

The Dove Holes Economy

Dove Holes has many existing businesses, a lot of which are tucked away down side roads and are not immediately visible to people driving through the village. These include two pubs, a village store, a Post Office and shop, a car sales garage, a catering supplies business, a body repair workshop, a taxi firm, a quarry and a scrapyard.

On the questionnaire, the people of Dove Holes were asked what can be done to support existing businesses. There were plenty of suggestions and these included comments that local people should support their businesses to prevent them from closing. Car parking was seen as an important factor to encourage people to stop and use the shops. Better signposting was also seen as very important by both residents and businesses who feel their businesses could be promoted better. An increase in tourism was also seen as a way to help existing businesses to survive by catering for visitors and selling promotional material such as postcards, leaflets of walks around the area and guide books about the bull ring, etc.

The businesses are seen as part of the community and people would like to see the businesses taking a greater role in community life, for example they could sponsor events or provide more community events. In order to help promote the businesses and to encourage more people to use them, it was suggested that a directory of local businesses and what they have to offer should be compiled and distributed around the village and surrounding area.

The questionnaire also asked people what they thought could be done to develop more employment opportunities in Dove Holes. There were several suggestions of new businesses which people would like to see within the village, for example a hot food takeaway, a mini supermarket, a craft centre, a restaurant, a hardware store and light industry. It was felt that if more businesses opened within the village, there would be more employment opportunities for local people.

There were also suggestions as to how new businesses could be encouraged to locate within Dove Holes. These included reducing the amount of vandalism taking place within the village, improving the road

structure, obtaining grants to encourage new businesses, lower business rates and promoting the village to attract more businesses.

There was a strong feeling amongst the residents that they would like to see local job opportunities advertised within the village on the noticeboards and in the shops.

Community work was also seen as a way of providing employment. This included building a new sports hall and having local people to run it, doing village maintenance work such as rebuilding the walls, picking up litter, mowing grass and sweeping pavements and introducing trainee schemes that has projects within the village, for example gardening and landscaping.

Action Points

- Give publicity to the fact that local businesses are in great danger of closure from lack of support – ‘use it, don’t lose it’ but they need to provide a decent service
- Encourage tourism
- Compile a directory of local businesses and what they have to offer
- Encourage businesses to participate in local events and provide sponsorship, etc
- Welcome more local businesses, perhaps with lower rates, as it would bring more employment for local people
- Promote the bull ring and sell postcards/history booklets with extracts from book by the local lady author
- Promotion/advertise businesses more
- Better off road parking for shops (with car park signs)
- Involve businesses in the village website either through adverts or links to their own websites
- Signposts to show where the businesses are
- Encourage specialist markets eg craft, farmers, European to bring visitors in to the village
- Build more affordable housing – more kids for school, more business for shops, garages, churches, etc
- Discourage vandalism
- Have a jobs section on website to inform people of opportunities
- Obtain grants to encourage new business
- Employ a road/handy man to sweep roads and weed paths
- Advertise jobs in local shops before putting in the papers

- Open more eating places
- Advertise jobs on the noticeboard near community hall
- Encourage trainee schemes with village projects eg gardening, landscaping
- Promote the village to bring in more trade