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Criteria being assessed:	
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Structure/Conclusions	Organisation and structure of assignment; level of analysis; relevance of conclusions
Transferrable skills	Development of clear, concise argument and its communication
General assessment including presentation	Adherence to assessment task; standard of English; absence of grammatical and typographical errors and overall presentation. Accuracy of citation, referencing and bibliography
Grades: D+: Distinction (>80%) D: Distinction (70-80%) M: Merit (60-69%) P: Pass (50-59%) F: (<50%)	

Feedback: Strengths

Suggested areas for improvement

%	Grade

Assessor's signature.....



DIVERSIFYING THE ECONOMY OF PEACEHAVEN

AIM 29 Sustainable Urbanism in Coastal Communities

University of Brighton

RED GROUP

Word count: 2748

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1.0 Introduction

This report investigates opportunities for economic diversification within Peacehaven and Telscombe, East Sussex.

The scope for diversification was analysed to produce recommendations which could be used to help diversify the economy and contribute towards a stronger and sustainable local economy and support a future vision for the town.

This was achieved by identifying the existing employment and economic base, analysing qualitative data from public consultation by Peacehaven Town Council and AECOM Consultants and by researching adopted neighbourhood plans (NPs) from comparable locations and literature on diversification strategies.



Figure 1: Location of Peacehaven, indicated by red star (Bing, 2020)

1.1 Diversifying an economy

At a national level, economic development is defined by the World Trade Organisation (WTO) as "the shift toward a more varied structure of domestic production and trade with a view to increasing productivity, creating jobs and providing the base for sustained poverty-reducing growth" (WTO and OECD, 2019, p. 142)

This is applicable at a local level, as economic diversification is undertaken by councils to encourage a wider range of businesses. This can be achieved through planning by limiting uses that an authority views as being imbalanced in an area, or by encouraging sectors that are lacking. The overarching aim of such a strategy is in line with the WTO's view, in that diversifying an economy can create jobs and productivity.

Economic diversification aims to alleviate over-reliance on any industry. Otherwise, failure of this industry can cause economic collapse, causing unemployment and disuse of buildings in a concentrated area (Christopher, 2018).

Furthermore, a diverse economy helps to support a healthy economy because "businesses continually feed off of one another and grow *larger* as the economy grows" (Hales, 2016). On the other hand, if an economy is based on businesses from the same sectors, they do not service each other, stunting growth.

However, it should be noted that "It may be that the most effective way to encourage diversification is not to seek to deliver diversification itself through planning efforts, but rather to create the conditions where diversification can thrive" (Dalglish et al., 2020, p. 104). This understanding has informed the remainder of this report.

2.0 Economic Land

A site visit and a desktop survey were undertaken (Appendix A) to determine the economic uses within Peacehaven and Telscombe. Figure 3 illustrates the broad locations identified.

Table 1: Area of land for broad economic uses in Peacehaven and Telscombe

	Total Area (ha)
Industrial	6.77
Retail	11.41
Leisure	9.43
Tourism	9.43
Tourism/Leisure	6.68
Retail/Industrial	0.39

2.1 Employment Uses

Industrial space was identified on five broad sites. Most of the space was concentrated on the Meridian, and related, adjacent, industrial estates (Table 2).

Table 2: Industrial areas within Peacehaven and Telscombe

Identified Area	Overall Economic Use	Location	Size (ha)	Uses	Planning Use Classes
9	Industrial	East of Meridian Centre, north of Greenwich Way. Includes Meridian and Farrington Enterprise Industrial Estates	4.71	Light Industrial Units/ Warehouse/Storage /Garages /Leisure	B1c/B2/B8/D2/SG
14	Industrial	Phyllis Avenue from A259 towards the cliff top promenade	0.28	Predominantly a repair Garage but also Taxi Office/ social members club /Builders Office/ Letting Agent	A2/D2/B2/SG
17	Retail/Industrial	Yoemans Toyota Car Sales and repairs between A259, Ambleside and the Espanade, Telscombe Cliffs	0.39	Car Sales and MOT/repair Garage	B2/SG
23	Industrial	Pelham Rise/Cripps Avenue	0.7	Plant Hire/ Scaffolders/ Industrial Equipment hire	B1c
27	Industrial	Lower Hoddern Farm	1.08	Repair Garage/Farm Shop/Light	A1/B1c/SG

The Meridian Industrial Estate consists predominantly of light industrial and warehouse uses (Appendix B). The estate has a low vacancy rate and the units are generally in good condition.



Figure 4: Meridian Industrial Estate units (Author, 2020)

One exception is 'The Farrington Storage Depot', to the south of Hoyle Road; a poor-quality fenced-in area of open land containing mobile homes and storage containers (BrighTech, 2016).



Figure 5: East side of Meridian Industrial Estate area in. Storage Depot (bottom left) (Author, 2020)

Four, smaller industrial areas, are located in north Peacehaven and south of the A259 South Coast Road. Area 14 (Table 2) fronts onto Howards Park where it's location reduced the quality of the views from the A259 and park towards the sea.



Figure 6: Identified Industrial areas clockwise from top left; 14, 17, 23, 27 (Google, 2020)

There was a distinct lack of B1a office space throughout the whole area.

2.2 Retail Areas

Most of the retail is located with the Meridian Centre 'District Centre' and the A259 'Local Centre' (Table 3). The distinction between centre classifications, however, was not clear from the survey.

Table 3: Retail areas within Peacehaven and Telscombe

Identified Area	Overall Economic Use	Location	Size (ha)	Uses	Planning Use Classes
6	Retail	Junction between Ashington Gardens and Downland Ave.	0.08	Retail Parade- convenience store and possibly Office/ Service and Community uses	A1/A2/D1
7	Retail	A259 Coast Road. Junction Vernon Ave.	0.93	Mix of retail and service uses; Petrol Station/ Public House/ Retail/ Services/ Restaurant/ Takeaway	A1/A2/A3/A4/A5/SG
11	Retail	Meridian Shopping Centre area; Meridian Way, centre of Peacehaven. To East of Sutton Ave. 0.5km North of A259	4.07	Co-op Supermarket, Post Office, plus Community House, Doctors Surgery Pharmacy	A1/A2/A3/B1/D1/SG
12	Retail	A259 Coast Road. Junction Keymer Ave.	0.74	Mix of uses along A259; Car Sales/ Post Office/ Retail/ Services/ Takeaway	A2/A2/A5/SG
13	Retail	A259 Coast Road. Junction Capel Ave. to Roderick Ave.	4.35	High Street' on A259 with; Supermarkets/ Retail/ Café/ Restaurant/ Takeaway/ Petrol Station/ Public House/ Health Clinics	A1/A2/A3/A4/A5/D1/SG
18	Retail	Retail Parade next to Telscombe Town Council Office; Central Avenue, Telscombe Cliffs	0.14	Post Office/Convenience Store/Beauty/MP Office/Pharmacy Also Restaurant nearby on opposite side of Coast Road	A1/B1
19	Retail	A259 Coast Road and Telscombe Way	0.82	Dominated by Motorhome sales, and Petrol Station plus; Restaurant/ Pet Shop/ Vets	A1/A3/D1/SG
25	Retail	66 Telscombe Road	0.11	Small Organic Nursery	A1
26	Retail	Kirby Drive	0.05	Tesco Expresss Convenience Store	A1
30	Retail	East side of Longridge Avenue between Lynwood Road and Nutley Avenue; part of a larger 'Local Retail Centre' of which majority within Brighton & Hove City Council Boundary (BHCC, 2016)	0.12	Post Office/Estate Agent/Barbers/Record Store/Café/Taxi office/Cleaning Service	A1/A2/A3/B1c/SG

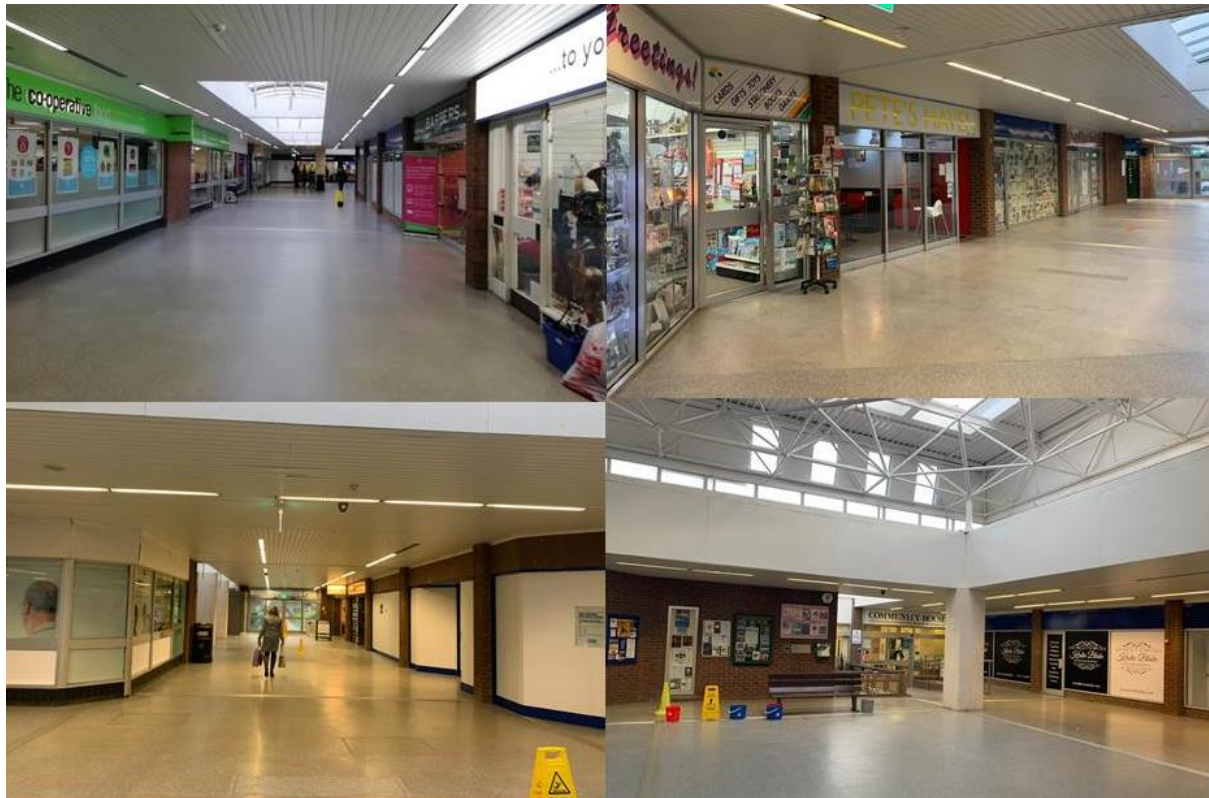


Figure 7: Units within Meridian Centre (Author, 2020)

The Meridian Centre contains predominantly A1 retail uses (Figure 8) including a Co-operative supermarket as well as small chain and independent shops. The centre was suffering from vacancies to key units and felt quiet and empty.

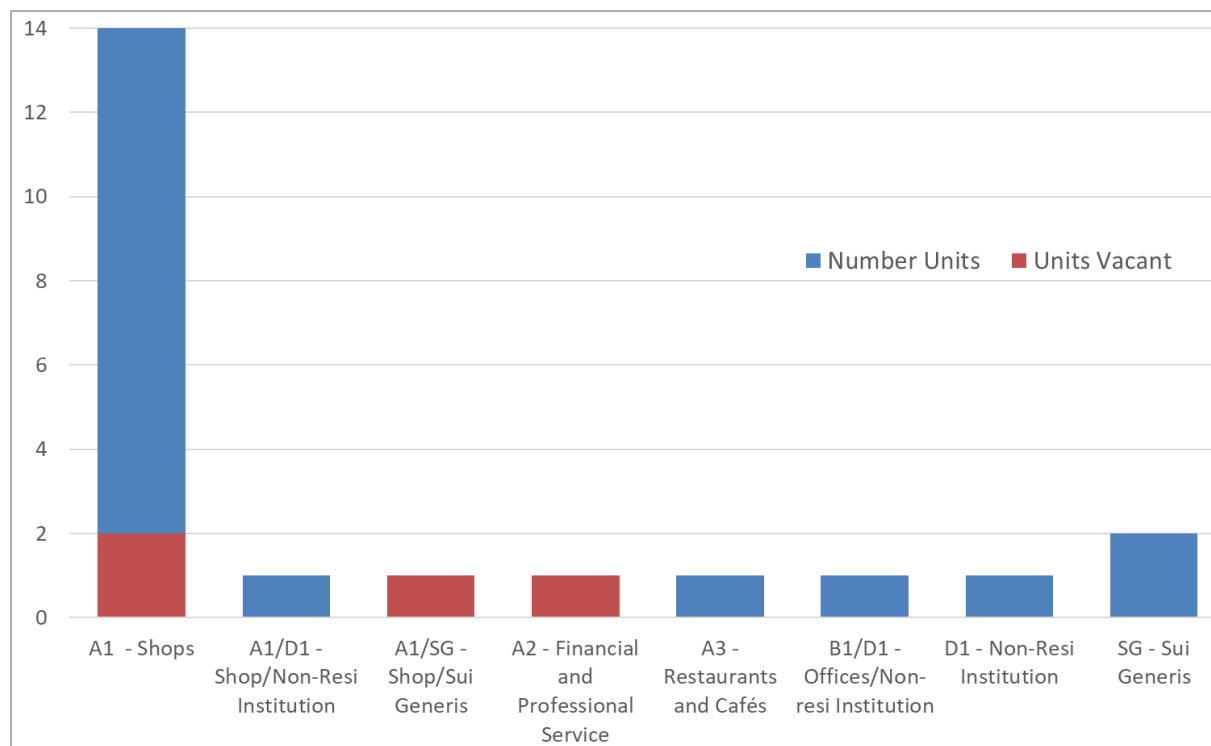


Figure 8: Mix of units and vacancies in Meridian Shopping Centre

The A259 contained more independent shops (A1), services (A2) and restaurant/takeaway's (A3/A5) as well as some chain retailers; including two small supermarkets. It appeared more vibrant with few vacancies.



Figure 9: Retail areas on or near A259; 12 (top left); 13 (top right, bottom left) and 18, (bottom right) (Google, 2020)

2.3 Leisure Economy

The towns are located between the sea and the South Downs National Park (SDNP). Horse riding stables are prevalent on the rural fringe and there is some sports provision (Table 4). One unit in the Meridian Industrial Estate has been converted into a trampoline park which attracts people from beyond Peacehaven. Bridleways give access to the SDNP and there is an undercliff cycle route to Brighton from Saltdean.

Table 4: Leisure areas within Peacehaven and Telscombe

Identified Area	Overall Economic Use	Location	Size (ha)	Uses	Planning Use Classes
2	Leisure	East of Peacehaven directly south of 'The Highway' including Meritor riding stables	6.5	Riding Stables - mixture of fields, paddocks etc.	SG
8	Leisure	Peacehaven Sports Park; West of Piddinghoe Avenue. Next to the 'Big Park' and café	1.6	Area of sports provision; Football Club, Bowls Club, Tennis Courts, Martial Arts, Community Centre	D1/D2
10	Leisure	Greenwich Way, adjacent to Meridian Shopping Centre	0.32	Public Leisure Centre providing Sports and Activity Halls, Squash Courts, Gym, Fitness Classes, Aerobics Studio, Roller Disco, Soft Play, Children's Parties	D2
15	Leisure	'The Peacehaven'; A259 Coast Road, Edge of Howard Park	0.16	Public House and Pizzeria	A4
20	Leisure	'The Tavern'; A259 Coast Road	0.29	Public House with sea view beer garden	A4
21	Leisure	'The Smuggler's Rest' A259 Coast Road adjacent to South Downs National Park	0.37	Public House with sea views	A4
28	Leisure	'Good Companions' Balcombe Road/Roderick Ave Junction	0.14	Public House; Sports Bar	A4
29	Leisure	'The Gateway', North of Piddinghoe Avenue at entrance to 'Big Park'	0.05	Café	A3

There is a limited night-time economy restricted to a few pubs on the A259 and a bar near the Meridian Centre. Restaurants are generally restricted to fast food and takeaways.



Figure 10: Identified leisure areas 8 (top left), 2 (top right), 15 (bottom left) and 10 (bottom right) (Google 2020)

2.4 Visitor Economy

Despite its location between the SDNP and the sea, there appears to be lack of tourism offer within the town.

Table 5: Tourism economic areas within Peacehaven and Telscombe

Identified Area	Overall Economic Use	Location	Size (ha)	Uses	Planning Use Classes
1	Tourism	Rushy Hill Caravan park; East of Peacehaven directly south of A259 Coast Road Peacehaven to Newhaven/Brighton	5.4	Static Caravan Park 200 Caravans	SG
4	Tourism	Tudor Rose Caraven Park; East of Peacehaven directly adjacent to A259 coast road (to NE)	4.03	Static Caravan Park; 109 Caravans	SG
22	Tourism/Leisure	Stud farm, Grahams Lane, South Telscombe Village,	6.68	Camping, Horse Holidays, B&B & farm produce	SG

There is a lack of hotel or bed and breakfast accommodation; although there were over 50 properties or rooms available on Airbnb (Airbnb, 2020).



Figure 11: Identified visitor economy areas 1 (top left) (Google, 2020), 22 (top right and bottom left) (Stud Farm, 2020) and 4 (bottom right) (Google, 2020)

There is potential for improving the cliff-top promenade and seafront (Figure 12).

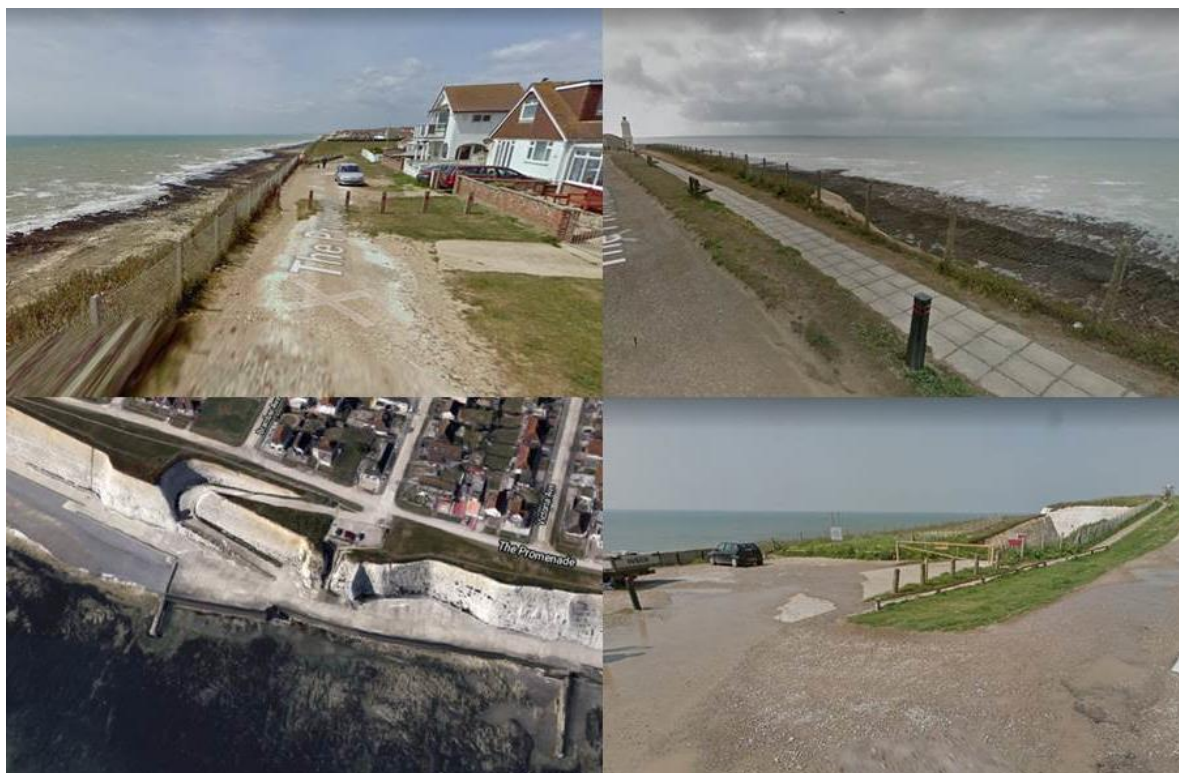


Figure 12: Seafront and cliff-top promenade in Peacehaven (Google, 2020)

2.5 Social Care

There are eight care homes within the towns (Table 6).

Table 6: Care Homes in Peacehaven and Telscombe

Care Home	Address	Capacity
Haven Care Home	29 Telscombe Cliffs Way, Telscombe	40
Crowborough Lodge Residential Care Home	2 Crowborough Road, Saltdean	31
The Maples	27 South Coast Road, Peacehaven	24
Roclyns	344 South Coast Road, Telscombe Cliffs	19
Fairlight Manor Care Home	48 Fairlight Avenue, Telscombe Cliffs	19
Cliff Court	70 The Promenade, Peacehaven	18
The Seagulls	6 Crowborough Road, Saltdean	6
The Haven	40 Ambleside Avenue, Telscombe Cliffs	5
Total Care Capacity		162

2.6 Infrastructure

The amount and quality of the infrastructure and permeability is a challenge for the economy. The A259 is the only main road in and out of the town. The Meridian Centre is isolated from the A259 with limited signage (Figure 13).



Figure 13: Limited signage to Meridian Shopping Centre from A259 (Google, 2020)

2.7 Employment

Table 7 outlines key employment statistics for the towns.

Table 7: Peacehaven & Telscombe employment - 2011 Census (ONS, 2020a) (ONS, 2020b)

		Peacehaven & Telscombe	Lewes District	South East	England
Employment Status %	In employment	63.8	63.6	65.3	62.1
	Unemployed	3.6	3.3	3.4	4.4
	Self - employed	12.7	13.9	11	9.8
Industries %	Wholesale and retail/ repair motor vehicles/ construction/ transport storage/ manufacturing	38.9	34.2	36.0	37.4
Profession %	2. Professional occupations	12.8	18	18.7	17.5
	5. Skilled trades occupations	14.9	12.9	11.1	11.4
	6. Caring, leisure and other service	12.7	10.9	9.3	9.3

2.8 Public Consultation

To effectively inform the development of the NP's vision, policies and site allocations it is important for Peacehaven Town Council to undertake community engagement at all stages of the plan-making process (Chetwyn, 2018), not just at 'pre-submission' regulation 14 stage (The Neighbourhood Planning (General) Regulations 2012) .

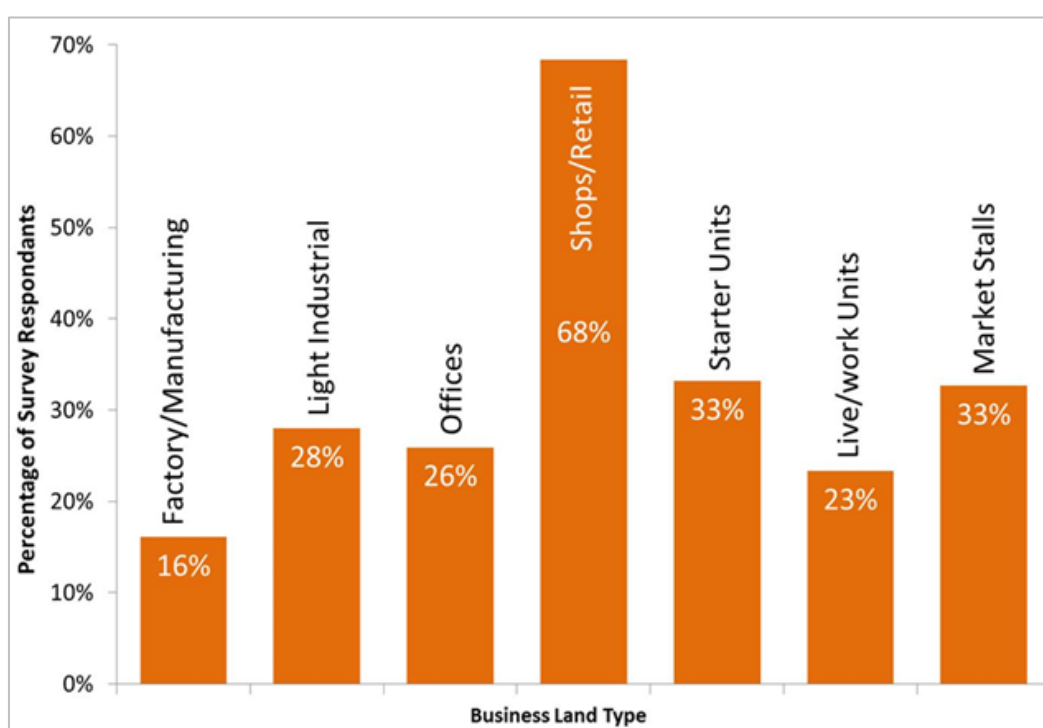


Figure 14: Business Land Requirements identified by Peacehaven Town Council Consultation (PTNPSG, 2019)

The town council undertook preliminary consultation between 2017 and 2018 (PTNPSG, 2019) and Aecom consultants have consulted upon a proposed Meridian Centre development. These have revealed some of the land uses (Table 8), including business land (Figure 14) the local community would like to see.

Table 8: Peacehaven & Telscombe Community desires following Public Consultation

Community Desires	Evidence
Retail provision and covered shopping areas	Council Survey - 68% of 193 Respondents Aecom Meridian Centre Survey - 27 Votes of 28 Respondents
Market Stalls and weekend markets	Council Survey - 33% of Respondents Aecom Meridian Centre Survey - 27 Votes
Start up space and enterprise units	Council Survey - 33% of Respondents Aecom Meridian Centre Survey - 21 Votes Discussed at Aecom Meridian Centre meeting (23rd April 2020)
Office space and live/work units	Council Survey - 26% of Offices, 23% Live/Work Units
Visitor economy	Council Survey - 70% for visitor economy
Restaurants and bars	Discussed at Aecom meeting
Green corridors, Walking Routes, Bridleways	Council Survey - 82% Green Corridors, 88% Walking Routes, 72% Bridleways
Cycle Networks	Council Survey - 59% of Respondents
Green Energy – Solar Farms	Council Survey - 48% of Respondents
To attract business from other areas	Discussed at Aecom meeting
Redefine Meridian Centre and South Coast road business area with growth and increased employment opportunities	Council Survey - 42% for 'Future 2' option
New town centre from coast to Meridian centre including new business space and reduced retail on A259	Council Survey - 31% for 'Future 3' option

3.0 Relevant Policy

There are various policy documents that are relevant to the future of the economy within the District and need to be considered when producing aims and policy recommendations.

3.1 Lewes Local Plan Part 1 (LLPP1)

This is the primary document which sets strategic level plans for the district, setting out its long-term vision and what should be delivered (LLPP1, 2016). There are 3 specific policies which should be considered for economic development.

Table 9: Core Policy 4 (LLPP1,2016)

<p><u>Core Policy 4 – Encouraging Economic Development and Regeneration</u></p> <p>Key Strategic Objectives:</p> <ul style="list-style-type: none">• To stimulate and maintain a buoyant and balanced local economy through regeneration of the coastal towns, support for the rural economy and ensuring that the economy is underpinned by a balanced sector profile.• To maintain and enhance the vitality and viability of the district's town centres, retail centres and local centres as hubs for shopping, business, entertainment, cultural and community life.• To take advantage of the richness and diversity of the district's natural and heritage assets to promote and achieve a sustainable tourism industry in and around the district.• To maximise opportunities for re-using suitable previously developed land and to plan for new development in the highly sustainable locations without adversely affecting the character of the area.

Table 10: Core Policy 5 (LLPP1, 2016)

<p><u>Core Policy 5 – The Visitor Economy</u></p> <p>Key Strategic Objectives:</p> <ul style="list-style-type: none">• To take advantage of the richness and diversity of the district's natural and heritage assets to promote and achieve a sustainable tourism industry in and around the district.• To stimulate and maintain a buoyant and balanced local economy through regeneration of the coastal towns, support for the rural economy and ensuring that the economy is underpinned by a balanced sector profile.• To reduce the need for travel and to promote a sustainable system of transport and land use for people who live in, work in, study in and visit the district.
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Table 11: Core Policy 6 (LLPP1, 2016)

Core Policy 6 – Retail and Sustainable Town and Local Centres

Key Strategic Objectives:

- **To maintain and enhance the vitality and viability of the district's town centres, retail centres and local centres as hubs for shopping, business, entertainment, cultural and community life.**
- **To stimulate and maintain a buoyant and balanced local economy through regeneration of the coastal towns, support for the rural economy and ensuring that the economy is underpinned by a balanced sector profile.**
- **To work with other agencies to improve the accessibility to key community services and facilities and provide the new and upgraded infrastructure that is required to create and support sustainable communities.**

Peacehaven is classified as both a district retail centre and a local centre. The Meriden centre is classed a District Centre because of the products and services it is expected to provide. More localised needs are provided along the A259 for general day to day use of the community. It is important that both centres and economies are retained and enhanced within Peacehaven.

Table 12: Retail Centres within Lewes District (LLPP1, 2016)

Classification	Role
<u>Main Town Centre</u> Lewes Seaford	Main town centres are the prime focus for a range of retail units including high street chains, other business, cultural and leisure uses. These towns are not reliant upon other centres to meet day to day needs. Retail activity will be focused on the primary shopping areas. A high proportion of retail uses will be retained in the primary shopping frontages. Also: <u>Lewes centre</u> - the focus for additional, predominantly comparison, floorspace to meet a qualitative need, together with appropriate leisure facilities, restaurants, offices, arts, culture and tourism facilities in order to diversify the town centre and retain expenditure. <u>Seaford centre</u> – a range of appropriate uses including leisure facilities, restaurants, offices, arts, culture, and tourism facilities will be encouraged in the area peripheral to the primary shopping area in order to maintain and enhance the diversity of the town centre and improve linkages with the seafront.
<u>District Retail Centre</u> Peacehaven (Meridian Centre) Newhaven town centre (within the ring-road)	District retail centres provide a range of convenience and comparison retail goods, but rely on larger retail centres such as Lewes, Seaford and Brighton to provide a wider range of retail goods and services. The local planning authority will seek to support and retain a predominance of retail units in district retail centres.
<u>Local Centre</u> Peacehaven (South Coast Road/Telscombe Cliffs) Ringmer Ditchling Newick	Local centres provide for more limited needs and provide a level of basic goods to support the day to day needs of the residents but do not perform a 'self-sufficient' function. In these areas the local planning authority will seek to retain important local shops and community facilities (such as meeting places, sports facilities, public houses, places of worship and cultural assets) and ensure local shopping areas/parades remain a vibrant focus for the local community, this may include a range of retail, employment, leisure and community uses.

3.2 Lewes Local Plan Part 2 (LLPP2)

This policy document follows and seeks to deliver the policies of part 1 by setting out specific development management policies and site allocations (LLPP2,2020).

The plan includes policies which relate to the development of the rural economy and when considering these against the location of the existing employment sites, are not relevant.

There are also no new sites allocated for employment land within this plan.

Table 13: Economic policies in Lewes Local Plan Part 2 (LLPP2, 2016)

DM11 Existing Employment sites in the Countryside
DM10 Employment Development in the Countryside
DM12 Camping and Caravan Sites
DM13: Existing Visitor Accommodation

3.3 National Planning Policy Framework

This sets national framework which applies during the consideration of planning applications and in the preparation of plans.

Paragraph 13: “Neighbourhood plans should support the delivery of strategic policies contained in local plans” (NPPF, 2019)

Therefore, any policies that are recommended should support the vision of the Local Plan. However, it also gives communities the power to develop a shared approach to development so they can help deliver what is important to them.

Table 14: NPPF policies (NPPF, 2019)

Section 6: Building a strong, competitive economy.	
Paragraph 80	Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt.
Paragraph 81:	Planning policy should - set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, - set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period, - seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment, - be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to changes in economic circumstances.
Paragraph 82	Planning policies and decisions should recognise and address the specific locational requirements of different sector
Section 7: Ensuring the vitality of town centres	
Paragraph 85:	Planning policies and decisions should support the role that town centres play at the heart of local

	<p>communities, by taking a positive approach to their growth, management and adaptation. Policies should</p> <ul style="list-style-type: none"> -define a network and hierarchy of town centres and promote their long-term vitality and viability - define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, - retain and enhance existing markets and, where appropriate, re-introduce or create new ones - allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed - where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre - recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.
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3.4 Lewes Local Part 2003 Saved Policies

Until NPs for designated neighbourhood areas have been approved, the ‘saved’ policies, that are applicable to these areas, will continue to form part of the development plan (LLPP2, 2020). These policies are PT6 and PT9 which relate to the employment land at Hoyle Road and safeguarding the Meriden Centre.

Table 15: Saved Policies (LLPP1, 2016)

Policy Ref.	Policy Subject
PT6	Meridian and Bolney Avenue Industrial Estates Link
PT9	Meridian Centre
PT10	Access and Permeability at the Meridian Centre
PT11	Joff Youth Club
PT12	Cliff Top and Foreshore
PT13	Cliff Top
PT18	Allotments
PT19	Valley Road
PT20	Valley Road

3.5 South Downs National Park Authority Local Plan

Peacehaven's existing employment sites are located outside the SDNP (Figure 15) and therefore Policy 7G which relates to the town centres and retail is not applicable. If new sites or uses were allocated which fell within the SDNP this policy would become relevant.

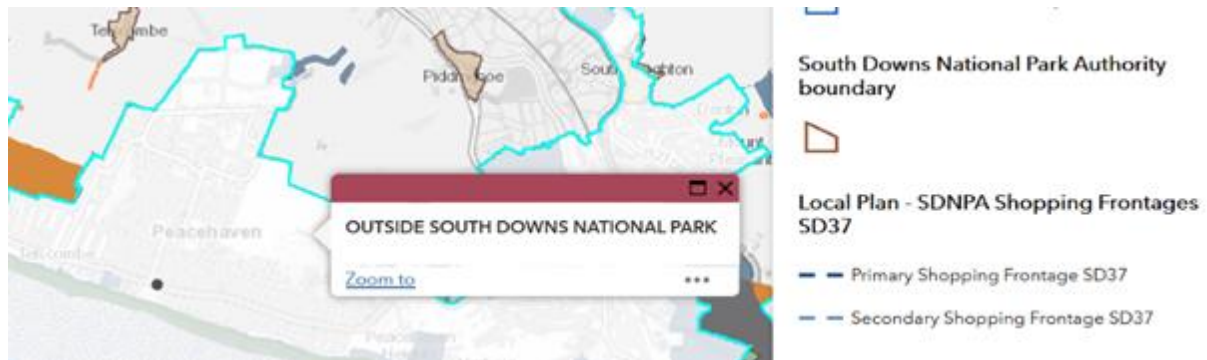


Figure 15: Map showing Peacehaven location (SDNP, 2019b)

3.6 Employment Land Review

This document provides technical evidence to support the preparation of policies. Its purpose is to assess demand and supply of employment land for the future and the suitability of proposed sites. The review focuses on B class use and other economic uses such as retail and tourism. There was no requirement for additional employment allocations, However, any new premises should be flexible enough to accommodate start-up offices if demand arises (LDC, 2010).

The policy identified is limited, however it is considered the NP can help bridge the gap providing more specific requirements for the area.

4.0 Neighbourhood Plan Case Studies

Using the [Interactive Neighbourhood Plan Map](#) (ATNP, 2020), relevant policies and passages of adopted NPs were identified and aggregated (Appendix D). Locations that were close by, contextually comparable, or facing similar neighbourhood planning challenges were prioritized. While the resulting data is not exhaustive, it proved useful in identifying viable

policy approaches and informing the recommendations outlined in later sections. The following subsections expand on the main takeaways of this approach.

4.1 Enterprise Centre

In analysing the Seaford NP, policy *SEA10* stood out as being potentially translatable to Peacehaven. At first glance, the policy simply allocates land for business development (B1, B2, and B8). However, the supporting text makes clear that the plan specifically envisions an Enterprise Centre (EC) – such as the one found in Newhaven - at the site (STC, 2019, p. 39).

The Newhaven Enterprise Centre (NEC) provides office space with “small furnished incubator units for start-ups, workshops, and larger units aimed at businesses with one to fifteen people” (PCC, 2020).

Subsequent analysis of the Newhaven NP revealed that *Policy E2* aims to protect and enhance the function of the NEC (NTC, 2019, p. 38), which speaks to the success of the same.

4.2 Digital Infrastructure

The importance of digital infrastructure to economic diversification efforts in small-town settings has been well established (Warren and Jones, 2015, p. 125).

Accordingly, the policies of several NPs were found to address this point. For example, *Policy B1: Employment and Business Development*, from the Rye NP, states that “development which facilitates improved broadband access for businesses and home workers” will generally be permitted (RTC, 2019, p. 50). In Peacehaven, this issue is particularly relevant, as illustrated by the internet speeds shown in Figure 16:

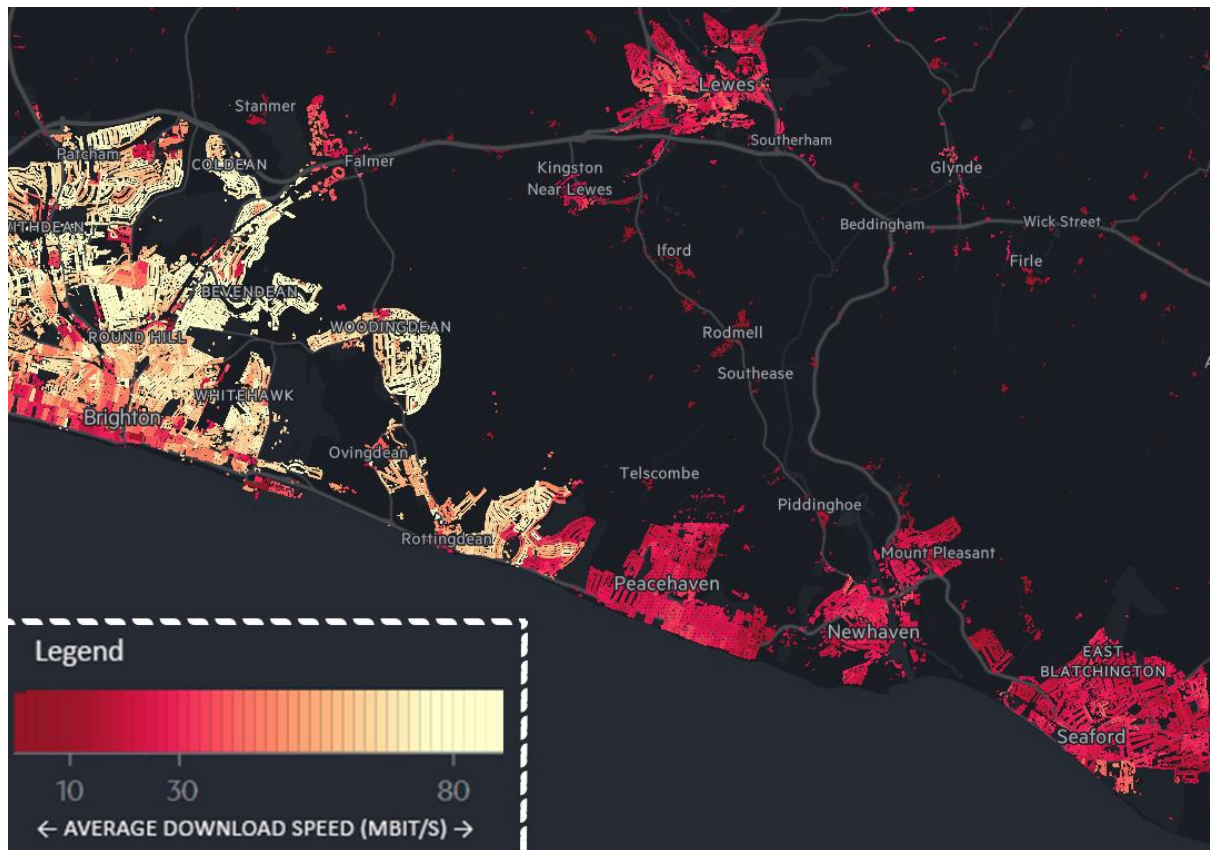


Figure 16: Map of download speeds in the Peacehaven area (Financial Times, 2018)

4.3 Markets

In response to public consultations and considering the wealth of research attesting to their effectiveness in economic diversification (IPM, 2015, p. 4), NPs regarding the implementation and maintenance of local markets were assessed.

Frome NP policy *TC1: Town Centre Remodeling* was determined to represent a valuable example, as it stipulates that any remodeling of a certain area must “provide an improved setting and location for markets” (FTC, 2016, p.27).

Further, Uppingham NP *Action 49* seeks to “secure support from interested partners to establish a teenage market...” (UTC, 2016, p. 26) The goal of this approach is to empower the next generation of entrepreneurs (UTC, 2016, p. 36) and has reportedly been successful in a number of locations (Dann, 2015).

4.4 Tourism, Recreation, Culture

In analysing tourism, recreation, and culture NP policies, it was determined that *Policy B2: Supporting Rye as a Visitor Destination* from the Rye NP could serve as a model for Peacehaven. This is due to the policy's focus on creating 'reasons to visit,' and specifically, the promotion of green tourism. The plan seeks to achieve this by supporting relevant developments, including information centres and entertainment venues, in specified areas (RTC, 2019, p. 52). This approach has been incorporated into the strategy proposed for Peacehaven under Section 5.4.

4.5 Cycling

Policies regarding cycling, such as *Policy E3: The Visitor Economy* of the Newhaven NP were found to advance cycling strictly in the context of tourism (NTC, 2019, p. 50). Considering the immensely positive impacts of cycling on diverse local economies (Rajé and Saffrey, 2016, p. 3) Section 5.5 of this report therefore outlines more comprehensive measures to address this point.

5.0 Recommendations

Final recommendations based Peacehaven's economy, relevant policy and case studies are as follows, and summarised in Table 16 below.

Table 16: Summary of recommendations

Proposed Site Allocations	Enterprise Centre at Hoyle Road (see Figure 17)
	Markets included in the Meridian Centre allocation (see section 6.3)
	Tourism/Recreation site at Phyllis Avenue (see Figure 18)
Proposed CIL Spending	Digital Infrastructure
	Provision of Markets
	Cycle Hire Facilities
Proposed Policies	Supporting proposals which encourage the visitor economy and tourism (arts and

	culture, night-time economy)
	Supporting proposals which improve digital infrastructure
	Supporting proposals which encourage local business growth and development

5.1 Recommendation: Enterprise Centre

A suitable site allocation for an EC within the NP has been identified (Figure 17). However, the logistics of allocating this site would need to be discussed with the local authority and the landowner. A policy to support proposals which encourage local business growth and development is also proposed.

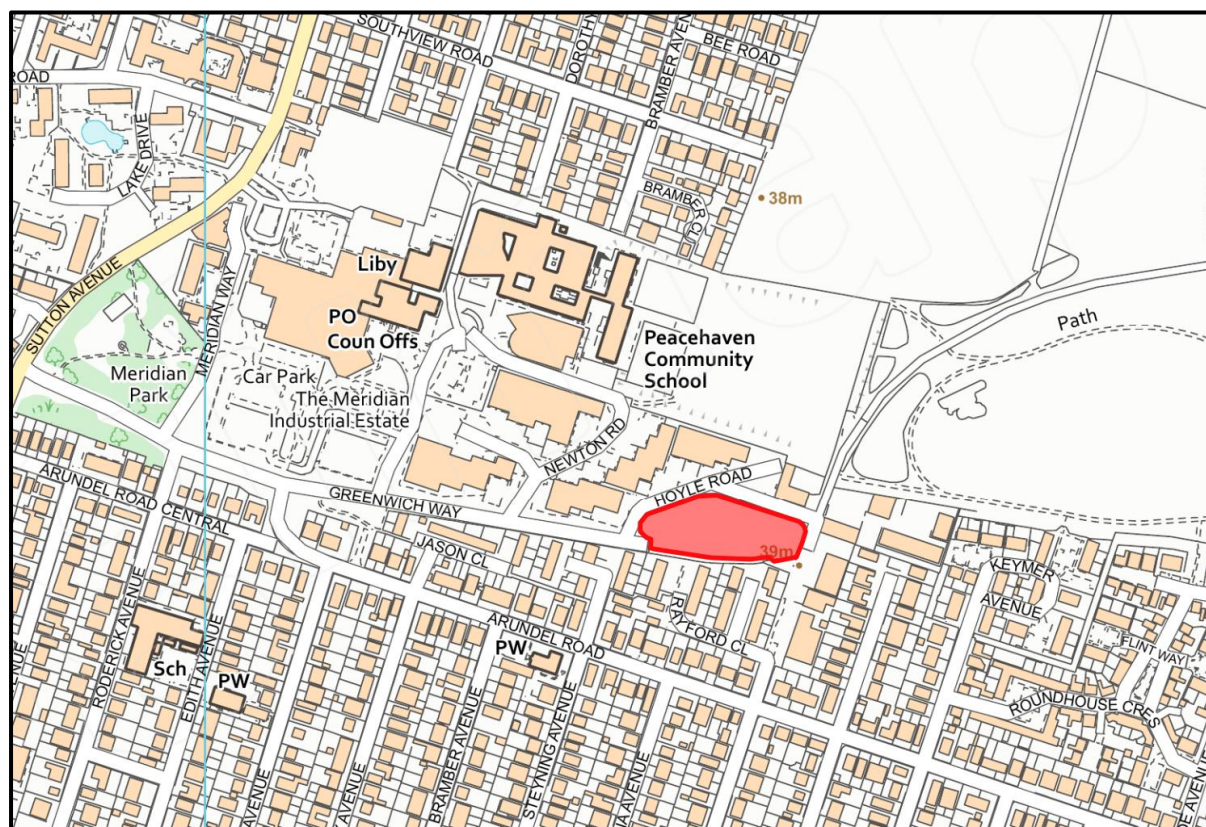


Figure 17: Map of proposed Peacehaven Enterprise Centre, shown in red (Digimaps, 2020)

The economic survey showed lack of office space and businesses operating out of their homes. Further research found no knowledge-based jobs currently advertised within Peacehaven (Indeed, 2020). Locating an EC here creates opportunities for business movement into the area, home businesses to expand, and potentially create new

knowledge-based jobs. The public are likely to be supportive. Survey results showed support for starter units, the provision of green industry and attracting businesses from other areas (section 2.8). The success of the NEC also supports the provision of an EC in Peacehaven. NEC had a high demand for starter units upon opening, despite no initial reported demand (LDC, 2010), which would likely be the same for Peacehaven. In terms of local plan context, there is compliance with Core Policy 4 of LLPP1 (LDC, 2016), as it would help to stimulate a balanced local economy and facilitate a move away from over reliance on retail, manufacturing and public sector jobs. There may also be potential to bring funding into the area, by creating partnerships with larger businesses (LGA, 2018).

5.2 Recommendation: Digital Infrastructure

NP policies geared towards digital infrastructure are often limited to passively supporting development that would result in improvements (section 4.2). Given the importance of this topic, it is proposed that CIL money be used to enhance the digital infrastructure of Peacehaven. A policy within the NP which supports proposals to improve digital infrastructure is also proposed.

5.3 Recommendation: Markets

The Meridian Centre has been identified as a suitable location for the provision of a market. It is proposed this is included within the Meridian Centre site allocation in the NP, dependent on the direction of the redevelopment here. We propose also using CIL money to support the provision of local markets. Public Survey results showed interest in more retail and weekend markets. Teenage markets would allow collaboration with nearby Peacehaven Community School to promote young entrepreneurship and link back to education. Craft, art, or food markets, similar to Seaford Indoor Market (Visit Lewes, 2020), could boost the visitor and tourism economy. Collaboration with the University of Brighton could also be explored, utilising the Community University Partnership Programme (University of Brighton, 2020). This would support core policies 4, 5 and 6 of LLPP1 (LDC, 2016) by enhancing the vitality of the district centre and enabling sustainable tourism.

5.4 Recommendation: Tourism, Recreation and Culture

A suitable site to be allocated for tourism and recreation use has been identified (Figure 18). This site would have potential for night-time economy, visitor centre, museum, restaurants or potentially artists shacks, like those on Brighton Seafront, providing overspill with potentially cheaper rents. As this site is located within the historic plotlands area, a use which reflects and emphasises the history of the area would be supported. Again, the logistics of allocating this site would need to be discussed with the local authority and the landowner.

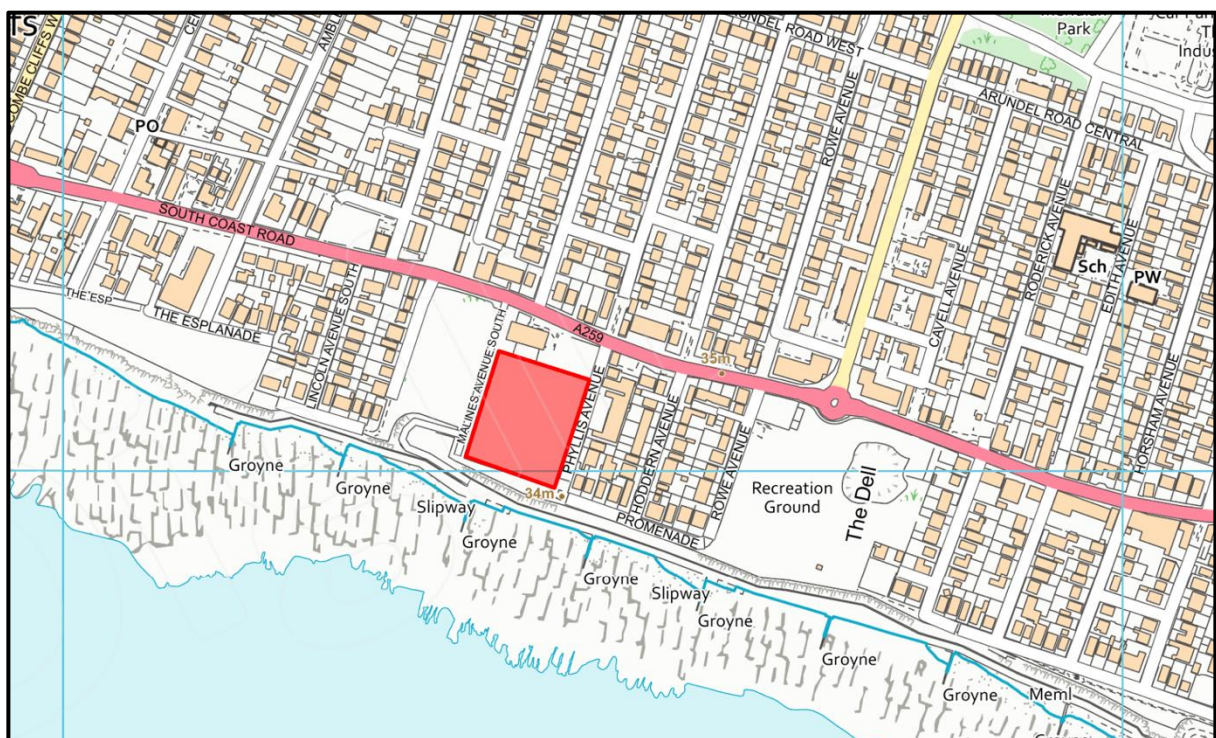


Figure 18: Map of proposed tourism/recreation site, shown in red (Digimaps, 2020)

A policy within the NP supporting proposals which encourage the visitor economy and tourism (arts and culture, nighttime economy) is also proposed. As shown in Figure 2, most tourism uses are located towards the eastern boundary of Peacehaven, and the potential night-time economy has not been optimised. Therefore, bringing tourism towards the town centre, using proposed markets, and towards the seafront, by the allocation of the site in Figure 18 for tourism and recreation uses, would be supported. The success of this site is reliant on improving access, therefore a link is proposed from the South Downs, to the

Meridian Centre, to the retail area on the A259, to the seafront, with an aspect of tourism or recreation in each zone. Signposting may allow for public art contributions here.

5.5 Recommendation: Cycling

CIL expenditure is proposed to support the provision of cycle hire facilities. The proposed policy encouraging local business growth and development could be linked to cycling in Peacehaven, through development of facilities associated with cycling, and by making Peacehaven a more attractive location for new businesses.

Peacehaven's proximity to the SDNP and coastal routes could allow scope to create a unique selling point (USP) as a 'Cycling Hub'. Uses within the area such as cycle hire or sharing, repair, retail, cafes, or clubhouses would be supported, realising the USP and allowing for diversification through the different skillsets, training and wages created.

Implementing more cycling infrastructure within the area may promote movement and the tourism and visitor economy within the area, complying with core policy 5 of LLPP1 (Lewes District Council, 2016). The success of these recommendations is reliant on improving cycle routes and road quality throughout Peacehaven.

6.0 Conclusion

Several recommendations have been discussed and supported through examples which are considered to contribute towards the diversification of the economy. Including these within the neighbourhood plan would allow ample opportunities for successful implementation however, their impact is reliant upon other aspects such as improvements to infrastructure and development in other sectors.

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Appendices

APPENDIX A: Peacehaven and Telscombe Economic Survey

An area between the Gateway Café, Big Park and the Peacehaven Meridian Centre was visited in January 2020, including the Meridian Industrial estate area. A desktop survey was undertaken in May 2020 using Google maps and streetview (Google, 2020) in order to determine the economic uses within the parish. The map and aerial photography has been updated for 2020 but dates of the Google Streetview images varies, with the most recent Google Streetview images taken in March 2019 and the earliest in 2009.

Appendix A: Peacehaven and Telscombe Economic Survey

Area	Overall Economic Use	Location	Uses	Planning Use Classes	Notes	Approximate Size (ha)	Relevant Internet Links
1	Tourism	East of Peacehaven directly south of A259 Coast Road Peacehaven to Newhaven/Brighton	Static Caravan Park	SG	Rushy Hill Caravan park - 200 Caravans located on hill above cliffs with good views to sea. Possibly some permanent residents as well as tourists?	5.4	https://islandmeadow.co.uk/parks/rushey-hill/
2	Leisure	East of Peacehaven directly south of 'The Highway'	Riding Stables	SG	Meritor riding stables- mixture of fields, paddocks etc. Could be classed as rural/agricultural?	6.5	http://www.meritor.co.uk/Horse_Sharing_in_Peacehaven,_East_Sussex_and_Brighton/Horse.html
3	Service	East of Peacehaven north of A259 coast road	Dog Kennels/Cattery	SG	Benwick Kennels and Cattery	0.36	http://www.benwickkennelsandcatteryboarding.co.uk/kennels.html
4	Tourism	East of Peacehaven directly adjacent to A259 coast road (to NE)	Static Caravan Park	SG	Tudor Rose Caravan Park - 109 Caravans located in valley/dip no obvious views but slightly closer to town than Rushy Hill- Possibly some permanent residents as well as tourists?	4.03	https://www.parkhome.org.uk/park/tudor-rose-park/
5	Vacant Site	East of Peacehaven South of A259 with Junction with The Highway	Vacant Site (Google Streetview March 2019).	Vacant A3/C1?	Site has been cleared. Was previously Coffee/House Restaurant already vacant 2009 (Streetview 2009). Also possible Motel. Possible opportunity site for commercial use?	0.37	
6	Retail	Junction between Ashington Gardens and Downland Ave.	Retail Parade- inc. convenience store	A1/A2/D1	Parade of four units. Possibly mix of retail (Ashington Stores) Office/Service and Community?	0.08	
7	Retail	A259 Coast Road. Junction Vernon Ave.	Petrol Station/ Public House/Retail/Services/Restaurant/ Takeaway	A1/A2/A3/ A4/A5/SG	Parade with mix of a number of retail and service uses	0.93	
8	Leisure	West of Piddinghoe Avenue	Football Club/Bowls Club/Tennis Courts/Martial Arts/Community Centre	D1/D2	Peacehaven Sports Park - Area of sports provision near the 'Big Park' and cafe	1.6	https://www.peacehavenfootball.com/ http://www.peacehavenbowlsclub.com/

Appendix A: Peacehaven and Telscombe Economic Survey (continued)

9	Industrial	Accessible through Greenwich Way	Range of Uses primarily B2 and B8. Light Industrial Units/Warehouse/Storage/Garages/Leisure	B2/B8/D2/3	Includes Meridian and Farrington Enterprise Industrial Estates. Steel framed light industrial/warehouse units. Low Vacancy Rate . Lewes Employment land review Site EL38 - saw potential uses as B1, B2, B8- Allocated site at time fo review with PP for 24 B1 units granted 2008. Scored 22 out of 30 in site assessment.	4.71	https://www.ipif.com/search/peacehaven-meridian-industrial-estate
10	Leisure	Greenwich Way, adjacent to Meridian Shopping Centre	Public Leisure Centre	D2	Numerous sportsand leisure activities accomodated including, Sports and Activity Halls, Squash Courts, Gym, Fitness Classes, Aerobics Studio, Roller Disco, Soft Play, Children's Parties.	0.32	https://www.waveleisure.co.uk/peacehaven-leisure-centre/
11	Retail	Meridian Way, centre of Peacehaven. North of and away from A259	Meridian Shoopng Centre area - Co-op Supermarkey, Post Office, plus Community House, Doctors Surgery Pharmacy	A1, B1, D1	A lot of empty units - Includes Post Office, plus Community House - Town Council Offices, Tourist Info, Hall, hosts Peacehaven Players Theatre group bi-annual plays and Panto. Lewes Core Strat Pt 1 2006 Policy CP6, Lewes District Plan 2003 Saved Policies PT9 and PT10	4.07	https://www.peacehaventowncouncil.gov.uk/community-house/ https://www.royalmail.com/services-near-you/post-office/meridian-centre-bn10-8bb
12	Retail	A259 Coast Road. Junction Keymer Ave.	Car Sales/Post Office/Retail/Serv ices/Takeaway	A2/A2/A5/3	Parade with mix of a number of retail and service uses	0.74	
13	Retail	A259 Coast Road. Junction Capel Ave. to Roderick Ave.	Supermarkets/Retail/Café/Restaurant/Takeaway/Petrol Station/Public House/Health Clinics	A1/A2/A3/4	Main A259 High Street on A259 with some uses extending short distance down side roads with wide range of retail and service uses. Appears to be well used and low vacancy rate (March 2019)	4.35	
14	Industrial	Phyllis Avenue from A259 to Cliff top	Predominantly a repair Garage but also Taxi Office/social members club/Builders Office/Letting Agent	A2/D2/B2/3	Tiredlooking and ugly on this seafront location opposite an area of open space. Phyllis Avenue could be much improved/redeveloped/re-imagined to allow for seafront uses- clifftop cafes/leisure facilities/attractions/art crafts etc.	0.28	
15	Leisure	A259 Edge of Howard Park	Public House	A4	The Peacehaven- Stonehouse Inns pub and pizzeria. Potential foir building and carpark etc redeveloped to improve offer at Howards Park (More diversified Leisure uses?) - Another access to seafront walkway via Howards Park- make more use of this?	0.16	https://www.stonehouserestaurants.co.uk/nationalsearch/southeast/thepeacehavenpeacehaven https://www.peacehaventowncouncil.gov.uk/parks-and-recreation/howards-park/
16	Vacant Site	330 - 336 South Coast Road. Between A259 and Second Road	Vacant Site (Google Streetview March 2019).	Vacant SG	Was Abbott & Sons car sales now vacant but Planning Approval for residential - LW/19/0407	0.17	https://planningpa.lewes.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=PSMSG8JDIYH00
17	Retail/Industrial	Between A259, Ambleside and the Espanade, Telscombe Cliffs	Car Sales and MOT/repair Garage	B2/SG	Yoemans Toyota Car Sales and repairs	0.39	https://yeomansbrighton.toyota.co.uk/
18	Retail	Central Avenue, Telscombe Cliffs	Post Office/Convenience Store/Beauty/MP Office/Pharmacy (2016)	A1/B1	Retail Parade next to Telscombe Town Council Offices. Also Restaurant nearby on opposite side of Coast Road	0.14	
19	Retail	A259 Coast Road and Telscombe Way	Motor Caravan Sales/Petrol Station/Restaurant/Pet Shop/Vets	A1/A3/D1/3	Area dominated by Stewart Moulard Motorhome sales, including a large warehouse building, and Texaco Garage to north of coast road	0.82	https://www.stewartmoulard.co.uk/
20	Leisure	A259 Coast Road	Public House	A4	The Tavern Public House Includes a cliff top/sea view beer garden	0.29	https://www.telscombetavern.com/

Appendix A: Peacehaven and Telscombe Economic Survey (continued)

21	Leisure	A259 Coast Road	Public House	A4	Within a cliff top park and adjacent to South Downs National Park. Wide sea views from pub and pub garden	0.37	https://www.vintageinn.co.uk/restaurants/south-east/thesmugglersrestpeacehaven
22	Tourism/Leisure	Grahams Lane, South Telscombe Village,	Camping, Horse Holidays, B&B & farm produce	SG	Stud Farm Camping, Horse Holidays, B&B & farm produce. Accommodation possibly replaces YHA which appears to longer be in Telscombe	6.68	https://studfarmsouthdowns.co.uk/
23	Industrial	Cripps Avenue	Plant Hire/Scaffolders/Industrial Equipment hire	B1c	SSEC EPOS Industrial Equipment hire. J Webb Plant Hire and what appears to be a scaffolding company	0.7	https://ssec-epos.co.uk/
24	Agriculture	Private Road Telscombe Cliffs Way, opposite School	Unknown agricultural use, possibly stable	SG	Unknown use, only viewed from aerial photograph	0.44	
25	Retail	66 Telscombe Road	Organic Nursery	A1	Small, traditional organic nursery	0.11	http://www.louvainnurseries.co.uk/
26	Retail	Kirby Drive	Tesco Express Convenience Store	A1	Tesco Express	0.05	https://www.tesco.com/store-locator/uk
27	Industrial	Lower Hodder Farm	Repair Garage/Farm Shop/Light Industrial	A1/B1c/SG	Lower Hodder Farm Industrial estate including CR Allen Service/Repair Garage a Farm Shop which vacated Nov 2019 and a vacant light industrial unit	1.08	https://www.zoopla.co.uk/to-rent/commercial/details/52798149?search_identifier=d64bdc5d2d2a0a5c26fad0562ae99a9
28	Leisure	Balcombe Road/Roderick Ave Junction	Public House	A4	Good Companions Sports Bar	0.14	https://www.goodcompanionpeacehaven.co.uk/
29	Leisure	End of Piddinghoe Avenue	Café	A3	Considered Leisure as café related to the 'Big Park'	0.05	http://www.gateway.cafe/
30	Retail	East side of Longridge Avenue between Lynwood Road and Nutley Avenue	Post Office/Estate Agent/Barbers/Record Store/Café/Taxi office/Cleaning Service	A1/A2/A3/B	Part of a larger 'Local Retail Centre' of which majority within Brighton & Hove City Council Boundary (BHCC, 2016)	0.12	
General Observations		<p>Seem to be quite a few businesses from peoples homes- self employed e.g. beauty, driving</p> <p>Currently lacking economic beneficial areas towards seafront Promenade/cliff top walkway is a horrible looking unmade road along the clifftop improving that could improve tourism as great views out to sea from there plus poss additions of seaview cafes etc?? - Possibility of nice pedestrian shared space?</p> <p>'Beach' Wave cut platfor- too dangerous for watersport options/ Promote it for rock pooling/fossils ? https://ukfossils.co.uk/2012/01/24/peacehaven/</p> <p>Maybe could have small art studio type 'beach huts' near cliff top?? See Worthing near splashpoint</p> <p>Grassy Area Bramber Ave could be utilised?? for any of above cliff top stuff!??</p> <p>Paragliding launch? https://awe365.com/guide-to-paragliding-in-sussex-best-spots-to-launch-near-brighton/</p> <p>Encourage move of more industrial/car showroom uses away from seafront/clifftop?</p> <p>Also agricultural/equine fields around Valley Road to the north of boundary</p>					

Appendix B: Meridian Industrial Estate Area Survey

Industrial Estate	Unit	Use Class	Business Name	Business Use	Notes
Meridian	A1/A2/A3	B1c	Screen Solutions	Design and manufacture of furniture/screening products	https://www.screensolutions.co.uk/
Meridian	B1	B8	Hi-Line Wines	Wholesale distribution	
Meridian	B2/B3	B1c	Wisden Packaging	Packaging Products	https://www.wisdenpackaging.co.uk/services/
Meridian	B4	B8	Sussex Trade Windows	Window Suppliers	https://sussextradewindows.co.uk/
Meridian	B5	B	Brighton & Hove City Council		
Meridian	B6	B1c	Hello Flamingo	Prop Manufacturer	https://helloflamingo.co.uk/
Meridian	C1	Vacant B1c	Vacant		
Meridian	C2	B8/A1	KDS Plumbing & Heating	Plumbing and Heating supplies with trade counter	https://www.kdssupplies.co.uk/
Meridian	C3	Vacant B1c	Vacant		
Meridian	C4	B8	KW Services	Construction installation	
Meridian	D1/D2	D2	Sky High Trampoline Park		
Meridian	C5	B8	Royal Mail Group		
Meridian	C6	B8	Medication Delivery Services	Medication Dispensing & Delivery Services for Care Homes, Nursing Homes and Domiciliary Care Agencies.	http://www.medicationdeliveryservices.co.uk/index.html
Meridian	D3/D4	B2	Fairlight Coachworks	Vehicle Repair	https://fairlightcoachworks.co.uk/
Meridian	E1	B2/SG	TLS Peacehaven	MOT/Vehicle Repair	https://www.tlspacehavenltd.co.uk/
Meridian	D2	B8	Autism Sussex	Charity Shop	
Meridian	E3	B8	Sussex Trade Windows	Window Suppliers	https://sussextradewindows.co.uk/
Meridian	E4/E5	B2/SG	Ron Young (Motors)	MOT/Vehicle Repair	http://www.ronyoungmotors.co.uk/?LMCL=G6G4zl
Meridian Enterprise	Unit 1	B2/SG	Peacehaven Tyre and Auto Centre	MOT/Vehicle Repair	https://www.peacehaventyres.co.uk/
Farrington Enterprise Estate	Unit 6	B2	Telscombe Coachworks	Vehicle Repair	http://telscombecoachworks.com/services/
Farrington Enterprise Estate	Unit 13	B2/SG	Cullen Vehicle Servicing	MOT/Vehicle Repair	https://www.cvstyres.co.uk/cullen-vehicle-services
Farrington Enterprise Estate	Unit 10	B8	Window Magician		
	Unit	B2/SG	Telscombe Automobile Services	MOT/Vehicle Repair	http://www.automobile-services.co.uk/
Hoyle Units	Unit 2	B1c	Spray Centre	Furniture Spraying	https://www.spraycentreld.com/
Farrington Enterprise Estate	Unit 4	B8	Classic Splashbacks	Kitchen/Bathroom Finishings Supply	http://www.classic-splashbacks.co.uk/
Bolney Avenue North	Unit 5	B2/SG	Meridian Motors	MOT/Vehicle Repair	
Bolney Avenue North	Unit 3	B8	Shepherds	Plastic Building Products Stockist	https://shepherdsuk.com/branches/peacehaven/
Bolney Avenue North	Unit 1	B8	The Window Workshop	Glazing	https://thewindowworkshopsussex.co.uk/
Bolney Avenue	Jewel house	B8	Designs in Aluminium	Aluminium Supplier	https://www.diagroup.co.uk/
Bolney Avenue	Dayton House	B8	Jewel Interiors	Building refurbishments	
Farrington Storage Depot		B2/B8	BrighTech Solutions	Vehicle Repair/Storage	https://brightechsolutions.co.uk/

Appendix C: Meridian Centre and Surrounding Retail Survey

Name	Unit	Use	Use Class
Post Office	1 Meridian Centre	Post Office	A1
Scriven's Opticians	10-11 Meridian Centre	Opticians	A1/D1
Vacant	12-13 Meridian Centre	Vacant A2	Vacant A2
Co-operative	1-4 Meridian	Supermarket	A1
Peacocks	1-4 Meridian	Clothing Store	A1
Prouty's Hardware	14 Meridian Centre	Hardware	A1
Fone 007	15 Meridian Centre	Mobile Phone Shop	A1
Betfred	1a Meridian Centre	Bookmakers	SG
David Shoebridge	1b Meridian Centre	Butchers	A1
Co-op Funeral Care	1c Meridian Centre	Undertakers	A1
Hair Now	1d Meridian Centre	Hairdresser	A1
Coastal Cabs	1e Meridian Centre	Taxi Office	SG
Relate...to you	2 Meridian Centre	Charity Shop	A1
BN Ten	3 Meridian Centre	Barbers	A1
Vacant	4/5 Meridian Centre	Vacant	Vacant A1/SG
Vacant	6 Meridian Centre	Vacant A1	Vacant A1
Vacant	7 Meridian Centre	Vacant A1	Vacant A1
Petes Haven	8 Meridian	Restaurant	A3
Greetings	9 Meridian Centre	Card Shop	A1
Well Peacehaven - Anchor He	Anchor Health Centre, I	Pharmacy	A1
Meridian Surgery	Anchor Health Centre, I	Doctors Surgery	D1
Peacehaven Town Council	Community House	Council Offices and Hall	B1/D1
Butterfly Nursery	Grenwich House	Childrens Nursery	D1
Childrens Centre	Meridian Way	ESCC Peacehaven Children's Centre	D1
Library		Public Library	D1

Appendix D: Neighbourhood Plan Review

[Link to Appendix D](#)