-based      | Yes – a mixture of positive and negative | Development and housing restrictions have a bearing economically which is on the negative side but on the positive side we are in a great area in the South downs.  |
| Land-based      | Yes – a mixture of positive and negative | Cannot say  |
| Land-based      | Yes – a mixture of positive and negative | Being in the National Park has a restriction on planning but on the hand it is good for tourism in general.   |
| Visitor economy | Yes – a mixture of positive and negative | We got planning for a new building, but came planning regarding landscaping   |
| Visitor economy | Yes – a mixture of positive and negative | The negative is that the planning process is very long winded and on a positive I think the location attracts visitors.   |

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| Visitor economy        | Yes – a mixture of positive and negative | The impact will be for future business which we have planned  |
| Visitor economy        | Yes – a mixture of positive and negative | The building is listed so there are a lot of restrictions because of our location, planning takes far too long, and staff are a little abrupt with their approach, compared to other authorities or councils                          |
| Visitor economy        | Yes – a mixture of positive and negative | Positive to attract visitors and environmental protection and finance, but negative because of many layers of bureaucracy,  |
| Visitor economy        | Yes – a mixture of positive and negative | Positive as having the golf course on the South Downs is a draw for our customers, whereas negative in restricting what we can do with the business and have to run everything past the SDNPA with changes (car parks, building etc). |
| Visitor economy        | Yes – a mixture of positive and negative | Planning is the big negative apart from this it is all positive   |
| Visitor economy        | Yes – a mixture of positive and negative | Mixture because of parking and small village traffic.   |
| Visitor economy        | Yes – a mixture of positive and negative | It's another layer of bureaucracy but also attract visitors   |
| Visitor economy        | Yes – a mixture of positive and negative | It is not really a disadvantage but it makes planning permission difficult but on the positive side there is the inherent beauty of the National Park.  |
| Visitor economy        | Yes – a mixture of positive and negative | It has a small impact, there are other places around, apart from the Park area, which attract my visitors.  |
| Visitor economy        | Yes – a mixture of positive and negative | It depends on people's interests and why they are staying not everyone stays here to visit the South Downs particularly.  |
| Visitor economy        | Yes – a mixture of positive and negative | It affects my business hours and puts restrictions on me.   |
| Visitor economy        | Yes – a mixture of positive and negative | A lot of work with education groups and a many other groups in the area, but being in the park does cause us issues with planning   |
| Advanced Manufacturing | Yes – negative impact                    | Issues with planning.   |
| Knowledge economy      | Yes – negative impact                    | There is a policy of not allowing more than 30% increase on planning of house.  |
| Knowledge economy      | Yes – negative impact                    | Remote, not serviced by transport such as Uber  |
| Knowledge economy      | Yes – negative impact                    | Planning restriction.   |
| Knowledge economy      | Yes – negative impact                    | Planning constraint on expanding premises for business.   |
| Knowledge economy      | Yes – negative impact                    | It makes it more difficult for our clients to get the authorisation for what they want in planning.   |
| Knowledge economy      | Yes – negative impact                    | Cannot get hold of anyone at SDNPA to discuss requirements and planning.  |

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| Land-based      | Yes – negative impact | They have to have a say in planning as well.  |
| Land-based      | Yes – negative impact | They don't help us they use us for right of way.  |
| Land-based      | Yes – negative impact | Planning issues, and the prospect of the new bypass taking a substantial part of my farm.   |
| Land-based      | Yes – negative impact | Planning issues are problem a problem for us.   |
| Land-based      | Yes – negative impact | Planning issues - as I need to operate some non farming enterprise and the planning within the National Park makes that very difficult to do this.  |
| Land-based      | Yes – negative impact | Planning controls are limiting to the business  |
| Land-based      | Yes – negative impact | Negative because of planning policy. It takes a lot of time and effort to get applications through.   |
| Land-based      | Yes – negative impact | My impression is that the SDNPA does not want us to do anything, and even then they would prefer us not to do that. Originally it was felt there would be a lot of landscape conservation and business support. That has gone and it just seems they want to keep it pretty. Planning applications get nowhere from anything from sensitive reservoirs to updating buildings to keep up with competitors outside the NP. To diversify is also stymied as it is deemed to be 'different'. High turnover of staff and lack of discretion. |
| Land-based      | Yes – negative impact | More restrictive planning.  |
| Land-based      | Yes – negative impact | More bureaucracy. More people trying to tell you what to do. More people paid for those bureaucracy jobs, waste of money.   |
| Land-based      | Yes – negative impact | It makes planning and business expansion extremely difficult. The fact that it is encouraging more people in the area is causing farmers problem with people accessing land they should not be on and I believe it is increasing the crime rates in the area.   |
| Land-based      | Yes – negative impact | It imposes too many restrictions on us.   |
| Land-based      | Yes – negative impact | Issues with planning. We could do more with our farm buildings if there were less restrictions because we are in the park.  |
| Land-based      | Yes – negative impact | Because I have people walking all over my farm and disrupting my business.  |
| Visitor economy | Yes – negative impact | It is compliance with what one is able to do and any help to do it.   |

#### Q10a. Which organisation(s) have you received business support from?

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| Advanced Manufacturing | C2C LEP   |
| Advanced Manufacturing | Chamber of Commerce   |
| Advanced Manufacturing | Chichester District Council grant   |
| Advanced Manufacturing | Coast 2 Capital - Locate East Sussex - BHESCO - Manufacturing Growth Network - The MD Hub - The Green Growth Platform |
| Advanced Manufacturing | Company head office   |



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| Advanced Manufacturing | Dept of international trade  |
| Advanced Manufacturing | Enterprise M3 Partnership  |
| Advanced Manufacturing | Federation of Small Businesses   |
| Advanced Manufacturing | Federation of Small Businesses, Business coaching but the name of the org escapes me.  |
| Advanced Manufacturing | FSB. Federation of Small Businesses.   |
| Advanced Manufacturing | Scale up Sussex and Coast to Capital, South East business Boost  |
| Advanced Manufacturing | Seeda  |
| Advanced Manufacturing | Southern Business Opportunities...and other independent advisors like Martin Riley   |
| Advanced Manufacturing | UK Trade and Industry regarding exports. EU monies   |
| Advanced Manufacturing | We fund through funding circle.  |
| Knowledge economy      | Aztec IT support   |
| Knowledge economy      | Brighton Chambers  |
| Knowledge economy      | Business coach Action Coach.   |
| Knowledge economy      | Business Link  |
| Knowledge economy      | Charity  |
| Knowledge economy      | Chichester District Council  |
| Knowledge economy      | Chichester District Council  |
| Knowledge economy      | Chichester District Council  |
| Knowledge economy      | Chichester District Council for our retail business.   |
| Knowledge economy      | Click Design   |
| Knowledge economy      | Federation Of Small Businesses   |
| Knowledge economy      | Hampshire Chamber of Commerce but little benefit, Private IT consultancy.  |
| Knowledge economy      | HR and H&S external support from Croner Associates recommended by the Survey Association, the TSA, that professional association is a resource as are the Chartered Institute of Civil Engineering Surveyors. Member of FSB. |
| Knowledge economy      | Local Chamber of commerce.   |
| Knowledge economy      | Many years ago - a Government Organisation in Burgess Hill 20 years ago.   |
| Knowledge economy      | Private consultancy Wilkinson Read. Lawnet.  |
| Knowledge economy      | SETFORDS Solicitors, Guildford and City of London  |
| Knowledge economy      | Something to do with environmental sustainability, receiving an award for carbon footprint.  |
| Knowledge economy      | Southern Arts COSIRA   |
| Knowledge economy      | The Council For Small Industries in Rural Areas COSIRA   |
| Knowledge economy      | Umbrella organisation called Mine Shop.  |
| Knowledge economy      | Unsure - possibly local enterprise partnership   |
| Land-based             | ADAS   |
| Land-based             | Basic payment scheme, rural payments   |
| Land-based             | BPS farming subsidy.   |
| Land-based             | Commercial Consultancy Firms   |
| Land-based             | EU subsidies   |
| Land-based             | FSB Federation of Small Businesses and ACAS  |



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| Land-based      | HHA, CLA, Protection of Rural England.   |
| Land-based      | Lance Gould  |
| Land-based      | Laurence Gauld, Business Advisor, Henry Adams for Planning. NFU, FSB, TFA (Tennant Farmers Association).   |
| Land-based      | LEADER FUND  |
| Land-based      | Leader Funding (EU Scheme - rural development fund)  |
| Land-based      | Leader Grant (EU)  |
| Land-based      | National Park Authority  |
| Land-based      | NFU, trade organisations for thoroughbred breeders, owner farm in central England.   |
| Land-based      | Pay for independent environmental advice.  |
| Land-based      | Portsmouth Water   |
| Land-based      | RDPE Leader Funding  |
| Land-based      | RPA  |
| Land-based      | South Downs Holiday Accommodation Support Group (can't remember the name)  |
| Land-based      | Technical advice from others in wine industry as well as architects and engineers.   |
| Land-based      | The bank.  |
| Visitor economy | £500 funding from a Council scheme.  |
| Visitor economy | Arun District Council, Arun Town Council, Coast to Capital   |
| Visitor economy | Council implemented Government for rate relief for small businesses in rural areas.  |
| Visitor economy | East Hants District Council  |
| Visitor economy | Goodwood Estate  |
| Visitor economy | Greene King tenancy and receive support through them.  |
| Visitor economy | Health & Safety consultants, computing software, equipment safety checks.  |
| Visitor economy | Heritage Lottery Fund, some companies in the area who organise events (e.g. IBM)   |
| Visitor economy | Horsham District Council West Sussex District Council  |
| Visitor economy | I pay for an Action Coach.   |
| Visitor economy | Independent Advisor Sussex Chamber of Commerce, Business First Network   |
| Visitor economy | Leader Grant   |
| Visitor economy | Local Business Community Organisation  |
| Visitor economy | Many and various   |
| Visitor economy | Members of Tourism South-East and the Historic Houses Association.   |
| Visitor economy | National Park Initiative set up to encourage tourism towards us (Specifically German and Australian)   |
| Visitor economy | National Trust - National Lottery  |
| Visitor economy | Natural England  |
| Visitor economy | Planning at the LA. And licensing.   |
| Visitor economy | Private advice; Rural Solutions, Land Agents, Looking at getting better advice from Natural England and other government funded organisations but it is an uphill struggle. This has deteriorated over the years. SDNPA are facilitating this contact. |
| Visitor economy | RDA+752:81   |
| Visitor economy | Tenancy on Duke of Norfolk Estate and Angmering Park Estate.   |

#### Q10b. What type of business support was that? – Other answers

|                        |   |
|------------------------|---|
| Advanced Manufacturing | Assistance to help future proof the business.               |
| Advanced Manufacturing | Capital funding project for equipment for my business       |
| Advanced Manufacturing | Grants for energy saving lighting and environmental survey. |

|                        |  |
|------------------------|--|
| Advanced Manufacturing | Peer to Peer sessions  |
| Advanced Manufacturing | Small exhibitions and networking.                              |
| Knowledge economy      | And painting of shop fronts in the town.                       |
| Knowledge economy      | Business development   |
| Knowledge economy      | Business planning  |
| Knowledge economy      | Developing a web site.   |
| Knowledge economy      | HR and Health and Safety                                       |
| Knowledge economy      | IT   |
| Knowledge economy      | Legal Help   |
| Knowledge economy      | Technical IT   |
| Knowledge economy      | They have identified grants we may be eligible for.            |
| Land-based             | Countryside Stewardship.                                       |
| Land-based             | Diversification grant  |
| Land-based             | Lobbying.  |
| Land-based             | Management consultant  |
| Land-based             | One to One Consultation  |
| Land-based             | Planning help  |
| Land-based             | Specialist breeding  |
| Land-based             | Specialist technical support.                                  |
| Land-based             | Specific issue advice.   |
| Land-based             | To help manage a landscape feature                             |
| Visitor economy        | Bookings   |
| Visitor economy        | Combined visitor attraction. Slight business rate relief also. |
| Visitor economy        | Computing, Health & Safety.                                    |
| Visitor economy        | Different business seminars/marketing support                  |
| Visitor economy        | Do not know in detail myself                                   |
| Visitor economy        | Ecological Management (car park, woodland, river maintenance). |
| Visitor economy        | Maintenance, building advice, business planning.               |
| Visitor economy        | Rate relief  |
| Visitor economy        | Specialist Health & Safety for events and Social Media         |

**Q10c. What other types of business support are you aware of that you would like to access in the future?**

|                        |   |
|------------------------|---|
| Advanced Manufacturing | Anything available  |
| Advanced Manufacturing | Digital Breakthrough scheme   |
| Advanced Manufacturing | Export support. And other various organisations that are not free.                          |
| Advanced Manufacturing | Grants, Mentoring   |
| Advanced Manufacturing | Grants.   |
| Advanced Manufacturing | Mentoring and general financial support   |
| Advanced Manufacturing | We are a small company so expertise in all or any area is useful (e.g. legal, Brexit, etc.) |
| Knowledge economy      | Anything that draws new business.   |

|                   |  |
|-------------------|--|
| Knowledge economy | CDM Training   |
| Knowledge economy | Chamber of Commerce, Government funding of R&D grants.   |
| Knowledge economy | Everything we need support on we are either recruiting or have already.  |
| Knowledge economy | Funding advice. Communications and marketing.  |
| Knowledge economy | Funding.   |
| Knowledge economy | Government funding for management training.  |
| Knowledge economy | Investment in insulating new property.   |
| Knowledge economy | Legal Advice Centres locally ?   |
| Knowledge economy | Looking to develop marketing and social media, so might look for support in that area  |
| Knowledge economy | Support on office space - e.g.; grants, cheap offices.   |
| Knowledge economy | Training   |
| Knowledge economy | With Brexit there will be problems. The government has a duty to help business like ours to navigate the whole Brexit fiasco.                      |
| Land-based        | Basic payment scheme and countryside stewardship   |
| Land-based        | Farming up in the air as subsidies changing and reducing and thus need to look at what is available in the new situation.                          |
| Land-based        | From cultivation to production and business advice.  |
| Land-based        | Grants for farm diversification.   |
| Land-based        | Industrial design facilities   |
| Land-based        | Leader Funding if it still exists  |
| Land-based        | Look more at tourism in relation to camp sites. Environmental schemes.   |
| Land-based        | Much support historically to the estate over the generations. Developing a chalk pit for leisure activities  |
| Land-based        | Solar Panels   |
| Land-based        | We would like to retain subsidy payments after we leave the EU at the same level as EU funding in the form of basic payments.                      |
| Land-based        | Webinar  |
| Visitor economy   | Assistance marketing initiative, draw in a wider intel to the park.  |
| Visitor economy   | Do not know in detail myself   |
| Visitor economy   | Donations/grants, local sport and recreational groups/schools.   |
| Visitor economy   | Don't know. Last help I had from South Downs was I became a cycle support place.   |
| Visitor economy   | Mentoring and Networking and Money   |
| Visitor economy   | New grant investors  |
| Visitor economy   | Only when I have specific projects, each one individual.   |
| Visitor economy   | Publicity, advertising. When we played in a local food festival we got featured on local radio and TV. The lottery funding made the regional news. |
| Visitor economy   | SDNPA would be good.   |
| Visitor economy   | Social Media   |

**Q11. Which of these would you say are the main barriers currently faced by your organisation in maintaining and developing the work that you do? – Other answers**

|                        |                                     |
|------------------------|-------------------------------------|
| Advanced Manufacturing | Broadband coverage.                 |
| Advanced Manufacturing | Congestion needs sorting on the A27 |
| Advanced Manufacturing | Far from North London               |
| Advanced Manufacturing | Government policy on renewables     |
| Advanced Manufacturing | mobile phone signal in the area     |

|                        |   |
|------------------------|---|
| Advanced Manufacturing | No.   |
| Advanced Manufacturing | None affect me  |
| Advanced Manufacturing | Physical constraints on the site.   |
| Advanced Manufacturing | recruitment of skilled individuals  |
| Advanced Manufacturing | Restrictive road access   |
| Advanced Manufacturing | Transport really - The amount of traffic on the road. You're not going to get rid of the traffic, but could look to improve the infrastructure.   |
| Advanced Manufacturing | Understanding the industry and understanding future planning. Where they predict market and industry going and how we adapt to stay relevant and on top of it. Also, the more money we have and have available to us, the more we will invest in our locality, however business like us don't always receive the subsidiaries and support as some of the bigger businesses. |
| Advanced Manufacturing | We are outgrowing our premises but not yet explored alternative premises.   |
| Knowledge economy      | Commuting times from London or Southampton to Petersfield too long to encourage recruiting talent.  |
| Knowledge economy      | Compliance requirements for our sector.   |
| Knowledge economy      | Council tax. From a landlords perspective, if a tenant moves out and trashes a property so I cannot rent it out, I am still stung by the CT.  |
| Knowledge economy      | Fighting to stop the office being overrun with new developments that are encroaching on our green spaces. We chose this location be rural.  |
| Knowledge economy      | Finding appropriate offices for our size of business.   |
| Knowledge economy      | I find it strange the SDNPA are doing this. We have a farm in the NP and had no end of problems with finance and development. In practice it was so complex and restrictive.  |
| Knowledge economy      | Lack of affordable housing.   |
| Knowledge economy      | Lack of decent cycle routes for commuting.  |
| Knowledge economy      | Lack of facilities in the village where we are based,.  |
| Knowledge economy      | Lack of good Broadband/internet connection  |
| Knowledge economy      | Lack of good commercial property in the area.   |
| Knowledge economy      | Lack of small affordable business units, with good broadband access   |
| Knowledge economy      | Lack of suitable office space. Especially in small villages such as Twyford when more and more people are able and wanting to run business in or near home.   |
| Knowledge economy      | Limits of the industry. There aren't many firms doing the work we do and not a lot of work in this category. We are very specialised.   |
| Knowledge economy      | Need to have kids leaving schools earlier to be able to undertake apprenticeships.  |
| Knowledge economy      | No.   |
| Knowledge economy      | None  |
| Knowledge economy      | None  |
| Knowledge economy      | You have to have very good internet connections where we are for our business.  |
| Land-based             | Access to water.  |
| Land-based             | Affordability of business premises.   |
| Land-based             | Age of proprietor.  |
| Land-based             | Being able to develop events. Need the planning to be simplified and high turnover of staff and thus change of opinions.  |
| Land-based             | Bureaucracy - Farmers have to spend a day a week in office when they should be farming.   |

|                 |  |
|-----------------|--|
| Land-based      | Business rates are ballooning and are the single greatest issue that I face. We run the place as a farm in all other aspects and thus should not need to pay business rates on farm buildings, but we have to for stabling. In reality we are no different of any other farm. We grow crops to feed the horses that themselves are a farm product. We do breed here. |
| Land-based      | Commodity prices   |
| Land-based      | Due to the prices in agriculture generally, the prices of sheep, for example.  |
| Land-based      | Highways in relation to planning and reliable access. Planning as regards the NP is becoming a barrier as it is definitely appears to be more clunky and more expensive than it was prior to the formation of the NP.  |
| Land-based      | If try to work within the NP we do not have sufficient facilities or property and road networks to distribute effectively. Although best to enable redundant agricultural buildings to be used by small businesses not labour intensive rather than allowing them to be snapped up for conversion for residential use.   |
| Land-based      | lack of an abattoir in Hampshire   |
| Land-based      | My husband and son take children out on the farm. Until now we got a payment from the government to do this and this will now stop.  |
| Land-based      | Need to maintain local facilities such as banking and post offices. Lack of parking in the towns is a definite negative in being able to support local commerce.   |
| Land-based      | none   |
| Land-based      | Not sufficient affordable housing.   |
| Land-based      | Policing. Rural crime is very prevalent. We have lost a lot of valuable kit and had to acquire at cost a lot of additional security.   |
| Land-based      | Property prices.   |
| Land-based      | Subsidies will be changing that will fundamentally change our business.  |
| Land-based      | The lifestyle in the UK today, we are beef producers and people are eating less meat. and also environmental factors discourage the eating of meat.  |
| Land-based      | the weather  |
| Land-based      | Training opportunities particularly related to IT, on-line marketing and social media. A lot of those in the rural areas have a lot of willingness to work hard but limited opportunity to learn and retrain. We have the knowledge but not the social media skills deficient in older age groups. Local post offices are really important.                          |
| Land-based      | Weather. Felling season is October to April - it hasn't stopped raining.   |
| Visitor economy | An aging company structure and changes in tastes and fashion for this sort of entertainment.   |
| Visitor economy | Broadband and telecommunications   |
| Visitor economy | Building is listed.  |
| Visitor economy | Buses Ltd  |
| Visitor economy | Declining interest in Golf, falling client base.   |
| Visitor economy | Early days but well supported.   |
| Visitor economy | High taxes on alcohol and increases in minimum wage.   |
| Visitor economy | I'm threatened by Air B'n'B. There are no restrictions to people doing Air B'n'B. There are no restrictions on what standards they have to keep, and how that is monitored. This affects my business as the young use Air B'n'B for a cheap deal and takes away some customers from an actual business not just someone's home.                                      |
| Visitor economy | Larger chain restaurants.  |
| Visitor economy | Local Authorities lack of vision for small businesses.   |
| Visitor economy | Majority of local population elderly and rely on return on investments which has been low for some time.   |
| Visitor economy | None of the above  |
| Visitor economy | None of the above, be straight and dependable.   |

|                 |   |
|-----------------|---|
| Visitor economy | Organised parking. We have plenty just not organised properly.  |
| Visitor economy | People reluctant to travel due to drink issues with driving and also bad weather with no public transport nearby.   |
| Visitor economy | Personal barriers.  |
| Visitor economy | Red tape - Bureaucracy. People asking for pointless bits of information and people not always knowing what they are talking about.  |
| Visitor economy | Restrictions about where I can work in the National Park due to insurance, access to preferred supplier lists.  |
| Visitor economy | Seasonal income and revenue.  |
| Visitor economy | Signage - it is listed and the council have imposed a lot of restrictions (Winchester). Also talk of increasing the cost of parking. Also a lot of subsidised businesses that compete against us.   |
| Visitor economy | The Harbour conservancy.  |
| Visitor economy | The rate of VAT.  |
| Visitor economy | The state of the public car park puts people off coming as it is so muddy- if people come out in the evening in nice shoes then their shoes are just ruined.  |
| Visitor economy | The weather.  |
| Visitor economy | They approved planning for Boom Town in August making it larger, and this has had an adverse impact on us. We get no public over that weekend at all.   |
| Visitor economy | Traffic   |
| Visitor economy | Uncertainty with coronavirus  |
| Visitor economy | VAT big drag on the pub industry, the Government just does not help.  |
| Visitor economy | What has really impacted us is the amount of development in the area that upsets visitors and who cannot get around with delays caused. It feels as though there is no overall plan. Feedback from, particularly overseas, visitors is that Chichester is much more urban than they expected and thought it would have been more historic. I do not feel we play on the countryside and history aspects enough. |

**Q12. Which of these areas of support and advice do you currently not have access to that would help support the work that you do? – Other answers**

|                        |  |
|------------------------|--|
| Advanced Manufacturing | Advice on environmental planning to minimize our impact on the environment.      |
| Advanced Manufacturing | Cheap skilled labour   |
| Advanced Manufacturing | Closure of local banks has an effect on my business slightly.                    |
| Advanced Manufacturing | Health and Safety advice   |
| Advanced Manufacturing | Internet connection  |
| Advanced Manufacturing | Legal advice about trademarks and patents.                                       |
| Advanced Manufacturing | Most covered under the viticulture board   |
| Advanced Manufacturing | Niche Market as produce components for the electricity industry.                 |
| Advanced Manufacturing | Only one bank in the area now.   |
| Advanced Manufacturing | We are a specific specialism that have knowledge of our technology is difficult. |

|                        |   |
|------------------------|---|
| Advanced Manufacturing | We are very aware of cost, so it would depend on whether these services were free or offered for an affordable fee.   |
| Knowledge economy      | A distinct lack of commercial property in this area.  |
| Knowledge economy      | Advice got through professional body.   |
| Knowledge economy      | All well covered  |
| Knowledge economy      | Free tertiary education for future employees. The competition in the education sector has lowered the standards of training.  |
| Knowledge economy      | Generally fine.   |
| Knowledge economy      | Helping local businesses find cheaper rented accommodation.   |
| Knowledge economy      | Import and export and changes in trading regulations after Brexit.  |
| Knowledge economy      | Long term funding   |
| Knowledge economy      | Main issue is funding. We have a farm worth £10m and we were trying to borrow £6m and could not get that even with security (mortgage). Once they find it is in the NP then they do not want to know.   |
| Knowledge economy      | None, already have access.  |
| Knowledge economy      | Reliable advice on planning matters from the SDNPA and reliable time keeping.   |
| Knowledge economy      | What we do is very bespoke.   |
| Land-based             | Accessibility to grants   |
| Land-based             | Accurate local weather forecasting esp. to make haylage, the BBC can still be a bit hit and miss.   |
| Land-based             | All covered already.  |
| Land-based             | Carbon auditing.  |
| Land-based             | Facilitate craftsmen forums across the South Downs and maybe by more local areas.   |
| Land-based             | Good database of small manufacturing facilities. I can think of several industries I need and do not know whether they exist around here. Niche needs.  |
| Land-based             | Help with my own position in the business as an 86 year old widow.  |
| Land-based             | Help with Social Media marketing.   |
| Land-based             | I do not think it is the NP job to stand in for providing other business advice as there are plenty of people out there to do that. Need more the ability to be able to operate.  |
| Land-based             | Networking group for holiday accommodation  |
| Land-based             | Networking of local businesses.   |
| Land-based             | None. Owned by another farm in the centre of England.   |
| Land-based             | Political -what the government are going to do in the future.   |
| Visitor economy        | Buying and selling trends. Popularity of different wine and food products in different areas, to improve our own marketing. To make sure we are offering what people are after.   |
| Visitor economy        | General support for development and growth. Advice is what I am short of.   |
| Visitor economy        | Good accountant, good solicitor and good bank manager and be on the ball yourself. Build trust. Closer contact to be able to put on special effects and understanding on entertainment. Better to meet half-way. i.e. Ban fireworks could ruin the experience of a thousand people. Restrict potential attractions that bring in good revenue to the areas. |
| Visitor economy        | I think we have all of this covered   |
| Visitor economy        | I'd like to know more about disability and disability legislation / funding.  |
| Visitor economy        | Local and accessible social media support, Facebook presence. Most of these courses you have to go to every day for a week, it would help if it was more accessible, and flexible for business like mine that can't afford to take time away.   |
| Visitor economy        | Local authority workings for business owners local influence. Able to get involved in local planning and strategy for the local area.   |
| Visitor economy        | Looking into bursaries for our location. We are near footpaths that are deteriorating and require maintenance.  |



|                 |  |
|-----------------|--|
| Visitor economy | More land is needed  |
| Visitor economy | No real issues. Well established.  |
| Visitor economy | None really. Property development that we want to do and planning but finding the time to do it. We closed for 10 days for refurbishment in January and cannot afford to close for longer.   |
| Visitor economy | Nothing really. If we need to find anything, out we find it out.   |
| Visitor economy | Part of company who have 500 pubs Horeham Woodhouse based in Blandford Dorset and get support from there.  |
| Visitor economy | Planning question put in last June to Chichester DC and still not got a reply. Some sort of portal would be good to be able to get the answers or some sort of email or on-line chat. And we have to pay for it. It is so hide bound with red tape. Availability to be able to talk to someone. Nice people but are governed by 'the rules'. |
| Visitor economy | Police input as huge problems with loud speeding. Road noise and safety. More pro-active community policing.   |
| Visitor economy | Protecting the environment - We don't get much any information on that. I have issues of people digging up the harbour for their own commercial benefit (bait), which affects us quite a lot, but find difficult to take it to any authorities as they just pass it around them.   |
| Visitor economy | Social media.  |
| Visitor economy | Used to be member of British Innkeepers and Small Businesses but found them not helpful when I needed them having promised all forms of support that in the event was not there  |
| Visitor economy | We are not on the LA radar in the sense of promoting local heritage. There is a local music magazine (Solent Waves), this is one of the few ways we keep in touch with each other.   |

**Q15. In which of these ways do you think do you think SDNPA could add value to your organisation or business? – Publicity**

|                        |   |
|------------------------|---|
| Advanced Manufacturing | A means of linking to websites in particular.   |
| Advanced Manufacturing | Advertising and marketing   |
| Advanced Manufacturing | Advertising to other business that would want to use our services   |
| Advanced Manufacturing | Any publicity from newspapers to radio to placards and getting involved in any community activity that promotes businesses in the area. Newsletter.   |
| Advanced Manufacturing | Any publicity is good publicity   |
| Advanced Manufacturing | Any type of publicity is good, including with other vineyards or other activities in the downs such as when visiting or walking in the area.  |
| Advanced Manufacturing | Anything  |
| Advanced Manufacturing | At the moment nothing in particular   |
| Advanced Manufacturing | By providing links on their website to my website, giving information about my website and where I am located. Using social media to publicise the location of businesses located in the Park and detailing their activities. |
| Advanced Manufacturing | Difficult to say - not sure about any particular way unless it were to promote business near the park to visitors.  |
| Advanced Manufacturing | Environmental and why it's a good thing to be based in the South Downs National Park  |



|                        |   |
|------------------------|---|
| Advanced Manufacturing | Get the company name and what we do out in the public domain. We deploy renewable a temporary power source for events.  |
| Advanced Manufacturing | Getting featured in quarterly magazines or newsletters.   |
| Advanced Manufacturing | Highlighting the type of businesses that are within the National Park- people think it is just green fields and trees but within it there is a lot of bubbling industry.                          |
| Advanced Manufacturing | I don't really know unless they want to support businesses. 'Made In The South Downs'   |
| Advanced Manufacturing | If the SDNPA and Sussex had a whole mark of quality, a trademark, something associated with the world we are in, it would attract more people down to the area. Similar to Sussex heritage trust. |
| Advanced Manufacturing | Just be part of any relevant literature   |
| Advanced Manufacturing | Making people aware that their is a local business supplying tree and vine protection.  |
| Advanced Manufacturing | Mostly word of mouth and so sponsoring events could be good.  |
| Advanced Manufacturing | Not sure, apart from listing businesses within the Park on the Homepage.  |
| Advanced Manufacturing | Nothing specific, e.g. on line advertising, magazines etc   |
| Advanced Manufacturing | Nothing specific. Goes hand in hand with what is already promoted in the area and what our business is about, i.e. we are an eco-friendly business.   |
| Advanced Manufacturing | On line advertising   |
| Advanced Manufacturing | On line coverage, more online presence like Instagram, a natural form of advertising.   |
| Advanced Manufacturing | On the local south downs way and local bridal paths.  |
| Advanced Manufacturing | Online database of businesses in the South Downs  |
| Advanced Manufacturing | Recommendations is the best.  |
| Advanced Manufacturing | Service support that we as a cycle workshop can provide. Promotion of cycle ways throughout the NP and direct people to us as support or suppliers for cycling activity.                          |
| Advanced Manufacturing | Targeted to high end customers, currently mainly central London but who appreciate had crafted work and who may also have property or connections in and around the NP.                           |
| Advanced Manufacturing | They could provide signage pointing to our business. Produce brochures in collaboration with Hampshire Fayre and generally raise the profile of businesses in the area                            |
| Advanced Manufacturing | Using the emblem / logo to reinforce our own advertising.   |
| Advanced Manufacturing | We use social media a lot and we need to promote awareness among retailers.   |
| Advanced Manufacturing | We work with the environment (agriculture, water and soil), so the Park as a custodian of the environment would make a good partner.  |
| Knowledge economy      | A challenge is for local businesses to know we are here and what we can do for them.  |
| Knowledge economy      | A facility such as a gallery for artists of the South Downs which could also link to websites. A list of artisans and makers in the South Downs   |
| Knowledge economy      | A networking forum would be helpful so we know what other local businesses are operating.   |

|                   |   |
|-------------------|---|
| Knowledge economy | A publication of SDNPA based services   |
| Knowledge economy | Advert on web sites and other profile platforms and methods.  |
| Knowledge economy | Advertising for free  |
| Knowledge economy | Adverts in local brochures. Specialist planning advice brochure. Partnering with us as specialist planning advisors who are familiar with the operations of the SDNPA.  |
| Knowledge economy | Any publicity.  |
| Knowledge economy | Anything- because of the nature of what we do (marketing) anything can be linked.   |
| Knowledge economy | Anything to do with promoting events would be useful.   |
| Knowledge economy | Anything would be good, maybe if they could link local businesses from their website.   |
| Knowledge economy | As above.   |
| Knowledge economy | Awareness of who we are and what we do.   |
| Knowledge economy | Basic publicity about my business.  |
| Knowledge economy | Brand awareness.  |
| Knowledge economy | Brochures promoting local businesses or an attractive directory - free of charge.   |
| Knowledge economy | Business to business with in the South Down National Park. Promote local businesses.  |
| Knowledge economy | Creative thinking and having a cachet to being able promote the region and promoting it as a good place for business diversity. Network of like minded business such as 'Wired Sussex' of which I am a member but could have a similar South Downs sense of belonging.  |
| Knowledge economy | General promotion, e.g. what services are available to people moving into the area.   |
| Knowledge economy | Getting local businesses to advertise with us, since we are working within the South Downs.   |
| Knowledge economy | Getting our name out there.   |
| Knowledge economy | I could write an article for a local magazine or a South Downs Magazine maybe?  |
| Knowledge economy | I think they could promote smaller enterprises on a business to business basis.   |
| Knowledge economy | If there are any publications or internet sites, we could put an advert in there. Even though it is a global business, local advertising helps as well.   |
| Knowledge economy | If there was more of a platform to make awareness of business to business   |
| Knowledge economy | If they did a newsletter that highlighted different businesses at different times.  |
| Knowledge economy | Interested to know more.  |
| Knowledge economy | It could improve on line awareness.   |
| Knowledge economy | It would be good to have a resource where people could go to look up artists who work in and around The South Downs Park  |
| Knowledge economy | Legal Advice and Legal Risk Management for Dispute Resolution?  |
| Knowledge economy | Look at what they can offer. We are looking at becoming carbon neutral.   |
| Knowledge economy | Looking at different opportunities and exploring different options.   |
| Knowledge economy | Marked on local maps as an attraction...we are connected historically to the area though our building and business to the area and run workshop tours, if not us Visit Ditchling is an initiative to make visiting the village easier, better signage in and to Ditchling for people on foot/bikes to find their way round, signage in the car parks to orient visitors, signs at the top of the downs for the village and its attractions capturing south downs way/beacon and jack and Jill visitors. |
| Knowledge economy | Marketing in regards to what we do and how we do it.  |
| Knowledge economy | Marketing.  |
| Knowledge economy | Networking.   |
| Knowledge economy | Not sure at the moment  |
| Knowledge economy | Online publicity-social media platforms. Paper materials- brochures and leaflets.   |
| Knowledge economy | Promote me as a local artist and local business. Be good to have links on the website to promote 'creative' and other businesses.   |
| Knowledge economy | Promoting local business and pointing people to established local brands.   |
| Knowledge economy | Provide links to hospitals, universities, utilities and public agencies.  |

|                   |  |
|-------------------|--|
| Knowledge economy | Publicity on environmental sustainability and energy advice which is very poor in the area .   |
| Knowledge economy | Publish a directory of businesses in the area or on their website.   |
| Knowledge economy | Putting our name out on advertising - being associated   |
| Knowledge economy | Putting our names in documents -I don't know what they do at the moment regarding publicity so cannot really answer.   |
| Knowledge economy | Recognition of smaller businesses and the quality of the traditional hands-on work that they can do. If there is not the support and encouragement of such bespoke tradesmen they will not be available in the future. The SDNPA would be ideally placed to support and promote the growth of artisan skills. Such resources are sorely lacking throughout the south of England. |
| Knowledge economy | Signs advertising our business or literature on their website or publications to advertise our business as a maker/tourist attraction.   |
| Knowledge economy | Some of the things I do would probably benefit from being advertised.  |
| Knowledge economy | The way that the district council do have their business information districts and provide advertising space in local magazines, something that was National Park wide would be a benefit to us.   |
| Knowledge economy | They do not make an adequate presentation of the visitors centre.  |
| Knowledge economy | To help with networking on a large scale and greater involvement from them.  |
| Knowledge economy | We are a marketing agency so any publicity would be good (e.g. an advertising board etc)   |
| Knowledge economy | We are a national company so any favourable recommendations would help get our name out there,   |
| Knowledge economy | We are as business to business, so any form of publicity that puts us in front of other businesses.  |
| Knowledge economy | We rely on a great deal of repeat business and word of mouth, however it would be useful to be able to connect with the SDNPA to see what opportunities there might be to raise our profile further.   |
| Knowledge economy | We sponsor a lot of local events (e.g. SD Wood Fair, charity runs etc), if the Park Authority had access to further events that we could sponsor that might be useful.   |
| Knowledge economy | We're not after local publicity, but we would be happy to quote for local customers, so it would be a small value to us  |
| Land-based        | A quarterly magazine with advertorials.  |
| Land-based        | Accommodation lists and helping to promote business on the National Parks and all that goes with it.   |
| Land-based        | Advertising our accommodation in relevant literature in relevant locations.  |
| Land-based        | As long as it is positive.   |
| Land-based        | Awareness of my business   |
| Land-based        | Building a brand which we could live under.  |
| Land-based        | Business Directory for the South Downs and a business networking facility.   |
| Land-based        | Can't think of anything  |
| Land-based        | Connections through their website for our accommodation facility and promotional blogs etc   |
| Land-based        | Currently nothing, but development of campsite then profile on functioning web based sites is essential. Prominent and be stand alone and not lost amongst the rest of the NP website.   |
| Land-based        | Farm contract work. Farming is well covered otherwise with training.   |
| Land-based        | Free advertising on TV, radio and in the press.  |
| Land-based        | Free publicity   |
| Land-based        | General awareness of vineyards and wineries and therefore attracted visitors   |
| Land-based        | General publicity.   |

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| Land-based      | Help with promoting ourselves. Having somewhere to advertise or celebrate our achievements free of charge.  |
| Land-based      | I don't think they really could   |
| Land-based      | Increasing footfall. Providing a better reach so more people understand where we are and what we do so they see Hambledon as a place to visit.  |
| Land-based      | Interested in advertising, but to support us it would have to be no charge.   |
| Land-based      | Key business is stabling, not called livery and thus not vat registered. All similar businesses have issues with excessive time having to be spent with accountants to present to HMRC that seem intent on damaging the viability of such businesses. All similar outfits up and down the Meon Valley and wider South Downs would be in a similar situation. The SDNPA could help as an advocate on our behalf. |
| Land-based      | Land sales.   |
| Land-based      | Making people more aware of where we are. Look at how they promote themselves and use that to promote businesses.   |
| Land-based      | More Information Boards   |
| Land-based      | Not sure  |
| Land-based      | Not sure  |
| Land-based      | Not sure.   |
| Land-based      | Publicising our tourism accommodation facilities.   |
| Land-based      | Publicity is difficult these days. Using forums that the NP can use. As small company it is difficult to access and find the time and resources to be able to promote the work that we do.  |
| Land-based      | Raise awareness of a local produce. We do not supply for retail but airlines, schools and hospitals etc.  |
| Land-based      | Raising profile as unsure of what could be available.   |
| Land-based      | Referral programme. For example if someone wanted advice on trees.  |
| Land-based      | Small classifieds, for free   |
| Land-based      | The provenance. Highlight the fact there are working businesses in the area.  |
| Land-based      | To educate the public on things that farmers do well such as environmental schemes and ways to protect the environment from farming activities.   |
| Land-based      | To fund advertising   |
| Land-based      | To go onto relevant listings  |
| Land-based      | To show that we are a farming business that is conscious of the fact that there is misinformation being spread in the media about farming that could be put right with better dissemination of information.   |
| Visitor economy | A general website of companies that offer facilities and a designated area for weddings   |
| Visitor economy | A web site with local accommodation so easy for people to book.   |
| Visitor economy | Access to affordable advertising, e.g. getting on local listings and web sites at more competitive rates  |
| Visitor economy | Access to other businesses where we could advertise esp. sports and leisure, local publications, connect to visitors such as a stop for walking groups.   |
| Visitor economy | Advertising   |
| Visitor economy | Advertising around the South Downs area.  |
| Visitor economy | Advertising further afield to attract more customers to this area.  |
| Visitor economy | Advertising in the Parks or brochures maybe?  |
| Visitor economy | Advertising in their newsletter.  |
| Visitor economy | Advertising more in the local press and social media.   |
| Visitor economy | Advertising to local communities in the area. Leaflet exchanges and distribution of information. Co-ordination with local tourism offices.  |
| Visitor economy | Advertising to raise the profile and see what they are putting out and how we can get involved i.e. we sell Sussex Ale and thus opportunity to highlight local production.  |

|                 |   |
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| Visitor economy | Advertising us on the walking routes  |
| Visitor economy | Advertising what cottages are in the area and what facilities they provide.   |
| Visitor economy | Alert people that we are here.  |
| Visitor economy | Any booklets or flyers or something going on not too far away from us.  |
| Visitor economy | Any kind of local publications or social media or events for networking.  |
| Visitor economy | Any publicity.  |
| Visitor economy | Any.  |
| Visitor economy | Anything.   |
| Visitor economy | As a place to stop off for people using the SD Way.   |
| Visitor economy | As Arundel is a gateway to the SDNP and the Museum tells the story of the history of the town, port, countryside. It seems like a positive opportunity for you to tell people about it.   |
| Visitor economy | Awareness of our business and sustainability  |
| Visitor economy | Awareness of our business in The National Park  |
| Visitor economy | Big yes. I would appreciate being able to inform more people that we exist.   |
| Visitor economy | Brochures and generally making people aware of us as a business   |
| Visitor economy | Collective advertising of businesses - quicker access to the public of the businesses in the area.  |
| Visitor economy | Direct customers to us via their web site, leaflets and social media.   |
| Visitor economy | Directing people to us. We are the only pub with a beer garden in the village of Henfield and near a main cycle way.  |
| Visitor economy | Educational with pub walks and environmental awareness for visitors to help and ensure growth of visitor trade is as aware and respectful as possible.  |
| Visitor economy | Free advertising for places of special interest in the NP and places for refreshment.   |
| Visitor economy | General advertising when they do publicity- it is easier for everyone to work together.   |
| Visitor economy | General publicity regarding our holiday let and accommodation and facilities in the South Downs.  |
| Visitor economy | Generally making small businesses recognised in the area  |
| Visitor economy | Get people into the activity centre and let them know there are activity opportunities to be had on the water and climbing and cycling etc.   |
| Visitor economy | Good to raise profile of what we have as we are close to a main access point of a station near the NP. Could highlight here as a meeting place for walkers a, hikers and cyclists to gather to head off or leave the rolling hills of the NP. |
| Visitor economy | Greater awareness of my business would help me, building on this.   |
| Visitor economy | I just need to get the business in front of more people   |
| Visitor economy | If someone was doing the walk - a list of places to stay on the website would be good.  |
| Visitor economy | If the SDNPA give an approval mark or something, depending on how much it costs.  |
| Visitor economy | If there was a way to let people know visiting the downs that there is a Golf Club that they didn't need to be a member of to use for food and drink and venues.  |
| Visitor economy | If they could work with The Harbour conservancy as partners together to provide some kind of publicity.   |
| Visitor economy | If they produce their own marketing material, maybe a way of featuring in that?   |
| Visitor economy | If they put literature out describing the attractions close to or in the SDNP that would help.  |
| Visitor economy | Included in mail outs and to be listed on the website   |
| Visitor economy | International promotion of the SDNP as a destination to visit   |
| Visitor economy | It can only be online advertising.  |
| Visitor economy | Leaflets to include what we do and where we are. We are in an award winning green flag park. It is a lovely destination and this could be made more widely known as an attraction with other things in the NP.                                |

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| Visitor economy | Letting people know that we are here and what we do. It is so difficult getting it out there these days.   |
| Visitor economy | Links on their web site to local facilities.   |
| Visitor economy | List of company recommendations for people to use for events etc. venues/caterers  |
| Visitor economy | Listings for Bed Breakfasts accommodation etc  |
| Visitor economy | Local radio advertising , emphasising the beauty of the local area.  |
| Visitor economy | Magazine space or web space or links to our web site.  |
| Visitor economy | Magazine to raise profile of where we are what we offer. For a small business marketing is a big expense otherwise.  |
| Visitor economy | Make aware that we are where we are and where we operate. We are already very busy.  |
| Visitor economy | Make people aware of what we have to offer, cost effective low/no cost.  |
| Visitor economy | Map of NP with us on it, link to us on their web site helpful. Mainly we are repeat business and word of mouth. If accessible to all then good for the smaller businesses, if charging then it tends to be the larger companies with deeper pockets who win out i.e. Cowdray.  |
| Visitor economy | More tourist information in TICs as to what is available accommodation wise.   |
| Visitor economy | My business would be a one off in the area. I know my business and some profile to let people know I am here to put on events with a difference. Like to keep discrete and not have other rivals poaching staff and clients.   |
| Visitor economy | National Profile.  |
| Visitor economy | Need to know more what the SDNPA does to be able to direct this more.  |
| Visitor economy | Nothing in particular, apart from online advertising.  |
| Visitor economy | Notifying local businesses as to what we offer   |
| Visitor economy | PR is the key thing. Any advertising or promotion. I don't know what they can offer, but anything would be good.   |
| Visitor economy | Premise of the SDNP was to enhance the quality of the area and attract visitors. But this does not seem to have happened. Most of the people I know did not want the NP status anyway. The boundary seems confusing with no unifying character or features.... apart that is from The South Downs Way. Trade in Midhurst has gone down and a reversal of this trend is needed. |
| Visitor economy | Profile of our events, particularly in the Summer and charity events and others out of summertime that we could do with more publicity.  |
| Visitor economy | Promoting places to eat and drink when they are advertising the South Downs.   |
| Visitor economy | Promoting small businesses using their web site etc.   |
| Visitor economy | Promoting the sort of services I offer which is food, drink and accommodation.   |
| Visitor economy | Promoting the South Downs and outlining where we are and what we do. Promoting the South Downs Way.  |
| Visitor economy | Publicity for awareness of the business.   |
| Visitor economy | Publicity for businesses in the South Downs National Park.   |
| Visitor economy | Put our house and facilities on their website.   |
| Visitor economy | Raising awareness of South Downs produce and where you can access it. Website/online and other social media  |
| Visitor economy | SDNP is one of the few NP in the country and they should be promoting the businesses local in the area. Anything that comes out of there promotes them. Better presence on documentation and website.  |
| Visitor economy | Showing that modern sport and mechanical sport can work together with the outdoor world. We respect the land and keep it nice, where as some people may associate Motorsport as the opposite. Some local people think it's their own land and don't want visitors, but we bring in 10k visitors a year to the area.  |
| Visitor economy | Signage in the park, links on the website or social media  |



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| Visitor economy | Slindon and surrounding area is National Trust and cannot see how the SDNPA could help.  |
| Visitor economy | Social Media   |
| Visitor economy | Social media presence and website advertising.   |
| Visitor economy | Social media. Local newspaper.   |
| Visitor economy | The area businesses operate in the South Downs.  |
| Visitor economy | Their website could list tourist attractions and local business - places to stay etc.  |
| Visitor economy | There is very little information I've seen about independent businesses provided in the park, e.g. at entrances to the park or in larger towns.  |
| Visitor economy | They are doing a good job already for us. A more proactive approach would be very welcome  |
| Visitor economy | They could advertise us more. To include us in relevant forms of advertising as a business and not just as the South Downs as an attraction.   |
| Visitor economy | They could put us on their website and encourage local people to write about us, send out information to locals they could include in their information  |
| Visitor economy | They could support equine (which they currently don't)   |
| Visitor economy | To be able to put our promotional leaflets in and around the South Downs attractions.  |
| Visitor economy | To put businesses on their website at the moment it is not supporting any local businesses.  |
| Visitor economy | Use of their website regarding local pubs and walking routes that encompass pubs as part of that. The tourism part of it to include in literature and websites making people aware we are here.  |
| Visitor economy | We are on dedicated planned routes and we are linked to dedicated charities. So getting the information out there to the relevant groups would be very helpful.  |
| Visitor economy | We do not much with the local area. It depends what the SDNPA authority can do, we do not have any marketing people ourselves and is all most of mouth.  |
| Visitor economy | Website called England's Coast, for free they advertise B&B around the south coast way. Particularly popular with Europeans to whom they are marketing. The SDNP could organise a similar kind of model along/around the South Downs - such as where to eat and stay and tours or progresses around. Or link with it to bring people onto the south downs as they pass through. This would need to be at no cost to those in it. There is clearly a lot of demand out there. |
| Visitor economy | Workshops where we could work together and build relationships as a business   |

**Q15. In which of these ways do you think do you think SDNPA could add value to your organisation or business? – Other answers**

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|------------------------|---|
| Advanced Manufacturing | Advice on environmental sustainability.   |
| Advanced Manufacturing | Carbon off setting tree planting program. It would be interesting to see if we could support more local based carbon off setting or and tree planting.  |
| Advanced Manufacturing | Company always looking at good causes to support. Happy to talk about areas of mutual benefit.  |
| Advanced Manufacturing | How to change of usage for farm buildings to facilitate in a sympathetic way for high tech expanding businesses.  |
| Advanced Manufacturing | Improving transport links   |
| Advanced Manufacturing | None  |
| Advanced Manufacturing | Provide more small industrial units at affordable rents in order to do and expand business. You cannot even buy one as these are being snapped up by pensions then renting out at exorbitant rents. I am currently working out of farm buildings. |

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| Advanced Manufacturing | Public transport   |
| Advanced Manufacturing | The Park Authority could promote itself better. Not everyone knows the park is there.  |
| Advanced Manufacturing | We are a niche company and the service we offer is not exclusively in the park area.   |
| Advanced Manufacturing | We are high end luxury design market - It would be a good thing if there were other businesses in the National Park that fall within our bracket, that we could discuss ideas with. An industry and client specific collaboration.   |
| Knowledge economy      | An 'information hub' of what is going on in the area focused on arriving tourists.   |
| Knowledge economy      | Branding around "based" rather than "made" in the SD.  |
| Knowledge economy      | Brilliant thing to have a local brand identity. Experience elsewhere has shown such a thing to be beneficial to everybody.   |
| Knowledge economy      | CDC's Economic Development Team already does a very good job covering most of these points - there's no need for that to be duplicated.  |
| Knowledge economy      | Control or improvement of the environment in the areas just outside the park boundaries, e.g. lack of public foot paths, tree getting taken down.  |
| Knowledge economy      | Cut through red tape and get real. I cannot see how this is relevant as the NP should be to protect the environment and be able to allow businesses to expand and do work in the area within the framework.  |
| Knowledge economy      | Ensure good connectivity, high speed internet.   |
| Knowledge economy      | Getting a decent broadband and mobile signal on the Downs  |
| Knowledge economy      | Helping local businesses finding cheaper rents in the area or to provide business premises which are cheaper.  |
| Knowledge economy      | Improve public transport   |
| Knowledge economy      | Improve the roads- fill the pot holes.   |
| Knowledge economy      | Inclusion in a directory of local services for local people. A database such as a linked-in style community of people locally looking for work with certain skills and interest. If delivery of advice and seminars are local within the NP rather than having to travel to London and the like. |
| Knowledge economy      | Lower business rates.  |
| Knowledge economy      | Made in or Made from. We work in the golf business and there are many courses in the NP that may well welcome forming a 'cluster' as being connected to the NP.  |
| Knowledge economy      | None   |
| Knowledge economy      | Planning support. Supporting the rural needs of local business in defence of encroachment into green spaces.   |
| Knowledge economy      | Promoting using local people in or close to the NP. All types of services. Promote supporting local businesses.  |
| Knowledge economy      | Provision of cheap parking would be good for business and affordable workshop units for makers   |
| Knowledge economy      | Publicise businesses for visitors coming to the national park, e.g. through visitor guides and town guides   |
| Knowledge economy      | Reliable planning advice. Pre planning advice from suitably qualified individuals within the organisation. Advice that can also be relied on.  |
| Knowledge economy      | Sustainability advice for manufacturing.   |
| Knowledge economy      | There are lots of authorities locally - if there was an equivalent network similar to the chamber of commerce and more networking and events to bring people together.   |
| Knowledge economy      | There is an acute lack of broadband coverage in the village where I operate the business from, we need a commercial network of broadband as our clients are international and are in a different time zone.  |
| Knowledge economy      | Use us their printing company.   |



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| Knowledge economy | We are very niche market and most of what we do are through main office in Germany.  |
| Knowledge economy | Yes, don't develop the Park lands.   |
| Land-based        | A more transparent procurement process with which we could engage as a supplier.   |
| Land-based        | Broadband and mobile phone networks. I have poor coverage on my business premises.   |
| Land-based        | Educate the public a bit better as far as showing respect for local farmers land and the use of it   |
| Land-based        | Education grants.  |
| Land-based        | Funding. Seeking help in an alternative way to a bank.   |
| Land-based        | Generating trade through local activities and services (e.g. providing signs and notice board) because we make wooden products.  |
| Land-based        | Had a scheme before of Lambs labelled as grown in the south downs but that just did not take off.  |
| Land-based        | I also have a caravan site, so additional exposure to visitors would be a benefit.   |
| Land-based        | I think the SDNPA may be treading on other people's toes offering these services and could well be duplicating what is being done elsewhere i.e. County Councils. The geographical nature of the SDNP is a unique slither that cross many boundaries. Communication between public bodies is essential to make best use of resources and provide the best value.           |
| Land-based        | More flexibility to be able to develop ones business and keep up with the times and competition. What we do in farming is always on display and thus subject to intense and restrictive scrutiny.  |
| Land-based        | Not without respect for the South Downs, but I'm not in need of help from them directly.   |
| Land-based        | Notably training for youngsters in varied aspects related to the building industry.  |
| Land-based        | operate a 'woodnet' so the wood trade can communicate with each other  |
| Land-based        | Promoting rural and local brands generally.  |
| Land-based        | Shepherds huts along the South Downs walking route.  |
| Land-based        | They need to be aware of farmers' needs and to cut down on restrictions, they need to help farmers help each other out. There needs to be more cooperation amongst farmers.  |
| Land-based        | To use us as their local supplier.   |
| Land-based        | We have not witnessed the NP that is consistent in the objective of encouraging business and promotion of visitors and events that are in themselves detrimental to the environment.   |
| Visitor economy   | A brown sign. We are the only business in the village now and our location is not promoted.  |
| Visitor economy   | Facilitating advertising for recruitment to the local community.   |
| Visitor economy   | General advice on what the aims of the SDNP are. What sort of business constraints or help is available.   |
| Visitor economy   | Heads up about legislation and funding and ways to generate more foot fall.  |
| Visitor economy   | Help to improve local knowledge and suppliers. Up-skilling young people, particularly in the basics of reading and writing. Accommodation for visitors is lacking. Little between small B&Bs and large hotels. Camping facilities are lacking. Re-open the local railways to improve access. The footpaths and bridleways do not link up too well and lead to end nowhere. |
| Visitor economy   | I feel the SDNP was not set up to provide finance or business support but to promote and protect the area. Therefore businesses benefit from being in that area. I would rather do things from profits in my businesses rather than being paid to do, or not do, things. Not relying on handouts.  |
| Visitor economy   | If the park authority could recommend local walks for our customers, we get a lot of ramblers etc.   |

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| Visitor economy | Information about crime in the area.   |
| Visitor economy | Interesting for somebody from the SDNPA come to the events to give a talk about the NP.  |
| Visitor economy | listing of local suppliers   |
| Visitor economy | Make use of our services directly for occasions that will promote our services by example.   |
| Visitor economy | More advice on our land.   |
| Visitor economy | More information/leaflets on walks in the area once they get here, where they could go, stay, visit etc. Even a map to guide for those not in groups etc   |
| Visitor economy | Promoting cycling events. We get a lot of cyclists.  |
| Visitor economy | Support to encourage young performers to get involved in our type of entertainment.  |
| Visitor economy | Sustainability for us is a key area.   |
| Visitor economy | The could use their branding to help promote companies who with them.  |
| Visitor economy | What SDNP have their own functions or introduce to others in the NP that do. Could have stunning functions or things like award functions and the like. There are a lot of large properties in the area. |

**Q18. What, if anything, has your organisation or business done to make itself more environmentally sustainable? – Other answers**

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| Advanced Manufacturing | All buildings insulated, modern roofing and light movement sensitive lighting. Installed electric car charging facilities. We have a 'green group' that meets once a month to discuss how we can be better. |
| Advanced Manufacturing | All electric now, no gas. Replaced a diesel vehicle.  |
| Advanced Manufacturing | Carbon capture by paying extra on our paper that then goes to the Woodland Trust for planting trees.  |
| Advanced Manufacturing | Committed to non- plastic packaging.  |
| Advanced Manufacturing | Communicating with suppliers who provide raw materials that correspond to customer requirements.  |
| Advanced Manufacturing | Compostable tea bags and eco bricks   |
| Advanced Manufacturing | Considering installing solar power, we have had an environmental consultant to review   |
| Advanced Manufacturing | Disposed of inefficient old machines.   |
| Advanced Manufacturing | Electric car  |
| Advanced Manufacturing | I use reclaimed materials (e.g. ebony) and where possible source timbers from English Woodlands and other local suppliers.  |
| Advanced Manufacturing | Moved over from lead to no lead solder; look for maintain and renew rather than throw and replace; organic garden.  |
| Advanced Manufacturing | No heating, working in a farmers barn.  |
| Advanced Manufacturing | Planted about one thousand trees.   |
| Advanced Manufacturing | Reduced packaging use and do not use plastic anymore- we use paper and re-use cardboard boxes.  |
| Advanced Manufacturing | Reduced use of chemicals and packaging.   |

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| Advanced Manufacturing | Self sufficient energy usage via solar panels  |
| Advanced Manufacturing | Sound emissions testing- controlling sound emitted. All chemicals approved and diluted so nothing excessive will go down the drains to damage the environment.   |
| Advanced Manufacturing | Source materials based on sustainable credential to make with - Installed Solar panels - reducing all usage of raw materials and how dispose of them.  |
| Advanced Manufacturing | Try not to buy packaging and if we do, we buy recycled products. We put a note to this effect on delivery notes.   |
| Advanced Manufacturing | Try to employ people that are local as possible because of a high probability of disruption and congestion on the road network. Boom Town up the road closes the roads for day and it is virtually impossible to get supplies in or out and thus we practically have to close for the day. |
| Advanced Manufacturing | Using off cuts from the manufacturing process instead of sending them to landfill. Educating clients better about recycling.   |
| Advanced Manufacturing | We are EMAS certified.   |
| Advanced Manufacturing | We are ISO registered on the environmental side.   |
| Advanced Manufacturing | We ask customers if they are happy to have bulk packing rather than individual packing to save on plastic bags.  |
| Advanced Manufacturing | We operate our own generator to provide electricity and our main inverter has been electrified also.   |
| Advanced Manufacturing | Where possible we use video conferencing.  |
| Advanced Manufacturing | Whole business model is based around environmental sustainability.   |
| Knowledge economy      | 100% paperless and no cars   |
| Knowledge economy      | Allowing staff to work from home.  |
| Knowledge economy      | Change packaging materials.  |
| Knowledge economy      | Changed milk delivery from plastic to glass. Established a focus group to look at ways we could develop to become carbon neutral.  |
| Knowledge economy      | Changing our energy supplier to small scales renewables  |
| Knowledge economy      | Converted cow shed in middle of field and not there often as travelling mostly. Restricted through being rented but fully insulated and oil fired heating.   |
| Knowledge economy      | Core activity of business is supplying sustainable products (food and packaging). No transport policy needed as employees commute to work by bike.   |
| Knowledge economy      | Electric van and 4x4, green energy supplier, carbon offset through forest carbon, ISO 14001.   |
| Knowledge economy      | Everything is sourced we use companies within a 15 mile radius   |
| Knowledge economy      | Form a sustainability subcommittee such as going paper light.  |
| Knowledge economy      | Home based workers, specialism in smart working practices for which we have won awards and have consulted in as experts.   |
| Knowledge economy      | I have cut down on paper and all files are electronic.   |
| Knowledge economy      | I promote environmental sustainability in terms of total living and transport. I generate 30 mega watts but only use 20 megawatts across the board, in total.  |
| Knowledge economy      | I reuse and recycle where possible.  |
| Knowledge economy      | Installed electric car charging points.  |
| Knowledge economy      | Insulated the building more.   |
| Knowledge economy      | I've got a wind farm.  |
| Knowledge economy      | Looking at reducing use of shrink wrap and plastic packaging that are being asked of for CDs etc and working with the distributors.  |

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| Knowledge economy | Most of this is irrelevant for small businesses. Our premises are rented so heating and water is down to our landlord. We're simply too small to have formal policies for most of this or to make grand gestures around heating systems or water management. That said we all operate based on our personal values - so we recycle, we use LED light bulbs, we lower the heating at weekends and we employ local people so that keeps car journeys to a minimum. However, wording this the way you have is alienating to most small businesses. |
| Knowledge economy | Moved offices so that walking to work would become an option.   |
| Knowledge economy | Moved offices to improve resources and sustainability.  |
| Knowledge economy | Paperless   |
| Knowledge economy | Paperless office. We went over to a printer where you pay by the number of copies, which has reduced copying.   |
| Knowledge economy | Paperless,  |
| Knowledge economy | Put solar panels up.  |
| Knowledge economy | Register with Environment Agency as a waste carrier (lab equipment). Registered with WEEE. Use recycled packaging.  |
| Knowledge economy | Reviewed our supply chain and how far they were travelling.   |
| Knowledge economy | Source recycled and recyclable packaging. Source locally where possible.  |
| Knowledge economy | Try to be more paperless  |
| Knowledge economy | Two vehicles hybrid, one new to be electric.  |
| Knowledge economy | Use of environmental sustainable material.  |
| Knowledge economy | Use of suppliers who are more sustainable.  |
| Knowledge economy | Use traditional materials that are recyclable.  |
| Knowledge economy | Using local labour as opposed to far away.  |
| Knowledge economy | We are an environmental Consultancy so our main influence is through our projects. We have been ISO 14001 accredited for many years and have processes where we audit and try to continually improve with all the above criteria.   |
| Knowledge economy | We have offered an energy scheme next to a national grid point in Horndean but that was killed stone dead. We wanted to work with the NP to put a sustainable plan together with straw pelleting and provide employment.  |
| Knowledge economy | We use a wind generated energy company. As a business everything we print on is recycled or recyclable and sustainability sourced. We use as a digital printer we have no chemical compounds or toxicity anymore.   |
| Knowledge economy | We will shortly be refilling existing containers for soap, washing up liquid etc. to reduce plastic waste. We also use a company to get rid of confidential shredding and they tell us how many trees we have saved.  |
| Knowledge economy | We've dropped components that were not eco friendly and chosen suppliers with FSC certification and switched to bio degradable products (certified compostable).  |
| Knowledge economy | Working from home and good connectivity none really applicable. Working from where we are is fantastic.   |
| Land-based        | Agricultural environmental schemes  |
| Land-based        | All wood sourced from our woodland.   |
| Land-based        | Because of the state of the roads we cannot get transport to this part of Sussex for cereals. Good access to Shoreham port is essential, currently heavy vehicles cut through Storrington, not ideal.   |
| Land-based        | Comply with regulations for spreading muck.   |
| Land-based        | Environmental land schemes. Solar, bees, birds, low nitrogen use. Waste food fed to animals, animals bed on wood chip.  |
| Land-based        | European Grants and already have to conform to agricultural stewardship and restrictions  |

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| Land-based | Got rid of our dairy herd so use less fertiliser. We are part of a stewardship scheme and so on some of the ground we do not use fertiliser at all. Spray agricultural chemical input very much reduced.  |
| Land-based | Grow trees, electric car  |
| Land-based | Growing more grass rather than crops.   |
| Land-based | I am environmentally sustainable - the trees have grown on the land for 200 years.  |
| Land-based | I try to be self sufficient on my farm - I grow my own animal feed.   |
| Land-based | Installed Biomass and solar panels. Planted ten thousand trees. Re-wilded fifty acres of bog. Planted ten miles of hedgerows.   |
| Land-based | Insulation of buildings that I rent out. Also LED lights when we replace lighting.  |
| Land-based | Introduced a fully bio degradable tree guard.   |
| Land-based | Locally grown crop feed. Land management replanting hedgerows and ancient Hanger Woods. Soil analysis. Spread granular fertiliser to maintain levels of P&K in the soil. Retain much on the premises.   |
| Land-based | Looking after the land.   |
| Land-based | Packaging I use is recyclable and I re-use packaging where possible. The product I produce is a natural product.  |
| Land-based | Planted more trees in the past.   |
| Land-based | Renewable energy  |
| Land-based | Replaced lighting with LED lighting.  |
| Land-based | Replanting and introducing landscape features favourable for wildlife.  |
| Land-based | Selective packaging, no plastics but recycled cardboard. Glass recycling bin. Up-cycle glass bottles. Current cellar development dug down into the chalk that will keep the wine at the required constant temperature without the need for any cooling devices/air conditioning needing to be used. Rotovating and cultivating soil to minimise herbicide spray. Gravity fed winery allowing the grape juice to move down through the floors without the need for energy. Cladding. |
| Land-based | Solar Panels  |
| Land-based | Solar panels and we are looking at ways to go carbon neutral by increasing soil organic matter and tree planting.   |
| Land-based | Spray less throughout the year.   |
| Land-based | The Habitat scheme which I had the contract for 20 years to protect nature and birds through not farming certain areas - The scheme came to an end and there was no replacement for it.   |
| Land-based | Through maintaining what we have rather than replacing items for the business with new.   |
| Land-based | Upgraded machinery to be more energy efficient.   |
| Land-based | Use solar energy to recharge tools.   |
| Land-based | UTR compliant (European Timber regulations) FSC member and annual audit (Forest Stewardship Council)  |
| Land-based | We have good wildlife corridors in place, good habitat for wildlife in the wetland areas, we manage the hedges in a rotational way.   |
| Land-based | We are an agricultural business and are doing our best to minimize our carbon footprint.  |
| Land-based | We are close to a regeneration site and our waste goes there and is made into compost or biomass chip.  |
| Land-based | We are now smoking three times the amount of fish in one area, therefore cutting energy usage and wood.   |
| Land-based | We bought equipment to reduce the amount of passes to grow a crop.  |

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| Land-based      | We do very little that would be against the upkeep of our farm and look to maintain the countryside and environment as it has always been naturally. The recycling system is not what it should be and can be vastly improved.   |
| Land-based      | We go along the lines of retail sustainability - not using plastic and minimising packaging and plastic bags. etc.   |
| Land-based      | We measure how many tons of CO2 we produce to see if we are using the more same or less in previous years.   |
| Visitor economy | 10% of land area is laid down to environmental schemes.  |
| Visitor economy | A Sustainability Policy is something we are only just beginning to formulate   |
| Visitor economy | Car sharing  |
| Visitor economy | Changed to completely environmental cleaning products and toiletries. It is something our guests have welcomed. Moved away from single use toiletries.   |
| Visitor economy | Do not use plastic straws anymore.   |
| Visitor economy | Horsham District Council has not been very friendly, especially over glass recycling facilities. We have tried.  |
| Visitor economy | I use bio degradable disposals (e.g. plates, cutlery, straws) even though these are more expensive.  |
| Visitor economy | Limited use of paper and printing. Plastic free events. Encourage eco-friendly awareness with our clients.   |
| Visitor economy | Little done with recycling other than glass because we do not get this provided by the council and would only have to pay more. Not use plastic straws but that is driven more by customers. We are not on the mains and so mindful of waste products.   |
| Visitor economy | Make our own infused oils. We make our own baked goods.  |
| Visitor economy | Moved over to compostable packaging and people bringing their own cups.  |
| Visitor economy | Moving away from using plastic   |
| Visitor economy | Nitrate neutral reed bed - to become nitrate neutral.  |
| Visitor economy | Oat milk promoted but not dairy or soya. Introduce electric charging sockets in car park.  |
| Visitor economy | Old building and so insulation and heating has to reflect that.  |
| Visitor economy | Only switch on appliances when orders come through rather than continuous and overnight.   |
| Visitor economy | Our huge impact is our travel sending people on long haul flights and offsetting that impact. Member of carbon offset scheme but carefully chosen to include overseas planting schemes (Climate Care).   |
| Visitor economy | Our supply chain is using locally sourced and seasonal foods.  |
| Visitor economy | Picking up plastic waste in the area and recycling it - There is no one tasked to do that here.  |
| Visitor economy | Planted 7000 new trees   |
| Visitor economy | Plastic free catering concessions and encouraging visitors to bring their own re-usable plastic bags, trolleys and the like. Encourage visitors to donate to offset their carbon footprint in getting to the shows, talking to the Woodland Trust. Attended course called 'The Green Initiative' to provide enough local events and attractions for visitors to keep them local. |
| Visitor economy | Recycle food waste.  |
| Visitor economy | Recycle of detergent and refills.  |
| Visitor economy | Reduced our carbon foot print of commercial transport.   |
| Visitor economy | Reduced use of plastics.   |
| Visitor economy | Re-inforced river bank, replanting.  |
| Visitor economy | Reusing materials within the running of the museum - metal. wood etc   |
| Visitor economy | Signage for guests to be more environmentally aware with water use, lighting, waste etc.   |



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| Visitor economy | Solar Panels  |
| Visitor economy | Sometime take the train instead of car.   |
| Visitor economy | Support local producers   |
| Visitor economy | Sustainable utilisation of land between SD and the coast.   |
| Visitor economy | Tables are recycled and we do a lot of Vegan food.  |
| Visitor economy | The above don't really apply to our type of organisation. e.g. you cannot transport a PA system on the bus or train.  |
| Visitor economy | Think of everything when putting on a function to find environmental alternatives. But if it is going to be a pain then not. Employ silent generators to reduce noise pollution and not use much diesel.  |
| Visitor economy | Try and employ local people.  |
| Visitor economy | Try to be more local to reduce footprint  |
| Visitor economy | Trying to use recycled paper towels, doing away with selling single use plastic bottles, no plastic bags. Introducing as suppliers come up with alternatives. Drinkable water taps so visitors can fill their own bottles.  |
| Visitor economy | We allow students on the agronomy course at the local Plumpton College to study landscaping on our land...Also, we have been raising funds to encourage the local Council to reduce the speed limit on a local death trap road from 60 mph to 30 mph, thereby also reducing emissions.      |
| Visitor economy | We are a cycle station.   |
| Visitor economy | We are a site of scientific interest ,we participate in the regeneration of heather land and help maintain a species of field cricket   |
| Visitor economy | We are such a small place. Every little helps but this is not relevant.   |
| Visitor economy | We lessen the impact by doing a short build up time of our event, and then grass seed everything over again.  |
| Visitor economy | We used to have more recycling bins in our car park but the council took them away as not viable UNLESS we were prepared to pay. The environmental Health officers insist we use cling film that is the worse of plastics to be thrown away. People should work together to find solutions. |
| Visitor economy | Wildflower meadows.   |
| Visitor economy | Wooden cutlery, not plastic, recyclable cups etc.   |

## Q20. What are the barriers to developing your organisation's environmental sustainability? – Other answers

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| Advanced Manufacturing | Affordability. We don't own the buildings we use, we rent them so difficult to modify. It is multi let with other tenants.   |
| Advanced Manufacturing | Being able to rid of general waste and recycle waste separately is an issue. I have to take household waste and recycling home. We are not provided with recycling bins as we are an industrial business. Also disposing of Oil waste can also be an issue, it's a time consuming problem to be able to the right thing. |
| Advanced Manufacturing | General availability. We have waste management but it was difficult to find a supplier who could dispose of waste in a sustainable way.  |
| Advanced Manufacturing | I don't feel very engaged with it.   |
| Advanced Manufacturing | I don't own the building, so I cannot put solar panels up.   |
| Advanced Manufacturing | If we all were allowed to put solar panels on each building and share energy. To be able to contribute to local schemes such as cleaning the river or plant trees. To be able to take down as many fences as we can would benefit.   |
| Advanced Manufacturing | Individuals have to implement company policy. Our roof is available if you want to host solar panels.  |

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| Advanced Manufacturing | Lack of resources to promote it.   |
| Advanced Manufacturing | Limitations of what we can buy, there is nothing there for us to access within the local community so they use the off cuts we have, to avoid them going to landfill.  |
| Advanced Manufacturing | location of suppliers- a lot are based in the Midlands.  |
| Advanced Manufacturing | My trade is what it is and cannot change that.   |
| Advanced Manufacturing | Not a lot we can really do here. Much of our work involves machinery.  |
| Advanced Manufacturing | Not looking to expand close to retirement.   |
| Advanced Manufacturing | One of the things to concentrate on is to make it more accessible to get out on your bike. To get to the major off-road routes you have to cross major roads. Cycle routes are not being maintained. Make it easier for the younger generation and parents to get onto the SDNP to enjoy cycling away from cars and traffic. |
| Advanced Manufacturing | Sourcing appropriate suppliers.  |
| Advanced Manufacturing | The industry that we are in.   |
| Advanced Manufacturing | Trying to source parts as near to us as possible, but we do have to source some items for as far afield as China. It is difficult to get involved in recycling our finished product when they reach the end of their natural life.   |
| Advanced Manufacturing | We rent the building and therefore it is not ours to modify.   |
| Knowledge economy      | All these things need leadership and infrastructure from government and local government at all levels to become truly effective   |
| Knowledge economy      | Because we do quite a lot of work with international partners, reducing our carbon footprint is challenging as we have to travel.  |
| Knowledge economy      | Being a tenant.  |
| Knowledge economy      | Biggest factor is products from our suppliers that are not sustainable.  |
| Knowledge economy      | Do not wish to answer  |
| Knowledge economy      | Equipment that won't recycle   |
| Knowledge economy      | Focus on the matter in the organisation.   |
| Knowledge economy      | Hard to find information sometimes. Manufacturing in the UK isn't what it should be, so we have to go to China for that. People in the UK cannot make what we want, or what we want at the right price.  |
| Knowledge economy      | I am an environmental scientist and the environment is very much is where my heart is.   |
| Knowledge economy      | I do not think the provision of recycle bins is good in the area, it should be easier for people to dispose of waste.  |
| Knowledge economy      | It would be hugely helpful if the SDNPA had an environmentally sustainable strategy, as it stands at the moment they have nothing in place.  |
| Knowledge economy      | Lack of available products. There aren't the products or materials available to substitute the products that we use.   |
| Knowledge economy      | Lack of co-operation from the supply chain   |
| Knowledge economy      | Limited as to what we can do with the building.  |
| Knowledge economy      | Listed building constraints.   |
| Knowledge economy      | Located in a historic building limited to what can be done as tenants to install appropriate heating and insulation. There are a lot of non environmentally friendly offices and studios here in the old brewery.  |



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| Knowledge economy | Most things in the exhibition business are wasteful. Carpet is not recyclable, also we have no way of getting rid of glass, especially windows, glass tables etc.   |
| Knowledge economy | My suppliers are a barrier in themselves.   |
| Knowledge economy | Need to have proper conversations and understanding. Need the NP to be more open. EHDC has an energy issue. Nitrogen issue going into the sea. Conflict of housing, Natural England, Nat Trust, SDNPA. etc. Get projects on the table and accept and reject then get on with them. Not spend £m on assessments then still be talking. We need business leaders that can cut through and take decisions. No one is investing. Banks are constrained. At some stage the business partners will at some stage go to the SDNPA for approval or comment and it is at that point where the SDNPA could help. Nitrate offset scheme. Too many incomprehensible blockages. This is where the NP could really help businesses, they have the power to argue. Need entrepreneurial business leads who will make a change, not more surveys, statistics, consultants, etc. |
| Knowledge economy | No barrier  |
| Knowledge economy | None  |
| Knowledge economy | None.   |
| Knowledge economy | Not being provided with recycle bins by the various local councils. We are a grade 2 listed build, so limited to what you can do.   |
| Knowledge economy | Nothing   |
| Knowledge economy | Private companies charging very, very high prices to assess environmental impact.   |
| Knowledge economy | Property ownership - We lease which has some constraints.   |
| Knowledge economy | Red tape. The more complicated it gets, the more it costs.  |
| Knowledge economy | Relevance - most of our presence and marketing is digital. So our impact is very low.   |
| Knowledge economy | Rented accommodation. It does not even have recycling.  |
| Knowledge economy | Rented property and dependent on landlord.  |
| Knowledge economy | Renting rather than owning our business premises. Plus the costs involved in any major capital project are beyond most small businesses. Most funding usually involves match-funding and that makes it impractical for small businesses on tight cash flows.  |
| Knowledge economy | Scalability as we are a small service industry company.   |
| Knowledge economy | The fundamental opportunity - we are in a serviced office.  |
| Knowledge economy | The sector we are in means it is not something we are actively thinking about.  |
| Knowledge economy | There is not an awful lot more I can do as I work with cardboard and packaging materials. I try and stay away from plastic.   |
| Knowledge economy | Travel and transport policies. A better cycle network.  |
| Knowledge economy | Very old buildings.   |
| Knowledge economy | We are in a farm in the middle of nowhere. We rent and so do not control of the building.   |
| Knowledge economy | We are in managed office premises. This limits what we can do.  |
| Knowledge economy | We are in rented accommodation not our own property.  |
| Knowledge economy | We are in rented accommodation.   |
| Knowledge economy | We are tenants on a farm and thus limited in what we can do.  |
| Knowledge economy | We do not own the building thus we are constrained by our landlords.  |
| Knowledge economy | We do not own the building.   |
| Knowledge economy | We have to pay more to the council and charged separately for waste and re-cycling. If we were to stop recycling we would save money - it should be the other way and get a discount to encourage environmental sustainability.   |
| Knowledge economy | We rent converted stable blocks. This limits what we can do with our premises.  |
| Knowledge economy | We rent our business premises in a managed office group.  |
| Land-based        | Guidance from the National Park as to what is appropriate to the area   |
| Land-based        | I don't own my yard. There is a landlord, so this limits the changes I can make.  |
| Land-based        | I have tenants on short term leases, so no reason for longer term strategies.   |

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| Land-based      | Lack of a local hub of complementary businesses rather than having to source simple support services from further afield.  |
| Land-based      | No barriers mentioned.   |
| Land-based      | No mains gas which could be a problem  |
| Land-based      | Not relevant   |
| Land-based      | One of the biggest barriers is the blanket ban on on shore (land) wind turbines.   |
| Land-based      | Planning constraints (reservoir proposals)   |
| Land-based      | planning possibly  |
| Land-based      | Political Uncertainty. Policy direction changes as government ministers move around. This is where the NP can provide some layer of support and stability. Environmental schemes cover many years. Policy priorities change                                |
| Land-based      | Small organisation.  |
| Land-based      | The South Downs National Park  |
| Land-based      | Trying to find a economical and environmentally friendly way of disposing of animal bi products.   |
| Land-based      | We are currently campaigning for consumers who buy plants in pots to be made aware that those pots can be recycled.  |
| Land-based      | We are waiting for electric vans to be more readily available that would suit our needs - that would have a larger range.  |
| Visitor economy | A lot of decision are out of our hands (they come from head office).   |
| Visitor economy | Already very sustainable   |
| Visitor economy | Any investment would take a long time to get the money back  |
| Visitor economy | Appalling bus services and unreliable and over priced trains.  |
| Visitor economy | I am part of a chain so managing and running is not totally down to me.  |
| Visitor economy | I am tied to a brewery and thus restricted on some things I can do, such as central deliveries which if I could I would source more locally to reduce delivery miles.  |
| Visitor economy | I used to be very keen on recycling until I discovered 80% of what goes into the bin goes to landfill. Waste management and separating business waste is not made easy, it needs to be more welcome and less costly to do and shown to be more beneficial. |
| Visitor economy | It is a Grade 1 listed building. We cannot make certain changes or alterations.  |
| Visitor economy | Lack of willpower  |
| Visitor economy | listed building  |
| Visitor economy | Local councils do not have the money any more to spend on supporting environmental issues locally.   |
| Visitor economy | Local government to actually dispose of the waste properly   |
| Visitor economy | Location - because people have to drive here   |
| Visitor economy | Make transfers to local public transport connections affordable.   |
| Visitor economy | More of a breakfast cafe and small kitchen, small need.  |
| Visitor economy | Need policy led information on recycling and waste management. Access to sustainable products.   |
| Visitor economy | None of the above  |
| Visitor economy | not really applicable. Main barrier is lack of support from younger people.  |
| Visitor economy | Our building is listed. Only a voluntary bus, two days a week. No public transport connections at all.   |
| Visitor economy | Owners age and misunderstanding of the modern world  |
| Visitor economy | Packaging of items in supermarkets   |
| Visitor economy | Planning   |
| Visitor economy | Planning - If we could have permanent structures we wouldn't have to waste so much money or hire in things such as toilets for events.   |
| Visitor economy | Planning permission as a barrier, we have scope to develop parts of our 160 acres for the benefit of the local community.  |

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| Visitor economy | Planning permission being in the SDNPA. Very restrictive on some very minor changes in the recent past.  |
| Visitor economy | Return on investment   |
| Visitor economy | Service provider sustainability - getting service providers to dispose of waste environmentally  |
| Visitor economy | Small team so resources limited.   |
| Visitor economy | The building is listed, difficult to modify.   |
| Visitor economy | The services in the local area. e.g. no local service to dispose of my food waste.   |
| Visitor economy | Type of industry   |
| Visitor economy | Waste collection companies not doing their bit.  |
| Visitor economy | We are a listed building in conservation area/national park .  |
| Visitor economy | We are in a listed building and this places restrictions on what we can do and maintenance is more expensive.  |
| Visitor economy | We are in a walk and the landlords are reluctant to invest in our properties.  |
| Visitor economy | We cannot change things ourselves as it is owned by Greene King.   |
| Visitor economy | We do as much as we can within parameters, but we are dependent on our suppliers who are told they have to use some packaging, as an example, polystyrene and plastic wrapping, and vacuum wrap. We are told to come up with the solutions but as small businesses we do have the resources. Single use plastics are the worst offender. |
| Visitor economy | We rent our offices and are therefore restricted to some extent as to what we could do. We are looking at maybe having an environmental audit and work with our landlords to achieve improvements.   |

#### Q19. Is your organisation part of any green accreditation scheme? – Other answers

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| Advanced Manufacturing | EMAS   |
| Advanced Manufacturing | ISO 14000  |
| Advanced Manufacturing | ISO 140001, 90001  |
| Advanced Manufacturing | ISO 14001 pending.   |
| Advanced Manufacturing | ISO14001   |
| Advanced Manufacturing | The Brighton University Green Initiative - Circular Economy - Design Brighton                |
| Advanced Manufacturing | The digital production partnership - for sustainability                                      |
| Advanced Manufacturing | WEEE electronic waste scheme   |
| Knowledge economy      | Confor (Confederation of forest Industries)  |
| Knowledge economy      | Don't know.  |
| Knowledge economy      | I am a member the AECB, the association of environmentally conscious businesses.             |
| Knowledge economy      | ISO 14001  |
| Knowledge economy      | ISO 14001, Forest carbon offset - we pay money for them to plant trees to offset our travel. |
| Knowledge economy      | Registered under WEEE  |
| Knowledge economy      | Solar PV part of the business is MCS accredited(Micro Generation Certification Scheme)       |
| Knowledge economy      | The CD packaging ii FSC board, responsibly sourced   |
| Knowledge economy      | Using recycled paper for magazines   |
| Land-based             | Comply with work for Single Farm Payments, Farm Assured.                                     |

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| Land-based      | Country Side Stewardship   |
| Land-based      | Countryside Stewardship. BPS scheme.   |
| Land-based      | Countryside Stewardship; Red Tractor; HLSELS - higher level stewardship and entry level stewardship.   |
| Land-based      | DEFRA  |
| Land-based      | ELF environmental scheme.  |
| Land-based      | FABL Farm Assured British Beef & Lamb; ELS Entry Level Stewardship. HLS Higher Level Stewardship. Assured Combinable Crops.  |
| Land-based      | Farm Assurance, Arun to Adur farming and information group, Countryside Stewardship.   |
| Land-based      | Farming scheme LEAF  |
| Land-based      | Founder member of the South Downs Farmers Group (farm cluster group)   |
| Land-based      | FSC member and annual audit (Forest Stewardship Council), Rain Forest Alliance.  |
| Land-based      | Grain Assured  |
| Land-based      | HLS and ELS agreements with Natural England  |
| Land-based      | I do not remember the name.  |
| Land-based      | In two different agricultural environmental schemes (High Level Stewardship and Entry Level Stewardship Schemes)   |
| Land-based      | Leaf   |
| Land-based      | 'LEAF' - Waitrose supported scheme.  |
| Land-based      | Red Tractor  |
| Land-based      | The Leaf Scheme  |
| Land-based      | To maintain status of BPS listed hedgerows under EFA status. RPA   |
| Land-based      | We were in higher level environmental scheme. We also belong to FABBL.   |
| Visitor economy | Carbon offset through Climate Care.  |
| Visitor economy | Considering joining a green Tourism Organisation Accreditation that rates you more highly if you are 'green'.  |
| Visitor economy | Farm Assured   |
| Visitor economy | Federation of International Motocycling  |
| Visitor economy | Gold Award for Business Tourism.   |
| Visitor economy | Green Leader on Trip Advisor   |
| Visitor economy | I cannot recall the name.  |
| Visitor economy | ICSA Independent Cookery School Association Sawdays  |
| Visitor economy | Leaf. (Linking Environment And Farming).   |
| Visitor economy | Renewable heating incentive  |
| Visitor economy | RHIO and FIT   |
| Visitor economy | We work with the Bigger green Keepers organisation, we allow the grass to grow in parts of the course to reduce the carbon emissions of the mowers and also help wildlife to thrive in the taller grass. |

**Q24c. Why do you say that? What value do you think SDNPA would offer to your business?**

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| Advanced Manufacturing | Advice coming from grass roots, paper and printing gets a bad deal in the press when this is not correct as we are really self-sustaining and we get a raw deal. Being associated and help educate with the NP would help dispel some of this. |
| Advanced Manufacturing | Advice on environmental matters  |
| Advanced Manufacturing | Advice on sustainability and waste management and an opportunity to know about transport issues and any funding or other help.   |
| Advanced Manufacturing | Advice on what sort of plant protection they need in the area.   |

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| Advanced Manufacturing | Any guides are good but limited in time that can be spent when out working. An attractive package to group together local vineyards to promote.  |
| Advanced Manufacturing | Business to business networking opportunities.   |
| Advanced Manufacturing | Can never have too many opinions as regards environmental assistance.  |
| Advanced Manufacturing | Credibility of being linked with them.   |
| Advanced Manufacturing | Depending in what areas  |
| Advanced Manufacturing | Expertise.   |
| Advanced Manufacturing | I am not aware what is available until I engage with the Authority.  |
| Advanced Manufacturing | If it could help the company to become more efficient and therefore save costs that would be beneficial,.  |
| Advanced Manufacturing | If relevant but nothing specific at the moment   |
| Advanced Manufacturing | If the authority can offer us some kind of environmental sustainability advice.  |
| Advanced Manufacturing | I'm not sure, but I wouldn't refuse advice from anyone.  |
| Advanced Manufacturing | I'm open to suggestions to improve my set up - preferably not costing me anything  |
| Advanced Manufacturing | In the past I have shown work at local exhibitions.  |
| Advanced Manufacturing | Information about the local area.  |
| Advanced Manufacturing | Information is free so anything like that would be useful - free knowledge and advice.   |
| Advanced Manufacturing | It can increase exposure to new customers and increase business with the National Park Authority itself as well as other businesses located in or near the National Park   |
| Advanced Manufacturing | It is part of our identity, so we would be interested in supporting a hallmark of quality associated with the SDNPA.   |
| Advanced Manufacturing | It might be able to suggest ways that I could be more sustainable in my business practices.  |
| Advanced Manufacturing | It needs to become a bigger brand and therefore we would benefit from that.  |
| Advanced Manufacturing | It would be good to have advice on sustainability. A short cut to researching it ourselves.  |
| Advanced Manufacturing | It would be interesting to understand what other companies in the area are doing to enhance their business, and whether we could connect with other companies . Also whether we could find ways of being more sustainable and reducing carbon emissions. |
| Advanced Manufacturing | It's a big organisation so maybe good to become part of it.  |
| Advanced Manufacturing | It's about promoting something internally. Getting more awareness in general, and if there were grants available for example, it would be useful to be considered for some.  |
| Advanced Manufacturing | Make cycling safer and easier to access the National Park both from a business and family perspective. Also potentially some help with business planning and finance.  |
| Advanced Manufacturing | Make us a bit more environmentally friendly never a bad thing.   |

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| Advanced Manufacturing | Need to know more about what the SDNPA could offer and at what cost. Need to grow but always conflict on time and planning.   |
| Advanced Manufacturing | Networking and recommendations.   |
| Advanced Manufacturing | Not sure, they would need to tell me.   |
| Advanced Manufacturing | Not sure.   |
| Advanced Manufacturing | Nothing specific.   |
| Advanced Manufacturing | Support and knowledge   |
| Advanced Manufacturing | The is no such thing as bad publicity - so any awareness would be a plus point  |
| Advanced Manufacturing | They may know of funding that I am not aware of and provide help with getting apprentices.  |
| Advanced Manufacturing | To understand the locality and what's in it.  |
| Advanced Manufacturing | Very easy to not know what is going on in the local area and operate in a bubble. Thus the SDNPA is well place to keep me connected and informed.   |
| Advanced Manufacturing | We would look at what might be on offer. We are a manufacturing business that is here to make a profit and employ people. Just how transferable support from the NP would be I do not know, but I am willing to find out.   |
| Knowledge economy      | A bigger network of people to pass on knowledge   |
| Knowledge economy      | A difficult question. Encouraging a network in the SD and encouraging visitors to the area. There is a patch work of groups attempting to improve sustainability, but they are not joined up or linked. Getting them together or networking them could harness a lot of energy.   |
| Knowledge economy      | As a community it would give us more contact with other local businesses and spreading the word and educating about what we do. We would be interested in maintaining support and advertising the marvellous asset of the SDNP on our doorstep. Our activities are very likely complementary and we could do work for the NPA in the way of surveying and topography. |
| Knowledge economy      | Because I live in the south downs and it will be idea to access due to work in the area   |
| Knowledge economy      | Because it is specifically local and I feel my work is embedded in this area.   |
| Knowledge economy      | Because it sounds like they are planning on doing something of this nature and it is probably relevant to my business.  |
| Knowledge economy      | Commercially, not much, but we want to engage with the place we are in. e.g. what green accreditation schemes might be available.   |
| Knowledge economy      | Definitely on the sustainability side.  |
| Knowledge economy      | Depends on the advice and how administered.   |
| Knowledge economy      | Depends on what sort of advice and support there is. Provision of more flexible work space and letting know what opportunities there may be to develop. Support and help to reduce our collective carbon footprint with businesses coming together.   |
| Knowledge economy      | Don't know, depends what is on offer.   |
| Knowledge economy      | Environmental. This survey was completed by Paul Cox.   |
| Knowledge economy      | For advertising purposes, e.g. if the Authority set up volunteer groups to organise activities that might attract more people to the area.  |
| Knowledge economy      | Getting to know about other people's views on things going forward.   |
| Knowledge economy      | I am a firm believer that if there is helpful information it is right to listen to what might be available, particularly if it is local.  |



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| Knowledge economy | I am working in their environment and any help from them would be useful.  |
| Knowledge economy | I can't think what would, but if they could and it was beneficial, I would be interested.  |
| Knowledge economy | I don't know until I understand what they are offering me.   |
| Knowledge economy | I think everyone should be open and willing to collaborate with everyone else.   |
| Knowledge economy | I think there is quite a lot still to do in the South Down National Park. So any advice would be welcome.  |
| Knowledge economy | I think they would bring focus in key areas where we should be focused and getting connected to the community.   |
| Knowledge economy | I think you are uniquely placed to ensure that Ditchling is well visited as part of the south downs experience and that visitors are aware of more than just the museum through good signage for the village walk, arts and crafts workshops and historical buildings in the village with orientation maps and explanation boards placed around the village, especially on the green, the village centre and the car parks |
| Knowledge economy | I would like to know a little bit more about what they can offer.  |
| Knowledge economy | If it was relevant to the business. e.g. sustainability.   |
| Knowledge economy | If it's relevant and appropriate to our line of work.  |
| Knowledge economy | If on a complimentary basis we could be all ears. We do not readily know but we could learn, particularly on the environmental side. We fly a lot.   |
| Knowledge economy | If the SDNP authority engaged with business, then both would have a better understanding of the issues and activities that occur within the park and how it can be shaped and improved.  |
| Knowledge economy | I'm not sure. It would be for them to work out what's attractive and relevant to me and where they can best help.  |
| Knowledge economy | Information about grants and funding, their planning system and upcoming policies such as biodiversity offset system.  |
| Knowledge economy | It would be interesting to know what benefits can be offered.  |
| Knowledge economy | It would increase the number of staff I have and help with production.   |
| Knowledge economy | It's always good to hear other points of view, maybe pointing out other ways of doing things.  |
| Knowledge economy | Knowledge of what other small businesses have done in their approach to environmental and business strategy.   |
| Knowledge economy | Let us know what else we could be doing to be more environmentally friendly so we can consider.  |
| Knowledge economy | Maintaining the quality of the environment and business networking.  |
| Knowledge economy | More networking. More local support. Helping us to find better, cheaper and more environmentally sustainable accommodation.  |
| Knowledge economy | Much has been mentioned in previous questions. The SDNPA carries weight and is something we want to be associated with and while there are areas in planning requiring improvement, we do support it and want to help it. It could do with some 'critical friends' so perhaps the network could form an advisory group to call on.   |
| Knowledge economy | Networking good to get access to more people locally.  |
| Knowledge economy | Networking meeting other like minded companies and a way of bench-marking. We work with RIBA and a small programme of CPD in the office but it would be better to be able to expand that.  |
| Knowledge economy | Networking would be important if it is possible and viable and would have to be on line  |
| Knowledge economy | No idea until I hear what they have got. We are always open to ideas and suggestions.  |
| Knowledge economy | Not sure until I saw what was on offer.  |
| Knowledge economy | Not sure until I see what is on offer, but always open to new initiatives. Particularly things that are relevant to the local market.  |
| Knowledge economy | On sustainability.   |

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| Knowledge economy | Pointing us in the way of local businesses and a local business network would be very useful.   |
| Knowledge economy | Potentially. Depends on need at the time and depends on what they might be offering. The obvious is around access to finance and networking. Definitely a gap in offering business support services locally.  |
| Knowledge economy | Presumably some expertise that I don't have.  |
| Knowledge economy | Probably offer work opportunities or experience not necessarily business related but it would be good to know about workshops or meeting people etc etc.  |
| Knowledge economy | Promotion of the skills and services I can offer. Endorsements or listings. Publicity.  |
| Knowledge economy | Publicity a central hub of what is going here. They could promote things such as the Gallery Trail or the theatre trail, or nice walks, cafes etc.  |
| Knowledge economy | Schemes they are looking to put forward to help businesses be more sustainable. More local connections.   |
| Knowledge economy | Sustainability and green issues. Elsewhere it would depend on what could be on offer.   |
| Knowledge economy | The only thing might be some sort of networking event for businesses in the area.   |
| Knowledge economy | Their understanding knowledge and size as an organisation.  |
| Knowledge economy | There is a lot of expertise in this area which is not being utilised. Other businesses with relevant expertise need to be identified so they can communicate and join up with other businesses, this would enable them to share their expertise with each other . There is a knowledge base shared by businesses which needs to be tapped into. |
| Knowledge economy | They have a focus on the environment and the landscape and support rural business within it which helps us. Knowing where the National Park is going in the future would help us.   |
| Knowledge economy | They have got a much wider scope than I have on what's available - using their expertise.   |
| Knowledge economy | To improve our sustainability knowledge and networking opportunities.   |
| Knowledge economy | To see what could be on offer for us to be able to advise our clients across the South Downs area.  |
| Knowledge economy | To see what was on offer and what advice there might be.  |
| Knowledge economy | Willing to look at what could be available.   |
| Knowledge economy | You never want to be completely insular so someone coming in and giving some pointers would be helpful.   |
| Land-based        | Always willing to listen to what is available.  |
| Land-based        | Always willing to listen. Do more to help with maintaining the environment and landscape, notable help to re-encourage growth of local orchids. Advice to make environment a nicer place.   |
| Land-based        | Any constructive advice and help would be useful.   |
| Land-based        | Any improvement would be appreciated. Especially with environmental issues  |
| Land-based        | Anything is better than nothing - at present there is nothing- no advice.   |
| Land-based        | As a source of relevant knowledge   |
| Land-based        | Because the park is local and covers an area of outstanding natural beauty. We do a lot of the coppice work and the park authority could explain more about forestry work, so people understand our business better.  |
| Land-based        | Because they make the rules, if they can help us with expanding our business without having to come up against obstacles all the time that would be good - More flexible approach   |
| Land-based        | Dealings with the public on our behalf  |
| Land-based        | Depends what they put forward. Whatever the government decide will become policy for the agricultural industry and we will have to comply. My concern is that they may expect more for less funding. If they want farmers to carbon off set for them, it has to be financially incentivised.  |



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| Land-based | don't know  |
| Land-based | Don't know - but they may have ideas that I am not aware of.  |
| Land-based | Education support would be welcome.   |
| Land-based | Encouraging more sustainable practices and less environmentally damaging practises  |
| Land-based | For all its faults and the fact that it's not needed and the area should never have been turned into a National Park in the first place, I suppose I am going to have to work with it.  |
| Land-based | Guidance.   |
| Land-based | Have a clarification of planning issues I am dealing with at the moment   |
| Land-based | Help to access reasonably priced and flexible funding. Act as an advocate for the farming community that is having to go through a great of change as a result of Brexit and counter incorrect press reporting of the sector.   |
| Land-based | I am a farmer, so one else's opinion would be worthwhile.   |
| Land-based | I am unsure until I have more information, and I'm not sure how they could guide our particular industry.   |
| Land-based | I don't know until I know what they can offer.  |
| Land-based | I open to listen to their suggestions as to what they intend to do.   |
| Land-based | I would to need to know more and like to be able to see what is on offer.   |
| Land-based | I wouldn't know until it was offered.   |
| Land-based | I'd just like to know more about what is going in the area.   |
| Land-based | If I was to do a holiday let in the future there could be someone with expertise in this area. When it comes down to general farming I don't think they could offer much help.  |
| Land-based | If it was targeted. No spam.  |
| Land-based | If it's not true intrusive maybe a monthly newsletter that would be fine, but don't want to be bombarded with too much  |
| Land-based | If relevant. All information is useful. Facilitate connections between businesses to know what might be going on on the doorstep. If duplicating then forget it, if someone elsewhere has tried things sharing their experience can be gold dust. This would need someone to co-ordinate who really knows what goes on in the park. A good coordinator is gold dust, a bad one can forget it. Is the NP duplicating what the Tourist Boards are doing. They could well do this better than how it is done at the moment.                                    |
| Land-based | If there was any schemes or funding that I don't know about I would be interested in entering into any scheme that would allow me to make money.  |
| Land-based | If there was relevant information available I would be interested   |
| Land-based | Interested to hear what might be offered.   |
| Land-based | It may benefit more my Caravan site and tourist attraction.   |
| Land-based | It would be a point of contact to take things forward for us.   |
| Land-based | It would be knowledge for us.   |
| Land-based | It would develop through regional support from the SDNPA.   |
| Land-based | Knowledge on how I can tap into them and gain from their experiences  |
| Land-based | Let me know what is going on, what I could do and what I couldn't do.   |
| Land-based | Like to know what's going on and happy to exchange views, We have submitted a detailed plan for Firle Estate to the SDNPA for further information.  |
| Land-based | Make it easier to get planning in the future.   |
| Land-based | Network with people in similar situations (start-up and individual) to offer mutual intellectual support, spend my money with local businesses rather than having to do so out of area, help to want to grow the business. Local business hubs, seminars etc rather than the cost and time to travel to these events or to speak/meet someone. Maintain thriving communities encouraging local and rural Post Offices and support services etc. If you do not have local businesses then it means commuting that in itself is not good for the environment. |

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| Land-based      | New ideas   |
| Land-based      | No idea, but I'm open minded  |
| Land-based      | Not onerous advice, but definitely.   |
| Land-based      | Open to any relevant input, being able to access wider knowledge.   |
| Land-based      | Planning advice would be helpful in the future  |
| Land-based      | Potentially putting us in touch with other organisations that work in a similar way., and access to markets.  |
| Land-based      | Prepared to listen to what they have to say.  |
| Land-based      | The length it takes get through a planning application could be shortened with more input from the National Park Authority  |
| Land-based      | They might have more access to knowledge on environmental issues,   |
| Land-based      | To find out what they are doing.  |
| Land-based      | Training, knowledge, advice, funding. All sorts of general benefits.  |
| Land-based      | Unsure what they offer but what we do falls into the ethos of managing the environment.   |
| Land-based      | Until I connect with them I don't really know what they have to offer.  |
| Land-based      | Until someone advises me on what they have to offer I wouldn't really know.   |
| Land-based      | Visibility and pointing us in the right direction   |
| Land-based      | We need to know the way the park is working and what direction they are going in so we can plan our future. Obviously the farming community is very much intertwined.   |
| Land-based      | Wider understanding of the park as a whole.   |
| Visitor economy | A cohesive policy across all businesses would be beneficial to everyone.  |
| Visitor economy | A huge operation in this part of the country. They have a lot of networking and links that we would love to be part of.   |
| Visitor economy | Always happy to look at stuff. Everything is easier by email as I am often on my own.   |
| Visitor economy | Always willing to learn. Moral support and advertising. We do get a lot of business support from the groups owners Hall Woodhouse.  |
| Visitor economy | Another string to my tourism bow.   |
| Visitor economy | Any information and help better than nothing. We are still new. Like to know more what they could offer. We have had a defibrillator fitted.  |
| Visitor economy | Any information is good. I would need to know more about what they could offer and to learn more about what the SDNPA is about.   |
| Visitor economy | Any offer of help is always worth considering.  |
| Visitor economy | Because I would appreciate support and guidance from anyone.  |
| Visitor economy | Being a wider body with larger budgets for advertising etc. and to promote out business   |
| Visitor economy | Being part of a group that facilitate knowledge exchange.   |
| Visitor economy | Better communications and understanding of how the SD park authority can influence our customer base and improve our sustainability.  |
| Visitor economy | Broader range of expertise. Always good to get a wider perspective on the challenges facing the business.   |
| Visitor economy | Cannot think of anything here   |
| Visitor economy | Certain areas, e.g. planning.   |
| Visitor economy | Depends on what it is and the cost. Like clear benefit as to what it is we are getting and what outcomes. How do we market ourselves as an accommodation provider for people visiting the NP. We are a small, but top rated, B&B excellent occupancy but feel we are missing a trick in connecting with what might be going on in the area. We get a lot of repeat business and there is a lot of repeat business and there and there is a lot of stuff going on in the area. |
| Visitor economy | Depends on what it is, always open to ideas.  |
| Visitor economy | Don't know until I see what is on offer.  |
| Visitor economy | Environmental and planning side of my business.   |

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| Visitor economy | Everyone working together makes it better for everyone- all working for a common goal.  |
| Visitor economy | Extra knowledge. More information is good information.  |
| Visitor economy | Fresh minds looking at old problems.  |
| Visitor economy | Getting involved.   |
| Visitor economy | Give us a platform to discuss things.   |
| Visitor economy | Hearing what other people have to say about the area, networking, funding, support etc  |
| Visitor economy | Help us a grow.   |
| Visitor economy | Help us become more aware of things that we should know about the local area. Networking between businesses   |
| Visitor economy | Hopefully by coming up with attracting visitors to my business  |
| Visitor economy | How to help promote our business as a local business.   |
| Visitor economy | I am not sure but am open to new ideas.   |
| Visitor economy | I am not sure but it would be interesting to find out.  |
| Visitor economy | I am not sure but willing to hear people out. I never stop learning. I am open to advice and help, particularly in the networking side. Anything that encourages face-to-face networking is good as technology is more isolating. |
| Visitor economy | I don't know at the moment  |
| Visitor economy | I don't know but willing to find out.   |
| Visitor economy | I don't know how much, but the subjects discussed would add value.  |
| Visitor economy | I think they need to understand the nature of my business, there need to be more communication and understanding from them.   |
| Visitor economy | I think we could do more marketing for the NP and then for us. Be included in leaflets and in turn help to distribute these at events.  |
| Visitor economy | I would have a conversation to find out what they might be able to do.  |
| Visitor economy | I would like to know their ethos of their criteria and their core values.   |
| Visitor economy | If it has a large network where contradeals can be made or mutually beneficial relationships could be forged, it would be beneficial.   |
| Visitor economy | If it was relevant I would take a look. Otherwise from what has been said the sustainability angle seems the most relevant.   |
| Visitor economy | If it was relevant. I need to know what they could do for me, I am central in Lewes.  |
| Visitor economy | I'm hoping they can tell me that.   |
| Visitor economy | I'm not too sure, but if they contacted an explained, maybe we could do something.  |
| Visitor economy | Increased knowledge of what is out there and what could be used to help. To help increase my knowledge of the National Park.  |
| Visitor economy | Information between our business and The National Park regarding accommodation and tourism.   |
| Visitor economy | Information, things we have not thought about. Something we could promote.  |
| Visitor economy | Introduce me to new local suppliers and the money saved by the business can go back into the local economy.   |
| Visitor economy | It would be a useful source to see what advice can be given and then take further or not.   |
| Visitor economy | Just a little sceptical as to whether they would have the type of advice we would find helpful to our business  |
| Visitor economy | Just maybe but not specific.  |
| Visitor economy | Just opportunities. Business ideas or retail opportunities.   |
| Visitor economy | Knowledge and resource  |
| Visitor economy | Large catchment area of visiting holiday makers and tourists.   |
| Visitor economy | Local and so much of business can be networked. We are outdoors and have a lot to offer visitors and the local community alike.   |

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| Visitor economy | Local knowledge. We do not know what you are dealing with when come up against a distant authority like the NP, seems more a barrier than a help. Better communication to get to know each other.  |
| Visitor economy | Looking at long term development plans   |
| Visitor economy | Mainly in the area of marketing and increasing foot fall.  |
| Visitor economy | Marketing on a wider scale than we already do.   |
| Visitor economy | Might be able to provide information such as cycle paths and footpaths that I could hand out to guests, advertising of accommodation and business support.   |
| Visitor economy | Most of our customers come here because of the walk and having the NP membership is important to them to then get to know of events going on in the area. More likely to connect with the publications of the NP.  |
| Visitor economy | Networking nice to meet other small local businesses, business planning.   |
| Visitor economy | Networking with other businesses in the South Downs, publicity and bringing tourists into the area.  |
| Visitor economy | Networking.  |
| Visitor economy | Never say no do not know when advice might come in useful. We have the wettest Feb on record and people do not want to come out and now coming into a possible pandemic. Take us to a wider audience, making visitors aware of and support the small businesses in the NP. |
| Visitor economy | No idea - but if they have the skills and expertise to give me guidance I would be open to that.   |
| Visitor economy | Not sure but did not want to say no.   |
| Visitor economy | Not sure what to say here.   |
| Visitor economy | On past evidence marginal. They could always improve, such as cheap finance or grant aid.  |
| Visitor economy | Open up new avenues for networking, and it is a large organisation to be associated with.  |
| Visitor economy | Overall publicity to fill the gaps   |
| Visitor economy | Positive support such as access to grants or networking is useful to share information about what we do for example. Of course it depends what relevant advice could be offered  |
| Visitor economy | Running the business as stand alone, better to see how running the business impacts the local area as a whole, networking with other organisations. As our location is remote we can be isolated and this can be strengthened esp. with Arundel.                           |
| Visitor economy | SDNPA has a lot of knowledge and a larger organisation and thus has greater access to finance and networks. We are never too old to learn and getting information is always beneficial even if you do not act on it now or in the future. Due diligence.                   |
| Visitor economy | The only thing would be to say I was an approved scheme, or to notify of any funding available.  |
| Visitor economy | They are a large organisation with the expertise to advise smaller businesses, as they have an oversight of what is available and needs to be done.  |
| Visitor economy | They are a larger group and have access to more information than I do and therefore their knowledge should be greater than mine.   |
| Visitor economy | They are close and known to the area. Advice on sustainability and running businesses within the SDNPA area.   |
| Visitor economy | They could allow us to benefit from our land a lot better through ecology.   |
| Visitor economy | They could help us to work together with the local community by utilising the land we have available better for their use, helping us with planning and developing the land we have.   |
| Visitor economy | They have a whole different outlook. Fresh thoughts. Somebody from outside the business looking at it can be helpful.  |

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| Visitor economy | They have the knowledge in certain areas that we do not have. Also some form of accreditation is the way we are thinking to become more green and attractive to customers. |
| Visitor economy | Transparency from them and also information for me to then pass onto my guests as to what is going on in The South Downs.  |
| Visitor economy | Unsure, but they are big and if could help in some way I would talk to them.   |
| Visitor economy | We would be very pleased to receive any sort of support, particularly on environmental issues. Our office in Midhurst is rented and not that environmentally friendly.     |
| Visitor economy | You never know who you might meet- there is a wealth of knowledge out there so I am always up for making new acquaintances.  |

**Q24d. Why do you say that? Why wouldn't you consider SDNPA's business support services?**

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| Advanced Manufacturing | already engaged with LEP  |
| Advanced Manufacturing | At the end of my career looking forward to retirement probably not relevant now.  |
| Advanced Manufacturing | Because it is unlikely that they are going to be able to help us at all. We are a multinational company   |
| Advanced Manufacturing | Close to retirement.  |
| Advanced Manufacturing | Don't feel we need any  |
| Advanced Manufacturing | I don't really see that there would be any particular help they could offer- we are not trying to progress the company. We are close to retiring and will close business in next few years. |
| Advanced Manufacturing | I don't think it would be directly relevant and it would take up valuable time.   |
| Advanced Manufacturing | I don't think they are applicable to our business. We are a very small technology company.  |
| Advanced Manufacturing | I have been here 25 years and well established doing ok. I have my own network of people.   |
| Advanced Manufacturing | I have got everything I want. I feel this will be another membership I will have to pay for either directly or indirectly.  |
| Advanced Manufacturing | I just don't think we would be a relevant company for the business advice.  |
| Advanced Manufacturing | I think because of the way our business operates- we are an international company, our business is not local.   |
| Advanced Manufacturing | No particular reason. I've had personal experience with the park and I wasn't overly impressed from a personal point of view.   |
| Advanced Manufacturing | NOT ENOUGH TIME   |
| Advanced Manufacturing | The South Downs National Park doesn't ring of industry to me, it's more rural business.   |
| Advanced Manufacturing | They haven't got a clue what a high tech engineering company does. They have no technical knowledge   |
| Advanced Manufacturing | They know nothing about what we do.   |
| Advanced Manufacturing | We are a specialised business. I don't think the Park could help us with anything.  |

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| Advanced Manufacturing | We get quite a lot of various business services that contact us and I don't really want to deal with anymore.   |
| Advanced Manufacturing | We have all the angles of support covered at the moment, and don't therefore require the support services.  |
| Advanced Manufacturing | We have been in business for 40 years and all very, very busy. Customers like us so we must be doing something right. We work internationally.  |
| Advanced Manufacturing | Well established and not looking to expand greatly.   |
| Knowledge economy      | Because I am a one man band a feel I don't really need extra help.  |
| Knowledge economy      | Because I don't think they run their business very well.  |
| Knowledge economy      | Because we are already well set up with lots and lots of advisers elsewhere, chamber of commerce, industry networking events etc.   |
| Knowledge economy      | Do not know what it would offer. Feel it is more of a selling arm. Would be interested to sit down and have a meaningful conversation regarding real ideas and real projects relating to energy.  |
| Knowledge economy      | Do not think they would be relevant to us.  |
| Knowledge economy      | Don't think we would need it  |
| Knowledge economy      | Given all the other avenues of business support we have got, I cannot see they would have a lot they could offer a law firm.  |
| Knowledge economy      | I am a chartered accountant and have support from the institute of chartered accountants - I do not need SDNPA business services.   |
| Knowledge economy      | I am an environmental scientist and we are doing all we think we can and not feel we should take up the time of SDNPA who could then be helping someone else. I do not think we can do anything more than we are. We are a mature company and have been running very happily.   |
| Knowledge economy      | I cannot imagine they could provide any meaningful advice in terms of growing our business.   |
| Knowledge economy      | I cannot see how they could provide any useful benefits for our business.   |
| Knowledge economy      | I cannot think of anything that the SDNPA could offer my business.  |
| Knowledge economy      | I don't know what they would do or offer, that we don't already receive.  |
| Knowledge economy      | I don't know what they'd offer or talk to us about  |
| Knowledge economy      | I don't think they could help in my business type (Exhibitions) .Sustainability and environmental, yes, but I don't see the SDNPA an authority on the exhibition business.  |
| Knowledge economy      | I don't think they have the skills set to help me.  |
| Knowledge economy      | I have a developed network of artisan associates over many years since 1970   |
| Knowledge economy      | I have a very simple organisation, and have no problems. I am close to retiring.  |
| Knowledge economy      | I have been doing this job for 50 years and I do not think there is any information South Downs National Park Authority would have that is relevant to me.  |
| Knowledge economy      | I just don't know how this would benefit me because the nature of my business is niche and I'm not looking to grow it   |
| Knowledge economy      | I'm a slightly niche business which isn't supported by the South Downs. I'm a church architect.   |
| Knowledge economy      | I'm nearing retirement age and don't see any value in growth  |
| Knowledge economy      | Interactions to date with the SDNPA have shown them to be out of touch with the needs of small business and so hide-bound by regulation and process that they're unable to react quickly enough to be of help to small businesses needing to react rapidly to changing landscapes or go out of business. Additionally, very few of the people within the organisation have any experience of running businesses and have spent most of their working lives within the public sector. Given that it's hard to see how they would be able to give relevant, timely advice. Lastly, many of the initiatives proposed to date have been so grand and convoluted, they're simply unworkable in practice. |



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| Knowledge economy | It is a local government body and from experience of dealing with local authorities I cannot really see any benefit to my business.  |
| Knowledge economy | It is not relative to the photography business that I run.   |
| Knowledge economy | It is not relevant to us.  |
| Knowledge economy | Not on the forefront of our minds. We are making internal changes, so this would be a conversation down the line.  |
| Knowledge economy | Our business is nothing to do with the location. I cannot see that the SDNPA would be any better than say the Federation of Small Businesses (FSB) to whom I would be more likely to turn to in the first instance.  |
| Knowledge economy | Our industry is so specific, it is global, and there is nothing they could do to help my business.   |
| Knowledge economy | The local footfall is not what we are looking to grow. It may be the extension of the A27 means we have to relocate and that might be to a different area.   |
| Knowledge economy | The pre planning advice they have given us has been inadequate and unreliable.   |
| Knowledge economy | They are too locally based and far outside the operational framework of our very international business.   |
| Knowledge economy | They would not be an expert on my business.  |
| Knowledge economy | We already get a lot of support and advice from our professional body.   |
| Knowledge economy | We are a specialist company and most people do not know what we do. Happy with the way things are most things do not suite us.   |
| Knowledge economy | We are a specialist transport and therefore don't think relevant. We are too specialist  |
| Knowledge economy | We are already doing those sorts of things and we are very happy with the services we get already from those sorts of professionals.   |
| Knowledge economy | We are not focused in relation to our location we are focused on the UK.   |
| Knowledge economy | We are supported by our main office in Germany. All of what we do with customers north of London. Manufacture large injection moulds for the automotive industry. We are the advisors for this.  |
| Knowledge economy | We could get that from other commercial business networks.   |
| Knowledge economy | We have been in business a long time and we kind of know what we are doing.  |
| Knowledge economy | We have our own support services within the company.   |
| Knowledge economy | We've got a lot of business partners already, we wouldn't think to go to the national park   |
| Land-based        | A lot of these people do not have a clue about running a business - they are not practical.  |
| Land-based        | As a farmer, I know my land and know what's best for it and don't want people telling me what to do.   |
| Land-based        | Because we have tried interaction with them before and they haven't been helpful at all.   |
| Land-based        | I access all the information that I need, to make my business work successfully.   |
| Land-based        | I am going to run down the business as I am approaching retirement.  |
| Land-based        | I am quite happy going on as we are. We have been doing what we do all our life, we are a small farm and getting older.  |
| Land-based        | I do not see what they can give us to support, we have been in business many, many years and no our business. We are cash rich and we do not have time for seminars which we have done and do in the past. Maybe only help with advertising. Our concentration is on fire-fighting and maintaining our business. |
| Land-based        | I don't need it.   |
| Land-based        | I don't think it would apply would need to talk to one of the main directors. I wouldn't want to commit at the moment.   |
| Land-based        | I don't think the right people would be there to tell us what we would need to know.   |
| Land-based        | I don't think they can support the farmers   |
| Land-based        | I don't think they could help us as we are so strictly controlled, we cannot get involved in advertising, for example.   |

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| Land-based      | I don't want to get caught up in any more bureaucracy and red tape that is involved with getting involved with the authority.  |
| Land-based      | I'm not sure how they could help my business.  |
| Land-based      | I'm quite happy in my little bubble.   |
| Land-based      | It is just another quango- we have enough quangos already. We have enough support through our industry and do not need another organisation involved.  |
| Land-based      | Not at the moment. They allow people to do things on the Downs like houses and stable building when it shouldn't be done. Maybe getting their own house in order before they give others advice.   |
| Land-based      | Not sure is they would understand the relevance of our business within this model.   |
| Land-based      | The support they could give would not be relevant to our business structure.   |
| Land-based      | There is nothing at my time of life I feel I need from an outside organisation.  |
| Land-based      | They will come up with possible crazy schemes.   |
| Land-based      | We are not on the same page. Jobs and housing will continue to sustain the area as a wonderful place to live, until I meet people in the SDNPA who agree there is no point in having a chat.   |
| Land-based      | We are too small and not my place to say it. We do have enough and there is not enough time.   |
| Land-based      | We did not get permission to build cottages from SDNPA and it cost us money.   |
| Land-based      | We do stuff in house.  |
| Visitor economy | Because I would be charged, and we are too small to be paying into this type of thing  |
| Visitor economy | I already receive the help and guidance that I need from Dr Boyson   |
| Visitor economy | I am of an advanced age and although fully networked I am not looking for further development of the business. It has been successful and is well developed. We are running the business down and respond only to those who still seek us out.   |
| Visitor economy | I can only make certain decisions the final decision lies with the owner Mrs Chaula Patel.   |
| Visitor economy | I do not know about the issues with the business, common sense prevails, if we think we have an issue then we would approach the Authority ourselves.  |
| Visitor economy | I do not want to be bombarded with phone calls etc.  |
| Visitor economy | I don't feel it would be relevant to my business.  |
| Visitor economy | I don't feel that there's anything that I would be comfortable with the SDNPA talking to me about regarding my business. I see them as worse than a competitor, I see them as an enemy and not see them as a friend. For a business like mine who meet environmental sustainability to the level we do and promote the wildlife round here like we do, it's a shame we do it all on our own, and it would be nice to feel comfortable enough for the SDNPA to come down and talk to us or build a relationship with us but unfortunately we regard them entirely with suspicion. |
| Visitor economy | I don't know what they have to offer and therefore not prepared to sign up.  |
| Visitor economy | I feel the support talked about is not relevant to the work I am doing. We are National Trust area and do not see the SDNPA has much influence.  |
| Visitor economy | I used business support services when I started in business and I did not find them helpful, and we are fully booked all the time.   |
| Visitor economy | I would go to them rather than them come to me.  |
| Visitor economy | It is too generic, I do not understand what the SDNPA is specifically offering me.   |
| Visitor economy | We are an independent business and I would find it difficult for someone to come in and tell me how to run it.   |
| Visitor economy | We are part of a huge group of 14 hotels, and host very specialist Wedding events here.  |
| Visitor economy | We are well covered and do not want to get on more circulation lists at the moment.  |
| Visitor economy | We struggle with the amount of people we have, so we don't feel we need to increase public awareness. We are a charity so we do what we can when we can and we are closed for 6 months of the year.  |



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| Visitor economy | Well established and we run a small operation and work long hours so little time. |
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**Q24e. Why do you say that? What more might you need to know about the South Downs National Park Authority's business support services?**

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|------------------------|--|
| Advanced Manufacturing | Depends on what they can do for a company like us  |
| Advanced Manufacturing | Depends what advice they are offering  |
| Advanced Manufacturing | Depends what it is. Don't want to be bombarded with irrelevant information.  |
| Advanced Manufacturing | Generally our experience is that local chamber of commerce type support offerings have little relevance in our industry. But always open to see what is out there..  |
| Advanced Manufacturing | I don't really know what they are capable of and therefore not sure what they can help me with.  |
| Advanced Manufacturing | I don't feel we particularly need any support.   |
| Advanced Manufacturing | It depends on what the advice might be. I would be interested to see what the NP could advise me on. Advise to speak to MD John Mustarde.  |
| Advanced Manufacturing | It's a bit of grey area for me. I'm not sure what they are offering.   |
| Advanced Manufacturing | Not entirely clear on what it is aiming to achieve and what it is that can help us.  |
| Advanced Manufacturing | Take a look at what they might be able to offer. Can do this through the newsletter and network.   |
| Advanced Manufacturing | The concern I have is that all business related to them are not the type of clients we would deal with, so not beneficial.   |
| Advanced Manufacturing | We are part of a fairly big group Tex Holdings Plc (Suffolk HO) and would need to consult on any further help and advice. Need to know what it might entail. Email contact preferred.  |
| Knowledge economy      | Depends on what it is, whether it is relevant to us a business   |
| Knowledge economy      | I am open to hearing what is available. It is always good to have options.   |
| Knowledge economy      | I don't know anything about it personally, so I wouldn't know what they could offer.   |
| Knowledge economy      | I suspect it is aimed a larger businesses than us and so not relevant  |
| Knowledge economy      | I wonder what areas they could assist us with. Our requirements are concentrated on getting new business. I need to know more about what they might be able to offer.  |
| Knowledge economy      | I would need to know what kind of support this would be.   |
| Knowledge economy      | I would need to know what they had to offer me   |
| Knowledge economy      | It depends on what they can give me. What capacity do they feel they can assist. I have not been aware of what the Park Authority has been doing and thus not know what they can do to assist. They are currently an unknown entity. |
| Knowledge economy      | Need to know more about it   |
| Knowledge economy      | Not sure   |
| Knowledge economy      | Not sure what they have to offer.  |
| Knowledge economy      | Understood that it was primarily a planning authority located in Midhurst....  |
| Knowledge economy      | What topics they were covering and what commitment was required from us.   |
| Land-based             | Depending on what they have got to offer. Never say no.  |
| Land-based             | Depends on what it was and how much of our time it takes up.   |
| Land-based             | Depends on whether the advice is politically motivated - which I'm sure it will be.  |

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| Land-based      | Historically what has been said hasn't always been actioned   |
| Land-based      | I am interested in what's happening but I'm not sure if I need guidance from the National Park Authorities  |
| Land-based      | I doubt if they would get involved where I am.  |
| Land-based      | I would have to read the Park Authorities literature first.   |
| Land-based      | I'd like to know what they are offering as far as guidance.   |
| Land-based      | In the early days I was called to a meeting of the SDNP and they emphasised they wanted to protect and need see the South Downs spoilt. We have been farming there for over 70 years and not ruined our part of it so what has changed now? |
| Land-based      | Interested in finding out more about environmental grants.  |
| Land-based      | It would depend on what is available.   |
| Land-based      | Until I know what's available I can't really say  |
| Land-based      | We need to see what they have to offer.   |
| Visitor economy | Depends on the cost.  |
| Visitor economy | Depends on the type of advice.  |
| Visitor economy | Depends on what the advice is   |
| Visitor economy | Don't know  |
| Visitor economy | I can't see how we can help each other  |
| Visitor economy | I don't know enough about the SDNPA heritage policy in relation to our specific area of entertainment. e.g. I once looked at setting up a school network to create a dance festival but it was beyond our resources.                        |
| Visitor economy | I don't know what else we might need to know.   |
| Visitor economy | I don't know what SDNPA do so am unsure what support they can offer   |
| Visitor economy | I don't know what they have to offer until then I couldn't commit.  |
| Visitor economy | I would need to check with the owner before committing to this  |
| Visitor economy | I would need to know what they had to offer, before I commit.   |
| Visitor economy | Need to have more information before deciding   |
| Visitor economy | These decisions would be taken in a different part of the organisation and we would need to know more about it.   |
| Visitor economy | Time and any cost that may be attached to it.   |
| Visitor economy | We are fairly autonomous and currently ok, but could see what they have got to offer.   |