

DESTINATION MANAGEMENT STRATEGY PLUS

Location: Hastings/ Bexhill-on-Sea, East Sussex

Client: Hastings Borough Council

Services: Development Strategy



Destination management strategy to improve the Hastings-Bexhill area for living, learning and doing business

Project Objectives:

- The aims of the study were to take a fundamental look at the Hastings-Bexhill area as it functions for residents, students and businesses – and propose about how it could be transformed over a ten-year period.
- The three parts of the vision – for businesses, students and residents - had to be strongly interlinked. Companies want to be in places that are good to live in and spend leisure time. Students want to learn in towns that are enjoyable with decent job prospects. Residents want to live in places that are not only attractive and entertaining but have good services, robust economies and well-paid jobs.

Our Recommendations:

- The study found that although Bexhill-on-Sea and Hastings were towns of different characteristics, they shared many strengths, problems and opportunities. We identified quality of life and cultural factors as amongst the area's greatest assets, and skills levels, education system failings, and transport as the most significant weaknesses.
- The key recommendations were to place greatest focus on adopting a shared vision; on addressing education and transport issues; delivering the proposed centre for environmental technologies; and on running a proactive, outward-facing marketing programme.