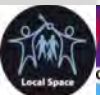


# St Leonards Coastal Space Community Planning Weekend Report Back

9 February 2012  
The Magnet, London Road  
St Leonards-on-Sea



# Background

Over the past year Local Space has been in discussions with Hastings Borough Council to lead a major new initiative within Central St Leonards. This will involve improving the property conditions within the area as well as working closely with the local community to instigate far wider change.




# Publicity

- Leaflet drop - 2000 households
- Invitations to stakeholders
- Informal meetings with the community

## St Leonards Coastal Space Community Planning Weekend


12.30pm to 7.30pm, Friday 20 January & 11am to 4pm, Saturday 21 January 2012  
The Magnet, London Road, St Leonards-on-Sea TN37 6GL






**Come and have your say about the future of St Leonards**

Refreshments will be provided

**Don't forget the Report Back**  
7pm, Thursday 9 February 2012  
The Magnet, London Road,  
St Leonards-on-Sea TN37 6GL



**Everyone is welcome!**

The Community Planning Process is being organised by John Thompson & Partners, Architects and Urbanists on behalf of Local Space. If you would like any more information please contact Ieva Ansbargera, John Thompson & Partners at [ia@jtp.co.uk](mailto:ia@jtp.co.uk) or on 020 7017 1780.

## St Leonards Coastal Space Community Planning Weekend

### Invitation

You are invited to attend the St Leonards Coastal Space Community Planning Weekend to participate in creating a new Vision for the future of the area. The event will bring together everyone with an interest in St Leonards to produce a practical Vision for its future.

### Background

Over the past year Local Space has been in discussions with Hastings Borough Council to lead a major new initiative within Central St Leonards. This will involve improving the property conditions within the area as well as working closely with the local community to instigate far wider change. To launch this new approach John Thompson & Partners on behalf of Gensing and Central St Leonards Community Forum and Local Space will be running a Community Planning Weekend on Friday 20th and Saturday 21st January 2012. Over the two days local residents, partner agencies, schools and the business community will all be invited to take part in a series of lively discussions and hands-on workshops to both celebrate what is great about the area and create solutions to its problems.

### What to expect at the Community Planning Weekend

At the Community Planning Weekend you will have the opportunity to take part in workshops and hands-on planning groups to discuss key issues such as community facilities, landscape design, sustainability, getting about and the local economy. This event will be an opportunity to share local knowledge and ideas and contribute to the emerging Vision for the site. Pop in for a short while, a few hours or stay for the entire time if you can. Team members will be on hand to explain what's happening.

### Report Back

Following the Community Planning Weekend the community planning team will analyse and summarise the outcomes and develop an Illustrated Vision for the site. This will be reported back to the community at 7pm on Thursday 9 February at the Magnet, 1 Christ Church Courtyard, London Road, St Leonards-on-Sea TN37 6GL.

In the meantime, if you would like any more information please contact Ieva Ansbargera, John Thompson & Partners at [ia@jtp.co.uk](mailto:ia@jtp.co.uk) or on 020 7017 1780.

### Programme

#### Friday 20 January

**12.30** Event opens with lunch

**13.30** Introduction

**13.45** Parallel Workshops

**Workshop 1 - St Leonards Today**

- What are the good and bad things about St Leonards?
- What should we improve and how can we do it?

**Workshop 2 - Young People's Workshop**

A chance for young people to talk about and draw ideas for the area.

**15.00** Refreshment Break

**15.15** Hands-on Planning and Walkabouts

Work in small, facilitated groups to consider key issues in St Leonards and start to plan ideas for the future. Groups may choose to go on walkabouts of the area to see and discuss opportunities for improvement.

**16.45** Break

**17.00** Reports back from the Hands-on Planning Groups

**18.00** Refreshments

**18.15** Local Economy Workshop

How can we help local business prosper and create employment and training opportunities for local people?

**19.30** Close

#### Saturday 21 January

**11.00** Exhibition opens with brunch

**11.30** Introduction

**11.45** Parallel Workshops

**Workshop 3 - St Leonards Tomorrow**

- Housing, community services, quality of the environment!
- How can we improve things in St Leonards and how can the community be involved?

**Workshop 4 - Young People's Workshop**

Another opportunity for young people to think about and draw ideas for the area.

**13.00** Lunch

**14.00** Hands-on Planning and Walkabouts

Another chance to work in small, facilitated groups to consider key issues in St Leonards and start to plan ideas for the future. Groups may choose to go on walkabouts of the area to see and discuss opportunities for improvement.

**15.15** Refreshment Break

**15.30** Report Back

**15.45** Workshop 5 - The Way Forward

How can the ideas generated during the weekend be taken forward and how can the community stay involved?

**16.00** Close





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**WEA**  
Learning - Life

Community Interpreting

20<sup>th</sup>, 2012 at Chapel Park  
Chapel Park Road, St Leonards

Benefits for 21 hour course

Introduction to working as an interpreter  
Community.

Inter as an interpreter and perhaps  
course will also give you the stepping  
2-3 Essential Skills & Knowledge for  
could make you a fully qualified  
interpreter.

comes on Friday 10.30am-2.30pm for  
personal learning support following the  
to complete your portfolio.


by £50.00 deposit and complete  
interview.

come to our introductory  
session at Chapel

on for  
£5.00

## St Leonards Coastal Space Community Planning Weekend


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**Everyone is welcome!**

The Community Planning Process is being organised by John Thompson & Partners, Architects and Urbanists on behalf of Local Space. If you would like any more information please contact Jane Rowledge, John Thompson & Partners on 01424 71717 or email [info@jtp.co.uk](mailto:info@jtp.co.uk) or 020 7517 1290.

[jtp.co.uk](http://jtp.co.uk)

## St Leonards Coastal Space Community Planning Weekend

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**What to expect at  
Community Planning Weekend**  
Community Planning Weekend you will have the opportunity to take part in workshops and hands-on sessions to discuss key issues such as community design, sustainability, getting about town. This event will be an opportunity for you to share your views and ideas and contribute to the development of a new vision for the area. Pop in for a short while, a few minutes if you can. Team up with others to see what's happening.



# Friday

# Team Walkabout













**Oakfield**  
01424 446644  
oakfield-property.co.uk  
**let by**





**Oakfield**  
01424 446644  
oakfield-property.co.uk  
**let by**

A ROUND SIGN FOR A SQUARE DEAL  
**TO LET**  
**ONE STOP**  
01424  
**200 990**  
www.onestopstates.com





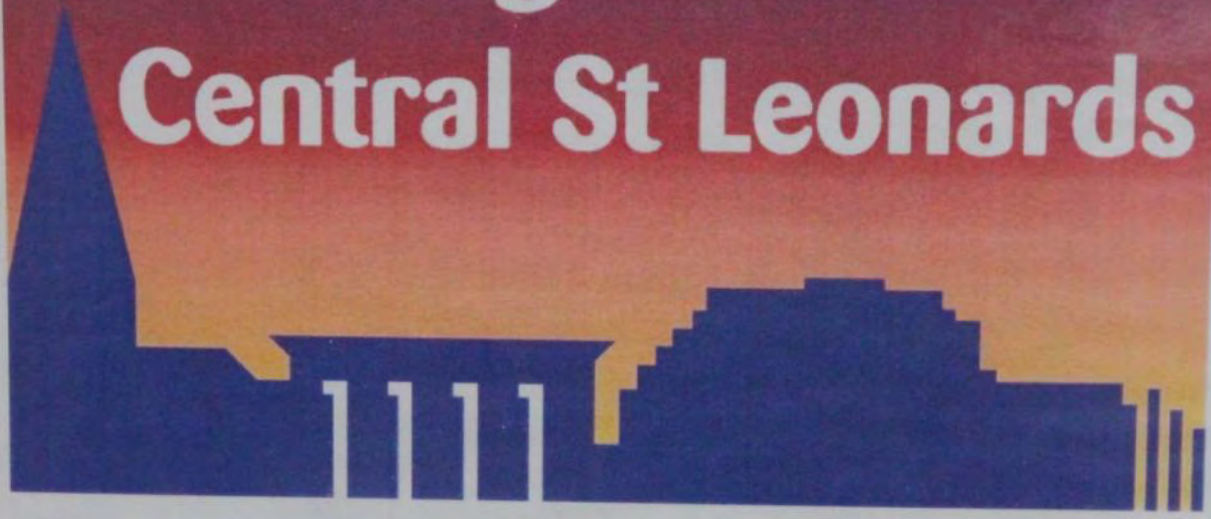


DECIMUS BURTON WAY

TO THE LAWN THE UP AND  
MAZE HILL TERRACE  
AND STANHOPE PLACE



# Gensing and Central St Leonards



# Community Forum





The Gensing and Central St Leonards Community Forum presents

# St Leonards Festival

Saturday 16th July 2011 - 12 noon til 8pm



Soul X Press and the **BLUES BRO SOUL & MOTOWN REVUE**

CHILDREN'S  
MINI  
OLYMPICS

SUN  
GAZING



CIRCUS ACROJOU'S  
WHEEL HOUSE

GALLOPING  
CUCKOOS



Free Festival & Market on Warrior Square Gardens, St Leonards-on-Sea



For the latest information call:  
01424 438291 or email: [office@gcsf.org.uk](mailto:office@gcsf.org.uk)

St Leonards Festival is an alcohol free event



  
**Student  
SAFE ZONE**



International  
Calling Card  
**WELCOME**

  
**NO SMOKING.**  
It is against the law to  
smoke in these premises



**SHOPLIFTERS**  
**BEWARE!**  
**CCTV**  
**INSTALLED**

**NO CASH  
KEPT ON  
PREMISES  
OVERNIGHT**

**PUSH**  
LEBARA  
Play As You Go SIM  
Sold here

**O<sub>2</sub>**  
International  
Calling Card



**ST LEONARDS COASTAL SPACE  
COMMUNITY PLANNING WEEKEND**  
11.30am - 7.30pm, Friday 20 January & 11am - 4pm Saturday 21 January 2012  
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*Everyone is welcome!*

itp.co.uk



GRAND  
PARADE







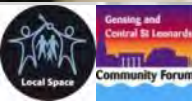
# MARINE COURT







# Team Briefing



# Key Issues

Pranesh Datta, HBC

## Investment - Public and Private in Hastings

Declared Housing Renewal Area 2003 - £7m investment

(2) programme - £2.3m

Urban Renaissance Programme - £2.4m

Neighbourhood Renewal Funding

Conservation Area

Restoration of key buildings over last few Years - Christ

Church, Renaissance House, Adelphi Hotel, Eversfield Place

Properties, Kings Road (shop fronts and buildings), Marine Court

Public Realm - St Leonards Gardens and the Seafront

Public Art - The 'Stream' at the Marina; Banksy's 'T

St Leonards; Ben Eines' portrait of Prince Charles; Ann

Decorative Lighting; 'The Space' on Kings Road

Bob Young, Local Space



# Key Issues

Simon Hubbard, HBC

Waste – litter & dog waste - survey given  
streets' residents  
Parking – controversial issue – pro  
Residents, commuters, local workers  
Coppers  
Anti-Social Behaviour of street  
gging and dispersing  
Improving housing standards



|     | 2007 | 2008 | 2009 | 2010/11 | 2011/12 |
|-----|------|------|------|---------|---------|
|     | £m   | £m   | £m   | £m      | £m      |
| ... | 1.2  | 1.0  | 0.8  | 0.6     | 0.4     |
| ... | 1.1  | 0.9  | 0.7  | 0.5     | 0.3     |
| ... | 0.1  | 0.1  | 0.1  | 0.1     | 0.1     |

# Public Introduction

# ST LEONARDS COASTAL SPACE COMMUNITY PLANNING WEEKEND

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The Magnet, London Road, St Leonards-on-Sea TN37 6GL



Don't forget the Report Back - Thursday 9 February, 7pm at the Magnet [jcc.co.uk](http://jcc.co.uk)

St Leonards Today

ISSUES

DREAMS

SOLUTIONS

***“We want to know what  
the St Leonard’s of  
tomorrow should look  
like”***

***Angus Kennedy***



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**St Leonards Today**

**DREAMS**

**SOLUTIONS**



***“This where we find out  
what you think, instead  
of you finding out what  
we think.”***

***Jeremy Birch, Leader  
Hastings Borough Council***





Friday Post-it Workshop

# St Leonards Today





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## St Leonards Today

### ISSUES

### DREAMS

### SOLUTIONS







Open Space

areas for children

Leonards Today



# ISSUES

## Trust in the process

- Too many promises not enough actions
- “Lack of integration within a diverse community”***

## Pride/Respect

- Lack of Civic pride in the area
- “Burton’s St Leonards not valued”***

## Anti-social behaviour

- Removing hardcore drinkers with existing laws
  - Drug dealing in central St Leonards
  - Young offenders
- “As a woman I feel unsafe walking in the street at night”***

## Quality of the environment

- Communal bins badly maintained bin bags left in the streets
- Dog fouling
- Grass in the gutters damaging properties
- Satellite dishes on properties in the 7 Streets

# ISSUES

## Parking

- Problems for people wanting to park near shops
- Parking space cannot cope with residents and businesses

## Shops and properties

- Run down and derelict shops
- Empty St Marys Nursing Home
- Vacant shops
- Footfall on the Kings Road

## Housing

- Premises of multiple occupancy and overcrowding
- Dilapidated Victorian properties
- Poor quality refurbishment
- Bad mix of owner occupiers and private landlords
- More family homes needed, not 1 bedroom flats
- Landlords exploiting vulnerable people

## Unemployment

***“Many with lack of skills or sense of worthwhile activity”***

***“It is a depressed area with terminally unemployed people”***

# ISSUES

## Young People

- Lack of activities
- Youth unemployment
- Underage drinking

## Community amenities

- Lack of community facilities
- Lack of adult education programmes
- Lack of space for play and building allotments
- Under used/valued Warrior Squire Gardens

## Public Transport

- Lack of transport between Central and West St Leonards
- Transport too expensive

## Tourism

- Lack of top quality tourism in the area

# DREAMS

## Transport Connections

- Electric bus from St Leonards to the Old Town
- Improved Road and rail link around town and to London
- More cycle paths away from the traffic

## Transformation of Place/Restoration

- The restoration of Marine Court
- The Azur transformed into a cultural centre
- A mix of property types

***“Well maintained and restored buildings to make this town a destination again”***

## Improved public realm

- Litter free beaches
- Care of other species and care of other species who share the space
- Cleaner and safer streets

# DREAMS

## Retail

- The variety of shops is improved
- Fewer Hairdressers and charity shops
- Make Kings Road busy again

## Employment opportunities

- The need to attract commerce and employment to the area

## Art and Heritage

*“A place to show off good quality local artists like me!”*

# DREAMS

## Civic Pride

- Physical decline halted and the area is a place to be proud of
- A statue of Decimus Burton

## Eco Initiative

- The introduction of 'Incredible Edible'

## Community and Pride

- 'I came back to find people trusted one another'
  - Community centres well attended and advertised
- "People not afraid to smile at one another...bring the smile back!"***

## Creative design and quality

- Council proactively enforcing on dog mess and satellite dishes
- A fully funded St Leonards Festival

***"Turn Cavendish House into a Travel Lodge"***

# SOLUTIONS

## Activities/Recreation

- Cycle club for younger cyclists
- “Make Warrior Square Gardens a park for everyone.”***

## Energy/Sustainability

- Consider nature in all decisions which affect the area
- Recycle bins along the promenade and around town

## Transport

- Bicycle hire service
- Set up a St Leonards bus users forum
- Busses stopping at Warrior Square Station

## Tourism

- Create more tourist destinations instead of building flats

## Attitudes

- Teach others how to budget
- “Infuse love through every action and thought.”***
- “See beyond fear, help people learn to step beyond it.”***
- “Create a time machine and bring the town back 10 years.”***

# SOLUTIONS

## Assets

- Artistic
- Multicultural
- Eccentrics-ville
- Space for all sorts of people who are different
- Colourful
- Live music

## Housing

***“Affordable good quality housing made available to all age groups to encourage balanced, caring communities.”***

## No tolerance/council enforcement/actions

- More proactive enforcement needed“
- *“Planners should be there for us.”*
- Have a ‘street blitz’ on dog fouling

***“Set up registration scheme for multi-occupied houses and enforce the standards/conditions. Action by Hastings Council.”***

# SOLUTIONS

## Public realm/gardening

- Use of Warrior Square gardens for family activities
- Community gardening opportunities
- Enter Pride of Place competition

***“More gardening: plant trees – guerrilla gardening”***

***“Encourage high quality temporary kiosks on seafront promenade to provide more seafront eating/drinking possibilities & draw people from Hastings. Allocate sites for the Council to advertise as business opportunities.”***

## Small Business opportunities/Initiatives

- Grants for potential shops

## Town Team

- Set up a St Leonards town team

## Health

- Promote awareness of mental health problems

## Heritage

- Respect the conservation areas

***“Commission a statue of Decimus Burton or competition in art schools to do one.”***

# SOLUTIONS

## Training and Communication

- Creation of a community service time banking/ trading scheme
- Older people pass on skills/knowledge
- Improve information sharing in the community

## Physical Change/development

- Develop the pier
- Develop public/disused space
- Invest in poor quality housing to bring back into use
- Remove the traffic calming in Kings Road
- Bring a 5 star hotel to the area
- Improve the design and character of new buildings



# Hands on Planning Young People

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## St Leonards Today

### ISSUES

### DREAMS

### SOLUTIONS

Background wallboards filled with sticky notes and diagrams under the categories ISSUES, DREAMS, and SOLUTIONS. Visible text includes: PARKING FOR BUSINESSES, EXISTING LANDSCAPE/SCENERY NEED, INTEGRATION + COMMUNITY (LOCAL) NEED, (LOCAL) AMENITIES, EARTH FRIENDLY + CARBON REDUCTION, SUSTAINABLE LANDSCAPES, SOCIAL BEHAVIOUR, COMMUNITY + BASE, TRANSPORT + CONNECTIONS, TRANSFORMATION OF PLACE / REGENERATION, HEALTH, RETAIL, VULNERABLE PEOPLE, COUNCIL EMPLOYMENT ACTORS, SUSTAINABLE LANDSCAPES, CREATIVE QUALITY, HOUSING, LOCAL PEOPLE.



**A group of children from St Mary Star of the Sea RC School participated in a young people's workshop to discuss issues, needs and opportunities of the area where they live. Emerging key points: :**

- St Leonards Gardens: Keep it clean and improve on what is already there
- Re-build the pier
- Move sand onto the beach to have a designated children's play area
- Improve safety and reduce the fear of crime
- Too much dog mess in ALL streets
- We want our own sports field!!!
- Develop the ice rink to suit children



# Hands on Planning Respond Academy



*“Listening and engaging with young people is key.”*

## Considering the needs, opinions, and issues of young people

- Workshop comprised of four young people and one of the founders of the Respond Academy
- Discussions about young people's needs in the community
- Consensus that most young people with unfortunate backgrounds/experiences are neglected by the community

## Respond Academy provides the opportunity to

- Learn art, dance, photography, music, media & film production
- To achieve Silver & Gold Arts Awards
- To return to mainstream school

## Respond Academy need

- Funding to support their long term vision.
- Transport for young people to get to the Academy. Especially those who find it difficult to travel by public transport.
- Change currently voluntary nature of work to employment.



# Hands on Planning Lensville



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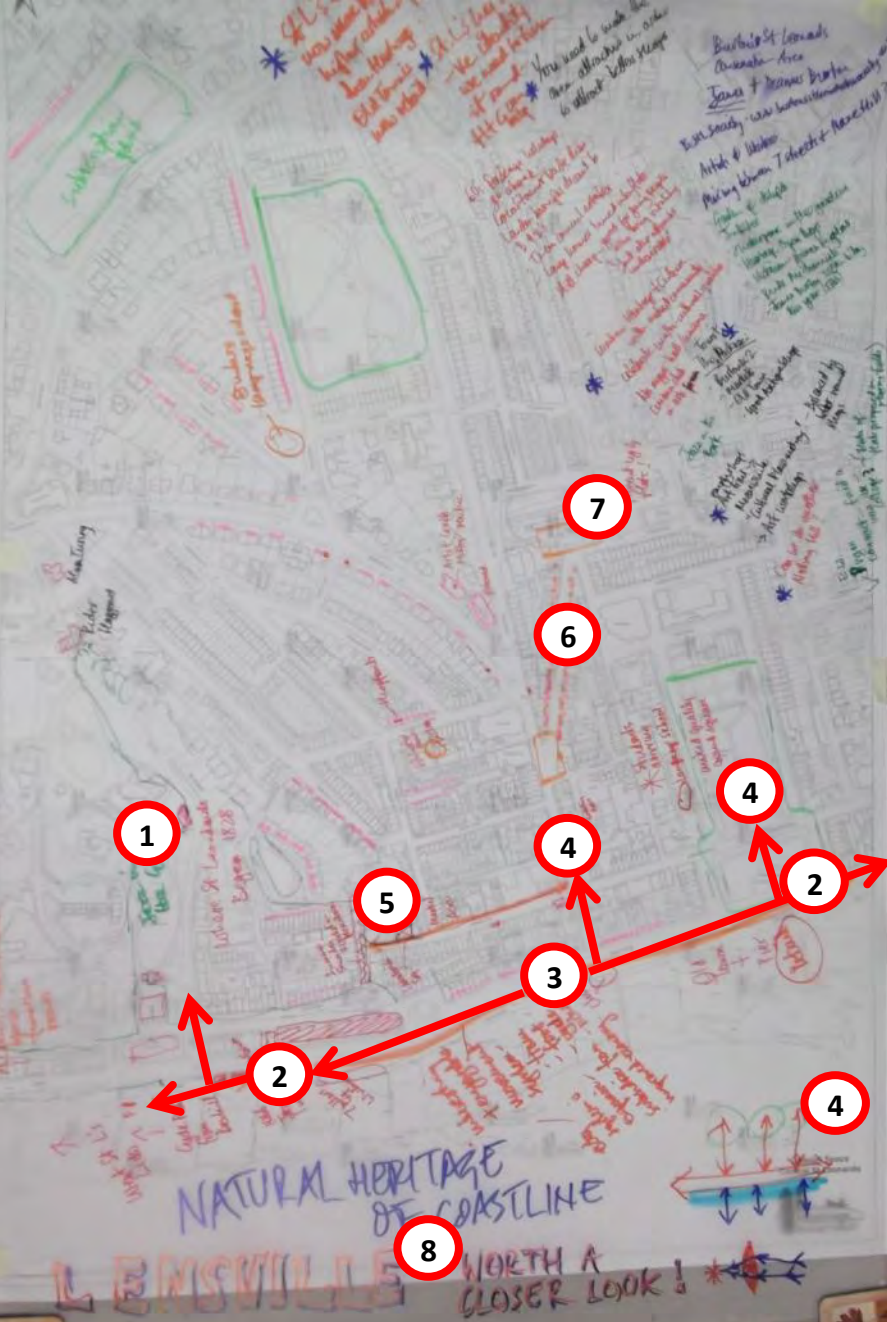
[itp.co.uk](http://itp.co.uk)

## Hands-on Planning

LENSVILLE - worth a closer look  
ST L - NEG IDENTITY  
- TURN IT ROUND  
HERITAGE & CULTURE  
CELEBRATING MULTICULTURE  
HIGHER ARTISTIC PROFILE  
THAN HASTINGS  
(RETAIL FOCUSED)  
GOOD SYNERGY  
+ COMPLEMENTARITY  
COASTAL ROUTE  
TOURIST PACKAGE  
CULTURAL PLACEMAKING  
VIA FREE/LOW RENTAL  
OF EMPTY SHOPS  
MAKE THE AREA ATTRACTIVE  
+ SO KEEP IMPROVING IT  
NB: BALCONIES



UES  
AMS  
IONS



## Key

1. Heart of 'Burton Legacy'
2. Activated waterfront with tram/rickshaw for added interest
3. Waterfront art trail as landmark and magnet for London Road
4. Routes running at right-angles into interior of town
5. Revitalize Mercatoria and Lavatoria spaces
6. 'Meanwhile uses' as part of cultural placemaking strategy for King's Road
7. Ensure high quality design for new apartment building on station square
8. Preserve natural heritage of coastline



Hands on Planning

# The Wider Picture: Seaside to Countryside







## Key

1. Battle
2. Old London Road
3. Beautiful ancient woodlands
4. Possible location for wind turbines
5. Public transport shuttle
6. Victorian waterfall
7. White rock park
8. Old town
9. The old convent – top quality hotel
10. Pelham place
11. Warrior square
12. Old swimming baths – opportunity to re-open
13. Views from Upper Wilting farm
14. Future country park?
15. Tidal energy?
16. Electric buses?





# Hands on Planning Getting Around

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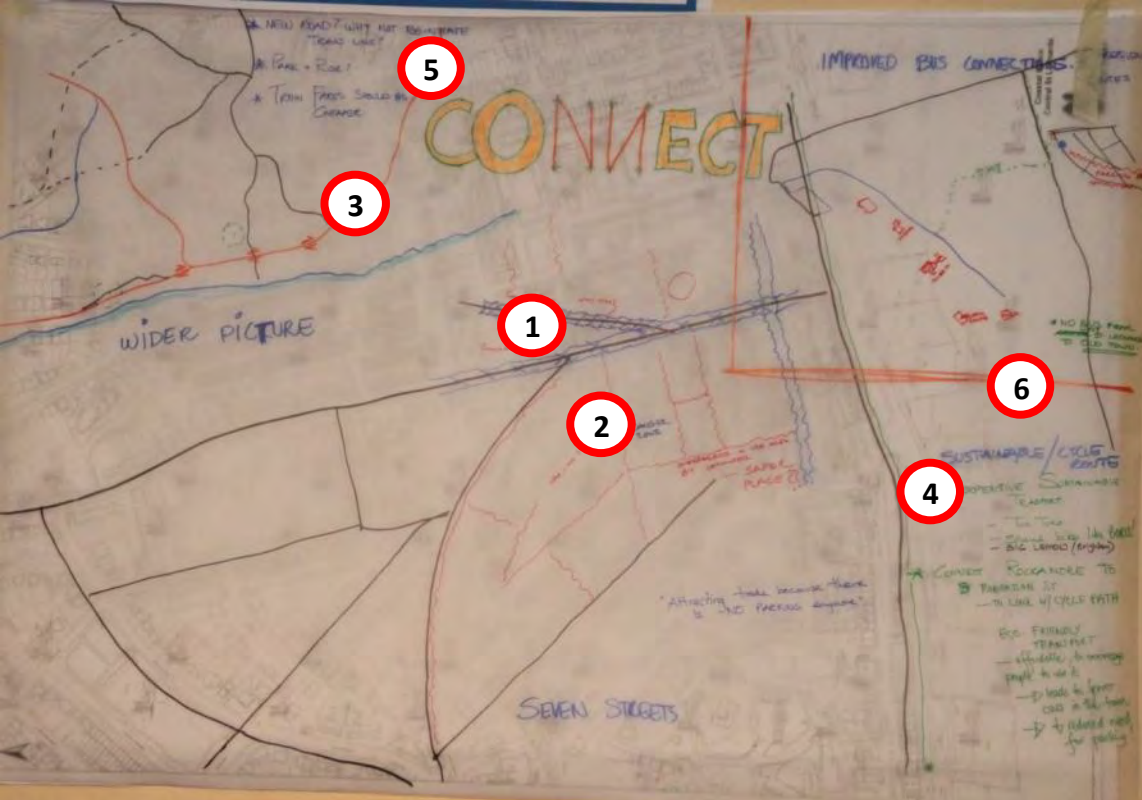


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[jtp.co.uk](http://jtp.co.uk)

## Hands-on Planning





## Key

- 1.No Parking zones
- 2.Danger due to parking and resulting in narrow road
- 3.Bus link from St. Leonards to Old Town
- 4.Sustainable public transport along promenade
- 5.Connect Rockanore to Robertson Street with bicycle network
- 6.Possibility for a water transport connection?

***“This is a walkable town!”***



# Hands on Planning Community Assets



**It was decided to plot existing community assets on a map. Categories agreed on were:**

- Information and community centres
- Organisations working with excluded young people
- Organisations working with adults and the homeless
- Support organisations
- Cultural charities
- Community buildings and spaces

**39 assets were mapped and it was realised that there were probably many more. Conclusions drawn:**

- The area has a great many assets which would surprise many people
- Some assets, particularly to the north of the area, were difficult to reach by public transport
- It would be useful to continue mapping assets and make the information publicly available



# Hands on Planning Crime & Safety



# Hands-on Planning







Hands on Planning  
Local Economy Workshop  
“Kings of Commerce”







Hands on Planning  
Local Economy Workshop  
“Independent  
St Leonards”





# Saturday



Saturday Post-it Workshop

# St Leonards Tomorrow

# ST LEONARDS COASTAL SPACE PLANNING WEEKEND

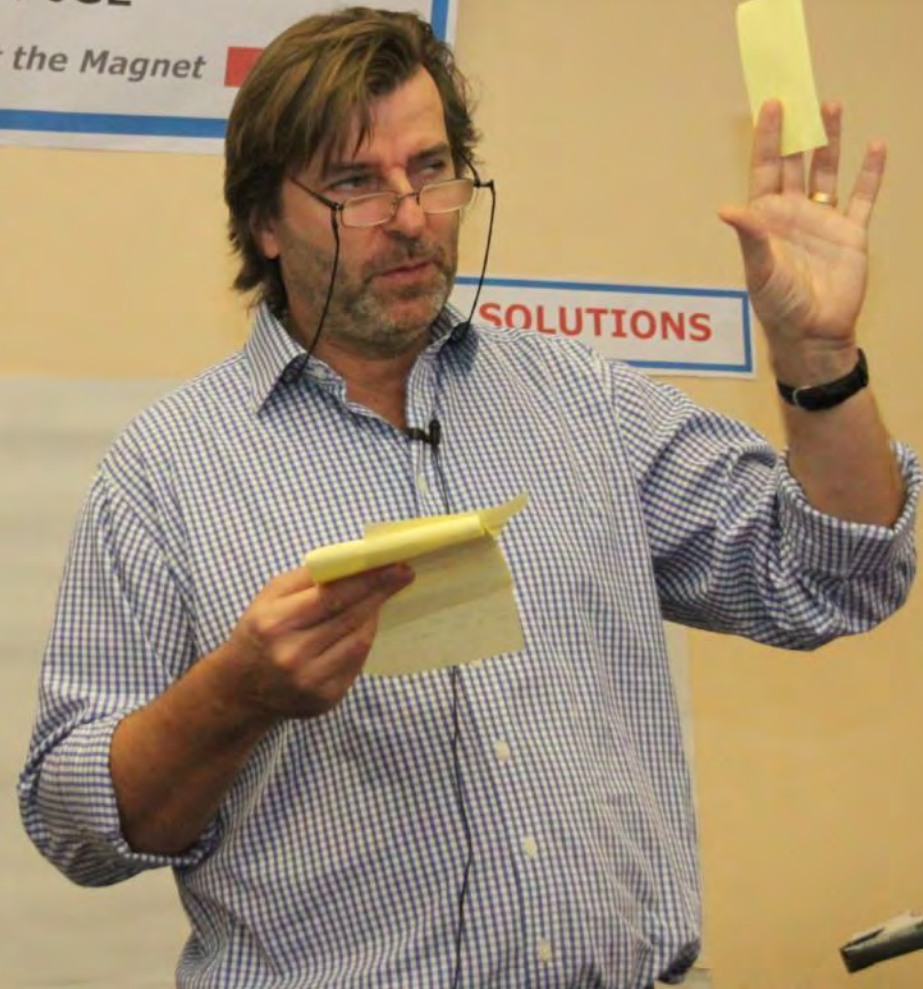
January & 11am - 4pm Saturday 21 January 2012  
Road, St Leonards-on-Sea TN37 6GL

Back - Thursday 9 February, 7pm at the Magnet

St Leonards Tomorrow

DREAMS

SOLUTIONS



BEAUTY

SEAFRONT,  
PUBLIC REALM +  
PLANTING

TOURISM

CULTURAL/  
LIVE MUSIC LO  
VENUE ICEN

IRE

'POLIC

PEOPLE

COMMUNITY A  
+ INVOLVEMENT

IMAGE  
TRANSFORMATION

HBC ACTION

# ISSUES

## Fatigued Community

- Hopelessness
- Insecurity/ Lack of Confidence
- Would like to see the young people proud of St Leonards, its facilities and atmosphere
- Deprivation and lack of aspiration
- Jaded energy

***'Feels like the area is at the bottom, dreary, not getting anywhere'***

***'We have done all and many of the same issues before on numerous occasions.'***

# ISSUES

## Activities and Facilities

- Lots of pubs but not much else to do e.g. no cinema

## Irresponsible Landlords, Poor Quality Accommodation

- Unscrupulous landlords and agents who neglect properties and take advantage of tenants.
- If more 1 beds and less studios this could create homelessness amongst under 35 single people due to changes in housing benefit rules.
- Estate agents should take down their sign when they have sold or rented their property.

## Poverty/ Unemployment

- Job issues
- Unemployment
- Poverty

***‘Cannot believe St Leonards has changed so much in my 30 years here, people do not seem to care anymore about the area or the people in it.’***

***‘I’m in favour of helping vulnerable people but everyone needs to take their fair share.’***

# ISSUES

## Activities and Opportunities for Young People

- Lack of facilities on sea front for young children and teenagers
- Aspirational poverty for young people
- No youth facilities
- Nothing to do for young people
- Enhanced opportunities for young people and those eager to learn and gain qualification

***'We need to help young people buy their first home'***

## We don't celebrate what we have

- Understand assets
- Too much attention focussed on Hastings Old Town instead of St Leonards
- The symptoms of deprivation seem so much less acceptable herein such a beautiful place
- The unique qualities of St Leonards are not recognised – important architectural heritage; quality of built environment, coastal location

# ISSUES

## Buildings in decline and disrepair

- Beauty of its buildings maintained and restored
- UPVC windows are the hallmark of a poor area

## Community Safety

- Addiction
- Young People on drugs
- St Leonards is often perceived as a community with high crime and drug related issues. Need to focus on the positive elements
- The first and the main issue in St Leonards area is the safety and security of the businesses and residences. In a survey in 2010/11, 93% of locals agreed that extra security would help.

## Hastings Council and St Leonards relationship

- St Leonards neglected by HBC
- The Council needs to become more imaginative and the planners should do their job properly and not be developer friendly
- The planning department should have a councillor present when they have private meetings with developers so they can report to their constituents.

# ISSUES

## Transport and Links

- Lack of public transport and too expensive

***'One of the major disincentives is the train journey from London to St Leonards, it's too long'***

## Public Realm Standard and Cleanliness

- Lack of street cleaning on a regular basis
- No flowers in the area except on seafront
- Dog mess
- Obvious cost cutting re: Kings Road Pavement
- Urgent need for seagull proof black bags
- Where are the St Leonards Grot-Busters?

***'Grot Busters programme has managed to restore a number of rundown properties – this programme should be expanded'***

***'I think the seafront is wonderful and unspoilt'***

***'A sign saying St Leonards, there are things to do here'***

***'A big area of sand like Brighton has'***

# ISSUES

## Parking Problems

- Parking near shops

***'There's no parking other than Crystal Square. They give you one hour no return on Grosvenor Square. You can't get around in that time'***

***'Kings Road has been killed by parking problems – people don't come here now'***

## Town centre in decline

- Kings Road no longer a first choice for shoppers

***'Kings Road was vibrant; you didn't need to go to Hastings. Now the pavement is cracking up. It's nothing like it used to be. We need to attract more shops and businesses to the area.'***

# DREAMS

## Employment for all

- Enough jobs
- Employment giving residents money to spend in shops in St Leonards without going to Hastings
- All the people walking the streets look well clothed, purposeful and friendly – no signs of poverty
- Jobs for young people

# DREAMS

## A Transformed Environment

- Beautiful murals on sides of buildings as in Philadelphia
- At last Lensville is being reorganised for its grandeur and quality of its space – the spirit of place
- I'm back and everyone appreciates what is in St Leonards. This is a beautiful town with lots going for it but seems to have a pessimistic view. This is not attractive to people who move here or think about moving here. Enthusiasm is contagious.
- Brought to life with design, planting
- Lots of scope for growing things for all ages, allotments masses of public art and fountains
- Clean streets
- A new bandstand in Warrior Square
- Welcome to St Leonards signs
- A postcard is not enough to describe the beauty of St Leonards, we are welcoming you to come down and see it for yourself
- Colourful not drab
- To increase the volume of moneyed tourists. Can we be twinned with Melbourne and the convent can be made into a 5 star hotel as Wardel was the architect
- Students choosing to live here
- A vibrant St Leonards with a good selection of shops and things to do
- A beautiful, vibrant town with excellent facilities, gorgeous well cared for buildings and a lovely seafront
- Vibrant multicultural, lots of creative things happening quickly and interesting. Lots of diverse independent business drawing all sorts of people
- In 10-15 years' time I would like to see St Leonards like Cape Town

***'Guerrilla gardening groups have been successful in other places why not here. Let's reclaim land and grow fruit and veg'***

***'Murals on buildings would be interesting'***

# DREAMS

## New attractions

- A pier, all glass with a café, bar, venue at the end. Kings Road as an amazing thrift and second hand and local store attracting people in East Sussex and London. To visit for great unusual bargains. St Leonards as a green town, self-sufficient in electricity with our own money system. Vibrant young people's music scene recognised all over the UK.
- The Pier returned to its former glory pre off-shore owners
- More attractions for visitors and locals
- Natural flow is to go into St Leonards rather than past it
- It is provided with outdoor table tennis tables and tennis courts with nets
- People love to visit the weekend markets here in St Leonards
- A St Leonards that is as important as the Town Centre and Old Town
- Architecturally this town is fully understood by conservation officers

***'There's no weekend market in St Leonards'***

## A Proud Community

- The town's individuality seen as a positive
- For the town to get a good press

***'We feel separate from Hastings'***

# DREAMS

## A Vibrant Arts and Culture Scene

- Vibrant music scene stays open later than 10pm
- More varied art galleries and a range of venues
- An international profile for contemporary visual arts and cultural events which attract visitors from the UK and beyond while re-animating public spaces and engaging with local community
- Full support for the Arts, Shakespeare in the garden

***‘Culture and music makes a place more attractive.’***

***‘Music, arts, exhibitions. There are lots we can do but there are no venues.’***

# SOLUTIONS

## Parking

- Better flow and signage.
- More accessible and cheap parking near the retail and restaurant areas.

## Planning the locality

- Better planning of what shops are on the seafront
- ‘The older people’s chair shop is not a good look!’***
- Development appraisal to be carried out by HBC planners with local input to form a policy for:
    - Housing, with more first time buyers accommodation
    - Transport, fast train to London
    - Population growth, investment in schools for the above

# SOLUTIONS

## Promotion and publicity

- Promoting the creative vibe of the town
- St Leonards actually!
- Better signage for shops, streets, and heritage design of assets
- For visitors and locals to be reminded why St Leonards is worth being in, worth revisiting
- A heritage trail
- The 'pump' needs to be primed to create attractions and reasons for people to come to St Leonards and spend their money. This would then attract further growth, but at the moment businesses would rather invest in the Old Town which is more financially fertile.
- More encouragement for first time buyers to move into St Leonards.
- Make people feel proud of where they live, then they will take more responsibility for keeping this town clean and a good place to raise their children.
- Good press – local newspapers and councils
- Improved historic buildings – local planning department
- Investment attracting good housing, local business and a good local store e.g. Waitrose or M&S.

# SOLUTIONS

## Community Involvement and Action

- Let's see examples of success elsewhere
- More community meetings like this
- Individuals should take more responsibility for initiating projects which can make a difference – no always expecting local authority to deliver solutions

***'Seeing is believing'***

***'We need more community events like this.'***

***'Lots of people in the town can do something, not just the Council.'***

***'There's a piece of land above the station that we would like to grow fruit and veg on'***

- HBC to start a big clean up and involve the whole community
- HBC to show the community we are important
- Build relationships which make the community feel proud
- Street based activities, such as street parties, festivals, celebrations, markets. A visual presence of people being active together. Isolation and social problems stem from a local of belief in community. Happiness can only be achieved by positive interaction.

# SOLUTIONS

## Culture, Live Music and the Arts

- Cultural provision extended and improved
- The council needs to be more accommodating of venues and more lenient on venue owners when it comes to noise complaints. Promote live music!
- Take over the empty Church for music and art in St Leonards
- Cultural provision extended and improved
- Music Venue – we really need a venue for promoting local bands, a lot of which are 17-25 year olds. The Bohemia Club has been putting on great bands from the USA, Europe and UK in Hastings but we need a venue in St Leonards.
- Pop up galleries in vacant shops to add to colour and vibrancy
- A speakers' corner
- Public outdoor performance space
- Bandstand allowing organised and spontaneous busking

***'A great music venue that stays open late'***

***'An interest in the Arts could raise the profile of St Leonard'***

***'Take over the empty Church as a music and arts venue'***

# SOLUTIONS

## Local Businesses

- Empty shops given free/ cheap to artists/ community groups.
- Cheap rates to new businesses

***'A place to come for antiques, culture and music'***

## Vulnerable/ Disadvantaged Residents

- The group of people who are not wanted in the new St Leonards need to be considered as a prime issue. Programmes of education in their broadest sense need to be initiated.

***'There's a glossed over issue. There are people who don't fit into the new St Leonards. Their issues need to be addressed'***

# SOLUTIONS

## Policing

- Zero tolerance to anti-social behaviour elements who are intimidating and unwelcoming

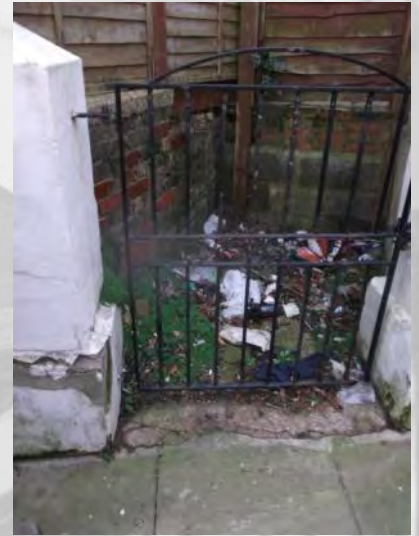
## Tourism

- Express line into London making it commutable thus increasing property values
- More tourist able to stay in more up-market hotels, aim for more and more good quality accommodation
- At least twice a week low income families, a single mother, or father they should be given free swimming/ gym card. Less addiction to drugs and improved unemployment gradually.

***'You can eat around the world in St Leonards'***

# Walkabout Group



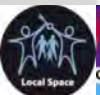


***“It’s such a shame! The properties are wonderful, some of them just need care and maintenance.”***

## Key issues:

- Attractive Victorian terraces, semi's and detached properties – but the number of poorly fitted UPVC window replacements in the conservation area was an issue.
- Detritus in some front gardens detracted from the attractiveness of the area.
- Satellite dishes on properties unsightly and had a negative effect on the aspect of streets.
- Very good examples of properties that had been very well maintained and presented, especially at the top end of Pevensey Road.
- Clear evidence that some property owners/landlords had invested in their properties.
- Extent of HMO's very apparent from the walkabout with single family units relatively rare.
- Dog mess along the walkabout was a significant issue.
- Poor and tired looking facilities for street level refuse storage
- Community cares about the state of the Seven Streets and want to see sustained improvements.
- Developable infill sites that could make a big impression if sensitively built out.
- Small scale commercial units, some of which were vacant could be reconverted to residential if there is little demand for commercial or retail use in the Seven Streets.

# Hands on Planning





**ST LEONARDS COASTAL SPACE  
COMMUNITY PLANNING WEEKEND**  
11.30am - 7.30pm Friday 20 January & 11am - 4pm Saturday 21 January 2012  
The Magnolia Centre, The Magnolia Road, St Leonards-on-Sea TN37 6GL  
Everyone is welcome!

Because every child matters!



# Hands on Planning Alive-A-Live-OH



# ALIVE-A LIVE-OH!

- SPACE FOR
- ① GREEN PLANTING
  - ② STATION IMPROVED MASTERPLAN
  - ③ FORESHORE LANDMA + LOCAL ART.
  - ④ WARRIOR GARDEN BANDSTAND, CAFE
  - ⑤ CENTRE
  - ⑥ BOUTIQUE SPECIALIST SHOPS
  - ⑦ ENVIRONMENTAL PLANTING
  - ⑧ TABLES ON PROMENADE
  - ⑨ SHARED SURFACE





## Key

- Spaces for planting
- Station area improvement masterplan
- Foreshore landmark and local art to signify St Leonards town centre
- Warrior Gardens linked to promenade with bandstand and cafe
- Food quarter
- Functional centre
- Boutique specialist shops
- Environmental planting
- Tables on promenade
- Shared surface for traffic calming



# Hands on Planning Arts, Culture and Tourism

**ST LEONARDS COMMUNITY PLANNING WEEKEND**  
11.30am - 7.30pm, Friday 20 January & 11am - 4pm Saturday 21 January 2012  
The Magnet, London Road, St Leonards-on-Sea TN37 6GL  
Don't forget the Report Back - Thursday 9 February, 7pm at the Magnet

St Leonards Tomorrow

DREAMS

SOLUTIONS



St Leonards Community Planning Weekend Report Back, 9 February 2012



# Hands-on Planning

SOLUTION

**ARTS**

- \* **CO-ORDINATION**
- \* **MARKETS**
- \* **ST. L. AS A DESTINATION**
  - WIDER COMMUNITY
  - LOCALS
- \* **VENUES FOR MUSIC/MOVIES**
- \* **BRANDING**
- \* **ARCHITECTURAL HERITAGE**
- \* **SIGNAGE**
- \* **Info** / St Leonards TIME OUT

**CULTURE PRIORITIES**

- HERITAGE TRAIL
- MARKETS PLANNING & BRANDING / ①
- ARTS & MUSIC VENUE
- CONSERVATION POLICIES

**CLEANING UP**

- FORM SPACE
- THE Kiosk

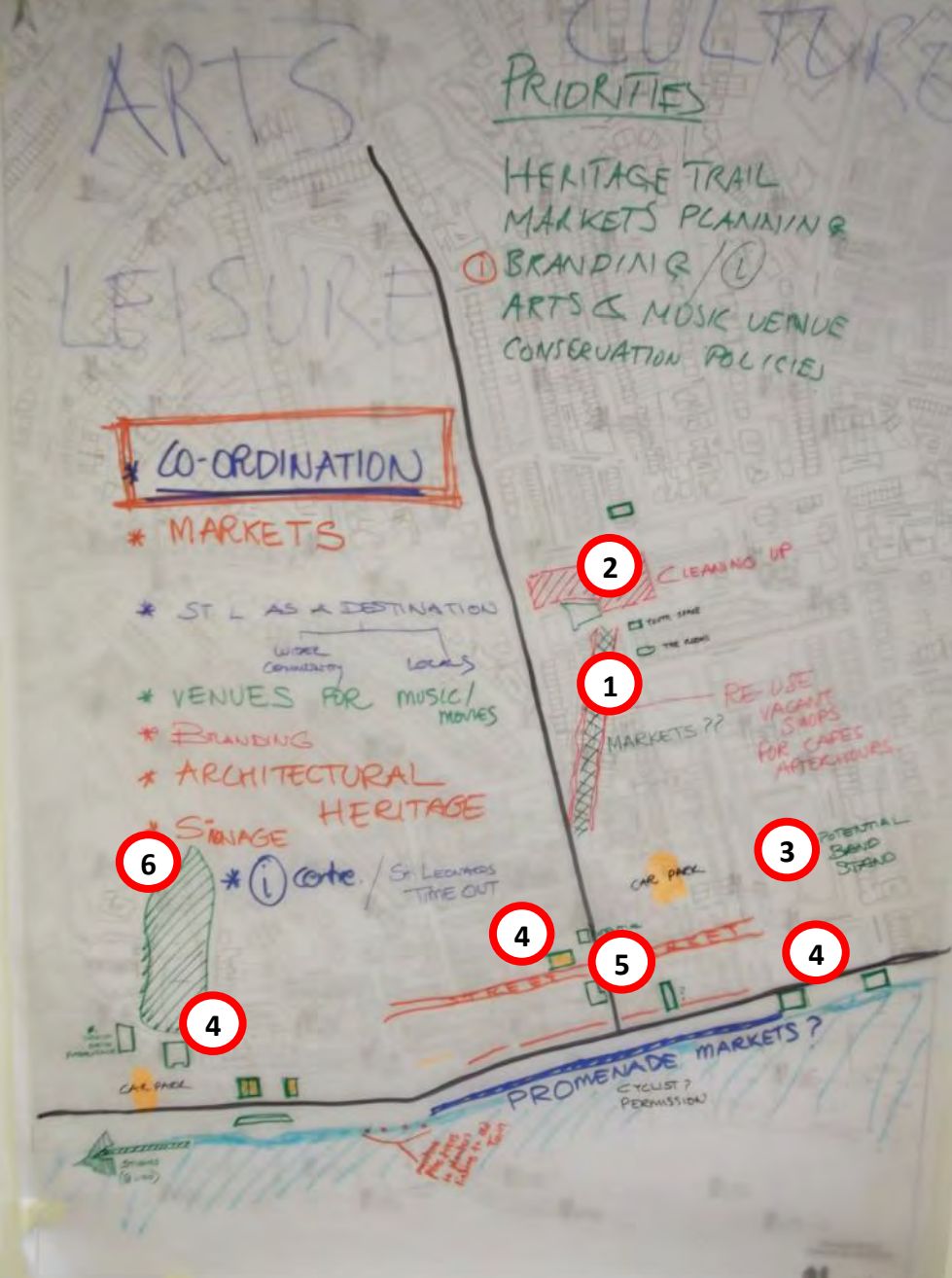
**RE-USE VACANT SHOPS FOR CAFES, AFTER HOURS.**

**MARKETS??**

**POTENTIAL BAND STRAD**

**CAR PARK**

**MARKET**



## Key

1. Re-use vacant shops for late night cafes, small music venues.
2. Clean up the area outside the station
3. Ideal location for a band stand
4. Potential venues for music/gigs
5. Possible location for markets (Kings Road, Norman Road, Promenade)
6. Possible heritage trail stops/attractions

***“St Leonards negative identity needs to be turned around. Heritage and Culture can play a major part.”***



# Hands on Planning Finding St Leonards



# FINDING

## ST. L



A table was set up by the entrance gate to promote the Children's centre and to obtain from people who were too busy, or too shy, to venture into the event. The results were broadly similar to those from the main workshop. Main themes:

### Positives

- St Leonards is an accepting town, accepting people from all backgrounds and ethnicities.
- What is best about S. Leonards is its PEOPLE.
- There are improvements already – London Road, drunks on streets, etc.

### Issues

- Dog fouling on pavements
- Syringes on pavements
- Loneliness
- Vandalism to cars in London Road

### Dreams

- To meet people
- Cleaner streets, devoid of dog litter
- Better branding and signposting
- More variety in shopping facilities

### Solutions

- More venues for meeting people
- Enforcement of dog fouling bylaws
- CCTV in London Road



Hands on Planning  
**Bringing It All  
Together**



ST LEONARDS COMMUNITY  
11.30am - 7.30pm, Friday  
The Magnet, L...





The group discussion was focused on central St. Leonards, and took the form of a mapping exercise where key features and qualities in the town were identified, along with opportunities for regeneration and improvement.

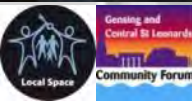
### Key

1. Climbing wall?
2. Kids play/café
3. Re-use empty basements
4. Line of trees/planting that draws one into the town
5. Shared surface
6. Love plaza
7. Sea views
8. Change Name to St. Leonards-on-Sea
9. Potential venue for hire
10. St. Leonards festival at Warrior Square

# The Way Forward



St Leonards Today





A lively discussion with attendees agreeing to undertake tasks and complete actions. It was agreed that everyone who had pledged to take actions would provide an update to the report back session on 9<sup>th</sup> February 2012.

### **Local Space**

- Underpinning Council's work in the CPO of the nursing home on Carisbrooke and ensure the property frontage is planted out and welcoming.
- Ensure 34 Kenilworth is successfully purchased and the work completed by June 2012.
- Establish a special purpose vehicle with HBC and other partners to improve housing, arrest decline, establish new enterprises and acquire commercial properties to provide stability and add value.

### **Amicus Horizon**

- Use Big Lottery Fund allocation to assist people from the Seven Streets to improve employability skills, working with Local Space and GCSL Forum
- Do an audit of front gardens of properties owned by Amicus Horizon to ensure frontages are improved.
- Use local businesses more.

### **GCSL**

- Encourage more local people to volunteer, working with Amicus Horizon and TARA of Local Space.
- Set up a residents association – “because that's where my heart is.”
- Set up a local planning and design conservation group involving residents.
- General – support for residents.
- Set up a Trust to work with existing owners to offer support in the building process – plans, engage architects and appointing contractors.

## **Businesses**

- Encourage businesses to join the Business Association.

## **Vulnerable Adults**

- Local Space will engage with existing providers and work with them to underpin and further support their users.

## **Hastings Borough Council**

- Approach the railway company to try and change the name of Warrior Square Station to St Leonards on Sea.
- Produce a plan and timetable about how to better market the area, working with the communications team.
- Complete a specific piece of work with the college to improve employability skills, working with Amicus Horizon to add value.

*“We really need to work together, residents and others to form a neighbourhood.”*



# Key Themes

## Image and identity

St Leonards has a strong heritage and cultural identity but does not effectively promote itself as a destination and attract those visiting Hastings and the surrounding area. It was felt that St Leonards often gets negative press coverage which does not truly reflect the diversity and creativity of the area. To remedy this, a number of solutions were discussed including adapting the entrance to St Leonards from the promenade to form a 'gateway' into the town, exploring alternative and sustainable transport options along the promenade to connect St Leonards with Hastings, introducing regular markets in the town centre and the changing of the station name to St Leonards-on-Sea.

***“I swapped my house in the summer with a French family. They thought Hastings was an exciting place for a family. We should build on the festivals we have here.”***

# Communication

St. Leonards has committed and talented people. It emerged that a lot of people have businesses that they had started or events which they were planning, but these were being carried out in isolation without the knowledge of other related activities. It was agreed that improved communication and coordination is needed in order to share interests and publicise opportunities. Organising large projects and events was discussed as a way of bringing people together.

***“We have it all, we just need something that brings this altogether.”***

# The Town Centre

Retailers face challenges, but there are opportunities to increase diversity and quality in the well laid out town centre. The filling of empty commercial units through the introduction of ‘pop-up’ shops was discussed. Rather than trying to compete on the same terms as other shopping centres like Hastings, St. Leonards needs to promote its own distinctiveness. In some instances this is already the case, with art and antiques shops pulling people in. Improving parking and transport links between St Leonards and Hastings would benefit the town. It was agreed that improving the overall retail experience and increasing footfall are needed to create a more enticing town centre.

***“We need to attract more shops and businesses to the town centre.”***

## Quality of Residential Areas

Housing and street scene was a central issue throughout the weekend. While participants recognised that the architecture in St Leonards is very attractive, it was accepted that many homes are neglected and badly managed. In addition, people complained about the quality of the street environment. Local Space's commitment to investing in and uplifting the standard of existing homes and the street scene was broadly approved of and welcomed by the community.

***“If somebody comes along who is committed to invest in the area by taking over whole properties and stabilising communities, we should support them.”***

## Getting Around

The movement within St. Leonards and links to the neighbouring towns were identified as key to the success of the town. Bus travel in the town was criticised - a lot of journeys requiring a change of bus and, with bad connections, a journey could take twice as long as necessary. In addition, people driving in St Leonards had concerns about the low number of parking spaces available in the town. Walking was often the only way to get around the town. Solutions included effective re-evaluation of the bus routes around the town, eco friendly and affordable public transport, the introduction of a bicycle network and a possible water transport connection.

***“Eco-friendly, affordable public transport reduces the number of cars in the town thereby eliminates the need for parking!”***

# Building Trust through Continuing Community Participation

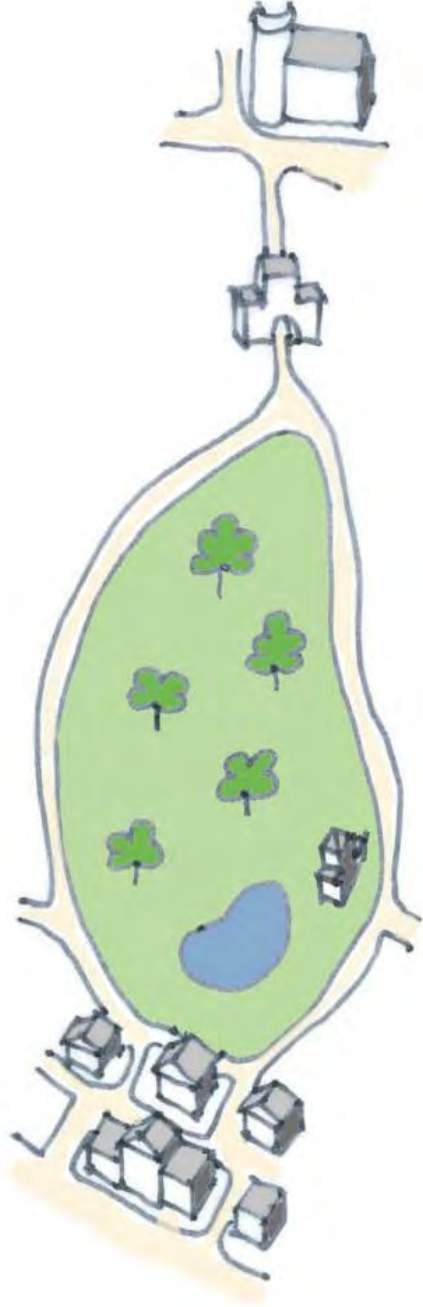
Participants said that there had been a number of previous initiatives which they felt had resulted in little change in the area. Despite this many people think the area is “on the up”. The Community Planning Weekend was appreciated by those who attended and it was emphasised that the process should remain open and transparent so that local people are fully informed and involved with the proposals that emerge. It is important that there is ongoing communication and consultation, which could be achieved through setting up a regular newsletter and establishing a series of follow up events to discuss progress.

***“Animate and encourage local people to take positive steps and do things.”***

# Vision

# Fragmented





## The James and Decimus Burton Legacy

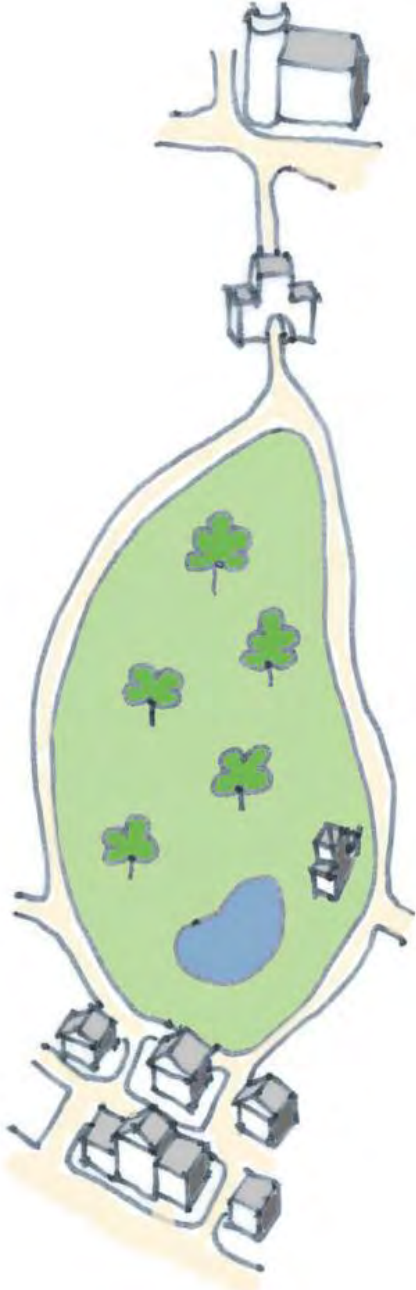
### *Currently*

- An exceptional environment, built form, townscape and topography.
- A centre for cultural activities, public performances and guided walks.

### *However*

- Deserves to be better known – could have a much higher profile.
- Needs to be better connected within its context.





## The James and Decimus Burton Legacy

### *Opportunity*

- A hidden jewel that can become a powerful 'brand' for St Leonards on Sea.
- The Victorian streets and antique shops reinforce the theme.
- Burgeoning contemporary art scene, Banksy etc.
- Growing appetite for live music events.
- Synergy with the cultural, and retail offer of the Hastings, Bexhill, Battle triangle.

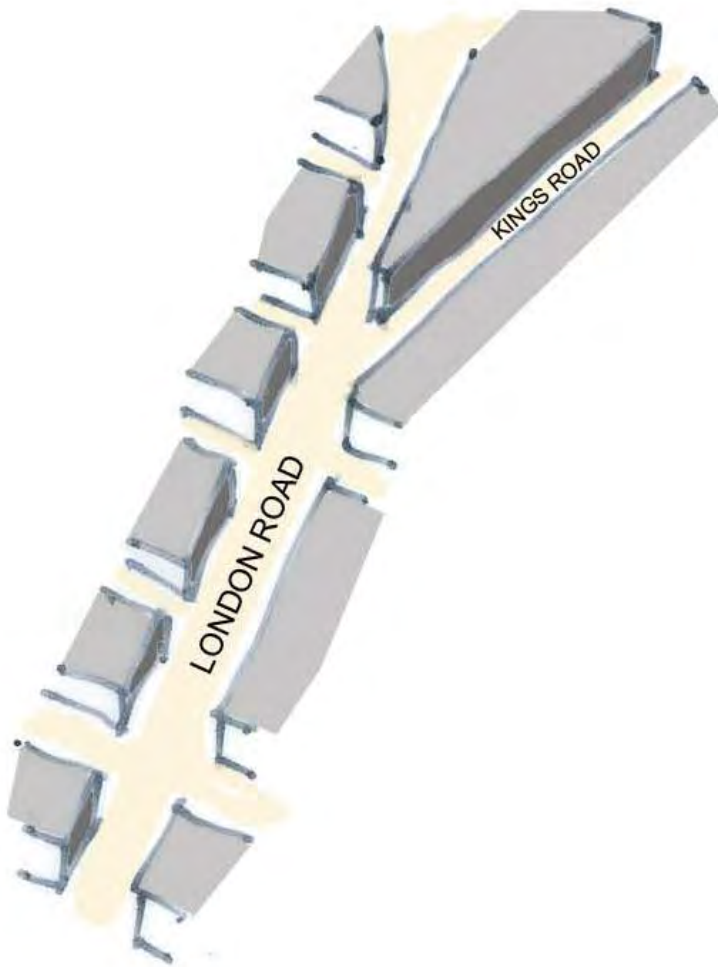
## London Road/Kings Road/Norman Road – The Town Centre

### *Currently:*

- Near-perfect, compact, well-proportioned shopping streets with 'eyes on the street'.
- Active frontages & magnets/anchors at either end—the Station and the Sea.
- Urban character & strong identity that complements the style of St Leonards on Sea.
- Good views to the waterfront and Station Square.
- Some attractive, flourishing, established independent businesses.

### *However*

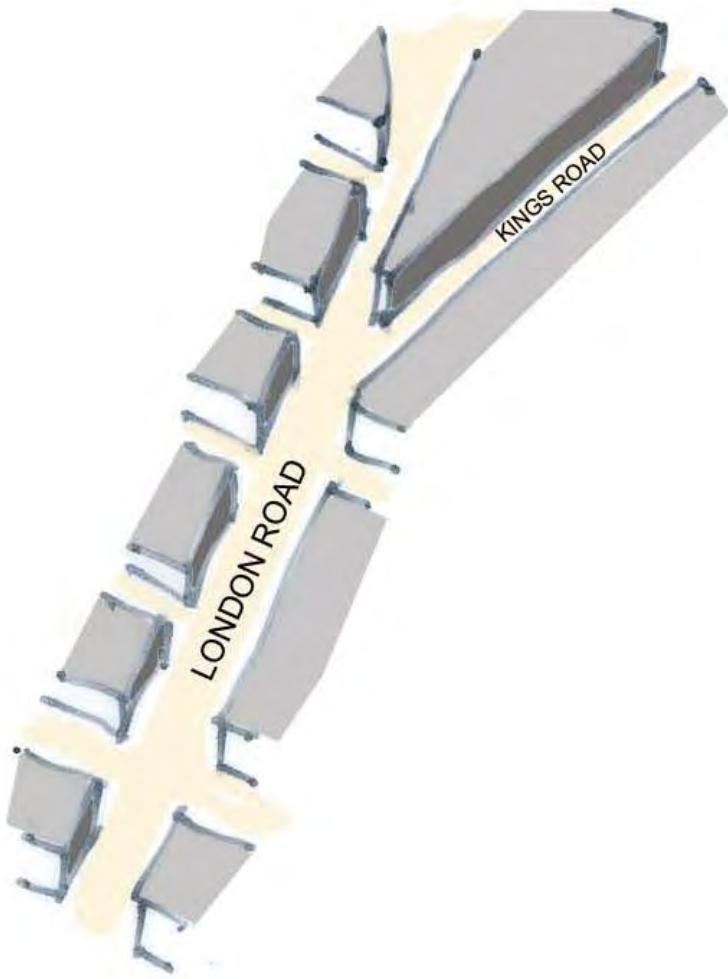
- Few high quality shops and empty premises make street disappointing.
- Largely invisible to East/West waterfront traffic.
- Arrangements for traffic, parking and pedestrians unhelpful to businesses.
- Station Square is a valuable resource but scruffy and badly underutilised.
- Low footfall in part due to invisibility/weak access/low local spending power.
- Better offer needed to overcome challenging topography on London Road.

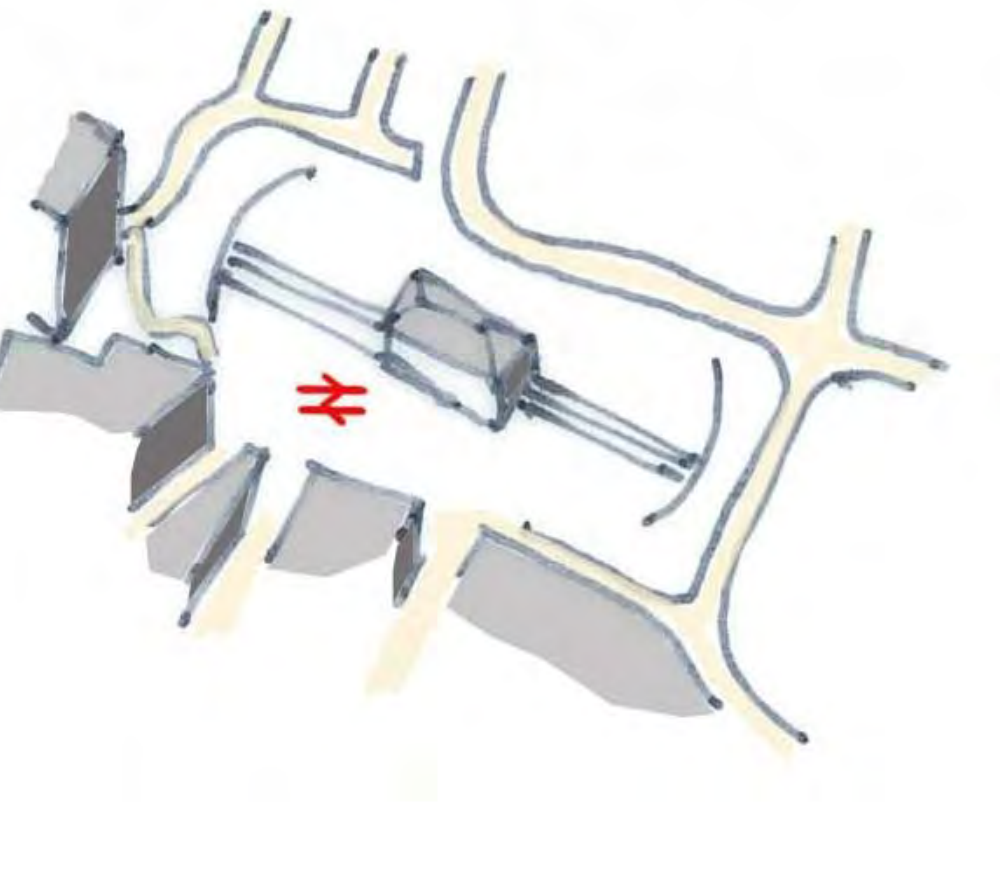


## London Road/Kings Road/Norman Road – The Town Centre

### *Opportunity*

- These perfectly-formed main shopping streets need proper ‘anchors’ at either end.
- A step by step process of ‘cultural place-making’ to create a corridor of increasing quality and value.
- Make it once more the beating heart of St Leonards.





## Station Square

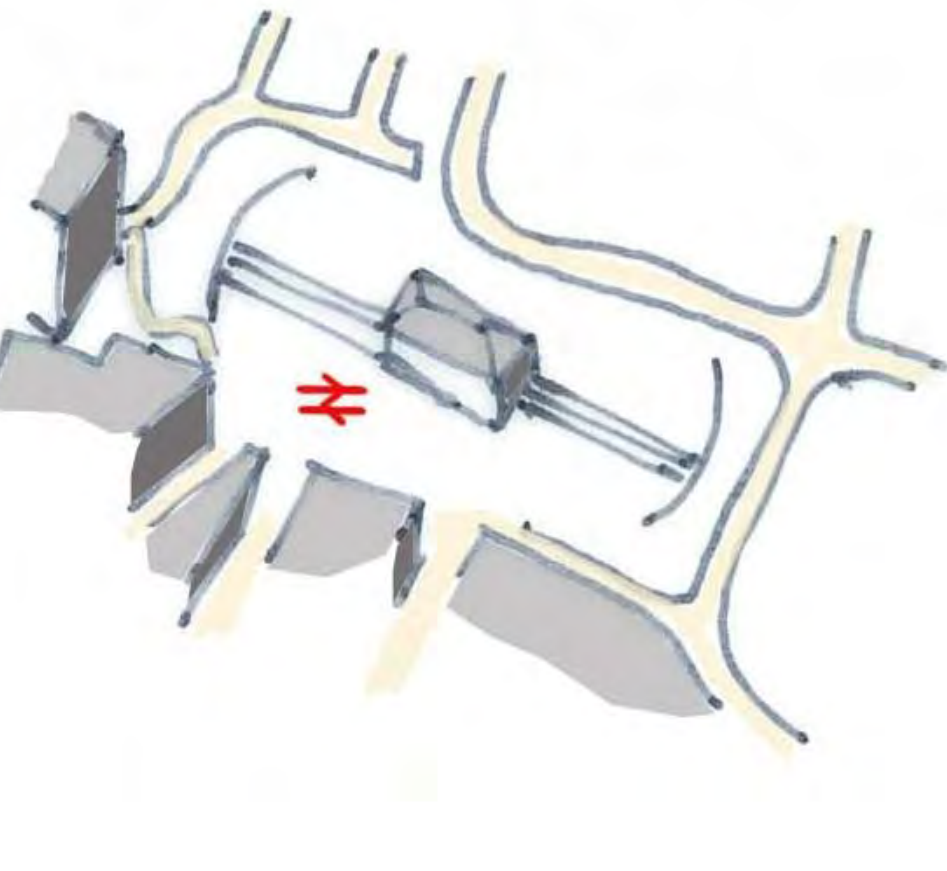
### *Currently*

- Great location with interesting views in several directions.

### *However*

- Lots of potential but low quality environment at present.
- Poor access to and from trains.
- Degraded, unwelcoming environment – grim business premises.
- No urban design quality – dominant Ocean House is ugly & incongruous.
- No “gateway” badging – should be named “St Leonards on Sea”.



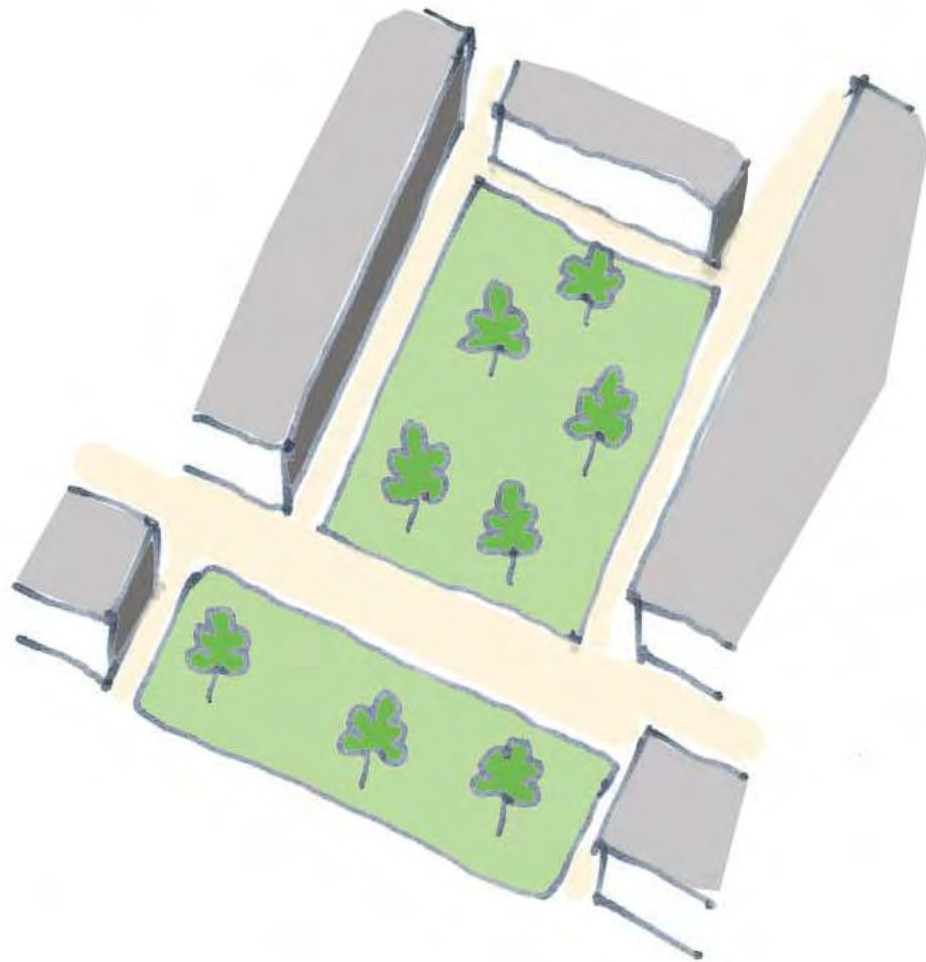


## Station Square

### *Opportunity*

- St Leonards and Hastings can benefit if visitors use the two stations on the same visit.
- Supportive train ticketing and promotion of an attractive waterfront connection.
- Offer a multi-faceted day out catering to a wide range of interests.
- New name - St Leonards on Sea - and increased visibility.
- Comprehensive makeover to transform it into a vibrant, welcoming gateway.





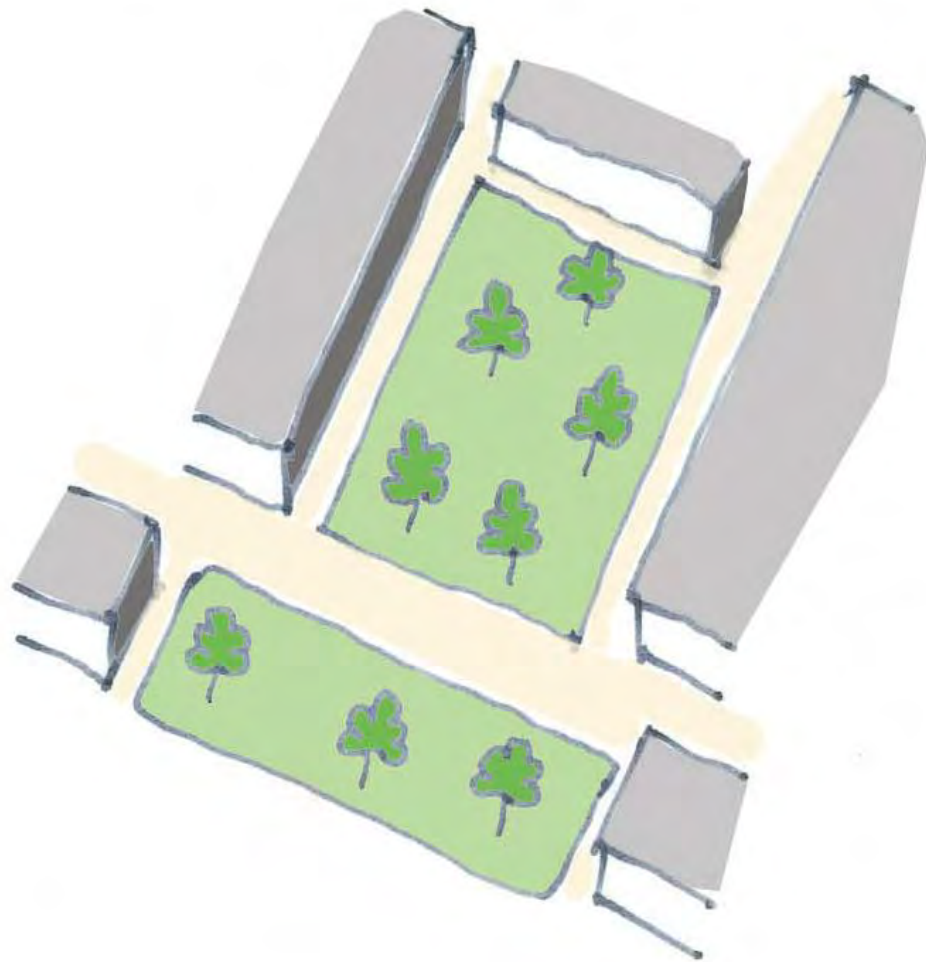
## Warrior Square

### *Currently*

- Magnificently laid out Garden Square with strong relationship to seafront.
- Well integrated into surrounding urban fabric.
- Reasonable architectural consistency barring a few blemishes.

### *However*

- Underused as an asset.
- Landscape design pleasant but uninspired.
- Separated from the promenade by traffic.

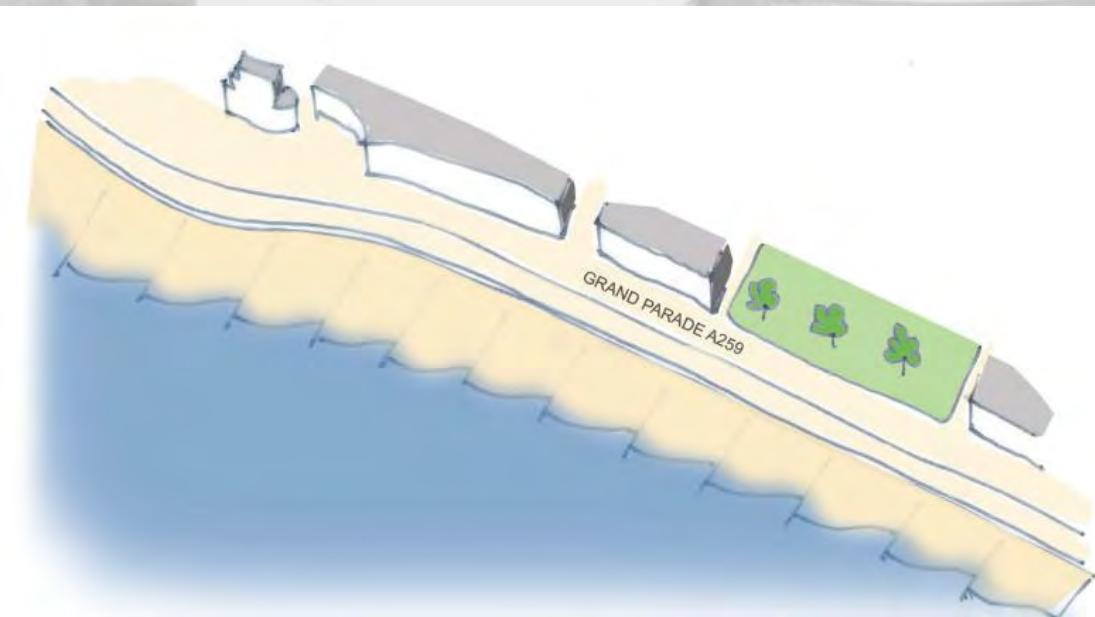


## Warrior Square

### *Opportunity*

- Warrior Square has everything going for it.
- Improve the landscape concept to create a major events space.
- Agreeable contrast with nearby urban streets and spaces.
- A 'Serpentine-style' annual pavilion could help put St Leonards on the cultural map.





## Waterfront

### *Currently*

- Classic layout of period balconied terraces.
- Potential links into St Leonards on Sea Town Centre.

### *However*

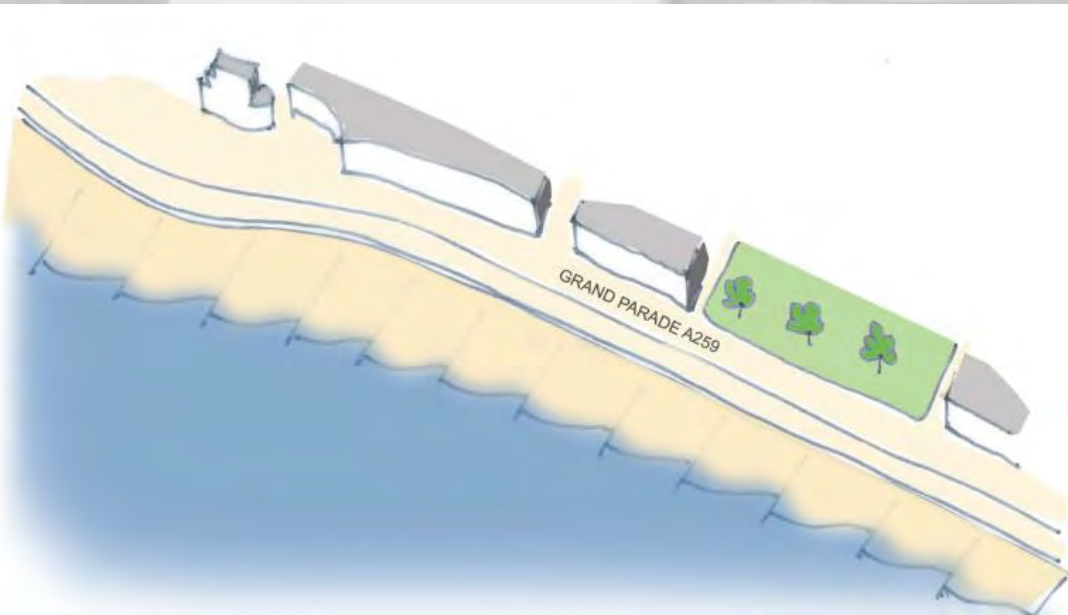
- Bleak, traffic-dominated environment.
- Unused potential two tier commercial space.
- Unexploited potential for night time economy (cf Azur).

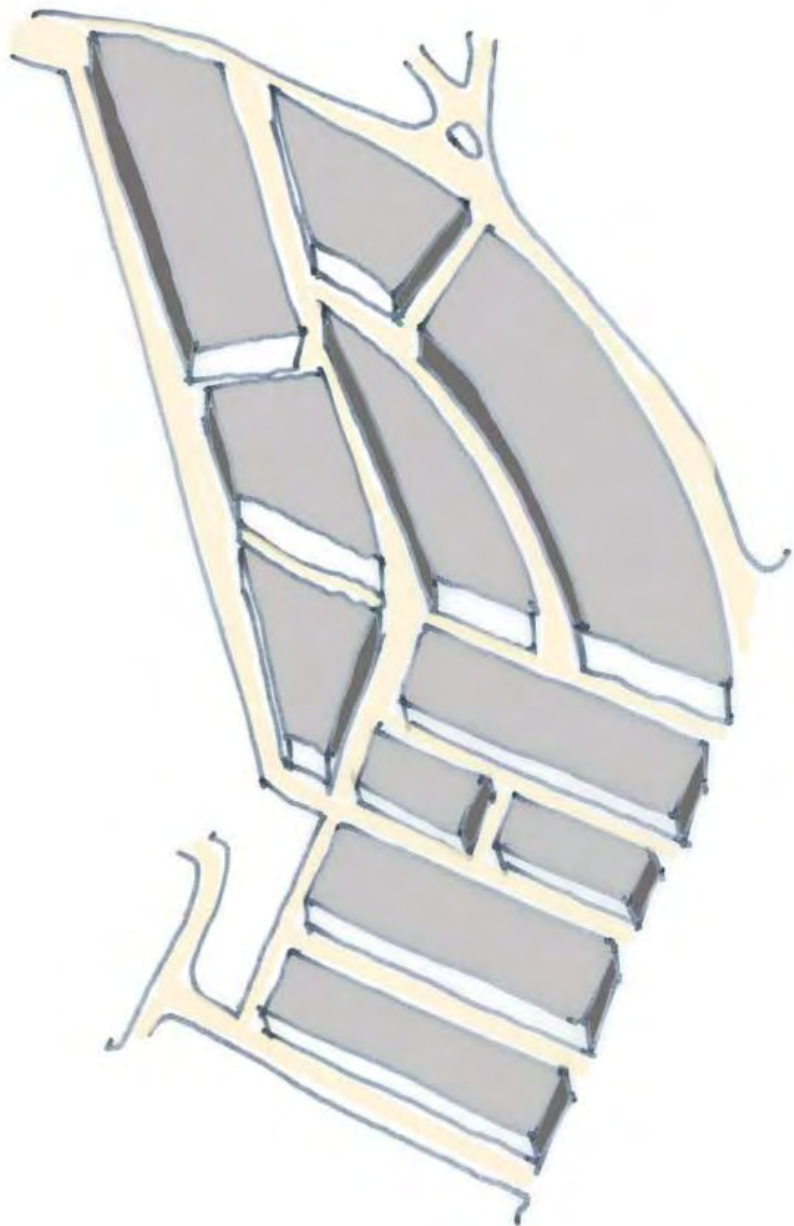


## Waterfront

### *Opportunity*

- A revitalised waterfront can breathe life into the streets and spaces that connect onto it.
- Create a spectacular gateway to emphasize the importance of London Road.
- Focus on the stretch between Marine Court, Warrior Square and the pier.
- A dramatic series of artworks and pavilions to turn it into a significant arts destination.
- Reinforce the cultural theme advanced during the community planning event.
- A 'transport of delight' movement system with a tram/trolley bus and rickshaws.





## The Seven Streets

### *Currently*

- An impressive set of elegant streets and buildings.
- A Victorian urban structure exploiting topography & location.
- An attractive neighbourhood with great potential for inward investment.

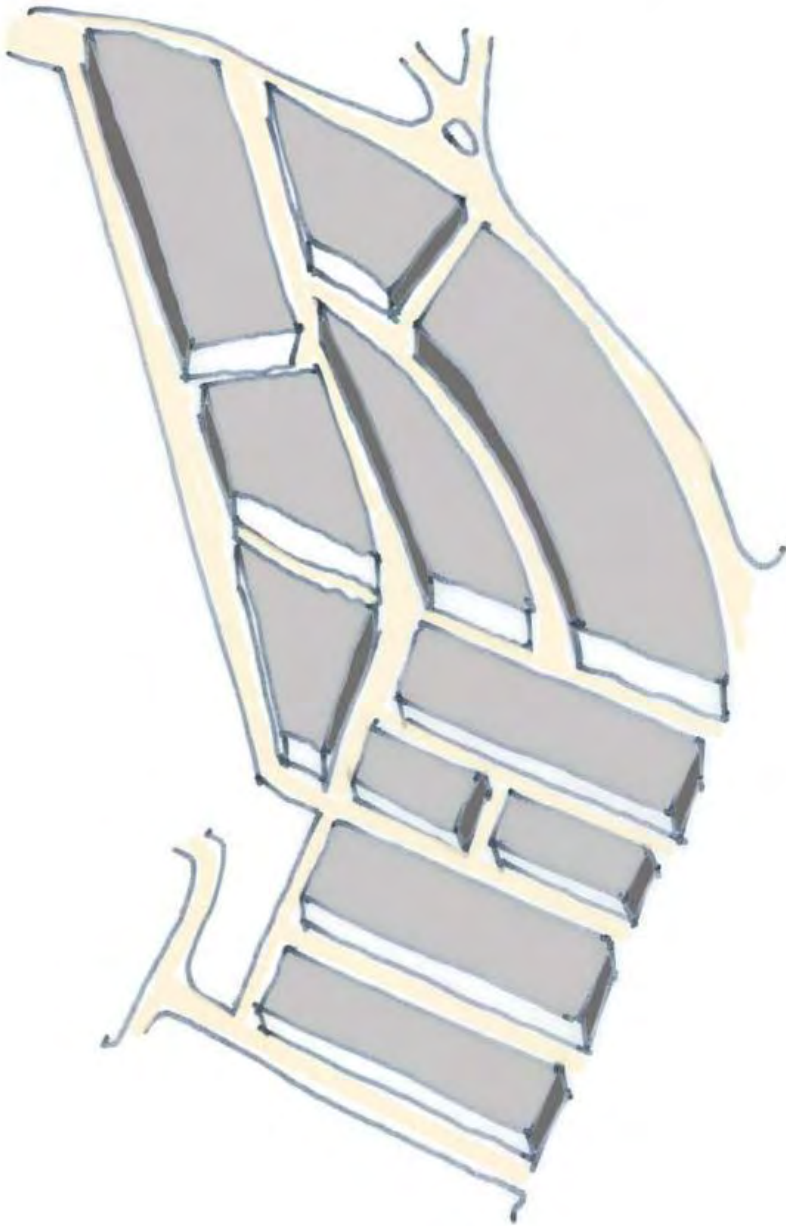
### *However*

- A neighbourhood blighted by neglect, abuse and underinvestment.
- Litter, dog fouling, crime, anti-social behaviour.
- Poor dwelling mix comprising predominantly small residential units.
- Lack of social mix and high benefit dependency.
- Overwhelmingly private rented housing.
- Negative image outside the area.

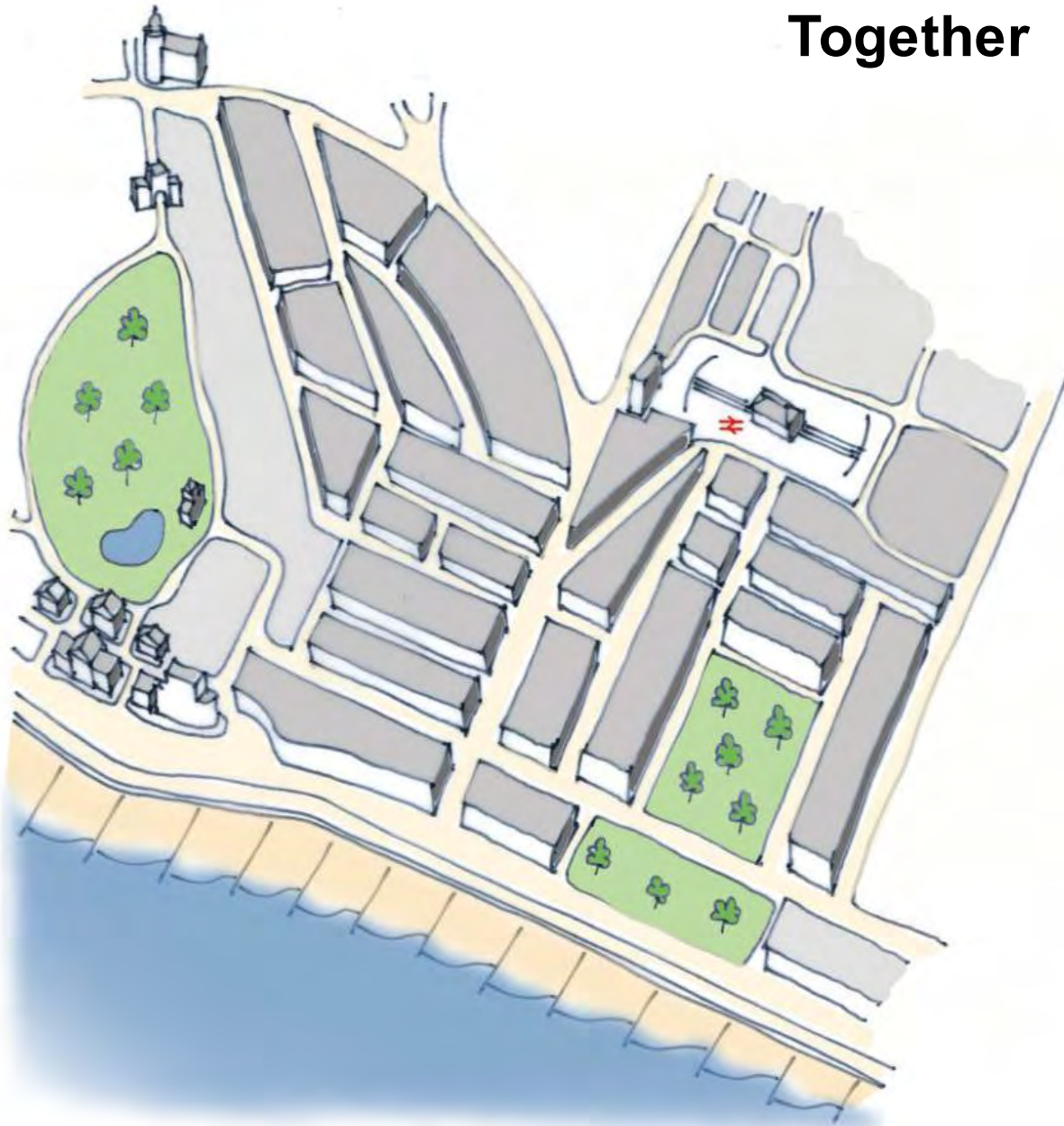
## The Seven Streets

### *Opportunity*

- Comprehensive regeneration can restore the high-quality physical environment.
- Currently out of balance, the right policies and management can transformed it.
- A healthy mixed-use neighbourhood catering to the needs to a broad cross section of society.
- Cultural diversity - an asset playing a central role in the renaissance of St Leonards.



Together



# A New Vision for St Leonards



## Key

- 1 St. Leonards Warrior Square railway station** renamed as St. Leonards-on-Sea
- 2 Improved connections** from station platforms to Kings Road
- 3 Mixed-use development** opportunity to enhance the station forecourt, accommodating a café and public open space
- 4 Potential for vacant basement spaces** along Kings Road to become arts / cultural / performance venues
- 5 United Reformed Church** brought back into use as a multi-purpose community or events space
- 6 Public realm enhancements**, including shared surfaces and planting along Kings Road and London Road to the seafront

# A New Vision for St Leonards



## Key

- 7** Potential for outdoor street market along Norman Road
- 8** Celebratory and festival events in Warrior Square Gardens, potential for a new bandstand
- 9** Strengthened connection between Warrior Square Gardens and the seafront
- 10** Enhancements to the promenade supported by improved public transport options, new pavilions, café seating, cultural activities, planting and lighting
- 11** New gateway or landmark feature where London Road meets the Grand Parade
- 12** Strengthened links to Gensing Gardens and St. Leonards Gardens
- 13** Improved housing and streetscape in the 7 Streets























# 'Portas Pilot'



- Participate in the Mary Portas and the Local Government Minister competition "Portas Pilots"
- Become one of the 12 winner towns
- Benefit from a share of £1 million to take forward the new Vision for St Leonards

# Continuing Process

Over the following months there will be a series of follow-up events that will showcase how Local Space and the community are responding to the Planning Weekend, as well as providing a chance to discuss outcomes and new issues as they emerge.



***Thank You!***