

Hailsham

THE WAY FORWARD...

"A vision for the future with an eye on the past.."

• Introduction

“Outstandingly beautiful Sussex countryside”

'Acting as a gateway to the stunning South Downs National Park the market town of Hailsham sits proudly amongst the lowland forests and marshes of the Sussex Weald. Whilst we can all appreciate that the Town's proximity to the outstandingly beautiful Sussex countryside makes us very fortunate, we cannot be blind to the problems that exist in rural towns such as ours.

We recognise that Hailsham's town centre has become tired and is in need of improvement; we recognise that as our town expands, the road system will need to be increasingly well managed; we recognise that an increasing population can result in increased levels of antisocial behaviour and we recognise that these issues, and others, need to be borne in mind when we make decisions and plan for the future.

This document provides a focus for delivering the improvements we need to be sustainable. These improvements will keep us well placed in providing essential services to the people of the Sussex Weald and beyond - a role that has been central to Hailsham's identity for over 700 years.

Whilst there are enhancements that can be

realised in the short term, the plan is also a long term vision for Hailsham and many of the improvements may take a number of years to come into fruition.

Hailsham covers an area of 5,000 acres and has a population of approximately 20,500.

“The largest town in the Wealden District and larger than the County Town of Sussex”

Hailsham and the neighbouring village of Hellingly have seen a rapid growth in recent years, with more homes yet to be built from planning permission already granted.

Wealden District Council's Local Development Framework (LDF) Strategic Sites Plan is prescribing further growth for Hailsham and Hellingly up to the year 2027, and will make Hailsham the largest town in the Wealden District and larger than the County Town of Lewes.

The final details of the LDF Strategic Sites Plan are yet to be determined and *Hailsham - The Way Forward: A Vision For The Future With An Eye On The Past* (referred to from hereon as the “Plan”) is intended to form part of a Neighbourhood Plan that will complement the LDF and the aspirations of the local people.



CRIME IN HAILSHAM

Hailsham is a safe town, falling below the national average for robbery, burglaries and other criminal offences. The table below shows the latest recorded regional crime figures - statistics are per 1,000 of the population within the local authority (Wealden) area in 2008/09.

Offence	Locally	National average
Robbery	0.1	1.6
Burglary	5.0	11.1
Criminal damage	9.7	17.4
Drug offences	1.4	4.5
Fraud and forgery	1.7	3.1
Offences against vehicles	5.3	11.1
Sexual offences	0.5	1.0
Violence against the person	5.8	16.8
Other offences	0.5	1.3

“Success will require input from the whole community”

Hailsham Town Council will be a principal partner in establishing and delivering the Plan, but its success will require input from the whole community, including principal councils, the business associations, landlords and community groups to take an active part. The final document will represent your aspirations for Hailsham over the coming years. Hailsham’s future is certainly a challenging one, but it will be well worth the effort.

The Plan is important for everyone who wants Hailsham to thrive: residents, businesses, community organisations or visitors to the town.

Essentially, it shows how we can make the most out of Hailsham. This document will represent the combined work of many organisations and will evolve to reflect the emerging needs of the whole community, as detailed above.



Preliminary work carried out by Hailsham Town Council has highlighted a number of key objectives Hailsham needs to realise, as summarised below:

1. *ECONOMIC REVITALISATION OF THE BUSINESS COMMUNITY*
2. *PROTECTING AND ENHANCING OUR NATURAL AND BUILT ENVIRONMENT*
3. *EFFECTIVE AND SUSTAINABLE INFRASTRUCTURE*
4. *SAFETY AND SECURITY IN THE WHOLE COMMUNITY*
5. *HEALTH AND WELLBEING OF RESIDENTS AND VISITORS*

Within the following pages you will find some of the key challenges the town faces, some of what we would like to achieve, a number of the things we are already doing and then some key visions to tackle these challenges.



• Economic Revitalisation of the Business Community

THE KEY CHALLENGES...

- The High Street lacks the retail offer of nearby Eastbourne. Existing shops are often in various states of disrepair and the number of empty retail units further discourages residents and visitors.
- The industrial parks are compromised by the relatively poor road infrastructure both within the town and to the major road networks, in addition to the absence of HGV parking.
- Employers are challenged by the lack of local suitably trained staff.
- The level of business rents and business rates deterring business start-ups in Hailsham.

WHAT WE WANT TO ACHIEVE...

- A thriving town centre and town-wide business community.
- A vibrant diverse and independent economy.
- A place for young people to find suitable employment.
- A community space that residents and visitors want to visit and enjoy.

“A good town is like a good party: people stay longer than really necessary because they are enjoying themselves” **Jan Gehl**

WHAT WE ARE ALREADY DOING...

- Appointed Business Enterprise Manager.
- Working with local business organisations and shop landlords to improve buildings both occupied and empty.
- Reinstated themed town centre events/markets.
- Provision of Tourist Information Services within the Town Council Offices.
- Provision of Christmas lighting scheme.

KEY VISIONS

- ✓ Pedestrian friendly High Street/parking time restrictions
- ✓ Regular town market
- ✓ Skills Development Centre
- ✓ Review business rents and rates with landlords and Wealden District Council
- ✓ Shop frontages and signage improvements
- ✓ Creation of a Community Meeting/Focal Point in the town centre
- ✓ More tourist information services
- ✓ Loyalty Scheme
- ✓ Marketing and Promotion of the town
- ✓ Local producers to sell locally



• Protecting and Enhancing Our Natural and Built Environment



THE KEY CHALLENGES...

- The town needs to ensure that there is no more loss of historic buildings or valued features within the town.
- Improving the infrastructure without harming the natural and built environment.
- Developments prescribed in the Local Development Framework.
- Securing beneficial parks play parks and open spaces, from developers, whilst making improvements to existing facilities.

WHAT WE WANT TO ACHIEVE...

- Retaining the individual character of the town and its buildings whilst enhancing the streetscape.
- Pride of place for residents.
- Maintaining and celebrating the Towns Heritage.
- Hailsham as a good place to live work and visit.
- Retaining and enhancing the natural environment of the whole town.

WHAT WE ARE ALREADY DOING...

- Providing daily litter picking service in the town centre area to supplement Wealden District Council's service.
- Well established Hailsham In Bloom activities that have continued to enhance the town in many ways.
- Established an Environmental Charter.
- Established a Conservation Area within the Town.
- Supporting local clubs and organisations through the Council's Grant Awarding Policy.



KEY VISIONS



- ✓ Maintenance and protection of the Conservation Area
- ✓ Review and update the town's Environmental Charter
- ✓ Consideration of environmental issues in the Council's decision making processes
- ✓ Continuation of the Hailsham In Bloom project
- ✓ Planning and Development Committee to continue to provide robust feedback.



• Effective and Sustainable Infrastructure

THE KEY CHALLENGES...

- A significant increase in the number of new houses in the past few years has not been matched by improvements in the infrastructure of the town.
- Getting the right balance between encouraging people in their vehicles into the town and removing through traffic that congests the town.
- Managing the development that will come out of the LDF over the next fifteen years.
- The current economic situation.

“Significant improvements in the infrastructure to the town”

WHAT WE WANT TO ACHIEVE

- Significant improvements in the infrastructure, as detailed above, to the town that resolves the current shortfalls and has the capacity to cope with the developments prescribed in the LDF for Hailsham and Hellingly.
- A significant increase in the number of people using public transport locally.
- An increase in the number of footpaths and cycle paths in and around the town to encourage more people to walk and cycle.
- A lorry and coach park to service the industrial parks and tourism trade.

WHAT WE ARE ALREADY DOING...

- Providing feedback to the LDF that prescribes the requirement for infrastructure to be in place before any further development is carried out in and around Hailsham.
- Established a Hailsham Bus Alliance to improve passenger transport.
- Providing senior citizens with a rail card concession to encourage use of public transport.
- Underwriting the cost of the pre 9am start for the senior citizen bus travel on the Town Bus Service.



KEY VISIONS



- ✓ Continue to provide robust feedback to Wealden District and East Sussex County Councils to ensure that their key decisions affecting the development of Hailsham are matched with the appropriate and sustainable improvements in infrastructure.
- ✓ Create a central bus station.
- ✓ Develop an integrated public transport policy to encourage people to leave their cars at home.
- ✓ Continue to encourage the use of public transport via rail and bus concessions.
- ✓ Change street lighting to part night lighting in some parts of the town.
- ✓ Install more litter bins where possible in the town centre, and encourage people to use them.



• Safety and Security of the Whole Community

THE KEY CHALLENGES...

- A reduction in crime, when local crime rates are extremely low.
- A reduction in the fear of crime.
- A reduction in anti-social behaviour.
- Reducing the traffic chaos around schools during the morning and afternoon school runs.
- A reduction in anti-social driving, especially speeding throughout the town.

“A reduction in crime levels and in the fear of crime”

WHAT WE WANT TO ACHIEVE...

- A reduction in crime levels and in the fear of crime.
- The community feeling safe whilst allowing the local young people to have their own space and time.
- Eliminate the traffic chaos around schools.
- Encourage the business community to invest in more CCTV.
- A reduction in anti social driving, and overall safer roads.

“Work with the police to reduce the impact of antisocial parking”

WHAT WE ARE ALREADY DOING...

- Safer Wealden Partnership/Joint Action Group.
- Trading Standards ‘No Cold Calling Zones’.
- CCTV Partnership with Sussex Police.
- PCSO sponsorship.
- Provision of Youth Services including detached work
- Support to the Tony Tack Skate Park Development.



KEY VISIONS



- ✓ Work with the local schools and police to reduce the impact of anti-social parking as a result of parents dropping off and collecting children from schools
- ✓ Support East Sussex Trading Standards to expand the No Cold Calling Zones to cover the whole of Hailsham
- ✓ Encourage local residents to establish Neighbourhood Watch schemes across the town
- ✓ Continue with the CCTV Partnership arrangement with Sussex Police and investigate extending the scheme where the need arises
- ✓ Continue to sponsor PSCOs
- ✓ Partnership working with Targeted Youth Support to expand youth facilities.



• Health and Wellbeing of Residents and Visitors

“A comprehensive health service for the local community”

THE KEY CHALLENGES...

- Securing better health service provision in Hailsham during a time of significant change in the National Health Service, and continued expansion of the town.
- Encouraging young people to be involved in sport and leisure activities.
- Encouraging healthy eating especially in young people.
- Provision of suitable adult social care services to meet an aging population.

WHAT WE WANT TO ACHIEVE...

- A comprehensive local health service for the whole community.
- A wide range of facilities for the whole community.
- Healthy eating at all schools.
- Continue use of good sports facilities such as Freedom Leisure.
- More people involved in leisure activities and healthy eating.
- Sufficient adult social care services for the whole community.

“Support appropriate adult social care developments in the town”

WHAT WE ARE ALREADY DOING...

- Supporting local clubs and organisations through the Council's Grant Awarding Policy.
- Continuing to negotiate with Taylor Wimpey to provide a sports/community hall at the Welbury Farm Development.
- Finalising the establishment of an adult gym at Western Road Recreation Ground.
- Providing support to the Arts in Hailsham.
- Established a working party with the local NHS.



KEY VISIONS



- ✓ Develop a partnership with all the local health providers.
- ✓ Finalise the design and financial arrangements for the new sports / community hall at Welbury Farm.
- ✓ Secure new or enhanced existing sports and leisure facilities through developer contributions. These are to include play parks, public open spaces and formal sports areas.
- ✓ Work with young people to encourage them to take up and continue with sports and leisure activities.
- ✓ Support appropriate adult social care developments in the town.
- ✓ Establish more cycle lanes and footpaths throughout the town linking into the Cuckoo Trail and any new developments.
- ✓ Improve the provision of allotments.



• Summary

This draft Plan is the starting point for the future of Hailsham. The work carried out by the Town Council in identifying the issues Hailsham face are represented by the five key objectives detailed in the Plan, of which the main visions are highlighted below.

Economic Revitalisation of the Business Community

- Pedestrian friendly High Street
- Regular markets
- Skill development
- Creation of a community meeting place

Protecting and Enhancing Our Natural and Built Environment

- The maintenance and protection of the Conservation Area
- Consideration of environmental issues in the Council's decision making process
- Continuation of the various Hailsham in Bloom projects

Effective and Sustainable Infrastructure

- The Council to continue to provide robust feedback to Wealden District and East Sussex County Councils
- Such feedback will ensure that their key decisions affecting the development of Hailsham are matched with the appropriate and sustainable improvements in infrastructure.

Safety and Security of the Whole Community

- Work with the local schools and police to reduce the impact of anti-social parking as a result of parents dropping off and collecting children from schools, and support East Sussex Trading Standards to expand the No Cold Calling Zones to cover the whole of Hailsham.

Health and Wellbeing of Residents and Visitors

- Develop a partnership with all the local health providers
- Finalise the design and financial arrangements for the new sports / community hall at Welbury Farm
- Secure new or enhanced existing sports and leisure facilities through developer contributions including play parks, public open spaces and formal sports areas.

The Plan will be consulted upon as it is vital that the principal agencies and the public are consulted and buy into this project, in order that the key objectives can be realised. A detailed Action Plan will be produced following consultation, and will be specified within three categories:

> **Short Term** (up to 18 months)

> **Medium Term** (19-36 months)

> **Long Term** (over 37 months)

Both the overall objectives and individual actions will be developed over a period of time. The Town Council will be working to establish a Partnership between the Town Council, principal authorities, local business and community groups and other interested parties, to agree the objectives and the responsibilities for delivering the Plan. The overall Plan and detailed action plan will be continually reviewed and updated as part of regular meetings to be held between the partners.

Funding: The Town Council has already allocated funding for the cost of the Business Enterprise Manager and administrative support and has also allocated a project fund of £26,840 to support this project. Other funding to support agreed actions may be secured through developer contributions (Section 106), East Sussex County Council economic development support, Government project funding, private investment from the shopping centre owners and private landlords, as well as external funding schemes such as those organised by the National Lottery.

• Glossary of Terms

Action - Specific task or decision to complete, complement or achieve an initiative or priority set out in the Plan.

Business Enterprise Manager - Officer employed by Hailsham Town Council to work with the Council and its partners in respect of the economic revitalisation of Hailsham.

CCTV - Closed Circuit Television Surveillance system operated within the town of Hailsham by Sussex Police and Hailsham Town Council.

Conservation Area - An area of Hailsham that has been awarded protected status in order to ensure that the heritage of the town centre is safeguarded.

Economic Revitalisation - A reversal of decline in the businesses in Hailsham to increase employment, business activity, and visitors to the town centre.

Environmental Charter - Hailsham Town Council recognises the existing pleasant environment of the town and is committed to its retention and improvement. At present, it works towards this end through its planning, and amenity functions, which seek to protect the local physical environment, in the widest sense, through a range of environmental policies, programmes and working practices. This Charter intends to take Council's commitment a step further-it aims to address issues which have a wider, even global, impact.

Hailsham Bus Alliance - Objective to promote the greater use of sustainable public transport in and around Hailsham.

Hailsham In Bloom - A Committee of Hailsham Town Council with the objectives to enhance the environment of the parish of Hailsham, promote the heritage of Hailsham, encourage community participation and civic pride,

encourage young people in the community to value their surroundings and contribute to their environment by participating in community projects, actively promote recycling both within Hailsham in Bloom projects and in the community and coordinate the town's entry into the South & South East in Bloom regional competition.

Infrastructure - Basic physical structures need for the operation of the Town, such as roads, water supply and treatment, electricity supply, telecommunications, schools and community facilities.

Local Development Framework (LDF) Strategic Sites Plan - The Local Development Framework (LDF) will consist of a collection of planning documents. The LDF will provide the framework for planning in Wealden. The strategic Sites Development Plan Documents identifies the key strategic sites for development which are central to the delivery of the LDF. This includes the allocation of housing, business and other sites required over the LDF period, detailing how they will be delivered, when and by whom, whilst ensuring that major new development delivers maximum benefit to the local community.

NHS – National Health Service.

Neighbourhood Plan - A new way of helping the local community of Hailsham to influence the planning for the area in which they live and work. unwelcome practice of cold calling.



• Glossary of Terms - *Continued*

No Cold Calling Zone - Managed by East Sussex County Council-Trading Standards, the purpose of the Zone is to discourage cold calling from specific residential areas – The scheme provides householders with the opportunity to collectively discourage the often

Objective - A desired result planned to be achieved.

PCSO - Police Community Support Officer.

Planning & Development Committee - Hailsham Town Council is a consultee in the planning legislative process, it is the responsibility of the planning & development committee to receive and respond to planning applications, planning appeals and applications for certificate of lawful development from Wealden District Council, East Sussex County Council and the South Downs National Park local Planning Authorities.

Principal Councils – East Sussex County Council and Wealden District Council.

Safer Wealden Partnership/JAG - Partnership of Wealden District Council, East Sussex County Council, parish and town councils, local police, fire service and probation service; responsible for reducing crime and disorder and improving the quality of life for residents.

Section 106 – Section 106 (S106) of the Town and Country Planning Act 1990 allows a local planning authority (LPA) to enter into a legally-binding agreement or planning obligation with a landowner in association with the granting of planning permission. The obligation is termed a Section 106 Agreement. These agreements are a way of

addressing matters that are necessary to make a development acceptable in planning terms. They are increasingly used to support the provision of services and infrastructure, such as highways delivering, recreational facilities, education, health and affordable housing.

Skills Development Centre - To encourage young people to develop the necessary skills to meet the demands of local and regional employers and to provide young people with relevant information to increase their opportunities for work and career progression.

The Way Forward – The formal name of the Plan presented

Trading Standards - Part of East Sussex County Council whose function is to enforce consumer related legislation.

Vision - A brief description of the ultimate outcome that Hailsham and its prospective partners are working towards.

