Question 5.1

Do you support scenario 1: a centre of excellence for education and learning?

Responses to this question: Total number of responses: 85
Individuals: Total 57
Local Groups: Total 11
Developers: Total 3
Statutory Agencies: Total 4
Other (including anonymous): Total 10

Response percentages: Yes – 75% No – 25%

Question 5.2

Do you support scenario 2: a high-tech business location?

Responses to this question: Total number of responses: 81
Individuals: Total 52
Baird (3); Braybrooke (3); Castle (12); Central St Leonards (5); Conquest (3); Maze Hill (2); Old Hastings (8); Ore (2); Silverhill (1); St Helens (3); Tressell (3); West St Leonards (1); Other (6).

Local Groups: Total 11

Developers: Total 3

Statutory Agencies: Total 3

Other (including anonymous): Total 12

Response percentages: Yes – 74% No – 26%

Question 5.3

Do you support scenario 3: culture and tourism?

Responses to this question: Total number of responses: 101
Individuals: Total 64
Local Groups: Total 11
Developers: Total 5
Statutory Agencies: Total 7
Other (including anonymous): Total 14

Response percentages: Yes – 95% No – 5%

Question 5.4

Do you support scenario 4: a showcase for sustainable living?

Responses to this question: Total number of responses: 101

Individuals: Total 63
Local Groups: Total 14
Developers: Total 4
Statutory Agencies: Total 9
Other (including anonymous): Total 11

Response percentages: Yes – 83% No – 17%

Question 5.5

Do you support scenario 5: specialist shopping?

Responses to this question: Total number of responses: 84
Individuals: Total 56
Local Groups: Total 10
Developers: Total 3
Statutory Agencies: Total 5
Other (including anonymous): Total 10

Response percentages: Yes – 42% No – 58%

Question 5.6

Do you have any alternative ideas or scenarios you would like to suggest?

Ref 4
Ward Tressell
Response ref 5.6/1
Individual/name of organisation Individual
Summary of comments I agree with the scenarios but in this day and age, we need to make it open to single parent families and not just young mums. A park area on the beach rather than all new buildings. Not just rich Europeans come to the historic town, lots of primary schools study 1066. Improve centres around the castle; make more of the caves entrance. 1066 and smuggling are our brands. This is unique to Hastings and should make the most of them. Promote fresh fish restaurants (healthy eating); make Hastings a place to come for the day on the beach with all the extras for rainy days.

Ref 3
Ward
Response ref 5.6/2
Individual/name of organisation The Planning Bureau (for McCarthy and Stone)
Summary of comments I am a little concerned that with the extremely limited access to Hastings that it will struggle to attract High-tech companies, all round tourism and specialised shopping. There is nothing wrong with aiming to these standards, but it may cost a lot with nothing to show for it.

Ref 6
Ward
Response ref 5.6/3
Individual/name of organisation Individual
Summary of comments Firstly, I don't understand the term 'spiritual centres' in 5.5.
I think scenarios 2&5 will be born out of concentrating on the other 3.
Scenario 5 is already taking place with the development/promotion of MSC accredited lists and the fish and wine festival.

Ref 7
Ward Conquest
Response ref 5.6/4
Individual/name of organisation Individual
Summary of comments Develop West Hill café to high-class bar/restaurant with good sea views. Also to take in area of lift and new toilets. Possible split level building with disco/club on lower floor.

Ref 12
Ward Central St Leo
Response ref 5.6/5
Individual/name of organisation Individual
Summary of comments Move the college & university out to the Conquest hospital site and build a really good hospital in the town centre. Will help with access issues.

Ref 13
Ward Castle
Response ref 5.6/6
Individual/name of organisation Individual
Summary of comments Hastings should champion innovative design an all areas. All that can be done to encourage 'green' companies into the Town should be done. We will fall by the wayside if we focus on art.

Ref 14
Ward
Response ref 5.6/7
Individual/name of organisation Anonymous
Summary of comments Destination around Country Park for mixed country / beach sports pursuits.

Ref 10
Ward Baird
Response ref 5.6/8
Individual/name of organisation Individual
Summary of comments HBC should not have sold the Pier to Ravenclaw. It is probably one of our biggest points of interest, and was enjoyed by all age groups. BRING BACK THE PIER!

Ref 11
Ward Old Hast
Response ref 5.6/9
Individual/name of organisation Individual
Summary of comments Until Hastings loses its 'end of the line' tag, it will struggle to become the excellence centre all would dream of. With Hastings trapped between the sea and Rother it maybe time to stop attracting businesses and act as a dormitory to companies on the outskirts of the Borough. We need planned well-timed infrastructure.

Ref 17
Ward Braybrooke
Response ref 5.6/10
Individual/name of organisation Individual
Summary of comments We cannot be exclusive so I would support Scenarios 1&2 and to a lesser extent Scenario 3. We cannot afford to be choosy!

Ref 18
Ward Baird
Response ref 5.6/11
Individual/name of organisation Individual
Summary of comments You state that the sea front is a high visibility and should be maintained at a high quality. How then are the White Rock Baths allowed to stay such an appalling eye sore? A wonderful opportunity lost to use this prime site as an added attraction with amenities for tourist and locals alike.
We already have spiritual centres i.e. the Christian Church with its various denominations. What do you mean by spiritual centres? Allow the churches to work in the community and have greater media coverage.

Ref 12
Ward Central St Leonards
Response ref 5.6/12
Individual/name of organisation Individual
Summary of comments It is impossible NOT to support all the above, in principle at least. BUT 1 has the difficulty that many of the delivering agencies (e.g. University of Brighton) are based outside the area. To them we would ever be on out-station.

Scenario 2: We have not GOT, and in only 20 years are unlikely to get good communication links – we remain "beyond Ashford" or "beyond Eastbourne"

Scenario 3: Looks a better bet, but although scope for enhancement is plentiful there would appear to be severe limits to culture-based growth. All the same, I'd go for it.

Scenario 4: Oh, come off it – all you'd get would be cranks. For years we had a near-monopoly of the world supply of squared, calibrated, glass tubing but how much did it do us?

Scenario 5: Like what? Many of us go over to Eastbourne to shop as it is. And how do you specialise in customer service? They same way as you specialize in happiness or love, or "being interesting"?

Scenario 3 comes across as the most likely "success story", but I'm afraid that when its implications are spelled out many people will be very disappointed.

Nevertheless I think we ought to go for it. It's the one area where already have a "comparative advantage" (as the economists would say)

Ref 32
Ward
Response ref 5.6/13
Individual/name of organisation Hastings Old Town Residents Association
Summary of comments Scenario 3 and 5 could be complementary. Across the Channel many resorts offer a comprehensive range of facilities for residents and visitors e.g. Le Touquet. Major investment is needed in the sea front but not in hotels or the beach or at Pelham. A library of the sea could achieve international status and embrace our past but look to the future. No such library exists. It could feature research and link to UCH. It would attract tourists. It would improve the opportunities for study of marine courses. It could attract major funding.

Ref 47
Ward Tressell
Response ref 5.6/14
Individual/name of organisation Individual
Summary of comments I think that the Town should be varied in its outlook and not specialised.

Ref 33
Ward
Response ref 5.6/14
Individual/name of organisation Anonymous
Summary of comments It wasn't clear whether I could tick more than one box! Ideally I'd like to see all these things combined – I do think Hastings, having already a thriving arts, tourism, and cultural sector, needs to make more of this. I worked for the council on a lottery bid for the Stade recently and became extremely frustrated at how long everything takes – consultation is essential but we need to get along and make things happen. I know the Council can't be responsible for everything but I feel more support needs to be given to encourage the arts sector to thrive. I also think that the idea of showcasing sustainable living is an excellent one – it would bring much needed jobs to the town which I don't think the arts and tourist sector can fully support. It would certainly put Hastings on the map in a very positive way and would link the arts, cultural and tourism sectors neatly.

Ref 27
Ward Tressell
Response ref 5.6/15
Individual/name of organisation Individual
Hastings and St Leonards needs a thorough combination of scenario 1,2,3,4.

In reality there is a major problem in this town due to nothing south of Hastings except the sea (of course!).

Service derived employment will not solve the lack of quality employment opportunities yes those will be the jobs of the future in this town.

I love this town and it pains me to point out the almost impossible task ahead. Vast improvements have been made since I moved to Hastings in 1980. Do something about the pier before it falls into the sea. Scenario 3 should include a commitment to sorting out the pier and issues around this.

Keep it simple to start with:
1. homes for all
2. sort the bus problems out – meaning turning up, on time, reasonable fares
3. careers not just jobs
4. social exclusion is massive in this town, action not words
5. lose the obsession with rising property prices and realise people cannot afford to buy or rent.

Ref 23
Ward
Response ref 5.6/16
Individual/name of organisation Individual
Summary of comments The town needs a balanced economy – not over reliant on any one sector. I don't see it as necessary for Hastings to have a brand pre se – There is no reason it can't be a very good 'all round' destination known for having something for everyone (including elements of scenarios 4&5)

Ref 24
Ward Old Hast
Response ref 5.6/17
Individual/name of organisation Individual
Summary of comments Scenario 3 (culture & Tourism) is good. The towns architectural asserts should be valued and preserved, e.g. The façade of the Observer Building.

Ref 31
Ward
Response ref 5.6/18
Individual/name of organisation Individual
Summary of comments Scenario 4: At present Brighton & Hove City Council are leading the way in the south coast with sustainable and renewable technology. Scenario 4 is the most important image for the future. This scenario is more likely to develop a range of skills and workforce needs rather than concentrating on service industries of tourism – usually low skilled and low paid and high tech skills.

This scenario could link into being positive about the future of Hastings whilst embracing the past and help local residents to be included – as they will all be affected by impacts of climate change.

Ref 41
Ward
Response ref 5.6/19
Individual/name of organisation Castle Court Residents Association
Summary of comments Only scenario 3 builds on the town's unique strengths – helping to distinguish and set us apart form everyone else. Our USP. All the other scenarios apart from 5 could be valid aspirations, but it unrealistic for them to be the brand image of the town. They should be subservient to and weave through a principle aspiration based on culture and tourism.
The brave aspirations set out in para 5.5 are not reflected in the scenarios presented. This process seems to be deliberately misleading

Ref 83
Ward Castle
Response ref 5.6/19
Individual/name of organisation Individual
Summary of comments People are drawn to the sea but we have many months when they cannot sit on the beach. They will still come if indoor family entertainment is provided, preferably on the beach where the sea is visible. What about an area with an opening roof? Get immigrants and asylum seekers to interact together. Some have inherited hatreds of another's nationality or religion. So get them together in organised activities and games say volleyball, football etc, some can be on our beaches, which are not, used enough. Not much common language is needed and the benefits could be integration and friendship with a "foreigner" which may not otherwise have happened. To sum up use our beaches all year round for organised exercise and games.

What is the point of a cheap hotel (e.g. Observer building) with no parking? Why should people come here more than once? Remember too that Britain has an aging population. We could tap into that and bring people in if we have entertainment and activities for them. Many of the older generation have money but they need warmth so in winter inside entertainment needed. Provide a "train" along the Prom. From Rock-a-Nore to Bexhill. A cycle track extension on the flat many older people can cycle even when they cannot walk far (a cycle takes the weight off knees damaged by arthritis)

Ref 82
Ward Castle
Response ref 5.6/20
Individual/name of organisation Individual
Summary of comments 5.5 How does this tie with plans for further retail expansion? How does the link road tie in with "innovative approaches to transport?"

Ref 78
Ward Castle
Response ref 5.6/21
Individual/name of organisation Individual
Summary of comments The only direct scenario is to concentrate on (3) Culture & Tourism. The other scenarios either should be part of our town (e.g.1) or will become so as part of a natural process. Make your town an attractive place to visit and people will choose to stay. Speciality shopping cannot be imposed on a town – it will happen naturally. Supporting internet based business (including e-commerce) is a good idea however.

The important point is to recognise and support our unique selling points. They are our seaside location, and beautiful topography. We have some extraordinary architectural gems like St Mary in the Castle and this deserves to be celebrated and used properly. Likewise, demolishing the Observer building gives the wrong message to the rest of the country and to our citizens.

Hastings is currently a town with low self esteem – hence the civic abuse of beautiful buildings (demolish old and build cheap and nasty new) & drug and alcohol abuse of the residents. I am not sure that a casino will help the town – it is another way for addictive behaviour to be exploited. Education is a good investment in the town to raise esteem and ability.

Hastings unique brand is its elements of surprise – its variation in architecture (until all the old stuff is flattened) and scale – its tiny twittens and huge open space (West Hill) and its very steep topography (beautiful views up to the hills and down from them). It is also remarkably unspoiled by national & multi-national chains (Starbucks etc). This is partially because its seen as not viable to invest in – but it's a positive point. Tunbridge Wells town centre is dreary in comparison. (I really mean that). Keep Hastings unique – don't dilute it

Ref 77
Ward
Response ref 5.6/22
Individual/name of organisation Ore Valley Forum
Summary of comments (1 & 2) Scenarios are linked. At what point will HBC start improvement, as this is critical. Good education, no job equals kids leaving. High tech business and no skilled workforce equals companies bringing in skills from outside. Who will pay for the IT links? Need good accommodation for students. Need to support existing community to support incomers.

(3) Local history needs to be included so the community have a sense of ownership and involvement. We need to cash in on 1066 as we have 1000 years of advertising.
Where is Burton St Leonards, Old Town, Country Park, Coastal walks and cycling? Plug these too. Don't destroy what local people are fond of just for the sake of change.

(4) Where is Ore Valley greenspace? We have the potential for wave energy. Wind and solar can be used as small-scale home energy supplementation. All new builds should be built to last more than 50 years to be sustainable. Should have photovoltaic and small-scale wind in the design. Mill Community Standards should be applied to all development in town from now on (even one house)

(5) Only have 180º radius of community to call on to come shopping with poor transport and links for day trips to shop

Ref 134
Ward St Helens
Response ref 5.6/23
Individual/name of organisation Individual
Summary of comments 5.3+5.4 go well together
5.2 There is already some emphasis on IT training but I do not think we are well placed geographically for an actual high-tech business centre
5.1 Should do this regardless of any other branding. We already do tourism well+ it seems sensible to continue developing this along with regeneration & sustainable living and our amazing parks/SSSI etc

Ref 133
Ward
Response ref 5.6/24
Individual/name of organisation Anonymous
Summary of comments Hi speed IT links will not compensate for poor accessibility. Poor train services, poor road links without significant improvement the image of Hastings will remain a backwater.
I recently spoke with a foreign student undertaking a course at Hastings. His comment was that he encountered a good deal of racism in the town. It would seem that some fundamental re-education is needed in the community before Hastings will get an image to meet the expectations of excellence in education or culture centre

Ref 135
Ward Old Hast
Response ref 5.6/25
Individual/name of organisation Individual
Summary of comments Get rid of the charity shops and replace them with real business. I cannot see people flocking to Hastings to look at empty shops. E.g. in the Old Town where there are plenty of empty shops or shops turned into homes.

Ref 131
Ward St Helens
Response ref 5.6/26
Individual/name of organisation Individual
Summary of comments Alexandra Park, Hastings Country Park & St Helens Wood – average visitors barely knows they exist, we need signs at the foot of the East Hill Lifts & plans for the Country park available there. Signs on buses going near these place, we should flaunt what we've got.

Ref 138
Ward Gensing
Response ref 5.6/27
Individual/name of organisation Individual
Summary of comments Build on the traditional image (widely sought/appreciated by residents incoming by choice and many older established ones) of Hastings as individual, full of [illegible word] and clement climate as the nominal image and starting point incorporating the green areas.
Prerequisites to realise expectations by eliminating the let-downs (beginning with the highest level of cleanliness all round; the feature that prompts this is a nice place.
It is clearly essential in practical terms to back this aspiration with diversification of economic activity (as is happening in farming, retail etc.) so if means exist either to maximise the educational potential to deliver the goods.; or more broadly to pursue elements of these aspects must underpin the luxury of image.
Take all round sightlines into account when considering applications for new development.

Ref 130
Ward Castle
Response ref 5.6/28
Individual/name of organisation Individual
Summary of comments Renewal/regeneration of existing hotels, not new ones, definitely NOT opposite Pelham Crescent.

Ref 75
Ward Castle
Response ref 5.6/29
Individual/name of organisation Individual
Summary of comments The town should not put its energy into becoming unique, but into cutting crime, high unemployment and low wages. We need better jobs not more houses. The priorities should be:
1. Make Hastings a commuter town (see comments on 9.2)
2. Preserve all existing green open spaces including allotments (which are missing from the LDF)
3. Reject the governments requirement to build 4200 dwellings
4. Give higher priority than currently exists into preserving interesting buildings around the town
5. Actively promote the preserving researching and publicising of the town's history. The council should employ and/or financially assist local historians.

Ref 136
Ward Old Hast
Response ref 5.6/30
Individual/name of organisation Individual
Summary of comments 1. Perhaps you should look into what business needs first
2. B&B's of a high standard are what the visitors like, the hotels are priced like London and the standard is not high.
3. Well it sounds OK the transport is so bad at the moment. All this sounds OK but none of things seem to get off the ground!
4. Are you up in the clouds. We have only our lovely little shopping centre! There are enough shopping places further a field.

Ref 120
Ward
Response ref 5.6/31
Individual/name of organisation Individual
Summary of comments Over the past 20 yrs I have been involved in a great many consultations and regeneration initiatives in Hastings & St Leonards. A great wealth of ideas of opinions has been generated. There needs to be a physical place & website where all this information can be accessed so we do not have to keep reinventing the wheel and can build on work already done.

Ref 127
Ward Silverhill
Response ref 5.6/32
Individual/name of organisation Individual
Summary of comments There are highly desirable aspects to all the scenario's, pity we can't Cherry pick some other things and add them to my chosen one. We should aim to improve our natural assets i.e. the SEA, the Seafront and the parks and environment around us

Ref 96
Ward Tressell
Response ref 5.6/36
Individual/name of organisation Individual
Summary of comments Concentrate on Hastings being a unique Town, provision for covered area for tourists when weather is bad, protect the local architecture, proper control of developments.

Ref 139
Ward Baird
Response ref 5.6/37
Individual/name of organisation Individual
Summary of comments A major new attraction not conceived before; a large medieval harbour and village complex all located at the end of Rock-a-Nore. All buildings to be or have the appearance of 12 to 14 century timber framed building similar to the existing Old Town, All Saints' Street. See attached Proposals. Based loosely on the layout of Brighton Marina. Hastings Medieval Harbour and village would have [illegible word] [illegible word] moorings for 1500 boats, 50 new commercial/retail outlets, 800 to 1000 residential properties, full pedestrianised area, all year round attraction, job creation, no environmental issue. Additional protection for East Cliff at Rock-a-Nore. Compliments the existing Old Town, fishing industry, and tourism industry. No other town in the South has such an attraction.

Ref 88
Ward Castle
Response ref 5.6/38
Individual/name of organisation Individual
Summary of comments To add to scenario 3&4 we should promote our unique topography and built environment by enhancing the steps, twittens, banks, and small greenspaces. Make use of original road surfaces in the small back streets many of which have underlying cobbles. Regenerate the old and derelict buildings, lamps and railings. The 'wide-ranging ideas' in the booklet say it for us all and yet little is made of them as real options.

Ref 84
Ward Tressell
Response ref 5.6/39
Individual/name of organisation Individual
Summary of comments I believe scenario 2 should be the key to Hastings regeneration. To develop the Town through business, give people the skills to be employed and build a skilled workforce, for this to succeed scenario 1 has to be supported.
I would also like to see the development of scenarios 3&4, and shopping facilities but consider these as lower priorities.

Ref 91
Ward West St L
Response ref 5.6/40
Individual/name of organisation Individual
Summary of comments Scenario 3 is the best start, but needs refinement. The difference of Hastings must be celebrated in its built environment, types of activity and mix of people. It is unfortunate that this document confuses image with role and character. The key requirements is to define a role for the town and to develop the character of the development it wishes to see. Image should follow! Some valuable suggestions are mentioned rising from the 5.5 consultation but many appear to have been ignored particularly the town's history and uniqueness and individuality of style activity and people.

Ref 92
Ward Castle
Response ref 5.6/41
Individual/name of organisation Individual
Summary of comments None of the scenarios include the others – at different times, as opportunities present themselves, emphasis can change. We don't want a tunnel vision. Hastings has many strengths, so that different aspects of the Town and therefore the ways & projects itself will come into the fore.
It is no help to differentiate the various sectors to absolutely IT, for example, is the tool by which all the others can improve the operation. Its not separate. (illegible word) all our business is the cultural, whichever aspect it is being presented to the marketplace. All the scenarios must be integrated to maximise the development of the Town.

Ref 89
Ward Castle
Response ref 5.6/42
Individual/name of organisation Individual
Summary of comments Create and develop a 'Centre of Excellence' for practical skills i.e. Technical College. Future modern apprenticeships will require that applicants have 'Core Skills' of 'C' as entry level. There will be many young people who will not be able to gain entry – so an alternative will be required for the 10-15 year term.

Ref 93
Ward
Response ref 5.6/43
Individual/name of organisation Individual
Summary of comments Aim to have a mix of evening economy uses in the main centres e.g. restaurants, bars, pubs, clubs, sports, leisure, health, retail, music, arts, comedy, cinema, events, other cultural uses. These sues should be encouraged to be unique (rather than cloned) and competitive with other centres in the region, of high quality and safe & attractive to a range of ages & types of people.
Scenario 3: the cultural higher spending visitor should be encouraged, there is much scope for this. However day trippers still provide 'bread & butter' for many businesses. Hastings should not just be candyfloss and chips but a wide range of people still want traditional seaside attractions. Affordable attractions should not be pushed out to make way for more expensive ones. There should be a range of quality attractions suitable for a range of people.

Ref 118
Ward Castle
Response ref 5.6/44
Individual/name of organisation Individual
Summary of comments Scenario 6: Invest and focus on developing the core culture of the town and its unique identity. Build on its strengths – its creative community, fishing community. Emphasise and celebrate its diverse architecture. Provide a thriving breeding ground for ideas – new businesses, creative industries and make the most of its natural resources. There are already many people who have recognised an albeit "hidden" cultural life in Hastings. An influx of creative/media workers who are attracted here by lower property prices =. We should be encouraging them to invest their time, energy and skills in the regeneration of Hastings.

Ref 116
Ward Old Hast
Response ref 5.6/45
Individual/name of organisation Individual
Summary of comments I would like to see a mixture of scenarios 1,3&5.
Scenario 1: Should expand the education options over and above IT, Media & Communication and include subjects to which the Town is famed i.e. Fishing, art, architecture, music
Scenario 3: Agree, except we are not just above 1066 and birth of television
Scenario 5:specialise in what we know, fishing, antiques, art, music. There is also a shortage of traditional trades traditional trades in our community – plumbers etc

Ref 98
Ward Braybrooke
Response ref 5.6/46
Individual/name of organisation Individual
Summary of comments Bistros and bars along the seafront in place of shabby looking shops.
Art festivals.
Food and wine promotions using local produce.
Fish festival.
Good quality sea front hotels to attract tourist who will spend money in Hastings (not just B.B.).
Good seafood restaurant on the pier and another 'Gritti Palace'.
Promote local industry, i.e. specialist postcard shop

Ref 95
Ward Wishing T
Response ref 5.6/47
Individual/name of organisation Individual
Summary of comments I don't know why we can only have one image. It is the media we need to contest. They highlighted the negative views. If we are looking at various areas of the town on image each could specialise e.g. culture and tourism centre on the old town – although not exclusively.

Market Hastings as a multi-layered multi cultural town with an eye to the future and climate change.

Ref 85
Ward
Response ref 5.6/48
Individual/name of organisation Anonymous
Summary of comments Culture and tourism, continue to develop quality arts which are reflective of the community. Good programming is essential. Reach wider sections of community not just the usual suspects-Arts community-BME community. Work at community level to develop projects to raise the standard of new work and partnerships. At present too much focus on heritage and not enough on contemporary arts, take a look at Folkestone ! Heritage is also very poorly served. Don't be too niche i.e. one particular specialism its alienating to local people who need to buy normal everyday stuff. Not crappy twee, quaint shops but local shops selling local produce. Like the Queens Road traders, Judges Bakery etc. Keep the wealth in Hastings don't give it to one chainstore big-boys/bullies. Give the new town and St. Leonards a more interactive/continental feel. Hay on Wye is a very interesting model and the Council needs to really understand how the support for high quality culture can have a major effect on regeneration, with so many visual artists with the town there is a core culture which could become the focus of regeneration-invest in it! The emphasis on film and television is misguided, without superb links to London it is a non-starter, a vast amount of money is about to be wasted on developing film and TV as a focus for development.

Ref 90
Ward Castle
Response ref 5.6/49
Individual/name of organisation Individual
Summary of comments No support for 1,2 & 5 as they are unrealistic/unattainable
Support 3 & 4 in general terms though question the idea that Hastings should aim to lead/be the best/most innovative, no particular value in being first, the value is in doing things well for your community. Re scenario 3 I do not like all the seaside 'tat' & fish & chips & burger shops but we should not alienate those businesses & their customers, diversity as stated elsewhere is the key. The town's most underrated asset is the beach and seafront. It should be improved and promoted with the fantastic cliffs and the views, the East & West Hills with their lifts, the fishing beach/net huts/industry. With global warming the English seaside holiday and short break has a new & bright future.

Ref 114
Ward
Response ref 5.6/50
Individual/name of organisation Hastings & Rother LA21
Summary of comments 5.5 - not realistic within reasonable time scale
Scenario 3: Tourism linked to history of television has been considered, rejected and undertaken elsewhere, as have proposals for a railway history themed attraction on the goods yard at Ore station. Clear opportunity to develop an iron industry themed tourist/education attraction – roman site at Beauport Park, Amsterdam wreck
Scenario 4: We clearly embrace any (illegible word) which advances the cause of sustainable development.

Ref 103
Ward Castle
Response ref 5.6/51
Individual/name of organisation Individual
Summary of comments The seafront and pier should be improved with dedicated transport from Rock-a-Nore to West St. Leonards.

Ref 111
Ward
Response ref 5.6/52
Individual/name of organisation Anonymous
Summary of comments The problem with Hastings is that a great deal of what you hope to achieve is here already! I support all the initiatives listed but feel that a lot has been achieved already but it no recognised or branded in a way that can raise the profile of Hastings on a national and international level. On a narrow level I think the seafront Grotbusters scheme is terrific and huge improvements have taken place. On the down side you allow applications for plastic windows to go through planning approval and you permit the installation of satellite dishes on the front of buildings. You can't do one without the other! To promote regeneration there must be zero tolerance to this. Windows must be sympathetic and satellite dishes must go on the roof. We still have friends down from London who comment on how derelict the seafront looks – so you are failing in an admirable initiative!

On a broader scale Hastings is host to the Green Man Festival, the Mayday Bike Boys, the Hastings Half Marathon and the chess championships and the superb Bonfire Boys. You have it all there. That is the unique brand of Hastings! Big it up! we don't need Hay-on-Wye's books etc. We have a superb profile but no proper publicity or press coverage. Use what is there!

You have endless regions of artists and creative people living here. Use their energy, draw them into the equation and put them on your brand map too! Use what you have got and stop looking for other solutions.

Ref 101
Ward
Response ref 5.6/53
Individual/name of organisation Old Hastings Preservation Society
Summary of comments Page 10, links to the Community Strategy, build on a strong active voluntary sector & encourage people of all ages to get involved.

Ref 80
Ward Castle
Response ref 5.6/54
Individual/name of organisation Individual
Summary of comments All of the scenarios should work together once again, too much compartmentalising. You start from the strengths and weaknesses of the culture and you build on these and this should influence everything. Far too much disconnected thinking in Chapter 5. Why should we not have both good high tech media communication along with cultural led education? High tech is just the means through which we express our culture. Culture is not something on its own. In order to release the enterprise potential of a place you need to link the cultural offer to tourism and education by stimulating the creative sectors.

If you invest in the cultural and creative sectors in a strategic education focused way, this in turn stimulates business, innovation and provides a focus for tourism and development. There is an opportunity to create or support the growth of a more sophisticated cultural and creative offer, which would support a higher quality service sector especially in hospitality, media and marketing.

It would be useful to consider a knowledge driven economy with the cultural industries at the centre and life long learning, training continual professional development. This vision for work force development would provide a much more successful platform for accessing UE, ESF, LSC funding.

Ref 76
Ward Tressell
Response ref 5.6/55
Individual/name of organisation Individual
Summary of comments I think this could both be a “beacon of sustainability”, and a sort of gastro-hut for a large part of East Sussex and nearby Kent. I.e. sustainability could be what its about the development, production and implementation of any and all aspects of sustainability. It could and should learn from Norton, Woking and others, but not just imitate – develop and initiate. It could demonstrate what can be done – building on its history of sustainable fishing and agriculture, and taking that into innovative technology and housing etc.

It could also develop more farmers markets, with real vision, energy and resourcefulness, to showcase the best foodstuffs, food products from a wider area. Look at what Borough market has done for that area (North Southwark) (read that book) and put some conviction into it.

Meat, fish, fruit, veg – the best from the South East (even from Normandy, Brittany and Pas-de-Calais).

It isn’t really a mini Brighton – Brighton does it better. Its is a tougher, much older, much quirkier town. All that is hugely valuable- but only if Seeda, the Council members and officers really value it – fight for it , cherish it.

Your town centre manager Rob Woods, is showing real energy, enthusiasm and zest – this should be encouraged and supported, and built into a real pursuit and identity for the Town Centre. All this can link into a centre of excellence for education and a hi-tech business area.

Ref 110
Ward Braybrooke
Response ref 5.6/56
Individual/name of organisation Individual
Summary of comments Scenario 1 free Wi-Fi for UK including Hastings. In uncivilised Chile it is free for all, the UK is not a leader
Cooperate with government to ensure that Hastings makes available free Wi-Fi to residents and visitors

Ref 107
Ward
Response ref 5.6/57
Individual/name of organisation Anonymous
Summary of comments A centre of craftsmanship; making quality goods (e.g. using sustainable wood sources), quality training.

Ref 105
Ward
Response ref 5.6/58
Individual/name of organisation Hastings Environment Network
Summary of comments Hastings should be renowned as an eco tourism destination with nature reserves, cycling and walking routes, local food, sustainable buildings and shops selling 'green' products.

Ref 137
Ward
Response ref 5.6/59
Individual/name of organisation Hastings Democratic Alliance
Summary of comments Hastings has a University Centre best characterised as a retail unit for universities elsewhere.
If the scenarios are about image development their effect will be short-lived.
It is ironic that 5.3 talks about the town's unique features when successive councils have devoted themselves to destroying these in all too many cases. In countless cases buildings of historic and cultural value have been replaced with something much worse.

Ref 108
Ward
Response ref 5.6/60
Individual/name of organisation Hastings and Rother Disability Forum
Summary of comments How are these achievable, most are down to market force, and we are getting better at marketing ourselves, but we are way behind our competitors.

Ref 121
Ward
Response ref 5.6/61
Individual/name of organisation The Hastings Greenway Project
CABE & other bodies like the urban task force lay great street on local identity & regional character. Scenario 3 has the best fit & gives a plat form for 'niche marketing' of the 1066 thing. Hastings the world famous seaside town surely gives us a great advantage and it need not be retrospective – why not a state of the art 1066 interpretation centre as a major attraction and wt weather venue? Maybe should blend some of options 3&4 esp. the promotion of quality green areas. A key defining element of image is the seafront, we need to build on the various studies and work to a Masterplan vision (similar to the original MBM vision. Our greenway program includes an exciting and radical concept for remodelling warrior Sq gardens. We propose a more interactive layout that meets the needs of the local community, visitors & tourists. A key feature is a positive & safe link across the A259 & a 1066 interpretation centre within (underneath) the replanted gardens. We propose an Anglo-French

partnership which looks for European funding (based on cultural & educational outputs(and of course matching funding from elsewhere. Our 1066 project for warrior Sq exploits the sites special 'stepping stone' location & reflects successful urban renaissance projects in the UK & elsewhere.

Ref 123
Ward
Response ref 5.6/62
Individual/name of organisation Individual
Summary of comments Realism is a key feature here. How many jobs are sought by books in Hay on Wye? Hastings has some key features, in 5.5 page 28, it's a coastal town set within a larger rural landscape that often a counterpoint to the history and culture of the town. The position & history of the town suggests an image of culture, history, tourism, small businesses, café culture quality opera, ballet, plays, cinema etc, Well publicised cultural festivals, as more & more people live in smaller units the existence of a vibrant cultural life is ever more important. The Hastings marina should be resurrected to produce that vibrance that is needed. When design is for the people who live in an area, that design lives & breathes when it is a design to attract business or attract a type of family it is sterile. The most important asset Hastings has is its population. Why to so few take part in any consultation? I would suggest it is because they cannot see themselves in the planning.

Ref 112
Ward Maze Hill
Response ref 5.6/63
Individual/name of organisation Individual
Summary of comments Scenarios 1, 2 and 4 won't "put Hastings on the map" because everyone else is doing it, it isn't newsworthy and we show and we show no signs of being especially good at them.
Scenario 3 is what we are already good at, but still is not distinctive or unique. It's basically more of the same. And tourism is a result of offering attractions. In itself it is not an attraction or brand.

Scenario 5 or 6 HASTINGS ART TOWN:
Serious art at bargain prices is an attraction. But the attraction can be magnified by choosing ART as a central Brand Image. Culture is a proven image-transformer, lifting Glasgow, Liverpool and Newcastle out of their rough, grimy and industrial past. Smaller places get famous for their artist colonies. Hastings has something more exciting, an outsize and rapidly growing proportion of the general population of a normal town that is engaged in every branch of the arts. More serious artists, musicians, dancers, filmmakers etc are settling daily, and numbers could soon reach a tipping point making it potentially nationally and internally newsworthy, projecting a "town of culture" appeal.
HBC could you use this to brand and promote the town. It could do this with little effort simply by adopting the concept of "Hastings Art Town", but should back this up with a number of measures e.g.

- rescuing and promoting the exemplary and world-unique "Arts in Healthcare" scheme which has tragically just run out of funding.
- Compiling vital data on arts practitioners.
- Re-launching St Mary in the Castle as an arts centre.
- Requiring "1% for art" from major developers
- developers and pressing on with public art and lighting schemes which are already of national note.
- Making available un-used Council owned buildings for use as studios and workshops
- reviving the 2002 promise of an "arts quarter" and artist's centre.
- Recognising and publicising the arts community's own initiatives e.g. the regeneration of 12 Claremont; the two new jazz clubs showcasing international talent and attracting regional, audiences; the success of our independent cinema the Electric Palace; and Hastings own independent internet TV station.
- Make the arts more visible, in public places, in windows and on walls, bus stops and hoarding and waiting rooms, and temporary and seasonal displays.

- Setting up permanent standing liaison group to develop and promote the Arts Town concept, and working in partnership with the arts community to find ways to use the arts in every aspect of our lives to make Hastings a happier, safer and more fulfilling place to live in and visit.

Other Things that could get us a Good Press
Easier Parking: This would indeed be news! Because a parked car doesn't pollute, here are three measures: chevron parking for car parks and streets making it easier to get in and out; stacker – parking as ain Manhattan to save on space; smart-cards to pay for the exact time used, so no problems of over staying.

A Brand New Pier: The country's first modernist pier could be the iconic "building" we've been looking for, totally unique, and serving all the other visions for leisure, culture etc. An international architectural competition and Lottery funding would tie in with the Arts Town brand.

A Youth Task Force: Practically THE issue of the moment is scary an unruly youth. Could Hastings lead with a Youth Task Force offering a mix of earning and learning, fun, adventure, social life, music and sport for the mid teens? Based on best practice elsewhere, an after-school and leisure-time club with its own identity marker (e.g. distinctive T-shirt), and a democratic involvement in running its own affairs.

Ref 48
Ward
Response ref 5.6/64
Individual/name of organisation Individual
Summary of comments Transport links (A21) may not be good enough to achieve these aims!

Ref 122
Ward
Response ref 5.6/65
Individual/name of organisation Hastings & Rother Urban Design Group
Summary of comments 5.5 – specialisms – Antiques, arts/crafts, BMX/Skatecentres/Surf, Language Schools, Health/Care provision, These could all be promoted & cross linked to each other & other issues.
5.4: Promotion of green areas should include the linking element of a greenway. A greater emphasis needs to be put on non-car based forms of transport-what happened to the metro?
5.3: an all weather venue is needed to extend the tourist season & offer. Not enough is made of Hastings as an historic centre.
5.2: Whilst this could be taken forward with virtual links it needs real world good road & rail connections to flourish loss of Euro star to Brussels from Ashford need to be addressed
5.1: Thought should be given to building on the existing language school provision & emerging success of the university/FE colleges to creating an international university with accreditation from various centres worldwide. Could develop the high-tech/sustainability themes into education & training.

Ref 52
Ward Castle
Response ref 5.6/66
Individual/name of organisation Individual
Summary of comments Yes. You have clearly stated in 5.5 a vision for the town established during the consultations based on our unique architecture and history and utilising the sea front and the arts community. Why have you then ignored this; the only scenario that comes close is No.3; Also paragraph 4.18 gives a suitable vision.

Ref 124
Ward Old Hast
Response ref 5.6/67
Individual/name of organisation Individual
Summary of comments Re: Scenario 4
I believe Hastings has a unique opportunity to develop high quality, up market tourism based on the factors mentioned in scenario 3 but also because we have excellent opportunities to become a regional base for cycling tourism. For instance, we can take advantage of flat areas to either side of the town Romney [illegible word] as well as villages and hinterland. If Hastings developed its own cycling/walking network in the town that was able to connect these areas we could become the "hospitality hub" (food and accommodation base) for a cycle tourism product which would be unique in the South of England. It could also be a significant attraction for European visitors. To this end, all new cultural developments and hotels should have fully integrated facilities for welcoming and accommodating visiting cyclists and walkers.

Ref 104
Ward Old Hast
Response ref 5.6/68
Individual/name of organisation Individual
Summary of comments Traditional Victorian pier – specialist related shops/penny arcade/pony rides/fair rides etc – which would be unique and appealing to locals and tourists. The scenarios I support focus on the town's strengths that could be further improved in order to set Hastings apart from other towns. Focusing on 'what we are good at'. Also focus on quirkiness/individuality.

Ref 54
Ward Tressell
Response ref 5.6/69
Individual/name of organisation Individual
Summary of comments 4 very cutting edge as the 'green' way of life is rapidly becoming more trendy attracting the latest entrepreneurs would really put us on the map. Promoting seaside based tourism would be great to attract a different sort of tourist, the younger generation who have money to spend on more expensive sports.
2: would have to go hand in hand with 1 to train locals up to generate more business.

Ref 50
Ward Braybrooke
Response ref 5.6/70
Individual/name of organisation Individual
Summary of comments Continue to develop international links through language schools, international colleges etc.
Eco - tourism

Ref 113
Ward Old Hast
Response ref 5.6/71
Individual/name of organisation Individual
Summary of comments Scenario 3 seems the most realistic as we already have all the ingredients. However so much more could be done with the seafront & Stade area to promote tourism & highlight the assets of Hastings. St Mary's in the Castle is a disgrace – a totally wasted gem. A large themed visitor centre incorporating all the sea linked and historical aspects of the town. The aquarium is in need of refurbishment. The beach should provide good, high quality sports & leisure facilities not just fruit machines & a funfair. There should be a large free playground for the families who live here and those who visit. The pier should be sorted out and the owners must be held responsible for its upkeep & should be re-opened with a fantastic attraction right at the end.
Better quality acts for the White Rock – they can do it because they have.

Cheap accessible workspace & shops for the Arts Community – at the moment space is being lost to build flats. As the prices rise in Hastings the artists suffer and will be forced to move on if we don't truly accommodate them and their work.
Slow the traffic down in the Old Town – the pavements are narrow and people need to browse there.
A market in George St every week – people love them and the Farmers Market in the town centre is in the wrong site.

Ref 57
Ward Old Hast
Response ref 5.6/72
Individual/name of organisation Individual
Summary of comments While all the ideas are worthy Scenario 3 is the only one based on the towns existing assets

Ref 51
Ward
Response ref 5.6/73
Individual/name of organisation Castle Ward Forum
Summary of comments Item 5.5 states an image based on comments received from the community. You then ignore this in your scenarios.
We must concentrate on that which is truly unique to Hastings. That is our unique architecture, fantastic topography, wonderful mix of people and our strong arts community.
Surely the strategy should be to concentrate on culture and tourism. All the other scenarios show no real vision and could apply to any town. Yes they should be present in the overall proposals for the town, but it is culture and tourism that make Hastings unique.

Ref 58
Ward
Response ref 5.6/74
Individual/name of organisation Individual
Summary of comments Support given to a range of scenarios that embrace all that is good and unique about Hastings NOW. The traditional British seaside resort need not be run down i.e. Bournemouth

Ref 126
Ward
Response ref 5.6/75
Individual/name of organisation Hastings Urban Bikes
Summary of comments HUB would like to see Hastings as part of a network of cycling towns in Sussex (Lewes, Brighton, Bexhill, Eastbourne) joined by a cycling and walking network to create sustainable green tourism for domestic and international visitors. We would also like to see Hastings as a centre for disabled cycling

Ref 30
Ward Conquest
Response ref 5.6/76
Individual/name of organisation Individual
Summary of comments Hastings could be all of these things and more. The glaring omission, given what already exists, is a centre for health and care. This actually fits well with the 5 stated scenarios, especially given that the planning system originated out of concerns for public health and, of course, the development of Burtons St Leonards as a health resort.

Scenario 1: could include education and training for care and health occupations.

Scenario 2: could include high tech health solutions (drugs and equipment).

Scenario 3: all these contribute to healthy and varied lifestyles. However, unless radically changed (unlikely) Hastings sea front is not the place for high quality hotels. Better to major on country house/spa approach in land (Upper Wilting?)

Scenario 4: Why limit ourselves to the South East? Why not "the most sustainable seaside town"? Why just renewable energy technology and not resource efficiency. The most sustainable approach will balance active and passive measures. The point about promotion of green areas is that could be used to join up all the scenarios physically and psychologically. This needs explanation but think back to 4.9 objective 9 – idea of a new sub regional centre.

Scenario 5: Whoever wrote this does not know much about business or marketing. A town will simply not be able to co-ordinate service quality across a range of retail activity. Hastings and Bexhill could have a range of specialist retail centres: books, antiques are obvious enough for existing small outlets, but what we do not have is a high quality general retail centre and that will not happen without greater footfall: more population and more visitors. Given the expansion of out of town centre retail what Hastings needs is a reduction of out of date retail provision e.g. Upper Queens Road. A growing retail sector is "sustainable living" (embraces all sorts!) which could be allocated a particular location, perhaps based around a particular area of sustainable development e.g. Ore Station, or recycling in London Road/Kings Road (antiques

Ref 60
Ward Old Hastings
Response ref 5.6/77
Individual/name of organisation Individual
Summary of comments I think 3 and 4 could be put together to produce a viable package. After all, 'cultural' people are also at the forefront of green issues and artists often linked to sustainable design etc.

Ref 34
Ward
Response ref 5.6/78
Individual/name of organisation Individual
Summary of comments New scenario suggested - a centre of health care, entertainment and specialist shopping.. need excellent reasonable priced car parking and a chap transport system running the length of the seafront – this needs to be a hop on hop off train, tram or special bus service (e.g. like the hopper buses at St Austell). Encourage clusters of entertainment and specialist shopping all along the seafront. Seafront could become a renewable energy (wind turbine) electricity producing area with QR5 display wind turbines all along the seafront to provide an amazing and 'green' high quality visual display. This combined with a new casino could provide the job creating Hastings needs.

Ref 63
Ward Silverhill
Response ref 5.6/79
Individual/name of organisation Individual
Summary of comments I like the idea of identifying a particular retail theme – providing it is related to genuine sustainability, but shopping has many problematic aspects, so highly cautious approach important.
Hastings is famous for its music venues – this could be supported a little more.
Outlets for artists/craftsmen need more encouragement, i.e. I'm in favour of non mass produced items.

Ref 39
Ward
Response ref 5.6/80
Individual/name of organisation The Theatres Trust
Summary of comments Re scenario 3 – a strong cultural sector is key in the creation of a vibrant town. Cultural facilities are able to play a crucial role tackling social exclusion, contributing to regeneration and other economic themes, promoting safer communities, encouraging healthier lifestyles, providing opportunities for voluntary and community activity for minority as well as majority interests, and stimulating life-long learning.

Ref 37
Ward
Response ref 5.6/81
Individual/name of organisation Nathaniel Lichfield and Partners for Bourne Leisure ltd.
Summary of comments Strongly supports proposals to encourage tourism within Hastings. The Core Strategy should support all types of tourism throughout the Borough, particularly proposals for the enhancement of existing facilities. Considers scenario 3 should be extended to include reference to the provision of all types of tourist accommodation, and the enhancement and expansion of existing tourist accommodation including holiday caravan parks.

Ref 55
Ward Castle
Response ref 5.6/82
Individual/name of organisation Individual
Summary of comments All of the above have some merit, but, with the exception of scenario 3: (culture and tourism), are unlikely to do a great deal to foster a unique image for Hastings.

The Seafront setting with the east and west hills, the Stade, old town and the varied architecture are our key assets.

The other issues should be part of an overall strategy but should not overshadow culture and tourism.

Ref 53
Ward Braybrooke
Response ref 5.6/83
Individual/name of organisation Individual
Summary of comments Must be careful not to destroy the best of what we have (individually) as a result of aims and objectives which may not be in this town's best interest.
Still not recognised / appreciated that we have in our midst top quality arts and culture.
People are choosing to live here because they feel they are among like minded individuals. Quality artists, musicians, writers, should be appreciated for the contribution they make to the image of our borough. Build round this talent – don't stamp it out or fail to recognise its importance. This is where the future lies rather than creating new ideas etc.

Ref 65
Ward
Response ref 5.6/84
Individual/name of organisation English Partnerships
Summary of comments All scenarios have positives. Scenario 4 – sustainable living but aspects of others, esp. as a business location are important

Ref 69
Ward
Response ref 5.6/85
Individual/name of organisation Individual
Summary of comments The first three build upon already developing areas in Hastings and should be continued. 1066 etc is a unique brand that needs development and linking to a skilled workforce based in a good area to live.

Scenario 4 & 5 – Sustainable living is admirable but for the far future and we are already too far behind other shopping centres to compete realistically. Places like Tunbridge Wells already have established reputations – we should aim to be different not better than others

Ref 68
Ward Old Hast
Response ref 5.6/86
Individual/name of organisation Individual
Summary of comments I believe 3 and 4 are achievable.

I believe 1 and 2 might be achievable with considerable consultation with local businesses/employers to provide the skills required.

I believe 5 is unachievable. Hastings does not have the right ambience and it too large (and getting larger)

Ref 71
Ward Central St Leonards
Response ref 5.6/87
Individual/name of organisation Individual
Summary of comments 'Water sports' must exclude jet skis and powerboats. There must be provision for 'quiet' beach areas as well as 'busy' areas. The stretch of beach from the new Marine Court Restaurant to Grosvenor Gardens is generally underused – no parking. Someone will have to consider parking facilities on both sides of the main road. Keep the beachfront at West St Leonards traffic free – a place for walkers, cyclists. More beach huts

Ref 62
Ward St Helens
Response ref 5.6/88
Individual/name of organisation Individual
Summary of comments The regeneration of the town centre is to be commended, but it is my opinion that the section once occupied by the Albert Memorial is totally soulless. It needs to be given some sort of focus to make it attractive and vibrant to visitors and residents alike.

Ref 160
Ward Central St Leo
Response ref 5.6/89
Individual/name of organisation Individual
Summary of comments While encouraging the arts culture (scenario 3) – along with tourism – I am not personally in favour of giving "grants" to individual artists or groups thereof.

I should like to qualify my response to 5.4 by:-
a. expressing opposition to the expenditure of any substantial sum of public funds on consultants or feasibility studies for grandiose schemes that the public would probably regard at the outset as doomed to failure an as a waste of time, money and effort; and
b. stating the obvious – that is depends which industries and technologies are to be in question, for great care would be needed.

Much the same comments apply to 5.5, where again there appear to be no specific proposal at present (hence my reluctance to tick “yes” or “no”).

Ref 72
Ward St Helens
Response ref 5.6/90
Individual/name of organisation Individual
Summary of comments Yes

Suggestions for the seafront:

1. Provide a small harbour for the fishing fleet (having a large beach based fishing fleet appears to have no use except as a comment in Town brochures – and the area is like a shanty town & very unattractive to visitors

2. Provide a marina for yachts adjacent to the fishing boats harbour (much in demand throughout UK)

3. Provide good quality hotels near to the marina and the Old Town

4. Provide a tram link from the Old Town to Bexhill (buses are of no interest to visitors, in general, and trains have poor local access). Links to other areas could follow on.

5. Move the funfair & children’s entertainment area to the pier and adjacent area. (include purchasing the pier for the town). This will be adjacent to existing facilities – Clambers & White Rock Theatre – and has existing underground car park.

6. Provide underground car parking for 2 & 3 above.

7. Incorporate 1, 2, 4, 5 and 6 above into any provision for upgraded sea defences. Put trams underground for part of route as necessary.

Ref 147
Ward
Response ref 5.6/91
Individual/name of organisation The Mother Agnes Trust
Summary of comments Scenarios 1 and 2 are ambitious goals, but they need to be supported by a better range of housing in the town to attract inward investment and to provide quality of life for the highly skilled and professional incoming population the Borough is trying to attract.

Ref 156
Ward
Response ref 5.6/92
Individual/name of organisation Anonymous
Summary of comments I feel there should be a clearer scenario that has its heart Education and not education that is grafted on – but is home grown. Education and life long learning is not just about gaining GCSEs woven into or as a separate image should be about the value and care we have for our community. An image of caring and sharing.

This may not be a separate scenario, but should be identified within one of those offered up.

Ref 149
Ward
Response ref 5.6/93
Individual/name of organisation Environment Agency
Summary of comments We would support Scenario 4; including the promotion and enhancement of the potentially high quality green spaces in the area.

Ref 157
Ward
Response ref 5.6/94
Individual/name of organisation 1066 Housing Association
Summary of comments Scenarios 1 and 2 are laudable, but Hastings does not start with a strong base and these are unlikely to be USPs, better as mainstream aspirations.

Ref 102
Ward Old Hast
Response ref 5.6/95
Individual/name of organisation Individual
Summary of comments Natural scenario – look at the green parts, natural trails and walks etc – this can be linked to culture and tourism. Festivals and parties – as a Londoner, the beauty of Hastings is that everybody loves to have a good time.

I feel scenario 3 is fundamental and is being ignored. Why not take advantage of one of the most important features – the sea, and expand on it.

Ref 159
Ward
Response ref 5.6/96
Individual/name of organisation HBC Conservation team
Summary of comments Image of the Town
Under Scenarios for the Future (p29), we notice that built heritage conservation and urban design excellence fail to get a mention. We consider that both architecture and the built heritage should be referred to under Scenario 3 – Culture and Tourism as they clearly make a major contribution to the image of our town. Our nationally recognised fine historic townscape, particularly in the Old Town and along the seafront, is an integral part of our tourist draw and also a key attraction of the town as a place to live. High quality new architecture could also help to reinforce the quality of our townscape and the identity of our town, ensuring that Hastings maintains its attractiveness as a unique destination.

Ref 142
Ward
Response ref 5.6/97
Individual/name of organisation Forestry Commission
Summary of comments There are great opportunities for the development of businesses producing renewable energy. We consider that there would be particular opportunities for businesses involved in wood fuel, as Hastings has a particular advantage being surrounded by one of the most wooded districts in England. There are especial needs at present for businesses that can install wood fuel boilers to work alongside those who can supply the chip.

Ref 154
Ward
Response ref 5.6/98
Individual/name of organisation Planning Potential
Summary of comments The success of Hastings and the vitality and viability of its shopping centres will not be secured through 'specialist shopping' Whilst this may provide an attractive element, genuine choice of accessible and high quality 'general' retail in both comparison and convenience sectors must be promoted.

Ref 94
Ward
Response ref 5.6/99
Individual/name of organisation Individual
Summary of comments The scenarios presented in 5.6 are not necessarily incompatible. I see promoting education & relevant skills as indispensable to achieving any of the scenarios. Similarly, appropriate high tech small businesses would be indispensable to other scenarios. I believe Hastings & St Leonards should aim for the combination of scenarios 3 & 4 bit with (a) recognition of the potential for our natural environment and wildlife for tourists (eco-tourism, scenario 3) and (b) recognition that Hastings & St Leonards could aspire to become a leader in integrated biodiversity in urban design, a crucial aspect of sustainable living (scenario 4).
I object to the use of the word 'brand' which suggests spin rather than substance.

Ref 148
Ward
Response ref 5.6/100
Individual/name of organisation Transport 2000
Summary of comments In this section, none of the suggested images are mutually exclusive, so it seems pointless to invite respondents to create a hierarchy. Setting alternatives for consideration against each other such as 'A centre of Excellence for Education and Learning' vs. 'A High Tech Business Location' makes no sense and represents un-joined up thinking.

Additional comments

ref 94
Individual/name of organisation Individual
Summary of comments
Para 5.3
Alexandra Park should be added to the list of features that contribute to the town's uniqueness. However, it is not just the parts that give the town a sense of place but the way they make up a whole.

Para 5.5
The image of the town by 2026 would include many of the ideas suggested, in addition our wildlife and open spaces would be explicitly recognised as an asset & eco-tourism would be encouraged.

ref 177
Individual/name of organisation Age Concern Hastings/Hastings & St Leonards Seniors Forum
Summary of comments
No good building on the Sea Front; Traditional sea Front with arts and culture/education connected to that; Better access to the Castle; Get rid of lorry park at the Stade; So many advantages: Access to the station, Alexandra Park, Views around, Pebsham Country Park,

Upgrade St. Mary in the Castle: Learn lessons from Shopping centre e.g. flooding; Illumination of buildings; Meeting places

Sympathetic new development – e.g. Warrior Square; Not a 'cloned' town – special; Marina - new cutting edge developments; Boulevard back - make sea front more attractive; heavy lorries?;

Pier: Trust/funds to strengthen to 'move with the times'; Pier preserved (report). Safety?

Fountain (near. Iceland) eyesore. Want roundabout revamped

White Rock revisit plans. Make decision

Sea Front - Major regeneration/demolition (is planned) including Sheltered housing for older people. - Object to 'Town Centre Area Action Plan' and offices (planned); Keep Pier; New development - at marina; Preserve Marine court, Pelham Crescent; Paint sea front buildings and new ones to be in keeping with existing; Improve shop fronts

Young people - not listened to/everybody; Goods Transport links i.e. small buses around town; Out of town shops - a problem for older people; Loss of local shops and post offices; Support for existing businesses; Retain distinctiveness of Hastings; Education is important to image of town; Artists not appreciated; Heritage - preserve Sea front

Support for Scenario 1 - Education and Scenario 3 - Culture & Tourism; Don't want another 'Blue Water' development. this would deter tourism.

Should be Diverse and Dynamic - Hastings is already diverse.

Use brownfield sites; Put infrastructure in first; Concerns about cars, water, hospital capacity, schools, doctors etc; Conserve Victorian town centre