

NEW JOBS WITHOUT NEW ROADS

Sustainable regeneration in Hastings

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EXECUTIVE SUMMARY

This report:

- demonstrates that a sustainable regeneration strategy and action plan for Hastings - not reliant upon the environmentally damaging bypasses proposal - could create between 1,067 and 2,557 jobs for substantially less than the cost of the proposed bypasses;
- highlights the need for the Government to investigate such alternative regeneration proposals to the bypasses before any decision is made;
- explains how a sustainable regeneration strategy would overcome the threats to regeneration posed by the bypasses in terms of job losses in Hastings town centre and increased leakage from the local economy;
- presents a vision for a sustainable Hastings community that capitalises on the area's strengths in creating an environment where more, small scale locally owned enterprise can flourish in the long-term and existing businesses can expand;
- makes clear that a sustainable regeneration strategy delivers on a range of Government policies where the bypasses proposal does not, including:
 - maximising the use of brownfield land;
 - creating stronger communities;
 - developing a low-carbon economy;
 - strengthening the local economy;
 - increasing social capital;
 - reducing pollution and increasing resource-use efficiency;
 - revitalising the town centre; and
 - reducing traffic.

The report does not propose a fully costed strategy for sustainable regeneration of Hastings as this has not been possible in the timescale.

However, it does offer

- options,
- case study examples of good practice,
- indicative costings, and
- potential job creation numbers.

While the options all require more detailed feasibility studies, we believe that together, they provide a credible suite of regeneration approaches to revitalise and nurture the Hastings economy, job prospects, society and wider environment.

The six menu opportunities proposed in this report focus on business, housing and community, transport, tourism, food and materials and energy use. Each forms part of an integrated approach to regeneration and job creation, and each is to some degree, reliant on the others. The table below summarises these opportunities.

OPPORTUNITY AREA	POTENTIAL JOBS
Business	555 - 1,510
Transport	20
Tourism	110 - 170
Housing and community	20 - 70
Food	137 - 207
Materials and energy use	225 - 580
TOTAL	1,067 - 2,557

1 INTRODUCTION

"The failure of urban renovation schemes of the recent past, which concentrated on physical investment alone... demonstrate the importance of building social capital as well as bricks and mortar.. It is important to seek opportunities to achieve [economic, social and environmental] objectives simultaneously, and to consider the cumulative impact of decisions on overall environmental capital." (UK Government, 1999)

1.1 PURPOSE OF THIS REPORT

In early May, FOE commissioned CAG Consultants to research options for sustainable regeneration of Hastings as alternatives to the proposed Hastings bypasses. The aim has been to inform the media and the incoming Minister for Transport in the expectation that a decision on the bypasses could be made shortly after the general election in early June.

Within this timescale, it has not been possible to develop a fully-costed strategy for sustainable regeneration. The ideas in this report are therefore presented as options or alternatives, which ought to be considered before any decision on the bypasses is made. Our methodology has centred on reviews of existing studies and reports, interviews with key people in Hastings and case study research elsewhere. The case studies provide a credible basis for indicating the number of jobs that could be generated by different types of initiatives. We have also made some indication of the likely cost of each initiative, using a broad scale of cost bands.

While considerable further work would be needed to assess the feasibility of these options and generate more accurate costings, they are presented now in rough form to allow a fuller debate about the pros and cons of the bypasses. At the least, we argue that a decision should be delayed until the main elements discussed here have been considered more fully.

1.2 DEFINITIONS

This report centres on the concept of 'sustainable regeneration'. By this we mean:

"Initiatives which promote long-term improvements in the quality of life for all sections of the community without compromising the quality of life for people elsewhere or for future generations".

Sustainable regeneration therefore means not only viable regeneration initiatives that will have lasting benefits, but also regeneration initiatives that do not cause undue damage to the local or wider environment and do not use up environmental resources.

1.3 GEOGRAPHICAL BOUNDARIES

As implied by its title, this report focuses mainly on Hastings and St Leonards. In

practice, the proposed bypasses would also affect neighbouring Bexhill. Owing to time constraints, we have not been able to extend our research to Bexhill. However, our text indicates issues affecting Bexhill where these affect the logic of our arguments.

1.4 WHAT THIS REPORT AIMS TO DO

There is a concern that the bypasses have been presented as the only option for the regeneration of Hastings. Alternative strategies which are not dependent on construction of environmentally-damaging bypasses have not been developed or brought forward by the DETR.

The failings of this conventional, physical regeneration approach of roads and premises have therefore not been considered in full and the new regeneration policies developed by the last government, to address the failings of the conventional approach, have not been utilised in the case of Hastings.

This report begins the process of developing an alternative, sustainable approach to the regeneration of Hastings, that will create lasting jobs and quality of life benefits for the people of the town.

Section 2 of this report offers some background information to Hastings.

Section 3 of this report outlines the principles that underlie our vision of sustainable regeneration for Hastings.

In Section 4, we give a brief critique of the pro-bypasses case, and outlines alternative strategies for regeneration.

Section 5 explores the options for sustainable regeneration in more detail, on a sector by sector basis.

Section 6 lists some potential sources of funding for the options menu proposed in the report.

2 HASTINGS - SOME BACKGROUND

2.1 THE PLACE

Hastings is a historic seaside town with a cliff-top Norman castle ruin, an extensive medieval old town and exceptional Regency and Victorian architecture. It is surrounded by natural beauty: to the North it is bounded by the High Weald Area of Outstanding Natural Beauty (AONB) while to the South it is bounded by the sea. To East and West there are areas of national importance for nature conservation and landscape.

But it is a town in decline. The traditional industries of tourism, fishing and manufacturing are subject to long-term structural change. Road and rail links to London, Ashford and neighbouring towns are slow. Hastings is relatively isolated from the prosperity of South East England - property prices are depressed, unemployment is high and incomes are low. House prices are less than half those in nearby Brighton. Some wards in the town rank within the worst 30 across Britain on the Index for Multiple Deprivation. Owing to the environmental value of surrounding countryside, there is little land available for greenfield development.

Yet the town has great potential. It has unique assets in its physical situation, beautiful architecture and heritage sites. The remoteness of its location and cheapness of property can offer a peaceful quality of life to those who do not need to be near the rat race. In turning round the town's decline, the challenge is to find strategies that maximise and develop these qualities while increasing prosperity and tackling deprivation - without compromising the local and wider environment.

2.2 TRANSPORT LINKS

Hastings' main links to the outside world are:

- A rail service to London Victoria via Bexhill, Eastbourne, Lewes and Gatwick Airport, which takes close to 2 hours
- A rail service to London Charing Cross via Tunbridge Wells which takes 1 hour 40 minutes. Single track sections through tunnels between Hastings and Tonbridge could constrain future capacity improvements but there is potential for improved journey times within existing constraints.
- A single-track rail service to Ashford which is slow because of trains waiting to pass each other, and the unreliable performance of 40-year old diesel trains
- The A21 to Tonbridge and London, which is single carriage-way up to Tonbridge
- The A259 running along the coast, linking Hastings to Bexhill, Eastbourne and Brighton in the East, and to Rye and Ashford in the West - again single carriage-way and running along the seafront in Hastings.

Compared to nearby centres such as Brighton, Hastings feels remote. While it is no

further from London than Brighton, Hastings is not currently within commuting reach of London. The slowness of both rail and road links to Ashford mean that Hastings is not perceived as having good links with Europe. As discussed above, and in Section 4 on 'Business', transport links have constrained the town's economic development and contributed to its recent decline.

For years, debate has continued about how to improve Hastings' transport links. A number of measures have been suggested, ranging from bypasses on the A259 and dualling of the A21, to electrification of the Ashford-Hastings track and the introduction of express trains to London.

In 1999-2000, the Government commissioned a Multi-Modal Study, led by Steer Davies and Gleave, to assess different options for improving access to Hastings. The 'Access to Hastings' report, published in 2001, presents the results of local consultation and comprehensive analysis of a package of transport measures including:

- Electrification of the line to Ashford
- A faster rail service to London
- De-bottlenecking of A21 to London
- a 'metro' train service between Bexhill and Hastings
- a Western bypass linking the A259 west of Bexhill to the A21
- an Eastern bypass linking the A21 to the A259 east of Hastings

2.3 BYPASS PROPOSALS

The 'Access to Hastings' study emphasises that 'non-marginal' improvements in transport will be required to make any significant difference to Hastings' situation. Appendix C of the report identifies four such improvements that could be achieved through different elements in the transport package.

Improvements to key intra regional journey times: these offer the potential to generate beneficial labour market impact by opening up a geographically wider labour market to employers within the Hastings and Rother area

Significant improvement in journey times between Hastings and Ashford, and potentially also to London via CTRL (Channel Tunnel Rail Link). This is expected to enable additional net external commuting, which in turn will enable population growth in Hastings and Rother

The release of housing land, which has to be considered in a wider regional context where housing land is scarce and where there are few or no other land opportunities available

The release of high quality industrial and commercial development land with good

physical (road based) access.¹

The Access to Hastings study concludes that there is a strong case for improvements to the A21 and a range of public transport measures, including rail improvements to Ashford and London, a local 'metro' train service on existing track (Ore – Bexhill) and bus priority measures.

However, the study does not actually make a recommendation on the Western and Eastern bypasses. It predicts that the bypasses would generate a significant number of jobs, and allow population growth in Hastings and Bexhill. But it also highlights the high environmental cost of the bypasses, which would be constructed largely through greenfield land and would have significant impacts upon the High Weald AONB, the Marline Valley Woods and Combe Haven SSSIs and the Ramsar Site on the Pevensey Levels.

The consultants who led the Access to Hastings study, Steer Davies Gleave, previously looked at the potential for Multi-Modal Studies in a separate report for Transport 2000. They point out that regeneration and deprivation involve much broader concerns than transport alone. They point out that Hastings needs a vision for regeneration before decisions can be made on the bypasses and other transport options. For example, they ask:

- What is the role of Hastings?
- What sort of place should it become?
- Which sectors of the economy are to be the focus of the strategy?
- How will the success of the strategy be judged?

We attempt to address some of these questions in this report.

¹ Appendix C - Economic Impact Report, Access to Hastings Study.

3 PRINCIPLES

3.1 PRINCIPLES FOR A SUSTAINABLE HASTINGS REGENERATION STRATEGY

Not all development is good, and not all jobs are equal. Some provide long-term, varied, well-paid work that helps to strengthen the local community and that enhances the environment. Others provide employment for a few years and then move elsewhere with changing economic conditions, leaving derelict buildings and a burst economic bubble behind. These principles expand on the sustainability aspects of the Strategic Principles underlying the Hastings Regeneration Strategy. For example, the Hastings Regeneration Strategy recognises that *"the rationale of regeneration is largely social"*. It aims to *"build the long-term capacity of local communities"* and *"promote physical regeneration of the town that is sustainable and beneficial in both environmental, social and economic terms"*.

The content of our Sustainable Regeneration Strategy, which is outlined in Section 4, intentionally focuses on job creation. It is broadly consistent with most of the job-related aspects of the Hastings Regeneration Strategy. However, our strategy puts more emphasis on environmental sustainability and, unlike the Hastings Regeneration Strategy, does not support development of the Western and Eastern bypasses.

This chapter proposes principles for a sustainable regeneration strategy for Hastings:

- (1) Minimising leakage from the local economy
- (2) Creating jobs for local people
- (3) Improving long-term enterprise and job prospects
- (4) Securing existing local jobs
- (5) Promoting enterprise and jobs which promote social cohesion and strong communities
- (6) Promoting enterprise and jobs which contribute to environmental sustainability
- (7) More sustainable use of land
- (8) Minimising road development
- (9) Co-ordinated joined-up approach

Most of these principles stem from local and central government policy:

(1) Minimising leakage from the local economy

A Sustainable Hastings Regeneration Strategy will build a strong local economy that retains money and creates multipliers to increase local money flow. It will be based on

local enterprise, jobs and wealth, and will minimize the leaking of wealth to external organisations.

Government Policy:

The Government's Social Exclusion Unit says: *"The problem is not necessarily that too little money flows into a neighbourhood. Rather it is what consumers, public services and business do with that money. Too often, it is spent on goods and services with no local presence, and therefore immediately leaves the neighbourhood"*.²

(2) and (4) Creating jobs for local people and securing existing local jobs

Job creation will focus on the potential of the local workforce, and therefore on reducing leakage from the local economy as well as addressing issues of social exclusion within Hastings. Targeting regeneration in this way reduces social exclusion and leakage from the local economy.

Government Policy:

Again there is a strong link with current regeneration policy, which emphasises local money flow, and the creation of sustainable jobs. (See Urban White Paper).

(3) Growing long-term jobs

The Hastings Sustainable Regeneration Strategy will build a local economy which provides long-term jobs by linking enterprise to local and unique assets, creating more, small employment opportunities and by focusing on local and tourist trade.

Government Policy:

Standing Advisory Committee on Trunk Roads Appraisal (2000): *"the 'two-way road' argument... reminds us that improved accessibility between two countries (and, similarly, between cities, areas or regions) may sometimes benefit one of them to the disbenefit of the other"*.

Transport links can suck development out of an area as well as bringing it in (SACTRA 2000).

(5) Enterprise and jobs which promote social cohesion and strong communities.

Through a co-ordinated approach to development, enterprise and job creation, the strategy will work towards greater social cohesion, inclusion and vibrancy. The need for a drive to increase local money flow (through jobs and enterprise) will be linked directly to local and community regeneration strategies and will encourage small-scale and community enterprise to provide community centres, training, social spaces, workshops etc

Government Policy:

"Our social capital consists of the skills and knowledge, health, self-esteem and social networks of people and communities in the UK. The failure of urban renovation

² Social Exclusion Unit, 2000. National Strategy on Neighbourhood Renewal. London, Cabinet Office.

schemes of the recent past, which concentrated on physical investment alone... demonstrate the importance of building social capital as well as bricks and mortar.... To build sustainable communities, institutions and policies are needed which can take a cross-cutting approach to sustainable development objectives. Public involvement is also essential" (UK Government, 1999)

(6) Promoting enterprise and jobs which contribute to environmental sustainability

The strategy will seek to ensure that new jobs contribute towards environmental sustainability, a commitment of both local and national government. Environmental sustainability provides many opportunities for job creation, through environmental technologies, production of local and recycled resources (e.g. farmers' markets, bio-fuels), which will be growth areas over the next few decades.

Government Policy:

"Producers and manufacturers... should think of more efficient use of energy and other natural resources, reduction of pollution and waste to ensure that consumption does not have detrimental effects on the environment" (DETR Quality of Life Counts).

(7) Moving towards more sustainable land use

The strategy will seek to protect the landscape, amenity and ecological value of Hastings' land-base. It will ensure that any development will make the best use of land and take account of the social, environmental and economic benefits it provides. This will usually mean that brownfield sites are developed in preference to greenfield. It will protect greenfield sites wherever there are viable alternatives to development. It will also promote enterprise which leads to more sustainable management of land.

Government Policy:

Urban White Paper 2000: "Our Towns and Cities: The Future Delivering on an Urban Renaissance." states that: *"we need to make our brownfield land and empty properties fit for new purposes, clean them up where they are contaminated and turn them back into community assets whether it be as homes or as a new area of open recreational space. Action to do this needs to recognise the different circumstances of different places and the reasons they are underused. It could involve:*

- *encouraging businesses to move back into small brownfield plots or vacant buildings in a town centre;*
- *bringing about the wholesale transformation of an area by rehabilitating old industrial land, developing new uses and building new communities; or*
- *bringing new services to a residential area to improve its popularity."*

This is supported by Planning Policy Guidance note 3 (Housing)

(8) Minimising road development

The strategy will promote reduced impact transport, reducing congestion and increasing sustainable mobility and access. This includes reducing the need to travel by linking home and work, rejuvenating the town centre and by promoting local enterprise. It will also promote alternative modes of travel over private-car travel.

Government Policy:

Transport White Paper “A New Deal for Transport” 1998 sets goals to:

- reduce traffic growth
- make more efficient use of the transport system
- promote more sustainable UK transport industries
- respond to the challenge of climate change
- minimise transport’s demand for land, protect habitats and maintain the variety of wildlife
- limit the use of non-renewable materials / energy sources
- ensure that environmental impacts are taken fully into account in investment decisions and in the price of transport
- enhance public awareness of transport and environment issues

Planning Policy Guidance note 13 (PPG13) aims to connect these goals with the land use planning system. It also specifically refers to the development of staff travel plans by employers, and identifies circumstances when they can be required in planning applications. Encouraging Walking, Guidance on Full Local Transport Plans and PPG13 promote walking and pedestrian access.

The National Air Quality Strategy is another key document which specifically acknowledges the direct connection between traffic and air quality

Urban White Paper 2000: “Our Towns and Cities: The Future Delivering on an Urban Renaissance.” This introduces home zones in partnership with local communities, based on a robust legal framework, using tested street designs, reduced speed limits and traffic-calming measures.

(9) A strategy which should be mutually supportive and link up – in other words a coherent strategy

The Sustainable Hastings Regeneration Strategy would provide a co-ordinated approach to promotion of local enterprise, social cohesion and environmental sustainability. It will seek to draw links between each of the principles outlined above, and between different actions.

4 BYPASSES OR NO BYPASSES?

4.1 CRITIQUE OF THE CASE FOR THE BYPASSES

Transport benefits

The benefits of the bypasses in relieving traffic along Hastings' seafront would be limited. A high proportion of the traffic along the A259 is local and would not use the bypasses. The 'Access to Hastings' research revealed that 95% of traffic travelling east towards Hastings at Glyne Gap in the morning peak was local traffic. Moreover, nearly a third of peak-hour traffic in term-time is school-related. It is possible that these problems could be countered by demand management measures.

The bypasses would also be of limited benefit in improving road access to other towns along the South Coast. It would form only one dual-carriageway section in the slow, single-carriageway A259. Driving times to Eastbourne, Brighton and Ashford would not be significantly affected.

The bypasses would not have a significant impact on road travel times to London. These would require improvements in the A21, rather than the A259.

They would, of course, facilitate access by road between the Northern parts of Hastings and Bexhill – particularly if a link road were built into north west Hastings, as has been proposed. However, establishment of a frequent shuttle or 'metro' train service between Hastings and Bexhill would link certain parts of these towns in a more sustainable way. These would be complemented by the 'Quality Bus Partnership' routes.

Regeneration benefits

In practice, arguments for the bypass relate mainly to the generation of new housing and jobs on greenfield land which would be opened up by the Western bypass. The Eastern bypass is not predicted to release development land as it runs through the High Weald AONB. There is a shortage of development land in Hastings and Rother which is predicted to constrain housing development and some types of economic development in future. A fuller discussion of land availability is given in the 'Business' sub-section of Section 5.

Specifically, the 'Access to Hastings' study predicts that the Western bypass would open up development land in North Bexhill, allowing the construction of 1,500 homes and providing 40 hectares of employment land. This could, with appropriate regeneration measures and a buoyant national economy, allow the generation of 3,400 jobs in Bexhill (but with a loss of 300 jobs in Hastings itself).

The study presents predictions of employment based on a computer model. This model assumes relationships between a number of variables, including travel times, availability of development land, construction of houses/industrial units, workforce and business start-ups. The 'Access to Hastings' study does not explore

- which sectors are likely to generate these jobs

- to what extent unemployment in Hastings would be reduced
- the extent to which these jobs would be integrated into the local economy
- an assessment of the long term impact on numbers of jobs
- any negative impact of jobs being drawn away from Hastings

As clearly stated by the study, the predicted increase in employment is highly dependent on complementary regeneration initiatives, and on performance of the national and regional economy. There is no guarantee that the predicted jobs would materialise.

Environmental impact

The Access to Hastings study states unequivocally that the bio-diversity and landscape impact of constructing the Western and Eastern bypasses would be high. The Western bypass would damage three Sites of Special Scientific Interest - Pevensey Levels, Combe Haven and Marline Valley Woods. Pevensey Levels are also an internationally important wetland area, designated as a Ramsar site. The Hastings Eastern bypass would damage the upper reaches of the Brede Valley, part of the High Weald Area of Outstanding Natural Beauty.

Housing quotas

It is worth noting that the predicted housing associated with the Western bypass would greatly assist Rother District Council in meeting its housing quota, as set in the Structure Plan. Without the bypass, Rother District Council would need to locate more sites for housing development in rural villages. Alternatively, it would have to proceed with development of the greenfield site in North Bexhill using local roads or a purpose-built access road. An earlier draft of the 'Access to Hastings' study estimated that 83% of the proposed housing development in North Bexhill could be achieved with a new local access road rather than the Western bypass.

The achievement of housing quotas by Hastings BC is less dependent on the bypasses. Although the Local Plan proposes a few sites close to the route, these are of a much smaller scale and can generally be accessed adequately from existing roads.

Half a bypass?

The 'Access to Hastings' study does not put forward strong arguments for the Eastern bypass, whose route would pass through the AONB to the north of Hastings. This is important because of the high environmental impact and low regeneration impact of the Eastern bypass. The study effectively states that it would be inappropriate to construct half of a bypass, since traffic using the bypass would be discharged onto existing roads. This argument only matters for traffic which is travelling between coastal towns: much

of the traffic accessing Hastings or Bexhill would in practice come from or go to the A21 and would not need to use the Eastern bypass.

It would be possible to envisage construction of some or all of the Western bypass without the Eastern bypass. This would effectively create an access road for North Bexhill and North Hastings from the A21, and might generate much of the predicted regeneration benefit with greatly reduced environmental impact. However, a half bypass scheme would still have all the traffic generation problems associated with the full bypass proposal.

4.2 ALTERNATIVE STRATEGIES FOR REGENERATION WITHOUT THE BYPASS

Infrastructure

We argue that it is not necessary to build the bypasses at all to regenerate Hastings - not even half the bypass. In putting forward other options for regeneration without the bypasses, we make a number of important assumptions about infrastructure.

- (a) We assume that investment in the public transport improvements identified by the 'Access to Hastings' study would proceed speedily. Specifically, we assume that the following options would proceed:
- A frequent 'metro' train service between Bexhill-Ore using existing track
 - A new station at Glyne Gap on the metro line
 - Electrification and dualling of the rail track between Ashford-Hastings
 - Enhanced local rail service between Wadhurst and Tonbridge
 - Strengthened Quality Bus Partnership between Bexhill and Hastings (A259) and on the A21
 - A ticketing, marketing and publicity strategy for public transport in Hastings and Bexhill.
 - Enhancements to Hastings – London rail services via Tunbridge Wells to take advantage of committed new train introduction.
 - Re-pathing of a small number of commuter trains to reduce the number of intermediate stops and therefore provide a faster journey time from Hastings and St. Leonards.

Many of these options have a high capital cost that would require public subsidy. The 'Access to Hastings' study assumed that the bypass would only be considered if most of these public transport improvements were also being made. These include faster trains to London, electrification of the railway line to Ashford, Quality Bus Partnerships and establishment of a metro service on the Ore-Bexhill line etc.

- (b) We assume that some improvements are made to the A21: not full scale dualling, but minor investment to alleviate bottle-necks.
- (c) We assume that Rother would find an alternative way of meeting its housing quota, by allocating housing land in existing villages or developing the North Bexhill site. This would involve a new Bexhill Northern Approach Road, which would partly be built on disused railway line. We also assume that Hastings' housing allocations would be largely unaffected.
- (d) We think it likely that sufficient land can be found on brownfield sites in Hastings to meet the Structure Plan target of 10-15 hectares of new employment land and to allow expansion of existing firms in the medium term. We have not researched the availability of sites for employment land in Rother, but assume that brownfield sites could again be identified on this modest scale. As discussed in Section 5, this might require careful design and significant investment in some sites to overcome flooding risks or other difficulties. However, the financial and environmental costs would be less than those of the bypass. An urban capacity study should be undertaken to assess the potential for brownfield development.
- (e) If brownfield sites could not supply enough employment land, when feasibility had been carefully researched, we recognise that greenfield development might be necessary. The Hastings Local Plan identifies three Greenfield sites whose feasibility does not appear to depend on construction of the bypass (eg. Holmshurst St Mary; Ivy House Lane; and land west of Queensway). The provision of new sites, greenfield or brown, would be no slower than construction of the bypass and business park.

With these infrastructure assumptions in place, our approach to regeneration would centre on the principles outlined in Section 2: long-term jobs for local people that build social cohesion and are consistent with environmental sustainability.

Differences between bypasses / no bypasses cases

It is worth summarising a number of differences between our approach and the 'Access to Hastings' assumptions about regeneration with the bypass. The details of our approach are set out in Section 5.

Regeneration with bypasses	Sustainable regeneration, no bypasses
Build 1,500 new houses on greenfield site in North Bexhill, as well as houses on other sites in Hastings	Refurbish empty stock wherever possible; argue for reduction in housing quotas on this basis; construct new houses on brownfield sites wherever possible
Aim significantly to increase the population of Bexhill and Hastings, so incomers compete for jobs	No specific aim to increase population, so new jobs are more likely to be taken by local people

Aim to attract inward investment, which can be 'footloose' when market conditions change	Focus on (a) encouraging expansion of existing firms, where market conditions permit; and on (b) developing low-footprint industries that are not land or transport intensive.
Improve the competitiveness of the labour market by improving rail services to London and Ashford, and also road links to London. Assume some complementary regeneration activities	Improve the competitiveness of the labour market by improving rail services to London and Ashford and by investing in training, particularly for the unemployed

Similarity between the bypasses and non-bypasses case - the 'Two-Way Street'

As shown in the above table, improvements in public transport and/or roads should improve competitiveness of the labour market relative to London, Ashford and neighbouring towns. However, the SACTRA report 'Transport and the Economy' 1999 points out that improved transport links to the outside world can create a 'two-way' street. Investment and jobs may be sucked out to other centres, as well as being brought in.

In practice, this risk applies to both the bypass and non-bypass approaches, since both propose significant improvements in rail links with Ashford, London and Bexhill. The 'Access to Hastings' study points out that wage levels for certain occupations may rise if local people have more choice of commuting to London or other towns. While this would raise income levels to some extent, it might also affect the viability of some existing firms. However, the possibility of commuting might also attract new residents who would bring their income into the town. The 'Access to Hastings' study assumes that the net effect would be slightly beneficial to Hastings and Rother.

5 NEW JOBS FOR HASTINGS

This chapter considers a range of sectors that offer opportunities for sustainable new jobs in Hastings:

- business
- sustainable transport
- housing and community
- tourism
- food
- materials and energy use

For each sector, a rough calculation is provided for how many of such jobs could be created in Hastings. Suggested actions have been coded to give a broad indication of the cost. The box below shows the key.

INDICATIVE COSTING			
£0	—	£10 000	£
£10 000	—	£100 000	££
£100 000	—	£500 000	£££
£500 000	—	£1 m	££££
£1m	-	£10m	£££££
£10m +			*

5.1 BUSINESS

Key concepts

5.1.1

Businesses are the driving force of Hastings' economy, and the major generators of jobs. We believe that one of the main aims of a sustainable regeneration strategy should be to encourage business development in the private, public and community sectors. Our approach to business development is shaped by the broad principles set out in Section 3: we believe that the aim should be to generate long term, environmentally sustainable jobs for local people. Certain concepts are likely to play a part in this type of business development:

- The reuse of land (brownfield construction or refurbishment of buildings) wherever possible to minimise damage to the wider environment;
- Refurbishment of old premises to improve the quality of business accommodation and improve energy efficiency
- Support for initiatives which 'plug the leaks' in the local economy, helping to retain funds locally
- Promotion of people-based businesses that have a low environmental footprint

and require relatively little land

- Raising of skill levels amongst local people to meet the requirements of current and potential employers, with particular emphasis on young people and the unemployed.

In the next sub-section, we review the economy in Hastings and discuss the availability of the two main factors of production: labour and land. This sets the context for our suggested actions in relation to the above concepts.

5.1.2 Hastings context

Structure of employment

Hastings' traditional employment sectors (tourism, fishing and manufacturing) have been in decline for some time. The weak property market has encouraged the development of the service sector, including retirement and care homes. Language schools have also flourished as European links have become stronger.

Despite these changes, tourism remains a significant employer. The Annual Employment Survey undertaken by the Office of National Statistics in 1997 found that, according to some definitions, employment in tourism represented 6.8% of total employment. This is no higher than the UK average. However, if tourism is defined to include retail distribution, this proportion rises to 19.3% which is higher than the UK average of 16.6%.

Manufacturing is still a significant employer, representing 16% of employment in the 1997 survey (close to the UK average of 18%). The proportion of jobs in high technology industries was relatively high (1,400 jobs, or 5.3% of all employment compared to 2.9% across the UK). High technology firms represented in Hastings include pharmaceuticals, office machinery and computers, aerospace, precision instruments, electrical/electronic, and engineering including telecoms. However, the Access to Hastings study points out that many of these firms do not have good linkages to the local economy.

The chart below shows that public sector employment is higher in the Hastings area than most other parts of the UK, while employment in finance and business services is lower. Some public sector jobs date back to the relocations as part of plans for Hastings as an expanded town in the 1970s. The market for office developments remains weak, possibly partly because of the town's poor communications with London.

The 1997 survey shows that the majority of businesses in Hastings are small to medium-sized enterprises. Only 80 of 254 establishments had 50 or more employees, while nearly 85% of firms surveyed employed 10 or fewer employees.

Recent trends

The economy was depressed during the 1990's: Hastings and Rother districts lost some 100 VAT registered businesses between 1994 and 1999, leaving a total stock of 1,740

DISTRIBUTION OF EMPLOYMENT BY SECTOR				
Sector	Hastings total employees	Hastings %	South East %	Great Britain %
Agriculture & fishing	**	**	2	2
Energy & water	**	**	1	1
Manufacturing	4,200	16	14	18
Construction	700	3	4	4
Distribution, hotels, catering	5,900	23	24	23
Transport, communications	900	10	6	6
Banking, finance, insurance	2,700	41	21	18
Public administration, education, health	10,700	4	24	24
Other services	1,000	4	4	5
TOTAL MANUFACTURING				
TOTAL SERVICES				
Source: NOMIS, Annual Employment Survey 1997 (Office for National Statistics)				
Notes: ** signifies data not available data excludes self-employment				

businesses in 1999. Losses were spread across a number of different sectors, but the largest losses were in the wholesale and retail sectors. These losses were partly offset by gains in business services, which has traditionally been a weak sector for the town.

As might be expected in a depressed economy, vacancy rates in commercial and business property have historically been quite high. The draft Local Plan quotes results of a business survey for 1999 which found 7.6 hectares of undeveloped greenfield sites on existing industrial estates and 20,400 m² of vacant industrial floorspace in town (possibly unsuitable for market requirements). This compares to a total 230,000m² of occupied floorspace on 66 hectares of land.

Since 1999, business activity appears to have become more buoyant. The Estates Manager for Hastings Borough Council reports that commercial rents are beginning to rise, there is a waiting list for 'micro' workspace units (about 850 square feet) and that only one site of about 1 hectare remains undeveloped within the industrial estates. Much of the growth in demand for development land is coming from local

firms who want to expand. For example, one company currently seeking to expand was started by an entrepreneur who had formerly been unemployed and had received training under a regeneration scheme. The Estates section is, where possible, juggling companies between different sites to allow expansion.

The 1066 Area Local Economic Review 2001, by Sussex Enterprise, predicts that the 1066 area economy is expected to grow by 2.3% in 2001 and that business confidence is high. A sample survey undertaken for the South East Competitiveness Survey in May 2000 found that just over a third of local businesses expected to grow in the next 12 months. This is, however, lower than the rest of Sussex where growth was expected by 52% of firms. The level of innovation is low compared to the rest of Sussex, with one-third of businesses in the 1066 Area having no plans to introduce new products or services. So while the economic situation in Hastings looks significantly more buoyant than it has in recent years, the competitive position of the town is still weak compared to other centres in the region.

Labour market

Unemployment in the Hastings Travel to Work Area was 4.0% in March 2001, which is higher than the average for Great Britain (3.4%) and significantly higher than the average for the South East (1.7%). The situation was worse in the mid 1990s, with an unemployment rate of 8.0% for the Travel to Work area in April 1997. Unemployment in Hastings town is higher than the TTWA (5.7% in March 2001) and some wards still have high unemployment despite the recent economic recovery (eg. Central St. Leonards (13%), Castle (13%), Gensing (10%), Maze Hill (9%), Braybrooke (8%)).³ In March 2001 there were a total of 2,019 unemployed people in the town itself.

The quality of employment is also low: many jobs are poorly paid and, in some cases, part-time. The average weekly wage in Hastings in 1999 was only £317.70 compared to the South East regional average of £423.20 (source: New Earnings Survey, ONS 1999). While this has increased from £285.20 in 1997, earnings remain low: the Sussex Enterprise Household Survey (May 2000) found that 55% of all paid workers in the 1066 area earned less than £10,400. The relative isolation of Hastings, owing to poor transport links with London, Ashford and other towns, may help to explain these low earnings.

Skill levels are low relative to the rest of Sussex: only 43% of residents hold qualifications at NVQ level 3 or above, compared to 50% for Sussex. At degree-equivalent levels, the difference is more marked: 21% hold qualifications at NVQ level 4 or above, compared to 31% for Sussex (source: Sussex Enterprise Household Survey, May 2000).

As might be expected, skills are lower amongst the unemployed. The Sussex Enterprise Household Survey found that 27% had no qualifications while 18% are

³ These rates are calculated by East Sussex County Council using the 1991 economically active population as the denominator, which may overstate unemployment levels.

only qualified to NVQ level 1 or equivalent. These groups need further training to increase their chance of finding employment when job opportunities arise.

Recruitment as a constraint to business development

A business survey undertaken by East Sussex County Council in 1999 found that 27% of businesses in Hastings cited 'difficulty in recruiting staff' as a major constraint to their competitiveness. This was marginally more than the proportion of businesses citing 'poor transport infrastructure' as a major constraint (24%). Skill levels amongst the employed workforce were mentioned by only 4% of Hastings firms, compared to 10% across East Sussex as a whole.

A more recent survey by Sussex Enterprise (May 2000) found lower levels of concern about filling vacancies: 17% of companies cited this as a major concern, compared to 20% for Sussex. However, local firms appear to have difficulty in filling vacancies in certain occupations, including professionals (25% of companies concerned compared to 12% for Sussex) and plant/machinery operatives (15% of companies concerned compared to 4% for Sussex).

As pointed out by the Access to Hastings study, recruitment difficulties are probably compounded by the relative isolation of Hastings since poor transport links reduce the pool of people willing to travel to work in the town.

Land constraints to business development

The expansion of Hastings is tightly constrained, as discussed in Section 3. However, until recently the availability of land for business development did not appear to be a major constraint. 'Inadequate premises and availability of new sites and premises' was cited as a major constraint to competitiveness by only 7% of businesses in the 1999 survey. As reported under 'recent trends' above, vacancy rates in business property were high.

However, economic activity has grown since then and the South East Competitiveness Survey (May 2000) found that 9% of firms in the 1066 area were working at 'over full capacity' and 53% at capacity. A further 26% have only a small amount of spare capacity. If these capacity constraints relate to physical premises, rather than equipment or recruitment, this may generate demand for larger premises in future. This is consistent with the tightening market for commercial and industrial property which was reported to us by the HBC Estates Manager (see above).

Development sites

The East Sussex Structure plan requires Hastings Borough Council to allocate 15 hectares of new land for business development in the period 1991-2011, with 10 hectares of this being made available before 2006. In the Local Plan, the Council has developed proposals for four new business sites, only one of which is a brownfield site:

- Site of former Broomgrove Power Station - a brownfield site on railway line (11ha owned by HBC of which about 2 ha proposed for light business use). SRB funds of £3.6 million have been earmarked for development of this site. More of this site could be used for employment land if access problems could be solved.⁴
- Land west of Queensway - greenfield site (up to 5.7 ha) - next to proposed by-pass to North West of town and adjacent to Marline Valley SSSI.
- Holmhurst St. Mary - greenfield site in former convent grounds on the edge of the built-up area, with significant local opposition on traffic grounds (total 24 ha of which 4.4ha is proposed as employment land)
- Ivy House Lane - greenfield site extension of an existing industrial park into the AONB and into Rother District (up to 6 ha including area in Rother District)

Proposals are also being developed by HBC Regeneration and Tourism Strategy for a number of development sites along the Ore-Bexhill railway line. This is part of the proposed 'Necklace of Pearls' bid to develop a Millennium Community around six stations along the Ore-Bexhill railway line. While some of these sites would require careful design and planning to overcome feasibility problems (eg. flooding), the concept is strongly consistent with sustainable regeneration. All the proposed development areas are brownfield sites, all have rail access and would be adjacent to the Bexhill - Hastings section of the South Coast Cycle Route as well as a section of the Quality Bus Partnership route as part of the Local Transport Plan. They provide an alternative option for meeting the Structure Plan allocation of development land, without developing greenfield sites or intruding on the AONB/SSSIs:

- Broomgrove (around Ore Station) - see above; 11 ha owned by HBC
- Hastings Station and Goods Yard - also in the Local Plan; 1.5 hectares of land for high density mixed use development, close to Hastings Station

⁴ In the deposit draft of the Local Plan, 8-9 ha of the Broomgrove site were proposed for employment use. HBC were strongly supportive of this option but had to drop it owing to the high cost of building an access road into the steep valley. SEEDA opposed the access road as being uneconomic (at a cost of around £3 million, the road would have cost £10-11,000 per job opportunity on the site). The mixed use proposals have been designed so that traffic levels on existing roads would be acceptable to local residents. Access issues might be less of a constraint if the site could attract businesses dependent on rail or ICT communications rather than road.

- Warrior Square station - a housing renewal area which would allow some scope for mixed use development (eg. studios,); also some employment land in Western Road development area (1.5 ha)
- Marina, West Marina and West St Leonard's school - 7 ha around the disused Marina station, together with 2.2 ha brownfield site at West Marina (proposed for a leisure development and slipway) and 2.7 ha brownfield site of the former West St Leonard's school. The latter would require careful design, working with the Environment Agency, to reduce flooding risk.
- Bulverhythe - potential for a new station and redevelopment of land used for rail sheds and HB depot (HBC own 1.7 ha; Railtrack own 2.8ha). Again the design would need to reduce flooding risks.
- Glyne Gap - station would link Bexhill and Hastings, and provide access to the proposed Country Park. Not proposed as a development site.

5.1.3 Suggested actions

(a) Refurbish existing employment sites wherever possible (£££)

To retain existing employers, HBC and private landowners will need continually to upgrade existing facilities in the five industrial parks. When sites become vacant, HBC should continue their existing strategy of refurbishing and repackaging to attract current and potential employers. For instance, some businesses are currently spread over several sites. Strategic investment in the remaining 3-acre greenfield site in Highfield Drive could allow relocation of one or more businesses onto a single site, liberating other sites for refurbishment or rationalisation. This investment may facilitate incoming investment but is more likely to secure the future of current employers in the area. A rolling programme would generate a steady supply of short-term jobs in refurbishment. A focus on this area of work should continue in Hastings.

(b) Maximise use of brownfield sites for expansion of commercial and light industrial activities (*)

The sites identified in the 'Necklace of Pearls' proposal could probably be used to allocate up to 10 hectares of brownfield employment land. This would probably take the form of relatively small parcels of land, including workshops and micro-units. There is currently a waiting list for these small units in Hastings. This would go a long way towards meeting the target set in the Structure Plan. Although a number of these sites pose challenging technical problems (eg. flood risk), the 'Necklace of Pearls' proposal suggests holding high-profile design competitions to overcome

these problems. The financial cost of resolving technical problems (eg. flood measures; access roads) should be set against environmental savings on greenfield sites and AONB areas.

An urban capacity study should be undertaken to assess whether there are brownfield sites are sufficient to meet the Structure Plan target and to meet demand from existing industries. If not, then any potential greenfield developments must be assessed on sustainable development criteria.

We estimate that a mix of commercial, light industrial and workshop activities would generate 60-80 jobs per hectare of land developed. This is based on our experience of regeneration and Green Business Parks elsewhere. This is lower than the figure of 80-90 jobs per hectare of employment land which is forecast by the Access to Hastings regeneration model. Assuming that 5-10 hectares of employment land can be identified on brownfield sites, the number of jobs created would be 300-800. This figure does not include linkages to suppliers and the multiplier effect from spending of employment income. Some short-term jobs would also be generated during the construction phase. We envisage that much of the new investment in brownfield sites around Hastings would come from new start-ups and the expansion of existing, locally-owned firms. This should provide more secure employment than footloose inward investment, and should help to retain profits within the local economy. This strategy should also provide jobs closer to the people who need them.

The Necklace of Pearls

The Necklace of Pearls is an innovative proposal for regeneration on six sites, linked across Hastings. HBC and regeneration partners are currently developing a bid for this to be a 'Millennium Community' under the DETR's challenge scheme. The approach would be highly consistent with the Urban Renaissance model put forward in the Urban Task Force report last year. Regeneration would focus on a string of six brownfield development sites around existing or proposed stations on the railway line linking Hastings to Bexhill. Environmental sustainability and community cohesion would be important themes in this initiative. For example, the railway link should enable development without increased car use. Each site would have a different focus depending on its nature and on local community needs. Several sites would include new, high quality, environmentally efficient housing in a mixed-use setting. Some would include enterprise, leisure, urban parks, community facilities and - at one site - renewable energy.

The proposal describes the six sites as follows:

- Ore/Broomgrove - housing led mixed-use development and better social mix
- Hastings Goods Yard- vibrant high density town centre (Urban Renaissance model)
- Warrior Square - urban park and local amenities
- Marina - renewable energy, leisure, enterprise and education

- Bulverhythe - creating a heart and sense of place in an isolated neighbourhood
- Glyne Gap - Country Park and green lung, public transport access, social inclusion and quality of life, while reducing car usage

Four of the sites would include enterprise development. Design difficulties would be

One site would include an element of renewable energy generation, while others would include some social housing. We strongly support this initiative and suggest that links could be made to other elements of a sustainable regeneration strategy. For example, some sites could involve the community in developing facilities such as a cybercafe, launderette, community centre or teleworking centre. Homes could be designed to provide studio or office space, and could be designed to minimise water use and drainage, as well as energy efficiency. Links could also be made with housing refurbishment programmes in the surrounding areas. This initiative would generate jobs during the construction phase and would generate a small number of jobs in servicing new housing. The development would also create space for community enterprises and homeworking, but estimates for these aspects of job creation are included elsewhere.

(c) Promote low-footprint, people-based industries (£££)

Given the limits to Hastings' expansion, an obvious strategy is to promote types of employment that are less land-intensive but which use the town's existing strengths (eg. historical heritage; low property prices; unique environment; proximity to Europe). The most obvious sector for promotion is tourism, which is discussed elsewhere in Section 5. There is also potential for stronger development of arts and crafts, which is again discussed separately elsewhere in this Section.

Language schools already play an important role in the town, with 25,000 to 50,000 thousand students visiting per year. Many students stay with host families and contribute directly to the household budget, keeping benefits within the local economy. Measures could be taken to upgrade Hastings' image as a destination for language students (eg. improve security at night). Expansion of this sector may require more targeted marketing of Hastings in particular centres both in and beyond Europe. We estimate that up to 50 additional jobs could be generated in teaching and servicing language students, taking into account linkage and multiplier effects.

Office-based activities are the other obvious source of low-footprint jobs. Hastings has historically been unsuccessful in attracting investment to this sector, since the expansion period in the 1970's. Improvement of rail links to Ashford and London should increase the competitive position of the town. Development of the skills base should also help (see below). High-profile redevelopment of one or more vacant buildings near one of the 'Necklace of Pearls' stations might succeed in attracting investment from employers in this sector. This sector could potentially generate a large number of jobs

(eg.100-500 jobs).

The development and improvement of care services could also generate a significant number of jobs without requiring access to new land. While Hastings already has the reputation of having a significant number of residential care homes, there is scope to improve the quality of care through better training and innovative approaches to care. For example, Community Action Furness, Cumbria, has developed a care cooperative which has trained 23 people in providing care in the home. The cooperative has succeeded in generating income to fund other community initiatives.

(d) Raise skill levels (££)

More investment in training is needed if local people are to access vacancies as they arise. The design of training programmes, in conjunction with Hastings College, needs to take account of national trends (eg. ICT) as well as local shortages (eg. plant and machinery operatives). The shortage of professionals could be addressed partly by attracting people to the area (eg. through improved rail links to London and Ashford) and partly by developing links with an institute of Higher Education. Training initiatives would primarily facilitate local peoples' access to the jobs discussed in other parts of this Section.

(e) Tackle unemployment, and promote sustainability, through the development of community enterprises (£££)

The low level of skills and qualifications amongst unemployed people, as outlined earlier in this section, suggests that more support will be required to enable many of these people to access mainstream employment. The existing SRB programmes, ESF training programmes and countrywide initiatives such as the New Deal, are already working in this direction. There are many examples of successful community enterprises that have generated modest but significant numbers of jobs. For example, Community Action in Barrow-in-Furness involves a total of 102 people in running a wide range of activities, ranging from refurbishment and woodcrafts to a care cooperative, a cyber café and IT centre. Funding comes from a range of government, commercial and voluntary sector sources; 70% of the people involved are volunteers or trainees.

Community Enterprise initiatives can be designed to develop skills that trainees can transfer to later employment. They can also help to build community cohesion in areas of deprivation by developing facilities for the community. For example, the Nottingham Chase Community Centre was built largely by 26 local unemployed trainees over a period of 18 months. Similarly, Ibstock Community Enterprises Ltd, Leicestershire, has established an information shop and has also been instrumental in reopening a bank branch and establishing a new cash point to give local people better access to financial services.

Within Hastings the further development of support for community enterprises could include employment of more professional development workers and an innovation fund.

5.1.4 Summary box

Suggested action	Scale of job creation	Cost band
Refurbish existing employment sites wherever possible	Mainly retention of existing jobs	£££
Maximise use of brownfield sites for expansion of commercial and light industrial activities	300-800 jobs (assuming 5 ha of brownfield land developed for these purposes) 50 - 100 job years in construction/preparation	*
Promote low-footprint, people-based industries	Language schools (up to 50 jobs) Office-based activities (100-500 jobs) Care services (up to 50 jobs) See separate sections on Arts & Crafts and Tourism	££ £££ ££
Raise skill levels	Equip local people for recruitment into low-footprint and conventional businesses	£££
Tackle long-term unemployment, and promote sustainability, through the development of community enterprises	(see other sectors for community enterprise jobs) 5-10 jobs to support community economic development	£££

5.2 TRANSPORT

Access to Hastings from elsewhere is discussed in the introduction of this report. This section looks at some initiatives which may contribute to the sustainability of transport systems within the area.

5.2.1 Key concepts

Planning Policy Guidance note 13, the key Government document on transport and land use, has two objectives:

- to promote sustainable transport choices, and
- to reduce the need to travel especially by car.

Various other Government documents⁵ seek to remedy current transport problems and direct future development in a more sustainable direction. Key themes of these documents are to:

- improve transport reliability
- make efficient use of the transport system
- reduce the need to travel
- reduce reliance on the car
- reduce the length of journeys
- promote a modal shift from car and air
- increase load factors (in all modes)
- reduce congestion
- promote regeneration and urban renaissance
- improve access and promote accessibility
- make walking/cycling/public transport safer and easier
- manage fossil fuel resources in environmentally acceptable way
- reduce greenhouse gas emissions
- improve local air quality
- reduce the health effects of transport (e.g. respiratory and heart disease, cancer, effects of noise)
- encourage healthy lifestyles
- reduce the number of road casualties, and
- reduce severance

One of the strategic aims of the Sustainable East Sussex Programme is to promote sustainable transport. The objectives linked to this include increasing transport choice and reducing the volume of road traffic, congestion and the reliance on the car and ensuring travel intensive developments are located in places that are readily accessible by public transport. These objectives have a direct relevance to regeneration in Hastings.

The Sustainable Development plan for Hastings and St Leonards develops five

⁵ *A New Deal for Transport* (Transport White Paper); *A Better Quality of Life* (National sustainable development strategy, DETR 1999); *Quality of Life Counts* (National sustainable development indicators, DETR 1999); Road Traffic Reduction (National Targets) Act 1998: First Report (DETR, 2000); *Planning for Sustainable Development: Towards Better Practice* (DETR, 1998); New Approach To Appraisal.

objectives for transport. These are;

- Develop an integrated transport plan which aims to manage the need to travel, overall traffic levels and reliance on the car whilst increasing cycling, walking and the use of public transport,
- Continue to seek improvements to the basic transport infrastructure
- Develop a transport hierarchy in Hastings and St Leonards which gives more priority to pedestrians in the town centre and commercial areas
- Develop, in partnership, public transport systems, which are accessible, affordable and responsive to local need
- To support the education of local people about sustainable transport issues and to promote the health benefits of cycling and walking.

These objectives are supported together with the actions linked to them and some good practice examples are suggested below, elements of which are included in the East Sussex Local Transport Plan.

5.2.2 Suggested actions

(a) Further develop a local sustainable transport strategy (£££)

The complexities of transport in the area need co-ordination. Within Hastings, where the needs of local business and people who live and work in the area have to be balanced with the needs of visitors and tourists, the issue has an added dimension. A strategy would promote the use of sustainable forms of transport and encourage the reduction of car use. The Sustainable Development Plan for Hastings and St Leonards presents the challenge for the town to “find ways of making less use of private car and road transport and increasing the opportunities to use public transport, to cycle or to walk.”

Hastings strategic plans are reflected in The Norfolk Coast Transport Strategy's seventeen measures to improve public transport, accessibility, reducing traffic speeds and encouraging new, sustainable transport alternatives. So far the strategy has led to the implementation of

- The relaunch and revamp of the 'Coast Hopper' bus service between villages for tourists and villagers.
- Speed reduction measures in villages including gateways rather than speed

bumps

- Cycle routes have been signed to quieter roads and existing links to the National Cycle Route 1

Ideas being developed for the future include

- Cycle racks on the back of buses
- Improving footpaths on link roads
- Park and ride
- Parking management
- No new car parks on coastal side of the road.

The Strategy is a recent innovation and no formal evaluation has yet been undertaken of positive impacts on the local economy and creation of local jobs are expected.

(b) Promote the use of low and zero emission vehicles (*)

Whilst the technology exists for increased use of lower and zero emission vehicles the infrastructure is poor. Development of the infrastructure to support the use of these alternatives will have the double benefit of increasing jobs and reducing air pollution.

Alternatives can be put in place but first the visitor has to be supported and encouraged to abandon their car. Dorset County Council are aiming to manage visitor flow when they reach the coast through using sustainable transport. They are currently producing a leaflet, 'Explore the Dorset Coast Without using your Car', as a starting point for visitors to access information. This guide is divided in to two sections, firstly describing what is available and secondly what is available on specific routes

The Zeus Project is a European project including the cities of London and Coventry, which aims to reduce air pollution and traffic problems by encouraging the use of ZEVs (Zero emission vehicles) and LEVs (Low emission vehicles). Market obstacles have restrained the use of these vehicles over recent years, but this situation has started to change because fleet managers are aware that there will soon be a need to meet EURO 3 emission standards and air quality is recognised to be a vital part of quality of life and prosperity of cities. Main fuels proposed are CNG (Natural gas) and LPG (Liquefied petroleum gas). There are firm proposals for 8 new CNG stations and at least 8 new fast charging stations. These, and other planned infrastructure will serve the fuel needs of some hundreds of new or converted vehicles. The British consortium aims to attract third party investment and purchases for about 200 vehicles, which will not be directly funded by the Zeus project, but take advantage of lower vehicle prices.

It is suggested ways in which Hastings can invest in and strengthen the infrastructure development that supports the use of zero and low emission cars be investigated.

(c) Develop and promote Safe Routes to Schools (£££)

The establishment of safe routes to schools is beginning to show an impact in encouraging reduction of car use through supporting children to use more sustainable modes of transport. Further development of safe routes to schools within Hastings would increase this benefit.

West Sussex County Council's Safer Routes to School scheme has been in operation for the last three years. The programme started with a few pilot schemes and has developed through consultation with residents, especially school children. To enable this development public transport has been promoted, footpaths improved and cycle lanes have been built. The programme can now demonstrate that car use for escorting children to school has been reduced, in this way both congestion and negative impacts from car use have been reduced.

(d) Reduce the need to travel to work (*)

By developing communities within Hastings which contain housing, work, shopping and leisure, Hastings can reduce the need for travel within the town. Opportunities for how this can be developed are discussed more fully in the Housing section of this report.

BedZED, Beddington, provides an excellent example of a sustainable development of a brownfield site. Here the site of a former sewage works now or will shortly contain 82 flats and houses, 1600 square metres of work space, an on site shop, café, sports facility, healthy living centre and childcare facility and plenty of greenspace and gardens.

(e) Promote green travel for business (£££)

Changes in business transport have great potential to reduce the negative impact of road transport. An overall sustainable transport strategy in Hastings would include objectives to encourage local companies to look at more sustainable ways to address their transport needs. Green travel plans are being strongly promoted by the Government and there are many cases when they can be required as Section 106 agreements in planning approvals. West Sussex County Council have been holding workshops to educate businesses about green travel plans and provide practical information and support to local companies wanting to adopt more sustainable practices.

Summary box

Suggested action	Scale of job creation	Cost band
Further develop local sustainable transport strategy	None	£££
Promote use of low and zero emission vehicles	Up to 10	*
Develop safer routes to school	10	£££

Suggested action	Scale of job creation	Cost band
Reduce need to travel to work	Further information in Housing section	*
Promote Green Business Routes	No direct job creation, impacts on jobs within public transport	£££

5.3 TOURISM

Key Concepts

5.3.1

The Sustainable Hastings Regeneration Strategy will promote low-impact tourism as a keystone of the Hastings economy. The English Tourism Council's strategy for regeneration within traditional, family sea side resorts such as Hastings concludes that the market for such resorts still exists provided that a quality experience can be created which can be strong in a competitive market. The opportunities are for day trips and short breaks.

The Sustainable Regeneration strategy will seek to attract visitors for a quality and enjoyable experience which:

- is rooted in local hospitality, history, landscape, skills and produce.
- has a low environmental impact and high earning (marketed at those who will spend money in the local economy).
- encourages the development of the sustainable / low impact tourism market. This market is a growing one, with the potential of developing local jobs and increasing tourist spending.

5.3.2 The local picture

The ingredients to develop sustainable tourism are in place in Hastings. Hastings has a long, successful history of tourism and thus has an infrastructure to support its renaissance and development. For example there is a range of small-scale accommodation, local attractions, rail links and cycle routes plus exploitable assets like its unique history and access to beautiful countryside. Tourism is also an important contributor to the local economy, it currently supports over 3,000 jobs and is worth around £100m to the town.⁶

The recent Tourism and Visitor Strategy for Hastings and St. Lenards highlights the existing assets of the town and potential areas for improvements. It states that “by broadening the appeal of the town, and in particular making it more attractive ...tourism and ‘the visitor business’ will continue to play a vital role in the economy and

⁶ Tourism and Visitor Strategy for Hastings and St Leonards

regeneration of the borough.”⁷ The report offers a comprehensive analysis of the local tourist industry including potential development areas, its contribution to the local economy and the results of consultation with visitors. It describes a vision for the industry which includes:

- Establishing Hastings as a quality destination which will attract high numbers of high spending tourists
- Offering a unique product combination of quality environment, seaside, heritage, culture, attractions, leisure facilities and accommodation
- Product development
- Effective marketing⁸

There is a range of existing activities which promote the area to tourists and visitors and which promote sustainable tourism. The 1066 Country Campaign and the Tourism and Visitor Strategy stress a move towards sustainability. The Local Authority works with other organisations to promote sustainable tourism as well as the heritage of the town and its surroundings. The Campaign promotes the use of the 1066 country walk and the cycle way that now links to the national cycle network. The information centre sells and promotes local crafts and the campaign is investigating the development of local businesses producing willow products and wooden products.

In the light of the far reaching Tourism and Visitor Strategy for Hastings we hope to add to the debate by exploring successful examples from elsewhere to draw out the potential contribution to developing and sustaining jobs for local people within the industry in Hastings.

Extra support for the development of tourism is offered from the South East England Development Agency. SEEDA’s Tourism Sector Group’s strategy seeks to develop people skills and enterprise, to support small family run services and to grow the demand for high quality services.⁹

5.3.3 Suggested actions

- Promotion of Hastings as a quality tourist location which links local assets**
(a)
with low impact (£££)

Hastings offers landscape, amenity and historical interest to visitors. A tourist industry which emphasises quality as well as sustainability is likely to attract high spending holiday makers and day trippers. The emphasis would be on small-scale enterprises offering accommodation, restaurants and cafes, low impact transport options, crafts and heritage experiences.

⁷ Ibid

⁸ Adapted from Tourism and Visitor Strategy for Hastings and St Leonards

⁹ SEEDA newsletter December 2000

This approach would require co-ordinated marketing and a recognisable 'standard' to identify 'quality experience – low impact' experiences. This emphasis would be marketable throughout the year, helping to flatten out the seasonal nature of coastal tourism. Lessons could be learnt from experience on the Isle of Wight, where a year-round EcoTourism Strategy is in place.

Through development of a specialist service to advise all businesses including the tourist sector on incorporating sustainable business practices into their operations, Hastings reduces the environmental impact of the sector. At the same time supporting local food production increases networking between local suppliers and markets a distinct Hastings product.

ENVOLVE in Bath helps to co-ordinate adoption of more sustainable practices for businesses and creates partnerships and provides free advice. Their Green Tourism initiative works with local tourism businesses to look at the environmental impact of their business practices. They especially encourage businesses to look at water, energy, waste, local purchasing, transport and wildlife conservation. ENVOLVE further supports the local economy through its policy to employ locally first.

Tourist Transport (*)

(b)

The Tourism and Visitor Strategy for Hastings and St. Leonards local analysis highlighted concerns around local transport and parking. These included;

- Poor bus and rail links
- Public transport not fitting with tourists needs
- Buses do not advertise attractions along the route
- Lack of tourist buses
- No daily tickets available for public transport
- Poor parking facilities
- Need park and ride
- Need bigger on-site car parks.

Ease of access for the tourist and visitor to all that Hastings has to offer is crucial. However this must happen within a strategy to reduce congestion within the town centre. There is great scope for innovation. The Isle of Wight is also trying to balance the internal access demands of tourists whilst trying to reduce the environmental impact of that access. There are many successful examples of tourists areas offering free cycle hire. Although these schemes may not be transportable to Hastings the opportunities for an innovative approach to finding alternatives to car use for tourist transport are both evident and exciting.

(c) Promote Hastings as a base for artist and crafts workers (££££)

Currently Hastings has a thriving and developing arts and cultural life. For example Hastings has a number of resident artists communities, possibly attracted by the good light, fabulous scenery and inexpensive property. The town holds a summer music festival, the 'Jack in the Green' folk event and has a good arts centre and a number of high quality performing arts venues.

The initial consultation for the Sustainable Development Strategy for Hastings and St Leonards showed that one of the top ten areas of concern for local people was leisure, arts and culture. Within this broad heading local people said that “a range of quality sports, play, arts and cultural opportunities that are physically, emotionally and socially rewarding and are accessible to all”¹⁰, should be provided. While such facilities would have a valuable contribution to the quality of life of local people they would also contribute positively to visitors' experience of Hastings. The strategy lays out some actions that we would endorse

- Develop a Cultural Strategy for the Borough
- Develop the Coastal Currents Arts Festival to raise the cultural profile of Hastings
- Craft exhibition
- Establish two community arts companies¹¹

Examples of successful smaller scale initiatives promoting arts and crafts are plentiful. The Regeneration Gallery in Maryport (Cumbria) is the showcase and outlet for works produced as a result of Groundwork Trust's work as a New Deal job and skills creator. This includes Cumbria Rock Sculpture, based at Workington which employs eight staff. The gallery also sells furniture made from the ancient roof beams from Whitehaven castle. The timbers from the restoration work were given to Groundwork and provide the basis for furniture. The project is seen as another step on the road to Cockermouth being an established fine arts venue with lots of places to visit.

There is scope for extension of the existing artist communities, community arts programmes and events to develop into a more thriving artistic community. This community would play a part in bringing visitors to the town and reduce the leakage of tourist money from the town by the provision of locally produced, quality 'souvenirs' and products. The woodcraft workshop offers quality furniture which has kept tourist money within the local economy and raised the profile of the area. Such a development would need support through the employment of a small team to promote the town as an artists' enclave to other artists outside the area and to support incoming artists. A package of benefits in terms of business rate reduction and other incentives may also be considered in the short term to complement the inexpensive housing.

(d) To promote water sport and cycling activities (££££)

Hastings is in a prime location to promote itself as a water sporting destination. Within the Sustainable Development Plan “an event to promote Hastings water sports opportunities”¹² is suggested, this aspiration and emphasis on the water is echoed in the Tourism and Visitor Strategy for Hastings and St. Leonards. Other coastal areas have recognised the important contribution which water sporting activities can make to regeneration.

¹⁰ Sustainable Development Plan for Hastings and St Leonards

¹¹ Adapted from Sustainable Development Plan for Hastings and St Leonards

¹² Adapted from Sustainable Development Plan for Hastings and St Leonards

There are successful models demonstrating that water sporting activities can contribute to regeneration. On a smaller scale, the Cylanderfil Canoe Centre, Wales, has taken advantage of the exciting local rapids to attract tourists to the area. This has had a knock on effect for other local businesses and the town centre has become more vibrant

Hastings is also on the Sustrans national cycle route which brings with it scope to advertise it as a stop over or stopping place thus encouraging cyclists to spend more time in Hastings and increase footfall.

Development and business support plans could be put in place to act as a catalyst to the small businesses that often make up this sector.

(e) Promote local heritage (££££)

The Sustainable Development Strategy consultation highlighted a need to “protect and actively promote the town’s unique cultural heritage”¹³. The actions listed to meet this aspiration include

- Introduce Central St Leonards/Seafront Townscape Heritage Initiatives programme
- Appoint a Public Arts officer
- “William the Conqueror Trail”
- Inform residents of northern France about Hastings and 1066 country

However this needs to be done in a sustainable manner so that the attractions that people come to see are not degraded, so that the tourism experience is of a high quality, and so that a maximum number of businesses profit from the tourist trade. Thus encouraging:

- tourists to come to Hastings by sustainable forms of transport
- tourists to spread over the wider Hastings area, for instance through information leaflets or signing instead of concentrating on particular spots
- tourists to take up B&B spaces, for instance through leaflets, a Website, and a tourism centre
- tourist sites to have appropriate interpretation, including signs about preserving the tourism features where appropriate
- tour operators to use low emission vehicles
- the lay out and promotion of further cycling and walking routes
- the promotion of a "gastronomic tour"

(f) Access to wildlife and the countryside (£££££)

¹³ Sustainable Development Plan for Hastings and St Leonards

Within the Sustainable Development Strategy for Hastings and St Leonards several quality of life indicators are identified which may be investigated to develop tourism. For example:

- Net change in the quantity of locally important wildlife habitats, including vegetated shingle beach, reedbeds and ancient woodland.
- Number of managed Sites of Local Nature Conservation Importance
- Net change in the numbers of locally important flora and fauna including badgers, dormice and bluebells

Tourists can be attracted through opportunities to become involved in protecting and observing wildlife. For example the Isle of Wight now encourages activity holidays and holidays which include environmental management experiences. Through this process they aim to combine landscape, beach and sustainable development themes through tourism and thus flatten out the seasonal economy, through bringing in more visitors in the spring and autumn thus reducing the dependence on summer season visitors and increasing local jobs¹⁴. Within Hastings this potential growth area should be explored. There are many examples of similar successful initiatives. A recent RSPB report demonstrated that through the promotion of wildlife and bird watching local jobs could be both secured and created.¹⁵

The Coed Cymru in Wales has several successful examples. The programme in Aberystwyth is established to advise local wood owners on sustainable management. This includes advice to those who use the wood to make high quality furniture. The programme has found that development of the woodland has provided additional income for owners of woodland in the depressed agricultural sector.

This combination of opportunities to become involved in woodland management, leisure activities within woodland, wildlife preservation and observation opportunities and developing businesses to supply goods manufactured by local people from woodland resources for tourists is one which Hastings is uniquely placed to investigate and further develop. Such ideas become more viable when linked to local food and biomass options outlined in other sections of this report.

Through the Royal Forestry Society and Ibstock Community Enterprises Limited a local farm has been bought to attract tourists to the area. The farm will include a working farm, walking, horse riding and cycling. The project aims to employ local people where possible and promote other parts of the local economy.

These initiatives have used a combination of local resources within the countryside to promote the area to Green Tourists with minimal impact on the environment. They have preserved local jobs and businesses and created new ones, whilst providing an exciting and interesting tourist experience.

¹⁴ Currently the Isle of White do not record job figures for this area of employment

¹⁵ Rayment, M., 1997. Working with Nature in Britain: case studies of nature conservation, employment and local economies. RSPB, Sandy.

(g) Community enterprise (£££)

The development of community owned enterprises should not be ignored in making a contribution to the tourist industry in Hastings and creating local jobs.

Community enterprises are uniquely placed to support long term unemployed and young people to develop job skills and have proved extremely successful in supporting women returning to the labour market. This asset and their ability to make inroads within the sector would suggest they are worthy of investment. Within Hastings the further development of support for community enterprises could include employment of more professional development workers and an innovation fund.

(h) Local food (£££££)

The development of the local food economy contributes significantly to the sustainability of an area, serves visitors and tourists and can become a local attraction in itself. This theme is further developed in the local food section below.

Summary box

Suggested action	Scale of Jobs	Cost band
Promotion of Hastings as a quality tourist location which links local assets with low impact.	Potential for up to 80 new jobs in Hastings	££££
Tourist Transport	10 - 30	*
Promote Hastings as a base for artist and crafts workers	10 – 30 jobs	£££
Promote Water Sporting and Cycling Activities	10 – 30 jobs	£££
Promote local heritage	20 – 30 jobs	£££
Access to Wildlife and the Countryside	5 – 10 jobs 10 indirect jobs	£££
Community Enterprise	See Business Section	£££

5.4 HOUSING AND COMMUNITY
Key concepts

5.4.1

While accepting that some new housing development may be necessary, we feel that the first priority should be to improve and refurbish existing houses and flats. Housing refurbishment can potentially generate a wide range of local benefits, ranging from improved living conditions and cheaper heating for residents, to jobs for suppliers and for people working as advisers and installers. As well as generating jobs directly, and in the supply chain, energy efficiency improvements create a 'multiplier effect' in the local economy through the spending of fuel bill savings (see Green Job Creation in the

UK). Jobs in housing refurbishment should be long-term, as a certain proportion of the housing stock will need refurbishment each year if the quality of the stock as a whole is not to decline.

Refurbishment should also lead to reduced environmental impacts through improvements to energy efficiency. This is consistent with the Home Energy Conservation Act (HECA), which requires local authorities to plan how to achieve increases in energy efficiency of 30% in the housing stock in their area. If uninhabitable homes can be made habitable again, refurbishment may also reduce the number of new houses that need to be built on green and brownfield sites to meet government quotas. Where new homes are required, to meet Structure Plan quotas, government policy (PPG3) advocates that new housing should be constructed on brownfield sites wherever possible.

Our approach would be to involve members of the local community closely in the refurbishment and house building process. At one end of the process, this means consulting and involving local people during the planning phase; at the other end, it means training local people in the trades and skills required for refurbishment and construction. It may also mean involving some people in refurbishing or constructing premises for community use, such as a community centre or library. Such initiatives can increase people's sense of belonging to the community, as well as making their voice heard in shaping the refurbishment programmes.

5.4.2 Hastings context

The housing market has been depressed for some time, with some of the lowest house prices in the South East region (eg. estimated to be half the level of Brighton). Hastings has relatively old housing stock, with an estimated 47% pre-dating 1919 (see Local Plan, Revised Deposit Draft, December 2000). Converted flats represent 23% of the total housing stock, compared to a national average of 4% (Local Plan). Many of these multiple-occupancy dwellings are privately owned and in poor condition.

It is clear therefore that the town needs better housing. Refurbishment is relatively straightforward to plan and implement for the social rented housing, which is primarily owned and managed by the 1066 Housing Association. A number of housing measures, including energy efficiency improvements and measures to reduce damp, are planned in partnership with the SRB6 programme (A Sea Change). The Neighbourhood Renewal Fund is also providing resources for housing renewal within five Renewal Areas. HECA requires 30% improvement over a 10-15 year period

Refurbishment of private homes, particularly rented accommodation, is more complex. Owners of rented accommodation need an incentive to improve their properties, as they do not directly benefit from improvements to living conditions. Low property prices have at times made refurbishment and renewal unattractive to investors. However, various initiatives could be targeted at this group, drawing on experience elsewhere (see next sub-section).

Weakness in the property market is demonstrated by the high proportion of empty homes in Hastings. The Local Plan reports that there were 3,184 empty homes in April

2000. This represents about 9.5% of the housing stock, compared to normal vacancy rates of 5-6%. Despite the weak property market, Hastings is required to provide sites for new housing to meet its quota in the East Sussex Structure Plan (see below). We support HBC's proposal that some of its quota for new housing should be met by renewal of empty homes. It is possible that DETR would accept that refurbishment could create a 'new home' if the property in question had previously been uninhabitable.

In the East Sussex Structure Plan, Hastings is required to identify sites for 5,400 more housing units from 1991 to 2006, and a further 600 units from 2006-2011. By December 2000, only 1,914 of these had been completed. In addition to the refurbishment proposals outlined above, the Local Plan identifies a number of brownfield and greenfield sites to meet the housing quota. An urban capacity study is underway to review the potential for housing on brownfield and infill sites. Most of the sites designated for housing development by Hastings BC are not dependent on the bypass. Some lie close to the existing Ore-Bexhill railway line and could form part of a 'Millennium Community' built around sustainability principles (see next sub-section).

In contrast, Rother DC is keen to meet its housing quota by developing new land along the Western Bypass route in North Bexhill. If the Western Bypass were not built, Rother would need to identify alternative sites for new housing in surrounding towns and villages. If the potential for this is limited by environmental considerations, Rother may need to find alternative ways of accessing the North Bexhill site. As mentioned in Section 3 above, an earlier draft of the 'Access to Hastings' study estimated that 83% of the proposed housing in North Bexhill could be developed using local access.

5.4.3 Suggested actions

(a) Upgrading of social rented housing (£££££)

There are many models for renewal and refurbishment of local authority and housing association stock. While cavity wall insulation is not appropriate for pre-1919 housing stock, many other energy efficiency measures are still possible (eg. loft insulation; central heating; secondary glazing; heating controls etc). Refurbishment programmes generally include an element of training for local people in assessing needs, giving advice and undertaking improvements. Some of these roles are suitable for the long-term unemployed, with appropriate training. For example, the Green Estates Challenge programme run by Newark and Sherwood District Council spent £8 million on energy efficiency improvements and created a total of 311 job years. Some of these jobs were taken by the previously unemployed. A study by the Council estimates that the cost over the period 1988-1995 was really £9,700 per job per year when savings to the health service and unemployment benefits were included. Some of these approaches are already being applied by the 1066 Housing Association, the SRB programmes and Neighbourhood Renewal Areas. Additional jobs could be created by increasing funding for these activities.

(b) Upgrading of private sector housing (££ or £££?)

Improvements to private sector housing cannot be directly controlled by public agencies but can be encouraged in a number of ways. There are a growing number of sources

of grant and loan funding to help home owners improve energy efficiency (eg. HEES grants for people on low incomes and those over 60; revolving loan funds such as those established by the HECA Action Programme ; energy efficiency funding from fuel suppliers (EEPOS); Affordable Warmth programme run by Transco). Information, marketing and advice are required to encourage good take-up of these opportunities. In some areas, bulk purchase schemes have been set up to reduce the cost of materials to home owners. An accreditation scheme could also be set up for local landlords and tourist businesses to encourage higher standards of accommodation. For example CEN, a Croydon-based not-for-profit company, operates a discount scheme in many local authority areas, giving private households an easy route to discounted energy saving measures from reliable installers. Some of these types of actions are already underway, or planned, under the SRB programmes and Neighbourhood Renewal Areas. Additional jobs could be created by expanding these activities and extending them to other parts of the town.. Potential job creation through this set of actions would include the direct employment of energy advisers/information officers , the creation of additional business for trades people and suppliers (potentially a high number of jobs depending on the take-up of grant and loan funding), and the multiplier effect through the spending of energy savings in the local economy.

(c) Refurbishment of empty homes (£££)

Bringing empty homes back into use can be a long process, particularly where homes are owned by private rather than social landlords. Nevertheless, the gains are worthwhile, particularly if some refurbished homes can count towards housing quotas. We welcome the appointment of a full-time officer to deal with empty homes as well as the recently launched Hastings Empty Homes Strategy. While HBC has been aiming for a target of 320 properties over the period 1991-2006 (ie. 10% of the stock of empty homes), we feel that this target could be increased to reduce vacancy rates to normal levels. Hastings could follow the lead of Project John in Barrow-in-Furness, which involves young people refurbishing properties which they can subsequently live in. Approximately six people work on a property at one time, receiving on the job training and an NVC construction qualification. About 30 trainees have been involved so far. The project was originally externally funded but is now self financing. The Borough Council provides financial assistance to buy and renovate properties (eg. £25,000 for one property); this is recouped through rents (kept at a low level), while tenants continue to qualify for housing benefit when they find work.

(d) The 'Necklace of Pearls' (*)

HBC and various regeneration partners are currently developing a bid for an innovative 'Millennium Community' in Hastings. This would be based on a string of six brownfield development sites around existing or proposed stations on the railway line linking Hastings to Bexhill. Environmental sustainability and community cohesion would be important themes in this initiative. Each site would have a different focus, but several would include new, high quality, environmentally-efficient housing in a mixed-use setting. One site would include an element of renewable energy generation, while others would include some social housing. We strongly support this initiative and suggest that links could be made to other elements of a sustainable regeneration

strategy. For example, some sites could involve the community in developing facilities such as a cybercafe, launderette, community centre or teleworking centre. Homes could be designed to provide studio or office space, and could be designed to minimise water use and drainage, as well as energy efficiency. Links could also be made with housing refurbishment programmes in the surrounding areas. This initiative would generate jobs during the construction phase and would generate a small number of jobs in servicing new housing. The development would also create space for community enterprises and homeworking, but estimates for these aspects of job creation are included elsewhere.

(e) Apply sustainability principles to greenfield sites (*)

As the feasibility of some of these brownfield sites is still in question, we recognise that some development of housing on greenfield sites may be necessary - in Hastings, Rother or both areas. Few of the greenfield sites for housing in the Hastings Local Plan are dependent on the bypass. In Rother, if brownfield sites were insufficient and sites in rural villages were limited, much of the proposed housing in North Bexhill could be developed using more local access roads. Sustainability principles and a mixed-use approach could be followed in Greenfield development as well as brownfield. For example, BedZED, the Beddington Zero Energy Development, is an environmentally-friendly, energy-efficient mix of housing and work space in Beddington, Sutton based at a former sewage works. It comprises 82 flats and houses for sale and rent, 1600 square metres of work space, an on-site shop, cafe, sports facility, healthy living centre and childcare facility are planned, and green space. Key BedZED features include use of natural, renewable and recycled building materials; a combined heat and power unit using tree waste; energy-efficient design; low water consumption; and a green transport plan. Its mix of living and work space cuts down on commuting and helps boost the local economy. The mix of homes - for sale and rent - on affordable and market terms will attract high and low incomes which are the basis of socially inclusive communities. The jobs generated through such development would be similar to the 'Necklace of Pearls' scheme.

Summary box

Suggested action	Scale of job creation	Cost band
Upgrading of social rented housing	Potentially large number of jobs	£££££
Upgrading of private sector housing	Potentially large number of jobs	££ or £££
Refurbishment of empty homes	10-50 jobs	£££
Necklace of Pearls	100-300 job years (construction) 10-20 jobs (servicing new housing) space for community enterprises and homeworking (included	*

	elsewhere)	
Apply sustainability principles to greenfield sites	Similar to Necklace of Pearls	*

5.6 FOOD

5.6.1 Key concepts

A sustainable regeneration strategy, which emphasises longer-term jobs for local people, reducing leakage from the local economy as well as addressing wider social inclusion issues, should look to food as one of its target areas.

A sustainable regeneration strategy for Hastings would first and foremost promote the production, sale, marketing and consumption of locally produced food. This would mean retaining profits locally through the sale of locally produced food, the nurturing of local food networks, which link farmers directly with the consumer, as well as with distributors, outlets and marketers. Marketing of local, fresh food in the town centre could be a lynchpin to town centre regeneration, with many spin-offs for other local traders. The stimulation of town centre trade would also reduce the flow of out of town traffic, and the need for a bypass.

Such an approach would link directly to marketing of Hastings as sustainable tourist centre, helping to attract people to an area, which is rooted in local production and specialities. The fishing industry, subject to long term decline, could be brought into such a strategy, promoting fresh, local produce directly to tourists.

There are many benefits of such an approach in addition to support for the local economy and local jobs. A sustainable food strategy would integrate the promotion of healthy eating, and help to bridge the food poverty gap, bringing fresh food to those who don't have access to out of town supermarkets. It would facilitate the production of more sustainably produced, quality food locally, and would reduce food miles.

5.6.2 Building on Hastings strengths

Hastings town centre is suffering from a loss of vibrancy, and a low number of fresh food outlets. However it is ideally placed to pull in both local and tourist trade.

The fishing industry in Hastings has been in decline for some time, in the context of national and international decline of the industry. However the tourist spin-offs of the industry have been recognised and through European funding the historic fishing port of Hastings has developed a quality visitor centre.

The tourist industry in Hastings is built mostly on small B&Bs, many of which already do or could buy locally. There is scope for co-ordination and marketing of this approach, to help draw in visitors and provide a recognisable stamp of quality, fresh food.

There are smaller food schemes currently in place, such as the veggie box scheme run by Trinity Wholefoods. (Boxes can be purchased using GEMS, the local LETS currency). In addition, there is a healthy eating scheme run by the Food Co-operative in Broomgrove. There is potential for extension of other similar schemes.

5.6.3 Suggested Actions

(a) **Create a local organisation to develop and promote a local food economy (£££)**

There are a range of barriers to increasing the production and marketing of local food. Initiatives in other parts of the country, have found that there is a need for a co-ordinated approach and for financial and technical support. A number of Food Links organisations, particularly in the West Country have fulfilled this role. A Hastings Food Links would be able to utilise their experience and apply it to local circumstances to support or directly develop the specific projects listed in the rest of this section.

(b) **Develop and promote a Farmers' Market in Hastings town centre (££)**

Farmers' Markets are food markets where local farmers and producers bring their produce for sale direct to the public. They offer an opportunity to meet many of the core principles of the Hastings Sustainable Regeneration Strategy. The growth in Farmers' Markets in the UK has been rapid and is testament to their economic viability and to the many benefits they bring to the local economy, local people, and to the countryside through less intensive modes of food production¹⁶.

The small-scale Farmers' Market already tried in Hastings should be restarted with the net cast wider to increase its attraction.

Farmers' Markets could have direct local benefits for Hastings which include:

- **Bringing a vibrancy to Hastings town centre and helping to keep money in the local economy.** Hastings' town centre has been in decline (the most recent figures we could find stated that between 1986 and 93 the overall decline in the number of retail units in Hastings town centre was 14.3%, and the number of vacant premises rose dramatically by 100% in the same period¹⁷). Farmer's Markets increase the amount spent on local produce (rather than at nationally- or internationally-owned supermarkets). They bring people into the town centre rather than using out of town shops. Many Farmers' Markets have found that this leads to wider economic regeneration with other local traders benefiting from

¹⁶ Friends of the earth RDA Briefing 2: Framers' Markets Sept 2000. In 1997 there were no Farmers' Markets in the UK. In 2000 there were 200 with a total turnover of £65 million a year.

¹⁷ A Hastings for the Twenty First Century. A strategic plan for Hastings. Owen Nankivell MA (Econ)

increased trade as a direct result of the Farmer's Market¹⁸.

- **Addressing local food inequality.** By bringing fresh food into the centre of Hastings, a Farmers' Market would increase access to good and affordable food to many of those who don't have good transport access to out of town supermarkets.
- **Boosting local tourism.** A Farmers' Market could be marketed as a tourist attraction, particularly as part of a wider 'local food and sustainable tourism' campaign. The mix of Farmers' Market with local food specialities and vibrancy, with the existing antique, book and other speciality shops would provide a tourist focus.
- **Providing routes for farm diversification and support for a vibrant rural economy.** Farmers' Markets have offered farmers an opportunity to trial new products, develop new entrepreneurial skills and have encouraged local food networks (bringing producers, processors, distributors, outlets, marketers and consumers into direct contact). Local food producers rely heavily on local outlets very heavily, especially in the start up phase of new enterprises, and so the possibilities for knock on economic benefits are high.
- **Environmental benefits.** Farmers' markets keep costs down as food has less far to travel – reducing food miles.

There are now many Farmers' Market case studies emerging, which combine these various elements. Ayrshire Farmers' Market which now has four markets in four authorities, covers a 100-mile area, and finds that market holders retain economic benefit. They have found that other local shops and businesses benefit from market days. The market is run by a farmers' co-operative with 15 members which has started to supply local tourist hotels and restaurants and is exploring e-commerce possibilities. Aberystwyth Farmers' Market has found that the scheme has significantly strengthened the local agriculture sector.

(c) Develop a local food warehouse

One of the main barriers to making local food more accessible is the lack of an effective distribution system. Farmers markets, for all their benefits, are only the first step in making local food available. What is also needed is a warehouse which will act as a marketing and distribution centre for food from a range of local suppliers. The warehouse could supply local consumers as well as shops, restaurants and caterers. It would be able to provide a range of local food, and would be able to compete with supermarkets in terms of range, accessibility and convenience. Somerset Food Links is currently developing a pilot project along these lines, and there is a well established and successful model operating in Languedoc, France.

¹⁸ In Winchester, on Farmers' Market days, local stores reported 30% increases in taking over the same day in previous years. FoE RDA Briefing 2 2000.

(d) Link local food to marketing local tourism (£)

The marketing of local food could be one of the corner stones of a Hastings sustainable tourist strategy (see section on tourism). Local food, sold in local shops, cafes, restaurants and services at B&Bs and hotels would provide a focused message to tourists of Hastings as a place rooted in its local surroundings. A Hastings 'local food' stamp would enable co-ordinated marketing, providing a recognisable indication of good quality, fresh food. This takes a lead from the Sea Change document which recommends local accreditation of accommodation¹⁹. Hastings could learn from experience in Bath where a "Real Bath Breakfast" is marketed in B&Bs. If local food outlets, restaurants, cafes, Bed and Breakfast businesses, for example, demonstrate that their ingredients are sourced from within a 40 mile radius of Bath Abbey they become accredited suppliers of the breakfast, thus creating a unique tourist experience and supporting local businesses, both with less negative environmental impact. Similar programmes have potential within the context of Hastings where the tourist industry in Hastings rests mainly on small B&Bs, many of whom do, or could easily, buy locally and so there is already room for successful co-ordination and marketing.

(e) Promote and encourage local and community food enterprises, and good quality local food for local people (££)

Hastings could seek to support the development of, and promotion of local food enterprises. There is scope for locally-based (and in some areas community-run) food outlets (shops, cafes and restaurants), as well as those serving the tourist industry. These could be linked into the 'local food' accreditation schemes described above. This would encourage small scale local jobs and would bring fresh local food to local people in a targeted way. This will be possible by linking directly into existing development, community networks and regeneration schemes. A local food café could, for example, be built into the existing plans for a cyber café.

The local box scheme run by Trinity Wholefoods and the Healthy Eating Campaign run by Broomgrove Food Co-operative are examples of schemes which could be expanded, or replicated for other areas in Hastings.

Other areas have sought to promote this sector. A community café was established in Lewis in 1998 specifically for young people, run and managed by youth groups. In Sheffield, Furnival community café promotes access to good quality and affordable food, and is linked to the provision of small workshop spaces, a launderette, healthy housing project and a citizens advice centre. Hastings could draw on local and regional specialities such as fresh fish and apples.

(f) Promote the local fishing industry (££)

There is scope for co-ordinated promotion of Hastings fish, both within the town as part of a local tourist and food strategy, and wider to outlets in Brighton, Ashford, Canterbury

¹⁹ Sea Changes: creating world-class resorts in England. This is a strategy for regenerating England's resorts produced by the English Tourism Council in 2001.

and London. A local celebration of fishing would help to promote the sector as a vital part of the local economy and as part of local diet. A Sea Food Festival is held once a year in Aberystwyth and has been seen to support the local fishing industry. If a festival was to be combined with promotion and sale of the Hastings fish product through e-commerce the profile of the town would be further raised.

(g) Support and promote local food co-operatives, community gardens and allotment schemes. (£)

Farmers' Markets and a local food accreditation scheme could provide an outlet for community allotments and gardens, which can be developed at a very local level to produce local food. This could encourage the development of community-based enterprise, access to affordable food and produce and help to promote healthy eating.

An SRB scheme in Watford has developed a community allotment scheme, linked to a community café to produce local food, as well as help to train people in horticulture.

Summary box

Suggested action	Scale of job creation	Cost band
Develop local food links organisation	1 direct job	£££
Develop and promote a Farmers' Market in Hastings town centre.	2 direct jobs 10 – 40 indirect jobs	££
Develop local foods warehouse	2.5 direct jobs initially	££
Link local food to marketing local tourism	10 indirect jobs	£
Promote local and community food enterprises	10 – 30 jobs	££
Promote the local fishing industry	5 – 10 jobs Plus support to and strengthening of fishing industry.	££
Support and promote local food co-operatives, community gardens and allotment schemes.	5 jobs	££

5.6 MATERIALS AND ENERGY USE

5.6.1 Strategic concept

A Sustainable Hastings Strategy would seek to exploit the economic advantages of a co-ordinated sustainability approach to dealing with the area's waste, and to energy use

and production. This approach would focus on:

- Reducing municipal and domestic waste, reducing the cost of waste disposal, pressure on landfill and the threat of incineration. The approach would also encourage enterprise in the reuse and recycling sectors.
- Improving energy efficiency of social and private housing stock, as well as in commercial properties. This is a particular area where there is potential for job creation in Hastings.
- Develop alternative energy sources such as biomass, wind and solar energy.

The UK Government is committed to reducing CO2 emissions by 20% by 2012, and much of the responsibility to ensure this change is achieved has been placed on the shoulders of local authorities. Actions include reducing energy use, increasing the efficiency of energy use, and increasing the proportion of energy obtained from renewable resources.

A local move towards sustainable energy leads to two social and economic multipliers. Firstly dealing with fuel poverty. (The UK Fuel Poverty Strategy²⁰ estimates that 4.5 million low income families in the UK are living in homes which are cold and damp as a result of poor energy efficiency. Friends of the Earth estimate that this results in 30,000 – 50,000 extra deaths a year nationally). Secondly energy efficiency in particular, and renewable energy creates jobs.

5.6.2 Hastings is already part of the way there

Recycling

Hastings Borough Council is currently reintroducing paper collection through the Black Box Scheme in some parts of the town. The Council is currently failing on its recycling targets and needs to increase the percentage of recycling, reduce the amount of waste going to landfill, and ward off any threat of an incinerator.

Hastings Area Recycling Project was closed down by Onyx when it won the refuse collection contract. However in its time, HARP showed that recycling could work economically and does create jobs.

The work in Hastings is supported by SEEDA's assertion that they see "waste recycling as an opportunity which the region could ill afford to miss."²¹

Reuse schemes:

The Hastings Furniture Service is an excellent example of a reuse scheme which promotes the reuse and refurbishment of old furniture for resale. It currently employs 5 paid staff and 16 volunteers and is expanding into electrical equipment.

Energy efficiency in housing

²⁰ UK Fuel Poverty Strategy. DETR February 2001.

²¹ SEEDA Newsletter December 2000, 'Recycling a Critical Issue for the South East'

Hastings housing stock is relatively old, with an estimated 47% pre-dating 1919²². Converted flats represent 23% of the total housing stock, compared to a national average of 4%²³. Many of these multiple-occupancy dwellings are privately owned and in poor condition. The 1066 Housing Association already is working on energy efficiency. Hastings can also learn from the showcase housing proposed as part of the 'Millennium Communities' proposal, if sustainability and energy efficiency are adequately integrated in to the scheme.

5.7.3 Suggested actions

(a) Increasing kerbside recycling, bulky waste reuse and composting (£££)

Hastings needs to increase its percentage of recycling to meet targets, reduce its landfill, and prevent the potential threat of a local incinerator. Recycling is no longer an optional extra; nationally it is perceived as an integral part of the way waste should be managed. This is reflected in the challenging national targets to recover 45% of municipal waste by 2010 and to be recycling or composting 30% of household waste by the same date. Intermediate targets have been set for local authorities which depend on their current performance

Local experience and case studies from elsewhere demonstrate that this can be done at the same time as creating local jobs and boosting the local economy. There are a number of ways this can be done. There is great scope to boost the current Black Box scheme – to expand it to other parts of Hastings (although in some areas there are access problems) and also to include other recyclable materials and to organic material.

Bath and North East Somerset, one of the first councils to set up a kerb-side recycling scheme, has significantly decreased the quantity of materials going to landfill, by collecting a wider range of recyclables, including garden wastes. The scheme aims to get households to boost the recycling rate in B&NES to 30% by 2000/1 and 35% by 2002/3. The scheme currently employs 40 people, through two depots (5 management and development jobs and 35 on the job posts, most of which are local people and low skilled).

B&NES's recycling project is run as a not-for-profit organisation. However there are also many examples of similar schemes run as local enterprises. WyeCycle collects paper, glass, metal, textiles, organic material and garden waste once a week, and in addition collects any other reusable items (furniture, tools, wood, paint, electrical goods, toys and games) once a month. Businesses in Wye also receive a weekly collection and this has led to 75% less waste being produced and knock-on saving of £10,000 per year for Wye businesses. WyeCycle employs three full-time and three part-time staff. The scheme services a relatively small community of up to 3000.

Funds for such ventures come from a variety of sources:

- Landfill Tax

²² Local Plan, Revised Deposit Draft, December 2000

²³ Local Plan, Revised Deposit Draft, December 2000

- Sales of materials. (WyeCycle sells collected materials for recycling).
- Money saved by local authorities from putting waste to landfill.
- Capital grants
- Lottery and other grant aid

There is potential for further benefits from this approach, as markets for recycled materials and products respond to the availability of material. Bath and North East Somerset's Recycling Scheme has found that this has created further jobs. Indeed there are examples of newer schemes, such as the planned Bionosis project in Aberystwyth which are focusing in particular on market creation, and which project job creation as a result. This could lead to over 100 new jobs in the area.

(b) Encourage community enterprise for a reuse culture (££)

There is scope for the extension of these ideas into the development of more 'reuse-culture' enterprises. The successful Hastings Furniture Recycling Scheme currently employs 5 paid staff and 16 volunteers. They currently refurbish donated furniture, and the high percentage of low incomes in the Hastings population would suggest that there is scope to expand a cheaper households good market.

Other similar schemes exist elsewhere in the country (Craft in Aberystwyth and Furness Community Recycling in Barrow). Some schemes have expanded into new markets such as SOFA in Bristol which has grown to also take in electrical appliances, repair them and then sell them to low income households. On an annual basis it collects unwanted items from 10,000 homes and delivers refurbished goods to 5,000 low income households. It also degasses (removing CFCs) old refrigerators and freezers for three local authorities. It generates a turnover of £250,000 per year from sale of goods. It currently employs 15 staff and at any one time has 16 New Deal training places and 6 community service placements. (The organisation is currently undertaking research into the impact of the Waste Electronics Legislation and helping to formulate a national strategy for the reuse of electric appliances).

(c) Energy efficiency in buildings (domestic, commercial and public sectors)

There are many opportunities for enterprise and job creation provided in the energy efficiency sector. These are covered in more detail in the Housing and Community section earlier in the report.

(d) Alternative sources of energy

Promoting renewable energy (wind, wave, biofuels such as wood, straw etc) would benefit both the environment (because they are carbon-neutral) and the economy (utilising a locally-produced resource would help stimulate jobs etc). The cost of fossil fuels is expected to rise, while that of renewable energy is likely to fall, resulting in future energy cost savings.

(e) Biomass (*)

Biomass is a major energy resource which uses forestry and tree surgery waste, short rotation coppice (willow), miscanthus (fast growing plant) all of which can be burnt in heat only boilers. It is particularly suitable for heating, and for small-scale 'gasifier' CHP schemes.

The growth in the Combined Heat and Power (CHP) sector will support a substantial number of jobs. This is particularly because CHP units can operate relatively small units, which means that more jobs are created / unit of power *. Small scale gasifier CHP systems can also take waste which would otherwise go to landfill, reducing the cost of dealing with waste. In addition, forested and coppiced systems would fit well with the landscape management in the area surrounding Hastings, and would help support sustainable coppice-based approaches to land management.

The housing development, BedZED in Sutton has incorporated CHP into its integrated energy strategy, an idea which could be transferred to the Hastings Necklace of Pearls developments. The Humber Environmental Network is currently developing a combined heat and power plant which would be fuelled by renewable energy. It would involve mostly coppicing of willow to burn chippings but also could use sewage sludge. It is intended that the monies generated by the CHP plant would be maintained locally and it is suggested that any future planning of industrial schemes will use the CHP. It is also hoped that the council buildings will use this source of energy.

Hastings could learn from projects such as the CADDET project in Herefordshire, which is promoting wood fuel in rural businesses, schools and other services. A pilot project in a Hereford school demonstrates that wood-fired heating is a credible option. Hereford and Worcester County Council, working with the Rural Development Commission and the UK Ministry of Agriculture, Fisheries and Food (MAFF), established the system to show that such a building can be heated using locally-grown wood. The project secured a reliable supply of wood fuel by entering into a contract with a local co-operative.

There are knock on economic and environmental impacts of such an approach as they encourage economically viable management of local woodlands, supplementing farmers incomes and enhancing environmental value. There is wider job potential available from management of local habitats, which could also enhance the local tourist industry.

Alternative approaches are demonstrated by the Biomass Project in South Wales which operates as a company, producing wood pellets for heating. The wood comes from landfill waste rather than from fresh wood, so reducing the cost of waste disposal. It currently employs 8 full time people, but plans to expand to over 100. It has a commitment to local employment.

(f) Offshore wind energy (*)

The AONB status of much of Hastings' makes it unlikely that land-based wind power production would be suitable. Off-shore wind power production may provide an

alternative solution. A land mark project is in development on Scroby Sands, off Great Yarmouth in Norfolk, to develop turbines on an area of 3.1km by 1.4km. The development will unlimitedly consist of 38 2MW Vestas V80 wind turbine generators. This will be the first UK commercial scale offshore wind farm and will provide an opportunity to evaluate the economic and environmental viability of off-shore wind in he UK. The project will benefit the local economy through construction, operation and ultimately, through decommissioning. It may also have tourist spin-offs.

The recent Regional Renewable Capacity Study does identify some capacity for up to 25 wind turbines off the Sussex coastline, outside Heritage Coastline restrictions. This is a long-term possibility which would require much more detailed technical analysis and consultation before it is possible to recommend as a strong recommendation for development.

(g) Solar energy (££)

Hastings is ideally placed in the south of the country to make the most of solar power and solar gain design. This has implications for how buildings are designed, but also provides many local economy opportunities. Approaches include manufacturing of solar water heating equipment, advice and project development, distribution, refurbishment instalation and distribution.

There are many examples of solar power distribution. A consortium of Housing Associations, including the Gaia Housing Association have bought solar panels in bulk, to incorporate into new dwellings. Such approaches, co-ordinated through a Council or local enterprise could also provide affordable solar panels and water heaters to a broader spectrum of Hastings homeowners. Solar water heating is particularly appropriate to hotels and guest houses where the largest demand for water occurs in the summer months when there is the greatest potential for solar water heating.

Rainbow Solar Trading in the Isle of Wight works with the wind and solar potential of a southern location. They employ 4 core staff, all of whom are local people, and promote solar and wind power for domestic and commercial use.

The job potential lies mostly with instalation and distribution of solar panels and heating systems. Manufacturing potential lies with solar water heating systems, rather than with solar panels. However the greatest economic impact of solar heating would be the money saved on heating bills, which would then be free to be circulated in the local economy. Solar heating would also form part of a greater effort to market Hastings as a green, sunny, clean place to visit and live.

Summary box

Suggested action	Scale of job creation	Cost band
Increasing kerbside recycling	10 - 40 jobs	££
Creation of recycling and reuse markets	80 – 150 jobs	£££
Encourage community enterprise for a reuse culture	20 – 40	££

Improve the energy efficiency of buildings	See housing and community section	See housing and community section
Biomass	50 – 170 Plus indirect support to farming and countryside sectors	*
Offshore wind energy	Potential for over 200 jobs	*
Solar energy	5 – 10 distribution jobs 10 – 20 manufacturing jobs	££

7 SUMMARY OF ADDITIONAL POSSIBLE FUNDING SOURCES

Below are listed some potential sources of funding for sustainable regeneration. Many of these initiatives are new and their full potential has yet to be realised or taken into account.

7.1 Local authority duties and responsibilities

New powers to promote or create community enterprises and local authority influenced companies. Increased accountability to constituents and communities of interest. Charged with a duty to enhance the social, economic and environmental quality of life of each citizen. Granted new powers to work with the private sector to raise additional resources to promote 'enterprise' and 'innovation'.

7.2 Income streams

The most sustainable approach to funding community schemes is to develop income streams:

- **Establishing viable community- or micro-enterprises** (such as cafes, crèche facilities, play facilities, sports facilities, allotment schemes).
- **Services contacts and renting space within a community-owned space.** Services, such as training providers, health centres, housing offices, one-stop shops, could well rent space within community-owned and managed buildings.
- **Service Level Agreements and Council Contracts.** Councils are being encouraged to contract services in order to support or establish community enterprises.
- **Tenant Management Organisation.** Potentially each area of local authority housing within Hastings could establish a Tenant Management Organisation under the provisions of the Housing Act 1985 and the Housing (Right to Manage) Act 1994. This process would release existing spending in the area to the TMO, could then locally negotiate contracts.

7.3 Regeneration-type funding

There are a range of funds available for different aspects of project development, staff costs and / or infrastructure. Each has a slightly different focus, and so can be brought together to fund a portfolio of projects.

- **Sports England Lottery Fund.** Sports England will support projects, coaching and infrastructure for sports.
- **Heritage Lottery Fund** supports heritage related projects. HLF interprets 'heritage' widely, and is increasingly keen to support 'local heritage' - ie things

that are of value to particular areas or groups of people, not just the grand 'set piece' stately homes, famous paintings etc. HLF is also keen to support projects with local community involvement, regeneration benefits, and broader sustainable development benefits.

- **New Opportunities Fund, National Lottery.** The Lottery is one of the potential funds for new workers employment and wider social exclusion agendas.
- **National Lotteries Charities Board.** The NLCB funds 100% of project costs, funding both capital and revenue. Programme priorities are publicly announced, currently they are voluntary sector development and poverty. The NLCB has a track record in funding food poverty projects.
- **RDA funding.** The current state of play with RDA funding is that they are allocating this round of funding according to strategic priorities, rather than through competition. Funding could be directed towards economic development, the development and refurbishment of brownfields sites and wider social exclusion issues.
- **English Partnerships Community Fund.** Again, this funding could be used to help buy a Community Building linked to job creation and the development of community enterprises
- **Neighbourhood Renewal Fund.** Many Councils are using the initial round of funding to support mainstream services at a Neighbourhood level. This could be useful for funding workers and co-ordination between workers. The funding would be linked to the development of a Local Strategic Partnership, bringing key agencies, community level groups, the voluntary sector and businesses together.
- **Countryside Agency** is starting various programmes to support market towns, local food initiatives, parish councils that want to establish community transport etc.
- **The Princes Youth Trust.** The Trust will fund youth and employment based projects. They have funded arts and media workers in the past, as well as projects around developing 'mock development programmes'.
- **Objective 2.** Objective 2 can be used draw in infrastructure and refurbishment funds, as well as funding for posts, especially where these link to employment. Objective 2 can also be used to improve the local environment, on the basis that this will improve investment opportunities.
- **European Social Fund.** Priority 4 funding can be used at a community level for a range of capacity building and infrastructure-based projects. Could be used to fund development workers.
- **Venture Capital Funds.** The EC competition commission has approved a new form of state aid for new business start-ups in assisted areas.

- **The Phoenix Fund.** This is a new fund aimed at funding new start businesses, and has a strong emphasis on community enterprises. It is a gap fund, and so could be used to top up SRB or other funding. It will cover building costs, refurbishment, equipment and infrastructure and support for developing business plans.
- **Landfill Tax Credit.** This can in principle fund a wide range of projects to improve the local environment (such as developing an Allotments Scheme) including capital and revenue and feasibility studies and background research. Approved 'environmental bodies' (which can include local or national voluntary / community organisations) need to negotiate direct with landfill site operators for funding, which the landfill company can then set against its liability for landfill tax.
- **Groundwork Trust.** Groundwork can pull in a variety of environment and regeneration-focused funding. They can help negotiate for and implement projects funded by Landfill funding.
- **Local Learning Skills Councils.** Funding for further education, school six forms, work-based training for young people, education-based businesses, adults education and community-based education. The Councils are replacing the TECs.
- **National Cycle Network** - the big Millennium pot is now dried up but Sustrans are still pursuing developing the network using other funding streams (including some identified here. Another point to make is that Sustrans now have good evidence that popular stretches of the NCN bring cycle enough spending power from cycle tourists to support new or expanded bike hire / repair, tea shops, B&Bs etc - cycle tourists move slower than car borne ones, can carry less stuff with them, and are therefore potentially bigger spenders on many kinds of local services than conventional tourists - provided the services available match cyclists' needs. They can also easily access (and support) services that cater for local people (inc town centres) without needing free parking to lure them in off bypasses. Sustrans can provide background (including a publication 'economic benefits of cycling' which Riki researched for them a few years back.
- **Tenant Empowerment Grant Programme** This is a Government programme which provides;
 - a freephone helpline to answer tenants' questions, training for which the Government pays part of the cost,
 - grants for independent advice and support for an 'options study' for tenants to take an indepth look at the local housing issues,
 - grants to explore management options under the 1994 regulations.

7.4 Business income

- **Tax credits for community investment.** This is a new initiative, providing tax breaks for the business community in return for community investment. The scheme is still in its consultative phase, and it is therefore up to local organisations to develop ideas for how it could be used. The scheme would

operate through local intermediaries called Community Development Finance Institutions. It could be that the Trust, or that NEDI could operate as such an intermediary.

- **Negotiation of increased business rates for local businesses.** Again, this is a new opportunity, brought about by the Local Government Act of 2000. The New Powers allow for Local Authorities to negotiate a higher business rate with local businesses, and for funds to be directed towards local economic and social regeneration. Businesses could benefit from relief on other taxes (through negotiation with the council), and through the benefit from the investment (money could be used to provide training for young people and young adults to be better equipped for the job markets).
- **More flexibility for 106 agreements.** The new powers also allow for more flexibility about the siting and use of 106 agreements.

7.5 Health Funding

- **Healthy Living Centres, New Opportunities Fund.** The Healthy Living Centre initiative was set up in January 1999 by the New Opportunities Fund (NOF), the lottery body set up under the National Lottery Act. The initiative has a budget of £300 million from lottery funds UK wide. The programme will promote health in its broadest sense, and target areas and groups that represent the most disadvantage sectors of the population. Some priority will be given to applications from Health Action Zones. It is expected that Healthy Living Centres will be accessible to 20% of the population over the lifetime of the initiative. These Centres will contribute to the Government's health strategy, *Saving Lives: Our Healthier Nation* and complement existing provision.

7.6 Charitable Trusts

There are many charitable trusts which support initiatives in communities. A full search would have to be undertaken in each case through a system like Funder Finder. Listed here are two that we have to be supportive of related programmes in the past.

- **The Lloyds TSB Foundation**
The Lloyds TSB Foundation for England & Wales are a grant-making trust and make donations to charities. Their mission is to support and work in partnership with charitable organisations which help people, especially those who are disadvantaged or disabled, to play a fuller role in communities throughout England and Wales.
- **The Tudor Trust**
The Tudor Trust seeks to improve the quality of life for those people who are:-
 - Drug and alcohol abusers
 - Elderly, mentally infirm and or very frail
 - Homeless
 - Mentally ill or have a history of mental illness

- Needing support in family life
- Offenders/ex-offenders/people at risk of offending
- Young and in danger of becoming isolated from society

7.7 Energy efficiency

- **Energy Efficiency Commitment** funding from energy suppliers. This is a new name for the old EESOP programme and has the following features:
 - that it is based on a regulatory requirement on energy suppliers to put forward programmes that cut demand for electricity and gas;
 - it now applies to gas as well as electricity;
 - it is now a larger pot of money - £50 million per year in 2000/2002 equivalent to £1.20 per electricity customer and £1.20 per gas customer. It is likely that this will rise to £150 million per year in the period 2002-2005 equivalent to over £3 per customer per fuel;
 - some money is used to support programmes operated by individual suppliers and some is used to fund Energy Saving Trust programmes.
 - most of this funding is accessed by direct contact with energy suppliers
 - the suppliers are funding a wide range of energy efficiency programmes with this money varying from free low energy light bulbs to cavity wall insulation and central heating improvements.
- **Transco Affordable Warmth Programme** supports leasing schemes for new central heating systems by RSL and local authorities. Transco effectively underwrites the leasing arrangements.
- **Home Energy Efficiency Scheme (shortly to be relaunched as "Warm Front")** £600 million has been allocated to this scheme up to 2004. It provides grants of up to £1000 for energy efficiency improvements for the homes of low income families and the disabled on qualifying benefits and grants of up to £2000 for low income households aged 60 or more. Local promotion and advice is the key to ensuring high take up by householders.
- **CHP/Community Heating** Government has recently announced £30 million of funding to support CHP/community heating. The funding will be provided through the Energy Saving Trust and the programme is being managed by the CHPA. Primarily for Local Authority and RSLs to install new CHP based community heating schemes in new housing or to convert/refurbish existing heat only schemes to CHP. Funding is also available for feasibility studies for district heating schemes.
- **Energy Services** The Energy Saving Trust has a programme of support for the development of Energy Service Companies / Schemes. It provides money for expert advice, feasibility and development work. Energy Efficiency Commitment funding is also being used in energy services schemes.

APPENDIX ONE

Summary of potential job gains and indicative costs

A rough indication of jobs created through these approaches is in the region of 1070 and 2570 full time equivalent jobs.

Suggested action	Scale of job creation	Cost band
Business		
Refurbish existing employment sites wherever possible	Mainly retention of existing jobs	£££
Maximise use of brownfield sites for expansion of commercial and light industrial activities	300-800 jobs (assuming 5-10 ha of brownfield land developed for these purposes) 50 - 100 job years in construction/preparation	*
Promote low-footprint, people-based industries	Language schools (up to 50 jobs) Office-based activities (100-500 jobs) Care services (up to 50 jobs) See separate sections on Arts & Crafts and Tourism	££ £££ ££
Raise skill levels	Equip local people for recruitment into low-footprint and conventional businesses	£££
Tackle long-term unemployment, and promote sustainability, through the development of community enterprises	See other sections (eg. Tourism, transport, food, energy) for community enterprise jobs 5-10 jobs to support community economic development	£££
Transport		
Further develop local sustainable transport strategy	None	£££
Promote use of low and zero emission vehicles	Up to 10	*

Suggested action	Scale of job creation	Cost band
Develop safer routes to school	10	£££
Reduce need to travel to work	Further info in Housing section	*
Promote Green Business Routes	No direct job creation, impacts on jobs within public transport	£££
Tourism		
Promotion of Hastings as a quality tourist location which links local assets with low impact.	Potential for up to 80 new jobs in Hastings	££££
Tourist Transport	10 – 30 jobs	*
Promote Hastings as a base for artist and crafts workers	10 – 30 jobs	£££
To Promote Water Sporting and Cycling Activities	10 – 30 jobs	£££
Promote local heritage	20 – 30 jobs	£££
Access to Wildlife and the Countryside	5 – 10 jobs 10 indirect jobs	£££
Community Enterprise	Up to 60 jobs	£££
Housing		
Upgrading of social rented housing	Potentially large numbers of jobs	£££££
Upgrading of private sector housing	Potentially large numbers of jobs	££ or £££
Refurbishment of empty homes	10-50 jobs	£££
Necklace of Pearls	100-300 job years (construction of housing) 10-20 jobs (servicing new housing) space for community enterprises and homeworking (included elsewhere)	*
Apply sustainability principles to greenfield sites	Similar to Necklace of Pearls	*
Food		
Develop and promote a Farmers' Market in Hastings town centre.	2 direct jobs 10 – 40 indirect jobs	££
Develop local food links organisation	1 direct job	£££
Link local food to marketing local tourism	10 indirect jobs	£

Develop local foods warehouse	2.5 direct jobs initially	££
Promote local and community food enterprises	10 – 30 jobs	££
Promote the local fishing industry	5 – 10 jobs Plus support to and strengthening of fishing industry.	££
Support and promote local food co-operatives, community gardens and allotment schemes.	5 jobs	££
Energy and materials		
Increasing kerbside recycling	10 - 40 jobs	££
Creation of recycling and reuse markets	80 – 150 jobs	£££
Encourage community enterprise for a reuse culture	20 - 40	££
Improve the energy efficiency of buildings	See housing and community section	See housing and community section
Biomass	50 – 170 Plus indirect support to farming and countryside sectors	*
Offshore wind energy	Potential for over 200 jobs	*
Solar energy	5 – 10 distribution jobs 10 – 20 manufacturing jobs	££