



Town Deal Board

Building our North Star

Developing a vision for Hastings

The Coronavirus pandemic has undoubtedly altered the backdrop to this project and indeed to the whole of UK society, irrevocably.

But while everything has changed, in many ways, nothing has changed. The crisis has served as a grim illustration of the interconnectedness within and across communities on which our general prosperity depends. It has also highlighted the importance of ensuring the most vulnerable among us are protected – both as a way of ensuring our overall quality of life and as a measure of our values.

The outbreak is a significant setback to the project and aspirations for securing the resources to fulfil ambitions. But it also represents an chance to reshape and reimagine our bid and emphasise the importance of building resilience in our community.

By separating us physically, the pandemic has unexpectedly pulled us closer together. We have an opportunity to capitalise on this more unified approach and make it a lasting legacy of the crisis. Let us seize this opportunity to help Hastings fulfil its incredible potential.

What is a 'vision'?

Vision is an end

not a means...

Vision is aspirational

an ambitious goal that inspires action...

Vision is about the future

on the horizon, you may never actually get 'there'.

new residents economically
retail cultural use high retaining
residential unique high welcoming live thriving work
attractive place vibrant education
character town people younger
community hastings everyone life
culture social shared economy happy lives enjoy
visit opportunity successful
quality healthy

What the audience told us was important

Authenticity

"It's important that the vision statement captures, refers to or leverages Hastings' unique identity. The vision should work with what makes the town special – history, heritage and a uniquely quirky character."

Virtuous circle

"The vision needs to convey the sense that we are developing opportunities at every stage of people's lives, starting with educational aspiration and attainment, health, jobs and housing."

People-focused

"The vision must be about people; have people at its centre."

Impartiality

There are a lot of specific interests represented on the board. It is important they are able to develop a vision that doesn't just cater to these but can be signed up to by everyone."

Stay and grow

"The vision should capture the idea that in Hastings, we are creating a place whose local population want to remain in' and people from elsewhere want to come and live."

A healthy, vibrant and quirky seaside town that people must visit, live and work in

We wanted it to be non-generic and really focus on what makes Hastings special.

Seaside is key. it is Hastings' USP

A healthy, vibrant and quirky seaside town that people love to visit, live and work in

Digitisation-fosters connectivity particularly for remote working. This vision mitigates Hastings' geographical challenges.

A thriving, prosperous town which benefits everyone

This is about inclusive growth

education, housing, employment

A thriving, prosperous town which benefits everyone

We need to utilise what we've got in
the town centre and other places in
new ways to create prosperity

A bit 'vanilla'?

Missing Hastings' quirksiness?

A place of opportunity, with economic security and high quality of life for all

Focus on quality of life and the idea of feeling safe and secure in the place in which you live

Not just physical safety but also economic security. For all.

A place of opportunity, with economic security and high quality of life for all

Opportunity needs to be ongoing. Present Hastings as a place to go to where things happen

Make Hastings a place people are proud to come from

A town where people say 'I can make it in Hastings!'

Address the perception in parts of the town that Hastings is perhaps not a place where they can make a life for themselves and their families.

Make it in Hastings

You We I can make it in Hastings!

Evolving opportunities –it's about creating a place where good stuff continues to happen.

A healthy, vibrant and quirky seaside town that people love to visit, live and work in and say, 'I can make it in Hastings!'

**A healthy, vibrant and quirky seaside town
that people love to visit, live and work in**

**A thriving, prosperous town which benefits
everyone**

**A place of opportunity, with economic
security and high quality of life for all**

**Hastings must be where people from here and
people who *come here* can make a life for
themselves and have the ability to shape the place.**