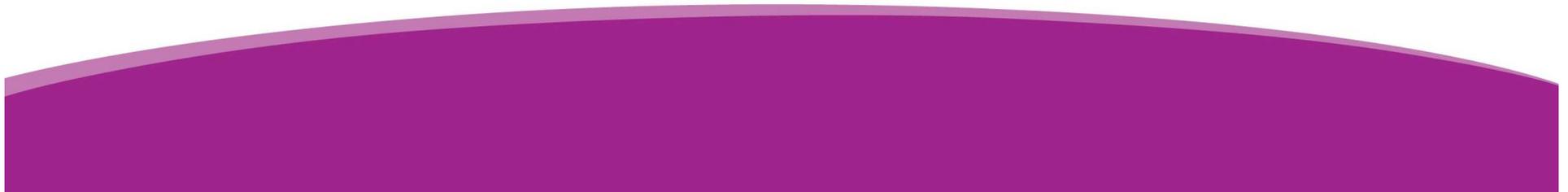




Hastings Future High Streets Fund Update

EOI – submitted 22nd March 19
MHCLG – decision expected late June 19



Future High Streets Fund

- £675m focused on town centres struggling to transform – up to £25m + co-funding to:
 - Improve experience
 - Drive growth
 - Ensure future sustainability
- 2 Stage process: EOI Stage - define our place, its challenges, a strategy (submitted)
- Access to revenue funding
- Shovel-ready projects looked on favourably
- National High Street Task Force advising
- £55m for heritage high streets (late May call)

Objective and themes of fund

Self-sustaining, transformative and structural change, incorporating smart-technology:

- Investment in physical structures
- Acquisition and assembly of land
- Improved transport
- ‘Change of Use’ – housing, leisure, density
- Respond to changing technology

'Destination Hastings'

Strategic reasoning for Hastings Town Centre:

- We have done really well without resources – see what we can do with more investment
- An improved, vibrant town has potential for wider transformational change (jobs, housing, leisure and cultural investment opportunities)
- Within planning policy development framework (Bohemia and Town Centre Area Action Plan and Opportunity Area 1 and Local Plan Review)
- Established Business Improvement District Area, CCT, previous partnership bids – showing council, business, community and third sector engagement
- Scalability : able to address real challenges – undeveloped sites, empty buildings, threats of large scale retail closures, poor housing
- Public realm improvements planned and improved connectivity
- A poor town and a town centre at tipping point

Town Centre Facts

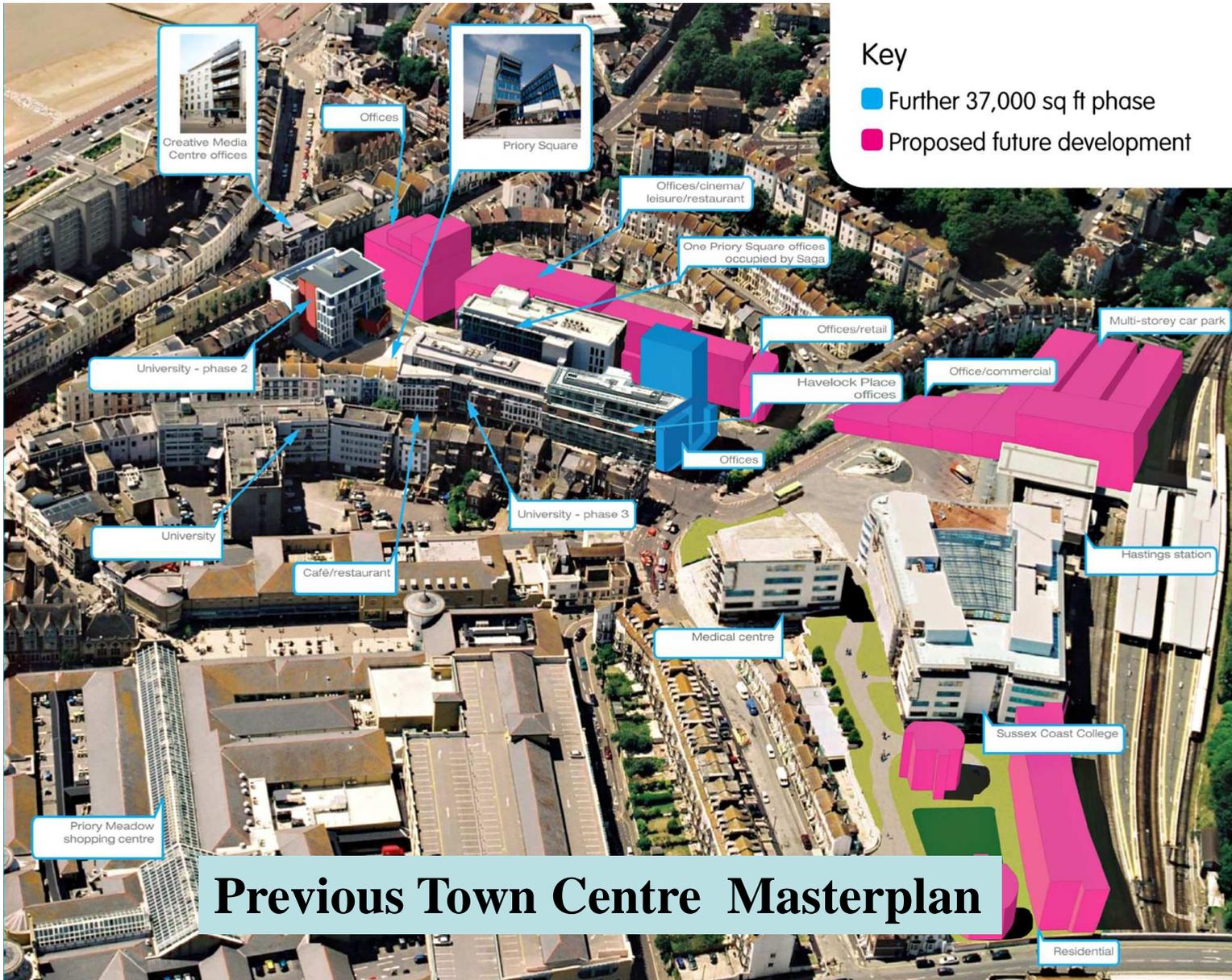
- The town centre (Castle Ward) provides 20% (6,000 FTE) of all jobs in Hastings, with 1,500 FTE of these jobs in the retail sector.
- Number of commercial vacancies in the town centre totals 60 units (12%) of mainly different A Class uses.
- Footfall in the town centre (Priory Meadows) has been declining from 8.06m in 2016 to 7.34m in 2018
- Tourism numbers in Hastings have been increasing but its impact on the town centre itself is relatively minimal – due to poor linkages between all the main tourists' attractions and the retail heart of the town centre.
- No Town Centre hotel provision – a major concern for a town with tourism, business and education ambitions.

Empty retail and commercial properties include:

Current Buildings	
The Observer Building - recently purchased for development by White Rock Neighbourhood Ventures	43,000 sq ft over 7 floors
Hastings Old Post Office & University of Brighton Priory Square	20,000 sq ft for sale
University of Brighton Havelock Road	25,000 sq ft for sale
Queensbury House (7 floors overlooking the main station)	Planning application for conversion to 103 rooms Easy Hotel approved Jan 19
12 Claremont (listed building – street property in the creative quarter)	Due for development by Community Land Trust and Project Art Works
Bank Buildings (for office use)	2,372 sq ft
60 empty street shops in the Town Centre	various sizes
Potential Risks and Opportunities	
Debenhams Department Store	96,000 sq ft (freehold on sale) Not on immediate closure list. Major challenge.
ESK Warehouse	18,000 sq ft (owner intends to close business and sell building)
New Look (Priory Meadows Shopping Centre) - operating under Company Voluntary Agreement (CVA)	28,750 sq ft
several others under review	

Future High Street Intervention Area





Previous Town Centre Masterplan

Our Strategic Aims : defined in the EOI submission

Five strategic aims to deliver our vision by 2030.

- 1) A new town centre vision and identity – to inject new purpose for the town centre
- 3) Opportunities for residents – jobs, learning and skills, higher incomes and well being
- 3) New quality homes and employment spaces
- 4) Improving connectivity – fibre network etc. and continuing to develop even if major infrastructures are not forthcoming
- 5) A greener town - taking on the global challenge for ambitious climate action

Our ask £25m – for transformational capital intervention over 10 years.

Our Vision (summary)

- A lively, attractive, safe town centre is now a key driver of economic growth and social cohesion.
- The streets are buzzing, business is thriving and it's a place residents are proud of. It's a joy to visit, a destination where people love to live, turn up, unwind and hang out.
- Retail has become entertainment. The year-round leisure destination appeals to everyone with some of the most innovative activities around.
- A mix of well-known brands rub shoulders with independent businesses, providing a vibrant feast for the senses, and bringing diversity and vitality to the town centre.
- A repurposed Hastings town centre embraces its historical roots. It's radical and encapsulates Hastings' old and new in one walkable package.
- Visitor accommodation is concentrated here to support tourism, education and business.

A Possible new USP

Hastings geography and history allows us to develop a USP for the town centre:

- Focusing on the history of the English language / nation (the amalgamation of Norman French and Anglo Saxon), its accents and it's ancestry.
- We are also able to reflect on the impact and significance of migration, immigration and invasion and the birth of the modern English story.
- These reflect the nation's current narrative. Given our history nowhere is better placed to open the window on these issues and positively respond to the debate.
- Our challenge is to create a fresh identity and sense of place that is rooted and becomes a destination. It needs to harness the creative and cultural energy of the present.

FHSF – EOI vision document submitted
(not for circulation due to purdah)

