



The Hawkhurst Community Partnership

The Office at The Moor

Hawkhurst, Kent TN18 4NT

[www.visithawkhurst.org.uk](http://www.visithawkhurst.org.uk)

# **Hawkhurst Community Partnership ANNUAL GENERAL MEETING THURSDAY, 26th JANUARY 2012**

**UPDATE ON DELIVERY OF SEEDA-FUNDED PROJECTS**

**FOR THE YEAR 1<sup>ST</sup> JANUARY TO 31<sup>ST</sup> DECEMBER 2011**



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

- Following the completion of a Market Towns “Healthcheck” for Hawkhurst (2006-2008), the Hawkhurst Community Partnership (HCP) successfully bid for funding for a 3-year programme of regeneration projects to be delivered between April, 2009 and December, 2011.
- The programme is SEEDA-funded through Kent Rural Towns, with the required matched funding provided by KCC, TWBC, Hawkhurst P.C., Leader, High Weald AONB, St. Lawrence Church, Hawkhurst League of Friends and 1066 Country Marketing (through Hastings B.C.).
- The Hawkhurst Community Partnership is a voluntary, non-political, not-for-profit, organisation, with its own Constitution and with 9 Trustees including 1 part-time paid Co-ordinator.
- The Hawkhurst Community Partnership remains an unincorporated body with its own Constitution, with Hawkhurst Parish Council acting as its accountable body.
- The Board of Trustees comprises Alec Travers (Chairman), Gary Pharo (Vice Chairman), John Buckles (Treasurer & Secretary), Cllr. Brian Fitzpatrick, Cllr. Barbara Weeden, Cllr. Margaret Brinsley, Bruce Cova MBE, Stephen Fleming and Yolanda Laybourne (Partnership Co-ordinator).



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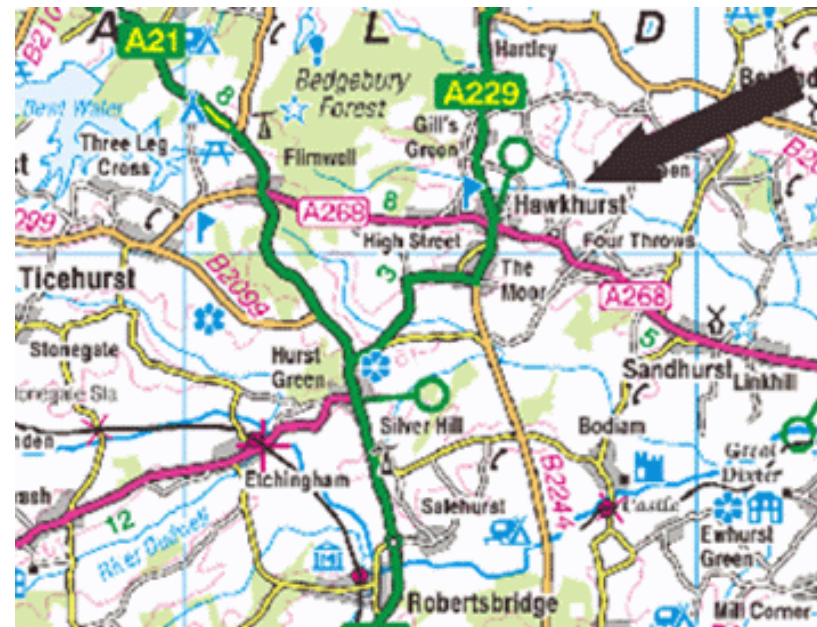
For the purpose of the Hawkhurst Community Partnership's SEEDA-funding, Hawkhurst performs as a hub for itself and for its designated hinterland which comprises the villages of:

## Kent

- Sandhurst

## East Sussex

- Bodiam
- Etchingham
- Flimwell
- Hurst Green
- Ticehurst





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# What have we delivered?

**Review of Completed Projects: Success of project evaluated as (A), (B) or (C)**



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

- Cost of Project £6,000
- Completed with the Hawkhurst Village Society in March, 2009, with match-funding from the High Weald Sustainability Fund. 50,000 copies produced for both local and regional distribution.

Success: (A)

Sustainability: Hawkhurst Village Society to take responsibility for any future production



## The Colonnade

- Cost of Project: Originally £30,000, now £75,000.
- Refurbishment of Hawkhurst's iconic Colonnade completed September, 2010.

Success: (A).

Sustainability: the 9 Colonnade traders have formed their own company to assume management and maintenance responsibility of the repaired structure.

Added Value: the Colonnade traders have now taken on responsibility for 2010 and 2011 Christmas events





## Accommodation Workshops

- Cost of Project: £ 6,000
- 7 training workshops (with QiT) over the life of the programme to help address the lack of accredited accommodation in the Hawkhurst area.

Success: (A)

Sustainability: at least 5 new accredited accommodation establishments known to be established in the area



## Business Workshops

- Cost of Project: £3,000
- Business Training Workshops: 7 training workshops over the life of the programme, covering business start-up, development, marketing, book-keeping, environmental health/health & safety, and 3 “Social Media” workshops which were all over-subscribed. In addition “Shopper Anonymous” was retained to provide a mystery-shopper training exercise for up to 10 Hawkhurst-based businesses. Priority given to the existing Colonnade traders, who had potentially benefitted from the Colonnade’s refurbishment funded by the programme, and who took up 40% of the overall opportunity.

Success: (A)

Sustainability: at least 7 new businesses known to be created. Hidden Britain SouthEast (trainers for the Social Media workshops) have expressed an interest in running further training workshops in the Hawkhurst area





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

- Cost of Project (2010): £1,500
- **“Flix and Pix” (Film, Photographic and Arts Festival):** May, 2009 - subsequently May, 2010, May, 2011 and again scheduled for May, 2012. The Co-operative became a supporter in 2010, and a sponsor for 2011 and 2012. The Wealden Advertiser agreed 2-year sponsorship in 2011.



Success: (A) overall, Photographic Exhibition and Schools participation may be in need of some support from 2012.

Sustainability: Since 2010, Kino Hawkhurst has progressively taken the lead, particularly with the “Flix” element.



## “Beefing it Up” Centenary of the OXO Cube

- Cost of project: £12,500
- 2-day event, week-end of 24/25 July, 2010. Opening of Tongswood Estate (now St. Ronan’s School), with OXO memorabilia, cookery & picnic demonstrations, farm walks. Evening Gala Dinner with demonstration by celebrity-chef Richard Phillips and featuring local produce. Local Produce Market on The Moor in conjunction with NFU Mutual (37 Stalls) - 2,000+ visitors.

Success: (A).

Sustainability: Local Produce Market - already took place in July, 2011 with NFU Mutual taking over administration of the Market. NFU Mutual scheduled to take over completely from 2012

Added Value: With separate funding, HCP produced 8,000 copies of the “Hawkhurst Cooks with OXO” community cookbook

The Hawkhurst Community Partnership presents:





## '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 6<sup>th</sup> December, 2010. Distributed in local outlets free of charge.
- Cost of Project: £8,000 (no SEEDA funding)





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## “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.)

- Cost of Project: £12,000



**“Smugglers Ways”** - a smugglers trail, based on the infamous “Hawkhurst Gang”, and featuring 23 smugglers haunts from Goudhurst, Cranbrook and Hawkhurst down to the coast at Hastings and Rye.

- A porcelain plaque for each establishment, a bespoke “A2” information panel and
- a supply of trail information leaflets for each participating establishment, with an official
- Launch in Hawkhurst on 26/5/11. 90,000 additional leaflets distributed regionally over 2
- years.
- Hawkhurst’s first “Smugglers Supper” on 30/11/11, and installation of 2 large “smugglers”
- information panels, 1 outside Hawkhurst Library and 1 at the Smugglers Adventure in
- Hastings.



## “Ways & Means”

“Back to our Rootes” - 24/7/11 Classic Car Visit and Show, featuring Rootes Group cars; the Rootes Empire was founded at the Rootes cycle-shop in Hawkhurst  
In conjunction with the Classic Car Show, a Local Produce Market was organised with the NFU - 3,000+ visitors.



Success: (A)

Sustainability: Association of Rootes Car Clubs have expressed an interest in returning for a similar event in July, 2012. The NFU Mutual will again organise the Local Produce Market in 2012



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## Website - [www.visithawkhurst.org.uk](http://www.visithawkhurst.org.uk)

- Completed and launched April, 2010. A valuable marketing tool for visitors to the Hawkhurst area and for the dissemination of information. Recruitment of sales executive in February, 2011 to assist with further commercial development of the site has had limited success.

Success: Design and content (A), Commercial (B).

Sustainability: Hawkhurst P.C. to assume responsibility for the site





## Area Conference:

- 8<sup>th</sup> December, 2011 - Weald Rural Activities Partnership (“WRAP”) 32 attendees. WRAP is a unique partnership of 4 charities (LoF, WRVS, Sound Architect and the Alzheimer’s Society) formed to deliver opportunities and activities for older and disabled people and to promote independent living and improved quality of life. The project will provide companionship, support, and activities for older and disabled people in order to promote independent living and improve quality of life. The area conference, held at the premises leased to deliver the project successfully began to raise awareness of WRAP in the local community
- Success: A
- Sustainability: Hawkhurst Community Hospital League of Friends has agreed to fund the operation for two years initially at an estimated cost of £250k.



## Hawkhurst Business Group:

- 12 Networking meetings held over the life of the programme. After an encouraging start, some difficulty experienced in maintaining attendance numbers. Looking to reinforce/expand the Group by partnering with Cranbrook Business Association
- Success: (B)  
Sustainability: Best way forward could probably be in conjunction with Cranbrook Business Assn.





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## Other activities and achievements:

### **The Hop-Pickers Line:**

Co-ordination, with KCC, of the “Hop Pickers Line” project – the re-opening, for recreational use, of the Paddock Wood to Hawkhurst railway line, which closed in 1961.



Chaired by HCP’s Co-ordinator, this working-group, comprising representatives from Paddock Wood, Goudhurst, Cranbrook and Hawkhurst Parish/Town Councils, has met regularly with KCC since August 2008 to take this project forward. A bid for almost £900K for the project was submitted by KCC to the HLF on 30th November, 2011, with a decision now expected in March, 2012

### **The Hastings-Cannon Street Direct Rail Service:**

The Partnership co-ordinated a Meeting at Dale Hill Hotel, Ticehurst, on 29<sup>th</sup> April 2010 for all those concerned by the possible discontinuation of this direct service from 2014.

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.



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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](http://www.visithawkhurst.org.uk)

or

by letter addressed to:

Yolanda Laybourne, Hawkhurst Community Partnership Co-ordinator,

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## Hawkhurst Community Partnership Financial Report January 2012

### Introduction

This report looks at the financial performance of the Hawkhurst Community Partnership (HCP) over the whole project that began in January 2008. The data shown is based upon unaudited account and is subject to change. The hugely successful programme completed by the partnership was undertaken in a most unfavourable economic climate.

### How did HCP Perform?

The tables below are taken from tracking spread sheets used in conjunction with the quarterly submission to KRT.

It is clear that overheads were closely controlled and showed an overall positive variance of £624 (1.34%)

Project expenditure was held tight against budget and a small deficit of £986 (1.4%) was recorded.

Given that inflation rose considerably more than this during the four years of the projects (ave 4% pa) and the original budget did not change this is considered to be a very creditable result



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ID	Overheads	Project Budget	2008-09 Total	2009-10 Total	2010-11 Total	2011-12 Total	Total for Project	Variance from Budget
RS	Staff Salaries	33,183	0	11,667	11,412	9,413	32,492	691
RM	Management and overheads	8,989	0	3,017	3,184	3,420	9,621	-632
RC	Consultancy and Professional Fees	1000	0	1,200	0	0	1,200	-200
RA	Project Publicity & Marketing	2,225	0	1225	705	230	2160	65
	Other Costs	1,250	0	0	0	550	550	700
	<b>Total Overheads</b>	<b>46,647</b>					<b>46,023</b>	<b>624</b>



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ID	Projects	Project Budget	2008-09 Total	2009-10 Total	2010-11 Total	2011-12 Total	Total for Project	Variance from Budget
RP1	<b>Heritage and Smugglers trail maps</b>	<b>12,000</b>	<b>5,788</b>	<b>0</b>	<b>0</b>	<b>7,886</b>	<b>13,674</b>	<b>(1,674)</b>
RP2	<b>Tourism - heritage plaques</b>	<b>4,500</b>	<b>0</b>	<b>3,649</b>	<b>0</b>	<b>1,798</b>	<b>5,447</b>	<b>(947)</b>
RP3	<b>Business Group events (room hire and refreshments, advertising, speakers)</b>	<b>3,275</b>	<b>0</b>	<b>2,005</b>	<b>944</b>	<b>4,940</b>	<b>7,889</b>	<b>(4,614)</b>
RP4	<b>Heritage and Cultural Events (3 ) including marketing</b>	<b>32,865</b>	<b>0</b>	<b>12,129</b>	<b>15,959</b>	<b>2,830</b>	<b>30,918</b>	<b>1,947</b>
RP5	<b>Website Development</b>	<b>9,513</b>	<b>0</b>	<b>4,048</b>	<b>3,454</b>	<b>690</b>	<b>8,192</b>	<b>1,321</b>
RP6	<b>Accommodation Workshops</b>	<b>6,000</b>	<b>0</b>	<b>600</b>	<b>28</b>	<b>2,391</b>	<b>3,019</b>	<b>2,981</b>
	<b>Total Project</b>	<b>68,153</b>	<b>5,788</b>	<b>22,431</b>	<b>20,385</b>	<b>20,534</b>	<b>69,138</b>	<b>(986)</b>



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Overall Result Project Budget	Project Budget	2008-09 Total	2009-10 Total	2010-11 Total	2011-12 Total	Total for Project	Variance from Budget
<b>Total</b>	<b>114,800</b>	<b>5,788</b>	<b>39,540</b>	<b>35,686</b>	<b>34,147</b>	<b>115,162</b>	<b>(221)</b>

Without taking earned income into account the a small overall deficit of £221 (0.2%) was returned. The project controllers and organisers are to be commended for their financial management of complex and large projects.

	Project Budget	2008-09 Total	2009-10 Total	2010-11 Total	2011-12 Total	Total for Project	Variance from Budget
<b>Colonnade Budget (Including Fees)</b>	<b>75,400</b>	<b>0</b>	<b>1,250</b>	<b>74,152</b>	<b>0</b>	<b>75,402</b>	<b>(2)</b>

The restoration of the Colonnade was a difficult project given the number of stakeholders involved. Despite difficulties encountered in the reconstruction the project came in on budget, the deficit shown being due to rounding errors.



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Money was raised to run the projects from SEEDA matched funding against money received from both public and private sources. HCP would like to publicly thank all those organisations who have given money towards the work of the partnership.

The Parish Council too have been most supportive, acting as the project bankers and providing office facilities.

The positive variance shown will be used paying salary in the project run down and the final audit by KCC.

Revenue Expenditure (Less earned income of £7,052))	108,512
Capital Expenditure	75,000
<b>Total HCP Expenditure</b>	<b>183,512</b>
SEEDA Revenue Funding	64,416
SEEDA Capital Funding	25,000
Public	75,849
Private	17,520
<b>Total Income</b>	<b>182,784</b>
Variance	728

**John Buckles January 2012**



## Conclusion

- As Vice-Chairman of the Hawkhurst Community Partnership before assuming the Chairmanship in March, 2010, I have been closely involved in the delivery of the projects within this 3-year programme.
- It became clear early in the programme that each of the elements contained within the programme would contribute substantially to the regeneration of Hawkhurst, and were also going to prove very effective, being popular with the local community and attracting considerable interest from further afield.
- The programme has been an intensive one, especially with its delayed start in 2009, and there have been times when the capacity of the Partnership has come under pressure. Nevertheless, it is the view of the Partnership's Trustees that all of the projects have been delivered in their entirety, with all outcomes and outputs met or exceeded.





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- In addition, HCP has forged important new, strategic and/or working relationships for the benefit of the community, including KCC (Hop Pickers Line), The Co-operative, Wealden Advertiser (Flix & Pix), Premier Foods, Jempsons, NFU Mutual (OXO Centenary), Assn. of Rootes Car Clubs, Hastings B.C., Smugglers Adventure (Hastings), Cranbrook Museum, Goudhurst Historical Society (Ways & Means), SouthEastern (Cannon Street Rail Service) and TWBC's Regeneration Department.
- The Partnership is to be commended on raising the profile of Hawkhurst, on increasing its footfall, on creating new business and on delivering these important regeneration projects in a sustainable way.

**Alec Travers, Chairman, Hawkhurst Community Partnership 30/12/2011**



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**Where do we go from here?**



## **The Way Forward from January 1<sup>st</sup>, 2012 - requiring additional funding:**

- At its Special Meeting of 9<sup>th</sup> November, 2011, called by HCP's Chairman, Alec Travers; the Trustees gave consideration to the sustainability of HCP's projects with a view to compiling a Forward Strategy which could serve as HCP's new Action Plan and as a tool for attracting future funding.
- Most, if not all, of the current SEEDA-funded programme of projects, have known an unrivalled success in regeneration terms, bringing increased footfall, interest and employment in the Hawkhurst area.
- For this reason, the Trustees gave careful consideration and approval to the notion of further building on the success of the current projects which would continue to ensure Hawkhurst's success as a centre and hub for itself and its designated hinterland.



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- **“Smugglers Extra”** – HCP would like to build upon the success of the “Smugglers Trail” launched on 26<sup>th</sup> May, 2011. HCP are seeking seed funding to create specific merchandise; produce a booklet or short book which would contain a brief history of the Hawkhurst Gang and details past and present of each of the 26 locations along the route; create a dynamic children’s “passport” scheme which they could get stamped at each of the 26 locations to win a prize. Additionally, to encourage environmental responsibility we propose to investigate the practicality of creating a cross-country route and producing a map for walkers, cyclists and horse riders, which would also link the sites but, wherever possible, avoid the main roads.
- **Event at St. Ronans School** - Following the successful event at St. Ronans School (originally Tongswood, where the Gunther family created the OXO Cube) in July, 2010, HCP would seek to stage a similar event, highlighting Hawkhurst’s important heritage.
- **Business Training Workshops** - The business training workshops run in conjunction with Enterprise First, Quality in Tourism and Hidden Britain, with support from TWBC, have all been extremely well attended over the past 30 months, demonstrating that there is a substantial need for this kind of training. The workshops have all been free of charge, and topics covered have included: Starting your own Business, Growing your own Business, Marketing, Book-keeping, Accommodation Accreditation for both serviced and self-catering establishments, and Social Media. Having established its reputation in this field, HCP would like to continue running these workshop into the future.



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- **Website Development** - [www.visithawkhurst.org.uk](http://www.visithawkhurst.org.uk) has been widely acclaimed as an excellent website, both for participating businesses and for those visiting the site. It has reached the stage where it needs further developing commercially in order to reach its full potential. HCP recruited a person on a self-employed basis in February, 2011, to assist in developing the website along these lines, but this has known only limited success. HCP would like to review this arrangement. At the same time, the site also needs constant updating and refreshing, and will need the capacity to respond quickly to any further developments delivered by the Forward Strategy.
- **“Flix & Pix”** - HCPs’ first SEEDA-funded project, delivered in May, 2009, this Film, Photographic and Arts Festival has since run each year, with Kino Hawkhurst (digital cinema) now taking the lead with the film aspect of its organisation. 2012 will therefore mark the Festival’s fourth consecutive year. 8 or 9 area junior schools regularly participate in the Festival. Flix & Pix has attracted support from The Co-operative, and some limited sponsorship from The Wealden Group (which may soon expire). Such festivals need to offer some new and/or different aspects every so often, and HCP would wish to see an Art Show or Exhibition, with workshops, added to the 2012 or 2013 Festival, in order to take the Flix & Pix into a sustainable future.



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- **Local Produce Market** - as part of the OXO-Cube Centenary in 2010, a Local Produce Market was held on The Moor (Hawkhurst) on 24<sup>th</sup> July, with the support of the NFU Mutual. Such was its success (with over 35 local produce stalls), that the NFU offered to run a second market in 2011. This took place on 23<sup>rd</sup> July, 2011, and ran in conjunction with a Classic Car Show (“Back to our Rootes”, part of the 2011 “Ways & Means” project), and was a great success, with over 3,500 people attending both events. To build on this success, HCP would like to support Spring and Autumn Local Produce Markets, perhaps to be held in St. Lawrence Church at The Moor. A new run of the “Hawkhurst Happens” hessian bags would also be produced to accompany these markets.
- **The “Hop Pickers Line”** - As stated above, HCP has co-ordinated, with KCC, the “Hop Pickers Line” project - the re-opening, for recreational use, of the Paddock Wood to Hawkhurst railway line, which was closed in 1961. Chaired by HCP’s Co-ordinator, this working-group, comprising representatives from Paddock Wood, Goudhurst, Cranbrook and Hawkhurst Parish/Town Councils, has met with KCC since August 2008 to take this project forward. A bid for almost £900K for the project will be submitted by KCC to the HLF on 30<sup>th</sup> November, 2011. HCP would need to continue to co-ordinate this project, at least in the short term, before officially handing it over to KCC for delivery, should the HLF Lottery bid be successful (result now expected March, 2012.)



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- **The Cannon Street Line** - As stated, HCP has been working with the area's two MP's (Greg Clark - Tunbridge Wells and Greg Barker - Bexhill & Battle), Hastings B.C. and Southeastern, HCP is co-ordinating the area's private sector lobby for the continuation of the direct Hastings - Cannon Street direct commuter rail service to the City. It is widely accepted that this direct commuter service to the City is an economic lifeline to businesses in this area, and its possible discontinuation from 2014 or 2018 would be disastrous for the area's economy. HCP would like to ensure that it can continue to give this lobby its close, active, attention.
- **Hawkhurst Day Centre (WRAP)** - With the recent closure of Bowles Lodge, HCP would seek to support the opening of a new Day Centre in Hawkhurst, which would hopefully have a wider remit, and provide an extensive range of services for all ages and needs, serving Hawkhurst and its surrounding area (both Kent and East Sussex).
- **War memorial and Royal Oak Car-Park Improvement Scheme** – There are plans to refurbish the Royal Oak car park and HCP would seek to support these.



## **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 support, without whom  
our programme of projects simply could not have been delivered”*

***Alec Travers, Chairman, The Hawkhurst Community Partnership January, 2012.***