



The Hawkhurst Community Partnership

The Office at The Moor

Hawkhurst, Kent TN18 4NT

www.visithawkhurst.org.uk

Hawkhurst Community Partnership ANNUAL GENERAL MEETING WEDNESDAY, 26th JANUARY 2011

UPDATE ON DELIVERY OF SEEDA-FUNDED PROJECTS

FOR THE YEAR 1ST JANUARY TO 31ST DECEMBER 2010



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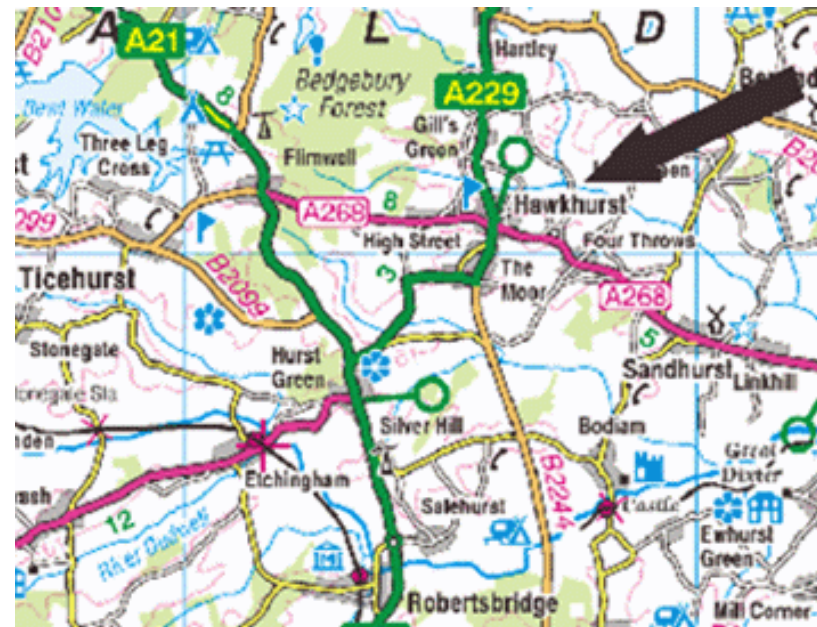
For the purpose of the Hawkhurst Community Partnership's SEEDA-funding, Hawkhurst performs as a hub for itself and for its designated hinterland which comprises the villages of:

Kent

- Sandhurst

East Sussex

- Bodiam
- Etchingham
- Flimwell
- Hurst Green
- Ticehurst





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The Hawkhurst Community Partnership Board of Trustees - Who are we?

- The Hawkhurst Community Partnership Trustees have responsibility for delivering our SEEDA-funded projects for the benefit of Hawkhurst.
- As at 1/1/10, the Board of Trustees comprised Bruce Cova (Chairman), Alec Travers (Vice Chairman), John Buckles (Treasurer & Secretary), Cllr. Brian Fitzpatrick, Cllr. Barbara Weeden, Cllr. Ros Edmett, Gary Pharo, Stephen Fleming and Yolanda Laybourne (Partnership Co-ordinator).
- Cllr. Ros Edmett resigned as a Partnership Trustee on 4/8/2010, and Hawkhurst Parish Council is in the process of appointing a Councillor to fill this vacancy.
- After more than 4 years in the position (including 2 years as Chairman of the Healthcheck Steering Group), Bruce Cova stood down as the Partnership's Chairman on 23/8/2010.
- Between 23/8/2010 and 31/10/2010, Alec Travers, the Partnership's Vice-Chairman, oversaw the delivery of the Partnership's commitments and the appointment of a new Chairman - Ian Jenkins, who took up the position on 1st November, 2010.
- Trustees meetings are also attended by Daryl Jones (Economic Development Officer, TWBC) and James Turner (Development Manager, Hidden Britain South East).
- The Hawkhurst Community Partnership remains an unincorporated body with its own Constitution, with Hawkhurst Parish Council acting as its accountable body.



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Heritage Trail & Visitor Map - Completed March, 2009. Distribution to be completed March, 2011.

- The Partnership's first project, delivered with the Hawkhurst Village Society, Tunbridge Wells Borough Council, with additional funding support from the High Weald (AONB).
- 45,000 copies produced 5,000 copies retained in Hawkhurst for local distribution.
- 40,000 contracted to "Top Attractions" to distribute regionally, and at their stand in Calais, over 2 years (2009-2011).
- Cost of Project £6,000
- Spend to date: £6,000



The Colonnade

- Colonnade (2010) company established, representative of all relevant freeholders and leaseholders. Contract placed with Davis Builders for refurbishment work
- John Wilkins Surveyor appointed to supervise the work on behalf of the Company; refurbishment work started Summer, 2010
- Some asbestos remedial work identified. Change of ownership of Davis Builders
- Additional support work identified above butchers/greengrocers. Work slows and reaches completion stage some 10 weeks late. Down-pipes completed beginning 2011.
- The matter of final accounts will rest with the Surveyor
- Cost of Project: Originally £30,000, now £75,000.
- Spend to date: £71,500





Business Workshops

- “Environmental Health / Health & Safety Workshop with TWBC ran on 8th December, 2010: 12 attendees.
- Further business training opportunities planned for 2011
- Cost of Project: £3,000
- Spend to date: £1,000 (estimated)

Accommodation Workshops

- “Making Quality Count” – for B&B providers (24th March, 2010) – 18 attendees registered
- 4 new Hawkhurst accommodation establishments were accredited in 2010
- Cost of Project: £ 6,000
- Spend to date: £2,028



Flix & Pix: - A film, photographic and arts festival for Hawkhurst, involving general public and area junior schools

- First held in June, 2009
- Held again between 21st and 27th May inclusive, with Kino Hawkhurst taking the lead, and with important new support from the Co-operative
- *“Flix & Pix” 2011 will be held between Friday, 20th and Thursday, 26th May inclusive, with continuing support from the Co-operative, and with new sponsorship from the Wealdenad. Additional photographic competition category will be “Going Places”, to tie in with the 2011 “Ways & Means” project.*
- Cost of Project (2010): £1,500
- Spend to date: £1,500





“Beefing it Up”

Centenary of the OXO Cube

created in Hawkhurst by the Gunther Family in 1910.

- A celebration of local food and local produce marked the Centenary of the Oxo Cube, which was created by the Gunther Family at their Tongswood Estate (now St. Ronan’s School) in Hawkhurst over the week-end of Saturday and Sunday, 24th and 25th July, 2010, with extensive press coverage.
- The 2010 weekend was a huge success for Hawkhurst by any standard. Over 4500 people visited the village over the two days, directly benefitting local traders, catering and accommodation-providers
- Cost of project: £12,500
- Spend to date: £15,000

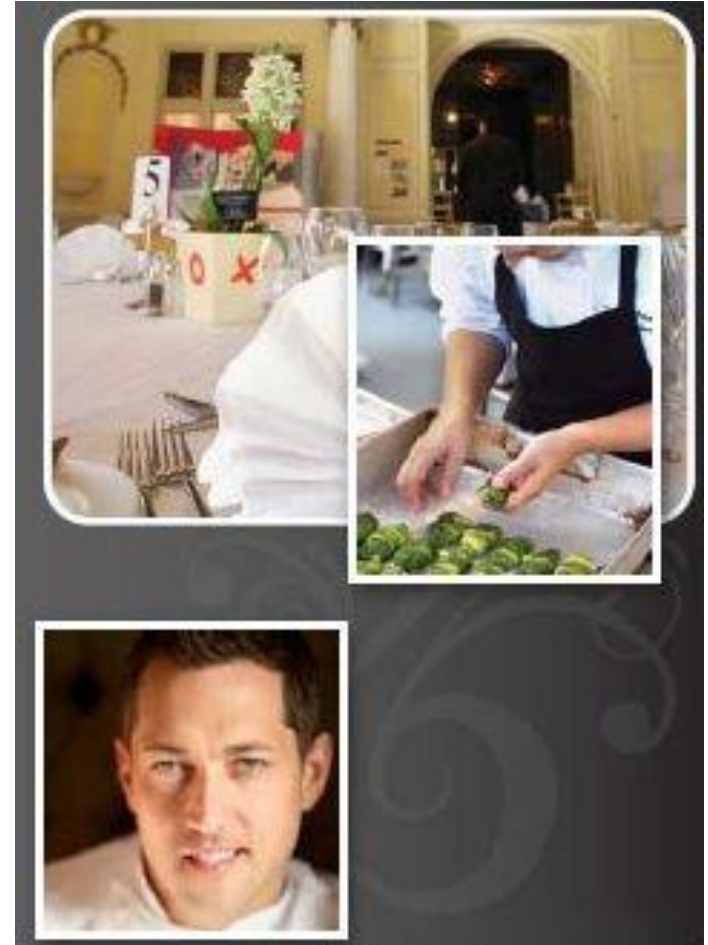
The Hawkhurst Community Partnership presents:





“Beefing it Up” Saturday 24th July

- Around 2000 people visited Saint Ronan’s School to see the house, a special exhibition of OXO memorabilia and walk the local woods, farmland and neighbouring Sandhurst vineyard
- TV and celebrity chef Richard Phillips of Thackeray’s and Chapel Down fame designed and demonstrated a four-course meal for 120 guests at the evening gala dinner. 95% of the ingredients came from local producers.





“Beefing it Up” Sunday 25th July

- The Market on the Moor’ organised by the Partnership with the NFU received over 2500 visitors.
- Trade so brisk that many of the 30+ traders had to send back for additional produce within hours of opening.
- Cookery demonstrations given by The Royal Oak & The Great House from Hawkhurst plus Eurasia & The White Horse from Hurst Green
- 2011 Local Produce Market to be held on The Moor on Sunday, 24th July, organised by the NFU





'Hawkhurst Cooks with Oxo' CookBook

- OXO Community CookBook: Jempsons, Premier Foods (manufacturers of OXO), KCC and the AONB High Weald fund 8,000 copies of "Hawkhurst Cooks with OXO", a community CookBook, featuring local producers and launched on 6th December, 2010. Available in local outlets free of charge.
- Cost of Project: £8,000 (no SEEDA funding)
- Spend to date: £8,000





“Ways & Means”

(A heritage project for 2011, to include the dastardly smuggling activities of the Hawkhurst Gang, and other more respectable aspects of Hawkhurst’s heritage, including the origins of the Rootes Motors Group.)

- Tenders issued for design and production of a leaflet, porcelain plaques and information panels for a Smugglers Trail from Goudhurst and Hawkhurst to the coast at Hastings and Rye
- Organisation of a Classic Car Show with the Association of Rootes Car Clubs on the George V Playing Field on Sunday, 24th July, 2011, concurrently with Local Produce Market on The Moor, to be organised by the NFU
- Cost of Project: £12,000
- Spend to date: £100



The unfortunate William Galley put by the Smugglers into the Ground & as is generally believed before he was quite DEAD.



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Website - www.visithawkhurst.org.uk

- The Partnership's new website, **www.visithawkhurst.org.uk** completed and officially launched at the Annual Meeting of Hawkhurst Parish Council on 20th April, 2010.
- Since its launch in April 2010, from a standing start, the website has received almost 10,000 individual visitors.
- During 2010 the trend has been increasingly upwards moving from around 700 in June to around 1200 in November and December (peaking at just under 1600 visitors in July). Around 1,500 visits per month could be anticipated from the beginning of 2011.
- The average visitor spends just over 3 minutes on the site viewing 5 pages. 65% of the traffic comes via search engines, 20% from referring sites and 15% go directly to the site.





Website - www.visithawkhurst.org.uk

- The website has 3 main areas, each of which has attracted the following:

Community	13,151 page views	or 26% of the total page views
Visitors	10,708 page views	or 21% of the total page views
Business	10,084 page views	or 20% of the total page views

- It can be seen that the website is becoming a focal point for local information, with a wide variety of requests
- With the increase in search engine ranking, the Visitors section could well become the top section
- Businesses and organisations still needed to take (paid for) enhanced listings on the site to generate more revenue
- Cost of Project: £6,000
- Spend to date: £3,449



Other activities and achievements:

Hawkhurst Business Group:

- Primarily a networking group for Hawkhurst's area businesses
- During 2010, the Business Group met on 20th January, 24th February, 24th March, 12th May, 13th July, 13th October and 17th November, at the Queens Inn. New members are always welcome.

The Hastings-Cannon Street Direct Rail Service:

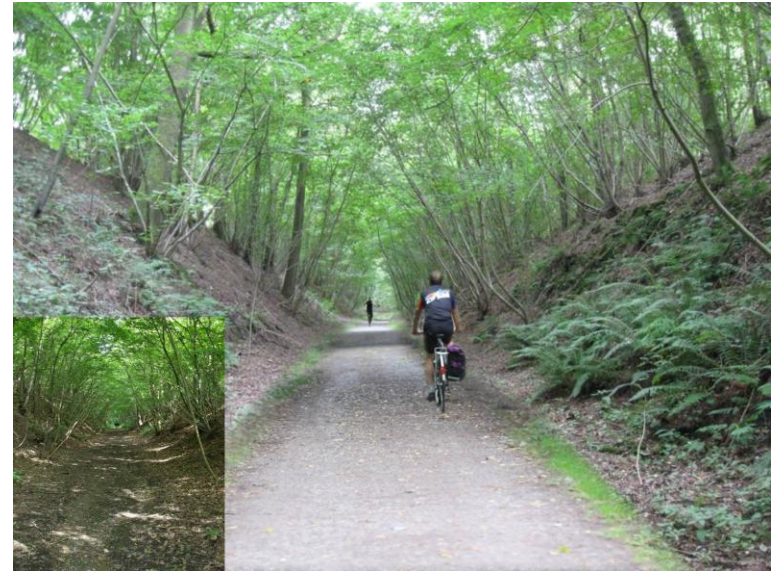
- The Partnership co-ordinated a Meeting at Dale Hill Hotel, Ticehurst, on 29th April for all those concerned by the possible discontinuation of this direct service.
- The Meeting was chaired by Tom Winsor (ex Rail Regulator), with Greg Barker, M.P. as its guest speaker. The Partnership continued to lobby throughout the year for the retention of this vital link to the City for its resident commuters.



Other activities and achievements:

The Hop-Pickers Line:

- Since 2007 the Partnership has been working with consisting of Paddock Wood, Goudhurst, Cranbrook and Hawkhurst Parish Councils and senior Kent County Council officers to explore the feasibility of developing the dismantled Paddock Wood-Hawkhurst railway line into a recreational trail for walkers and cyclists.
- The project is making steady progress, and a bid for funding to the Heritage Lottery Fund is shortly to be submitted by KCC, with a project-launch week-end provisionally planned for June 11/12th 2011.





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Businesses helped by The Hawkhurst Community Partnership:

- Various businesses have been assisted and encouraged to start up in Hawkhurst or to expand their activities here. Others have been shown how they can better present themselves in their market place.
- For the delivery of all of our SEEDA-funded projects, The Hawkhurst Community Partnership has to operate within defined budgets, criteria, timescales and stringent reporting requirements. Nevertheless, we always welcome any suggestions and offers of help, and we may be contacted through our website:

www.visithawkhurst.org.uk

or

by letter addressed to:

Yolanda Laybourne, Hawkhurst Community Partnership Co-ordinator,
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A VISION FOR HAWKHURST

“Hawkhurst Happens” - The Hawkhurst Community Partnership – enjoys a close working-relationship with Hawkhurst Parish Council, its accountable body. Through its activities and SEEDA-funded projects, The Hawkhurst Community Partnership is committed to delivering a shared vision for Hawkhurst:

***“Create a village where everyone is valued,
and happy to live, work and play;
where excellent social and business opportunities combine
to create a cohesive community,
which aspires to reach its full potential”***

“We are very grateful to all our funders for their continuing support, without whom our programme of projects simply wouldn’t happen.”

Ian Jenkins, Chairman, The Hawkhurst Community Partnership January, 2011.



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WHAT NEXT ?

- The present programme of innovative projects will come to an end in December, 2011. Our SEEDA and our matched-funding has been awarded to us on the understanding that these projects will be sustainable. We believe that we have already gone a long way to demonstrate this with very tangible new support being contributed since 2009 from:
 - Kino Hawkhurst
 - Jempsons
 - the Co-operative
 - Premier Foods
 - The NFU
 - Wealdenad
 - St. Ronan's School and
 - The Heritage Lottery Fund
- We now need to build upon this success by identifying future projects which may attract funding to help to boost the many aspects of our local economy.

Let us have your ideas!

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