



FOR IMMEDIATE RELEASE:

Improvements to Shopfronts in Hailsham Under Way

13 April 2017

A number of businesses in Hailsham have benefitted from making improvements to their shopfronts and a community-led initiative run by the local Town Team is encouraging more to do the same to help towards regenerating the town centre.

Improvements to shopfronts in recent months include those completed in Vicarage Field and the Quintins Centre, and work is ongoing outside the Homely Maid in Hailsham High Street and to building frontages on the Station Road/South Road/North Street junction.

The Hailsham Forward Partnership's vision identifies shopfront improvements as one of the priorities for the revitalisation of the town centre, with clean and tidy exteriors not only serving positively to enhance the appearance of the High Street, but as an essential contributor of future retail health in the town.

"Improvements to shopfronts, including the repainting of fascia signs, walls and window frames can improve the appearance and is vital for attracting customers in and around the town centre," said Deputy Town Clerk & Business Enterprise Manager Mickey Caira, who sits on the Hailsham Forward Executive.

"Shop frontages can make an impact on the appearance of the town centre and contribute to visitors' overall impression of that area. Unfortunately, the appearance of some buildings and shopfronts is in need of repair, repainting and general renovation and we encourage these businesses to address this and assist in the overall regeneration of Hailsham town centre."

Deputy Town Mayor and chairman of the Communities Committee, Councillor Amanda O'Rawe said: "High quality shopfronts make an area feel more welcoming to local residents and visitors alike, and can maximise opportunities to improve character and appearance overall."

"The recent improvements to shopfronts already undertaken in Vicarage Field, Station Road and the Quintins Centre demonstrates that local businesses are prepared to invest in their town. It's a positive gesture to the local community on their part and, although more shopfront improvements need to be carried out soon, we are happy that so much has been achieved already."

Suggestions for shopfront improvements include:

- Repair and/or refurbishment of shopfront fixtures
- Repainting of shopfronts in suitable colours
- Re-pointing, repair and cleansing of external stonework and brickwork
- Fascia signage in keeping with the character of the building
- Repairs and improvements to external lighting
- Repairs or replacement of guttering

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