

Students in Hastings Action Plan

KB- Kevin Boorman	BB – Bruno Batista
BUH – Brighton University Hastings	RW – Rob Woods
BUSU – Brighton University Student Union	PF – Paul Fagan
JT – Jocelyn Tilbrook	AS – Alan Sheppard
MAA – Monica Adams Action	LL – Lydia Leonard

Day Time Economy

	Issue	Action	Project in brief	Lead	Progress/Tasks
1	Students don't feel welcome in Hastings.	Raising awareness about the student population and promoting Hastings as University Town	Update HBC Attractions list to include University	KB	Completed
			Use About magazine to raise awareness about the University	KB	Completed
			Raise the profile of the graduation ceremony - press, web, etc. .Azur 18 th July	KB BUH	Mayor and Jeremy Birch attended.
			TCM links and promotion opportunities.	RW	On going - Student Campus Patrol Scheme - SCCH & Bexhill College via St Michaels Hospice - Apprentice-style event that will test teams of students on their ability to buy & sell items at a profit.
			Maximise web and social media in a coordinated way by sharing event info, links etc	KB	Meeting held –events listing shared across multiple websites and social media. famouslyhastings.com launched in Nov Student Life section included and development on going.
			Explore opportunities for student previews at galleries etc	WP MH	Links made with Student Ambassadors and HBC Art Officer. Students Involved in Boat Project – Arts Officer would welcome student involvement at future events.
			There is a need for 'University' road signs	KB	Contact made with Claire Peedell at ESCC – info received. Yellow AA signs put up in time for Fresher's.
			To include the University & College in HBC 'finger' signs	KB	In progress – Contact made with Nick Philips to arrange.

2	Limited retail offer.	Students Discount Scheme	A coordinated local discount scheme offered by retailers and businesses for students.		
			Develop a database.	JT	Completed
			Mail out to businesses and shops to sign up to a coordinated discount scheme.	JT	Completed
			Approach existing local attractions to take part in the discount scheme.	DC	Completed
			Develop a web based 'list' of offers with SCCH and UBH and use social media to promote offers where appropriate.	BUH/B USU SCCH	SCCH on website BU – via Facebook
			Develop a recognised branding for the scheme via a window sticker for easy identification to show that students are welcome and/or discount is available.	JT	Students produced logo. Window stickers and postcards distributed.
			Explore opportunities to develop deals with sporting venues and facilities.	JT	Completed info given to BUSU
			Update/refresh discount scheme ready for new academic year.		
3	First impressions last. Fresher's Week offer is limited in Hastings	Provide a full Fresher's Week Programme	Working with Student Union to determine appropriate activities.		
			Launch Students Discount Scheme during Fresher's Week.	JT/ BUSU	Completed. Should be re visited each Fresher's Fair.
			Promote existing local events – eg Coastal Currents, Saturdays on the Stade that fall in Fresher's Week	JT/BU SU	On going – Several event promoted – Stade Saturdays, Eat Global and Fat Tuesday etc. Links made via Facebook, hard copy posters etc
			HBC to provide links to local clubs, groups, vol orgs that students could be involved with. Some orgs may want a presence at Fresher's.	JT/BU SU	Meeting held with BUSU to discuss. Further discussion and promotion needed too make meaningful links with local clubs and groups.
			Hold a informal 'get together' at Robert Tressell halls with Jeremy Birch.	JT, HC	A very well attended meeting held 13 Nov 2012
4	Do businesses understand the student population	Improve knowledge and understanding of the student population.	Develop a student profile for Hastings to better understand numbers etc.	BUH/ JT	Initial info provided via Uni staff. Detailed info provided by MW via O&S review.
			Improve links with local businesses, license trade and retailers to encourage better understanding about how students can be of benefit.	JT	Student rep and University members of Evening Economy Group. Links made with Bar Watch group and TCM. Business links made via student market project. Further work needed to improve

					understanding of student population, work placements and graduate ops
			Produce an 'Easy Guide' leaflet to include term dates, explain Fresher's week, number of students in Hastings etc, what students want...	JT	Info provided via discount scheme mail out. Further info to go out with student discount stickers etc.
			Explore graduate programmes and Student placements that are available.	BUSU HBC	New work as a result of O&S review
			Explore exhibition opportunities for student artist	BUSU HBC	Links need to be made with H.E at SCCH
			Explore any funding opportunities	BUSU	Funding provided via Evening Economy group to BUSU for training and student events development. On going as opportunities arise.
5		Student Market	Develop a student market Initiated by White Rock and America Ground business group, supported by HBC and TCM. Market in Trinity Triangle area. Students stall holders and market managers. Mentored by local business and uni/college staff	BUSU HBC Buss Grp TCM	Planning meetings taken place. Promotion held during Fresher's Student group established Meetings held with HBC parking manager and Licensing Dept. Market launch 9 th Dec Student committee established with regular meetings with partners. Second market May 2013.

Night Time Economy

	Issue	Action	Project in Brief	Lead	Progress
			Map what is currently available locally and views of=n current offer.		Questionnaire carried out via Bar Watch and Uni.
			Promote local events students may not be aware of eg. Fat Tuesday, African Party Nights, Beatles Day...	ALL	On going. Links made.
			Talk to existing venues/bars etc to see if they would be willing to trial student events/nights. Identify possible entrepreneurs who could deliver student nights.	BUSU	Meeting being set up with Bar Watch members and BUSU Linking to the EEP Local Licensee interest emerging. Town Centre Club soon to open (the old Crypt) BUSU now have an Ents Committee Jenny Lind keen to make links with BUSU

7	Lack of suitable venues	Increase opportunities for local venues to be used for student events/nights.	Identify suitable sites/venues.	KB/JT/ BUSU	On going Discussions opened with Sussex Rooms White Rock Theatre – decided not suitable. The Roomz willing to put on a student night once a week – contact made with students & BUSU BUSU holding a regular night at Bar Moda
			Promote safety tips via websites/social media - eg Promote/make students aware of local schemes eg - Street Pastors and Taxi Marshalls.	BUH/B USU	Student Safety event held 24 April. HBC provided student safety items.
			Use Fresher's Welcome Pack to provide safety leaflets, personal alarms etc.	PF/JT/ BUSU	HBC Community Safety purchased 500 student safety packs for distribution.
			Meet students to discuss what they would like etc	BUH/J T/PF	Student Life in Hastings – PF, JT and local PCSO meeting student in Robert Tressell Halls 19 April 2012.

Student Accommodation

	Issue	Action	Project in Brief	Lead	Progress
8	Available student housing/ accommodation is not suitable	Improve accommodation offer and local landlords understanding of student housing requirements.	UBH to complete feasibility study on suitable accommodation sites.	BUH	Study completed – preferred option Station Plaza site. BU to update HBC and partners as appropriate.
			Link with HBC Housing Department to ensure landlords meet Housing requirements.	BUSU/ HBC	Landlord detail and tenant right info sent to BUSU. Contact details exchanged. Links made with BUH accommodation staff.
			BUSU to develop a FAQ webpage to give students guidance on tenancies, what to expect from Landlord etc.	BUSU	On BUSU website
			Link to the Hastings and Rother Landlords Forum	BUSU	BU attended and gave presentation at the National Landlords event (December) linked with Hastings and Rother Landlords Forum.

Other

Issues raised by BU re messy bins, litter and graffiti by new uni building. HBC removed bins and funded rubbish clearance. Graffiti painted over by Brass Monkey.

This Action Plan is a working document and will change develop as work progresses.