

Hailsham Town Centre Regeneration

Hailsham Aspires: Consultation (Phase 1) Summary Report

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Introduction

In recent years there has been a focus on the need for regeneration in the centre of Hailsham. Many views have already been expressed contributing to the current and emerging policies that set the scene for development in Hailsham and the surrounding area.

As key owners of land in Hailsham town centre, Wealden District Council and the Hailsham War Memorial Institute are working together to assess the opportunity for a financially viable town regeneration project that delivers mixed residential, retail, leisure and office space. The aspiration of this regeneration is in line with the objectives of the Vision for Hailsham as identified in the Hailsham Neighbourhood Plan¹.

The following pages contain maps to show the area being considered for regeneration and the land ownership amongst the different organisations who are working together to ensure this regeneration can be a success. This is a significantly large part of the centre of Hailsham and any scheme will be carefully phased to ensure minimum disruption within this area and across Hailsham more widely.

The focus of the first stage of consultation was to explore the aspirations of those that live, work in or visit Hailsham for the next 10-15 years. This document summarises the consultation and engagement methods used so far and analyses the responses we have received at the first stage of consultation. Consideration has been given to all comments and responses received.

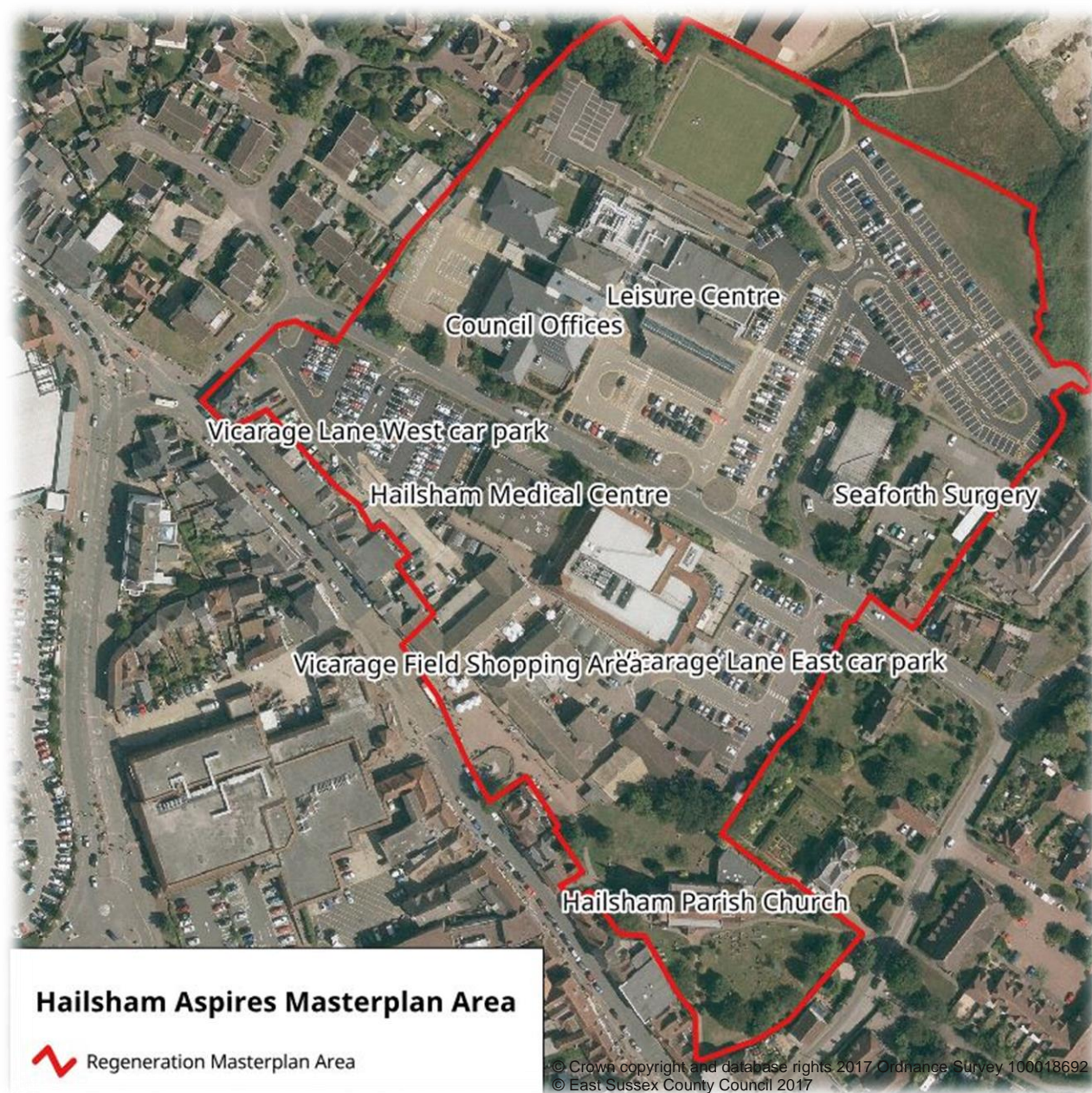
What Next?

These views will help to inform the design team (architects, engineers, town planners and communications & engagement consultants) in their work to bring forward regeneration proposals for the Vicarage Field shopping area, District Council offices, the Leisure Centre and the nearby car parks. The intention is to submit an outline or possibly hybrid planning application towards the end of 2020. Further opportunities to get involved and input into the design will be available in due course as the project progresses.

¹ Hailsham Neighbourhood Plan Submission Version, March 2019

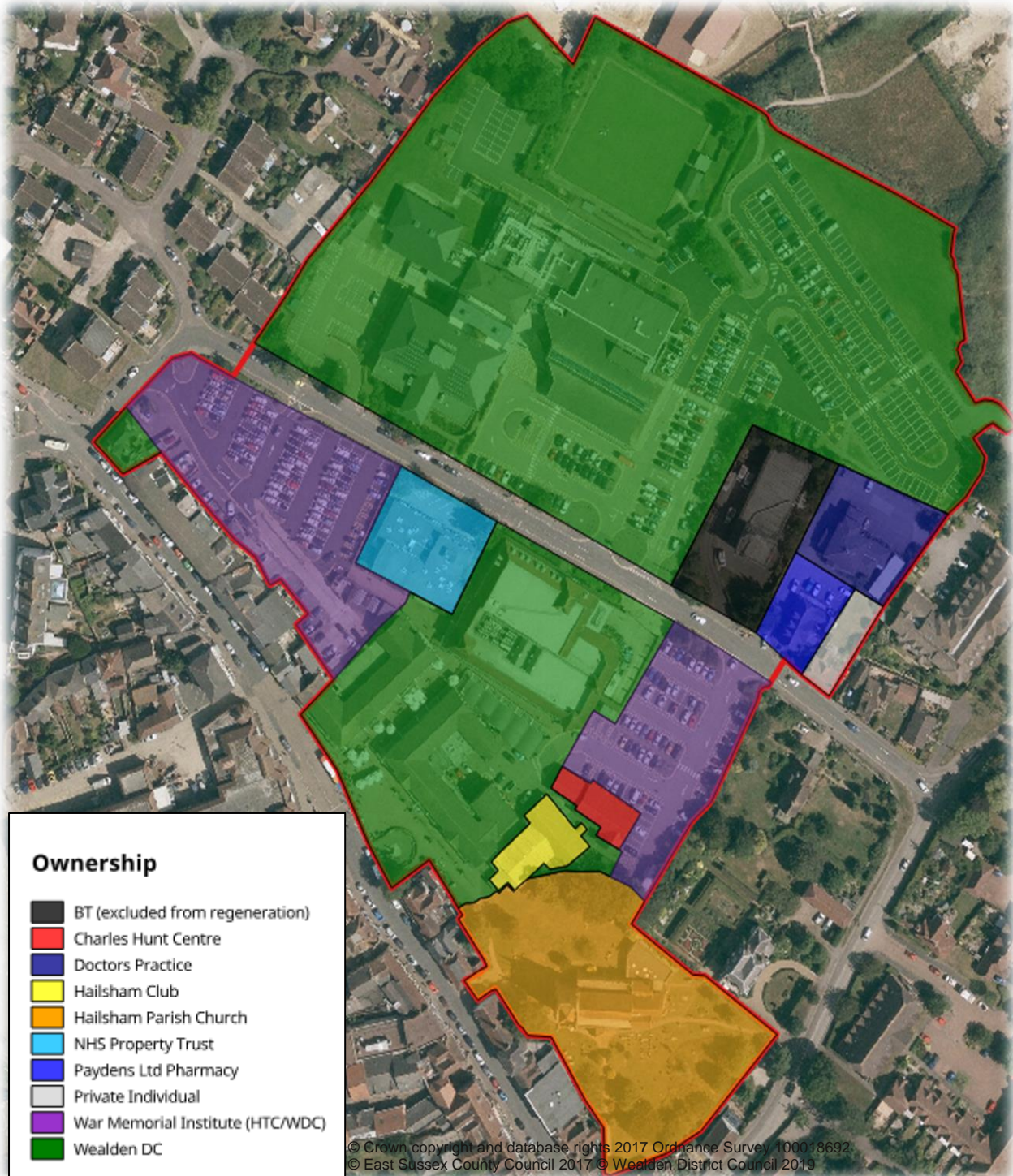
Outline Map of Area

The following map shows the extent of the area being considered for regeneration.



Partnership Working

The following map shows the area being considered for regeneration and the land ownership amongst the different organisations² who are working together to ensure this regeneration can be a success.



² The land owned by BT is excluded from the regeneration area.

Overview of Consultation

We have held meetings over several months with many of Hailsham's stakeholders, key partners and local organisations to discuss their aspirations for the town over the next 10-15 years and how we can incorporate any regeneration into these. Further to these conversations we held a preliminary formal consultation in July 2019 to gather their thoughts on what was important to them and their organisation in relation to any regeneration of Hailsham Town Centre. The feedback received from these meetings, the focus groups and this first stage of formal consultation have all been analysed as part of the consultation responses and were used to help create the questions for the wider public survey.

The Wealden Disability and Inclusion Group were asked for their input on the projects strapline and early aspirations. They were keen to include the word heart in the project strapline to convey both the residents love for their town and that the project concerns the centre of the town.

We have also held two productive focus groups with students from Hailsham Community College. It was important to them that the plans for regeneration look towards the Hailsham of the future and their feedback and suggestions have been included as part of the consultation analysis.

The first phase of wider public consultation ran for three full calendar months, from 12th August 2019 until the 12th November 2019. Questionnaires were made available in public places and online. The questionnaire had questions related to each of the six key themes being considered as part of this regeneration, Retail & Recreation, Leisure & Public Space, Heritage & Environment, Transport & Movement, Housing and Access to Public Services, as well as plenty of space for free text answers to questions concerning respondents current use of the town, the current town centre offer and their thoughts about improvements for Hailsham. In total (online and paper based) we had 818 feedback surveys completed over the course of the public consultation period.

For the duration of the public consultation we opened a 'pop-up information centre' in Vicarage Field. The information centre allowed people to view information relevant to the regeneration, access and complete the feedback survey or submit additional comment cards. All of the feedback received at the information centre has also been analysed as part of the consultation response.

Raising Awareness

Initial Stakeholder Consultation

We held a preliminary formal consultation with key partners and local organisations in June 2019 to gather their thoughts on what was important to them and their organisation in relation to any regeneration of Hailsham Town Centre. The question was open ended **‘Taking the key elements into consideration we are seeking your thoughts on what you and your organisation believe is important for the regeneration of Hailsham Town Centre?’**

We received direct responses from the following organisations; Hailsham Bowling Club, Hailsham Medical Group Practice Manager, Hailsham Forward and Hailsham Parish Church. Further responses were received from the following organisations during the period of public consultation, the Charles Hunt Centre and the Hailsham and Hellingly Branch of the Labour Party.

The feedback received helped us to create the questions for the wider public survey and has been analysed as part of the consultation results.

Pop Up information Centre

For the duration of the public consultation we opened a ‘pop-up information centre’ in Vicarage Field. The centre was staffed and open to the public every week of the consultation for four hours a day, three days a week (Tuesday, Wednesday, Thursday 11am-3pm). We also provided additional late night and Saturday openings for each month that the consultation was open. There were more than 580 visits to the information centre during the course of the consultation, this is not unique visitors as some people visited more than once.

Visitor numbers to the information centre were fairly consistent for the first month of opening and then they steadily decreased until they rose again during the middle two weeks of the consultation (w/c 30th September and 7th October). The visitor numbers during the second half of the consultation were again consistent but lower than those seen in the first half. Visitor numbers on our Saturday openings were similar to those of the weekday openings and the number of evening (5pm-7.30pm) visitors was much lower than the numbers seen during the day time openings. One of our Saturday openings was to coincide with the launch of the Hailsham Festival in the town centre.

The information centre allowed people to view information relevant to the regeneration, focusing on two of six key themes at a time whilst always providing general information on the regeneration proposal. People were also able to access and complete hard copies of the survey or submit additional comment cards as part of the consultation. Opinions captured through the comment cards have also been analysed as part of the consultation responses. We received just under 100 individual comments via comment cards.

Dedicated Website and Email Sign-Up

A dedicated Hailsham Aspires website was created to allow people to view all available information regarding the regeneration. Whilst the information centre was only able to display information relating to two of six key themes at a time, the website contained all of the

information in one place. The website also included access to all relevant further policy documents relating to the regeneration. The website also included a function for people to submit their email address to receive updates on the project. Since launching the email sign-up function, over 60 people have registered to receive updates as the project progresses. The website and the sign-up facility will remain available throughout the duration of the project.

Leaflets and Posters

A Hailsham Aspires leaflet was delivered to every household within Hailsham and the surrounding area, approximately 10,000 households. The leaflet promoted the consultation, including details on how to complete the survey online and the location and opening times of the information centre.

The leaflet was distributed in the weeks commencing 23rd September and 30th September; during these two weeks we received almost twice the number of responses to the survey than had been received during the two weeks prior to the leaflet drop. We also had residents visit the information centre with their leaflet or inform us that they had come in as a direct result of receiving the leaflet. Following the leaflet drop we saw a significant increase in the number of people that signed up to receive updates about the project by using the sign-up facility available on the Hailsham Aspires website. Nearly 40% of total sign-ups came during the two weeks of delivery or the following week; sign-ups have since slowed but remain steady.

Posters advertising the public consultation were displayed throughout Hailsham, at Hailsham Library, Hailsham Community College, Hailsham Town Council offices, Wealden District Council offices and the Post Office. An advertisement also featured in the October edition of 'What's On Hailsham', which is distributed to 2000 locations in the BN27 postal area and the local press columns in the Sussex Express and Herald community pages. A copy of the main exhibition materials available in the information centre were on display at the Hailsham Town Council Offices for the duration of the consultation.

Social Media

We ran a dedicated social media campaign throughout the duration of the consultation. These contained regular posts to the Wealden District Council Twitter, Facebook and LinkedIn feeds to publicise the consultation, how people could take part, the opening hours of the Information Centre and a variety of posts themed around the key six topic areas. Respondents to the consultation survey told us that 48% of respondents heard about the regeneration project via social media.

Towards the end of the public consultation we were aware that we had received far fewer responses to the consultation from those under the age of 35 (2.2% of responses so far). In order to increase their participation and ensure that they were aware of the consultation we ran a specific Facebook advertisement for three weeks targeted to appear on the Facebook pages of those that were aged between 16-35 years old and located within 12 miles of Hailsham. Over 500 people clicked on the targeted Facebook advert for further information, the advert tripled the number of responses we received from those aged under 35 years old.

Many of our posts on social media were also shared by key Hailsham stakeholders, community groups and organisations, such as the Hailsham Community College, Local Councillors, Hailsham Active, Hailsham Time for Change, Hailsham Liberal Democrats, What's on in Hailsham, 3VA, Hailsham Foodbank, Wealden Green Party and the surrounding Parish Council's. This helped us to reach a much wider audience from those that follow the council pages.

My Alerts

The Hailsham Town Centre Regeneration was included in the Council's email subscription service "My Alerts" twice during the consultation. Once at the launch of the public consultation and a further time towards the end to remind people to complete the survey before it closed. We saw a very significant increase in survey completions directly after these were sent, with 20% of all survey completions being received over the two weekends that immediately followed these alerts.

School Visits

To ensure that younger Hailsham residents participated in the consultation, we also visited Hailsham Community College twice to gather student feedback on the proposed regeneration.

We first spoke to a group of sixth form students to ask their views of Hailsham as it is currently, what might encourage them to visit/use the town more often and what it is they would like to see included in any regeneration of the town centre. Our second visit to the school was to speak to a group of year 10 students and ask them similar questions. Both of these visits gave us good insight and feedback about what it is the young people living in Hailsham want to see in the town. This feedback has been included as part of the consultation results analysis.

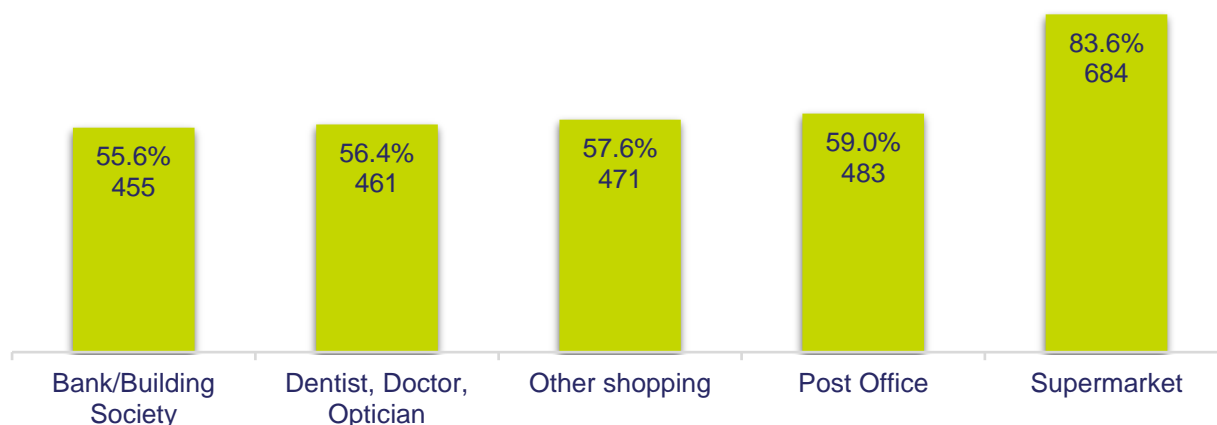
Analysis

Within the Hailsham Aspires feedback survey we asked people to tell us what currently brings them into the Town Centre.



The most popular reason people that completed our feedback survey currently come into Hailsham Town Centre is to visit a supermarket (83.6%). This was by far the most common reason. The other top 5 reasons for visiting the town centre at present were, the Post Office, Dentist/ Doctor/ Optician, Bank/Building societies and Other Shopping. From the free text comments we can identify that the most popular 'Other' reasons people gave for visiting the town centre were for the Pavilion cinema and meeting friends and family.

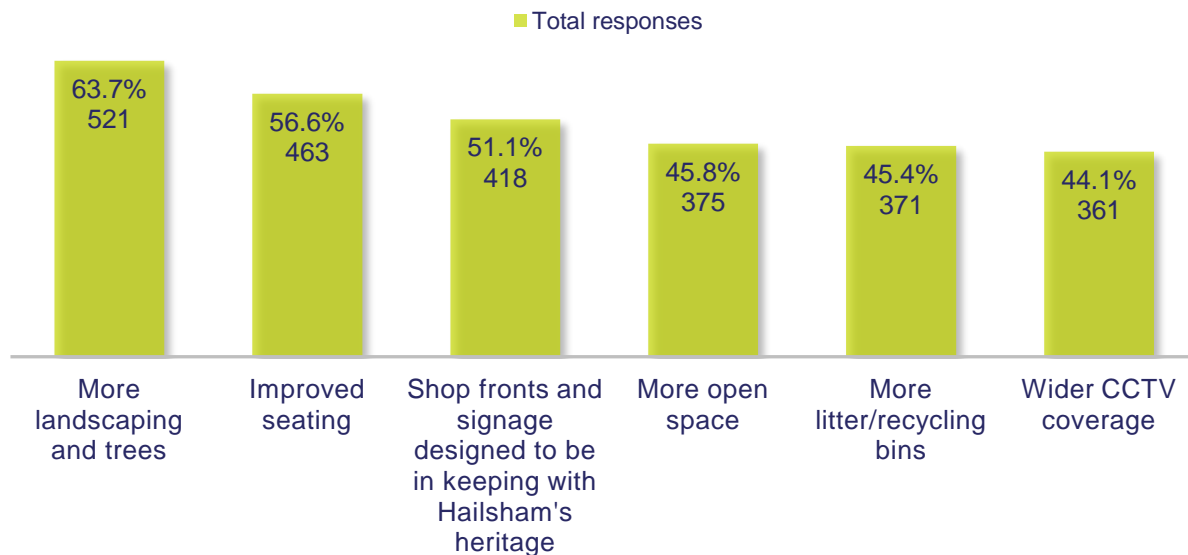
Top 5 things that currently bring people into Hailsham Town Centre



We also asked if people agreed that Hailsham needed regenerating to make it fit for purpose, 53% of survey respondents thought that Hailsham town centre needs regenerating, 4% did not answer. Of the 43% of respondents who did not agree regeneration was needed, 99% of them proceeded to make suggestions as to how the town centre could be improved throughout the rest of the survey.

Vicarage Field is currently the main public space within the town centre and comprises an important central location between the High Street, Vicarage Lane and the Parish Church. As part of any plans for regeneration we would aim to improve the public realm within the town centre and enhance public space.

Top 6 things that would improve the town centre environment



'More landscaping and trees' was the most popular suggestion (63.7%) for what respondents think would improve the town centre environment. Other popular improvements were to increase the amount of open space there is in the centre, as well to improve the seating, the shop fronts and the signage.

Wider CCTV coverage also featured fairly highly in improvements that people would like to see in the town centre. This was in keeping with comments that referred to a current poor quality pedestrian layout, which includes small alleyways or walking across service yards. There was also a perception from some respondents that there are currently high levels of antisocial behaviour within the town centre, namely littering and vandalism. This is further evidenced by 45.4% of respondents saying they would like to see more litter/recycling bins available in the town centre. Some respondents also suggested that by regenerating and bringing more life into the centre this would act as a deterrent to crime and anti-social behaviour.

The regeneration of Horsham is so inviting...place to relax outside, lots of trees/flower beds, sculptures and park near the town centre.

It really just needs a little TLC and CCTV so that everyone is safe.


Retail and Recreation

The main shopping area being considered as part of any regeneration plan for Hailsham is Vicarage Field. This is the part of the town that currently includes Waitrose, WH Smith and Boots.

“High streets lie at the heart of our communities and local economies, creating jobs, and nurturing small businesses. But the way we shop and the way that communities use their high streets is changing: we’re shopping more online, making fewer big shopping trips and shopping ‘little and more often’. This changes the nature of what makes a high street successful.”

Source: HM Treasury and Ministry of Housing, Communities & Local Government

As more and more shopping is done online, high street sales in the UK are declining. It is estimated that approximately 1 in every 10 town centre shops in the UK are empty³. Hailsham is performing more than twice as well than the national average but still has a vacancy rate of 3.5%⁴. Through the regeneration of Hailsham town centre, we plan to meet this changing demand by expanding the overall retail offer in the town to include the modern day requirements of local residents and visitors alike and to ensure that a visit to Hailsham remains an attractive proposition.




Not national chain stores...
small independent businesses.



Throughout our consultation we have received feedback that people in Hailsham would like to see more clothing and shoe shops, eat-in restaurants and independent shops, and fewer fast food and charity shops.



Bakers,
Butcher,
Greengrocer,
Confectioners.



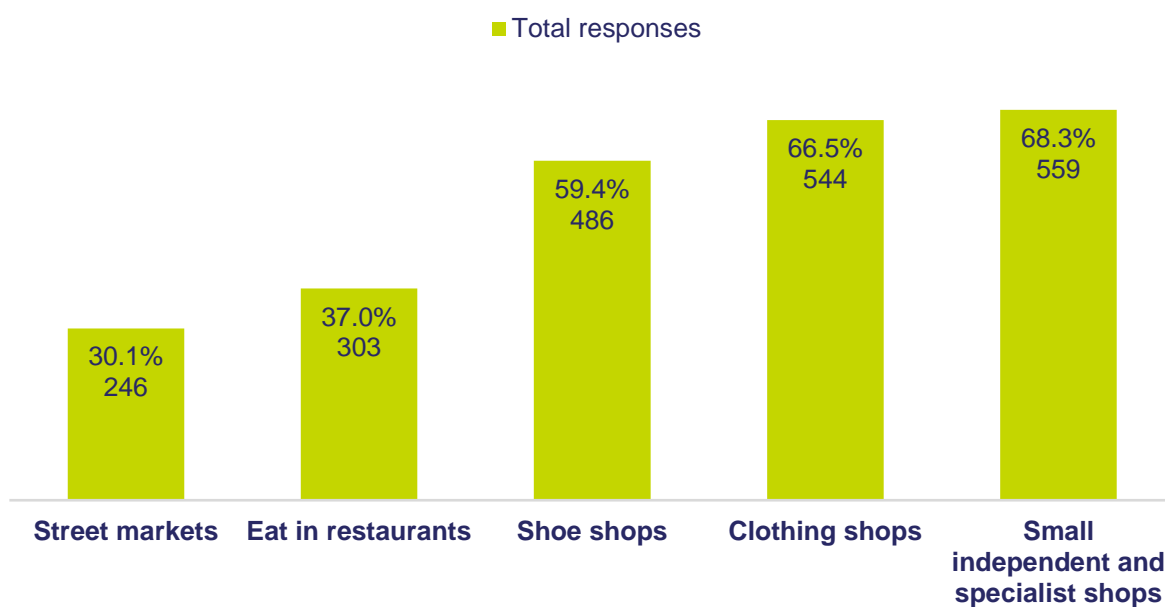
Any kind of shop
that isn't a
supermarket,
charity shop or
betting shop.

³ British Retail Consortium, May 2019

⁴ Savills Vicarage Field, Hailsham Masterplan vision, December 2018

Once again of those that answered “no” to any regeneration many still made constructive suggestions for improving the retail and recreational offer in the town centre. Responses indicated that Hailsham would benefit from a wider range of eat-in restaurants, clothing and shoe shops, and smaller independent and specialist shops. Particularly shops such as greengrocers and butchers as well as space for more street markets and outdoor events.

Top 5 retail/recreation offerings that people would like to see more of in Hailsham Town Centre



In our survey we specifically asked whether people were in favour of including more retail and leisure venues for people to enjoy in the evening. Almost half (48%) of the survey respondents agreed that this would be a good idea.

There were several suggestions that there should be more to attract people of all ages into the town centre in the evening. Of those that indicated that they did think Hailsham Town Centre needed regenerating, approximately a quarter of their further comments suggested that more pubs, bars and eat-in restaurants would provide a better evening offering in Hailsham.

...pedestrianised outdoor partially covered area with coffee shops, bars, restaurants open into the evening.

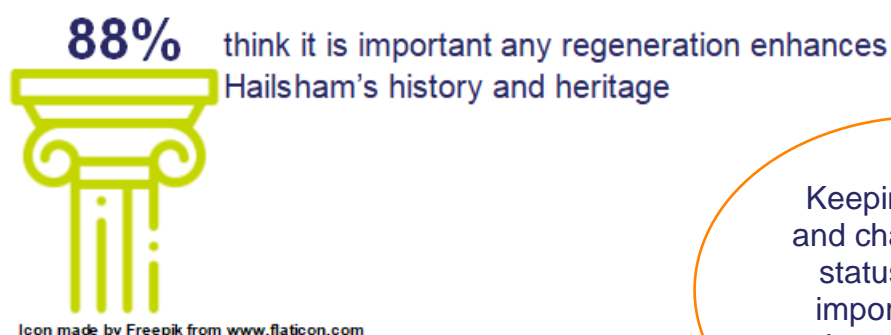
One suggestion from the free-text commentary available in the survey was to pedestrianise the high street. 4% of all of the free-text comments within the survey suggested this, with reasons for doing so being; it would encourage footfall, provide increased pedestrian safety and allow cafes and eateries to offer more outdoor seating. Although 4% does not seem to be a large amount it was a noticeable ‘common’ suggestion amongst the large amount of free text comments and diverse suggestions that we received. All other specific regeneration suggestions that were proposed were only mentioned a handful of times at most.

Heritage and Environment

Heritage

A relatively small proportion of the area to be included in the regeneration scheme lies within the Hailsham conservation area. This conservation area exists to protect and enhance Hailsham's distinctive townscape and unique buildings. There are approximately 29 listed buildings within the centre of Hailsham, including the grade I listed St Mary's Church. These buildings are an important aspect of Hailsham's history and any regeneration will need to be of a quality to promote and enhance their character. When we asked the question 'What parts of Hailsham town centre make you proud?' 31% of responses mentioned the Parish Church in some context, 10% the war memorial and many others made reference to the town's heritage.

A majority of respondents, 88%, told us that it is important to them that any regeneration retains and enhances the history and heritage of the town. Nine survey respondents specifically suggested that enhancing and marketing the heritage of Hailsham by incorporating historical signage, information boards or a centrally located heritage centre would attract further visitors to the town.



51% of respondents also wanted shop fronts and signage to be designed in keeping with Hailsham's heritage. There were comments received that asked for the current historic elements of the town to be maintained, that any new buildings be respectful of the heritage of Hailsham. Some respondents felt that any new building should be sympathetically designed to reflect Hailsham's heritage as an old market town with the use of reclaimed materials, retaining and tidying up original features and avoiding the use of large glass window panes and large, bold signage.

Keeping heritage and charter market status visible is important and a unique selling point of Hailsham

Enhance the facades of the existing older buildings... Any new structures should have a historical feel in keeping with this theme. Celebrate the history and culture of the town.

Reference to Hailsham's heritage included specific aspects, such as its market charter status, cattle-market, rope-making, the listed buildings including the church and the war memorial, protecting the remaining facades on the High street, the existing heritage trail and the protected Horse Chestnut tree.

Of those who said “no” to regeneration overall it was evident in their further comments that were any regeneration to take place that it should enhance Hailsham’s heritage and not degrade it. 70% of respondents agreed that as part of the regeneration the Parish Church, the surrounding churchyard and green space should be made more of a focal point. The Church have also expressed their preference for this approach.

The green space around the church is very important to the town and it could be enhanced by easier access.

Environment

The Wealden District Council Green Infrastructure Study (2017) found that the northern part of Hailsham is deficient in neighbourhood scale accessible natural green space, and 59% of all respondents felt that there is currently not enough green space in the centre of Hailsham.

Many of the free text comments relating to leisure and public space suggested that more should be done to incorporate additional green space, planting and trees in the centre. Trees, hedges and open space are an important part of the conservation area within Hailsham town centre and 64% of respondents want to see planting for biodiversity included in the plans for regeneration.

...more open space, seating, landscaping and trees for us to be able to relate to nature.

There are also ‘important views’ of the natural environment in Hailsham, into, out of and across the town. Important views are defined in the Hailsham Conservation Area Appraisal (Draft 2018) as the views back across the town towards the Parish Church, long distance views across the Low Weald towards Herstmonceux in the east and to the South Downs in the south west.

Several respondents commented that more needs to be done to enhance the views of the beautiful countryside surrounding Hailsham and in particular that the current location and layout of the leisure centre does not make the most of the view North-east of Hailsham across the Pevensey levels. The view along the High street, including the church spire was also mentioned by some as an important view in the town centre.

There is a fine view northwards from the centre but little provision for its enjoyment.

Recognising Hailsham’s surrounding countryside and showcasing it within the town was something that the Hailsham Community College students also expressed a keen desire to include in the plans for regeneration and that this should be used as a distinct selling point for the town.

The lack of green space and outdoor space is such a shame. There used to be lovely views of the open countryside from the leisure centre.

Leisure and Public Space

Public space

Vicarage Field is currently the main public space within the town centre and comprises an important central location between the High Street, shopping areas and the Church. However, it currently provides limited opportunity for people to relax and interact with each other. As part of any plans for regeneration we aim to promote the public realm within the town centre and enhance the quality of the public realm. Providing people with a more inviting space is likely to encourage them to visit the town more regularly and stay longer during their visits.

“A high quality public environment can have a significant impact on the economic life of urban centres and is an essential part of any successful regeneration strategy.”

CABE, The Value of Public Space, 2004

The presence of good parks, squares, gardens and other public spaces in town centres is vital in order to create a town that people want to visit and one that attracts investment. Town centres that offer well-designed, well-managed public spaces attract shops and restaurants. These in turn, attract customers and employees. One local study identified that there are few green spaces within the town centre itself⁵.

Increasing the amount of natural green space in the centre of Hailsham supports the desire of the majority of respondents, 59% disagreed that there is currently enough natural green space in the centre of Hailsham and ‘More landscaping and trees’ was the most popular suggestion (64%) for what respondents think would improve the town centre environment.



⁵ The Wealden District Council Green Infrastructure Study (2017) found that the northern part of Hailsham is deficient in neighbourhood scale accessible natural green space.

Just over 30% of respondents would like to see more street markets in the town centre. As well as allowing space for street markets, 54% of respondents agreed that any regeneration should also include more space for further cultural opportunities, such as performances and exhibitions.

Of those who said they come into the town for something “other” than the pre-determined options in the survey, 30% stated that they currently come into the town centre to go to the Pavilion cinema. There were a reasonable proportion of free-text responses stating there is currently a lack of good quality flexible indoor or outdoor space to allow for further cultural or leisure activities, such as ‘pop up’ markets, workshops, arts & crafts and festivals.

Cultural activities such as street theatre, live arts, children's theatre.

Put some art into Hailsham's heart

More cultural space for exhibitions, music performance, communal sociable activities.



Agree that any regeneration should include space for exhibitions and performances

54%



Icon made by Freepik from www.flaticon.com

As previously mentioned there were also several suggestions (from both those that did and didn't support regeneration overall) that there should be pedestrian only areas in the town centre and that the high street could be pedestrianised to encourage footfall, shoppers and safety. Some suggested that this could be limited to certain times of day to allow for more markets and community activities, whilst not restricting access outside of peak business hours for deliveries.

...the whole regeneration area should be pedestrian access only during business hours, with delivery access limited to early morning.

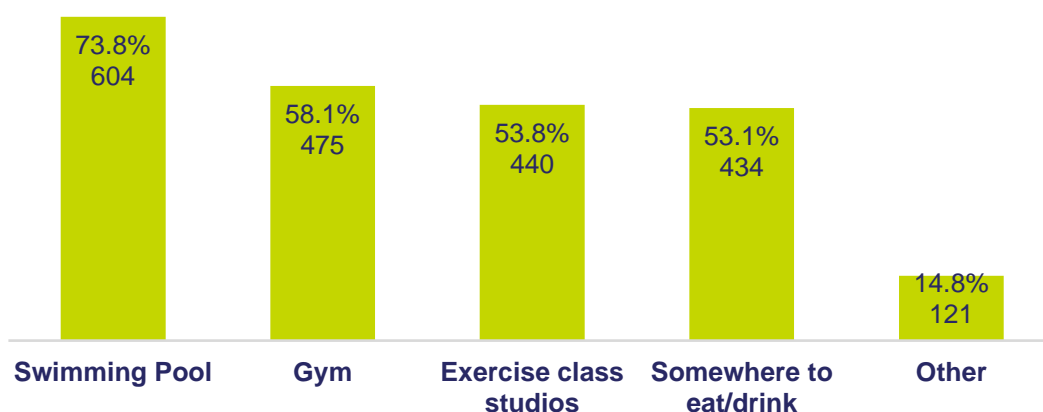
Leisure

As part of the town centre regeneration, we are looking at the current leisure provision and considering replacing the existing leisure facilities within the new town centre development. Leisure facilities are an important factor in creating attractive places to live, alongside this they are also able to ensure that new and growing communities are economically, socially and environmentally sustainable in the long term.

The existing leisure centre in Hailsham is relatively small scale but reasonably diverse and caters for a range of age groups within the local population. Facilities currently include a 25m swimming pool, teaching pool, gym, soft play, tenpin bowling and a café. Increased housing development in Hailsham will lead to a greater requirement for community access to sports halls and leisure facilities and any new leisure provision should seek to promote exercise and health within the community.

I think the current leisure centre is a big bonus for Hailsham, and I enjoy going there.

What should be included in any new leisure facility within Hailsham?




The most popular facility that respondents would like to see included in any new leisure facility within Hailsham is a swimming pool (73.8%).

There were very few comments concerning additional facilities to be included in any new leisure centre that are not currently available. There was concern about the existing leisure provision remaining in the centre of the town and new provision being built before the existing facilities are removed.

The Leisure centre is an excellent resource that many locals use, well suited to its location.

Both the Hailsham Club, a private members club for the over 18's, and the Charles Hunt Centre, a social club for the over 55's are located to the east of the town centre within the regeneration area. Any regeneration will plan to relocate both the Hailsham Club and Charles Hunt Centre within new structures at the heart of the existing town centre.

Several free text comments mentioned these clubs and their buildings, acknowledging the contribution the clubs make to the town and that it is important that they remain within the town centre. Other comments also suggested that the buildings are somewhat dated and that that area of the town centre would benefit from improvement.



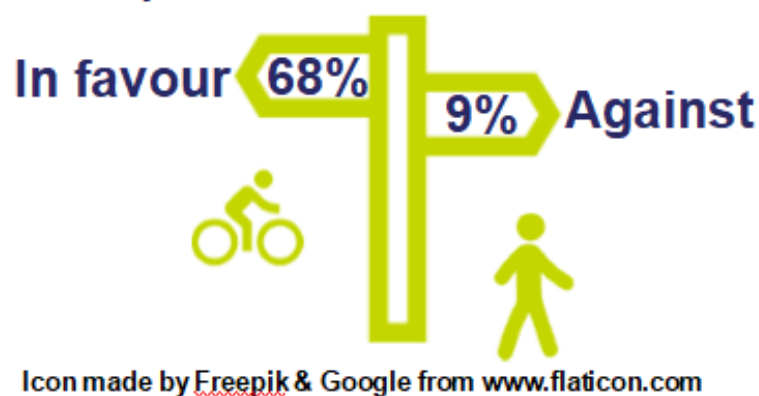
There are 2 excellent clubs, widely used especially by the older residents. That should be retained at all cost.

Transport and Movement

Walking and Cycling

The existing Vicarage field layout is currently fragmented for pedestrians and poorly designed for pedestrian movement. It consists of various uncomplementary buildings and walkways that has resulted in pedestrian flows through dark anti-social alleyways or un-safe shop service yards used for deliveries and waste. Regeneration will aim to promote sustainable modes of transport, look to improve accessibility and incorporate in its design well connected, safe and attractive walking and cycling routes. Accessible routes into and out of the town centre are important for those who do not wish to use a car.

Improved access for pedestrians and cyclists



The majority of respondents (68%) were in favour of improving connectivity in the town centre with access routes for pedestrians and cyclists and connections between the centre and the Cuckoo Trail. Improving links between the town centre and the Cuckoo Trail will offer a multi-functional route to attract people in to and out of the town centre and link Hailsham to its surrounding communities.

There were multiple references from respondents that cycling provision in Hailsham is currently poor or inadequate. More cycle lanes, facilities to leave bikes and connectivity with the cuckoo trail would attract more tourists and visitors into the town on foot and by bike.

I'd like to see a cycle path...to Polegate, or make the cuckoo trail easier to find in Hailsham.

Public Transport

In order to achieve a more sustainable town centre, short trips by foot and by bike, will need to become more common. For those who do not have this option, the provision of better bus services and appropriately placed bus stops should provide an attractive proposition.

60% of respondents agreed that the bus services within the town should be improved as part of any regeneration. Many of the free text comments said that the buses into Hailsham town centre are not frequent enough so they have no choice but to drive or get a taxi. More could be done to link the outer residential areas to the town centre without having to use the car.

Efforts need to be made to provide increased public transport links between the outer residential area and the town centre.



Agree the regeneration should be used as a way to improve bus services within Hailsham

Icon made by Freepik from www.flaticon.com

Some commented that evening bus provision is non-existent and that this would need to change in order to enable a vibrant night-time economy in Hailsham. There were also several suggestions that large buses should not be allowed to use the high street and that bus shelters needed improving to allow people to sit down while they wait.

Car Parking

Car parking is the main land use in the centre of Hailsham with approximately 500 car parking spaces across three different car parks within the plan area⁶. Although car parking is important, it currently makes inefficient use of town centre land that has resulted in a divided town centre.

Consolidation of parking spaces could be good providing it is kept free and gives ease of access (and) the total number of spaces are maintained.

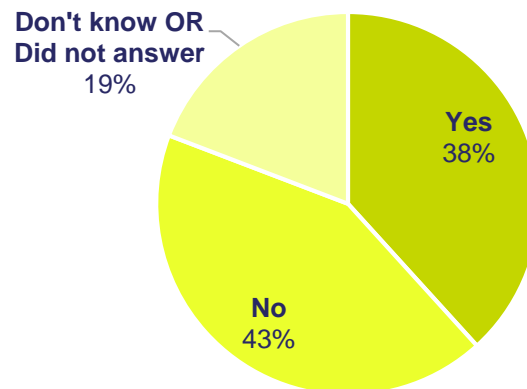
The following map shows an aerial view of the land currently used for Car Parking within the proposed area for regeneration.



⁶ There are 1085 car parking spaces in the whole of Hailsham town centre, including the land outside of the plan area. (ESCC Parking Survey, 2017)

Despite many comments that traffic and car parking in the town centre are a problem, just 38% of people agreed that it is a good idea to make more efficient use of town centre land by changing the layout and/or location of the three car parks in the centre.

Do you think it is a good idea to make more efficient use of town centre land by changing the layout and/or location of the three car parks in the centre of Hailsham?



Two of the main concerns relating to changing the existing car parking layout were the car parking remaining free, 10% of the free text comments related to transport, and the number of spaces being reduced. Maintaining the number of car parking spaces in the town centre during and after the regeneration should logically alleviate some of this concern.

The free-text comments illustrated that there was some concern over changes to car parking affecting the proximity of parking to the shops and leisure centre. Further comments were about making sure that any new car parks consider accessibility for those that are disabled or less-able to walk longer distances. As well as a multi-story car park some respondents suggested that there should still be a small number of disabled parking and delivery bays closer to the shops.

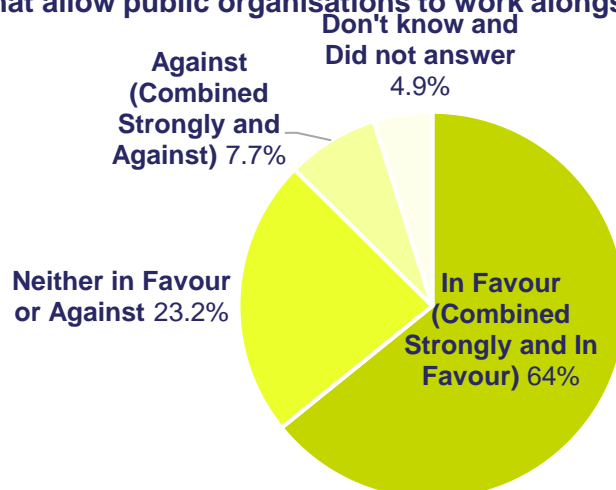
As part of any new traffic and parking scheme we will seek to include charging points for electric vehicles and the associated infrastructure for electric car technology as emerging technologies are introduced.

More efficient use of the town centre land needs to take place this does not mean a reduction in car park spaces. The town centre needs more spaces...Multi Storey is clearly the answer!

Access to Public Services

Experience in town centres elsewhere demonstrates significant success from creating new flexible spaces that can be used by many different groups within the community for different purposes. A fresh look at the town centre could include a new and enhanced civic office that provides the opportunity to accommodate alternative occupiers to create a co-working business hub in the town centre. This could lead to a new collaborative approach to workspace that allows many different public and/or private organisations to work alongside each other in the same building.

Are you in favour of including within the regeneration buildings that allow public organisations to work alongside each other?



The majority of respondents, 64%, were in favour of buildings that allow public organisations to work together. Almost half, 49% agreed that creating more flexible workspace for all sectors of the community would be successful in Hailsham. Many of the free text comments included supportive suggestions for co-working space that allow people and businesses, specifically charities and start-ups to hire 'hot desks' and office space.

The Hailsham Residents Survey (2016) found that a new learning centre and additional activities for young people rated highly amongst the community facilities that residents would like to see more of. This was echoed in many of the free-text comments we received that listed youth clubs and facilities as something that many respondents would like to see more of in the town centre.


Health and wellbeing and 'age equality' are important factors in achieving sustainable development and growth within the Hailsham area, in particular the provision of appropriate health facilities. There were several comments that mentioned the need for new and better medical facilities in Hailsham, as well as wanting more access to GPs.

Affordable office space and small workshops may encourage life and activity - town centre at present empty and lifeless.

It would be good to have small affordable spaces for start-up businesses and community groups.

Housing

New town centre residential development is the vital key to unlocking regeneration for the town centre. The sale of these homes will help to pay for the regeneration scheme, leisure facilities, cultural and green recreation spaces, whilst also helping to create vibrancy and activity in the centre of town, especially in the evenings. The Hailsham Neighbourhood Plan supports and encourages new development in the town centre, including delivery of new residential units. These could be realised through new mixed-use development, with commercial use on the ground floors and residential above.

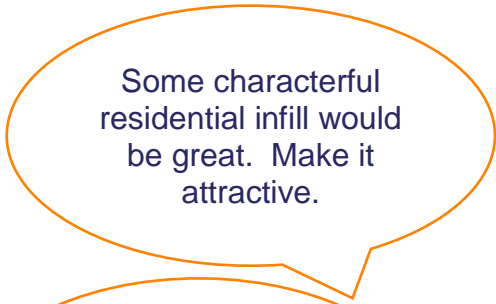


I recognise there is a need for new housing, especially affordable and smaller units.

At this early stage, 59% of survey respondents were opposed to housing in the town centre, a quarter (24%) are in favour. As mentioned previously when asked whether housing in the town centre would create a “dynamic and vibrant” town by day and by night, 62% disagreed that it would and just 19% agreed.


The consultation responses demonstrated that a prevalent concern is the relationship between new development and unacceptable pressure on infrastructure. This was a general concern across the area, not simply in relation to the town centre. Growth within the south of the district will be intrinsically linked with the delivery of critical infrastructure, including education, health, employment and community facilities.

Of those that were in favour of housing in the town centre many suggested that any new homes should be on a smaller scale and more affordable, to encourage young people to live locally. Others felt it is important to reuse empty buildings, make use of space above shops and that new construction be sustainable and eco-friendly.



Some characterful residential infill would be great. Make it attractive.

Further concerns about housing in the town centre were that this may lead to an increase of antisocial behaviour and crime in the centre of town. Conversely, other comments suggested the opposite – that more life in the town centre in the evenings would reduce the current levels of antisocial behaviour and vandalism as the presence of more people would act as a deterrent.



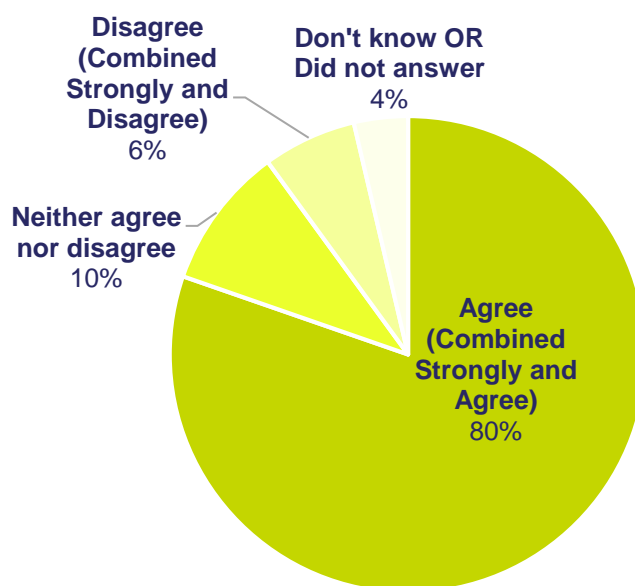
Filling the town centre with housing will attract more crime and antisocial behaviour.

Locating housing close to the town centre will reduce the reliance on unsustainable transport solutions, such as the car and allow for better access to public transport. The re-development of previously developed (‘brownfield’) land within the town centre should help meet local housing need and reduce potential demand for greenfield sites surrounding the town. The aim is to deliver homes that encourage sustainable, accessible and diverse living, creating new and improved facilities and supporting retail and recreation within the town centre during the day and the evening.

Building Heights

Building heights across Hailsham are generally in the order of two to three storeys (EMU analytics, 2017). 80% of respondents agreed that any new development within the town centre should respect these existing heights.

Do you agree that any new development should respect the existing building heights?



Across the UK, 'there is significant untapped potential to create additional homes above shops, on or near the high street', including 'unutilised space above shops that could be more intensively used or redeveloped into additional housing units'⁷. Releasing this potential could revitalise and rejuvenate the town centre by promoting town centre living, broadening the housing market offer and encourage sustainability.

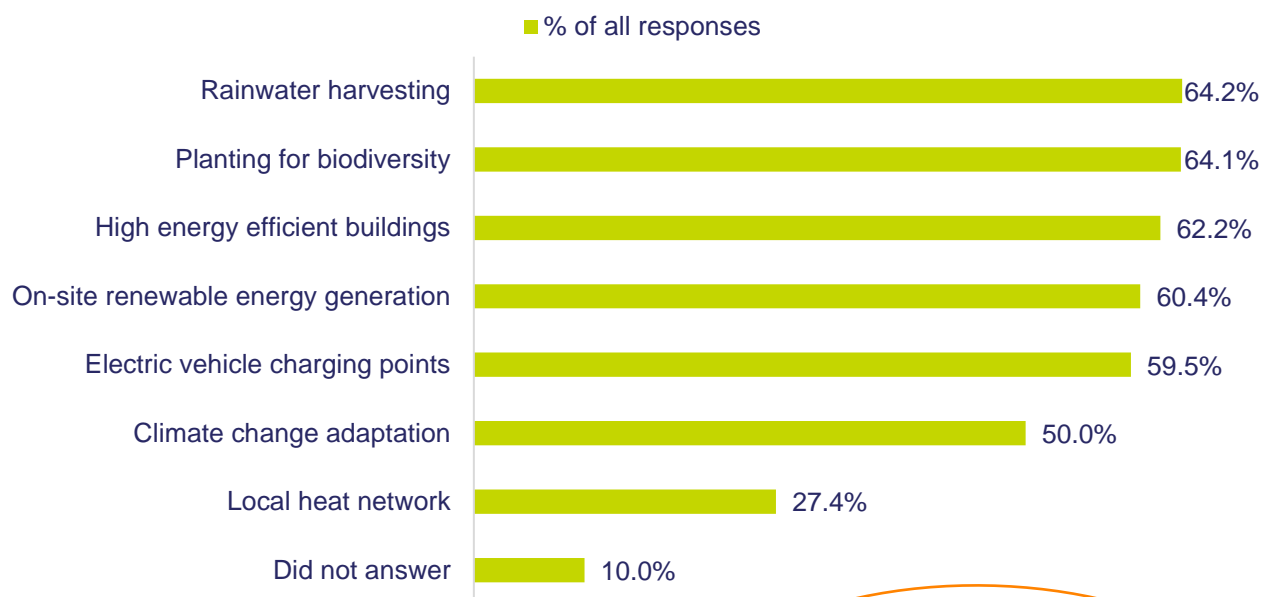
⁷ Lichfields and Child Graddon Lewis for the Federation of Master Builders, December 2017, Homes on our High Streets: How to unlock residential development on our High Streets

Sustainability

Building Control regulations require new buildings to be built more sustainably. Any potential replacement of current unsustainable buildings will make way for the construction of new high energy efficient buildings that optimise the use of energy from renewable sources.

Pedestrianisation
cycle routes,
street trees, low
energy lighting.

Which of the following sustainable elements do you think are important to include in any regeneration?



There was strong support for incorporating sustainable elements into the design, only 10% of respondents did not select at least one sustainable element that they would like to see included in plans for regeneration.

There is a great opportunity for a green development, especially for residences over shops. Solar panels, a local heat network, more electric vehicle charge points.

Appendices

Appendix 1 – Consultation Questionnaire

Hailsham Town Centre Regeneration - feedback survey



The way we shop and the way that local people use their high streets is changing. We are shopping more online, changing the nature of what makes the high street successful.

Through the regeneration of Hailsham town centre, we hope to meet this changing demand by improving the overall visitor experience.

To help drive forward the shaping of the heart of Hailsham, Wealden District Council purchased Vicarage Field shopping centre in 2017.

We now want to engage with the Hailsham community to understand local opinion. This is your opportunity to tell us what you think Hailsham town centre should aspire to be for the next 25 years and beyond.

The map below shows the extent of the area being considered for regeneration; clearly this is a significantly large part of Hailsham so any scheme will be carefully phased to ensure minimum disruption within this area and across Hailsham more widely.

Please take some time to familiarise yourself with the regeneration area.



This survey is made up of six short sections and will take approximately 10 minutes to complete. Please turnover to give us your feedback - thank you.

The survey closes on Tuesday 12th November 2019.

Q1 Which, if any, of the following currently bring you into Hailsham town centre?

Please select all that apply

- | | | |
|------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------------------|
| <input type="checkbox"/> Work | <input type="checkbox"/> Supermarket | <input type="checkbox"/> Attend Church/Worship |
| <input type="checkbox"/> School/College | <input type="checkbox"/> Other shopping | <input type="checkbox"/> Hairdresser/barbers/nail bars/beauty salon |
| <input type="checkbox"/> Leisure Centre | <input type="checkbox"/> Visit Council offices | <input type="checkbox"/> Dentist, Doctor, Optician |
| <input type="checkbox"/> Library | <input type="checkbox"/> Coffee shops Pubs/ | <input type="checkbox"/> I do not visit the Town Centre |
| <input type="checkbox"/> Post Office | <input type="checkbox"/> Restaurants | |
| <input type="checkbox"/> Bank/Building Society | <input type="checkbox"/> Attend groups, clubs or meetings | |

If other, please specify

Q2 Given the difficulties high streets across the country are facing and the pressure on services brought about by increased house building;

Do you agree Hailsham town centre needs regenerating to make it fit for purpose?

- ☐ Yes - it needs regenerating
- ☐ No - it is acceptable as it is

Retail and Recreation



“High streets lie at the heart of our communities and local economies, creating jobs, nurturing small businesses and injecting billions of pounds into our economy. But the way we shop and the way that communities use their high streets is changing: we’re shopping more online, making fewer big shopping trips and shopping ‘little and more often’. This changes the nature of what makes a high street successful.” - *HM Treasury and Ministry of Housing, Communities & Local Government*

Through the regeneration of Hailsham town centre, we plan to expand the retail offer in the town to meet the needs of its residents and those living in the surrounding area. Further housing in the centre of Hailsham will increase the town centre footfall and any regeneration will aim to promote an increased use of the town centre whilst retaining a market town feel.

Q3 Which of the following retail and recreation offerings would you like to see more of in the centre of Hailsham?

Please select all that apply

- | | | |
|-----------------------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Supermarkets | <input type="checkbox"/> Charity shops | <input type="checkbox"/> Pubs/Bars |
| <input type="checkbox"/> Large national chain stores | <input type="checkbox"/> Hairdresser/barbers/nail bars/beauty salon | <input type="checkbox"/> Coffee shops |
| <input type="checkbox"/> Small independent and specialist shops | <input type="checkbox"/> Street Markets | <input type="checkbox"/> Post Office services |
| <input type="checkbox"/> Gift and Card shops | <input type="checkbox"/> Eat in restaurants | <input type="checkbox"/> Travel Agents |
| <input type="checkbox"/> Clothing shops | <input type="checkbox"/> Takeaway/fast food restaurants | <input type="checkbox"/> Other |
| <input type="checkbox"/> Shoe shops | | |

If other, please specify

Q4 How do you feel about regeneration of the town centre including more retail and leisure venues for people to enjoy in the evening (e.g. bars, restaurants)?

- Strongly in favour In favour Neither in favour or against Against Strongly against Don't know

Q5

To what extent do you agree that any town centre regeneration should incorporate cultural opportunities such as space for exhibitions and performances?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

☐

☐

☐

☐

☐

☐

Q6

Please provide any further comments you have on how the retail and recreation experience could be improved through the regeneration

Leisure and Public Space

As part of the town centre regeneration we are also looking at the current leisure provision. Also being considered is how the public open space within the town might be improved. It is hoped that by giving people a more inviting space it will encourage them to visit the town more regularly and stay longer during their visits.



Q7 Please tell us which of the following you think should be included in any new leisure facility within Hailsham.

Please select all that apply

- ☐ Gym
- ☐ Exercise class studios
- ☐ Swimming Pool
- ☐ Somewhere to eat/drink
- ☐ Other

If other, what would you like to see as part of a leisure facility?

Q8 Thinking about the outside natural 'green' space within the town centre that people can use to sit and relax in, play games, have a picnic etc.

To what extent do you agree that there is enough natural green space in the centre of Hailsham?

- Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree Don't know

Q9

Which of the following do you think would improve the town centre environment?

Please select all that apply

- ☐ New paving
- ☐ Improved street lighting
- ☐ More landscaping and trees
- ☐ Improved seating
- ☐ More open space
- ☐ More litter/recycling bins
- ☐ Sculptures or public artwork
- ☐ Shop fronts and signage designed to be in keeping with Hailsham's heritage
- ☐ Wider CCTV coverage
- ☐ Other

If other, please specify

Q10

Please provide any further comments you have on the leisure facilities and public space in the town centre

Heritage and Environment



A proportion of the area of the town centre to be included in the regeneration scheme is within the Hailsham conservation area. This conservation area exists to protect and enhance Hailsham’s distinctive townscape and unique buildings. These include the Pavilion, the George Hotel and many of the High Street shops.

There are approximately 29 listed buildings within the centre of Hailsham, including the grade I listed St Mary’s Church. These buildings will remain a key feature of the town centre and we want to incorporate these important aspects of Hailsham’s history into the design.

Q11 How important do you think it is that any new regeneration in Hailsham should enhance the history and heritage of the town?

		Neither important nor not important		Not important at all	
Very important	Important		Unimportant		Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 To what extent do you agree that St Mary's Church and the surrounding churchyard and its green space should be made more of a focal point within the town?

		Neither agree nor disagree		Strongly disagree	
Strongly agree	Agree		Disagree		Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 Please provide any further comments you have on the how the heritage and historic environment within Hailsham could be incorporated into any regeneration

Transport and Movement



Through the regeneration of the town centre there is an opportunity to look at the associated transport links (road layout, car parking, bus stops etc.) across the town more widely. Any development scheme will include within its design attractive walking and cycling routes to and from the town centre. These would improve accessibility for those who wish not to use a car.

Car parking is the main land use in the centre of Hailsham. There are approximately 500 car parking spaces across three different car parks and this has divided the town centre. Although car parking is important, it currently makes inefficient use of town centre land. This is something the regeneration scheme can change. The map below shows how much land (green highlight) is currently used as car parking within the regeneration area:



Q14 **Do you think it is a good idea to make more efficient use of town centre land by changing the layout and/or location of the three car parks in the centre of Hailsham? As shown on the map above**

- ☐ Yes
- ☐ No
- ☐ Don't know

Q15 **As well as parking, there is the layout of the High Street to consider, the pedestrian access to shops and services and the routes buses take as well as the location of their stops.**

To what extent do you agree that any regeneration of Hailsham should be used as a way to improve the bus service (routes, stopping locations etc.) within the town?

- | | | | | | |
|-----------------------|-----------------------|-------------------------------|-----------------------|-----------------------|-----------------------|
| Strongly agree | Agree | Neither agree
nor disagree | Disagree | Strongly
disagree | Don't know |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q16 **Any regeneration in the town centre will look to improve accessibility and incorporate in its design well connected, safe and attractive walking and cycling routes within the town centre.**

To what extent are you in favour of improved access routes for pedestrians and cyclists, incorporating an improvement in the connectivity between the town centre and Cuckoo Trail?

- | | | | | | |
|-----------------------|-----------------------|------------------------------------|-----------------------|-----------------------|-----------------------|
| Strongly in
favour | In favour | Neither in
favour or
against | Against | Strongly against | Don't know |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q17 **Please provide any further comments on how you think travelling to, from and within Hailsham could be improved**

Access to Public Services



It has proven successful in other town centres to provide new flexible spaces that can be used by many different groups within the community at the same time. This could be start-up businesses working alongside sixth form students, work space for public sector organisations like Councils and the Emergency Services or even studio style rooms that can accommodate community groups one day and local artists the next.

Q18 To what extent are you in favour of including within the regeneration buildings that allow public organisations to work alongside each other?

Strongly in favour	In favour	Neither in favour or against	Against	Strongly against	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19 To what extent do you agree that flexible workspace for all sectors of the community would be successful in Hailsham?

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20

Please provide any further comments on access to public services and community buildings

Housing



As with any project of this kind, there are a number of essential requirements. These create the framework that will ensure that the financial aspects of the scheme make acceptable business sense. A key element of the regeneration is the building of 280 new homes within the town centre. This is for two reasons: firstly, the sale of these homes will help to pay for the regeneration scheme and secondly, people living in the town centre will create vibrancy and activity in the centre of town, especially in the evenings.

Q21 To what extent are you in favour of new housing being provided in the town centre in the form of apartments and town houses?

Strongly in favour	In favour	Neither in favour or against	Against	Strongly against	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 How far do you agree with the statement “housing in the centre of Hailsham will create a dynamic and vibrant town both during the day and in the evening”?

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q23 To what extent do you agree that any new development should respect the existing building heights?

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24 Please provide any further comments you have on how housing could (or should) be included in the town centre regeneration

Q25 What parts of Hailsham town centre make you proud?

Q26 What does Hailsham town centre need to make it better?

Q27 What are your least favourite parts of Hailsham town centre?

Q28 **Overall which of the following sustainable elements do you think are important to include within any regeneration of Hailsham town centre?**

- ☐ On-site renewable energy generation (e.g.solar power, biomass etc.)
- ☐ Local heat network
- ☐ High energy efficient buildings
- ☐ Rainwater harvesting
- ☐ Climate change adaptation (e.g. solar shading on buildings etc.)
- ☐ Electric vehicle charge points
- ☐ Planting for biodiversity

If you have any other suggestions for sustainable elements please comment below

Thank you for taking the time to tell us what you think Hailsham should aspire to over the coming years, it is greatly appreciated. All feedback will be considered in discussions about the design of any regeneration scheme for Hailsham.

Q29 **How did you hear about the Hailsham Aspires consultation?**

Please select all that apply

- ☐ Social Media
- ☐ Word of mouth
- ☐ Information Centre
- ☐ Local News
- ☐ Local Councillor
- ☐ Other

If other, please let us know where you heard about Hailsham Aspires.

Please return your completed survey to:

**Wealden District Council
Council Offices
Vicarage Lane
Hailsham
BN27 2AX**

Q30 Do you wish to complete the core personal information and equalities questions?

- ☐ Yes
- ☐ No

Q31 What is your sex?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to say

If other, please describe

Q32 What is your age?

- ☐ 17 and under
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75-84
- ☐ 85 and over
- ☐ Prefer not to say

Q33 Do you consider yourself to be disabled?

A disability is an impairment that has (or is likely to have) a substantial (more than minor), adverse long-term (more than a year) effect on the ability to carry out normal day-to-day activities.

- Yes

☐
- No

☐
- Prefer not to say

☐

Q34 If you have answered ‘yes’, please tick the box (‘s) that best describe your impairment.

- ☐ Hearing e.g. profound to mild deafness
- ☐ Communication, e.g. speech
- ☐ Visual, e.g. blind or partial sighted
- ☐ Mobility or physical, e.g. walking, dexterity
- ☐ Long-term illness or health condition, e.g. cancer, HIV, diabetes, chronic heart disease, rheumatoid arthritis, chronic asthma
- ☐ Learning, e.g. Downs syndrome
- ☐ Other (please describe)
.....
- ☐ Prefer not to say

If other, please describe

Please return your completed survey to:

Wealden District Council
Council Offices
Vicarage Lane
Hailsham
BN27 2AX

Appendix 2 – Consultation Questionnaire Data Tables

Q1- Which, if any, of the following currently bring you into Hailsham town centre? *Please select all that apply*

	Count
Supermarket	684
Post Office	483
Other shopping	471
Dentist, Doctor, Optician	461
Bank/Building Society	455
Pubs/Restaurants	351
Coffee shops	341
Hairdresser/barbers/nail bars/beauty salon	329
Leisure Centre	314
Library	213
Attend groups, clubs or meetings	203
Work	171
Attend Church/Worship	145
Visit council offices	108
School/College	45
Did not answer	17
I do not visit the Town Centre	11
Total	4802

Q2- Given the difficulties high streets across the country are facing and the pressure on Services brought about by increased house building; do you agree Hailsham town centre needs regenerating to make it fit for purpose?

	Count	%
Yes - it needs regenerating	430	52.6%
No - it is acceptable as it is	354	43.3%
Did not answer	34	4.2%
Total	818	100.0%

Q3- Which of the following retail and recreation offerings would you like to see more of in the centre of Hailsham? *Please select all that apply*

	Count	%
Small independent and specialist shops	559	68.3%
Clothing shops	544	66.5%
Shoe shops	486	59.4%
Eat in restaurants	303	37.0%
Street markets	246	30.1%
Large national chain stores	237	29.0%

Post Office services	222	27.1%
Coffee shops	119	14.5%
Pubs/Bars	113	13.8%
Gift and card shops	109	13.3%
Supermarkets	85	10.4%
Other	56	6.8%
Takeaway/fast food	54	6.6%
Travel agents	43	5.3%
Did not answer	36	4.4%
Hairdresser/barbers/nail bars/beauty salon	34	4.2%
Charity shops	31	3.8%
Total	3277	

Q4- How do you feel about regeneration of the town centre including more retail and leisure venues for people to enjoy in the evening (e.g. bars, restaurants)?

	Count	%
Strongly in favour	129	15.8
In favour	263	32.2
Neither in favour or against	210	25.7
Against	88	10.8
Strongly against	83	10.1
Don't know	6	0.7
Did not answer	39	4.8
Total	818	100.0

Q5- To what extent do you agree that any town centre regeneration should incorporate cultural opportunities such as space for exhibitions and performances?

	Count	%
Strongly agree	153	18.7%
Agree	288	35.2%
Neither agree nor disagree	207	25.3%
Disagree	70	8.6%
Strongly disagree	55	6.7%
Don't know	5	0.6%
Did not answer	40	4.9%
Total	818	100.0%

Q6- Please provide any further comments you have on how the retail and recreation experience could be improved through the regeneration

There were 288 comments received.

Q7- Please tell us which of the following you think should be included in any new leisure facility within Hailsham. *Please select all that apply*

	Count	%
Swimming Pool	604	73.8%
Gym	475	58.1%
Exercise class studios	440	53.8%
Somewhere to eat/drink	434	53.1%
Other	121	14.8%
Did not answer	105	12.8%
Total	2179	

Q8- Thinking about the outside natural 'green' space within the town centre that people can use to sit and relax in, play games, have a picnic etc. To what extent do you agree that there is enough natural green space in the centre of Hailsham?

	Count	%
Strongly agree	47	5.7%
Agree	125	15.3%
Neither agree nor disagree	105	12.8%
Disagree	254	31.1%
Strongly disagree	233	28.5%
Don't know	7	0.9%
Did not answer	47	5.7%
Total	818	100.0%

Q9- Which of the following do you think would improve the town centre environment? *Please select all that apply*

	Count	%
More landscaping and trees	521	16.5%
Improved seating	463	14.6%
Shop fronts and signage designed to be in keeping with Hailsham's heritage	418	13.2%
More open space	375	11.9%
More litter/recycling bins	371	11.7%
Wider CCTV coverage	361	11.4%
Sculptures or public artwork	199	6.3%
Improved street lighting	180	5.7%
New paving	173	5.5%
Other	66	2.1%
Did not answer	36	1.1%
Total	3163	100.0%

Q10- Please provide any further comments you have on the leisure facilities and public space in the town centre

There were 256 comments received.

Q11- How important do you think it is that any new regeneration in Hailsham should enhance the history and heritage of the town?

	Count	%
Very important	511	62.5%
Important	204	24.9%
Neither important nor not important	51	6.2%
Unimportant	11	1.3%
Not important at all	14	1.7%
Don't know	4	0.5%
Did not answer	23	2.8%
Total	818	100.0%

Q12- To what extent do you agree that St Mary's Church and the surrounding churchyard and its green space should be made more of a focal point within the town?

	Count	%
Strongly agree	295	36.1%
Agree	276	33.7%
Neither agree nor disagree	157	19.2%
Disagree	39	4.8%
Strongly disagree	30	3.7%
Don't know	5	0.6%
Did not answer	16	2.0%
Total	818	100.0%

Q13- Please provide any further comments you have on the how the heritage and historic environment within Hailsham could be incorporated into any regeneration
There were 235 comments received.

Q14- Do you think it is a good idea to make more efficient use of town centre land by changing the layout and/or location of the three car parks in the centre of Hailsham?

	Count	%
Yes	313	38.3%
No	348	42.5%
Don't know	128	15.6%
Did not answer	29	3.5%
Total	818	100.0%

Q15- As well as parking, there is the layout of the High Street to consider, the pedestrian access to shops and services and the routes buses take as well as the location of their stops. To what extent do you agree that any regeneration of Hailsham should be used as a way to improve the bus service (routes, stopping locations etc.) within the town?

	Count	%
Strongly agree	221	27.0%
Agree	274	33.5%
Neither agree nor disagree	182	22.2%
Disagree	64	7.8%
Strongly disagree	40	4.9%
Don't know	13	1.6%
Did not answer	24	2.9%
Total	818	100.0%

Q16- Any regeneration in the town centre will look to improve accessibility and incorporate in its design well connected, safe and attractive walking and cycling routes within the town centre. To what extent are you in favour of improved access routes for pedestrians and cyclists, incorporating an improvement in the connectivity between the town centre and Cuckoo Trail?

	Count	%
Strongly in favour	268	32.8%
In favour	291	35.6%
Neither in favour or against	153	18.7%
Against	45	5.5%
Strongly against	30	3.7%
Don't know	4	0.5%
Did not answer	27	3.3%
Total	818	100.0%

Q17- Please provide any further comments on how you think travelling to, from and within Hailsham could be improved

There were 339 comments received.

Q18- To what extent are you in favour of including within the regeneration buildings that allow public organisations to work alongside each other?

	Count	%
Strongly in favour	202	24.7%
In favour	323	39.5%
Neither in favour or against	190	23.2%
Against	35	4.3%
Strongly against	28	3.4%
Don't know	15	1.8%
Did not answer	25	3.1%

Total	818	100.0%
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Q19- To what extent do you agree that flexible workspace for all sectors of the community would be successful in Hailsham?

	Count	%
Strongly agree	126	15.4%
Agree	277	33.9%
Neither agree nor disagree	238	29.1%
Disagree	67	8.2%
Strongly disagree	28	3.4%
Don't know	55	6.7%
Did not answer	27	3.3%
Total	818	100.0%

Q20- Please provide any further comments on access to public services and community buildings

There were 154 comments received.

Q21- To what extent are you in favour of new housing being provided in the town centre in the form of apartments and town houses?

	Count	%
Strongly in favour	62	7.6%
In favour	132	16.1%
Neither in favour or against	117	14.3%
Against	157	19.2%
Strongly against	324	39.6%
Don't know	10	1.2%
Did not answer	16	2.0%
Total	818	100.0%

Q22- How far do you agree with the statement “housing in the centre of Hailsham will create a dynamic and vibrant town both during the day and in the evening”?

	Count	%
Strongly agree	44	5.4%
Agree	111	13.6%
Neither agree nor disagree	123	15.0%
Disagree	191	23.3%
Strongly disagree	315	38.5%
Don't know	16	2.0%
Did not answer	18	2.2%
Total	818	100.0%

Q23- To what extent do you agree that any new development should respect the existing building heights?

	Count	%
Strongly agree	441	53.9%
Agree	216	26.4%
Neither agree nor disagree	79	9.7%
Disagree	26	3.2%
Strongly disagree	26	3.2%
Don't know	10	1.2%
Did not answer	20	2.4%
Total	818	100.0%

Q24- Please provide any further comments you have on how housing could (or should) be included in the town centre regeneration

There were 298 comments received.

Q25- What parts of Hailsham town centre make you proud?

There were 635 comments received.

Q26- What does Hailsham town centre need to make it better?

There were 658 comments received.

Q27- What are your least favourite parts of Hailsham town centre?

There were 592 comments received.

Q28- Overall which of the following sustainable elements do you think are important to include within any regeneration of Hailsham town centre?

	Count	%
Rainwater harvesting	525	64.2%
Planting for biodiversity	524	64.1%
High energy efficient buildings	509	62.2%
On-site renewable energy generation	494	60.4%
Electric vehicle charging points	487	59.5%
Climate change adaptation	409	50.0%
Local heat network	224	27.4%
Did not answer	82	10.0%
Total	3254	

Q28b- If you have any other suggestions for sustainable elements please comment below

There were 128 comments received.

Q29- How did you hear about the Hailsham Aspires consultation? *Please select all that apply*

	Count	%
Social media	393	48.0%
Word of mouth	211	25.8%
Other	151	18.5%
Local News	89	10.9%
Information Centre	88	10.8%
Local Councillor	39	4.8%
Did not answer	16	2.0%
Total	987	

Q30- Do you wish to complete the core personal information and equalities questions?

	Count	%
Yes	323	39.5%
No	470	57.5%
Did Not Answer	25	3.1%
Total	818	100.0%

If you, or somebody you know, would like the information contained in this document in large print, Braille; or in another language please contact Wealden District Council on 01323 443322 or info@wealden.gov.uk



Let's shape the heart of our town

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