

Turning Evidence into Action

Business Action Plan 2026–2027

Storrington Business Action Team

PART TWO

2026–2027

STORRINGTON BUSINESS ACTION TEAM

Following the consultation report
Listening. Understanding. Acting.

Short, medium and long term delivery plans with several active projects across four strategic priorities.

A practical programme of collaboration and collective action to strengthen Storrington's village economy.

Listening

Businesses shared their experiences

Understanding

Evidence gathered, themes identified

Action

Priorities agreed, ownership assigned

Delivery

Projects launch, milestones tracked

Why This Plan Exists

Businesses have spoken. Evidence has been gathered. Now the Business Action Team moves from listening into delivery. This document is the direct result of that process — a practical, accountable plan that answers the question every business asked: **what are we actually going to do?**

1 Listening

Businesses across Storrington shared their experiences, frustrations and ambitions through structured consultation. Many representative voices were recorded and considered.

2 Understanding

Evidence was gathered, analysed and synthesised into clear themes. The consultation report *Listening. Understanding. Acting.* captured the full picture.

3 Action

Priorities have been agreed by the Business Action Team. Ownership has been assigned. The conversation now becomes a commitment.

4 Delivery

Projects launch, milestones are set and progress is tracked. This plan is a living document — updated as work progresses.

5 Review

Progress is measured against a clear success dashboard. The plan is refreshed annually to reflect what has been achieved and what comes next.

📌 This plan does not repeat the consultation findings. It picks up where the evidence left off — and focuses entirely on delivery.

Our Mission

"Our mission is to strengthen Storrington as a thriving place to live, work, visit and do business through practical collaboration and collective action."

Vision

A vibrant, confident village economy — where independent businesses flourish, visitors choose Storrington first, and the community takes pride in its high street.

Our Values



Action



Collaboration



Evidence



Delivery



Partnership



Momentum

The Business Action Team exists to deliver practical action rather than simply discuss issues. It is accountable to the businesses it represents, transparent in its actions and focused on outcomes that make a real difference to Storrington's economy.

Four Strategic Priorities

Every project in this plan sits within one of four strategic priorities. Together, they address the full picture of what Storrington's businesses need to thrive.



Thriving Destination and **Attractive Village** focus on the physical and promotional environment — making Storrington a place people want to visit, explore and return to.

Strong Business Community and **Better Connected** focus on the infrastructure of commerce — the networks, skills and connectivity that allow businesses to operate and grow.

Priority 1: Thriving Destination

Storrington's independent businesses are its greatest asset. This priority drives footfall, builds the village's profile and creates a compelling reason to visit — and to return.

Project	Timescale	Lead
 Shop Local Campaign	Q3 2026	BAT Marketing Group
 Establish a monthly village market	Q4 2026 – Q1 2027	BAT / Parish Council
 Christmas Campaign	Winter 2026	BAT
 Destination Marketing	Ongoing	BAT

Desired Outcome:

More people choosing Storrington first — higher footfall, stronger sales, and a village that is talked about, shared and celebrated.

Shop Local

Year-round promotion of independent retailers across digital and print channels.

Monthly Market

A regular market showcasing local businesses, producers and artisans to attract visitors, increase footfall and strengthen Storrington's identity as a vibrant village destination.

Christmas

Coordinated festive events and promotions to drive the most important trading period.

Marketing

Social media, photography and press to build Storrington's profile beyond the village.

Priority 2: Attractive Village

First impressions matter. A well-presented, welcoming village environment builds pride, attracts visitors and supports business confidence. The physical environment is a commercial asset.

Project	Timescale	Lead
 Floral Displays	Spring 2027	Parish Council / BAT
 Wayfinding Signage	2026 - 2027	BAT
 Public Space Improvements	Ongoing	Parish Council
 Village Pride Initiative	Q3 2026	BAT

Desired Outcome:

A village that makes people stop, stay and return — clean, welcoming, well-signed and genuinely proud of how it presents itself.

Floral Displays

Seasonal planting and hanging baskets to create a vibrant, welcoming streetscape throughout the year.

Wayfinding

Clear signage linking car parks, shops and attractions so visitors can navigate with confidence.

Public Spaces

Improved seating, planting, lighting and cleanliness to make the village centre a place people want to linger.

Village Pride

Community clean-up days and shop front guidance to raise standards and build collective ownership.

Priority 3: Strong Business Community

Connected businesses are stronger businesses. This priority builds the networks, skills and communications that help Storrington's business community thrive together — because no business succeeds in isolation.

Project	Timescale	Lead
 Business Networking Events	From Q3 2026	HDC
 Business Directory	Q4 2026	BAT
 Training Programme	2027	BAT / HDC
 Communications	Ongoing	BAT

Desired Outcome:

• Every business in Storrington feeling connected and supported — informed, skilled and part of a community that works together.

Networking

Regular structured events that bring businesses together, share knowledge and build lasting relationships.

Directory

Online and print listing of local businesses — making it easy for residents and visitors to find and choose local.

Training

Workshops on digital, finance and marketing — practical skills that make a real difference to business performance.

Communications

Newsletter, social media and WhatsApp group to keep every business informed and engaged.

Priority 4: Better Connected

Connectivity is critical to commerce. This priority tackles the practical barriers — parking, traffic and transport — that affect how easily people reach Storrington's businesses. Evidence-led lobbying will drive change at county and district level.

Project	Timescale	Lead
 Parking Review	Q4 2026	BAT / HDC
 Traffic Improvements	2027	BAT / WSCC
 Public Transport Engagement	2027	BAT / WSCC
 Accessibility Audit	Q1 2027	BAT / Parish Council

Desired Outcome:

• A Storrington that is easy to reach, easy to park and easy to navigate — removing the friction that costs businesses customers every day.

Parking Review

Evidence-led assessment of current provision, followed by followed by evidence-based recommendations and partnership working with Horsham District Council and West Sussex County Council.

Traffic

Strategic lobbying to West Sussex County Council to address the traffic issues that deter visitors and frustrate businesses.

Public Transport

Engagement with operators and the county to improve bus services and connections to Storrington.

Accessibility

A thorough audit of pedestrian routes and access points to ensure Storrington is welcoming to everyone.

Business Action Programme

The roadmap below organises all 14 projects into three delivery horizons. **NOW** projects launch immediately and deliver visible results in 2026. **NEXT** projects build on early momentum through late 2026 and into early 2027. **LATER** projects require longer-term planning, lobbying or funding and are targeted for 2027 and beyond.

NOW

2026 Q3–Q4

- 🛒 Shop Local Campaign
- 💡 Business Networking
- 🛒 Establish a monthly village market
- 🎄 Christmas Campaign
- 🏠 Environmental Audit
- 📅 Village Marketing

NEXT

2026 Q4 – 2027 Q1

- 📁 Business Directory
- 🎓 Training Programme
- 🎪 Village Events
- 🗺️ Visitor Trails
- 💰 Funding Bids
- 🛒 Local Market

LATER

2027 and Beyond

- 🏠 White Horse Regeneration
- 🚗 Traffic Improvements
- 🚻 Public Toilets
- 🚗 Transport Improvements
- 🏠 Gateway Projects
- 🌸 Floral Displays

📌 The NOW / NEXT / LATER framework reflects delivery readiness, not importance. Every project matters. The sequence reflects what can be started, what needs preparation, and what requires longer-term planning or external decisions.

Project Register

The project register is the BAT's primary accountability tool. It records every active project, its lead, partners, current status and next milestone. This register will be reviewed at every BAT meeting and published on an agreed basis.

Project	Lead	Partners	Status	Next Milestone	Target Completion
Shop Local Campaign	BAT Marketing Group	HDC, Parish Council	Starting	Launch assets	Dec 2026
Business Networking Events	BAT Chair	All businesses	Starting	First event	Nov 2026
Establish a monthly market	BAT / Parish Council	WSCC, HDC	Starting	Content review	Oct 2026
Christmas Campaign	BAT	Parish Council, businesses	Planning	Programme agreed	Nov 2026
Floral Displays	Parish Council	BAT, volunteers	Planning	Spring planting	Apr 2027
Business Directory	BAT	HDC, web partner	Planning	Spec agreed	Dec 2026
Training Programme	BAT / HDC	WSCC, colleges	Planning	Needs assessment	Feb 2027
Wayfinding Signage	BAT / WSCC	Parish Council, HDC	Planning	Design brief	Mar 2027
Parking Review	BAT / HDC	WSCC, businesses	Starting	Evidence gathered	Nov 2026
Funding Bids	BAT	HDC, Parish Council	Planning	Opportunities identified	Jan 2027
Village Events Programme	BAT	Parish Council, businesses	Planning	Events calendar	Mar 2027
White Horse Regeneration	BAT / HDC	WSCC, landowners	Planning	Feasibility study	2027+
Traffic Improvements	BAT / WSCC	Parish Council	Planning	Lobbying brief	2027+
Public Transport Engagement	BAT	WSCC, operators	Planning	Initial meeting	2027+

Status definitions: **Planning** — scoping underway · **Starting** — team formed, work beginning · **In Progress** — actively delivering · **Completed** — delivered and reviewed

Measuring Success

The BAT Success Dashboard tracks what matters. These measures will evolve as the team matures and projects progress. An annual survey of Storrington businesses will provide the primary qualitative benchmark.

Businesses Actively Involved

The number of businesses engaged with BAT activities, events and projects — tracked quarterly and reported at each BAT meeting.

Projects Delivered

Projects completed against plan and on time — measured against the project register milestones and reported at quarterly reviews.

Events Delivered

Number of events held, footfall recorded and participation levels — capturing both business and community engagement.

Funding Secured

The £ value of grants, sponsorship and external funding secured by the BAT on behalf of Storrington businesses and the village.

Visitor Numbers

Footfall data tracked through available sensors and proxy measures — establishing a baseline and monitoring trend over time.

New Collaborations

Partnerships formed between businesses, with the Parish Council, HDC, WSCC and other organisations — a measure of growing influence.

Communications Reach

Newsletter subscribers, social media reach and engagement — measuring how effectively the BAT communicates with its community.

Business Satisfaction

Annual survey score — the ultimate measure of whether the BAT is making a difference that businesses can feel in their day-to-day trading.

 The dashboard is a tool for accountability, not bureaucracy. It exists to ensure the BAT remains focused on outcomes — not just activity.

Get Involved

The Storrington Business Action Team is only as strong as the businesses behind it. Every project needs champions. Every priority needs expertise. Every meeting needs voices. **Your involvement makes the difference.**



Join a Project Team

Every priority needs business champions who can bring energy, expertise and accountability to delivery. Find the project that matches your passion and get involved.



Spread the Word

Tell other businesses about the BAT. The more businesses that engage, the stronger the voice, the greater the impact and the faster the results.



Share Your Expertise

Skills, networks and ideas are all welcome. Whether you have marketing experience, financial knowledge or simply great contacts — the BAT needs what you know.



Hold Us to Account

Attend reviews, track the dashboard, ask the hard questions. The BAT exists to serve Storrington's businesses — and accountability is how we stay on track.

Contact the Storrington Business Action Team

To join a project team, share your expertise or find out more about how the BAT works, get in touch. Every business that gets involved strengthens the plan and accelerates delivery for the whole community. Every project starts with someone willing to make a difference. If you'd like to help shape Storrington's future, we'd love to hear from you.

Together We Deliver

Listening → Understanding → Action → Delivery

Storrington Business Action Team · 2026–2027