



Horsham
District
Council

Pulborough Emergency Support Package

- Economic Development

Summary



- Council Members and Officers are working together with Pulborough Parish Council, Traders Association and Community Partnership to identify and implement measures to help mitigate the economic impact of the A29 closure.
- Measures include:
 - Local Signage & Free Car Parking
 - Footfall Monitoring and Impact Information
 - Web and Social Media promotion
 - Funding for Local Business promotional schemes
 - Signposting for Businesses to source other channels of support

Signage & Free parking period



- HDC have introduced 2 hours
- FREE PARKING
- in Lower Street car park,
- initially for four weeks

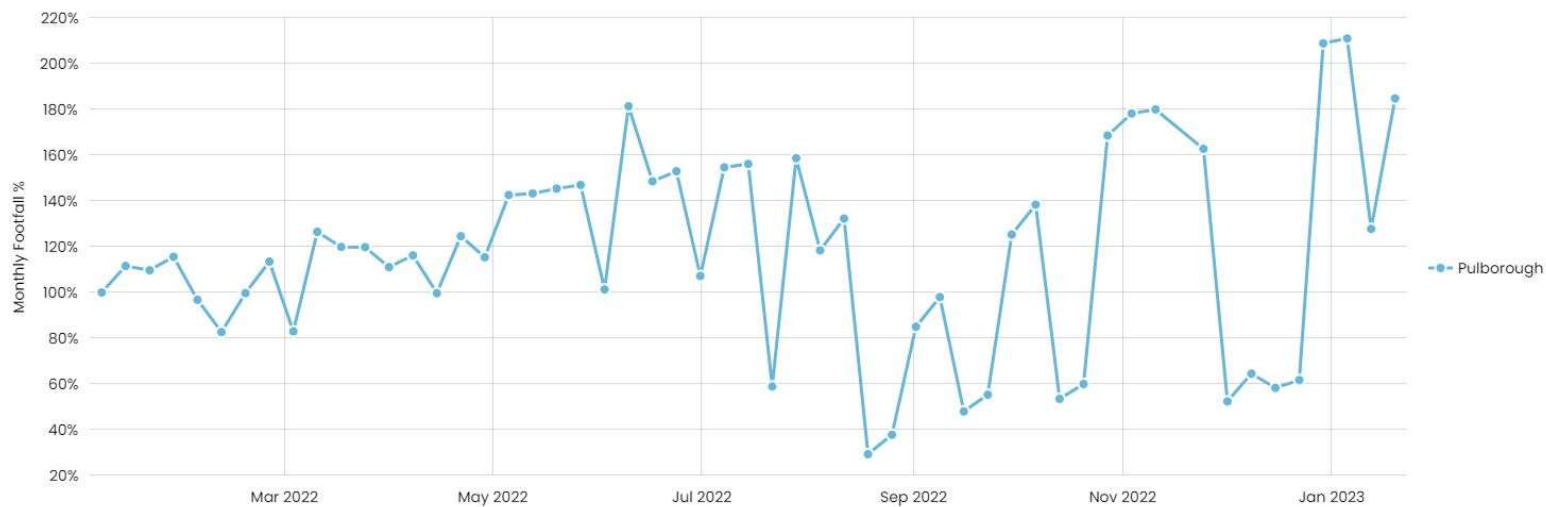


- HDC have supplied signage to help
- keep on street parking available
 - for Pop and Shop use
 - and give clearer directions
 - to Lower Street Car Park

Impact information



- Pulborough Traders Association have collated business turnover impact figures ranging from minus 10 to 80 % + and are keeping our Officers informed
- However, the Pulborough Footfall trend does not reflect the business impacts seen



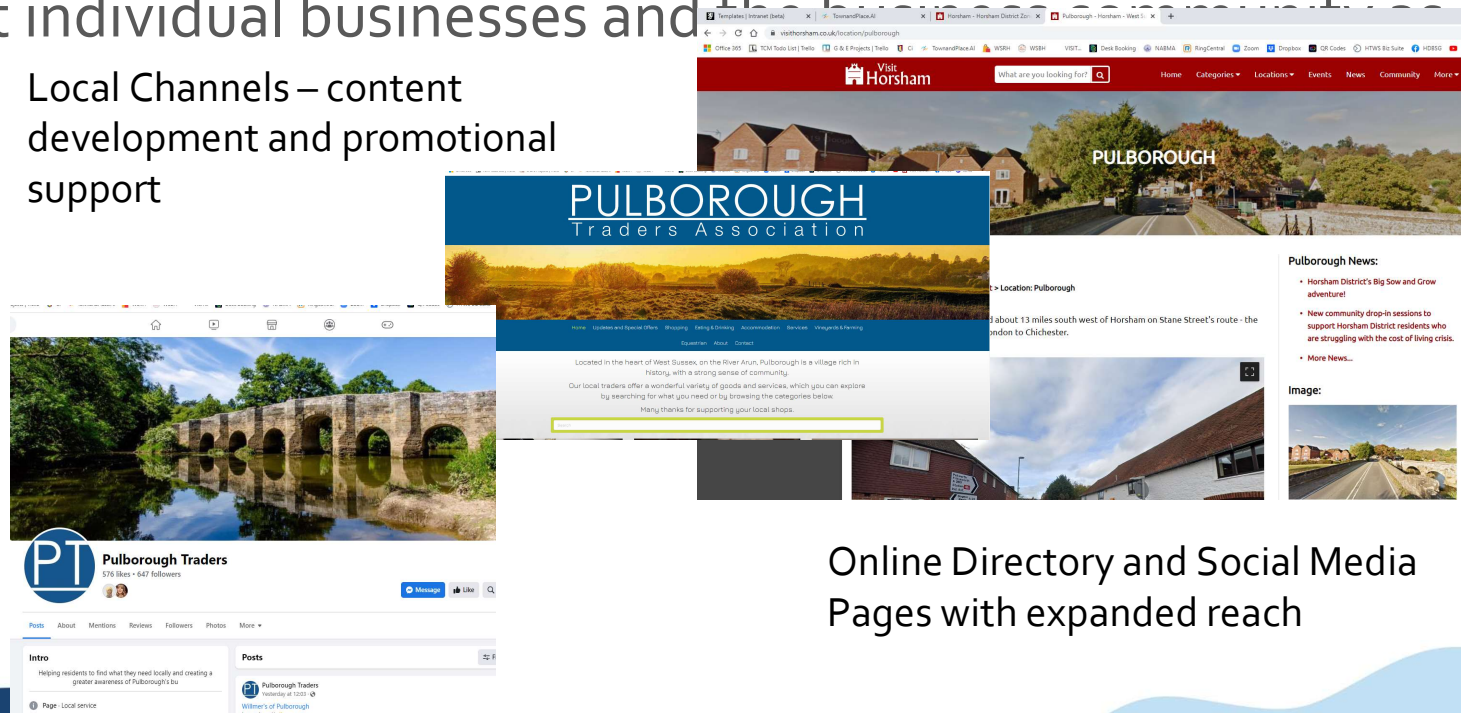
- Based on anonymous mobile phone data

Web & Social Media promotion



- This week HDC have contracted local experts and media channels to support individual businesses and the business community as a whole.

Local Channels – content development and promotional support



Online Directory and Social Media Pages with expanded reach

Funding for Local Promotions



- New professional photography for use in promotion has been arranged



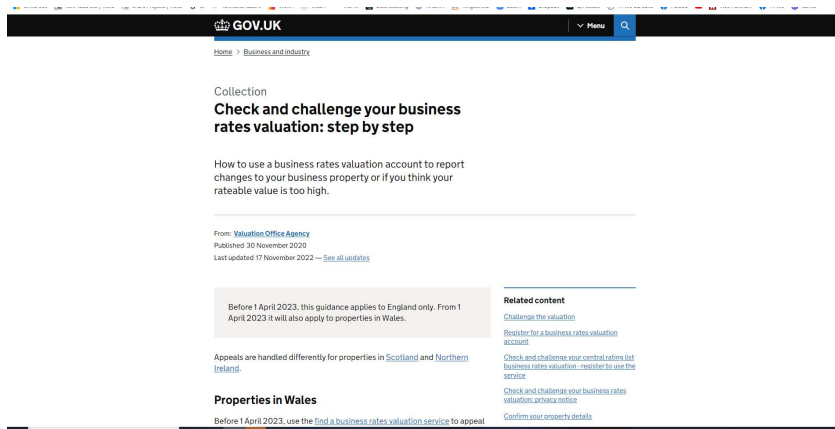
- Funding for design and print to enable the launch of locally led promotions and loyalty initiatives is being provided. Examples have been identified that could be suitable for local adoption.



Signposting to additional resources



- HDC is working to identify channels that may offer businesses opportunities for direct funding support or costs reduction.
- i.e. the Valuation Office Agency



- <https://www.gov.uk/government/collections/check-and-challenge-step-by-step>

Further Support



- A Horsham District Council Working Group has been initiated to support efforts by WSCC to reopen the A29 and practical actions that help the business community.
- HDC will use its own media channels to raise awareness of the work being undertaken by Officers and the Pulborough business community to support trade.
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- Economic Development Officers will continue to engage with Pulborough Business Groups and individuals to identify and implement effective actions that can offset the impacts of the closure and contribute to local business resilience in the longer term.

westsussex.gov.uk



Pulborough A29 Closure

Joy Dennis – Cabinet Member for Highways and Transport

Matt Davey – Assistant Director, Highways, Transport and Planning

27th Feb 2023



What Happened



- Dec 28th – Emergency call out to blocked road
- Road closed
- Temp Diversion in place

Response - Immediate



- Site Inspection
- Advice Note
- Diversion Route set up
- More robust road closure
- Weekly stakeholder update

Response – Longer Term



- Regular Inspection of diversion route
- Web site
- Liaison with land owners + draft agreement
- Legal advice
- Technical advice



Why did it happen



- Awaiting formal investigation
- Weather



Next Steps



- Agreement with landowners
- Interim arrangement
- Longer Term review



Issue



Issues





Phase 1



- *To enable full and detailed site and ground investigation to establish the extent of the problem and appropriate options to resolve on the short and intermediate term*
- The removal and/or cutting back of vegetation, undergrowth and trees
- The scraping (and removal from site) of failed soil material
- Benching (the formation of horizontal levels or steps to provide lateral support to steep embankments) of the embankment
- On a temporary basis until such time as a permanent engineering solution has been identified and agreed:
 - If feasible to provide additional temporary support at the toe of the embankment on the Licence Land as required
 - Pin, sheet and cover the affected embankments to protect from future weather events



Phase 2



- *further detailed site and ground investigations to inform and establish potential options and solutions in the longer term.*



Phase 3



- *Permanent measures required to enable the County Council to discharge its duties under the provisions the Highway Act 1980*
- The construction and permanent installation and retention of materials and objects as appropriate to enable the structural stability of the Licence Land and continued safety of the highway

Questions

