



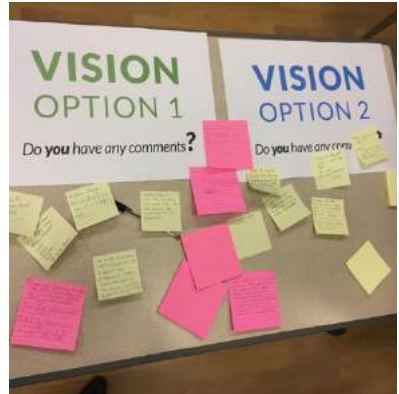
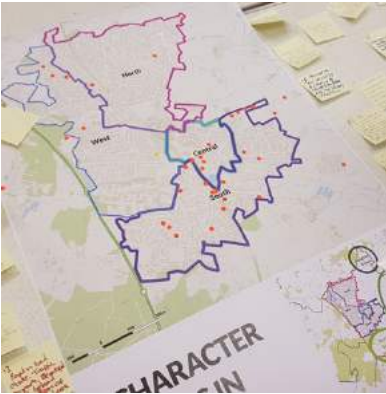
Hailsham Neighbourhood Plan

Vision and Objectives Workshop Findings

9th February 2017 Vision and Objectives Workshop

15th March 2017

Updated 29th March 2017



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Appendices

Appendix One - Comments and Results

Appendix Two - Copy of Interactive Presentation

Appendix Three - Age and Location Details of Attendees

1 Introduction

- 1.1 A community engagement event was held on the evening of Thursday 9th February 2017 at the Hailsham East Community Centre. The event was organised to present the findings of the work undertaken by the Neighbourhood Planning Committee and working groups since the first consultation roadshow in Summer 2016, to agree an overarching vision and set of objectives.
- 1.2 The event provided an important opportunity to update residents, businesses and the wider community on the work undertaken to date and enable community input at a key stage of the neighbourhood plan process. Every aspect of the event was designed to capture the opinions of attendees and capitalise on the opportunity to collect further information and ideas from the community to help directly inform and shape the Hailsham Neighbourhood Plan.
- 1.3 The event was organised into six key areas. These comprised:
- Vision stall
 - Objectives stall
 - Key issues stall
 - Community facilities, favourite places, transport and movement stall
 - Character areas stall
 - Instant polling interactive presentation
- 1.4 A registration desk welcomed people to the event, recorded details of attendees and provided an introduction to the purpose of the event. Refreshments were made available for all attendees. A children's activity table was also provided.
- 1.5 The event was staffed primarily by members of the Hailsham Neighbourhood Planning Committee. Three attendees from Troy Planning + Design were present. Small teams managed the individual stalls, answering questions, presenting the information at the stall and guiding attendees through any organised activity or process.
- 1.6 The event was advertised in the local press, the Town Council's monthly magazine, website, and various social media channels.
- 1.7 Over 150 members of the public visited the consultation event during a two-hour period. All attendees were asked to provide their details upon registration to help understand the reach of the consultation exercise. The details of those attendees who provided their age and address can be found in Appendix Three of this report.
- 1.8 A video showing some highlights of the event is available on YouTube here:
<https://www.youtube.com/watch?v=55VX7kGNq0c&feature=youtu.be>

2 Vision

- 2.1 The vision stall presented two Draft Visions prepared and drafted by the Neighbourhood Planning Committee. Attendees of the event were invited to vote for their favourite vision, using one coloured sticker.
- 2.2 Participants were invited to provide written comments on post-it notes. Participants were encouraged to comment on why they had voted for a particular vision, provide commentary in relation to each vision and to provide any more general comments.



Results

- 2.3 During the event it became clear that many attendees liked both visions, expressing that either vision would be suitable, given the very positive nature of both visions. Many expressed a preference for both visions being merged and consequently did not vote. Vision 2 was the most popular, receiving 16 votes.

Total Votes:

Vision 1	Vision 2
Votes: 10	Votes:16

Comments

2.4 The comments written at the event are available in Appendix One of this report. 24 comments were made in total. Comments ranged from the need for infrastructure, the Wealden Local Plan, green space and the identity of Hailsham. Comments reflected the verbal comments made, with many comments stating that both visions are positive. Some comments supported neither vision stating that problems like lack of infrastructure and planned housing growth would prevent the realisation of either vision.

3 Objectives

3.1 The objectives stall presented nine draft objectives for the neighbourhood plan, prepared by the Neighbourhood Planning Committee and working groups using the evidence collected to date. Attendees were invited to discuss the objectives and make specific comments relating to individual objectives and broad comments relating to all objectives and general approach.

3.2 The stall provided a valuable opportunity to inform residents to why developing a set of objectives is important and how the objectives will inform the neighbourhood plan as a whole. Attendees were invited to make written comments on post-it notes.



Comments

- 3.3 In total 28 comments were received. Comments were broadly supportive of the objectives, with people identifying their top objectives. Comments were made which relate to the achievability of some of the objectives. Of particular note were comments made about the safety of using cycle lanes, perceived personal safety on the Cuckoo Trail, transport and parking.

4 Key Issues

- 4.1 The key issues stall comprised a display board showing the top ten key issues which face present day Hailsham. The key issues were identified using the responses received during the previous consultation exercise in Summer 2016 and the research and evidence gathering undertaken to date by the working groups. The key issues identified are not exclusively matters which the neighbourhood plan can influence but are matters which affect the function of the town and the wellbeing of the people of Hailsham.
- 4.2 Participants were asked to identify and vote for their top three key issues. Each participant was given three coloured stickers which they could place next to their top three key issues. This stall helped to build dialogue with attendees, clearly showing how the work undertaken to date will seek to positively influence development within the neighbourhood plan area. Written comments were not invited at this stall.

Results

- 4.3 The top three key issues identified on the day were:
- Underinvestment in key services and infrastructure (46 selections).
 - No train station and poor access via public transport to national train services at Polegate (37 selections).
 - Under provision of retail and commercial space to meet the needs of local businesses or attract sustained inward investment from national high-street retailers. (21 selections).
- 4.4 A total of 190 'top three' selections were made. It is clear that infrastructure provision and lack of a well connected train station remains a key concern for residents. These two issues represented a significant proportion of votes by participants in comparison to the remaining 9 options, with responses rates for these choices being more evenly spread with the exception of leisure and recreation provision. The town centre, health, quality and investment in public open space remain key issues. The even response rate between the remaining issues helps to demonstrate this.

Key Issues	No. of Votes
Lack of leisure and recreational facilities which are well connected or responsive to local need/demand.	8
Underinvestment in key services and infrastructure.	46
Higher than average long term health conditions and areas of deprivation within Hailsham.	17
Meeting the needs of an ageing population.	14
Historically poor quality large scale development which have failed to create locally distinctive places.	19
Lack of comprehensive cycling and pedestrian infrastructure, with high dependence on private car journeys.	13
No train station and poor access via public transport to national train services at Polegate, acting as a barrier to accessing employment, education, services and facilities.	37
Poor accessibility and a deficit of public green space provision in some urban areas of Hailsham.	15
Under provision of retail and commercial space to meet the needs of local businesses or attract sustained inward investment from national high-street retailers.	21

5 Community Facilities, Favourite Places and Transport



Community Facilities

- 5.1 The community facilities stall sought to understand which facilities are most valued and most used by attendees of the event. An A1 sized annotated map of Hailsham showing key community facilities was presented on a large table. Members were asked which facility they use the most. Responses were spread, with the most visited facilities comprising the Seaforth Farm Surgery (16), Hailsham Library (12), the Pavilion Cinema (11) and Hailsham Leisure Centre (10). Attendees were asked to write down any facilities not included on the list, this was encouraged to help identify any facilities which might have been missed.
- 5.2 For the purposes of this exercise only buildings or internal space where community led activities for community benefit are undertaken on a regular basis were considered or accepted.
- 5.3 Participants were asked to provide written comments in relation to facilities they use on post-it notes. Participants were encouraged to identify any personally valued facilities or facilities they feel may require improvement. This is particularly useful in helping to identify any areas where community facilities might be required to meet potential shortfalls.

Comments

- 5.4 Comments on this stall mostly related to traffic (see below) however those which related to community facilities identify a need for healthcare facilities in the town centre which are accessible by public transport and offer convenient walk-in appointments were made.

Favourite Places

- 5.5 Using the same A1 sized annotated community facilities map attendees were asked to identify their favourite places in Hailsham by providing written comments on post-it notes alongside the map. They were encouraged to provide a reason as to why the place they had identified was their favourite place. This question was asked to help identify the areas of Hailsham which work well and those which are valued. This task was a great tool in building dialogue between members of the Committee and attendees, with everyone able to identify and discuss places which mean something personal to them.



Comments

- 5.6 The comments received were varied, with people identifying a range of different places, spaces and pursuits. Comments ranged from people identifying their favourite restaurant, public park or area of the town.

Transport and Movement

- 5.7 Average traffic speeds were taken from open source data provided on Google Maps to help identify some key pinch points in Hailsham. Photographs were included on the same A1 annotated map which showed community facilities. Photographs were added to help participants visualise the key pinch points. Attendees were encouraged to discuss and identify areas where road traffic was a problem and areas where public transport, walking and cycling could be improved. Participants were then asked to summarise these comments by writing post-it note comments and relating these to areas of Hailsham, using the map.

5.8 Largely, many people agreed with the pinch points being problematic. Many people voiced that the current road layout is heavily on traffic passing through the centre of the town and around the one-way system. Many felt that this arrangement exacerbated traffic problems in light of recent housing development.

Comments

5.9 In total 36 comments relating specifically to transport were made at this stall. These are available in the appendices. The comments have also been mapped spatially to help replicate location specific comments, as made at the engagement event. Many comments related to traffic but many identified areas where cycling and walking could be improved. Many comments were made remarking how connectivity to the Cuckoo Trail should be improved and how cycling across the town should be improved.

6 Character Areas



6.1 This stall presented a map showing initial character areas for the Parish of Hailsham, the Neighbourhood Plan Area. This stall was designed to help capture local knowledge, to identify sub-areas of Hailsham which are defined by appearance and functional appearance.

6.2 Attendees were asked to identify within the area where they live or work any sub-character areas and to describe what gives the immediate area its built character. Numbered stickers were placed on the map. Corresponding written site specific comments and observations were then made.

Comments

- 6.3 In total 37 comments were made. The comments provide a great wealth of local knowledge, helping to build an understanding of how the residents of Hailsham interact and experience different areas of Hailsham.
- 6.4 Many of the comments identify positive attributes, such as public parks, woodlands, play space and buildings of historic merit. Interestingly many of the comments identify use and movement as defining the character of an area. The comments include how traffic speeds, parking and general movement can affect the identify of the area.
- 6.5 The site-specific comments have been saved to an interactive map to ensure that the location to which the comment relates is not lost.

7 Instant Polling Interactive Presentation

- 7.1 This stall comprised an interactive presentation. The presentation was prepared specifically to introduce what neighbourhood planning can and cannot do; to capture a wide range of views to help further develop the evidence base for the neighbourhood plan; and to provide an opportunity for attendees of the event to ask more technical questions.



- 7.2 Participants were asked questions during the presentation. A live interactive polling system was used. Each participant was given an individual handheld polling device. The system, 'Turning Point' collects results instantly and displays the results to form part of the presentation.
- 7.3 A technical problem during the first presentation saw all results recorded by hand, with participants raising their hand to vote.

7.4 This system enables all participants to vote without having to raise a hand, this helps to ensure that all participants opinion is accurately captured. The devices also help to remove the reluctance some may have when voting for potentially less popular options in large public groups. The presentation and the results of the instant interactive polls are available below in the appendices.

Snapshot of Key Results

7.5 In total 40 participants took part over the course of three sessions. The full results are provided in Appendix One. The following results provide a snapshot of noteworthy results, using averages collected across the three separate sessions.

Design

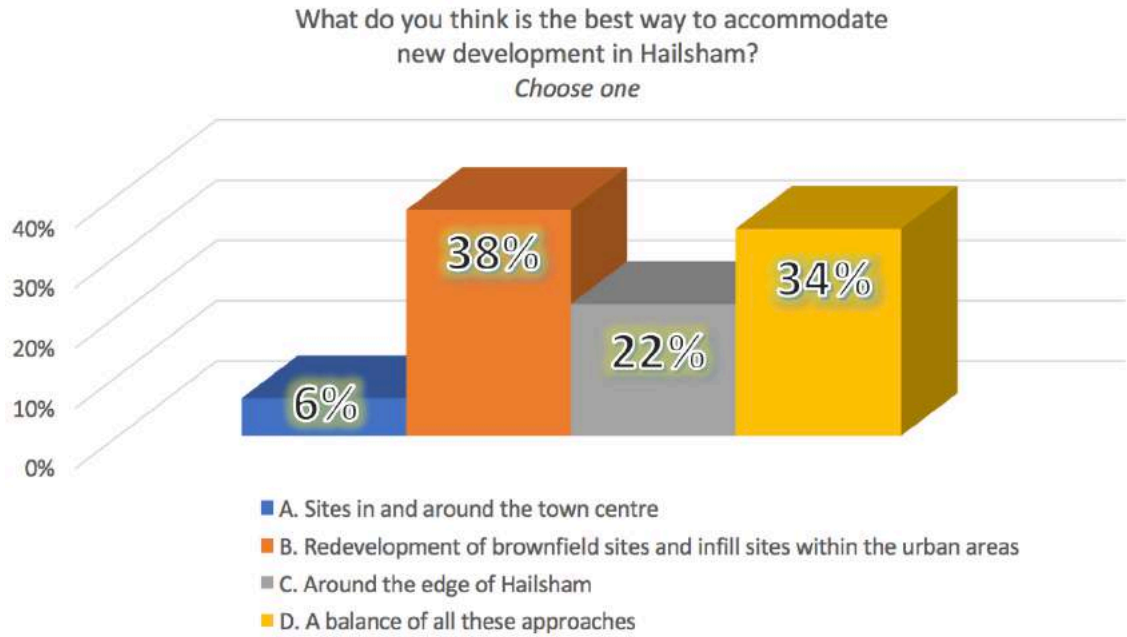
What development is most appropriate for infill development in Hailsham?



7.6 Participants favoured higher quality contemporary design with a low preference for an example of a recent volume house builder development.

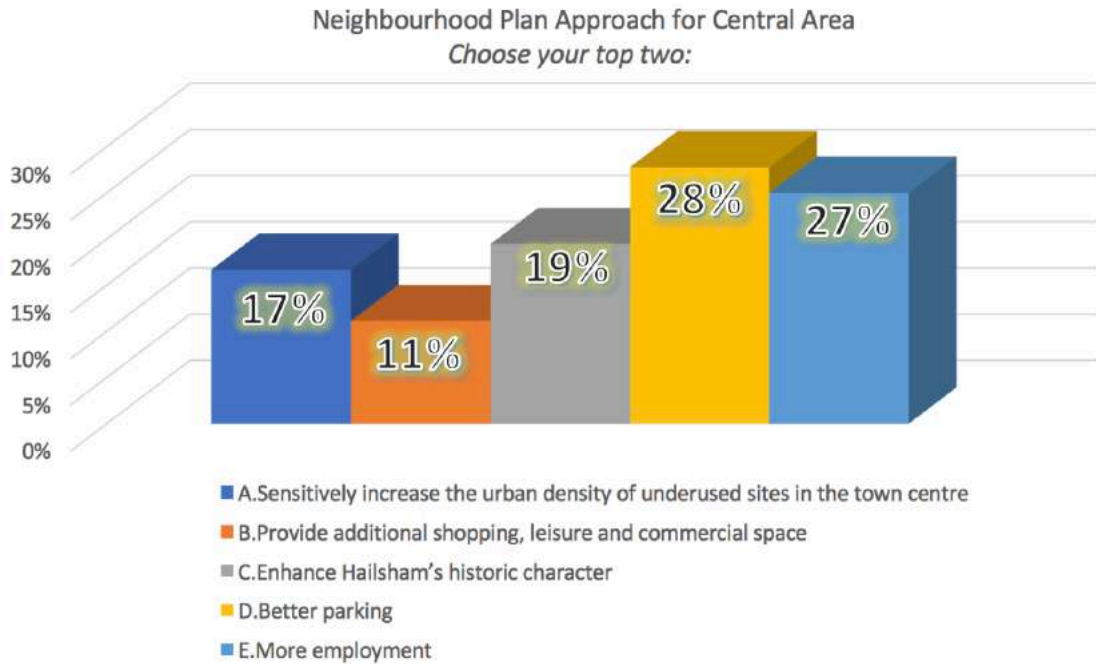
Accommodating New Development

7.7 Participants showed a preference for accommodating new development in Hailsham on brownfield sites. Participants also showed a preference for a balanced approach, focusing development across greenfield, brownfield and town centre sites.



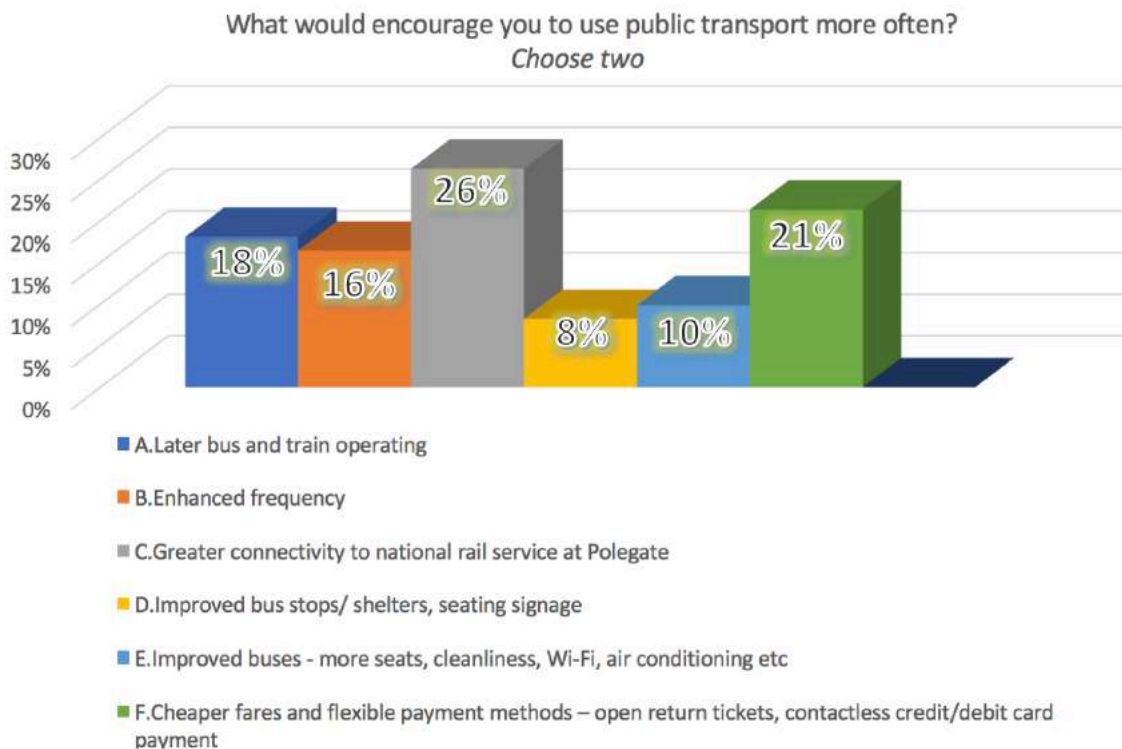
Neighbourhood Plan approach for the Central Area

7.8 Participants were asked to choose their top two preferences for an approach to improving the central area of Hailsham. Participants showed a preference for better parking, more employment space and an enhancement of Hailsham’s historic character as the top three preferences. The results were however fairly consistent with participants displaying a generally equal preference for the remaining choices.



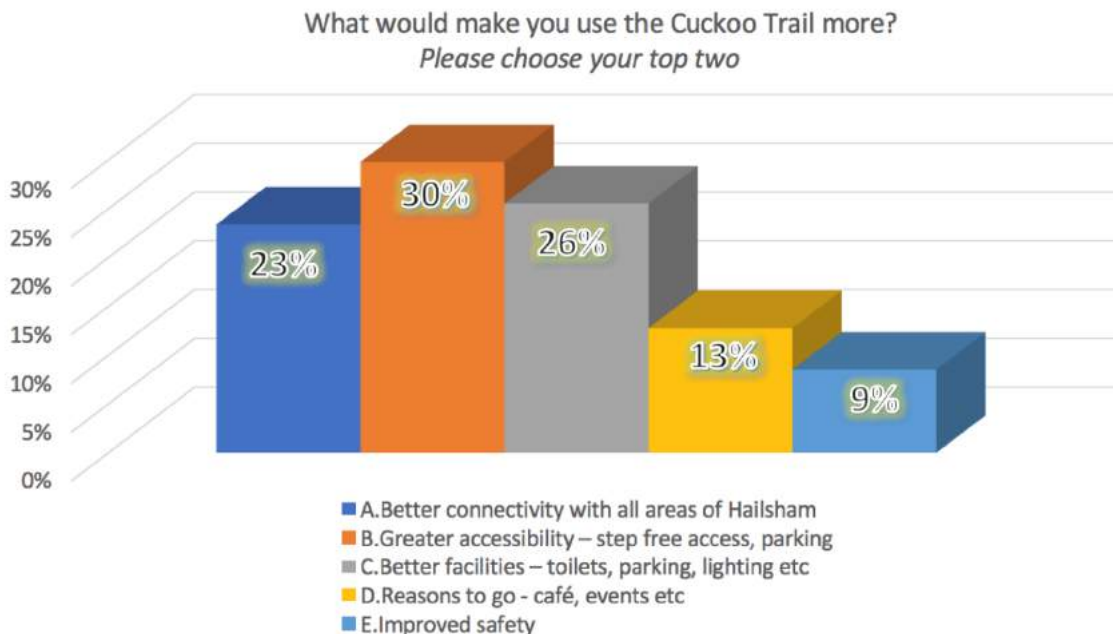
Public Transport

7.9 Participants identified that greater public transport connectivity with Polegate rail station would be the single biggest improvement that would encourage those asked to use public transport. This was markedly the most popular choice amongst participants. The second largest improvement identified by participants was cheaper and more flexible ticketing alongside



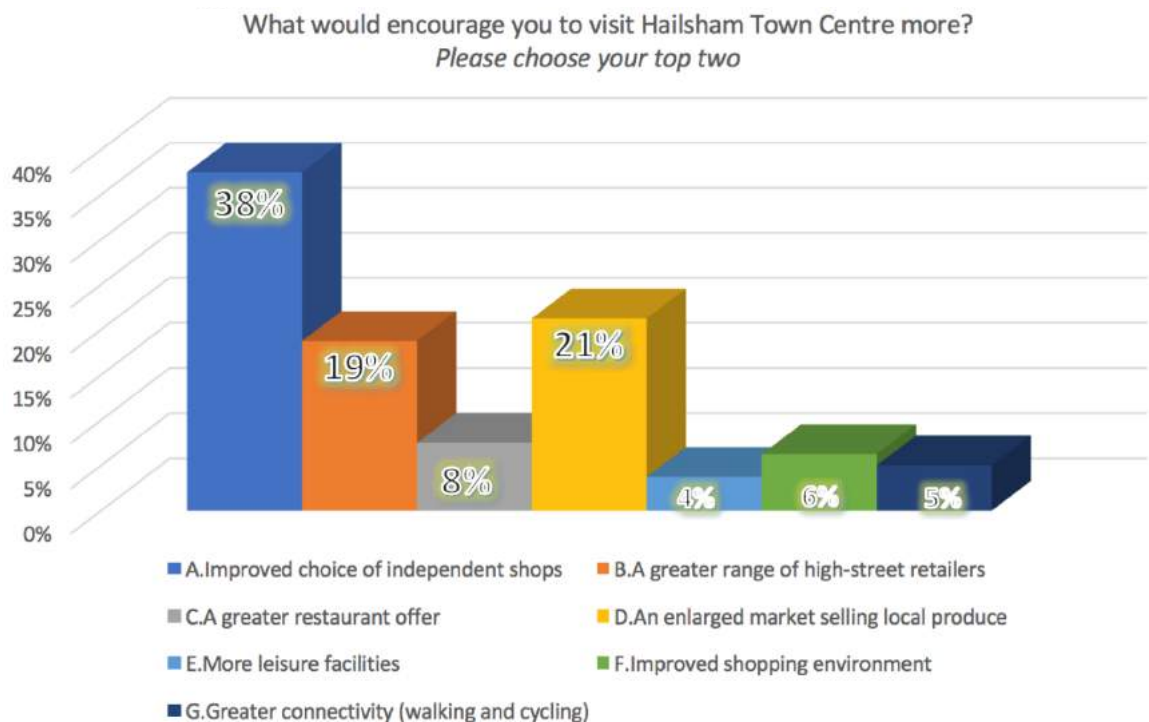
The Cuckoo Trail

7.10 Participants identified that they primarily use the Cuckoo Trail for regular and occasional recreational purposes. When asked how to to encourage greater use the participants identified that greater accessibility and parking would help encourage use. The second most popular improvement was a provision of better facilities followed by greater connectivity with all areas of Hailsham.



Town Centre

7.11 Finally, participants were asked what would encourage them to visit Hailsham Town Centre more often. A strong preference was shown for increased provision of independent shops and an enlarged market selling local produce. A preference for more high-street retail offer was also expressed. These findings reflect the work undertaken to date to promote the vitality of Hailsham Town Centre. Interestingly an enhanced shopping environment was not identified as a strong priority, suggesting that physical retail offer would encourage more visits.



8 Closing Observations

8.1 The event was successful in achieving its purpose of engaging the local community to build consensus in the approach towards preparing the Hailsham Neighbourhood Plan with a key focus on key issues, vision and objectives. The consultation responses clearly illustrate that there is greater support for Vision 2 but that elements of Vision 1 should be included.

8.2 General support for the objectives was evident from the event, although it is clear that residents consider that investment in infrastructure provision, in particular investment in traffic management and public transport connections to rail services at Polegate, must be a priority.



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