

# CONSULTATION RESULTS

the Future of Hastings & St Leonards and Bexhill

## MAIN REPORT



Produced by Clive Jacotine & Associates Limited  
with Nick Wates Associates

On behalf of  
Hastings Borough Council  
South East England Development Agency  
English Partnerships

January 2003

# Contents

---

<b>1</b>	<b>Executive summary</b>	<b>4</b>
<b>2</b>	<b>Introduction – about this report</b>	<b>6</b>
<b>3</b>	<b>Background and Context</b>	<b>7</b>
<b>4</b>	<b>The Consultation Programme</b>	<b>8</b>
4.1	Objectives	8
4.2	Programme features	8
4.3	Timetable structure	10
4.4	Communication material	11
4.5	Publicity	12
<b>5</b>	<b>The Consultation Response</b>	<b>13</b>
5.1	Events	13
5.2	Written returns	18
5.3	Media coverage	20
5.4	Meetings	22
5.5	Organisations	23
5.6	Regeneration Centre	24
5.7	Other feedback	25
<b>6</b>	<b>Consultation findings summary</b>	<b>26</b>
6.1	The Community Strategy	26
6.2	The Masterplan	27
6.3	Millennium Community	28
6.4	Housing Renewal Area	28
6.5	Local Action Plans	29
<b>7</b>	<b>Conclusions and Recommendations</b>	<b>30</b>
7.1	The consultation process	30
7.2	The consultation results	31
7.2	Next steps	31

## APPENDICES

### **A Community strategy**

- 1 Introduction and conclusions
- 2 Brochure questionnaire results
- 3 Youth questionnaire results
- 4 Full draft and organization responses

### **B Masterplan**

- 1 Introduction and conclusions
- 2 Questionnaire results
- 3 Organisation submissions

### **C Hastings Millennium Community**

- 1 Introduction and conclusions
- 2 Questionnaire results
- 3 Organisation submissions

### **E Housing Renewal Area**

- 1 Introduction and conclusions
- 2 Questionnaire results

### **F Ore Valley Local Action Plan**

### **G Castle Ward Local Action Plan**

### **H Gensing & Central St Leonards Local Action Plan**

### **J Other consultation results**

- 1 Meetings feedback
- 2 Regeneration centre feedback
- 3 Hard to reach feedback
- 4 Event sheets
- 5 Facilitators feedback
- 6 Miscellaneous feedback

# 1 Executive summary

---

- 1.1 The consultation carried out at the end of 2002 on the future of Hastings & St Leonards and, in part, Bexhill was the most comprehensive such exercise ever carried out in the area and one of the most extensive of its kind anywhere.
- 1.2 A coordinated approach to consultation on a range of plans and strategies at the same time resulted in widespread media coverage which, combined with door to door delivery of an umbrella brochure, ensured that virtually everyone in the area was aware of the changes taking place and had the opportunity to get involved.
- 1.3 Well over 4,000 people were engaged in over 35 events including exhibitions, meetings, briefings and workshops.
- 1.4 Over 1,250 written contributions containing over 150,000 words have been received, mostly in the form of detailed questionnaires and reports.
- 1.5 The written feedback shows that there is widespread endorsement for all the main plans and strategies. This includes:
  - a) Over 80% agreement with the solutions proposed for the Community Strategy on average.
  - b) Over 75% support for the main masterplan ideas on average.
  - c) Over 80% support for the Hastings Millennium Community.
  - d) Over 85% support for a new Housing Renewal Area.
  - e) Over 80% agreement for all three draft Local Action Plans' priorities for action.
  - f) Over 75% rating of the draft Cultural Strategy as 'good' or 'very good'.

- 1.6 A wealth of suggestions have been made which will be useful in refining the plans and developing and implementing the proposals over the coming months and years.
- 1.7 It is now possible to identify a number of areas where further collaboration and consultation is required. The capital projects in the Masterplan need to be linked to effective programmes of social regeneration. At a local level the various projects should be planned on an integrated basis and implemented in a co-ordinated way, and the community and other local stakeholders engaged.
- 1.8 Recommended next steps include:
- a) A Town conference to give feedback on the consultation programme.
  - b) Publishing a summary of results in '*About*' magazine.
  - c) Providing detailed results on the internet, in public libraries and at the Regeneration Centre.
  - d) The various partnerships and agencies use and interpret the results to revise the plans and strategies accordingly.
  - e) Continue to encourage the return of questionnaires and comments on the Masterplan, Millennium Community and Housing Renewal Area.
  - f) Holding community planning events over local developments, particularly in priority neighbourhoods.
  - g) Building on the work of developing community consultants.
  - h) Developing an electronic version of the Citizen's Panel, using it to spearhead public access to the internet, to promote both learning and inter-generation work.
  - i) Embedding the process in the school curriculum, e.g. citizenship projects.
  - j) An LSP-wide plan for community engagement.
  - k) Promotion of Hastings regionally and nationally.

## 2 Introduction – about this report

---

- 2.1 This is a report on a programme of consultation about the future of Hastings & St Leonards at the end of 2002. It was the most comprehensive consultation exercise ever undertaken in the towns and is thought to be one of the most extensive exercises of its kind undertaken anywhere in the country.
- 2.2 The programme focused on the draft community strategy for Hastings & St Leonards and a draft Masterplan for the wider area (including neighbouring Bexhill), but also included consultation on other plans and strategies ranging down to detailed action plans for identified priority neighbourhoods.
- 2.3 This report provides an overview of the process, summarises the results and makes recommendations for follow up action. Detailed results are set out in Appendices and the original submissions have been arranged in corresponding Archives.
- 2.4 A huge amount of data has been collected which will need to be digested and interpreted in different ways by different people over the coming months and years. To make this as easy as possible, the results have been comprehensively numbered for easy reference and, where appropriate, reference numbers to the original source material have been provided to allow for checking or follow up. Data from the questionnaires is on a database in Hastings Borough Council's corporate planning department which means that further analysis on specific aspects can be carried out if the need arises. Archives of consultation materials, publicity and photographs have been established for future reference.
- 2.5 Dissemination of the results is planned to take place in several ways including a special issue of Hastings Borough Council's '*About*' magazine, a display in the Regeneration Centre, a town conference and placing data on websites. This report, together with the Appendices and Archives provides the basic material for use in this dissemination.

## 3 Background and context

---

- 3.1 The consultation programme was initiated by the Hastings & St Leonards Local Strategic Partnership so the local community could understand and influence the choices facing the town at a time of major change.
- 3.2 A substantial physical regeneration programme is about to get underway, the total capital value of which may be as high as £380 million. A number of other related plans and strategies are being developed to guide this regeneration programme including:
1. A Community Strategy for Hastings & St Leonards;
  2. A Local Neighbourhood Renewal Strategy including local action plans for four priority neighbourhoods;
  3. A Masterplan for the area, including Bexhill;
  4. A Millennium Community programme;
  5. A proposal for a new Housing Renewal Area in St Leonards.
  6. A Cultural Strategy
- 3.3 To avoid overwhelming the public with separate consultation exercises on each of these elements within a restricted time, it was decided to conduct a single coordinated consultation programme, jointly funded by the four main funding partners involved: the Hastings Local Strategic Partnership (LSP), Hastings Borough Council (HBC), The South East England Development Agency (SEEDA) and English Partnerships (EP).
- 3.4 Consultants Clive Jacotine & Associates Ltd were appointed by Hastings Borough Council to advise on the programme with the assistance of Nick Wates Associates.
- 3.5 The programme was directed by Hastings Borough Council's Community Services Department and coordinated by a Project Management Group comprising representatives of the funding partners and other agencies.
- 3.6 Implementation of the programme was carried out by staff from Hastings Borough Council, the South East England Development Agency, other members of the Local Strategic Partnership and consultants MBM Arquitectes and AZ Urban Studio. Graphic design was by consultants Intergrafix.
- 3.7 Due to deadlines for completion of certain strategies, the programme had to be designed and implemented within an extremely short period of time.

## 4 The consultation programme

---

### 4.1 OBJECTIVES

4.1.1 The consultation programme was designed with the following objectives in mind:

4.1.2 **Provide information**

To provide clear information about the proposed plans and strategies to as many people as possible.

4.1.3 **Encourage involvement**

To give as many people as possible the opportunity to get involved and put forward their views in a variety of ways, including hard to reach groups.

4.1.4 **Secure informed feedback**

To gain an overall picture of people's informed views of the proposals and their suggestions for improvement.

4.1.5 **Build capacity**

To lay the foundations for a continuing engagement process by building on existing networks and events, helping people to work together and developing the capacity of individuals and organisations in the community.

### 4.2 PROGRAMME FEATURES

4.2.1 The consultation programme included the following features:

4.2.2 **Information brochures**

Production of high quality printed brochures on each of the main regeneration strategies and plans. Produced through participatory editing by key stakeholders. Available free of charge at all consultation events and at information centres and libraries. The umbrella brochure summarising each of the plans and outlining the consultation process was distributed to every household at the start of the process.

4.2.3 **Marketing campaign**

Posters, advertising, securing press and television coverage to raise general awareness and inform people about the consultation programme.



- 4.2.4 **Briefing sessions**  
On the main plans and strategies for key audiences in the public, private and voluntary sectors. (13 sessions held)
- 4.2.5 **Community consultants recruitment**  
Training and support for volunteers (particularly from ‘hard to reach’ constituencies) to help people in those constituencies engage successfully.
- 4.2.6 **Staffed exhibitions**  
At key public venues; stations and shopping areas. (4 one-day sessions held)
- 4.2.7 **Public meetings**  
Presentations followed by question and answer sessions with a panel of council members and officers. (3 held)
- 4.2.8 **Questionnaires**  
Tear-off reply paid questionnaires in publicity material to elicit written views and build up data on people’s requirements.
- 4.2.9 **Citizens panel**  
Comments on the community strategy invited by postal invitation from a sample of 1,226 members of the community.
- 4.2.10 **Local consultation events**  
Half day drop-in events with staffed exhibitions and workshops focusing on the local neighbourhood (four held in priority wards plus an extra one on request).
- 4.2.11 **Local forum events**  
Meetings of local neighbourhood forums in the priority wards building up to and following on from the local consultation events.
- 4.2.12 **Special interest group forums**  
Encouragement to groups and organizations to debate the issues and submit views.
- 4.2.13 **Peer group working**  
One to one discussion and informal interviews by community consultants.
- 4.2.14 **Outreach activity**  
Small group discussions with hard to reach groups, assisted by the community consultants.
- 4.2.15 **Interactive websites**  
Information and questionnaires on websites allowing people to receive and provide information electronically.

#### 4.2.16 **Regeneration Centre**

Opening of a shop in Hastings town centre by SEEDA providing a permanent base for information on regeneration.

#### 4.2.17 **Permanent displays**

Permanent exhibition panels on the masterplan mounted at key public venues (two in Hastings and one in Bexhill).

#### 4.2.18 **Schools programme**

Project based consultation with pupils in schools.

### **4.3 TIMETABLE STRUCTURE**

4.3.1 This table illustrates the overall structure and timeframe for the consultation programme.

<i>Phase</i>	<i>Purpose</i>	<i>Activities</i>	<i>Timing</i>
1 <b>Getting started</b>	Determine objectives, process and partners.	Consultants' report. Meetings between parties. Form Project Management Group.	Aug/Sept 02
2 <b>Preparation</b>	Assemble draft plans and strategies and communicate them to the general public.	Participatory production of consultation material in print and on the internet. Event planning.	Sept/Oct 02
3 <b>Consultation</b>	Public involvement	Publicity, exhibitions, meetings, written responses.	Nov/Dec 02
4 <b>Analysis</b>	Presentation of results to main stakeholders.	Consultants' reports. Consideration by client organisations.	Dec 02/Jan 03
5 <b>Follow up</b>	Ensure the public's views are publicised and taken into account in revised plans.	Town meeting. <i>About</i> magazine and internet publicity. Exhibition. Revision of plans.	Feb/Mar 03

## 4.4 COMMUNICATION MATERIAL

4.4.1 The following publications and websites were produced to provide information and secure feedback. All except the first publication contained questionnaires. (Website addresses: Hastings Borough Council (HBC) [www.hastings.gov.uk](http://www.hastings.gov.uk) South East England Development Agency (SEEDA) [www.ourfuture.org.uk](http://www.ourfuture.org.uk) )

	<i>Publication</i>	<i>No of pages</i>	<i>Print run</i>	<i>Distribution</i>	<i>Website</i>
1	The Future of Hastings & St Leonards	12	50,000	Every household in Hastings & St Leonards	Web version and downloadable - HBC site.
2	Hastings & St Leonards Community Strategy brochure	12	10,000	Free at all events and information points. Mailed to Citizens' Panel.	Web version - HBC site. Online feedback.
3	Hastings Draft Community Strategy	58	100	Mailed to organisations.	Downloadable from HBC site.
4	Towards a Masterplan for Hastings & Bexhill brochure	14	25,000	Available free at all events and information points.	Summary and downloadable - SEEDA site. Online feedback.
5	Millennium Community brochure	6	10,000	Free at all events and information points.	Web version and downloadable - HBC site. Online feedback.
6	Cultural strategy brochure	8	6,000	Free at all events and information points. Mailed to arts groups	Web version and downloadable - HBC site. Online feedback.
7	Housing Renewal Area brochure	6	11,000	Free at all events and information points.	Web version and downloadable - HBC site. Online feedback.
8	Ore Valley draft Local Action Plan (LAP) brochure	4	500	Available at local event. Flyer to all homes in area.	
9	Castle Ward draft LAP brochure	4	500	Available at local event. Flyer to all homes in area.	
10	Gensing & Central St Leonards draft LAP brochure	4	10,000	To every address in the area.	

## 4.5 PUBLICITY

- 4.5.1 Publicity and marketing was undertaken separately by HBC and SEEDA respectively but with coordination.
- 4.5.2 HBC's marketing used the theme 'New Dawn' and the colour pink. SEEDA used the theme 'Our Future' and the colour blue.
- 4.5.3 The publicity campaign included the following:
- a) Posters along the entire Hastings and St Leonards seafronts: 100 poster sites for 4 weeks.
  - b) Posters on buses: 26 posters sites for 4 weeks.
  - c) Advertisements in local press: Friday Ad, Hastings & St Leonards Observer for 4 weeks.
  - d) Regular press briefings.
  - e) Portable exhibition: using a combination of the publicity posters and material from the brochures on the plans and strategies.
  - f) Mobile caravan unit with exhibition material and publications for use at exhibitions and events.
  - g) Balloons in pink and blue printed with publicity themes for use at exhibitions and events.

## 5 The consultation response

---

### 5.1 EVENTS

5.1 The table below provides a listing of the events that took place during the consultation phase. The estimated numbers of people engaged at each is indicated in the third column (precise numbers included where known).

Date	Event	Nos.
29 11 30 11	<b>Community consultants training days</b> Hastings Town Hall, 10am-4pm Training for 23 volunteers from a range of constituencies on how to help people engage successfully with the consultation process.	23
4 11	<b>Staff briefings</b> Rothermere House. For Council and other staff helping facilitate events on the overall context and on how to respond to queries.	31
4 11	<b>Black and Ethnic Minority steering group meeting</b> Briefing on the consultation process and distribution of materials for constituent groups.	10
5 11	<b>Voluntary sector briefings</b> Rothermere House. For community leaders on the overall context, on how to respond to queries and to provide them with the information to encourage local people to get involved.	60
5 11	<b>Disability Forum meeting</b> Session to raise awareness of the consultation process and distribute materials with a focus on health and related areas.	10
6 11	<b>Staff briefings</b> Rothermere House. For Council members and community consultants on the overall context, on how to respond to queries and to provide them with the information to encourage local people to get involved.	22

6 11	<p><b>Masterplan briefings</b>  Presentation by AZ Urban Studio. Four 2-hour sessions:</p> <ol style="list-style-type: none"> <li>1. Hastings environment and urban design groups.</li> <li>2. Hastings partnerships, business and voluntary groups.</li> <li>3. Hastings local ward forums.</li> <li>4. Business and enterprise organisations.</li> </ol>	60
7 11	<p><b>Voluntary sector Health and Social Care conference</b>  Session to discuss all regeneration plans with a focus on health targets.</p>	38
7 11	<p><b>Launch reception</b>  In the Regeneration Centre, Robertson Street, Hastings 6.30-8.30. For main partner organisations and organizers. Exhibition viewing. Speech by Anthony Dunnett, Chairman, SEEDA.</p>	50
8 11	<p><b>Exhibition, Warrior Square Station</b>  St Leonards, 8am – 6pm. Staffed exhibition in the station foyer on the main plans and strategies (Community Strategy, Masterplan, Hastings Millennium Community, Cultural Strategy and the proposed St Leonards Housing Renewal area).</p>	350
9 11	<p><b>Exhibition, Priory Meadow Shopping Centre</b>  Hastings Town Centre, 10am – 4pm. Staffed exhibition in the central arcade on the main plans and strategies. People encouraged to sit at tables and complete the questionnaires.</p>	500
9 11	<p><b>Children’s competition</b>  Queens Square, Hastings Town Centre. 10am – 4pm. Competition for paintings on what children liked about the town. Live music. 50 entries.</p>	100
12 11	<p><b>Play Forum</b>  Discussed strategies and completed forms.</p>	25
13 11	<p><b>Hastings Urban Design Group meeting</b>  Hastings Trust, 35 Robertson Street, Hastings, 12.30.  Special meeting of members to review the Masterplan.</p>	10
14 11	<p><b>Masterplan briefings</b>  Presentation by AZ Urban Studio. Four 2-hour sessions:</p> <p>Hastings:</p> <ol style="list-style-type: none"> <li>1. Hastings residents associations.</li> <li>2. Education, youth and arts organizations and voluntary groups.</li> </ol> <p>Bexhill:</p> <ol style="list-style-type: none"> <li>3. Rother parish and town councils.</li> <li>4. Rother partnerships and forums.</li> </ol>	80

16 11	<b>Ore Valley Local Event</b> Priory Neighbourhood Centre, Priory Road, Hastings. 2pm – 5pm Staffed exhibitions on the main plans and strategies and on the draft Ore Valley Local Action Plan and Ore Valley Forum. People were encouraged to sit at tables and complete the questionnaires, with or without facilitators. Crèche and free refreshments.	60
17 11	<b>Exhibition, Tesco Superstore</b> Hollington, St Leonards, 10am – 4pm Staffed exhibitions on the main plans and strategies in a mobile unit on the forecourt and just inside the main entrance.	450
19 11	<b>Hastings Borough Council Overview and Scrutiny Committee 1</b> Draft community strategy considered at a regular meeting	4
19 11	<b>Public Meeting, The Future of Hastings &amp; St Leonards</b> St Mary in the Castle, Hastings 6pm - 9pm Staffed exhibition on the main plans and strategies from 6pm to 7pm Presentations on: <ul style="list-style-type: none"> <li>• The Masterplan, Keith Sadler, SEEDA</li> <li>• The Cultural Strategy, Mike Marsh, Head of Tourism, HBC</li> <li>• Hastings Millennium Community, Caroline Lwin, Head of Regeneration, HBC</li> <li>• The Community Strategy, Simon Hubbard, Head of Community Services, HBC</li> </ul> Followed by open session chaired by Councillor Jeremy Birch, Leader of Hastings Borough Council.	225
21 11	<b>Allotments Federation meeting</b> Town Hall. Meeting to discuss all regeneration plans.	25
21 11	<b>Hastings Sustainability Network meeting</b> Cornwallis Suite, Horntye Park, Hastings 6.30pm-8.30pm Special meeting of the network on the Future of Hastings, Exhibition. Presentation by Paul Adams, HBC Planning, followed by open discussion chaired by Chantal Lass, HBC	15
21 11	<b>Green Party</b> Masterplan considered at a regular meeting.	10
23 11	<b>Castle Ward Local Event</b> Sussex Rooms, White Rock Theatre, 2pm – 5pm Staffed exhibitions on the main plans and strategies and on the draft Castle Ward Local Action Plan, Castle Ward Forum and the Hastings Greenway. People were encouraged to sit at tables and complete the questionnaires, with or without facilitators. Crèche and free refreshments.	180

25 11	<b>Voluntary/Community sector conference</b> The 'Battle for Hastings Conference', Horntye, 10am- 2.30pm 14 workshops run throughout the day on each of the Community Strategy themes. Organised by Hastings Voluntary Action the event included representatives of 60 local groups.	82
26 11	<b>Hastings Borough Council Overview and Scrutiny Committee 2</b> Draft community strategy considered at a regular meeting.	7
26 11	<b>Presentation on the Masterplan</b> St Mary in the Castle, Hastings, 7pm-9pm Presentation by Roger Zogolovitch, AZ Urban Studio Open session chaired by Jeremy Birch, Leader of Hastings Borough Council with Councillor Gubby, Leader of Rother District Council and John Shaw, Director Designate of the delivery vehicle.	200
28 11	<b>Black and Ethnic Minority Open Meeting</b> Comments made on the draft Community Strategy.	52
28 11	<b>Hastings Borough Council Overview and Scrutiny Committee 3</b> Draft community strategy considered at a regular meeting.	5
28 11	<b>Chamber of Commerce meeting</b> Cinque Ports Hotel. Session on the community strategy for business people previously consulted on the masterplan.	30
29 11	<b>Greater Hollington Local Event</b> Community Office, Blackman Avenue, St Leonards, 12pm – 3pm Staffed exhibitions on the main plans and strategies in the newly opened neighbourhood office.	20
30 11	<b>Gensing &amp; Central St Leonards Local Event</b> Silchester Community Centre, St Leonards, 10pm – 2pm Staffed exhibitions on the main plans and strategies and on the draft Gensing & Central St Leonards Local Action Plan and on the Gensing & Central St Leonards Forum. People were encouraged to sit at tables and complete the questionnaires, with or without facilitators. Mobile unit in street outside. Crèche and free refreshments.	400
01 12	<b>Exhibition, Sainsbury Superstore</b> St Leonards, 10am – 4pm Staffed exhibition just inside the main entrance on the main plans and strategies.	400



02 12	<b>Exhibition, West St Leonards</b> Community Centre, Bexhill Road, 6pm – 9pm Staffed exhibition on the main plans and strategies.	120
03 12	<b>Disability Forum meeting</b> Discussion on the seven themes of the draft Community Strategy.	20
03 12	<b>Young People’s Council consultation</b> Draft community strategy debated at special meeting.	12
04 12	<b>Masterplan briefings</b> Manor Barn, Bexhill. Presentation by AZ Urban Studio. Two 2-hour sessions: 1. Rother parish and town councils. 2. Rother education, health and business organizations.	20
04 12	<b>Presentation on the Masterplan</b> De La Warr pavilion, 7pm-9pm Presentation by Roger Zogolovitch, AZ Urban Studio Open session chaired by Councillor Gubby, Leader of Rother District Council with John Shaw, Director Designate of the delivery vehicle. and Paul Adams, planner.	175
17 12	<b>1066 Tenants consultative group</b> All proposals considered at a regular meeting after a presentation by Simon Hubbard, Head of Community Services, HBC.	35
Nov/ Dec	<b>Regeneration Centre</b> Permanent exhibition of the Masterplan with information available on all plans and strategies and someone to deal with queries. Open 11am to 4pm Tuesday to Saturday.	788
	<b>Total number of people engaged in events and activities</b>	<b>4,615</b>

## 5.2 WRITTEN RETURNS

5.2.1 Written responses received to date are outlined below. These include questionnaires, event feedback forms, letters and reports received in print and electronically.

### 5.2.2 Community Strategy

		<i>print</i>	<i>electronic</i>	<i>totals</i>
a	Brochure questionnaires	91	9	100
b	Citizens panel – brochure questionnaires	402		402
c	Youth questionnaires	27		27
d	Full draft and organisation responses	12	8	20
	<b>TOTALS</b>	<b>532</b>	<b>17</b>	<b>549</b>

### 5.2.3 Masterplan

		<i>print</i>	<i>electronic</i>	<i>totals</i>
a	Brochure questionnaires	159	12	171
b	Letters/reports from individuals	2		2
c	Letters/reports from organisations	13	3	16
d	Feedback sheet comments - presentation on 26 Nov	15		15
e	Feedback sheet comments - presentation on 4 Dec	11		11
	<b>TOTALS</b>	<b>193</b>	<b>15</b>	<b>215</b>

### 5.2.4 Millennium Community

		<i>print</i>	<i>electronic</i>	<i>totals</i>
a	Brochure questionnaires	62	8	70
b	Organisation submissions	2		2
	<b>TOTALS</b>	<b>64</b>	<b>8</b>	<b>72</b>

### 5.2.5 Cultural Strategy

		<i>print</i>	<i>electronic</i>	<i>totals</i>
a	Brochure questionnaires	79	3	82
b	Detailed feedback form	3	2	5
c	Letters/reports from organisations	12	8	20
	<b>TOTALS</b>	<b>92</b>	<b>13</b>	<b>107</b>

### 5.2.6 Housing Renewal Area

		<i>print</i>	<i>electronic</i>	<i>totals</i>
a	Brochure questionnaires	51	1	<b>52</b>

### 5.2.7 Draft Local Action Plans

		<i>print</i>	<i>totals</i>
a	Ore Valley brochure questionnaires	29	29
b	Castle Ward brochure questionnaires	42	42
c	Gensing & Central St Leonards brochure questionnaires	143	143
	<b>TOTALS</b>	214	<b>214</b>

### 5.2.8 General

		<i>print</i>	<i>electronic</i>	<i>totals</i>
a	Record of feedback comments	33		33
b	Other issues feedback comments	18		18
c	Our future website general comments		2	2
d	Miscellaneous letters and comments	4	2	6
	<b>TOTALS</b>	55	4	<b>59</b>

### 5.2.9 Total of written submissions

		<i>print</i>	<i>electronic</i>	<i>totals</i>
	Total of above	1195	58	<b>1268</b>

## 5.3 MEDIA COVERAGE

### 5.3.1 Press items

<i>Date</i>	<i>Media</i>	<i>Title article</i>	<i>Square inches</i>
25 10 02	<i>H &amp; SL Observer</i> , p14.	'Town future is in your hands, says council', news item.	29
01 11 02	<i>H &amp; SL Observer</i> , pp14&15.	'Eyes and ears of the men in blue', 'The man with a plan to create a buzz...', 'The Masterplan – five main regeneration points', feature spread.	288
8 11 02	<i>H &amp; SL Observer</i> , p12.	'New university will give whole town a lift', 'SureStart helps children at a vital stage', feature page.	108
15 11 02	<i>H &amp; SL Observer</i> , p12.	'21 <sup>st</sup> century housing plan', 'Sea and country avenues', feature page.	108
15 11 02	<i>H &amp; SL Observer</i> , p?	'Chance to view future town plans', news item.	20
22 11 02	<i>H &amp; SL Observer</i> , p2.	'250 hear Taskforce vision for Hastings', news item.	16
22 11 02	<i>H &amp; SL Observer</i> , p10.	'Street sports for everyone through outreach projects', 'From tip to public park in 10 years', feature page.	132
29 11 02	<i>H &amp; SL Observer</i> , p8.	'Renewal areas will tackle the worst housing problems', 'Virtual highway as important as roads', 'Benefits of broadband to everyone', feature page.	132
29 11 02	<i>H &amp; SL Observer</i> , p10.	'Action plan focuses on benefits', news item.	20
6 12 02	<i>H &amp; SL Observer</i> , p17.	'Architect outlines plans for future', news item.	22

13 12 02	<i>H &amp; SL Observer</i> , p7.	'Jurassic tendency means extinction', 'Outer ring road needed', letters.	26
20 12 02	<i>H &amp; SL Observer</i> , p34.	'Watch out for the concrete' and 'I like Hastings the way it is', letters,	20
10 12 02	<i>Go4tune</i>	Some thoughts on architecture and planning, feature.	44
Dec 02	<i>SE View (The Regional newsletter for SEEDA)</i> , p3;	Government applauds regeneration of Hastings and Bexhill',	56
Dec 02	<i>SE View</i> , pp 6&7.	'New dawn for Hastings and Bexhill'.	176
Autumn 02	<i>The Warrior</i> .	'Our future – your say', 'Consultants join HBC team', news items.	36
Winter 02	<i>About</i> , Hastings Borough Council magazine.	'Leaders Introduction' p2 and 'So...what will your new dawn bring?' pp7-12.	400
3 1 03	<i>H &amp; SL Observer</i> , p4.	'Community forum workers rewarded'	7
		<b>TOTAL COLUMN INCHES</b>	<b>1,640</b>

### 5.3.2 Radio and television

<i>Date</i>	<i>Media</i>	<i>Title article</i>	<i>Minutes</i>
08 11 02	BBC TV	Lead news feature on local news 6pm and 10pm. Footage of the town, consultation brochures and an interview with Cllr John Humphries and John Shaw.	10
08 11 02	Arrow FM local radio.	Bulletins throughout the day – 4 ten- minute live slots on the consultation programme.	40
November	Arrow FM local radio.	Headline bulletin one day each week for four weeks.	40
		<b>TOTAL MINUTES</b>	<b>90</b>

## 5.4 MEETINGS

5.4.1 At all the meetings, presentations and forums, participants were encouraged to respond primarily by completing the questionnaires in the brochures or making other written responses.

5.4.2 Additional information on the meetings listed below has been received and forms Appendix J1

<i>Date</i>	<i>Meeting</i>	<i>Documents</i>
29 11	Community consultants training days	Report
6 11	Masterplan briefings	Invitation list
14 11	Masterplan briefings	Invitation list
19 11	HBC Overview & Scrutiny Committee 1	Meeting notes
21 11	Sustainability Network Meeting	Meeting notes
25 11	Voluntary/Community sector conference	Report by HVA
26 11	HBC Overview & Scrutiny Committee 2	Meeting notes
26 11	Masterplan public meeting, St Marys	Audio tape Video of meeting
28 11	HBC Overview & Scrutiny Committee 1	Meeting notes
28 11	Chamber of Commerce	Meeting notes
2 12	Young People's Council	Feedback from meeting
4 12	Masterplan briefings	Invitation list and letter Feedback from briefings note
4 12	Masterplan public meeting	Transcript of debate. Video of meeting.
17 12	1066 Tenants Consultative Group	Meeting notes
3 12	Disability Forum	Report
4 12	Masterplan briefings	Invitation list and letter Feedback from briefings note

## 5.6 ORGANISATIONS

5.6.1 Written submissions in the form of letters or reports have been received from 26 organizations. Some have commented on the regeneration plans generally, others have responded to specific documents. A listing is provided in the table below. The original source material is available both on paper and electronically (contact Jane Jackson. [jjackson@hastings.gov.uk](mailto:jjackson@hastings.gov.uk) 01424 781481).

G = General CoS = Community Strategy M = Masterplan MC = Millennium Community CuS = Cultural Strategy HRA = Housing Renewal Area

<i>Organisation</i>	<i>G</i>	<i>CoS</i>	<i>M</i>	<i>MC</i>	<i>CuS</i>	<i>HRA</i>
<b>1066 Housing Association</b> (letter 20.12.02)	√					
<b>Art Works</b>					√	
<b>Association of Bexhill Citizens</b> (letter 10.12.02)			√	√		
<b>Crowhurst Parish Council</b> (letter 4.12.02)			√			
<b>De La Warr Pavilion</b> (letter 19.12.02)			√			
<b>East Sussex Coastal Biodiversity Project</b> (letter 20.12.02)			√			
<b>East Sussex County Council</b> (emails 29&29.11.02 and 18.12.02)		√				
<b>East Sussex Transport 2000</b> (Report 6.12.02)		√	√	√	√	
<b>Environment Agency</b> (email 27.11.02)		√				
<b>Government Office for the South East (GOSE)</b> – (email 6.12.02)		√				
<b>Green Party</b> (note following meeting on 21.11.02)			√			
<b>Hastings Borough Bonfire Society</b> (letter 6.12.02)					√	
<b>Hastings Borough Council – Borough Ecologist</b> (Memorandum 9.12.02)	√	√				
<b>Hastings Borough Council – Regeneration Division</b> (letter 12.12.02)		√				
<b>Hastings &amp; St Leonards Allotments Federation</b> (letter 10.12.02)	√					
<b>Healthier Hastings Action Group/ Partnership Board</b> (marked up draft 16.12.02)						

<b>Hastings Old Town Residents Association</b> (letter Dec 02)		√	√		√	
<b>Hastings Regeneration Partnership Board</b> (Report 2.12.02)						
<b>Hastings Traditional Jack in the Green</b> (letter 2.12.02)					√	
<b>Hastings Urban Design Group</b> (report 30.11.02)			√			
<b>Hastings Voluntary Action</b> (letter Dec 02)						
<b>Old Hastings Preservation Society</b> (let 8.12.02)					√	
<b>Sport England</b> (email 2.12.02)					√	
<b>Stade Partnership</b> (letter 10.12.02)			√			
<b>Sussex Wildlife Trust</b> (report 18.12.02)	√	√	√	√	√	√
<b>University of Brighton</b> (report Dec 2002)			√			

## 5.6 REGENERATION CENTRE

### 5.6.1 Regeneration Centre

The Regeneration Centre has kept a log of enquiries and comments. This forms Appendix J2. 788 people visited the centre between its opening in October and mid December. The results of 245 people who recorded their interest is as follows:

<i>Topics of interest</i>	<i>Number</i>
Urban renaissance	61
Education	11
Transport	39
Broadband	4
Business	18
HBC	12
Masterplan	137



## **5.7 OTHER FEEDBACK**

### **5.7.1 Hard to reach**

A report on work with hard to reach groups forms Appendix J3

### **5.7.2 Event sheets**

Responses on general feedback sheets at events forms Appendix J4

### **5.7.3 Feedback from facilitators**

An email questionnaire was sent to all those who had helped with facilitating at the exhibitions and other events. The results of the 5 responses forms Appendix J5

### **5.7.3 Miscellaneous**

Miscellaneous letters and feedback forms Appendix J6

## 6 Consultation findings summary

### 6.1 THE COMMUNITY STRATEGY

6.1.1 Response to the questionnaire brochures indicates widespread support for the draft community strategy. The average level of agreement with the suggestions made was 68% for problems, 83% for solutions and 78% for targets. A breakdown into the seven themes is shown in the table below.

	<i>Theme</i>	<i>Average agreement with problems proposed</i>	<i>Average agreement with solutions proposed</i>	<i>Average agreement with targets proposed</i>
1	A safer town	73	81	78
2	A learning town	61	80	75
3	A decent home for everyone	68	88	77
4	An inclusive town	59	84	80
5	A town that's good to live in	73	87	83
6	A healthier town	67	79	77
7	An economically successful town	76	79	78
	<b>Overall average</b>	<b>68</b>	<b>83</b>	<b>78</b>

- 6.1.2 For most suggestions, a large majority of those not agreeing were 'unsure' or made no response rather than disagreeing. This means that support can be taken as greater than indicated by the percentages above.
- 6.1.3 Varied levels of agreement are clearly identifiable for different suggestions and a wealth of reasons for this are evident from the remarks made in the comment boxes. This will require careful interpretation by the appropriate parties.
- 6.1.4 The youth questionnaire results provide an interesting insight into the views of children on the community strategy themes.
- 6.1.5 Many important issues are raised in the organisational responses which need to be carefully considered, both in terms of the structure and presentation of the strategy and key issues not adequately dealt with.
- 6.1.6 A separate report is available on the analysis of the Citizens' panel responses.
- 6.1.7 For full details see Appendix A.

## 6.2 THE MASTERPLAN

6.2.1 There appears to be substantial support for the Masterplan. The average response from returned questionnaires for the main ideas was 77% for, 12% against and 11% not sure. The sense of general enthusiasm is encapsulated in the positive quotes in paragraph 2.7 (Appendix B).

6.2.2 In order of popularity the main ideas were rated as follows:

	<i>idea</i>	<i>% for</i>	<i>% against</i>	<i>% not sure</i>
1	Metro rail services	92	2	6
2	University centre	90	4	6
3	Countryside park	85	9	6
4	Millennium community	83	7	10
5	Arts Quarter	76	10	14
6	Sea Avenue	76	13	11
7	Beach community	70	14	16
8	Country Avenue	69	21	10
9	Hilltop Gateway community	48	32	20

6.2.3 Differing popularity of various aspects of the main ideas are clearly identifiable. For instance, the sea avenue proposals for lighting, bars, restaurants and landscaping on the seafront are very popular but the idea of separating the east and west carriageways is not so enthusiastically supported. The Arts Quarter idea is strongly endorsed but the Centre for Arts and Design in Warrior Square is questioned by many.

6.2.4 There are markedly differing views on a great many aspects. For instance, the desirability of landmark buildings.

6.2.5 A number of fundamental differences of perspective are identifiable: for instance roads v no roads; development v no development.

6.2.6 A wealth of suggestions have been made. These range from minor changes to the current proposals to major proposals for new elements which might be included.

6.2.7 A number of common queries and concerns have emerged. For instance, whether the countryside park or link road will cause houses in Crowhurst to flood.

6.2.8 For full details see Appendix B.

## **6.3 MILLENNIUM COMMUNITY**

- 6.3.1 There appears to be widespread support for the Hastings Millennium Community in principle. Over 80% of respondents for the Millennium Community questionnaire thought it would be good for the area and only 2% thought it would not be. This level of support is similar to that found from the consultation on the Masterplan (see para 6.2.2).
- 6.3.2 People have high expectations for the Hastings Millennium Community and have contributed a menu of ideas which will be useful for refining the aims and content for individual sites. Detailed involvement at a local level has been promised.
- 6.3.3 A high proportion of those who completed the questionnaire expressed interest in taking an active part in the development. For instance:  
27% in buying a new house,  
21% in self build,  
33% in a live/work home,  
17% in workspace,  
25% in providing paid expertise,  
21% in sweat equity  
23% in being involved in community planning and design.
- 6.3.4 There is roughly equal interest in all the Millennium Community sites.
- 6.3.5 For full details see Appendix C.

## **6.4 HOUSING RENEWAL AREA**

- 6.4.1 The work carried out in the Southwater Housing Renewal Area has been highly appreciated. Over 80% of respondents thought it had been a good thing for St Leonards. The wide range of reasons given show that it has been valued both for its effect on improving the environment and on regenerating community spirit.
- 6.4.2 There appears to be overwhelming support for the declaration of a second housing Renewal Area. Almost 90% of respondents thought it would be good for the area and only 2% thought it would not be.
- 6.4.3 There is reasonable support for the boundaries proposed (66%) but many suggestions have been made for areas that should be included or excluded which will need to be considered.

- 6.4.4 Many suggestions have been made for properties in need of attention and for projects that need undertaking which will be a useful input to the detailed survey work.
- 6.4.5 There appears to be considerable enthusiasm for people to be practically involved in a number of ways.
- 6.4.6 For full details see Appendix E.

## **6.5 LOCAL ACTION PLANS**

- 6.5.1 All three draft Local Action Plans were substantially endorsed. Average levels of agreement with proposed priorities for action were as follows:
- 87% Ore Valley
  - 82% Castle Ward
  - 81% Gensing & Central St Leonards.
- 6.5.2 Many useful suggestions for improvements were made (and have already been taken on board by the local forums).
- 6.5.3 There was considerable enthusiasm about the community planning process and many offers of practical help.
- 6.5.4 For full details see Appendices F, G & H

# 7 Conclusions and Recommendations

---

## 7.1 THE CONSULTATION PROCESS

### 7.1.1 Focusing thinking

The Consultation programme has played an invaluable role in focusing the thinking of all those involved in the regeneration of the area, clarifying the many proposals and promoting partnership working.

### 7.1.2 Generating debate

The programme has succeeded in making people aware of the possibilities for the future of the area and generating debate. It has also provided opportunities for people to make their views known, including many hard to reach constituencies.

### 7.1.3 Quality response

People have taken a great deal of care and attention in responding to the questionnaires. The quality of the responses has generally been extremely thoughtful and genuine. The quantity of written responses has been satisfactory given the complexity of the issues, the length of some of the questionnaires and the tight timescales. The level of participation in the events has been high, with a lot of detailed individual discussions, and provides a substantial foundation for longer term engagement.

### 7.1.4 E-participation experience

The process used emerging internet technology to the full, both in the preparation stage for participatory editing and in allowing people to access information and respond electronically. This was a highly useful experience for all involved and should be built on.

## **7.2 THE CONSULTATION RESULTS**

### **7.2.1 Positive support**

The results demonstrate widespread public support for the general thrust of the plans and strategies. They also demonstrate varied levels of support for the details and a wealth of suggestions which can be used to refine and develop the plans and proposals over the coming months and years.

## **7.3 NEXT STEPS**

### **7.3.1 Ongoing process**

The recent initiative should be seen as just the first phase of a continuing engagement of all sections of the community in planning and implementing change. For the Community Strategy and Local Action Plans, this is seen to be a regular annual cycle of engagement, with the community really involved in overseeing implementation and monitoring. For the Masterplan and the Millennium Community programme, there has to be a commitment to community participation in the planning and development of projects at a local level. Responses to the Masterplan, Millennium Community and Housing Renewal Area questionnaires should continue to be encouraged for several months.

### **7.3.2 Publicise and build on the results**

The results of the first phase of consultation need to be communicated and used as a basis for further debate and feedback. Ways of doing this include the following:

- a) Publish results in *About* magazine and invite continuing responses, particularly on the Masterplan and Millennium Community.
- b) A town meeting.
- c) Exhibition in the Regeneration Centre.
- d) Online debate.
- e) Continue to develop the links with hard to reach groups and the local forums.

### **7.3.3 Interpret the results and revise plans**

The results need to be interpreted by those responsible for producing the draft plans and the plans revised accordingly.

#### **7.3.4 Build into school curriculum**

The regeneration of the town should be built into the school curriculum on a long-term basis, with support given to projects and opening doors to post-school training and to jobs.

#### **7.3.5 Develop community consultant network**

Use community consultants in the future, preferably on a paid basis, and extend the network.

#### **7.3.6 Consultation on local issues**

There is need to focus future consultation on local issues. For instance, Millennium community sites, certain parts of the Country Avenue.

#### **7.3.7 New local forums**

The possibility of establishing new local forums in key areas affected by change is worth exploring. For instance West St Leonards, and the Old Town.

#### **7.3.8 Debates on key themes**

Collaborative working discussion is needed on key problem areas of controversy or uncertainty. For instance the Country Avenue, sustainability, green spaces, new housing, hilltop community.

#### **7.3.9 Explore new ideas**

Feasibility work is needed on a number of suggestions put forward. For instance seafront transport systems, harbour/marina.